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# **ASP Year in Review**

A wrap-up of the events and achievements in 2017



Dennis Chamerlain is one of just three Master Artists in New Mexico, Dennis specializes in Southwestern Art photography, selling his artwork in galleries in Albuquerque, Santa Fe, Bernalillo and Corrales. His photographic art ranges from pure unedited photographs (including street shooting) to extensive Photoshop composites. He is a student of the science of creativity, and focuses on the theories of Shelley Carson of Harvard University.

Dennis was PPA of New Mexico's Photographer of the Year for 2011. He has been a medalist in PPA's International Photographic Competition for four of the past five years, and in 2016 he was one of eleven photographers worldwide to earn a

diamond medal in the Master Artist Category. Read more about Dennis and the upcoming ASP Photographic Tour on page 11.

#### "Achievement"

After years of hard work, the student felt he had finally reached the pinnacle of achievement.

This is the story of a martial artist kneeling before the master sensel expecting to receive his hard-earned black belt.

The sensei says, "Before granting the belt, you must pass one more test."

"I am ready," responded the student, expecting perhaps one final round of sparring.

"You must answer this essential question: What is the true meaning of the black belt?"

"The end of my journey" says the student. "A well-deserved reward for all my hard work."

The sensei waits for more. Clearly he is not satisfied. Finally, the sensei speaks. "You are not yet ready for the black belt. Return in one year."

A year later, the student kneels again in front of the sensei.

"What is the true meaning of the black belt?" asks the sensei.

The sensei says noting for many minutes, waiting. Clearly, he is not satisfied. Finally, he speaks,

"A symbol of distinction and the highest achievement in our art," says the student.

"You are still not ready for the black belt. Return in one year."

One year later, the student once again kneels in front of the sensei. And again the sensei asks, "What is the true meaning of the black belt?"

"The black belt represents a new beginning -- the start of a never-ending journey of discipline, work and the pursuit of an ever-higher standard. It brings a commitment to train and mentor

others so they too may reach new heights" says the student.

"Yes. You are now ready to receive the black belt and begin your work."

I relate this story to one earning any of the PPA degrees. I'm not suggesting we hold back anyone's degree, but the intent of the story is to emphasize that earning the degree is only the beginning of your journey and career.

A lot of people who aren't involved in the martial arts perceive the black belt as the highest achievement in fighting skill.

However, most martial arts grant "degrees" of black belt to indicate levels of training and experience above the first-degree black belt. The journey continues toward the 10th degree black belt.

Sadly, a large number of PPA degree holders feel that the journey ends after receiving their degree. Many stop competing in image competitions and no longer offer programs to share their "Achievement" continued on page 14

beginning--

a new

black belt

represents

"The

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journey

of discipline."

work and the pursuit of an President's

Dennis Hammon M.Photog., Cr., CPP,F-ASP

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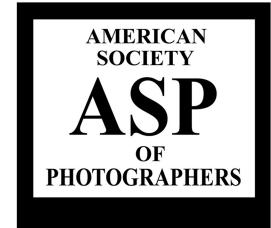
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# Board remmons



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"Charity Auctions 101...Key Steps to Successful Auction Marketing" by Ed Pedi, M. Photog. Cr. CPP

Our studio employs three marketing initiatives we practice faithfully as they successfully drive business through our door year round. They include: displaying our portraiture in local businesses; exhibiting at local art/craft fairs; and donating to charity auctions. Simply put these types of promotions work if done correctly!

This article explains our step-by-step auction process. As with everything, practice makes perfect and with 25 years experience donating to various local and national charity auctions we have learned what works, what doesn't, and how to get maximum exposure and return for your investment. Auctions provide

a great networking opportunity to display your portraiture, market your studio and generate goodwill.

Getting started is easy as auctions are abundant. Every local school, boys and girls clubs, local/national charities, etc., all host annual auctions to raise funds to support their work. Once you donate, you'll be on their donor list and you will typically be contacted automatically each year. Most local newspapers also list upcoming auctions in their communities and there are numerous on-line resources such as Bidding for Good which list on-line auctions by State. We personally prefer donating to auctions held at venues for maximum advertising exposure but on-line auctions can also serve a purpose. Every auction generates great PR and will drive business to your studio.

