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NHPPA is a state affiliate of the Professional Photographers of America 

The Official Newsletter of the New Hampshire Professional Photographer's Association

## Coming Up

**“ But Why? Your Unique Way To Success”**

**Nadra Edgerley**

April 3, 2019  
6:00–9:30pm  
Deerfield Country Club

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& Register for Conference and you too will smile!

<http://nhppa.com/conference>

## President's Message

Hello and Happy Spring!

I'm sure everyone is looking forward to warmer weather, which brings more outdoor photo opportunities. Many of us are also gearing up for another wedding season. Others are excited for new growth in the way of flowers, trees, and the outdoor landscape to bloom once again, providing the much-anticipated colors for landscape and/or outdoor portraiture. Whatever spring means for you and your photo business, I hope it is successful.



Of course, the annual rite of spring among us is the NHPPA Conference and Image Competition. This is the highlight of our year as an association, and I sincerely hope every member can attend this year. As always, there is a lot of work that has been done over the last year, and as a free member benefit, it should not be missed. Features such as hands on education and inspiration, image competition with state-of-the-art display equipment, a great social event, and more, make the NHPPA Conference an invaluable experience not to be missed.

Spring also means an upcoming change in leadership within the NHPPA. It's hard to believe that my term as President is nearing its end on June 1, and I will move to the position of Conference Chair. Many of the board and committee positions will be changing and Tanya Hervey will be stepping in as our new President, I have every confidence she will bring her great energy and dedication to the position.

So, with the arrival of spring, get ready, be ready, and enjoy!

Your President,

Jim Carlen, M.Photog., CPP, A.C.Ph.  
Current President, NHPPA

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# New Hampshire Professional Photographers Association 60th Annual Conference

PPA members  
earn a CE Merit  
for attending  
programs



**Rachael Boer, CPP**  
**Elevate Your Client Experience to Grow Your Business**  
**Friday, April 26 | 1:30 to 4:30 p.m.**

This program will focus on crafting a positive experience for each client who comes through your door, from inquiry through final interaction. We will examine ways this elevates our brand, sets us apart from the competition, and work on building our own unique client experience roadmap that we want to implement. With great attention to detail, we can blow our clients away and exceed their expectations, which will make them much more likely to recommend us to their friends and return year after year. [<https://www.rachaelboerphotography.com>]

**Maria Sampaio, M.Photog.M.Artist.Cr., CPP**  
**Profitable Children's Events & High Sales Averages**  
**Sunday, April 28 | 8:30 a.m. to 3:00 p.m.**

Join Maria and learn how to set up, market and sell for very successful childrens events! Topics we'll discuss include what you need to get started (i.e. backdrops, props, and cost). How to effectively market your event. How to run your event and prepare for your event day. How to photograph on the day of and cull the imagery for maximum sales. How to prep for sales and what to do to make more money! And how to properly price your product so you can sell. [<http://www.studiom.ms/>]



**Paul Nguyen**  
**The World Within the World: Introduction to Macro Photography**  
**Monday, April 29 | 9 a.m. to noon**



See your world in a different way by getting up close and personal with your subject matter. The power of macro and close-up photography not only makes minute objects look larger than life, but brings surreal levels of detail to everyday subjects. In this presentation and demonstration, you will learn what macro really means, gear options and techniques for basic macro photography, how to do hand-held vs tripod-based close-up shooting, and lighting choices for more advanced macro work, as well as providing a couple different work stations where you can try out the principles and equipment for yourself using Paul's lens and lighting setups. [<https://paulnguyenphoto.com>]

**NHPPA Annual Conference | The Margate Resort | Laconia, NH | April 26-29, 2019**  
Attendance is free to NHPPA members. For more info and to register go to [www.NHPPA.com/Conference](http://www.NHPPA.com/Conference)  
Non-member program fee of \$39/\$69 will be applied to annual membership if joining at the conference.

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## CONFERENCE SCHEDULE

### **MONDAY, APRIL 15**

Image Submission Deadline!!

