

Hyponeer



NHPPA is a state affiliate of the Professional Photographers of America



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

Coming Up
October Monthly Meeting
Jay Goldsmith

"What An Artist Looks Like"

Wednesday October 4th
6-9pm
Deerfield Country Club

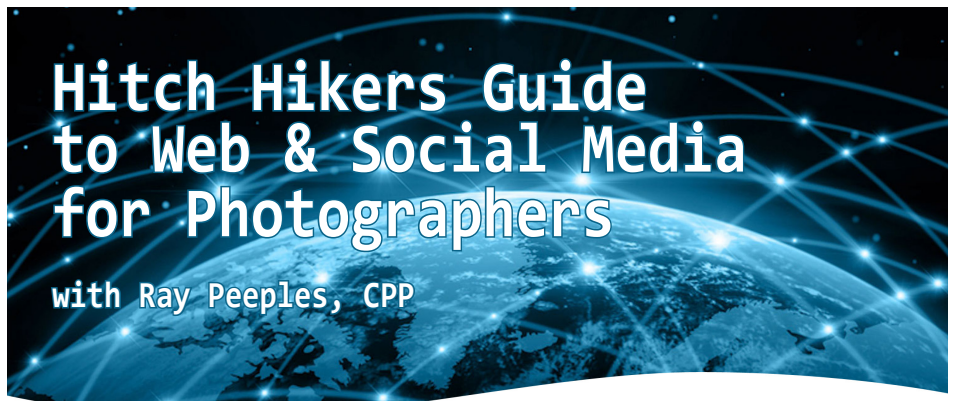
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Mini Mondays



Hitch Hikers Guide to Web & Social Media for Photographers

with Ray Peeples, CPP

Monday, September 18th & Monday, October 2nd
6-9:30 p.m.

Peeples Photography
205 Charles Bancroft Hwy.
Litchfield, N.H.

Register online:
NHPPA.com/event-2651607 (Part I)
NHPPA.com/event-2651745 (Part II)
(cost is \$10 per session)

Join Certified Professional Photographer Ray Peeples for this two-part event in which he will drill down and explain the basics of what it takes to get noticed on the internet today. Even if you pay someone for these services, this class will help give you the vocabulary to carry on an educated conversation with your inter web professionals.

In this class you will understand:

- What makes a good web platform
- How search engines work and why that is important
- Google Analytics
- Search Engine Marketing [SEM]
- Search Engine Optimization [SEO]
- The importance of being social
- The importance of being mobile
- Why "domains" are valuable

Presented as part of the NHPPA Mini Monday Seminar Series



FOR MORE INFORMATION: www.NHPPA.com

CONTACT:

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New Hampshire Professional Photographers Association
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Mini Mondays



**From Zero to \$500K+
With No Studio**
presented by Michael Stone, CPP
[michaelstoneportraits.com]

Monday, November 13, 2017
6 to 9 p.m. | Location TBD

We've all heard the phrase, "People in this area don't spend money on portraits." This program will show that it is possible to have portrait sale averages of \$3K and more, and often have orders over \$10K, right here in New England. You can create a successful high-end business in photography, and you can even do it without a studio! Key areas covered in this program include:

- Sizing and pricing for profit
- Building value and your brand
- Selling wall portraits and wall collections
- Providing a great experience for your clients

This program will give you ideas to increase your average sale, send more money to your bottom line, and build a thriving business in photography.

Mike is the owner and full-time operator of Michael Stone Portraits based in Worcester, Mass. After working in the portrait photography industry for well over 30 years as a photographer, studio manager, trainer, and production manager, he left the industry in late 2011.

Mike opened his own business in 2012, while working part-time for his church as the Communications Director. Mike didn't have a camera, lights, backgrounds, samples, or a studio. He used the photography and sales models of highly successful studios in Montana (annual sales over \$1.5M) and Portland, Oregon (annual sales over \$4M), but opted not to have a physical location, choosing instead to personalize his service by photographing and selling at his clients' homes.

