



The ASP Magazine is the official publication of the American Society of Photographers, Inc., published four times a year for members, advertisers, sponsors, and others in the photographic industry to inspire, educate, and share information of industry matters, personal achievements, and news and events of this and other associations.

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MAGAZINE COMMITTEE:

Stephanie Millner

Layout/Design Editor

stephaniemillner@gmail.com

Shawna Hinkel - Copy Editor

shawna.hinkel@gmail.com

Kristy Steeves - Managing Editor

kristysteevesphoto@me.com

**Lisa Hill - New Member Spotlight/
Member Spotlight/Heart and Soul
Project**

Lisa Pertile - Image Showcase

Judy Reinford - Sponsorships/Ads

Ella Carlson - Advisor

ASP Exec. Director:

Mel Carll

23745 Del Monte Drive #152

Valencia, CA 91355

info@asofp.com

661 • 775 • 3575

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Ella Carlson, M.Photog.M.Artist.Cr., CPP, F-ASP, EA-ASP
2 Gregory Lane, Littleton, MA 01460
978-649-7783 | ella@ellaprints.com



PRESIDENT

Karen Nakamura, M.Photog.M.Artist.Cr.
18114 Dalton Avenue, Gardena, CA 90248
310-719-2329 | karenakphoto@gmail.com



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John D Herrel, II, M.Photog.Cr., CPP
21 Jacobs Mill Ct., Elgin, SC 29045
803-420-3660 | john@johnherrel.com



VICE PRESIDENT

John E. Powers, M.Photog.Cr., CPP
6626 Neddy Avenue, West Hills, CA 91307
818-348-0883 | johnepowers@hotmail.com



SECRETARY/ TREASURER

Aileen Harding, M.Photog.Cr., CPP
122 Rollingwood Street, Baytown, TX 77520
281-814-4669 | aharding22@gmail.com



GOVERNOR

Kristy Steeves, M.Photog.M.Artist.Cr., CPP, F-ASP
4204 Shurell Pkwy, Medina, OH 44256
216-469-9981 | kristysteevesphoto@me.com



GOVERNOR

Bruce J. Bonnett, M.Photog.
602 Garfield Way, Redlands, CA 92373
909-793-9300 | brucebonnettphotography01@gmail.com



GOVERNOR

Sharon Lobel, M.Photog.Cr.
P. O. Box 1732, Zephyr Cove, NV 89448
818-802-7597 | ShutterBugSharon@aol.com



GOVERNOR

Toni Marie (Harryman), M.Photog.M.Artist.Cr., CPP
1035 Sunset Drive, Norwalk, IA 50211
214-908-0322 | phototmj@aol.com



GOVERNOR

Chris Wooley, M.Photog.Cr., CPP
28 W. Indiana, Ste C, Spokane, WA 99205
509-703-7239 | chris@headsandtailsphoto.com



GOVERNOR

Fujiko Yamamoto, M.Photog., CPP
1036 Kenilworth St. | Allen, TX 75013
469-360-1500 | contact@fujikostudios.com



SUPERCHAIR

Marisa Balletti-Lavoie, M.Artist.Cr.
77 Park Ave, Floor 2 | Meriden, CT 06450
203-530-0250 | marisa@sassymouth.net



SUPERCHAIR

Renée Costa Gage, M.Photog.Cr.
8420 Wendell Dr. | Alexandria, VA 22308
904-891-7883 | info@reneeccage.com

President's Message

Karen Nakamura, M.Photog.M.Artist.Cr.

Fall means crisp cool nights, early sunsets, and leaves turning to red and gold. For the ASP Board, it is about that time when we shift gears and really start to accelerate. It is a time when we turn our collective eye to the coming new year as we start planning new photography trips, IOD, workshops, and Imaging USA.

We are really moving fast and furious with the planning of the ASP Gala and Late Night Lounge. Sharon Lobel has been working hard getting the Gala together with new ideas and program changes. There were a lot of ideas flying around during our board meetings, and I know she is up to the task.

Where in the world is ASP? Well ... We have at least three trips to look forward to.

Ricketts Glen State Park is a three-day adventure led by Michael Pucciarelli and Ella Carlson. In 2024, we have the Coastal Georgia Trip led by Toni Harryman, and you will want to talk to John Herrel about our Acadia National Park, Nova Scotia, and Prince Edward Island trip. For more information, visit asofp.com.

I am really excited about our new Scholarship Partner Program. ASP members will have the opportunity to win a scholarship to go to any of the PPA partner schools. All seven have signed up! Applications will become available in January of 2024. ASP will also have a drawing during the Late Night Lounge at IUSA. Buy a ticket or two ... The more you purchase, the bigger your chance. You will have a chance to win a scholarship to any of our partnering

schools. Check your emails for more information on the raffle and sign ups. What a great opportunity! Thank you, Kristy Steeves, for coming up with this idea!



Photographic Artists who are looking to sell their work and make money, listen up! I know many of you have fantastic images sitting on your computer. We are bringing in an Art Collector, who has been in the art industry for more than 40 years and has amassed a collection of over 350

photographs from 20th Century masters to the present. Alice Zimet knows what collectors want and will show us how to reach the serious photographic print collector, what they are looking for, and how to sell our images in the photo market. This is going to be an amazing workshop!

Setting ASP member engagement as a top board priority builds on our overall goal to find more opportunities to increase our connections with our members, sponsors, and committee volunteers. If you have ideas of how we can benefit our members, please contact one of the ASP Board members.

Speaking of volunteers, I cannot thank all of you enough. This includes our committee chairs and co-chairs, committee members, Tag Along and Photographic Travel volunteers, and the Board of Directors. The Fall season is one of thanks, so from the bottom of my heart, thank you to our tireless volunteers. You may not realize right now the impact you are making in the photographic industry, but, rest assured, you are. 🐾

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On The Cover

This issue's cover image of a 5-year-old stallion named Ott was photographed by ASP member **Judy Reinford, M.Photog.M.Artist.Cr., CPP**, in May of 2023 at the Town's End Clydesdales & Carriage farm in Michigan. As an instructor at the Great Lakes Institute of Photography (GLIP), Judy organized a unique experience for her students to photograph animals at the Saginaw Children's Zoo and at the farm. Judy says the magic of Ott's dance across the paddock was more than she had hoped for in capturing his beauty. He seemed happy to oblige by throwing his hair around and showing off his power for the camera.

