

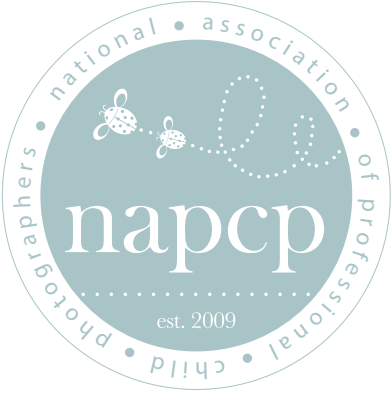
INSPIRED

FEBRUARY 2020 | ISSUE 86



FEATURED ARTIST CRISTIN MORE

THE NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS



KYU AND ALICE PARK
Founders, Creative Director

DEANNE MROZ
Chief Creative Officer

KATIE MITCHELL
Editorial Manager, Community Partner

TIFFANY ROLLE
Assistant Membership Coordinator

LISA PHILLIPSON
Social Media Maven

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WHAT'S HAPPENING AT NAPCP

NAPCP members submitted their beautiful and technically excellent images to our December 2019 International Image Competition, and we have announced the winning and placing images, as well as more merit images than ever before! We know how emotional the art and business of professional photography is, and we thank each and every one of our members who submitted their images to this round of the International Image Competition. The amazing variety of styles represented in our winning images are truly amazing. The International Image Competition continually brings out the best in our community - thank you for sharing it with us!

Remember, NAPCP Ambassador applications are still open, but will be closing soon! There are mere days remaining to submit your applications, so we encourage you to submit yours now. We look forward to welcoming our newest NAPCP Ambassadors!

Speaking of applications, the exciting day we open our brand new NAPCP Master Photographer Certification to portfolio reviews is almost here! More information can be viewed in this issue. Start gathering portfolio imagery!

This month's featured NAPCP member is San Francisco family and newborn photographer, Cristin More, of Cristin More Photography. Cristin's passion is the business side of professional photography, and she's currently developing business courses for photographers! Cristin shares why it's okay for photographers to not love their job every single day, how spreadsheets make her giddy, and how she went to being afraid of children to large families being her favorite clients.

In this day and age, we know how important lifestyle photography is to the keeping of family memories. If you're anything like us, you're always looking for fun photographers to spruce up your blog and Instagram feeds. Well, we called in one of our favorite longtime members/photographers/December 2019 International Image Competition merit artists (who also happens to be bona fide pizza expert - from New York, of course)! Meet Jaye McLaughlin. She answers all of our burning questions on how to make the perfect pie, how she runs her sessions, and longevity in a constantly changing industry!

"Not everyone can become a great artist, but a great artist can come from anywhere."
- Ratatouille, Pixar Animation Studios

Your "To Do" List

FEBRUARY 2020

☐ SIGN UP FOR THE PROFIT CENTER COURSE

Profit Center is a six-week course designed to help creative entrepreneurs, makers, and innovators build a strong financial foundation for their business. Visit napcp.com/profit-center-course for more details.

☐ APPLY TO BE A 2020 NAPCP AMBASSADOR

Do you love connecting with other photographers in your area? Consider becoming a NAPCP Ambassador in 2020! Learn more at napcp.com/become-a-napcp-ambassador.

☐ PREPARE FOR MASTER CERTIFICATION

We are so excited to bring our members an amazing new opportunity this year! See page 54 for details.

MARCH 2020

☐ SUBMIT AN ARTICLE

Did you know that there's more than one way to contribute to our magazine? Send us an article for your chance to be featured! Learn more at napcp.com/contribute-to-our-magazine/

☐ SUBMIT YOUR "OVERHEAD" IMAGES

Get your images ready! Next month, submissions will open for the April issue of Inspired Magazine, which will have a theme of "Overhead".

☐ UPDATE YOUR NAPCP PROFILE

Recent competition winner? Login to your NAPCP account and add your ribboned imagery to your directory profile.



FEATURED PHOTOGRAPHER

CRISTIN MORE

of Cristin More Photography



Image by Tenley Clark Photography



MEET CRISTIN

Cristin More is an award-winning, San Francisco-based family and newborn lifestyle photographer. Cristin lives in Marin with her two wild girls and a million houseplants. Cristin educates and mentors female photographers and creatives in all things business. She uses her degree in accounting, and years of experience working in the finance world while simultaneously building her portrait business. Cristin is obsessed with telling the stories of families through in-home photography. She would rather photograph a chaotic family in a small home with one window, than practically anything else in the world. Her work and snippets of her life can be found on Instagram at [@cristin_more](#).