### **FRIDAY, APRIL 26**

12:00 - 1:30 PM - Registration Open

1:30 - 4:30 PM - Rachel Boer "Elevate Your Client Experience to Grow Your Business" (Granite Room)

7:00 - 9 PM - Image Competition Judging

9:30 PM - Hospitality Opens! (Blackstones Lounge)

### **SATURDAY, APRIL 27**

8:00 AM - 9:00 AM - Registration Open

8:00 AM - New Member Breakfast

9:00 AM - 12:00 PM - Image Competition Judging

9:30 AM - 11:30 AM - CPP Exam

12:00 - 1:30 PM - Lunch (on your own)

1:30 PM - End - Image Competition Judging

5:00 - 6:30 PM - Image Critique & Pizza Dinner Party (\$7 Contribution/(Blackstones Lounge)

6:30 - 8:30 PM - Scholarship Auction (Blackstones Lounge)

8:30 PM - Hospitality Opens! (Blackstones Lounge)

10:00 PM - Print Display open til midnight (Belknap Room)

### **SUNDAY, APRIL 28**

8:00 AM - 8:30 AM - Registration Open

8:30 AM - 12:00 PM - Maria Sampaio "Profitable Childrens Events and High Sales Averages" (Granite Room)

11:30 AM - 12:00 PM - Lunch (on your own)

11:30 - 12:30 PM - Registration Open

12:00 - 3:00 PM - Maria Sampaio "Profitable Childrens Events and High Sales Averages" (continued)

4:30 - 5:30 PM - Personal Time

5:45 PM - Group Photo (Meeting location TBA, banquet attire)

6:00 - 6:30 PM - Cocktail/Social Time (Mariah Room)

6:30 - 10:30 PM - Banquet and Awards Ceremony (Mariah Room)

"Stylin' 70's" - Dancing & Merriment with DJ George Whitehouse

10:30 PM - Print Display Closes

10:30 PM - Hospitality Opens\* (Blackstones Lounge)

\*Time subject to change. Hospitality opens after the conclusion of awards ceremony at banquet.

### **MONDAY, APRIL 29**

8:00 - 9:00 AM - Registration Open

8:00 - 9:00 AM - Pick Up Display Prints

9:00 AM - 12:00 PM - Paul Nguyen "A World Within the World: Introduction to Macro Photography"

12:00 PM - Conference Ends

## New Rule for 2019 Image Competition

### Allison McGrail

New Rule for 2019!

I want to address a new rule that we have added to our image competition. This rule is an adaptation of the new category that PPA has introduced to IPC (International Photographic Competition). This category is called the Creative Open. IPC states that this category “consists of images that have additional elements not created by the maker. All elements not created by the maker must be shown in a guide image.”

We have decided to not make this into a new category but to apply the change as a rule.

C. The Maker may choose to include an element in their entry that they did not create themselves. If they chose to do so, they must add a thumbnail of the element that they are using and/or an element that they did not create it themselves photographically. They may use these as long as they have permission to do so with the proper releases. The photographer must put a thumbnail into the matting similar to what is done in Master Artist.

The idea of this new rule is to allow makers to use elements in their entries that they have not photographed themselves, but without needing to enter the image in the Artist category. Along with following the 12 elements, the Artist category is meant to “demonstrate proficient use of image manipulation tools such as Photoshop to further enhance the imagery.” This may not be the right fit for an entry that uses a sourced element but is not focused on image manipulation. It is up to the maker to decide where how they want to enter.

If not entering in the Artist category, you would still select the appropriate category, be it portrait, social candid, commercial or open/illustrative, but you would include a guide image in the presentation to show which elements were not photographed by you.

It is not necessary to include guide images from elements sourced from Photoshop plugins that are not created from photographs.

We have included a few samples to demonstrate how an entry would look different when entered in a regular category opposed to the Artist category.

Please refer to the following illustrations:

## Entry prepared for Portrait Category

note guide image of only the element not created by the maker



## Entry prepared for the Artist Category

note guide images of all elements to the final composition



Maker: Samantha Deschamps

## Entry prepared for Portrait Category

note guide image of only the element not created by the maker



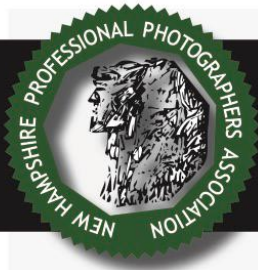
## Entry prepared for the Artist Category

note guide images of all elements to the final composition



Maker: Samantha Deschamps





# Monthly Meeting



## But Why? Your Unique Way to Success

presented by Nadra Edgerley  
[www.NadraPhotography.com](http://www.NadraPhotography.com)  
[www.TheConfidentCreatives.com](http://www.TheConfidentCreatives.com)

Wednesday, April 3, 2019  
 6 to 9:30 p.m. | Derryfield Country Club

What is your “why”? When you know with confidence how to answer this question, then you understand what is unique about your business, how to approach your branding, and how to find and attract your ideal clients.

