

Sept. 16-21, 2013

**PHOTO
WEEK**
SHOW GUIDE

creativeLIVE

PHOTO WEEK



SIX DAYS OF LIVE, DIRECT ACCESS



creativeLIVE
**PHOTO
WEEK**



3 CHANNELS WITH 50+ INSTRUCTORS

PHOTO WEEK

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PHOTO WEEK



A message from
George Varanakis

What does photography mean to you? To a lot of us, it's how we make our living. We eat, drink, and breathe photography. It's our way of life. To others, it's a way to capture memories that will last forever. Memories of their kids, their family, their friends, and the sights they've seen. Photography is an expression of who you are, where you have been, and what you remember.

I've been a part of the photo industry for over 15 years. creativeLIVE Photo Week is the most ambitious event I've ever seen — and I've arguably seen them all. Photo Week was created to inspire, educate, create, and take your talent to the next level. Whether you are a professional photographer or have a passing interest in taking photos, this week is going to inspire you to realize your creative vision.

This is going to be a big week. Buckle up and get ready for the biggest photo event ever created.... especially for you.

Cheers,

George Varanakis

MEET THE TEAM

CONTENT



POST



BEHIND THE SCENES

SEATTLE





PHOTO WEEK

CLASS SCHEDULE | MONDAY, SEPT. 16

	LIVE 1	LIVE 2	LIVE 5
9:00 AM	<p>Your Passion is a Full-Time Job Instructor: Kyle Johnson Track: Portrait & Commercial</p>	<p>Creative Composition Instructor: Susan Stripling Track: Wedding & Family</p>	<p>Make Great Images with the Gear You've Got With Corey Rich Track: Shoot What You Love</p>
10:45 AM	<p>The Documentary Portrait Instructor: Dan Milnor Track: Portrait & Commercial</p>	<p>Business Reporting for Photographers Instructor: Sal Cincotta Track: Wedding & Family</p>	<p>Fast and Light: Working Alone in a Remote Location Instructor: Corey Rich Track: Shoot What You Love</p>
1:00 PM	<p>Defining Your Style Instructor: John Keatley Track: Portrait & Commercial</p>	<p>Self-Publishing with Blurb Instructor: Dan Milnor Track: Shoot What You Love</p>	<p>Don't Become a Small Business Casualty Instructors: Zach & Jody Gray Track: Wedding & Family</p>
2:45 PM	<p>Empower Yourself & Energize Your Business Instructor: Sue Bryce Track: Shoot What You Love</p>	<p>The 90-Minute Roadmap to Commercial Photography Instructor: Erik Almas Track: Portrait & Commercial</p>	<p>Building a Loyal HS Senior Model Program Instructors: Latasha and Ike Haynes Track: Wedding & Family</p>

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CLASS SCHEDULE | TUESDAY, SEPT. 17

	LIVE 1	LIVE 2	LIVE 5
7:30 AM	<p>Yoga for Photographers Instructor: Vanessa Joy</p>		
9:00 AM	<p>Creating Impact in a Dull Space Instructor: Brooke Shaden Track: Wedding & Family</p>	<p>Setting up your Photography Business Instructor: Craig Heidermann Track: Shoot What You Love</p>	<p>Texture, Dimension, Mood & Moments Instructor: Cliff Mautner Track: Portrait & Commercial</p>
10:45 AM	<p>Finding Your Inspiration: Fine Art vs. Fashion Instructor: Brooke Shaden & Lindsay Adler Track: Wedding & Family</p>	<p>Wedding Photography: Why to Shoot for You Instructor: Sean Flanigan Track: Portrait & Commercial</p>	<p>7 Steps to Great Photos Instructor: John Greengo Track: Shoot What You Love</p>
1:00 PM	<p>Fashion Photography Business Crash Course Instructor: Lindsay Adler Track: Wedding & Family</p>	<p>What I Wish I'd Known 10 Years Ago Instructor: Roberto Valenzuela Track: Portrait & Commercial</p>	<p>Your Photography Checklist Instructor: John Greengo Track: Shoot What You Love</p>
2:45 PM	<p>The Art of Maternity Photography Instructor: Ana Brandt Track: Portrait & Commercial</p>	<p>Introduction to Toy Cameras Instructor: Michelle Bates Track: Shoot What You Love</p>	<p>Rock and Roll Photography Instructor: Mike Corrado Track: Wedding & Family</p>

5:00 PM Panel Photography's New Guard: The Rise of the DIY Career | Live 1

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CLASS SCHEDULE | WEDNESDAY, SEPT. 18

	LIVE 1	LIVE 2	LIVE 5
7:30 AM	<p>Yoga for Photographers With Vanessa Joy</p>		
9:00 AM	<p>Modern Glamour Lighting Instructor: Lou Freeman Track: Portrait & Commercial</p>	<p>3 Invaluable Marketing Lessons Instructor: Sarah Petty Track: Shoot What You Love</p>	<p>Newborn Photography: Relationship Posing Instructor: Julia Kelleher Track: Wedding & Family</p>
10:45 AM	<p>Shape Shift Posing Techniques for Glamour Photography Instructor: Lou Freeman Track: Portrait & Commercial</p>	<p>Accounting for Photographers Instructor: Craig Heidermann Track: Shoot What You Love</p>	<p>chasejarvis LIVE With Austin Kleon</p>
1:00 PM	<p>Profitable Pricing Instructor: Jared Bauman Track: Wedding & Family</p>	<p>Documentary Storytelling & Photojournalism Instructor: Deanne Fitzmaurice Track: Portrait & Commercial</p>	<p>Lomography and iPhoneography Instructor: Sean Flanigan Track: Shoot What You Love</p>
2:45 PM	<p>The Exposure Triangle Instructor: Jared Polin Track: Shoot What You Love</p>	<p>High Volume Senior Photography Instructor: Matthew the Body Track: Wedding & Family</p>	<p>Real Estate Photography Instructor: Marc and Tiffany Angeles Track: Portrait & Commercial</p>

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CLASS SCHEDULE | THURSDAY, SEPT. 19

	LIVE 1	LIVE 2	LIVE 5
9:00 AM	<p>iPhoneography Instructor: Sally Cox Track: Shoot What You Love</p>	<p>Same Day Edit Instructor: Vanessa Joy and Rob Adams Track: Wedding & Family</p>	<p>Creating the Hero: Sports Portraits Instructor: Tim Tadder Track: Portrait & Commercial</p>
10:45 AM	<p>Editorial Food Photography Instructor: Andrew Scrivani Track: Portrait & Commercial</p>	<p>Sports Photography Basics Instructor: Kevin Jairaj Track: Shoot What You Love</p>	<p>Turn Common Problems into Great Wedding Photos: Part 1 Instructor: Ryan Brenizer Track: Wedding & Family</p>
1:00 PM	<p>Anatomy of an Epic Photograph Instructor: Benjamin Von Wong Track: Portrait & Commercial</p>	<p>Create the Images you Imagine Instructor: Robin Layton Track: Shoot What You Love</p>	<p>Turn Common Problems into Great Wedding Photos: Part 2 Instructor: Ryan Brenizer Track: Wedding & Family</p>
2:45 PM	<p>DIY Light Table Instructor: Andrew Scrivani Track: Portrait & Commercial</p>	<p>Wedding Day Workflow Instructor: Robert Evans Track: Wedding & Family</p>	<p>Outdoor Photography: Using Available Light Instructor: Andy Katz Track: Shoot What You Love</p>

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CLASS SCHEDULE | FRIDAY, SEPT. 20

	LIVE 1	LIVE 2	LIVE 5
9:00 AM	<p>Working with Modeling Agencies Instructor: Charles Lucima Track: Portrait & Commercial</p>	<p>Maximizing your Compact Camera Instructor: Lucas Gilman Track: Shoot What You Love</p>	<p>Experiential Wedding Photography Instructor: Jim Garner Track: Wedding & Family</p>
10:45 AM	<p>High Fashion, Low Budget Instructor: Elle Muliarchyk Track: Portrait & Commercial</p>	<p>Basics of Studio Lighting Instructor: John Cornicello Track: Shoot What You Love</p>	<p>Posing Family Portraits Instructor: Bambi Cantrell Track: Wedding & Family</p>
1:00 PM	<p>Fashion Lighting Tips Instructor: Dixie Dixon Track: Portrait & Commercial</p>	<p>Basics of Lenses Instructor: John Cornicello Track: Shoot What You Love</p>	<p>Crazy Stupid Posing Instructor: Scott Robert Lim Track: Wedding & Family</p>
2:45 PM	<p>Travel Photography Instructor: Andy Katz Track: Shoot What You Love</p>	<p>Breaking into Lifestyle and Adventure Sports Photography Instructor: Lucas Gilman Track: Portrait & Commercial</p>	<p>Big Prints, Big Profits Instructor: Bambi Cantrell Track: Wedding & Family</p>
5:00 PM			<p>Photographers Ignite With Kevin Kubota Track: Shoot What You Love</p>

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CLASS SCHEDULE | SATURDAY, SEPT. 21

	LIVE 1	LIVE 2	LIVE 5
9:00 AM	Image Critique	SEO for Photographers With Matt Hill	
10:45 AM	Image Critique	Night Photography: No Light? No Problem! Matt Hill	
1:00 PM	Image Critique	Overcome the Seven Deadly Sales Sins With Jason Aten	
2:45 PM	Image Critique	Extreme Website Makeover With Blair deLaubenfels and Christy Weber	

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9:00 AM Your Passion is a Full-Time Job, with Kyle Johnson | Live 1

29-year-old wunderkind Kyle Johnson will share his personal career path — how he went from part-time assistant to full-time, nationally-known photographer in under two years. Kyle will outline how he turned his side passion projects into major campaigns for national clients, including Filson, Rolling Stone, Bon Appetit, and L.L. Bean. Kyle will teach you how to identify the type of work you enjoy shooting and translate that into a viable marketing strategy for landing commercial and editorial clients. Lastly, Kyle, who lives and works in Seattle, will outline how to successfully get the work you want while working in a smaller market.

