

TO: CT CHAPTER of ASMP  
FROM: Ron Glassman  
CT ASMP Chapter President

Dear Members:

Earlier this fall the CT Chapter hosted two programs with photographers, Steve Whittaker and Jay Kinghorn. While both are well established working pros what struck me as interesting is that they work at opposite ends of the spectrum.

Steve is an architectural photographer who creates striking images and tackles enormous undertakings, like the lighting of an office building. His presentation, *The Business of Architecture Photography*, was for everyone, not just the architecture specialist. The through line of his presentation was pertinent to all of us – preparation and communication. He continually emphasized the need to be prepared and the need for sound business practices which includes clearly defined contracts, upfront communication with the client and a mutual understanding of the expected results. His preproduction paperwork leaves nothing uncovered. His 20 plus years of experience was evident and brought to mind Malcom Gladwell's concept that it takes 10,000 hours to achieve perfection. Though I can't vouch for the hours that Steve has amassed his results indicate excellence in the field.

Jay is a unique thinker, someone who comfortably works outside the box and whose active mind is continually seeking new platforms. His presentation, *The Agile Photographer*, in my opinion is a must for any photographer, emerging or established. What impressed me so much about Jay is that he thinks and he takes time to think. At a much too quick dinner with a few members, prior to his presentation, we discussed image usage, licensing, how it is changing, and how stressed out it makes most of us feel. Rather than concentrate on the past and the way that it once was, we instead talked about models that could work in today's market. It was a proactive discussion that produced tangible options that are worthy of trying to implement. One model that we came up with was a monthly licensing option built into a contract. While not a huge money maker, per job, if built into a number of jobs it would end up being substantial over the course of a year – sort of found money.

Though Steve and Jay have different business models, both are successful and have much to offer the working photographer. If you missed the programs, I urge you to attend their presentations when it is convenient. There is much to learn from both.

As we near the end of 2011 the ASMP CT Board is planning programming for 2012. We will try our best to offer what we think is relevant programming for the membership. If there is something that you think is important, let us know. One of our goals, besides programming, is to build better alliances with the creative organizations in the state. The hope is to increase our visibility with the CT creative community. Check our website, [www.ctasmp.org](http://www.ctasmp.org) and our facebook page, <http://www.facebook.com/ctasmp> for info. Remember that the FB page is a great venue for informing the rest of us about what is going on in your business.

Also I realized that in earlier letters I have been remiss in not acknowledging one former board member, Ken Wilder and I want to take this opportunity to do so. Ken served for many years on the board in various roles. He as the VP and spent many hours working on the website. He was a steady presence on the board who was instrumental in the chapter success. For this oversight I apologize.

Ron Glassman  
President, CT ASMP