Judy specializes in equine and pet photography. She also does a lot of zoo photography, which she digitally paints, to create art in hopes of raising awareness and funding to help zoos with their conservation efforts. 🐾

CALLING ALL PHOTOGRAPHIC ARTISTS!

YOU HAVE BEEN ASKING, SO HERE IT IS!

COMING SOON! Two separate workshops with Alice Zimet on Selling Fine Art! You can sign up for one or both programs.

PART ONE:

“Inside the Collector’s Mind – How to Access the Fine Art Market”

Save the Date:
March 13, 2024,
from 10 a.m.-6 p.m. EST

This will be the ultimate workshop presented by Alice Zimet. Alice has taught both collectors and artists for Christie’s Education, Swann Auction Galleries, the International Center for Photography, Harvard Art Museums, and many more. She is president of Arts+Business Partner, a consulting boutique specializing in the fine art photography marketplace. She knows what collectors want and will explain how to reach the serious photographic print collector, what they are looking for, and how to sell images in the photo market.

Alice will also cover how to find the right gallery, the importance of online platforms, benefit auctions, and how to best present your work at a portfolio review.



Finally, **HOW** you talk about your work is almost as important as

making it, so you will learn how to write and speak about your photographs, brand, market, and talk about yourself more effectively.

There **WILL** be many handouts!

PART TWO:

“Now It’s Your Turn – How to Present Your Business Card and Elevator Speech”

Save the Date:
March 27, 2024,
from 10 a.m.-6 p.m. EST

Limited to 12 people

This day-long virtual session dives even deeper as you take what you learned in Part 1 and apply it to your own branding materials and communications. There will be peer critiques as you share your website and business cards, and you will give an elevator speech. By the end of the day, you will be ready to talk about your work and navigate the commercial marketplace.

Check out ASofP.com for more information. 🍷



Top: Alice Zimet. Below: Alice’s home gallery and collection

CREATIVITY: A CREATURE WITH WINGS

By Ella Carlson, M.Photo.M.Artist.Cr., CPP, F-ASP, EA-ASP

A new, untouched Word document; a pristine canvas; an unoccupied dance studio; the empty staves of the musical note paper; or a new, blank document in Photoshop ... is there anything more daunting than trying to create something out of nothing? It can be so overwhelming a lot of people may find that they suddenly need to run errands, take a nap, or eat a pint of ice cream in the face of all that emptiness crying out for content. We call it procrastination in the wake of anxiety. As photographers, we are tasked with finding new ways to capture and make use of the world around us in original, impactful, and artful ways every day. In short, creativity is an inherent part of our job descriptions.

Creativity is defined as "the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others." That is a pretty boring description of an attribute, a way of being and working that can make the spirit soar – like a creature with wings – or making the heart sing, while having the potential to literally change the world. One example: Ansel Adams' landscape photography was formative in establishing our National Parks system. There are countless other examples in the field of photography, but think about it: without human creativity, we would all still be living in caves.

I just finished listening to Malcolm Gladwell and Bruce Headlam's audiobook, "Miracle and Wonder", about Paul Simon's creative life in music. It is an incredibly interesting look at Simon's creative process. The book, a collection of recordings and

commentary, stems from a series of interviews that took place over a number of months, and was completed two years ago when Simon was 79 years old. He was, at that point and likely still is, creating new music. In addition to the fact that Simon, as a near-octogenarian song-writer, is in an elite minority when it comes to the popular music world: his music is constantly changing and evolving. He has had amazing longevity in his career, and he certainly does not sit "in the pocket." There is no pocket for him. Simon is an artist who has never languished comfortably within a single style of music.

How does an artist keep his creative edge for more than six decades and constantly continue to evolve and grow? How does that apply to us as photographers and imaging artists?

Simon's approach to his art is fascinating and could be a great lesson for photographers. His imagination snags on some aspect of a piece of music, and it essentially haunts him until he is able to suss out the technique for recreating it. He then uses it as a launching point for a new composition. This inspirational sampling could be as small as the specific sound of an echo created by a percussion instrument or as encompassing as the rhythms and overall feeling of the African music that inspired his most successful solo album, "Graceland."

In terms of photography, this inspirational sampling would be similar to a photographer who has long been photographing landscapes suddenly being captivated by the



Ella Carlson
M.Photo.M.Artist.Cr.,
CPP, F-ASP, EA-ASP
Photographed by Kristy Steeves

details of a leaf falling next to their shoe. While shooting a landscape, the photographer's focus changes from a broad picture to something miniature. They then utilize their talents to explore the many ways to interpret leaves photographically.

How do we become more creative? The first step is to realize that innovation is not some rare, magical endowment that is granted to a lucky few as a birthright. Humans are creative by default. It is innate in all of us. It manifests in many different ways, but we all feel the pull to create. It may be that your vision expresses itself in developing new marketing ideas. Another person may be great at finding new and original posing or lighting ideas. Another could be amazing at putting sundry elements together to create expressive characters. Whatever form our inspiration takes, it deserves our respect and appreciation.

A way in which we can nurture our creativity is habituation. More often than not, consistently creative people work at it. They build regular time into their schedule for their creative work. In her book "The Creative Habit", highly successful choreographer Twyla Tharp states that she gets up every morning at 5:30, gets her workout clothes on, and catches a cab to her gym for a two-hour workout. That is where she begins the task of keeping her body in shape but also giving her mind the space to begin work on her next project. George Carlin kept regular office hours, 9 a.m. to 5 p.m. every

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CREATIVITY: A CREATURE WITH WINGS (cont.)



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weekday, to write his collection of comedies. Nobody said creativity was fast or easy. It takes work. Creativity is very much like a muscle. The more you use your muscles, the stronger they will become. Creativity obeys the same rules of nature.

Creativity likes company. Collaboration will often kick-start the creative process. It could give you a much-needed boost when you get stuck. It might only be a couple of words that are needed to get you on your way again. It could be a full-fledged, long-term collaboration with a second person – or even a group – that helps clear the way for a new invention or a way of seeing how to solve a problem. Let's face it. There is really nothing new in the world. We are all recycling or refining ideas that have been around for a very long time. Car manufacturer Toyota is working on a solid state battery for cars that will last up to 1,000 miles and will recharge in 10-20 minutes. They did not invent the idea of the battery, but they are

working hard to refine it and make it far more attractive and useful. As photographers, we have banked the memories of hundreds of thousands of photographs during our lives. We then make new images from the aspects of those pictures that entice and enchant us.

