



These are the 1,197 eye movements a photographer made while obsessing over the details.



BECAUSE IT'S ALL ABOUT THE DETAILS.

To prove how pro photographers obsess over the details, we invited world-renowned photographer Joel Grimes to print one of his most stunning photographs and have it be scrutinized by his toughest critic – himself. Using eye-tracking technology, we mapped every single eye movement of his relentless attention to detail, ultimately proving how obsessed he really is.

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#shutterfest

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WELCOME TO
shutterfest₁₆
with Sal Cincotta

Welcome to the madness.

This thing we call ShutterFest started 3 years ago as an idea. We were told it was a crazy idea and that there was no way another conference would be able to thrive in this industry. Well, we proved all the nay sayers wrong. Better stated, YOU proved them wrong. Together we showed the industry that we want more, we want change, and we want a photography conference to be about actual photography.

This year, we have made tremendous improvements to the show. We took all the feedback from last year and built on it. We hope you notice the difference and enjoy the event.

My advice to you, don't try and do everything. ShutterFest is about context and timing. We are all at different points in our careers and depending on your experience level, you will have different needs. Some might need to build their portfolio, while others may need to focus more on marketing. Pick your immediate need and focus on it. Be careful, the grass is always greener and the temptation to do everything is great. Fret not, there will be another ShutterFest next year where your needs will be different and the context of it all will change for you and your business.

Enjoy the event and we hope to see you again next year!
Keep shooting, keep growing.



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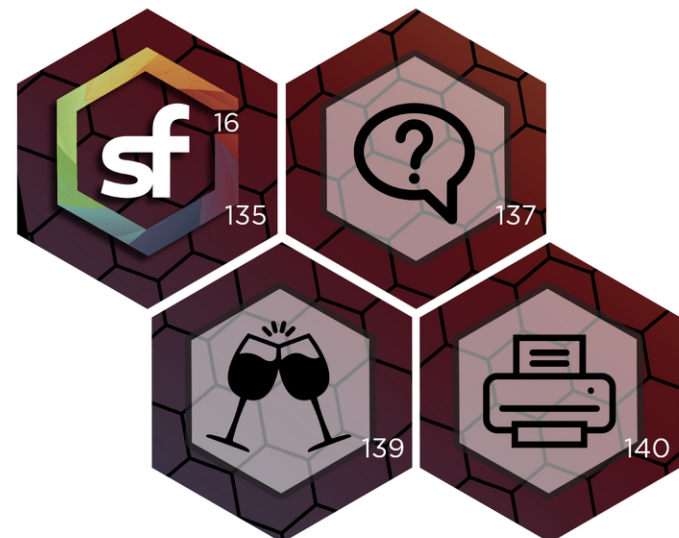
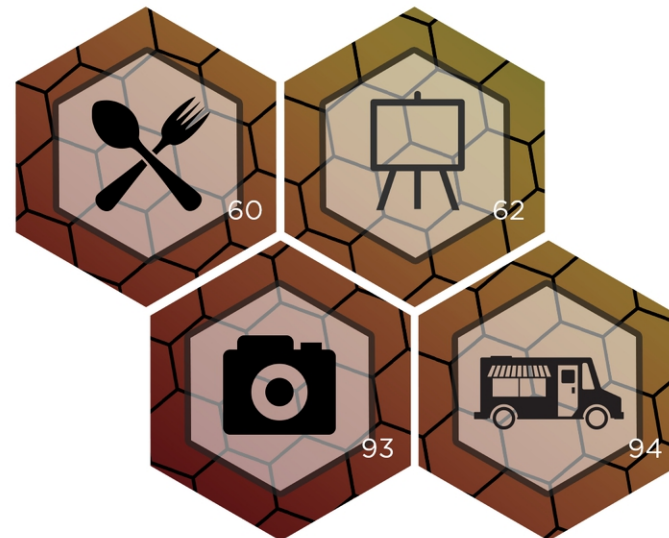
- ✓ Manage Leads
- ✓ Contracts
- ✓ Invoicing
- ✓ Bookkeeping

Visit: 17hats.com/shutterfest2016 to learn more.

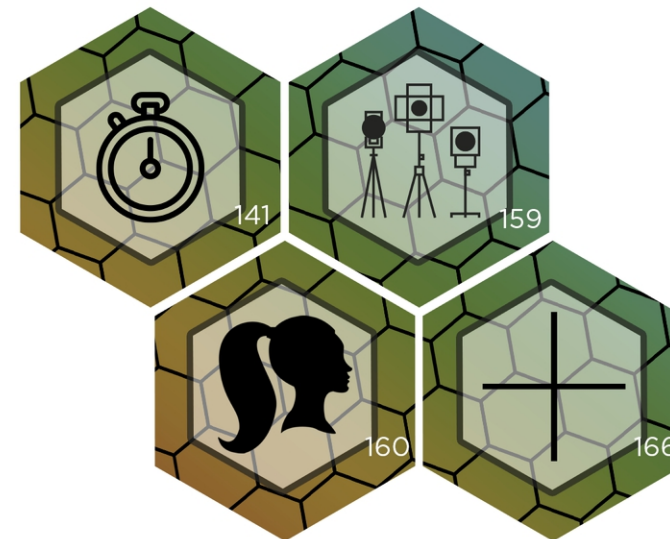


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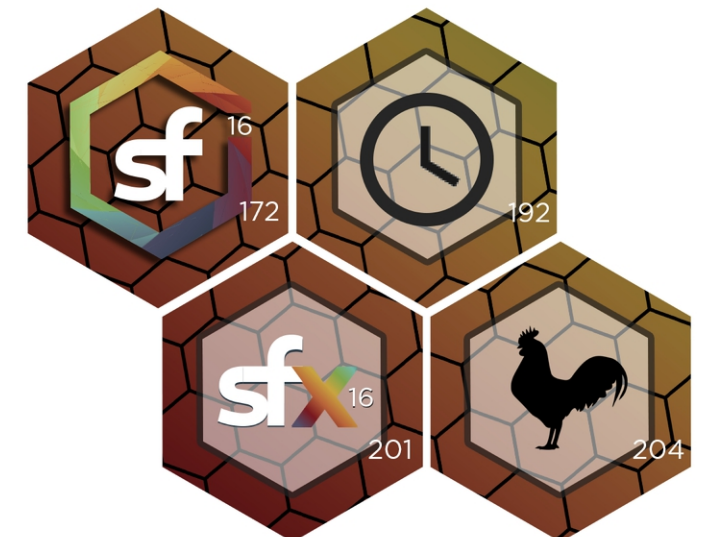


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SHUTTLE PICK UP



Need a lift? We can help. Catch a ride on the ShutterFest express shuttle. Scream out the window, embarrass yourself, and just have fun on your 4min ride to Union Station. What happens on the shuttle stays on the shuttle.

To get to and from Union Station we're providing a free shuttle service between the hotels. Just meet at Hilton Ballpark and Union Station. Service times are below, but don't be late! No one likes getting stood up....

SHUTTLE TIMES

MARCH 28TH | 2:30pm-10:30pm

MARCH 29TH & 30TH | 7am-10am & 5pm-MIDNIGHT

TUESDAY

Welcome Canon Theater.....	8:00am
Platform Canon Theater.....	8:30am
Photo Walk Canon Booth.....	10:15am
Breakout Classes Rent-A-Human.....	10:30am
Tradeshow Hours Midway.....	12:00pm
Lunch Food Trucks.....	12:00pm
Lunch & Learn 17Hats Regency Ballroom C.....	1:00pm
Lunch & Learn H&H Color Lab Regency Ballroom A.....	1:00pm
Platform Canon Theater.....	2:30pm
Breakout Classes Rent-A-Human.....	4:30pm
Dinner Food Trucks.....	6:00pm
80's Party Grand Hall Lobby.....	8:00pm

WEDNESDAY

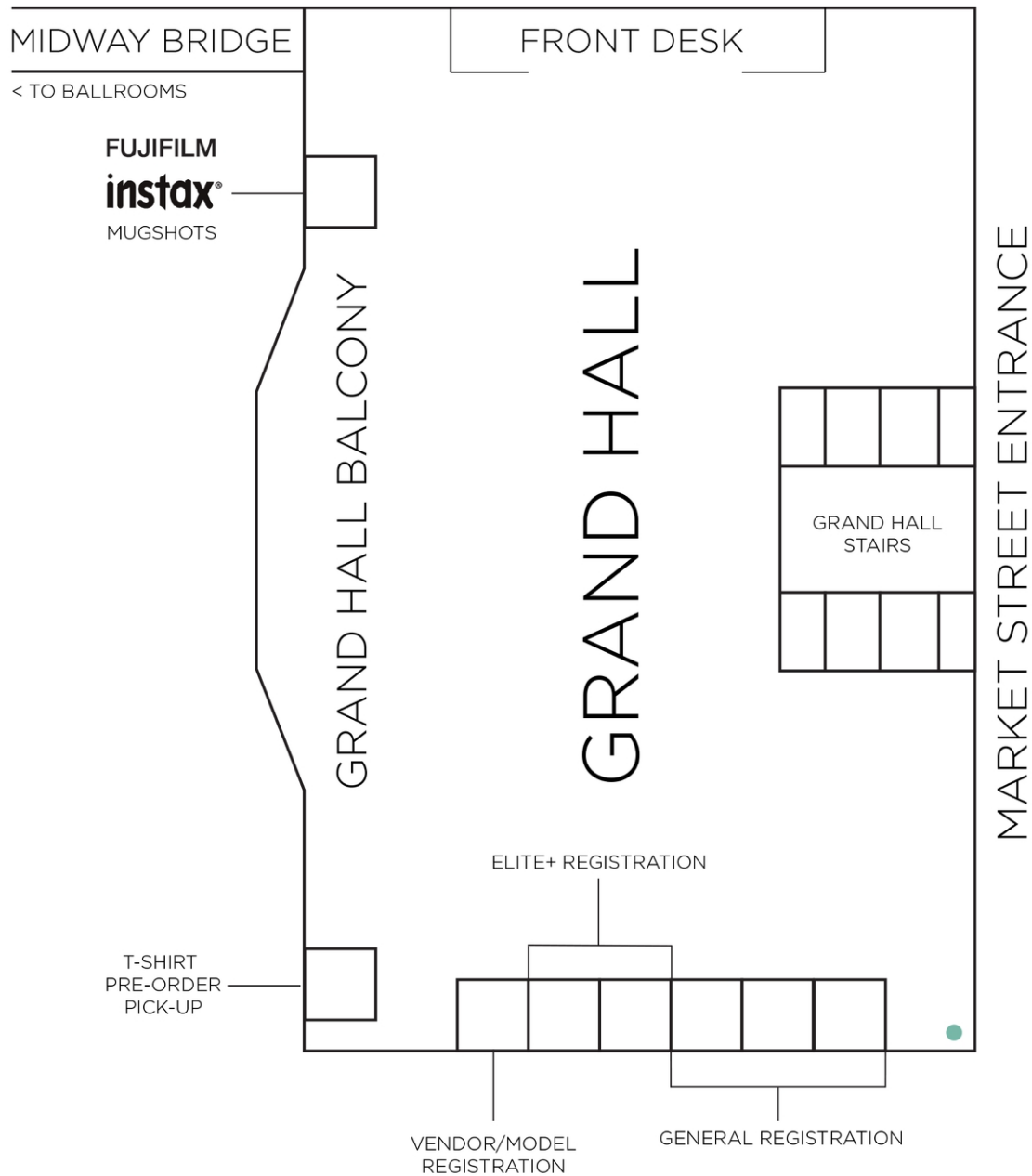
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Lunch Food Trucks.....	12:00pm
Lunch & Learn StickyApps Regency Ballroom C.....	1:00pm
Platform Canon Theater.....	2:30pm
Breakout Classes Rent-A-Human.....	4:30pm
Dinner Food Trucks.....	6:00pm
Party Grand Hall Lobby.....	8:00pm

REGISTRATION

SITE MAP

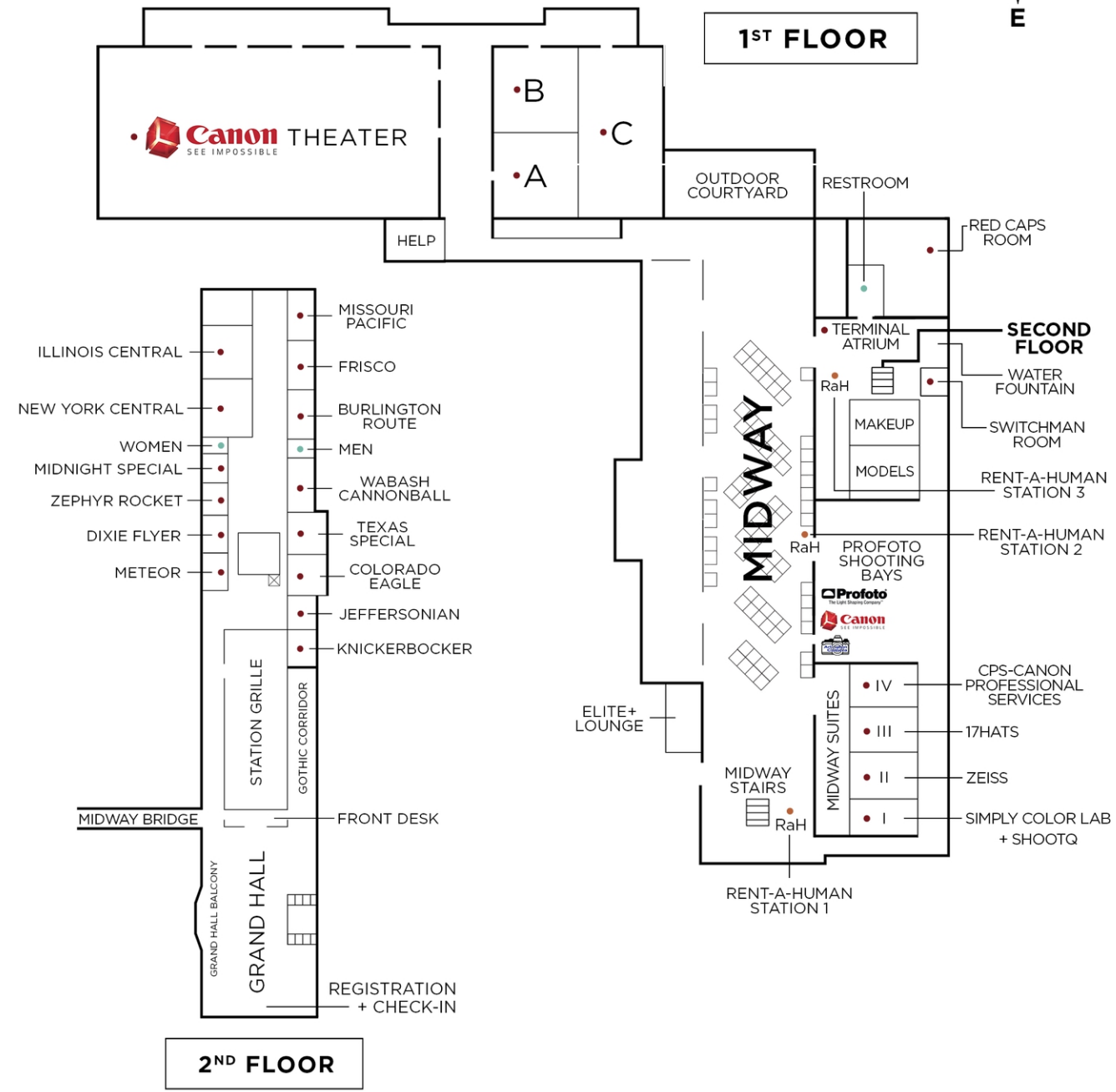
DIRECTORY

- RESTROOMS



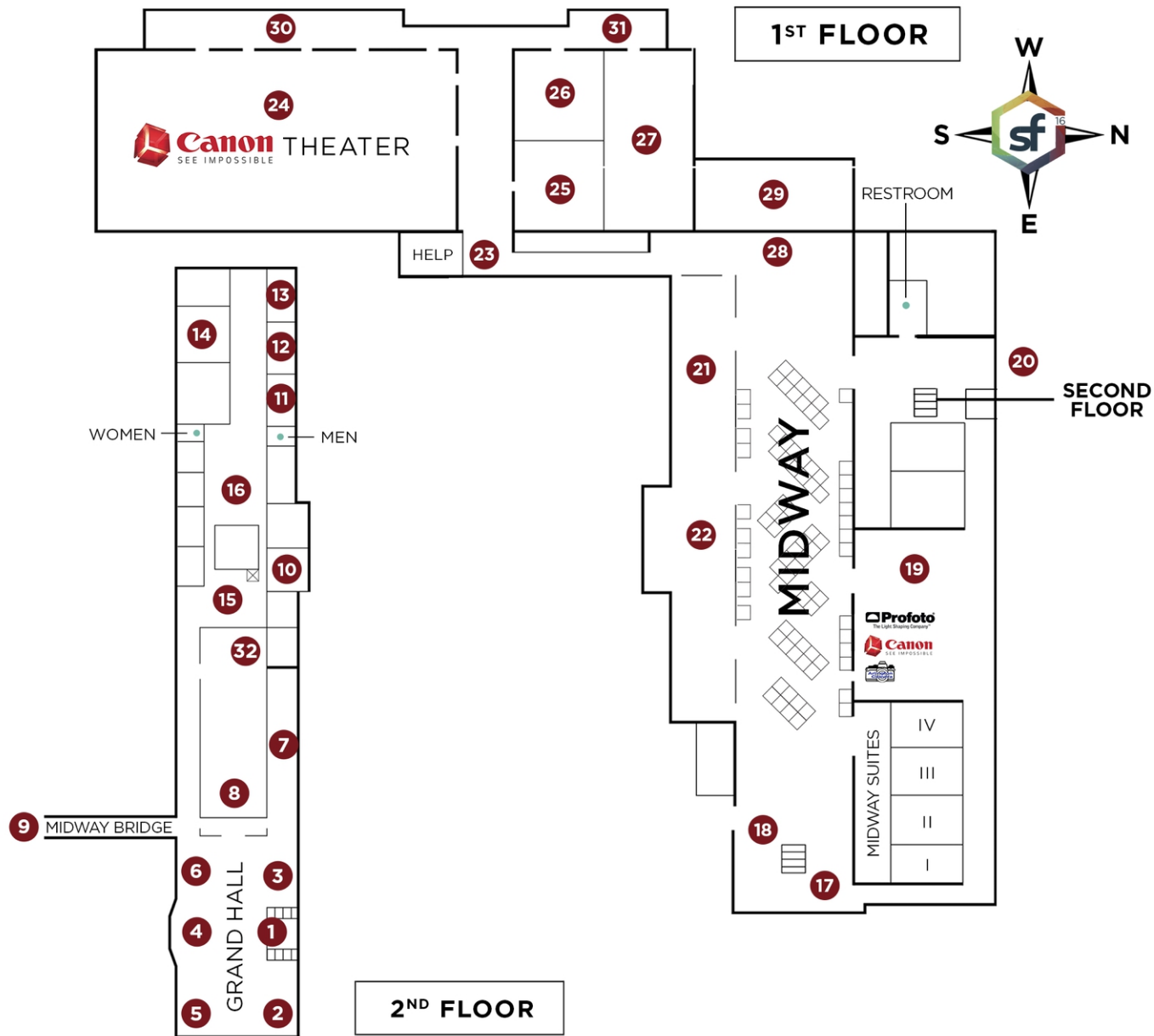
DIRECTORY

- CLASSROOMS
- RESTROOMS
- RENT-A-HUMAN



SHOOTING LOCATIONS

SHOOTING LOCATIONS



DIRECTORY

● RESTROOMS

- | | | | |
|-----------------------|------------------------|--------------------------|------------------------------|
| 1 GRAND HALL STAIRS | 2 GRAND HALL A | 3 GRAND HALL B | 4 GRAND HALL BALCONY |
| 5 GRAND HALL THEATER | 6 GRAND HALL | 7 GOTHIC CORRIDOR | 8 STATION GRILLE |
| 9 MIDWAY BRIDGE | 10 COLORADO EAGLE | 11 BURLINGTON ROUTE | 12 FRISCO |
| 13 MISSOURI PACIFIC | 14 ILLINOIS CENTRAL | 15 TERMINAL ATRIUM A | 16 TERMINAL ATRIUM B |
| 17 MIDWAY STAIRS | 18 LOWER MIDWAY STAIRS | 19 PROFOTO SHOOTING BAYS | 20 TERMINAL ATRIUM COURTYARD |
| 21 MIDWAY OVERHANG A | 22 MIDWAY OVERHANG B | 23 HELP DESK | 24 CANON THEATER |
| 25 REGENCY BALLROOM A | 26 REGENCY BALLROOM B | 27 REGENCY BALLROOM C | 28 20TH STREET ENTRANCE |
| 29 OUTDOOR COURTYARD | 30 FOYER C | 31 FOYER A COURTYARD | 32 LINK ROOM |



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Happy to see you

Photo © Alexandra Bowers | FUJIFILM X-E2S Camera and XF14mmF2.8 R Lens at 1/125 sec at F2.8, ISO 800
Instax 300 Instant Camera and film.


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MELANIE ANDERSON

SPECIALTY: SENIORS, FAMILIES

 andersonphotographs.com

 facebook.com/andersonphotographs

Melanie Anderson is an award-winning photographer and wife to her husband of 20 years, Bill, and a mother to their four children, Sarah, Emily, Kayla and Billy. Anderson Photographs is located in the Arts & Entertainment District of downtown Hagerstown, Maryland. Melanie is a Certified Professional Photographer who received her Photographic Craftsman degree in February 2015. Melanie is passionate about one-on-one mentoring and works diligently to provide educational resources and workshops to fellow photographers through Anderson Education. Learn more at AndersonPhotographs.com.

MELANIE'S COURSES

● HANDS-ON ● LECTURE

01.

EXTREME Seniors

Tuesday, March 29th | 4:30pm-6:00pm

Join Melanie...Queen of the Ringlights for Hands-on Opportunity to photograph Seniors with Ringlights! Melanie will demonstrate posing, lighting, and the purpose of how she uses these images to impact her community through her Senior Market! Learn how Melanie Pre-Sells these EXTREME Products to her Seniors. You will have an opportunity to photograph and build your portfolio as well.

02.

Urban Seniors

Wednesday, March 30th | 10:30am-12:00pm

Join Melanie outside...weather permitting and learn how she photographs in Urban Environments and with intention. You will see Melanie inAction with posing and lighting along with opportunities to photograph and build your portfolio. Learn how Melanie can't live without her 85 1.4...During your time, Melanie will share all she is able about her Senior Market and the importance of Client Communication! Selling as she Photographs!

03.

SENIORS! Achieving \$3k Sales Averages

Wednesday, March 30th | 4:30pm-6:00pm

Learn how Melanie achieves \$3,000 senior sales averages, photographing approximately 100 seniors a year by utilizing her Senior Models, EXTREME Sports, Marketing Plan, Client Communication and Studio Workflow! This is EVERYTHING you need to know about being successful in the Senior Market! Tons of Actions plans provided ready for you to IMPLEMENT!



MICHAEL ANTHONY

SPECIALTY: WEDDINGS, LIGHTING

 michaelanthonyphotography.com

 facebook.com/michaelanthonyweddings

Michael Anthony is the owner of Michael Anthony Studios, a wedding photography studio based in Los Angeles. He has won multiple awards in international image competition for his creative use of light, storytelling and environmental portraiture. The five-member team at Michael Anthony Studios photographs around 60 weddings and over 200 portrait sessions a year.

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MICHAEL'S COURSES

● HANDS-ON ● LECTURE

01.

Advanced Posing Techniques for Wedding Photographers

Tuesday, March 29th | 10:30am-12:00pm

Break free from Pinterest! Poses need to be molded for your subjects, and that comes from scratch. Successful posing combines proper use of light, accentuating the strengths of a person, and hiding their weaknesses, and lastly, but most important, evoking emotion from your subjects.

During this course I will also cover how to find posing inspiration properly, and how to educate your clients on what is art vs what is trend. I also want to give instruction on the foundations for posing families and bridal parties in a way that pleases both the client and the family, as well as a brief instruction on how to profit from group shots.

02.

Advanced Lighting Concepts for Wedding Photographers

Tuesday, March 29th | 4:30pm-6:00pm

In a competitive wedding photography market, creative lighting is one of the easiest ways to distinguish your studio. While we will cover some basics of light position, this course will be geared toward wedding photographers who have a basic understanding of how to use their flash off their camera. I want to teach students how to create surreal looks using their flashes during the getting ready portion of the day all the way through to how to light a reception. I also want to teach photographers how to use light properly and shape the faces of their subjects.

