

# INSPIRED

APRIL 2020 | ISSUE 88



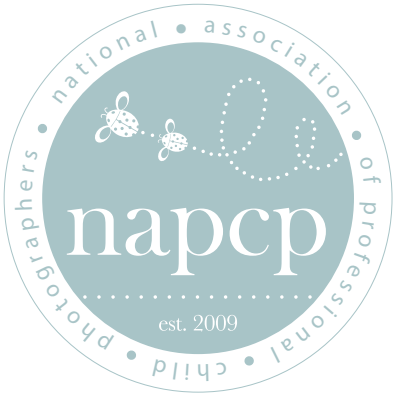
FEATURING THE 2019 AMBASSADORS

THE NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS





Weekly Favorites Winner Pam Bell of Pam Bell Photography



WE LOVE OUR COMMUNITY

The National Association of Professional Child Photographers is a member-based association representing and promoting the community of professional child and family photographers. NAPCP provides a valuable platform for seasoned veterans and rising professionals alike to share their experiences, hone their craft and raise their professional visibility.

Cover Image by Renee Stengel

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# GREETINGS, FRIENDS!

Around the globe, our community has come together to support and encourage one another during these unprecedented times. COVID-19 has impacted us all as small business owners, family members, community leaders, neighbors and humanitarians - it has been such a beacon of light for us at NAPCP to witness our community rally. We are constantly inspired by the generosity and heart of our members, and we're grateful this platform has allowed you all to continue essential conversations as you navigate these challenging times together.

We are especially excited about this issue of INSPIRED magazine because we are featuring our 2019 NAPCP Ambassadors. Our Ambassadors endeavor to create personal relationships and networks on a local level and foster the collaboration that is a hallmark of NAPCP. As we kick off our 2020 NAPCP Gatherings, we just want to take this opportunity to personally thank each and every one of our Ambassadors, past and present. Whether we gather in person for coffee, a photography walk, or virtually over zoom - it's through these inspired local gatherings that we grow, connect and celebrate one another.

The world may be facing some major uncertainty right now, but one thing remains the same: our community's ongoing commitment to inspire, encourage and propel you.

Be safe and well, friend.

Warmly,

Alice and Kyu Park

NAPCP Founders

## Your "To Do" List

### APRIL 2020

#### ☐ GET READY FOR MASTER CERTIFICATION

*Master Certification for the Family category will open on May 4th. Don't miss the opportunity to increase your marketability to clients. See page 58 for details.*

#### ☐ SUBMIT YOUR IMAGERY FOR INSPIRED MAGAZINE

*May's Inspired magazine will feature images that demonstrate the use of long exposure. Submit imagery by May 1st at [napep.com/contribute-to-our-magazine](https://napep.com/contribute-to-our-magazine).*

#### ☐ GET FINANCIAL HELP

*We've put together a list of resources for our members regarding various financial options for small businesses during the COVID-19 crisis. Please visit our website at [napep.com/covid-19-resources](https://napep.com/covid-19-resources) for more information.*

### MAY 2020

#### ☐ MARK YOUR CALENDAR

*Our next NAPCP Gatherings will take place the week of September 6th-12th. Visit [napep.com/napep-ambassadors](https://napep.com/napep-ambassadors) to contact a NAPCP Ambassador in your area and learn more!*

#### ☐ TAKE TIME TO LEARN

*Experiencing some additional downtime? Login to your NAPCP account and check out the Video Interviews and Marketing Mondays libraries, under Resources. With so much complimentary advice, it's a great way to refresh your business strategy for the upcoming months.*

#### ☐ MAKE THE MOST OF YOUR MEMBERSHIP

*Are you looking for a way to connect within the NAPCP community? There are so many ways to contribute! Visit [napep.com/get-connected](https://napep.com/get-connected) for more info!*





Amy LAW

Inspired by love, family, arts and laughter, we photograph the everyday sweet and candid journeys of families from maternity, to newborn, to toddler and family.

In words from a family in Boston after our lifestyle and outdoor session in the family’s favorite park, “The photos carry warm memories, big love and reveal my efforts in the journey of being mother to my son. Whenever I wonder if I am a good mom, those moments you have frozen help me to remember that nothing is forever except memories!” - Mikah A.

FAVORITE QUOTE

Build yourself on the next version of you.

- KT Merry

Little Stories - the Moment by Amy  
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What was your favorite part about being a 2019 NAPCP Ambassador?

I love to share NAPCP’s vision with photographers and other people. Photographers always work alone, so it’s good to have someone’s back.

What is the most interesting thing about being a photographer?

The most interesting thing about being a photographer is that you participate in the journey of baby and children’s growth. You are invisible to baby’s journey, but you are there to photograph their milestones along the way.







# Carolyn Ann

RYAN

I am an award winning Charlotte portrait photographer specializing in family and high school senior portraits. I love capturing stunning, timeless family portraits worthy of display on the walls in my client's homes. Last year, I celebrated my 10 year anniversary since launching my business, and we are currently completing the construction of my new home studio in our basement! I can't wait to use the space for high school seniors, tweens, communion portraits, business headshots and more!

## *What do you love about being a NAPCP Member?*

I have loved getting to know more NAPCP members from our local community. Our group has expanded and I love meeting with these ladies and discussing business, marketing, session locations and more. They are so supportive and kind. Just recently, Kristen Montgomery texted me from an event and tradeshow to share new products she found because she thought they would work wonderfully in my new home studio. She is just one example of how NAPCP

## HER WORDS

*The worst answer you could receive is no, and that's OK. But if you don't ask, you will never know what is actually possible.*

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members truly believe in supporting each other and embracing the idea of community over competition. I'm so grateful to have all of these ladies in my life.

