

INSPIRED

FEBRUARY 2022 | ISSUE 110

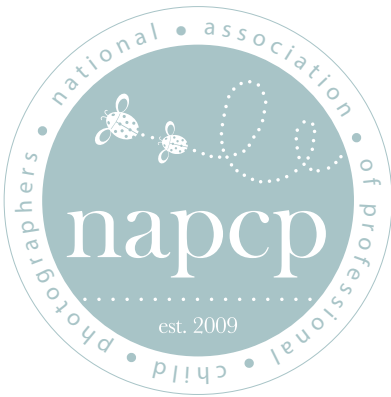


FEATURING THE 2021 AMBASSADORS

THE NATIONAL ASSOCIATION OF PROFESSIONAL CHILD PHOTOGRAPHERS



Image by Weekly Favorites Winner Daniell Gagne of Danielle Marie 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 Jodie Allen of
Fresh Art Photography

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TO OUR BELOVED NAPCP COMMUNITY

Happy February! As the month of love is well underway, we hope you're also taking time for some self-love and self-care... nurturing those relationships and special connections with family and friends. We invite you to join us as we collectively celebrate our most treasured relationships – and honor those who have impacted us both personally and professionally.

In this month's issue, we're excited to congratulate the bright talents of 2021's NAPCP Ambassadors! NAPCP Ambassadors are the eyes, ears, and face of our organization, kindling personal relationships and connections all across the globe. By fostering connections and conversations, NAPCP Ambassadors enable the compassionate collaboration that defines this organization. We're proud to feature their work and share advice from these seasoned photographers. We also want to thank them for their hard work in bringing together photographers in their communities — whether in person or online — over the past year. Applications to join our 2022 Ambassadors are now open! If you are looking to make local connections and share your love for NAPCP with others, check out [NAPCP.com](https://napep.com) for more information on how to apply.

Don't miss out on February's featured article, The Ins & Outs of Starting Over, in which Sarah Lake shares her personal experiences moving across the country multiple times with her family, rebuilding her business and brand with each move. Sarah is a multitalented “mom-with-a-camera” who gives important tips on how to move your business and keep clients coming through your door.

We were so touched by the heartwarming submissions received for this month's featured “Color” theme, and submissions for March's “Silhouettes” theme are officially open! Members and non-members are welcome to enter their photos through March 1.

We greatly enjoyed reviewing all of the adorable submissions for our Master Photography Certification in the Child category. Master Photographer Certification for the Baby category will open March 7th. Login to your NAPCP account for more information!

Stay inspired!
The NAPCP Team

Your “To Do” List

FEBRUARY 2022

☐ SUBMIT YOUR “SILHOUETTE” IMAGES

Submissions are now open for the March issue of Inspired Magazine. Have a silhouette 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 2022 NAPCP Ambassadors are now open. Visit napep.com/become-a-napep-ambassador for more information.

MARCH 2022

☐ MARK YOUR CALENDAR

Our next NAPCP Gatherings will take place the week of April 18th thru 24th. 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 7th! Don't miss the opportunity to increase your marketability to clients. Want to learn more? See page 66 for more details.

☐ PREPARE FOR COMPETITION

NAPCP's Inspired Print Competition and Gallery Event is back once again! Submissions for the online judging will open March 28th. Stay tuned for more details and information.



April
CANNON

HER WORDS

*Learn from other photographers instead
of comparing yourself.*

The imperfect is perfect. Each family has their own unique story to tell. My goal is to make my clients comfortable enough that I can capture that story for them.

What was the most beneficial or exciting part of bringing together photographers in your area?

We cheer each other on for sure! I know who to go to for photo session swaps. Or even last minute advice or just to blow off steam in the busy season! (My family really does not talk photography!)

What's the best piece of advice you could give to someone who is just starting out?

We ALL have to learn, we all have our individual talents. Learn from other photographers instead of comparing yourself.

How has your business changed throughout the years?

I definitely have more of a handle on what I am passionate about photographing. I have learned the value of recognizing my fellow photogs areas of expertise and who to refer a client to if it is not what I am best at! (Basically I have learned to be honest about my strengths and weaknesses).

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

Oh my goodness - I am always laughing with my clients - I don't know if I could pinpoint just one thing!

York, South Carolina





Danielle

TRINA

HER WORDS

Once I niched down and discovered EXACTLY what I wanted to photograph and why, my voice as an artist became clear!

Danielle Thurman Trina is an internationally awarded and recognized children's fine art photographer. Her work has been featured in numerous publications, education platforms, galleries and in book covers. Danielle is a well-respected artist in the photography community serving as a Click Pro Elite Member Master Artist, an instructor and expert artist for Unraveled Academy, Finding North Photography Education and The Milky Way Family Retreat. Danielle also earned her place as a NAPCP Ambassador and a Lensbaby Ambassador in 2021.

What was the most beneficial or exciting part of bringing together photographers in your area?

Community over competition. This is something I feel very strongly about promoting in our community! Bringing together photographers in our community to just simply create and learn from each other is so important and absolutely inspiring! We are able to build friendships, we are able to learn from one another and grow together.

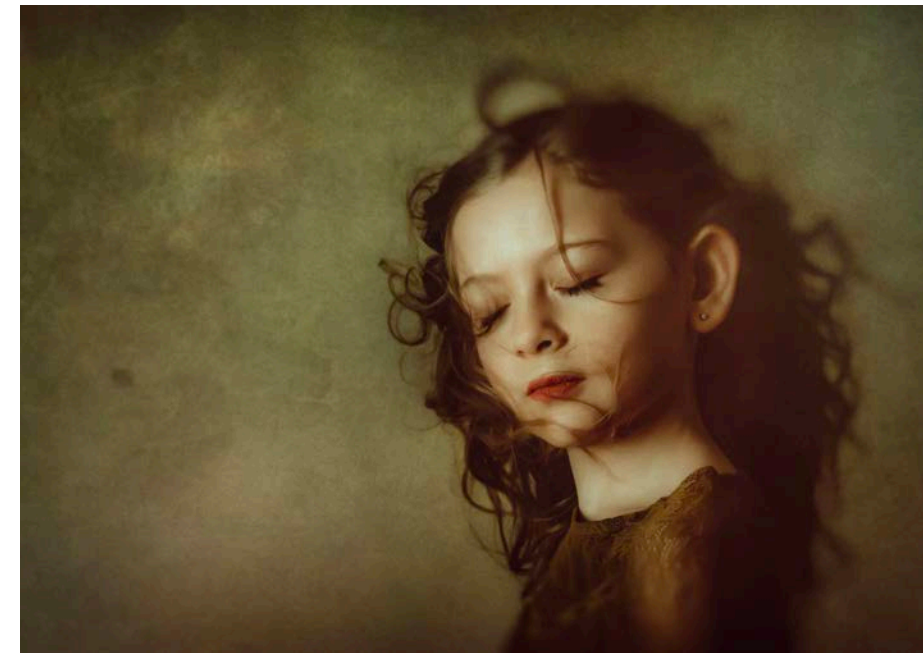
What is the funniest thing that's ever happened to you as a photographer?

