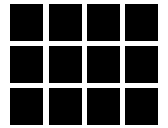


the CONTACT SHEET

JOURNAL OF THE UNIVERSITY PHOTOGRAPHERS' ASSOCIATION OF AMERICA

2019 ANNUAL



"You're right, California, we did need a cheer!"

2019 Symposium: Consistency and Growth

A MESSAGE FROM THE PRESIDENT

Glenn Carpenter, Moraine Valley Community College, UPAA President



Photo by Dana Lenckus

Things change and things remain the same. What remains is UPAA is growing and is stronger each and every day. This success is due to you, the membership. Your ideas, suggestions, and support make an organization that helps each of us to be better, serve our institutions better and contribute to student success.

We continue to see growth in attendance at the Annual Symposium, both from our sponsors and our membership. Because of our amazing sponsors, the speaker lineup is more and more impressive with presenters like David James, Dave Black, Terrell Lloyd, Mike Moats, Brian Smith, and Tracie Maglosky.

The website is responsible for this increase as people find us first on the web. Growth of this magnitude has led us to spend more on improving the website's capabilities.

There is one significant change coming. At the end of this year Jay Ferchaud will step down from the Board of Directors. Jay has served as a member of the board since 2004 and occupied many important roles in the organization; MIC Chair, Hospitality Chair, Symposium Site Selection Committee, and Midyear Meeting Host. Many of these responsibilities are exercised behind the scenes and we rarely see them in action, but these are roles that are essential to the organization and its operation. On many occasions he has provided clarity to complex issues that advance and protect the membership. Jay and his numerous contributions will be missed.

The Board is considering significant changes in the future, including how we choose the POY, a dues increase, and perhaps expanding the scope of the mission of UPAA.

The future of UPAA is bright. Let's keep moving in the right direction and face the challenges and opportunities that are out there.



Photo by Valerie Wojciechowski

the CONTACT SHEET

JOURNAL OF THE UNIVERSITY PHOTOGRAPHERS' ASSOCIATION OF AMERICA

The Contact Sheet is the annual journal of the University Photographers' Association of America. Founded in 1961, UPAA has sought to advance the profession of university photographer through networking and continuing education.

Editor: Matt Cashore, University of Notre Dame
Design: Lotta Barnes

For more information on UPAA or *The Contact Sheet*, visit www.upaa.org.



Utah! Utah Valley University and Brigham Young University team up to host the 2020 UPAA Symposium. [p.15](#)



Photographer of the year: Nate Edwards won a third straight POY, but winning contests isn't all he does. A former student worker tells more. [p.16](#)



An old friend reacquainted: Ball State University rejoins UPAA after a long absence. Meet their staff. [p.24](#)



Austin Peay State University photographers needed a way to make sure they doing the right jobs for their mission and goals. Learn how they implemented a tiered priority system. [p.30](#)



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Board of Directors

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An aerial photograph capturing the moment of a building's implosion. A massive, billowing cloud of white dust and debris erupts from the top of a large, white, semi-circular structure that is partially collapsed. The structure's remaining sections are visible, showing a grid-like pattern of concrete or steel. The surrounding area includes a paved road, green trees, and other buildings in the background.

FALL

of the Hall

We only get one chance,

says University of Virginia photographer Sanjay Suchak. Virginia's former basketball arena, University Hall, was imploded May 25, 2019. Sanjay made this photo of the once-in-a-lifetime event with a Mavic 2 Pro drone, one of several cameras over, around and in the structure. Sanjay says it took 13 seconds to flatten the building, but his preparation for the event was months in the making. Read more at the UPAA blog: upaa.org

Trevor Jones elected to UPAA Board effective Jan. 1, 2020

Trevor Jones, board member-elect



Since the fall of 2014, I have worked at Ohio Northern University. The rural northwest Ohio private school of about 3,000 students is my first job in higher education. I came from newspapers before that. I hope to give back to an organization that has given so much to me. We are all very fortunate to be taking pictures, but that doesn't mean that there are not struggles. I hope that I can continue to strengthen UPAA as organization that helps those in our field.

Our sponsors are amazing

Amanda Pitts, Corporate Relations Chair



We had a record number of sponsors at the 2019 Symposium and you could feel the support all week long! They provided Clean and Checks for cameras and loaned out gear for attendees to try during the week and at the various sessions. There were a record number of sponsored speakers and demonstrators as well. And last but certainly not least, several sponsors gave awesome prizes for contest winners and some drool-worthy door prizes! Acting as a Symposium Host and the Corporate Relations Chair for the 2019 Symposium, I can honestly say that this group could not have this high-value, low-cost, full-experience event each year without the generosity and deep knowledge that our sponsors bring. They support us, we support them, and it is a beautiful thing. If you need contact information for any of our sponsors from this past year, please feel free to contact me at any time.

Board announcements

Susan McSpadden, Commuications Chair

The Board wants to remind everyone of announcements and decisions made at the 2019 Symposium. High on the list is a dues increase primarily to cover critical upgrades to the UPAA website. Also of note, some changes to categories in the Monthly Image Competition (MIC). A complete summary of announcements and discussion points is on the UPAA blog at upaa.org. Member input is very important to the board and we use your ideas to help make decisions for the organization. Email ideas to Mark Carriveau (mcarriveau@elgin.edu) prior to October 15 for inclusion in our agenda at the Midyear Meeting on November 1st.



Jay Ferchaud Retires After Serving 16 Years on UPAA Board of Directors, Receives FUPAA

By Nick Romanenko, Rutgers University

When Jay Ferchaud was called up to receive the FUPAA (Fellow of UPAA) Award at the Grand Valley State University symposium banquet, no one seemed as surprised as Jay himself. "So many emotions," he said. "Surprised, honored, humbled, excited... and speechless obviously. It means so much that the other members of the Board and membership allowed me to serve in this capacity for 16 years." The FUPAA is considered the highest accolade that UPAA can award, and for Jay - University of Mississippi Medical Center photographer since 1996 - it is well deserved. He will step down from the Board December 31st.

UPAA President Glenn Carpenter said, "Jay is someone who truly cares. I met him in 2001 at the Symposium in Utah and from the beginning he made sure that Jill and I felt welcomed. This caring has continued in everything that Jay does, be it from chairing the MIC to welcoming new members at each symposium. He hosted two midyear meetings for the Board and showed off his beloved Mississippi. Jay is deserving of the FUPAA because he has dedicated time and effort to UPAA and its membership to make individuals better and to advance the organization."

