



We tend to forget the *individuals who brought* the technology of photography into the realm of fine art. — FRANK E. CRICCHIO



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Photographer and instructor Monte Zucker

*Frank E. Cricchio* | Photographer

#### THOSE WHO PAVED THE WAY

Today we expect scientific advancement to improve our lives, with little thought of the people who are dedicated to making those advances. We also tend to forget the individuals who brought the technology of photography into the realm of fine art. I appreciate the legacy of the founders of Group f/64, Ansel Adams, Brett Weston, and Imogen Cunningham, and of their antithesis, the equally talented William Mortenson, who believed in art first and in applying any technique necessary to achieve art with photography. We can thank Leon Kennamer Jr. for perfecting outdoor capture through the subtractive method and color negative film. More recently, we owe much to artist-photographers Paul Linwood Gittings, Ernest Brooks, Phillip Stewart Charis, Van Moore, Glen Nelson and Monte Zucker, whose wedding photography set a new standard. The advent of color negative film meant everyone had to start at the same place to learn the new technology. At that point professional photographers began to share their knowledge as never before, significantly advancing the art of image capture.

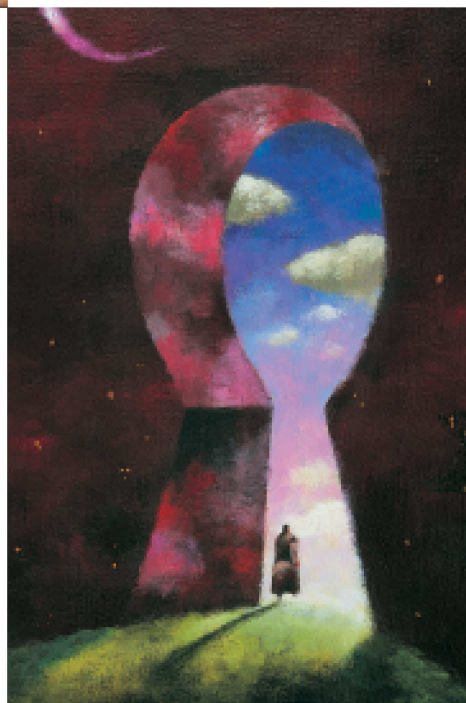
*Frank Cricchio, M.Photog.Cr., Hon.Photog., F-ASP, API, has operated his studio in Port Arthur, Texas, for more than 40 years (www.frankcricchio.com). The internationally known instructor, consultant and author is one of only 40 members of the prestigious Camera Craftsmen of America. Cricchio is a past president of PPA and the American Society of Photographers, as well as local photographic organizations, and is a Notable Celebrity of the Gulf Coast Museum of Art in Largo, Fla.*

*Liana Lehman* | Photographer

#### PROFESSIONAL HELP

I was a born entrepreneur and had been a consultant in business development and marketing, yet I couldn't make a go of professional photography the first time around. It was a miraculous day when another photographer in town cared enough to talk to me about my poor attempt at pricing. In the 1950s, it was Charles "Bud" Haynes who pioneered the education of fellow artists in running a business. Two decades later he would find his apprentice, then successor, in Ann K. Monteith, M.Photog.Cr.Hon.M.Photog., CPP, ABI, a past president of PPA. Now Monteith and Scott Kurkian, CFO of

PPA, are helping photographers achieve their financial business goals through education and support services provided by PPA Studio Management Services (SMS). The 2005 Studio Financial Benchmark Survey SMS released in July 2006 sheds light on the hard realities of being an independent professional photographer.



After my own

education through SMS, I'm much more confident in my pricing, and I'm able to plan and measure my progress. Last August, I paid off my debt completely. The profession of photography will never be the same, thanks to people like Charles, Ann and Scott.

*Liana Lehman Photography, in Mableton, Ga., specializes in wedding coverage (www.lianalehman.com).*