

INSPIRED

FEBRUARY 2021 | ISSUE 98



FEATURING THE 2020 AMBASSADORS

THE NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS



Image by NAPCP Ambassador Sharon Neves of Sharon Neves 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 Dawn Curto of A Lovely Shade of Jade LLC

CONTENTS

- 04 What's Happening at NAPCP
- 05 Your NAPCP "To Do" List
- 06 2020 NAPCP Ambassador Interviews

- 42 Hiraeth - The Bereaved Siblings Collection
- 60 March '21 - Portrait Features
- 62 February '21 - Love Featured Artists

- 74 Master Photographer Baby Certification
- 76 Become a 2021 NAPCP Ambassador
- 78 You Get Out What You Put In

- 79 #NAPCPInstaFaves
- 80 Member Benefits
- 81 Ways to Contribute

TO OUR BELOVED NAPCP COMMUNITY

Happy February! Though the month is short, we hope you all look for ways to fully embrace the spirit of the season with happiness, sweet treats and loads of love!

We are excited and proud to congratulate the bright talents of last year's Ambassadors in this month's issue! Our NAPCP Ambassadors worked tirelessly in 2020 to bring people together throughout the pandemic by hosting virtual gatherings and offering support to others both within their communities and around the globe. Applications for the 2021 NAPCP Ambassadors will be open from February 15-26. Log into your NAPCP account or check the NAPCP website for more information!

Don't miss out on our featured article, Hiareth, which shares deeply personal images, carefully crafted for families who have suffered from child loss, by our very own Aly Elliot of Roots and Wings Photography. Aly is a multifaceted photographer who has won multiple awards in various NAPCP Image Competitions and was certified in all 5 Master Certification categories in 2020.

We were so touched by the heartwarming submissions we received for this month's featured "Love" theme, and submissions for March's "Portrait" theme are officially open! Members and non-members are welcome to submit photos through March 1.

We marveled at the wonders of being small and young through the submissions we received for our Master Photography Certification in the Child category. Submissions for the brand-new Baby category open March 1st.

This just in: Mondays are a little brighter...now that Marketing Mondays are officially back! Keep an eye out in the upcoming months as Marketing Mondays return on select Mondays at 10 a.m. EST to the NAPCP Member Community.

Finally -- be sure to find us on Clubhouse and tune in as we feature some of the most accomplished members in the NAPCP community for tips, tricks and insight on how to build your brand.

Stay inspired!

The NAPCP Team

Your "To Do" List

FEBRUARY 2021

SUBMIT YOUR "PORTRAIT" IMAGES

Submissions are now open for the March issue of Inspired Magazine. Have a portrait you'd like to see published? Visit napep.com/contribute-to-our-magazine to submit it for consideration by March 1st.

UPDATE YOUR NAPCP PROFILE

Looking for something to do with your downtime? Login to your NAPCP account and make sure your profile is up-to-date!

CONSIDER BECOMING A NAPCP AMBASSADOR

Are you interested in getting more involved and meeting new people? Applications for our 2021 NAPCP Ambassadors are now open. Visit napep.com/become-a-napep-ambassador for more information.

MARCH 2021

MARK YOUR CALENDAR

Our next NAPCP Gatherings will take place the week of April 19th thru 25th. Visit napep.com/napep-ambassadors to contact a NAPCP Ambassador in your area and learn more!

APPLY FOR MASTER CERTIFICATION

Master Certification in the Baby category will open March 1st! Don't miss the opportunity to increase your marketability to clients. Want to learn more? See page 74 for more details.

HANG OUT WITH US ON SOCIAL MEDIA

Who doesn't like a little photo challenge? Each month, our NAPCP feed celebrates a new theme. Visit us on Instagram at @NAPCP to participate!

York, South Carolina



April
CANNON

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I am a momma who has 2 kiddos! I run for exercise and while chasing my children. I am a storytelling photographer. I love to get to know my clients and then help direct them in their story to completely put them at ease in front of my camera. I love turning moments into memories. The imperfect creates perfection in each unique and individual family!

How has your business developed over the years? What was the biggest change you've made?

My business started with photographing friends and grew from there. I have discovered how much I love the craziness of families in front of the camera - the more people the better! I continue to improve every year through continuing my education as a photographer. The biggest change I have made since starting my business in directing my photography more in a direction that inspires me. I don't want all my clients to get the same gallery, I want them to get a gallery that is as unique as they are.

How did COVID affect your business in 2020? What did you do to overcome the challenges?

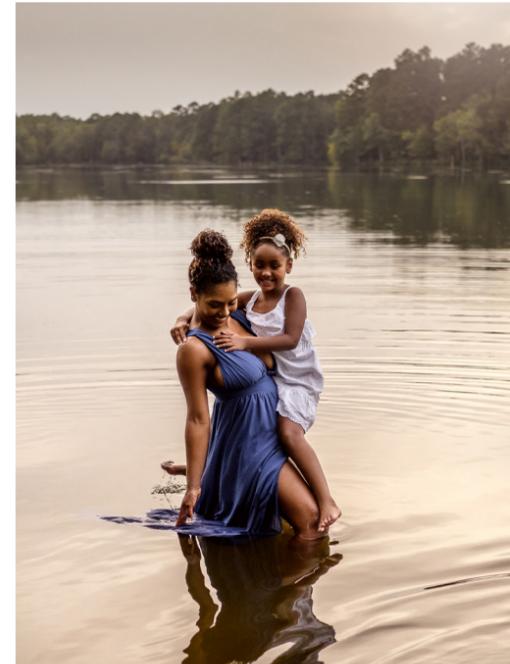
Amazingly this has been my busiest year. I think COVID has made people realize just how important family and memories are to them. A lot of my clients have family more than a days drive a way - photos has been their way to connect with them.

What are your favorite types of sessions to photograph and why?

Family and children! I love the interactions, I love being active and moving in my shoots to capture them. If I can add water or some kind of an adventure in the mix - even better! I really love shots that capture the environment as well as my clients interacting.

HER WORDS

I don't want all my clients to get the same gallery, I want them to get a gallery that is as unique as they are.



Charlotte, North Carolina



Carolyn Ann
RYAN

Hi! My name is Carolyn Ann Ryan and I am an award winning Charlotte, NC 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.

How has your business developed over the years? What was the biggest change?

I have been a family photographer since I launched my business more than a decade ago, but I have found that the average age of my younger clients has grown along with the ages of my own children. As my daughter started high school, I found myself photographing more and more high school seniors. I believe the reason for these shifts is due to marketing opportunities I have found within the schools, and my personal activity within those communities.

The biggest change I made was moving from New Jersey to North Carolina over five years ago. I had a successful studio in New Jersey, but had to relocate for my husband's job and I needed to completely re-grow my client base from scratch. This change forced



me to step back, improve my business structure and workflow, and start all over again, but this time building on the knowledge I gained in my early years.

What are your favorite types of sessions to photograph and why?

While I still love family portraits, even after 11 years of being in business, I am truly enjoying photographing more high school seniors. We have so much fun during these sessions, showcasing their personality and capturing who they truly are at this point in their lives. But I mostly love making my clients feel like a model for an afternoon. As I ended a recent session, I was so moved when my high school senior client turned to her mom, hugged her and started crying as she said "thank you" for booking the session with me. She had such a great time, and had not even seen her photos yet, but she just thoroughly enjoyed the experience. Those moments stick with you.

What have you found to be the best way to market yourself throughout the years?

After 11 years in business, I have found that SEO is extremely important and truly helps my phone ring more frequently. But I also have found that it is important to be active in a community. In New Jersey, I was active in our small town community and served as a board member of our local business association. In Charlotte, I am more active in our school community, especially as a supporter of school fundraisers and events, and many of my clients come from this community.

