

March 2008



[www.centralportraitbranch.com](http://www.centralportraitbranch.com)

## CPB Calendar



March 31  
Cliff Spicer

April 10-16  
[PPOC Convention](#)  
[London Ontario](#)

June 30  
full day meeting

October 27

November 24

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[evan@magicportraits.net](mailto:evan@magicportraits.net)

## Blending Your Wedding Business with Public Relations Photography



In this presentation, Cliff will discuss how he has successfully mixed his wedding business with his PR photography over the past 15 years to allow for a broader range of shooting experiences. Cliff will discuss the current market for PR photographers as well as how his work is priced. He will discuss various equipment and techniques necessary to create dynamic work that will attract editors' attention and get your client's work in the dailies and trade journals. Get ready for a lively presentation that will give you something to think about in terms of your business and ideas on how to supplement your income by branching out into an area of photography that offers a wide range of assignments

and none of them happen at the Old Mill.

### BIO

Like many photographers, my love of photography began while in high school in the 80's. I had a teacher who was into photography and, since I showed some interest as well, he asked me if I wanted to learn how to develop photos. George showed me all the steps. The first time I saw him expose a sheet of paper in a darkroom, put it in the tray of developer and watch the image appear I was hooked – it was magic to me.

I borrowed the school's camera often and shot as much as I could. I processed my film and made prints in the school's darkroom late at night. Continued Page 2

## Check out our new Location

[Strates Banquet Hall 365 Evans Ave. Etobicoke](#)

### Monday March 31st

5pm Print show registration

5:30 pm Print Show

6:30 pm program registration

7 pm-10pm program

### Register Here

By March 28th Members \$30

Non members \$60

At the door members \$35

Non members \$70

Students \$15

## A Photo Bizarre, Background Swap and Roundtable Panel Discussion



Our January 21<sup>st</sup> meeting was our first held at the Strates Restaurant. The room is a perfect size for our gatherings and they supply the refreshments for us. There were bargains and deals made on a variety of backgrounds, cameras, lenses and accessories. I personally sold some backgrounds, a monitor and picked up a lens.

We had a lively discussion mostly centred on the issue of wedding photographers giving away their files. Maryann Paletta of Leather Album Designs suggested it is important to offer our clients choices. Many clients want to have their photographer assemble an album for them but aren't offered the option. Abbas Manesh from Artistic Album design said it important for photographers to be better business people.

Story Evan Linnell, Photo Joel Robertson

### Cliff Spicer Continued

My parents could see this was something I was serious about and bought me my first camera which I still keep in my office today. My father built me a home darkroom by knocking out walls and adding in plumbing. Looking back now, I know he put in many hours for me. While most kids were playing hockey and watching TV, I was busy in my darkroom most nights.

As time went on, I met a photographer who was shooting for our local paper and he suggested I go and see the editor and take some of my photos. He also mentioned the editor liked Aero chocolate bars and I should take him one. So off on the bus I went with a few photos and a chocolate bar in a brown envelope to meet the editor. I am not sure what this guy thought of a 17 year old walking into his office (I should ask him one day as we still keep in touch 20 years later) asking for work but he asked me if I had any experience working in a darkroom because they needed a weekend lab tech. I got the job and loved it.

Being 17 and working for a newspaper was pretty cool. As time went on, I started getting last minute assignments when there was no one else to shoot and getting my pictures in the paper. When I was nineteen and just finished high school, I was hired full-time as a photographer and did this for a few years until I wanted to pursue another dream I had which was a university degree at the University of Toronto.

While at university, I started to shoot weddings for some of Toronto's best studios and found not only was it a great source of income, but I really enjoyed it. It was like shooting an event for the paper but everyone was dressed nicer. I developed a style and my wedding business grew and as I got my name out there I also got more news and PR work. After I completed my BSc in Physical Anthropology, I began to focus on getting more work in news and corporate photography. I started to work for some of Canada's largest companies and began shooting for the commercial division of the Canadian Press (CP) which I still do today.

In the last 15 years, I have had some amazing assignments ranging from photographing Lady Di to Alice Cooper and have had the pleasure of capturing wedding memories for couples and Studios that I know will be around longer than any of us. <http://www.cliffspicer.com/>

Story Evan Linnell, Photo Joel Robertson



## 2007 CPB Awards

Wendy Gonneau (right) won Central Portrait Branch Photographer of the Year 2007 as well as Black and White Photographer of the Year 2007 and Commercial Photographer of the year 2007. Susan Benoit (left) won Wedding Photographer of the Year 2007 and Portrait Photographer of the year 2007. These awards are based on points from Central Portrait Branch print shows. Congratulations Wendy and Susan.

Story Evan Linnell, Photo Joel Robertson

Don't forget to bring prints for our Print Show. It a new year for the Branch Photographer of the Year 2008 competition!

## New pricing Structure

As a result of a directive from the PPO, a new price structure has come into effect. Non members rates have increased. Non members are welcome to come to two of our meetings to evaluate potential membership with the PPO. Once a new member has joined their fees for the first branch meeting and convention are waived. For regular meetings , Advance registered members \$30, Non-members \$60, At the door members \$35, Non members \$70 and Students \$15. Advance registration must be three days in advance, as they will be processed by the PPO office.