

# CIPNE

COMMERCIAL INDUSTRIAL PHOTOGRAPHERS OF NEW ENGLAND

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**Cover:** Wondering what to do about marketing in 2004? Read this issue's feature article and learn how Dave Ryan (left) and Dr. Shelley Lake are using email, print, and their websites to promote their businesses.

Photo © David Ryan

## Join CIPNE today!

CIPNE provides an opportunity for photographers to socialize, exchange ideas, add to their photographic knowledge, and get support and encouragement from their peers.

Students and beginning photographers can network with established photographers with many years' experience in the business.

Sign up at any of our events, or visit [www.cipne.org](http://www.cipne.org) and download a membership application to fill out and send in.

For more information, send an email to [info@cipne.org](mailto:info@cipne.org) or call Membership Director Todd May at 781.878.5149.

# How Members Market

By Richard Bourdeau

For two Western Massachusetts members, location is everything, so long as it's on the Web. Dave Ryan uses targeted emails to bring prospects to his website. And Shelley Lake uses both print and the Web to promote the different aspects of her business: museum quality digital printing and her personal fine art prints.

## Shelley Lake

To infer that Shelley Lake's approach to her art is "current" would be like saying a Rolls Royce is reliable transportation.

Dr. Lake has not only embraced the digital age, but has jumped in with both feet and remains one of the cutting edge art photographers and printmakers today.

For Shelley, "current" really means ahead of the mainstream of digital processes and equipment – to the point that she's mastered a new technique or "machine" as soon as it's born.

Her simple, uncluttered studio reflects her affinity for the newest incarnation of digital photo equipment, from the Epson 10000 Printer for mural size prints to the Better Light Super 6K2 4x5 single-shot digital scan back, and a

Better Light adjustable revolving tripod head for panoramas. At the time we met, she was stitching together a panorama of shots from Bryce Canyon, Utah, using Photoshop CS.

Shelley has been ahead of her time most of her career, with the intertwining of art and technology going back a long way. She holds a BFA from the Rhode Island School of Design, and her experimentation with art and technology began 25 years ago as a computer science major at Brown University.

She went on to earn a Master of Science degree in 1979 from the Massachusetts Institute of Technology, where she trained with Dr. Harold Edgerton, inventor of the strobe light. At MIT, she was a member of the first team to create an all-slide optical videodisk

to catalog their library of 30,000 slides. Many people could then witness art instantly and interactively.

She also holds a Doctor of Chiropractic degree from Cleveland Chiropractic



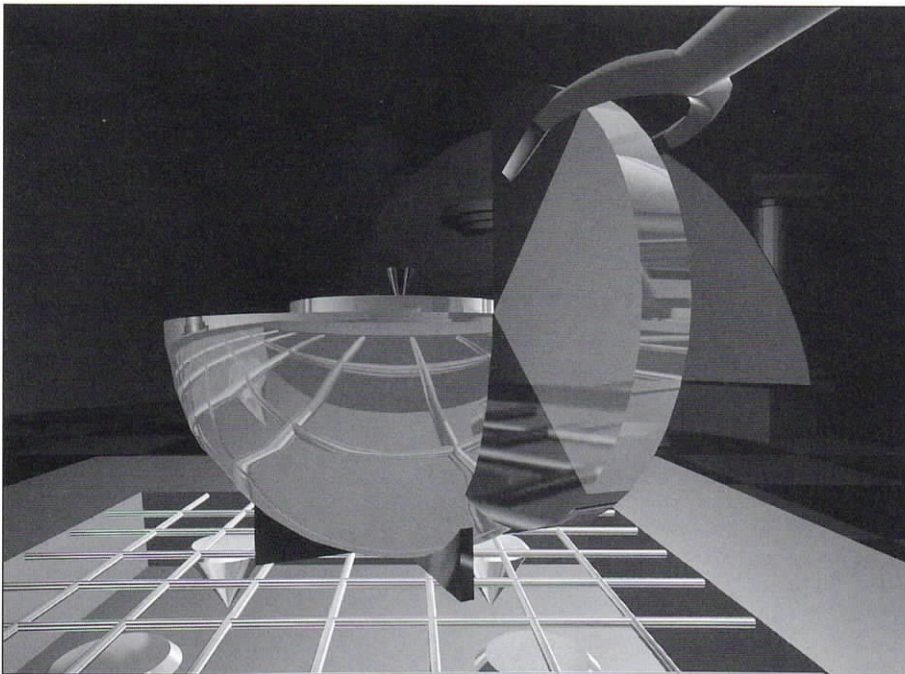
College, and She currently teaches Aesthetics in Northampton, Mass.

