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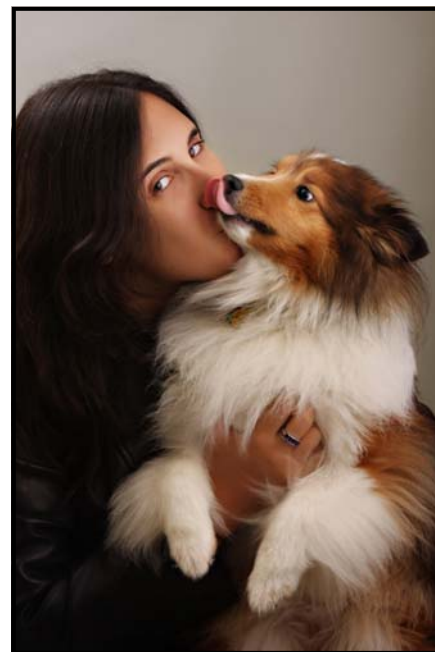
## NHPPA November Meeting Stephanie Millner, CPP “FURBALLS! The Art of Pet Photography” Wednesday November 4, 2009, 6 PM Chateau Restaurant, Manchester, NH

Stephanie Millner, CPP, will share her approach to creating beautiful and timeless pet portraiture using a very simple studio set up and some easy techniques to control animal behavior. Learn appropriate lighting for texture, how to properly treat-bait pets, and how to create an image the pet parents will forever treasure. She will explain working with troublesome pets, behavior problems, and quick-trick training during sessions. Post-processing and sales will also be discussed.

Ms. Millner owns and operates a portrait studio in Alexandria, VA. As her focus is on pets and animal photography, she works closely

with many local animal shelters to help place homeless pets in their forever homes. She is an award-winning and certified professional photographer with special certification endorsements in weddings and (pet) portraiture. She is currently working on a line of high-end destination pet portraiture to debut in Italy in 2010.

Ms. Millner lives with her husband, David, and her Shetland-sheepdog, Hailey. Her hobbies include dog agility, Facebook's Packrat, and procrastinating on Instant Messenger with other photographer friends. Somehow, she considers this “work time” although hasn't quite justified it yet.



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The HYPONEER is the official publication of the New Hampshire Professional Photographers Association. Views and opinions expressed reflect those of the author and not necessarily those of the Association. The Hyponeer is published nine times a year to coincide with the monthly dinner meeting held on the first Wednesday of each month except for the months of May, August and December. Deadline for news articles is the first of the month prior to publication. To advertise in the HYPONEER, please contact Keith Raiche at 603-268-9000. Acceptance for advertisement does not carry with it the endorsement of the NHPPA.

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## *President's Message Dennis Spaziano*

Greetings Everyone,

Now that the fall season is here, I hope everyone had a chance to get away and do some photography on your own. I know I look forward to getting away for a long week-end with good friends, just relaxing somewhere up north, kayaking and enjoying the outdoors, photographing the foliage. We work so hard during the year with portraits and weddings that we need to get away every once in a while to recharge our batteries. Even if it is just for a day or two, you owe it to yourself to get away.

With November just around the corner, it is time to start letting your clients know about your Holiday portraits. For me, my busiest time for Holiday portraits is the week-end after Thanksgiving, and believe it or not, the week after Christmas. The reason, of course, is that most families get together on these holidays. And yes, I do get a few sessions before Thanksgiving and

Christmas as well. What I really like to do is promote going to the clients home to do their portraits in our Holiday Portrait flyer . The reason being is first the client feels more comfortable in their own home, second there are usually two to three smaller family groups there which I also photograph separately which gives me the opportunity for added sales. Of course going to a client's home can sometimes create a challenge and I might have to work a little harder at times. But hey we're photographers, we like challenges. Right? Did I mention that I don't have to buy holiday props either. It works for me. Maybe it could work for you.

The next few months are going to be an exciting time for NHPPA members. We have our Holiday party in December. In January, we start our Photofestival programs. Jean Wozniak has worked very hard in getting 7 fantastic programs for us to attend. Remember that all the proceeds from the Photofestival programs go into our speaker fund which enables NHPPA to get some of the best speakers in the country



Photo by Dennis Craft

for our Annual Conference. In February, we have our Winter Seminar which will feature Jack and Nancy Holowitz on "Back to Basics". Thank you Paul Kady.