9:00 AM Creative Composition, with Susan Stripling | Live 2

Successful wedding photographers know how to think fast — and creatively — on their feet to capture beautiful shots that reflect the emotion of the day. In this 90-minute workshop, award-winning wedding photographer Susan Stripling will teach you exactly how to overcome tired techniques and stay fresh and creative. Susan will walk through an entire wedding day, showing you how to know when to wait and when to shoot. Whether you're a beginning wedding photographer or a working pro, this workshop will infuse new life into your mindset and business.

9:00 AM Making GREAT Images with the Gear You've Got, with Corey Rich | Live 5

You don't need all the latest expensive gear to be successful. During this workshop with pro commercial photographer Corey Rich, you'll learn how to make the most of minimal equipment while capturing beautiful images that will impress your clients and your peers. Whether you've got a point-and-shoot or a fancy DSLR with all the bells and whistles, Corey will show you how to get the best images possible out of what's already in your bag. Don't let gear hold you back from showing the world your best work!

10:45 AM The Documentary Portrait, with Dan Milnor | Live 1

What's behind a powerful documentary portrait? Professional photographer Dan Milnor will break it down for you in just 90 minutes. Dan will explore the motivations behind great documentary work, as well as share his techniques and philosophies regarding how to work quickly, collaborate with strangers and recognize optimal light. Plus, Dan will teach you how you go beyond your current comfort level and build a deeper relationship with your subjects as you photograph them.

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10:45 AM Business Reporting for Photographers, with Sal Cincotta | Live 2

It's time to put your camera down and learn the secrets behind every healthy, booming photography business. Join award-winning photographer Sal Cincotta as he teaches the fundamentals of pricing, packaging, sales, marketing, and everything else you need to build a thriving business.

10:45 AM Fast and Light: Working Alone in a Remote Location, with Corey Rich | Live 5

Great photos can happen anywhere; you don't need the controlled light of a studio to take jaw-dropping images. Join Corey Rich to learn how to pack the essential gear for dynamic travel and adventure photography. After this 90-minute workshop, you'll walk away knowing exactly what it takes and what it costs to become a pro on-location shooter. Spoiler alert: You need far less gear than you think!

1:00 PM Defining Your Style, with John Keatley | Live 1

With the increased accessibility of cameras, the ease of snapping digital photographs, and the sheer number of quality photographers today, how do you differentiate yourself from the masses? Pro photographer John Keatley will break down what goes through his mind during a shoot and shed light on how you can actively work to define YOUR personal style. John will speak to his own experience, and show you how to strategically incorporate your style as you build your portfolio and client base.

1:00 PM Self-Publishing with Blurb, with Dan Milnor | Live 2

More so than ever before, the creative artist is in control of his or her own destiny. At their fingertips lies an assortment of tools ranging from online communities to print-on-demand books, magazines and electronic media. But what do all these new tools mean and how do they actually work? Join "Photographer at Large" Daniel Milnor for an interactive exploration of the genesis of his project "Una Pura Verdad," ("A Simple Truth"). Dan will take you on a visual journey starting with the initial photograph made, then explore the manifestation of the project as it lives multiple lives in multiple, modern formats. Dan will cover not only how to make these items, but how to market and sell them.

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1:00 PM Don't Become a Small Business Casualty, with Zach & Jody Gray | Live 5

It takes more than a talented photographer to make a wedding business thrive. Did you know that 80% of small businesses fail in five years? Join Zach and Jody Gray, one of America's most recognized wedding photography duos, as they share how to set up your business so you can avoid becoming a small-business casualty by delighting your clients with captivating customer service and phenomenal wedding photography.

2:45 PM Empower Yourself & Energize Your Business, with Sue Bryce | Live 1

What's holding you back from realizing your dreams? Award-winning portrait photographer Sue Bryce will show you how to reconnect with your true passion and empower yourself to create a sustainable, energizing business. Sue will reveal her personal path as a photographer with 24 years in the business and show you exactly how she has conquered fear and self-doubt. After these 90 motivational minutes with Sue, you will be ready to revitalize your business and reinvigorate your mindset.

2:45 PM The 90-Minute Roadmap to Commercial Photography, with Erik Almas | Live 2

In this 90-minute workshop, Erik will navigate your path through the world of advertising photography — what it takes to get there, both in terms of photographic work and vision and the marketing behind it. Erik will offer tools to craft a unique portfolio based on your vision and show you how to build a marketing plan to reach your ideal commercial clients.

2:45 PM Building a Loyal HS Senior Model Program, with Latasha & Ike Haynes | Live 5

Capturing the youth voice and vision can be a challenging endeavor — from staying up on ever-changing posing and wardrobe trends to keeping up with how to tap into the senior photography market. Latasha and Ike Hayes will show you how to build a senior model program that sticks and garners the excitement you need to keep your business growing and going. They will be introducing you to our street team concept and how to build a loyal group of young people who not only represent your business, but also help grow and expand it.

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7:30 AM Yoga for Photographers, with Vanessa Joy

9:00 AM Creating Impact in a Dull Space, with Brooke Shaden | Live 1

Brooke Shaden is the queen of crafting ephemeral photo shoots. In only 90 minutes, using a simple black backdrop and natural window light, Brooke is going to show you a number of different ways to create striking portraits through the use of wardrobe, simple props, and quick Photoshop editing. This segment is perfect for an aspiring photographer looking for creative ways to enhance your portfolio or for a seasoned pro looking to reinvent your style.

9:00 AM Setting up your Photography Business, with Craig Heidermann | Live 2

Most aspiring photographers focus on developing their skills behind the camera, but it's equally important to establish a strong legal foundation to support your work. Join Craig Heidermann to learn how and why you need to set up your photography business as an LLC or corporation. Craig will cover how to get a tax ID number, how to use contracts to manage client expectations, and the difference between employees and independent contractors. After this workshop, you'll understand how to license the rights to your images, the truth about model and property releases, and everything you need to know about copyrights.

9:00 AM Texture, Dimension, Mood & Moments, with Cliff Mautner | Live 5

All great photography starts with spotting and capturing great lighting. Join veteran wedding photographer Cliff Mautner for an in-depth exploration into the delicate art of event lighting. Cliff will cover fundamentals like texture, dimension, gear essentials, exposure settings, and how to create mood with light. Plus, he'll explore quality light vs. quantity of light, direction of light, and how to put it all together during a wedding to create an experience your clients will love.

10:45 AM Finding Your Inspiration: Fine Art vs. Fashion,
with Brook Shaden & Lindsay Adler | Live 1

Join two of photography's brightest creative voices to how to unlock your unique vision — whether you want to focus on honing a fine art or fashion aesthetic. Using the same tools, props, and models, Lindsay and Brooke will walk you through their individual workflow and techniques. In this 90-minute workshop, you will learn how two photographers at the top of the game get inspired, plan a shoot, and achieve drastically different but equally dynamic results.

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10:45 AM Wedding Photography: Why to Shoot for You, with Sean Flanigan | Live 2

Stunning wedding photos are the result of more than just technical skill behind the lens. It's all about knowing — and connecting with — your client. Pop Photo Wedding Photographer of the Year Sean Flannigan will show you that the heart of every moving, gorgeous photo is a strong photographer-client connection. Sean will teach you how, just by being yourself and listening to your creative vision, you can build quality relationships that result in powerful, timeless images.

10:45 AM 7 Steps to Great Photos, with John Greengo | Live 5

This is a visual and non-technical class which explains the simple steps of creating great photos. Yes, shutter speeds and apertures can be important, but this class focuses on all those other elements that are part of the creative photographic process. Filled with lots of photographic examples this class is perfect for beginners with point and shoots, or advanced shooters looking to refine their craft.

1:00 PM Fashion Photography Business Crash Course, with Lindsay Adler | Live 1

Breaking into the glamorous world of fashion photography requires in-depth knowledge of the industry — from the latest terminology and trends to how to work with magazines and modeling agencies. Professional fashion photographer Lindsay Adler will share her trade secrets with you in this 90-minute course on making a name for yourself as a fashion photographer. You will learn everything you need to know about industry standards, working with models, putting together a crew, and how to get land magazine spreads and fashion campaigns.

1:00 PM What I Wish I'd Known 10 Years Ago, with Roberto Valenzuela | Live 2

Learn invaluable trial-by-error knowledge straight from a true pro photographer. Join Roberto Valenzuela as he walks through the images that have caused him both technical and artistic headaches throughout his career. Roberto will also demonstrate how to overcome common challenges and create jaw-dropping images. Learn how to transform harsh or flat light with simple tricks and how to evaluate your work quickly so that you can set up your shoots more efficiently. By the end of these 90 minutes with Roberto, you will know exactly what it takes to make intelligent decisions during any photo shoot — no matter the obstacles.

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1:00 PM Your Photography Checklist, with John Greengo | Live 5

For the basic point-and-shooter to the more advanced SLR user, this class will teach techniques, concepts, and innovative ideas that will open your eyes to the world around you and set you on a course for taking your photography to a higher level. Before unleashing your creative vision, you first need a solid understanding of your camera and some technical details. This course will take you step by step through the maze of technical jargon and equipment to help you achieve your full artistic vision.

2:45 PM The Art of Maternity Photography, with Ana Brandt | Live 1

Capturing the beauty of expectant motherhood is a delicate art. Learn how to delight your pregnant clients with luminous photographs in this 90-minute workshop with maternity photographer Ana Brandt. Ana will cover everything from lighting and posing basics to the intricacies of working with a fan and fabric.

2:45 PM Introduction to Toy Cameras, with Michelle Bates | Live 2

Every artist has their own favorite medium or texture. Toy cameras are the Van Gogh oil paintings of photography — they create gorgeous images with a heavily textured, beautifully imperfect hand. Michelle Bates will teach you how to use these powerful plastic toys to take vivid photos — covering Holga settings, film choices, and how to use the limited settings to your stylistic advantage.

