

Hypioneer

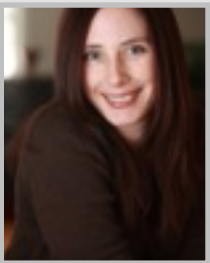
NHPPA is a state affiliate of the Professional Photographers of America



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

March 2014

From Stage to Street: Photographing Dancers Heidi & Johnathon Denney



Wednesday, March 5, 2014

The Chateau, 201 Hanover Street, Manchester, NH



Heidi & Johnathon are a husband and wife team who specialize in dance and fashion-styled portraits. In their presentation, they'll give you ideas for marketing four types of dance photography – costume portraits, class and audition images, performance images and private fashion-styled dance shoots. They'll share how they pushed their average portrait studio into a well-rounded and well-branded dance photography company. You'll leave with tips for surviving hundreds of whiny toddlers and whinier dance moms in one day to how to pamper any dancer with their very own fashion-styled dance shoot.

This presentation will compare fees, price lists, commission, sales methods and ... dare I say it ... work flow for each of the four categories of dance photography.

Heidi has been a dancer since 1986 and a professional photographer since 1996. Johnathon began his photography career in 2011 when they married and he joined the business, turning his hobby into a paycheck. Together, this husband and wife team transformed an average portrait studio into one with vision, artistic flair and ... profit.

Please contact Allison McGrail at allisonmcgrail@yahoo.com and let her know if you will be attending and please specify if you will be eating a meal. Doors open @ 6 pm. The meal is only \$20pp. You can pay with PayPal or at the door. Remember to sign up by Friday, February 28th.



2014 Conference News!

April 25 thru April 28, 2014
Margate Resort, Laconia, NH

Stay at the Margate!

We hope you'll join us and stay at the hotel so you won't miss a thing! Not only does it help you manage your time so you can take it all in, it lets you spend more time with friends and colleagues, and it also helps NHPPA meet the minimum room requirement to avoid facilities fees. Stay for one night or the whole weekend! See the flyer for details on room registration. It's not too early!

<http://www.nhppa.com/conference.html>



Lake View at the Margate

Marilyn Dillon

2014 Conference Highlights

In addition to the speakers, there's much to look forward to!

💡 **"First Ever" Pizza Party on Saturday!** No rushing out for dinner. Just sit, relax, mingle with fellow members, speakers, judges. You won't even have to move from your seat to be witness to the antics and fun of the scholarship auction right after! All this for only a \$5 contribution!

💡 First half of Saturday will be dedicated to **Print Competition**. Start thinking about what you're going to enter and make sure you plan on sitting in during the competition (whether you have entered prints or not).

💡 Sunday morning **print critique**

💡 Sunday evening **Banquet** with our costume theme of the **Awesome 80's!**

2014 Conference Speakers

Friday Evening

"Location Shooting for High School Senior Portraits"

Adrian Henson

<http://adrianhensonweddings.com>

Sunday Morning

"Location Lighting"

Rick Friedman

<http://www.rickfriedman.com>

Sunday Afternoon

"Marketing in a Tough Economy"

Ronnie Owings

<http://prostudioseniors.com>

Monday All Day

"Art Beyond Sight"

Corinne Alavekios

<http://alavekios.smugmug.com>

Saturday Afternoon

NHPPA Photo Safari Series

"Wedding Formals in 45 Minutes"

with Master Photographer
Jeff Dachowski

"HDR Plain and Simple."

with Master Photographer
Alison Minter

"Creative Composition in Landscape Photography."

with Alan Kirby

Volunteers Welcome!

Want to be a part of the conference? There are a number of ways you can volunteer: print committee, props committee, photography, hospitality, scholarship assistance, auction assistance, etc. It's fun....and you can earn NHPPA degree credits! Please let me know if you want to do more than just attend.

jeanwozniak@comcast.net




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The HYPONEER is the official publication of the New Hampshire Professional Photographers Association. Views and opinions expressed reflect those of the author and not necessarily those of the Association. The Hyponeer is published nine times a year to coincide with the monthly dinner meeting held on the first Wednesday of each month except for the months of May, July, August and December. Deadline for news articles is the tenth of the month prior to publication. To advertise in the HYPONEER, please contact Rick Hydren at 508-954-1298 or email: rick@hydren.com. Acceptance for endorsement does not carry with it the endorsement of the NHPPA.



