

Chaos and Control – The Editorial Wedding

"Making Sense in this World of Options"

With Susan & Stewart Powers

Join Stewart and Susan Powers, two of the most respected and honored wedding photographers in this country, for a week of cutting edge technology, creativity, and marketing to set you apart from your competition. Internationally recognized for their fabulous romantic storytelling imagery and album designs, the Powers will share the details of creating "The Editorial Style" wedding – a blend of storytelling and traditional styles. The Powers will show you how to make your business thrive in the digital age. You will learn how to create dynamic marketing pieces and presentations with a protected CD Gallery and never worry about losing sales again! The Powers will discuss and demonstrate:

The Traditional side - effective, elegant and fun
Bridal Psychology ~ Digital transition options and solutions
Flow posing for Romance ~ Directed portraits, not Posed
Digital wedding techniques - Color & Exposure Solutions
Chaos and Control - Wedding Dynamics
New albums styles & selling the two volume album
Digitally composed album software ~ Workflow and printing issues
Your Town - Real World Marketing to middle class brides

***Stewart and Susan invite you to
take your business to the next level***

Accomplishments

Susan & Stewart Powers are wedding photography and environmental portraiture specialists. Together, they own Powers Photography in Gainesville, FL. They are nationally respected as experts in Romantic Storybook wedding design and as wedding marketing and sales innovators. They are one of just a few husbands & wife teams - both Master Photographer Craftsman.

For over ten years they have lectured together and separately, sharing their passion for excellence in wedding photography around the world including Britain, Canada, Puerto Rico, Mexico, Spain, the Bahamas and 37 of our United States.

Lifelong residents of Gainesville, FL. Susan and Stewart were friends in high school. They started Powers Photography in 1977. They have two children, Elise & Kristin. Stewart and Susan both have earned advanced college degrees: Susan a Masters of Building Construction and Stewart a Masters of Fine Arts (MFA) in photography. They have taught over twenty-seven week long classes at PPA Affiliate Schools across the US. Their classes are known for a commitment to excellence and innovation within a warm, approachable atmosphere.

Their credentials and awards in album competition are unmatched, a testament to their advancement of the art of wedding photography. Their wedding albums have consistently scored 95 and higher in national and international competitions; with five perfect 100 scores. Stewart's average score in his home state of Florida is 98 for over a decade of entries.

In July 2003, Stewart was one of 40 photographers in the world to earn the prestigious PPA Image Excellence Award for consistency and creativity in his work. In 1997, Stewart was the first wedding photographer to receive the International Photographic Councils Leadership Award at the United Nations as the Top Wedding Photographer in the world. Stewart has been honored with a Fellowship from the American Society of Photographers; awarded to less than ninety photographers in the last twenty years.

2003 was an unprecedented year as their portrait/birth album "To Gabrielle" won First Place and Best of Show at the PPA regional (SEPPA) with a perfect score of 100; and also received a score of 100 at the WPPI convention. This may be the first time anyone has ever scored 100 on an album at both international album competitions in the same year.

Stewart is a PPA affiliate judge and a PPA Approved Photographic Instructor. He received the prestigious PPA National Award in 1994 for his roll as the founder and first director of the FPP Florida School of Professional Photography.