After investing in some equipment and doing some invitational sessions to create marketing materials, Mike began working in/at his clients' homes in central Massachusetts, and quickly spread throughout Massachusetts, Rhode Island, New Hampshire, and Connecticut. Since starting in 2012, Mike has grown his business from absolute zero with no assets to annual sales goals of over \$500K, without use of a physical studio or salesroom.



REGISTER ONLINE at <http://nhppa.com/event-2654873>.

This program is presented as part of the NHPPA Mini Monday Series. If you have any questions, please contact the program chair Jane Lydick Staid at Jane@JaneLydickStaidPhotography.com or 603-382-6775. For more information visit www.nhppa.com.

President's Message

As we enter into Fall, our businesses really gear up for Fall foliage portraits, weddings, sport's teams, schools, Fall landscape images, etc.. Another big item in the Fall is our NHPPA Fall Seminar. This year we will have Fuzzy Duenkel presenting his program, "Go Home For Custom Senior Portraits." Whether you photograph high school seniors or not, Fuzzy's program is about lighting, posing and so much more. I do hope that you take advantage of this great learning opportunity and attend our Fall Seminar. There is a link on our website for the 'Fall Seminar'.

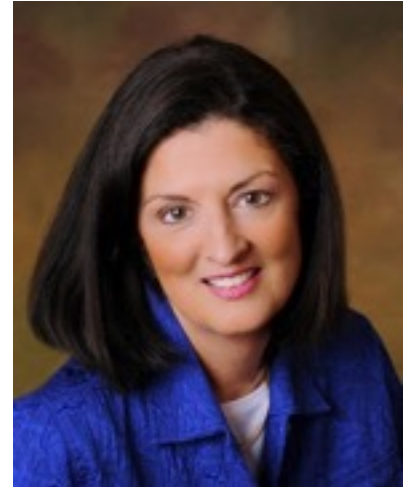
Please check the Hyponeer as we have some amazing Mini-Mondays coming up between now and the end of the year. Here are just a few: Ray Peeples is offering two programs; a part 1 and part 2 on "Hitch-Hikers Guide to Web and Social Media for Photographers" on September 18th and part 2 will be offered on October 2nd. Again, please check our website for all the other programs being offered. You may register for them on our website.

It was great seeing so many NHPPA members at the 2017 PPANE Convention! As President of both NHPPA and PPANE, I feel I should share a bit about our convention. All of our eight programs were great. Jim Chagares' program was just about standing room only. Jaimie Hayes' program on Drones was really good. We got to go outside and some of us flew the drone... including yours truly. It was so much fun! Of course, now I want to buy one. It was great to have Tanya & Claire working the NHPPA table at the Trade Show!

Our monthly meeting will feature Jay Goldsmith's program, "What an Artist Looks Like" on Wednesday, October 4th. Jay is a very talented photographer. I am sure that his program will be really interesting.

Madonna Lovett Repeta,

M.Photog. Cr., C. Ph.
YOUR NHPPA PRESIDENT
2017-2018



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



Monthly Meeting



What An Artist Looks Like

with Jay Goldsmith, A.C.Ph.

Wednesday, October 4, 2017
6 to 9 p.m. | Derryfield Country Club

For the last 10 years Jay has been working with platinum/palladium, a nineteenth century printing process characterized by a very long tonal scale and an extremely stable, aesthetically pleasing image (the pt/pd particles that make the image are embedded within the fibers of the paper).

In this era of ubiquitous digital images, a hand-made print stands out as distinctive and something of a signifier of artistry. For the last three years Jay has photographed about ninety artists in his community and exhibited his platinum/palladium portraits of them with two pieces of their own work. It has become something of an event, and several thousand potential clients will attend over the course of the two months that the exhibit runs.

Jay Goldsmith is a full-time photographer working in Portsmouth, N.H. and has been shooting environmental and family portraits since 1981. Jay was a past Board member of the NHPPA and has twice been honored as New Hampshire's Photographer of the Year.