Awareness is key to innovation. It comes first when we notice something. As we cultivate our awareness, we expand our universe. Simon's ability to notice small elements within music he hears – which he then researches, replicates, and reorganizes into new compositions – is a great example of his constant musical awareness. When we develop the ability to see past the ordinary and mundane, we will often get to a place that is marvelous, perhaps even miraculous.

Getting out of your comfort zone is another key step. Being creative is not about being comfortable. It means striving to get past what is easy and familiar. It requires moving past previous boundaries. It can also

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CREATIVITY: A CREATURE WITH WINGS (cont.)

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mean having to learn new skills. However uncomfortable it may be to push your limits, the rewards are well worth the effort. Generating something new, evocative, and beautiful can lead us to euphoria. Even if it does not win the highest prize in image competition, the pride and sense of accomplishment at creating something better than you have ever done before is remarkably satisfying ... and perhaps a bit addictive, too.

Another way to boost creativity is cross-pollination. As photographers, we often look to other photographers for inspiration. Don't stop there, though. Read about artists in other genres. Try writing in a journal for 10 minutes a day. Listen to music. Really listen to it. Go to galleries that are showing all kinds of art. Don't limit yourself to photography. You can

find inspiration in many places; some very unexpected.

Be quiet for a period of time everyday. Most of us live in a very busy, noisy world with a lot of stimulation. Our phones are constantly chirping at us. We have more movies available to watch than we can possibly manage to see in a lifetime. There is social media begging for our attention and, according to marketing experts, the average person sees between 4,000 and 10,000 ads per day. That is an inconceivable amount of noise coming at us all the time. Our brains cannot be creative if we do not give them a bit of "white space" in which to form new ideas.

What about creative blocks? Paul Simon does not believe in artistic blocks, and I am inclined to agree. What may be considered by some to be a dry spell is simply your mind's way of taking a breather and

reorganizing for the next creative burst of energy. It is better to accept these pauses and think of them as a nice spring cleaning for your mind. Without these breaks, you will likely find yourself either burned out or stuck in the rut of repetition. Rather than trying to force your way past an artistic block, shift gears and appreciate a short hiatus. Hitting a dry spell can be a message from your subconscious that it is time for a new artistic direction.

Be comfortable being a sponge for a while. Use the time to be extra observant. Read books by other artists and do not limit your reading to your own field of art. Take a class by someone who does something different from what you usually do. Travel, even if it is just a local trip to a museum, zoo, or horticultural center; or take a tour of an old mansion or even a closed-down factory building

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Images of Distinction

ASP'S IMAGE COMPETITION

WILL BE HELD ON

MARCH 22, 2024

Save the dates

THE JUDGES' COMMENTARY

WHERE YOU WILL GET FEEDBACK ON ALL OF YOUR SUBMITTED IMAGES, IS THE NEXT DAY,

MARCH 23, 2024

ASP PHOTOGRAPHIC ARTISTS' AWARDS



AMERICAN SOCIETY OF PHOTOGRAPHERS

SCHOLARSHIP PARTNER PROGRAM

WE'VE GOT SOME **BIG** NEWS TO SHARE!

The American Society of Photographers has teamed up with ALL seven PPA partner schools in the US to offer ASP members a chance to qualify for a scholarship to their school of choice! We're talking GREAT educational opportunities with the best instructors in the nation! How amazing is that!?

To qualify, an applicant must be a first-time attendee of the school.

Go to ASoP.com and click on Scholarship Partner Program to check out each school!

PARTNER SCHOOLS

- East Coast School (scholarship sponsored by LEAD SAVAGE)
- Florida School of Photography
- Great Lakes Institute of Photography (GLIP)
- Mid-Atlantic Regional School of Professional Photography (MARS)
- Professional Photographers' Society of New York (PPSNYS)
- Texas School of Professional Photography
- West Coast School

APPLICATIONS WILL BECOME AVAILABLE IN JANUARY 2024

CREATIVITY: A CREATURE WITH WINGS (cont.)

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(safely and legally). The idea is to get out of your normal environment and really take in new surroundings. Watch for the interesting details, like a falling leaf. In short, allow some time to let your own inspirational sampling happen.

An example of this could be listening to a new piece of music. Try to translate a musical passage as the mood for a new image. Think of the lilting instruments in Russian composer Sergei Prokofiev's "Peter and the Wolf." A listener might see that sound as evoking lovely fall leaves dancing on the breeze for one part and a loping giant for another part. Prokofiev himself



*Science and Charity, 1897
(Painted when Picasso was only 15 years old)*

saw the varied parts of this piece of music as the different characters of his story. On the other hand, the soaring trumpets in Italian composer

Gioachino Rossini's "The William Tell Overture" sounds like a brilliant splash of swirling colors to me ... perhaps like the sky in Vincent Van Gogh's "Starry Night", but rendered in more solid and saturated primary colors.

This is synesthesia, a fancy name for "experiencing one or more of your senses as another of the senses". Examples would be someone experiencing an odor as a color or a sound as a shape. It is simply taking the reins off, figuratively speaking, and letting yourself think outside of the box as

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COMING IN 2024

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Prince Edward Island**



Photograph, experience the arts & culture, and enjoy the cuisine, sights, and lots of activities in this Canadian Maritime Province.

During the FALL color season!



More details to follow at www.asofp.com

**We're delighted to announce the arrival
of the newest member of the ASP family...**



**Introducing the
ASP Photographic Artistry
Medallion!**

CREATIVITY: A CREATURE WITH WINGS (cont.)

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a different way to interpret what you are experiencing.

In photography, we use many of the same terms that are used in other art forms. In music, for instance, things can be sharp or flat, layered or simple, harmonious or discordant. In literature, like photography, storytelling is foundational to the connection between the art and the viewer. We strive to “sculpt” our subjects with light. In dance and theater, evoking emotion is the key to a successful performance. We share a great many attributes with the other art genres. In other words, we all speak the same “art” language at the core, so don’t hesitate to delve into those other genres for inspiration.