HER WORDS

I mostly love making my clients feel like a model for an afternoon.

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Deanna
RYAN

I have been happily married for close to 18 years, raising 3 young men near Jersey Shore. I am an entrepreneur, photographer and educator. I have been running my own successful maternity, newborn and family photography business for over 12 years now.

My work has been featured in the Asbury Park Press, Monmouth Health & Life, Two River Times, The Hot Mom's Club Magazine, and in Harry Connick Jr's video for his song, "I Like It When You Smile". My images have been included in The Children's Hospital of Philadelphia (CHOP) mailings, and also seen on New Logic Marine Science Camp mailings. Most recently Target picked up one of my images and showcased it on their website from a session that I had with a fashion blogger, Fashion Maven Mommy. My philosophy on parenting was featured in the new book "Get All A's in the Game of Life" by Susan Vernicek. Whether I am capturing your memories from behind my lens or helping you to adjust to becoming a mother, I feel privileged to capture you and honor your life's story.



What do you love about the NAPCP Community?

I have been so fortunate to be a member for years and most recently was accepted as an Ambassador. I love the community of professional photographers whom all have the same principles. We love our profession. We love our clients. We love to learn. We love to inspire each other and share ideas. Most of all we love to capture life from behind the lens and we know how important those moments are for our clients. The NAPCP community is built of thoughtful, intelligent, professional, kind and intentional photographers. It is a community that is inclusive and helpful and built for the modern day photographer to showcase our work, become more educated and share ideas.

What are your favorite types of sessions to photograph and why?

My favorite session to photograph is every session I have. It is learning about the newly pregnant mom who is so excited to go over ideas for her maternity session. It is the mom who is nervous and excited to welcome a new baby into her family. It is the family celebrating a milestone whether it be their yearly session with me, a birthday session, or another milestone. I have recently referred to myself as a visual storyteller because I love capturing their love, their life, their own story that is unique to them. So whatever moment needs to be captured I can tell their story through the images that I capture. I love people who know who they are, are comfortable expressing themselves and are open to sharing their stories with me. Everyone's story needs to be captured.

HER WORDS

Whatever moment needs to be captured, I can tell their story through the images I capture.

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Charlotte, North Carolina



Erika
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Hi, I am Erika! Latina, mother of three and family photographer based out of Charlotte, NC.

I started this business because of my passion to capture beautiful memories for families. I know how fast time flies and how quickly children grow up, so my mission is to capture the love and connection in photographs, for families to cherish forever!

What do you love about the NAPCP Community?

The NAPCP community has always been very supportive and inclusive. It truly is a family of photographers who want to see each other succeed and are ready and willing to help each other out whenever help is needed.

How has your business developed over the years? What was the biggest change you've made?

I am entering my 5th year in business and since then, my business has taken off to the point that I am completely booked in the fall! The biggest change that I have made is to become more involved in the photography community. I became a NAPCP Ambassador last year and between the publications and recognitions, it has really helped to set myself apart, locally, as an expert in my field.

What have you found to be the best way to market yourself throughout the years?

Getting involved with the community. When I first started my business I had a really hard time calling myself a photographer. But, after photographing a local preschool for a couple years and small community events people now know me as Erika, the photographer. This has helped my business tremendously!

HER WORDS

My mission is to capture the love and connection in photographs for families to cherish forever!





Heather

DAVIDSON - MEYN

In photographing families, newborns and couples, my goal is to create images that show the fun and the love in the relationships we have with our loved ones. My passion is to use light and laughter to create visually beautiful and emotionally compelling portraits. I have been climbing the ladder of studio ownership for 11 years now and have happily landed in a place where I provide a full service to even the most discerning clients. Boutique school portraiture and the occasional headshot and small business branding session round out my portfolio. When I'm not shooting, I'm riding my bike, running, cooking and baking, or hanging with my muses - aged 6 and 11.

What do you love about the NAPCP Community?

What I love most about the NAPCP community is knowing there is a bunch of inspiring and talented photographers and entrepreneurs who share my experiences in the field of portrait photography. They're there through the highs and lows of what can be an intense and sometimes lonely business journey. The NAPCP community is where I come to ask and answer the most important and deepest photography-life questions!



How has your business developed over the years? What was the biggest change you've made?

Over the years, I've evolved my business to better respect the needs of my clients and the needs of my business to sustain itself. I've learned that the more I serve the beautiful families that trust me with the creation of their family heirlooms, the happier and more fulfilled I am as a photographer.

How did COVID affect your business in 2020? What did you do to overcome the challenges?

In January 2020, I was poised and prepared to go after and achieve my best year in business yet - but the universe had other plans. When the scale of the pandemic began to become apparent, I gave myself permission to step back and take care of the physical and mental health of my family and myself first and foremost. This choice has led to downtime that has provided the rest and relaxation I only sort of knew I needed to look at my business from afar and think about what changes I want to make going forward.

What are your favorite types of sessions to photograph and why?

My favorite session involves sunshine, nature, ice cream, and a family with a bunch of kids - not too young to play along, and not too old to prefer their phone over the fun of the session.

HER WORDS

My goal is to create images that show the fun and the love in the relationship we have with our loved ones.

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Jaye

MCLAUGHLIN

I'm a family and newborn photographer with a relaxed, lifestyle/documentary style. I love spending time at home with my families, telling their story and showing them what their love looks like.

How has your business developed over the years? What was the biggest change?

Over the years, I've tried to continually check in with what is important to me, what has worked and what has not. Staying true to the work and relationships that light me up has kept my evolution gradual and kept any changes feeling authentic.

What are your favorite types of sessions to photograph and why?

Families at home are where it's at for me. Home is where we are most ourselves and where we reveal the most honest parts of our story.

What have you found to be the best way to market yourself throughout the years?

Connecting directly with my families and my community has been the best thing I've done!

HER WORDS

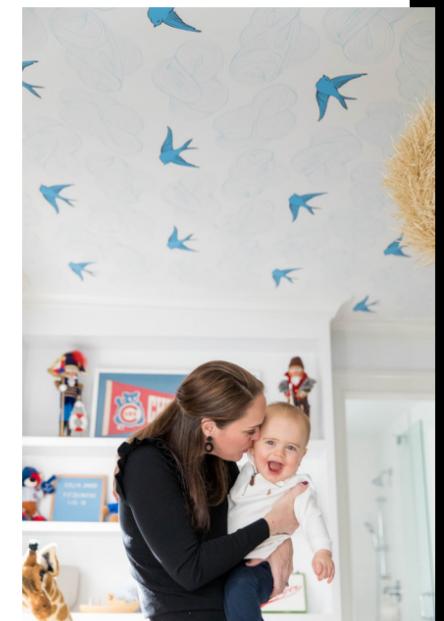
Over the years, I've tried to continually check in with what is important to me, what has worked and what has not.

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How did COVID affect your business in 2020? What did you do to overcome the challenges?

As a non-essential business just outside NYC, I had to shut down completely from mid-March to mid-June. Slowly coming back in the summer, I was truly afraid that making up missed photo sessions would be low on my families' priority lists, but I was wrong! Families seemed to realize that this crazy pandemic life - complete with constant hand washing, distance learning and lots of family togetherness - was a memorable chapter in their lives and they brought even more enthusiasm to their sessions!

