

Vol. II, Spring 2012

Messengers to the Creator

James P. Chagares, M. Photog., MEI, Cr, CPP, F-ASP



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NEXT TIME:

The thesis and portfolio of
ASP Fellow Dennis Hammon.

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american **society** of **photographers**

From the Editor.

I'm one of "those" people who don't like to be late. If you tell me to be somewhere at eight o'clock, I'll be there at seven forty-five, just to make sure. My Dad used to say that on time is ten minutes late.

So you can imagine when my self-imposed deadline for this issue came and went. It was a good thing I was drugged up from my foot surgery at the time.

Remember Roseanne Roseannadanna? One of my personal favorites, as I find myself always quoting her, "If it's not one thing, it's another...." And that's the way I felt about this issue. The surgery, ad mixups, the Texas School, the eclipse, Mother's Day, Mr. Timmon's heart attack and - of course - the countdown to my birthday all wreaked havoc with my schedule. Not to mention I decided to build a new studio. (Yes. Again.)

Then I got the results of the PPA Affiliate competition. I eaked out an Honorable Mention this year with the same suggestions as to "more photos, less copy," and - once again - I reiterate, I will print ever word of the Fellowship Thesis papers, regardless of what trophy I have to sacrifice. I will heed their suggestions in regard to layout, design and edits, but I will hold firm on the thesis thing.

So three things in life are for sure. Death. Taxes. And the printing of the entire Fellowship Thesis. Deadlines? Those we aren't quite so sure about.

--Kalen

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Time takes flight.

President's Message

Every year I find myself surprised with how quickly time seems to pass. It is already May and the Memorial Day holiday is upon us.

This is probably my favorite holiday as far as remembering those who served our great country to provide us with the freedom to do what we do. I also find myself at this time realizing that life is short and truly does fly by. It seems as though it was just January and we were all at the ASP banquet. I find myself thinking of not only those who served but also people I have met and had the pleasure of knowing and spending time with and also becoming friends with in this great association.



Jim Churchill, M. Photog., Cr., CPP

So many have come and gone in our lives and in our ASP family and I have found myself reflecting on them as I write this message. Every year I hear how long the ASP Banquet goes and that it's too long for a banquet. I am of a much different opinion, every year we seem to have a member pass away or another event that keeps a member from returning. I really like the banquet, it's an event we hold once a year so I really look forward to seeing all the members of ASP who attend each year.

Recently, a dear friend and ASP Fellow Michael Timmons returned home from Texas School and while working in his yard suffered a heart attack. Thank God, Michael is recovering from this event.

Today, Pat Cahill and I had the chance to sit and visit with Michael and Tina and what a pleasure it was to be able to sit and talk to him and see that he is doing well, because the alternative could have been much worse. I am so thankful for being able to sit and have a great visit with Michael and Tina. So as Pat and I left, Pat asked if he could say a prayer. We all joined hands and had a prayer and that seemed to really touch me, especially since I am not typically someone who does that.

As I sit here rambling you're probably wondering where I am going with this. Before we complain about how long the banquet is we might think more about the friendships we have right in front of us at that moment. I know I think often about those who are no longer at the Banquet and what would I do if I could have someone like Buddy Stewart or Bob Golding sitting with me at the next ASP banquet. Would I complain at the length of the banquet? No, I wouldn't complain one bit. Time flies by and it's the one thing you never get back, so tell those you love that you love them today because that time may slip away sooner than you can predict.

I wish you all a very healthy and prosperous year and I am looking forward to seeing you in January.

--Jim

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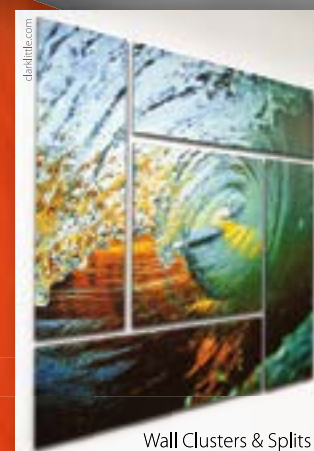
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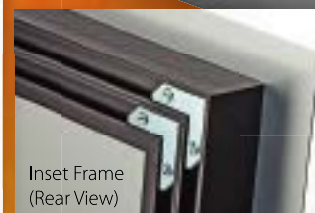
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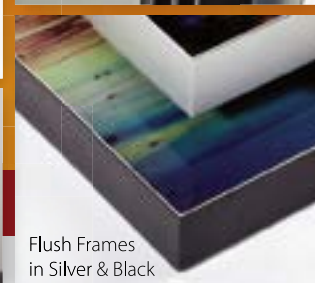
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The smell of Hoppe's gun oil and fixer still permeate my senses. My father's gun room doubled as a dark room. Along with teaching me how to shoot clay pigeons, high powered rifles and muzzleloaders, he taught me how to use a Twin-Lens Rolleiflex, Carl Zeiss 35mm, light meter and the enlarger. There was nothing sophisticated about the process, not even a gray lab timer. We used an old Kodak desk timer and the most archaic print dryer imaginable.