In this business intensive, Nadra takes you on a journey to discover your “why” through a series of strategic and entertaining exercises. Together, we’ll find your values and define a clear mission statement that then reveals the direction your business should move toward to achieve real success; success as determined by you.

When your values meet your business and your business aligns with your “why,” oh child, get ready. Life gets good! Be prepared to work, think, and dream bigger than you think you should.

Nadra’s one-on-one coaching business, The Confident Creatives, helps photographers stop chasing the pack by defining their unique way. In our competitive indus-

try, this saves creative professionals time, money and frustration. Learning this also rescues you from a lifetime of overworking and underachieving. Through this class, Nadra shares how to cultivate your “why” throughout your specific brand, selling proposition, and art.

Nadra began her career in photography over 18 years ago in northern California after graduating with a bachelor’s degree in Studio Art. Nadra draws out the connection between people who love each other most in the world. She combines her art background, technical skill, and years of experience to bring out

the best in others. The result is beautiful imagery that lasts for generations. Hundreds of weddings and thousands of beautiful moments later, Nadra is not only an accomplished photographer but a mentor and business coach to photographers and small business owners. She lives on the coast of southern Maine with her husband and four children.

“Nadra made me feel confident in a big scary field I felt adrift in. She encouraged me to try out things I wouldn’t expect, and pushed me to ask for what I deserved. With her encouragement, I have tripled my gross income.”

– Justin McCallum

Join us for a buffet dinner and socializing from 6 to 7:15 p.m., followed by the program from 7:30 to 9:30 p.m. Register online by Friday, March 29, at [nhppa.com/event-3237408](http://nhppa.com/event-3237408). Dinner is \$25 and can be paid online or at the door. For more information visit [www.nhppa.com](http://www.nhppa.com) or contact Chris Keeley at [chris@chriskeeleyphotography.com](mailto:chris@chriskeeleyphotography.com).



# Monthly Meeting



**Photography on the Edge**  
 with Jay Philbrick  
*www.PhilbrickPhoto.com*  
**Wednesday, June 5, 2019**  
 6 to 9:30 p.m. | Derryfield Country Club

In this dramatic slide show presentation, Jay will describe the creative process behind the making of the images that went viral and have been televised worldwide. He will share the back story of how a local photographer became a viral sensation on the Internet and discuss the making of some of the most amazing environmental portraits you'll ever see. He will also discuss how Philbrick Photography has managed to stand out from the crowd in today's incredibly saturated photography market.

Jay Philbrick is a professional, full-time photographer living and working out of North Conway. He has been an avid photographer since the mid-1970s, and since 2001 Jay has been doing all his photography digitally. He does extensive and distinctive post processing of his images to bring out the best that his photographs have to offer.

Jay goes to great lengths to create unique and lasting images for his clients. Being an ex-Air Force pilot and climbing guide, Jay's adventurous nature shows in his imagery. His distinct style is well documented in his images of brides, couples, dancers, and others. He often incorporates unusual and sometimes difficult to access locations with precise posing to create dramatic portraits and imagery.

Jay's work has been published worldwide in numerous print magazines and internet blogs and articles. His work has also been featured on television networks worldwide. He is actively sought out by models, actors, authors, pageant competitors, and others who need the perfect image that will portray who they are. He is always assisted in his work by his wife, Vicki, who is also an accomplished photographer and who has a degree in photography.

