

ASP Gold Medallion Winner



give them the best!

promo code: spring16 • 3/17/16-5/1/16 for full sale details, visit us at acilab.com/specials



Cover

President's Message

Welcome your new President, Jessica Vogel

From the Editor

A tribute to a special person in his life

Feature Article

"Why do we think we have to do it all ourselves" by Pat Cahill

International Award

Kalen Henderson with a 2016 Gala special presentation

ASP's Precious Metals

Showcasing the Gold, Silver and Bronze Medallion Winners

District Medallion Winners

Insight from the makers about their award-winning images

ASP Banquet Wrap-up

Share the moment with the 2016 Award Recipients



"1863," a non-event album by Ted Linczak, M. Photog. Cr., of Linczak Photography in Cleveland Ohio and Nuvo Images in Charleston, South Carolina, proved to be a personal project gone very right. Linczak, who credits the album with bringing a piece of history to life, captured both the PPA 2016 Grand Imaging Award as well as the 2015 ASP Gold Medallion for the project, which began its life in 2014.

Shine Bright

Set your BEAMS on High

"ASP

members

are a

group of

passionate

people"

I love a new year! The feeling of a new start, setting goals, making plans and the excitement of what lies ahead. ASP members are all busy putting new business plans into action, getting competition prints sent off to districts, mentoring others and I hope putting my charge of being a BEAM for ASP into action.



If you don't know about BEAM let me bring you up to speed.

ASP members are a group of passionate people. Look in the mirror and you will see someone who is passionate about their craft, someone who loves to share with others, and someone who is aspired to achieve a higher standard. I think it is each member's job to let their light shine out to others.

B.E.A.M.

B - be a beacon for our profession

E- embrace change

A- aspire to achieve a higher standard

M- mentor those who seek education

We have four things we need to work on. Lets start with becoming a Beacon for ASP and professional photography. I ask each of you to reach out to a new member, welcome them and offer your help in any way. Reach out to someone who isn't a member or maybe a past member. Remember when someone came to you and talked to you about ASP. I do! Linda Durham, who is Kentucky's ASP state rep, came to me and told me why it was important for me to be a part of ASP. She shared her love for this association and I knew I

President's Message

Jessica Vogel M.Photog., Cr., CPP

wanted to be part of something so special. It is amazing how one person can share with another and things just start happening.

I'm very excited about this amazing group of people serving as your board of governors. This year, two new faces will be joining the board. They bring a lot of BEAM with them. I believe without a doubt this group of people are passionately driven to meet acheive our goals and

move ASP forward for 2016.

So as we kick off our new year and our goals I leave you with this quote

"People with goals succeed because they know where they're going." — Earl Nightingale ◆

PRESIDENT - Jessica Vogel

M.Photopg.,Cr.,CPP 330 Clear Creek Road Shelbyville, KY 40065 (502) 633-9618 jvogel@shelbywireless.net

PRESIDENT-ELECT - Dennis Hammon

M.Photog.,Cr.,CPP.,F-ASP P.O.Box 51918, Idaho Falls, ID 83405 (208) 351-2843 evergreen70@hotmail.com

VICE-PRESIDENT - Gabriel Alonso

M.Photog.,Cr

1323 Clover Lane, Ft. Worth, TX 76107 (817) 735-7555 gabriel@gabrielportraiture.com

SEC/TREASURER - Don Raupp

M.Photog.,Cr.,CPP 1170 Pontiac Avenue, Cranston, RI 02892 (401) 340-9144 d raupp@lifetouch.com

CHM OF THE BOARD - Kalen Henderson

M.Photog.,MEI,Cr.,CEI,CPP,API,EA-ASP 2555 Lexington Avenue, Mt. Pleasant, IA 52641 (319) 986-5324 kdanice@mac.com

GOVERNOR - Carl Caylor

M.Photog.,Cr.,CPP N4800 Hwy M-95, Iron Mountain, MI 49801 (906) 779-1535 carl@photoimagesbycarl.net