Jay has nurtured the Monthly Image Competition from its inception, with many late nights correcting images in wrong categories, double-checking vote tabulations, occasionally moving deadlines if they fall on days when members might not have access to their photos, and posting winners on a timely basis. This diligence has led to the MIC being probably the most popular activity UPAA sponsors on a year-round basis. Jay also has made himself available as a new member ambassador and is the beer connoisseur for the famous Symposium hospitality room. This often means he's one of the last Symposium attendees to get to sleep after cleaning up and closing out the bar areas.

Jay, a University of Southern Mississippi-Hattiesburg journalism/photo grad, got his first newspaper photography job working for the Delta Democrat Times in Greenville, MS from 1980-84. In

1996 good friend Robert Jordan (recently retired from the University of Mississippi) let Jay know about an opening at the Medical Center in Jackson, MS and the rest is history. While every higher education photo job has its ups and downs, Jay reports that he has many fine recollections of assignments. In his words: "There are so many. Photographing the students from the first day of orientation all the way through to getting their diplomas to be doctors, dentists, nurses and research scientists. My physician now was a student who I photographed for several years. Also photographing

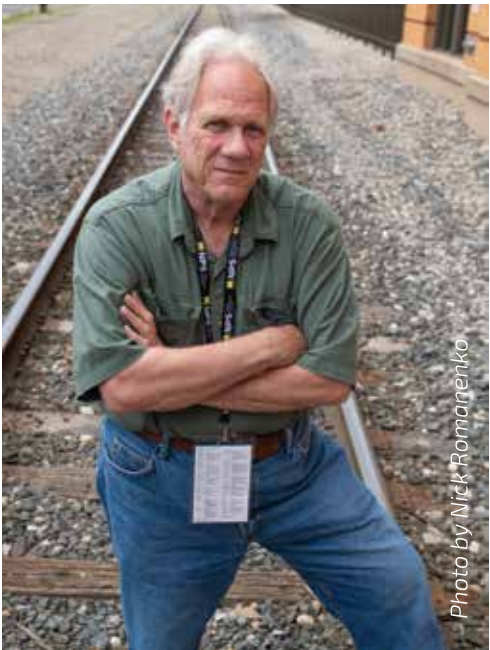


Photo by Nick Romanenko

children and adults receiving lifesaving heart transplants as well as children who were fighting cancer who are now in remission." Jay describes joining the UPAA Board: "When I first joined UPAA in 1997, we did not have a new members get-together the first night like we do now. Jim Dusen, Angel Smedley and other Board members helped me along if I had any questions or needed guidance during the Symposium. Observing the Board members in action and the great things they did for the organization helped me decide I wanted to be a part of that. I was a little shy about asking but with encouragement from Robert Jordan and other Board

members I decided to run." Jay is also known for his amazing radar sense of a used record or thrift store within a five-mile radius. Collecting obscure vinyl records, especially in the 1964 to 1974 era is a passion and a somewhat lucrative sideline for him. He co-founded and runs, with friend Dale Nutt, The Central Mississippi Record Convention. When asked about some of his proud moments serving UPAA Jay says, "Watching the Monthly Image Competition grow from the beginnings to what it is now just amazes me...I hope everyone feels that I was able to give back to the organization and membership in some little way. Serving on the Board (for 16 years) and being a member for 22 years gave me friends for life...my UPAA family. This is such a great organization!!" ■

Reflections on Symposium 2019

By Shannah Montgomery,
University of Georgia

I'll never look at a rusty oil barrel the same after this week.

As photographers, we often speak through our work. There is a great image and we dissect the technical aspects, what was it shot for, who directed it and how was it used. Who each of us is as an individual is sometimes overshadowed by the thing we make - the photograph. The 2019 UPAA Symposium took us on a journey to get past that and go "Beyond the Photograph" to dig deeper into what makes us all click (pun intended).

A highlight of every symposium is seeing the work of my peers and learning from them. The print competition wowed, as always. How in the world did he/she catch that moment, light that scene, think of that idea? One of my favorite moments was the discussion of the "Russian writer" lit with eerie cyan light. It told such a deep story of years of hardship, cold, and oppressive rule. Turns out it came from a test shot of a co-worker who'd just walked in from the cold and who is an upbeat, friendly guy. Shows how a moment can tell a story with light and composition, and that reality



Photo by Brett Roseman

need not get in the way.

The workshops, led mostly by our peers, brought home the level of expertise in our group. They also illustrated the kindness and the incredible generosity of our members through their willingness to deconstruct "scary" topics like lighting and videography, and they did it in a way that brought every member along. I'd love to shadow every single member for a week. Think of all the amazing things I'd learn.

A highlight is also meeting all our vendor sponsors, checking out that new gear (getting our stuff cleaned - this helps justify my trip to my boss every year!) and then the always fun Nikon shoot-out. The theme this year, Juxtaposition, took us to downtown Grand Rapids and really made us think. In the end, the Nikon reps couldn't decide and awarded two prizes!

Throughout the week we dove deep into and learned from the personal stories of

other tremendously successful photographers. The thread that ran through for me from David James and Brian Smith, photographers on different sides of the celebrity world, was the importance of rapport with your subject. Find a way to connect in two minutes; some of that comes from being vulnerable yourself. Terrell Lloyd blew me away with his straight-up LOVE for what he's doing. I want to wake up that happy and enthusiastic every day.

So, to get back to the oil barrel, the pivotal moment for me was speaker Dave Black. All week had been super inspiring, but it was now Thursday afternoon, witching hour where the eyes are drooping from too many late nights in hospitality, and Dave takes the stage. This clearly kind, unassuming guy with a little bit of a Mr. Rogers vibe (and I mean that in the best way) started to bring it all together for me. He didn't jump the first time opportunity knocked

Facing page (top): Nikon Ambassador Dave Black gives a lighting demo on the beach at Lake Michigan. **Bottom (left to right):** 2019 Symposium hosts Bernadine Carey-Tucker, Elizabeth Lienau and Amanda Pitts; Canon Explorer of Light Terrell Lloyd; the "Russian Writer" portrait. **This page (bottom left):** Dave Black tells his 'oil barrel' story; Christina Franusich pauses during the Nikon Shootout in Grand Rapids.