I met a mom and her son in our downtown area for his senior photo session. Upon introduction, I was immediately met with an attitude from the young man! I brought him over to the brick wall where we would start the shoot and he says, "OK lady, you have 5 minutes!". I had no idea what he was talking about or why he was giving me such attitude. I, while puzzled, politely began shooting. There was no smiling happening, as much as I tried. Several minutes later he says, "5 minutes are up!". He takes off and starts walking towards the car! The mother looked as though she wanted to cry! She handed me the balance of my payment and apologized. I still managed to give them a full gallery since I over shoot! By far the craziest shoot I've ever had.

How has your business changed throughout the years?

My voice, I actually have one! Over the years as I was developing a voice, my art changed drastically! Once I niched down and discovered EXACTLY what I wanted to photograph and why, my voice as an artist became clear! Now I work on putting myself, out there more and letting others hear my voice. And of course I am always growing, learning and refining my voice.

Colorado Springs, Colorado





Erika
HOLIFIELD

HER WORDS

Take photos of everything and find a niche that you really enjoy photographing and focus on perfecting that.

My Name is Erika Holifield, I am an outdoor portrait photographer based out of Fort Mill, SC. I love what I do and I love providing families with unique pieces of art to display in their homes and cherish for a lifetime.

What was the most beneficial or exciting part of bringing together photographers in your area?

The most beneficial experience of bringing photographers together is being able to make new connections and friendships. Being a photographer can be very lonely, so being able to provide a gathering for other photographers to come together is very rewarding.

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

I had a dentist appointment a few hours before my session and the Novocain they used did not wear off by the start of my session. I had no choice but to show up with half my face still numb. I'm just glad that my clients found the situation as funny as I did and that I was able to hide my face behind a mask.

What's the best piece of advice you could give to someone who is just starting out?

Practice, practice, practice. Take photos of everything and find a niche that you really enjoy photographing and focus on perfecting that. If you love what you do the rest will come.

Fort Mill, South Carolina





Heather

DAVIDSON - MEYN

HER WORDS

Don't forget to hire a professional photographer to capture images of YOU and YOUR family too!

My passion as a Printed Art Portrait Photographer is to make images that depict the fun and the love in family relationships and in children's personalities and to then print them in albums, in portrait boxes and as wall art and shelf displays so that they can be enjoyed far into the future. For me, the purpose of a family photo session is to create heirlooms and memories that will live on even when the moments have passed - images that will tell stories for years to come. I love to create School Portraits too, bringing a boutique service to schools to create more modern and natural portraits that parents love and can collect over time as their little ones grow.

What was the most beneficial or exciting part of bringing together photographers in your area?

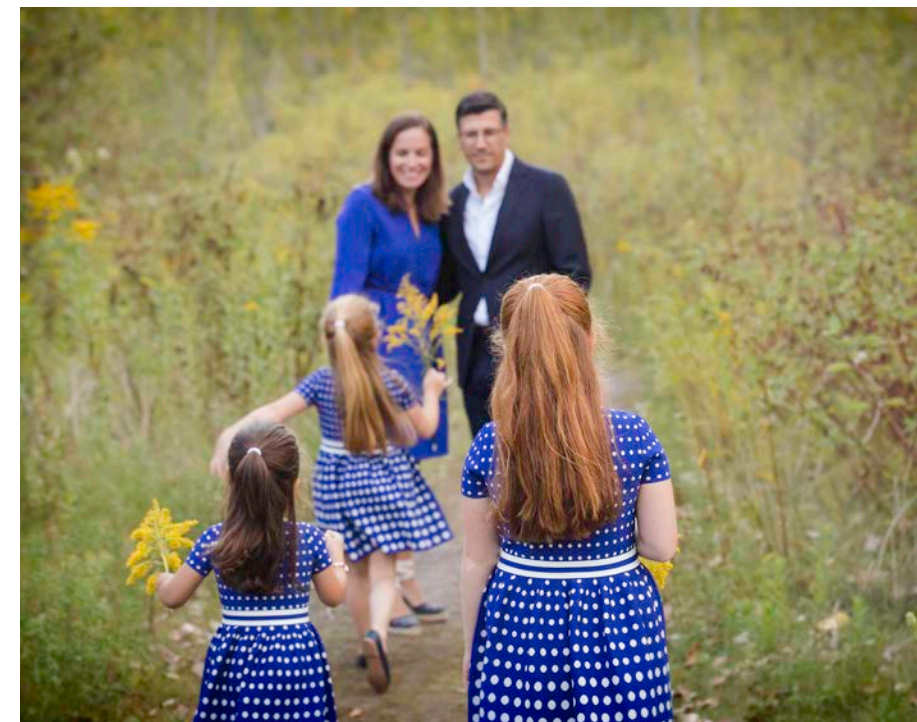
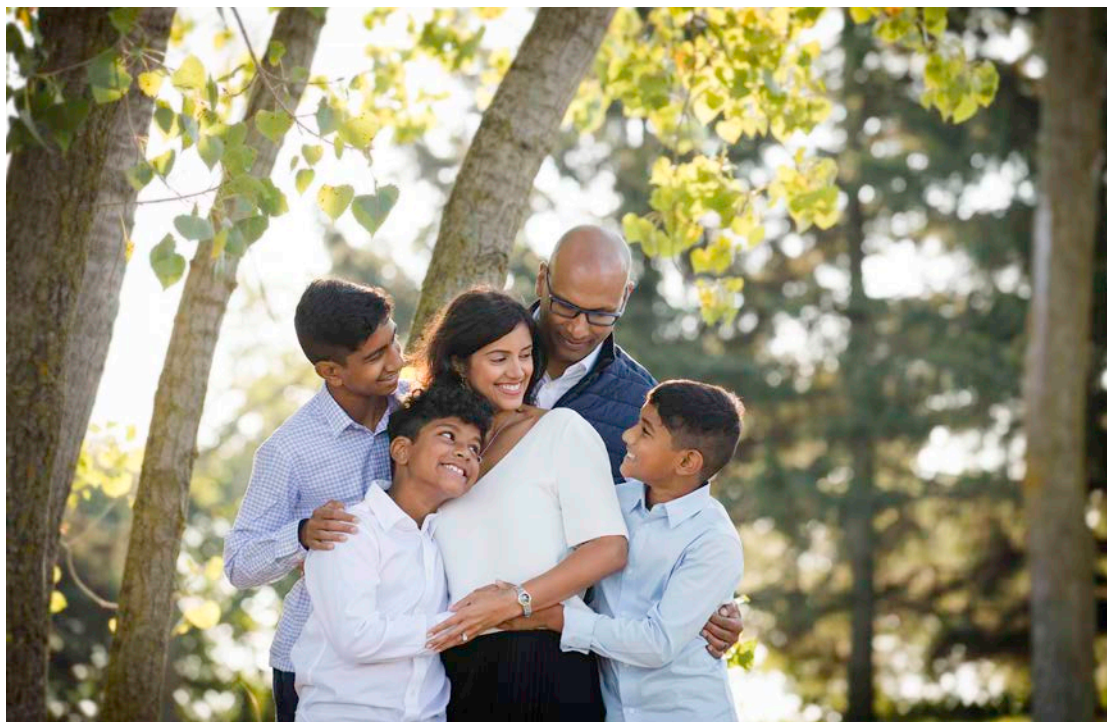
Over the last couple of years, the pandemic has made our gatherings look quite different - mostly they were online. It was more important