GOVERNOR - Beth Forester

M.Photog.,Cr.,CPP 330A Riverside Drive West, Madison, WV 25130 (304) 369-1443 beth@foresterphoto.com

GOVERNOR - Leslie Kitten

M.Photog.,Cr.,CPP 3212 Woodrow Road, Lubbock, TX 79423 (806) 239-3227 leslie@savantphotography.com

GOVERNOR - Christie Kline

M.Photog, Cr.,CPP 109 Elizabeth Point Drive, Germantown Hills, IL 61548 (309) 383-2606 tiki2u4@gmail.com

GOVERNOR - Rick Massarini

M.Photog.,Cr.,CPP 945 Avenue F, Westwego, LA 70094 (504) 388-8113 massphoto@aol.com

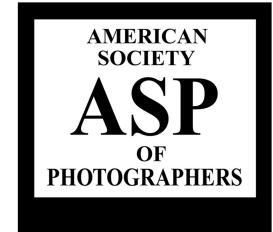
GOVERNOR - Richard W. Trummer

M.Photog.,Cr.,CPP.,EA-ASP 3701 Country Grove Drive, Madison, WI 54719 (608) 469-1097 rtrummer@mac.com

EXECUTIVE DIRECTOR - Jon Allyn

M.Photog.,M.Artist,Cr.,CPP.,F-ASP 3120 N. Argonne Drive, Milwaukee, WI 53222 (414) 871-6600 jonallyn@aol.com

Board of Governors



The ASP Magazine is the official publication of the American Society of Photographers, Inc., published four times a year for the members and others for information of industry matters, personal achievements and news of this and other associations. Acceptance of advertising, or publishing of the press releases does not imply endorsement of any product or service by this association, publisher or editor. Permission is granted to similar publications of the photographic industry to reprint contents of this publication, provided that the author and the ASP Magazine are credited as the source. Articles, with or without photographs, are welcome for review for inclusion in this publication; however, the editor reserves the right to refuse publication, or if accepted, the right to edit and use on a space available basis. Send all communications, articles and advertising to the editor.

5194 Sassafras Drive, Fitchburg, WI 53711 (608) 469-1097 rtrummer@mac.com

"I believe

we are in

a indecisive

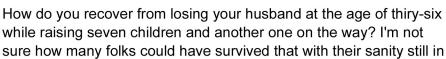
land of

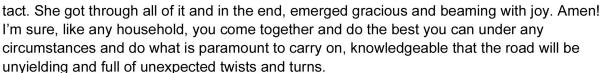
business,

opportunity

and fortune."

Her name is Mary Ann Christensen, my mom. Moms are pretty exceptional people along with being the key pivot point to the family, they seem to keep it all together. I look to my wife, Glori, to keep me in the loop and abreast on all happenings in my son's lives. I try to stay current and make sure they are taken care of, but find it more and more difficult given that now they are living on their own. I give my mother a lot of credit for how she raised us and even more cudos for the way she handled her life under so much pressure.





I know that the photography business is a lot like that today, uncertain, sometimes difficult and doubtful, but like life, we need to drive ahead to the next day. We are more than just photographers. We are also business gurus, marketing directors, IT computer personalities, lead sales agents, color management specialists, Photoshop masters and retouching authorities to name a few. We make sacrifices, work too many hours, continually functioning in a vigorously growing and changing industry that is unforgiving in so many ways. We do this with the full knowledge and understanding that we are responsible for the success of our business. Our families depends on us getting it right and to support the growth of our family tree.

I believe we are in a indecisive land of business, opportunity and fortune. Our future depends on how we handle today, how we acknowledge and accomplish each pressing activity, how we look at each juncture to make our profession what it is. What's the alternative? We are at the crossroads of where knowledge has given way to technology and how that translates to the person behind the camera. Where will photography or the image capture be a hundred years from now? Will it be lost in translation? Taught forward for the future generations or disapper completely in the mix of the era we are in? Those resolutions can only be answered by us, the current keepers of the craft.