> First step is to determine a dollar value or service to donate and the type of auction; i.e. silent or live. Through years of practice, we have learned what works best for our studio and for the charity. For silent auctions, we donate the retail cost of a family portrait session, photographed in our outdoor studio gardens and for live auctions we include the session and a 16x20 traditional finish wall portrait. The rule of thumb when making a donation is not to give away greater than the dollar amount the charity is likely to receive for the item donated. Doing so, does not help the charity, nor does it help you to sell up when the gift certificate is redeemed.

> Once we commit to donate, we e-mail the charity our standard auction donation form that defines what we are donating, the retail value of the donation, expiration date and a description of the item as it should appear in the auction catalog. We also include a bidder validation form which requires them to confirm post auction the winning bidder's name/address/phone #/email/amount of winning bid. This enables us to add the winning bidder to our direct mail list and to reach out to them when their gift certificate is nearing expiration date. We mail each winning bidder a thank-you letter acknowledging them as the high bidder and expressing our appreciation for their support of the charity. We track all our auction donations via an Excel spreadsheet which allows us to monitor our annual donations and also track redeemed gift certificates. We encourage you to give auctions a try; they'll support your community and also help your business.

"As with

everything,

practice

makes

perfect"

#### Key Steps to Success:

- Send auction donation confirmation form and post auction validation letter;
- On the day of the auction, take responsibility for setting up and breaking down your auction display; don't rely on the auction committee members to do this for you (they are far too busy coordinating the auction and you'll do a better job);
- ◆ Always display a wall portrait (20x24 or larger) on an easel equipped with a picture light for maximum exposure during the event. We recommend Da-Lite Easels which allow for various height adjustments and you can mount a picture light on the center plate of the easel.
- ◆ Incorporate a brass plague on the portrait identifying it as your image.



Display a business card/brochure holder on the table beside your bid sheet;



For Live Auctions, we display a pull-up banner (also equipped with a light) which is designed with four samples of our portraiture

- When possible, support your favorite charities further by attending the auction event and participate in the auction bidding.
- Follow-up within two weeks for return of the validation form, if not already returned.
- Send thank-you letter to the winning bidder.

Ed Pedi has resided in North Andover, Massachusetts for the past thirty-three years where he has owned and operated his North Andover based photography studio since 1992. Best described as a photographic artist, Ed prides himself in creating beautiful storytellingimages. He has been honored to receive a wide array of photographic awards. He is seven-time PPA Medalist and has had ten images accepted to the PPA Loan Collection.

He is author of the book, 'Classic Family Portraits' and is currently writing his second book on children's portraiture. He was a featured platform speaker at Imaging USA 2012. Ed is a two-term past President of his state association, PPAM and past President of his regional association, PPANE. Ed is serving a fourth term as ASP State Representative and a PPA Councilor.

This year at Imaging USA, Ed will be presented the "Helen Yancy Award" for his distinguished service to photography. The Award shall be a token of high esteem to an individual who by their ability, ingenuity and gracious sharing of talents has bequeathed to photography an achievement of service of far reaching value. The award is not necessarily conferred each year, and a maximum of 25 may be given. As of 2017, 10 have been awarded.



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#### "Impressions on writing the ASP Fellowship personal paper"

by Gabriel Ignacio Alonso, M. Photog. Cr. CPP

When I took on the challenge of submitting for the ASP Fellowship, I went through the paces of selecting images, bouncing them back and forth with trusted colleagues for feedback, and writing the personal paper that is required to accompany the image portfolio.

I had no idea how involved writing the paper was going to be, I originally thought that the image selection was going to be the more challenging part. Writing the paper proved to be far more demanding, but it came with a silver lining.



Writing the paper turned out to be a journey into self-rediscovery. This process was like a shovel to help unearth old memories and experiences that I had not recalled in a long time, and some that I had completely forgotten. It became quite an emotional journey.

Just as in the image selection process, I asked others to read and proof the drafts. Back and forth they went, adding and subtracting paragraphs, correcting spelling, grammar and syntax. Quite a chore. Another bonus was that by asking others to read and proof, they became more aware of my unknown self, thus strengthening our friendships.