AT A GLANCE

with Cristin More

Started photographing when:

I was like 2 years old! I seriously cannot remember a time when I didn’t have a camera in my hand. My mom was a huge scrapbooker and it just kind of stuck with me my whole life.

Officially opened business:

In 2012

Favorite camera:

Canon Mark IV

Lens of choice:

Outdoors: 50 mm; Indoors: 35 mm

Favorite movie:

Inside Out. Yes, the children’s movie.

Favorite client product:

My day in the life albums from Miller’s.

Favorite subject to photograph:

Huge families with a million little kids.



Favorite musician:

Is ‘Whatever Disney soundtrack my kids are listening to” a musician?

Favorite read:

I probably should lie here, but I haven’t read a book in years. Podcasts all the way!

3 things I can’t live without:

Plants, Coca-Cola, and my kids.



*Congratulations
on being our
feature NAPCP
photographer this
month, Cristin!*

*Please tell us a little about yourself and how you got your start as
a professional photographer.*

Thank you for having me! Well, I'm a mom, a photographer, a plant enthusiast, and extremely type A. I have a degree in accounting and worked in fraud investigation at the beginning of my career. It was an intense field and I found myself wanting a creative outlet. I started photographing couples on the side and started second shooting weddings. When I got married, I transitioned out of that job into a finance job where I had my weekends off. I decide to officially start my business that year! I didn't start photographing children, because frankly, I was terrified of them. Then I had a few of my own and now I can't get enough. I switched over to exclusively families and newborns in 2014 and haven't looked back!



Do you have any tips for moms on mixing up your career and your relationships with your partner and children in a healthy way? (We're trying not to say balance here, haha!)

Oh man, I have two little girls less than two years apart and my house is always a disaster, so I may not be the best person to ask this. I will say because my husband works long hours during the week and I work during the weekends, he really understands the burden of managing a household and children. It's immensely helpful in maintaining some semblance of sanity because I don't feel so much pressure to do all the things at home. He also knows the kids' schedules and needs as well as I do. That means I come home after a long day of work and don't have to worry that nothing got done all day. We also talk about our roles and goals for our family all the time. We have 'company meetings', which are basically just meetings where my kids come into the living room and we talk about the schedule for the next week and our goals every week. It helps set the tone for the week and make sure we are all aligned even when we aren't together.







What do you get out of being a professional photographer?

I'm going to be honest here, this is first and foremost a business for me. With my background, that business mindset is what keeps me going. I love marketing and spreadsheets and seeing how much my sales have grown year over year. I know so many women who love it for the art and creativity, and I totally get that. I keep going every day because I'm running a profitable business. I get to do something I enjoy most of the time, which brings joy and meaning to other people. I think we get burnt out because we think we have to love it all the time, but just like every other job, there are going to be days you hate it and days you love it. The fact that we can earn a great paycheck, run our own businesses, and still be there for school pick-up and drop-off is pretty spectacular.





What's next for Cristin More Photography?

I'm currently working on launching business courses for photographers. It's so important that photographers understand the business aspect so they are actually making money and not working for pennies. There will be marketing and pricing and finance and tax classes. I'm giddy just thinking about all the spreadsheets I'm going to get to make.





Three Tips

WORKING WITH LARGE FAMILIES WITH YOUNG KIDS

by Cristin More

1. Set expectations with the kids. Wrangling multiple kids of differing ages plus parents can be a challenge. Just like with parenting, setting clear expectations with children can work wonders to keep a session on track. When you arrive, sit down with the kids and tell them what you expect from them. Tell them it's going to be fun and awesome (maybe even give them a preview of some games you will play), but that they are going to help make it awesome with you. Promise them that you will play games and be able to run around, but that when you say a code word (make it something silly like stinky feet), they will freeze, look at you and listen. I'm telling you, it's like magic.