The “artistic block” certainly can become a long term issue when fear kicks in. Henry Ford said, “Whether you think you can or you think you can’t, you’re right.” Fear is one of the biggest stumbling blocks for anyone in the creative fields. It can be fear of failure, fear of disappointing others, fear of not being able to master a technique, or even fear of success. Fear is a creativity killer. It can come in many guises including, “worrying that people will laugh at me.” Or how about this one? “Someone’s already done it before.” Everything has already been done, we have established that fact, but it does not mean your take on it won’t be amazing. There is also this rationalization: “I’m sure I have nothing to say.” Disregard that one

because everyone has something to say. You may even worry that “once executed, the idea will never be as good as it was in my mind.” So try again! You have learned how not to do it, so get on with doing it better next time. These are really just excuses, and none have great validity. Dismiss them and get on with the business of being brilliant!

As for fear of failure, Thomas Edison famously said, “I have not failed, I have just learned 10,000 ways that won’t work.” The fact is that if you are not failing at least some of the time, you are not trying hard enough, and you are not growing as an artist. Winston Churchill said, “Success is stumbling from failure to failure with no loss of enthusiasm.” Artists must have enthusiasm, also known as passion, obsession, or devotion to and for their art. Failure is simply an opportunity to learn. Focus on the enthusiasm, not the failure. Twyla Tharp readily admits she has choreographed some “public humiliations”, and yet, she has had a phenomenal career overall. Paul Simon wrote a Broadway play that closed after only weeks. Everyone fails. You are only a failure if you let those “bumps” stop you.

Experiencing and learning from failure is one of the reasons the process of image competition and the Merit Image Review is so important to us as photographers. We are given the opportunity to see which of our images are successful

and which are not up to par within our PPA audience. Critiques are, in my opinion and the opinion of many others, the best personalized opportunity to learn how to create more thoughtful, impactful, and successful imagery.

Lastly, being successful can be incredibly hard on your creativity. One reason is that any measure of success has a tendency to pigeon-hole an artist. This could just be that a photographer has established a certain style of photography that has worked for them for a number of years, and then they find it extremely hard to branch out. Picasso, for instance, was very talented at reproducing reality and had some notable successes doing just that as a teenager. However, it is highly unlikely that he would be regarded as one of the most pivotal artists of the last century if he had not explored and evolved. Artists need room to grow and success can often be a cage if allowed.

Whatever the artist has become well-known for producing is what people expect them to keep doing. If the artist then tries something different and does not instantly reach the same high bar, there is a sense that the artist is experiencing failure by somehow not meeting the public’s expectations. The fact is that artists thrive when they evolve. Creativity is the pathway to our evolution and to the euphoria we experience when exceeding our own expectations. 🌸

CREATIVITY READING LIST

Creativity, Inc: Overcoming the Unseen Forces That Stand in the Way of True Inspiration
by Ed Catmull and Amy Wallace

Flow: The Psychology of Optimal Experience
by Mihaly Csikszentmihalyi

Big Magic: Creative Living Beyond Fear
by Elizabeth Gilbert

Creative Visualization
by Shakti Gawain

Find Your Artistic Voice: The Essential Guide to Working Your Creative Magic
by Lisa Congdon

Imagine: How Creativity Works Hardcover
by Jonah Lehrer

The Artist’s Way: A Spiritual Path to Higher Creativity
by Julia Cameron

It’s Never Too Late to Begin Again: Discovering Creativity and Meaning at Midlife and Beyond Artist’s Way
by Julia Cameron and Emma Lively



LATE NIGHT LOUNGE

MONDAY
JANUARY 29, 2024

9:00 P.M. - MIDNIGHT

MARRIOTT LOUISVILLE
DOWNTOWN HOTEL
KENTUCKY BALLROOM FG

REGISTER AT ASOFP.COM



RACE TO THE FINISH WITH ASP

LADIES, REMEMBER
YOUR HATS...

GENTS, GRAB
YOUR BOWTIES...



ASP FALL TAG-ALONG

Michael Pucciarelli and Ella Carlson are leading our Fall Tag-Along in Pennsylvania. Ricketts Glen State Park is one of the most popular and beautiful parks in Pennsylvania. If you want to see many waterfalls or dramatic views, this park is a must-visit for all nature/landscape photographers. In this park, the 22 waterfalls are within a few hundred feet of each other. This park is also great for any wildlife photographer. The scenic views are worth trying experiments with all kinds of photography.

Three-Day Safari:

Scenic Day: November 17 – This will be a day to explore the scenic views by photographing foggy lakes in the morning. This would be a good time to photograph any bears or deer. After the morning is over, it

is time to photograph the colorful trees. When it is late afternoon time or close to sunset time, more wildlife photography is possible. This would also be the time to capture some sunsets.

Waterfall Day: November 18 – This will be a full day to explore all or some of the falls.

Museum Day: November 19 – This day is about exploring the museums or small shops that sell crafts or collectibles. Nature shops are in this area, and these are worth exploring. This area has plenty of great restaurants. People can choose their own restaurants or they can eat in groups together.

Hotels and lodge recommendations can be found on the ASP website.

Digital Version: Register here

COME ALONG FOR A GREAT TIME!

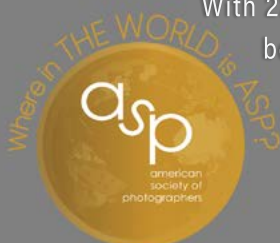
Please join us for an ASP trip to Ricketts Glen State Park!



Ricketts Glen State Park near Benton, Pennsylvania

November 17th-20th, 2023

With 22 waterfalls within a few hundred feet of each other, beautiful foggy lakes and numerous wildlife, this park is perfect for nature photographers of all kinds!



FOR MORE INFORMATION
AND TO SIGN UP VISIT
WWW.ASOFP.COM/TRAVEL

BAD EXPOSURE

By Lori McCoy, M.Photog.Cr., CPP

Maybe you have attended one of Gabriel Alonso's workshops. Maybe you have seen him, immaculately dressed in a white dinner jacket, herding the ASP Board of Governors while wrangling lighting equipment for a group portrait during the Gala cocktail hour. Maybe you know that he is an ASP Fellow and former ASP president. Or maybe you have heard his distinctive voice, seasoned with a lilting Spanish accent, discussing your images during one of the PPA image competitions over the years. Regardless of how you think you might "know"

Gabriel at the surface level, his quiet and unassuming demeanor humbly masks a deeply talented, very creative, artistic virtuoso ... in more ways than one.