Richard W. Trummer M.Photog., Cr., CPP, EA-ASP

My mother taught me to be a fighter, to handle each day and experience like it could be my last. How we respond to the current business revolution says a lot of who we are, survivors, achievers or deserters. We need to take each day, analyze it for tomorrow and adapt to survive. Live the moments folks. Yesterday is history. Tomorrow is a mystery. Today is a gift. That's why they call it the present. Stay positive in a negative world. Live today like it could be your last and thank the Lord everyday you wake as I do.

My mother is my hero, she taught me that sometimes we have no control of what is to come, but how we respond to those events is what makes us who we are as people and how we determine the future through our own actions. She's a fighter, giving up was never an option.

Be Good To Each Other ◆

"Small Business: Why Do We Think We Have to Do it all ourselves?"

Many of us start a photography business because we love photography plain and simple.

Photography is a passion that we've nurtured into a profitable business. The first few years in business we are running strictly on adrenaline, passion and excitement. We're unstoppable. For many however, the excitement, passion and enthusiasm soon fades away revealing the realities of business ownership and responsibilities.

When I first got into photography all I wanted to do was take pictures. It was exciting and it was rewarding. But the reality of running 'The Business' all of a sudden turned my passion and my enthusiasm into

drudgery. There was an overwhelming sense of daily responsibilities that loomed over me. What made it worse was the fact that while I was a good photographer, actual photography only took up about 20% of my time with the remaining 80% dealing with post production activities related to the photography: cutting costs: printing my own images; scheduling; scheduling part time employees; bookkeeping; advertising and marketing my studio; and even emptying the wastebasket.

My reason for trying to do it all myself was that I was under the false assumption that doing everything myself would save money. While it was true that I was capable of doing an okay job of performing those other tasks, they were all things I didn't enjoy doing. Consequently, I'd put them off to the last minute. A lack of discipline coupled with procrastination turned my dream into a pile of late projects and incomplete tasks. Soon the non-photography related responsibilities started taking up even more of my time. Unfortunately these time and focus stealers kept me from doing what I was good at: photography and promoting my business.

Are you starting to see a trend?

The very first thing I realized was I had to improve the things that I was good at, photography and business promotion, to position myself to be the "best" in those two areas. Spending time at improving the things I was mediocre at would have only made me average in those areas and average just doesn't cut it.

I took every possible course and sought out many photography mentors, who were where I wanted to be and who could help me improve my skills. I also attended seminars, read books and listened to audios on sales and self improvement outside of the photography industry. I turned my car into a classroom, which turned unproductive driving time into a learning opportunity for learning. (For a list of great reading and/or listening, see recommendations at the end of this article.)

Photographers who attend schools, seminars, read books and listen to audios are investing in skills that will eventually create more business and improve themselves.

Next, I found a great color lab, American Color Imaging, and outsourced all my printing to them. I actually found that it saved me money in the long run because of the amount of time and resources I personally had to put into producing the prints internally. Additionally, much of my post capture work like retouching, color correction and even album layout was outsourced. By outsourcing the post capture production work and printing to labs like ACI,



"I had to

improve

the things

that I

was good

at"

"Why" - continued from page 5

I actually was able to look at the labs employees as fractional employees of my studio. I was able to call on their training, expertise, quality control, and skills to produce my products yet not have to employ them year around. Outsourcing to a lab allowed me to leverage my time so I could concentrate on photography and promoting my studio.

boils down

"It really

Then I hired an accounting firm who were really glorified bookkeepers and assisted me in the mundane data entry I had to do (but always procrastinated doing) to maintain and evaluate business growth. The old business adage, "you can't measure what you don't track," is as true today as it was 50 years ago. For new startup businesses today you are fortunate to have many out-of-the-box accounting software options that will give you the results you need if you have the discipline. However, you may find it easier to hire a part-time bookkeeper to do the basic data entry.