Theses are upcoming events that I am sure you do not want to miss. For more information on these events go to the NHPPA website at [www.nhppa.com](http://www.nhppa.com) and print out the flyers and send them in today as these programs fill up fast.

I would like to extend our thanks to Bernie Littlefield and Rickey Montes for doing their program "Teaching-Turning your knowledge into Profit" at

**Continued page 6**

introducing

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by



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16x20	\$17.00	\$10.00	\$9.00

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Look for the **Budget Prints** catalog



in LabLink Plus

The NHPPA's official address is PO Box 4085, Manchester, NH 03108-4085  
Please send submissions for the Hyponeer directly to Gene Paltrineri at gene@genepaltrineri.com

### November Birthdays!

- 2—Geoff Standbridge
- 5—Bob Lotz
- 8—Bonnie St.Pierre
- 8—Ken Wilson
- 9—Susan Murphy
- 10—Sam Wilson
- 11—John Gill
- 11—Ray Haskell
- 14—Sandy Chick
- 14—Terry Tatro
- 17—Louise DeMartino
- 21—Alfred Perron
- 22—Karen Farren

### What's New!

#### November Birthdays!

- 22—Lauri West
- 24—Laura Piazza
- 27—Andrew Haskell
- 27—Nanette Poirier
- 28—Kevin Lucy
- 28—Annette Boyce
- 28—Catherine Alcivar
- 28—Bethany Poulin
- 29—Marilyn Dillan
- 29—Carla Broman

#### November Anniversaries!

- 4—John Gauvin
- 5—Rick and Kim English
- 9—Dave Darrone
- 16—Annette Boyce
- 29—Debra and Gerald Browne

### Monthly Meeting Hospitality

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

**Special Interests**- Who does what when they aren't being photographers? Find these people and have them write an article.

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

**Marsha VanderMey**

**Assist Speaker**- (Arrive @ 5:45) Set up and break down speaker's presentation.

**Name Tags** - (Arrive @ 5:45) Set out name tags and make tags for new members. **Marilyn Weir**

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

**Tricks of the Trade**- Solicit simple and inexpensive ways to solve everyday problems.

**Scholarship Raffle** - Sell tickets at meetings and raffle donated gifts. **Gloria LeClair**

**PPA News**—**Tim Cameron**

**PPANE News**—**Lorraine Bedell and Gene Paltrineri**

**Association News/Special Events**- Collect news items & event happenings in members' lives (birthdays, births, vacations, anniversaries, wedding network etc. **Gene Paltrineri**

**Anyone interested in any of these jobs, see Peggy Hatfield, or call her at (603) 497-5531.** Remember, if you do any one of these tasks for four months, you will receive one credit towards your NHPPA Degree. If you see a job that might interest you but someone is already doing it, ask if they would mind changing jobs, or see Peggy.

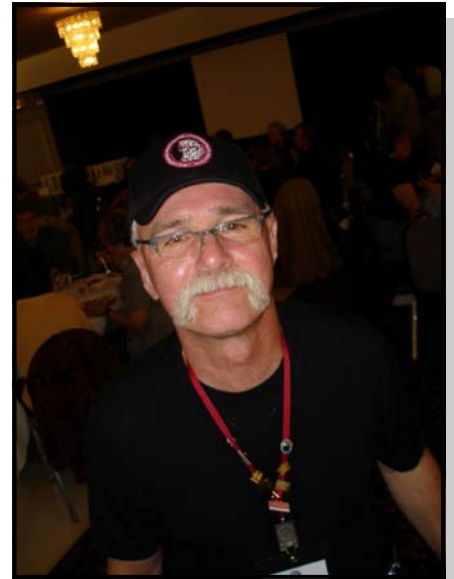
The Deadline for the December issue is November 10

## President's Message Cont.

the October meeting. It was an enjoyable program and many of us learned how we could make a few extra dollars during our slow season by teaching photography. Great job Bernie and Rickey. For our November meeting, 1<sup>st</sup> VP Paul Kady has lined up Stephanie Millner who will do a program on Pet Photography. This is sure to be a great program for our members that we do not see too often.

As a reminder to everyone our next NHPPA board meeting will be Nov 18<sup>th</sup> at my studio. I hope to see everyone at the November 4<sup>th</sup> monthly meeting.