Early in the shutdown, I started sharing daily "silver lining" posts on my instagram -- happy photos from past sessions that embodied family togetherness - as a reminder to pay attention to the GOOD that this crazy time was bringing. When the world started gradually re-opening in late spring, I brought the "Pelham Front Steps Project" to my community as a way to build community and raise funds for a local charity. The project lifted our community's spirits and raised over \$16000 to provide meals to frontline workers from our local small businesses. My business is stronger than ever because the values that underpin it helped me and my community of clients get through this tough time.



Brighton, Colorado



Jennifer
EVANS

My passion is connecting with my clients so I can deliver images that are pretty to look at, but also meaningful to them. I never deliver two galleries that are the same because I want every photo experience to be unique to that particular day, the unique individual I'm photographing, the special way the light hits the subject in that moment, and the vibe of the location I'm shooting. I take all the components of that moment to create something creative and special.

I've been in business since 2002 and I'm constantly pushing myself to evolve, which keeps my energy up and my images unique and fresh. There are always new things to learn and new ways to create.

What do you love about the NAPCP Community?

I am a lone wolf for sure! Over the years I've collaborated with other photographers, editors, and brands, and I've had assistants and employees. But ultimately, I'm happiest controlling every aspect of my images, from conception to the final delivery of product.

But that being said, I love learning from others, being inspired by others, and helping others to grow their businesses. So being part



of organizations has always been so important to me. NAPCP is really great because it is laser-focused on the type of work that I like to do, which is basically portrait work with an emphasis on creativity and quality.

How did COVID affect your business in 2020? What did you do to overcome the challenges?

My personal experience here in Colorado was that everything pretty much just froze in March. Everything shut down, I followed suit and for me personally, it was a great forced break. I wanted to respect the mandates of the state, so I really did not shoot at all for a couple of months. Then, in June, I felt comfortable shooting again, with safety protocols in place.

And soon after opening back up everything went back to normal, like it always does. I started my business right after the 9/11 terrorist attacks, I made the leap from film to digital, I worked through the 2008 economic recession, and I've had two kiddos of my own while running a very busy business. So I'm no stranger to the roller-coaster ride that is operating a photography business. And the one thing I've learned is to just pause when there is a natural lull in business, because soon enough it will be crazy-busy again!

HER WORDS

I never deliver two galleries that are the same because I want every photo experience to be unique to that particular day.

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Aurora, Colorado



Jennifer
JACKSON

I'm Jenni, photographer and baby-whisperer of Jennifer Lynn Photography in Aurora, CO. I specialize in newborn and baby portraits, and also hold outdoor sessions for families and graduating seniors. I'm a mom to five incredible kids, two girls and three boys, so I completely understand the craziness of family life and the desire to preserve family memories. You'll find I'm a big Star Wars and Star Trek fan (yes, both) and love those super cheesy Hallmark movies, which I actually watch year-round! Plus, I'm an over-the-top Disney person. I'm truly passionate about photography and freezing moments in time to cherish later. I love sharing my camera skills to preserve memories for clients and it's an honor to be part of a family's story.

How did COVID affect your business in 2020? What did you do to overcome the challenges?

COVID shutdowns hit right after I'd returned from a family vacation, so I'd already scheduled a few weeks without sessions due to being out of town. I feel blessed that it inadvertently helped me as I then only had one cancellation with the required shutdowns. During the spring I had two challenging months with zero sessions or photography income where I continued to work on my website for SEO. Once I was allowed to resume business in May, I had so many inquiries it was unbelievable.



I actually just finished my most profitable year by tripling my last year's income, despite being closed for two months. I attribute it to several factors, but the main ones being on the first page of Google and heavily promoting safety measures in place due to COVID. I now have deep studio cleanings with hospital grade products and only schedule one studio session a day with 24 hours in between. I also have temperature checks, health screeners, and a legal COVID waiver in place. I wear a mask for all sessions, both indoor and outdoor, and a new page on my website outlining all my safety measures. It's been a challenging year to learn new health practices and legal jargon, but I always want to keep clients safe and be safe myself.

What have you found to be the best way to market yourself throughout the years?

Over the years I have tried Facebook ads, Yelp ads, and responding to "ISO photographer" requests on Nextdoor and Facebook. But the single most effective way to market myself has been optimizing my website for Google search. By taking the time to meticulously comb through my pages and readjust wording and placement, I now do zero marketing and have 5-7 inquiries a week or more through my contact page on my website. I love that it has freed up my time for my family or to take on additional sessions since I'm not actively paying for and creating ads. I also strongly believe that when you deliver amazing photos and superior customer experiences, you have lifelong customers who refer you to others. Word of mouth provides a steady flow of new clients and I have a referral program in place to reward current families for sharing my name.

HER WORDS

I love sharing my camera skills to preserve memories for clients and it's an honor to be a part of a family's story.

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South Walton, Florida



Kansas
PITTS

My heart is entrenched in photographing memories on the beach, creating a legacy for each and every family that entrusts me with these memories. I love great big, wide, colorful images and moody, intimate, emotive ones too. My business revolved primarily around capturing families on the beach, gorgeous baby bumps, and delicate newborns in the studio. When I am not doing that, I am obsessed with capturing my 4 kids and I do have quite the range...boys...girls....16, 12, 11, & 6 (my crazy redhead) and our Frenchie named Gucci, on the beach or just in everyday life. My studio is in a little beach cottage that my father built with his own hands in the 1980's so it has rich meaning to my family (www.warehouse30a.com); this is where the babies come, where most of my mini sessions happen, and where I get to show my clients their gorgeous images!

How did COVID affect your business in 2020? What did you do to overcome the challenges?

Like everyone else, it did shut my business down for quite some time. One thing we did was take our kids and move to the Bahamas for 3 months and homeschooled. It gave us family time that wouldn't have been possible on that scale almost any other time and it

HER WORDS

The morning light and sunrise are so gorgeous and we truly have so much fun capturing the posed and unposed alike!

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enabled me to stay creative and continue to post gorgeous beach images. Once Florida began to open up I was able to fly back a few times (testing both before and after traveling) to accommodate my regular fall clients which was awesome! I think it will continue to be a rebuilding experience as people get comfortable with the new restrictions and their level of comfort out in the world. I will continue to make my clients feel as safe as possible by adopting the best practices for Covid and contact.

What are your favorite types of sessions to photograph and why?

My favorite types of sessions to photograph have to be sunrise (yes I know, crazy) family beach sessions. I love my location for those types of sessions and I love how calm and gorgeous the beach is that time of day and how my clients are so chill and sweet during the sessions. The morning light and sunrise are so gorgeous and we truly have so much fun capturing the posed and unposed alike. Once the posed ones are done, we let loose and I try to capture the spirit of their family which lends itself to a very diverse and gorgeous gallery of images for them.





Kimberly
TANK

I'm a lover of the ocean, chocolate, and Harry Potter. I love capturing the essence of who my clients are and the connections that they share; those little moments we want to be able to look back on and remember how we felt. I believe in printed photographs and offer beautiful, museum quality products to help elevate my clients' memories to works of art. My style is authentic, natural, and fun! I specialize in lifestyle family photography from maternity to seniors, both on land and underwater.

What do you love about the NAPCP Community?

I love the people and the true sense of community in NAPCP. I know if I have a question, I can get an honest and professional answer from the group and support from the members. I cherish the friendships I've made through NAPCP and the growth I've accomplished with the help and inspiration of NAPCP and the people I've connected with.

HER WORDS

I love capturing the essence of who my clients are and the connections that they share.

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How did COVID affect your business in 2020? What did you do to overcome the challenges?

The COVID pandemic has drastically reduced my bookings this year. I buckled down on expenses and went very minimal and was able to pay off my business debt, even with less bookings.

What are your favorite types of sessions to photograph and why?

