

Hypioneer



NHPPA is a state affiliate of the Professional Photographers of America 

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

Coming Up _____

Monthly Meeting
Wednesday, February 7th
Derryfield Country Club
Manchester, NH

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Contribute An Article ~ Earn Degree

Great opportunity to share your knowledge and experience with readers of the NHPPA Newsletter and earn degree credits in the process.

NHPPA has 3 degrees that it offers to it members.

- The first degree is Associate Colleague of Photography (A.C.PH.) Given to members with a of minimum of 25 credits.
- The second degree is Colleague of Photography (C.PH.) Given to members with a minimum of 75 credits.
- The third degree is Distinguished Colleague of Photography (D.C.PH.) Requires 125 credits. Each additional 25 credits earned after 125 earns a silver star (D.C.PH.S.)

Degree medallions should be worn at all NHPPA meetings. To earn credits members have to work on a committee or committees or on the board of directors. Credits are also given out for entering Print competition, receiving blue ribbons and winning print awards and contributing articles to the NHPPA newsletter.

For more information on the NHPPA degree program contact Dennis Spaziano at dspaz@comcast.net

President's Message

Hi All,

By now the NHPPA members who were lucky enough to attend Imaging 2018 are back home. They are super excited to put into practice all that they learned at Imaging; from the programs, the image displays, the friendships and the amazing trade show.

As we approach February, so many of you are thinking about Print Competition. The Northeast District is open now. In addition, we have our annual NHPPA Image Critique on February 7th at our general meeting. I encourage all of you to enter images in our Image Critique. Your images remain anonymous. So, no one but you knows that they are your images. You will hear three Jurors speak constructively about your images. This is always a great, fun meeting. It is so awesome to see other member's images and hear what the jurors have to say about them; this doesn't necessarily mean an evening of negative comments. The jurors also speak about what they like about the images too. I encourage all of you to attend and hopefully submit images. This evening can also help you to get your images ready for our Conference Image Competition in April as you will hear what the jurors say about them. I love the Image Critique Meeting as it is a fun, motivational and a great

learning experience.

We also have some wonderful PhotoFestival events coming up in the next few months.

These programs sell out quickly.

So, if you see a program that you want to attend, it is always a good idea to register as soon as you can. To see the PhotoFestival line-up, please go to our website. They are listed under Meetings and Events.

There is still time to take advantage of our NHPPA Member Benefit and schedule a one on one Mentoring Session with one of our volunteer experienced jurors. Some of you have already taken advantage of this great, free benefit. To register, go to our website or contact me directly as I am running the program this year.

Congratulations to all NHPPA members who received awards or degrees at Imaging USA! Refer to page # for the listing.

Best Wishes,
YOUR NHPPA President,

Madonna

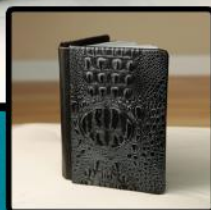
Madonna Lovett Repeta, M. Photog., Cr., C. Ph.



Madonna Lovett Repeta, M. Photog., Cr.,

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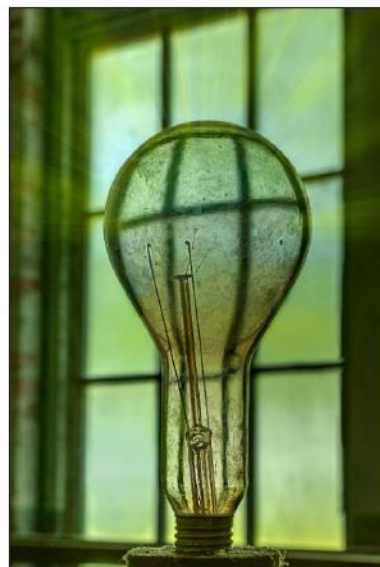
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Thank you to © Sunshine Portrait Design, © Gary Box, © Geek With A Lens
for the beautiful images.



Creativity Is Contagious, Pass It On! Lisa Cuchara PhD, Cr. Photog.*, HonNEC

It is a great time to be a photographer, there are endless possibilities for being creative in your camera and in your post-processing (Long exposures, multiple exposures, overall creativity in camera and in post-processing (plugins, HDR, and textures), creative focusing (Bokeh, soft focus, focus stacking), camera movement (panning, rotate, overall creativity in camera and in post-processing (plugins, HDR, and textures, etc), neutral density, Bulb setting, white balance, filters, panoramas, perspective, composites, plugins, HDR, double tone mapping, Textures, etc.). View a sampling of Creativity Images here: www.breaphotosgalleries.com/Lisa-Cuchara/Creativity or check out all of our images here www.lisaandtomphotography.com.

