



NHPPA

PHOTOFESTIVAL - 2012

Sun. Jan. 22	Basic Lighting & Posing - Gene Paltrineri, Carolle Dachowski
Sat. Jan. 28	Digital Painting for Photographers - Ella Carlson & Patty Axford
Sat. Feb 11	DAM - Digital Asset Management - Crystal Nadeau
Sun. Feb 12	Basic Photoshop techniques - Jane Walsh & Alison Minter
Sat. Feb. 18	Pricing / Selling Techniques - Candace Pratt Stiteler
Sat. Feb. 25	H.S. Seniors - Dennis Spaziano
Sat. March 3	Fun & Physics of Light - Wayne Flanagan
Sat. March 10	Families A-Z! - Steve Bedell
Sun. March 11	Next Level Weddings - Steve Sedman
Sun. March 18	Pets, People & Profits - Tim Cameron

NHPPA Photofestival Registration For:

Name: _____ Email: _____ Phone: _____

Select Program(s) of choice & pay online at NHPPA.com or enclose form with check payable to NHPPA,
mail to: **NHPPA, PO BOX 4085 Manchester, N.H 03108-4085**

- _____ Jan. 22, 2012, 9 am - 4 pm (Sun)
- _____ Jan. 28, 2012, 9 - 4 pm
- _____ Feb 11, 2012, 9 am - 4 pm
- _____ Feb 12, 2012, 9 am - 4 pm (Sun)
- _____ Feb. 18, 2012, 9 am - 4 pm
- _____ Feb. 25, 2012, 9 - 4 pm
- _____ March 3, 2012, 9 am - 4 pm
- _____ March 10, 2012, 9 am - 4 pm
- _____ March 11, 2012, 9 am - 4 pm (Sun)
- _____ March 18, 2012, 9 am - 4 pm (Sun)

Special Thanks to our Photo Festival Sponsor

Lustre Color
www.LustreColor.com

Attendance to One (1) Program	\$50.00
Second Program	\$40.00 \$ _____
Third through Tenth Program	
@ \$30.00 ea x _____ =	\$ _____
TOTAL ENCLOSED	\$ _____
<i>Proceeds to benefit the NHPPA Speaker Fund</i>	

Registrations are accepted on a first come, first serve basis, and are restricted according to host studio space. You will receive confirmation of your program registration with information, instructions and directions to each course.

www.nhppa.com - PO Box 4085 - Manchester N.H 03108-4085

To Pay by PayPal, Click here. Members to do not have to send in this form.

Sunday - January 22, 2012 - Basic Lighting, Location: Dachowski Studio - Manchester, NH Limit: 20

This course is geared toward the photographer who has been creating portraits professionally for less than five years, and/or someone who would like a review of the basics. This class will be the perfect foundation for the remainder of the Photofestival classes. We will discuss lighting and poses that will make your client look their best. Basic lighting techniques to include: light patterns, ratios, and the "quality" of light will be covered. The use of different light sources to include: parabolic, umbrellas, soft boxes, bare bulb, window and outdoor. We will discuss facial and body analysis and show you how to use light and pose your subject to minimize challenges with weight, crooked noses, smaller eyes, reseeded hair lines etc. We will teach you the basic "rules" so that you will know when and where to break them.

Instructors: Gene Paltrineri, *M.Photog., Cr., CPP, D.C.Ph.*, & **Carolle Dachowski**, *M.Photog., Cr., A.C.Ph.*

Saturday - January 28, 2012 - Digital Painting for Photographers, Location: Ella Prints - Dunstable, MA Limit: 10

We now have some great painting tools available to us on our desktops. Corel Painter® has a huge array of painting and drawing capabilities and this class will provide a guided exploration of how we, as photographers, can use Painter to enhance and change our photography. Photoshop® also has terrific new brushes in it's latest version, and we'll talk about those as well, for things such as filling in hair, smoothing rough patches, enhancing eyes, etc. Bring your laptop and make sure you download the trial version of Corel Painter (www.corel.com) a few days before the class so that you have it to use. You can also download the latest version of Photoshop as a free trial for 30 days if you haven't had a chance to try it out yet. This is a beginning level class. Some experience with Photoshop is recommended.