The end result was very rewarding as I had become more aware of who I was and what my purpose and direction were. The best part came with the good news that my entry was accepted and I had accomplished my goal of joining the ranks of the American Society of Photographers Fellowship recipients.

The harmony that the paper has to have with the images presented, working as a whole body of work was the biggest challenge of all. Achieving the Fellowship became even sweeter with the reward of having peeled all the layers of my ego in the process.

If you are considering submitting your entry for this honor, I would strongly encourage you to do it. Regardless of the outcome, just like in image competition, the process will turn you into a better

Gabriel Alonso is a classical portrait artist. He is known for his artistic composition and insightful portraiture.

Currently he is serving as a member of the Board of Governors of the American Society of Photographers and is a PPA Affiliate Juror. He has lectured in the United States and abroad.

His work has been selected for the PPA Masters Loan Collection and exhibited at Disney's Epcot Center. Gabriel is one of three individuals who will be receiving the ASP Fellowship at this year's ASP Gala.

version of yourself that before you entered. You'll be glad you did! ◆



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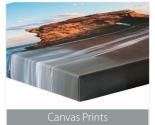
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### ASP Proposed Slate

#### President -

Gabriel Alonso, M.Photog., Cr., CPP

He is a qualified International Juror with the Professional Photographers of America and has lectured at National, Regional, State and Local conventions as well as for other International Professional Associations. He is a former manager and Portrait Artist at both Gittings Texas and Gittings West Studios as well as a former regional manager and Portrait Artist for McWhirter Portrait Studios at Neiman Marcus in Houston. He has served as a member of the Board of Governors of the American Society of Photographers since 2011.



#### President-Elect -

Don Raupp, M.Photog., Cr.

Don Raupp started his career in 1983 in Royal Oak, MI. Don was a staff photographer photographing high school seniors. Don started in sales in 1984 selling sports programs to junior high schools and leagues. In 1985, Don moved to Arizona as the new territory manager for Lifetouch as part of the Market Development Group. In 1989, Don was asked to leave his sales position and run Lifetouch's first Mall Senior Studio. In 1994, Don grew the business from the basement of his home to the first studio in Northern Indiana for Lifetouch.

Presently, Don works in the Rhode Island territory for Lifetouch where he oversees the photography training which serves over 450 high schools. Don has served on the ASP Board since 2013.



#### Vice President -

Leslie Kitten, M.Photog., Cr., CPP

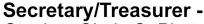
Leslie found herself in West Texas when she started her career at Texas Tech University, completing both a Bachelor's and Master's Degree. Working for others in a world of bureaucracy and corporations, she knew that she wanted to be an entrepreneur and have a outlet for her creativity.

Since then, she has focused on growing her business and now not only serves Lubbock and surrounding areas, but she has also been commissioned by corporations located throughout the United States.

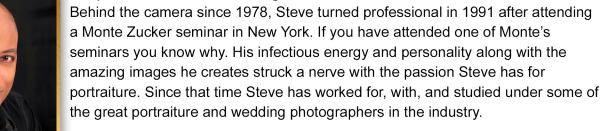
Leslie proudly contributes to her community as a member of Lubbock Lion's Club, Young Professionals of Greater Lubbock, the Chamber of Commerce and many other local organizations. She received Lubbock's Top 20 Under 40 Award, which recognizes the 20 most influential people in the Lubbock area. She has since gone on to build the largest studio to service the greater Lubbock area. Leslie has served on the ASP Board since 2014.



# **ASP Proposed Slate**



Stephen Člark, Cr.Photog.,CPP



As a member in good standing of the Professional Photographers of America (PPA) since 1991 Steve became a Certified Professional Photographer (CPP) in 2004, a PPA councilor in 2006, and earned his Photographic Craftsman degree in

2009. In 2004 Steve was 2nd Runner–up Maryland Professional Photographers Association (MDPPA) Portrait Photographer of the Year and recipient of the MDPPA Achievement award. In 2008 MDPPA honored Steve with the Southeastern Professional Photographers Association (SEPPA) Award, the PPA National Award in 2009 followed by the President's Award and Ron Coss Board of Director's Memorial Award in 2012. He has served on ASP since January of 2017 serving as a governor.

