



GENERAL SESSIONS

THURSDAY 4/15
4 - 5PM

Sue B's Instagram Neighborhoods - learning how to gain awareness and build your community on Instagram SUE B.

This presentation is all about learning how to gain awareness and grow your community on Instagram. How to think of Instagram as a “village” – and what you need to know about each neighborhood inside. How to apply your business branding to your Instagram account so you are memorable on the platform. Learn strategies you can use today to spark engagement with your followers and generate conversions directly from Instagram hacks I use to save time and energy when executing my strategy.

Sue B. is an insightful, energetic, and in-demand online marketing educator, influencer speaker, and a no-BS business coach. Sue B. is a popular CreativeLive Instructor and has been named by Huffington Post as one of the “Top 50 Must-Follow Women Entrepreneurs,” “The Top 50 Social Media Marketing Influencers” by TopRank Marketing, and “Top Female Business Influencers of 2019” by Fit Small Business. Sue’s blog was ranked as one of the Top 10 social media blogs in 2017 by Social Media Examiner.



THURSDAY 4/15
7:30 - 8PM

Rescued Through Profiling

THAD BEELER

As disasters occur and photo rescue services transition into high-speed recognition services, photos become more than an image—they become a profile. That profile will document age, image makeup and description, noted information on the back of an image, paper and quality, and even facial recognition services. All of this to find the owners of lost photos after community disasters as well as preservation services to disaster-prone communities. National Disaster Photo Rescue is developing software to do that and more.

Founder and Executive Director of the National Disaster Photo Rescue. Missouri Humanities Award Recipient. Disaster Chaplain and Minister. Thad is experienced in photo rescue and recovery services as well as disaster document recovery. He has a passion for families and the connection personal photographs give people—a sense of belonging that gives an emotional connection to life through images that are inseparable to the human spirit.



FRIDAY 4/16
7:30 - 8:30PM

Revealing the Stories that Objects Hold

BILL SHAPIRO

Join Cathi Nelson as she sits down with Bill Shapiro, the former Editor-in-Chief of LIFE magazine and the author of “What We Keep.” They’ll discuss the power of photos, the importance of objects as vessels for stories, and how Bill gets people to open up to share personal moments and turning points. You’ll come away inspired and with a few ideas on how you can help engage your clients in telling their stories.

Bill Shapiro served as the Editor-in-Chief of LIFE, the legendary photo magazine and, later, as the founding Editor-in-Chief of LIFE.com, which won the 2011 National Magazine Award for digital photography. A fine-art photography curator for New York galleries, he also serves on the Art Advisory Board for the SXSW festival. He writes about photography for the New York Times Magazine, the Atlantic, Vogue, and Esquire, among others. On Instagram, he’s @billshapiro.





GENERAL SESSIONS

SATURDAY 4/17
2 – 3PM

Family Albums Can Change the World

THOMAS ALLEN HARRIS

In this keynote, award-winning filmmaker Thomas Allen Harris will discuss his PBS series *Family Pictures USA*, which began as a socially engaged art project looking at the family album as it evolved in the digital age. For 25 years, Harris has used the family album as a motif in his personal films that mined his family and extended family archives to tell personal, national and international stories. In the process, he has gained a deeper insight on how crucial family archives are to understanding ourselves and our histories and is exploring the following questions: How can we use photographs to create powerful new narratives and foster genuine relationships with our peers, neighbors and family members? How can we use family pictures in order to ground ourselves in the truth of who we are, gain a deeper understanding and sense of empathy for those who are different from ourselves at a time where we need it most? How can we work together to create a movement to use the family album to spark creativity and make a better world?

Thomas Allen Harris uses film, video, photography, and performance to explore family and identity in a participatory model of filmmaking that he has been pioneering since 1990. His deeply personal films have received acclaim at international film/art festivals such as Sundance, Berlin, Toronto, FESPACO, Outfest, and Melbourne Art Festival. The films have been broadcast on PBS, AfroPOP, Sundance Channel, ARTE, CBC, SBN and NZT, and screened and exhibited at MoMA, Whitney Museum of American Art's 1995 Biennale, the Corcoran Gallery, the Long Beach Museum of Art, and the Gwangju Biennale.