to how

Once again it really boils down to how disciplined are you? If you're disciplined enough to do what you need to do versus what you want to do or like to do, you will find that discipline in and of itself will be a huge stress reliever in your business. It's discipline in your daily workflow at a studio that will also relieve the greatest amount of stress in running the studio. Setting up basic routines like downloading all of your images and backing them up immediately after returning from a shoot is a very important discipline. Have you ever had a hard drive crash or someone at your studio format a Compact Flash card and overwrite it before the images were downloaded? If you don't have a disciplined routine in your workflow then odds are it's destined to happen sooner or later. Even image backup is something that can be outsourced today. While it may seem expensive, if you have that hard drive crash, it will prove to be priceless.

disciplined

In the end each of us has to evaluate our own strengths and weaknesses. For me, the two things that have removed the biggest amount of stress from my business and daily life is the discipline to do what I have to do first, what I like to do second, and then outsource everything that I can afford to.

are you?"

Pat Cahill, Cr. Photog., along with his wife Merry opened Cahill Studios of Photography in Amery, Wisconsin in 1978. In August 2014 Joy Cahill, Pat's daughter, purchased the studio from Pat and Merry. The Cahill Studio business model has evolved over the years and maintained it's market right position, producing high quality products, with high consumer demand and great profitability. Today the studio photographs more than 15,000 underclass students as well as 15,000 sports clients annually.

Remember why you got into this business, and then try to look down the path and see what it will take to keep you on it and know that along that path there are the hills and the valleys but working smart will keep you on a successful pace.

Also as the National Sales Manager of American Color Imaging, Pat deals with teaching independent studios the fundamentals of digital control along with file and data management in an underclass and sports setting. As a sought after platform speaker, Pat has lectured throughout the United States in the benefits of a volume business model as a way to even out cash flow and relieve some of the financial stress of a "seasonal" photography studio.

(Pat's reading list: Contagious Why Things Catch On by Johah Berger

It All Starts With WHY by Simon Sinek

The Power of Habit by Charles Dubig

The Tipping Point by Malcolm Gladwell.)

ASP International Award

Every Labor Day, our community celebrates its history with a large steam engine and pioneer exhibition. It has been my honor for the past 20 years to fill the roll of the "Widow Henderson" at our 1858 Pioneer Village. In addition to splitting wood for fences and churning butter, I taught early photography in the one room school house. It was during this time that I realized when we remove history from the building blocks of photography, we lose the very foundation of our craft.

Mathew Brady studied under Samuel Morse, who pioneered the daguerreotype technique in America and opened his New York Studio in 1844. He was a celebrity

photographer of sorts, photographing the likes of Andrew Jackson and John Quincy Adams, but when the civil war broke

out, he created a mobile studio and darkroom that allowed him to bring the reality of war and a country in turmoil to print. He is quoted as saying, "I had to go. A spirit in my feet said, 'go', and I went."

Mathew Brady was a pioneer, one who knew that history needed these stories told in photographs. He was the first, but

others have followed in his footsteps, telling the story of our brave service men and women who give of

themselves to protect all of us and use their photographic skills to bring us the stories of courage. The spirit of Mathew Brady lives on today in the 55th Signal Company.

The 55th Signal Company was constituted on November 26th, 1943, and activated at Camp Cooke, California. In January of 1993, the 55th Signal Company was

reassigned to the 21st Signal Brigade and the 114th Signal Battalion. It has 217 soldiers, all of whom provide battlefield commanders with the imagery necessary to influence combat operations. These photographers are also combat trained soldiers who stand ready to protect our freedoms as Americans. The 55th Signal Company, also known as ComCam, is currently the only active duty combat camera unit in the Army. They live by the motto - Eyes of the Army, Combat Focused.