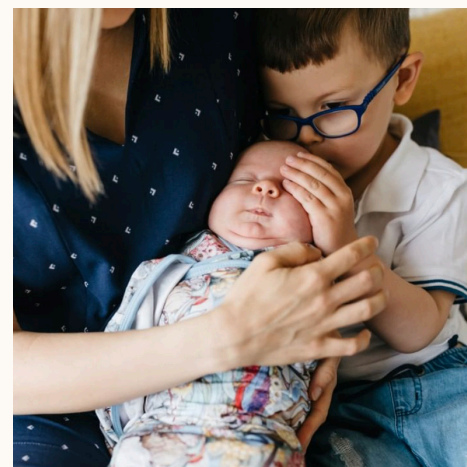
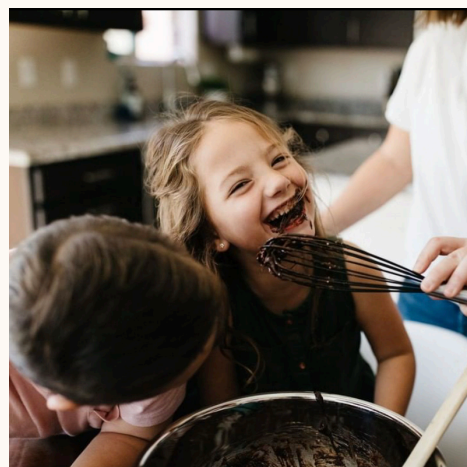
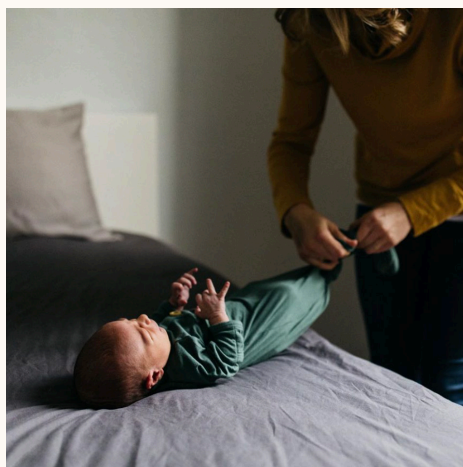
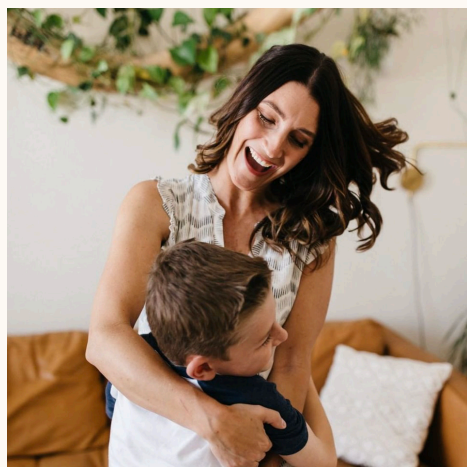
2. Give the parents a day off. Parents with large families have a lot on their plates. They had to get everyone ready and show up on time and it's a whole thing. Walk up to the parents at the beginning of the session and tell them "Hey guys, it's the best day of your life. You don't need to discipline your children. Everything they do is adorable for this one hour. You couldn't be more thrilled to be here. Okay?" It sets the tone that for the next hour, we are going to be one happy family no matter what happens. It is also a very helpful thing to whisper or yell above the roar of a hoard of children when something is going sideways and the parents look like they are going to kill one of their kids. "It's the best day of your lives, remember?"

3. Embrace the chaos. One of my favorite things about working with large families with young kids is that it's straight-up chaos. I love how much emotion and craziness happens and it makes for such dynamic, incredible photos. The best way to get great photos of large families is to just embrace it. Don't try to stick everyone in a line and get a still portrait. Have them run and jump on each other. Make a dog pile on the ground. Have a dance party. The more you can lean into the chaos, the better.



BEHIND THE SCENES

with Cristin More



Some of our favorite captures from Cristin's Instagram feed! Stop by her page and give her some NAPCP love.



CAMERA BODIES

Canon Mark III

Canon Mark IV

LENSES

Canon 35mm 1.4L

Canon 24-70mm L8

Canon 100mm

Canon 85mm

Canon 40mm

Sigma Art 50mm

Sigma 15mm Fisheye

EXTRAS

Kelly Moore Camera Backpack

Profoto A1 Flash

CAMERA BAG ESSENTIALS

with Cristin More

Family Lifestyle Photography as Pizza

How to Make the Perfect Pie

BY JAYE MCLAUGHLIN

I've thought a good bit over my near decade in business about what lifestyle photography is. What does it mean? Is there a definition that works? How do my photos fit into the definition?