#### Chairman of the Board -

Dennis Hammon, M.Photog., Cr., CPP,F-ASP

Dennis Hammon of Idaho Falls started his photographic career in high school, photographing for the year book. Always loving photography, but studying Biological sciences in College. A photography course set him back on the path he so loved. Dennis joined the local Professional Photographers of Idaho in 1979 and PPA in 1981. He was one of the first photographers in the country to get Certified and has maintained that to present day. He joined ASP in 1994, and kept that membership until present.

He has received the PPA National award from both the Professional photographers Intermountain Professional Photographers. He has been named photographer of

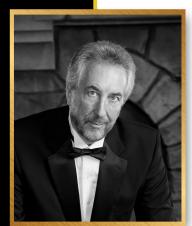
the year and Master Photographer of the year in Intermountain and as well as in Professional Photographers of Idaho.

#### Governor -

Rick Trummer, M.Photog., Cr., CPP, EA-ASP

Rick Trummer has been serving on the ASP Board for well over a decade in numerous positions including President. He received his Master of Photography Degree in 1995 and Craftsmen Degree in 1996. He is a CPP as well as a Fellow of Photography of 5 different organizations. He has served as President of two states (Wisconsin and Illinois) as well as four other photography associations. He has received three National Awards for his service to photography and continues to serve on various boards in the Midwest. He has won numerous awards for his

photographic work including seventeen Fuji Masterpiece and five Kodak Gallery awards. He is a PPA Councilor as well a PPA International Juror. He continues to teach seminars and classes throughout the country. Rick has been serving on the ASP Board since 2004.





# ASP Proposed Slate

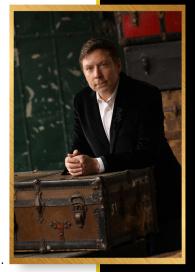
#### Governor -

Jamie Hayes, M.Photog., Cr.

Jamie attributes the success of their studio, along with business partner Mary Fisk-Taylor, to their sound management and business skills combined with their love and passion for photography. His commitment to creating priceless portraits, wedding albums and commercial imagery has earned him an extremely loyal clientele as well as a sterling reputation in the state of Virginia. Their business savvy and creative marketing concepts have enabled them to establish an extremely profitable and fulfilling portrait and wedding gallery.

As a PPA Approved Business Instructor and PPA Approved Photographic Instructor, Jamie offers informative and motivational programs to working photographers. Jamie has participated in several state, regional, national and international conferences giving both full-day and weeklong classes. As an affiliate PPA juror he has the pleasure to judge several international print competitions throughout the US.

Besides ASP, he is a proud member of these organizations, Professional Photographers of America (PPA), Virginia Professional Photographers Association (VPPA), and The Society of XXV.



#### Governor -

Karen Nakamura, M.Photog., M.Artist

Karen has been volunteering for photographic organizations since 2005 when she joined the board at Professional Photographers of Los Angeles County. Since then she has worked her way up from Treasurer to Second Vice President up to the 1st Vice President. She has recently run their print competition for the past two years. She has received the Presidents Award in 2006 and 2008.

She has also volunteered for Professional Photographers of California starting as the Speaker Display and Affiliate Display Chair for Pro Photo Expo. Other jobs have been the Business and Arts Degree Chair, Affiliate Chair, working on the board for West Coast School, designing advertisements for PPC and West Coast School and she ran the California State Image Competition for the years of 2015 and 2016. She has designed the logo for West Coast School and had the honor of designing the medallion for the California Masters Degree. She has received the Presidents Award in 2013, 2014 and 2017. This award is given each year to outstanding individuals who have contributed unselfishly to the advancement of professional photography and the advancement of the Professional Photographers of California and who has been of personal help and support for the president. In 2013 Karen earned the PPC Service Award and earned service bars in 2014, 2015 and 2017. In 2016 Karen was awarded the Barry Evans – Elmer Kingham Award which is given for "Outstanding Service to the Profession." Her most recent service award was the Carlos Lozano Mentor of the Year Award which was given to her in recognition for sharing her knowledge and experience to help other photographers.