In Camera. There are many creative expressions using your camera: intentional camera movement, Orton Effect, multiple exposures, long exposures, zoom bursts, Lens twirls, etc. etc. Below are some simple “zoom bursts” obtained by zooming the camera lens during the exposure. You can get different creative effects based upon zooming in or zooming out, zooming fast or zooming slow, etc. FYI, you can also achieve similar results by using the Blur Filter in Photoshop.

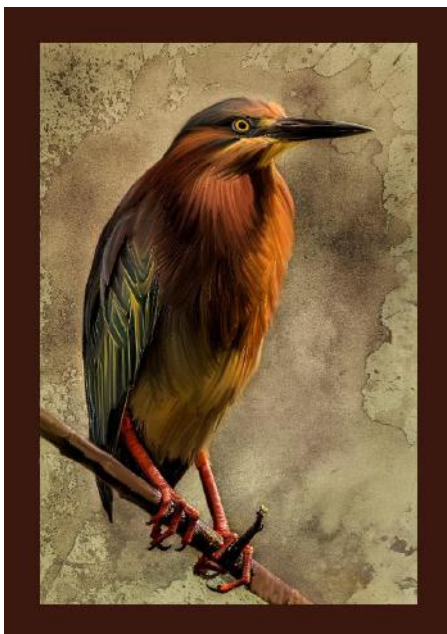


We can also have fun with Orton Effects – either in Camera or in Photoshop. The end result of the Orton Effect is a soft dreamy image with a slight glow. The Orton Effect, was originally developed for slides. It involved sandwiching two slides, one sharp and taken at a narrow aperture like f18 and the other slightly blurred at a more open aperture like f4. The Orton Effect can be done in camera (as long as your camera can do multiple exposure with two frames).

The Orton Effect can also be done in Photoshop by blending two images, again, one sharp and taken at a narrow aperture like f18 and the other slightly blurred at a more open aperture like f4. The Orton Effect can also be done in Photoshop by using just one image with multiple layers, one set to screen and one blurred, which are blended. One advantage of doing this technique in Photoshop is that you could choose to mask back in detailed features, thereby applying this effect selectively rather than globally.



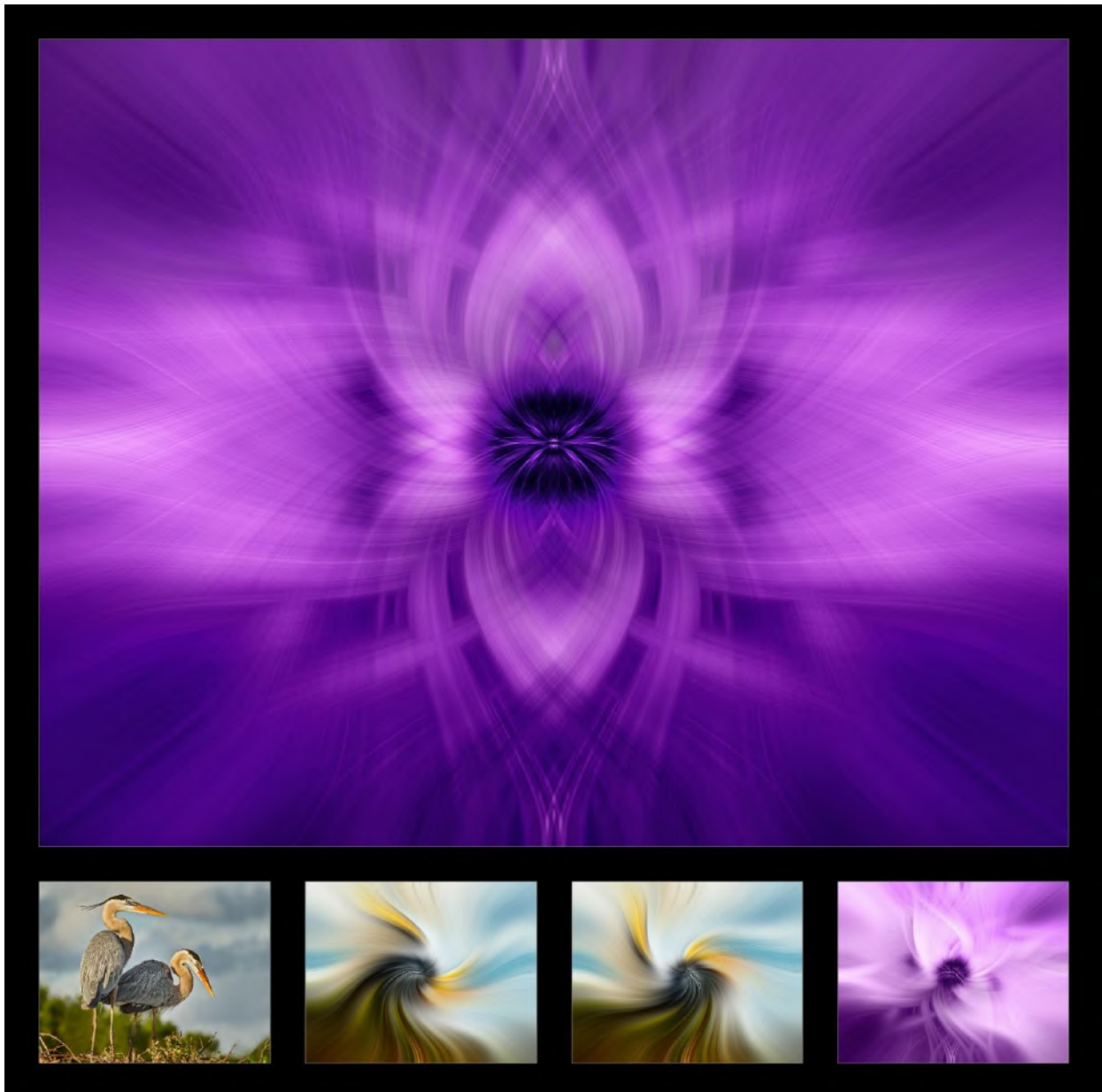
Blend Modes for a variety of Creative endeavors, including textures.