## *What is the funniest thing that's ever happened to you as a photographer?*

When my niece was younger, I was photographing her for a portrait session for her First Holy Communion. She was sitting on a bench, and I was looking through my camera lens as I slowly stepped backwards to position myself to get the right angle with my lighting. I continued slowly stepping backwards until my feet hit the stone edging of the garden behind me and I began to almost fall backwards into the garden. I thankfully did not completely fall over and quickly regained my balance. Well, my 8 year old niece thought this was hysterical. I was thankfully able to continue to photograph her immediately after my stumble and those were some of the best photographs of the day with the most natural smiles. As photographers, we are willing to do almost anything for a good laugh or smile, but I also learned a valuable lesson - always look where you are going especially with the camera in hand.







Diogo  
LOUREIRO

We have authorial work marked by spontaneity and capturing emotions. I believe it is the only way to really immortalize a moment, leaving the possibility of reliving it and feeling all that has happened again. I think this is what gradually made us acquire an identity and a unique way of working. For 2 years, we have also been dedicated to teaching in-person workshops and classes.

*What do you love about being a NAPCP Member?*

I find NAPCP incredible. I’ve been part of it for many years. At the time I joined, there was no other association dedicated to the area of children and families here in Brazil and very few in the world. NAPCP’s pioneering spirit, seriousness, commitment to the community and the ability to renew itself each year is admirable. It’s the best in the world!

HIS WORDS

*Every day, I discover how powerful photography is, how much it can do, and how much it completes me.*

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*What is the most interesting thing about being a photographer?*

I learned a lot about myself when I dedicated myself to learning about others and their stories. Every day, I discover how powerful photography is, how much it can do, and how much it completes me.

*What’s your favorite part about being a NAPCP Ambassador?*

I am very proud to be part of a community as incredible and creative as NAPCP. This is reflected in the joy and pleasure with which I represent it in my country. I think the best part is being able to build a compassionate community, contributing ideas and still being able to show everyone that a respectable and serious association is one that is concerned with everyone’s growth and learning.







Edyta  
GRAZMAN

Hi! My name is Edyta Grazman and I own and run a full-service photography studio in Chicago, IL. I specialize in family photography and offer custom studio and on-location sessions.

I am committed to bringing my clients the best that the photography industry has to offer. From staying current on the latest imagery and editing techniques, to providing the top solutions on preserving and displaying their prints in their home, my goal is to create finished pieces that will last generations and become family heirlooms.

*What do you love about being a NAPCP Member?*

The community and all of the resources! I appreciate hearing from experts, the workshops, Marketing Mondays and, of course, the competitions. It's a great, supportive community with the nicest people and opportunities for growth.

WISE WORDS

*We all have our own unique photographic voice and, as artists, it's our responsibility to find it and follow it.*

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*What is the funniest thing that's ever happened to you as a photographer?*

I once had a photo session with a family with three children who enjoyed the process so much they didn't want it to end. They insisted that I go for ice cream with them afterwards. I ended up getting ice cream and lemonade with them. We even went to the park for a little bit! Why not extend the fun?

*What's your favorite part about being a NAPCP Ambassador?*

Being involved and organizing NAPCP Gatherings! It was super fun meeting fellow, local photographers, leading photography-related discussions and spreading the word about this wonderful organization!







# Erika

HOLIFIELD

I'm Erika, a portrait photographer and a mother of three (so I know first hand what it takes to coordinate an entire family for a photo session). I have crafted a very laid-back and stress-free approach to all my sessions. We have a ton of fun moving and playing to capture everyone's genuine expressions because I believe photos should capture your family's genuine personalities and emotion. I strive to deliver an unforgettable experience so my clients will be happy to recommend my services to the rest of their family and friends.

*What do you love about being a NAPCP Member?*

I love connecting with other photographers, not only locally, but all over the nation. In the year that I have been a NAPCP Ambassador, I have made genuine connections that feel like a sisterhood and I love seeing all the support and encouragement from the NAPCP community.

HER WORDS

*If you are able to serve others by doing something you love, everything else will fall into place.*

Erika Holifield Photography  
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*What is the funniest thing that's ever happened to you as a photographer?*

I showed up to a family photo shoot only to discover that the venue that we had picked out was having a craft show. There were tents and people EVERYWHERE! I had a small moment of panic when I saw it all, but luckily I was able to keep my cool and directed the family to an empty area just beyond the tents. The session went perfect and it ended up being one of my favorites of all time! I learned two very valuable lessons that day: 1. Check the venue calendar before booking sessions and 2. When things don't go as planned, don't panic.

*What's the best piece of advice you've ever received?*

If you are able to serve others by doing something you love, everything else will fall into place.







# Heather

DAVIDSON - MEYN

I am honoured to say that capturing emotional, beautiful and honest portraits of families is my career. For as long as I can remember, the photographs I have taken have been my most treasured possessions. From my youthful travels to today, when family is everything. For me, a photograph is a record and a reminder of life's beauty, events and milestones. If I don't have a photo of something, it's almost like it never happened. I love being able to provide beautiful photos to families so that they have wonderful memories too.

## What do you love about being a NAPCP Member?

I love being a part of NAPCP because I know there are an amazing bunch of photographers just like me who have "been there, done that" and are always willing to help. We just "get" each other. We understand each other. We're on the same page and everyone is always willing to help and encourage each other.

## WISE WORDS

*Do the tasks that directly make you money FIRST.*

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## What is the funniest thing that's ever happened to you as a photographer?