Weddings require the need for mobility, and I want to show photographers how to properly equip themselves to be able to efficiently use creative light. We will also cover how to use natural light and shadows in a creative way to create images that are distinct. Lastly, we will talk about finding light in unlikely places. I will also cover problem solving, what to do when you are forced to shoot in mid-day sun, in the worst possible lighting conditions possible.

03.

Creative Color Balance Using Flash Gels

Wednesday, March 30th | 4:30pm-6:00pm

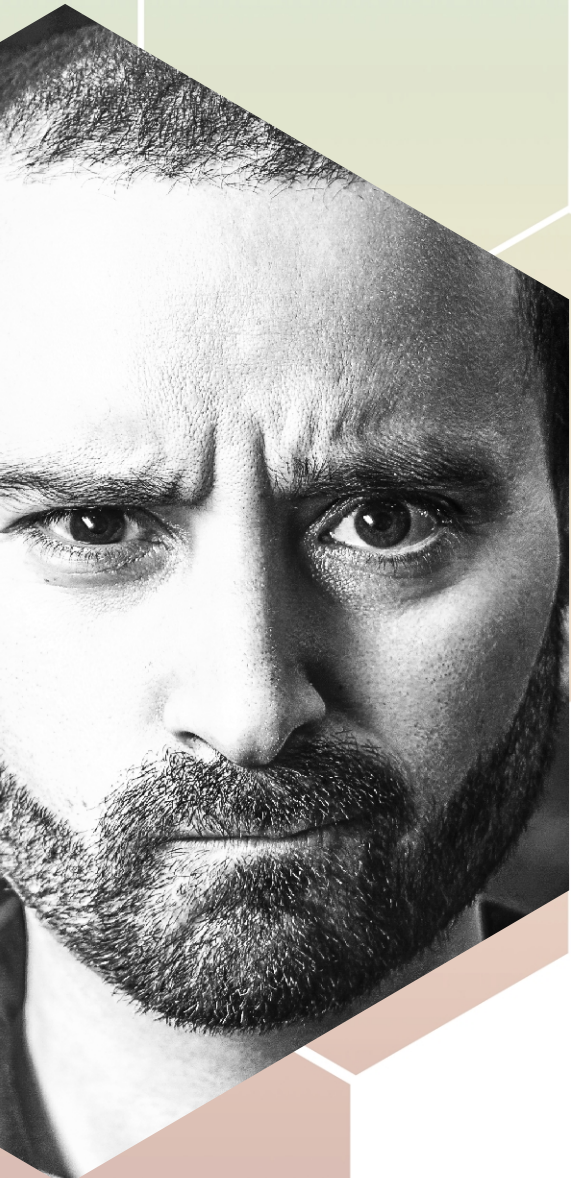
In this hands on course, I will share how we are able to create unique one of a kind images by using flash gels. We will cover the basics of color temperature, color theory, equipment, and how we are able to create a signature look by shifting the color of ambient light creatively, while balancing our subject with flash. Ideally, I would like to schedule this course in the dusk hours to be able to cover how to turn a grey sky orange, and accentuate the blue hour.



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NINO BATISTA

SPECIALTY: COMMERCIAL, GLAMOUR

 ninobatista.com

 facebook.com/ninobatistaphoto

Nino Batista is a commercial glamour and exotic automotive photographer in the United States. His work is regularly published in lifestyle and men's publications all over the world, and he is regarded as one of the premier glamour photography and retouching educators in the U.S. Nino also works with Fstoppers.com and as a Senior Writer.

NINO'S COURSES

● HANDS-ON ● LECTURE

01.

Commercial Glamour

Tuesday, March 29th | 10:30am-12:00pm

This course would be about crafting commercially viable “hard glam”, which of course has crossover into fashion photography. Think clarity, razor sharp images, color especially, and striking images. And, you know, quite often 6-8 lights and f8, for example. But also lots of variations on the studio light crafting I love to do, and teach about.

02.

Glamour High-End Retouching

Tuesday, March 29th | 4:30pm-6:00pm

My retouching stems from a beauty / fashion interest, as well as mentorship from my friend Pratik Naik, so I essentially “inject” high-end fashion retouching into commercial glamour, for whatever that's worth. The point being, my retouching class in some ways is the hallmark of my overall 2-day classes. I teach manual, detailed high-end retouching approaches (no plug-ins or auto-actions).

03.

Soft Glamour

Wednesday, March 30th | 10:30am-12:00pm


Essentially, a non-studio course in glamour lighting, focusing on mood and tone. Overall more emotional content, and softer looks, as well as (ideally) locations that are not simply a commercial studio. But I can work with almost anywhere reasonable, which is also a great lesson to teach to attendees (esp. when conditions are not ideal).

Sure, it's about how I light it (usually single light), but also about what I envision I am gonna shoot, which has to change radically at times. (Note I do not teach boudoir, as boudoir is an approach and not just a genre or lighting style.) Some of my dearest friends are top boudoir photographers, and I am fully aware my company is not a boudoir service!



DAVID BECKHAM

SPECIALTY: SENIORS

 davidbeckhamphotography.com

 facebook.com/davidbeckhamphotography

David Beckham has been in business since 2001 and opened a studio in Pickerington, Ohio, in 2008. He photographs over 110 seniors a year. David offers photography workshops, and will be speaking at ShutterFest 2016.

DAVID'S COURSES

● HANDS-ON ● LECTURE

01.

How to Make A Senior Feel Beautiful

Tuesday, March 29th | 10:30am-12:00pm

Hands On course in how to pose for classic portraits to fashion looks. It won't be a bunch of cliché Pinterest poses. I will teach why a pose works and breaking down the details of using body language, in conjunction with the clothes they are wearing. I will show you how to get them to feel beautiful with some simple early shots and using the back of the camera to get them to trust that you have the same goals they do. It will incorporate their surroundings, POV, wind, motion, and movements.

02.

Off-Camera Flash That Doesn't Look Like Flash

Tuesday, March 29th | 4:30pm-6:00pm

Lets get to why we use flash; to create a "Natural" looking photo and not have to fix it in Photoshop and post processing to get the light right. Most times all you need is a small amount of light to turn a good photo in to a great one. Many times the ambient light is wonderful and adding backlight or a touch from the side or another angle. This will be hands on.

03.

A Senior Model Program that Will Set You Apart


Wednesday, March 30th | 10:30am-12:00pm

I've been using senior models since I started my business. I didn't take off until I started doing more. My experience as a coach and youth pastor has helped me to develop a program that youth will want to "belong too" My program gives them everything from fabulous fashion edge senior photos, a chance to walk the runway and wear top local designer styles, be used in print and social media advertising for stores and boutiques, do creative and stylized shoots, make friends from other schools, do social service projects within the community and serve the homeless 12 times a year. Not only will you get the best of the best coming to you to be a Senior Model you will be getting great sales from them as well.



PHILLIP & EILEEN BLUME

SPECIALTY: WEDDINGS, BABIES, FAMILIES, VIDEO

 blumephotography.com

 facebook.com/blumephotography

Phillip and Eileen Blume are award-winning photographers and socially conscious creatives who believe in the power of visual media to change the world. They have expanded their wedding brand to clients worldwide and are the founders of Come-UNITY Workshops for photographers. They also invest in personal projects, such as their 2011 documentary film "Lost Boys of Paradise," which screened nationwide to benefit children in third world slums. As educators, the Blumes have been seen on CreativeLIVE and speak nationally on the art and business of photography. Phillip is a contributor to Shutter Magazine, and the pair live with their children in rural Georgia.

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PHILLIP & EILEEN'S COURSES

● HANDS-ON ● LECTURE

01.

Magic by the Numbers: A Left-Brained Guide to the Rules of Flash Photography

Tuesday, March 29th | 10:30am-12:00pm

How often have you wished for a simple, straight-up answer to the "how" of flash photography? "How does light behave?" and, "Wouldn't my photography improve if I just understood light's properties better?" At least Phillip and Eileen Blume hope they aren't the only nerds asking those questions. Get ready to drink from a fire hose of hard facts and figures that will make your work – surprisingly – simpler, more consistent, and more profitable. Then watch the results speak for themselves in this hands-on workshop! Whether you're the artsy type or "a nerd in artist's clothing," you don't want to miss this foundational look into photography's technical beauty!

02.

When Photo Met Video: A Love Story for Forward-Thinking Shutterbugs

Tuesday, March 29th | 4:30pm-6:00pm

Where is the art of photography headed in the near future? Moving pictures! Video is more in-demand now than ever, and the line between still photography and moving pictures is blurring. Join Phillip and Eileen Blume for this hands-on course where you'll experience the ease and huge advantage of adding cinema-quality video to your skill set. Who better to learn from than this dynamic duo, whose first-ever attempt at videography turned into a feature-length film screened in over 30 U.S. States?! Whether you're dabbling in video already or consider yourself a novice, you'll be amazed how accessible, fun, and profitable video can be.

03.

Timeless v. Time-Stamped: Turn Your Digital Negatives Dilemma Into a Positive

Wednesday, March 30th | 10:30am-12:00pm

An epic battle seems to rage between Shoot 'n Sharers and Capture 'n Keepers. As shoot-and-burn startups just six years ago, we were able to rise above the fray and strike a strategic balance between full service and digital delivery that sent us soaring to higher profits and rave reviews from ecstatic clients around the world. It isn't easy to grow a rural home business in Clarke County (with America's official highest poverty rate) into a top brand. But with strategic digital delivery and careful education that helps your clients to value physical artwork, you can turn your "negatives" into a positive.



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BAMBI CANTRELL

SPECIALTY: WEDDINGS, GLAMOUR

 cantrellportrait.com

 facebook.com/bambi.cantrell

Bambi is virtually a household name in the photography industry, known for her talented vision behind the camera as well as her outgoing and charming personality. Clients love how expertly she captures their true-to-life emotion with images that are filled with life and beauty. Whether it's a wedding, engagement session, traditional portrait sitting, or a boudoir style session, Bambi approaches every photo shoot with the same goal in mind: to produce interesting, flattering images for her clients that reveal both their inner and outer beauty.

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BAMBI'S COURSES

- HANDS-ON
- LECTURE
- PLATFORM

01.

The Unconventional Portrait Sessions

Tuesday, March 29th | 4:30pm-6:00pm

Last year at Shutterfest, Bambi shared some of her exciting design tips for creating gorgeous gowns from unconventional items like newspaper, and rolls of fabric. This year, Bambi has promised to push it a bit farther, and take this concept to the next level by incorporating an actual photo shoot from one of her incredible looks. If you joined her last year, you won't want to miss this class! In addition to creating the lovely garments, lighting and posing of your subjects will be the icing on the cake. You will leave this course eager to create, and able to captivate your next subject!

02.

Creating Glamour From Garbage

Wednesday, March 30th | 10:30am-12:00pm

If you are one of the thousands of photographers who go to bed dreaming about photography and photograph ideas, but you are on a budget, then this is the class for you! Bambi Cantrell takes pride in using simple, easy to find objects, fabric, and other easily found products to create drop dead gorgeous, images. Whether wedding photography is your bag, or you are a portrait photographer, these concepts will leave you, not just dreaming about photography, but actually doing something cool and exciting.

03.

Platform | 5 Simple Steps to Better Wedding Photography

Wednesday, March 30th | 2:30pm-4:00pm

Are you one of the thousands of photographers trying to break into the wedding market? Do you want to set yourself apart from the pack? Are you looking for ideas in lighting and posing to make your photography stand out? Then this is the class for you! Join internationally acclaimed, Double Master of Photography, Bambi Cantrell as she goes through some simple, exciting, photographic ideas you can take home to boost your wedding business. Ms Cantrell will demonstrate some of the steps she has used for almost 25 years to keep her wedding photography at the top of the charts. Not a wedding photographer? not to worry! These concepts were designed for anyone photographing the human spirit. You will learn, Lighting like a pro, Posing that is believable and elegant, the art of capturing the decisive moment, and simple marketing ideas that actually work.



BRYAN CAPORICCI

SPECIALTY: WEDDINGS

 SproutingPhotographer.com

 facebook.com/sproutingphotographer

Bryan is a nerd-at-heart, forever optimizing things and he loves to check items off a list. Sometimes he even writes to-do's on a list after he's completed them just so he can check them off.

Bryan believes that success doesn't happen on accident; you design it. He believes that perseverance and a clear vision are the foundations to sustainable success—once you get out of your own way, you can achieve anything.

BRYAN'S COURSES

● HANDS-ON ● LECTURE

01.

Take Back Your 80%

Tuesday, April 7th | 4:30pm - 6:00pm

In this program, I will help you realize the lies you tell yourself about being busy, and I'll give you the "truths" to replace them with. I'll show you how you can get more done in less time, how you can take your time back and achieve greater margin in your schedule. I'll guide you through the transformation into doing more of what you love in your business, all while showing you how to:

- Create work-life balance and achieve full mental clarity.
- Embody true professionalism through consistency and reliability.
- Have happier clients.
- Reach increased financial freedom.
- Spend more time in your creative zone.

02.

Print to Preserve: How to Sell Prints to Digital Clients

Tuesday, April 7th | 4:30pm - 6:00pm

In this presentation, you'll learn why you must say "Yes" to your clients when they ask the ever-dreaded "Do you offer digital files?" question, and the reason might surprise you. More importantly, I'll show you how you can structure your business to be a full-service studio, delivering beautifully finished products, while also still giving your clients what they want.

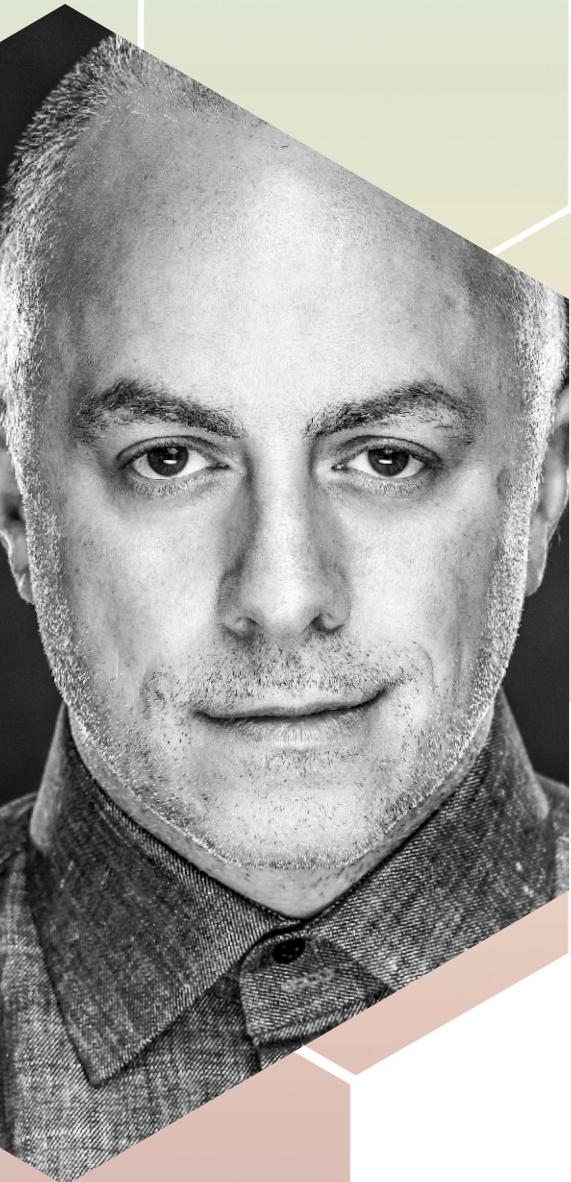
03.

Pricing for Profit: How to Make a Living from Photography

Tuesday, April 7th | 4:30pm - 6:00pm


Without a sustainable pricing model in place, your photography will be nothing but a hobby, and you'll be back to working at a job that you don't love in no time. Pricing is solely responsible for allowing you to keep doing this thing that you love: photography.

Let me walk you through the exact steps as to how to price your photography for profitability and sustainability so that you can make a great living from photography.



SAL CINCOTTA

SPECIALTY: WEDDINGS, SENIORS

 salcincotta.com

 facebook.com/salcincotta

Sal Cincotta is an award-winning photographer, speaker, author, and publisher of Shutter Magazine.

After spending ten years in corporate America, Sal left to pursue a career in photography and has never looked back. Success is directly tied to the education he received while in business school. Sal graduated from Binghamton University, a Top 20 business school, and has worked for Fortune 50 companies like Procter & Gamble and Microsoft.

Sal owns and operates Salvatore Cincotta Photography. Started in 2008, he has built a million-dollar business focused on weddings and high school seniors.

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SAL'S COURSES

● HANDS-ON ● LECTURE

01.

DOMINATE YOUR LOCAL MARKET: GUERRILLA MARKETING STRATEGIES THAT WORK

Tuesday, March 29th | 8:30am - 10:00am

Want to dominate your local market and become a force to be reckoned with? Well, it takes hard work and proper planning. Join Sal in this opening platform and hear some new and fresh ideas towards dominating your local market. World-domination is more than just an idea, it's about execution.

Sal will dive into some new ideas and concepts that are working for Cincotta & Co and are guaranteed to work for you, no matter your size or niche.

02.

OFF-CAMERA FLASH FOR DUMMIES

Wednesday, March 30th | 10:30am - 12:00pm

Want to dominate your local market and become a force to be reckoned with? Well, it takes hard work and proper planning. Join Sal in this opening platform and hear some new and fresh ideas towards dominating your local market. World-domination is more than just an idea, it's about execution.

Sal will dive into some new ideas and concepts that are working for Cincotta & Co and are guaranteed to work for you, no matter your size or niche.



Profoto Shooting Bays at Shutterfest

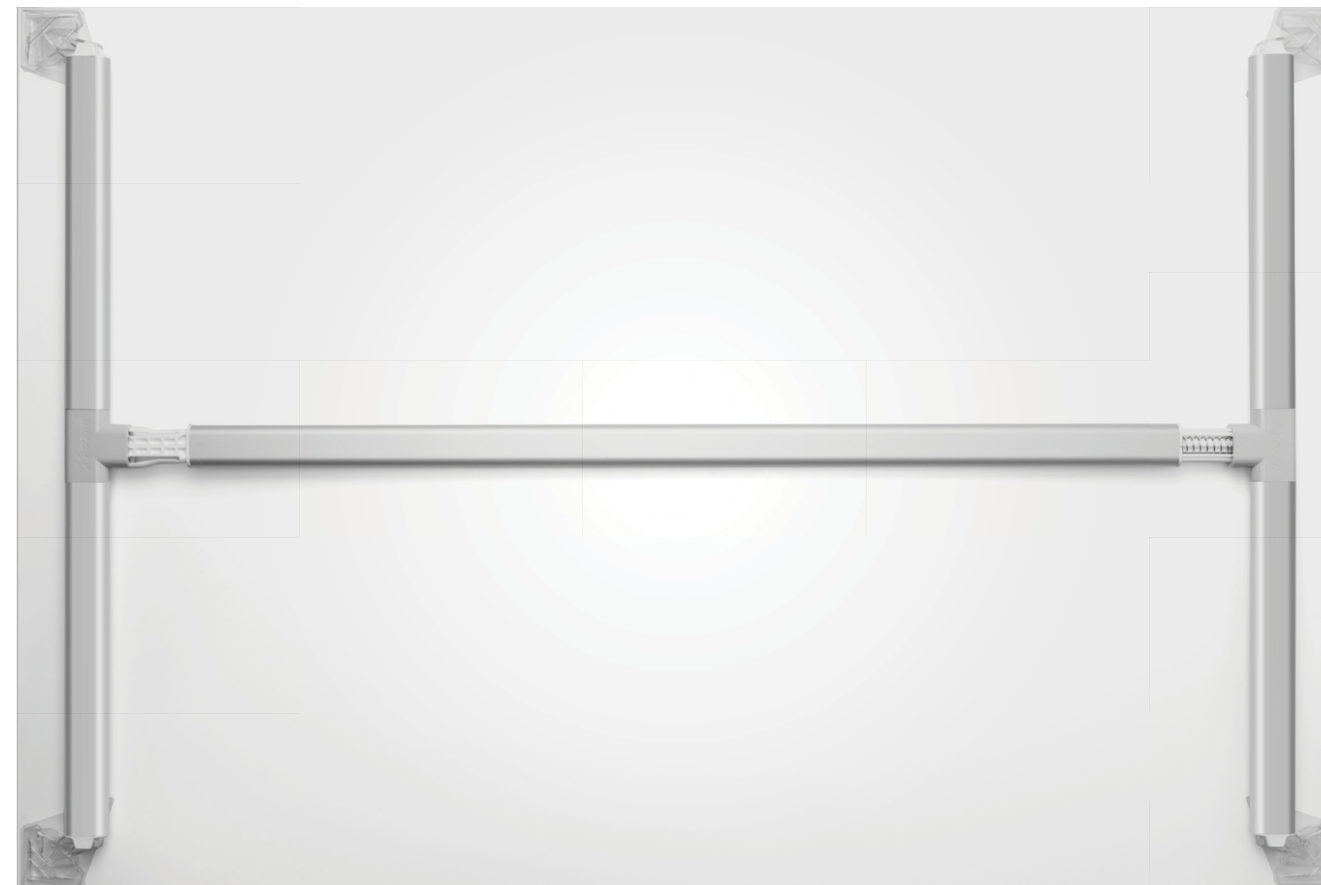
Welcome to the Profoto Shooting Bays at Shutterfest. Feel free to come in and experience the latest gear and the light shaping extravaganza. There are models on hand, instructors available and the lighting for you to create out of this world images. Very welcome!

Location	Profoto Shooting Bays, located between the Midway Suites and the Terminal Atrium
When	Everyday of Shutterfest
Time	10:00am to 7:00pm



Introducing Xpozer

Exceptional Images Deserve an Exceptional Presentation



It's a Frame Changer!

Your images are printed on striking Vivid Satin material. With no frame needed, they float away from the wall for a modern gallery look. The lightweight patented aluminum tension hanging system makes Xpozer highly portable and quick to assemble—perfect for displaying at shows or shipping to clients or loved ones. Group multiple Xpozer Prints to create beautiful wall displays, and change them up as often as you like with Xchange Prints.

New Product!

Learn more at bayphoto.com/xpozer

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Your First Order

Get 25% off your first order with Bay Photo Lab! For instructions on how to redeem this special offer, create a free account at bayphoto.com.



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Frank Doorhof

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SARAH CLEMENTS

SPECIALTY: FINE ART PORTRAITURE

 sarahmphotography.com

 facebook.com/photographybysarahm

Sarah Clements is an award winning fine art photographer who specializes in merging romantic fashion photography with a dark, often devious dream world. As an artist who appreciates and values the support she has gotten from her photography community, she believes in sharing her secrets with other artists with a desire to discover their own photography journey on a deeper level. Sarah has shown her work in numerous galleries and teaches workshops nationwide. Sarah's life is art. Her creative family is a huge influence in her world and while her style is unmistakably hers, each new image brings an unexpected surprise to her admirers.

SARAH'S COURSES

 HANDS-ON  LECTURE

01.

Fashion & Styling Hacks for the Everyday Photographer

Tuesday, March 29th | 10:30am-12:00pm

You don't have to be a fashion photographer to get that coveted fashion look to your images. From seniors to glamour, stylized children shoots and more, I'll show you how to style your model or client on a super strict budget using everyday items.

02.

The Beauty of Dark Art

Wednesday, March 30th | 10:30am-12:00pm

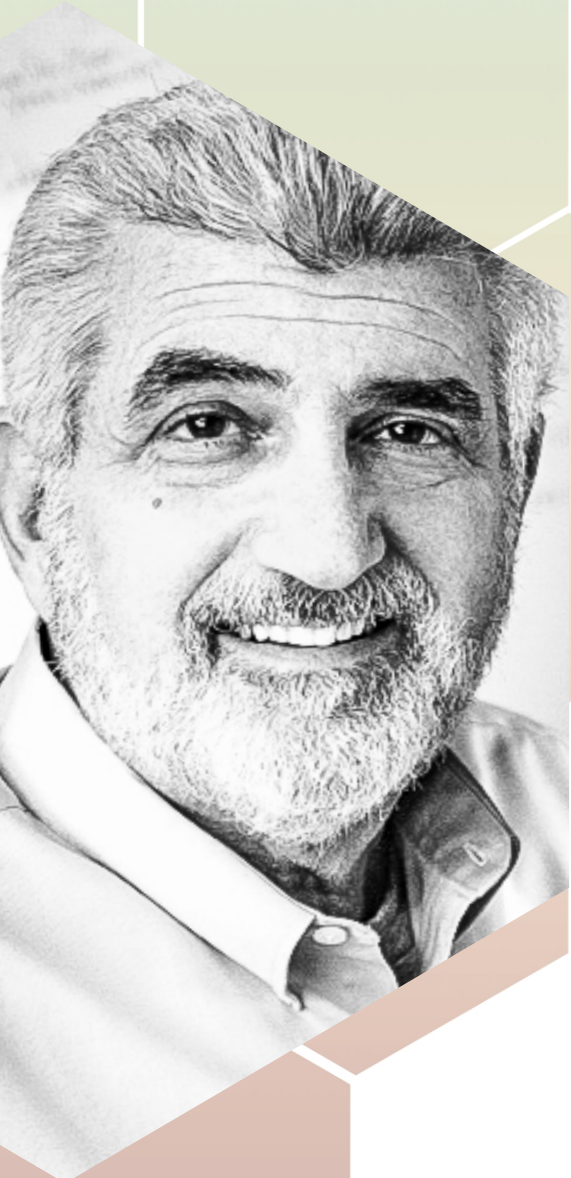
In this class I will show you how I capture my signature style of dark art mixed with fashion and beauty. So many things go into make a fine art image like this, including wardrobe, mood, posing, location, and imagining your concept from beginning to end. Whether you're interested in taking your photography to the next level, or you want to offer something unique and timeless to your clients, everyone will take away valuable information from this course.