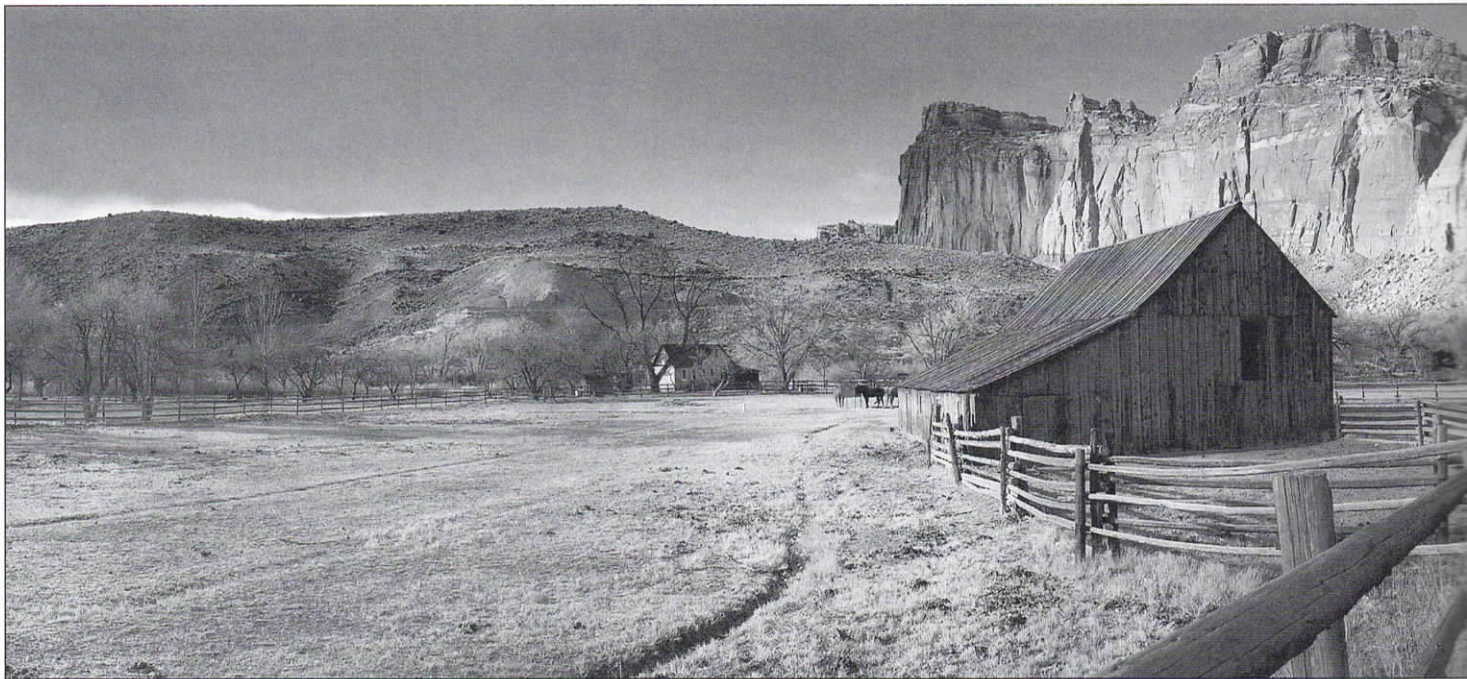
Her youthful appearance and engaging personality belie the 25 years of work she has dedicated to computer science and how it can and will be relevant to the worldwide community of artists.

But the myriad of contrasts in her life doesn't stop there. Shelley is continuing to photograph the undisturbed beauty of the people-less desert Southwest as well as Times Square at lunch hour, peopled with "stick" figures (created by scanning speed). These panoramas are produced with the 4x5 digital back and the Epson 10000 archival printer.

When she began Sky Lake Studios two years ago in Easthampton, Mass., it served one client who provided Shelley with enough work to stay busy. But when the client bought his own printer, she

*At left, the real and the surreal converge in Shelley Lake's photograph of a teapot. Above, her personal website promotes her artistic work. © Shelley Lake*





had to look elsewhere, and the Internet was the logical solution.

The intent was to attract new business by dealing directly with clients and outflanking the middle-men. The idea was (and still is) to attract people to her website and let the galleries of images do the rest.

That strategy was successful, and reproduction work is still a large part of her business today. She also uses the Internet to market her own fine art mural prints, and she maintains separate sites for each.

Marketing fine art is “a whole different market and harder to penetrate,” so she has developed a series of half- and full-page print ads that are running in ARTnews, a monthly art magazine. The ads feature a new work, a caption and a quote from a noted artist. Her name and Web address complete the ad.

People who visit her personal website can browse two extensive galleries of her work. She offers signed, limited edition prints for sale in sizes up to 40 by 86 inches.