Join Jay as he discusses branding ourselves as artists and this distinctive marketing idea that might very well work for you. For more information about his project, visit <https://thetakemagazine.com/portsmouth-artist-really-look-like/>



Join us for a buffet dinner and socializing from 6 to 7:15 p.m. followed by the program from 7:30 to 9 p.m. Register online by Friday, September 29, at <http://nhppa.com/event-2539868>. The cost for dinner is \$25 and can be paid online or at the door. For more information visit www.nhppa.com or contact Jim Carlen at jim@carlenimages.com.

FALL SEMINAR

presented by New Hampshire Professional Photographer's Association

FUZZY DUENKEL GO HOME! For Custom Senior Portraits



IT'S TIME TO UP YOUR GAME. As the one constant in an ever-changing field of photography, professional photographers must have a firm grasp on creative, versatile, and precise portrait lighting, which is vital to stay ahead of the never-ending avalanche of competition. Join Fuzzy for an in-depth discussion of how to light, photograph, price, and sell custom, on-location portraits of high school seniors.

Fuzzy is a master at outdoor and indoor lighting techniques – similar to those used in the fashion/commercial industry – but scaled down to work without an assistant. Fuzzy will cover lighting theory and various light modifiers, demonstrating how to create quality images that are unique, cutting-edge, and artistic. This workshop is guaranteed to teach key techniques and offer a fresh perspective.

Sunday, October 29, 2017 | 9 a.m. to 4 p.m.

Derryfield Country Club, 625 Mammoth Road, Manchester, NH

REGISTRATION BEGINS at 8:30 a.m.

Sponsored by:



Visit www.nhppa.com for more information

**Don't Miss This Terrific Program!
Register At NHPPA.com**



Monthly Meeting



10 BOLD Business Tips
with Trish Logan, Cr. Photog.
www.trishlogan.com

Wednesday, November 1, 2017
6 to 9 p.m. | Derryfield Country Club

Are you the photographer who loves to create beautiful images, but struggles with the business side? Are you ready to achieve your dreams? Are you bold enough to leave your comfort zone? Then this program is for you! Join Trish as she shares the **FUNdamental** business strategies needed to market your business successfully and set you apart from the competition. Find out why having goals is not optional. Discover that business can be rewarding and fun. Learn the difference between marketing and just tossing things up on the internet. Whether you have been in business for many years or just starting out, you will walk away with **BOLD** new ideas to boost your business.

Trish entered the photographic industry in 2010 and has built a vibrant photography business that continues to grow each year by leaps and bounds. She has traveled all over the United States teaching professional photographers about business. She has spoken at ImagingUSA twice, and has been featured in PPA Magazine print ads, social media marketing, and videos.

Trish earned her Craftsman Degree from PPA in 2016. Some of her other credentials include being Vice Chairman of PPA's Imaging Convention Committee, member of the PPA National Council representing Maine, Vice President for the Professional Photographers of New England and President-elect for 2017-18, a member of the PPA Charities Speaker Team, a Trustee of the New England Institute of Professional Photography for five years, and Past President of Maine PPA. Trish offers live workshops, coaches groups as well as clients one-to-one, and has authored ebooks on strategies for business.



Join us for a buffet dinner and socializing from 6 to 7:15 p.m. followed by the program from 7:30 to 9 p.m. Register online by Friday, October 27, at <http://nhppa.com/event-2571260>. The cost for dinner is \$25 and can be paid online or at the door. For more information visit www.nhppa.com or contact Jim Carlen at jim@carlenimages.com.

September Meeting Photos by jill Kyle



September Meeting Photos by jill Kyle



September Meeting Photos by Jill Kyle



BOGO Press Cards

Valid: 10/12/17 – 12/10/17

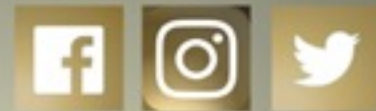
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All of us at Hunt's Photo hope you enjoyed your summer, hopefully you went somewhere picturesque and took many photos. This month we would like to offer a discount on a service we offer in store, sensor cleaning! If you have any nice blue skies and are tired of removing dust spots come on in with your camera, a freshly charged battery and a memory card (so we can take before and after images) and a lens. We will try to do the cleaning while you wait, however if it is busy, you might have to leave your camera with us, we will have it cleaned within 24 hours.