03.

Fine Art Editing


Wednesday, March 30th | 4:30pm-6:00pm

In this course, I'll take you through my retouching process including skin smoothing, dodging and burning, and how to give your image that dream like feel. We'll be editing an image from the "Beauty of Dark Art" Course, which will highlight image compositing and other more advanced techniques.



SKIP COHEN

SPECIALTY: MARKETING, BUSINESS, SOCIAL MEDIA

 skipcohenuniversity.com

 facebook.com/skipcohen

Skip is the founder and president of Skip Cohen University, an educational resource for aspiring and professional photographers who need help in marketing and business. He has served as the President of Hasselblad USA, Rangefinder Publishing (Rangefinder and WPPI) and started his own consulting company in 2009. He's co-authored six book on professional photography and is a regular speaker at a wide variety of photographic events. He writes a regular column, "Building Blocks" for Shutter Magazine and couldn't be more passionate about this industry!

SKIP'S COURSES

● HANDS-ON ● LECTURE

01.

Go Clean Your Room

Tuesday, March 29th | 4:30pm-7:30pm

How many times did you get yelled at as a kid by your mother to clean your room? Sadly, Mom probably isn't around to tell you to clean up your business. In this interactive program Skip will be expanding on several key themes started at his 2015 program. He'll take a hard look at websites, galleries and about sections. He'll actually rewrite some of your about pages, chosen at random. Plus, everyone will leave with a template for a 2016 ShutterFest press release and understand how to get it out in front of their community. What good is working on creating the greatest images of your life if nobody knows who you are?

02.

Creating a Promotional Calendar: AKA Special Offer? Not Hardly

Wednesday, March 30th | 4:30pm-6:00pm

This lecture course will teach everything needed to know to transition from a part time photographer to a full time photographer. The focus will be on everything needed for the development of a new business. We will touch on legal start-up process. Going over which article is best the best route for your company, forms to obtain and where to obtain them as well as finding the right accountant. We will cover client and employee contracts, special sections to protect your company and assets. We will do a brief touch on pricing yourself for a start up business and how to reinvest to stay in business.



MICHAEL CORSENTINO

SPECIALTY: COMMERICAL, FASHION, LIGHTING

 corsentinophotography.com

 facebook.com/corsentino

Michael Corsentino is an Orlando, Florida-based editorial fashion and portrait photographer. In addition to his busy shooting schedule, Michael is a passionate educator, teaching workshops domestically and internationally. He is an author of two books, writes a monthly lighting column for *Shutter Magazine* and is a regular contributor to *Photoshop User* magazine and *JointheBreed.com*.

MICHAEL'S COURSES

● HANDS-ON ● LECTURE

01.

Location Lighting Skills on the Go!

Tuesday, March 29th | 10:30am-12:00pm

Get it right on location and get it quickly!! Learn the skills you need to take your location lighting game to the next level. Did somebody say ambient and flash?!? Join studio and location lighting master Michael Corsentino for this hands on location lighting skills workshop. He'll help you gain the experience and understanding you need to move quickly and confidently with off camera flash on location.

02.

Mad Studio Lighting Skillz

Wednesday, March 30th | 10:30am-12:00pm

Looking for mad studio lighting skills? Join studio and location lighting master Michael Corsentino for this hands on, behind the scenes look at his all time favorite studio lighting techniques. No studio, no problem. Michael will show everything you need to create a portable pop up studio. No excuses, you need this!!

03.

One Light Only!


Wednesday, March 30th | 4:30pm-6:00pm

Only one light in your kit? No worries there's so much you can do with just one light!! Join studio and location lighting master Michael Corsentino for a soup to nuts, hands on look at what's possible with one light. Guaranteed to super charge your creativity and take your speedlight or strobe technique to the next level!



LORI DACOSSE

SPECIALTY: ATTORNEY

 aegisps.com

 facebook.com/AEGIS-Professional-Services

In my role as attorney and, more importantly, as counselor, I assist business-minded individuals in making practical and economic legal decisions. With more than 15 years in counseling small business owners, I help them structure themselves to avoid liability exposure, in making elections regarding corporate governance, in crafting employment agreements, and in drafting and reviewing commercial lease agreements. My experience tracks the life of a small business: from inception to sale, always with an emphasis on the client's objectives.

LORI'S COURSES

● HANDS-ON ● LECTURE

01.

Business Structures & Strategies: Protect Your Business Model From Theft, Greed, and Bad Luck

Tuesday, March 29th | 10:30am-12:00pm

This session explores general business structures and gives participants a basic understanding of strategic business planning, liability prevention, and some common sense business practices. The goal is to provide a dynamic forum where participants benefit from legal input tailored specifically to setting up a "best practices" framework for a photography business.

02.

Intellectual Property: Establishing and Defending Your Creative Genius

Wednesday, March 30th | 10:30am-12:00pm

This session outlines broad legal intellectual property concepts and looks with an eye toward remedial strategies to stem "genius thieves". The more specific goal is to provide a working foundation of intellectual property law to empower participants to protect their creative work product.



ALICIA D'AMICO

SPECIALTY: FINE ART MATERNITY & UNDERWATER PORTRAITS

 PureEmotionsPhotography.com

 facebook.com/PureEmotionsPhotography

Alicia D'Amico first journeyed into her career as a wedding photographer in 2007, always placing a lot of emphasis on her fashionable bridal portraits. She then photographed large Bollywood events and fashion for 3 years before moving into Fine Art Maternity and Underwater Portrait photography. Her brand is all about empowering women and creating dynamic and unique imagery that tells their stories. She has become best known for her moving images in her "Pregnancy as a Capability" series and her underwater work.

ALICIA'S COURSES

● HANDS-ON ● LECTURE

01.

Your Story is Your Currency

Tuesday, March 29th | 10:30am-12:00pm

"Your Story is Your Currency" is twofold. This lecture will take the students into an emotional journey with me as I uncover my own story and how it directly relates to the inspiration and effort that I put into my work on a daily basis. It will then evolve into how I use listening and conversational methodology with my clients to learn their story and incorporate that into the imagery. I use MY story to convert inquiries into bookings by being someone they can relate to and whom they trust. I then use THEIR story to create and execute images that bring who they are to life. Using these skills successfully enables greater earning potential as well as viral word of mouth. This lecture will open the students minds to being more connected from inquiry to output.

02.

Creative Maternity: Living Art

Tuesday, March 29th | 4:30pm - 6:00pm

"Creative Maternity: Living Art", will be a live hands-on experience. We will take the students to a pre-determined location and spend the first 10-15 minutes putting the finishing touches on our gorgeous pregnant model subject. We will show how to add conceptual pieces for stylizing the shoot tastefully without going overboard but utilizing them to enhance visual interest.

03.

Underwater Portraits: Beneath the Surface


Wednesday, March 30th | 10:30am-12:00pm

"Beneath the Surface" will take students into an underwater world of discovery. Students will be able to learn what gear we use for our underwater shoots, how we assemble it for a water-tight seal and how we prep for the underwater session.



BRIAN DEMINT

SPECIALTY: FASHION

 eyeworksphotography.com

 facebook.com/brian.demint

Brian DeMint of Eyeworks Photography is a fashion-art photographer based in Joplin, Missouri.

Formally trained as an oil painter, Brian made the switch to photography in 2004. By combining the classic principles of design with the digital technologies of today, he creates visually striking imagery with emphasis on emotive color and unique fashion.

BRIAN'S COURSES

● HANDS-ON ● LECTURE

01.

Creativity not Conformity

Tuesday, April 7th | 4:30pm - 6:00pm

In a ever growing mass of photographers how are you going to stand out? This class will introduce you to a plethora of information about becoming unique, from developing a personal photographic style to scientifically proven methods to boost your creative thinking. Through examples and practical exercises you will gain the tools to produce work that is original and individually yours.

02.

Portfolio Building: Designer Fashion

Tuesday, April 7th | 4:30pm - 6:00pm

Three distinct models in notable designer fashions. Original and one-of-a-kind outfits and jewelry from established and unique fashion designers. Emphasis will be on shooting these models in both classic and fashion forward styles to expand your portfolio. One of the ways to grow as a photographer is to network! Creating relationships between yourself and those that can help your visibility. While shooting I will be expanding on creating those connections with designers, publishers, local and national merchants, and others who can provide outlets and support for your work.

03.

Hands-On Styling and Shooting: Team Building

Tuesday, April 7th | 4:30pm - 6:00pm

Controlled chaos. I will divide you up into teams, you will take part in makeup, hair styling and outfit making for your team... then your team will decide how best to shoot your model. While you're quietly screaming at each other, myself, my wife, and my daughter (both professional makeup artists) will be relaying an absolute glut of information on you: makeup, hair styling, communicating your vision to your team. You will be making decisions based on the elements and principles of design: style, taste, lighting, posing, shooting, building the models confidence in you and themselves, and how to beat the competition (figuratively not literally).



SCOTT DETWEILER

SPECIALTY: FASHION, CONCEPTUAL PORTRAITS

 sedetweiler.com

 facebook.com/scott.detweiler

Scott is a self-taught photographer and photo retoucher based in Wisconsin where he shoots mostly fashion and conceptual portraiture. Embracing the technical aspects of photography—from an advanced understanding of lighting to the workings of cameras and lenses—is something he feels is required in photographers today.

Some say he loves post-production as much as he does photography, as he has been well-versed in Photoshop since version 3 and loves sharing tips and tricks with those willing to learn.

SCOTT'S COURSES

● HANDS-ON ● LECTURE

01.

Conceptual Portraits

Tuesday, March 29th | 4:30pm-6:00pm

Work together as we capture the foundation for a conceptual portrait. The idea behind this session is to learn to think outside of the box when looking at a subject in it's environment. Creative use of lighting (both found and intentional), we will find unique angles and cover composition to insure a balanced and pleasing image ready for post production. Developing solid lighting, composition, and variety are key to a successful shoot no matter your subject or location. This session is an eye-opener for many and was extremely well received last year, and this year it will be even better! These concepts can be incorporated into any type of shoot, from weddings to seniors, or for those purely artistic at heart.

02.

Thinking With Light

Wednesday, March 30th | 10:30am-12:00pm

Often known as “the only lighting class you will ever need”. You know the look you want, but what modifier do you need and how many lights are required to make it happen? How far does the light need to be from the subject? Why do I want to use a silver dish vs a white one, or vice versa? Learn how to think with your light and get the results you want in this mind-bending lighting workshop.

03.

Quick Post Production Game Changers


Wednesday, March 30th | 4:30pm-6:00pm

This is a session dedicated to a bunch of little techniques you can use to help get unique results in your work. We cover a variety of quick techniques that don't involve hours of time commitment or plug-ins. Examples include operations to remove rosacea from portraits, whiten teeth, pop details, create amazing eyes, color grade images, and many many more.



THEA DODDS

SPECIALTY: WEDDINGS

 authenticeye.com

 facebook.com/authenticeye

Thea Dodds, an award-winning photographer with a Master's degree in Fine Arts founded Authentic Eye Photography in 2004. In 2014, Thea co-authored the groundbreaking book, *The New Art of Capturing Love: The Essential Guide to Lesbian and Gay Wedding Photography*.

Thea's work has been featured in various publications, including *Newsweek*, *ABC News*, *CNN*, *The Huffington Post* and *The Boston Globe*. She has received recognition in international photographic competitions and has been featured in prominent online wedding publications such as *StyleMePretty*.

THEA'S COURSES

● HANDS-ON ● LECTURE

01.

Posing Two Brides or Two Grooms

Tuesday, March 29th | 10:30am-12:00pm

With same-sex weddings now legally recognized nationwide, are you ready to make amazing portraits of two brides or two grooms? Do you need images of same-sex couples for your website or marketing materials? During this class, the co-author of *The New Art of Capturing Love: The Essential Guide to Lesbian and Gay Wedding Photography*, photographer Thea Dodds will share tips, techniques and hands on skills to pose two brides or two grooms. We will have real same-sex couples for a live demonstration and opportunity for students to practice these new skills and create portfolio images.

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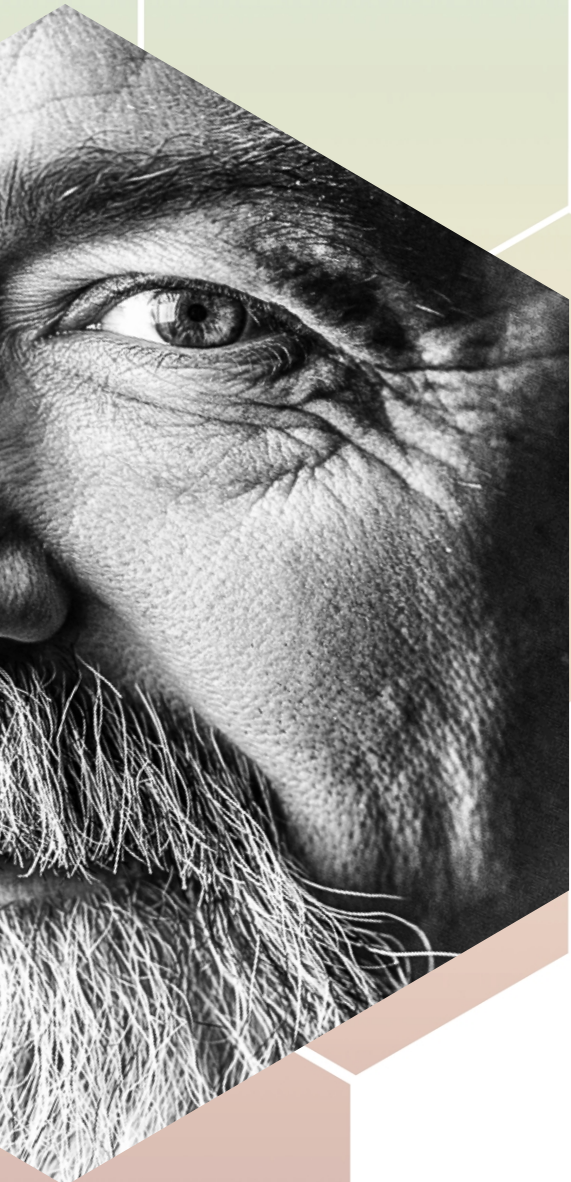
03.

Same-Sex Weddings: Nationwide Opportunities

Wednesday, March 30th | 10:30am-12:00pm


With same-sex weddings now legally recognized nationwide, wedding photographers must prepare themselves to embrace and serve well this emerging clientele. Until recently, wedding photography services have been almost exclusively geared toward serving a man and a woman, overlooking the needs of a same-sex or genderqueer couple. And, while certain basic techniques do apply regardless of sexual orientation, best practices for serving two brides or two grooms are sometimes different from serving a bride and groom—what works for Jack and Jill won't necessarily work for Jack and Michael, nor for Jill and Louise.

During this class, photographer Thea Dodds, the co-author of groundbreaking book, *The New Art of Capturing Love: The Essential Guide to Lesbian and Gay Wedding Photography*, will share tips, techniques and will review the process from marketing through delivery to better serve all couples. Whether you are a new or veteran wedding photographer, this presentation will both instruct and inspire in its revelation of the nuances of this emerging market.



DAVE DOEPPEL

SPECIALTY: LANDSCAPE, GLAMOUR, FASHION

 davedoeppel.com

 facebook.com/davedoeppel

Dave Doeppel is a Los Angeles-based photographer, specializing in what he terms "artistic portraiture." With an emphasis on Pinup and Boudoir genres, Dave delivers an unsurpassed client experience. Dave is also an Adobe Certified Expert in Lightroom 4/5 and Photoshop CC. When he's not behind the camera or in front of his computer, he enjoys coaching and mentoring rising photographers.

DAVE'S COURSES

● HANDS-ON ● LECTURE

01.

Is It Glamour or Fashion?

Tuesday, March 29th | 4:30pm-6:00pm

In this hands on shoot, we will be looking at the differences between glamour and fashion. Or is there a difference at all? We will be using all light available: natural, strobes and speedlites. We will be using different modifiers and moving between hard light and soft light and show how you can get completely different looks just by changing your lighting.

02.

Pinups, Pinups, Pinups

Wednesday, March 30th | 10:30am-12:00pm

I will be brining back the pinup shoot with an emphasis on the Vargas style. We will have awesome models wearing true pinup style wardrobe and we will be lightning to get the nice soft Vargas Pinup look straight out of camera!

03.

Lightroom and Photoshop Tips & Tricks

Wednesday, March 30th | 4:30pm-6:00pm

Last year we learned the basics. This year we are going to look at some tips and tricks you can use in Lightroom to help speed up your processing. Learn how to build your own presets, how to properly use keywording and metadata, cool Develop module tricks and much more.



Experience ZEISS Lenses

ZEISS will host the LENS EXPERIENCE Lounge at ShutterFest 2016. You will be able to learn everything about our lenses for Canon, Nikon, Sony and Fujifilm first hand from our well-trained staff. You also have the opportunity to use one of our loaner lenses for the workshops you are planning to attend during ShutterFest 2016. We invite you to compare your favorite lens with the same focal length ZEISS lens. You will be taken by the level of contrast and sharpness a ZEISS lens provides.

We will experience first-hand that a manual focus lens does not limit you in your work but actually open up a new way of creative thinking. Nowadays it is more and more important to differentiate yourself from other photographers by creating your own unique style. ZEISS lenses will give you that edge and the best image quality you can imagine.

But if you need AF for your work we do offer a lens solution for Sony and Fujifilm. The ZEISS Batis lenses for the Sony A7 camera series are the most anticipated lenses this year. The ZEISS Batis autofocus lenses were developed especially for mirrorless, full-frame system cameras by Sony. For creative work, the distance and depth of field can be read from the innovative OLED display. With the completely new lens design, the high-speed ZEISS Batis family offers perfect imaging performance. Continue to build a strong portfolio by taking advantage of this unique opportunity. The ZEISS Lens Experience.



We're celebrating...so join us for some food and drinks in our Suite!

ShootQ Studio Management software has it all;

- Contracts**
- Emails**
- Workflows**
- Branding**
- Invoicing**
- Leads management and generation**
- Pricing**
- Analytics,**
- And it just got better.**

Now the leading studio management software comes with a permanent Lab Discount, Save 30-40% off Everything from Simply Color Lab. Every Day, Every Product. Of course, you can buy your products anywhere you'd like...but why would you?

Stop in just to help us celebrate or even better check out ShootQ and all it has to offer, plus we will be happy to completely set up the system for your studio. Yup, you read that right. If you're currently using another system we can help you transfer all of your information.

Current ShootQ Subscribers will want to stop in and see ShootQ Next Gen...and we'll be on hand to help you with any questions you may have.

Everyone who tries ShootQ gets it free for 30Days, and you can even use the Simply Color Lab discount during your free trial.

Be sure to visit us and start your trial at the show, we have an awesome show special that gets you ShootQ for a year plus a \$100 Gift Certificate to Simply Color Lab.



Are you tired of spending hours a week writing the same emails, quotes, and more for your clients? Of course you are! 17hats can give you the freedom to get more out of your business with a lot less time.

Stop by Midway Suite III and get a glimpse at how 17hats is changing the way entrepreneurs run their businesses and their lives. You'll get hands-on 1:1 training so you can experience the difference! The best part? It's absolutely free to try.

17hats is the only all-in-one business management service that can free you from the tyranny of paperwork that so many photographers deal with. In just a few clicks, you can have your quotes sent out and invoices paid while you walk the show floor.

We'll also help you craft templates out of the documents you send over and over again, like emails and contracts. No more wasting hours a week writing those repeat emails! Why do other apps insist you do the same work twice?

Start converting potential into paying seamlessly with the help of our lead capture form, which we can install on your website and Facebook page. All of your new customer information sent and stored right to your account, and you'll even get email and SMS alerts whenever new leads come in.

Now's the chance to have the help of the 17hats team right at your fingertips. Let us help you start shaving hours off of your week and give you the freedom to manage your business in a revolutionary new way!



Complimentary Clean & Checks:

Shutter Fest 2016 attendees are invited to take advantage of our complimentary Clean & Check service. The Clean & Check service is limited to (2) Canon DSLR bodies or lenses. All items will be taken on a first-come, first-served basis and same-day service is not guaranteed.

CPS Lounge Hours of Operation:

Tuesday, March 29th 10:00am – 6:00pm

Wednesday, March 30th 10:00am – 6:00pm (Equipment pick-up only from 3:00pm-6:00pm.

No new items will be accepted for Clean & Check.)

Complimentary Canon Equipment Evaluation Loans:

Canon will also be providing complimentary equipment evaluation loans of our latest professional products to enhance your Shutter Fest 2016 experience. Loans will be available at the entrance of the Shooting Bay area. Please stop by the Canon Shooting Bay desk during show hours for more details. All equipment will be loaned on a first-come, first-served basis.

On-Site Registration Promotion:

As a bonus, anyone who signs up, upgrades, or renews Gold, Platinum, or Cinema CPS membership in the CPS Lounge will receive an additional complimentary Clean & Check coupon redeemable at any Factory Service Center. A registration kiosk will be available in the CPS Lounge for new and existing members throughout the show. Please see important info below on registering for CPS membership.

Please read! Important information about registering for CPS:

To expedite your registration process, please sign-up, upgrade or renew for a Gold or Platinum membership prior to the event at cps.usa.canon.com. Click "Register Now" for new members or "Canon Account" for existing members and follow directions. A printout of your confirmation number must be presented to a CPS representative to receive the bonus complimentary Clean & Check coupon on-site. If signing up on-site in the CPS Lounge, please bring a print out of all your qualifying CPS products and serial numbers (See full product list at www.cps.usa.canon.com). Equipment must be entered at our registration kiosk in the CPS Lounge, where a representative will be on hand to assist you.

See www.cps.usa.canon.com for full details regarding program and membership.



1:00pm-2:00pm Regency Ballroom C

Ever wish you had a personal assistant who knows the ins and out of how you do business? Learn how the 17hats' complete system makes business management easier, better, and more automated. From client on-boarding workflows to seamlessly integrated bookkeeping tools, you'll gain the freedom to work how you want, grow your business, and get back time to do what you love -- taking photos.

With 17hats you'll get all the resources you need to run your business, all in one place. Ditch the multiple apps and opt for our integrated system; it works together to keep your business running smoothly so you don't ever have to worry about unpaid invoices, client contracts, or your schedule. Create professional templates for frequently used documents like contracts, emails, quotes, questionnaires, and more.

Best of all, you'll never have to do it alone. Our team is available 24/7 to give you the help you need with anything from account setup to basic business protocols.

Ready to see what the business management revolution is all about? Stop by to get an interactive look at how photographers just like you are finding the freedom to work differently with 17hats!



1:00pm-2:00pm Regency Ballroom A

H&H Color Lab and Collages are simplifying and expanding the tools available for you to shoot, share and sell in ways that make you look great, simplify your life and help you earn a sustainable business profit.

Whether you sell digital files, sell in person, sell online or some combination of each, you will leave this session with new ideas on how to maximize your revenue and delight your clients in new and compelling ways. Be the first in your market to introduce these ideas, products and tools.

David Drum brings over 20 years of experience helping photographers navigate changing technology and market trends to grow their businesses. Dave McCalley, whose career spans a variety of industries, specializes in reimagining traditional products and services in digital terms to disrupt existing markets and business models.



1:00pm-2:00pm Regency Ballroom C

A NEW way to Make Your Photography Business Stronger with Small Business Clients

You may not know that Sal Cincotta is working on a new way to make his photography business stronger. His latest venture CreativeCinc is letting him partner with small businesses, but not in the way that you think. In fact, Sal, who makes over \$1 million dollars per year in his portrait business, says, "This opportunity is gonna be huge ... even bigger than Salvatore Cincotta Photography."