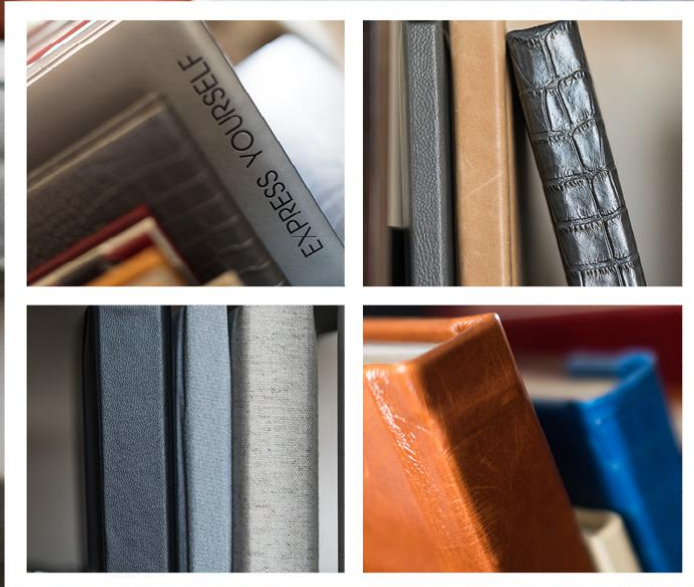
The scenery of the White Mountains provides Jay with endless inspiration and opportunities for his landscape, nature, and adventure sports photography. He also travels to destinations in search of unique landscape and nature images. He has collections of dramatic landscape and portrait photographs from all over the desert Southwest of the United States and Europe, and he and his wife will soon be departing on another trip to the Southwest for more such images.



**Join us for a buffet dinner and socializing from 6 to 7:15 p.m. followed by the program from 7:30 to 9:30 p.m. Register online by Friday, May 31, at <http://nhppa.com/event-3190055>. The cost for dinner is \$25 and can be paid online or at the door. For more information visit [www.nhppa.com](http://www.nhppa.com) or contact Chris Keeley at [chris@chriskeeleyphotography.com](mailto:chris@chriskeeleyphotography.com).**

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# Competition Insights and Tips

## Observations about Competition

PPA judges like **beauty**. In the case of portraits, usually images of attractive people do better in competition. The exception would be character portraits such as old wrinkly men, then the more character the better.

### Distractions:

If something doesn't enhance your image, it detracts from it. Example: if you have too much background-- crop it off.

What is your **story**? Do all the elements in your image support the story or not? Look for distracting elements. Turn your image upside down and/or squint and see what the lightest elements of your image are? What are the areas of most contrast? Where does your eye go first? Look for light traps (bright spots that grab your attention). If the answer to any of these is not "your subject", then you have some more retouching to do. Your subject should be the focal point (the element that most readily draws the eye of the viewer).

Look for **leading lines**. Diagonal lines are often a plus. Lines that lead you in from the left to the right are often a plus. Remember, unless you have writing in your image, you can experiment with flipping it to see if it works better horizontally flipped.

### Objectivity:

Be VERY careful about putting photos of your own children/grandchildren into competition unless you are really sure you can be somewhat objective about how successful the image is. It's exceedingly hard to be objective about an image of someone you love.

On the subject of objectivity, I find it a great practice to have a **competition buddy**. That would be someone to whom you can send your competition images and get helpful, honest feedback. This is super helpful.

### Posing:

If there is a place where a woman's arms, fingers and legs can bend, **bend** them.

Avoid of facing the flat part (back) of the hand toward the camera. Try to put the edge/side of the subject.. especially a woman's hand toward the camera. Leave some space between the body and the arm if possible, otherwise it tends to add weight to your subject; and beware of hands being brighter than the subject's face.

### Presentation:

Almost always you'll want to put a mat on your image with a very subtle key line/pinstripe. Take the color of the pinstripe/keyline from some part of the image and make sure it does NOT draw attention to itself. It should compliment the image, not bring attention to itself. A pinstripe/keyline of 3 pixels works well for many images. Avoid being heavy handed or gimmicky with the presentation. Use a color from within the image for the mat as well, or use black or white. IF YOU USE black or white for the mat, make sure your image has a good black or a good white in it. Nothing exposes a slightly muddy image like a black or white mat, and there are some images that shouldn't have a stark white in them. More rare is the image that doesn't have at least a touch of pure black somewhere.

**Color and Key:**

Think about what key you are using. If your subject in light clothing, then consider putting them in a light setting (high key). If your subject is in darker clothing, then probably you should consider a darker background (low key).