Best Regards,  
Dennis Spaziano  
CPP.D.C.PH.S.





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C DESIGN, PRINTING, MOUNTING & BINDING

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# October Meeting Review Bernie Littlefield and Rickey Montes—“Teaching—Turning Your Knowledge into Profit”

Bernie Littlefield and Ricky Montes of Bel Portraits, Winterport, ME, gave an intensive talk on how to teach classes in basic photography in your own studio. Why teach? It is not training your competition, but teaching an appreciation for what we do. It's great public relations as well as a superb marketing tool. They gain bookings off their students and added income in slow months. Bernie and Ricky find it extremely rewarding when their students "get it".

The classes are structured in three parts: Beginning, Intermediate, and Advanced. One cannot sign up for the Intermediate or Advanced classes with either attending the Basic class or demonstrating they have the skills to participate in the class without holding everyone else back. Classes are limited to 10 students. They get people in the door through their newsletters and by selling gift certificates. They have built relationships with other businesses in the community to run marketing programs that will benefit them both.

Bernie and Ricky reviewed the class format for all three classes, with all their instructor notes on display. Also included were the class outline letter, student welcome letter, operations guide explaining supplies needed and time frames, weekly quizzes, and many other helpful guides. At the end of each class they hold a show featuring the artists' work, and they reviewed the structure and organization of these shows.

If you missed the class or would like information on how to purchase their teaching programs, go to [www.belportraits.com](http://www.belportraits.com).

Nannette Poirier



Photo by Steve Bedell

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## 2010 Photofestival Schedule

NHPPA's Photofestival series. includes 7 all-day classes, most on Saturdays (one on Sunday) between January and March of 2010. All proceeds go into the speaker fund to help us get top notch speakers for our seminars and conference. Classes are \$50 for the first class, \$40 for the 2nd, and \$30 for the third through 7th. Yes, you can use your Scholarship towards Photofestival!! The registration form will be ready by the October meeting but if you know you'd like to sign up for a class, send me an email right away at [jeanwozniak@comcast.net](mailto:jeanwozniak@comcast.net) and I'll be sure to mark you down! *Some classes are 1/2 full already, so don't delay!!*

Saturday, January 23 - "Lighting and Posing 101",  
Don Chick, CPP, M.Photog., Cr., D.C.Ph  
Gene Paltrineri, CPP, M.Photog., Cr., D.C.Ph  
Location: Milford, NH, *Sponsored by Lustre Color.*

February 6—Photoshop for Fun & Profit  
Ella Carlson, CPP, A.C.Ph.

February 13 - Art of Posing/Business Nuts & Bolts  
Claire Lemire, Cr., Photog., C.Ph. &  
Roland Lemire, Cr., Photog., D.C.Ph.

March 6—Bellies, Babies & REAL Kids  
Nylora Bruleigh, CPP, A.C.Ph.

March 14—Pets, People & Profits  
Tim Cameron, CPP, M.Photog., Cr., D.C.Ph.

March 20—High School Seniors  
Paul Kady, M.Photog., A.C.Ph. &  
Peggy Kady

March 27—Wedding Day & Beyond/Making it all Look Easy  
Marilyn Dillon, CPP & Laura Piazza, CPP

Go to [www.nhppa.com](http://www.nhppa.com) for more information

## Photofestival 2010

**Don & Gene “Lighting and Posing 101”  
Saturday, January 23, 2010**

**Location: Milford, NH**

Gene and Don are combining their talents for the eight year! This course is for the photographer with less than five years experience, and/or someone who would like to review the basics! Tools and techniques will be presented that, when utilized, will enable the individual to grow in their ability to “see” light. We’ll discuss studio lighting utilizing a variety of light modifiers, {window light, parabolic lighting, soft-boxes, spotlights, etc.}. We’ll also review posing individuals and groups. During the course, participants will have the opportunity to practice posing each other. You’ll learn how to make your clients look their best through facial and body analysis, how to utilize the proper lighting patterns, as well as choosing the correct poses to minimize your client’s physical challenges {ie., weight, crooked noses, smaller eyes, receding hair lines, etc.} We’ll discuss light patterns, ratios, and the “quality” of light. Learn the “rules” so that you will know when you can break them. While the course will emphasize studio lighting, the principles you will learn apply to all portrait situations. Come prepared to learn, be prepared to grow!

