

NHPPA is a state affiliate of the Professional Photographers of America



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

Coming Up

Quit Yer Bitchin'...

Being A Yes In

A World Of No

Lauren DelVecchio, CPP

Derryfield Country Club Manchester, NH

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Annual Conference Update



How would YOU like to win a 2019 NHPPA Conference Banquet/Awards Ceremony ticket? All you have to do is

- Register forConference by March 25
- Reserve your room at the Margate by March 25
- Send in your Friday night Game Questionnaire answers by March 25

If you do these three things by March 25th, your name will go into the drawing to win a free Banquet/Awards Ceremony ticket!

Please Note: You do not have to use the Questionnaire form unless you want to. You can just send Madonna an email with your 1 to 3 items listed on it. Please be sure to sign it and put "questionnaire" in the subject line.

Madonna's email: M_Studio@comcast.net

Questionnaire Form

President's Message

Hello again and welcome to the March President's Message!

As most of you know, we are finalizing the plans for the 60th Annual NHPPA Conference. The Conference is the highlight of our year, and is a large undertaking, involving several board members and volunteers, speakers, budgets, and generous donations. In case you haven't heard, the Conference will take place at the Margate Resort in Laconia, from April 26 – 29.

As President, I have chosen "70's Style" as the theme for this year. I grew up listening to 70's music, and it is still my favorite musical genre. The 70's were a great time to be



a kid, and I am looking forward to the various costumes, and of course, the music! With most of the hard work done, it is now your part. Be sure to book your rooms at the Margate, plan your costume, sign up for a food donation, gather valuable items to donate for the auction, and most importantly, prepare your Image Competition files. If you attended the Mini Print Critique last month, you now have a good idea of what the judges are looking for.

This year, we are shifting the schedule forward by a half day, here is the detailed link: https://www.nhppa.com/conference Our first speaker, Rachael Boer, CPP, will begin her program at 1:30, kicking off the Conference. Image Competition will run Friday evening from 7:00 to 9:00 PM, and start again Saturday morning, continuing until completed. This will make for a shorter duration on Saturday, allowing more free time until the pizza party at 5:00.

Sunday's program will be with Maria Sampaio, M.Photog.M.Artist.Cr., CPP. An important note for Sunday is the shortened lunch time, only being a half hour, due to Maria's travel requirements. Her program will end at 3:00, earlier than usual, which will again allow for more free time for everyone to get ready for the Group photo at 5:30 and the Awards Banquet at 6:00.

Monday's program will be a half day, not the full day that we have had in the past. This will feature Paul Nguyen, from 9:00 to noon. From listening to member feedback, this was preferable, allowing everyone to get on the road by mid-day. In addition to the scheduled programs, each evening will be "our time" to socialize in Blackstone's Lounge. This is always a great time to visit with friends, as well as get to know the judges and speakers. We have the room to ourselves, bringing our own food, beverages, and music.

Let's make the 60th Annual Conference another great time, I hope to see all of you there!

Your President, Jim Carlen, M.Photog., CPP, A.C.Ph.



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1.5" Premium Gallery Wrap Cluster: Paw Print (20x32 and 3-13x10)



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Monthly Meeting



Quit Yer Bitchin':
Being a Yes in a World of No
with Lauren DelVecchio, CPP
www.LADPhotography.com
Wednesday, March 6, 2019
6 to 9:30 p.m. | Derryfield Country Club

In 2016, Lauren's life changed, by choice, and she began living a Year of Yes, which ultimately

became a Life of Yes. It started out as a personal journey, but has attracted national attention and has affected the lives of people all over the United States and has opened her eyes, her mind, and her life to new opportunities, growing her business like never before.

Join Lauren to learn how your attitude can affect your business, and your life. Discover the simple rules to live by that will bring more genuine relationships into your world, growing your network, opening your mind, and improving your bottom line. This class is designed to help us change the way we think about others, about ourselves, and to help us find our "happy." You will learn how to stop restricting yourself in your work and in your everyday life, and how to open yourself to more opportunities. Lauren's "no-more-excuses" attitude will give you the perspective to help you make changes that will bring you closer to your goals, and have some amazing stories to tell along the way!

Lauren is a Certified Professional Photographer based out of Farmingdale, Maine and is on the Board for the Maine PPA, and a member of PPANE and PPA. She opened LAD Photography in 2004 and photographs boudoir, seniors, and families, but specializes in weddings and fashion/concept work.