I was photographing a family once on the end of a little pier off of a beach in Europe when we got interrupted by a skinny-dipper who walked the entire length of the pier, dipped and walk back again, completely in the buff with only a modicum of modesty. I politely put my camera down, but now I wish I had snapped a shot of the families' shocked and amused faces as that bare butt walked by!

## What's the best piece of advice you've ever received?

On a creative level - always make time to play, experiment and undertake personal projects. On a personal level - be sure to regularly schedule a photographer to capture images of YOU with your family. On a business level - do the tasks that directly make you money FIRST.







# Jaye

MCLAUGHLIN

I'm a family lifestyle photographer serving NYC, Westchester County and Southern Connecticut. I love to cultivate and capture fun and chaos with my families. I live in Pelham, NY with my husband and four big kids.

*What do you love about being a NAPCP Member?*

Let's face it - photography can be a really isolating business. We know that for every hour spent with our wonderful clients, many many more are spent behind a computer screen. It took me a couple of years to realize that I literally had to schedule out real time with fellow photographers to create and maintain the relationships that keep me sane. NAPCP Gatherings keep me on track with that!

*What is the funniest thing that's ever happened to you as a photographer?*

My family jokes that I have captured more puking and mishaps than anything else (that's NOT true, of course!). I do

HER WORDS

*Thanks to NAPCP Gatherings, I've amassed referral lists, sounding boards and willing ears during tough times, cheerleaders, and true friends.*

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seem to have a latent talent for capturing barfs, falls, toddlers being flattened from behind by ocean waves, streams of newborn pee and poop and yes, even a pediatrician's son putting a plastic bag over his head.

*What's the best piece of advice you've ever received?*

Right before my wedding day, someone told me that throughout the ceremony and reception, I should try to stop occasionally and take a mental snapshot. The day goes so quickly, he said, that you won't remember any of it if you don't. I took his advice and slowed down my mind a few times during the event, looked around me, thought about what was happening, and appreciated the moment. He was right — those moments are the only ones I truly remember from that day. And I'm so happy to have them. When I look back, I realize that that advice has inspired and shaped my business. For me, taking photos is the ultimate way to notice and appreciate things. It's the act of slowing down that makes the memory. The photo itself is the icing on the cake, and the springboard for sharing that memory with my family.







# Kansas

PITTS

First and foremost, I am a married and a mother to 4 crazy (but sweet) kids. I am a busy entrepreneur and mom who comes from parents who had the same spirit. I embrace business ownership and have a passion in teaching others how to create epic images as well as how to actually make a living creating those images and am doing the same thing myself! I own a studio where I do newborn portraiture, but my specialty is family sessions (mostly at the beach). I live within 5 minutes from the beach and love it. I love to run, can never refuse Mexican food, and am obsessed with true crime (which my husband thinks is very strange). I lean towards wide angles, dramatic colors, and the moments in-between the posed images.

## WISE WORDS

*Comparison is the thief of joy.*

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### *What do you love about being a NAPCP Member?*

I love the camaraderie in the group and the helpfulness all of the members. Also such great resources for both the established photographer as well as the beginners.

### *What's the best piece of advice you've ever received?*

Comparison is the thief of joy so keep your head down and work your life but also, be kind. Kindness doesn't cost a thing and you have no idea what is going on in the depths of every person you come in contact with. It makes a difference!







# Kathryn

LANGLEY

I am a newborn and family photographer based in Calgary, Alberta, Canada. My passion for photography started when I bought my first “fancy” camera for a trip I took over 7 years ago. Since then, it has grown into a hobby, a creative outlet, and an amazing career. Through photography, I have met families who inspire me, fellow photographers who challenge me to push through creative boundaries, and have received opportunities to have my work featured in multiple publications. I am humbled by the trust my clients have in me when it comes to creating everlasting memories of the first precious weeks with their new tiny humans.

*What’s your favorite part about being a NAPCP Ambassador?*

I love to meet new photographers in my area, especially those who are just starting out. I remember how intimidating it

HER WORDS

*I wouldn’t be the photographer I am today without the support and encouragement from some of the amazing peeople I have met through NAPCP.*

Kathryn Langley Photography  
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was when I started doing photography as more than just a hobby, and how much it helped me to have a few experienced friends to bounce ideas off of. My goal as a NAPCP Ambassador is to create events where people feel comfortable sharing their challenges, triumphs, goals, and awhere we can all support each other.

*What do you love about being a NAPCP Member?*

The friendships I have formed! I have gotten to know so many incredibly talented photographers both in person and online, and I wouldn’t be the photographer (or person) I am today without the support and encouragement from some of the amazing people I have met through NAPCP.







Kimberly  
TANK

I'm a lover of the ocean, chocolate, and Harry Potter. I have a passion for capturing the essence of who my clients are and the connections they share; those little moments everyone wants to be able to look back on and remember how they felt.

My style is authentic, natural, and fun! I strive to create beautiful portraits that will be viewed and passed down by many generations to come. I am a full service photographer and work to make my client's experience enjoyable and stress-free. I believe in printed photographs and offer beautiful, museum quality products to help elevate memories to works of art.

HER WORDS

*You get to decide what success  
looks like for you.*

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*What do you love about being a NAPCP Member?*

The NAPCP community is like no other. The connections I have made through NAPCP are invaluable. I truly treasure the people I have met through this wonderful organization, not to mention how much I have learned over the years from other professionals. Being part of NAPCP has not only helped me grow my business but my skill as a photographer as well.

*What's the best piece of advice you've ever received?*

You get to decide what success looks like for you. Set your own goals and don't worry so much about what everyone else is doing.