Never having any formal training in photography we both stumbled through the process together. I would rummage through his old negatives finding portraits of my mother and cousins on which to practice making prints. Our techniques were primitive at best, but we thought we were creating timeless masterpieces.

We spent every season hunting and fishing. Each summer my parents would plan a fishing trip to Canada to fish for musky and northern pike. My dad loved to catch the biggest fish in camp. We would spend most of our day fishing and the balance of the day trying to find our way back to the lodge.

My dad was always patient enough to quietly row the boat closer so I could photograph an eagle perched atop a tree. I was enchanted with the diverse population of wildlife in Canada. We would see moose walking out from the shore until they were submerged to feast from the bottom of the lake. There were the sounds of beaver slapping their tails in warning and the call of the loon to set the atmosphere. If the porcupine, bear and wolves weren't enough to move you, rest assured the Canadian sunsets and northern lights would get your attention.

I was soon off to college to pursue a degree in Elementary Education. In 1972, I received my Bachelor's Degree from Ball State University and began teaching elementary school. Five years later I received my Master's Degree in Elementary Education. My job took me a hundred miles from my home of Richmond, Indiana. I taught third, fourth and fifth grades for the next fourteen years in the small town of Churubusco, just north of Ft. Wayne, IN.

I continued to read virtually every book and magazine I could find on photography. I purchased new cameras, lenses and accessories. I wouldn't hesitate to rush out to photograph a sunset, freshly fallen snow, an ice storm, concerts, sporting events, nature and wildlife. Indeed, I couldn't get enough wildlife. I took a camera with me everywhere I went. Things could not have been better. However, there wasn't a day that went by that I didn't think of myself as being a full time professional photographer.

In 1984, I met the most encouraging person in my life, my wife Debbie. Debbie and I became inseparable. Beginning with our honeymoon we hiked and photographed the Grand Canyon, Petrified Forest, Rocky Mountain National Park, Grand Tetons, Yellowstone, Mount Rushmore, The Badlands and more, all the way into Canada. We later photographed, Olympic National Park, Shenandoah National Park, The Great Smoky Mountains, The Everglades, Algonquin and Jasper National Parks in Canada.

Creator, continued page 8.

Messengers to the Creator

James P. Chagaes, M.Photog., MEI, Cr., CPP, F-ASP



Then, in 1988, my father died. The same man that at 75 could outwalk me when rabbit hunting. Debbie and I had had many conversations about moving to my hometown. We both, however, had great jobs, a house and roots in the community. It wasn't until after his death that we realized how much more important family is over all other things in life. I went to Richmond over spring break, found a realtor and bought a house. As soon as we closed on our new home, we wrote letters of resignation, quit our jobs and moved at the end of the school year.

Now was my chance to be the professional photographer that I had dreamed about for so long. My cousin told me about someone that had a one hour mini lab and was filing bankruptcy. I contacted the bank and found that I could

It was also at this time that I realized I really knew nothing about photographing people or the photography business. I read about an evening lecture in Cincinnati on wedding photography by two men of which I had never heard, David Ziser and Dennis Reggie. I had never before seen such

***“...sell yourself first,
then your photography.”***

graceful and elegant bridal posing and lighting. I left the seminar with two things to hold onto for the rest of my career. I left with a set of VHS tapes from both David and Dennis and the words of wisdom from Mr. Reggie, “do not set your prices by your own checkbook,” and, “sell yourself first, then your photography.”

was merely competing against your fellow photographers for first place. I was excited to find it was individualized for personal growth and education. I later pinned a Jay Stock bio to my bulletin board above my darkroom sink as well as the PPA Master/Craftsman brochure and the ASP Fellowship Degree brochure. These would be the goals I would need to achieve in my photographic career.