BREAKOUT SESSIONS

THURSDAY 4/15
2 – 3:30PM

BREAKOUT #1

Client Onboarding Best Practices

ADAM PRATT

Great client onboarding experiences set the tone from first contact to final invoice. Adam will lead you through the framework he uses with every new client, and we'll crowdsource the best ideas into a new set of industry best practices. Join this interactive workshop ready to share your best ideas, and every attendee will leave with a new template they can use for their next client onboarding.

Adam Pratt loves people, photography, and a good story! He's spent the last 25 years at the intersection of creativity and technology, including 20+ years at Adobe, where he works on the Creative Cloud team. He has experience as a photographer, book author, software trainer, and photo organizer. He's also the founder of Chaos to Memories, where he helps people enjoy their photos again by turning their photo chaos into precious memories they can enjoy and share.



THURSDAY 4/15
2 – 3:30PM

BREAKOUT #2

Using pCloud to Remotely Organize Your Clients' Photos

LISA TONJES MORITZ

Most people haven't heard of the versatile cloud storage platform pCloud, which appears as a hard drive option on PC or Mac. You will learn how to manage client photos electronically on your computer and immediately share results with clients. Additionally, you can share their entire collection in a customized file structure through a simple branded link.

Lisa Tonjes Moritz has been organizing professionally for 13 years, but she has been helping others organize since she was a teenager. In March 2007, Lisa turned her organizing hobby into a business. In 2012, she joined the Association of Personal Photo Organizers because it was exciting to be able to bring one of her favorite hobbies, photography, into her business. As of May 2019, Helping Organize People Everyday became Helping Organize Photos Everywhere, and the sole focus of HOPE organizing is to help families organize, preserve, share, and celebrate their memories.



THURSDAY 4/15
2 – 3:30PM

BREAKOUT #3

Systematize and Scale

CAROLINE GUNTUR

If you only had to organize your clients, running a business would be easy! In this session, you'll learn how to get your own business organized with a system that will let you scale when the time comes. Learn why the right processes and documentation will help you move past your own busy-ness, so that you can start hiring and training the right people.

Caroline Guntur is a Photo Organizer and Genealogist, specializing in digital photo organizing and family history. She is the owner of The Swedish Organizer, LLC, a company that provides customized family history solutions to clients all over the world. Caroline is a member of the National Association of Productivity & Organizing Professionals (NAPO), the National Genealogical Society, the Photo Managers, the Association of Professional Genealogists (APG), and all of their respective Chicago chapters. Find Caroline at: www.organizingphotos.net





BREAKOUT SESSIONS

FRIDAY 4/16
9 - 10:30AM

BREAKOUT #4

Beyond Photo Boxes: Exploring Archival Storage Options

KATE JACUS

All photo organizers have used archival boxes to store clients' prints. In this hands-on session, go beyond the box to discover ways to safely house prints, slides, negatives, oversize photos, rolled or cased photos, fragile or damaged photos, and various types of film. Learn when to use special enclosures such as plastic sleeves and bags, envelopes and folders, and cardstock and tissue. We'll also look at binders, Binder-in-Boxes, and portfolios as alternative storage options.

Kate Jacus is the founder of The Photo Curator, LLC and the Marketing Coordinator for Archival Methods (a TPM Partner). Her love of organizing and expertise in archival storage stems from her 13-year career in the museum world.



FRIDAY 4/16
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BREAKOUT #5

What's New with Apple Photos in 2021: Big Sur and iOS 14

PAUL EINARSEN

For so many clients, Apple Photos is the gateway to photo management and sets expectations that we have to understand and address. Attendees will come away with an understanding of important new features and updates for macOS Big Sur and iOS 14, fun tips to use and to share with clients, and the latest options for using Photos in an organizing workflow, whether or not the Photos Library is the final home for your clients' pictures.

Paul is an Apple Photos specialist who empowers people to create a rich photography experience on iPhone, iCloud, and Mac. Bringing over three decades of experience in digital photography, desktop publishing, and the commercial printing industry, he teaches Apple users how to get the most value and fun out of their photography. After working at Apple as a Genius and Creative Trainer, Paul founded Bluewater Imaging LLC to deliver personalized coaching and training so people can get the most out of this amazing technology.