than ever that we had an opportunity to connect with each other - to vent frustrations and share strategies, successes and hope. I would say our recent gatherings have provided better opportunities than ever before to really get to know the photographers in our community!

How has your business changed throughout the years?

I used to just let clients come to me and tell me what they wanted. Now that I have so much more experience, I still listen to what they want but then I take them to a whole new level beyond what they know or imagine. I'm able to gently guide them through the whole process of preparing for their session, creating great images together, curating a set of impintereages for them to keep, and designing the artwork for them to take away and gift, display in their home or tuck away as treasures for future enjoyment. My clients are so much happier now than when they just walked away with digital files!

Toronto, Canada





Jaye
MCLAUGHLIN

HER WORDS

Do the work on your business FIRST - don't wait until you're burnt out and realizing that you have to completely revamp things to become profitable.

I'm an in-home newborn and family lifestyle photographer in NYC, Westchester County and Southern Connecticut. I've been at this for eleven years now and I LOVE what I do. People come to me because I make things easy and fun, and I think that shows in their images.

How has your business changed throughout the years?

On the one hand, it was much easier when I started out to reach potential new clients through social media. Now, it's much more complicated to get your work seen by potential clients that way. On the other hand, people starting out now have soooo many more resources available to them: more education on how to do things the right way, more software and systems for organizing and selling, and more opportunities to connect with fellow photographers (see my comment above about NAPCP helping me connect with other photographers!)

What was the most beneficial or exciting part of bringing together photographers in your area?

One of my favorite things about being a photographer is that there's always something new to learn. Chatting with other photographers about the good stuff and the struggles always yields some nugget of inspiration or a solution to a problem I had not considered. When I started in this business I was struck by isolating it can be to be a solopreneur. Making it a priority to connect with others has completely changed how I experience solopreneurship!

What's the best piece of advice you could give to someone who is just starting out?

Do the work on your business FIRST - don't wait until you're burnt out and realizing that you have to completely revamp things to become profitable. Too many of us (myself included) got started flying by the seats of our pants. We ride a wave of excitement over the idea of doing what we love as a business, only to find that that big changes have to be made in order for our business to be sustainable.

Pelham, New York





Kimberly
TANK

HER WORDS

Know your cost of doing business right away and make sure you are charging enough to make a living wage.

Hi! I'm Kim and I'm a lover of the ocean, chocolate, and Harry Potter. I love capturing the essence of who my clients are and the connections they share; those little moments we want to be able to look back on and remember how we felt. My favorite sessions are underwater or at the beach.

How has your business changed throughout the years?

The biggest change for me is moving this past year to a new state. I'm further south and now have my own pool so I am expanding the underwater side of my business as I rebuild in my new location. I've spent a good bit of time really thinking of what I want my business to look like now since I'm building from the ground up here so it can be whatever I want it to be.

What was the most beneficial or exciting part of bringing together photographers in your area?

I love meeting new people and fostering community over competition.

What's the best piece of advice you could give to someone who is just starting out?

Don't undervalue yourself. Know your cost of doing business right away and make sure you are charging enough to make a living wage.

Rockledge, Florida





Kristie
BRADLEY

HER WORDS

Be authentic. Learn business. Failure is not the end, if you learn from it, it can be the beginning of something even more amazing!

Kristie specializes in high school senior portraits for the modern teen. She takes pride in getting to know her seniors so that she can, to the best of her ability, showcase their true personality. Kristie finds her greatest joy when a parent says “that’s my girl/boy you captured her/him perfectly!”

Kristie is inspired by the stories of success others find and strives to be an inspiration to someone as well. She loves to share, teach and guide others in their business journey!!

What was the most beneficial or exciting part of bringing together photographers in your area?

My favorite thing to do is surround myself with others that have big dreams and love cheering each other on! The power and energy you can find in a room full of inspired creatives is incredible. Providing this opportunity is wonderful honor!

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

Oh gosh, I don’t have any crazy stories, but I can usually be found stumbling or bumping in to things as I am focused on my seniors. I warn them in the beginning to just laugh at me if I trip and stumble haha. I just get so focused sometimes!

What’s the best piece of advice you could give to someone who is just starting out?

Be authentic. Learn business. Failure is not the end, if you learn from it, it can be the beginning of something even more amazing!

How has your business changed throughout the years?

My business have evolved with my seasons of life. I think it will continue that way as well. I am grateful for the opportunity to sculpt and dream of a business that allows for this. Through teaching, then babies and now with kiddos (not so much babies anymore), I have found focus in different areas. Time commitments change...day and evening commitments change...brain power changes haha. It is always evolving.

Ashland, Virginia





Kristin
MERCK

HER WORDS

Find what makes your heart sing and go with it, people can see when you are passionate about something and they will be drawn to you.

I started my business in 2012 after leaving my career as an Architect in order to spend more time with my kids. I specialize in maternity, babies, kids and families. It's difficult to pick a favorite, but newborn sessions to me are the most relaxing and I am able to be more creative. I'm developing a real love though for working with tweens (maybe because I have 2 of my own haha). Taking a more fine art approach really creates a special and unique experience for them, as well as showcases things they love to do, and I am really enjoying it as well!

How has your business changed throughout the years?

I love the relationships that I have with other local photographers. We regularly meet up for lunch or at someone's studio and talk about what is going well, what isn't and offer advice. We also keep each other accountable and occasionally collaborate on a project together. Other photographers aren't the competition, we build each other up and cheer success, it's amazing having other people around me that "get it"!

