



## **Regina Fleming**

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

## **Wedding Photographer**

Regina's talk was informative and well thought out. She shared with us her plans for branding her name and achieving wealth, stressing the importance of having a clear monetary goal, a business plan and the initiative to follow your dreams.

She mentioned WIBO (Workshop in Business Opportunity) a non-profit 16-week intensive course that helps you start writing your business plan. The course costs approximately \$130 to \$170 depending on your income. She also mentioned SCORE (Service Core of Retired Executives) for quick information and SBA (Small Business Administration) for loans and grants.

She listed an impressive roster of books as recommended reading:

- The E Myth – by Michael Gerber
- Good To Great – by Jim Collins
- Gorilla Marketing – by Michael Levine
- Make A Name For Yourself – by Robin Roffer
- Selling The Invisible – by Henry Beckwith

Regina's site can be viewed at [reginaflemingphotography.com](http://reginaflemingphotography.com)

Our thanks to the successful and beautiful Regina Fleming for sharing such valuable information with The Forum.



**Dan Dawson**  
**Photographer, Curator**

Dan shared valuable ideas from his experience in photography and curating. Some of the questions that he suggests we ask ourselves and comments he suggests we consider are:

- What am I saying with my work?
- What do I want to say?
- Where do I want to go with my work?
- We should look at other people's work
- Keep our portfolio fresh.
- Presentation is important.
- 10 pieces with a coherent narrative is good.
- A group of photos becomes a narrative.
- Don't have your pictures all mixed up in a helter skelter way.
- Give people something they can understand.
- Do not overburden the viewer.
- CDs are a good way to present today or a website.
- Make sure your work is copyrighted (i.e. register work legally)

Books:

Good Show

A Practical Guide for Temporary Exhibitions

By Lothar P. Witteborg

Planning for People in Museum Exhibitions

By Kathleen McLean

Dan's fantastic talk just whetted our appetite for more...so we hope he will come back and teach a course to The Forum based on his wealth of experience in photography and curating.

Thank you Dan, you're one in a million!



**Dwight Carter**  
[www.dwightcarter.com](http://www.dwightcarter.com)  
**Advertising Photographer**

Dwight's no-nonsense presentation of his approach to being a successful photographer was well received by The Form audience of Black photographers. **KEY:** His down to earth suggestions can be precious gems to anyone who picks up on them.

He mentioned that being a member of organizations has helped him tremendously, and recommends highly that others try joining. He offered several different ways to building your list of clientele.

Dwight, mentioned an impressive list of sources such as:

- Photo District News
- Advertising Age
- Red Book of Advertisers
- Adweek Online
- Communication Arts

- Association of International Photography Art Dealers, Inc. (AIPAD)
- Pdn online

He also stressed the importance of attending and taking courses at The Photoplus Expo 2005 at Jacob K. Javits Convention Center October 20-22/ 2005 [www.photoplusexpo.com](http://www.photoplusexpo.com). Dwight, always a straight shooter, peppered his talk with hints about how to be successful if you were alert to pick them up.

Thanks Dwight for sharing your knowledge with us.



**Andrew Mitchell**  
**Photographer/Color Management Expert**

Andrew's talk was filled with technical information we can all profit from. Thankfully, he has agreed to come back and do a more intensive session at a later date.

Major emphasis was placed on monitor and printer calibration. Several management programs were mentioned but Andrew's favorite is Grey Tag Macbeth. You should check with Andrew on his prices for personally calibrating your equipment.

In terms of printing, he mentioned several types of fine art papers such as Hahnemuhle and Epson papers and cautioned us to also be aware of the inks used and make sure they are colorfast with a long life. Prints can be sprayed with Grumbacher and Kraylon with UV filtering to retard scratching and fading.

Thank you, Andrew for a very professional and informative presentation. We all look forward to a more in-depth session with you at The Forum.