Karen has also been serving on the PPA Council since 2012.

\*\*Any ASP member in good standing wishing to run from the floor for governor must contact the Executive Director, Jon Allyn, within two weeks of this publication date to file papers of your intent. (414-871-6600 or jonallyn@aol.com)





"Do You Know the Way to Santa Fe?" by Leslie Kitten, M. Photog. Cr. CPP

As the mission bells softly fill the crisp desert air, a sky comes to light; a sky even more vivid than the paintings of the region's most recognizable artist. In the moments it takes to watch the rising sun, as the colors fill the landscape, it becomes very clear why this state is deemed 'The Land of Enchantment.'

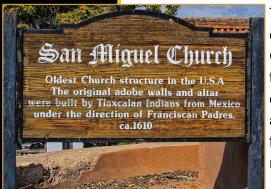
The New Mexico landscape has been the theme for many songs, many plot lines, and countless artists. Fifty miles north of Santa Fe, in the small desert town of Abiquiu, you will find the home and studio of Georgia O'Keeffe, which has been called "one of the most important artistic sites in the southwestern United States."

Georgia O'Keeffe has become a woman in the modern art world of mythical proportions. The woman behind this household name is a modern icon, a representation of the American dream, of the taming of the west, and of a higher level of respect for woman when the words still were not commonly married together.

The magic of Mrs. O'Keeffe happened at her home in these plateaus from 1945 to her death in 1986. ASP has arranged a tour of her ranch and home through her foundation and museum. In September of 2018, the members of the American Society of Photographers and their guests will have the chance to tour the land and photograph in the steps of Georgia O'Keeffe, on her



homestead that is known by many as "the most important artist's home and studio complexes of the 20th Century."



The American Society of Photographers will not only explore this beautiful desert, but will also spend time in the iconic New Mexico town of Santa Fe. Our photographic tour brings us to San Miguel Chapel, the oldest church in the continental United States, as it welcomes visitors for a very special event. The Schola Cantorum of Santa Fe will sing Vespers (evening prayer) and a Gregorian chant Mass. The echoes of this holy event will surely travel from the walls of this 408 year-old mission straight into your heart and reside there for many years to come.

But this mission built during the founding of the city isn't the only star in Santa Fe.

The Loretto Chapel shares top billing for a very mysterious reason. When the Loretto Chapel was completed in 1878, there was no way to access the choir loft twenty-two feet above. Carpenters were called in to address the problem. But they all concluded access to the loft would have to be via ladder as a staircase would interfere with the interior space of the small Chapel.

Legend says that to find a solution to the seating problem, the Sisters of the Chapel made a

"Do You Know the Way to Santa Fe?" continued from previous page

novena to St. Joseph, the patron saint of carpenters. On the ninth and final day of prayer, a man appeared at the Chapel with a donkey and a toolbox looking for work. Months later, the elegant circular staircase was completed, and the carpenter disappeared without pay or thanks. After searching for the man (an ad even ran in the local newspaper) and finding no trace of him, some concluded that he was St. Joseph himself, having come in answer to the sisters' prayers.

The stairway's carpenter, whoever he was, built a magnificent structure. The design was innovative for the time and some of the design considerations still perplex experts today.

The staircase has two 360 degree turns and no visible means of support. It is said that the staircase was built without nails—only wooden pegs. Questions also surround the number of stair risers relative to the height of the choir loft and about the types of wood and other materials used in the stairway's construction.

Over the years many have flocked to the Loretto Chapel to see the Miraculous Staircase. The staircase has been the subject of many articles, TV specials, and movies including "Unsolved Mysteries" and the full-length movie titled "The Staircase", staring William Petersen and Barbara Hershey.

The jewels of this region of New Mexico are too numerous to mention. The strings in your heart will be pulled as you fall in love with America's Southwest and will leave you wanting more. And the time that you will

spend with ASP members, their friends and family will be a priceless memory that you will want to relive over and over.

We hope that you join us on this amazing trek, with Santa Fe being our last stop across the entire state of New Mexico. Guests and family members are welcome on the tour. Registration is limited due to the special nature of this photographic tour. So, make your reservations today.