I love underwater sessions and am excited to grow that area of my business in the coming years. I love the beauty and unpredictability of the sessions as well as the inspiration I get from being in or near water. (The beach is my second favorite place to shoot!)





Kristie
BRADLEY

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Kristie is approaching her 5th year as a full time, boutique studio photographer specializing in high school seniors and teens (8 years in business). Her heart is in giving and providing an impact on her local community. She works to build a place where positivity and kindness can be cultivated through community service activities, meaningful portrait sessions and charitable events. This cultivation comes to life as her teen and senior Ambassador programs.

How has your business developed over the years? What was the biggest change you've made?

I began my business as a full time teacher and brand new mom. I think the most change has happened in not just running a business, but building a business that supports my family and creates an impact on my community. I love being a photographer, but I love even more that my gift for photography has the potential to inspire, give confidence and support others around me.

What are your favorite types of sessions to photograph and why?

Seniors!! I absolutely love getting to work one on one with seniors. I love working with them to bring out their personality and confidence. The memories we make planning sessions and through the entire process from seeing the images for the first time to delivering a beautiful heirloom product are priceless. It is such a milestone!

What have you found to be the best way to market yourself throughout the years?

Social media, particularly Instagram, has been a successful platform for me. However, I work hard to be in the community and cultivate relationships with local businesses and organizations as well as show up in the schools. There is nothing that beats an in-person conversation! Word of mouth from year to year is my biggest referral and I cherish the relationships that I have made with my clients who graciously share the love!

HER WORDS

I love being a photographer, but I love even more that my gift has the potential to inspire, give confidence and support others around me!



Ridgewood, New Jersey



Lena
ANTARAMIAN

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I am a wife and a mom of almost 13 year old twin girls. I am located in Ridgewood, New Jersey, right outside of NYC and have been a family photographer since 2008. My primary focus and first photography love is family photography. My photography style is lifestyle with a touch of fine art. I opened a photography studio in 2013 and since then I've expanded my services to including studio photography such as headshots, Mothers Day and Holiday sessions. I've dipped my toes in boudoir photography and this year gave fine art school photography a try.

What are your favorite types of sessions to photograph and why?

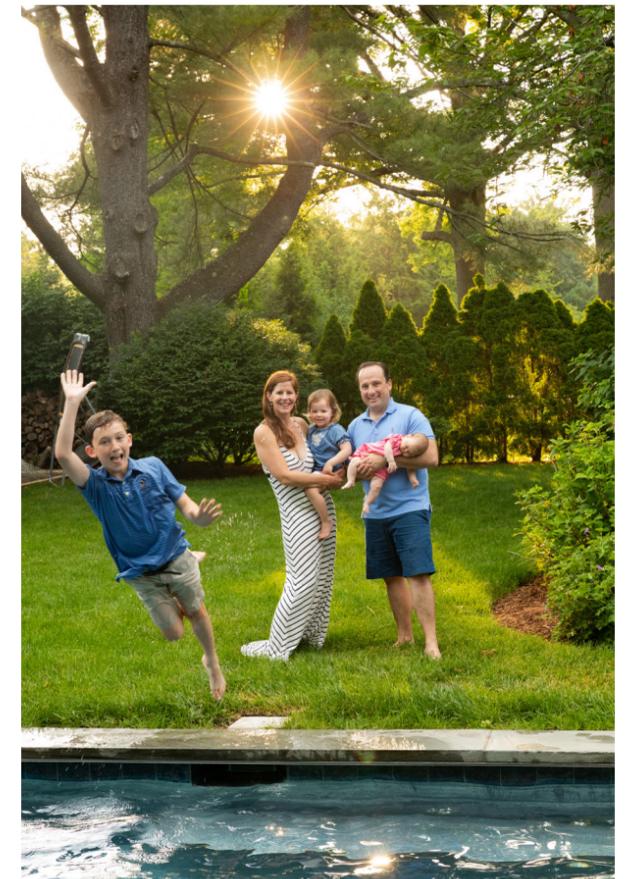
Lifestyle family sessions are definitely my favorite. I love doing them on location - I've done them at apple orchards and pumpkin patches and even at the top of the Empire State building. But I have to say that my favorite types of sessions are those that take place at my clients' homes - capturing kids making (and eating) Saturday morning pancakes, climbing all over their playsets and playing dress up - these every day moments is what I think is so important to capture and the stuff that parents will want to remember.

What have you found to be the best way to market yourself throughout the years?

My business is a low volume, boutique business. Years ago I decided that I wanted to be able to provide outstanding customer experience to my clients - from helping them pick out what to wear for their photoshoots to hand written thank-you cards and gifts with their orders. Over the years I've built long lasting relationships with many clients and I feel that as well as word-of-mouth referrals have worked well for my business. My goal is not to get all clients out there - it is to get the right clients for my business. Having clients come back to me year after year and recommend me to their friends is how I go about achieving that goal.

HER WORDS

My favorite types of sessions are those that take place at my client's homes.





Monica

ALVAREZ

Monica Alvarez is the photographer behind Monica Alvarez Photography. Her style is clean, fresh and candid. She specializes in children, personal branding and families offering timeless portraits. She lives in Naples and her portrait studio is in the center of Naples conveniently located to serve all the Southwest Florida Families. Headshots, high school seniors and families are her favorite to shoot but is always open to any other services she can provide her clients.

What do you love about the NAPCP Community?

NAPCP is for me a source of inspiration to be a better artist and to improve in the different areas of my business. I love the friends I've made and the camaraderie I find between the members.

How did COVID affect your business in 2020? What did you do to overcome the challenges?

It was obviously a hard period. I took the time to organize my business and prioritize the work I love doing the most.



How has your business developed over the years? What was the biggest change you've made?

I started working with families on the beaches of Miami but got interested in studio portraiture very quickly. I love both styles and offer my clients images that are timeless. My greatest accomplishment has been to be able to have my own studio even after moving to a different city three years ago.

This year I focused to get my Master's Certifications. I am now a Family and Senior Master Photographer which validates the hard work I've done through the years.

What are your favorite types of sessions to photograph and why?

I love photographing women and high school seniors are one of my favorites sessions these days! Headshots and personal branding are also favorites but families on the beach are the ones that I enjoy the most. It's a pleasure and a relaxing experience working at the beach!

HER WORDS

My greatest accomplishment has been to be able to have my own studio even after moving to a different city three years ago.

Monica Alvarez Photography
info@monicaalvarezphotography.com
monicaalvarezphotography.com
@monica_alvarez_photography
/MonicaAlvarezPhotography

Amelia Island, Florida



Pam

BELL

I am a mom to four, grandma to five, wife of 47 years to the love of my life, Wade, and I serve The Risen Savior. Oh, and I do love chocolate, peacocks and am a solo handbell ringer. That about sums it up, but as far as my photography career and business, my motto and the words, 'Capturing special moments for a lifetime of memories' still apply. These words have been the basis of my 20 years of photography business. My passion of documenting initiated when I had my firstborn, and continued as the family grew. Four children gave this photographer mom many opportunities for honing my skills. I began in photography with 35mm, and in early 2000, when my business was established, I continued in that medium. It was in mid 2007 when I finally decided to 'try' digital. I went kicking and screaming and my only goal was to make my digital look like my 35mm. I finally succeeded, but then I discovered I could make it even better. During those early years, I concentrated on weddings and families which helped mold my business into what it is today. I am a digital portrait photographer who also loves landscape photography. Since I am blessed to live on a resort island, I get to make the most of both of my loves, and even incorporate people into many of my landscape images.

What do you love about the NAPCP Community?