**Don Chick, CPP, M.Photog.,  
Cr., D.C.Ph.,  
Gene Paltrineri, CPP,  
M.Photog., Cr., D.C.Ph.,  
Sponsored by  
Lustre Color.**

**PHOTOSHOP FOR FUN & PROFIT  
Saturday, February 6, 2010**

**Location: Nashua, NH**

We will spend the day learning new ways to enhance our photography using Photoshop. A basic knowledge of Photoshop will help you dive right in. We’ll talk about everything from basic enhancements, color correction, and file output to more fun and inspiring things like what we can do using layers, blend modes, and layer masks as well as filters. We’ll also touch on a few of the new features of CS4. The idea of this workshop is to make your life as a photographer easier, more creative and more productive.

**Ella Carlson, CPP, A.C.Ph.,  
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## Photofestival 2010

### ART OF POSING/BUSINESS NUTS & BOLTS

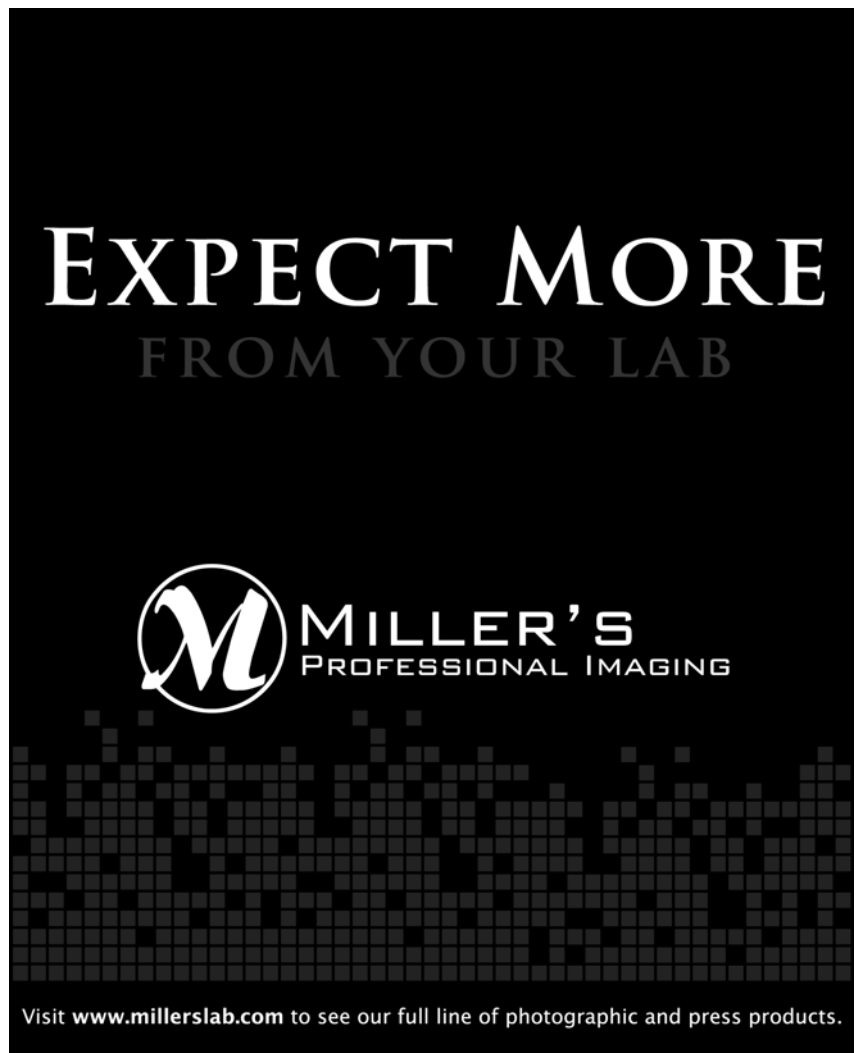
Saturday, February 13, 2010

Location: Goffstown, NH

Posing can make or break an image. This abbreviated morning program will cover the principles and style of the pose, mechanics of position, and different design elements using the most basic of techniques. When it comes to posing, many photographers get overwhelmed with what to do for their subject(s). The customer always waits for you to “design” their pose so drawing a blank is common. In this seminar, Claire will show you how to begin the session using basic elements easing into “flow posing”, going from one design to another quickly to easily, create different looks. She plans to cover the different posing forms when shooting for brides, groups, head and shoulder, and senior photography and will lightly touch on the free style interaction used for photojournalistic work as that style of photography is quite different from traditional posing. She will talk about hand, feet and leg posing, features truly difficult to pose effectively, discuss body shapes and sizes and what you can do to create a more pleasing figure. At the end of the session, she will have a roundtable discussion for everyone to share ideas, ask questions, and problem solve. Please prepare questions before the seminar so each attendee has a chance to present their own concern to the group.

There are many factors to consider when starting up a business, especially in this economy. Whether you go full or part time, decisions will have to be made. Some will be easy and many won't be. During the afternoon session we will review the following: Why it's important to incorporate your business; Buying vs. leasing equipment; Pricing your product; Storefront vs. home based business; Bookkeeping software; Some Do's and Don'ts when starting up; Top mistakes made in starting a business; Q & A session; Roundtable discussion.

**Claire Lemire, Cr., Photog., C.Ph**  
**Roland Lemire, Cr., Photog., D.C.Ph.**



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## Photofestival 2010

### BELLIES, BABIES & REAL KIDS

Saturday, March 6, 2010

Location: Concord, NH

**Limited to 15 individuals:** Bellies and Babies and Real Kids – If your interest lies in photographing babies and children but you aren't sure where to start, this is the class for you because it actually starts with the Belly! We will talk about all three in this high energy class. PLUS, Lauri will talk about how to market yourself to get those ideal clients in the door. We will cover how to photograph B&B's including lighting and posing, our sales presentation, delivery and follow up to keep them coming back! Be sure to bring your cameras, as we will have some babies and "Real Kids" to work with so that you can try some of the things you learn with Nylora! You will know for sure if this is for you!

Nylora Bruleigh, CPP, A.C.Ph.