Did you know that playing and performing rock 'n' roll music has been a huge part of Gabriel's life? We are not talking about a garage band either. We are talking about big-time performances with big-time groups. Before all that, however, Gabriel had what some of us might consider an exotic upbringing. Early in his life, his family relocated from his native Spain to Mexico while he was still quite young. Growing up in the vibrant culture of Mexico City imbued a deep love of music in him. Every week at Mass, his entire being was enveloped and transformed by the powerful and beautiful baroque chorale music. It filled him with immense emotion, and he soon realized that music was how he communed with God.

Gabriel considers himself blessed to have grown up in a deeply religious family. Four of his aunts were nuns. His family valued education and



Photo Credit: John Hartman

music, and, as a result, they enrolled him in what Gabriel describes as an excellent Jesuit parochial school. As soon as he was old enough, he began receiving classical music training in the form of piano lessons. He was born with perfect pitch, a gift he firmly believes is on "loan" from God. "We are stewards of the talents we are given, and it's our responsibility to be the caretakers of those talents – to make them grow and thrive, or not. It's really not mine to call my own," he explained.

Gabriel said he could listen to a piece of music and know what key it was in. He would then sit down and play it on the keyboard. His unique talent often landed him in trouble with his piano teacher because he would play the classical pieces he knew "by ear," rather than reading the notes and following the "correct" fingering patterns.

The budding musician was very bright, and his drive to creatively express himself often resulted in feelings of frustration with the formal piano lesson expectations. Gabriel's attention soon turned to other instruments, and he discovered the guitar, mandolin, bass, baroque flute, and drums. Soon, all of his free time was spent exploring the world of music and all of its possibilities.

Gabriel began playing publicly at school assemblies, talent shows, and in student bands. He picked up the trombone and began to play that as well. Then one day he heard a new band on the radio. It was a group from England called The Beatles, and hearing them would change his life forever. The young, aspiring instrumentalist heard rhythms and harmonies that were different ... fresh ... new! As Gabriel said, "What are you gonna do? She loves you, yeah, yeah, yeah!" Listening to the Beatles' music did the trick! Inspired, Gabriel put a rock 'n' roll band together with some kids from his school. The next thing he knew, they were performing in the 1968 Summer Olympics, entertaining the athletes in the Olympic Village. It was a heady time to be a young musician. This was the first time The Games were held in Latin America, and Mexico City was buzzing with excitement over hosting the world's foremost sports competition. What an amazing way to get world-wide exposure in the pre-internet days!

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Gabriel's band was called The Pop Music Team. In June of 1969, they were given the opportunity of a lifetime. They were invited to open for The Doors with lead singer Jim Morrison. The American rock band was scheduled to perform in Mexico City at a concert held in a huge outdoor bull-fighting plaza. However, things soon went awry. The original venue could hold up to 100,000 people. The concert promoter, who was the son of the President of Mexico, was the one handling this massive event. Combined with the social unrest and student riots taking place in the city, he was forced to cancel the event, but was able to relocate to a much smaller indoor venue that was basically no more than a dinner theater. This snafu seriously limited the number of tickets that could be sold, and, as a result, the ticket prices were set at such a high premium that most of The Doors' fans could not afford them.

It was a crazy time in the world: the socially divisive Vietnam War was at its bloodiest, and in just a few short weeks, man would take his first steps on the moon. Just a few weeks after that, an estimated 500,000 people would converge on a tiny farm in upstate New York in what would forever be known as Woodstock. But in Mexico City, everything was set in motion for The Doors concert, and there was no turning back. Gabriel's band was booked to play two shows

per night for four nights. Many of the fans who were unable to afford tickets still showed up and packed three city blocks around the theater, making it virtually impossible for the band to get through. The backstage and stage area were so tight that The Pop Music Team was not allowed to bring their own instruments or sound equipment, and, instead, were forced

stuff, considering he was only 17 and 18 years old at the time. He admitted, "Being this was the '60s, we weren't always lucid!"

Then he met a girl and fell in love. To the girl's parents, however, a rock 'n' roll musician looked like trouble. After many years, they agreed to let their daughter marry Gabriel,

but only on the condition that he get a "real job." He was young and in love, so he agreed. "Little did I know that I was selling my soul to the devil," he confessed.

They married in 1976 and moved to Houston, Texas. At that time, it was the 4th largest city in the country. Mexico City's elevation is more than 7,000 feet, so the scorching heat of Texas was a huge

adjustment for Gabriel. He had to wait several months for his papers to be approved to legally work in the U.S., so while his wife got a job, he was at home alone, watching Sanford & Son!

Once his work visa was approved, he was able to get a job at Neiman Marcus. Growing up, his father was the merchandise manager of the finest department store in Mexico City. Gabriel had spent his teen summers working there and learning the ins and outs of retail. At Neiman Marcus, he was also valued because he was bilingual, and many people from Mexico were store patrons. So this job was a good fit for his skill set, but not for his soul. What he called

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Photo Credits Left: John Corrado, Right: Cliff Ranson

to use The Doors' equipment. Gabriel was playing keyboards at the time, and was in total disbelief that he was actually playing Ray Manzarek's organ! "It was pretty insane," Gabriel said, adding, "That was a super bonus!"

Between gigs, Gabriel worked as a session musician, performing with producers and artists at the major recording studios in Mexico City. This work kept him so busy that it turned into a full-time job. He also played with musical acts and groups that came to his area when they did not want to pay to bring their whole band along. Gabriel began working with the local movie industry and played for many musical score recordings. This was pretty heady

BAD EXPOSURE (cont.)

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"the beast inside, the artist" was crying to be free.

This yearning to create and express himself artistically is what led him to photography. He had no music industry connections in The Bayou City, so performing or starting a band was nearly impossible. Gabriel's father had been an avid – and talented – hobbyist photographer. The two would often go out together on photo shoots. His father would take the pictures, and Gabriel was always the "light meter boy." His father would call out, "What's the exposure, Gabriel?" and Gabriel would meter the scene and call out the settings for f-stop, shutter speed, and film speed to his dad.

After his father passed away, Gabriel inherited his dad's beloved Leica camera. "Hmm," he thought, "I like this photography stuff." Gabriel soon found it to be the perfect outlet for his creative soul. He quickly fell in love with photography, and it eventually led him to enrolling in photography night classes at Houston Community College. He graduated with honors

and never looked back!

Gabriel set his sights on a position at the legendary Gittings Studios. The 31-year-old was kindly told that he had an eye for photography,

photographer position, he knew if he got his foot in the door, it would all work out ... and it did.