The term "lifestyle" is one that's been tossed around a lot. We family lifestyle photographers are not traditional portrait photographers, but we're not strictly documentary, either. We manipulate the scene, but we don't dictate it. But how much do we manipulate it? What tools do we use, and what's the effect? Hmmm.

The truth is that the definition of "lifestyle photography" in practice can be as varied as the personalities of the photographers purporting to do it. Attempting to define "lifestyle photography" is a lot like trying to define "good pizza" in the sense that it's utterly subjective. Do you care for a thin, crispy crust, or do you prefer it more doughy? Heavy on the sauce, or heavy on the cheese? You can debate whose pizza is the best forever and in the end, it won't matter. The issue ends up being more about what you are hungry for walking into the pizzeria than about the merits of any one pizza chef or combination of ingredients.



So, if lifestyle photography is pizza, what will you find in my pizzeria? I'll tell you what I'm striving for. For me, it's always been about freezing and keeping the moments in life that we recognize as beautiful and fleeting. I want my photos to show what this chapter of a family's story looks and feels like. Not just clean backgrounds and perfect poses and well-coordinated outfits, but real interactions and relationships and gestures and expressions and personalities. Our memories can only hold so much -- I want MY pizza to be that magical, tangible thing that zaps my families back into this chapter -- this now -- where all these things exist, and allow them to see and feel them all over again.

I've got a limited amount of time to capture this feeling, so I have to exert some control over my subjects during that time. What's my recipe? The perfect blend of candid shots with a few relaxed and real portraits that my families barely realize I'm taking. A sprinkling of documentary shots and a pinch of details. Mixed together in a way that feels more like 'fun' than a 'photoshoot'. With all fresh ingredients, delivered hot to their front doors (hmmm I think my analogy is breaking down).



HOW TO MAKE THE PERFECT PIE

OK, so there's no such thing as "perfect" pizza - it's subjective. Obviously, there is no 'one size fits all' recipe for lifestyle photography, either. As long as you are able to find the people who like it the way you make it, it will be perfect to them. You can make and top your pizza with anything you like. Right?

Well, not anything. I mean, there are some core ingredients that make pizza pizza (As a native New Yorker, I'd argue that these are dough, cheese and tomato sauce, but certainly I've seen some pizza iterations that would challenge that assumption). The same is true for lifestyle photography. I'd argue that a family lifestyle photography gallery requires some directed candids, some portraits, and some true documentary images. If you pay attention to the essential ingredients and use them in pleasing proportions, it's hard to go wrong. Sprinkle on your favorite toppings and buon appetito!



34 | *NAPCP Inspired Magazine*
34 | *NAPCP Inspired Magazine*



Directed Candids

A good portion of my galleries consists of relaxed candid photos that I've played some part in directing. As we move around the home, either at my suggestion or in pursuit of the one family member who decides to lead the way (a toddler, or a bossy big sister, perhaps), I ask questions about things in the home ("Hey, nice playroom - which toy is your favorite?" or "Does Daddy ever read you books in that chair over there?"). I've spoken with mom and/or dad at length on the phone and through my questionnaire, so I know what kinds of activities kiddos are into and the kinds of things that mom and dad are hoping to remember about this time. I've made suggestions to mom and dad about activities they might want to initiate during our time, and I've reminded them that it's OK to let the kiddos drive the bus and call all the shots. While I don't want or expect a clutter free space in people's homes (their clutter is part of their story, as I tell them), I'm not afraid to jump up and move something that is particularly distracting in a scene I'm seeing through my viewfinder. The goal is to get the family playing, cuddling, reading, racing, dancing, or ... whatever it is that they generally do together and want to remember. Once I've captured a given scene, I'm not afraid to move onto something else so that we can maximize our time.



DETAILS

(The Pizza Toppings)

Think of the details as the pizza toppings, if you will. Parents might take for granted that the tiny shoes lined up under the bench will always be there, or think of that sign on the door, misspelled with crooked letters, as clutter. But these little vignettes of spaces and items in their homes can be the most powerful time-travel triggers when viewed decades from now. For a photographer whose goal is to transport my families' future selves back to this time, the details are sometimes the secret that make it all work.

