



CONTENTS

PROFESSIONAL PHOTOGRAPHER NOVEMBER 2009

Features

92 THE 2009 COVER CONTEST

From thousands of entries, a handful of superlative images emerge

By Jeff Kent

76 MARKETING: INTERNET FAMOUS

How Scott Bourne harnessed the power of the World Wide Web to become an online photography sensation

By Jeff Kent

84 PORTRAIT: FOR ART'S SAKE

JuliAnne Jonker nurtures her artistic calling

By Stephanie Boozer

88 PORTRAIT: THE ART OF FLEXIBILITY

For Lissa Hatcher, satisfaction is hard-won, but the rewards are sweet

By Stephanie Boozer

IMAGE BY LISSA HATCHER

CONTENTS

PROFESSIONAL PHOTOGRAPHER | NOVEMBER 2009 | WWW.PPMAG.COM

©JuliAnne Jonker



84

JuliAnne Jonker began painting and sculpting in her teen years and later began working at a photo lab doing image retouching and restoration. After starting a family, she found mentors who would bring her fully into the craft of photography. Her images embody her artistic passion, and she seeks to foster that same zeal in others.

- 16 FOLIO
- 61 IMAGING USA
- 107 PPA TODAY
- 122 GOOD WORKS

Departments

CONTACT SHEET

- 22 Gail Buckland: Rock 'n' roll
- 24 Annie Leibovitz: A cautionary tale
- 26 Essay: Embracing change
by Nancy Emmerich
- 28 How will products look at home?
by Chris Homer

PROFIT CENTER

- 31 What I think: Lissa Hatcher
- 32 Ask the SMS experts
- 34 How we did it:
Shanon & Steve Ho
- 38 From e-mail to sale
by Kim Larson
- 42 Dream big, sell big
by Michael Zoumberos

THE GOODS

- 45 What I like: JuliAnne Jonker
- 46 Product roundup:
Packaging and presentation
by Betsy Finn
- 48 Pro review: Nikon D300s
by Ellis Vener
- 52 Pro review: Luma View
Display Panels
by Mark Levesque
- 56 Tutorial: StudioPlus
with QuickBooks
by Betsy Finn

ON THE COVER: Mama Shan of Nashville, Tenn., created this image of her daughter Nora Canfield. Using a Nikon D200 camera with a Tamron 28-75mm f/2.8 lens, Shan used a single AlienBees Zeus RingMaster light, modified by an AlienBees Moon Unit. For reflectors, she placed a sheet of white foam board on either side of the subject. She exposed the frame for 1/200 second at f/8 with a focal length of 58mm, 100 ISO.

Cover image retouched by Jim DiVitale,
M.Photog.MEI.Cr., API, F-ASP