2:45 PM Rock and Roll Photography, with Mike Corrado | Live 5

Have you ever attended a life-changing live event? With over 35 years of experience in the high-octane world of rock'n'roll photography, Mike Corrado has photographed hundreds of bands as they played live — including Nine Inch Nails, Nickelback, KISS, and the Dave Matthews Band. Join Mike for this dynamic segment to learn how to think fast on your feet, creatively and expertly capturing the energy of a live performance. Mike will teach you everything you need to know to turn your hobby into a profitable career.

5:00 PM Photography's New Guard: The Rise of the DIY Career | Live 1

In the past two decades, every single industry has been dismantled by technology and rebuilt by a new guard of creative self-starters. A panel of photographers — from every vantage point in the industry — will share the stories behind their unique career paths. Both seasoned and emerging photographers will trade war stories, discuss how they've navigated the politics of the industry, and share surprising lessons learned in the field.

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7:30 AM Yoga for Photographers, with Vanessa Joy

9:00 AM Modern Glamour Lighting, with Lou Freeman | Live 1

Ask any artist what they find to be the most delicate and difficult element to control in the art of photography and they'll answer without hesitation — "lighting." This is your chance to learn how to master lighting with one of the world's best! Join OBBIE and ADDIE award-winner Lou Davis for an intro to modern portrait and glamour lighting essentials. Lou will share the methods she's learned over three decades of photographing actors, playboy models and some of the world's most recognized personalities. You'll learn all about essential equipment, how to find the perfect light in a wide variety of settings, and more.

9:00 AM 3 Invaluable Marketing Lessons, with Sarah Petty | Live 2

Join Sarah Petty, one of the most profitable photographers in the United States, as she reveals three invaluable marketing lessons. Touching on her years as a marketing director at a major ad agency, Sarah will explain the necessary steps that any business must take to build a powerful brand and find new, quality clients. Whether you're too busy with the clients you already have (and not making the money you want) or want to attract clients to a new business, Sarah will provide you the perfect roadmap to marketing success.

9:00 AM Newborn Photography: Relationship Posing, with Julia Kelleher | Live 5

Moms and dads often opt out of newborn portrait sessions, choosing to highlight their baby. But in doing so, new parents are missing out on memorializing an important time in their family's life. During this 90-minute workshop with acclaimed newborn photographer Ana Brandt, you will learn how to expertly pose mom, dad, and new baby together in stunning portraits. Ana will also cover lighting tricks, classic and creative poses, communication techniques, and how to work delicately with newborns to capture powerful images that will delight your clients.

10:45 AM Shape Shift Posing Techniques for Glamour Photography,
with Lou Freeman | Live 1

The right pose can transform a mediocre image into a gorgeous photo. Learn the basics of posing from seasoned portrait photographer Lou Freeman in this 90-minute jam-packed workshop. You will learn everything from glamour to fashion poses, including the right ways to position your subjects in reclining, sitting, and standing poses. In addition to understand-

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ing the human form, Lou will show you how to effectively communicate with your subject to ensure you get the pose you want.

10:45 AM Accounting for Photographers, with Craig Heidermann | Live 2

Join Craig Heidermann as he unveils the 10 key tax and accounting issues facing photographers today and outlines the information you file your taxes properly. Craig will teach you how to classify your employees and expenses, allocate for insurance premiums, and the hidden secrets of the IRS 20 factor test. Plus, Craig will demonstrate how to handle a sales tax or income tax audit. This 90-minute session will give you a solid working foundation in accounting basics that will ensure your hard work pays off. Don't just survive — THRIVE!

10:45 AM chasejarvisLIVE, with Austin Kleon | Live 5

1:00 PM Profitable Pricing, with Jared Bauman | Live 1

Pricing your photography is one of the most important tasks in your business, but where do you start? Join Jared Bauman to learn the essential fundamentals of pricing your work, including what to look for and how to build. Jared will walk you through the different aspects to consider when creating your pricing, and identify which method is best for you: Packages or a la carte. After just 90 minutes, you'll understand which type of pricing is right for your photography services and have detailed steps to get started.

1:00 PM Documentary Storytelling & Photojournalism, with Deanne Fitzmaurice | Live 2

Storytelling has been an integral part of human cultures and societies we first started communicating. Effective use of imagery adds unmatched depth to the telling and understanding of a story. Thanks to the accessibility of new tools and technology, such as HD/SLR cameras, and an abundance of outlets for stories on the web, visual storytelling has evolved from a simple illustration on a cave wall to motion on your mobile device. Despite this technological revolution, the core fundamentals of storytelling have always stayed the same. From the single image, to the photo essay, and personal project, award-winning photographer Deanne Fitzmaurice will discuss how to effectively tell your story visually using the principles of documentary photography and photojournalism while remaining authentic and making a personal connection with both the subject and the viewer.

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1:00 PM Lomography and iPhoneography, with Sean Flanigan | Live 5

Make new friends, but keep the old! In photography, it's easy to become obsessed with tricking your digital camera out with the latest bells and whistles — but sometimes the most moving images are captured with the simplest cameras. Sean Flanigan, a Portland-based, award-winning photographer, will share his love of Lomography and iPhoneography in this workshop on how to create high-impact images with beloved and timeless low-tech cameras.

2:45 PM The Exposure Triangle, with Jared Polin | Live 1

Are you looking to ditch your beginner photography status and step out of AUTO mode? Commercial photographer Jared Polin will take you through 90 minutes of exposure and exposure triangle fundamentals. Jared will teach you about each piece of the exposure triangle, giving you the confidence to unlock the power of your camera and identify the perfect exposure in three shots or less.

2:45 PM High Volume Senior Photography, with Matthew the Body | Live 2

Join Matthew “the body” Kemmetmueller as he takes you through the marketing methods, shooting techniques and sales fundamentals needed to build a successful high volume studio. Matthew will unveil the studio workflow and sales strategies that have brought his business into the national limelight while maintaining a normal 40-hour work week or less! Watch this course and you'll walk away knowing how to create, operate, and market a high volume business.

2:45 PM Real Estate Photography, with Marc and Tiffany Angeles | Live 5

Dive into the world of Real Estate Photography and learn everything you need to know about success in this genre. Whether you want to make a career out of photographing real estate or you just want to add another revenue stream to your business, Marc and Tiffany Angeles will show you how to get the clients, the best practices for photographing properties and how to turn this small niche into big money. Learn how to make your small portable flashes have big impact and how to light effectively for minimal post-processing. What you learn in this class about lighting spaces will serve you well in all your photography endeavors.

9:00 AM iPhoneography, with Sally Cox | Live 1

Find out how to better use the camera you carry with you all the time — your iPhone! Pro photographer Sally Cox will walk you through the basics of how to take a great photo with your iPhone and reveal her favorite apps for color correction, crop-

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ping, and other image adjustments. Watch this workshop to learn all about masking, creative filters and effects, combining images, and so much more.

9:00 AM Same Day Edit, with Vanessa Joy and Rob Adams | Live 2

Tired of searching for ways to attract brides in an oversaturated market? Learn how to reach your target demographic while you're in the same room with them! In this session, Vanessa Joy + Rob Adams will show you how to photograph a wedding with publications in mind, maximize your SEO and Facebook social marketing, plus capture new leads without costly advertising. You'll learn how to improve all your wedding workflow, social media and marketing tasks on the night of the wedding—while wowing your clients and gaining new ones.

9:00 AM Creating the Hero: Sports Portraits, with Tim Tadder | Live 5

Grab your camera, tune up that shutter speed and join veteran photographer Tim Tadder for an exploration into the fast moving world of sports photography. During this action-packed segment, Tim will show you how to take great action shots no matter what your shooting from skiers carving up fine powder on the mountain to pro basketball players dripping sweat in the gym and everything in between.

10:45 AM Event Food Photography, with Andrew Scrivani | Live 1

Every successful photo doesn't just capture an image; it tells a story. Conceptualizing and photographing that story is both a daunting task and an essential skill — especially when it comes to shooting food. Join New York Times food photographer Andrew Scrivani for a 90-minute workshop on how to tell a story, from beginning to end, in 20 photos or less.

10:45 AM Sports Photography Basics, with Kevin Jairaj | Live 2

If you have ever wanted to take great sports action photos, join award winning photographer Kevin Jairaj for 90 minutes of informative and instructional sports photography education. During this segment, Kevin will discuss his proven strategies and techniques, as well as his philosophy for achieving successful results from behind the lens. He'll cover the equipment you need, what to look for when shooting, the best positions to get great shots during live events, composition, and everything you need to know to get the winning shot. Whether your goal is to start photographing youth sports or at a pro level, this class is a perfect starting point.

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10:45 AM Turn Common Problems into Great Wedding Photos: Part 1, with Ryan Brenizer | Live 5

Even the most “fine art” of wedding photographers has relatively little control over their shooting environment. Never can you say “OK, let’s try this again tomorrow!” Bad light, poor locations, not nearly enough time, constant distractions... Ryan Brenizer has worked through these scenarios in hundreds of weddings and will take you through his favorite tips for reliably overcoming them with only the equipment that you can carry in a backpack. From the steps of working with the client to hands-on demonstration of wedding-day shooting techniques to quick post-processing workflows, Ryan will give you some new tools to easily overcome nightmare scenarios.

1:00 PM Anatomy of an Epic Photograph, with Benjamin Von Wong | Live 1

In today’s world of digital photography, it’s all about having the perfect flow — from setup, to shooting, all the way into to post-production. Join Ben Von Wong for this workshop on building epic collaborations, simplifying your approach to lighting, and taking your imagery to the next level — all by following just a few simple rules of post-production.

1:00 PM Create the Images you Imagine, with Robin Layton | Live 2

Photographs begin as stories in your head — but these stories can become a fulfilling career. Pulitzer-prize nominated photo-journalist Robin Layton will reveal how she turned a single idea into a powerful national narrative featuring President Barack Obama himself. Robin, who at 24 was named one of the most talented photographers in America by Time Magazine, will show you how to turn your dream project into a real, living, money-making thing — all through strategic concept development.