Simple and complex mirrored images are one of my favorite **Photoshop** techniques. I like how the mirrored image can take on a panoramic look or an abstract look, or even look like a face. Pareidolia is the word for seeing faces in inanimate objects. I love finding and capturing faces in the camera and also creating faces in Photoshop.



“Twirling”, a more involved Photoshop technique, can yield some dramatic abstract results.



- 1.) Open your image in Photoshop. Place your mouse on the background layer and then go to Filter → Pixelate → Mezzotint. Set mode to “Medium Lines.”
- 2.) With your background layer still selected, go to Filter – Blur – Radial Blur. Amount (100) → Blur Method (zoom) → Quality (best). Repeat 2-5 times to taste.
- 3.) Duplicate the background layer (called “Layer 1” right above your background layer).
- 4.) Select your background layer. Filter – Distort – Twirl. Enter a positive number → try 100 (Experiment!)
- 5.) Select Layer 1. Filter → Distort → Twirl. Use a negative number this time (*usually* the opposite value of what you entered in the last step, so enter -100)
- 6.) Select Layer 1 and change the blend mode. Find the blend modes in your layers palette (look for “normal” right above Layer 1) and use the drop down to see a variety of blend modes-- Experiment! I often use Multiply, Lighten, Soft Light or Exclusion my Twirls but play around and see which appeals to you.

Want to learn this and more? You can spend 4½ days with me, Lisa Cuchara, learning about Creativity at NEIPP. www.neipp.com/#!/page/495666/lisa-cuchara. We will start with Adobe Camera RAW and progress to headswapping, multiplicity, blend modes, textures, etc. You will watch and then you will do in the manner of Confucius "I hear and I forget. I see and I remember. I do and I understand." Come and be immersed; leave with a better understanding of creative photography.

2018 ROCKING PHOTOGRAPHIC EDUCATION FOR Over 50 YEARS!

April 7th
PPANE Conference
Image Comp
LIVE Judging!

April 8th-12th NEIPP
Hands on Classes
Disco Party - Tradeshow
Models & More!

Speakers: Paul Ernest, Will Cadena, Sandra Pearce, Thom Rouse, Woody Walters, Louis Tonsmire, Dennis & Lori Craft, Chris Pinchbeck, Lisa Cuchara, Trish Logan, Ted Linezak, Al Audleman, Denis & Lori Craft, Chris Pinchbeck, Louis Tonsmire, Lisa Cuchara, Trish Logan, Ted Linezak.