Leslie Kitten found herself in West Texas when she started her career at Texas Tech University, completing both a Bachelor's and Master's Degree. Working for others in a world of bureaucracy and corporations, she knew that she wanted to be an entrepreneur and have a outlet for her creativity.

Since then, she has focused on growing her business and now not only serves Lubbock and surrounding areas, but she has also been commissioned by corporations located throughout the United States.

To register, or to learn about more of our tour stops, visit asofp.com/special-projects or contact Leslie Ann Kitten for more information at leslie@savantphotography.com or 806.577.2201. ◆



expertise. They become stagnant and lose their enthusiasm and passion for photography as they begin their decline. Surprisingly, over 43% of PPA degree recipients are no longer involved in PPA! That's more than 1500 photographers who likely felt they had reached the pinnacle with nothing more to achieve.

ASP is here to take you to the next level as you compete for the ASP State Elite award, District medallion, inclusion in the ASP Masters Loan collection and the ASP Gold, Silver and Bronze medallions. Last but certainly not least, ASP is here to guide Craftsmen on your pursuit of the ASP Educational Associate and Masters as they work toward the coveted ASP Fellowship.

Earning your degree is not the end of the road. It is the start of a lifelong journey to new heights. The members of ASP share your passion and are ready to help. Thank you for being a member of this dedicated team.

I encourage each and every one of you to reach out to a friend or colleague that maybe hasn't renewed their membership and invite them back to ASP. Don't let them lose their passion.

Just like the martial arts student, ASP continues to grow and enhance the experience of being a photographer. For 8 years, it has been my honor to serve on the ASP board. I would be remiss if I didn't thank all those I've worked. I appreciate each and every one of you and thank you for your love and support.

Thanks for allowing me to be a part of your lives, I wish you all the very best. ◆

Sincerely,

Dennis D. Hammon

# ASP Year in Review

#### New Design for the ASP Honorary Fellow Medallion

In order to distinguish between the ASP Fellow and ASP Honorary Fellow, the Board of Governors approved new design for the medallion. The ASP Honorary Fellow Medallion is solid silver while the ASP Fellow medallion has the black onyx inlay.

The ASP Honorary Fellow medallion is worn with the red ribbon while the ASP Fellow medallion is worn with the traditional silver ribbon. In the event that an existing ASP Fellow receiving the ASP Honorary Fellow, a bi-color ribbon of 1/2 red and 1/2 silver is worn.

#### Matthew Jordan Smith seminar a success!

ASP sponsored Matthew's 27 city tour and we heard from many members that it was fantastic.

As a benefit, ASP members were able to attend for free. One of those members was Phil White, from Washington, who stated the following...

"Unlike many workshops and programs I've attended that describe photographic technique,

Matthew made an interesting departure from most workshops I've attended. He did talk about technique, but more importantly talked about how you leverage and shape that technique to make it your own. I found myself pondering a couple of questions afterwards... and one is what is your "special sauce" that you bring to your work? If one was a chef, what makes your spaghetti better than the chef next door...it's your special sauce that is what makes the difference.

What is it, beyond good photographic technique, that sets you apart from everyone else. His discussion on the client experience is spot on. Creating a custom experience for each and every client that involves everything...no detail is overlooked in creating a stellar client experience.

#### Annie Leibovitz in Texas

Annie Leibovitz has been a household name for decades. Admired by the photographic industry and respected by art lovers, her Dallas event drew a crowd complete with all demographics. But in a couple of rows, seated side by side, some members of ASP were able to enjoy this night together, with fellowship, dinner, and a great lecture by one of our industry's leaders. In

November, Leibovitz toured throughout the country, delivering lectures to promote her new book. Through a partnership with Dallas Museum of Art, American Society of Photographers was able to provide discounted tickets to their members and guests. Dinner reservations were made before the lecture, and members gathered at Front Room Tavern.



Members and their guests continued to pour in as drinks were served, dinner was ordered and laughter echoed through the restaurant. After a group portrait and a beautiful evening walk across the Southern Methodist University, the group arrived in the SMU Hall that would host the event. It was there that more colleagues joined us, both formally and by chance. The lecture was informational and inspiring, and if members didn't leave inspired by the keynote, they surely left revitalized by seeing their mentors, peers and friends.

