

Light and Lens



The Bi-Monthly Publication of the
Vermont Professional Photographers

Welcome to the newest edition of Light and Lens, the purpose of this publication will be to inform and sometimes entertain the members of the Vermont Professional Photographers. With that in mind, please feel free to send any announcements, achievement notices, upcoming workshops and other material that you believe the other members will find of interest. You can send them to our web and publications chairman: Terry Norris at tnorris@shoreham.net. Thank you.

Issue 1, March 6, 2011

President's Message –

Light and Lens... a newsletter publication that was around for many, many years, finds its way back into your hands thanks to Vice President and Communications Chairman, Terry Norris. I've been missing it and I hope it will find its way into your hearts, as well. Thank you, Terry!

Convention is coming quickly! Are you ready? Have questions? I hope you find, within these pages, all the answers you may be looking for. If not, please don't hesitate to contact me or anyone on the board to find those answers. We're here to serve you, the members of the Vermont Professional Photographers! Without you, there wouldn't be a need for us. So, reach out as often as you can with your ideas, comments, suggestions, critique... it will only make VPP stronger and keep us moving in the right direction!

I hope to see you all at the Convention, April 3-5, 2011, at the Woodstock Inn!

Warmly,
Diane



Diane Parenteau, president

Annual meeting during the break in Ann's program, March 6, 2011



Don't get all caught up in your work and forget to order your competition prints. The print rules can be downloaded from the web site, <http://www.vtprophoto.org/page3.html>

"Photography takes an instant out of time, altering life by holding it still.".....Dorothea Lange

How many photographers does it take to change a light bulb? 50. One to change the bulb, and forty-nine to say, "I could have done that!"

We had a fantastic time at the 81st annual Vermont Professional Photographers Convention, April 18-20, 2010. We plan to do the same at this years convention.

Don't miss the 82nd annual VPP Convention, April 3-5, 2011.



Plan to join them at this years 82nd Annual VPP Convention, this year we will be at the beautiful Woodstock Inn, Woodstock, VT. It promises to be a great time for learning new techniques and socializing with your fellow photographers. Don't miss out, check all the information on the web site, <http://www.vtprophoto.org/page2.html>.

April 3-5, 2011

And if a day goes by without my doing something related to photography, it's as though I've neglected something essential to my existence, as though I had forgotten to wake up. I know that the accident of my being a photographer has made my life possible. - Richard Avedon - 1970

VPP 2011 Convention April 3,4,5 at the Woodstock Inn, Woodstock, VT
Be sure to check the VPP website, www.vtprophoto.org/page2.html for a complete schedule of the
Convention and information about each speaker!
Please join us for the Cocktail Hour and Banquet on Monday, April 4,
starting at 6pm



Natalie Stultz, program chairman

June Meeting: Sunday June 5th 2pm to 7pm Tracey Hall, Norwich, VT

James Hazelwood leads us in an afternoon and early evening seminar about using small strobes to great advantage. We plan to shoot outside during the “magic hour” and learn James’ fun and dynamic techniques for small strobes mixed with ambient light.



(c) Richard D. Cole 2010



(c) Richard D. Cole 2010



(c) Richard D. Cole 2010

“To me, photography is an art of observation. It’s about finding something interesting in an ordinary place... I’ve found it has little to do with the things you see and everything to do with the way you see them.”.....Elliott Erwitt



Lucas deSousa, print chairman

You spent the whole year capturing images. Now it’s time to get some together for the Print Competition. Check out the web site for rules and entry forms. If you have any questions, feel free to call or email me any time. Print competition is an amazing learning experience. It’s highly recommended to at least sit in on one or better yet, volunteer to help. If you can help out, it’s greatly appreciated. Send me an email to let me know if you would like to volunteer. lucas@lucasdesousa.com



Susan Dutton, secretary

Secretary Report:

Registering at Convention:

Look for me at the Registration Table. I will have a name badge for you. I will be accepting new membership applications and dues. This is where you will pick up your meal tickets (meal tickets that are part of your room package as well as ala carte meals). There will be raffle tickets that you will want to buy arm length after arm length to try to win some of the wonderful raffle items that Kathleen has been working so hard to get for us, not to mention some scholarship money. Don't forget to pick up your registration packet, which will have the convention schedule and other informational items in it.