1:00 PM Turn Common Problems into Great Wedding Photos: Part 2 with Ryan Brenizer | Live 5

Even the most “fine art” of wedding photographers has relatively little control over their shooting environment. Never can you say “OK, let’s try this again tomorrow!” Bad light, poor locations, not nearly enough time, constant distractions... Ryan Brenizer has worked through these scenarios in hundreds of weddings and will take you through his favorite tips for reliably overcoming them with only the equipment that you can carry in a backpack. From the steps of working with the client to hands-on demonstration of wedding-day shooting techniques to quick post-processing workflows, Ryan will give you some new tools to easily overcome nightmare scenarios.

CLASS DESCRIPTIONS

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2:45 PM DIY Light Table, with Andrew Scrivani | Live 1

Taking dynamic still life shots is easier than you think — all you need is a table, some white plastic, and a few other commonly-found materials. Award-winning New York Times photographer Andrew Scrivani will show you how to make your own light table and capture beautiful images of food, products, and other still materials. Whether you're photographing for commercial clients or yourself, this 90 minute workshop will show you a crafty way to start today.

2:45 PM Wedding Day Workflow, with Robert Evans | Live 2

What's more important than the perfect wedding day workflow? Nothing, according to award-winning photographer and creativeLIVE instructor Robert Evans. During this segment, Robert will teach you how to plan and execute each step of the wedding day, explain time managing techniques and enable you to spend more time capturing heartfelt images impress your clients, but keep you from burning out on the big day.

2:45 PM Outdoor Photography: Using Available Light, with Andy Katz | Live 5

Natural light is your best friend, but only if you know how to work with it. Join Andy Katz for a segment dedicated to measuring, metering, bending, shaping, and capturing natural light on location. Using slides from his personal portfolio, Andy will demonstrate how to get the manipulate available light and illuminate beautiful images using minimal equipment. Whether you are a beginner or a seasoned pro, Andy will reveal surprisingly innovative tricks you can start implementing immediately.

5:00 PM Photo Walk

CLASS DESCRIPTIONS

FRIDAY

SEPTEMBER

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9:00 AM Working with Modeling Agencies, with Charles Lucima | Live 1

What's the secret to finding and hiring great models? Join Charles Licuma to learn how to develop strong relationships with modeling agencies and attract top-notch talent that will transform your portfolio from decent to dynamic. During this action-packed workshop, Charles will cover how to meet model and agency expectations, how to approach the right people, schedule unpaid tests with modeling agencies, build clear call sheets, and make the right model selections and much more. Watch this segment and you'll walk away knowing exactly what you need to attract top-tier talent to your studio.

9:00 AM Maximizing your Compact Camera, with Lucas Gilman | Live 2

You don't have to spend thousands of dollars on gear to take professional-grade photos. In this 90-minute workshop, award-winning photographer Lucas Gilman will show you how to get the most out of your compact camera. Lucas will teach you how to take great photos in different environments and reveal his tips and tricks for using the built-in focus, flash, and zoom tools.

9:00 AM Experiential Wedding Photography, with Jim Garner | Live 5

Jim Garner shares his greatest lessons, tools, and techniques that have led to his long and successful career. Considered to be one of the top commercial, portrait, and wedding photographers in the country, Garner shares his secrets to success in this dynamic program. Jim will cover how to create emotional imagery, tell a mesmerizing story with photographs, and reveal the enormous benefits of taking the journey from being a picture-taker to art focused photographer. Learn about Jim's "story-shooting" approach to photography, which focuses on wonderful client experiences rather than traditional picture taking, which ultimately leads to spectacular imagery and more revenue for your business.

10:45 AM High Fashion, Low Budget, with Elle Mullarchyk | Live 1

Model-turned-fashion photographer Elle Muliarchyk is known for her DIY fashion aesthetic. In this 90-minute workshop, Elle will reveal her crafty tips and tricks for creating high fashion editorial images. You will learn how to create drama and magic with three unique styles of portraiture — using everyday household items and a budget of less than \$300. Elle will give you a DIY handbook for dreaming up creative, edgy concepts and bringing them to vivid life.

CLASS DESCRIPTIONS

FRIDAY

SEPTEMBER

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10:45 AM Basics of Studio Lighting, with John Cornicello | Live 2

How are you supposed to find, create, and capture great light if you don't know how it all works? Join John Cornicello for an introduction to the fundamentals you need to understand and control the most important element of photography – light. John will walk you through light sources, the inverse square law, lighting patterns, feathering, catch lighting and much more. If you are looking to switch out of auto mode or simply need to brush up on your basics, this is 90 minutes you won't want to miss.

10:45 AM Posing Family Portraits, with Bambi Cantrell | Live 5

Learn how to create powerful, stunning big group portraits with award-winning photographer Bambi Cantrell. During this segment, Bambi will teach you how to pose and light families and how to communicate with family members — everyone from the 7-year-old nephew to 90-year-old grandpa and grandma — in order to get them in position for the perfect shot.

1:00 PM Fashion Lighting Tips, with Dixie Dixon | Live 1

Lighting is integral to successful fashion photography. It's not the props or the clothes that make fashion editorials pop; it's the placement, quality, and quantity of the light illuminating your subject. Learn fashion lighting basics from GraphiStudio's 2013 Emerging Photographer of the Year, Dixie Dixon. In this 90-minute workshop, Dixie will cover how to work with natural light, constant light, strobe light, and how to experiment to find your distinct style. You will understand the basics of making your images pop, placing hair or rim lights, and using beauty dishes to create Mad Men-esque mood lighting.

1:00 PM Basics of Lenses, with John Cornicello | Live 2

Everything you know about lenses is wrong. Well, maybe not everything, but with an endless amount of gear options in today's world of digital photography, there are far too many misconceptions. Join John Cornicello to make sure you know the most up-to-date information. John will take you through the basics of lenses, including focal length, aperture, crop factor, perspective & distortion, depth of field and more.

1:00 PM Crazy Stupid Posing, with Scott Robert Lim | Live 5

This is your chance to get a high-energy, condensed version of all of the essential lighting tips that award-winning photographer Scott Robert Lim has to offer. Scott will pull out all the stops, teaching you — through live demos! — how to create

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sophisticated, creative lighting set-ups. Learn all about one-shot formulas and find out how Scott creates stunning results from simple techniques using backlight, side light, top and bottom light, colored light, diffused light, flash, video light and anything else under the sun! By the end of this workshop, you'll know exactly how to create your own signature lighting style within minutes.

2:45 PM Travel Photography, with Andy Katz | Live 1

Get ready to travel around the world! Using hundreds of images from his action-packed career, award-winning photographer Andy Katz will teach you how to improve your on-location photography skills and storytelling ability. Andy will cover capturing beautiful images of people in their natural environment, scouting out the perfect locations, and break down all of travel photography's dos and don'ts.

2:45 PM Breaking into Lifestyle & Adventure Sports Photography, with Lucas Gilman | Live 2

Learn how to break into lifestyle and adventure sports photography from one of today's best working outdoor photographers. Lucas Gilman — whose lengthy client list includes Red Bull, National Geographic, Patagonia, ESPN, and Maxim — will teach you how to get your first big break in this competitive category. You will learn how to hone your style, build a portfolio, and separate yourself from your competition using technology. Last but not least, Lucas will show you exactly what gear you need to make sure to throw in your bag.

2:45 PM Big Prints, Big Profits, with Bambi Cantrell | Live 5

Digital technology has transformed the products photographers can offer their clients — you're no longer tied to set sizes and film textures. In this 90-minute workshop, Bambi Cantrell will reveal how to delight your clients with a variety of print options. Bambi will cover everything choosing the right paper to how to price and package prints and increase your revenue.

5:00 PM Photographers Ignite, with Kevin Kubota | Live 1

creativeLIVE is teaming up with Kevin Kubota's Photographers Ignite to bring you another mesmerizing night of rapid-fire presentations. Ignite is a style of presentation in which participants have just 5 minutes and 20 slides to express their passion for photography. It's like speed dating with ideas!

CLASS DESCRIPTIONS

SATURDAY

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9:00 AM Image Critique | Live 1

9:00 AM SEO for Photographers, with Matt Hill | Live 2

Ever wonder how you can start improve your website, apply basic SEO principles, and engage in online marketing for your photography business? Join seasoned marketing professional and photographer Matt Hill as he walks you through how to whip your website into shape and strategically increase your online presence. Matt will cover how to focus on your business's story and find your ideal customers, as well as onsite improvements, finishing with an offsite checklist for improving your reputation and drawing new customers.

10:45 AM Image Critique | Live 1

10:45 AM Night Photography: No Light? No Problem!, with Matt Hill

Anyone can take photos during the day. But making photos in the absence of light takes not only a special kind of patience and mastery of skills, but also a willingness to push creative boundaries and leave room for "happy mistakes." Join Matt Hill for an exploration of what's possible when most other photographers are asleep. He's been shooting at night for over 20 years and will share some simple ways to get out there and get shooting, plus sample some different things you can do while out there making long exposures at night.

1:00 PM Image Critique | Live 1

1:00 PM Overcome the Seven Deadly Sales Sins, with Jason Aten | Live 2

Sales — does that word scare you? It shouldn't be a process that terrifies photographers, but fear of sales runs rampant. Sales are what keep your business going. Every time you book a client, sell a package, sell an album, or really make any money at all - it's sales. Join Jason Aten to learn how to overcome the Seven Deadly Sins of Sales, and turn your fledgling business into a booming one.

2:45 PM Image Critique | Live 1

CLASS DESCRIPTIONS

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2:45 PM Extreme Website Makeover,
with Blair deLaubenfels and Christy Weber | Live 2

What to do when you don't have time to do everything. Your website and blog are the most powerful tools you have for marketing your business. This segment, taught by the co-founders of JuneBug Weddings Blair deLaubenfels and Christy Weber, is dedicated to teaching you the most important things you can do to improve your online presence without spending all day in front of the computer. You'll learn how smart editing, savvy writing, and clear navigation can increase your sales and enhance your brand.