Photo by Mark Carrière



Photo by Eric Rudd



Photo by Steven Bridges



Photo by Trevor Jones



Photo by Cassie Foster Evans

2019 Annual Awards

for him. He stood on the oil barrel, took a mind-blowing shot that professionals would have died to catch- but he didn't think it was good enough to jump off that barrel and try to be a photographer. Eventually, he did, thankfully, but it took him recognizing a missed opportunity and realizing that he had put in the 10,000 hours he needed to gain expertise. It's not all about the lucky break, it's about doing the work, putting in the time and then jumping.

After being blown away by his speech, we had the pleasure of sharing the most perfect sunset on the lake, which my brain refused to believe was not the ocean. Dave did a demo on the beach-- jumping back

and forth between dealing with the technical, creating rapport with our very cold subjects, and teaching us, all at the same time. It was amazing to witness.

The week ended with the awards banquet, a delicious dinner (the food all week was out of this world!) and honoring those who've made huge impacts on our group. The recognition of Jay and his tremendous legacy brought me to tears. Awards were exciting and the amount of talent is always overwhelming.

I am in awe of the Grand Valley State team, everything ran so smoothly, living the dorm life for a week was a blast, and I'm already missing the food. And

that hilarious scavenger hunt was an awesome way to kick off the week. The hours and hours you all put into this was so obvious and so appreciated!

This is only my third symposium, but every year I leave feeling very lucky to have found this group. You are all great photographers, talented in so many ways. But more than that, you are great people- generous, kind, always willing to share and help. It's an honor to be in your ranks and I can't wait until next year. Utah- here we come! UP-AA! (You're right, California, we did need a cheer!) ■



Photo by Jason Halley



Photo by Kurt Stepnitz



Photo by Dani Machlis

Top: Asher Swan does an outdoor lighting demo on the campus of Grand Valley State University. **Bottom left:** Workplace yoga; **bottom right:** Nikon Ambassador Dave Black sets up his lights as the sun sets over Lake Michigan.

Fellow of the UPAA (FUPAA)

Jay Ferchaud, University of Mississippi Medical Center

Master of the Profession

Jeff Etheridge, Auburn University

Chris Hughes Distinguished Service Award

Jill Carpenter

Board Appreciation Award

President Thomas J. Haas, Grand Valley State University

President's Award

Nick Romanenko, Rutgers, The State University of New Jersey

Nikon Shoot Out

Jessica Bartlett, California State University-Chico, Nikon Z7 Kit
Derek Eckenroth, Bob Jones University, Nikon Z6

Libris Photoshelter Grant

Charles Smith, Jackson State University (see p. 14)

UPAA Publications Awards 2019

General Publication

1st Place

Utah Valley University

2nd Place

Loyola University

3rd Place

The Citadel

Honorable Mention: Bates College

Posters

1st Place: Illinois State

2nd Place: New Jersey City University

3rd Place: Utah Valley University

Publication Covers

1st Place

Temple University

2nd Place

California State University, Chico

3rd Place

Bates College

Honorable Mention: The Citadel

Viewbooks

1st Place

Utah Valley University

2nd Place

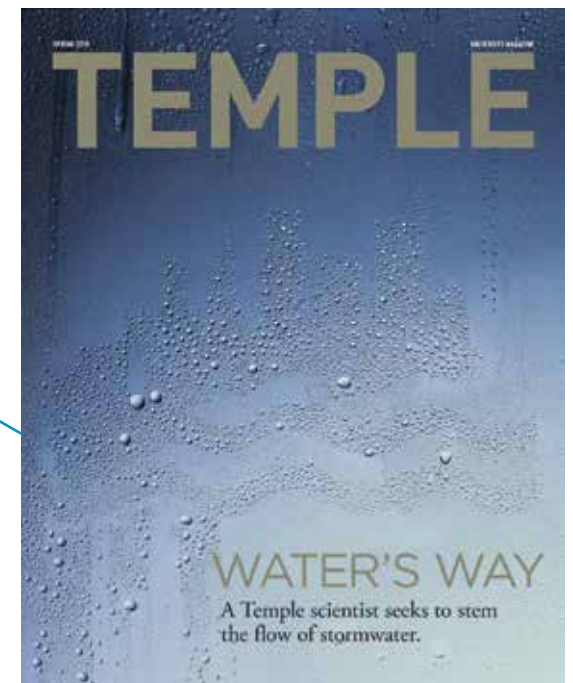
Grinnell College

3rd Place

Miami University

Honorable Mention: Grinnell College

Honorable Mention: Illinois State University



Printed Advertisement

- 1st Place**
Temple University
- 2nd Place**
Santa Fe College
- 3rd Place**
Utah Valley University
- Honorable Mention:** Ben-Gurion University of the Negev

Specialty Books

- 1st Place**
Ben-Gurion University of the Negev
- 2nd Place**
University of Michigan
- 3rd Place**
Utah Valley University
- Honorable Mention:** Temple University

Multimedia Competition

- 1st Place**
University of Georgia
- 1st Place (tie)**
Brigham Young University
- 2nd Place**
The Citadel
- 3rd Place**
University of Florida Museum of Natural History

Monthly Image Competition

- Think Tank MIC Award**
Nate Edwards, Brigham Young University

Annual Print Competition

People & Portraits

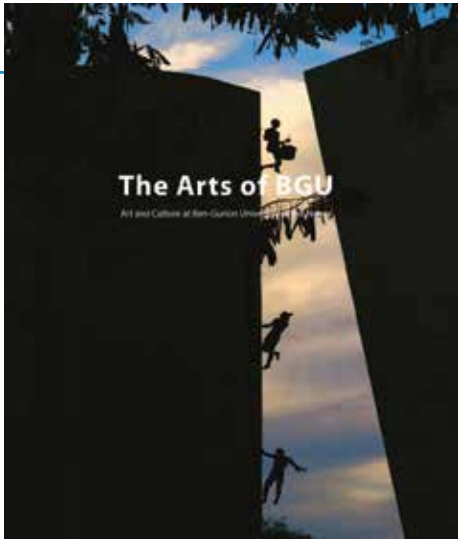
- 1st Place**
Aimee Obidzinski, University of Pittsburgh
- 2nd Place**
Steven Bridges, University of Tennessee
- 3rd Place**
Chris Gannon, Iowa State University
- Honorable Mention:** Steven Bridges, University of Tennessee
- Honorable Mention:** Matt Stamey, Santa Fe College