2018 ROCKING PHOTOGRAPHIC EDUCATION FOR for over 50 years!

**You don't have to be a PRO to GO!
Professional Photography Education
for Everyone!**

Speakers: Sandra Pearce, Thom Rouse, Woody Walters, Louis Tonsmire, Al Audleman, Dennis & Lori Craft, Chris Pinchbeck, Lisa Cuchara, Trish Logan, Ted Linezak, Al Audleman, Denis & Lori Craft, Chris Pinchbeck, Louis Tonsmire, Lisa Cuchara, Trish Logan, Ted Linezak.



Monthly Meeting

ANNUAL IMAGE CRITIQUE

Wednesday, February 7, 2018 | 6 to 9:30 p.m. | Derryfield Country Club

Here is your chance to have your images critiqued by three of the best judges in New England prior to the NHPPA image competition in April. Hear from the experts about what judges look for in an image and get advice on ways to improve your images in order to achieve a blue ribbon score of 80 or above in actual competition.

REGISTER ONLINE BY FRIDAY, FEBRUARY 2, AT [HTTP://NHPPA.COM/EVENT-2770071](http://NHPPA.COM/EVENT-2770071)



Steve Bedell, M.Photog.Cr., D.C.Ph.S.

has been a professional photographer for over 30 years. During that time he has photographed just about everything, from weddings and portraits to machine guns and motorcycles. Steve is a PPA Approved Juror. He has been named the New Hampshire Photographer of the Year a record eight times and in 2011 was awarded the New England Photographer of the Year. Steve has written hundreds of articles for photo publications, taught classes and workshops nationwide, and has produced several lighting DVDs. His private newsletter, *EPhoto*, reaches over 2,300 photographers. Steve is also a regular contributor to *Shutterbug* magazine.

and two-time Photographer of the Year in NHPPA. Don is a sought after speaker and lecturer on the topic of lighting and fine portrait photography. Don has taught in 27 states and at 2 national conventions. Don has also participated in judging over 20 professional photographic competitions. Since 2008, Don has been a Contributing Editor to PPA's *Professional Photographer Magazine*. Don is a past president of NHPPA, past Trustee for NEIPP, and is a National Award recipient.



Don Chick, M.Photog.Cr., CPP, D.C.Ph.

earned both the Master of Photography and Photographic Craftsman degrees from the Professional Photographers of America (PPA) in 2006. Don is also a Certified Professional Photographer and has earned the Distinguished Colleague of Photography degree from New Hampshire Professional Photographers Association (NHPPA). Don has won numerous awards for his portrait work, including 13 loan collection images with PPA. He was named Photographer of the Year by PPA for five consecutive years, including a Diamond,



Mark Stevens, M.Photog.

has worked with many local photography groups for almost 20 years, and in 2012 joined the Professional Photographers of America (PPA) as well as the New Hampshire Professional Photographers Association (NHPPA). Mark has received numerous awards for his images and has been named a Platinum Photographer of the Year by PPA for the past five years. Mark was presented with the NHPPA Photographer of the Year award in 2016, 2015 and 2014. Mark received his Master of Photography degree from PPA in 2014, and was a 2015 recipient of a PPA Grand Imaging Award in the landscape/nature category representing the "best of the best" for his image "Weathered Pines." In August of 2014 Mark attended the PPA Judges Workshop, and currently travels throughout the New England area judging in state association image competitions.

You may submit up to 4 digital images. To submit, save your final image as a .jpg at 100 ppi with the longest side no longer than 10 inches. Title your images starting with the image number followed by title. Do not include any special characters in your titles. Go to http://www.ppa.com/ipc_tutorials to learn how to add a presentation to your completed image.

- 1_Delicate_Beauty.jpg
- 2_Solitude.jpg
- 3_Sitting_Pretty.jpg
- 4_Hows_That.jpg

**Send files by Monday, February 5, to:
lwest126@comcast.net**

You will receive an e-mail confirmation when your files have been received.

[Register](#)



Monthly Meeting



Competition Cleanup: Photoshop Tips for Polishing Your Images

with Ella Carlson, M.Photog.M.Artist.Cr., CPP, EA-ASP
www.ellaprints.com

Wednesday, March 14, 2018

6 to 9:30 p.m. | Derryfield Country Club

Competition is one of the best ways to dramatically improve your images in the shortest amount of time possible, but there is so much to learn. This program is designed to show you how to enhance your images and get them ready to enter into the NHPPA state image competition in April.