Kristie  
BRADLEY

As former teacher, I have built a business that marries my love for teaching and mentoring with my passion for senior portraits. The heart of my business lies in my Ambassador programs which allow me to offer community service events and character building activities to provide meaningful experiences to the teens I work with. Offering these opportunities along with a memorable portrait session has always been my dream job. Being able to give back to my community through this philanthropic program and balance family time is a winning combination!

*What do you love about being a NAPCP Member?*

I love connecting with others! Sharing and teaching truly breathes energy into me. Being a NAPCP member opens up a community of professional photographers that are encouraging, supportive and motivating. The opportunity to submit work for magazine features and challenge to enter the Image Competition every year keeps me on my toes and striving to continue to improve and educate myself in my craft.

HER WORDS

*I truly believe we each offer unique qualities and that there are plenty of clients for us all.*

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*What is the most interesting thing about being a photographer?*

I think the most interesting part about being a photographer is the journey. I can honestly say that I did not see my photography path leading me to owning a brick and mortar studio and specializing in senior portraits, but I am truly grateful for where I am at. I cannot wait to see where KBP goes from here!

*What’s the best piece of advice you’ve ever received?*

“Stay in your lane.” In an industry that is very competitive and is constantly changing and evolving, it is easy to watch what your “competition” is doing. This can be a dangerous habit to fall into. I have learned that it is so important to set my goals and vision and to keep focused on how I plan to achieve that. There will always be other photographers, but not another me. Instead of focusing on what others are doing, I try to continue to keep myself educated, fresh and focused on my goals. I truly believe we each offer unique qualities and that there are plenty of clients for us all.







# Lena

ANTARAMIAN

I am a family and child photographer located in Ridgewood, NJ - right outside of NYC. I am a mom to very different (but equally amazing) 12 year old twin girls and a 2 year old whoodle puppy as well as a wife to a smart and funny man. I love dogs, books and sunny spring days. I enjoy all types of food (dessert in particular). Cooking it is a different story though! I love bags (photography bags are my specialty!) and believe you can never have too many. I am also a world traveler. After visiting many countries, living in a few, and meeting people from all over the place, I truly believe that the world is a wonderful place and people at their core are good. My photography is lifestyle-ish with a touch of fine art. I love capturing authentic and raw moments, but want them to look beautiful at the same time.

## What is the funniest thing that’s ever happened to you as a photographer?

I had a client who wanted to do a photoshoot at the top of the Rockefeller center in NYC dressed in their evening attire - top hats, an evening gown with white gloves - the whole works. As I was following them with my cameras and giant lenses, people kept asking who my clients were because they thought they were celebrities!

## HER WORDS

*Don’t overwhelm your clients with a ton of images - show them only the best of the best.*

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## What’s the best piece of advice you’ve ever received?

Don’t overwhelm your clients with a ton of images - show them only the best of the best. If you are not sure about a particular image don’t include it in the client’s gallery. You want your clients to say “WOW, how did she do it? I LOVE every single image in my gallery!” instead of “I like some of them”. I hire a photographer for my own family session every year and having been on the receiving end of client galleries I definitely agree with that advice!

## What do you love about being a NAPCP Member?

It may sound cliché but I love being a member of the NAPCP community - it is such a supportive group of people! Being a photographer and working for yourself can be a lonely business and it is wonderful to know that there is this great community of talented and kind people who you can share ideas with, come to with questions, and vent to.







Mary  
B. OKNER

Originally from New York, I've been living in California for almost 10 years now, which has provided me the opportunity to pivoting my business from child and family photography to the niche of underwater photography. I love it so much - it has really been reinvigorating my creative senses. I also partner with a company and offer outdoor natural light school portraits every year. As of January 2020, I am a mom to not one, but two wonderful kids and they are the main reason I continue to better myself as a human and an artist.

*What's the best piece of advice you've ever received?*

The best advice I've received is to stop comparing yourself to others. Look inwards and find what's inspiring you. Then, go out and create what speaks to you. This is something I try to remember when I find myself mindlessly scrolling down my Instagram feed.

HER WORDS

*Look inwards and find what's inspiring you.  
Then, go out and create what speaks to you.*

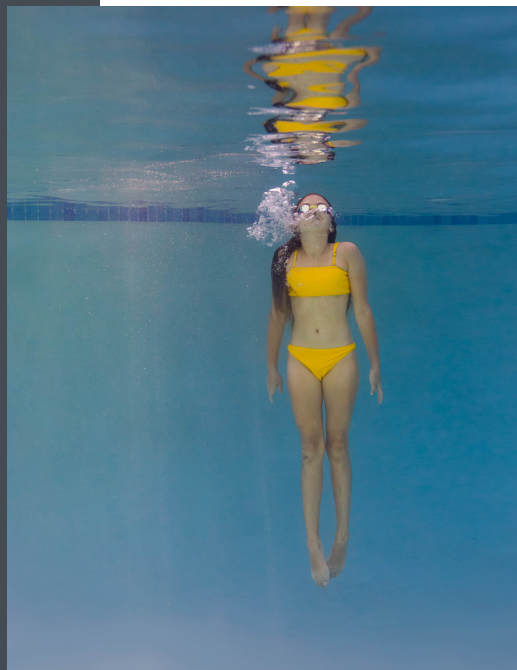
Mary Bea Photography  
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*What do you love about being a NAPCP Member?*

I love the friendships, that I have made within the NAPCP Community. As a child & family photographer starting out 8 years ago, I thought I was on my own (clearly not the case). Finding a group where others shared my interests, challenges, etc. has helped me not to feel so alone.

