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PROFESSIONAL PHOTOGRAPHER FEBRUARY 2009

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IMAGE BY JOSE VILLA

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# 80

After realizing that trying to stay on top of every trend would never work, **Suzy Clement** took time for introspection, analyzing every aspect of her business, from her shooting style to her Web presence. As a result, she found a solid footing on which she could build her brand and her future in photography.

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**ON THE COVER:** As a fine arts graduate student, **Anna Kuperberg** never envisioned becoming a full-time wedding photographer. But after establishing a multi-faceted photography business in San Francisco, Kuperberg realized that shooting weddings was the most enjoyable, creatively fulfilling and lucrative work she was doing. She keeps it fresh by being responsive to the emotions unfolding around her.