Look at the colors in your composition. Would you decorate a room in your house with those same colors and find them pleasing or would you leave out that "orange pillow" (for instance)?? **Color harmony** is one the twelve elements.

For most competitions, including IPC, your image must be **4000 pixels for the longest dimension**, but it can be nearly any other dimension up to 4000 pixels for the shorter/equal side. Don't hesitate to use the dimensions that best show your composition. Make sure your subject is in **focus**.

**Rule of odds:** odd numbers of elements often tends to be more pleasing then even numbers.

**Rule of thirds:** this oldie but goodie is still very much in evidence. Make a tic tac toe board out of your canvas and place your focal point/main subject at the intersection of the lines. Photoshop's crop tool has this built into it if you want mechanized guides. This doesn't have to be exact, but rather it is a guide. This rule gets broken all the time, but have a reason for doing it: ie. symmetry, evoking a certain style or mood, etc.

**Eyes:**

If your subject has eyes, make sure they are in **focus**. It is also rare for a portrait to do well if there aren't highlights in the eyes. Be extremely careful to avoid over-working the eyes. Do not over-whiten the whites of the eyes, and don't flatten the eyes with your retouching. Eyes need to have dimension, which means there will be darker areas and lighter areas as the light shapes the sphere shape of the eye. I use the history panel to make a snapshot of my image before I retouch and then after to judge whether I've overdone it or not.

What is your **center of interest**? Make sure that your center of interest is in focus, and placed carefully.

**Don't over retouch** the skin. Keep some pore detail. Overuse of Portraiture or other skin softening plug-ins can hurt you in competition.

If your subject has dark hair and is on a dark background, make sure there is some **separation** of the subject from the background.

**Avoid flat lighting.** You want your light source to sculpt your subject and give it dimension.

Does your image look better in black and white or color? Test it out?

**Avoid blocked up shadows** (shadows without detail) and **avoid blown out highlights** (highlights with no detail.) The exception would be specular highlights which can exist with no detail: bright reflections on car fenders, for instance.

**Lighting** is extremely important. If you don't know how to use light or see light, study it. Don Chick is probably one of the best lighting people in our area but he's far from the only one. Take a class!

If you are compositing several images together, **make sure the lighting is consistent** in directionality, color and quality.

Understand almost every rule can be broken, but you have to know the rules in order to know how to break them and make it work for you.

BEWARE THE DREADED "**CLONE TRACKING**" which is where you can see an area of the image duplicated two or more times usually by less than careful cloning. This will nearly always knock your image out of merit territory very quickly.

Be aware that entering images you've shot in the direct sunlight of mid-day may have a more difficult time meriting in competition. Outdoor images shot in open shade, using reflected light, or directional light or using light coming from the sun being lower in the sky often tend to do better in competition.

**Halos** may be angelic in other settings but in competition they are deadly! Look for places where light areas meet dark areas and make sure you haven't created halos by sharpening your image a bit too much. You'll often find halos at the place where sky meets the tree line, or a building meets the sky.

**Zoom in** and really inspect your images: every square inch. Look for dust, scratches, blemishes, lines left over from adding canvas, clone tracking, something that should be in focus that isn't or something that is too sharp and grabbing attention when it shouldn't be. I can't stress this too much. **ZOOM IN**, I repeat, and take the time to check your image carefully.

**Don't over-sharpen.** You will create halos and often noise. Don't forget to sharpen if your image might benefit from some judicious sharpening, but it's like salting your food. It's a fine balance between not enough and so much you've ruined things.

**Commit!** If you are going to paint or make an abstract of your image, don't be wishy-washy about it. The judges need to know what you did is intentional. If you half paint something, it often looks like you just overworked something or like you goofed. Keep the technique consistent throughout with the exception of textures over skin. (Not generally appreciated.)

### **A couple of last suggestions:**

One thing I will always try to remember to do before submitting an image is make and temporary levels adjustment layer in Photoshop and move the white input arrow (right one) NEARLY all the way to the left to make sure that if I have a black background it is truly black and not just a super dark grey masquerading as a black. You can move the black (left) arrow nearly all the way to the right to check your whites the same way.