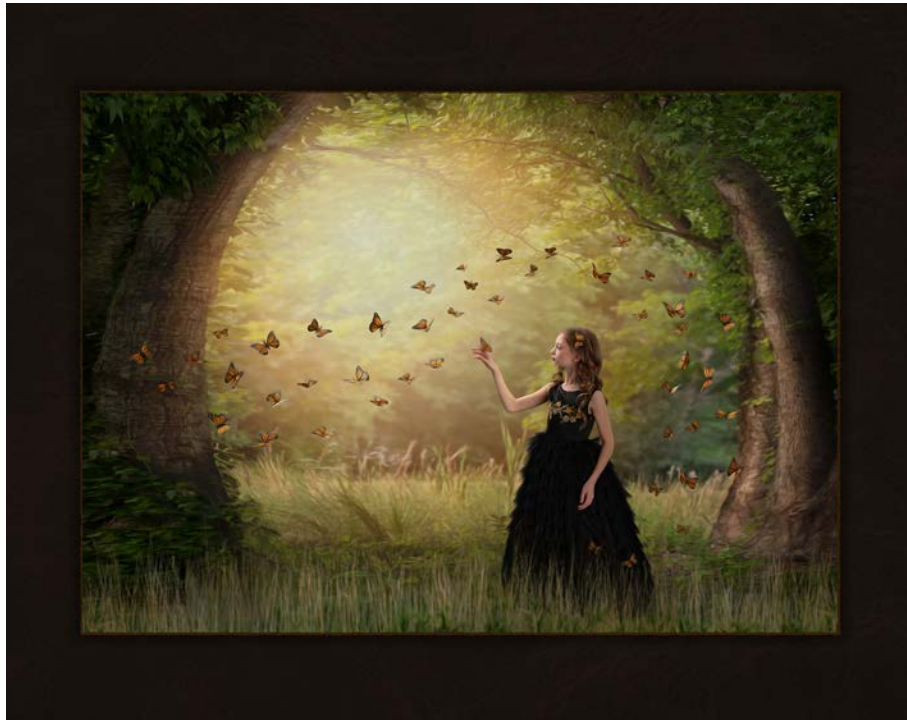
How has your business changed throughout the years?

It took me a few years to get my feet under me. To charge accordingly, find my style and stop looking all around me to figure out what to do. I started seriously educating myself both in business and the technical side through online courses, in-person workshops, print competitions and mentoring. Really getting a solid foundation of the technical skills has allowed me to explore and experiment with confidence, both with clients and through personal projects. I always aim to try something new every session I do. Sometimes it works, sometimes not, but I am always growing and learning either way. On the business end, I have learned to charge enough so that it makes it worth my time to be away from my family, and I have found that clients now respect that and me, and the experience for everyone is so much better!

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

I consistently forget to take the lens cap off, and I always tell my clients "Really, I swear I know what I'm doing!". It's actually a great way to break the ice.

Pittsburgh, Pennsylvania





Lena

ANTARAMIAN

HER WORDS

Not only should clients want to hire you, but YOU should also want to work with them.

I am a wife and a mom of almost 14 year old twin girls (human) and an adorable 4 year girl (canine). I am located in Ridgewood, New Jersey, right outside of NYC and have been a family photographer since 2008. My primary focus 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 offer studio family and kids sessions, headshots and even boudoir sessions. As much as I love those (and I DO love working in my studio), on location family photography remains my first love!

What is the most unique thing that's ever happened to you as a photographer?

Once I was doing an at-home session and the kids I was photographing wanted to get a snack mid session so the Dad gave them a slice of homemade bread (with cranberries and walnuts) that he made. It smelled so delicious that of course I could not resist when they offered me a slice. A few weeks later, when I was delivering their order to these clients, there was a freshly baked loaf of cranberry walnut bread all wrapped up and waiting for me to take it home!

What's the best piece of advice you could give to someone who is just starting out?

Don't sell yourself short and price your services according to what you want to make. Don't think 'I would not be able to afford to pay what I charge my clients' - you are not necessarily your ideal client. This is a business and you are in it to make money and you need to be compensated accordingly for what you do.

How has your business changed throughout the years?

The longer I've been in business the more I realize that working with clients is a two way street. What I mean by that is that not only the clients should want to hire you, but YOU should also want to work with them. It needs to be a match on both ends, otherwise someone won't be happy. So it's Ok to be selective and turn down potential jobs if you feel that it's not the right fit for you and your business.

Ridgewood, New Jersey





Meghan

MACASKILL

HER WORDS

Don't give up when you fail. Failure in this career only means you are trying and you will learn more from your failures than your successes.

I am a creator, a mother, a seeker of adventure, a coffee-addict, and a chaser of beautiful light. I believe in living my one wild and beautiful life to it's fullest and telling the story of my client's lives through photography. The Wild Bloom Studio is my passion and my dream come true.

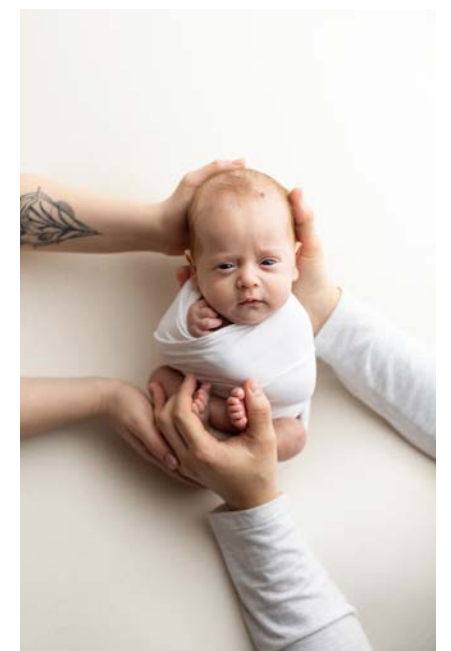
What is the funniest thing that's ever happened to you as a photographer?

A few years ago I booked 8 mini-sessions at a well-know but small location in my area in October. When we pulled up to the location I noticed parking was much fuller than it usually is and there were a lot of people walking into the location dressed in costume. I didn't think much of it at first- figuring it might be some early Halloween party or birthday party and hoping they would not be in the spots I normally like to use. It quickly became apparent that these were not small children though, and this was not a small group of people. We finally flagged someone down to ask what was going on and they informed us that it was an informal Comic-Con gathering. Tons of teens and adults dressed in over the top costumes (some very risque) with friends armed with cameras all taking photos and milling around the small location I was about to use for 8 family sessions. It was too late to move locations, there was nowhere nearby I could move us to. We had to just go for it and carve out our own little area to work in. We did the best we could but nothing could have prepared us for the moment when an entire wedding party then showed up for photos as well. This date still lives in infamy between me and my team as being the craziest day of our careers.