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President's Message

Carin D'Abrosca, A.C.Ph.



Image by Carin D'Abrosca

February's meeting was our print critique. I hope that you all had a chance to learn how print judges look at our images to prepare us for print competition. I hope none of you were scared away by what they had to say, but took their words as advice to improve upon our work. It is a huge learning experience entering a print competition and our critique judges are very helpful in getting us on the right track. I would advise that you enter *at least* 2 images if you have never entered before....get the credit toward a degree, sit in

on the judging and follow your prints through the whole process. I find that sitting there is so inspiring and helps you to learn and grow your skills as a professional photographer.

Our March monthly meeting will feature Heidi and Johnathon Denny "From Stage to Street: Photographing Dancers". They are going to give us ideas for marketing four types of dance photography - from dance schools to private fashion sessions and more. If you don't photograph dance schools yet or may never, you will still learn the way they found their niche and turned their "hobby" into a business.

NHPPA's commitment to education continues with our annual Photofestival series in full swing. From what I have heard through FaceBook posts-Dennis Spaziano has lined up some great talent! There is still room left in a couple of classes, so get in touch with Dennis if you are interested in joining. Coming up is Ray Peeples' class on March 1st titled, "A guide to technology for photographers" There is still room if you want to learn the ins

and outs of your computer and what you need for your computer so it runs smoothly throughout your workflow process and not lose your data because of hard-drive crashes and so on.

And....we are just two months away from our Annual Conference!!! The registration forms are on www.nhppa.com and rooms are filling up so call now to get your space! While the hotel is more conveniently located to most of us, still show your support by attending all or part of our conference and staying at The Margate. Stay for as much as you can...you won't be disappointed. Bring your cameras as there is going to be opportunity for hands on learning starting Friday night from 6:30pm-9:30pm. See our full schedule on the Conference tab of our website. So while you are on here reading this, go ahead and register. See you all soon and take the next month (while things may be a little slow) and shoot for competition. Have fun with your photography and let the creative juices flow!

Carin D'Abrosca A.C.Ph.



Image by
Bruce Conti

Fort Point Lighthouse,
New Castle,
New Hampshire

www.baconti.com



Member News

- Congratulations to **Ella Carlson** who was named PPA Elite Photographer, one of only 22 people out of 27,000!
- Welcome to new member, **Dannielle Gleim Damm** of Vella Photography in Grantham, NH.

Scholarship News

Conference gives you the opportunity to check off two out of several qualifications for entry into the Sullivan/Raiche Scholarship drawings. You must enter at least two prints into print competition AND you must attend conference. Registration, presence and entry of at least two photographs in competitive exhibit are each required to meet the requirements of attendance at the Annual Conference.

Scholarship earnings for the month of February went well! We sold \$195 worth of tickets and gave out two cash prizes of \$30 each. Thank you to everyone who bought tickets! Every ticket you buys helps our scholarship fund!

We NEED AUCTION items for conference!! If you have a service you would like to donate that would great. Have books? frames? or anything you might like to donate? No item is too small or too large. We have had items as small as baby hats to as large as backdrops. We also need items for the raffles. We raffle items at every meeting and every class at conference. The more items we can sell or raffle off the bigger our scholarship drawings will be!! Thank you everyone for your help!!! This is truly a team effort! If you have items to donate please let Genevieve Buck know@ genevieve@genevievebphoto.com

March Birthdays

March 3 - Louis Foisy
 March 7 - GaryThibeault
 March 8 - Roxanne Herres
 March 16 - Gene Paltrineri
 March 26 - Genevieve Buck
 March 26 - Ann Grummon

March Anniversaries

March 15 - David Webster
 March 19 - Don Chick
 March 25 - Jim Carlen
 March 26 - Alan Kirby

February Meeting Images

by Bob Lotz



more images on page 7

Photofestival News

There is still room in the following photofestival class. To register:

<http://www.nhppa.com/photo-festival-ios.html> or contact Dennis Spaziano dspaz@comcast.net

Saturday, March 1, 2014 Ray Peeples on

"A Hitchers Guide to Technology for the Photography Professional"

Lichfield, NH. Limited to 10 Individuals.