KEEPING IT ALL IN BALANCE

(Taste for seasoning and bake at 475 degrees)

When I've been at it for a while and start to feel like I'm getting close to having a complete gallery (and assuming everyone's still having a good time), I'll usually stop for a second and think about whether there's one "ingredient" that might need some topping off. Maybe mom has been hanging back in the shadows while dad takes center stage, so I'll suggest a snuggle or some other activity with mom and the kids. I'll also ask mom and/or dad if there's anything else they'd like to try, which also acts as a heads up that the session will be ending soon. It's important to wrap things up before anyone's exhausted or no longer appreciating how fun and interesting and hilarious I am. I like to think that my families' future enjoyment of the photos from their session has as much to do with their memory of the experience as with the photos themselves.



True Documentary Images

During a good portion of the time that I'm with a family for photos, they're just doing what they'd be doing anyway. I'm always ready to capture things that are happening in true documentary style and I think these more 'real' images in my gallery help the whole session feel real. Moving between rooms? Capture it. Dad takes a coffee break? Capture it. Toddler throws a tantrum? Capture it. This is all their story, and it's all worth remembering.

Portraits

I always try to take a mix of environmental portraits and more classic, beautifully lit photos of my families during our time together. The key, for me, is to never make it feel like I’m posing people. These moments are frequently stolen during the course of the session without my subject even knowing it, in fact. I’ll be chatting with a kid in their room, for example, and they happen to have placed themselves in some beautiful light or surrounded by a pleasing composition of their stuff - the things they care about. I can capture them as-is, or I can say something goofy to get them to look at me smiling for a more camera-aware shot. Usually, I do both. If where they naturally land does not lend itself to the kinds of ‘portriat-y’ photos that I know I want to get, I’m not afraid to do some manipulation. For individual bigger kids and adults, this can mean just saying “go sit over there” and continuing the conversation. For littler ones, I might ask them to show me something in a part of the room that I’m envisioning them in, or I’ll tell them I’ve got something to show them - “come on over here, I want to show you my friend Fred - he lives in my lens but you have to look really carefully to see him. Do you see him? No? Well, he might be sleeping. Can you wake him up for me? Just say ‘Wake up, Fred!’” (You can keep a butterfly or a unicorn or a kitty cat in your lens if you like, of course, but I’ve gotten used to having Fred with me and my people seem to like him well enough).

The various groupings and pairings that I’m looking for in every gallery can happen in a similar way. Mom’s buttoning little guy’s shirt? Capture that. Then, scoot to the right place and whisper, “Hey mom, give him a little hug and look this way, K?” Two completely different kinds of photos, and it happens so fast that there’s barely a break in the conversation.

For that magical unicorn shot - the one of the whole family - I often make it a game. Place the family in some good light and come up with a game or activity that gets them interacting with each other. A game of telephone with a goofy word or phrase chosen by one of the kids gets everyone close and smiling, for example. I’m interacting with everyone while they play, so if I say something silly or flat out ask them to “look at me and smile!’ for a second, I’ve captured that one magical unicorn that they can never get on their own. The key here, as well, is to maintain the mood by not forcing anything if one or more family members isn’t feeling it or it’s not working for some other reason. As I always communicate beforehand, I’d much rather keep the happy momentum going by moving on and trying again later than risk spoiling the mood in a power struggle with a wiggly kid or a stubborn toddler.

I even try to get the family pet into the mix for my ‘magic unicorn’ photo, and a little trick I attempted for Fido has ended up being what I call my “secret weapon” for that shot of the whole family smiling at the camera. It turns out that a duck caller will not only make Fido sit at attention, it will also get moms, dads, and kids laughing. Yes, a duck caller. You know, the “quack quack” device hunters wear around their necks in the brush. It works well, too, in the living room!



Whatever my subjects’ tastes, I hope that when they look at the photos from my sessions, they can both see and feel the rich and savory time we captured, and once again enjoy those fleeting moments. And I hope they think back on the time I spent with them in their homes with warm and happy memories. I’m lucky that I just love making the pizza.

featured artist



Jaye McLaughlin

Business: The Life in Your Years Photography

Website: jayemclaughlin.com

Instagram: @jayemcl

MEMBER



APPLY TO BE A 2020

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 2020 Ambassador team! Applications are NOW OPEN! To learn more about becoming an Ambassador, visit us online at: napcp.com/become-a-napcp-ambassador-applications.

“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
- Get featured on the Ambassador page on the NAPCP website
- Get special recognition on your profile in the NAPCP directory
- Ambassador-exclusive NAPCP seal for promotional use on your website
- Support materials and documents provided to run a successful event
- Get your business and your work featured in the NAPCP Instagram feed
- Get featured in our monthly magazine, Inspired
- Have your business featured on the main NAPCP Facebook page
- Get invited to an exclusive leadership retreat just for NAPCP Ambassadors

↖ New this year!