Attention VPP Members—Check your Scholarship Points Today:

Please see me to make sure you are getting credit for the meetings you have attended. A total of at least nine points is needed to qualify for the Ivan Burnham scholarship drawing during Convention. If you see anything that needs to be corrected, please let me know. I get this information from the sign in sheets at the bi-monthly meetings. Always make sure to sign those sheets!

Kathleen Porter, vendor relations



Hello fellow photogs!

Hope everyone has had a nice winter season. Today's thaw is a nice reminder that Spring is but a few short months away! And with Spring comes our annual Vermont Professional Photographers Convention! And I hope you are all looking forward to the convention this year because we have a great one in the works!

This year is my first year as Auction/Raffle chair and there are some fantastic items sitting next to me right now, all donated by generous sponsors and businesses! I am so excited to share these items with you come April. :) In the meantime, I am still on the prowl for other items to add to my lovely collection. Donations from our members are some of the best items in the auction/raffle! These items in the past have been matted prints, framed prints, one-on-one mentor programs, studio lighting technique demonstrations, a lesson in a new program, maple syrup, handcrafted albums, birdhouses, gift certificates to favorite restaurants, gently used equipment, chocolates, wine, calendars, note cards, rum yum yum yum, and the list could go on! Think of the items that you have won at past auctions and raffles. I know that some of these items are in my every day kit now. :) Or decorating my home etc.

This year, for each item that a member donates to the auction/raffle they will receive a ticket for the raffle. Amazing! Make a donation to a good cause and get a complimentary raffle ticket!! :) A good exchange. :) All items may be brought to the March meeting with Ann Monteith. At the meeting I will be announcing some of the items that will be in the auction/raffle! A little chance to plan your bidding strategy before the convention. :)

If you cannot make it to the March meeting (bummer!), you may bring your item to the convention. Please e-mail now though, so I know what you are bringing and can make a sign for it! Thanks :)

Looking forward to seeing everyone soon! Any questions can be directed to Kathleen@north-photo.com

Be well,
Kathleen

PPA is in good financial shape with holdings equal to 1 1/2 years operating expenses, the non profit association standard. This is a nice turn around considering less than 15 years ago PPA was almost bankrupt.

Membership has doubled in the last 6 years; we now have 22 thousand members worldwide of which a record 10,750 attended IUSA.

The online "See the Difference" social media campaign that kicked started last summer has been a success. The online pay per click advertising on Face Book and Google generated 52 million hits, 9 thousand articles that have been read and over 6 thousand searches to PPA's find a photographer web site. Three new videos are in the works and lots of marketing materials are to be unveiled in the up coming months. At today's meeting PPA.edu was announced. This will be PPA's new web portal devoted strictly to education.

Don Dickson from TX was elected as next year's president.

Several housekeeping items as well as several motions that will affect our members. Here are the important ones. Motion 2 approved a merger of the MEI and Master Artist degree now to be called Master Artist. This motion was passed with an amendment put forward to allow those working on their degree to have 2 years option to complete their degree in its current wording. Several motions passed changing terminology pertaining to affiliates and PEC. The best news for affiliates is the addition of 2 merits for being the Print Competition Chairman.

Respectfully Submitted,
Donna M Goodhue
Charles A Parker
Kelly Schulze (proxy)



Quick, quick, let's get going, convention is just around the corner. Have you prepared your competition prints? Made reservations at the Woodstock Inn? Want to help at the print competition? Don't miss the fun at the 82nd Annual VPP Convention!

Nominating Report for 2011 – 2012

President – Terry Norris
Vice President – Kelly Schulze
Vice President - Lucas deSousa
Vice President – Kathleen Porter
Director – Sarah McGarghan
Director – Robin Foster
Secretary – Susan Dutton
Treasurer – Kevin Macy

Immediate Past President – Diane Parenteau
2nd Past President – Janet Miller
3rd Past President – Don Whipple

Representative to PPANE – Lucas deSousa

Janet Miller
Nominating Committee Chairperson
2/04/11



If you are a new member to VPP and feel a little bewildered and need help, feel free to ask any officer for support, we are here for you, the members.