Spend the day with Ray learning in a hands on environment, unraveling the mysteries of computers, networks, storage arrays and back ups. We will compare and contrast the major operating systems, cloud storage and the state of the back up software available today. We will end our day with a round table discussion focused on problems specific to photographers. Students should bring note books or a laptop .

March Monthly Meeting - Print Critique - Images by Bob Lotz



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Client Image of the Month

by Tracy Phillips

Tracy Phillips Photography, Exeter, NH

www.tracyphillipsphotography.com



© Tracy Phillips Photography

technical data for above image: f1.8 1/160 ISO 640 50mm 1.4 prime D600 natural light

This little one's Mom reached out to me after seeing a display I had in a local coffee shop. I photographed this newborn in the client's home within the first two weeks of birth so he would, hopefully, be sleepy. We were in the baby's warm nursery using natural light; along with a full belly, the little one was bound to fall asleep.

As a side story, living in the home with the beautiful newborn, were two 100+ pound Dobermans. I tried to remain cool as they barked like crazy at my arrival. Their heads were chest high. When I returned the following week to show the clients their gallery, the alpha female climbed up on the couch and put her head in my lap. The clients were so surprised, they took a picture of me and said I was not only a baby whisperer but also a dog whisperer!

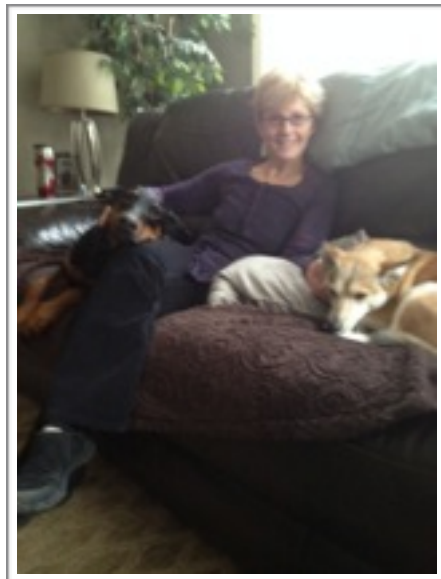


Image provided by Tracy's client



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Feb. 2014 - MWG&P Form#204 © 2014

2014-2015 Board Elected at January Business Meeting

The new board will be sworn in at the 2013 Annual Conference in April and will hold their positions in NHPPA's coming fiscal year which runs from June 1, 2013 - June 1, 2014.



President: Marsha Vander Mey, A.C.Ph.; *1st VP:* Allison McGrail, A.C.Ph; *2nd VP:* Roland Lemire, CPP, M.Photog., Cr., D.C. Ph.S.; *Secretary:* Lauri West; *Treasurer:* Michele Spaziano, A.C.Ph.; *Rep to PPANE:* Madonna Lovett Repeta, A.C.Ph. M. Photog., C.Ph.; *Directors:* Rick Hydren, CPP; Jim Carlen; Claire Lemire, M.Photog.,Cr., D.C.Ph.

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Your Business Logo...Some Tips on Design

by Gloria LeClair, A.C.Ph



Sampling of logos from NHPPA member websites

You may be thinking “Does it really matter what my logo looks like?” Yes, it does! With all the logo competition out there, it’s important to have a logo design that people will associate your business with and also remember you by. It is part of your branding, your business personality, and speaks about your photographic style.

If you have graphic art training, you could more than likely design your own logo as I have or you can hire a professional designer or art student to create one for you. One of the things to remember is that your logo will be used for different purposes. For instance your logo could be created in black and white or color for an advertisement, business card, website or flyer. It may be printed in a different way to appear on your images that you deliver to your clients and yet another way for stationary (*does anyone use stationary any more?*), printed invoices and sales receipts or emails. You get the idea.

Keeping it simple by use of type and/or perhaps an image of some sort is sometimes a good design choice. There are so many ways you can create a logo just using a typeface. You can use a single type or combine multiple typefaces. You can color it, shade it, bend it, twist it, and mirror it. You can add a design element, clipart, illustrations and photographs.

Take a good look at all the logos you come into contact with throughout your day. Which ones do you like? Not like? Which ones are hard to read? Look professional? Are just plain bad? See if you can find some that are in color on a package at the grocery store for example and then see if you can find it in black and white and notice the design changes that had to be made to make it work.

Collect other people’s business cards or check out other photographers websites for ideas. Google “photography logo design” and see what comes up.