THE
Lifestyle
ISSUE

FEBRUARY 2020





Erin Borzellino

We were walking around Beacon, NY. My family went into a record store and I came outside. When my daughter came to the window to look for me, she was perfectly framed. I liked how you can tell where she is, but also see the town reflected in the glass.

”

Gear:

Nikon D4S | 35mm

Settings:

f/4 | 1/400 | ISO 400

Business:

Verv Photography

Website:

vervphotography.com

Instagram:

@erinborzellino



Elise Travis

Gear:

Canon 5D MK III
24-70mm

Settings:

f/2.8 | 1/250

Business:

Elise Travis Photography

Website:

elisetravisphotography.com

Instagram:

@elisetravisphotography

Lena Antaramian

Gear:

Canon Mark III | 24-70mm

Settings:

f/3.5 | 1/125 | ISO 400

Business:

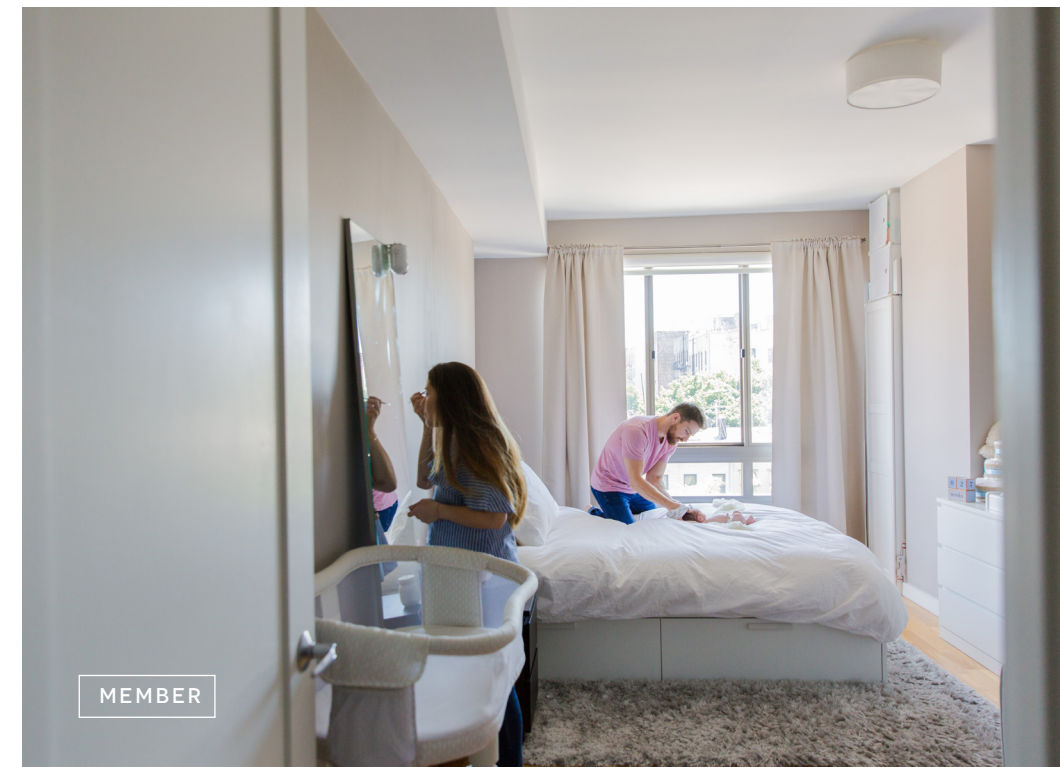
Live Love Laugh Photos

Website:

livelovelaughphotos.com

Instagram:

@livelovelaughphotosnj





Ashley Soeder

Gear:

Canon 5D Mark III | 24mm

Settings:

f/2 | 1/400 | ISO 1250

Business:

Ashley Soeder Photography

Website:

ashleysoederphotography.com

Instagram:

@ashleysoederphotography



Melissa Grooters

Gear:

Nikon D3 | 50mm

Settings:

f/2 | 1/50 | ISO 800

Business:

Melissa Ann Photography

Website:

melissaaphotography.com

Facebook:

/photosbyMelissaAnn



Gina Whalen

I mostly shoot outdoors, but this family wanted an indoor aspect for a milestone. This picture was a part of Oliver's journey as I followed him. A baby crawling is all about their hands and knees, so I got down and shot at his level.