*What is the funniest thing that's ever happened to you as a photographer?*

Fun fact, my first job out of college was working for a construction photography company. That job afforded me a lot of knowledge, but also some pretty funny and interesting shoot locations including (but not limited to) water treatment facilities in NYC, rail road stations, and even Disney Broadway offices.







Maryam  
SALASSI

My name is Maryam and I am a film and digital photographer in the San Francisco Bay Area. My goal in life is to give families photos that they recognize themselves in - photos that embrace what their life feels like in this moment in time. I love what I do, and I'm constantly humbled that families choose to have me document their memories.

*What's your favorite part about being a NAPCP Ambassador?*

I love bringing my community together. Being a photographer can sometimes feel isolating, so I do my best to make other photographers feel a little less alone!

FAVORITE QUOTE

*Just keep swimming.*

- Dory in *Finding Nemo*

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*What do you love about being a NAPCP Member?*

I love how NAPCP supports their members and focuses on community-building and lifting each other up.

*What's the best piece of advice you've ever received?*

I don't know if it counts, but I love the part in *Finding Nemo* where Dory starts singing "Just keep swimming, just keep swimming..." I apply that a lot to both my personal and professional life.







# Monica

ALVAREZ

I'm a premier portrait and editorial photographer based in Naples, Florida. Photography has been part of my life since college when I learned to develop and create beautiful images using film. For the last 12 years, I've created beautiful portraits of babies, children, high school seniors, and families. I've been awarded a recognition of Merit by the National Association of Professional Children Photographer (NAPCP) & two times awarded best photographer by The South Florida Parenting Magazine.

If I'm not photographing something or someone you can find me on the beach with my family, camping, or traveling somewhere new.

## HER WORDS

*It made me realize that everything happening around me is an opportunity to create a great story through imagery.*

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### What do you love about being a NAPCP Member?

NAPCP is the community I love to spend time in online. I learn, get inspired, and make new friends. I'm in awe of the amazing talented women in the community. We all strive, support each other, and grow!

### What is the most interesting thing about being a photographer?

One of my most awarded images is the last image I took on a sunny beach day. We were all tired and ready to leave when I turned back to my kids and I saw them sharing a beautiful moment bonding. I asked them to look at me and right there I created the most beautiful image of them together. It made me realize that everything happening around me is an opportunity to create a great story through imagery.







Pam  
BELL

I have been a pro photographer on Amelia Island since 2000. Before that I was a hobbyist for 25 years. I love capturing moments for families and all the milestones of life and I love including fur babies. My goal in every session is to capture something that is different than anything I have shot before and that is something extra special for my client. I feel all my life experiences have brought me where I am with my photography and have given me the “how to” of working with people to help them relax and help them look their best. I love capturing what my client desires, and then adding a little of my flair to it. I don’t want my photography to look like anyone else’s and strive to make that happen.

*What do you love about being a NAPCP Member?*

I love the positive and encouraging vibe in this group. I love how everyone helps each other when questions come up. It is a solid group with some absolutely amazing photographers and I am thrilled to be a part of it.

WISE WORDS

*Photograph babies, even when they are crying. Those are priceless pictures too.*

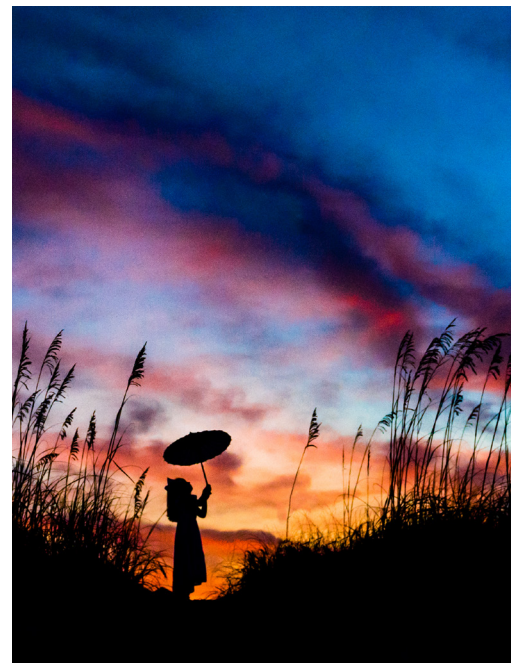
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*What is the funniest thing that’s ever happened to you as a photographer?*

When I was at the right place and right time to get some amazing shots of George Clooney and his bride as they were in boat on the Grand Canal in Venice the Monday after they were married. I was in an Airbnb on 3rd floor and had my 200mm and was able to get shots as if I was the only one shooting. It was awesome!

*What’s the best piece of advice you’ve ever received?*

I have had so many. One is: “Photograph babies, even when they are crying. Those are priceless pictures, too.” Another is: “Just get the shot!” (my own advice to myself, when perfection tries to slip itself into the scenario)







# Renee

STENGEL

Over the last few years, I have developed a crazy passion for underwater photography. I love creating out-of-the-box underwater art as I work with families, expecting mothers, and even business branding projects. I love to travel and have an obsession with all things water! Free diving, stand up paddle boarding (and SUP Yoga!), snorkeling, swimming, beach yoga - I'll take it all! The Grand Caymans is one of my favorite spots for freediving, but 2019 trips to Cuba for a yoga branding Sssion and Ginnie Springs, Florida for an underwater photography adventure with several NAPCP Members have me ready to keep pushing to explore as many new adventures as I can find!