Science and Research

- 1st Place**
Joe Howell, Vanderbilt University
- 2nd Place**
Kristin Grace, University of Florida Museum of Natural History
- 3rd Place**
Jaren Wilkey, Brigham Young University
- Honorable Mention:** Glenn Carpenter, Moraine Valley Community College
- Honorable Mention:** Susan McSpadden, Johnson County Community College

Sports Action

- 1st Place**
Nate Edwards, Brigham Young University
- 2nd Place**
Joe Howell, Vanderbilt University
- 3rd Place**
Jay Drowns, Utah Valley University
- Honorable Mention:** Jaren Wilkey, Brigham Young University
- Honorable Mention:** Matt Cashore, University of Notre Dame



Campus Environment

- 1st Place**
Jay Drowns, Utah Valley University
- 2nd Place**
Derek Eckenroth, Bob Jones University
- 3rd Place**
Matt Cashore, University of Notre Dame
- Honorable Mention:** Jaren Wilkey, Brigham Young University
- Honorable Mention:** Sarah Twidwell, Western Illinois University

News & College Life

- 1st Place**
Steven Bridges, University of Tennessee
- 2nd Place**
Matt Cashore, University of Notre Dame
- 3rd Place**
Chris Gannon, Iowa State University
- Honorable Mention:** Chris Gannon, Iowa State University
- Honorable Mention:** Derek Eckenroth, Bob Jones University

Personal Vision

- 1st Place**
Louis Brems, The Citadel
- 2nd Place**
Madeline Mortensen, Brigham Young University
- 3rd Place**
Darren Van Dyke, Virginia Tech
- Honorable Mention:** Gabriel Mayberry, Brigham Young University
- Honorable Mention:** Gabriel Mayberry, Brigham Young University

Photo Essay

- 1st Place**
Jay Drowns, Utah Valley University
- 2nd Place**
Ken Bennett, Wake Forest University
- 3rd Place**
Darren Van Dyke, Virginia Tech
- Honorable Mention:** Scott Kissell, Miami University
- Honorable Mention:** Shannah Montgomery, University of Georgia

Sports Features

- 1st Place**
Nate Edwards, Brigham Young University
- 2nd Place**
Nate Edwards, Brigham Young University
- 3rd Place**
Joe Howell, Vanderbilt University
- Honorable Mention:** Joe Howell, Vanderbilt University
- Honorable Mention:** Jay Drowns, Utah Valley University

Features & Illustrations

- 1st Place**
Nate Edwards, Brigham Young University
- 2nd Place**
Nancy Evelyn, University of Georgia Graduate School
- 3rd Place**
Jay Drowns, Utah Valley University
- Honorable Mention:** Nate Edwards, Brigham Young University
- Honorable Mention:** Matt Cashore, University of Notre Dame

Best in Show

- Matt Cashore, University of Notre Dame

Print Competition Overall Winner

- Nate Edwards, Brigham Young University

2019 Mark A. Philbrick Photographer of the Year

- Nate Edwards, Brigham Young University



2019 Libris Grant

The 2019 Libris by Photoshelter Grant was awarded to Charles Smith, of Jackson State University.

The \$1500 grant was created by Libris for UPAA members to purchase equipment or invest in professional development.

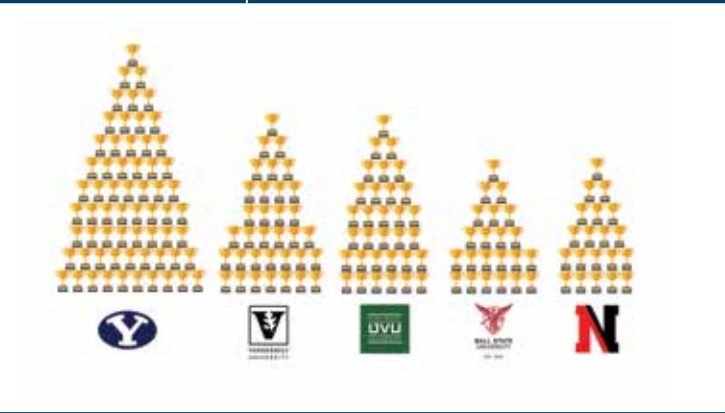
"I really want to thank Caroline Summers and the Photoshelter team for giving me this opportunity to work on a project that is dear to my heart," said Smith. "I grew up a few blocks away from the university that I work at today, Jackson State, and I still live in the neighboring area. This grant enabled me to continue to document the story of the families that live in this area of the city. I purchased a Fuji X-H1 so that I could shoot and video stories about the people of west Jackson, Mississippi and their ongoing successes and failures living in a mid-sized southern city.

For more information and to apply for 2020, visit Libris' website. ■



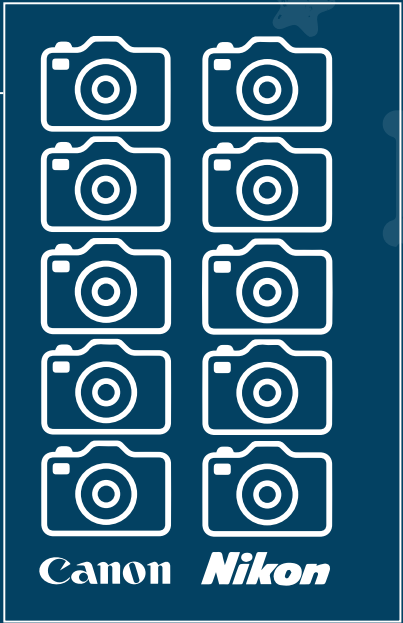
✿ 2018-2019 ✿
MIC
Monthly Image Competition

Top 5 vote-getters by University



"Best In Show" winners by camera brand

by the numbers:



2020 Symposium Preview

West is Best!

The 2020 UPAA Symposium will be co-hosted in Utah by Brigham Young University and Utah Valley University

By Nate Edwards, Brigham Young University

When I attended my first UPAA Symposium at Austin PeayState University I was still working as the Photography Manager at Utah Valley University. I came back home having loved the experience and thought it would be awesome to be able to host it at UVU.

UVU has been relatively unknown around the nation, probably because it doesn't have a football team and is a pretty young university—yet it has grown to be the largest university in Utah. It was really fun to be a part of the new growth and I felt hosting the symposium would be a good way to help with the exposure of the school and to bring other UPAA members to such a beautiful place.

Upon my return, before I was even able to mention the idea of hosting to our Vice President, he asked when we were going to host! I had also talked to Jay Drowns about it and we had some exciting conversations about the idea. I later switched jobs to BYU but the seed was planted.