”

Gear:

Sony a7iii | 35mm

Business:

Gina Whalen Photography, LLC

Website:

ginawhalnephotography.com

Instagram:

@gina.whalen.photography



Chrissy Swanson

Gear:
Canon Mark 5D III | 50mm

Settings:
f/1.6 | 1/1600 | ISO 800

Business:
Chrissy Noel Photography

Website:
chrissynoelphotography.com

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



Mel Karlberg

Gear:
Canon 5D Mark III | 40mm

Settings:
f/5 | 1/320 | ISO 100

Business:
Mel Karlberg Photography

Website:
melkarlbergphotography.com

Email:
mel@melkarlbergphotography.com

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

featured artist

Lindsay Cropley

Gear:
Sony A7iii

Lens:
35mm

Settings:
ISO 320 | f/3.2 | 1/2000

Business Name:
Fourthwest Photography

Website:
fourthwestphotography.com

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



INSPIRED

FILL THE FRAME | MARCH 2020

NAPCP's monthly Inspired themes celebrate outstanding images from members and non-members, on an ongoing basis. We can't wait to see how you "fill the frame" for our upcoming March issue. These monthly themes aim to give professional photographers ample opportunities to show off their work and have it published in print!

Submissions Close March 1st

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

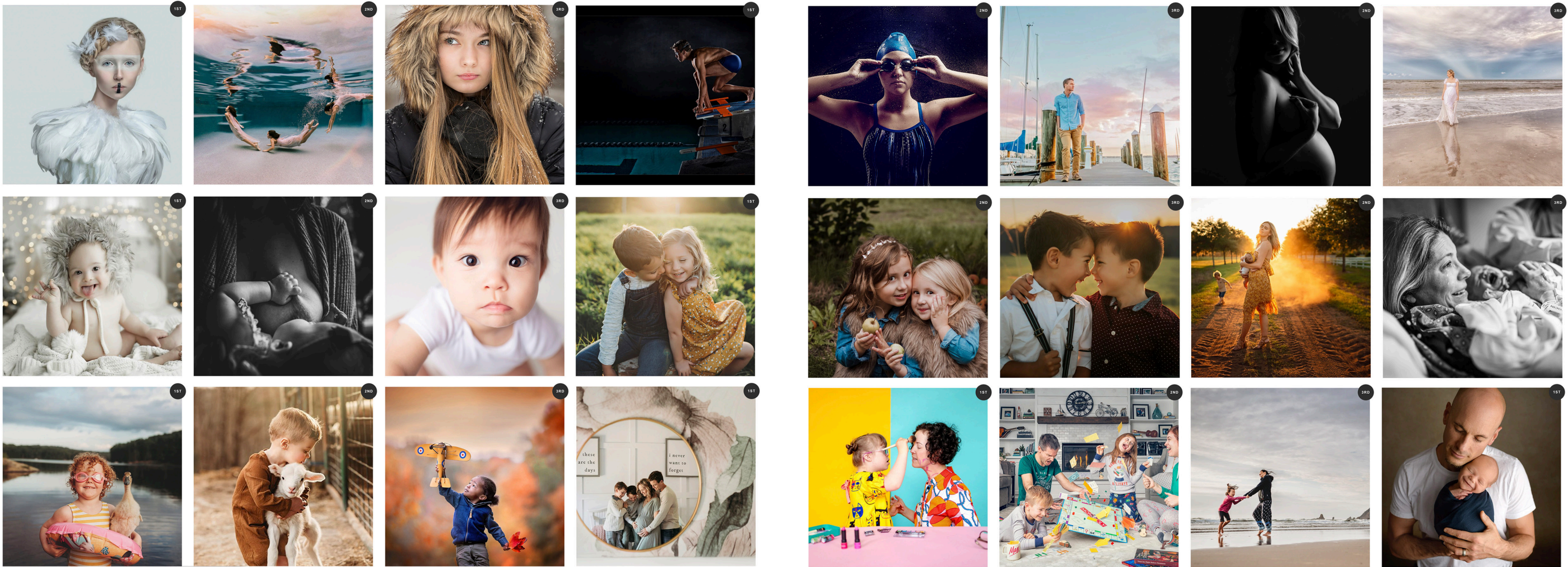
Submit a portfolio of images for one of 5 categories. The objective is to demonstrate your skill and mastery as an artist who can shoot in a variety of different settings and situations, exhibiting mastery of the specific niche.