## What is the funniest thing that's ever happened to you as a photographer?

A couple years ago my husband and I traveled to Southern California for a few days. I didn't take my underwater gear, but I took my brand new Nikon D5. One morning I went down to the beach to photograph some waves. I proceeded to

## HER WORDS

*Outsource. We can't do every task in our business on our own and expect to excel.*

Renee Stengel Photography  
 renee@reneestengelphotography.com  
 reneestengelphotography.com  
 @Reneestengelphotography  
 /reneestengelphotography

get braver and braver as I moved from photographing them at water's edge, to ankle deep, to nearly knee deep water. All was fine at first, but then I got the bright idea to use my cell phone to video myself doing this for social media content! (You can imagine where this is going!) It took me a year to share it, but the most popular post on my Instagram account is a video clip of me wading into the Pacific Ocean holding my camera, getting knocked over by a wave, my hand shooting into the sky to protect it, and then me calmly walking out of the water again. The camera was just fine - my ego was a bit soaked - but all was well! (and I got some great photos of course!!)

## What's the best piece of advice you've ever received?

Outsource. We cannot be all things to all people - and we cannot do every task in our businesses on our own and expect to excel. I was recently encouraged to find my superpower and let the other things go. That contrary to what most of us think as artists, there ARE people out there that can handle parts of our business as well, and quite possibly better, as we can.







# Sheena

MAGNESEN

I'm a natural light newborn and family photographer and excited to start my 9th year! I love the flexibility that comes with my job as it also serves as my creative outlet.

*What do you love about being a NAPCP Member?*

The community and having such a diverse group of knowledge “bubbles” for constant help and support.

WISE WORDS

*Nobody can bring you down  
but yourself.*

Sheena Magnesen Photography  
sheena@sheenamagnesenphotography.com  
sheenamagnesenphotography.com  
@sheenamagnesenphotography  
/sheenamagnesenphotography

*What is the funniest thing that’s ever happened to you as a photographer?*

A mom pulling out a diaper to help soak up her son’s bloody nose while tornado sirens started to go off was pretty crazy!

*What’s the best piece of advice you’ve ever received?*

Nothing specific, just to keep going after your dream. Nobody can bring you down but yourself.







Shelby  
FINKELSTEIN

I am a mom of three amazing children who set out on this journey in 2009 to capture family images that were “perfectly imperfect”. I specialize in modern baby, children, family, and maternity photography. I take a lifestyle approach to my photography and enjoy consulting with my families to find the best way to show off their new family art!

*What is the funniest thing that’s ever happened to you as a photographer?*

I love when my subjects take a turn at being the photographer with my camera. Those pictures are always my favorite outtakes!

## HER WORDS

*We are stronger and more successful  
together than we are alone.*

Simply Shelby Photography  
shelby@simplyshelbyphoto.com  
simplyshelbyphoto.com  
@simplyshelbypic  
/simplyshelbyphoto

*What’s your favorite part about being a NAPCP Ambassador?*

Fostering a sense of community with local photographers and letting them all know that we are stronger and more successful together than we are alone.

*What’s the best piece of advice you’ve ever received?*

Know your value!







# Ute-Christin

COWAN

Originally from Germany, I came to the US in 2002. I celebrated 10 years of UCP in March, which was very exciting. I have a home studio and I couldn't be happier to be working from home and welcoming my clients there. I focus on baby, child and family photography and am obsessed with recreating cakesmash setups that look like TV shows. Some of them even went viral this past year, which has been super amazing.

## What's the best piece of advice you've ever received?

Never look back, always look ahead.

## WISE WORDS

*Never look back, always  
look ahead.*

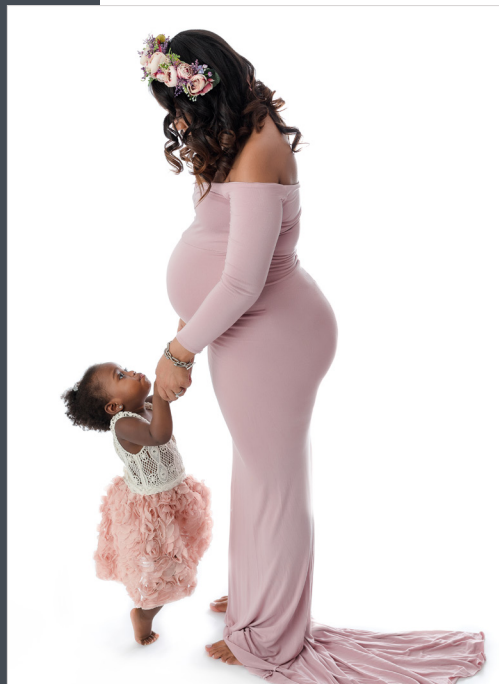
Ute-Christin Photography, LLC  
hello@utechristinphotography.com  
utechristinphotography.com  
@ute\_christin\_photography  
/utechristinphotography

## What do you love about being a NAPCP Member?

When you work for yourself, life can get lonely so it is nice to meet up (online or in person) with people that have the same interest at heart!

## What's your favorite part about being a NAPCP Ambassador?

I loved being part of the community, meeting new people, and having questions answered, organizing meetups, and hanging out with like minded people.







Willy  
WILSON

For the past 12 years (and many years prior), I have been creating portraits of people. Little people, big people, groups of people; people doing things, working, playing, loving. I am currently exploring the artistic world of underwater photography and creating new challenges to explore the boundaries of the art.

*What do you love about being a NAPCP Member?*

I have loved the relationships I developed over the years. The people I have met through NAPCP are likely to be lifelong friends (and I don't mean just online friends). They are people whom I see in person, celebrate holidays with, and share life stories with. My favorite advisors, critics, and advocates and people whom I met through NAPCP. What an incredible group.

