



VPPA TIDEWATER

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Next Meeting:

"Imagination, Creativity, & the Self-Assignment"

Presented By
Jim Carpenter
Monday, July 19, 2010

Pat Meinen
Pat's Studio of Fine Art
Photography
2828 Yadkin Road
Chesapeake, VA 23323
(757) 485-0543

7:00 pm social
7:30 pm meeting

Beth Forester - Myth Buster

By Eric Green, CPP

Not too long ago, I spent a Super Monday with photo legend Beth Forester. I went hoping to get a few creative ideas for using her tattoo thingamajiggies...what I learned was far greater. Beth took several of my long-held ideas and prejudices and gave them a fresh perspective. Here are a few of the photographer myths that she busted.

Myth 1 - I only photograph seniors...or weddings...or babies.

This myth says that you can't be a baby photographer, do seniors, *and* do weddings. Actually, if you *are* a true professional you should be able to photograph under a wide variety of circumstances and situations. This has nothing to do with making a choice to focus on one type of photography as a matter of personal preference. This doesn't mean ignoring long held rules regarding clothing, posing or lighting. This doesn't mean you should compromise your artistic integrity. It merely means being well versed in many forms of photography. Beth's body of work is great argument against this myth. She is known as a senior photographer, but her portfolio is also filled with a wide range of portraiture. The latest Professional Photographer magazine has an example by Beth of two elderly women entitled "Sisters" that shows her command of capturing subjects far from high school seniors.

Myth 2 - I market to seniors...and weddings...and babies.

Beth's discussion of marketing was a continual reinforcement of two main points....focus on your niche and make sure that every image you use is a "purple cow" i.e. something sure to be noticed. She photographs nearly everything, but she markets to seniors and every ad stands out.

Myth 3 - Facebook is where photographers go to act like teenagers.

I was a late-comer to Facebook. I simply didn't see the value of it based on the way I saw it being used. I remember David Schwartz and I had a conversation once about photographers talking about their "*way bitching*" photo shoot on Facebook. We couldn't imagine anyone seriously wanting to hire someone using such childish language. I was also baffled by photographers who each few days would upload a photo shoot and describe each one as the best photo shoot they've ever had. I went to Beth's presentation to find out "what the deal was" and even asked her what she thought of the postings I was witnessing. While at her computer, she proceeded to Facebook and tagged a recent senior she had photographed-showing us in real time how word spread about this same image. To her credit, she never commented on the childish Facebook postings but instead, showed us how quickly buzz-the real value of Facebook- can be created.

Myth 4 - Photoshop is where photographers go to hide.

Knowing that Beth sells design templates and probably derives a substantial income from her Photo Duds, I was surprised when she dismissively described them as "a little spice." It was at this moment I opened my eyes and *really* looked at her images. It wasn't the "duds" or "tattoos" that drew me to the images...it was the images themselves. This stood in stark contrast to the several classes I have attended where lecturers have said "the lighting doesn't matter right now...we can change it in Photoshop." Some speakers just seem to make everything clearer. Beth certainly clarified much for me.

In case I haven't mentioned it, Beth Forester will be one of the speakers at the Summer Seminar in August. Can you imagine it? All of this great advice and more....for free! Don't forget to register today!

About Our Speaker: Jim Carpenter



Upcoming Meetings:

AUGUST

Summer Seminar

Date: August 29-30, 2010

Place: Lynchburg, VA

More info on VPPA website

SEPTEMBER

Tidewater District Meeting

Date: September 20, 2010

Place: TBA

Since 1998, Jim has won Grand Photographic Winner for the State of Virginia X 2, Eastman Kodak Gallery Award X 3, Fuji Masterpiece Award X 2, Best in Show for State X 2, Best in Show for SEPPA X 1, Best in Category for State X 4, Best in Category for SEPPA X1, Court of Honor X 4, Certified Professional Photographer Award X 1, Published in the PPofA Loan Collection Book X 7, and Published in the PPofA Photo Showcase Book X 3.

Jim earned his Master's Degree in Photography through the Professional Photographers of America (PPA) and received his degree August 1, 2000 in Las Vegas. Jim is currently the only Master Photographer, Certified Professional Photographer and Fellow Photographer in the Charlottesville-Albemarle area. He will also receive his Craftsman Degree July 2003 in Las Vegas. Jim has recently been guest speaker for Virginia, Maryland and North Carolina Professional Photographers Association. He is scheduled to speak at the 2005 SEPPA Convention in Atlanta, Georgia.

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On a personal level, his civic duties include membership in the Lions Club, board member emeritus for the Charlottesville-Albemarle Dogwood Festival, fundraising campaign chairman 3 times for the Charlottesville-Albemarle Rescue Squad and is an Honorary Life Member, Deacon at Belmont Baptist Church, as well as other numerous organizations.

Directions

Pat's Studio of Fine Art Photography
2828 Yadkin Road
Chesapeake, VA 23323
(757) 485-0543

From I-64 take exit 15B, Hampton Roads Belt towards Chesapeake/VA Beach. Take exit 297, Military Highway/US 13. Turn left onto North Military. Turn slightly right onto George Washington Highway/US 17. Turn right onto Yadkin Road at the shopping center with the Food Lion. The studio is at the end of the street on the right.

SEE YOU THERE!!

Program: Imagination, Creativity & the Self-Assignment

As most VPPA members know, Jim Carpenter is known for his great award-winning photography. However, Jim will share with us how he uses his imagination, develops his creative "juices", and takes "time out" to just photograph subjects apart from our normal/routine photography sessions with clients.

Those who have already experienced this program will be refreshed and those who haven't will be enlightened. Don't miss this awesome speaker!