I love the community aspect of NAPCP. It is more important than ever to have support in business, and I feel NAPCP offers that. I



love seeing others' work and their perspective on life through their lens. Each of us has a different way of looking at things because of where we are in life and because of each of our experiences. Hearing the viewpoint of other photographers helps me continue to grow even though I have been in this business for over 20 years now. It is a very positive environment offering the same to every photographer, without exception. The contests and certifications offer opportunities to keep me on my toes and fresh in my business.

What have you found to be the best way to market yourself throughout the years?

I am involved in several organizations, one being BNI and another, our local Chamber of Commerce. I never even questioned if I should join the chamber. It was just a natural thing to do and it has worked well for me. I also market through a few magazines and take photos for them. I have purchased ads on placemats in popular restaurants, wine bags at grocery stores, and miscellaneous things like that. The best marketing, though, has been to have a great website. I have many people who find me directly through my website and always comment on how much they love my site. I am on Instagram and Facebook, and do minor marketing there, but use those for staying in the public eye, which I believe is extremely important. I have supported causes and been a part of events which help keep my name in front of people, though that is not the reason I help. It is a side benefit to helping. I have some new ideas up my sleeve this year, so if they work, I will share them down the road.

HER WORDS

It is more important than ever to have support in business and I feel NAPCP offers that.

Pam Bell Photography, Inc.
pambellphoto@comcast.net
pambellphotography.com
@pambellphoto
/pambellphotography



Charlotte, North Carolina



Renee

STENGEL

A Charlotte based Underwater Portrait and Branding Photographer, a Mom to three amazing boys who seem to have grown 2 feet each during COVID lockdown, and a lover of all things in or near the water.

And over the last few years I have developed a crazy passion for underwater photography - and for creating amazing underwater art as I work with families, expecting mothers, fashion models, commercial projects and small business branding, even some pretty wild underwater sports sessions.

What are your favorite types of sessions to photograph and why?

Underwater, of course. I stay underwater far longer than my lungs prefer on a regular basis, and would probably stay longer if my lifeguard didn't remind me to come up for air! There are times when I am working underwater that I nearly forget to breathe. I will "see" something in my mind and see the way the light hits the water or my subject and truly not want to come up for air for fear of missing something magical. I sometimes struggle with my eyes underwater and can't really see what is going on. I can see shapes,

HER WORDS

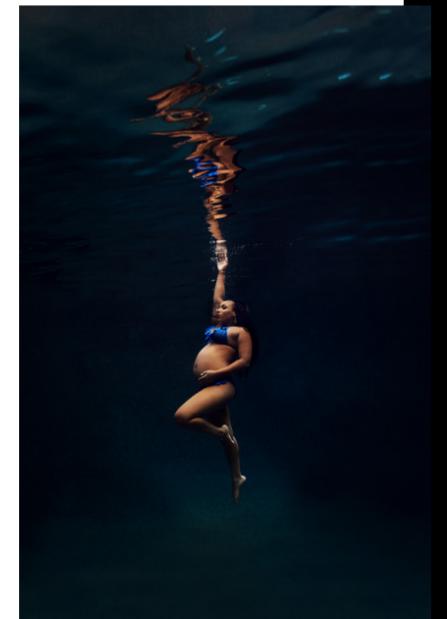
*It's the way the water feeds my soul,
puts me in a different place, that allows
me to create in such a unique way.*

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

light, color, but not exactly anything else. People are often surprised when they hear that and then see the images created during those times. I think that is one thing that is different about underwater photography. We often only have a few seconds with everything in place, so I compose the photograph in my mind before anyone goes underwater. I don't actually have to "see" everything in its place to be able to capture it. I have never been able to do that on land in the same way. I think it is the way the water feeds my soul, puts me in a different place, that allows me to create in such a unique way.

How has your business developed over the years? What was the biggest change you've made?

It has been quite the journey that has led me to where I am today. I started out as a landscape photographer, found my way into posed newborn photography and fell madly in love with working amazing tiny humans. We criss-crossed the country for my husband's job a couple times and I struggled to find my way after losing my wonderful home studio space that I had built my first studio in. I began working outdoors much more and spent more of my time with families and young children. After the second move I wasn't sure I was ready to build a third business in a third state. But after we put in our pool.... well. It all fell together and I haven't looked back since!





Sara
HARPER

Hi, I'm Sara. I'm a photographer based in Atlanta specializing in newborns, babies, and families. I also shoot some commercial work.

How has your business developed over the years? What was the biggest change you've made?

Going from being a wedding photographer to a newborn and baby photographer. I shot weddings for 10+ years and switched over in 2013.

How did COVID affect your business in 2020? What did you do to overcome the challenges?

I didn't shoot from mid March - August. It made for a super busy fall though, so I am thankful for that.

What are your favorite types of sessions to photograph and why?

Newborns, babies and commercial work. I love working with different businesses.

What have you found to be the best way to market yourself throughout the years?

Word of mouth from my amazing clients.

Sara D Harper Photography
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saradharper.com
@saradharperphoto
/saradharperphoto





Sharon

NEVES

I am a strong advocate for kids, a seeker of grace and gratitude, and have a love of flip flops and baseball hats. I LOVE the sound of giggling, especially when its my kids. As a mom of 5 amazing kids 15, 13, 11, 8 and 6 and married to my best friend, I am thankful for family time, outdoor adventures, and teaching my kids to enjoy the journey that life is. I love Christ. I have a Bachelor of Science in Administration of Justice with an emphasis in Law Enforcement and Corrections. I LOVE to support other local businesses. I feel like as each year goes by and our kids get older, I do my best to slow down and take it all in.

What do you love about the NAPCP Community?

I love that we can all come to the community at our own levels. The more you are involved, the more you get out of the community. There are so many amazing opportunities to learn and connect and I love the encouragement and support.

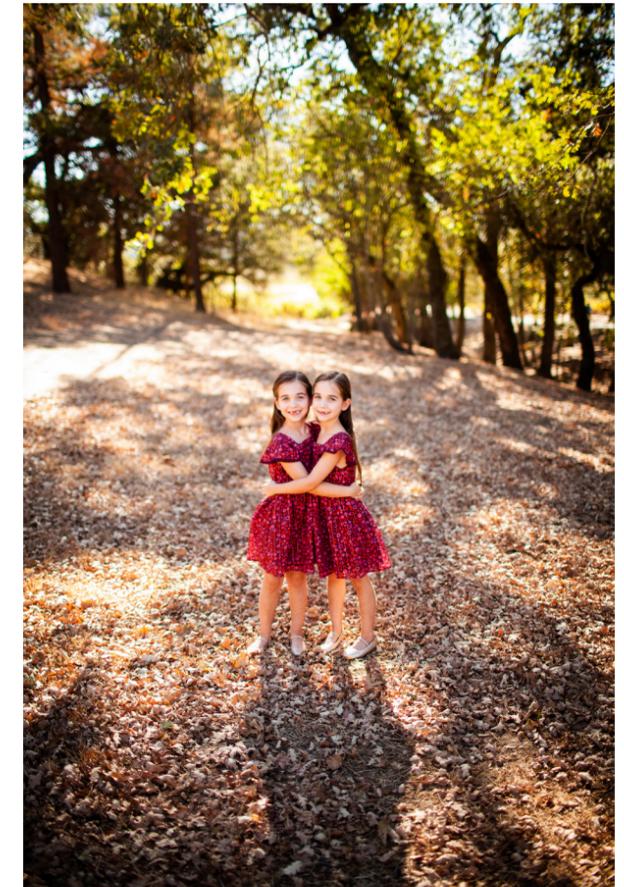
How has your business developed over the years? What was the biggest change you've made?