How has your business changed throughout the years?

I have always been interested in growing personally as a photographer and cultivating real relationships with my clients and I believe that has helped me to gain a loyal following of amazing clients who always inspire me to push myself. They place so much trust in me and really make me feel like anything I find beautiful or inspiring photographically they are on board with. The level of faith they place in my hands is astounding and that has given me both a solid foundation to build my business on as well as unlimited heights I can reach as an artist. Those milestones took me a few years to reach but once I did, my confidence as a photographer grew enough to allow me to price myself properly and create additional avenues of revenue for my business. I have also learned to have healthy boundaries and treat my business as a business which was really hard in the beginning.

Sunnyvale, California





Monica

ALVAREZ

HER WORDS

I firmly believe that while business knowledge, education and organization are incredibly important aspects of our role as photographers, our creativity and artistry is VITAL to our joy, fulfillment and ultimate success in this industry.

I'm a premier portrait photographer located in South West Florida. More precisely in Naples but I love traveling for my clients as well. I've been a professional photographer for over fourteen years providing timeless portraits for babies, children, high school seniors, and families in Miami and South Florida. We moved to Naples, Florida in 2017 to be closer to our loved ones and I can only say it's been a blessing! I love the backdrop here for my portrait sessions. The beach, the 5th avenue and 3rd street south... lovely places to make great memories.

What was the most beneficial or exciting part of bringing together photographers in your area?

I've always been very social. I love connecting with people and finding ways to help other photographers in their journey. I believe 100% in community over competition.

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

Oh my work is always fun! I can say the funniest thing has been the time when I was "playing" with the kids while doing a session with this family on the beach. I didn't notice a wood stick coming out of the sand and I fell on the sand with camera on hand. The kids thought I was pretending to fall and couldn't stop laughing! I quickly snapped some of the best natural smiles of them at that moment.

What's the best piece of advice you could give to someone who is just starting out?

Make sure to take advantage of all the learning resources that are available online and practice everything you learn!

How has your business changed throughout the years?

My business has grown in ways I never imagined and I feel it is still just starting! I've always loved working with families and that has not changed but you can find me working with individuals in their branding or glamour portraits as well.

Naples, Florida





Pam
BELL

HER WORDS

Take a marketing course and a business course. Because, it doesn't matter how good your photography is, if you can't market it to the right people, it doesn't amount to a hill of beans.

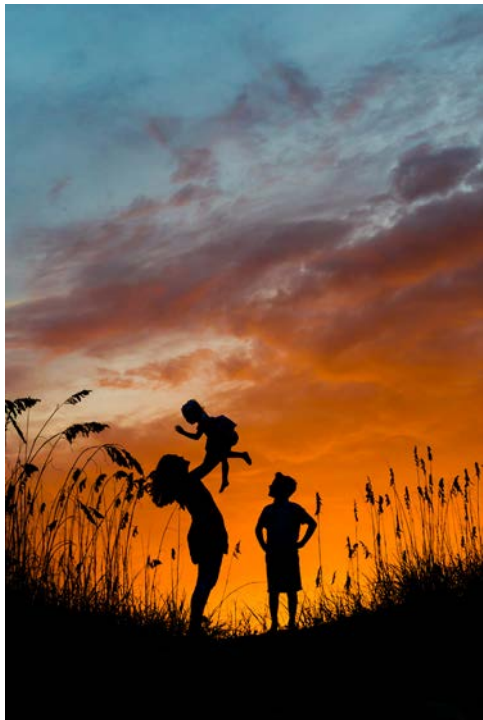
Photography has been with me most of my adult life. It began when my first child was born and continued as the family grew. Four children, as well as many moves as a Navy wife, gave this photographer mom many opportunities for honing my skills, including photographing many sports events and teams. I loved capturing my own children, and family moments. I was the 'historian' of the family, documenting time and events through my lens. In fact, I believe during our Navy travels, the view through my lens helped me remember people, places and things, better. I loved keeping the prints neatly tucked away and chronicled in many albums. All of this was with 35mm, since I began my photography with such, and in early 2000, when my professional business was established, I continued in that medium. Then came the mid 2000s which introduced me to digital photography. I didn't want to go there, but did, and haven't looked back. I absolutely love what I can do with the digital image—whether it is simply enhanced or made into a more creative art piece. The possibilities are limitless. My business today focuses more on families, children,

babies, couples, maternity and high school seniors. I also shoot weddings and events, but am very select about those I take. My most favorite is to capture a moment in our wide-open landscape, at the beach or other, and incorporate my clients into that scene. It seems, they love it too, including my silhouettes.

What's the best piece of advice you could give to someone who is just starting out?

Take a marketing course and a business course. Because, it doesn't matter how good your photography is, if you can't market it to the right people, it doesn't amount to a hill of beans. Get your numbers in order. Find out what you can live with, how much you need to make a living, either to supplement your income, or quit a present job and jump into photography full-time. And, I follow up by saying, I have seen many photographers, not that talented at photography, but amazing at marketing, and those are the ones with the most profit and visibility, and who make it in this business. I was told by a very wise and successful photographer once upon a time that the general public doesn't really know the difference between a great photo and a good one. And, I have found that very true.

Amelia Island, Florida





Renee

STENGEL

HER WORDS

I firmly believe that while business knowledge, education and organization are incredibly important aspects of our role as photographers, our creativity and artistry is VITAL to our joy, fulfillment and ultimate success in this industry.

Over the last few years I have developed a crazy passion for Underwater Creative Portrait Photography. I have fallen madly in love with creating amazing Underwater Art. Some of my favorites recently have been Underwater Santa Family Sessions, Dramatic Maternity Portraits, working with spectacular movement and color with Dancers and Models, and phenomenal Business Branding Projects.

I have an obsession with all things water - and my brand has developed and is thriving around precisely everything that brings me joy in life. Water, Art, and interacting with incredible people.

What's the best piece of advice you could give to someone who is just starting out?

Soak it up! Too often I see new photographers allowing the overwhelming task of starting a new business get in the way of the WHY. We are artists. We create. That is who we are. I firmly believe that while business knowledge, education and organization are incredibly important aspects of our role as photographers, our creativity and artistry is VITAL to our joy, fulfillment and ultimate success in this industry. There are many business opportunities in this world, but each of us an artist has something unique and amazing to bring to the world. We can't let the overwhelm of learning to run a business dwarf that light!

How has your business changed throughout the years?