Jay and I continued talking about it and we thought it might be fun for BYU and UVU to co-host. After all, we're only 5 miles apart. We brought Jaren Wilkey into the conversation with the idea of hosting in 2020 and looked to him for thoughts and suggestions since he had been part of other symposia hosted by BYU in the past. The UPAA board seemed to be on board with it (no pun intended), so here we are.

Part of the excitement I feel is that hosting the symposium is like bringing someone to your home and inviting them into your life. I love living here in Utah and love my job. It is such a beautiful place and great environment, with great people, and I want to share that with others. I graduated from UVU and absolutely love that school, and I have absolutely loved working here at BYU and am proud to be part of such a great institution. It excites me to bring others into my "home" and show them around, share what inspires me, and help them have a good experience. That is one of the many things we hope to accomplish here. ■



Mentor, Friend, Photographer of the Year

By Gabe Mayberry, Photo Student,
Brigham Young University

Nate Edwards earned a third straight Photographer of the Year award at the 2019 UPAA Symposium. To most UPAA members, Nate Edwards is the name at the top of the MIC standings, or the guy with all the trophies on his table at the annual awards banquet. To Gabe Mayberry, former student worker at BYU photo, Nate is a boss, a mentor and a friend.

Ten minutes into a portrait session with an important dean of BYU and I've already run out of ideas for posing and lighting. I've spent the last five minutes just trying to figure out how to balance the light I brought with the glaring sun coming through the window.



Photo by Tyler Richardson



Photo by Nate Edwards



Photo by Gabe Mayberry

I'm getting frustrated; I've completely sweated through my BYU Polo, and I just can't take another photo of the Dean with her arms folded. Did I mention one of my managers is also with me watching every mistake I'm making?

After what seems like an eternity, Nate finally breaks the silence between myself and the dean. "Let's think through this and get the images we need first," he says. Nate helps me first take control of the camera, then the light, then helps me pose the Dean. It wasn't a perfect session by any measure, but I got the photo we needed.

Nate has been a part of BYU Photo since the fall of 2016. He graduated in 2013 from Utah Valley University with an emphasis in photography. For a brief time, Nate worked with the Church of Jesus Christ of Latter-Day Saints photographing for their magazine and worldwide general conferences. He returned to UVU as a Photography Manager in Marketing Communications for two years before joining Jaren Wilkey at BYU Photo.

Though young in his career, his success has been unprecedented. His awards include Best of Show at the University Photographers Association of America year-end competition in 2016, and three-time Photographer of the Year in 2017, 2018, and 2019.

Aside from his accomplishments, Nate is known for his creativity, patience and genuine kindness. These qualities are exemplified throughout his life and interactions with others as a photographer, manager, and friend.

As a photographer, Nate has an incredible ability to see the best qualities of whatever or whomever he is photographing. In June of this year, Nate was photographing our Track and Field team at the regional competition in Sacramento, California. During the steeplechase event - something he's photographed many times before - I saw him trying out a new angle. What came out of that ended up winning Best of Show in the June 2019 Monthly Image Competition. That experience helped me realize that it's always possible

Facing page (top): Jaren Wilkey, Gabe Mayberry and Nate Edwards after a BYU football game. Gabe recently accepted a full-time job as a staff photographer across the street at Utah Valley University. **Facing page (bottom):** Nate Edwards gets a 'selfie' while testing a remote camera at a cross-country meet. **This page:** Nate does some 1:1 instruction

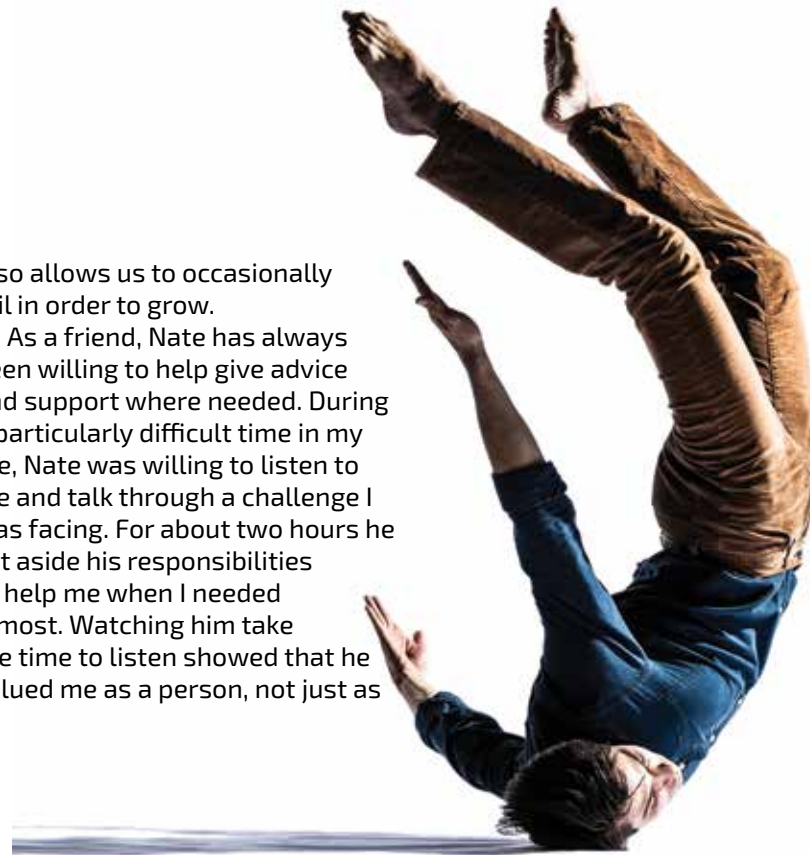
to find the extraordinary in even the most mundane situation.

Apart from teaching me technical aspects of photography necessary for my job, Nate has taught me even more about life by just being himself. For example, while covering "Senior Night" for our women's soccer team two years ago I did not prepare as much as I should have. The regular game logistics and flow of events were changed and I found myself missing important images. The next day I received correction I fully deserved from both of my bosses, but I also learned a valuable lesson. In his usual way, Nate didn't excuse the mistakes I made, but instead helped me better understand and identify ways to be a more responsible photographer.

As my manager, Nate is always willing to help me along my way and not simply hand out assignments. When I first started a few years ago I assisted him on various assignments and within a month, he began to assist me on my assignments. It's a little unnerving to have your manager become your assistant, but Nate quickly removes any feelings of fear and helps instill confidence when needed. When I make a mistake, Nate is there to offer gentle but much needed correction. He expects me to live up to the unofficial mantra of our office to be 100 percent responsible for our actions, but

also allows us to occasionally fail in order to grow.

