

For the third annual BEST OF issue of the ASMP Bulletin, we selected twenty projects from a field of nearly sixty candidates. It was a tough decision and we thank all those who submitted their work. We hope you will enjoy reading about the projects featured in print and online. To read more from our featured photographers, please visit the ASMP Web site at <www.asmp.org/culture/bestof2007>

ERIC FUTRON <www.chefshots.com>

Project: Alumni testimonial poster project for Chicago's Kendall College

Chicago-based food shooter Eric Futron mixed client service with community outreach in his alumni testimonial posters for the new campus of Kendall College where he teaches as an adjunct. He managed the project from soup to nuts: conceiving and promoting the project to school administrators; contacting recommended alums; shooting digital portraits; interviewing subjects; editing images and text; poster design; oversight of printing; he even hand-framed the posters for display on campus. Now a cornerstone of the school's on-site

marketing, the poster project allowed Futron to complete an entire package utilizing his multiple talents.

ASMP: *Did you learn anything from interviewing these subjects that is useful or inspiring to your photography?*

EF:...These contacts have solidified my role within this workplace. I am much more comfortable with my role as a photographer, communicator and educator. I am much more able to relate to the jobs my students will have within the marketplace. I've also become better aware of possible selling points for my own business.

ASMP: *Was this project above and beyond your usual job description?*

EF: I am really starting to welcome assignments that push my envelope. I did a convention slide show called Sweet Home Chicago For Foodies. I took the Robert Johnson song and added food and restaurant related lyrics. A



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friend recorded me singing it, playing guitar and harp then I laid out an iPhoto slide show with my Chicago food pictures. A big hit. ...These are exciting times. I've been shooting a long time; if we don't push our envelopes, we can't expect anyone to do it for us!



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KARLA HELD <www.karlaheld.com>

Project: Documentation of Benin, Africa Voodoo Festival

During a trip to revisit the Senegalese village where she previously served as a Peace Corps volunteer, Karla Held planned a stop at the Voodoo Festival in Benin. She arrived a week early to research customs and make local contacts, and by the festival's end she was an invited guest at the home of the local chief. A successful pitch to her press agency resulted in her voodoo coverage getting international distribution.

ASMP: *What do you consider your most valuable piece of equipment?*

KH: My brain! The ability to get along well with people around me and approach them in their language and with humility. My Nikon D70 was also an important piece of equipment.

ASMP: *What is unique about your style and approach?*

KH:...When I was in the Peace Corps, I was taught to "gracefully accept hospitality when possible." I used this approach while in Benin and it served me well.



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ASMP: *As a female shooter, how do you handle yourself in predominantly male environments?*

KH:I try to be respectful of the culture I'm in, but also don't let the environment limit me. I make local friends and ask their advice about how to go about executing my projects. ...At times the men in Benin challenged me about taking photos in their country, but I gave their grievances right back to them. I asked them firmly, "how is the rest of the world going to know how amazing your country is if you don't let it be seen?" My friends from Benin supported me in this retort.



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