### PETS, PEOPLE & PROFITS

Sunday, March 14, 2010

Location: Laconia, NH

This program is designed to help any studio to add pet photography to their list of services and help photographers incorporate pets into their family portrait business. After all, pets are considered as children by many people...the only difference being the tax write off! A few topics Tim will cover in detail include: How to market pet photography as a separate product line that can help you generate cash during your slow season; Lighting for success; Preparing your clients for the shoot; Preparing you and your camera room for the unexpected; The digital advantage; plus a few good, and not-so good, stories for everyone to learn from. BYOP!

**INSTRUCTOR: Tim Cameron, CPP, M.Photog., Cr., D.C.Ph.**

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## Photofestival 2010

### HIGH SCHOOL SENIORS

**Saturday, March 20, 2010**

**Location: Kensington, NH**

Come and spend a day with Paul and Peggy Kady. They have been photographing high school seniors since 1994. They will share with you their marketing techniques including one day sales and digital work flow. Work smarter, not harder. A few years ago, they had 3 to 4 employees. This year, by streamlining their work flow, there is only Paul and Peggy. They will have a senior session (hopefully out in the snow) and go thru all the steps from sign up, to photographing the session, to the client viewing their images 15 minutes after the session ends, and going home with their images on a CD to make their decisions. About 90% of their clients walk out of the studio with a flip album CD the day of the session (2 for 1 sessions, clients pick up CDs the next morning). They'll share how effective it is to collect the session fees at the time of booking, as well as a \$200 non-refundable deposit the day of the session.

**Paul Kady, M. Photog., A.C.Ph.**

### WEDDING DAY & BEYOND/Making it All Look Easy

**Saturday, March 27, 2010**


**Location: Hampstead, NH**

Join Marilyn and Laura of Natural Expressions Wedding Photography, LLC as they guide you through their wedding process. The day will include instruction, discussion and hands-on photographing. Highlights will include the importance of "branding" your business and explain how using graphic design to create your wedding business identity has benefited them. They will share how planning ahead takes a lot of the pressure off both them and their clients and creates a sense of trust in the bride and groom on the big day. Join them on a local "pre-ceremony" shoot creating both candid and posed shots of the bride. They will discuss the team coverage approach of the ceremony and then will demonstrate how they work efficiently and creatively while photographing groups. During a second photo session, get hands on practice with posing groups. They will share the efficiencies of their editing process, show you the benefits of adding Adobe Lightroom into your editing process, and have a segment on time-saving automation tips. The day will be wrapped up with a review of their creative design process for their award-winning albums. *Sponsored by Avalon Editions*