I picked up my first SLR camera when I was 10 years old. When the photos came back I was amazed to see that they were actually beautiful images of nature. I took my first film photography course in college. In my early 20's I would ride my bike to work at the US Department of State so that I could take photos of flowers and the Monuments at the Tidal Basin in Washington DC at sunrise. I opened my first studio when my oldest boys were just babies, a posed newborn studio in the sunroom of my home in Northern Virginia. Just as that studio really took off, we moved to Kansas City, where my third son was born. We moved to Charlotte NC in 2016. I couldn't bring myself to pull out a camera. I just wasn't sure I had it in me to start over, yet again...

Nine months after we arrived in Charlotte I put my camera in our new pool and took some photos of my boys, just for fun. I'll never forget that day, the fire that ignited as I sat at the bottom of that big blue pool. By the end of that summer I shot my first sponsored fashion shoot and was booking clients to fly to Charlotte to photograph elaborate branding projects. I've been a photographer for, literally, decades.

Underwater Photography opened the window for me to become an Artist..

Charlotte, North Carolina





Sheena

M A G N E S E N

HER WORDS

Establish a business name, purchase your website domain and outsource for your logo. Once you have those in place then click away until you find what makes your heart happy!

Sheena Magnesen Photography is a newborn, maternity and family photographer with a natural and lifestyle approach.

What was the most beneficial or exciting part of bringing together photographers in your area?

With many things not happening in-person or slowly re-opening it's been nice to have a few local people to rely on for good conversations as well as talking about locations and resources specific to our area.

What's the best piece of advice you could give to someone who is just starting out?

Make sure to do all of your legal research first so you aren't backtracking later on. Establish a business name, purchase your website domain and outsource for your logo. Once you have those in place then click away until you find what makes your heart happy!

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

During a family session a snake slithered across my boots and I screamed crazier than the toddler I was photographing. We have a lot of farm areas with tall grasses and mud and with my fear of creepy, crawly critters boots are a necessity. So so very thankful I didn't have regular shoes on but it was terribly embarrassing!

How has your business changed throughout the years?

I started out photographing anything and everything. Once I had the pleasure of dealing with the worst bridezilla I knew weddings were no longer what I wanted to focus on. I was pregnant with my second baby and that little lightbulb went off that babies, families and moms (especially those who experienced a pregnancy journey) were to be my main focus.

Naperville, Illinois





Shelby

FINKELSTEIN

HER WORDS

Don't compare yourself to others! Have confidence in who you are and know the value that you bring to others.

I am a mother, wife, daughter, sister, friend and photographer. I created Simply Shelby Photography over 12 years ago as a way to fill my heart and days with loving families who wish to capture their family as art. Specializing in babies, children and family and maternity photography, has allowed me to truly focus on creating meaning moments that families and cherish in the form of fine art. As a mom of three, I realized how fleeting these beautiful moments are as our children grow. Keeping my business low-volume but high end gives me to opportunity to be more client focused and create a custom experience that families will cherish forever.

What was the most beneficial or exciting part of bringing together photographers in your area?

Bringing together photographers in our community was like coming out of isolation! We now have a strong network of professionals that we can share ideas with, ask questions, work through challenges and celebrate accomplishments! We feel that together we are stronger as photographers!

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

I am known for kicking off my shoes and playing with my subjects during a photoshoot. One sunset in particular (on the beach), I stepped on a metal boat causing a rather large cut on my foot. We had nothing to bandage it with and had to use a diaper! I then had to be dropped off at the ER for stitches! At least we were done with our photoshoot!

How has your business changed throughout the years?

My business has changes so much in the past 12 years. Although I LOVE photographing families, I found that I also LOVE designing artwork for their homes and helping them to invest in fine art products. My business has become more focused on the entire experience from the pre-session consultation to to final artwork installation in their home. To know that they will see these images every time they walk through their foyer, hallway or family room makes me feel truly happy!

Orlando, Florida





Stacey
MUSTARD ADAMS

HER WORDS

SEO is worth your time to learn! It makes it so much easier for the clients who love your brand of magic to find you!

I'm a newborn and family photographer, specializing in in-home photography and family films. My goal is always to capture what is beautiful about my clients' real lives and help them to hold onto the personalities and connections they love in a meaningful, heartfelt way. I also do commercial work in this same vein.

What was the most beneficial or exciting part of bringing together photographers in your area?

Even though we were only able to gather in person once this year because of Covid, it was so wonderful to bring together photographers in Albuquerque, and the friendships that have blossomed between us are invaluable. There is no substitute for friends within your profession who are there to bounce ideas off of and offer advice and support. I've watched every one of us grow our businesses and reach new successes this year, and I don't think any of us have ever laughed so hard during a Zoom meeting!

What's the best piece of advice you could give to someone who is just starting out?

I have so many thoughts! I would tell someone just starting out to shoot and shoot and shoot - and to pay attention to what lights them up. It's so easy to get caught up in trying to recreate beautiful images we see on social media or trying to meet our clients' ideas of the perfect shot, but when we start leaning into what we love in an image, we start making magic. I would also say that SEO is worth your time to learn! It makes it so much easier for the clients who love your brand of magic to find you!

How has your business changed throughout the years?

I started my business 8 years ago, photographing fairly traditional outdoor family photo sessions. Within the first year and a half, I transitioned to in-home documentary-style photo and film sessions. I quickly realized how much I love capturing the newborn stage at home, and transitioned my business to focus on those clients. Of course, as those babies grew, their parents wanted outdoor family photo sessions, and I found myself back doing a mix of in-home newborn and outdoor family lifestyle sessions! This year, though, I am getting back to my roots. I'm focusing on in-home photography and films with a documentary lean for both newborns and families and commercial work that focuses on these same meaningful concepts.

Albuquerque, New Mexico





Willy
WILSON

HER WORDS

Get into contact with other photographers who have built their business and ask them questions. Then LISTEN to the answers!

I am a portrait photographer based in Denver, Colorado. While I base in Denver, I also work several times a year in the Aspen/Roaring Fork Valley. I tend to think of myself as an artist whose medium is photography. Or maybe my medium is people! My emphasis is on humans in all stages of life and work. I work outdoors and indoors, and underwater. I am a forever student and love bringing new creativity and concepts to my photography.

What was the most beneficial or exciting part of bringing together photographers in your area?

I love educating other photographers about how AWESOME it is to be connected to other photographers. We are a hugely giving community and helping other photographers learn and grow is so fun and valuable for everyone. You can always learn something and there is nothing more fun than talking shop with your peers.