I have been in business for 10 years. My business has developed slow and steady. It has been a journey of learning from mistakes, making changes, enjoying successes, making amazing connections, and finding what I am truly passionate about, connections. The biggest change that I have made is making sure that I am a lot more organized. Using tools, such as a planner, and blocking out time for myself, specifically for my business has been important.

HER WORDS

*The more you are involved,
the more you get out of
the community.*

Sharon Neves Photography
info@sharonneves.com
sharonneves.com
@sharonnevesphoto
/sharonnevesphoto



Denver, Colorado



Willy
WILSON

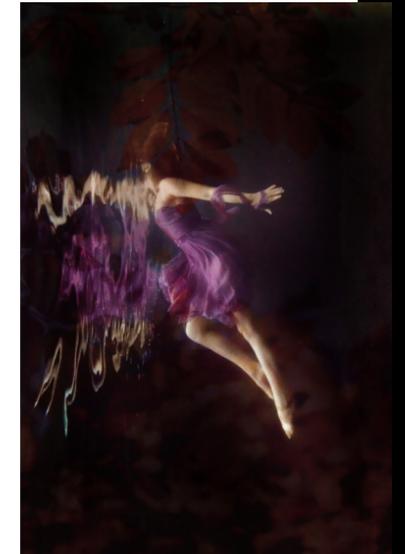
I am a photographer in Denver, CO approaching my 13th year in business! My photographic space is primarily portraiture, posed, unposed, wet, dry, at work, at play. I began learning underwater photography at a NAPCP retreat in 2017 and haven't looked back!

What do you love about the NAPCP Community?

I love that NAPCP fosters both friendship and learning. NAPCP created an environment where we teach and help and support each other and we are all better photographers and business owners thanks to this wonderful community. I met some of my dearest friends in this group, both locally in my own state, and abroad including Florida, Hawaii, and Canada. Not just virtual friendships, but real life, go out to lunch, visit on vacation, friendships. The people who call me on my birthday and text me when things are tough are friends I met through NAPCP. I can't ask for a better group of people to call colleagues and friends.

What have you found to be the best way to market yourself throughout the years?

I do a lot of networking because I have found that word of mouth is my number one way of attracting new clients. So I am part of



several networking groups and have been doing it for years. For me, talking to people and building authentic relationships is the most comfortable and natural way for me to attract clients.

How has your business developed over the years? What was the biggest change you've made?

I started doing IPS with printed proofs for my senior clients about four years ago and it made a big difference. Kids today are indoctrinated into photography by way of cell phones and social media. The instant gratification of digital photography has turned photography into something not to be treasured for a lifetime but something that you see of a minute and it's over tomorrow. When they see prints it's an entirely different experience for them and it made a huge impact on my average sale.

How did COVID affect your business in 2020? What did you do to overcome the challenges?

It has been an interesting year for sure. My word of the year was allow. At the start of the year it was about allowing myself to say no to certain things and give myself more space to be creative. Little did I know I would have MONTHS of space! But looking back, whatever I thought I would do in 2020, I did ALLOW myself to just go with it. In the end of 2019 I was starting to phase-out family photoshoots. As my own children have grown, it felt like a natural progression to move away from family photography and focus more on individuals. One of the most special things that came out of 2020 was the number of past clients who came to me to support my business. They were mostly family clients! I allowed myself to keep photographing families even though I'd thought to let that part of my business go.

HER WORDS

I do a lot of networking because I have found that word of mouth is my number one way of attracting new clients.

Life Unstill Photography
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HIRAETH

The Bereaved Siblings Collection

AN ARTICLE BY ALY ELLIOTT

I'M ALY ELLIOTT.

Professionally, I've been a photographer for nearly 14 years and in my cute little studio on the town square for 9 years. I am certified in all 5 categories by NAPCP in addition to various accolades from other organizations. Personally, I am a wife to Sam and a mother to 6 beautiful children. But you'll only see 5, which is why I created Hiraeth.

"Hiraeth" is a Welsh word meaning a homesickness for a place to which you cannot return, perhaps a place that no longer exists. It's also the name of my photography exhibition that opened in August of 2020 that depicts bereaved siblings alongside their missing brothers and sisters. In January of 2016, when our 6th and last baby was born, there was one thing I wanted. More than anything, I wanted a beautiful portrait of all of my children together. However, our second daughter's death in 2007 made that seemingly impossible.



“

More than anything,
I wanted a beautiful
portrait of all of my
children together.





Three months after our youngest daughter was born, my husband and I took our children to a friend's lake. Our seemingly impossible dream became more and more real. I photographed my children in stairstep order, leaving a space where our daughter Keely would be. She would've been nearly 9 years old at that time. I then photographed each of our other children in her spot. From there, in the reflection of the water alone, I "built" her digitally out of her brothers and sisters. Even though I created this image myself, to step back and see it...to see them all together.... absolutely took my breath away. It's a feeling that is hard to put into words. My heart in my throat, I found myself twisting myself all around to see her face. "There she is". Finally, I could share what my mind could see all along. All my children together.

The tears came and eventually so did the idea to share this moment with some of my fellow bereaved families.

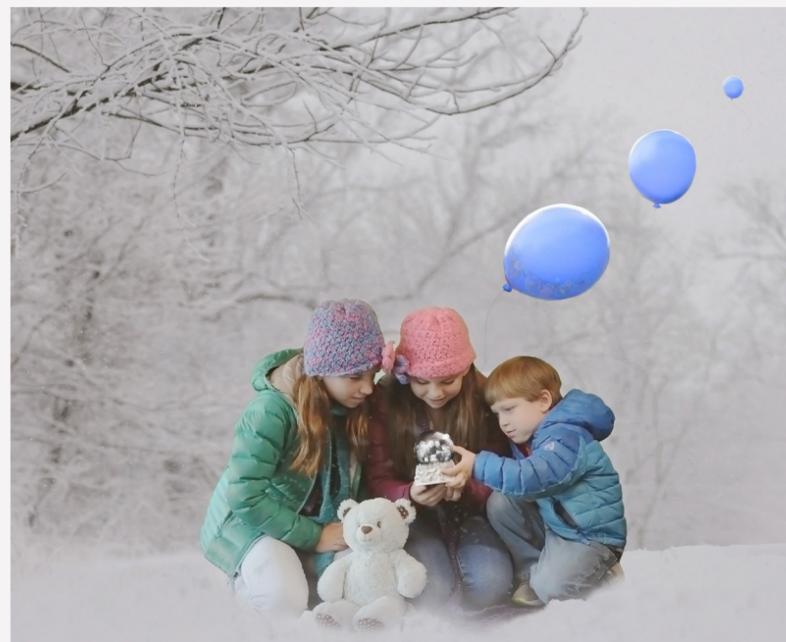
Many of the participating families were well known to me already through an online support forum. Many were women I'd known since Keely died. We'd been in the trenches of grief together. I knew their stories and they knew mine. I knew their children's names and dates. They trusted me with this project and with their stories. As word spread through my friends and the bereavement community in general, I met some families specifically for this purpose. They were friends of friends and my information was passed along to them. I was able to learn about them and their children in order to best tell their story. Each story, each child, so very unique. My family and I traveled extensively for my kids to play sports and for me to speak on photography education, so we were able to line up most of the sessions relatively close to the families' home regions. We were often going into a session kind of blind as to where we'd be shooting. A hotel gym here, a random park there. I always brought supplemental lighting and a green screen, just in case. Much of the time, we only had 20 minutes or so. I'd sketch out angles and ideas, hoping to gather enough images that I would have what I needed when it was time to composite the image. For this project, we traveled to Texas, Arkansas, Oklahoma, Ohio, Virginia, Pennsylvania, Florida, South Carolina, Missouri, Michigan, Tennessee, Washington DC, and various parts of Indiana. 19 families participated for a total of 20 images. For each one, I meticulously poured over every pixel. One chance to get it right.