As a friend, Nate has always been willing to help give advice and support where needed. During a particularly difficult time in my life, Nate was willing to listen to me and talk through a challenge I was facing. For about two hours he set aside his responsibilities to help me when I needed it most. Watching him take the time to listen showed that he valued me as a person, not just as



This page and facing page: Nate's 5 images which won honors in the Annual Print Competition. Those awards plus winning the overall Monthly Image Competition earned Nate a third straight POY.

an employee. I've seen this same thoughtfulness demonstrated multiple times with family members, friends or neighbors.

When I'm working, I'll often remember the skills and techniques Nate has taught me. When I associate with other photographers, I quickly realize how fortunate I am to have a manager who is both constructive and encouraging. And as I grow personally, I'm grateful to have a friend like Nate Edwards. ■



Sometimes you just have to Do It Yourself: 4 **'DIY'** projects

1. 3D PRINTED CAMERA

Story and photos by David Campbell, Alabama State University

For some time I had wanted to build my own camera. I had two 90mm view camera lenses and only used one and had looked at a lot of different plans.

When ASU hired a new art professor named Windham Graves—who is an expert in 3D printing and knows a lot about optics—it was time to have a go at it. We started with a file found on Thingiverse and modified it a bit. I looked up the correct flange distance for my lens on the Schneider website and Windham designed a lens mount to put it at that distance.

After printing all the parts I sanded them to fit, installed flocking material in the lens mount and put it together. We had to re-do the film crank knob as the plastic wasn't quite strong enough. Windham made a hollow one, heated up a finish nail and inserted it into the plastic piece and it's still going strong.

The camera uses medium format film and exposes five 6x12cm negatives per roll.

David Campbell is staff photographer at Alabama State University in Montgomery, Alabama



Story and photos by Jaren Wilkey, Brigham Young University

One of our favorite lighting styles is butterfly lighting, where the key light is front and center above the subject.

One way to do that is to place a typical background crossbar between two light stands and hang a light and modifier from it with a superclamp and a safety cable. I like this solution more than a boom, but we are limited by the length of the crossbar and how much weight it can safely support.

We've been searching for the right crossbar for such a long time that we decided to create one ourselves. Luckily Nate Edwards' dad is pretty good welder and he was able to build us one in less than an hour. He picked up the square tubing from the scrap pile at a local supply shop for \$17.

We decided to make our crossbar out of heavy duty square steel tubing so that it could support a heavy load. Another advantage of square tubing is that you can attach your light with a superclamp and it will hold firmly in place, while with circular tubing crossbars the superclamp will slip when under a load.

The crossbar is made from 2 pieces, with one side slightly bigger than the other so that it can fit just inside. This means that the crossbar can easily travel in our van at 10 feet long, but it can telescope to about 16 feet and still support the weight of a Profoto D2 monolight with a large softbox.

Jaren Wilkey is the Manager of BYU's University Photography Office. He has earned the UPAA 'Master of the Profession' distinction and was the 2011 UPAA Photographer of the Year.

2. BYU DIY-THE CROSSBAR



Facing page: The 'Dave-O-Matic 3000' and an image made with this one-of-a-kind camera.

This page: (top) The signature butterfly lighting "look" of BYU photos (bottom) A square rather than circular bar helps the super clamp get a firmer hold, keeping the light in place.

3. SCRIMP ON A SCRIM

Story and photos by Mark Carriveau, Elgin Community College

Here at ECC we were looking at a large scrim for photo and video shoots but did not have the money in the budget for it. After some brainstorming the videographer and I came up with this scrim we made for about \$35.

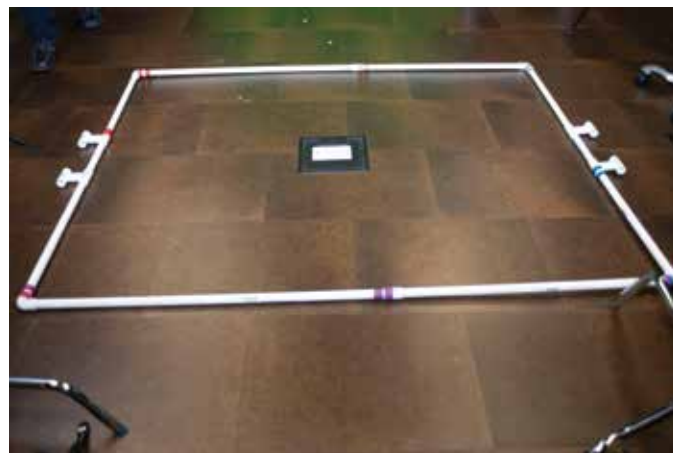
The scrim material is actually a shower curtain. The frame is made from PVC pipe and the scrim material is attached with small bungee cords. The shower curtain worked great for this because it already had grommet holes on one side. We added grommets on the other side. On the frame we used some T-connectors to make holders that would slip into the gobo arms on some C-stands.

To speed up the assembly process we color-coded the connections with colored gaffer tape. When we're not using it, the scrim easily breaks down and fits into an old tripod bag. The only con in the 5 years we've been using it is the dis-assembly; sometimes it's hard to get the PVC pipe pieces to separate. Certainly not a deal-breaker. We've used this in the studio and on location and we are always happy with the beautiful diffused light we get from it.

Mark Carriveau is the photographer at Elgin Community College in Elgin, IL. He is a UPAA board member and hosted the 2013 Symposium.

Above: The scrim gives a broad soft light great for portraits and small groups.

Below: The C-stands are by far the most expensive part of this thrifty idea.



4. HACKSAW HACK

Story and photos by Matt Cashore, University of Notre Dame

I've been a fan of Domke gripper straps for years. The quick reason why? They work as advertised. I especially like their 'quick release' straps because it's nice to have an easy option of going strap-less or an extra layer of safety and security when doing remote work.

Think Tank has a "gripper" camera strap that does the Domke one better—the 'grippy bits' are on both sides of the strap. Cool! Unfortunately, though, Think Tank doesn't have a quick-release option, and the metal ring is too thick for the Domke quick-release hooks.

I found some nice-looking split rings (basically just a key ring) on Amazon. Any split ring will do but I like aesthetics as much as functionality so I looked around a bit for some nicer-looking rings. I borrowed a hacksaw and vise and got to work replacing Think Tank's thick rings with ones that would fit the Domke hooks.