In this special and exclusive lunch and learn, Nate Grahek and his team from StickyApps will be sharing all of the ins and outs of Sal's new business venture and how you can apply it to small businesses in your area to get new clients. We'll discuss:


- The biggest FLAW with the typical professional photographer's business model
- How to work with small businesses not only as a referral partner but also as a client
- A step-by-step process to find small businesses who want your services
- The huge opportunity now available to photographer entrepreneurs, and how to incorporate it into your business
- How valuable your skills and experience as a photographer actually are
- A realistic path to quitting your day job and going full-time
- How you can earn recurring revenue you can count on ... all year round

Whether you are a seasoned professional or just getting started in professional photography, this course is for you.

Want a hint? Two-thirds of consumers say that great images carry more weight than product information or customer ratings when visiting small business websites. Over half of the 28 million small businesses in the USA don't have a website, even though their customers are looking for businesses online. Is there a way you can help them? Yes there is! The only question is, how many small businesses do YOU know in your area?

Of course, Sal has a huge team helping him with CreativeCinc :) As a bonus, we will be sharing exactly how photographers Tonya and Kate are making tens of thousands of dollars each year using the concepts taught in this course ... on their own, without the help of a huge team.

SIMPLY SHOWCASE

powered by  simply color lab



SHOW THE WORLD WHATCHA GOT

In both the Grand Hall Lobby and at their booths, Simply Color Lab has created the Simply Showcase, showcasing some of the best images from this year's Image Competition. Check out these incredible images and incredible products from Simply Color Lab.

LOCATED IN THE GRAND HALL LOBBY AND BOOTH #22-24

powered by
 simply color lab

simply
color lab

shoot
POWERED BY
Simply Color Lab

Check out the
SHUTTERFEST
Image Competition Entries




Stop by **BOOTH #21** and see if your image was chosen to be on display and pick up a free album block and \$50 Gift certificate.



LOU FREEMAN

SPECIALTY: CONCEPTUAL FASHION, GLAMOUR

 loufreeman.com

 facebook.com/loufreemanphotography

Lou Freeman is a Master Fashion, Glamour, and Beauty Photographer who's career has spanned 3 decades with a focus on advertising, fashion and celebrity portraits. Her specialties are concept building, craftsman lighting for photography and video and post processing. She is a renowned educator, public speaker and conductor of classes and hands on workshops for photography across the United states and Europe.

LOU'S COURSES

● HANDS-ON ● LECTURE

01.

Shape Shift Directing & Posing Techniques for Fashion, Glamour and Boudoir Photography

Wednesday, March 30th | 10:30am-12:00pm

Are you eager to learn the proper techniques for creating the mood in your shoots or getting results with your subjects that will lift them to more successful poses? Renowned Glamour and Fashion photographer, Lou Freeman, will teach you to:

- Direct your subjects to appear self-composed in all your images.
- Elicit the very best from your subjects.
- Create the mood.
- Skillfully communicate the look desired.
- Making it look easy breezy.

Participants will leave feeling confident and positively in control of every photo shoot they create going forward.

02.

The Art of Glamour and Boudoir Lighting

Wednesday, March 30th | 4:30pm-6:00pm

If you wish to possess the knowledge about lighting and are ready to bring it to the next level this program is for you! In this class, Glamour and Playboy Photographer, Lou Freeman will teach you:


- Photographic set and style enhancement.
- Lighting design from basic to complex.
- How to use multiple lighting modifiers that will allow you to control the color, quality, and quantity of light used on your set.
- Intense posing and directing skills that will lead you to achieve precisely what you desire in that shot.



JEWELS GRAY

SPECIALTY: WEDDINGS

 jewelsgray.com

 facebook.com/Photography-by-Jewels

Jewels is an award-winning photographer and a licensed hair & makeup artist, specializing in weddings. She also founded and produces the Eclectic Wedding and Event Showcase - a super fun show unlike any other. She is a California girl living in Colorado, an Entrepreneur, Artist, and Mother who loves Halloween, rock & roll, and anything spicy!

JEWELS' COURSES

● HANDS-ON ● LECTURE

01.

Basic Makeup Techniques for Today's Photographer

Tuesday, March 29th | 10:30am-12:00pm

Have you been on a shoot and noticed a highlight on your client's face and thought, "I'll just fix it later in Photoshop"? No! Cut down on your post production and fix it right then and there! Learn basic makeup techniques and how to fix issues when on a shoot, including what to put in a day-of kit, and understanding makeup theory.

02.

Contouring and Avant Garde Makeup Techniques for Today's Photographer

Tuesday, March 29th | 4:30pm-6:00pm

This class is more advanced than the Basic Class, diving more into face shapes, lighting, and contouring for the camera. Also learn the difference between makeup for color vs black & white. We'll also explore the world of avant garde makeup and how to pinpoint a look to compliment your vision.

03.

Rock Your Styled Shoots!

Wednesday, March 30th | 10:30am-12:00pm

Highly published and a lot of work, my styled shoots are not for the faint of heart. I'll show you how to start with a vision, stay organized, and execute your idea, including tips for working with other vendors and getting published.

04.

Hands On Styled Shoot


Wednesday, March 30th | 4:30-6:00pm

WANTED: photographers wanting to build their portfolio! Learn to shoot for publication, see what publishers are looking for, and build solid vendor relations in the process. We'll have all the details lined up and the models perfectly styled with a killer theme so you can see what goes into putting a styled shoot together!



VICTORIA GRECH

SPECIALTY: WEDDINGS, CINEMATOGRAPHY

 victoriagrech.com

 facebook.com/VictoriaGrechPhotography

Victoria is an international female wedding photographer and filmmaker. She exclusively photographs each and every wedding personally. Victoria's signature style can be described as contemporary fashion.

Victoria came into the photographic industry after making the decision to make the sideways move across from investment banking.

Although the two areas don't appear to have much in common at all, Victoria's previous career called on her to be inventive, bold and to think outside the box, and she's applied those self same principles to her photographic business ever since she started up.

SPONSORED BY:



VICTORIA'S COURSES

● HANDS-ON ● LECTURE

01.

Video Fusion 101: Beginners Guide to Video Fusion

Tuesday, March 29th | 10:30am-12:00pm

Never even switched video on your DSLR before? or have you try to play with video but thought it was way to over whelming and hated the output? Then this is the place to be. Learn ""HANDS ON"" how to start filming easy bite size steps. Learn how you don't need to spend \$1000's of on new kit or be a whizz technically. You will have your camera setup and shooting before you can breathe and be confident you can take this new skill into your business to earn yourself double the profit margins on any shoot.

02.

How to SELL Your Way Through Life

Wednesday, March 30th | 10:30am-12:00pm

As creative we all shy away from sales, however the best sales person in your business is you! No one is going to sell you like you. Until you get comfortable with selling you won't make the difference in your business you want to. Regardless how great your product is, service SELLS and people buy PEOPLE not products.

You will LOVE selling after this course and you will pick up easy tips to subtly sell your service, coming from an authentic place that makes you love sales!

03.

Cinematography 101: Advanced Class

Wednesday, March 30th | 4:30pm-6:00pm

Already hooked on video and want to know how to take it to the next level? Learn how to build your own team, Direct, talk the cinema lingo. I will be giving you my past experience of building my team how we operate on a shoot, what kit we use when and why. Then I will be using ""YOU"" yes you as a team to work on a mini project and walk you through how I run a shoot from start to finish. We will then go shoot together as if you were on my own team. This class is advanced and it would be beneficial to attend my video fusion 101 class first if you are still new to shooting DSLR video.

THIS OPPORTUNITY IS GONNA
BE HUGE ... EVEN BIGGER THAN
SALVATORE CINCOTTA
PHOTOGRAPHY.

SAL CINCOTTA

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KATE TREICK



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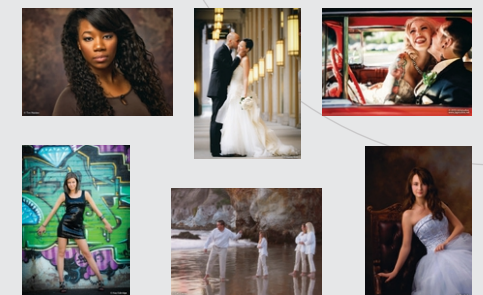
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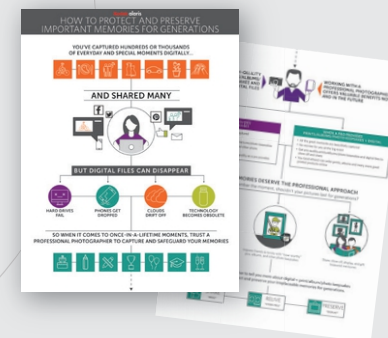
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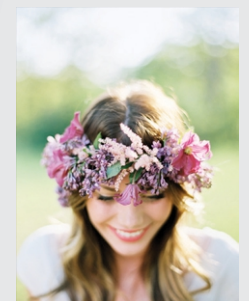
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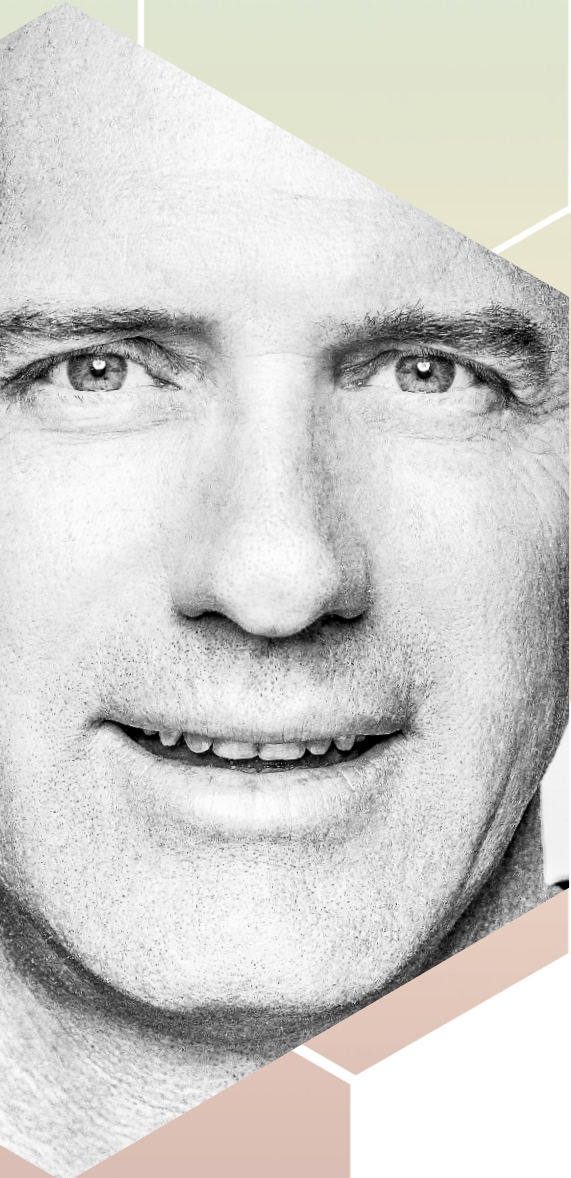


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from top left: Tim Walden, Kenny Kim,
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JOEL GRIMES

SPECIALTY: COMMERCIAL

 joelgrimes.com

 facebook.com/joelgrimesphotography

In 1984 Joel graduated from the University of Arizona with a BFA in Photography and soon established a commercial studio working out of Denver Colorado. For over 28 years Joel has worked primarily in the advertising and corporate markets. His assignments have taken him to every state across the USA and to over fifty countries around the globe.

In 1990 Joel produced his first coffee table book, 'Navajo, Portrait of a Nation' which received a number of photographic and design awards and produce an eighteen-month solo exhibit at the Smithsonian American History museum.

Driven by the creative process, Joel views himself as an illusionist, creating portraits larger than life. Joel is also an ambassador for this process by teaching workshops and lectures across the country.

SPONSORED BY:



JOEL'S COURSES

- HANDS-ON
- LECTURE
- PLATFORM

01.

Take the Mystery Out of Lighting

Tuesday, March 29th | 10:30am-12:00pm

Throw out those lighting diagrams, those annoying lighting ratios, and sell your flash-meter on eBay. Well, that may be a bit drastic but think about this; a technical instrument can never make a creative artistic decision. This is reserved for the human mind.

Over the course of this class, Joel will be covering how to use all sorts of modifiers such as soft boxes, the beauty dish, octagon banks, umbrellas, grids, etc., while working from an intuitive approach. This is without question the key to the whole creative process. You will be presented with ways on how to develop your personal creative vision that is unique to you.

02.

Platform | The Creative Revelation

Wednesday, March 30th | 8:30am-10:00am

Without question we are in the greatest age of photography since its introduction. We have more tools to create today than ever before in the history of mankind. e question is how do we compete in todays marketplace? Joel starts by redefining the photographic process. How we perceive ourselves can drastically influence the final outcome of you work. Joel emphasizes the fact that if you have a passion to create then you are, by definition, an artist. It is this uniqueness that, in the end, is our greatest asset as we try to separate ourselves from the masses.

Joel points out the single greatest reason why we fail at succeeding and fulfilling our dreams and aspirations. He will cover everything from keeping up the trends to overcoming your competition. Joel has never been shy about sharing his techniques but he points out that all the techniques in the world will do you little good If you take out the creative process.

03.

Edgy Photoshop Techniques

Wednesday, March 30th | 4:30pm-6:00pm

Joel reveals his Photoshop techniques going through step-by-step showing the exact process he uses for all his gritty edgy images. Joel holds nothing back as he passes on his trademark look. This class also covers some amazing techniques such as creating his atmospheric enhancements light streaks, balancing the color etc . Learn in a fraction of the time it took him to develop his post techniques.

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by Salvatore Cincotta

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SHERRY HAGERMAN

SPECIALTY: WEDDINGS, SENIORS, GLAMOUR, FASHION

 allusionphotography.com

 facebook.com/AllusionPhotography1

Twelve years ago I started my business, Allusion Photography. Like so many of you, it wasn't easy. I was a single mother of 2 boys. I was on a constant search for things that would make me unique and at the same time meet my clients' needs. While second-shooting for other photographers, attending workshops and even working directly with a few business consultants I was continually working to develop a thriving business. Today I run a successful wedding photography company with several employees and staff. One of my favorite things in this industry is helping to empower other photographers with ideas to revamp their business. The biggest lesson I've learned is to never lose site of your goal for a better life and doing what I love most, being a photographer.

SHERRY'S COURSES

● HANDS-ON ● LECTURE

01.

All Things Bridal Expos

Tuesday, March 29th | 10:30am-12:00pm

Let's face it everyone has questions on how to properly advertise at a bridal expo. Here in Chicago bridal expos are a dime a dozen! Not only this but over 50% of the vendors exhibiting at these shows are photographers. My staff and I display at 2-3 shows monthly. Just about every other booth is a photographer to compete with. In this lecture we are going to show you a real, stress-free set-up and how to properly obtain it. We will walk you through a true meet and greet scenario. Educate you how to pull in the right client as well as all the tools necessary to get them from show room floor to your office.

02.

The Transition: Jumping the Cliff from Part-Time Photographer to Full-Time Photographer

Tuesday, March 29th | 4:30pm-6:00pm

This lecture course will teach everything needed to know to transition from a part time photographer to a full time photographer. The focus will be on everything needed for the development of a new business. We will touch on legal start-up process. Going over which article is best the best route for your company, forms to obtain and where to obtain them as well as finding the right accountant. We will cover client and employee contracts, special sections to protect your company and assets. We will do a brief touch on pricing yourself for a start up business and how to reinvest to stay in business.

03.

I Need a Staff: Expanding Your Business for More Shooters

Wednesday, March 30th | 10:30am-12:00pm

Everyone needs an exit strategy. Simply running the business may be your answer. Not everyone wants the hassle of owning a business. Some just want to show up and get paid. This lecture course will focus on expanding your business to house multiple shooters. Tired of turning down clients because you are booked for the day. I will show you how to make your business work for you. We will cover topics such as; *where to find responsible, trust-worthy staff, *Workflow for your staff and company, *Logistics of having staff (employee vs sub-contractor), *Staff incentives, staff pay-rates and liabilities, Staff contracts and staff training programs.



JOAN WHITMAN HOFF

SPECIALTY: WEDDINGS, LANDSCAPES

 joanwhitmanhoff.com

 facebook.com/joanwhitman.hoff

Joan Whitman Hoff is an educator specializing in professional ethics and aesthetics. She is also a photographer whose primary focus is landscape photography, and she also loves to capture images at weddings and other events with her husband, Stephen Hoff. She finds the beauty of nature to be inspiring. Joan is passionate about living, learning, and teaching. She has traveled and lectured throughout the world and is committed to serving others, and helping them to develop their gifts and talents. Joan is a member of PPA and she is a community volunteer with NILMDTS.

JOAN'S COURSES

● HANDS-ON ● LECTURE

01.

Building Your Business with Integrity: You, Your Art, Your Brand

Tuesday, March 29th | 4:30pm-6:00pm

The course will focus on the importance of knowing yourself, living and working with integrity, and developing a business with principles and values that will foster good communication with employees, customers, and the community. The notion of 'photography as a community' will be emphasized in this course as will the importance of knowing oneself, engaging in reflective practices that are based on ethical values, and demonstrating these values in our daily lives.

02.

Resolving Conflict Ethically with Peers, Employees, Employers, and Clients

Wednesday, March 30th | 10:30am-12:00pm

Conflicts are a part of human life. The more we do, and the more we engage with others, the more likely conflicts will arise. How can these conflicts be resolved in a manner that is ethical and in a manner that upholds or enhances the integrity of the conflicting individuals and your business? How might good communication help prevent conflicts and also resolve them?

03.

Good Ethics is Good Business: Ethics in the Business of Photography


Wednesday, March 30th | 4:30pm-6:00pm

This course will focus on the importance of understanding photography as a profession and therefore why it is important to understand the values and codes of ethics of the profession. It will then focus on the reasons why 'good ethics means good business' by citing examples of such. Participants will be asked to engage in dialogue about some of these.



JUSTEN HONG

SPECIALTY: GRAPHIC DESIGN

 visuallure.com

 facebook.com/VisualLure

Justen Hong is the owner and head designer at Visual Lure, a St. Louis area based branding and marketing company that specializes in graphic design, logos, web design & development and search engine optimization (SEO). His work has been published internationally in the likes of LogoLounge, Logo Talks II and The Big Book of Packaging.

JUSTEN'S COURSES

● HANDS-ON ● LECTURE

01.

Search Engine Optimization(SEO) Tips for Photographers

Tuesday, March 29th | 10:30am-12:00pm

From the basics of Search Engine Optimization (SEO) to more advanced SEO strategies, Justen will be provide attendees with knowledge and white-hat tips and tricks to get their websites to rank better organically.

02.

Building a Strong Visual Brand to Demand Higher Pricing

Tuesday, March 29th | 4:30pm-6:00pm

Justen will discuss how you to build a visually cohesive brand through logos, design aesthetics, packaging, web design and more in order to demand higher pricing. With all the competition out there, having a visually cohesive and recognizable brand is more important than ever.

03.

Search Engine Optimization (SEO) Tips for Photographers (REPEAT)

Wednesday, March 30th | 10:30am-12:00pm

THIS IS A REPEAT CLASS FOR ANYONE WHO CAN'T MAKE IT TO THE FIRST ONE.

From the basics of Search Engine Optimization (SEO) to more advanced SEO strategies, Justen will be provide attendees with knowledge and white-hat tips and tricks to get their websites to rank better organically.



ALECIA HOYT

SPECIALTY: GLAMOUR

xoxoalice.com

facebook.com/xoxoaliceboudoir

Alecia knows that every photographer in business has bills to pay and wants to help them by sharing her knowledge about posing, client connection, sales, and the boudoir experience. She has had a successful photography business for over 10 years, and is the primary income earner in her family, with \$2000+ average sales.

ALECIA'S COURSES

● HANDS-ON ● LECTURE

01.

The Business of Boudoir: 3 Successful Strategies for Bringing in New Clients

Tuesday, March 29th | 10:30am - 12:00pm

Hey, it's great to take pretty pictures, but it is even better to be able to pay your rent. In this class we are going to get down to business and discuss some key ways to bring in new boudoir clients. There are many ways to start up and keep a successful photography business going. I'm going to share with you three of my best strategies that have kept me happy and fed for over 10 years. For the majority of the life of my business, I've been the primary income earner. I've certainly made some marketing mistakes, but I've also had a lot of wins. I'll be sharing a few of those with you all!

02.

Posing for Different Bodies

Tuesday, March 29th | 4:30pm - 6:00pm

Let's be honest, most women that walk through our doors don't have an idealized Victoria's Secret model body type - if they did, they would be off living the supermodel life! Instead, these women are coming to us, completely vulnerable (getting your photograph taken is scary enough - take off your clothes and the scary level goes up x10!), and trusting us to make them look and feel just like those gorgeous Victoria's Secret models. In this class, we will focus on photographing the everyday women who walk into your studio. This could mean size 12+, a woman who doesn't have a flat tummy, or who doesn't love her thighs or arms. This could also mean a lanky woman without a lot of natural curves, who just wishes her booty or cleavage were bigger. All women are beautiful, so let's learn how to pose them in the most flattering ways for their bodies.

03.

Shoot to Sell Albums and Make \$1500+ Average Sales

Wednesday, March 30th | 4:30pm - 6:00pm

In this class we will work on flow posing and flow expressions, through a variety of outfits/looks, to create a set of images that will easily sell a 30-40 image album. Focus on telling a story for your client, throughout the session. That story then easily translates into an album sold!



JAIME IBARRA

SPECIALTY: FASHION, ARTISTIC PORTRAITURE

 ibarraphoto.com

 facebook.com/JaimelbarraPhotography

I am an accomplished Flamenco guitarist/composer, a graphic designer, and (for the past few years of my life) a photographer. I have traveled to many points on this planet. I possess a hyperactive imagination, along with an obsessive need to create. I have a tendency to romanticize just about everything in my life. Oh...and I actually hear colours (synaesthesia). Simply-put, my 'style' is the visual amalgamation of these things.

JAIME'S COURSES

● HANDS-ON ● LECTURE

01.

Creating Art with Alternative Light Sources

Tuesday, March 29th | 10:30am-12:00pm

There are so many alternative light sources available to us. Learn how to use these to produce some compelling images! Learn how to use cheap paper lanterns, common household lamps, candles, flashlights, neon signs, reflective surfaces, and more to light your photos in a unique way. The possibilities are endless. Learn how to take the knowledge from this course and use it to leverage and utilize existing light in any situation.

02.

Creative Posing: Seeing Beyond "The Rules"

Tuesday, March 29th | 4:30-6:00pm

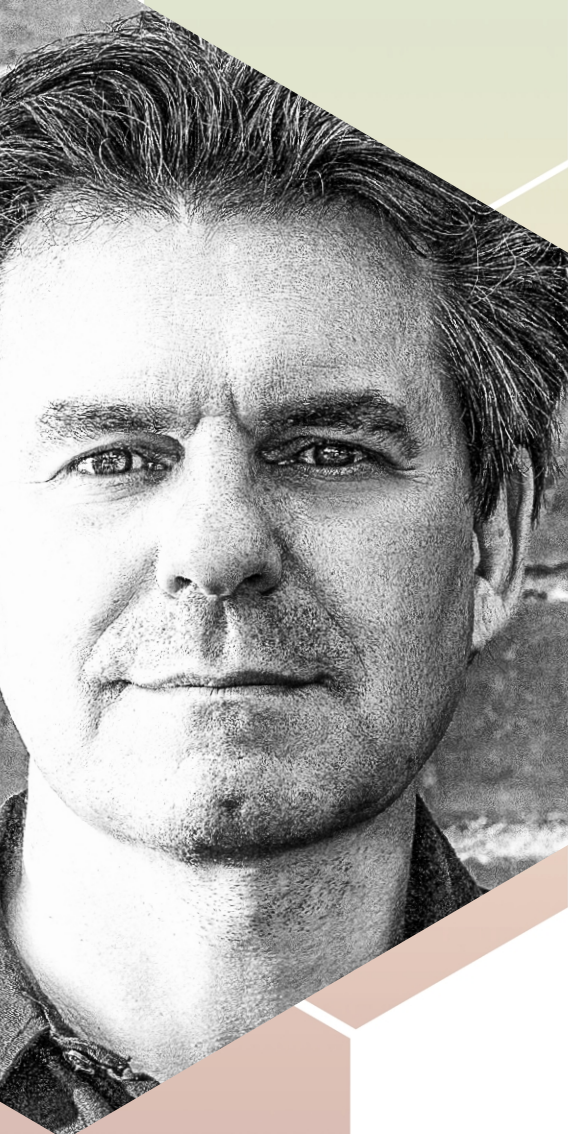
One of the beautiful goals of photography is to convey emotion. This can be done quite effectively through the use of creative posing. By stepping away from the constraints of the classic "rules", a new world of expression and emotion becomes available. It all starts with the emotional message you want to convey. For example, although not a classic pose, a twisted form can demonstrate angst, while shooting a wide-stance shot from a low angle demonstrates strength. This course will teach how to effectively use body language to communicate your message.