These men and women are walking a path Mathew Brady began and it is my pleasure tonight to introduce Sgt. Nikayla Shodeen and Sgt. Arthur Ruepong of the 55th Signal Company - Combat Camera, both stationed in Ft. Meade, MD. On behalf of the American Society of Photographers, I would like to present the ASP

Our Society presents this award annually to a firm or person that we feel has contributed in a special or significant way to the ideals of Professional Photography as an art and a science.

"International Award" continued on page 16

American Society of Photographers

800-638-9609

www.ASofP.com

Spring 2016

Mathew

Brady

Exceptional Images Deserve an Exceptional Presentation



Stunning Prints on Natural Wood, High Definition Metal, or Vivid Acrylic

Choose our Wood Prints to lend a warm, natural feel to your images, MetalPrints infused on aluminum for a vibrant, luminescent look or Acrylic Prints for a vivid, high-impact display. All options provide exceptional durability and image stability, for a gallery-worthy presentation that will last a lifetime. Available in a wide range of sizes, perfect for anything from small displays to large installations.



Learn more at bayphoto.com/pro-products





"1863" continued from page 1

"I love personal work," he says, "because you can take a concept or scenario in your head, and as long as you're willing to flush it out and work on it, you can make it a reality. Anything you can dream, you can make come alive. Having an idea and taking it through the process from a tiny concept to an internationally awarded album is deeply satisfying."

For the album, Linczak says "I wanted to capture the feeling of having gone in someone's attic, moved three hundred pounds of stuff and discovered this album that had been sitting there for 150 years. From the album to the pages to the images themselves – I wanted a very old, warm, vintage, dilapidated look."

Linczak's goals for the images were to be a true representation of the time. "The men have done their work and are worn out and gritty. Images 150 years old should reflect that; if the images were too clean it would ruin the experience and lessen the authenticity."

Personally, "1863" has inspired Linczak to stay on the theme of historical eras and he is currently working on an ongoing series of American History albums.

Gold Medallion in Honor of:

Helen Yancy M.Photog., M.Artist, MEI, Cr., Hon. M.Photog. CPP, F-ASP, Hon.F-ASP, EA-ASP, Hon.EA-ASP



medallion award winners sponsored by American Color Imaging. The following pages will highlight both the images and the makers of these outstanding image captures. We start with the Gold Medallion winner, Ted Linczek, with his album "1863". Every year, the gold medallion is awarded in honor of photographic industry leaders and this year is no exception. It was awarded in honor of Helen Yancy, Past President of PPA and ASP Fellow. Please join me in congratulating Ted Linczek and enjoy the following images of these wonderful and skilled artists.

In this issue of the ASP Magazine, we honor the 2015

sponsored by

Linczek

"Thor's Well"

ASP Silver Medallion



Johnson



I was wandering the Oregon coast with a great friend and fellow photographer, Johnny Wilson. We had heard about this amazing phenomenon called Thor's Well and set out to find it. Arriving just before sunset as the tide was still a ways out we hiked out to the volcanic rock bed to find this vertical cave amongst this black rock landscape. I was standing high on several rocks with the tide coming in and heard this deep hollow roar of water. All of a sudden, not 20 feet away, the water just disappeared into this 30-foot wide hole. The addition of water to the rocky landscape made Thor's Well very apparent and a whole lot closer than I had planned on viewing it from. I instantly realized that this was the shot.





Kelleher



Inspired by the color of the mother's stunning red hair, Julia started painting this photograph in Corel Painter and the colors just started flowing through her. She aimed to create an iridescent look meant to represent the breath that God blows through a mother when she gives birth to a new child—the moment a

woman becomes a mother is divine, miraculous and forever soul altering. In the original photograph, the mothers head was cut off and had to be hand painted in. A true labor of love and a testament to Julia's passion and devotion to understanding and depicting motherhood, "Breath of Heaven" is part spiritual, part self-portrait and a deeply personal piece to her.