Please bring in coupon/ can be used for multiple cameras \$19.99 a camera.

**SEPTEMBER SENSOR CLEANING
 PROMO \$19.99**

REG \$69.99



Bring in your DSLR or Mirrorless camera with a freshly charged battery, a memory card (for before and after images) and a lens.
 24 hour turn around time, depending on staffing!

Staff use| Invoice # _____

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New Hampshire Professional Photographers Association



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New Hampshire Professional Photographers Association

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



Board Meetings 2017-18

Board meetings will be at:

The home of Madonna Lovett Repeta
9 Rosewell Road, Bedford, NH | 603-471-7026 or 603-867-7175

Meetings:

All meetings will start at **6:30 p.m.**
Please target 5 days before the meeting to submit your reports.

Please include whether you will be able to attend, as NHPPA board meetings require a quorum to function. We need as many voting board members to attend each meeting to achieve a quorum. Committee heads are not required to attend every meeting, however are encouraged to do so when they have current business to present to the Board.

These are the dates for the 2017-2018 Board meetings along with topics which we anticipate discussion of, but are not limited to:

June 21, 2017

Membership Renewals, Budget approval, Fall Seminar, Conference Speakers

August 16, 2017

Conference Speakers contracts, Fall Seminar, Monthly Meeting speakers, Nominating Committee, proposed changes to Bylaws approved by Board

September 20, 2017

Last meeting before Bylaws change deadline of October 1, 2017, Conference Speakers, Fall Seminar, Christmas Party, Photofestival

October 18, 2017

Conference, Photofestival, Christmas Party, Proposed slate of officers from Nominating Committee

November 15, 2017

Conference, Photofestival, Christmas Party, Annual Business Meeting/Vendor Appreciation Night

January 17, 2018

Conference, Photofestival, Monthly Meetings

February 21, 2018

Conference, Photofestival, Monthly Meetings

March 21, 2018

Conference

May 16, 2018

Annual Wrap up meeting

Mark your calendar. These are the board meetings for the entire year.

NHPPA Committee Chairs

New Hampshire Professional Photographers Association



Other Committee Chairs 2017-18

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New Hampshire Professional Photographers Association

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President



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Treasurer

Michele Spaziano

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3. Roland Lemire
3. Madonna Lovett Repeta
4. Jim Carlen
5. Tom Royer
6. Susan Goralski

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3. Jean Camire
4. Tim Cameron
5. Madonna Lovett Repeta

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2. Wayne Flanagan
3. Scott Smith

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2. Madonna Lovett Repeta
3. Tim Cameron

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Scholarship / Raffle

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2. Erin O'Brien*

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3. Marsha Vander Mey
4. Claire Lemire
5. Roland Lemire
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Bud Thorpe

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1. Dennis Spaziano*
2. Lorraine Bedell
3. Jean Wozniak
4. Carin D'Abrosca
5. Marsha Vander Mey
6. Tracy Phillips
7. Claire Lemire

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3. Kris Dobbins

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1. Claire Lemire*
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3. Tanya Hervey

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Ray Peeples

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Photo Festival

Candace Pratt Stiteler

Mini Monday

Jane Lydick Staid

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2. Alison Minitier

Assoc. News / Special Events

1. Alison Minitier

Photos

1. Jill Kyle*
2. Mark Powers

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Roland Lemire*

2 elected by Board

2 elected by Membership

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2. Jeanette Robichaud
3. Candace Pratt Stiteler
4. Lorraine Bedell
5. Don Chick
6. Gene Paltrineri

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Lauri West

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4. Michele Spaziano

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1. Claire Lemire

Rep to PPANE

Scott Snyder

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Tim Cameron

* Chair