#### Jason Hailey Honored at the International Hall of Fame

The International Photography Hall of Fame highlighted the life and work of Jason Hailey. Jason Hailey's passion to increase visual awareness and heighten sensitivity to aesthetic values flow from his abstract interpretations of commonplace products and discarded debris. The dramatic transformations are pioneering works of abstract color photography, aggrandizing the world of fine art photography. With inspiration from our changing environment and society, Hailey's style of photographing his raw realities will stimulate, shock, and spark our imaginations for new ideas, change, and progress.

"Photography, like other art forms, is designing...it is the shaping of vision. A photographer must work with the eye...the 'selective eye.' Every square inch of the picture must work. It requires careful attention and time. Time is not a measure of creative work...we must be patient for the right moment."

- Jason Hailey

In 1952, Jason Hailey established an advertising photography studio in Los Angeles, California. His unique career in advertising and fine art photography gained him many awards and honors for his distinguished work and







Randy McNeilly and Doran Wilson traveled to London England where they were able to meet up with Peter Dyer and Maz Mashru both ASP Fellows. Peter and Maz showed them around London for a day. From there they traveled to Leicester, Maz's home town where they toured his well-

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appointed studio where they met his family and staff. They were invited to a local BBC radio station where they did a live interview. They talked about Maz overcoming his stomach

> cancer and writing his Fellowship Paper from his hospital bed. They presented Maz with a Fellowship plaque and an engraved crystal clock as a gift from Randy and Doran.



#### International Photography Hall of Fame announces Class!

The International Photography Hall of Fame presents the 2017 class of photography Hall of Fame inductees and the first-ever Lifetime Achievement Award recipient, Kenny Rogers.



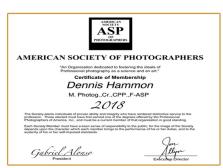
A distinguishing feature of the International Photography Hall of Fame induction is the honoring of the inventors and pioneers of the medium. Since its inception in 1839, photography has penetrated all walks of life through these countless creative efforts.

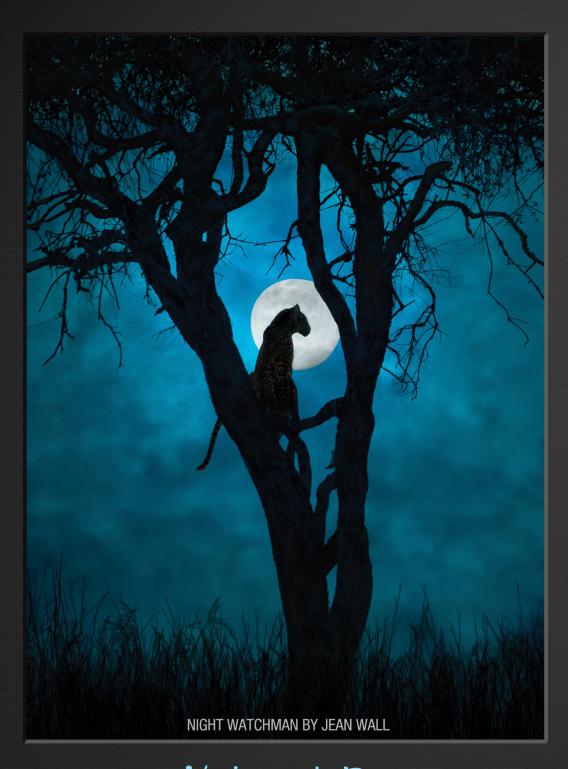
Many experimenters have moved the medium to ever increasing sophistication, from early cameras on tripods to modern camera phones, from portraits, to decisive moments of street photography to tableau studio images. Opportunities for expression on photography are limitless.

The documentary power of photography has been the catalyst of widespread scientific discovery and practically all the advances in 20th century astronomy. The International Photography Hall of Fame, with this class of 2017, now honors 88 inductees for their contributions to the medium, with more added each year.

#### ASP Membership Certificate's are available

ASP Membership Certificate's are available by request by contacting ASP Executive Director, Jon Ally at jonallyn@aol.com, by phone at 414-871-6600 or through the ASP website.





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