Northcentral

"Headin' Home for Christmas"

I have gotten together with my friend and customer "Cowboy Bob" every year for at least 20 years, to take a portrait for his family Christmas Card.
This is one of those images. We drove



Sue Fischer

Hughes

out to the old cabin just after a fresh snow the night before, it was taken about mid morning with a overcast sky. I borrowed the Christmas tree from a local store that sells them- and we were off. Most of the Photoshop work was done by just removing the owners house in the background though the trees, and cleaning up the extra horse tracks.

Northeast

I wanted to create a dreamlike and futuristic world with a strange, chaotic and magical feel. I am heavily influenced by Salvador Dali, Rene Magritte, and many other surrealist artists. I also love sci-Fi, animation, and fine art in general. My eternal pursuit of excellence, and creativity is a strong motivator. I am inspired by light, art, moving picture sequences, and any other elements which can surprise, and amaze me.

Most of the images used for this composite were photographed in California, and on Route 66. All images were combined in Photoshop. I used various blend modes, and adjustment layers to enhance the interpretation.

Judicious use of hue, and saturation was critical for the look which I wanted to achieve.

"Chaotic Profiling"



"Made in Detroit"

Pucky Brand

Barry Nelson



Southwest

My image is named "Made In Detroit". It is a composite that was inspired more by my model than anything else. He is a tattoo artist here in Lubbock. Downton lubbock is full of grungy alleys which is where the alley came from. Knowing my model has many tattoos made it an easy choice to put him in clothes that show them off. I just knew i wanted something grungy and to show the desperate conditions of the streets.

"The Colonel in Twilight"

Southeast



Randy McNeilly

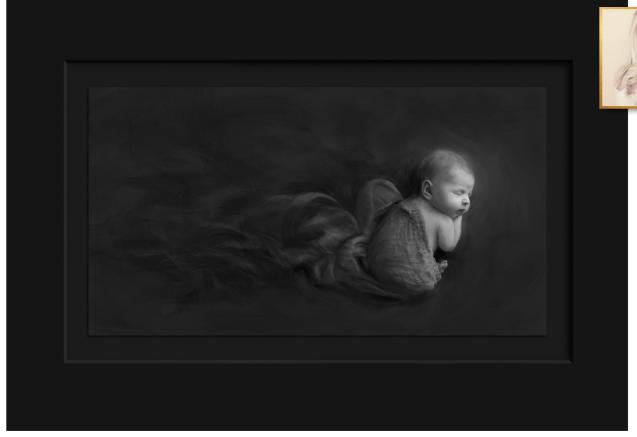


The Colonel in Twilight" was commissioned by the Colonel's family. Colonel Kue Chaw served in the Laotian military. With the Civil War splitting his country, Colonel Chaw sided with the Hmong who in turn allied with South Vietnamese and American forces. During the Vietnam War The Colonel co-ordinated missions with US Military Intelligence and the CIA. At the fall of Saigon he and his family were some of the last evacuated to the United States. Here he has led a full and productive life raising a large family and supporting the people of his Homeland.

The portrait was produced in conjunction with a videoed production of Colonel Chaw telling his life story. The family brought various articles from his military career. Those articles were composited in the background of the portrait. My vision was to create an image of this distinguished and Patriotic man reminiscing about his life.

Western States

"A Sketch of Innocence"



Kelleher

With a desire to master charcoal drawing in Corel, "A Sketch of Innocence" was Julia's first attempt in this medium. In the original image, the wrap around the baby had such interesting folds, highlights and shadows, Julia felt it would be perfect image to showcase a low key charcoal drawing. Wanting it to appear in the "alla prima" style, Julia completed the drawing in one sitting and used loose stroke work to give the feeling of a sketch. Her goal was to make the fabric appear slightly unfinished for a romantic, dramatic and striking look which juxtaposed so serendipitously with the innocence of the child.