Ella Carlson has been a PPA Diamond Photographer of the Year for the past three years, and top photographer in her state six times in the past eight years. She was awarded the American Society of Photographers Bronze Medallion in January of 2018. She has been teaching photographic imaging at the University of Massachusetts, Lowell since the late 1990s. Ella attended the PPA Judges Workshop to learn what it takes to be an affiliate juror, and she has judged in every state in New England. Ella has learned a lot about state, district, and IPC competition since she started competing in 2007, and she is going to share what she has learned about preparing images for those ever-observant, nit-picky, and all too often correct judges.

Ella will take potential competition images and look at practical ways to polish them up so they will score better, as well as describing what the judges are looking for and how they arrive at their scores. The evening will include demonstrations of lots of practical Photoshop tips as well as tips about composition and candid (but not unkind) talk about what won't work for competition no matter how much polishing one might do.

Ella serves on the board of the Professional Photographers Association of New England and has served on the board of trustees for the New Hampshire Institute of Art. Her art has been exhibited widely including the Danforth Museum, Vermont Center for Photography, and DeCordova Museum. Her work has been published in several books as well as the Professional Photographers of America Loan Book, the Showcase Book, and Professional Photographer Magazine, and her book "Fine Art Photoshop" was published in May of 2017.



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 9, at <http://nhppa.com/event-2774243>. The cost for dinner is \$25 and can be paid online or at the door. For more information visit www.nhppa.com or contact Tom Royer at royertcr@comcast.net.

[Register](#)

PPA Report by Tim Cameron, PPA Council NH

2018 PPA Council & IUSA Wrap-Up Report

This year I was able to attend the council meeting along with the certification meeting and the Judges refresher course. The following report has information from all three.

PPA is 30,637 + members strong.

In 2017, PPA made the decision to bring customer service in-house. Ultimately, they felt that having the agents in-house and part of PPA would give customers a better experience. The process started in January 2017 with the hiring of 4 inbound customer care agents and 3 contracted outbound agents who would focus on membership renewals. Having the agents in-house has allowed PPA to improve it's customer experience and create better relationships with members. They believe that this transition is one of the largest contributing factors to it's growth in 2017. PPA's renewal numbers continue to improve and have been growing membership steadily throughout the year.

In addition to improving renewal efforts, there were several successful recruitment campaigns in 2017. One recruitment campaigns brought in over 400 new members in addition to those who were referred by a colleague or joined online. The most successful campaign for the second year in a row was Penny Month campaign. This campaign allows members to get their first month of membership for 1 penny similar to a trial membership.

Two of PPA's most valued benefits identified by joining members and renewing members is the indemnification

Trust and PhotoCare equipment insurance. The Trust has generated more than 467 claims this year (January – October 31) paying out more than \$179,000. The majority of these are data loss recovery claims. From January 1, 2017, thru the end of October 2017, PPA's PhotoCare insurance has paid more than \$532,000 on 425 claims. That's an average of \$1,250 per claim.

PPA made roughly 3.1M this year mostly due to gains on investments. Dues Revenue reached an all- time high at 7.5M of the 16.1 in revenue earned this year. PPA's expenses were roughly 13M before audit. PPA continuous goal is to return as much value as possible to the membership while keeping the organization fit.

Research shows that photographers in general have shrinking revenue due to a gap that continues to widen between what consumers want and photographers offerings. PPA considers this widening gap to be the biggest threat to our industry as a whole. David Trust CEO announced "This year, help for photographer in combating this issue will PPA's to priority".

Next years IUSA 2019 will be in Atlanta – This will be PPA's official 150th Birthday. This should be a huge event.

Council Business

Several By-Laws changes were made. Four motions to Merit Charts passed. The two that effect state affiliates were allowing continuing educational merits for (1) for attendance to annual meeting (convention) and seminars longer than 6-1/2 hours (ie: fall seminar) These merits are available outside the normal merit allotment however at the current fee. The second is

to allow additional Jury merits if an affiliate decides to have more than 1 competition per year. Again outside the normal allotment.

New Officers

PPA's new officers were announced.