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BREAKOUT #6

Create a New Revenue Stream with Online Courses

CASEY VON STEIN

Online courses are a great way to add a passive revenue stream to your Photo Management business, and offer a lower-price solution to clients who cannot afford your full-service options. This class will show you the required tools and a process flow for creating your first online course!

Casey von Stein, aka Miss Freddy, is a certified Photo Manager living in Golden, Colorado. She helps clients worldwide make sense of their photo mess through remote organizing sessions and online, self-paced classes.





BREAKOUT SESSIONS

FRIDAY 4/16
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BREAKOUT #7

Developing a Business Operations Manual

BONNIE SHAY

As a business owner, it is very helpful to have a Business Operations Manual to help you run your business. This specific manual covers your processes for the various parts of your business and gives you scripts and standard operating procedures for what you do. No need to treat each client project as a new and different project — have some standard steps to become efficient in what you do.

Bonnie Hillman Shay is a Certified Photo Organizer and founder of Mariposa Photo Organizing based in Highland Park, IL. Bonnie helps her clients organize, edit, and back up their printed and digital photo and video collections as well as create photo books, online photo galleries, and other ways of sharing their photos.



FRIDAY 4/16
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BREAKOUT #8

Photo Finishing Technology Facts and Fun

DANIEL BALDRIDGE

We all work hard to understand the various technologies and specifications involved in getting a good scan, print, or photobook. In this session, we will explore the different ways photo prints are made and the advantages to each technology. We will explore some of your best options for printing, and spend time exploring image resolution and how this important image acquisition decision affects your output. We will explore the file types that lend themselves to the best print, color management, and how to judge the color of your output. We will also provide an exploration of film sizes through history and some characteristics that are important for each. We will try to have extended time for Q&A as I feel this topic always brings a lot of questions out.

Dan Baldrige, co-owner of Photo Gym, has been employed in the photo industry for over 35 years. His knowledge of imaging is vast and he loves sharing what he knows. Beginning with commercial darkrooms leading to commercial photofinishing to where we are today, Dan has seen a lot of technology pass under the bridge. Equipped to tackle even the most complex photo-related challenge, he thrives on finding ways to bring photos out of hiding and into the everyday using the very latest technology.



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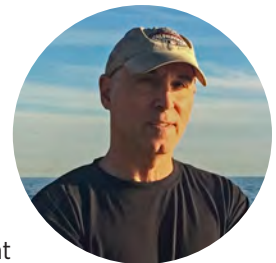
BREAKOUT #9

A Comparison of 3 Archiving Companies

PETER BENNETT

Our clients ask us how they can preserve, protect, and, most importantly, ensure their photo collections live on for future generations. I have been researching three platforms dedicated to the permanent archiving of family photos and history: Forever, Collectionaire, and Permananet.org. We will look at the features these platforms offer, how they differ, and what kind of real permanent archiving they can deliver on. These are answers for the future that your clients need today.

In 2016, Peter started Fotoflow Solutions, taking his years of professional experience and knowledge to those who really needed it, helping his clients organize, preserve, and enjoy their personal and family photos.





FRIDAY 4/16
3:30 – 5PM

BREAKOUT SESSIONS

BREAKOUT #10

Essentials for Your First Year as a Photo Organizer

CARLY MICHAEL & KIMBERLY MELTON

Starting out as a Photo Organizer is a huge learning curve. It really takes something to start a new business — you need to create systems and processes, handle marketing, generate leads, figure out pricing, and manage clients and projects — as well as your accounts and, of course, learn the technical skills and methodology required to organize photos! There's a lot to get your head around, and Carly's just done it, so join her as she shares the best things she learned in her first year.

Carly Michael, founder of PhotoGenie, hails from Melbourne, Australia, grew up in her family's camera shop, and has been surrounded by photos her entire life. She's a trained photographer, a photography educator, and spent a decade as the lab manager of her family's photo lab. Her commitment to avoiding the Digital Dark Age, the loss of all photos from this time period, had her leave her family business in January 2020 to become a photo organizer to help people solve a problem that they don't yet know they have.

Kimberly Melton, founder of Visual Story Media is from Charlotte, North Carolina. Her background is in project management and marketing. She is a Certified Photo Manager. She became interested in old photos sitting with her grandma Nellie as she was told stories about what life was like growing up in the mountains. She is passionate about helping people get their photos out of the closet or phone so they can enjoy them again.