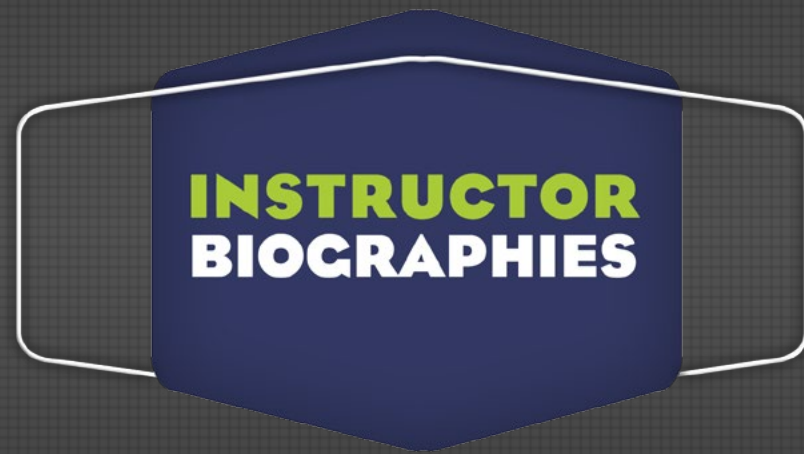


PHOTO WEEK

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Ana Brandt

Ana of Anamaria Brandt Photography has been specializing in pregnancy and newborn imagery for over 14 years. Her classic images stand the test of time as her clients come to her over and over again. Known for her endless patience, Ana believes that to create a business that lasts, you need more than great images of sleepy newborns. Her book *The Art of Pregnancy and Newborn* won best Portrait Category for her cover image from the Professional Photographers of California. Ana resides in Orange Hills, California with her three children and has plans to continue to grow her photography business, while supporting fellow photographers in the chosen specialty – pregnancy and newborn imagery.



Andrew Scrivani

Andrew Scrivani is a New York based freelance commercial and editorial photographer, food stylist & writer. Andrew's work has been seen in magazines and newspapers worldwide including, *The New York Times*, *Eating Well Magazine*, *La Cucina Italiana*, *The Wall Street Journal* and *Newsweek*. His work is also currently featured in international advertising campaigns by Red Lobster and Sargento Cheese. Andrew has recently done the photography for Melissa Clark *Eat This Now* and two NY Times Bestsellers, ABC TV's *The Chew Cookbook* and Kris Carr's *Crazy Sexy Kitchen Cookbook*. ABC TV's *The Chew Every Night* is due out this fall.



Andy Katz

Andy Katz's love of photography takes him around the globe. From the deserts of Namibia to the disappearing Jewish World of Eastern Europe to the rolling hills of the California wine country, his subjects range as broadly as his travels and adventures. Each journey for Katz is a new exploration of images. Katz discovered his passion for photography at a young age and is now a Sony Artisan of Imagery, one of only seven photographers representing Sony's new cameras.



Bambi Cantrell

Bambi Cantrell has been photographing in the San Francisco Bay Area for over 25 years. Her passion for capturing the decisive moment and her subsequent creative style have made her a household name in the photographic industry. Among her many accomplishments, Bambi Cantrell was honored in July 2008 by the Russian Federation of Professional Photographers, and was presented with the prestigious "Golden Eye" award; an award only given 10 times in the history of the organization. In addition to being an

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internationally recognized photographer, Bambi Cantrell is also an accomplished author. Her three best selling educational books, "The Art of Wedding Photography," "The Art of the Digital Wedding," and "The Art of People Photography," published by Watson-Guptil continue to inspire and educate people around the world. Ms Cantrell's photographic services are available to anyone, anywhere in the world.



Benjamin Von Wong

Motivated by the desire to be creatively challenged and overcome impossibilities, Benjamin Von Wong has become notorious for his epic photography. His hyper-realistic art style captures viewers in a fusion of special effects and innovative concepts. Benjamin's background in engineering gives him a unique edge for creative problem solving, where technical challenges become friendly competition. Fueled by his passion to connect people, Benjamin has an affinity for finding unique talent to bring his complex stories to life. He is also highly engaged in the photographic society by sharing his experiences and techniques through blogs, social media, workshops and videos.



Blair deLaubenfels

Blair deLaubenfels is a co-founder and Managing Director of JunebugWeddings.com. As the curator of the Junebug Weddings Hotlist, the most trusted and respected list of wedding photographers and professionals available online, Blair's passion is helping people thrive in today's competitive marketplace by using effective, easy to understand techniques to success. She has personally reviewed thousands of websites, blogs, and portfolios, and written hundreds of bios and brochures for leaders in the wedding industry. An expert on sales and marketing strategies, she knows first-hand why some businesses make it to the top and why others struggle, and she's ready to show you how you can improve your online presence and get more of what you want from your work.



Brooke Shaden

Brooke was photographically born in December 2008 after graduating from Temple with bachelor degrees in film and English. She now resides in Los Angeles, CA, USA with her husband and two cats. She began creating self-portraits for ease and to have full control over the images, and has since grown into a self-portrait artist. Self portraiture for her is not autobiographical in nature. Instead, she attempts to place herself within worlds she wishes we could live in, where secrets float out in the open, where the impossible becomes possible. Brooke works to create new worlds within her photographic frame. By using painterly techniques as well as the

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square format, traditional photographic properties are replaced by otherworldly elements. Brooke's photography questions the definition of what it means to be alive.



Charles Lucima

Charles Lucima is the Principal at LUCIMA STUDIO and a professor at New York Film Academy and School of Photography at Universal Studios. After breaking ties from the corporate world as a consultant for a software company, Charles embarked on a journey through the world of fashion photography and started LUCIMA STUDIO. His journey gave him the opportunity to explore fashion, photography, and artistry in ways he had never imagined. Charles shoots fashion campaigns for apparel companies and his images have appeared in publications such as Teen Vogue and Seventeen Magazine. Charles feels the best part of what he does is creating art with amazing designers, wardrobe stylists, makeup artists, hair stylists and models.

Charles enjoys being an educator. Through LUCIMA STUDIO he's taught local and destination workshops, even hosting a workshop that donated all profits to The American Red Cross for Japan Tsunami/Earthquake Relief.



Chase Jarvis

creativeLive Founder and Chairman. Award winning photographer, director, and media maven Chase Jarvis, co-founded creative-LIVE in 2010 to share free creative education with aspiring artists and entrepreneurs worldwide. In addition to his work creating campaigns for Nike, Apple, RedBull, Starbucks and other Fortune 100 companies Chase is widely recognized for creating Best Camera - the world's first photo app to share images to social networks - which kicked off the mobile photography/sharing craze.



Christy Weber

Christy Weber is co-founder and Executive Editor of JunebugWeddings.com where she manages the content and development of the Junebug website, and writes the enormously popular blogs What Junebug Loves and Photobug. With her experience as a fine-art wedding photographer and background in the performing arts, Christy has an eye for visual design and the ability to think creatively, strategically and outside the box. Christy is an expert on how to get your work published and how to make a cohesive branding statement throughout your marketing and online presence.

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Cliff Mautner

Cliff Mautner's career in photography spans 31 years. After 15 years as a photojournalist with the Philadelphia Inquirer and shooting for an eclectic array of commercial clientele, Cliff launched his wedding photography career. After 850 or so weddings, he hasn't looked back. He's perhaps best known for his ability to create quality images in some of the most difficult lighting conditions imaginable, and for his diligence in capturing decisive moments.

Cliff was named one of the top ten wedding photographers in the world by American PHOTO magazine, and received the International Photographic Council's Leadership Award medal at the United Nations in 2013. He is also the founder of the highly successful 'Lighting and Skillset Bootcamp'- a workshop that's dedicated to empowering photographers with skills needed to acquire a style of their own. He's married to his beautiful best friend, Susan Stripling Mautner, and is the proud father of twin daughters, Samantha and Alison.



Corey Rich

Corey Rich is one of the world's most recognized adventure sports and outdoor lifestyle visual storytellers. Over the last two decades, this photographer, director and DP has combined his creativity, athleticism and burning desire for exploration to capture some of the wildest places on earth. In doing so, Rich not only secured a place at the center of contemporary adventure storytelling, but he can be named as one of the pioneers of this authentic style of immersion-based photographic and motion work.

Rich is Vice President and co-owner of Aurora Photos, Novus Select and Tectonic Media Group. With the goal of better connecting major clients to stunning outdoor media, Rich was the driving force behind Aurora's Outdoor Collection, which is now the world's leading brand of adventure and outdoor-lifestyle stock photography.

His first book, *My Favorite Place: Great Athletes in the Great Outdoors*, was published by Chronicle Books in 2006.



Craig Heidemann

As a nationally recognized lawyer and professional photographer, Craig Heidemann brings a unique perspective to his fresh and engaging educational seminars. Craig Heidemann owns and manages a Springfield Missouri based boutique photo studio that specializes in upscale weddings, commercial work and artistic portraiture. Craig personally photographs 25 – 30 regional and destination weddings annually. Throughout 20 years of professional photography, Craig has developed an "essential legal workflow" which marries business organization, client contracts, employee/independent contractor management, copyright registration and necessary in-

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insurance to yield a result which protects his personal and business assets alike, while at the same time managing client expectations.

Craig blends personal experience, with a phenomenal grasp of current legal issues facing professional photographers to create a fun and engaging presentation that will instill essential knowledge and business confidence in everyone that attends. Each year, Craig speaks nationally to photographers from coast to coast.



Dan Milnor

Daniel Milnor is currently “Photographer at Large” for Blurb, Inc. the world’s premiere print-on-demand publisher. He splits his time between the smog-choked arteries of Southern California and the spiritual landscape of New Mexico. Milnor is a former newspaper, magazine and commercial photographer who now works primarily on long-term projects. His work has taken him from the rural corners of the United States to Africa, Asia, Europe and Latin America. He has taught at Art Center College of Design, Academy of Art University, The Santa Fe Photographic Workshops, The Julia Dean Workshops and the Photo Experience Workshops.

An early adopter of select technologies such as print-on-demand books and magazines, Milnor has created and published over one hundred unique titles, including the recently released “Manifesto Magazine,” which showcases the world’s best documentary photography. His work is in the collections of The Los Angeles County Museum of Art, The George Eastman House and the Santa Barbara Museum of Art.