Light meters read, photographers interpret....”Catherine Jo Morgan”

You only get one sunrise and one sunset a day, and you only get so many days on the planet. A good photographer does the math and doesn't waste either.....”Galen Rowell”

VPP Annual Meeting Agenda

Secretary’s Report: Susan Dutton

Treasurer’s Report: Kevin Macy

Investments: Don Whipple, Kevin Macy

Committee Reports:

Bi-Monthly Programming: Natalie Stultz

Convention Chariman: Kelly Shultze

Print Show Chairmen: Lucas deSousa, Terry Norris

Communications: Terry Norris

Vendor Relations/Auction: Kathleen Porter

Membership: Larry Asam
New Member Applications

Unfinished Business:
PPANE Director

New Business:
Moving 2012 Annual Meeting and Convention dates

Nominating Committee: Janet Miller, Don Whipple, Andrea Carbonneau
20011-2012 Proposed Slate of Officers

Election of Officers



Member Profile

Name- Louisa Larson
VPP member since- February 2011



Town/City in which you live- Essex town
dba/ Studio name- Louisa Larson Photography
Birthday- October 24 1969

Degrees held- BS in exercise physiology

Do you remember when you first knew you wanted to be a photographer- Both my grandfather and father were professional photographers. I spent my childhood working in the darkroom with them. But it wasn't until I had my firstborn photographed that I knew that it's what I wanted to do as well.

Areas of photographic specialties- families, maternity and newborn

Favorite subjects- I have no favorite. I love to photograph all people... even the grumps!

Work philosophy- I have learned over the years that I work best when I am just myself. Photography that is truthful and speaks to your heart, is a photograph that has been taken by a photographer that is truthful and speaks from *their* heart.

The best part of being a photographer- I truly love meeting and interacting with all kinds of people. I also love the way that a photograph captures an instance of a moment that would otherwise be overlooked. It's very powerful.

Spouse/partner- Paul Larson

Children/grandchildren- Ella - 8 yrs, Madeleine 7 yrs, Griffin 5 yrs

Where did you grow up- I was born in Canada then moved to Bahamas when I was 3. When I reached school age we moved to England where I lived until I was 11. We then moved to the States, to a suburb outside of Chicago, then finally to Boulder Colorado where I lived until I moved to Vermont 6 years ago. Phew!

What other jobs have you held/or would like to hold- After college I worked as an exercise physiologist working with athletes.

Member of other professional photography organizations- PPA

Favorite camera, lens- I have two sister Canon 5D's but I'm ready for an upgrade! My favorite lens is the 24-105 L followed by a 50mm 1.2

One piece of equipment you can't live without- My Mac computers! Both mac book pro and my mac pro laptop. I LOVE them!

The one piece of equipment you wished you'd never bought- I can't think of anything.... I give everything I buy lots of thought!

Whose photographic work/style do you admire most- I really admire James Nachtwey for telling stories that need to be told. I love John Fielders work in preserving our landscape. Storey Wilkins wedding photography brings tears to my eyes. Anne Geddes of course for putting infant photography on the map.

If you could photograph just one person, who would that be- I don't have one person I'd like to photograph. But I would love to travel to third world countries and capture family images for people that have never had their families photographed before.

Do you prefer studio or environmental portraits- I love studio for maternity, newborns and children under the age of 2. I prefer environmental portraits for everything else.

Color or B&W- I am drawn to black and white but I love color in my own photography.

Who would you like to see at a workshop or seminar- I would love to have a one-on-one with Anne Geddes!

Do you have a favorite action or style that you most turn to- No. I rarely use actions that are made by other people. I tend to create my own.

Do you feel you need to retouch an image just because you can- absolutely not. The less editing the better!

When you have downtime, what's your favorite thing to do- Down time, what's that?! I love to be outdoors... so anything outside is perfect.

Biggest challenge in the digital world- Taking too many images.

Hobbies- Skiing, gardening, reading

Best part of living in Vermont- I love being able to have chickens, to ride horses, to have bees. I love all the seasons. I love having no billboards. It's a wonderful place to raise a family.

Favorite musical artist/genre- Cold Play, U2, John Mayer... anything from the 80's!

Something that you just can't get enough of- Nutella on graham crackers dipped in tea.

One word that best defines who you are as a person - optimistic

If you weren't a photographer, what would you be- a graphic artist

Best part of being a VPP member- Having all these people close by that share the same passion and enthusiasm for photography that I do.

Things that the VPP membership may not know about you- I think I've told you just about everything!