Save your original files in a folder with your finished version, then add the presentation (your pinstripe and matting) and then resize to the correct size for competition (4000 pixels on the longest side and jpeg compression of 10) and save a flattened jpeg copy in a folder labeled for that specific competition. This way if you find you need to edit, for instance after your state competition, you'll have all your original image information at the best resolution in order to do any edits you may need to do. (And when you get published someday in Professional Photographer magazine, you will want your metadata and often it's really interesting to see the genesis of your image.)

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## Specials From Hunt's Photo and Video

I hope everyone had a good winter and is looking forward to warmer weather and getting outside to shoot! Spring is officially here and the warm weather is fast approaching.

Here are some of the awesome promotions and deals going on!

-We have some refurbished Nikon equipment coming in soon such as D850s, D7500s, 200-500mm lenses, and more. Please reach out to Harper or Cameron if there are some Nikon products you've been looking for.

-Save 15% on all superior seamless paper. (Must be picked up from one of our 8 locations)

-Save 12% off all Tamron lenses including the 24-70mm and 70-200mm G2 lenses. The 24-70 and 70-200 are both on sale for \$1055. Please reach out to Cameron or Harper

at [ccampbell@huntsphoto.com](mailto:ccampbell@huntsphoto.com) and [hhodges@huntsphoto.com](mailto:hhodges@huntsphoto.com) to inquire about pricing on all other lenses!

-For those of you who may not already know, we have a full service lab in our Melrose location. We offer digital printing, film developing and scanning, custom framing, and much more! Orders can be placed online and shipped directly to you or to the Manchester store to be picked up. Please email our lab manager, Alan, at [aasadorian@huntsphoto.com](mailto:aasadorian@huntsphoto.com) for more info or visit <https://www.huntspix.com>

-To inquire about any of these promotions listed above or anything else you may be looking for, please email Cameron or Harper at [ccambell@huntsphoto.com](mailto:ccambell@huntsphoto.com) or [hhodges@huntsphoto.com](mailto:hhodges@huntsphoto.com)

-The Manchester store is having the NHPPA vendor showcase and annual meetup on May 8th from 5-8pm. We'd love to see everyone there. Reps from Canon, Nikon, Sony, and Tamron will be there showing off the latest gear and answering your questions.

-Lastly wanted to remind everyone about the workshop we are putting on with Sigma and photographer Roman Kurywczak in North Conway, NH on April 13th and 14th. I linked the site below for info on tickets and times. We'd love to see you there!

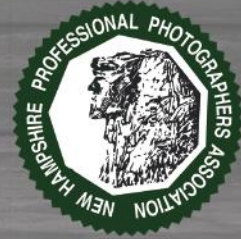
<https://www.eventbrite.com/e/hands-on-night-photography-shoot-tickets-57803110660?aff=ebapi>

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**Hello NHPPA members! As the recently appointed manager of the Manchester location, I'd like to introduce myself. My name is Harper Hodges, and I have been working for Hunts Photo and Video since 2012. Prior to that I graduated with a bachelors in photography from Chester College. Since then I've worked primarily photo retail, taught classes, hosted seminars, and featured in several galleries.**



**As I've worked these past several years I've grown more and more immersed in everything the company had to offer, including trade shows both local and along the east coast, and have thoroughly enjoyed the education program both in teaching classes and hosting photo walks all over New England.**

**Now is my chance to spread out to the community, so please reach out to me! Chances are good if you ever call or stop by the store, I'll be here! My direct email is [hhodges@huntsphto.com](mailto:hhodges@huntsphto.com), or ask for me at 603-606-3322.**

**Store Hours: Monday-Saturday 9am-8pm | Sunday 11am-5pm**

Hunt's Photo and Video Manchester store offers 12 month financing, an ever changing selection of used equipment, hassle free trade in to store credit or a check that will get sent directly to you. Massive selection in-stock with next day delivery from New England's largest professional photographic inventory.

Hunt's Photo and Video offers workshops and lessons for all level of photographer. Hands on help and on location photo adventures and photo walks, to put a new perspective into your vision. Check out what is offered at the Manchester store, or another area!

## Hunt's Education

[edu.huntsphto.com/manchester/](http://edu.huntsphto.com/manchester/)



Hunt's Photo and Video is a pick up location for LensProToGo for quick and easy pick up and drop location. Rent from LensProToGo directly and select Hunt's Photo Manchester store as the pick up, so you don't have to wait for the delivery driver!