Deanne Fitzmaurice

Deanne Fitzmaurice is a Pulitzer Prize winning documentary photographer and multimedia storyteller based in San Francisco, California. She is a regular contributor to Sports Illustrated and ESPN the Magazine. Deanne has partnered with foundations and non-profits including NPR, The Bill and Melinda Gates Foundation, and the James Irvine Foundation.

In 2011, Deanne’s documentary work was a finalist for the Alexia Foundation Grant for World Peace. In 2012 she was presented with the Juror’s Selection for the American Photography Awards and in 2013 her work was selected for Communication Arts Photography Annual. Her work is part of the permanent collection at the Newseum, and is also part of their traveling exhibition of Pulitzer winning photographs.

Deanne began her career as a staff photographer for the San Francisco Chronicle. When not on assignment, Deanne often lectures and teaches workshops. She is also a co-founder of Think Tank Photo, a camera bag company, with her husband, photographer Kurt Rogers.

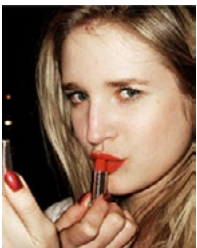
PHOTO WEEK

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Dixie Dixon

Dixie Dixon is a Texas born and bred commercial fashion and lifestyle photographer. Just a few years out of college, this 20-something's career is unfolding one adventure after another shooting worldwide for various brands, tv shows, and editorial clients. It has been said that her idealistic view of the world is reflected into every single frame- full of life, beautiful energy, and most of all- SOUL. Her fresh vision has attracted clients such as Nikon, Florsheim Shoes, Get Out TV, ProFoods, Inside Edition, Rangefinder, HDNET, PDN's PIX Magazine, American Heart Association, Nikon World Magazine, Professional Photographers Magazine, and many more. To view her portfolio and complete client list visit www.dixiedixon.com.



Elle Muliarchyk

Elle Muliarchyk was born in Belarus and grew up in Vietnam, Prague, and California. Her road to photography and film started 7 years ago, when she was "exposed" and discovered by the New York Times - as a model. Elle would practice "guerrilla modeling" in her spare time, and sneak into most expensive fashion boutiques all over the world, create elaborate setups inside the dressing rooms and take self-portraits wearing their most amazing garments. She'd often get kicked out or even arrested!

Elle contributes to publications such as W, V, Interview, Garage, Pop, NYTimes. She has photographed - Beyonce, Solange Knowles, DVF, Marc Jacobs, Kate Upton, Anna Wintour, Terry Richardson, Giselle, Karen Elson, Barbara Gladstone, Natalia Vodianova.



Erik Almas

Photography sort of fell in my lap. When looking back at how I became a photographer it is almost like it rained on me. I didn't have a great interest in pictures. Or art. It was small random sources hitting me different places and when faced with the crossroad and question of; "What do I do now?" I was soaked up in the idea of becoming a photographer. Since then small encounters have led me halfway across the world and then around it a few extra times.

I attended the Academy of Art University for 4 years. Had some truly inspiring teachers that changed my goals from shooting sporting events for my hometown newspaper to wanting to create great images.

I assisted Jim Erickson for almost 3 years. I don't think there is a better mentor. I have been fortunate to work with some great people on some great assignments for clients including Intercontinental Hotel Group, Puma, Pfizer, Microsoft and Nike and others.

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Jared Bauman

With a primary focus on business, Jared Bauman provides the professional photographer community with education and leadership. As the acknowledged expert in pricing strategies, he has toured the world helping photo entrepreneurs maximize their profits through his Clear and Simple Pricing model. Those who haven't been able to attend one of Jared's presentations can benefit from his series of instructional DVDs, designed to provide a full range of resources to build a successfully profitable photography business.

Jared is Co-Founder and President of ShootDotEdit, the Industry's premium post processing company for professional Wedding photographers worldwide, currently partnering with over 6,000 photographers in over 45 countries.

Jared lives in San Diego, California with his wife Sara and their Boston terrier, Maddie.



Jared Polin

Jared Polin aka the FRO is an accomplished photographer whose work has appeared in Rolling Stone, Spin Magazine, Billboard and countless other international publications. He has found himself in the studio and on tour with some of music's biggest stars.

In 2010, Jared launched FroKnowsPhoto.com, a fun and informative website to help photographers of all skill levels. Jared's unique style and media savvy helped him grow the site's audience. The popularity of his "I Shoot Raw" brand of merchandise has catapulted Jared and FroKnowsPhoto to worldwide recognition, creating a legion of loyal fans.

Today you can find over 1300 FREE Videos on FroKnowsPhoto.com along with the widely popular Photography Podcast called RAWtalk.



Jason Aten

Jason Aten brings a unique industry perspective as a photographer, educator and business owner. As a photographer, his work has been featured in regional and national publications. His studio is known for its clean documentary style images that reflect the style and story of his clients.

As an educator, Jason is nationally known as an expert on the business of photography - having spoken at events including Pictage's PartnerCon, WPPI, and Inspire Boston. He is the author of "Starting Out Right: Building a Profitable and Sustainable Photography Business," the leading resource for photographers looking to build a business that adds value to their life. He publishes www.startingoutright.net, featuring business resources for photographers.

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As owner/CEO of NinetyNine Beans - a full service accounting service for photographers – Jason helps photographers understand how to run their business and make sense of the numbers. NinetyNine Beans provides CFO coaching and business insights that help photographers grow profitable businesses.



Jim Garner

Jim's career began in 1993 as a commercial photographer, where his skill for combining technical expertise with an elegant, modern aesthetic enabled him to build a solid business based on satisfied clients and referrals. Jim's fascination with communicating people's life stories has also led him down a different road: to become one of today's most sought-after wedding photographers.

By fusing several elements—an editorial fashion sense, a taste for distinctive colors and textures, a relaxed shooting approach and a strong passion for capturing “real life” moments—Jim has developed a unique style that consistently wins accolades and awards. For the past several years, J. Garner Photography has won in multiple awards within the Professional Photography Industry.

An expert in his field, Jim has been published in numerous photography industry publications including Rangefinder, PPA and American Photo Magazine as well as Marie Claire. He is also a popular educator and public speaker.



John Cornicello

You may recognize John Cornicello as the lighting assistant from several of the creativeLIVE workshops. He's a lighting expert, photographer and a master at capturing pyrotechnic celebrations.

John is a Seattle based photographer specializing in fine art nude/figure photography capturing the beauty and spontaneity of the human figure. One of his subjects quotes, “John has a way to cultivate a relationship of trust with his subject quickly, bringing out the most spontaneous beauty in every situation.”



John Greengo

John Greengo is a life-long resident of Seattle, and not surprisingly a typical Northwest outdoor adventure lover. He picked up his first camera at the age of 10, and has since been lucky enough to travel to amazing locations on all seven continents. Between major journeys John teaches photography and gives public talks. He uses a unique blend of illustrations, animations and photographs, all of which makes learning photography easy and fun.

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John Keatley

John Keatley was born in Santa Barbara, California in 1980 and currently resides in Seattle, Washington. He's been shooting professionally since 2001, working with agencies, publications, companies, actors, artists, and luminaries the world over. He has an itchy trigger finger.



Julia Kelleher

Portrait Photographer, Julia Kelleher, M. Photog., Cr. CPP, specializes in newborn and family portraits out of her boutique, Bend OR, studio. She offers her clients a photographic style that is organic, textural and artistic, and specializes in creating heirloom albums and custom wall art. In the last year, unique marketing efforts, a consistent branding message and persistent relationship building has doubled her client base and earned her studio the reputation for being the "newborn" photographer in Central Oregon. A PPA International Silver Medalist and Gold Level Photographer of the Year, Julia is a master marketing and sales expert. A Time Exposure approved educator for ProSelect Sales Presentation software, she helps photographers break into in-person sales and master their "soft-selling" technique. Julia spent a over a decade working in news, her experience there, and expertise in media relations and public communications have given her techniques to help other photographers understand their clients, and improve their businesses.



Kevin Jairaj

In just a few short years, Kevin Jairaj has not only become one of the most sought after photographers in the USA, but also world-wide. Kevin is known for his dramatic use of lighting and color and his ability to create some of the most stunning artistry for his clients. Kevin is a favorite among the celebrity crowd and has shot weddings and events for many musicians, actors, and athletes.

Kevin won numerous 1st Place Awards in the WPPI 16x20 and 8x10 print competitions. He was named a 2008 Top Knots of Wedding Photography by Photo District News magazine and his work has been published in countless books and magazines. Kevin has been commissioned by USA TODAY to take portraits of key members of the USA Summer and Winter Olympic Teams and has also had a recurring role in the Discovery Channel Show "Fast N Loud."

Kevin also shoots professional and college sports for USA Today Sports Images.

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Kevin Kubota

American Photo Magazine named Kevin Kubota one of the “Top 10 Wedding Photographers in the World”. His photos have been featured on the covers and within the pages of countless popular magazines and photography books. Kevin has been a featured presenter for Nikon and Adobe, and his work with the Nikon digital camera earned him a spot as a Nikon “Legend Behind the Lens”.

Kubota is an internationally recognized speaker, having presented for every major photographic convention in the USA. He created the popular “Digital Photography Bootcamp®” workshop which has been running since 2002. He authored the book under the same name, published by Amherst Media. Kevin shares over 2 decades of commercial and portrait lighting experience in his latest book, *The Lighting Notebook*, published by Wiley.

Kubota Image Tools products have won multiple Hot One Awards as well as the Readers Choice Award. Kevin was personally awarded the 2009 Monte Zucker Memorial Humanitarian Award for social service through photography.



Latasha and Ike Haynes

We are a fusion team, east meets west, boy meets girl. He supports (HER) and she loves Him. In an effort to maximize their God-given gifts, he took to reading, “Rich Dad, Poor Dad”, “Richest Man in Babylon”, “The Richest Man Who Ever Lived”... Robert Kiyosaki told (HIM) to “mind their business” (SO) he started trading stocks, she started shooting, people that is, with a camera. As she grew, he grew and (...TOGETHER THEY MAKE UP THE TEAM THAT IS) Ike & Tas Photography + Motion! We specialize in sassy, bold, edgy and urban portraiture.