5 minutes later the Think Tank strap works perfectly with the Domke hooks. Now if only a hacksaw could give the Nikon Z series voice memo...

Matt Cashore is senior university photographer at the University of Notre Dame, 2016 UPAA Photographer of the Year and editor of the UPAA magazine and blog.



Far left: I was right next to the camera, but the extra security provided by wrapping the strap around the railing was a nice reassurance that allowed me to handhold a second camera.

Above and left: The Think Tank strap's thick rings were too large for the Domke hooks. Easy to saw apart and replace with split rings. The black split rings look a little nicer, too, IMO.

Member Profile:

(re-) Introducing Ball State

Ball State University was a UPAA member years ago and recently re-joined UPAA. The staff of three has been quietly but consistently popping up in the Monthly Image Competition points. In this profile they give us a virtual tour and tell us a little more about themselves.

*This is part of a new occasional series on the UPAA blog called 'Member Profiles.'
See more throughout the coming year at upaa.org*

Institution: Ball State University
Location: Muncie, Indiana
Founded: 1918
Enrollment: 22,500
Photo Staff: 3
Type of department: University-wide free service under Marketing Communications



Don L. Rogers:

I have been at Ball State University for 26 years. I hired in as a black and white printer but filled in when they needed help with assignments. I attended Ball State and graduated with a Journalism teaching degree and an emphasis on Photojournalism. I have always thought it was awesome that I was a student photographer in the office I eventually returned to. During my time away from Ball State I was a corporate journalist, a camera store/studio manager, a wedding/portrait photographer, and a commercial shooter.

I was lucky enough to work with some great UPAA names: Ron Partain, Ed Self, and John Huffer. Some of you may remember John dominating the sports category and winning several Photographer of the Year awards. Our group strayed away from the organization with budget cuts and a new director who didn't see the value. I was eager to get Ball State back into UPAA when the opportunity arose.

Our group today is pretty diverse with two 27-year-olds adding their energy and enthusiasm to the mix. I love our dynamics and ability to work together to create imagery. I think the youth input helps keep us out of a rut. We are quicker to explore new areas, since they don't know how we have done things for years. I think encouraging each other is how we have gained so much momentum since the youth movement began almost four years ago.

I love our involvement with UPAA, and I laugh at the Facebook page where we see ourselves and our problems so many times. Nobody can understand our passion, challenges, and enthusiasm like someone who lives this life. UPAA helps us all keep our balance and so many members are eager and willing to help.

Some days I miss the sheet film and the view camera. I think what we really miss of the craft is the skill and ritual of film. Agitating the film cans or cleaning the 4x5 holders are forever in our skill sets. Who could have imagined the leaps that digital imagery has given us as shooters and viewers? No doubt, I love what I do.

Right now, I am eager to embrace a new mirrorless system and see what images await me.

Samantha Strahan:

I received degrees in journalism, specializing in photography, and English studies from Ball State University in 2015.

I may have jump started Ball State getting into UPAA again. I kept reading about and hearing about how many awards Don and Domenic (our former photog turned videographer) had won over the years and it made me anxious to try my hand and get my work out there - see how it compared. (I've always been incredibly critical of my own work and never really pursued contests or even well-known internships as a student.) I dove into searching for different competitions to enter, most of which were for college students exclusively. That's when I found UPAA and asked Don if he had heard of it.

My interest in photography began when I was little. My family would go on adventures, disposable cameras in hand, and create a "beauty book" we have continually been working on through the years as we take more vacations. As I grew older, my passion for photography flourished, leading me to be hired into Ball State University's Marketing and Communications department in 2016 as the first female full-time staff photographer, as well as the youngest to hold the position. (I was 24!)

A fun story while on the job at Ball State was using baby powder in an attempt to come up with cool promo photos for our softball team. We had a small glove full of powder with a few punctures and tried to see how that would work. It worked well for certain shots, but not for the batter swinging to hit it. We came up with one idea to fill a small bag (usually used for popcorn at events). We weren't sure what to expect, especially with clean up. With a quick toss to the batter, she swung, the powder exploded everywhere. I ended up getting the shot. As for our studio, well... we're still finding powder a year later.

I use my spare time to explore new and old places. Along with that, I love being outdoors, spending time with family, reading, writing, and making thousands of photographs.



Photo by Don Rogers



Bobby Ellis:

I've been here for a little less than a year at this point. I was a student at Ball State, graduating back in 2013 with a bachelor's degree in photojournalism, so it's very neat for me to be back on campus seeing how things are changing.

We work with all the different colleges here at the university as well as with the office of the President and the athletic department. So the photographers get spread around quite a bit; doing everything from athletic events to marketing billboards and banners to shooting events meant for tweets from the president's office. Sam, Don, and I do a lot together. We usually



have a weekly lunch and work together to come up with different and challenging ideas for shoots.

I think one thing that makes us work well as a team is that all three of us tend to move towards different interests outside of Ball State when it comes to our photography. Don is very much a lighting and portraiture guy. Sam is very active with wedding and engagement photos, and I shoot concerts and freelance for Getty Images at sporting events.

Coming together, we mesh those different interests well and each of us is able to give our expertise to the other. ■

Expanding Horizons Through Self-Assignments

*Nothing says
"Wolverine" like
the real thing!*

Jay Drowns, Utah Valley University

As university photographers there are a lot of demands on our time that don't necessarily feed our creative core. Creativity is a feedback loop that can help improve even the most mundane

photo assignments. Exploring the campus community and digging-up/photographing unique visual story ideas is an important part of creating a consistent creativity cycle. Our work shouldn't be just about us, but without satisfaction from our work we won't be able to effectively provide the best imagery possible. Self-assigned photo projects should be part of our routines for increasing the

quality of our work as well as fulfillment in the job.

Our mascot is the wolverine. The designer for our Prospective Student Services (PSS) and I batted some ideas around. One idea was a mailer to the students that talked

*Don't wait for a good
project to come to you,
pitch your passion!*



Photo by Bobby Ellis



Photo by Jay Drowns

about the characteristics of the wolverine.

All the stock art out there was either boring or expensive. We pitched the idea of shooting our own images not only for the PSS book but also for widespread use across campus.

We started looking for guides or anyone who could help us get the shots we wanted. Our senior project director found a video of a guy in Alaska who had rescued a wolverine that had two kits that he raised from birth.