Check out this link for some inspiration:
<http://inspiredm.com/50-inspirational-photography-logos/>

Take note of what you like and don’t like about your favorite logos and use this information either to create your own or use it to assist the artist you hire to design it for you.

Remember, your logo speaks about you and your business. Choose wisely and update if needed as time goes by. I have updated my logo several times in the past fifteen years and I am getting ready to do it again. If you look at some of the big names in business like Coke and Pepsi you can see how their logos have been updated to keep up with the times and their product changes.

Do your research and then get designing, it can be a lot of fun to see what you can come up with on your own!



12 Elements of a Merit Image

Visit this link for detailed descriptions of each element <http://bit.ly/1bZ33BX>

- | | |
|--------------------------|------------------------|
| 1.) Impact | 7.) Color Balance |
| 2.) Technical Excellence | 8.) Center of Interest |
| 3.) Creativity | 9.) Lighting |
| 4.) Style | 10.) Subject Matter |
| 5.) Composition | 11.) Technique |
| 6.) Presentation | 12.) Story Telling |

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Those interested contact Mark Powers at 603.440.3228 or

mark@markpowersphotography.com

For Sale:**~Black Rapid Strap \$40**

~I also have various **backdrops/muslins** for sale (a light grey, dark grey, blue, and others ...please contact me if you are interested in seeing any and I will bring them to the next meeting. Prices vary \$75-\$95.

Carin J D'Abrosca, A.C.Ph

603-591-6530 or carin@photosbycarin.com

**For Sale**

I have an **Epson Stylus Photo R1800** for sale. EBay has it for \$350 – I am asking for \$200 or best offer, details below:

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Carin J D'Abrosca, A.C.Ph

603-591-6530 or carin@photosbycarin.com

**Scholarship**


While organizing and cleaning after a busy studio season, consider donating those unneeded items to scholarship!

Scholarship is accepting donations for monthly raffle items and is also accepting items for the auction at conference!!

Thank you all for your support!

Download the full NEIPP brochure with instructors and course descriptions at the following link:


<http://ppane.roundtablelive.org/resources/NEIPP/2014/NEIPPBrochure2014.pdf>




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Schedule of NHPPA and PPA Event

Sat. Feb. 22 **Photofestival: Making Senior Magic.** Marsha Vander Mey

Sat. March 1 **Photofestival: A guide to Technology for Photographers.** Ray Peeples.

March 5 **Monthly Meeting - "From Stage to Street: Photographing Dancers".** Heidi and Johnathan Denney of Exclusive Image in CT, Chateau Restaurant, Manchester, NH

Sat. March 8 **Photofestival - Painting with Photoshop.** Ella Carlson

March 30 - April 3 **New England Institute of Professional Photography,** Resort and Conference Center, Hyannis, MA <http://www.neipp.com>

April 9 (*note date changed from April 2*) **Monthly Meeting - "The Forgotten Generation"** Steve Bedell. Chateau, Manchester

April 25-28, 2014 **NHPPA Conference** - Margate Hotel, Laconia, NH

If you plan on attending the March Meeting, you must sign up with Allison McGrail by Friday, February 28th

Please contact her at allisonmcgrail@yahoo.com and let her know if you will be attending and also specify if you will be joining us for the meal. The meal is still only \$20.00 per member. You can pay for your meal by Paypal or at the door. Remember to sign up by the Friday before the meeting.

NHPPA

Monthly Meeting Hospitality

Program Review - Write a review about the program (using attendees forms). available

New Member Column - (1yr or less) Seek out new members and ask them to write about their impressions of NHPPA and something about themselves. **Claire Lemire**

Meal Ticket Collection - available

Chair Set up - available

Communication—Alison Miniter

Photography - Photograph portions of the program and the Speaker receiving his Merit. Send file images to Editor. **Bob Lotz**

Scholarship Raffle - Sell tickets at meetings and raffle donated gifts. **Genevieve Buck**

PPA News—Tim Cameron

PPANE News - Madonna Lovett Repeta

Association News/Special Events- Collect news items & event happenings for publication in Hyponer. **Marilyn Dillon**

Anyone interested in any of these jobs, contact **Gerald Browne** 603-485-2269 or 603-485-7372

email: bx509@aol.com

If you do any one of these tasks for four months, you will receive one credit towards your NHPPA Degree.



Image by Bob Lotz



Image by Bob Lotz

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