Lauren's photographic work has earned her several awards, including:

- First place in the General Portraits category of PPA's district competition
- 2018 PPA Silver Level Photographer of the Year Award
- Two years representing Team USA in the World Photographic Cup, including 6th place in the world in the portrait category
- A perfect 100 score in the PPA Northeast District Competition 2017
- 2018 PPA Charities Impact Award
- Fourth place in the Grand Imaging Awards at Imaging USA 2018

The Maine PPA 2018 Maine Wedding Photographer of the Year Award
 The PPA of New England Photographer of the Year for 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 1, at http://nhppa.com/event-3144075. The cost for dinner is \$25 and can be paid online or at the door. For more information visit www.nhppa.com or contact Chris Keeley at chris@chriskeeleyphotography.com.









Photography on the Edge with Jay Philbrick www.PhilbrickPhoto.com Wednesday, June 5, 2019

In this dramatic slide show presentation, Jav. will describe the creative process behind the making of the images that went viral

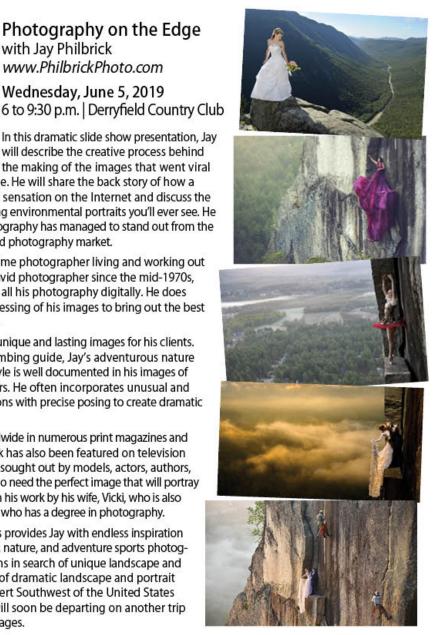
and have been televised worldwide. He will share the back story of how a local photographer became a viral sensation on the Internet and discuss the making of some of the most amazing environmental portraits you'll ever see. He will also discuss how Philbrick Photography has managed to stand out from 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 or contact Chris Keeley at chris@chriskeeleyphotography.com.





Weddings & Events Beginning to End

Jim Carlen, M.Photog, CPP, A.C.Ph

carlenimages.com

March 2, 2019 9:00 AM - 4:30 PM 2 Joslin Rd, Milford, NH





Class size is limited to 8 people so sign up now!

Are you new to wedding & event photography? Are you trying to get into the business of wedding & event photography? At this workshop, we will cover everything from basic marketing to final processing of your images, and a lot of great stuff in between!

During this program, Jim will share his experience and knowledge from over 20 years of photographing weddings and events, including client consultation, preparation, equipment, pricing, image inspiration, as well as developing your style and why that matters. You will also learn an effective, efficient Lightroom workflow that can be used to completely process 500+ wedding images through export in under four hours.

Bring your questions and passion to this informative workshop. Then use your new knowledge to further your skills and ultimately, your business!

Jim has been photographing weddings and events for over 20 years and has seen many changes in the business.

Here are some of his recent awards:

Polaroid Prestige Illustration Award Five For Five NHPPA Merit Award PPA Silver Medalist Seven PPA Loan Collection Images Several NHPPA & PPA Merit Images







Register to attend here: https://www.nhppa.com/event-3132128

Open Registration Begins January 1st for Non-Members







Mysteries & Myths of Marketing and Social Media Tanya Hervey

tanyaleeherveyphotography.com
Saturday March 16, 2019
9:00 AM - 4:30 PM
24 Union Street, Rochester, NH



Marketing is one of the things that many photographers struggle with in their business; where to market, how to market, what demographics are and why they are crucial to allowing your ads to reach your target audience.

Some of the topics that will be covered in Tanya's program:

- What's the difference between Facebook and Instagram?
- · Should you choose one, or market to both?
- Is social media the only effective form of marketing these days, or are there other ways to market in your community?
- Is word-of-mouth still your best advertising?
- How do you go from being unknown to well-known in your community, and where do you find inspiration for new ideas, so you're not doing the same kind of marketing like everyone else?
- How do you deal with that period of time when you're developing your marketing voice but nothing seems to be working?

Tanya will address all of these topics and more, and share with you the marketing strategies that have (and haven't) worked for her while growing her portrait business in Rochester, NH. She'll talk about early marketing and social media struggles that she faced, and she'll let you in on the methods she discovered that effectively bring in clients.

Tanya will also tackle some myths about social media, marketing strategies, the "ideal client" mindset and other hurdles that photographers face when starting out and building their client base.