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

It wasn't funny at the time, but I once gave myself a black eye with my camera. I was trying to get some kids excited and was jumping up and down while holding my camera with a 70-200 lens and whacked myself in the face. I saw stars! But it was funny later when I had to explain how a PHOTOGRAPHER would get a black eye.. (I'm not paparazzi!)

How has your business changed throughout the years?

I think one of the biggest changes for me is changing the number of images I deliver to clients. I used to deliver like 150+ photos. Now it's a fraction of that. I didn't realize how overwhelming it is to clients until I started showing clients printed proofs. I 30 printed proofs for seniors and that really feels like a lot when they're making decision. My decision about how many and what to include is entirely strategic, aiming to increase product and digital file sales. In hindsight I can see that I was kind of making my clients cull my photos because I couldn't make a decision.

Denver, Colorado





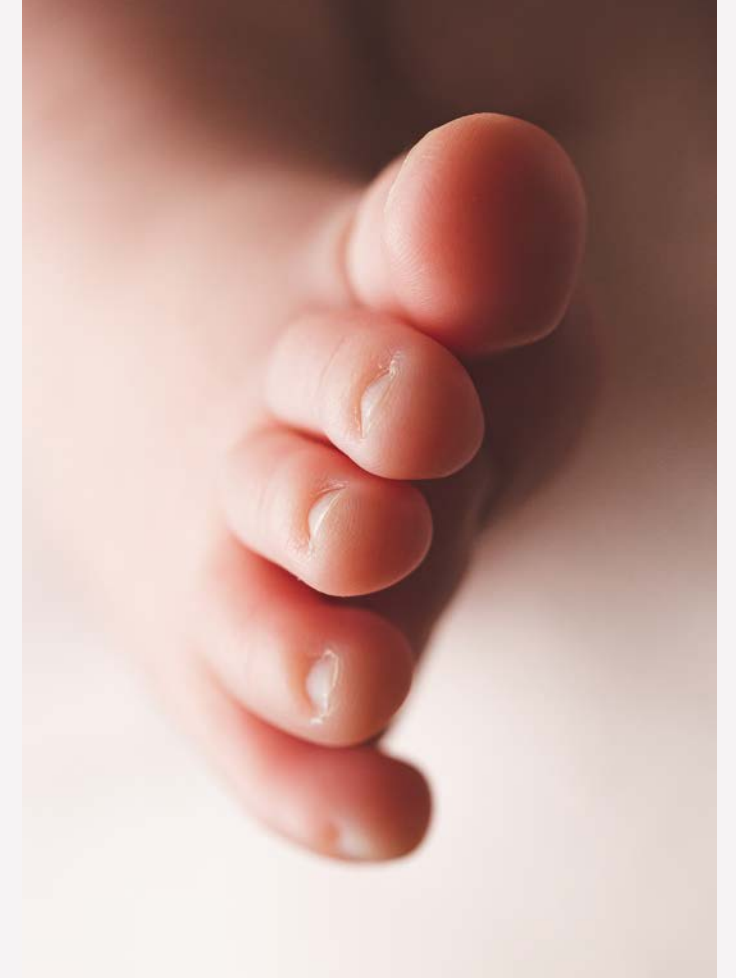
THE INS & OUTS OF STARTING OVER

Moving Your Business to a New City

AN ARTICLE BY SARAH LAKE

For the past eight years, I've had the blessing of a wonderful, supportive husband who is my biggest cheerleader when it comes to my business...

I've also had the privilege (though at times it feels a burden) of being a military wife and presently, a wife of a federal employee. As you can imagine, we've moved. A lot. I had our kids in North Carolina, started my portrait photography business in AZ, and after about 4 years- when my business had begun to flourish, my husband's military position took us to the greater Washington, DC area. After about 18 months there- when my business was again starting to thrive- we started packing up again... this time heading west again to San Antonio, TX.



Each time we've moved (since becoming a business owner), I've had no other choice than to start my business over again. As portrait photographers, we don't have the benefit of selling our services to people all over the country. Our clients are mostly where we live. Every move meant I lost every client I'd come to know and with whom I'd developed a relationship. With every move, I had to start over from scratch.

As overwhelming as a move can be, the idea of change and possibilities can actually be motivating and even exciting. Regardless of which response you find yourself in, there are still a slew of logistical and legal hoops to jump through when moving your business to a new city or state.

Please understand that I am NO expert on this subject. I have, however, been exposed to most aspects of it, and want to share some of what I've learned in the process!

THE MOST IMPORTANT THINGS THAT I HAVE LEARNED IN STARTING MY BUSINESS IN 3 DIFFERENT CITIES (SO FAR):

1. Begin with a little research.

Take into account how your lifestyle and cost of living will change, and how that might affect your pricing structure or offerings. Will your housing expenses or utilities increase? Will taxes increase? Will commutes (and thus fuel and vehicle maintenance costs) increase? Will you be required to obtain a business license? Or pay taxes on your business assets? If, like me, you don't own a commercial studio- will you even be allowed to operate a business out of your home?

Business and tax laws vary from with each state, county, and city. The best place I've found to help you put your legal "ducks" in a row is the Small Business Development Center in your new area. They are an INVALUABLE resource to small business owners like us, and many also often have additional resources for female entrepreneurs and people of Color. They are typically housed within a local community college or the local government. And best of all?? Their services are free! Their job is to help small business become successful- because successful small businesses are critical to the local economy and community.

Also, take time early on to search your new area for an accountant or tax professional that specializes in small businesses and hire the one you'd like to work with... (right away- not just when tax season rolls around!) They're a vital resource when it comes to understanding the laws pertaining to small businesses in your area.





2. Communicate with your current clients about your changing availability.

The process of getting ready to move is busy and continuous, especially if you're selling your home and/or buying another. You may find- as I did- that many of your clients will want to book "one last session" with you before you move! Ensure that you allow yourself enough time to provide your clients with wonderful images and stellar service while- and this is important- maintaining your own health and mental well-being. So, if that means cutting your availability in half or shooting your last session in May (even though you're not moving until July) so be it!

3. Take advantage of a clean slate to make the necessary changes to be profitable and be competitive in your market.

The upside to moving your business is the opportunity to start anew and create the kind of changes you truly desire! If you've been reluctant to rebrand or start a new service (or eliminate others) because you're worried about how your clients will respond, MOVING allows you the freedom to do so- and your (new) clients will know nothing other than the brand you're now presenting. That's not to say that a move should prompt you to change your business model, but rather be a natural opportunity to do so if you desire.