Lindsay Adler

Lindsay Adler is a professional portrait and fashion photographer based in New York. Her editorials have appeared in dozens of publications internationally. She regularly contributes to a variety of major photo publications including *Professional Photographer*, and *Rangefinder Magazine*.

In May 2010 she published her first book, “A Linked Photographers’ Guide to Online Marketing and Social Media”. She followed that up with two more books, “Fashion Flair for Portrait and Wedding Photography” and “Shooting in Shitty Light”.

Adler, a Sigma Pro, spends a lot of time traveling to teach workshops and at major conferences. You can find her as a platform

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speaker at events like WPPI, Photo Plus, Imaging USA and many more. She teaches thousands of photographers annually on topics ranging from retouching, to fashion techniques, to studio lighting.

Her career and photography have received much acclaim and she has already become a respected name in the industry. Her images have appeared in major publications, advertising campaigns, billboards and more.



Lou Freeman

Lou Freeman has practiced the art of fashion, glamour, fine interior and product photography for three decades. Her clients are among the most respected and recognized names in America and Europe. Her work is both powerful and visionary and has been recognized by both the publishing and advertising worlds, winning her the OBIE and ADDIE Awards.

In 1988, Lou achieved a nearly singular pinnacle in her career, becoming only the second woman in the history of the publication to shoot for Playboy Magazine.

Lou's work was so recognized by this cornerstone of the erotic genre that she was invited to shoot regularly for the publication over the next twelve consecutive years.

Today, in addition to her extensive shooting schedule, Lou has entered the lecture circuit to share her expertise with both novice and professional photographers. Lou has also conducted numerous classes, workshops and seminars nationwide as well as appearing as a guest lecturer at universities throughout the country.



Marc and Tiffany Angeles

Marc and Tiffany Angeles are professional luxury real estate, architectural and portrait photographers. After having worked in the corporate world for over 10 years, they were headed nowhere but sideways until they decided to take matters into their own hands. Their goal was to leave the world of 9-5 in exchange for the flexibility of running their own business. Combining their love of photography, graphic design and business, they started Unlimited Style Photography over 7 years ago. They haven't looked back since.

Tiffany is also a very successful and talented portrait and children's photographer and was named "Top Children's Photographer in Los Angeles" by CBS in 2012. Tiffany's strong passion for teaching, coupled with Marc's technical skills and artistic eye, combine to create a one-two punch in the photographic industry. Their photography studio is based in Los Angeles, California.

INSTRUCTORS



Matt Hill

Matt Hill is a visual artist specializing in Night Photography and Cut Paper Art based in New York. He is also a total marketing geek – the Marketing Communications Manager at MAC Group, where he has happily worked for over 15 years. He specializes in online marketing, SEO, social media and building brands.

Teaching photographers how to better use the Web, apply SEO to a visual profession and market themselves online for over five years, Matt prefers a pragmatic, goals-based approach. His students at WPPI have often come back the following year, remarking on their successes in improving their website and organic traffic.

Matt prefers to educate people on creating opportunities for inspiration and action, communicating clearly and choosing to work on the things that lead to results.



Matthew the Body

Matthew Kemmetmueller, AKA “The Body” is the Lead Photographer/Owner of Kemmetmueller Photography based just outside of Minneapolis, Minnesota. Matthew was first introduced to this industry from his father who started Kemmetmueller Photography in 1972.

Kemmetmueller Photography grew to be one of the areas largest studios photographing hundreds of high school seniors, families, babies, weddings as well as managing a major volume based sports business. In 2010 Matthew took full ownership of the studio and began to focus on diversifying the income for the studio and growing it into new directions.

After developing a photo booth rental service (www.thelittleblackbooth.com) and a sister company that photographs boudoir (www.elusiveart.com), Matthew has his complete focus on making his studio a fast output, high-quality place that proves that high volume studios do not mean low quality.



Michelle Bates

Michelle Bates has been playing with Holga cameras since 1991, and has become a world renown expert in toy camera photography. Her book, “Plastic Cameras: Toying with Creativity” is the go-to book on the topic, and Michelle is a popular speaker and workshop leader.

INSTRUCTORS



Mike Corrado

Mike Corrado has been a photographer and visual artist for over 35 years. As the Manager of Nikon Professional Services- Product Marketing, Mike's extensive career has included time as a Nikon School instructor, Pro Markets Technical Representative and Sr. Product Manager for digital SLR cameras. Several Nikon education DVDs that Mike has produced have won top industry honors while "A Hands-on Guide to Creative Lighting" reached record sales within weeks of hitting the market and remains Nikon's greatest selling DVD of all time. Mike is also a contributing writer and photographer for Nikon World Magazine.

Mike has spent the last several years working on his rock and roll portfolio "Rock Works" as a house photographer for Live Nation where he has had access to shooting over 250 popular bands. His remote camera setups on the drum kits of some of the world's most famous drummers continue to get national acclaim and recognition within the music industry.



Rob Adams

Wedding films are my life. It's all about the story telling. The art of seeing action, drama and beauty unfold and then harnessing the emotion of it all and the making it come to life on-screen. That's why I do this.

I've been creating wedding films for the better part of 15 years. I've watched the industry be rejuvenated by the on-set of digital, go stagnant and then rise from the ashes with the birth of HD-DSLR cameras. I've been at the cutting edge the entire time and know what makes a good wedding film. My main goal, along with making sure that every product that leaves my studio is amazing, is to teach wedding filmmakers how to bring their work to the next level. I want to see filmmakers learn about the little things that make filming and editing go from "good" to "the best in your market." It's all about the details. If you have the motivation and the eye, I can give you the rest of the tools.



Robert Evans

Robert Evans has earned his reputation as one of the most highly acclaimed photographers in the world. He has documented over a thousand weddings worldwide and created iconic imagery that has graced the covers of countless national and international publications. He has been selected by Sony as an Artisan of Imagery, one of only seven photographers chosen worldwide who speak regularly at photography seminars and tradeshow around the world. Robert has also had the honor of being selected to give a TED Talk which can be found at TED.com

INSTRUCTORS

Robert is recognized as one of the most easy-going and pleasant professionals to work with, a reputation that at times, exceeds his photography. His personal humility, positivity and dedication to his craft set him apart as a once-in-a-generation photographer.



Roberto Valenzuela

Roberto Valenzuela is a wedding and fine art photographer based in Beverly Hills, CA. It was his 10 years as a concert classical guitarist that gave him a unique outlook on how to master photography, having used the same practice techniques to master his musical instrument.

Roberto Valenzuela is a 70-time International award winning photographer and three-time International first place winner

Roberto's private photography workshops and speaking engagements are held worldwide. His goal is to encourage and inspire professional photographers to practice their craft when not on the job, as any other artist must do so in order to perform. He is an active teacher and platform speaker at WPPI and has served as the keynote speaker at other International photography conventions. He is the author of the top-selling photography-training book titled PICTURE PERFECT PRACTICE.

In January of 2013, Roberto Valenzuela was voted by photographers all around the world as one of the top 10 most influential photographers in the world by Shutter Magazine.



Robin Layton

During her 25 years as a photojournalist, renowned photographer, Robin Layton, has produced countless notable photographs and earned a place among the world's top photographers. By age 24, she was honored by LIFE magazine as one of the eight most talented photographers in America. In 1991, her image of a young departing soldier, embracing his daughter on the USS John F. Kennedy, was chosen to be part of the Smithsonian exhibits. Her photo story on runaway teens in downtown Seattle was nominated for a Pulitzer Prize.

After an award-winning career in newspapers, Robin embarked on a freelance career that has taken her on documentary assignments around the world. She has also expanded the boundaries of traditional photography, combining her images with vintage found objects to create critically-acclaimed and highly sought art pieces. What pictures do best is capture a moment in time. Robin's work illuminates the life within that moment. Her work has earned her industry accolades and legions of fans.

INSTRUCTORS



Ryan Brenizer

Ryan Brenizer's career has been shockingly full for a young(ish) guy. As a photojournalist and corporate photographer, he has covered three U.S. presidents, one Pope, Muhammad Ali, Smokey Robinson, and countless other luminaries, twice being the sole independent photographer covering both major U.S. presidential candidates in their last meeting of the election. But his true passion lies in the more than 350 weddings he has documented, being named one of the Top 10 Wedding Photographers in the World by American Photo and Rangefinder magazines. Along the way he has worked to innovate and streamline photography techniques, including a panorama technique that has been named after him: the "Brenizer method." He is a co-founder of the wedding blog MomentJunkie.com



Sal Cincotta

Sal is an award winning photographer, author, and wppi platform speaker.

Sal is one of the most sought after business consultants in our industry, helping studios and photographers take their businesses to the next level.

In 2007, gross sales were less than \$50k. Today, Salvatore Cincotta Photography represents a million dollar brand. Shooting weddings, seniors, babies and families - find out how he did it! Salvatore Cincotta Photography includes several brands including Studio C, Salvatore Cincotta Films, BehindtheShutter.com and Signature Collection Albums.



Sally Cox

Sally Cox is an Adobe Community Professional and trainer based out of San Jose, CA. A published author of books and video training on design and Adobe applications, she creates eLearning and instructional design through her company, kreatable.com. Sally is a former art director for Adobe and a former faculty member of Art Institute of CA. She manages a successful Adobe user group in San Jose (meetup.com/creativecloudsanjose). Her hobbies are swimming, sketching and painting, RMS Titanic, dogs and iphoneography.

INSTRUCTORS



Sarah Petty

Sarah Petty is the owner of Sarah Petty Photography in Springfield, IL, one of the most profitable photography studios in the country according to Professional Photographers of America. Petty began her career in the marketing department at the world's largest brand, Coca-Cola Enterprises, and went on to direct the marketing campaigns of many small businesses at a top regional advertising agency.