Register to attend here: https://www.nhppa.com/event-3132140 Open Registration Begins January 1st for Non-Members





Take to the Skies! Adding Drones to Your Studio. What You Need to Know. Jill Kyle, CPP jillkylephoto.com Saturday March 23, 2019

9:00 AM - 4:30 PM 15 Liberty Court, Auburn, NH



Today it seems like every major technology retailer is selling drones. With the simplicity to acquire a drone one would begin to think it is possible to fly almost anywhere. The reality is the airways are controlled by the Federal Aviation Administration as well as town and state governments and they have rules that everyone must adhere to when flying. It is up to us as pilots to be responsible. This course will review what it takes to be compliant and how to fly responsibly. We will look at the resources avail-

able to us: web pages set up by the FAA, study resources, facility maps, requesting permission to fly and private forums that are useful for awareness. After some study and overview of how to fly drones we will take a drone out to fly. We will then resume

inside to look at processing aerial images and video for personal and client use.

Hosted by Jill Kyle who first took flight in 2011. June 2017 she became UAS Part 107 Certified with the FAA. Jill is also a Certified Professional Photographer with PPA.





Register to attend here: https://www.nhppa.com/event-3132149 Open Registration Begins January 1st for Non-Members





Commercial Photography

There is something here for you! Tim Cameron, M.Photog.Cr., CPP, D.C.Ph.S. achberstudio.com Satuday March 30, 2019 9:00 AM - 4:30 PM Achber Studio 39 Canal St, Laconia, NH





The better half of this program will be hands on. Class size is limited to 8 people so sign up now!

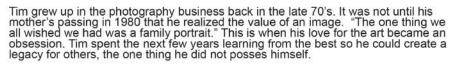
This program is designed to help any studio to incorporate some part of commercial photography into their list of services. Tim will talk about artwork, aerials, PR, location and industrial photography. Then focus on Tim's favorite, small products.

Here are a few topics Tim will cover in detail:

- The technical stuff you need to know.
- Lighting for success.

- How to price each type of job.
 Preparing your clients for the shoot.
 Preparing you and your camera room.
- How to market to each specific specialization.

The afternoon portion of this program will be hands on! Bring a camera and 1-2 items you want to photograph!
We will use the type of lighting you have to do the shoot.



Mr. Cameron has received many Kodak Gallery and Fuji Masterpiece Awards, many Courts of Honor as well as the George H. Hastings Memorial Award. Tim is a Past President and 20 year board member of NHPPA, where he has earned the Distinguished Colleague of Photography Degree and is a recipient of National Award. Tim is a member of PPA's Certification team, NH Councilor, and a long time volunteer at PPA's Imaging USA.









Register to attend here: https://www.nhppa.com/event-3132160 Open Registration Begins January 1st for Non-Members



NHPPA Photo Festival 2019

2019 Photo Festivals feature great programs during the winter months. Come join us to learn new skills, meet with your fellow photographers,, refresh and rejuvenate and of course have fun.

2019 Programs

Sat Feb 9: "Let's Face it!!" The Winding Pathway to Portrait Enlightenment! Don Chic
--

Sat Feb 23: Fine Art Photography Dennis Rainville

Sat March 2: Weddings & Events - Beginning to End Jim Carlen

Sat March 16: Mysteries & Myths of Marketing and Social Media Tanya Hervey

Sat March 23: Take to the Skies! Adding Drones to Your Studio. What You Need to Know. Jill Kyle

Sat March 30: Commercial Photography: There is something here for you! Tim Cameron

NHPPA Photo Festival 2019 Registration Form

Select program(s) of choice and enclose form with check made payable to NHPPA. Mail to NHPPA PO Box 4085 Manchester NH 03108-4085 *Cancellation/No Show Policy: If the event has to be rescheduled for any reason, a refund of the full amount paid will be made to anyone unable to attend the event on the rescheduled date. Notification to the event chair of the inability to attend the rescheduled date is required within 48 hours of notification of the new date. If the event is canceled for any reason, a refund of the full amount paid will be made.

Registrations are accepted on a first come, first serve basis, and are restricted according to host studio space. You will receive confirmation of your program registration with information, instructions and directions to each course.

If you have any questions, please contact Photo Festival Chair Candace Pratt Stiteler

Name	Phone
Email	PPA #
☐ Feb 9 9AM - 4:30PM ☐ Feb 23 9AM - 4:30PM ☐ Mar 2 9AM - 4:30PM ☐ Mar 16 9AM - 4:30PM ☐ Mar 23 9AM - 4:30PM ☐ Mar 30 9AM - 4:30PM	Attendance - First Program: \$60 \$ Each Additional Programs: \$40 \$ Total Enclosed \$ All proceeds to benefit the NHPPA speaker fund

New Hampshire Professional Photographers Association 60th Annual Conference PPA members earn a CE Merit for attending



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 Non-member program fee of \$39/\$69 will be applied to annual membership if joining at the conference.

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 the 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 object 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.)

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.)





WWW.HUNTSPHOTO.COM

4 Vinton Street Manchester, NH 03103 603-606-4074



@ huntsphotovideo



@ huntsphoto

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@huntsphoto.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!



edu.huntsphoto.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!