I knew it would take some time to achieve the PPA Master of Photography Degree, which I began working on immediately, so I studied the entire next year to take the PPA Certification examination. This was a goal I could achieve without delay and did so that next year. A large portion of the exam was to be on large format view cameras which I knew nothing about. After studying the Upton and Upton book to prepare for the exam, I became so fascinated with the

Degree it was time to begin pursuing the goal of becoming a National Juror. This was a goal that would lead in directions that I had never dreamed. Certainly, now I would be under the influence of the most highly acclaimed photographers in our industry. The knowledge and diverse experience of this fraternity of colleagues is without measure. To be accepted into this esteem class of photographers was truly a milestone in my photographic career.

I decided not to begin pursuing my Craftsman Degree until I could lecture on a subject that others were not familiar. Then, along came the age of digital photography. In 1995, I began working my way through every Photoshop book on the bookstore shelves. I now felt like photography had opened a new frontier; one that needed pioneers to help pave new paths for others to follow. I began lecturing on digital imaging. I was



purchase his equipment for \$5,000; a great deal for \$50,000 worth of equipment. My only problem was I didn't have \$5,000. We decided to cash in Debbie's retirement savings to purchase the equipment. We were now in the photography business.

My first task at hand was to learn to operate our new color film developer and print color prints without an analyzer. I became very proficient at color correcting prints using the subtractive filtration method. Soon, I was developing film for all the major accounts in town; the police department, fire department, the sheriff, the coroner, factories, realtors, a newspaper and others too numerous to mention. After two years our business was doing so well we drove to Virginia to purchase another machine to help keep up with our workload.

It was now time to get a better medium format camera. I did not have the money needed to get the entire Mamiya 645 system, so I sold my guitar and traded in my dad's twin-lens Rolleiflex. I knew from my past experiences that you are only as good as your equipment and the people with which you surround yourself. I joined the Indianapolis Professional Photographers Guild. Through the Guild I learned of Professional Photographers of Indiana and PPA.

My next seminar was also career changing. The programming featured Jay Stock and Barry Rankin. It's hard to explain in words the influence Jay has had on folks in photography. I later spent six years studying with Jay. Barry spoke about PPA print competition which kindled a fire in me to begin setting goals toward the PPA degree program. Until then I thought print competition

view camera I purchased a complete Sinar 4x5 system and went to Winona International School of Photography in Chicago four times to learn the view camera and commercial photography.

It seemed like a lifetime but in retrospect it wasn't long before I received my Master of Photography Degree. It was the late Dean Collins that put the degree into perspective for me. Dean's philosophy was that doctors study medicine their entire lives and say they “practice medicine” and we have the nerve to say we are masters of photography. It is because of Dean that I realized it is important to achieve each goal along the way but to stay humbled by our achievements.

Each time I would achieve a goal a new one would arise. After the Master of Photography

teaching again but this time teaching adults that were eager to learn and shared my excitement for photography.

***“...photography had
opened a new frontier...”***

I obtained the Craftsman Degree, Master of Electronic Imaging Degree and became Electronic Imaging Certified. Each time I would achieve a goal PPA would dangle the carrot of a new one. I received the Imaging Excellence Award for 13 Loan Collection images and am now looking forward to the newest achievement of a diamond

bar for 26 Loan Collection images. I also have a personal goal to receive over 100 print exhibition merits and the Diamond Photographer of the Year Award.



My work goes far beyond awards and trophies. I feel we have a duty, as we try to humbly master our craft, to pass our excitement to the future. If we were to study every great achievement since the beginning of time, be it inventor, explorer, musician, photographer, sculpture, scientist, statesman and artists of every kind, we would

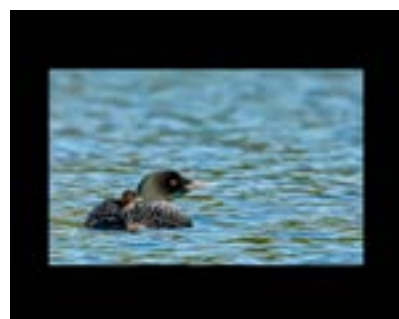


find one common denominator, passion. Passion is a word that can be overused if not defined properly. It is a powerful and compelling emotion or feeling. Books, poems, and stories have been written about this powerful word. It is our passion level that touches those around us. They find enthusiasm in our success and they are inspired by us. If we keep creating art that inspires our inner soul then we will inspire those around us. The mechanics of photography is not hard to learn. The passion of

photography on the other hand is what “makes the difference”. No one can teach you passion. It is a gift of the spirit. Passion creates energy thus feeding the soul with strength beyond ones imagination. You cannot fake it. It rekindles our purpose and reason for being. It is ours to discover and master. Passion is doing what comes naturally. Passion, like a river, gains energy as it travel towards its final destination.