Educational Associate and Fellowship Deadlines

Educational Associate Degree Submission

October 1st. 2016

Spring 2016

please submit to rtrummer@mac.com

Fellowship Degree Deadlines

Application July 1st, 2016

please submit to doran@doranandassoc.com

Personal Paper July 27th, 2016

Portfolio August 10th, 2016

send to Doran Wilson, 400LN 470A Lake James, Angola, IN 46703

ASP Life Memberships

Dr. Glenn Cope earned his Educational Associate Degree from ASP and has been a wonderful cheerleader of the degree judging the canidates many times. His love for ASP and it's membership has been an inspiration to the state of Oklahoma. ◆

Janice Holladay has been an ASP member since 1995 and has retired to be a full time Grandma. She earned the ASP Service Award in 2014. She served for several years with her husband, Dale as co-chairs of the ASP Booth Committee. She is the current ASP State Representative for Arizona. ◆

Robert Kunesh became a member of ASP in 2002 when he received his PPA Craftsman degree. You should be very familiar with his work since he has 131 merit prints and 32 loan images. He was Diamond Photographer of the Year in 2013. He has been volunteering since earning his first merit at age 58.

Edna Llyod has along with her husband Bob, have owned and operated their Illinois, photography business and color lab for 45 years before retiring in 2014. She has attended every PPA convention since 1973 where she served in numerous capacities. She has worked the ASP Booth for many years where she greeted everyone with her beautiful smile.

Gary Meek joined ASP in 1998 and is a familiar face at the ASP General Membership meetings. His invocations at our award ceremonies remind us to be thankful for our blessings and to help those in need. He received the ASP Service Award, earned the ASP Educational Associate and was awarded the ASP Honorary Educational Associate. ◆

Michael Scalf sold his studio and moved to Oklahoma to manage the Southwest PPA. He also manages the Oklahoma PPA. He has been a member of ASP for 20 consecutive years and served on the ASP Board of Governors in 2009 & 2010. ◆

Life Membership may be awarded by the Executive Committee to any member who has been a member of the ASP, Inc. for 5 consecutive years, who is listed as a PPA Life Member or who is permanently retired from the active full time practice of photography and is at least 60 years old.

He or she must have done work on behalf of the American Society of Photographers and be in good standing with the organization.

Honorary Life Membership

Kalen Henderson is one of the longest serving board members of the ASP, ending his year as President. She has served and chaired many committees along her journey with ASP and



currently serving as Chairman of the Board. •

2016 PPA National Award

Our honoree has received many awards and accolades from ASP, PPA, SEPPA and GPPA. She holds her Craftsman Degree from PPA and is now a Life Member of both PPA and ASP. Her love and service to the ASP has been unrelenting over the many years she has been a member. Today after much success, her youngest son has taken over the business and she is now enjoying her retirement.

It is with great pleasure that we presented the PPA National Award on behalf of ASP to our one and only, Linda Smith.



Smith

2016 Robert Golding Award

This year's recipient has given selflessly to ASP, serving as President and Chairman of the Board and stepping in again to fulfill a Presidency. He has also served on the Fellowship Committee for over 10 years. Don has produced the Best of the Best production for 9 years. The Robert Golding Award exemplifies its recipient's selfless, uncompromising dedication to the betterment of the American Society of Photographers and no one exemplifies this more than our 2016 recipient, Don Emmerich.



Don Emmerich

ASP Service Award



Jessica Lozoya, M.Photog., M.Artist., Cr., CPP Jessica and her husband, Oscar, have a Studio in New Mexico and she has been very active in ASP by being a State ASP Rep for last 6 years. Jessica has numerous loan images in Master Loan collection and been a booth Volunteer at ISUA. She also has received the State ASP Elite Award Several times.

Sue Fischer, M.Photog., Cr., CPP

Sue has owed her studio in Iowa and has been instrumental in the ASP program there. She joined ASP when she received her masters in 1997 and been a member since. She has been the State ASP Elite Rep for several years and, herself, has been recipient of the State ASP Elite Award and also has Won the District/Regional ASP Award.