For example, I started my business in a small town in AZ where I held IPS appointments in my clients' homes (because no one took more than 15 minutes to reach by car!) That business model was easy, enjoyable, made money, and thrilled my clients. However, after moving to outside the Washington, DC area, I soon found that model of business to be nearly impossible for me (and my family) to sustain. Anyone who's visited Washington DC know their traffic is infamous. The time and cost involved with driving to my clients' homes for IPS appointments exponentially increased! And I simply didn't want to ask my clients to do the same. So, I decided to switch to an all-inclusive model (making sure to price my all-in-one sessions to remain profitable, of course!) This model served my clients well and worked beautifully for my family in that period of our lives. So, use your move as an opportunity to reimagine or revamp your services, your pricing, your website... anything you desire.

3. Start establishing yourself in your new community before you actually arrive.

The SEO and social presence that you slowly established in your current area will take time in your new area also. Begin planning and marketing to your new area as soon as you're able- even several months in advance! Begin optimizing your website for keywords in your new area, writing content for your blog that's pertinent to those local ideal clients, using local hashtags in your business posts, and start getting to know and make connections with your new clients through social media- that's literally what it's for!



“

Begin planning and marketing to your new area as soon as you're able - even several months in advance!





4. Don't be afraid to invest in professional services.

A professional can help you update your website, online listings, and all the “back end” stuff that will help search engines recognize your new business- often more easily, quickly, and far more effectively than we can manage to do ourselves. That’s what they do as a profession, after all! (Does this argument about investing in a professional for their expertise sound familiar to you?!) Hiring a professional web developer probably saved me MONTHS of slowly and painstakingly tweaking my website, keywords, meta tags, and all the other things (that I knew nothing about other than they were important.) He was even able to contact Google to help resolve a serious issue that occurred when I changed the address in my business listing- a feat that I may never have been able to accomplish on my own!





5. Reach out to fellow photographers in your new city.

Find a photographer in your new city whose work you love. Compliment them and introduce yourself as a fellow colleague. Who doesn't love to receive a compliment on their work, after all?! When I lived in Arizona, a photographer who I met through our kids' mutual activities discovered what I did and invited me to meet up with a group of fellow photogra-moms... To this day, we still keep in touch and they've not only been wonderful friends, but invaluable sounding boards and colleagues! And here in San Antonio, I also met and reached out to several photographers and was given the warmest welcome (and an invitation to meet up for margaritas!)

This industry is busting at the seams with welcoming, nurturing, women (and men) whom support and encourage each other- always take advantage of that gift!



featured artist



Sarah Lake

Business: Sarah Lake Photography, LLC
Website: sarahlakephotography.com
Instagram: @sarahlakephotography

MEMBER



INSPIRED

SILHOUETTES | MARCH 2022

NAPCP's monthly Inspired themes celebrate outstanding images from members and non-members, on an ongoing basis. We can't wait to see your silhouettes 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 napcp.com/contribute-to-our-magazine for more information on how to submit.

Submissions Close March 1st

Top 100 Image by Pam Bell of Pam Bell Photography

A full-page photograph of a pregnant woman in a peach-colored, ruffled swimsuit, submerged in clear blue water. She is holding her belly with both hands, and sunlight filters through the water, creating a shimmering effect on her skin and the water's surface.

THE *Color* ISSUE

FEBRUARY 2022

MEMBER



Business:

Danielle Trina Photography

Website:

danielletrina.com

Instagram:

@danielletrinaphotography

Danielle Trina

I was inspired to play with different colors, almost like a human crayon box!!

”



MEMBER

Jennifer Petritz

Gear:

Nikon D850 | 24-70mm

Settings:

f/2.8 | 1/200 | ISO 1000

Business:

Jen Petritz Photographers, LLC

Website:

jenpetritzphotography.com

Instagram:

@jenpetritzphotography

Kristy Lehman

Business:

Family Story Photography

Website:

familystoryphoto.com

Instagram:

@familystoryphotographer



MEMBER



MEMBER

Gear:

Canon 5D Mark III
35mm

Gear:

f/1.8 | 1/1000 | ISO 500

Business:

A Lovely Shade of Jade LLC

Website:

alovelyshadeofjade.com

Instagram:

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

Dawn Pecorella Curto

I was inspired by Valentine’s Day and my daughter’s love for cotton candy .

”



MEMBER

Pam Bell

Gear:

Nikon D4s | 24-70mm

Settings:

f/5 | 1/800 | ISO 2500

Business:

Pam Bell Photography, Inc.

Website:

pambellphotography.com

Facebook:

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

Julie Hamlin

Gear:

Canon R6 | 50mm

Settings:

f/5 | 1/200 | ISO 320

Business:

Sacred Sage Photography

Website:

sacredsagephotography.mypixieset.com

Instagram:

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



MEMBER



Ariana Drivdahl

Gear:

Canon 5D Mark III | 70-200mm

Settings:

f/2.8 | 1/500 | ISO 640

Business:

Ariana Drivdahl Photography

Website:

arianadphotography.com

Instagram:

@arianadphotography



Dorota Couleru

Gear:

Nikon Z62 | 50mm

Settings:

f/1.8

Business:

DC Art Photography

Facebook:

DCArtPhotographyDorotaCouleru

Instagram:

@dorota.couleru_artphotography

Kendall Lenehan

Gear:

Canon 6D | 50mm

Settings:

f/4 | 1/800 | ISO 200

Business:

Green Chucks Photography

Website:

[greenchucksphotography.
myportfolio.com](http://greenchucksphotography.myportfolio.com)

Instagram:

@greenchucksphotography



Kimberly Tank

MEMBER

Gear:

Nikon D610 | 24mm

Business:

Kimberly Tank Art & Photography

Website:

kimberlytank.com

Settings:

f/6.3 | 1/800 | ISO 720

Email:

kimberly.tank@gmail.com

Instagram:

@kimberlytank

Underwater sessions, especially underwater maternity, are some of my favorite kinds of sessions. I especially love when we have bubbles!

”

Master PHOTOGRAPHER

— BABY —

SUBMIT YOUR PORTFOLIO
AND GET CERTIFIED!



Get your portfolios ready! Master Photographer Certification in the Baby category opens March 7th! 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 baby category. 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 7th!

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



APPLY TO BE A 2022 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 2022 Ambassador team! Applications are now open! To learn more about becoming an Ambassador, visit us online at: napcp.com/become-a-napcp-ambassador.

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

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 and see what's the best fit for you!

February 2022

#NAPCPINSTAFAVES



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

MEMBERSHIP BENEFITS

napep.com/membership-benefits

MEMBERSHIP APPLICATION

members.napep.com/napepapplication

MARKETING MONDAYS

napep.com/marketing-mondays

IMAGE COMPETITION

napep.com/about-our-image-competitions

*Back Cover Image by Renee Stengel of
Renee Stengel Photography*



Image by Weekly Favorites Winner Kristy Lehman of Family Story 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