After earning her MBA, Petty opened her boutique photography studio in 2001. She not only continues to photograph children and families, but she also teaches photographers how to make a living doing what they love at her company The Joy of Marketing, www.thejoyofmarketing.com and is the co-author of the New York Times Best Selling book, *Worth Every Penny: Build a Business That Thrills Your Customers and Still Charge What You're Worth*.



Scott Robert Lim

Internationally acclaimed, master photographer, Scott Robert Lim (Photog Cr. AOPA) was awarded the prestigious 2009 WPPI Kodak Award and was inducted into WPPI's Society of Excellence and has earned an Accolade of Outstanding Photographic Achievement by one of the world's largest photographic societies. He is recognized as one of the finest and leading educators in the county and will be honored at Imaging USA 2011. His work has been published in books and magazines distributed worldwide and has taught and mentored many professional photographers around the world. Scott is a popular international speaker with an exciting and inspirational style.



Sean Flanigan

Sean Flanigan has been photographing weddings and assignments nationally and internationally for the past 7 years. Last year he was named a top 10 wedding photographer by American Photo Magazine. His work has been seen in Photo District News, The Wall Street Journal, and American Photo.

INSTRUCTORS



Sue Bryce

Multi-talented Sue Bryce is a Master Photographer, Artist, Illustrator, and anthropologist. Her style of contemporary fashion-inspired portraiture gives her clients the experience of looking like the women in magazines and feeling beautiful. Sessions are designed to pamper and celebrate everything about her clients.

Sue believes beauty is not on the outside, it's something that shines out when you love who you are. Sue has received many awards for her work, including Portrait Photographer of the Year 2007 and Highest Scoring Print 2008 by the New Zealand Institute Professional Photography Master National Awards, and Portrait Photographer of the Year 2011 and Highest Scoring Print 2009 by the Australian Institute Professional Photography Master National Awards.



Susan Stripling

Susan Stripling never knew that she'd end up a wedding photographer. Though she purchased her first camera in high school she went to college to study theatre and dance, obtaining a BFA in 2001. After college graduation Susan realized that the life of a starving actor was not for her and went on to consider several career paths. She waited tables, was a receptionist at a failing dotcom, and finally found her love for photography when she began studying digital and graphic design.

Upon her move to Florida in 2001 Susan photographed her first wedding and was in love. The fantastic theatre and emotion of weddings moved her in a way nothing had before and her business was born that year.

Susan has photographed weddings worldwide. She's been published in numerous industry-respected magazines. Susan's teaching career has developed as well; she has been seen at past Digital Wedding Forum conventions, gives private and group workshops throughout the USA, and has spoken at WPPI.



Tim Tadder

Tim is 6 feet 7 inches tall, has a beard, 4 bicycles, and brown dog named Bailey. He was born in Baltimore, schooled in Virginia (BS Mathematics, he's a geek) and Ohio (MA in Visual Communications, also an artist). Tim worked for newspapers in Baltimore, Colorado, and San Diego as a photojournalist, before turning his sights on commercial and editorial photography in 2005. Since then he has been commissioned to make heroic portraits some of the world's most interesting humans.

INSTRUCTORS

Best known for his powerful portraits and high action intense sports imagery Tim has enjoyed the privilege of working with great creatives creating award winning campaigns (Communications Arts Photo Annuals, Graphis Golds, Kelly Awards, Archive Showcases, Addy's etc) for global brands.

Currently calling Southern California home, Tim refuses to buy a winter coat, preferring, as his daughters say, to let his bear like fur protect him from the elements as he travels to and fro in search of the best creative campaigns and the most fun people to work with.



Vanessa Joy

In her first three years of business ownership, Vanessa achieved honors such as 20+ publications in print magazines (including 3 cover photos and interviews in PDN and Rangerfinder), a Grand Imaging Award from PPA and 2nd place wedding Image Award from WPPI. Vanessa enjoys speaking across the country at venues such as CreativeLIVE, Clickin Moms, WPPI, Imaging USA, PPA related conventions and personal workshops. Recognized for her talent and more so her business sense, her clients love working with her and industry peers love to learn from her generous, informative and open-book style of teaching.



Zach and Jody Gray

Named one of Nashville, Tennessee's top wedding photographers in 2009, Zach and Jody Gray have quickly gained national recognition for their imagery and business savvy in the wedding photography industry. They have hosted numerous highly successful photography workshops in the states and overseas, and have been invited to speak at WPPI, Imaging USA, and SWPP in London. Their images have appeared in various publications including People, Southern Bride, and PPA Magazine. This award-winning couple has also been named by Westcott as one of their Top Endorsed Pros and are a part of the exclusive SanDisk Extreme Team.

INSTRUCTOR Q&A

Q:

What would you have like to have been if not a photographer?

A: **Deanne Fitzmaurice:** A Filmmaker.

A: **Peter Hurley:** I trained for 2 Olympic Games in Sailing, so most likely a professional sailor. I did try my hand at acting as well, but the camera sidetracked me.

A: **Dixie Dixon:** Definitely either a musician or fashion designer.

A: **Sal Cincotta:** Still trying to figure out what I want to be when I grow up.

A: **Jared Polin:** I would have ended up in some kind of sales and marketing job. I love ideas and problem solving, it is fun for my brain.

A: **Sue Bryce:** A fashion designer or a shoe designer.

INSTRUCTOR Q&A

Q:

What would you have like to have been if not a photographer?

A: **Robin Layton:** A musician.

A: **Ben Von Wong:** I am currently exactly where I would like to be in life at the moment - whether that be photographer, teacher, writer, director - it's just a technicality.

A: **Matthew Kemmetmueller:** International print model, obviously.

A: **Andrew Scrivani:** Well, I was a teacher for many years and I loved it but I wanted to be a photographer more. Other than than all I ever wanted to be besides a teacher and a photographer was the catcher for the New York Yankees. I have the sore knees, lower back, hips and shoulders to prove I tried really hard for that one too.

INSTRUCTOR Q&A

Q:

What would you have like to have been if not a photographer?

A: **Michael Corrado:** Firefighter or drummer.

A: **Matt Hill:** A writer or an actor. In fact, I walked out on auditions for entering the acting program in college and straight to photography.

A: **Jared Bauman:** A firefighter.

A: **Vanessa Joy:** Well, I was a Spanish Teacher, so I probably would've stayed doing that!

A: **Daniel Minor:** Well, Anthropologist. Writer.

A: **Michelle Bates:** A scientist! I've always loved the sciences, and love opportunities to combine my interests.

INSTRUCTOR Q&A



What are 3 items in your gear bag that really help achieve your style? OR Is there anything in your gear bag that we might not find in another pro's bag?

A: **Jim Garner:** My heart, my attitude, my hand crafted concept for the client. Gear is entirely irrelevant.

A: **Julia Kelleher:** Random lens caps, tripod mounts, protein bars and a stiff cup of coffee. Oh, and hand sanitizer (gotta protect those babies).

A: **Sean Flanigan:** The 24 & 45 tilt shift lenses. Cheap plastic film cameras.

A: **Marc & Tiffany Angeles:** Real Estate photography has 3 must-haves. A wide angle lens - minimum 14mm. A good adjustable tripod. Flashes with lots of rechargeable batteries! Can't leave home without 'em!

A: **Elle Muliarchyk:** For indoor shots, white plastic shopping bag works very well as a light diffuser, an extension cord...a tripod. For a bright sunny day I like to have a very heavy ND filter so I can shoot as slower speed and achieve a dreamy effect.

INSTRUCTOR Q&A



What are 3 items in your gear bag that really help achieve your style? OR Is there anything in your gear bag that we might not find in another pro's bag?

A: Zach & Jody Gray: 1. Expo Disc (helps us nail exposure & killer color in-camera)
2. 5-in-one Reflector (never go on a shoot without one!)
3. Gels (for creating different colors of light!)

A: Charles Lucima: The thing I carry with me at all times carries the weight of the world and yet takes up no space. It's the unique lens with which I see the world.

A: Roberto Valenzuela: My Hasselblad H5D camera has definitely been a tool that has allowed my style to come through. My Ice Light is a crucial piece of equipment because it's like bringing window light everywhere I go. Last but not least, my Canon Speedlights. I shoot with flash most of the time, so they have definitely helped me define my style.

A: Bambi Cantrell: 5 yards of window screen, yards and yards of tulle, and lots of dog toys (dog toys are great for grabbing the attention of small children when you are photographing them.)

INSTRUCTOR Q&A



What are 3 items in your gear bag that really help achieve your style? OR Is there anything in your gear bag that we might not find in another pro's bag?

A: Ryan Brenizer: 1. Tripod; 2. Lastolite tri-flash; 3. Caffeinated Clif bars.

A: John Keatley: Candy, cable ties, and a knife.

A: Ana Brandt: I am a simpleton. I carry my camera, lens, bubbles and lollipops. That's it! So no I don't think there is anything extra or special in my bag. My style doesn't require my gear bag. ;-) Give me a camera – any camera and I am good!

A: Kevin Jairaj: CamRanger, UnDfind lens bag, and Portable Video Lights.

A: John Cornicello: I'm mostly a studio guy. No gear bag, everything is strewn around. But I always know where a few things are. The Photek 60" Softlighter, a strip box with a grid, and a set of Pocket Wizards. I also have a collection of clown noses if things get too serious. Maybe not everyone has those in their bag!

INSTRUCTOR Q&A



What are 3 items in your gear bag that really help achieve your style? OR Is there anything in your gear bag that we might not find in another pro's bag?

A: Sally Cox: Since I mostly do iPhoneography, my “bag” has a cleaning cloth, Olloclip, small flexible tripod and some lip gloss.

A: Corey Rich: 1) cliff bar 2) sun block 3) bottle of water the reality is you can have all the right equipment but I find that where I or most people fail is not because they don't have the right photography equipment, but because they begin to break down. First you have to take care of yourself and when you're taking care of yourself your brain can maintain focus on being creative.

A: Latasha & Ike Haynes: Our 50 1.4, our Bose Wireless Speaker and our reflector

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