For most of the families, I developed the concept for their image after learning more about them. For some, I sketched out a concept and found a family that it matched to. I tucked 'easter eggs' into each image, little surprises that you will miss if you don't know where to look. I like to call them "Heaven winks". I poured over each face, each build, each outfit. I had one single chance to get this right. It felt like a tremendous pressure, but more than that a tremendous honor. What a gift to be trusted with this project by each and every one of them! It brought a new level of appreciation for every image I've created within the project and outside of it. The images we create are important.

For Hiraeth (pronounced heer-eyeth), each missing sibling is "built" through the use of Photoshop and images of their living brothers and sisters. They're created in a blink, in a reflection, in a shadow, that we as their families can see every day. The weather aligned for us at each session in incredible ways. The faces of each child came together in a way that was almost out of my hands. "There they are", each time an image came together was emotional. I worked on each one until that moment happened.

Each of these babies, each of these families will forever have a piece of my heart. One of the biggest worries I've had as a bereaved mother is that people will forget my daughter. I hope this project has offered some peace for these families and I hope it offers some reassurance that their babies, their stories, their hearts will be remembered because of their generosity in sharing.







“

The gallery was just filled with emotion that night - there is no other way to describe it.

All of the emotions.

A project that I thought “might take a year” when I started it actually took 4 to complete. When the deadline approached, the whole world was rocked by a pandemic. In danger of not being able to have our opening at all, the gallery was gracious enough to work with me and the families to develop a plan to have our opening and keep everyone in attendance safe and healthy. Though we couldn’t hug like we wanted (or even shake hands!), many of the families were still able to attend. I remembered that moment that I stepped back and saw my children together for the first time and wanted to give each family that moment. We scheduled times for each family – some in person, some by zoom. It was incredible. I couldn’t sleep the weeks leading up to it.



That night was incredible, once in a lifetime. Each family had that moment, that moment when they were able to tangibly see all of their children together in one image. I had the absolute honor of sharing in that moment. The gallery was just filled with emotion that night – there is no other way to describe it. All of the emotions.

After 4 years, Hiraeth has come to completion. I have finally been able to share these images with the families, to put a bow on the project. I am able to view them all together and see all the similarities and all the differences. I am able to rest knowing that Keely's story continues. I am grateful to be a part of it.



featured artist



Aly Elliott

Business: [Roots and Wings Photography](#)

Website: [rootsandwingsphotography.com](#)

Instagram: [@mrsalyelliott](#)

MEMBER



INSPIRED

PORTRAITS | MARCH 2021

NAPCP's monthly Inspired themes celebrate outstanding images from members and non-members, on an ongoing basis. We can't wait to see your portraits for our upcoming issue in March. 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 for more information on how to submit.

Submissions Close March 1st

Image by Meghan MacAskill of Wild Bloom Studio

THE
Love
ISSUE

FEBRUARY 2021





MEMBER

Erika Holifield

Business:
Erika Holifield Photography

Website:
erikaholifieldphotography.com

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



MEMBER

Erica Hurlburt

Gear:
Canon 5D Mark IV | 50mm

Settings:
f/3.5 | 1/125 | ISO 1000

Business:
Erica Hurlburt Photography

Website:
ericahurlburtphotography.com

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

Meghan MacAskill

Gear:
Canon 5D Mark IV | 24-70mm

Settings:
f/3.5 | 1/1000 | ISO 400

Business:
Meghan MacAskill Photography

Website:
wildbloomstudio.com

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



MEMBER



Gear:
 Canon 5D Mark III
 70-200mm

Gear:
 f/2.8 | 1/2500 | ISO 400

Business:
 Launa Penza Photography

Website:
launapenzaphotography.com

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

Launa Penza

Everything about this image reflected LOVE, her smile, the heart, colors of red! To know this girl, Megan Manning, is to know truly a beautiful spirit inside and out.

————— ”



Iris Rocha

Gear:
 Canon 5D Mark III | 35mm

Settings:
 f/3.5 | 1/400 | ISO 4000

Business:
 Iris Rocha Photography

Website:
irisrocha.ca

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

Melody Coarsey

Gear:
 Nikon D700 | 85mm

Settings:
 f/2.8 | 1/200 | ISO 500

Business:
 Melody Coarsey Photography

Website:
melodycoarseyphotography.com

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





Debbie Koehler

Gear:
Canon EOS R | 35mm

Settings:
f/4.5 | 1/100 | ISO 125

Business:
Digital Memories by Debbie Koehler

Website:
digitalmemoriesdk.com

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



Gear:
Canon 5D Mark IV | 50mm

Gear:
f/1.8 | 1/1250 | ISO 100

Business:
Andre Toro Photography LLC

Website:
andretorophotography.com

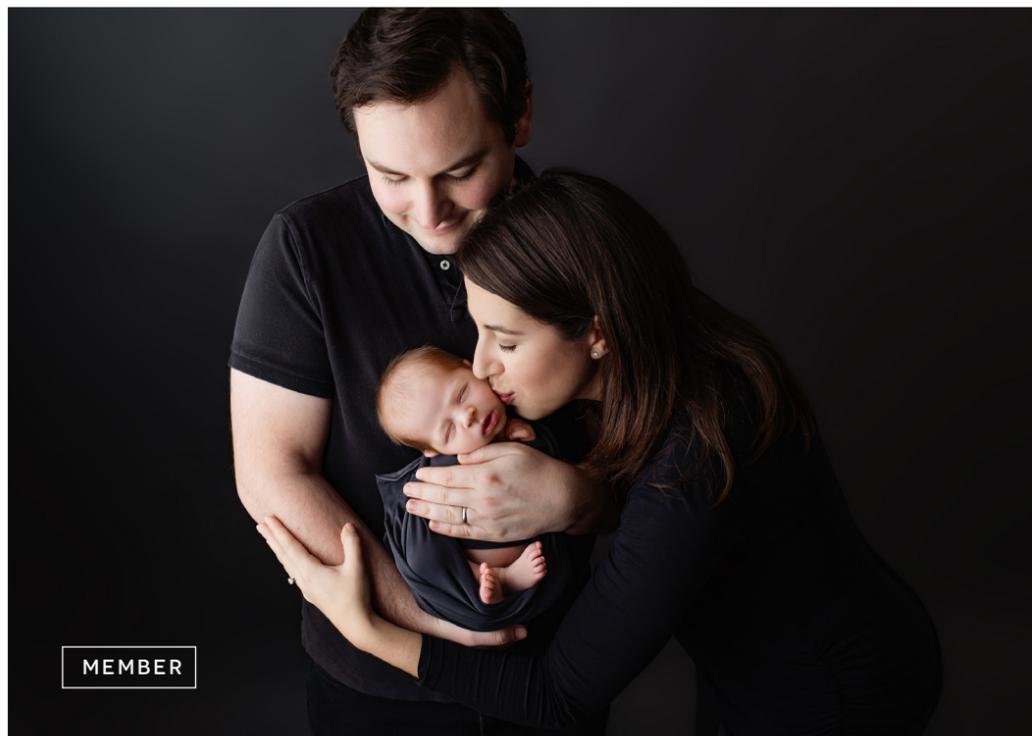
Instagram:
[@andretorophotography](https://www.instagram.com/andretorophotography)

Julia Dewolf

Business:
Julia Christina Photography

Website:
juliachristina.com

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



Andre Toro

Mom's relationship with her son was something that spoke to my soul. They danced, they played, they got full of sand. The son then decided to snuggle so hard, that's how he expressed his love and happiness. The beautiful thing that is he was a hectic and active kid, yet he just calmed and zoned in to have the most unexpected and tender moments with mom. The love was exploding, mom was melting over his son's sweet snuggle. As a mom myself, that emotive connection took me to how I feel when my little one snuggles in the mornings. So much love and adoration.