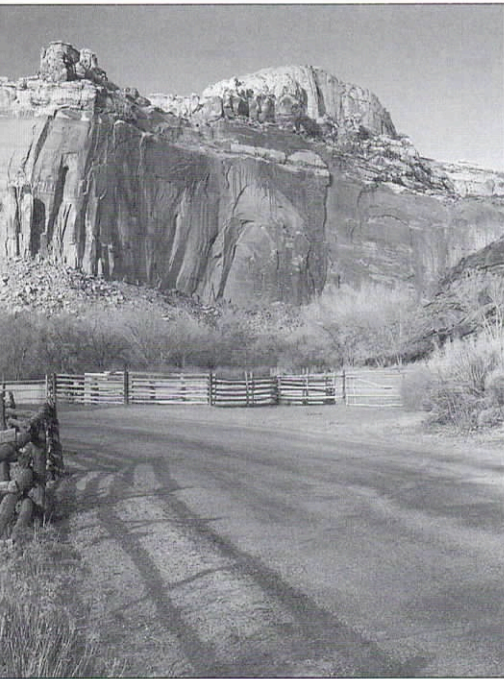
The print advertising also has gener-

ated leads of another kind, one of which resulted in Shelley being invited to take part in a show of emerging artists at the CKSpace Gallery in Kansas City.

There’s a thin line, she points out, “between credibility and celebrity,” and what drives her is the desire for artistic credibility. She wants to make great digital art using the best tools available, right down to the archival inks and paper, which can now survive for 100 years.

Shelley believes that “machines are intelligent partners in the creation of art” and one of the driving forces in her





work. And while she is decidedly human, she smiles and says, "Machines have a lot to do with my work, and they often have a mind of their own!"

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## David Ryan

Dave Ryan is one of CIPNE's long-standing Western Massachusetts members and an award winning, well-known commercial photographer. Currently, his specialties include corporate/facilities work and architecture, as well as product work done at his Easthampton home studio.

Dave has gradually and successfully made the transition from film to digital capture, although he freely admits there are situations where film is preferable, and sometimes required. Still, he embraces the reality of the digital age and develops and masses images in Photoshop on his Mac G4 system. And it's his computer-based use of broadcast email in conjunction with his Web site that's the foundation of his marketing scheme.

Over the years, Dave has simplified and fine-tuned his marketing strategies so that he can accomplish the most through broadcast emails. These messages can be announcements of newsworthy events, such as a recently completed project, a personal greeting, or an opportunity to thank his clients. Or he might feature a new project, like his Classic Wooden Boat Poster.

In his 22 years in business, he has refined his client base, but his broadcasts can still be aimed at hundreds of contacts. For the most part, however, his messages are tailored to a target audience, to get the most "bang for his buck." Plus, in every email he includes a link to his Web site, and according to Dave, it keeps his network of contacts engaged.

It also keeps people interested in knowing what's coming next, and very often those folks will forward his email to others who might not normally see it. So the hits on his site grow exponentially.

*At left, strikingly contrasting outdoor and indoor panoramas taken at Gifford's Farmhouse and in the gift shop area of Caesars Palace in Las Vegas. Both © Shelley Lake.*

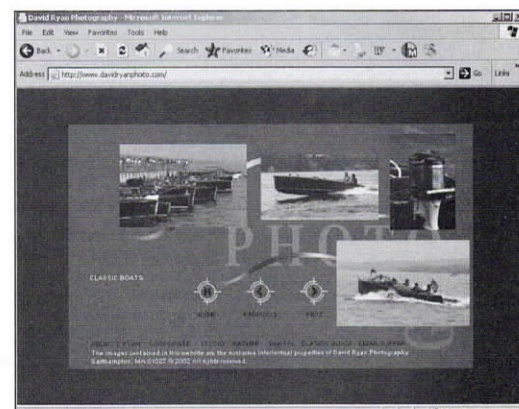
*Above, Dave Ryan's website displays his passion for classic wooden boats in addition to promoting his commercial photography business. Website and images © David Ryan.*

It's one of the ways he keeps his business fresh and up-to-date.

By the way, his email program is "nothing sophisticated." He simply creates groups in Outlook Express and does a mailing about every three months. "I don't like to be a pest about it," he says.

The mailings go to existing clients and to contacts he's made through networking, frequently through the Western Massachusetts Advertising Club, whose board he's on. "It's a very focused list of people who use photography," he says.

"Any given email always has a theme, whether it's an interesting project I'm working on or some new photos I want to show. It can be anything to create traffic to the website. It's an excuse to com-



municate with people."

The majority of Dave's clients are within a 30-mile radius – primarily in the Springfield area and northern Connecticut. He also works with clients and agencies in Boston, with whom he communicates by email, and he finds it very beneficial for agencies to be able to direct their clients to his online portfolio when he's being considered for assignments.

The Web site features selected corpo-