President - Stephen Thetford, 1st VP-
Audrey Wanket, Treasurer - Greg Daniel

Council Elected for a two year term to the Board of Directors:

Barbara Bovat, Claverack, NY (I)

Mark Campbell, Wheeling, WV

Clark Marten, Billings MT (I)

Mary Fisk - Taylor, Richmond, VA (I)

Allison English Watkins, Park City, UT

Council Elected for a two year term to the Nominating Committee:

Carol Fabrizio, Flushing, MI

Booray Perry, Lutz, FL

Certification

A total of 686 members declare their candidacy for Certification in 2017. This number is up by about 230 candidates from this time last year. 294 candidates have taken the exam this year with a passing rate of 85%. This year 55% passed the image submission. A total of 149 new CPP's this year. The end of the year brings the total number of CPPs to just under 2,000 with approximately 1,000 candidates in progress.

This year there will be 4 new updates to the exam as well as a new Spanish version available. Also the test is available to take online.

IPC Report

IPC had an increase in total number of entries in both PO and the Artist categories and well as the number of critiques ordered.

There were a total of 5772 entries to IPC this year 2660 merited and 642 went loan.

Southeast 986 entries

North Central 709 entries

Southwest 971 entries

Western 760 entries

Northeast 1000 entries

A new **Majority challenge rule** will take place in 2018. If a print scores less than an 80 and 3 of the 5 jurors have scored 80 or above, it will be an automatic challenge: The jury chair will ask or assign an advocate for the 80.. after the challenge they will rescore. If the situation remains the same the image goes to 80.

Copyright Small Claims

PPA sees a bill headed to capitol hill in 2018. We will all be needed to get this bill passed.



NHPPA News by Tim Cameron, PPA Council NH

NHPPA members who earned Photographer or Artist of the Year Awards

Diamond Photographer of the Year: **Robert Smith**

Platinum Photographer of the Year: **Mark Stevens**, M.Photog.

Gold Photographer of the Year: **Alan Kirby**, M.Photog., **Scott Snyder**, **Ella Carlson**,
M.Photog.M.Artist.Cr., CPP, EA-ASP

Silver Photographer of the Year: **Jeffrey Dachowski**, M.Photog.Cr., CPP, **Madonna Lovett Repeta**,
M.Photog.Cr.

Bronze Photographer of the Year: **Charlene Graham**, CPP, **Alison Minitier**, M.Photog.M.Artist.Cr., CPP

Diamond Artist: **Ella Carlson**, M.Photog.M.Artist.Cr., CPP, EA-ASP

Gold Artist Medalist: **Nylora-Joy Bruleigh**, M.Photog.M.Artist.Cr., CPP

Silver Artist Medalist: **John Malboeuf**

Bronze Artist Medalist: **Alison Minitier**, M.Photog.M.Artist.Cr., CPP

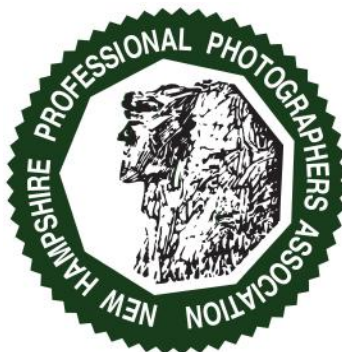
The final list of 2018 degree candidates includes a total of 167 recipients. There are 76 Photographic Craftsman recipients (up from 69 in 2017), 88 Master of Photography recipients (down from 125 in 2017) and 13 Master Artist recipients (11 in 2017). In addition to those members who earned their degree in 2017, we sent out 159 - 25+ merit bars to members earning an additional 25 merits. In 2017 we also announced the creation of a new bar, EDU100. This bar is given to members in recognition of speaking. One bar is awarded for every 100 speaking merits. The first round of bars was sent out in December.

NHPPA New Degree Holders

Masters Degree: **Alison McGrail**, **Scott Snyder** & **Jean Wozniak**

Craftsman Degree: **Raymond Peoples** & **Mark Stevens** M. Photog.

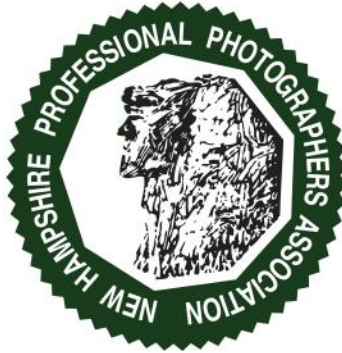
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Welcome New NHPPA Members!



Sharon Brewster
Rochester, NH



Chris Keeley, CPP
Barrington, NH

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PPANE Board Meeting Report by Scott Snyder

NEinFocus Magazine

The former PPANE Newsletter has become the NEinFocus Magazine. The first issue has gone live on Issuu and the link has been shared in the NHPPA Members Facebook group. The magazine contains a lot of new material, video links, as well as all upcoming events to further engage and communicate with the membership.