03.

Creating Other Worlds in Photoshop


Wednesday, March 30th | 10:30am-12:00pm

With a simple photo of your subject, your imagination, and the power of Photoshop, I will teach you how to create entire worlds that only exist in your mind. Combine textures, skies, other scenery, and your subject into an otherwise unattainable reality.



WILLIAM INNES

SPECIALTY: WEDDINGS

 innesphotography.com

 facebook.com/william.innes

William Innes, is the principal photographer of William Innes Photography. His specialty is wedding photography in the Southern California area. He writes for several online photography magazines and blogs, and presents photography related workshops. William is currently a member of the Panasonic Lumix Luminary team. He is a member of Professional Photographers of America and WPPI.

SPONSORED BY:



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WILLIAM'S COURSES

● HANDS-ON ● LECTURE

01.

The Art of Getting More Clients

Tuesday, March 29th | 4:30pm-6:00pm

The Art of Getting More Clients will discuss time proven methods to attract and gain customers for your business. In this day of social media, on-line directories, search engine optimization, wedding blogs, media advertising, networking events, etc... How do we cut through the noise and easily build relationships that will deliver customers eager to do business and book our services.

02.

Engaging Engagement Sessions

Wednesday, March 30th | 10:30am-12:00pm

This hand-on session will cover all things – related to engagement sessions. We will be photographing a real couple all around Union Station where we will create a variety of images using various locations and set-ups. The following will be covered in detail:

- Shooting quickly using the latest in mirrorless camera equipment.
- How to develop a quick rapport with clients and get them to relax.
- Posing – keeping it simple and still capturing awesome images.
- Using engagement sessions for marketing and business growth.
- Styling a session and how to use props.
- Upselling and products for engagement sessions.

03.

Take the Work Out of Your Photography Business

Wednesday, March 30th | 4:30pm-6:00pm

Are you spending too much time working on your photographing business and ignoring the marketing you need to grow? Spending all day processing images, sending emails, and working on client issues leaves no time for the important stuff – like marketing.

If you could actually get some time back, how would you use it? Relaxing with your family or maybe focus on marketing to grow your business. In order to get more time we need to find ways to streamline our workflows and automate them as much as possible. I will show how to create efficient workflows for both your image processing and business. Many years in the aerospace industry taught me to be efficient and highly organized. I now apply the same principles to my photography business saving countless hours.

LUMIX G

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VANESSA JOY

SPECIALTY: WEDDINGS

 vanessajoy.com

 facebook.com/vjoyphoto

Vanessa Joy has been an influential photographer in the photographic community for years. Starting her photographic journey in 1998, she has since earned 5 college degrees, started her own business in 2008, and began teaching around the world in 2009. Vanessa has spoken at almost every major convention and platform in the industry such as CreativeLIVE, Clickin' Moms, WPPI, ShutterFest, Imaging USA Trade Show, PPA related conventions and personal workshops and numerous photography conventions around the globe. 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.

SPONSORED BY:



VANESSA'S COURSES

● HANDS-ON ● LECTURE

01.

Get Real: Real Photography, Real Fast So You Can Have a Real Life

Tuesday, March 29th | 4:30pm-6:00pm

So much of what we see in workshops and idolized photographer portfolios these days is fake with ridiculously styled shoots and 99% of wedding professionals will never photograph anything like it in a real wedding or portrait setting. Take it to the work week and real life doesn't let you sit around and make pretty bows and ribbons to throw up on Instagram all day either. Then to top it off not all clients are going to be rainbows and butterflies and sometimes you have to deal with a mess and all of this invades the personal life you hoped to have by owning your own business. Let's take control here and learn to run your business as efficiently as possible so that you can have a real life.

02.

Off Camera Flash for the Natural Light Photographer - Part I

Wednesday, March 30th | 10:30am-12:00pm

Learn easy set ups and the first steps to adding off camera flash to your natural light portfolio. It doesn't have to be as hard as it looks and it can help you create a natural light look in less-than-ideal lighting situations. Learn with Vanessa while she shows you how she eased into using OCF consistently for her natural light style portfolio, gives you tips and tricks to using it quickly and effectively and prepare you for using it yourself in the field. For added learning, join her for her hands-on OCF class.

03.

Off Camera Flash for the Natural Light Photographer - Part II

Wednesday, March 30th | 4:30pm-6:00pm

Part 2 of learning easy set ups and the first steps to adding off camera flash to your natural light portfolio but now hands on. It doesn't have to be as hard as it looks and it can help you create a natural light look in less-than-ideal lighting situations. Walk around with Vanessa while she shows you how she uses her ultraportable system to create natural looking off-camera flash photographs on weddings and engagement sessions - and even some dramatic ones as well.



PHOTOGRAPHER'S ETIQUETTE



ShutterFest is all about shooting, but you have got to get your act together. Remember, you are not the only photographer here at ShutterFest. Use common sense when shooting. Show respect to others that have been shooting and working and waiting patiently for their turn. If you want to join a group, fret not, ShutterFest is all about community! Just ask and you will be welcomed.

Some tips on Photographer's Etiquette at the event:

- 1 | Check your territorialism at the door. Union Station is public grounds and the models are part of the event. You don't own the model or the hotel. Play nicely with your fellow photographers.
- 2 | Photograph each model with their model card so you can get them their images for their portfolio.
- 3 | Have business cards to hand out to models.
- 4 | Just say NO to drive-by shooting.
- 5 | Wait your turn - everyone gets a chance.
- 6 | Work in smaller groups to ensure you all get a chance to shoot.
- 7 | Get your shot and MOVE so the next photographer gets a chance.
- 8 | Work together, help one another out, make friends for life.
- 9 | Respect your fellow photographers, the models, the hotel, and the event.

and of course...

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FOOD TRUCKS



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TUESDAY

LUNCH (12pm - 1pm) DINNER (6pm - 8pm)

- | | |
|----------------------|--------------------|
| 2 Girls 4 Wheels | 2 Girls 4 Wheels |
| Andrew's Bayou Ribs | Cha Cha Chow |
| Cha Cha Chow | MK's Rolls & Wraps |
| Destination Desserts | Pyro Pizza |
| Holy Crepe | Wayno's |
| Pyro Pizza | |
| Steak Louie | |
| Steam Roller | |
| The Cheese Shack | |
| Bombay Food Junkie | |

WEDNESDAY

LUNCH (12pm - 1pm) DINNER (6pm - 8pm)

- | | |
|----------------------|---------------------|
| 2 Girls 4 Wheels | 2 Girls 4 Wheels |
| Andrew's Bayou Ribs | Andrew's Bayou Ribs |
| Cha Cha Chow | MK's Rolls & Wraps |
| Destination Desserts | Pyro Pizza |
| Holy Crepe | Wayno's |
| MK's Rolls & Wraps | |
| Steak Louie | |
| The Cheese Shack | |
| Wayno's | |
| Bombay Food Junkie | |

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MATTHEW KEMMETMUELLER

SPECIALTY: WEDDINGS, SENIORS, FAMILIES

 k-photography.com | elusiveart.com

 facebook.com/kemmetmueller

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.

From here Kemmetmueller Photography grew in the metro area to 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 from his father and Matthew began to focus on diversifying the income for the studio and growing it into new directions.

Matthew has also focused his attention on making daily deal websites like Groupon, Living Social and The Knot.com, profitable and effective. With three successful businesses, Matthew is now actively sharing every step he has taken to perfect his business in a "No Secrets/No BS" style of sharing.

MATTHEW'S COURSES

● HANDS-ON ● LECTURE

01.

Why Your Business Is Broke

Tuesday, March 29th | 10:30am-12:00pm

This will be a lecture course walking people through the fundamentals of running a successful portrait studio. So many different photographers talk about business models but the truth is that there are only a few different types that work in this industry. I will go over how to ensure that you are profitable. We will go over (in depth) successful studio policies, pricing and procedures.

02.

\$30k In One Day: Intro to T&I Photography

Wednesday, March 30th | 10:30am-12:00pm

We do a ton of youth Team and Individual (T&I) photography, last April we photographed 180 baseball teams in a day and that isn't even our largest account. I will walk people through the basics of the most profitable aspect of our business. We'll walk through shooting, posing, light and poster creation.

03.

Groupon for Dummies

Wednesday, March 30th | 4:30pm-6:00pm

In this class, we will go over the best strategies for making daily deal websites like Groupon, Livingsocial and others work well for you. Most photographers have a negative perception of working with these companies but if you do it right is can be insanely profitable. We will average \$10k in upsells on boudior groupons a week in the winter months all while not having to run a "hard press" on our clients.

We have found the amount of money that the vouchers sell for, product pricing and bundles, communication and unique products need to work together to make the Groupon deal be a good deal for you too!



CRAIG LAMERE

SPECIALTY: SENIORS, GLAMOUR, FASHION

craiglamere.com

facebook.com/mozstudios

My name is Craig LaMere I am a six year professional portrait photographer from Pocatello, Idaho. As well as running my full time studio I am an international speaker and educator. I was a high school football coach for 13 years and feel my approach to photography is the very same as my approach to game day. I have two dogs Logan and Steve and two cats Martin and Emit.

I believe you should follow your dreams. I believe hard work pays off. I believe you should be kind to others and I believe you should create images that are badass!

CRAIG'S COURSES

● HANDS-ON ● LECTURE

01.

Off Camera Flash for Athletes

Tuesday, March 29th | 10:30am-12:00pm

Hands on class teaching Off Camera flash for shooting Athletes to create badass images!

02.

Posing and Shooting Families

Wednesday, March 30th | 10:30am-12:00pm

Hands on class on how to pose and shoot families in units and groups to maximize your variety at your sessions.

03.

Shooting Awesome Engagement Images

Wednesday, March 30th | 4:30pm-6:00pm

Hands on class on how I approach my session and then how I go about shooting unique and awesome engagement images.



SCOTT ROBERT LIM

SPECIALTY: FASHION, CONCEPTUAL PORTRAITS

scottrobertgallery.com

facebook.com/Scott-Robert-Lim

Internationally acclaimed master photographer, Scott Robert Lim (Photog Cr, AOPA), was awarded the prestigious Kodak Award in 2009, is part of WPPI's Society of Excellence, and has earned an Accolade of Outstanding Photographic Achievement. He also has earned his Photographic Craftsman degree from PPA, and is considered a leader in photography education.

Scott has more than 70 international awards of excellence. His work has been published in books and magazines distributed to more than 1 million readers internationally and has taught and mentored many professional photographers around the world. Scott is a popular international speaker with an exciting and inspirational style.

SCOTT'S COURSES

● HANDS-ON ● LECTURE

01.

The Art of WOW- Creating Your Signature Style

Tuesday, March 29th | 10:30am-12:00pm

Mastering posing, lighting and composition is sometimes not enough. To create really great images, the photographer needs to learn how to coordinate all three of these skills all at once. It is common to take separate classes on lighting, posing and composition but in the REAL WORLD the photographer has to effectively use all three skills at once. Sometimes we may learn how to light but if not coordinated with the right pose and the right composition, the image loses its impact. Learn how to coordinate all three skills- posing, composing and light to create images with impact and WOW! Learn the fundamental building blocks to creating your own signature style. This is a hands on class on where the student gets to watch a master photographer work- analyze the decisions he makes from the composition, the type of light and how he frames the subject and what equipment choices he uses. This class will use these techniques to unlock the secrets of creating a signature style.

02.

Secrets to Booking the \$10k Wedding

Tuesday, March 29th | 4:30pm-6:00pm

Creating good imagery is not the only skill needed to establish a great business. Why is it that some studios can be very successful with images that are less than amazing? There is so much more to creating a luxury business than meets the eye. The idea of shooting a \$10k wedding may have seemed unattainable- until now. In order to shoot the high end bride, you need to first establish yourself as a luxury brand. Join Scott Robert Lim as he reveals insider secrets on how to shoot \$10k weddings. This is a must-see lecture for all those wanting to bring their business to a new level of success.

03.

Killer One Light Set Ups


Wednesday, March 30th | 4:00pm-6:00pm

Have you ever noticed some of the most amazing pictures use just one light source? Unlock the potential of simplifying your workflow by creating stunning images with just one light source. This class will give photographer a thorough understanding of light and address these topics with hands on demonstrations: What is the difference between hard and soft light and when and how should I use it. Why is off camera lighting necessary. How do I find the best available light in or bright light scenarios. When should I use flash or video light and how do I determine the correct camera and white balance setting. What diffusion tools do I use and why. How do I create big light with the most basic lighting tools. Once the photographer can master and understand how to use one light, it takes away much of the difficulty of using more than one light if needed. If you are struggling with your lighting, this course will set your path straight!



TYANN MARCINK

SPECIALTY: VACATION RENTALS

 tyannmarcink.com

 facebook.com/marcinkdesigns

Tyann has been featured in numerous vacation rental blogs and podcasts, as well as on a radio talk show, discussing her expertise in vacation rental photography. She has also guest posted on several VR industry blogs at their request and spoken at several industry conferences, including the HomeAway Summits and the Vacation Rental World Summits.

3 businesses, 3 boys, and a streak for adventure. Artist, author, and game changer. Dark chocolate, sweet wine, and pizza. Together we will create images that are the lifeblood of bringing joy to families all over the world. Trust me.

TYANN'S COURSES

● HANDS-ON ● LECTURE

01.

The Psychology of Marketing Images for Vacation Rentals

Tuesday, March 29th | 10:30am-12:00pm

You are not just a photographer. You are a marketing partner. Therefore, it is imperative that the property photos convey that the owner is not a sketchy scammer, but a real person who does business honestly and can be trusted.

You are not creating just a single image to stand alone. You are creating a collection of marketing images that must work together.

02.

Staging and Shooting Vacation Rental Property

Wednesday, March 30th | 10:30am-12:00pm

Demonstration on how to stage and shoot a vacation rental property bedroom and bathroom by using a hotel room. Walk through the basic checklist of staging, discuss advanced staging techniques, and help attendees get the shots. Communicate, educate, and deliver.

03.

How to Make Money While on Vacation


Wednesday, March 30th | 4:30pm-6:00pm


Introduction to vacation rental photography. Includes what a vacation rental is, the importance of photography, and how professional photography changes the world. Not only are there very few photographers in this niche, but also the number of properties just begging to be photographed is astounding.



HANNAH MARIE

SPECIALTY: WEDDINGS, FAMILIES

 hannahmarie.ca

 facebook.com/hannahmariephotographer

Hannah Marie is an award winning Canadian wedding and portrait photographer, whose timeless style attracts clients worldwide. As an educator in the photography industry, Hannah Marie has been seen on CreativeLIVE and provides private mentoring to professional photographers and small business owners across North America. Her expertise is in sales, branding, and business organization.

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HANNAH'S COURSES

● HANDS-ON ● LECTURE

01.

In Person Sales: How to Make a Smooth Transition

Tuesday, March 29th | 10:30am-12:00pm

This class is for the photographer who is worn out, overwhelmed, and suffocating under the pressure of holding it all together while barely making ends meet...or maybe you're just curious about In Person Sales!

02.

Organize & Automate a Better Customer Experience

Tuesday, March 29th | 4:30pm-6:00pm

Are your profits being diminished not by the quality of your photography, but by the level of service you are providing? Hannah Marie will teach you how to design and deliver a consistent client experience, and gain an understanding of how your day-to-day workflow impacts your month and year. You will also get a glimpse into the ways she has organized and automated her own business. If you are ready to gain the confidence you need to deliver a level of service that commands higher prices, and frees up your time to do more of what you love, Organize and Automate a Better Customer Experience is the class you've been looking for.

03.

Shooting for Albums: Bigger Sales and Happier Clients

Wednesday, March 30th | 4:30-6:00pm

Join Hannah Marie for an inside look at how she runs her family portrait sessions that average \$2200 in sales. By the end of this class, you will have the tools and confidence you need to run your shoot in such a way that it is easy for your clients to opt into buying an album and wall art.

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JENNA MARTIN

SPECIALTY: FINE ART & UNDERWATER PORTRAITS

 jennamartinphotography.com

 facebook.com/jennamartinphotography

Jenna is a fine art and underwater photographer based out of Billings, Montana. After acquiring her Master's in Psychiatric Rehabilitation, she made a drastic career change into the field of photography, specializing in producing surreal imagery.

Jenna is now internationally published with work also appearing in various art galleries throughout the country. When she's not taking pictures, she's usually taking in stray animals, browsing the prices of plane tickets to faraway destinations and participating in general, all-around rule breaking.

JENNA'S COURSES

● HANDS-ON ● LECTURE

01.

Diving Into Underwater Portraiture

Tuesday, March 29th | 10:30am-12:00pm

Hands-on shooting with practicing sinking, shooting, focusing, posing and working with models.

02.

Underwater Posing & Lighting

Tuesday, March 29th | 4:30pm-6:00pm

Both underwater posing and lighting are very different than on land. Water cuts down light by 5/6 (only 1/6 of light actually reaches the subject), and without gravity many models need a lot of direction from the photographer. I'll demonstrate both in this lesson. This would be entirely live demo, also using extra camera/housing setups donated by Ikelite, and would need at least 2 models, preferably 3, so participants could get lots of shooting in. This would be a much more intense class than the first class listed above. The first class will give a general overview and give them an idea of what it is like shooting underwater. This class will go into much more detail on posing and lighting the subject to create the specific look they're going for.

03.

Editing Underwater Photos

Wednesday, March 30th | 10:30am-12:00pm


This is a lecture based class. Students should bring their own laptops with a few of their own example photos to edit along with me.

Water is a medium, and when you're shooting through a medium, things change. SOOC photos tend to look hazy, blurry, and very, very blue. This will show students how to counteract those challenges.



LORI NORDSTROM

SPECIALTY: FAMILIES, BABIES

 nordstromphoto.com

 facebook.com/LoriNordstromSnyder

Lori Nordstrom (M.Photog.Cr., CPP, ABI) owns a boutique studio (NordstromPhoto.com) specializing in children and family portraits located in the tiny, picturesque town of Winterset, Iowa. Lori began her career photographing her own kids in her backyard almost 20 years ago, and is now known not only for her simple and sweet portraits of children, but as a leader in the photography industry in the areas of business, marketing and sales. Lori is a PPA-approved business instructor, and is passionate about sharing her knowledge with other photographers and small business owners.

LORI'S COURSES

● HANDS-ON ● LECTURE

01.

Studio Kids

Tuesday, March 29th | 10:30am-12:00pm

In this class we'll have 5 stations using a simple 1-light set up that anyone can master! Take home samples for your website portfolio and start building your children's portrait business!

02.

The Portrait Event System

Tuesday, March 29th | 4:30pm-6:00pm

In this class you'll learn the steps to high-end children's portrait events that average over \$10,000 per day. Learn how to attract the right clients, how to invite to your event, how to prepare your clients and how the event goes down including in-person sales and a streamlined workflow.

03.

Kids Couture

Wednesday, March 30th | 10:30am-12:00pm

Come and photograph kids in couture fashion clothing! Themed events are a great way to add extra revenue to your bottom line. Build your portfolio with cute kids in great clothing to expand your market! This class was sold out quickly last year, so get your spot now!



BLAIR PHILLIPS

SPECIALTY: SENIORS, BABIES, FAMILIES

 blairphillipsphotography.com

 facebook.com/iloveblair

In a short time Blair has excelled in the photography community through his innovative marketing, lighting and ideas for a his hybrid studio-portrait and volume studios. Blair continues to photograph unique studio portraits from newborns and children to high school seniors and families, as well as pre schools, schools, dance and cheer teams and sports through his volume studio.

BLAIR'S COURSES

● HANDS-ON ● LECTURE

01.

Get Out There and Shoot

Tuesday, March 29th | 10:30am - 12:00pm

Would it be helpful to see how to take a subject outside and learn how to tackle all sorts of less than perfect situations? If your answer is yes, then you must join me for this shooting class. If outdoor lighting scenarios ever test your patience, I have the most simple and effective lighting set-ups that you will ever see. I basically have a rolling lighting rig that allows me the flexibility to tackle nearly any outdoor scenario. Bright sun, shade, crappy location, lets find it and own it. I will break it down in a way that will bring you tons of confidence and excitement for your next shoot. If you want total confidence while shooting outdoors, allow me to share how lighting can be the key to your happiness.

02.

Business Stability: Make a Living Doing What You Love

Tuesday, April 7th | 4:30pm - 6:00pm

Some weeks are full, some weeks you are starving. I am in the trenches everyday to provide for my family. Let's spend some time together where I will give you tons of real world business practices, and marketing ideas that will help grow your business into something that will sustain. Everyone has a theory or an idea of something that my work, but I have 12 years of operating and growing a high end portrait business that skips theories and goes right into proof. No matter your skill level, everyone will walk away with tons of fresh ideas you can implement right away.

03.

Pump Up the Volume

Wednesday, March 30th | 4:30pm - 6:00pm

There is strength in numbers. Volume photography is one of the most lucrative avenues a photographer can take. Some of the most financially successful photographers are volume shooters. I formed a separate division of my company just 3 short years ago and have fine tuned it every step of the way. Most volume photographers seldom share any tricks of the trade. During this program, I am going to bust the walls down and share it all. How to get started, how to shoot it, how to handle it, systems that I have developed, how to combat problems, how to price for maximum profit, and how to build tons of freedom for your family are just a few things we will cover. I currently photograph underclass, contract seniors, dance schools, cheer companies, preschools, high school sports, little leagues, etc. If being able to make a lot of money and have much more freedom sounds intriguing, grab a seat up front, and get ready to take a lot of notes.

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JEFF POOLE & LORI UNRUH

SPECIALTY: WEDDINGS

 theshootspace.com

 facebook.com/theshootspace

We are indigosilver studio in Wilmington NC, offering boutique photography for weddings and families. We love learning from and teaching to the photography community. Paying it forward, in 2012, we founded The Shoot Space, a community-oriented studio offering workshops and studio rentals for local photographers.

JEFF & LORI'S COURSES

● HANDS-ON ● LECTURE

01.

Take Charge of Your Income

Tuesday, March 29th | 10:30am-12:00pm

Learn how to break down your income and expenses, analyze your sales averages, and forecast your income in order to take control of your business's financial health. We'll give you the tools you need and show you three simple steps to increase your profits. After this talk, you'll know what your total sales need to be to bring home the paycheck you want. You'll also have a plan for how to reach that goal. Get in the driver's seat with this no-nonsense talk with Jeff and Lori.

02.

Conceptual Funk: Escape the Ordinary with Fun Concept Shoots

Wednesday, March 30th | 10:30am-12:00pm

Trying to sell your client on a more artistic shoot can be difficult if you have nothing in your portfolio to show them. Join us as we break the "ordinary" mold with fun and funky makeup, wardrobe, hair, and lighting; using St. Louis as our backdrop. As we shoot, we'll offer tips and tricks on lighting and posing. We'll also share insight on how to talk to your clients about doing something a little more. Separate yourself from the competition by discovering concepts they're going to love to deliver images they've never seen before.

03.

The Perfect Album: Simplified Album Workflow from Concept to Completion


Wednesday, March 30th | 4:30-6:00pm

Learn to love wedding albums with an easy workflow that adds thousands to your bottom line. We routinely design albums with 60 or more pages without hard sells. Our initial design is done in about an hour, and our clients make their changes within 30 days. We'll share with you the processes that we've developed over the years to make album design simple, painless, and profitable.



SANDY PUC'

SPECIALTY: MARKETING, CHILDREN, BABIES, FAMILIES

 sandypuc.com

 facebook.com/sandypucfans

Known for her passion for photography, skillful teaching, and heart for philanthropy, Sandy Puc' loves to share her insight and wisdom with other photographers. Her tried-and-true marketing expertise and inspirational tips on the craft of photography give photographers the tools for success.

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SANDY'S COURSES

● HANDS-ON ● LECTURE

01.

Simplify Life

Tuesday, March 29th | 10:30am-12:00pm

Join Sandy Puc as she starts with an equipment review, posing and background options, and tips and tricks to help your session flow effortlessly. From babies to toddlers to children and to adults, you will learn to instantly recognize the various family dynamics that can create challenges as well as opportunities during the session. In this hands-on session, we will then form teams to create concepts, build poses, and shoot a series. This fun and instructional workshop will give you the confidence to create amazing family images.