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 Child category will be opening soon!

Stay tuned in to NAPCP emails and announcements for more information about requirements and how to apply.



THE NAPCP 2019 INTERNATIONAL

IMAGE COMPETITION WINNERS

1ST PLACE

- | | |
|---|--|
| Babies
<i>Saren Cassotto</i> | Newborn
<i>Nicola Cole</i> |
| Child
<i>Megan Drane</i> | Senior
<i>Megan Drane</i> |
| Family
<i>Maryam Salassi</i> | Siblings
<i>Saren Cassotto</i> |
| Maternity
<i>Ashley McBroom</i> | Toddler
<i>Andrea Martin</i> |

2ND PLACE

- | | |
|---|---|
| Babies
<i>Kati Douglas</i> | Newborn
<i>Rya Duncklee</i> |
| Child
<i>Ashley McBroom</i> | Senior
<i>Kristie Bradley</i> |
| Family
<i>Erin Michalski</i> | Siblings
<i>Jillian Greener</i> |
| Maternity
<i>Meghan MacAskill</i> | Toddler
<i>Andrea Martin</i> |

3RD PLACE

- | | |
|--|---|
| Babies
<i>Claudia Carballo</i> | Newborn
<i>Hayley Johnson</i> |
| Child
<i>Danielle Aube</i> | Senior
<i>Kimberly Svenson</i> |
| Family
<i>Kim Belverud</i> | Siblings
<i>Saren Cassotto</i> |
| Maternity
<i>Pam Bell</i> | Toddler
<i>Jennifer Beitchman</i> |

MERIT

- | | | |
|---|---|--|
| Babies
<i>Jaye McLaughlin</i> | Family
<i>Diogo Loureiro</i>
<i>Erin Michalski</i>
<i>Kate Lemmon</i> | Siblings
<i>Ashley McBroom</i>
<i>Jenny Sciortino</i> |
| Child
<i>Alishia Potter</i>
<i>Betty Laurent</i>
<i>Hayley Johnson</i>
<i>Holly Lund</i>
<i>Kimberly Tank</i>
<i>Megan Drane</i> | Maternity
<i>Maryam Russel</i> | Newborn
<i>Cristna Passos</i>
<i>Kathryn Langley</i>
<i>Saren Cassotto</i>
<i>Tina Krafts</i> |
| | Toddler
<i>Crystal Mercredi</i> | |

TO SEE THE FULL GALLERY OF
WINNING IMAGES, VISIT US AT

napcp.com/winners-gallery/

PROFIT CENTER COURSE

A Mini MBA Without the Mind-Numbing Classes!

Are you looking to transform your business in 2020? Profit Center is a six-week course designed to help creative entrepreneurs, makers, and innovators build a strong financial foundation for their business. If you are someone who is brilliant at what you do, but does not have an extensive business finance background, this course is for you!

Want to hear the best part? NAPCP has partnered with the Profit Center to bring our members an exclusive discount! Login to your NAPCP account and download the Vendor Discounts PDF from the resource section to get a special discount code for \$350 off! Registration closes February 24th, so make sure you grab your seat!

Visit us at napcp.com/profit-center-course to learn more and sign up!



February 2020

#NAPCPINSTAFAVES



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@cijilbr



@ellorygrace



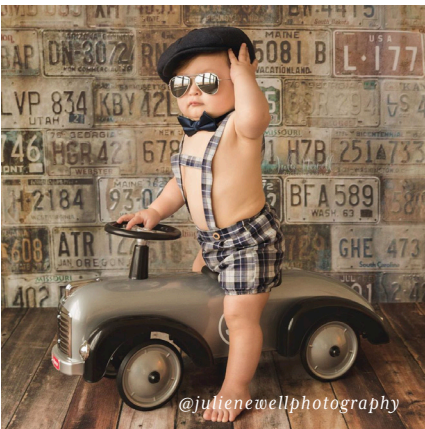
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Tag #NAPCP on Instagram and you may see your work in a future issue of Inspired!

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members.napep.com/napepapplication

MARKETING MONDAYS

napep.com/marketing-mondays

IMAGE COMPETITION

napep.com/about-our-image-competitions



Top 100 Image by our March 2020 featured artist, Clare Ahalt of Clare Ahalt 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@napep.com

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