PPANE Website

The new updated website is live.

PPANE Convention

Upcoming PPANE Convention will be held at the Resort and Conference Center at Hyannis on April 7, 2018. Paul Ernest, acclaimed visual storyteller and fine art photographer, will be speaking from 10 a.m. to 1 p.m. Will Cadena, international wedding and commercial photographer will speak from 2 p.m. to 6 p.m. In the evening there will be a live image competition using

printcompetition.com complete with Club 79. There will be a panel of 3 jurors (2 affiliate jurors and 1 juror-in-training) and a jury chair. Thom Rouse has agreed to be one of the speakers and Mark Sweeney from New York will serve as Jury Chair. Entry fee is \$20 per image for members and \$30 for non-members. The top three images will receive a scholarship to NEIPP 2019 [\$750/\$500/\$250, respectively] along with their trophy. More details to come.

NEIPP

This year's convention has been dedicated to Al Audleman. There are six full week courses, two 3-day courses, and two 2-day courses. Still room in all the classes, so go online and register now.

The full schedule and registration links for NEIPP courses is available [here](#).



Lighting 1, 2, 3



Photo Festival
Saturday February 3, 2018
Jean Wozniak CPP, C.Ph
Auburn Safety Complex
55 Eaton Hill Rd
Auburn NH 03032
Limit 15

One light, two lights, three lights...we'll build a studio set from the ground up right in class. The day will start with a presentation/discussion on lighting patterns, ratios, direction and quality. After lunch, we'll put it into action. As we go, we'll discuss advantages and disadvantages and effects of the number of lights you use, and different light modifiers. This course is intended for the photographer with less than five years of experience, and/or someone who would like to review the basics. Jean has been in business for 12 years, but has 32 years of experience in photography. While her background was initially in landscape photography, her business years have focused on pet and family portraits. She has received numerous awards in state, regional and national competitions including Bronze Photographer of the Year in PPA's IPC, 5 for 5 in NHPPA competition, a PPA Loan Collection image and Court of Honor. Jean is past president and 12 year member of NHPPA.



[Register](#)

Photo Festival



Lightroom:
Tips, Tricks
and Faster
Workflow



Photo Festival
Saturday February 17, 2018
Carten Images
Jim Carlen, M.Photos., CPP,
A.C.Ph.
2 Joslin Rd. Milford NH
Limit 12

Are you overwhelmed by Lightroom? Are you spending too many hours processing your wedding and portrait galleries? During this workshop, we will get familiar with the workspace and tools in Lightroom, as well as learn how to maximize the efficiency of this powerful software.

Time is money, and the less time you spend at your computer, the more time you can spend shooting. From import to export, we will cover specific tools and uses, user presets, how to "light in post," new features, how to process a 600 image wedding shoot in under four hours, Lightroom Mobile, and more. You are welcome to bring a laptop to play along, but that is not required. Please join us and watch your workflow go the next level!



[Register](#)

Photo Festival



Snapshot
To Portfolio
Shot



Photo Festival
Saturday February 24, 2018
Dennis Rainville, BSEET
Allison Hope Photography
81 Mont Vernon Rd, New Boston
Limit 12

In this course, Dennis will cover intermediate and advanced techniques in Lightroom and Photoshop to turn an "out of camera snapshot", into one of your favored "portfolio shots". Students are expected to have a good understanding of Lightroom and Photoshop, as this course will cover advanced techniques.

Dennis is a fine art photographer who enjoys dealing in multiple genres of photography. He creates fine art photographs through the use of the digital darkroom. This approach allows Dennis to create works that cannot always be captured in a single frame. His love of technology, when applied to his passion for the artistic approach to photography, is what gives his work its distinctive look.



[Register](#)

Photo Festival

Fine Art
Portrait
Painting with
Corel Painter



Photo Festival
Saturday March 3, 2018
Yedi Koeshendi, M. Photog.
Candace Pratt Photography
142 Concord Rd, Lee NH
Limit 12

Want to create fine art portraits that will command a higher dollar? Spend the day with Yedi to learn the ins and outs of Corel Painter, and how to turn the portraits you create into fine works of art. Yedi has studied with the industry's best instructors on Corel, and the art of creating beautiful painted portraits. This class is designed for the beginner as well as those who are more advanced.