In order to recognize and show appreciation for the time, talent and expertise generously contributed for the benefit of the American Society of Photographers and its members, the ASP Board of Governors has created the ASP Service Award. The black ribbon and distinctive medallion is not just a symbol of hard work, but an indication of the selflesscharacter of the person who wears it.

Without the dedication and service of our members, this Society would not exist. Members who have accumulated a minimum of 25 total credits with a minimum of 15 service credits are eligible to receive their award.

In the photographic industry, the name White House Custom Color has become synonymous with service. So, it is only fitting that through the generosity of White House Custom Color, that the ASP Service Award is given to recognize the selfless contributions of its members.

Spring 2016

800-638-9609

www.ASofP.com

ASP International Award

"International Award" continued from page 7

International Award to Mathew Brady and am proud to have these members of the 55th Signal Company, Combat Camera, accepting on his behalf. ◆



Kalen Henderson, ASP President, presenting Mathew Brady the International Award from the American Society of Photographers at the 2016 ASP Gala. Excepting the award on behalf of Mathew Brady are SGT Arthur Ruepong and SGT Nikayla Shodeen of the 55th Signal Comapny (Combat Camera Unit) stationed in Ft.Meade, MD. Kalen sated that our presentation to Mathew Brady was the opportunity to acknowledge both the importance of history in our profession as well as the dedication and sacrifice of our service men and women, not only are soldiers, but comrades in the photographic profession, as was Mathew Brady. I was not only proud to present our International Award to them on behalf of Mr. Brady, but very proud to be an American. Below is a letter from the 55th Signal Company expressing thanks for honoring Mathew Brady and Combat Photographers.

(Below is the note from the 55th Signal Company)
Ms. Henderson,

On behalf of myself and the 55th Signal Company I personally want to thank you for this opportunity for our Soldiers to be a part of ASP Gala at the Imaging USA Convention. SGTs Ruepong and Shodeen have stopped me on multiple occassions to tell me about the wonderful time they had at the trade expo and the Gala. Thank you very much for allowing them access to the expo! They spoke so highly of the entire group and very highly of you Ms. Henderson! Our Commander has been briefed of the entire event as well as our interaction. I have expressed to him your desire to have a working relationship with the 55th Signal Company. I will look at our calendar to see when we could invite you to our unit for a tour and to possibly speak to our up and coming photographers, in fact, we have our 4th annual "Best of Combat Camera" competition coming up shortly. It's a mixture of technical and tactical challenges, to include examinations and physical tests. Originally it was held within our unit but as of last year has expanded to include multiple Department of Defense (Air Force, Navy and Marine) competitors. That may be a great time for you to see what we do and some of the elite service members in our field. It generally lasts for one week with an Awards ceremony and video presentation from the winning teams on that Friday. Our dates haven't been locked in yet, but are tentatively scheduled for the 11th of July through the 15th. I will keep you posted and ensure you receive an invite from our unit. If that doesn't work with your schedule, we can look at other available times that would work better.

SGT Ruepong and SGT Shodeen are presenting the award to the 55th Signal Company today. They will describe their visit and speak about the expo and the gala. Then we will find a location to display the award in our unit. I will definitely make sure pictures are sent your way. Have a great weekend Ms. Henderson and thank you again!

Quinzy A.' Johnson, SSG, USA, 55th Signal Company (Combat Camera)



Award Winning PRINT



Congratulations to David Edmonson on his perfect score of 100 at SWPP in London. David won best Portrait Overall and was the Overall 20x16 Winner! All of us at BWC Printmakers are so proud to have David and Luke Edmonson as clients since 1980. We are honored to have printed this Award Winning Print. Make BWC your Personal Printmaker today.



BWC is honored to be PPA Vendor of the Year 2016!

dallas | 1.800.445.0264 | bwc.net