Gear:
Nikon D700 | 35mm

Gear:
f/2.5 | 1/400 | ISO 1000

Business:
Tracy Anderson Photography

Website:
tracyandersonphotography.com

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

Tracy Anderson

The love between grandparent and grandchild always grabs me because we lived far from my parents when my boys were small. These moments are so precious and fleeting. I loved the look exchanged between the pair and baby girl's tiny fingers on her grandmom's hand.



Helena Goessens

Gear:
Nikon D850 | 35mm

Settings:
f/2.8 | 1/100 | ISO 1000

Business:
Helena Goessens Photography

Website:
helenagoessens.com

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

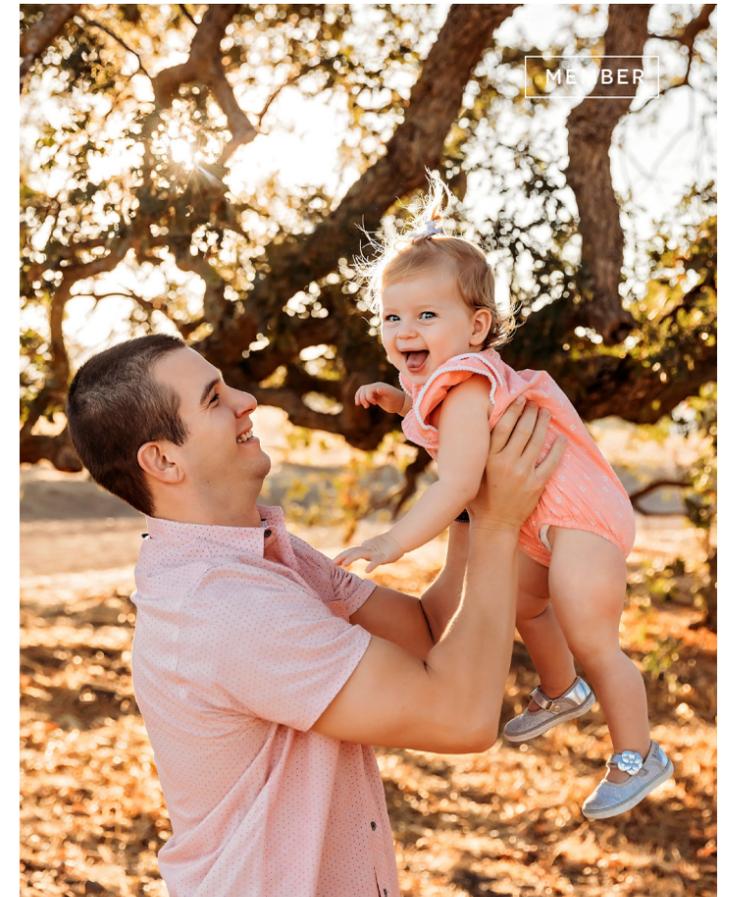
Kaitlyn Wiener

Settings:
f/3.5 | 1/800 | ISO 200

Business:
Kaitlyn Rose Photography

Website:
kaitlynrosephotography.com

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





Leigh Castelli

Gear:

Nikon 85MM

Business:

Leigh Castelli

Website:

leighcastelliphotography.com

Instagram:

@leighcastelliphotography

Amber Searer

Gear:

Canon 5R | 35mm

Settings:

f/1.8 | 1/125 | ISO 125

Business:

Amber Searer Photography

Website:

ambersearerphotography.com

Instagram:

@ambersearerphotography



Kat Mellon

Gear:

Canon T6 | 35mm

Settings:

f/2 | 1/125 | ISO 400

Business:

Mellon Patch Photography, LLC

Website:

mellonpatchphotography.com

Facebook:

[/mellonpatchphotography](https://www.facebook.com/mellonpatchphotography)

featured artist

Valerie Eidson

MEMBER

Gear:

Canon 5D Mark III | 85mm

Website:

valerieeidson.com

Business:

Valerie Eidson Photography

Instagram:

@valerieeidson

This is an image of my girls. They are close in age and the best of friends always make believing together. At the beginning of quarantine we decided to explore the neighborhood for fun places to take photographs. They ended up in this position all on their own. So thankful I captured it.

”

Master PHOTOGRAPHER

— BABY —

SUBMIT YOUR PORTFOLIO
AND GET CERTIFIED!



NEW THIS YEAR!

To continue to support our members in all aspects of the industry, we've added a Baby category to the Master Photography Certification line up this year! Baby photography certification will give you the credibility you need to sell your services to clients, and will open up many doors for you, professionally. Whether that means having a reason for raising your pricing or going out and getting more commercial work – consider this a stepping stone to making that happen!

Unlike our photography competitions, Master Photographer Certification is not about having images that are “Best in Show.” Baby photography certification verifies that you are a master of your craft, that you have consistent work, and that parents and businesses that hire you know what to expect.

PROGRAM DETAILS

Submit a portfolio of 25 images. 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 of baby photography.

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 Baby category opens March 1st!

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”.



APPLY TO BE A 2021

NAPCP AMBASSADOR

One of the ways we help our members grow is through our NAPCP Ambassador Program. Each year, we select a group of dedicated individuals who take the reins for us around the globe creating connections and communities on a local level. These Ambassadors work hard to bring together a community of passionate artists committed to growing their skills, their artistry, and their business through face-to-face connections. Each Ambassador is responsible for hosting NAPCP Gatherings throughout the year and inviting other photographers (both members and non-members) to talk business and give them a safe place to ask questions and create a loving community in an otherwise lonely industry.

Do you want to share your love for NAPCP, cultivate new friendships and be a leader within your community? We'd love to have you join our 2021 Ambassador team! Applications are NOW OPEN! To learn more about becoming an Ambassador, visit us online at: napcp.com/become-a-napcp-ambassador.

“A leader is one who knows the way, goes the way, and shows the way.”

- John C. Maxwell

NAPCP AMBASSADOR PERKS

- Be the first to hear about future events in the NAPCP community and give feedback
- Support materials and documents provided to run a successful event
- Get featured on the Ambassador page on the NAPCP website
- Get your business and your work featured in the NAPCP Instagram feed
- Get special recognition on your profile in the NAPCP directory
- Have your business featured on the main NAPCP Facebook page
- Ambassador-exclusive NAPCP seal for promotional use on your website
- Get featured in our monthly magazine, Inspired

February 2021

#NAPCPINSTAFAVES

YOU GET
OUT
WHAT YOU
PUT
IN



There are so many ways to contribute to the NAPCP Community, don't miss your opportunity to get involved! We love giving our members a platform where they can share both their knowledge and work with the world. Check out all of the opportunities by visiting us online at [napcp.com/get-connected](https://www.napcp.com/get-connected) and see what's the best fit for you!

Tag #NAPCP on Instagram and you may see your work in a future issue of Inspired!

MEMBERSHIP BENEFITS

napcp.com/membership-benefits

MEMBERSHIP APPLICATION

members.napcp.com/napcpapplication

MARKETING MONDAYS

napcp.com/marketing-mondays

IMAGE COMPETITION

napcp.com/about-our-image-competitions



Image by Weekly Favorites Winner Jillian Tilley of Ellory Grace 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

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