Passion has been defined as a strong and extravagant fondness, enthusiasm, or desire for anything. But can passion really be defined or is it something which defines. You will know what it is when you have it. Have you ever worked all day on a project so compelled you could not stop to eat or sleep? It is what we love not what society tells us we should love. Some folks keep their passion bottled up only letting a little out when it is safe to do so. It is never too late to begin living passionately.



We must go past what we love and ask ourselves why it is we love it so much. I’m certain it is because of the impact we know we can make. It is what we will leave behind for others to take with them. It is not about what we take with us. What would you do with your time if you had no restrictions such as money? Most people are afraid to ask this question because the answer would be “why aren’t I doing it”.



I am fortunate to make my living as a portrait photographer-- a dream come true. It is no secret, however, that my true passion is nature photography. I love the challenge of the elements,

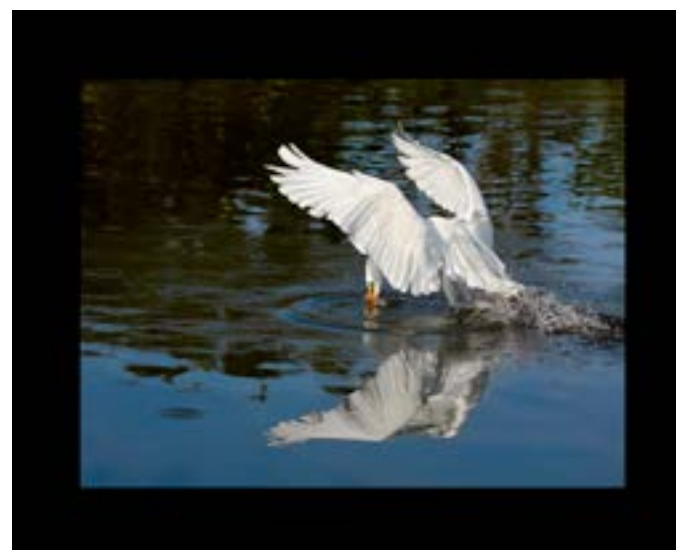


Your senses are alive with the slightest sounds or movements. You are but a stranger in their neighborhood. What a challenge trying to capture still images made for motion picture cameras. It takes time, good equipment and, above all,



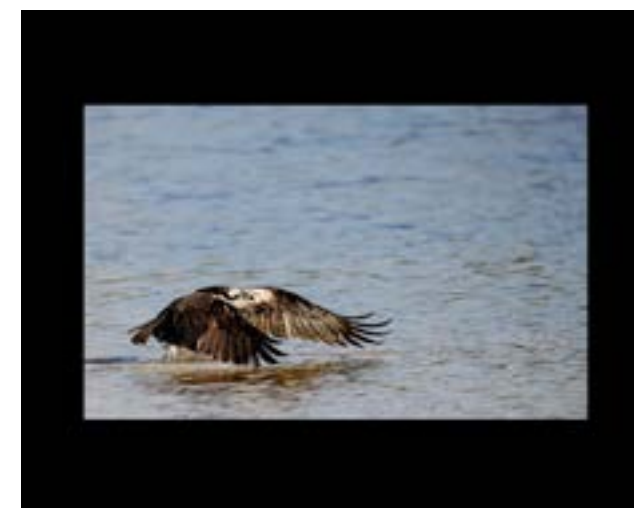
patience. I love the thrill of photographing and camping among bears. Photographing wolves and eagles in the wild is spiritual beyond belief. I am convinced that photographing nature and wildlife is God’s plan for me. Each time I am able to capture these wonders I know the images are for His archives. The experience is valued more than the results of the day.

I begin each day with the attitude that I have a new canvas; that I have not yet created my best images. I have learned that it is not an act. I have made my profession who and what I am. I create new images as I would write a song; each



be it sub-zero temperatures, snow, poor light, wind, rain, sweltering heat or insects. I cherish my time in nature telling the story of animal behavior that most people rarely get to see.

having a melody with a beginning, verse, chorus, and ending. A song I must sing to the Creator. Just like a concert musician, I warm up before each performance and continue to practice for perfection. I have surrounded myself with the best players, all knowing we are Messengers to the Creator.