02.

Bellies to Baby and Beyond

Tuesday, March 29th | 4:30pm-6:00pm

Sandy Puc' has built her business on the baby program, enjoying over twenty years of success through a customized marketing approach. In this class, Puc' combines the tried-and-true advertising basics with her own tips and tricks to create brand continuity while keeping things innovative and fresh. You'll also learn how to educate your clients on the value of baby and childhood portraiture, building an enduring relationship for repeat business. From there we will work with live models and learn posing and lighting tips to take your baby program to the next level!

03.

Marketing for Success

Wednesday, March 30th | 10:30am-12:00pm

Whether you are just launching your career or have years of experience, but are looking to get more value from your marketing, you are sure to leave this course by Sandy Puc' inspired and ready to grow. From creating and refining your brand, to online and print marketing, referral programs, marketing calendars and beyond, this class is an invaluable resource for building the business of your dreams.

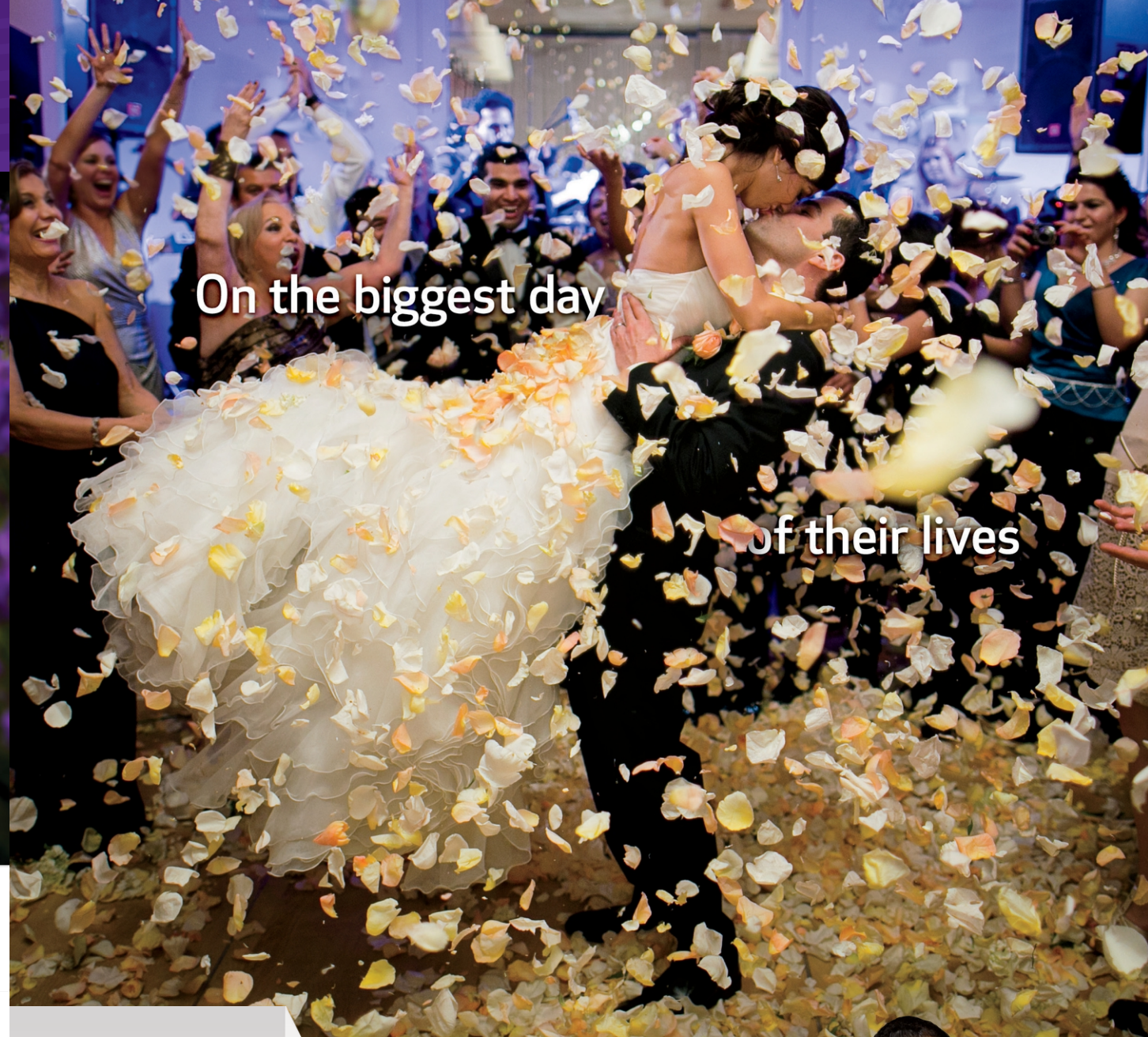
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- Sal Cincotta



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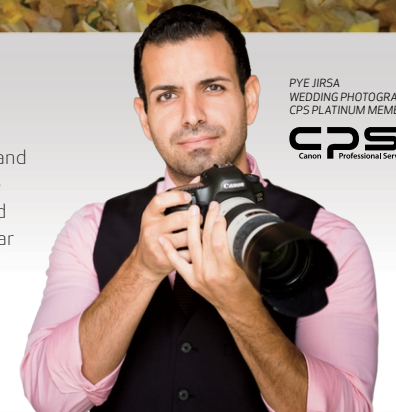
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Every wedding is a collection of once-in-a-lifetime moments and Pye Jirsa's clients count on him to capture them all. In a single year, he and his EOS 5D Mark III cover about 100 weddings and rack up over 250,000 shutter clicks. That kind of wear and tear is why Pye and thousands of other professionals depend on Canon service, support, and education for the expedited repairs, comprehensive maintenance, and expert support needed to always be Canon Ready.



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MIGUEL QUILES

SPECIALTY: COMMERCIAL, BEAUTY

 miguelquiles.com

 facebook.com/miguelquilesphotography

Miguel Quiles is a New Jersey-based commercial wedding and portrait photographer who's been involved in the industry for over 15 years, starting off first as a salesman at a local camera store. Since then, Miguel has been refining his skills and pushing the limits of his creative abilities. As a self-taught photographer, Miguel hopes to share his experience and knowledge with new and upcoming photographers who wish to take their work to the next level.

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MIGUEL'S COURSES

● HANDS-ON ● LECTURE

01.

Headshot and Portrait Fundamentals

Tuesday, March 29th | 10:30am-12:00pm

Looking to improve your headshot and portrait skills? Then be sure to join Miguel Quiles as he cuts through the noise and teaches you everything you need to quickly and professionally capture stunning headshots and portraits. In this course Miguel will cover everything you need to achieve quality results, including gear, settings, posing, lighting, and more! Afterwards he'll set up a makeshift studio and shoot some portraits live!

02.

Dramatic Portraiture

Wednesday, March 30th | 10:30am-12:00pm

You've seen them before, those portraits on the cover of magazines that make you stop and stare, an engaging portrait that is different than the textbook stuff you see everywhere. This is the style of photography Miguel Quiles will be demonstrating for you live in his "Dramatic Portraiture" class!

Using the latest Sony mirrorless cameras Miguel will cover the basics of creating amazing, dramatic portraits that will make your work stand out from the rest. He'll also give his best tips for gear, posing, and lighting that will give you the foundation you need to get your work noticed. Quite simply, if you're interested in photographing people in new and more interesting ways you can't miss this event!

03.

Beauty Photography: Achieving That Commercial Look

Wednesday, March 30th | 4:30pm-6:00pm

Join Miguel Quiles as he covers his approach to photographing beauty images! Miguel will discuss all of the technical info including gear, lighting, and settings to make the process fun and easy for you and your subjects. It's the crash course into the world of beauty photography that he wishes he attended when he first started out! No matter what system you shoot with or genre you specialize in, you'll walk away with the know-how to create stunning beauty images that will take your portfolio to another level.



BRITTANY RENEE

SPECIALTY: SENIORS

 Brittanysilverphotography.com

 facebook.com/photographysilver

Hey I'm Brittany silver! I am a off the wall, over the top bubbly fun loving girl with a love for photography. I am 24 and have been in business for two amazing years, although I have dabbled in photography since I was 15.

BRITTANY'S COURSES

● HANDS-ON ● LECTURE

01.

Getting Started with Senior Reps

Tuesday, March 29th | 4:30pm-6:00pm

A lot of photographers want to start a model rep team but don't know how to meet students! This class will teach you how to find them, how to approach them, and how to sell them and their parents to your team!

02.

Traditional Senior Portraits Meet Modern Modeling

Wednesday, March 30th | 10:30am-12:00pm

This posing class will help you up your senior photography game! I will cover posing that is both traditional to please the parents but modern to make the seniors fall in love!

03.

Getting the Most Out of Your Senior Reps


Wednesday, March 30th | 4:30pm-6:00pm

Want to assure your reps are bringing in business!?! This class I will talk about how to build lasting relationships with your team members, keep them interested throughout the year, and get their friends to commit to you for senior photos.



HERNAN RODRIGUEZ

SPECIALTY: COMMERCIAL PORTRAITURE

 hernanphotography.com

 facebook.com/HernanPhotography

Recently named Tamron Image Master, Westcott Top Elite Pro, DataColor Visionary, and Moab Image Master, Hernan has garnered over 30 international photography awards, including a prestigious Black and White Spider Award in the fashion category, as well Photography Masters Cup. Hernan Rodriguez operates a successful studio in the heart of Los Angeles' San Fernando Valley, specializing in commercial and Celebrity photography. He has photographed Luminaries in the music and entertainment arena in both the American and Latin market including Mario Reyes from the Gipsy Kings, Actor/Comedian Eddie Griffin and Singer/Songwriters, Nelly and Ray J. He has also photographed sports personalities including five time world champion, Evander Holyfield, Muhammad Ali, Mike Tyson, Gabe Pruitt from the Boston Celtics and DeSean Jackson from the Philadelphia Eagles.

Hernan's outgoing personality and fresh approach to imagery, makes him a highly sought out conference speaker both nationally and Internationally including Keynote speaker in Colombia and Mexico. He has established himself in the industry as a well respected professional photographer.

SPONSORED BY:

TAMRON

HERNAN'S COURSES

● HANDS-ON ● LECTURE

01.

A Master Class in Color

Tuesday, March 29th | 10:30am-12:00pm

The colors we include in the frame have a profound effect on the success of our images. In this extensive session on color, top celebrity photographer Hernan Rodriguez, provides an in-depth look at everything you ever wanted to know about this subject. Topics to be covered include basic color theory, the psychology of color, the use of color filters for enhanced results, the effect on a subject's skin tone, using color for specific portrait applications and more. Rodriguez also explains how various lighting sources—from flash to continuous light to natural light—will affect the way that color in your scene will be rendered in the final print/product. You'll also learn important strategies for controlling color from capture to post-production. Armed with these discussions, you'll come away with a brave new attitude toward color—and a full understanding of how you can use it to make photographs that please your clients and reinvigorate your own love of capturing images.

02.

Behind Every Great Portrait is a Great Background

Tuesday, March 29th | 4:30pm-6:00pm

We will review certain practices such as where to place our subject, the use of light and dark backgrounds for better separation, and balancing bright “hot spots” on the background with your foreground. We will also review lens options that will help create story-telling portraits, unique to the individual subject. Attendees will walk away from this seminar with broadened awareness of surroundings beyond the obvious. This will be illustrated through simplified lighting techniques and practices that Hernan uses on his unique style of portraiture, which include shallow depth of field, reflective and subtractive lighting, and focused lighting through small portable flash. As a portrait photographer, this will help expand the limitless options you have for your environmental portraits that will also create a new vision for your studio work.”

03.

The Power of the Face

Wednesday, March 30th | 4:30pm-6:00pm

During this session, Hernan Rodriguez will take you on a physical and psychological journey of the face, pulling back multi-faceted layers to identify markers that reveal your subject. We will cover behavioral profiling, ranging from how your subject sits to how they hold their hands. Also covered will be the study of your subject's facial structure, to identify and solve anatomical flaws through corrective approaches, in order to arrive at an ultimate portrait. Some of these techniques have been used by the master painters, yet they are also relevant for creating the most flattering photographic portraits of a subject, whether they be fashion, commercial or classic portraiture. In a live demonstration, we will review lighting techniques and styles specific to men, women, young and old. The face is the most powerful element any human being possesses. Don't miss this session to pull back the veil, for portraits that speak.

©Christian Allengarten | Focal Length: 45mm Exposure: F/1.8 1/320 sec



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JAMES SCHMELZER

SPECIALTY: PORTRAITS, WEDDINGS

 jamesschmelzerworkshops.com

 facebook.com/jamesschmelzerphotographer

Known for his consistently outstanding style of portraits and wedding photography, James Schmelzer is an internationally known Master Craftsman Photographer, lecturer and owner of Elite photographic studio in Metro Detroit, Michigan. As a professional photographer for over 30 years, James has been awarded the photographic craftsmen and master of photography from the PPA, and accolade of photographic mastery from WPPI.

James conducts workshops, speaks at seminars and demonstrates lighting and posing techniques at trade shows all around the world. James also has online training courses on Kelby Media, Creative Live, and Skillshare. James has been a Top Pro for Westcott for more than 25 years producing numerous instructional videos on Quality Lighting.

SPONSORED BY:

SIGMA

JAMES' COURSES

● HANDS-ON ● LECTURE

01.

Better Understanding of Studio Lighting

Tuesday, March 29th | 10:30am-12:00pm

In this class Master Craftsman Photographer and studio owner James Schmelzer will explain lighting and posing techniques for portraits, glamour, and family groups. Discussion will also include corrective lighting for different facial shapes and flaws. Students will learn the 7- different lighting patterns that can be used in real world situations. Each student will then pose and light the subjects and photograph for their portfolio. We will be using Constant lights in the studio. Students should bring a tripod, camera, 85mm or 70-200mm, and a expo disk for metering and white balance, or light meter and grey card. Laptop for developing images.

02.

Outdoor Lighting Techniques

Wednesday, March 30th | 10:30am-12:00pm

After learning how to shoot in the studio environment's students will then learn all aspects of what it takes to shoot outside, topics will include studying placement of the sun threw out the day, and learn what directions to shoot and how to find good natural light, and how to control raw sun in the middle of the day with diffusers, reflectors, gobos, and speed lights, and some new techniques called Hyper Sync with strobes. James will provide the equipment for each student to be able shoot outside just bring camera, tripod and lenses.

03.

Lighting, Shooting, Editing: Cinemagraphs

Wednesday, March 30th | 4:30-6:00pm

Cinemagraphs are living photos and in this class James will show students how to light with constant lighting, then we will shoot a Cinemagraph and edit it in Flixels software called Cinemagraph pro for Mac. Students should bring a tripod and camera that can videotape

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WHO ATTENDS shutterfest¹⁶?

TEAM CINCOTTA TRIVIA

2015 vs. 2016

CORE TEAM MEMBERS INVOLVED IN PLANNING

8 | **10**

NUMBER OF VOLUNTEERS

59 | **90**

NUMBER OF MODELS

250 | **350**

NUMBER OF SPEAKERS

34 | **52**

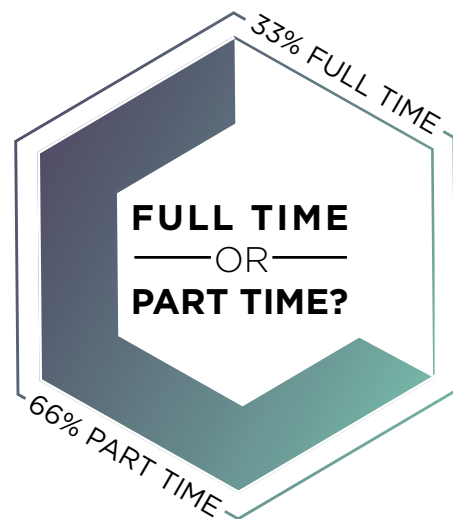
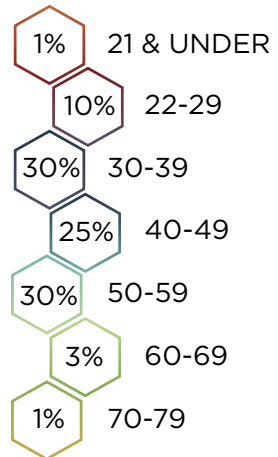
NUMBER OF LECTURE CLASSES

49 | **66**

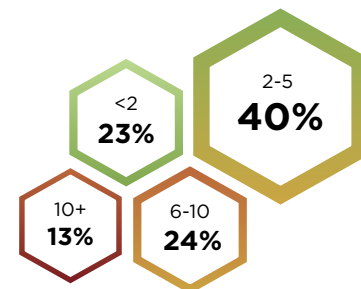
NUMBER OF HANDS-ON CLASSES

45 | **79**

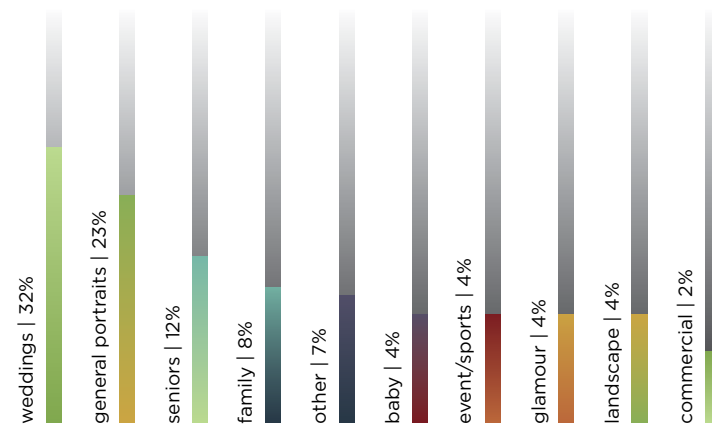
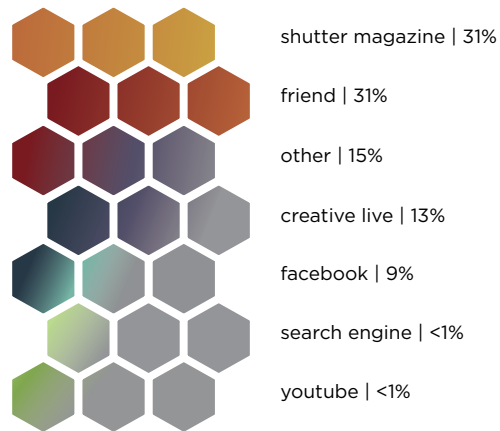
AGE OF ATTENDEES



HOW MANY YEARS HAVE YOU BEEN A PHOTOGRAPHER?



HOW DID YOU HEAR ABOUT US?



TEAM THEME SONG

SAL'S
What Do You Mean
by Justin Bieber

MAN-HOURS WORKED UP TO THE EVENT

8,400



NUMBER OF SHUTTERFEST EMAILS RECEIVED BY TEAM CINCOTTA

10,000+

COFFEE RUNS IN 2015

486



52
DONUT RUNS IN 2015



NUMBER OF COUNTRIES TEAM CINCOTTA VISITED IN 2015

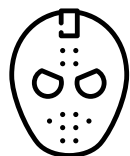
11

NUMBER OF QUESTIONS ABOUT THE SCHEDULE

Too many to count

IS THIS YOUR **FIRST SHUTTERFEST?** **40% YES** **60% NO**

80's TRIVIA



There were a total of eight Friday the 13th movies released throughout the decade, ensuring sleepless nights for at least a couple of days once a year or so.

In 1980, the first 1 GB hard drive cost \$40,000 and weighed over 500 pounds.



Coca-Cola caused a big commotion when they came out with 'New Coke'. The public was unhappy and expressed their disapproval, causing Coca-Cola to go back to the original formula; they called it Coke Classic.

Jane Fonda gets some of the credit or arguably, blame, for making leg warmers trendy. She wore them in her very first workout video and encouraged people to wear them to "feel like athletes," which is easy to make fun of, but then again, that's why I'm wearing tennis shoes right now.



WHAT WAS **TEAM CINCOTTA** DOING IN THE 80'S?

SAL

WAS SHOOTING HIS 1ST WEDDING AT AGE 17

LENNY

WAS BORN IN 1983 IN A VALENTINE'S DAY BLIZZARD AT THE OLD AGE OF 33 HE IS THE 2ND OLDEST MEMBER OF TEAM CINCOTTA

ALISSA...



'NUFF SAID

KRYSTAL

HAD HER FIRST HALLOWEEN IN 1986 - SHE WENT AS A CAT

HEATHER

WAS BORN IN 1988 & GREW UP AS A FLOWER CHILD (HER MOM WAS A FLORIST)

MELISSA

WAS BORN ON JANUARY 25TH 1985 AT 6:06 OR 6:07PM DEPENDING ON WHICH PARENT YOU ASK

AMANDA, ALICIA, & CHRISTINE DON'T HAVE 80'S FACTS....

BECAUSE THEY WEREN'T BORN YET.

SHUTTERFEST PARTIES



TUESDAY

Grand Hall Lobby | 8pm-Midnight

Do you LOVE the 80's? Do you remember the 80's? Were you even born yet? Either way, get ready to be transported back in time to the decade that fashion forgot. On Tuesday, March 29th we've got one of the best 80's cover bands coming in to perform all your favorite 80's jams. We've also got 80's themed cocktails as well as a contest and prizes for the best dressed 80's party goer. So grab your boom box, your neon track suits, and get that hair as big as you can, cause we're gonna party like it's 1985.

WEDNESDAY

Grand Hall Lobby | 8-Midnight

Cocktail Hour | 8pm

Entertainment | Slow Motion Booth | 8pm

DJ | Millennium | 10pm

Don't miss out! Cash bar both nights.

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LAURA SCHUMPERT

SPECIALTY: WEDDINGS, FINE ART

 lauramaepictures.com

 facebook.com/LauramaePhoto

Laura received a Bachelor of Science in Nursing in 2010, she quickly realized after the birth of her son she was meant to be a photographer. She began as a wedding photographer and was in love with seeing others in love, this genre was the greatest parallel to her own life. Her son's birth triggered her start in photography and his death was the catalyst for her fine art pieces. After the tragic death of both her husband and son she began to channel extreme grief into her images. The images are nationally recognized with publication, awards and represented in galleries across the country. She continues to create pieces to honor her husband, son and their journey as this has become her outlet and sacred reprieve.

LAURA'S COURSES

● HANDS-ON ● LECTURE

01.

Getting Started in Fine Art Photography

Tuesday, March 29th | 10:30am-12:00pm

Here we will cover the business beginner side of photography. What you need to get started. How many images in a series? Edition or not edition? What type of gallery to represent you? How to build a resume when you have no resume? What is an artist statement versus a bio? All of these issues are enough to make any beginner quit before they ever start. I had many friends and galleries already in the fine art world graciously help me through this and I would like to pay it forward. We will cover all the details of a beginner conceptualizing, creating and producing a strong cohesive body of work. Speaking with galleries, how to submit and all the mistakes I learned from in the process. Pricing, commissions and contracts with a gallery or competition will also be covered.

02.

Finessing Your Message in Fine Art Photography

Tuesday, March 29th | 4:30pm-6:00pm

We will be creating a fine art image from scratch. We will cover how each and every element must be placed intentionally and thoughtfully to make a strong piece of art. Posing, choosing a crop or format, symbolism, lighting and techniques for simple and advanced compositing will all be covered. Depending on class size they will work in either groups or individually with me to create their own story and vision. I will give them the tools, guidance, and critique on honing in on their message. We will talk about what separates a fine art image from a portrait or a commercial image and how to not end up in that category. We are digging deep in this class as creating an emotional fine art image can be mentally and emotionally draining, the participants will also learn from each other as they each come up with a different vision with the same props. I believe it is as equally important to have your own vision as well as learning from others interpretations.

03.

Art as Therapy

Wednesday, March 30th | 4:30pm-6:00pm

This will undeniably be an emotionally charged class and lecture. I will tell my story and why I switched drastically from a wedding photographer to a fine art photographer. I will then explain the process I went through and how I conceptualized and created images for my series (and new work coming out). I will go through the process of digging deep into your darkest (and lighter) areas of yourself in order to create art. We will talk about what this type of personal work can do in forms of self awareness, express emotions and relieve stress. I will give each step of how I would process each and every step when going through this process. This will be for people looking to create a personal body of work, exploring their innermost emotions and greater self awareness to assist them in both professional and personal lives. This is not just for people dealing with pain, I believe this can be applied to anyone's life and experience regardless of the range of emotion.