I contacted him to ask about the possibilities. When he responded that we could come up a shoot photos in a variety of situations I wrote a proposal and contacted a few departments on campus who would



A nice bonus to the project for Jay was a chance to visit his 50th state!

be interested in sharing the cost. We got the permission and the rest is history. We had a two person video crew, a photographer, an art director and a project producer.

You won't know unless you ask.

Kristen Grace, University of Florida Museum of Natural History

I pitched the idea to our team of accompanying an ecotourism trip led by Florida Museum of Natural History Director Doug Jones and museum and University of Florida butterfly expert Jaret Daniels to el Rosario Monarch Sanctuary in Ocampo, Mexico. The purpose



Photo by Jay Drowns

was to capture photo and video given the research being done on monarch butterflies at the University and the recent news of the monarch populations. From a marketing perspective, I also stressed the importance of documenting two Museum (and UF) leadership individuals guiding the trip.

In my mind, the thought of asking permission to leave the country to document our research faculty and staff leading eco tours was a long shot. I was afraid that it would be seen as taking advantage of an opportunity for personal benefit. But I felt passionately about the ROI of this trip for the museum, so I took a leap of faith and pitched the idea.

To my surprise, the project was met with open arms by both museum leadership and the travel group coordinating the trip in partnership with the museum. The agreement was for the museum to cover my airfare and other travel expenses and the travel company would cover my land cost, with the idea that I would share the content created with them to use for future promotions.

Once I garnered support for the Mexico trip, I knew I had to do my best and come back with something different. I decided that in addition to capturing amazing stills to tell the story of the monarch

migration, I wanted to attempt video. I had a very limited time before my trip to figure it out, but you can accomplish anything if you set your mind and heart to it. I also knew that if I did the best I possibly could, it could open doors to more opportunities.

And if your idea is met with a "no," at least it opened the opportunity for conversations like, "okay, well if that won't work, can we brainstorm some other ideas that could be fun, creative and fulfilling for both the institution and the creator?"

For example, we've been holding an event called Collectors Day here at the museum for over 30 years. For nearly that many years the photographers for the museum have covered that event in a very similar, event-style fashion. I've pitched the idea that rather than one more year of event coverage, we follow a few of the collectors that have been coming almost every year, beginning with a

portrait of them in their homes with their collections, then following them as they prepare their collections for the event and them engaging with visitors at the event. We will be working on some of those stories this year.

Both the museum and the communications team here at the museum have matured in recent years. We're focused on reaching new audiences and emphasizing our mission statement "Inspiring people to care about life on Earth." A result of this maturation is the opportunity to tell different stories in unique ways. It is my job to figure out new ways of telling the visual story of everything we do here at the museum, so why not get creative and bold? It is not only beneficial for the museum, but for my professional development and creative happiness. ■



Kristen Grace in Mexico, using the newest-tech mirrorless camera while riding the oldest-tech transportation.

Setting PRIORITIES

How Austin Peay State University stays mission-oriented

By Taylor Slifko and Beth Lowary,
Austin Peay State University

Dinners, receptions, grip and grins, oh my!

How does a small team, and in most cases one person, juggle the needs of an entire university and still have time for their own projects? The answer is defining priorities and setting a precedent within your university (and lots of coffee).

Making the Priority Guide

In 2014, an administration change did away with a broken photography chargeback system. Beth Lowary (former university photographer) needed a solution to keep requests from growing out of control. With a quick query on UPAA and advice from mission-based programs like Baylor and Ken Bennett's focus on priorities, the next step was made clear. In order to rein in frivolous requests, you need to create definitive guidelines outlining how you spend your time to best meet your office's mission and strategic goals. For Austin Peay, the highest priorities were university recruitment and marketing materials, major events and notable guests, and news and public relations initiatives.

Specific priorities were then divided into three levels. Each level clearly states the type of requests and who would handle them. For example, level 1 requests are always photographed by APSU staff. Levels 2 and 3 are assigned to students or freelance photographers. These freelancers are paid out of the department requesting the service.

Campus Reaction

Our priority guide has been extremely effective in helping people across campus start to think harder before submitting a request. For most, it's a matter of not fully understanding the scope of what we are responsible for, and the guide provides that perspective.



Photo by Taylor Slifko



Photo by Denzil Wyatt

Having read about all we're responsible for on the macro level, it's harder for someone to argue that their colleague's retirement party is worth spending money on a level 3 freelancer. Maybe that person realizes that they can capture what's needed with a point-and-shoot or cell phone.

We're fortunate to have skilled student workers who can handle most any request. The key to relationship building while keeping priorities is never really saying, "No." Instead, we're saying "I (as the full-

time photographer) am unavailable for that, but here are some other ways we can help you get what you need."

As with most things, this model is not always perfect, but can be easily evolved or adapted.

Advice

Make sure your rules and requirements for each level are clearly stated. One thing you don't want to happen is someone finding a way to twist their event into a higher priority category. To prevent this, make sure you are specific and have done your research on what events you are listing. If you are new to your position, I would recommend getting a seasoned team member to help you write it and list events.

Also, make sure that you're taking full advantage of the time allowed to really focus on your craft and the photographs that matter. An award-winning scenic taken on a free afternoon that could've been spent photographing new science lab plaques is excellent ammunition for proving that you are the expert and the best judge of how your time should be spent for maximum impact for the university as a whole.

For more on Austin Peay State University's priorities model, visit: apsu.edu/photography/photography-priorities ■



Photo by Benny Little

Examples of how photos are prioritized:

Top Left: (helicopter photo) Level 1-Newsworthy

Bottom left: (color run photo) Level 2-Student events

Top right: (award photo) Level 3-Grip and grin

Make sure that you're taking full advantage of the time allowed to really focus on your craft and the photographs that matter.



JUXTAPOSITION

The annual Nikon Shootout theme for 2019 was "Juxtaposition." Jessica Bartlett of California State University, Chico won a Nikon Z7 kit with this photograph. "I like how detail shots can tell a story without showing the whole scene," she said. "I wanted to show the juxtaposition between the differences of a dog and human owner with the similarities in their details." Jessica was one of several UPAA members attending their first Symposium. "I worked as a student photographer at California State University, Chico for two years before I was able to transition into a full-time staff position. My mentor Jason Halley informed me about UPAA and I immediately was excited to join." Derek Eckenroth's photo was selected as a co-winner. A complete list of honors and awards begins on page 11.