“...I warm up before each performance...”





***“...I have made
my profession
who and
what I am.”***

***“If we keep
creating art that
inspires our inner
soul then we will
inspire those
around us.”***



About the Author



After a long career in music and teaching school fourteen years, Jim opened his photography studio in 1988. Since entering the photography profession he has been active in many professional photography organizations. Among his many cherished accomplishments are receiving his Master of Photography, Master of Electronic Imaging, Photographic Craftsman and PPA Certifications.

Jim has earned 99 Print Exhibition Merits, has 27 Loan Collection Images and seven PPA Photographer of the Year Awards. He has also won two ASP Gold Medallion Awards and two ASP Regional Medallion Awards.

Jim and his wife, Deb, own and operate their studio in Richmond, Indiana. They can be found at www.chagaresphotography.com.

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At Imaging USA 2012, Richard was awarded the Grand Imaging Award and First Place in both Portrait and Illustrative Categories. He is the second photographer ever to go Double Diamond Photographer of the Year in PPA's 2012 International Print Competition.

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Google+ Makes It Happen

*By Lew Everling,
Cr. Photog., CPP*

Interaction Is The Key

Three months has passed since the first part of this series and already there have been many changes in Google+. Just a reminder that technology does not stand still. Since the last article Google+ has reached over 170 million users, nearly doubling in just three months. While it is nowhere near the Facebook giant, it has managed to move up as now one of the three largest social media networks, all in a very short period of time.

"I don't have to clutter my clients with my personal life..."

So why is Google + an important place to be? It truly helps potential clients find your business faster as it is indexed by Google as well. Not only do you want to have your personal Google+ but create a business page to increase your visibility. Sixty percent of Google+ users log in every day, while 80% engage on a weekly basis as compared to the 50% Twitter users that log in daily.

Sharing is much easier on Google+ with video, text posts, and photos, plus each personalized circle allows you to follow only those you desire. As you start with Google+ the information to share can be confusing as your business may not be of much interest to many, so post things that people are interested in, share information that benefits readers and help build your brand as well while being consistent with your desired image. My suggestions are to share your ideas, links from other people and educational ideas.



Interaction is key. Comment on shared links, respond to comments and +1 others comments. There is nothing worse than comments left with no response, especially great testimonials. Unlike other networks, the updates are very well organized, and won't clutter up your your inbox, and you can mute a conversation when you don't have any interest in the topic.

Privacy settings are another big issue, and even though Google may appear to extremely public, they keep your privacy settings private, unlike the other guys that tend to change your privacy settings without notifying you. Google does a good job of keeping your personal information confidential and that is a large confidence booster for so many users.

You can also target your audience using the Circles, a built in function of Google+. For example, you may have someone who is a close friend AND client and maybe both of you are avid bicyclists.* So when I create a blog entry that is truly targeted at cycling experiences and I go to share this post I can simply select friends circle or fellow cyclist circle or both. I don't have to clutter my clients with my personal life even though they may be involved on both sides. The same is reverse I don't have to tie up family life with my business posts as well.

So how does this addition of technology truly help you? It all comes back to SEO - the search engine optimization - and with the amazing algorithm's Google has put together, the new Search Plus your World or Search+ displays results that promote people and business pages in Google+ and this is greatly influenced by your circle of friends. This also can help your website when you have loaded keyword and topic related and relevant words to give you viable search engine visibility in the end resulting in greater engagement and improving your rankings. The key is to have your business appear often and near the top of any Google search and by effectively using Google+ and its vast toolbox of features your business certainly should benefit.

*Ed. note: I bring up bicycling because I'm excited to be a member of American Color's RAGBRAI (Register's Annual Great Bike Ride Across Iowa) team this summer.



Scheduled for November 2012

Dulles Exhibit Update

It couldn't be a greater honor for the American Society of Photographers.

ASP has been chosen to provide a photographic display for the Dulles Airport in Washington, D.C., to coincide with the 50th anniversary of the airport. ASP members submitted images to illustrate "America The Beautiful," and the display is currently being selected and those images selected will soon be announced.