Instructors: Ella Carlson, *M.Photog., Cr., A.C.Ph.* & **Patty Axford**

Saturday - February 11, 2012 - DAM - Digital Asset Management, Location: Goodbrain Studio, Manchester, NH Limit: 15

Beginners or professionals invited! We will be using Adobe® Lightroom with industry "Best Practices" standards. We will be talking about the "Concept of a DAM system": DAM defined, the DAM Ecosystem explained, the "Prime Directive" explained, why do you need a DAM system. Now that you know the "why" we'll explain the "how" to get started: browser software vs catalog software, Adobe Bridge, Adobe Lightroom, parametric image editing term explained, raster image editing explained. You will need Adobe® Lightroom 3.0 on your system and some photographs, preferably RAW files, tiff or jpg's at the minimum, with which to practice importing and editing. Many more topics will be covered!

Instructor: Crystal Nadeau, *A.C.Ph.*

Sunday - February 12, 2012 - Get you going in Photoshop, Location: Goodbrain Studio, Manchester, NH Limit: 15

Have you been trying to self teach yourself Photoshop? Have you hit stumbling blocks along the way? Have four people showed you the same thing four different ways? Are you confused, frustrated, and ready to throw in the towel??? This class will help you become more comfortable and proficient navigating Photoshop. Some topics to include: setting up Photoshop, the interface, web and print resolution, layers, adjustment layers, layer masks, stumbling blocks, tips and tricks, keyboard shortcuts, using the history palette, and more.

Instructors: Jane Walsh, *CPP, C.Ph.* & **Alison Minitor**, *CPP*

Saturday - February 18, 2012 - Pricing & Selling, Location: Candace Pratt Studio - Lee, NH Limit: 10

Doing something you love doesn't always translate into running a profitable business. It's a numbers game - you can't make up profit in volume, so if you don't know your numbers you can be very, very busy, but not necessarily making ends meet. Do you own a JOB, or a successful *profitable* business? This program is designed for every studio - whether beginner or advanced - these are basic, business principles presented in the context of something we know - photography.

Instructor: Candace Pratt Stiteler, *Cr., CPP, CBM, ABI, C.Ph.*

Saturday - February 25, 2012 - H. S. Seniors, Location: Photography by Dennis - Bedford, NH Limit: 10

Join Dennis as he explains how he Books, Photographs and Sells to high school seniors. The morning program will begin with how he markets to seniors. Dennis will also give you tips on how he gets them to book their sessions. The morning program will end with Dennis going over the equipment he uses along with the different sessions he offers. The afternoon program will begin with him photographing a senior for which he will be demonstrating his posing and lighting techniques. Each attendee will have a chance to pose and photograph the model. Dennis will also review the software he uses for his final images and discuss how he sells to seniors.

Instructor: Dennis Spaziano, *M.Photog., CPP, D.C.Ph.*

Saturday - March 3, 2012 - Fun & Physics of Light, Location: A Fine Exposure Studio, Sunapee, NH Limit: 15

"Fun with Lighting, lots of fun and useful information to help make all your sessions go better". We will explore the physics of light and how an understanding of these simple concepts can save your shoot when the pressure is mounting. A fun day designed to emphasize the principles of light. Natural, Strobes Black lights and wacky cheap Homemade lighting systems that work. What you need A good attitude, open mind, camera, flash, tripod. Please find out the guide # of your flash (call me if you are unsure of this). You will be shooting and receiving coaching all day long to reinforce each concept in this interactive work shop.

Instructor: Wayne Flanagan, *CPP*

Saturday - March 10, 2012 - Families A-Z!, Location: Steve Bedell Photography, Dover, NH, Limit: 18

Families are the most profitable segment of photography. They are fun to shoot and the money is great! Steve Bedell will show you how to market, shoot and sell to the family portrait market. If you want to really improve your income, then this is a program you should take. Steve has a very strong family portrait business and most orders include single or multiple wall portraits.

Instructor: Steve Bedell, *M.Photog., Cr., D.C.Ph.*

Sunday - March 11, 2012 - Next Level Weddings, Location: Goodbrain Studio, Manchester, NH Limit: 15

Learn how to stay hot in today's market! The current bride is more visually savvy than ever. To be successful in wedding photography, you need to know what your potential customers want and then exceed their expectations. Stephen's class will cover every aspect of wedding photography derived from over 20 years of experience as a wedding photographer in this ever changing market. Some of the topics Stephen will cover are: how to increase, strategize and enhance your business, marketing, how to maximize your productivity through efficient work flow, outdoor and natural light techniques, multi point flash, posing, and more!

Instructor: Steve Sedman, *CPP*

Sunday - March 18, 2012 - Pets People & Profits, Location: Achbar Studio - Laconia, NH Limit: 15

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 who don't have kids... The only difference being the tax write off! Tim will cover in detail; 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 and the digital advantage. Plus, a few good, and not-so good stories for everyone to learn from

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