Yedi is a Master Photographer, and has been awarded the 2016 Court of Honor in Portraits by NHPPA, received Five for Five in 2017 and third highest scoring images in the NHPPA competition. Yedi would like to share with the NHPPA members what he has learned.



[Register](#)

Photo Festival

Travel
Photos -
To Enhance
or Not To
Enhance



Photo Festival
Saturday March 10, 2018
Bobbi Slavin
Timeless Art Studios
292 Wibird St. Portsmouth NH
Limit 10

Bobbi will discuss and demonstrate how to decide if your travel photos are more powerful with artistic enhancement or without much change. There are considerations on both sides. Enhancements techniques include Nik Silver Efex and Topaz Impressions and Topaz Textures. Bobbi has studied art and art history and received a BA from The University of Delaware. She was employed as an art teacher for 15 years.

Bobbi is a member of NHPPA, PPANE and PPA. She is an alumnus of NEIPP (New England Institute of Professional Photography) and MARS (Mid-Atlantic Regional School). Attendance at these PPA affiliate schools has broadened her knowledge of her specialty and kept her updated on all the latest changes and advancements in the digital field.



[Register](#)

The New Hampshire Professional Photographers Association ANNUAL CONFERENCE



Cate Scaglione | The Art Of Luxury & Building a Thriving Boudoir Photography Business | Friday, April 20 | 6:00-9:00 pm

Whether you are an established studio looking to expand your offerings; an emerging photographer, or would just like to form a niche, this half day course will help you build, grow, differentiate and nurture your women's intimate portraiture business. Leveraging Cate's varied experiences and candid presenting style, she will help you understand multiple facets of the boudoir business:

- Creating a luxurious Women's "studio" Experience (even if you don't have your own studio!)
- Business models – finding the one that works for you
- How to integrate intimate portraiture with your existing niche (child/family, wedding, or other niches)
- Building a luxury brand that attracts clients that WANT to invest
- Partnering with other small businesses
- Pricing considerations (one approach does not fit all!)
- Developing a signature style



Emme Rigby | The Art of Fine Art | Sunday, April 22 | 9:00 am-12:00 pm

In this class, Emme will show how she creates her art pieces from conception to creation. She will explain her methodology for taking ordinary objects and making them into the art that she has envisioned through various Photoshop and Corel techniques. Emme will discuss how she has achieved her level of art over the last ten years into what it is today. Finally, you will learn different ways to sell your final artwork for a profit.



Kaylee Greer | The Secrets to Capturing the Best Dog Photos Ever! | Sunday, April 22 | 1:30-4:30 pm

Kaylee's dynamic program is an in-depth look at the tips, tricks and techniques that professional private and commercial dog photographer, Kaylee Greer has honed throughout her career to nail the absolute best dog portraits possible. The content of this class will be useful to both professional photographers looking to add pets to their repertoire for client services or also to pet owners who are simply hoping to take better images of their own cats and dogs (but mostly dogs!).

Damian Strohmeyer | Creating and Preserving a Career in Sports Photography | Monday, April 23 | 9:00-12:00 am

Filled with tips, helpful observations, and entertaining stories this presentation applies to working professionals, aspiring professionals and sports fans who appreciate the drama, emotion and beauty of sports. This presentation is not limited to those who work only as sports photographers! Damien has always identified as a photojournalist who happens to photograph sports. He think as visual artists we all share similar thought processes.

"Creating and Preserving a Career in Sports Photography" highlights a body of work that demonstrates a photographic vision born of dogged hard work and countless attempts at bettering the craft of photography. The revolving theme throughout the presentation is not settling for mediocrity and pushing for the best effort that can be obtained with the assignment. Damien believes firmly that we all have talent and that the motivation to succeed will bring that talent to the forefront.



Maria Moore | The Senior Experience | Monday, April 23 | 1:30-4:30 pm

In this intensive and dynamic workshop, Maria Moore will share with you in-depth information on how to build and maintain a successful senior program by focusing on the model senior experience. The lecture will include pricing overview and successes and failures of her own program. She will also speak about how her classic studio portraits have differentiated her from the competition and have become a signature look for her senior sessions. Thereafter she will demonstrate her studio posing flow and lighting diagrams and explain how she shoots with the senior album in mind.

NHPPA Annual Conference | The Margate Resort | Laconia, NH | April 20-23, 2018

Attendance is free to all NHPPA members

Non-member fee of \$39.00: will be applied to annual membership if joining at the conference

January Meeting Images by Saralyn Carlen



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