"There are quite a few steps involved in this process," explained projector coordinator, Patricia Mathis, "we first collected the images submitted from the ASP members, then we have to determine the layout of the exhibit in regards to vertical images and horizontal images, followed by reviews with various governing boards."

The ASP collection is scheduled to preview in November, just in time for an increased amount of traffic due to the presidential election and the 50th anniversary celebration of the airport.

"Soon we will know the images that have been selected and you can bet that as soon as we know, we'll contact the members," Mathis added. "From that point on, it would be nice to coordinate a viewing that involves any ASP members that would like to attend and additional publicity for our members. This is a great thing for us."

Be watching your email for upcoming information on the project as well as other ASP activities and projects.

Does your community, state or region have an opportunity that ASP could fulfill? If you think there is a project that our membership could help with, why not contact an ASP governor with your ideal/concept and let us see how we can all help promote professional photography through ASP.

As ASP Celebrates 75 Years

Do You Remember When?

We're looking for any historical items from ASP's 75 years as a leading professional photography organization. So if you've got something historical, scan it, photograph it, copy it - whatever you need to do - to get it to us so we can run as many historical items as possible in the next issues of the magazine.




The ASP White Page

Important notices and upcoming events for ASP Members.


ASP FELLOWSHIP SUBMISSIONS are now being accepted. Submission deadlines are staggered with the Application due by **July 1, 2012**, along with a \$300.00 application fee. The Thesis is due **July 27, 2012**, and the portfolio deadline is **August 10, 2012**. For additional information, contact Doran Wilson at 260-705-1703 or email him at doran@doranandassoc.com.

THE ASP WEBSITE has been under construction recently and is now up and ready for your input. Simply go to the website (www.asofp.com), click on Membership Listing, find your name, then you can click on it and edit your information as needed. Our webmaster - Cindy Romano - can answer any questions you might have about logging in or adding your information. She can be reached at **815-338-1181 or by email at photor1@juno.com**. Cindy also requests information for the ASP Blog on the website. Email her with information on awards you've won or other activities you might be involved in around your community or area.



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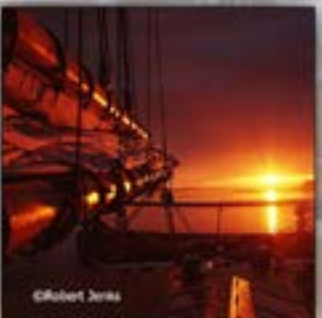
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Press Printed Cards



Stickers & Magnets

WHCC Stickers and Magnets are available in all of our flat card and postcard sizes including 2x3.5, 3x3, 4x5.5, 4x8, 5x5, 5x7, 5x10, 5.5x11, and 8x10. Add UV coating for extra protection and gloss. Also available in all of our boutique shapes.



Folded Boutique Cards

Take your press printed cards to a new level of distinction with over 50 shapes of Boutique Cards. In a variety of sizes in both folded & flat shapes. Also use for custom stickers, magnets, ornaments, gift tags, and labels.

Books & Albums



Combo Covers

Create a Combo Cover by mixing and matching a fabric or leather option with a Custom Photo Cover. Finished with your choice of white or black stitching.



Sample Program

Receive studio samples at 25% off for both Books and Albums! Sample products include a "Sample, Not for Resale" stamp on the inside front & back covers. Include Boutique Bags with your order and receive the same discount!

Image Boxes, Cases & Folios



Image Boxes

New closures allow Image Boxes to stay closed and inside image panels provide one more place to customize the box with imagery. Black Styrene mounted prints and CD/DVD Inserts and Risers are also new.



Printed DVDs

Create a Printed DVD to match a Custom CD or DVD Case or present it in a matching Image Box with CD Insert. Your design is printed directly onto the disc for a high quality, finished look.

Wall Displays



Metal Prints

Enhance your images with a modern and edgy look by printing directly on metal! Display the Metal Print on an easel or on a wall with a gatorboard block that allows the print to float off the wall or with metal posts that provide a more sturdy and contemporary look. Add 1/4" or 1/2" acrylic to the Metal Print for an impressive display!



Image Blocks

Add dimension to your wall displays and design with Image Blocks! Image Blocks begin with a 1" thick base block. Then choose from one of the many multi-block configurations to add additional blocks on top of the base. Single image blocks are also available up to 24x36. Image Blocks are complete with a built in hanging system.

www.whcc.com



American Society of Photographers
3120 N. Argonne Drive
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