KRISTINA SHERK

SPECIALTY: RETOUCHING & PORTRAITS

 SharkPixel.com

 facebook.com/sharkpixel

For the past 10 years, Kristina Sherk has been a high-end photo retoucher based out of Washington, D.C. She's a contributing educational author for publications like Shutter Magazine, Photoshop User Magazine and Lightroom Magazine. She is also the author behind Photoshop Café's Fashion Retouching DVD. Her more reputable corporate clients include National Public Radio, Time Inc., XM Satellite Radio, Cotton Inc. and most recently, Hasselblad.

KRISTINA'S COURSES

● HANDS-ON ● LECTURE

01.

Retouching portraits in Lightroom

Tuesday, March 29th | 4:30-6:00pm

We all love Adobe Lightroom because of how easily it allows us to quickly retouch our images. Sadly, portrait retouching in Photoshop isn't that easy... until now! Sign up for this class and watch Kristina's super quick, time saving tips for retouching portraits in Lightroom, and say goodbye to the long, drawn out process of retouching portraits in Photoshop!

02.

Time-Saving Beauty Retouching Techniques

Wednesday, March 30th | 10:30am-12:00pm

Portrait retouching in Photoshop can easily turn into an editing black hole where time and subsequently your productivity, literally disappear! Join Kristina in this class where she'll show you the value of creating a structured editing outline to keep you on task, and on time! Kristina will also be revealing tons of time saving retouching tips that are sure to help you work smarter and faster in Adobe Photoshop!

03.

Masking, Re-Thought


Wednesday, March 30th | 4:30pm-6:00pm

Masking is quite possibly one of the hardest concepts for beginner Photoshop users to grasp. Kristina knows this firsthand because she was once there! Dive into masking head first in this class as Kristina de-mistifies fundamental concepts and intermediate techniques on how to make layer masks work for you.



JOE SWITZER

SPECIALTY: WEDDING CINEMATOGRAPHY

 switzerfilm.com

 facebook.com/switzerfilm

Joe Switzer founded the international award-winning photo-cinema business Switzerfilm. His team is made up of four young creative minds striving to take the world of wedding cinema and photography to the next level. The team travels the world for inspiration, going anywhere and everywhere to top their latest work. Joe finds joy in teaching all over the world and helping up-and-coming “ographers” lay the groundwork for a solid future. Over the past 10 years, he has counted the majority of his clients as lifelong friends.

JOE'S COURSES

● HANDS-ON ● LECTURE

01.

Mastering Motion

Tuesday, March 29th | 10:30am-12:00pm

Hands on course showing you how to balance, setup, and move with your camera. Using a Ronin-M, Moza Lite, and Glidecam you will learn how to film perfect motion video shots. Its never been easier to get smooth video with no bumps. Master the art of motion.

02.

Average Joe Filmmaking

Tuesday, March 29th | 4:30pm-6:00pm

Average Joe Filmmaker - Top 5 ways to set yourself up for success in a career in filmmaking working with normal everyday weddings and small companies. Reality check. How many celebrity weddings and fortune 500 companies have you worked with? 99% of you will never film that celebrity or work with a company like Apple, Disney, or Tesla. Does it mean you can't be a success? Small companies and “normal people” is what Switzerfilm was built on and every year over 90% of our business comes from filming the everyday average Joe. Find out how you can ignite your business with rocket fuel in your own backyard.

03.

GoPro


Wednesday, March 30th | 10:30am-12:00pm

GoPro has disrupted an entire industry. Its easy, fun, and perhaps the most underused video tool for productions. Learn when to use it and what accessories you'll need to get tremendous results with this small camera that can go anywhere. Its time to take GoPro serious and get angles and perspectives that you've been missing out on.



JEFF & CHRISTINE TONKIN

SPECIALTY: SENIORS

 DigiSmiles.com

 facebook.com/DigiSmilesPhotography

Jeff and Christine own DigiSmiles Photography in Humble, TX, specializing exclusively in High School Senior photography. They followed their passion to shoot seniors only and take their part-time hobby to a thriving full-time business. Their conceptual photoshoots have become the forefront of their Senior business, attracting the attention of many of their clients who often book with them up to a year in advance.

Even though their business is booming, they explain how difficult times will always be part of your business growth and they are happy to keep it real and answer any questions about the good, the bad, and the ugly.

JEFF & CHRISTINE'S COURSES

● HANDS-ON ● LECTURE

01.

Seniors Want Fun, Creativity, and to Be Different!

Tuesday, March 29th | 10:30am-12:00pm

This is your opportunity to photograph a fun, stylized Senior session. We will recreate one of our stylized concepts shoots for you to shoot and learn from. Did you know that newspapers and trash bags make beautiful fashion dresses? You can clown around with a circus styled shoot without a clown in the mix... And creating a Steampunk stylized photo shoot is a lot easier than you think!

02.

Details Determine Dollars

Tuesday, March 29th | 4:30pm-6:00pm

We are bringing two of our current clients with us to demonstrate a DigiSmiles Senior experience. We will demonstrate how to have fun interactions with your Senior and their parents, making more opportunities to capture their true smiles. Your clients are buying more than fabulous photos; they are buying YOU and the experience YOU will give them.

03.

Earning TRUST From Your Seniors and Their Parents

Wednesday, March 30th | 10:30am-12:00pm


We will thoroughly explain and demonstrate the step-by-step process from the inquiry through booking, planning consultation, and prep for the photo session, how to effectively train your clients to be social media experts to promote you, while creating opportunities for them to "snapchat," "tweet," and "instagram," the entire process with you.

You will learn the importance of asking the awkward questions that will ultimately save you time, identify a potential bad dynamic between the parent and senior, and ensure that your clients will love their photos and experience with you.



LEONARDO VOLTURO

SPECIALTY: WEDDINGS

 salcincotta.com

 facebook.com/salcincottaphoto

Leonardo Volturo is an international award-winning wedding and portrait photographer, writer and educator. He started his career almost 20 years in New York City before taking on Miami, and now heads up Studio C for Salvatore Cincotta. Leonardo is known not only for his outstanding wedding imagery, but also for his passion for the industry and educating others in business, marketing, sales and lighting.

LEONARDO'S COURSES

● HANDS-ON ● LECTURE

01.

Studio Essentials

Tuesday, March 29th | 4:30pm-6:00pm

Ready to just get your feet wet or dive head first into studio lighting? This is the class for you! In this hands on course we'll cover simple 1 light setups to more advanced 3 point lighting techniques. You will leave armed with the knowledge needed to produce fashion, beauty, headshot lighting, and more. This class will take place in the shooting bays and there will be multiple models for you to photograph in each lighting scenario.

02.

Strobe Light Shootout

Wednesday, March 30th | 10:30am-12:00pm

Looking to move beyond speedlights and step up to the lighting big leagues? In this hands on class we'll cover the how's and why's of working with strobes on location. You'll learn about the modifiers available, and strobe power and flexibility. You'll leave armed with a roadmap and the knowledge you need to turbo charge your location lighting. This class is for everyone, speedlight shooters, strobe lovers and even natural light folks...I'm betting we'll convince you too!"

03.

Concept to Completion

Wednesday, March 30th | 4:30pm-6:00pm

Join us for this one of a kind hands on class! Go behind the scenes during a live commercial photo-shoot. Learn how to create and produce successful, high production value photo-shoots from start to finish. This course will be fully interactive and students will be involved prior to ShutterFest. Students will participate in planning the concept, location scouting, wardrobe selection, hair/makeup direction, lighting, and realizing the vision for the final images. This class will cover it all. It doesn't get more hands on than this!



KATY WINTERFLOOD

SPECIALTY: FASHION

katywinterflood.com

facebook.com/katywinterfloodphotography

Katy Winterflood is an internationally published fashion, portrait and commercial photographer, based between the UK and Canada. Although Katy has had a camera in hand for as long as she can remember, her original creative pursuits were actually in front of the lens, as an aspiring musician and actor. It was her experience of being in front of the camera that propelled her passion for being behind the lens, which led her to pursue an education in photography. Since graduating from photography school and starting her business in 2010, Katy has had the opportunity to work with clients and publications in both the UK and Canada, where she is particularly sought after for her colourful and feminine style.

KATY'S COURSES

● HANDS-ON ● LECTURE

01.

No Studio? No Problem!

Tuesday, March 29th | 10:30am-12:00pm

I am going to show you that you don't need a big fancy studio, lots of expensive lighting, or even more than one lens, to create high-end fashion images that will wow your clients, model agencies and/or magazines. Yes, all of those things will allow you to take your images to the next level and develop further as a photographer, but when you are just starting out, or you simply don't have the budget to invest in lots of equipment yet, this doesn't mean you are out of the game! In this hands-on class, I will first briefly talk about how and why the preparation, set-up and collaboration with my creative team is key to ensuring strong results on set. I will then demonstrate and teach you my process for shooting a fashion creative on location, utilizing the available light with just one lens and a big dose of creativity.

02.

From Vision to Execution: 4 Steps to Achieve Creative Results with a Creative Team

Tuesday, March 29th | 4:30pm-6:00pm

Clear communication with your team prior to a shoot is essential; communication difficulties waste time, and in business, time is money. Therefore, it is important to ensure that you and your whole team are organized and prepared prior to arriving on set, to increase the success of the shoot. I will show you my simple 4-step process for preparing for a creative shoot, specifically, how to source a styling team and how to create industry standard tools such as mood-boards, model releases and call sheets, including what they are and why they are important. These techniques and processes are standard for the fashion industry, so this will be a great introduction course for aspiring fashion photographers, but we will also talk about how these 4 steps can be applied outside of the fashion industry, e.g., for a portrait photographer/studio specializing in high school seniors, to give them a fashion-inspired experience.

03.

Shooting Fashion & Beauty Portraits on a Budget


Wednesday, March 30th | 4:30pm-6:00pm

Taking things one-step up from my 'No Studio? No Problem!' class, I will talk about and demonstrate my top 3 lighting modifiers for beauty and fashion shoots and when, why and how I use them. The simple techniques that I will be teaching will give you more control than working with just natural/available light, and allow you to create incredibly beautiful, high-quality studio images, suitable for agency-represented model portfolios, beauty editorials and fashion look-books, whilst still on a budget with minimal equipment. The same techniques can be used to produce actors head-shots, contemporary glamour portraits, and high-school senior portraits for those clients that want the 'cover-girl/guy' experience and magazine-style portrait.



RICH & CHRISTINE YODSUKAR

SPECIALTY: WEDDINGS

 theyodsukars.com

 facebook.com/theyodsukars

Christine and Rich Yodsukar, better known as the husband and wife duo behind the LA-based Photo and Cinema studio The Yodsukars, are extremely passionate about sharing their knowledge and experience with the photography community. They took their own wedding business from \$100 weddings to a six figure income in three years, and can be seen frequently on WeTV as wedding photography and cinematography experts. Christine Yodsukar is a natural born leader and inspirer. Her ambition is contagious and her biggest goal is to push others to succeed at their own big giant goals. Rich Yodsukar is a technical geek who loves learning about the latest advances in the photo and cinema worlds, and has a natural gift of being able to make the learning of tech and gear extremely simple for anyone.

RICH & CHRISTINE'S COURSES

● HANDS-ON ● LECTURE

01.

Get Lit: Storytelling With Light

Tuesday, March 29th | 10:30am-12:00pm

Get Lit is not about the fundamentals of how to use your lighting gear; that's been done. This seminar is about the What and the Why of the art you are creating and how your use of light dramatically informs the story you tell. We will focus on the What: What story are you telling and how will you use light to convey your message; and the Why: Why are you using specific tools to help tell your story. Angles, color, modifiers; they all play a huge role in how your viewer subconsciously feels when they view your art. We are here to take your lighting beyond the elementary and into a world where there is no disconnect between the art you imagine and the art you can create. As our motto goes, "Don't let your environment dictate your art."

02.

Gorgeous Reception Lighting Made Easy

Tuesday, March 29th | 4:30pm-6:00pm

Reception Lighting. It can cause issues for anyone. Like, photographers always running into issues with bouncing light off of colored walls and getting a funky cast on people's faces. Or they have a great lighting set up for the First Dance, but then the cake cutting rolls around and it's in a completely different spot! WTH?! OR the entire reception is outdoors in the middle of a field, and then its just up to 6400 ISO the whole night! Reception Lighting can be so tricky, but we have the easiest lighting set up that works in any situation in any condition, and its extremely flexible. With the option of a two light or three light set up, anyone can master this Reception Lighting technique, and use it seamless for all events of the Reception; First Dance, Head Table and Toast Speakers, Cake Cutting, and even party Dancing.

In this Hands On Class, we will teach the attendees this fool proof lighting set up with two lights and then with a third light, their lighting tool options, how to keep it flexible, and even how to take some baller Portraits with it. Never miss a beat, or a special moment, with this super easy gorgeous lighting set up.

03.

Shoot Like a Commercial Photographer

Wednesday, March 30th | 10:30am-12:00pm

In this seminar, we will talk about the Commercial approach to lighting, styling, and editing, how to become your own stylist and commercial editor, and how to incorporate all of that and more into your wedding photography, no matter what style or genre you identify with.



MOSHE ZUSMAN

SPECIALTY: WEDDINGS, FASHION, HEADSHOTS

moshezusman.com | headshotdc.com

facebook.com/moshe.zusman

With over a decade of experience and a unique, bold, confident style tailored to the event he is shooting, Moshe Zusman is recognized for innovative use of lighting and color with a distinctly modern edge.

Moshe is based in Washington, DC and specializes in weddings, portraits, headshots and events. He has been featured at numerous workshops and conferences including WPPI, PhotoPlus Expo, ImagingUSA and Shutter Fest and also hosts his own workshops at his studio in DC.

Coupled with a charismatic personal style that sets clients at ease and an eye for the candid, spontaneous moments that define an event, Moshe's highly regarded work has made him one of the most sought after photographers in the area.

SPONSORED BY:



MOSHE'S COURSES

- HANDS-ON
- LECTURE
- PLATFORM

01.

Headshots with a Fashion Kick

Tuesday, March 29th | 10:30am-12:00pm

From actors, businessmen and models to pageant queens, yogis and kids - learn how to create headshots with a fashion kick. We'll cover the different lighting techniques, manipulating background exposures, ratios, and posing to make any subject and shoot look like a supermodel!

02.

Platform | Breaking Into a New Market

Wednesday, March 30th | 2:30pm-4:00pm

They say breaking up is hard to do...well what about breaking in...to a new market? Moshe started his photography business in a new country and created a successful wedding photography business from scratch. After becoming one of DC's most sought after wedding photographers, he needed a way to scale back in order to spend more time with his family. Again starting from scratch, he built a headshot business which has grown into the premier headshot studio in DC.

In this class we will talk about what to do when you move to a new town, want to break into a new market, or change your focus. We'll touch on business, marketing, social media, and how to get your name out there.

03.

Perfect Venue Lighting

Wednesday, March 30th | 4:30pm-6:00pm

Whether you need to brush up on your techniques, or learn new ones, we'll be able to help you demystify the dreaded dark wedding reception. Are you properly lighting your subjects but your backgrounds are dark? Is your flash washing out the ambient light and eliminating the beautiful colors of the room? We have the tools to teach you how to approach any situation where natural light just isn't available.

Never settle for bright white faces and backgrounds without detail ever again. We'll cover the equipment and setup needed to achieve consistent lighting, using Canon's 600EX RT speedlites, how to balance color temperature of ambient versus artificial light, application and use of gels and much, much more. Learn to deliver gorgeous true colors, and capture your clients wedding or event exactly as they remember it. The class will be a combination of discussion and demo.



Profoto Shooting Bays at Shutterfest

Welcome to the Profoto Shooting Bays at Shutterfest. Feel free to come in and experience the latest gear and the light shaping extravaganza. There are models on hand, instructors available and the lighting for you to create out of this world images. Very welcome!

Location	Profoto Shooting Bays, located between the Midway Suites and the Terminal Atrium
When	Everyday of Shutterfest
Time	10:00am to 7:00pm



WHO WANTS TO PLAY?

Thanks to our generous sponsors, the Shooting Bays are going to be packed full with gear for what Sal has deemed, 'The Candy Shop.' We've stocked 4 shooting bays with more than enough gear for you to play with for FREE!

Cameras and lenses provided by Canon. Additional cameras and lenses available for purchase from Arlington Camera. Lighting gear provided by Profoto. Backdrops provided by Click Props.

equipment provided by





RENT-A-HUMAN

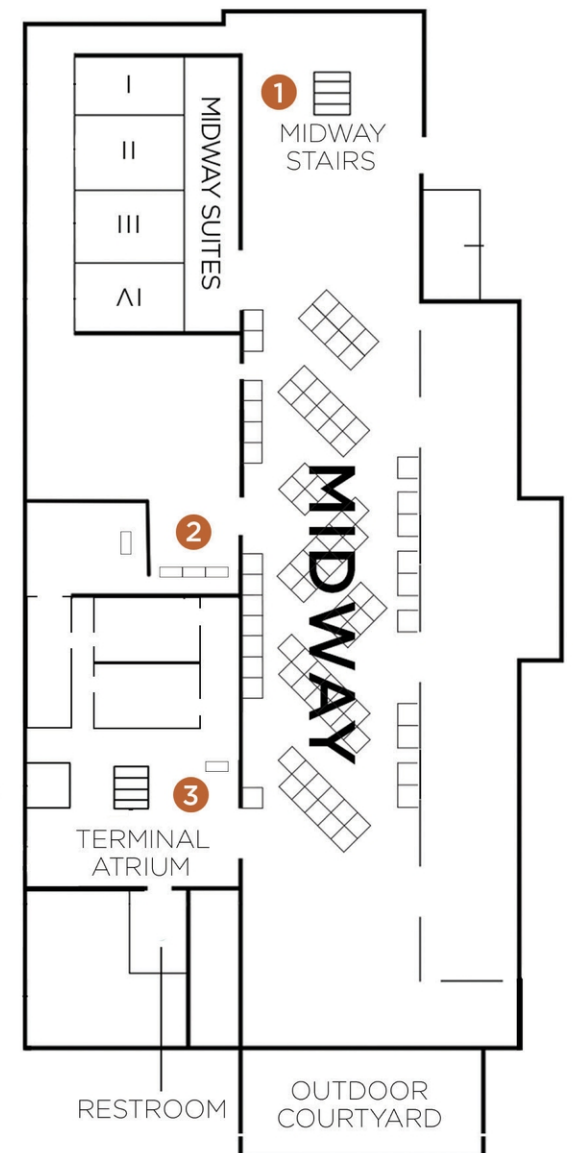


RENT-A-HUMAN IN 3 EASY STEPS

1 Form a group, designate a group leader, and fill out your Model Request form at Rent-A-Human station 1.

2 When you are ready to shoot, your group leader will turn in your form and receive your model at Rent-A-Human station 2. Now, go create some amazing images!

3 Sign your model back in no later than 1.5 hours later at Rent-A-Human station 3, or face mafia-style retribution from Sal.



What is Rent-A-Human?

This is our modeling and portfolio building program at the event. Grab your camera and get ready to shoot. With over 300 models available, there is something for everyone. This is the perfect way to build your portfolio and experiment. Models will be available to rent from 10a.m.-12p.m. and 2-5:30 p.m. There will be no renting during platforms or dedicated tradeshow hours - NO EXCEPTIONS.

We've partnered with the Paul Mitchell School to ensure hair and makeup for your shoots are top notch. Simply Elegant Bridal has provided us with some gorgeous dresses for you to shoot as well! Models have also been instructed to bring other outfits for shoots. If you are looking for a specific stylized shoot, feel free to bring an outfit or two that you have been dying to shoot. Just remember - any time spent changing will be counted as part of your 1.5 hours.

You can shoot in any of the locations outlined in the Show Guide. There is no real limitation on where you can go, but don't wander too far - it will eat into your shooting time!

After hours shoots are encouraged! You will need to coordinate with the models directly on this - each model has different time and travel restraints.

What do I need to participate?

You will need a group of 3-5 people, one of whom will be designated group leader, a Model Request form, a valid photo ID, and of course - a great idea for a shoot.

How does Rent-A-Human Work?

First, you will need a Model Request form. These will be available at RAH station 1, located to the right of the Midway Stairs. You will also need a group with 3-5 members, one of whom will be your group leader. If you don't have a group, don't worry. There are plenty of people looking to partner up. Find a group looking to do the same thing you are and make new friends. If you see anyone looking confused, grab them! They need a group.

You have two choices on your model selection form - we will do our best to supply you with your first request, but we can not guarantee that model type will be available. Models are based on availability, time of day, etc. Again, you are not guaranteed any specific model or genre. We will do our best. Models CAN NOT be selected by name or any criteria other than what is specified on the form. It is not an option at all.

When you are ready to shoot, your group leader will be responsible for turning in the form at RAH station 2, located just inside the shooting bays. Forms will not be accepted in advance. You will need a photo ID in order to turn in your form and rent a model. Models will not be released without the group leader present.

You will need to return your model to RAH Station 3, located inside the Terminal Atrium, no later than 1.5 hours after you receive your model. The group leader will need to sign their name and the time returned on the sign-in sheet. If you are late returning a model, your check-in time will be noted and you will not be allowed to use the program for the remainder of the event. **Please note - this applies to your entire team. You win together, you lose together.**

Sharing Images

This is where we have to show our Shutterfest love. The models are here for free. They are working to build their portfolio and they need your help for that to happen. Please share your images.

The models will have signed release forms prior to the event - so you have been cleared to use these for your portfolio, website, etc. **THEY DO NOT SIGN ANYTHING FOR YOU DIRECTLY.**

You are more than welcome, and encouraged, to share your contact information with the models. This year, we have created "model stat cards" to facilitate this exchange, so that you can have a photograph of your model's information.

In return, you are expected to share your images with the models for their portfolios. That's the deal. You will be agreeing to this in your model request form.

We do not expect you to track down every model you shoot. ShutterFest will have a sharing site where the models can grab their images for their portfolio.

To share your images please upload them to www.shootproof.com

User Name - info@behindtheshutter.com | **Password**- shutterfest



This is a ShootProof site and the models will have the ability to download the images from the site. Please be sure to put your watermark in the lower right corner of the image - that is perfectly ok. Just remember, they want these for their portfolio, so the watermark should be noticeable, but not overpower the image.

Resolution for the image should be roughly 1300 pixels on the long edge @ 144 pixels. This is perfect for the web. Use Lightroom for the export and this is easy.

Name the image using the following naming convention. StudioName_ModelName_SF16_Number.jpg

shutterfest₁₆
SHOOT. LEARN. PARTY.

SPECIAL THANKS

TO

PAUL MITCHELL

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ST. LOUIS

FOR VOLUNTEERING THEIR TIME
TO ENSURE OUR MODELS LOOK TOP-NOTCH!

The moment your creativity
is freed of limitations.

The new Milvus lenses from ZEISS.



// AMBITION
MADE BY ZEISS

Unleash the full potential of your creativity, and your camera, with new Milvus lenses from ZEISS. With Milvus, ZEISS has pushed the idea of what a lens system for ZE and ZF.2 mounts can be to the next level of performance, image quality and design. From portraits and landscapes to architectural and street photography, Milvus lenses deliver smooth and precise focusing in a compact, ergonomic package that's suitable for every shooting situation and light condition. With optimum image quality, intuitive full-focus control and a sleek, modern design, your creativity is now only limited by your imagination.

Learn more about the lenses at
www.zeiss.com/milvus



We make it visible.

MEMBERS ONLY



ELITE+ BENEFITS

ELITE+ LOUNGE

Elite+ members - take a break from the madness of ShutterFest in style and unwind in the Elite+ Lounge. We've got:

- Massages (available from 3pm-6pm Tuesday and Wednesday)
- Our very own #shutterfest playlist, curated by Sal.
- Drinks & snacks throughout the day.

ELITE+ PORTFOLIO REVIEWS

Are you an Elite+ member? It's time to get your review on. We have limited slots available and once they are gone - they are gone forever. Well, that's a slight exaggeration, but you get the point. Sign up to meet with one of our ShutterFest speakers Wednesday night and get a portfolio or pricing review.

It's like speed dating, only better.

WHEN IS IT?

Wednesday night from 6pm-7:30pm in the Grand Hall Lobby. You'll have 5 minutes for your review - so come prepared. Sign-ups will be at the registration desk.

WHAT DO I NEED TO BRING?

Bring the work you want critiqued. If you want pricing critiqued, bring your price sheet. If you want a portfolio review, bring your laptop or iPad with your work loaded up. Printed work is fine, but not required. **Don't bring a flash drive** - your work needs to be ready for immediate viewing.

WHO CAN I SIT WITH?

We'll have some great speakers to choose from. A full list will be available at the sign-up booth on Wednesday night.

WANT IN?

Not an Elite+ member yet? Memberships will be available for purchase at the Shutter Magazine booth located just outside of the Elite+ Lounge. Upgrade at the show to get great member benefits at ShutterFest and all year round.