HER WORDS

*The people I have met through NAPCP  
are likely to be lifelong friends.*

Life Unstill Photography  
wilson@lifeunstill.com  
lifeunstill.com  
@lifeunstill  
/lifeunstill

*What is the funniest thing that's ever happened to you as a photographer?*

Well there are all those times when I fall down because I'm looking through my lens and not watching where I'm going. That's probably a lot funnier for my clients than it is for me though!

*What's the best piece of advice you've ever received?*

As photographers we always want to do all the things: new website, join groups, attend events, enter competitions, online classes, buy the gear. Then my friend Lisa Dowty (always the voice of reason) will just say, "And how does that make you money?" It's a good check on ego vs. business investment.







# INSPIRED

LONG EXPOSURE | MAY 2020

NAPCP's monthly Inspired themes celebrate outstanding images from members and non-members, on an ongoing basis. We can't wait to see your "long exposure" images for our upcoming issue in May. These monthly themes aim to give professional photographers ample opportunities to show off their work and have it published in print! Visit [napep.com/contribute-to-our-magazine](https://napep.com/contribute-to-our-magazine) for more information on how to submit.

*Submissions Close May 1st*



*Top Image by Emily Yewchuk of Yew Photography | Bottom Image by Karyn Novakowski of Kin & Kid Photography*



# THE *Overhead* ISSUE

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APRIL 2020





MEMBER



## Kathleen Neufeld

### Gear:

Canon 5D Mark IV | 35mm

### Settings:

f/4.5 | 1/125 | ISO 100

### Business:

Hope + Salt Photography

### Website:

[hopeandsalt.com](http://hopeandsalt.com)

### Instagram:

@hopeandsalt

## Eva Baker

A few times a year we load up the car and head to my parents cabin in Lake Almanor. My home is basically devoid of interesting window space so when I saw her warming herself here in the window-light I had to take advantage of this sweet moment.

”

### Gear:

Canon 5D Mark IV, Canon 50mm

### Settings:

f/2.2 | 1/200 | ISO 400

### Business:

Eva Baker Photography

### Website:

[evabakerphotography.com](http://evabakerphotography.com)

### Instagram:

@evabakerphotography

## Linda Gutierrez

### Gear:

Nikon D750, 35 mm

### Settings:

f/2.8 | 1/80 | ISO 400

### Business:

Little Snaps Photography

### Website:

[littlesnapsphotography.com](http://littlesnapsphotography.com)

### Instagram:

@littlesnaps\_photography







MEMBER

## Mary B Okner

**Gear:**  
Canon 5D Mark III | 35mm

**Gear:**  
f/3.5 | 1/1250 | ISO 250

**Business:**  
Mary Bea Photography

**Website:**  
marybeaphotography.com

**Instagram:**  
@marybeaphoto

## Rebecca Danzenbaker

**Gear:**  
Canon 5D Mark IV | 35mm

**Settings:**  
f/4 | 1/250 | ISO 1600

**Business:**  
Rebecca Danzenbaker Photography

**Website:**  
rebeccadanzenbaker.com

**Facebook:**  
/rebeccadanzenbakerphotography



MEMBER



MEMBER

## Nicole Ratliff

These 2 are the very best of friends, I wanted to capture their silly, fun and happy giggles and unique friendship. There was tickling, laughter, flower picking and hilarious jokes.

”

**Gear:**  
Canon 5D MII | 17-40mm

**Settings:**  
f/4 | 1/160 | ISO 1600

**Business:**  
Nicole Ratliff Photography

**Website:**  
nicoleratliffphotography.com

**Facebook:**  
/NicoleRatliffPhotography





## Heather Maloney

**Gear:**  
DJI Mavic Air Drone

**Business:**  
Heather Maloney Photography

**Website:**  
[heathermaloneyphotography.com](http://heathermaloneyphotography.com)

**Instagram:**  
[@hmaloney](https://www.instagram.com/hmaloney)

## Amanda McClellan

These are unique times for our country and more specifically for our family as we navigate social distancing and our state’s mandatory lockdown of all non-essential functions. I am trying to document this “new normal” for my children, which includes seeing their Gamma and Gampa, who they’re normally lucky enough to be used to seeing in person quite often, via FaceTime for the time being. The way my youngest is reaching for her grandma is so simultaneous heartwarming and heartbreaking given everything that is currently happening in our country.

”

**Gear:**  
Nikon D810 | 35mm

**Settings:**  
f/2.8 | 1/250 | ISO 500

**Business:**  
Amanda Lee Photography

**Website:**  
[amandaleephotography.com](http://amandaleephotography.com)

**Instagram:**  
[@amandamcclellan\\_](https://www.instagram.com/amandamcclellan)

## Brooke Hamilton

**Gear:**  
Sony A7iii | 28mm

**Settings:**  
f/2 | 1/1000 | ISO 500

**Business:**  
Hamilton Creek Photography

**Email:**  
[brooke@hamiltoncreekphotography.com](mailto:brooke@hamiltoncreekphotography.com)

**Website:**  
[hamiltoncreekphotography.com](http://hamiltoncreekphotography.com)

**Instagram:**  
[@brookehamiltoncreekphotography](https://www.instagram.com/brookehamiltoncreekphotography)

featured artist



# Master PHOTOGRAPHER

— CERTIFICATION —

THE NEXT STEP IN YOUR  
PHOTOGRAPHY JOURNEY

## THE REPUTATION & CREDIBILITY YOU DESIRE!

Want to increase your marketability to clients? NAPCP wants to help you get the reputation and credibility you need to book your calendar! Being rewarded with a Certificate of Mastery is the best way to celebrate longevity and skill in the child photography industry.