Gabriel worked at Gittings Studio from 1983 to 1988. He then left to start working for Gittings' son, Paul Gittings, Jr., who had opened a new studio around the corner from Gabriel's previous employer. Gabriel worked there for two years, then struck out to open his own studio, Gabriel Portraiture.

Even though he had worked as a successful photographer for many years, there was still something missing. Gabriel's love of music was tugging at his heart.

"This musical beast was exploding inside of me," Gabriel said. So he started buying equipment to quench his musical thirst: a Yamaha SY77 keyboard and an Alvarez acoustic guitar. After he started playing again, his married life became strained, and the couple divorced in 1998. After the two parted ways, Gabriel continued to pursue both of his interests: photography and

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Photo Credits: Top - John Hartman. Bottom Left - John Corrado, Bottom Right - Cliff Ranson

but was not there yet. The director of photography also told him they only hired photographers with degrees from Brooks Institute (of Photography). But Gabriel did not give up. He continued to build his portfolio and returned at the end of every semester to see if Gittings was ready to hire him. After about a year-and-a-half, the studio called Gabriel with an offer to be a manager of the downtown Houston executive studio. Even though it was not a



BAD EXPOSURE (cont.)

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music. Then it happened. One of the weddings he was hired to photograph became a life-altering event. He was photographing a bridal portrait session before the wedding, and the bride's sister and maid of honor, Amy, was there. Amy, a beautiful and sweet woman, instantly captured Gabriel's heart and became the love of his life. Today, they have been married for 24 years. "She loves me for who I am, and not for who she wants me to be," said the smitten photographer.

With Amy's support, Gabriel began playing music more seriously. With all of the technological advancements now at his fingertips, the multi-

instrumentalist was able to start composing and recording his own music.

It does not stop there. Gabriel opened his own recording studio



Photo Credit: John Hartman

15 years ago. Then he met some other photographers who, in his words, are "pretty bad-ass musicians." For fun, they started to play together, and realized they

were pretty good! In 2015, Don Dickson, executive director of Texas School of Professional Photography, welcomed them into the fold – not as students or instructors but as performers for the school's legendary Tuesday night party. The band members, all photographers, were: Gabriel (lead guitar/vocals), Tony Corbell (drums/vocals), Doug Box (acoustic guitar), Bry Cox (various instruments), Cris Duncan (guitar), Steve Kozak (bass guitarist), Larry Lourcey (keyboards), and Walter Eagleton (saxophone/vocals). The

band needed a name, and they wanted it to be photography-related, so they came up with "Bad Exposure." During their first

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ASP LOVES TO CELEBRATE NEW DEGREE RECIPIENTS!

WHEN YOU SEE SOMEONE WEARING A BLACK AND GOLD FEATHER BOA AT IMAGING USA, COURTESY OF ASP, PLEASE CONGRATULATE THEM ON THEIR SUCCESS AND WELCOME THEM TO THE ASP FAMILY. LET'S MAKE THIS A FESTIVE OCCASION!

YOUR FIRST PPA DEGREE IS A MAJOR MILESTONE AND DEFINITELY WORTH CELEBRATING!

continued from page 14

performance at Texas School, they all showed up wearing '70s style clothing in conjunction with the school's theme. To their delight, "everyone went wild! ... because we were awesome!", Gabriel said with a chuckle.

After their successful gig, Bad Exposure was tapped to play for the PPA Charities Gala at Imaging USA 2016 in Atlanta. This "second edition" of the band consisted of: Jeff Dachowski (bass guitar), Tony Corbell (drums), Gabriel Alonso (lead guitar/vocals), Leslie Kitten (vocals), Tim Kelly (guitar), and Ed Clark (keyboards). During the performance, former PPA President and ASP Fellow Susan Michal joined the group onstage for a few songs to perform as a vocalist. And then a funny thing happened. As they finished the first of two sets, they were preparing to step off the stage when Gabriel jokingly went to the microphone and said "In lieu of applause, I will gladly accept gifts of glasses of wine!" He left the stage, and when they came back, there was a glass of wine where he had been standing! Thankful for the offering, Gabriel quickly drank the wine. At that same moment, a woman came up and said "What happened to my wine?" Oops!

The Covid pandemic, as it did for many people, put a kink in the band's ability to perform, but now they are gearing up for a new gig. Drum roll please! ASP is happy to announce that Bad Exposure will perform at the ASP Late Night Lounge at Imaging USA 2025 in Grapevine, Texas! You will not want to miss this performance! The next time you see Gabriel, be sure to greet him with a hearty "Rock on!" and, perhaps, a glass of fermented grapes. 🍷

THE HISTORY OF THE ASP STATE ELITE AWARD

When Ernie K. Johnson, M.Photos.Cr., CPP, API, was elected to the Board of Governors of the American Society of Photographers in 2002, he came up with a brilliant idea. His goal was to create interest in ASP and to retain members by giving them an award of excellence at the state level. The highest scoring ASP member from each state would receive a crystal trophy. Ernie's vision was to encourage new Master of Photography degree recipients to enter their work in image competition while promoting growth and improving their photographic skills. This concept led Ernie to create the ASP State Elite Award.

Ernie said when he presented his idea to the board for approval, he was given the green light as long as he could find a sponsor for the trophies.

Miller's Professional Imaging took up the mantle. Ernie said the company expressed interest in representing the "Best of the Best" in every state. "This was a win-win for ASP, Miller's Professional Imaging, and all state PPA affiliates".

Ernie, who was born and raised in Tennessee, ran a studio while operating a family coal mine. He joined Professional Photographers of America

in 1972 and ASP in 1983, and he served as ASP president from 2009-2010. He and his wife, Lorraine, ran a successful portrait and wedding business until they retired 13 years ago. Ernie is especially pleased with the legacy he and Miller's established with the State Elite award. "I'm proud that we've had a lasting and positive impact on ASP that has continued for 20 years." 🍷



Ernie K. Johnson
M.Photos.Cr., CPP, API



Photo Credit: Judy Reinford, M.Photos.M.Artist.Cr., CPP

IN MEMORIAM: LINDA GREGORY

Beloved friend and ASP member Linda (Pratt) Gregory passed away on September 8, 2023, in Wichita, Kansas, after a tragic accident. She believed in the gift of organ donation, and her family honored her wishes by donating her tissue.