**Marilyn Dillion, CPP**

**Laura Piazza, CPP**

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WEEK OF April 11 — 16, 2010

Resort and Conference Center of Hyannis , Massachusetts

- COURSE 1:** DOUG BOX BASIC PORTRAITURE / WEDDINGS
- COURSE 2:** TIM KELLY "FINE ART PORTRAITURE"
- COURSE 3:** JENNIFER HILLENGA "HIGH SCHOOL SENIORS AND MORE"
- COURSE 4:** DAVID BECKSTEAD "WEDDINGS"
- COURSE 5:** DARTON DRAKE "INSPIRATIONAL PORTRAITURE"
- COURSE 6:** GREG & LESA DANIEL "INTERMEDIATE / ADVANCED PORTRAITURE"
- COURSE 7:** JOHN WOODWARD "MASTERING THE LIGHT & FINE TUNING YOUR TECHNIQUE"
- COURSE 8:** JANE CONNER-ZISER "THE COMPLETE PHOTOGRAPHIC ARTIST"
- COURSE 9:** BRUCE HUDSON "PRICING SELLING MARKETING"
- COURSE 10:** JEREMY SUTTON "COREL PAINTER"
- COURSE 11:** ED PEDI FAMILY PORTRAITURE / "NEW ENGLAND STYLE"

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## Scholarship Report By Gloria LeClair

At our monthly meeting on October 7th, 2009, we raised a total of 235.00 and deposited \$161.00 into the scholarship fund. The following have donated prizes for the raffle on that evening:

We had two cash prizes of \$37.00 each (thanks to our members)

**Peggy Hatfield**, of Lenzart donated an Ansel Adams book

**Tamron** donated a T-shirt

**Ken Wilson of Lustre Color** generously donated three \$50 gift certificates

**Capri Album** was very kind to us and donated two print folios

**The Lexjet** \$100 gift certificate was regifted by one of our members (thank you Carol)

A 2 GB compact flash card was also donated (donor unknown)

Thank you everyone (members and vendors) for your generous donations during these tough economical times. Your support is greatly appreciated.

Scenes from  
The October  
Meeting



Photos  
by Don Chick  
and Steve Bedell

## Schedule of Events

Nov 4 - Monthly Meeting—"Furballs! The Art of Pet Photography" Stephanie Millner—Chateau, Manchester

Dec 2 - Holiday Party—Fratello's, Manchester

Jan 6 - Annual Business Meeting and Vendor Appreciation Night—Chateau, Manchester

Jan 9-12—PPA Convention—Nashville TN

Jan 23- Mar 27—NHPPA Photofestival

Feb 3—NHPPA Monthly Meeting, Print Critique, Chateau Manchester

Feb 21— Feb 25—BISPP- Nassau, Bahamas

Mar 3—Monthly Meeting—"Glamor" Bob Akers—Chateau, Manchester

Apr 7—Monthly Meeting—"Head Shots" - Julio Gerace—Chateau, Manchester

Apr 11-16—NEIPP, Resort and Conference Center of Hyannis , MA.

Apr 24-27—NHPPA Conference—Grand Hotel, N. Conway, NH'

Future NHPPA Conferences—The last weekend of April

Note: All monthly meetings start at 6 PM. Directions are posted on the web page [www.nhppa.com](http://www.nhppa.com)



Gene Paltrineri  
3 Tanglewood Dr  
Dover, NH 03820

Address Service Requested

### RSVP

If you are planning to attend  
the November Meeting  
you must contact:

**Paul Kady**

**by October 28, 2009**

**(603) 778-8864**

**[paul@loftstudiophotography.com](mailto:paul@loftstudiophotography.com)**

**Meal Cost (with reservation):**

**\$22 for adult, \$27 at the door**

**Non-member Guest fee \$30  
(plus meal fee)**

**Meals not guaranteed after  
reservation date**

**Reservation after Oct 28-\$ 27**

**No-shows are responsible  
for meal cost**