**STAND OUT
FROM THE CROWD**

— VISIT OUR BOOTH FOR —
SHUTTERFEST SHOW SPECIALS

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SWATCH KITS



— BLOW OUT —

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SP 85mm F/1.8 VC

The Power of Great Portraits is
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Make a closer connection with your subject.
Introducing the Tamron SP 85mm F/1.8 lens
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SP 85mm F/1.8 Di VC USD (Model F016)
For Canon, Nikon and Sony* mounts

Di: For APS-C format and full-frame DSLR cameras
* Sony mount model without VC



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INSPIRATIONS

ShutterFest is all about taking it to the next level. Well, for some inspiration, we've included the best of Inspirations. Flip through and get inspired by some of the best work to grace the pages of Shutter Magazine. Then, get out there and make it happen! Experiment. Fail. Try again. Perfect it. You got this.

Sal Cincotta
Editor-in-chief

powered by



FUNDY

DESIGNER



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© Phocused By Darryl Photography



© Marianne Sabrier



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© Angie Seaman



© DeAnna Arevalo

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© Warren McCormack



© Michelle Davis Studios



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© Rick Law Photography



© Trystram Portrait Artistry



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© T. Austin Photography

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190 ShutterFest 2016 . Show Guide

© Deanna Hurt

shutter















magazine

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- ACCESS TO PRE-SALE TICKETS FOR SHUTTERFEST
- PERKS AND SPECIAL OFFERS THROUGHOUT THE YEAR
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 2 FREE MONTHS <small>OF PREMIER WITH PURCHASE OF NEW MEMBERSHIP</small>	 SAVE \$100 <small>ONE ORDER</small>	 40% OFF <small>OFF ONE ORDER</small>	 \$75 OFF <small>ANNUAL SUBSCRIPTIONS</small>	
 15% OFF <small>ANNUAL OR 2-YEAR PLANS</small>	 25% OFF <small>FIRST YEARLY PLAN</small>	 25% OFF <small>FUNDY DESIGNER</small>	 50% OFF <small>ANY CAMERA STRAP</small>	 20% OFF <small>ONE ORDER</small>

BEHINDTHESHUTTER.COM/SHUTTER-MAGAZINE

● HANDS-ON ● LECTURE ● PLATFORM ● OTHER

	TUESDAY	WEDNESDAY	TUESDAY	WEDNESDAY	
GRAND HALL	<p>Registration 6:00am-8:00am</p> <p>80's Party 8:00pm-Midnight</p>	<p>Registration 8:00am-12:00pm</p> <p>Party 8:00pm-Midnight</p>	<p>The Art of WOW - Creating Your Signature Style <i>Scott Robert Lim</i> 10:30am-12:00pm</p> <p>Finessing Your Message in Fine Art Photography <i>Laura Schumpert</i> 4:30pm-6:00pm</p>	<p>Engaging Engagement Sessions <i>William Innes</i> 10:30am-12:00pm</p> <p>Shooting Fashion & Beauty Portraits on a Budget <i>Katy Winterflood</i> 4:30pm-6:00pm</p>	CABOOSE REG OFFICE
CANON THEATER	<p>Welcome <i>Sal Cincotta</i> 8:00am-8:30am</p> <p>Dominate Your Local Market: Guerrilla Marketing Strategies That Work <i>Sal Cincotta</i> 8:30am-10:00am</p> <p>Breaking Into A New Market <i>Moshe Zusman</i> 2:30pm-4:00pm</p> <p>Gorgeous Reception Lighting Made Easy <i>Christine & Rich Yodsukar</i> 4:30pm-6:00pm</p>	<p>Welcome <i>Sal Cincotta</i> 8:00am-8:30am</p> <p>The Creative Revelation <i>Joel Grimes</i> 8:30am-10:00am</p> <p>Off-Camera Flash for Dummies <i>Sal Cincotta</i> 10:30pm-12:00pm</p> <p>5 Simple Steps to Better Wedding Photography <i>Bambi Cantrell</i> 2:30pm-4:00pm</p>	<p>All Things Bridal Expos - A Lecture Course With Actual Set-Up for All Things Bridal Expos <i>Sherry Hagerman</i> 10:30am-12:00pm</p> <p>Glamour High-End Retouching <i>Nino Batista</i> 4:30pm-6:00pm</p> <p>Simplify Life <i>Sandy Puc</i> 10:30am-12:00pm</p> <p>Hands-on Styling and Shooting: Team Building <i>Brian DeMint</i> 4:30pm-6:00pm</p> <p>No Studio? No Problem! <i>Katy Winterflood</i> 10:30am-12:00pm</p>	<p>Off-Camera Flash for the Natural Light Photographer Part 1 <i>Vanessa Joy</i> 10:30am-12:00pm</p> <p>Getting the Most Out of Your Senior Reps <i>Brittany Renee</i> 4:30pm-6:00pm</p> <p>Rock Your Styled Shoots! <i>Jewels Grey</i> 10:30am-12:00pm</p> <p>Killer One Light Setups <i>Scott Robert Lim</i> 4:30pm-6:00pm</p>	COLORADO EAGLE
TRADESHOW FLOOR	<p>Rent-A-Human 10:00am-12:00pm, 2:00pm-5:30pm</p> <p>Great Light Anywhere, Anytime With Speedlites <i>Eric Stoner, Canon</i> 10:15am</p> <p>Dedicated Tradeshow Hours 12:00pm-2:00pm</p>	<p>Rent-A-Human 10:00am-12:00pm, 2:00pm-5:30pm</p> <p>Great Light Anywhere, Anytime With Speedlites <i>Eric Stoner, Canon</i> 10:15am</p> <p>Dedicated Tradeshow Hours 12:00pm-2:00pm</p>		<p>30K in One Day: Introduction to T&I Photography <i>Matthew the Body</i> 10:30am-12:00pm</p> <p>Off-Camera Flash for the Natural Light Photographer Part 2 <i>Vanessa Joy</i> 4:30pm-6:00pm</p>	LOWER MIDWAY STAIRS
20TH STREET ENTRANCE	<p>When Photo Met Video: A Love Story For Forward-Thinking Shutterbugs <i>Phillip & Eileen Blume</i> 4:30pm-6:00pm</p>	<p>Conceptual Funk: Escape the Ordinary with Fun Concept Shoots <i>Jeff Poole & Lori Unruh</i> 10:30pm-12:00pm</p>			FOYER A COURTYARD
BURLINGTON ROUTE	<p>A Master Class in Color <i>Hernan Rodriguez</i> 10:30am-12:00pm</p> <p>Get Real: Real Photography, Real Fast, So You Can Have a Real Life <i>Vanessa Joy</i> 4:30pm-6:00pm</p>	<p>Time-Saving Beauty Retouching Techniques <i>Kristina Sherk</i> 10:30am-12:00pm</p> <p>Concept to Completion <i>Leonardo Volturo</i> 4:30pm-6:00pm</p>	<p>Why Your Business is Broke <i>Matthew the Body</i> 10:30am-12:00pm</p>	<p>Marketing for Success <i>Sandy Puc</i> 10:30am-12:00pm</p> <p>Groupon for Dummies <i>Matthew the Body</i> 4:30-6:00pm</p>	FOYER B

● HANDS-ON ● LECTURE ● PLATFORM ● OTHER

TUESDAY

WEDNESDAY

TUESDAY

WEDNESDAY

FOYER C

Fashion & Styling Hacks for the Everyday Photographer
Sarah Clements
10:30am-12:00pm

Mad Studio Lighting Skillz
Michael Corsentino
10:30am-12:00pm

Headshot and Portrait Fundamentals
Miguel Quiles
10:30am-12:00pm

Shoot Like a Commercial Photographer
Christine & Rich Yodsukar
10:30am-12:00pm

GRAND HALL BALCONY

How to Make Money While on Vacation
Tyann Marcink
4:30pm-6:00pm

Off Camera Flash That Doesn't Look Like Flash
David Beckham
4:30pm-6:00pm

Beauty Photography: Achieving That Commercial Look
Miguel Quiles
4:30pm-6:00pm

FRISCO

Video Fusion 101: Beginner's Guide to Video Fusion
Victoria Grech
10:30am-12:00pm

Earning TRUST From Your High School Seniors & Their Parents
Jeff & Christine Tonkin
10:30am-12:00pm

Get Out There and Shoot
Blair Phillips
10:30am-12:00pm

Pinups, Pinups, Pinups
Dave Doeppel
10:30am-12:00pm

GRAND HALL STAIRS

The Portrait Event System
Lori Nordstrom
4:30pm-6:00pm

Put Your Business on Autopilot & Shoot More!
William Innes
4:30pm-6:00pm

Is it Glamour or Fashion?
Dave Doeppel
4:30pm-6:00pm

Portfolio Building: Designer Fashion
Brian Demint
10:30am-12:00pm

GRAND HALL THEATRE

GOTHIC CORRIDOR

Take the Mystery Out of Lighting
Joel Grimes
10:30am-12:00pm

Shape Shift: Directing & Posing Techniques for Fashion, Glamour & Boudoir Photography
Lou Freeman
10:30am-12:00pm

Diving Into Underwater Portraiture
Jenna Martin
10:30am-12:00pm

Underwater Portraits: Beneath the Surface
Alicia D'Amico
10:30am-12:00pm

HILTON BALLPARK POOL

Shooting Boudoir: Posing for Different Bodies
Alecia Hoyt
4:30pm-6:00pm

Shooting Boudoir: Shoot to Sell Albums and Make \$1500+ Average Sales
Alecia Hoyt
4:30pm-6:00pm

Underwater Posing & Lighting
Jenna Martin
4:30pm-6:00pm

Headshots With a Fashion Kick
Moshe Zusman
10:30am-12:00pm

Thinking With Light
Scott Detweiler
10:30am-12:00pm

GRAND HALL A

Seniors Want Fun, Creativity, and to be Different!
Jeff & Christine Tonkin
10:30am-12:00pm

Urban Seniors
Melanie Anderson
10:30am-12:00pm

Average Joe Filmmaking
Joe Switzer
4:30pm-6:00pm

Cinematography 101: Advanced Class
Victoria Grech
4:30pm-6:00pm

ILLINOIS CENTRAL

Creative Maternity: Living Art
Alicia D'Amico
4:30pm-6:00pm

Creative Color Balance Using Flash Gels
Michael Anthony
4:30pm-6:00pm

Take Charge of Your Income
Jeff Poole & Lori Unruh
10:30am-12:00pm

From Vision to Execution: 4 Steps for Achieving Creative Results With a Creative Team
Katy Winterflood
10:30am-12:00pm

JEFFERSONIAN

GRAND HALL B

N/A

Outdoor Lighting Techniques
James Schmelzer
10:30am-12:00pm

Retouching Portraits in Lightroom
Kristina Sherk
4:30pm-6:00pm

Lightroom and Photoshop Tips & Tricks
Dave Doeppel
4:30pm-6:00pm

Hands-On Styled Shoot
Jewels Gray
4:30pm-6:00pm

● HANDS-ON ● LECTURE ● PLATFORM ● OTHER

TUESDAY

WEDNESDAY

TUESDAY

WEDNESDAY

KNICKERBOCKER

The Business of Boudoir: 3 Successful Strategies for Bringing in New Clients
Alecia Hoyt
10:30am-12:00pm

Secrets to Booking the \$10K Wedding
Scott Robert Lim
4:30pm-6:00pm

Timeless vs. Time-Stamped - Turn Your Digital Negatives Dilemma Into a Positive
Phillip & Eileen Blume
10:30am-12:00pm

Masking, Re-thought
Kristina Sherk
4:30pm-6:00pm

Better Understanding of Studio Lighting
James Schmelzer
10:30am-12:00pm

Conceptual Portraits
Scott Detweiler
4:30pm-6:00pm

Creating Glamour From Garbage
Bambi Cantrell
10:30am-12:00pm

Lighting - Shooting - Editing - Cinemagraphs
James Schmelzer
4:30pm-6:00pm

MIDWAY OVERHANG A

LINK ROOM

Commercial Glamour
Nino Batista
10:30am-12:00pm

Building a Strong Visual Brand to Demand Higher Pricing
Justen Hong
4:30pm-6:00pm

I Need a Staff: A Lecture Course on Expanding Your Business for More Shooters
Sherry Hagerman
10:30am-12:00pm

Creating a Promotional Calendar: AKA Special Offer? Not Hardly
Skip Cohen
4:30pm-6:00pm

Posing Two Brides or Two Grooms
Thea Dodds
10:30am-12:00pm

Posing Two Brides or Two Grooms
Thea Dodds
4:30pm-6:00pm

Soft Glamour
Nino Batista
10:30am-12:00pm

MIDWAY OVERHANG B

METEOR

Business Structures & Strategies: Protect Your Business Model From Thievery, Greed, and Bad Luck
Lori DaCosse
10:30am-12:00pm

The Transition: Jumping the Cliff From Part-Time Photographer to Full-Time Photographer
Sherry Hagerman
4:30pm-6:00pm

Intellectual Property: Establishing and Defending Your Creative Genius
Lori DaCosse
10:30am-12:00pm

Pricing for Profit: How to Make a Living From Photography
Bryan Caporicci
4:30pm-6:00pm

Off Camera Flash for Athletes
Craig LaMere
10:30am-12:00pm

Creative Posing: Seeing Beyond "The Rules"
Jaime Ibarra
4:30pm-6:00pm

Posing and Shooting Families
Craig LaMere
10:30am-12:00pm

Shooting Awesome Engagement Images
Craig LaMere
4:30pm-6:00pm

MIDWAY STAIRS

MIDNIGHT SPECIAL

Take Back Your 80% - Spend More Time Doing What You Love and Make More Money!
Bryan Caporicci
4:30pm-6:00pm

Same-sex Weddings: Nationwide Opportunities
Thea Dodds
10:30am-12:00pm

The Perfect Album: Simplified Album Workflow from Concept to Completion
Jeff Poole & Lori Unruh
4:30pm-6:00pm

Get Lit: Storytelling With Light
Christine & Rich Yodsukar
10:30am-12:00pm

Business Stability: Make a Living Doing What You Love
Blair Phillips
4:30pm-6:00pm

The Beauty of Dark Art
Sarah Clements
10:30am-12:00pm

Quick Post Production Game Changers
Scott Detweiler
4:30pm-6:00pm

MISSOURI PACIFIC

MIDWAY BRIDGE

N/A

Staging and Shooting Vacation Rental Property
Tyann Marcink
10:30am-12:00pm

SEO Tips for Photographers I
Justen Hong
10:30am-12:00pm

Organize & Automate a Better Customer Experience
Hannah Marie
4:30pm-6:00pm

SEO Tips for Photographers I (Repeat)
Justen Hong
10:30am-12:00pm

The Power of the Face
Hernan Rodriguez
4:30pm-6:00pm

NEW YORK CENTRAL

● HANDS-ON ● LECTURE ● PLATFORM ● OTHER

**OUTDOOR
COURTYARD**

TUESDAY

Location Lighting Skills on the Go!
Michael Corsentino
10:30am-12:00pm

Advanced Lighting Concepts for Wedding Photographers
Michael Anthony
4:30pm-6:00pm

Studio Essentials
Leonardo Volturo
4:30pm-6:00pm

Getting Started in Fine Art Photography
Laura Schumpert
10:30am-12:00pm

Lunch & Learn
H&H Color Lab
1:00pm-2:00pm

Getting Started With Senior Reps
Brittany Renee
4:30pm-6:00pm

Studio Kids
Lori Nordstrom
10:30am-12:00pm

Bellies to Baby and Beyond
Sandy Puc
4:30pm-6:00pm

In Person Sales - How to Make a Smooth Transition
Hannah Marie
10:30am-12:00pm

Lunch & Learn
17Hats
1:00pm-2:00pm

The Unconventional Portrait Sessions
Bambi Cantrell
4:30pm-6:00pm

WEDNESDAY

GoPro
Joe Switzer
10:30am-12:00pm

Creativity Not Conformity
Brian DeMint
4:30pm-6:00pm

N/A

How to SELL Your Way Through Life
Victoria Grech
10:30am-12:00pm

Edgy Photoshop Techniques
Joel Grimes
4:30pm-6:00pm

Kids Couture
Lori Nordstrom
10:30am-12:00pm

SENIORS! Achieving \$3K Senior Sales Averages
Melanie Anderson
4:30pm-6:00pm

Creating Other Worlds in Photoshop
Jaime Ibarra
10:30am-12:00pm

Lunch & Learn
StickyApps
1:00pm-2:00pm

The Art of Glamour and Boudoir Lighting
Lou Freeman
4:30pm-6:00pm

**PROFOTO
SHOOTING BAYS**

**REGENCY
BALLROOM A**

**REGENCY
BALLROOM B**

**REGENCY
BALLROOM C**

TUESDAY

Mastering Motion
Joe Switzer
10:30am-12:00pm

Advanced Posing Techniques for Wedding Photographers
Michael Anthony
10:30am-12:00pm

EXTREME Seniors
Melanie Anderson
4:30pm-6:00pm

Creating Art With Alternative Light Sources
Jaime Ibarra
10:30am-12:00pm

How to Make A Senior Feel Beautiful
David Beckham
10:30am-12:00pm

Behind Every Great Portrait is a Great Background
Hernan Rodriguez
4:30pm-6:00pm

Magic by the Numbers - A Left-Brained Guide to the Rules of Flash Photography
Phillip & Eileen Blume
10:30am-12:00pm

Details Determine Dollars
Jeff & Christine Tonkin
4:30pm-6:00pm

Contouring & Avant Garde Makeup Techniques for Today's Photographer
Jewels Gray
10:30am-12:00pm

WEDNESDAY

N/A

Dramatic Portraiture
Miguel Quiles
10:30am-12:00pm

Traditional Senior Portraits Meets Modern Modeling
Brittany Renee
10:30am-12:00pm

One Light Only!
Michael Corsentino
4:30pm-6:00pm

Strobe Light Shootout
Leonardo Volturo
10:30am-12:00pm

N/A

Shooting for Albums - Bigger Sales and Happier Clients
Hannah Marie
4:30pm-6:00pm

A Senior Model Program That Will Set You Apart
David Beckham
10:30am-12:00pm

STATION GRILLE

TERMINAL ATRIUM

TERMINAL ATRIUM A

TERMINAL ATRIUM B

TERMINAL ATRIUM COURTYARD

TEXAS SPECIAL

● HANDS-ON ● LECTURE ● PLATFORM ● OTHER

TUESDAY

TEXAS SPECIAL

Basic Makeup Techniques for Today's Photographer

Jewels Gray
4:30pm-6:00pm

THE DUNGEON

Go Clean Your Room

Skip Cohen
4:30pm-6:00pm

WABASH CANNONBALL

The Psychology of Marketing Images for Vacation Rentals (and any other product)

Tyann Marcink
10:30am-12:00

The Art of Getting More Clients

William Innes
4:30pm-6:00pm

ZEPHYR ROCKET

Your Story is Your Currency

Alicia D'Amico
10:30am-12:00pm

Building Your Business With Integrity: You, Your Art, Your Brand

Joan Whitman Hoff
4:30pm-6:00pm

WEDNESDAY

Pump Up the Volume

Blair Phillips
4:30pm-6:00pm

Print to Preserve - How to Sell Prints to Digital Camera

Bryan Caporicci
10:30am-12:00pm

Art as Therapy

Laura Schumpert
4:30pm-6:00pm

Editing Underwater Photos

Jenna Martin
10:30am-12:00pm

Fine Art Editing

Sarah Clements
4:30pm-6:00pm

Resolving Conflict Ethically With Peers, Employees, Employers, and Clients

Joan Whitman Hoff
10:30am-12:00pm

Good Ethics is Good Business: Ethics in the Business of Photography

Joan Whitman Hoff
4:30pm-6:00pm



You asked for it and we delivered. A 3rd day dedicated to more of the business side of photography. Sure, taking pretty pictures is why we all love photography, but if you want to actually make money at this thing called photography there are other facets to the business side. In this action packed day, you will hear from some of the most knowledgeable people inside and outside of our industry.

SCHEDULE OVERVIEW

9:00am-10:00am	Sal Cincotta Creating Your Own Signature Edit
10:30am-11:30am	Lou Freeman Triple Threat: My Storefront, My Office, My Portfolios: My Website
12:30pm-1:30pm	Joel Grimes Thriving in the Marketplace
2:00pm-3:00pm	Sal Cincotta I Am More Than Just a Photographer
3:30pm-4:30pm	Allyn Lewis Discovering + Charging Your Worth: Clients Will Only See Your Value When You Do
5:00pm-6:00pm	Roberto Blake The Business of Brand Building for Creative Pros

ALL CLASSES WILL BE HELD IN THE CANON THEATER



SAL CINCOTTA

Creating Your Own Signature Edit

Standing out from the crowd is no easy task in the world of professional photography. We all know, everyone is a photographer. However, in this competitive market, Salvatore Cincotta Photography stands out in their local market place. How do they do it? Their Signature edits are something clients and vendors alike lust over. Creating that Signature edit is no easy task. It's more than just photoshop. It starts at vision. What you do before the release of the shutter is more important than any photoshop skill. In this presentation, Sal will walk you through several of his Signature edits and take you step by step through the vision of the image and how to "see" and create something your client "MUST-HAVE", how to light it for dramatic effect, and then how to finish that image in photoshop walking you through each layer in replacing skies, toning, and creating and polishing your final image for your clients.

I Am More Than Just a Photographer

I love being a photographer, don't get me wrong, but there comes a time when you need to be more than a photographer. Today, we have created a new brand named Creative Cinc. Creative Cinc takes everything we have learned in the world of photography and creative marketing and brings it to market for small and medium businesses. In less than 3 months, we built a six-figure line of business. No website. No logo. No marketing. We did it with an idea. An idea, that small businesses need more than just pictures for their website. They need marketing material, social media, websites, imagery, video and the host of other services that allow businesses to be successful. Best of all, small businesses have budget and understand the value of marketing and advertising. In this session, Sal will break down the business model and show you how to attack this lucrative segment in your local market. Don't worry, you are not giving up photography, you're just becoming the trusted adviser and creative director for your clients using all the skills you already have. We will focus on the real estate market, law firms, and the medical field.

salcincotta.com

LOU FREEMAN

Triple Threat: My Storefront, My Portfolios: My Website

The heart center of my business is my website. I want to make certain my website is the best foot forward I can give my company. After many years of running my business through a non photographic designed website, I knew, I was not hitting my goals. Since my teaming with Zenfolio, I felt like I was running my business for the 1st time from my heart center and My life was my own again. In this class, I will share my points of team work and my abilities to have excellence achieved with my new site and how the site has helped me become my very best. The site is a reflection of how I want my team who aide me in my stress free success. With a great set up, strong design elements plus SEO development, you too can achieve your dream space and team all built into one place. Join me, while I share the "sauce" to make your store front sing.

loufreeman.com



JOEL GRIMES

Thriving in the Marketplace

Having the skill set to create amazing images is one thing, but learning how to market your work is equally or, if not altogether, more important. History has proven that photographers who create the best pictures aren't always the most successful. This is because the key to creating an income primarily boils down to one thing: marketing. Studies have shown that only 5% of creative artists market effectively. How do we know when we fall into that 5%? When we are out-billing 95% of our competition. The challenge is how do we get into that 5% category? Well, Joel takes you through a step-by-step explanation of how to do just that begins by revealing the two single biggest reasons most of us fail at the marketing process. From topics like keeping up with the trends in the marketplace, who's not your competition, falling into the trap of procrastination, determining who are your potential clients, getting your foot in the door, what is the determining factor on who gets hired, determining the value of your services, and much more.

joelgrimes.com



ALLYN LEWIS

Discovering + Charging Your Worth: Clients Will Only See Your Value When You Do

If you're ready to take your business to the next level but can't seem to generate enough profit to do so, a disconnect between your perceived value and your presented value is likely to be a major contributing factor. Only when you start to see and appreciate your own value will your clients and customers see (and pay for) it too! In this platform class, learn the importance of charging your worth and the consequences that unfold when you don't. We'll be covering some of the most common situations where devaluing yourself can cause serious damage to your business such as over discounting your services, being guilted in to friends and family discounts, and questioning the value of the skills you have to offer. Confidently walk away with the tools you need to discover your worth, effectively showcase your value to potential customers, and combat those pesky "I'm not good enough" thoughts moving forward.

allynlewis.com



ROBERTO BLAKE

The Business of Brand Building For Creative Pros

Developing a brand is essential to having a competitive advantage in your career or business. You need to know how clients or customers can identify you vs. your competition, and you need a strategy to get their attention and communicate your value. It's not about growth hacking your way to a huge Instagram or Twitter following, it's about helping people find you and trust you as the person they want to do business with.

robertoblake.com





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