Linda was born on November 6, 1953, in Fort Madison, Iowa, where she lived for 46 years. Linda is survived by a former husband, with whom she has two grown children: son Lance Dingman and daughter Sonya Dingman. Linda relocated to Wichita in 1999. There, she married and is survived by her husband, Mel Gregory, and two stepchildren, Brenda and Tara Gregory. Linda is also survived by her siblings, several

nieces and nephews, and three fur babies.

Linda loved to travel. She particularly enjoyed camping with her family at well-known landmarks including Mount Rushmore, Niagara Falls, and the Grand Canyon. Together with her husband Mel, Linda traveled throughout Europe.

Linda's camera, which she carried at all times, was a vital component of her trips. She always sought to capture candid moments between people as well as the glorious landscapes of her travels. When home, she was often volunteering her time, photography skills, and warm heart wherever needed. Photography was a large part of Linda's life, and after 15 years

of diligent commitment, she was awarded her Master of Photography degree in 2022. Her photography was something else. The world was a more beautiful place with her in it.

Much like her photographs, Linda's heart brought beauty into the world. Her children and spouse knew how amazing she was, but she also spent every moment of every day trying to make each person she came into contact with feel special. Linda's heart was bursting with love for everyone around her, regardless of their walk of life.

That is why, to honor and continue Linda's legacy, her family requests that [donations](#) be made to the scholarship foundation set up in her honor. A Celebration of Life memorial will be held on November 6, 2023, Linda's 70th birthday, at a location and time to be announced. 🌸

New Member
SPOTLIGHT

Sharon Fuente




Studio Name:
Lifesong Photography

Years as a professional
photographer: 13

Favorite Accolade:
Team USA Member 2022
World Photographic Cup

Photographic specialization:
Portrait & Still Life

What excites you most about ASP?
Being part of a group of such talented
and giving photography professionals



IG: @life_song_photo FB: lifesongartandphoto



We want to thank our volunteers for selflessly giving of their time, talent and creativity by helping make ASP what it is today!

We are so grateful for our Graphic Design Committee – the heart and soul of all the beautiful ads and announcements we see in our magazine, emails and social media.

ASP Graphic Design Team

 Fujiko Yamamoto M. Photog., CPP (Design Chair)	 Karen Nakamura M. Photog. M. Artist. Cr.
 Teri Whittaker M. Photog. Cr., CPP	 Dana Rose M. Photog. M. Artist.
 Karen McCall M. Photog. M. Artist. Cr., CPP	 James Harris M. Photog., CPP
 Sharon Lobel M. Photog. Cr.	 Chris Paulis M. Photog. M. Artist. Cr., CPP, EA-ASP

IN GRATITUDE TO MILLER'S PROFESSIONAL IMAGING FOR SUPPORTING ASP THROUGH THE YEARS

As CEO and majority owner of Miller's Professional Imaging, Richard Miller, M.Photog., has a long and illustrious history in the photo business. It all began when his father, Bill Miller, M.Photog.Cr., F-ASP, opened a small photography studio in downtown Pittsburg, Kansas. After Bill's courageous service as a cinematographer during World War II and his subsequent decades as a wedding and portrait photographer, he recognized the potential for a full-service photo lab and began developing prints for other professional photographers in the area. This marked the beginning of Miller's Professional Imaging. As the company gears up to celebrate their 60th year in operation, Bill never could have dreamed that his humble color lab would grow to become the largest professional photography lab organization in the United States.

Richard's journey with the company began at the age of 16, when he started working in his father's studio. From painting floors to taking out the garbage, he did every odd job imaginable. Initially, he was not interested in pursuing the family business or photography, but that changed quickly. After completing his studies at the University of Missouri, his father asked if he would come home and help him run the lab. At that time, they had approximately 15 employees, and Bill was struggling to keep up with the demands of operating the lab business and his studio. Eager and motivated, Richard was determined to make significant changes to their operations, but his father had reservations. Fortunately,

Richard managed to earn his trust by tripling their sales within two years. His brother-in-law, Dick Coleman, M.Photog. and currently Vice President of the company, also joined the business around this time, and they have worked side by side for more than 40 years.

Later, Richard picked up a Hasselblad camera and became enthralled with photography, eventually earning his Master of Photography degree from PPA. This achievement was



*Bill Miller,
M.Photog.Cr., F-ASP*

Thank you! We are eternally grateful!



instrumental in gaining a more holistic understanding of his customers' needs. That interest quickly shifted as the technology for digital cameras began to disrupt the industry in a major way. In order to meet the rapidly-evolving needs of the digital age, Miller's Professional Imaging built a second, state-of-the-art photo lab in Columbia, Missouri, in 2001. Two years later, they launched Mpix, a web-based digital imaging lab to service both emerging professionals and photo enthusiasts. Over the course of the next decade,

99% of their business transitioned from film to digital, and many photo labs were forced to close their doors.

Even as the Miller's empire has grown, they continue to be a family-owned business, with several family members still actively contributing to the Miller's legacy. Presently, Miller's Professional Imaging stands as a true industry

powerhouse, boasting a workforce of more than 600 skilled employees and 230,000 square feet of production space between their two facilities in Missouri and Kansas. A remarkable testament to their growth and adaptability, Mpix has experienced exponential growth, now contributing to more than half of the company's overall sales. The Miller's mission — then and now — is to be the ultimate all-in-one lab partner for photographers by providing handmade, high-quality photo products with unrivaled turnaround times and friendly customer service.

Miller's Professional Imaging sponsors the ASP State Elite trophy, which is awarded to each state organization's highest scoring ASP member in image competition. Miller's has been a loyal supporter of ASP for 20 years. Thank you for supporting us and PPA through the years! 🐾

To see the latest products available at Miller's Professional Imaging, visit millerlab.com

HEART & SOUL

By Lisa Hill, M.Photog., CPP

LISA FRANCESCON, M.PHOTOGRAPHY.CR., CPP



HEART & SOUL PROJECT

Lisa Francescon is a successful pet photographer in the Illinois/Iowa Quad Cities. Before picking up a camera and starting her photography business, Lisa was a special education teacher in the public school system. As she searched for what she wanted to do when she retired from teaching, she took a photography class at a local community college. Three years later, she opened her studio.

Fast forward eight years when six adorable chocolate Labrador Retriever puppies came bounding into her studio. In that instant, she knew that she wanted to photograph animals until she retired.