This is NOT a photo competition. Our Mastery program rewards our members by acknowledging their excellence in what they do. Portfolios are scored according to skill and likelihood that your clients will love what you create – not “best in show”. Apply now and get recognition from our organization, peers, clients, and the status elevation you’ve been looking for!

### PROGRAM DETAILS

Submit a portfolio of images for one of 5 categories. The objective is to demonstrate your skill and mastery as an artist who can shoot in a variety of different settings and situations, exhibiting mastery of the specific niche.

One of our reviewers will score your portfolio and you will be notified if you pass or fail. Upon passing your review, you will be rewarded with a NAPCP Certificate of Mastery in the category for which you applied. You will also receive a special emblem for use on your website and on social media, to help you promote your business to clients.

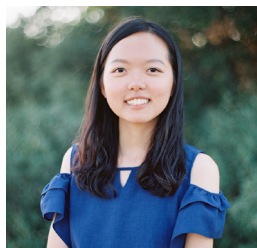


### MASTER CERTIFICATION FOR THE FAMILY CATEGORY OPENS MAY 4TH!

For more details and information on how to apply for Master Certification, log in to your NAPCP account and click on the submission link under “resources”.



# 2020 NAPCP AMBASSADORS



AMY LAW



APRIL CANNON



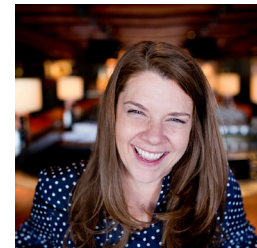
ASHLEY SOEDER



CAROLYN ANN RYAN



DEANNA RYAN



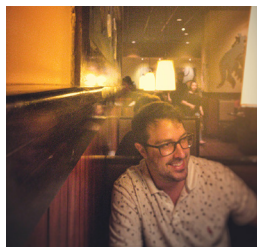
MARY OKNER



MONICA ALVAREZ



DENISE HURDLE



DIOGO LOUREIRO



EDYTA GRAZMAN



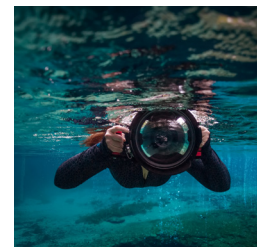
ERIKA HOLIFIELD



HANNAH DREWS



PAM BELL



RENEE STENGEL



HEATHER CROWDER



HEATHER  
DAVIDSON-MEYEN



HEIDI GUERARD



JANICE MORSE



JAYE MCLAUGHLIN



RYA DUNCKLEE



SARAH HARPER



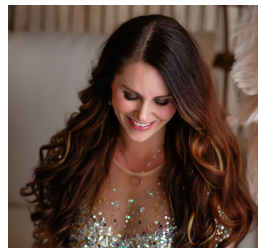
JENNIFER EVANS



JENNIFER JACKSON



JENNIFER KAPALA



KANSAS PITTS



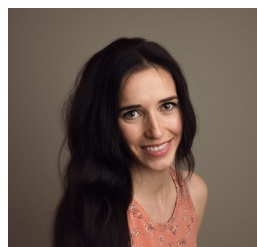
KAREN HALBERT



SHARON NEVES



SHEENA MAGNESEN



KATHRYN LANGLEY



KIMBERLY TANK



KRISTIE BRADLEY



KRISTYN MILLER



LENA ANTARAMIAN



SHELBY FINKELSTEIN



## SAY HELLO TO OUR 2020 AMBASSADORS!

A big congratulations and warm welcome to our NEW 2020 NAPCP Ambassadors - April Cannon, Ashley Soeder, Deanna Ryan, Denise Hurdle, Heather Crowder, Heidi Hope Guerard, Jennifer Evans, Jennifer Jackson, Kristyn Miller, and Sara Harper! These 10 amazing ladies are joining the ranks with 24 other NAPCP Ambassadors from around the globe. Our Ambassadors work hard to build thriving communities of artists on a local level. By fostering connections and conversations, NAPCP Ambassadors enable the compassionate collaboration that is a hallmark of the NAPCP vision.

This week marked the very first week of NAPCP Gatherings in 2020! Due to the current situation we face around the globe, all of our April NAPCP Gatherings took place virtually. We were so happy to see members connecting and supporting one another. We hope to all be together again in person come September. Our Ambassadors can't wait to chat with you!

For more information about future events and to find one in your area, visit [napcp.com/napcp-gatherings](https://napcp.com/napcp-gatherings).





April 2020

# #NAPCPINSTAFAVES





MEMBERSHIP BENEFITS

[napcp.com/membership-benefits](http://napcp.com/membership-benefits)

MEMBERSHIP APPLICATION

[members.napcp.com/napcpapplication](http://members.napcp.com/napcpapplication)

MARKETING MONDAYS

[napcp.com/marketing-mondays](http://napcp.com/marketing-mondays)

IMAGE COMPETITION

[napcp.com/about-our-image-competitions](http://napcp.com/about-our-image-competitions)



*Image by our May 2020 Inspired Magazine Featured Artist - Susan Porter-Thomas of Susan Porter-Thomas Photography*

EXPOSURE

There are so many ways to contribute to the NAPCP Community. Whether it's through speaking, hosting a Marketing Monday, becoming a NAPCP Ambassador or even simply writing a blog article – there's an opportunity for everyone! We love giving our members a platform through which they can share their knowledge and work with the world!

WAYS TO CONTRIBUTE

For more information, please contact us at: [info@napcp.com](mailto:info@napcp.com)

- Contribute to Inspired Magazine
- Host a Marketing Monday
- Contribute to the NAPCP Blog
- Become a NAPCP Ambassador