As she learned to photograph animals, her path took her to animal shelters. She began to fund-raise and use her camera to tell the stories of the animals looking for their forever homes. With the same attention to detail that she shares with her clients, Lisa photographs the shelter animals to show them in their best light and help lead them to a forever home.

Her charitable work began in 2017 when she received a phone call from a shelter volunteer requesting a donation for an upcoming event. The next day, that same volunteer called back and booked a session for her rescue dog. During their conversations, they began to talk about a calendar fundraiser for the shelter.

Lisa now works with three shelters and two animal rescues in the Quad City Area. She visits the shelters to photograph animals for their social media, and occasionally, a shelter will bring a long-term resident to the studio for a session. This allows them to observe the animal outside of a noisy shelter environment and give the dog or cat a special field trip.

In 2021, she implemented the Foster Friday program at her studio. Fosters are crucial to animal shelters as they assist pregnant cats and dogs, provide 24-hour care for newborn kittens and puppies who have lost their mothers, administer life-saving medications, and soothe them as they heal. On Fridays, fosters will bring their wards to the studio for a session that includes headshots, full body poses, and playful images to show off their personalities.

As an advocate for the animal fostering program, Lisa now fosters cats who need someone to love them as they cross the rainbow bridge or just need a little extra care that shelters cannot provide due to their high volume of animals. Yes, she did have a foster failure – when a foster animal lives with a foster parent on a temporary basis,



Lisa Francescon
M.Photog.Cr., CPP

but the parent ultimately adopts the foster animal as a permanent member of the family – but it was not exactly a failure in the long run! Blue arrived at Lisa's home with liver problems, and, through love and a good diet, he was healed. He is now a furry part of her family.

Through her charity work, she has witnessed many stories of heartbreak, love, and kindness. Loca was the dog that initiated her charity work. She met Loca when the dog was around 10 years old. Before she was rescued, Loca spent her life in a cage and was bred repeatedly. She was so thin when she arrived at the shelter, you could see her ribs. Tiny scars covered her entire body, and her belly sagged to the floor due to producing so many litters. When two shelter volunteers saw her, they immediately took her home to live out her remaining years. Her new family wasn't sure how much time they would have with Loca, so they scheduled a portrait session shortly after they brought her home. While she photographed this sweet and gentle dog, her owners shared her story plus other stories of dogs and cats at the shelter. After wiping away her tears, Lisa knew she had found her passion and calling to help animals and those who care for them.

To learn more about becoming an animal foster parent, please visit www.petfinder.com to find an animal shelter or rescue group near you.

To learn more about what it means to foster animals, please [click here](#)



If you'd like to nominate an ASP member for a Heart & Soul spotlight, please contact Lisa Hill at lisa@lisahillphoto.com

ASP BOARD NOMINATIONS

Each year, the ASP Board must prepare for change. Chairman of the Board, Ella Carlson, will be finishing her tenure on the board as of March 1, 2024, and several governors will also complete their terms. We extend our gratitude to those who have served as board members: Bruce Bonnett, who is stepping down as governor, but will continue to serve as Parliamentarian and Bylaws Super-chair; Kristy Steeves, who has worked tirelessly for ASP the last few years, is stepping away to spend more time focusing on speaking, teaching, creating her own art, and traveling. Toni Marie (Harryman-Johnson), who has embarked on a new direction in her career, and, in addition to running her own business, will be speaking and touring the country with Arthur Rainville.

Members of the Nominating Committee have enlisted four amazing candidates to fill the Governors' positions and help ASP continue to provide great service and value for our members. First, Chris Wooley, who currently serves as a Governor, has been asked to step up to the executive board as Secretary/Treasurer. Chris works on the Sponsorship Committee, handles all of our AV needs during Imaging USA, and has proven to be full of ideas.

The candidates to replace Chris and the three departing Governors are Lori McCoy, Marisa Balletti-Lavoie, Renée C. Gage, and Anne Kelley Looney. These candidates come to us from various chairmanships on ASP committees, so we have gotten to know their work ethics, seen their talents, and enjoyed their camaraderie. We have the utmost respect for the ways in which they

have worked with and led their committees.

Lori successfully spearheaded APS's Images of Distinction competition for the past few years. She has also contributed to the ASP magazine and helped transport equipment to Imaging USA.



Marisa Balletti-Lavoie
M.Photog.M.Artist.Cr.



Renée C. Gage
M.Photog.Cr.



Anne Kelley Looney
Cr.Photog., CPP



Lori McCoy
M.Photog.Cr., CPP

Marisa began revitalizing ASP's social media before she was even an ASP member. Thanks to her, our members are kept apprised of all events, and they are better able to connect with each other. She is the consummate social media pro. She also ran the "Red Carpet" at our Gala this year, and lent us her brilliant husband to help with our Imaging USA audiovisual set-up.

Renée has been chairman of the Ambassadors Committee. She and her committee members reach out to personally connect with all new members. She has been a fantastic asset by informing, educating, and

giving new members the scoop about ASP.

Anne comes to us from the ASP Museum Project Committee. While the pandemic has stalled the Museum Project for the past couple of years, her committee continues to work to find venues for exhibitions. She is also a board member for Maryland PPA.

All four of these nominees have been enthusiastic volunteers at ASP's events during the past few Imaging USAs, including volunteering to help decorate and clean up events, participating at the trade show booth, and connecting with members at the Gala and Late Night Lounge.

To summarize, as of March 1, 2024, Karen Nakamura will step into the Chairman of the Board position, John Herrel takes over as President, John Powers is nominated to be President-Elect, and Aileen Harding is nominated to become Vice President, and Chris Wooley is nominated as the new Secretary/Treasurer. Fujiko Yamamoto and Sharon Lobel will continue to serve as Governors along with new nominees Anne Kelley Looney, Marisa Balletti-Lavoie, Renée C. Gage, and Lori McCoy.

Full bios of the 2024-2025 Board Nominees are available on the ASofP.com website.

The vote will be held at the ASP General Membership Meeting at Imaging USA 2024. 📍

For more information about the entire 2024-2025 ASP Board of Governors slate, visit the ASP website: asofp.com/2024-board-nominations



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Quality without compromise.

Miller's Professional Imaging has served professional photographers since 1964. Our mission—then and now—is to be the ultimate-all-in-one lab partner for photographers by providing handmade, high-quality photo products with unrivaled turnaround times and friendly customer service.



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