BREAKOUT #11

How to Capture the DIY Market and Still Stay Profitable

KERRY BUTKOVICH & BECKY HUSSEY

This 90-minute session will discuss ways to work efficiently with the “hybrid client.” Whether it is due to budget constraints or a desire to be more involved in their project, the hybrid client wants to do much of the work themselves but also wants to hire you as their trainer. Attendees will learn how PhotosFinished approaches these types of projects, breaking big, overwhelming projects into smaller manageable parts, and how we efficiently balance their participation with our involvement. PhotosFinished provides in-person client training through Zoom sessions and other predesigned tutorials. We will share the pitfalls to watch out for so that you can still be profitable without sacrificing quality, as well as how the hybrid client fits in with your other full-service client workflows.

PhotosFinished is a photo management business founded by owners Kerry Butkovich and Becky Hussey. After working in the education and business world respectively, Kerry and Becky founded PhotosFinished based on their passion to help others reclaim and enjoy their family memories.

Kerry and Becky are charter members of APPO (now The Photo Managers) and both became Certified Photo Organizers in late 2011. Kerry and Becky, like all of you in this session, are passionate about helping others organize their memorabilia, creating systems for safely backing up their collections and finding ways to display and enjoy their families' memories. Their motto is simple: “Your Photos, Our Touch.”



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BREAKOUT SESSIONS

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BREAKOUT #12

A/V: Working with Audio and Video to Enhance Your Client's Media Collection

MARCI BRENNAN & CHRIS GEORGE

Videos are an integral part of any client's media collection. From old media (8mm, VHS, etc.) to smartphones, video tells the stories of our lives in a way photos cannot. In this class, we'll discuss adding audio to digitized old media, creating videos with burst photo stills, organizing videos into annual timelines and/or a thoughtfully edited highlight reel. This service works with both family and corporate clients.

Marci Brennan, a TPM certified professional photo organizer and husband/business partner, Chris, a videographer/photographer offer our photo and video organizing services throughout New York City and beyond. Our goal is to help busy people manage, organize, and preserve their photo and video collections.



SATURDAY 4/17
9 - 10:30AM

BREAKOUT #13

Client User Guides Made Easy

RHODA GORDON

A custom curated user guide is an amazing tool for both the client and the photo manager. The client will be impressed, surprised, and delighted as you go over each section of the user guide at the project's completion. In this breakout, I will identify why a user guide is important, how to create it, the steps within your normal workflow that will be used, and most importantly, the sections to include in the user guide. Samples of my user guides for both print and digital clients will be available.

Rhoda Gordon has been certified as a photo organizer by The Photo Managers and is the owner and founder of Sunflower Photo Solutions. Photography is in her blood, coming from a long line of photo and photo equipment enthusiasts. In addition to her love and knowledge of photos, she is an electrical engineer by trade, which aids in her technological competence, problem-solving skills, and attention to details and deadlines. She has been organizing photos (print and digital), creating montages, and curating photo books most of her adult life.



SATURDAY 4/17
9 - 10:30AM

BREAKOUT #14

Practical Steps for Crafting Life Celebration Books and Family Histories

FABIANA MORRIS

When an organizing project uncovers a multitude of puzzle pieces that tell a wonderful story, do you neatly label all the pieces and file them away, or do you start planning an amazing life celebration or family history book? Using Scrivener software as the central tool, learn how to gather all the puzzle pieces in one place to craft an amazing final deliverable. Note: this session will not cover book design.

Fabiana is co-founder of Treasured Pixels in Houston, TX, a photo management business she started with her husband in 2016. Tackling large, historically rich projects is her specialty. She is passionate about uncovering the amazing stories hidden in client collections to preserve for future generations.





BREAKOUT SESSIONS

SATURDAY 4/17
9 - 10:30AM

BREAKOUT #15

The Digital Photo Diet: A Guide to 'Overwhelm' Prevention

NICOLE OLDS

Bloated? Listless? Dragging? Out of control? If this describes your devices then here's an exciting new way to shrink those photo libraries, take inches off of your galleries, and drop several disk sizes—effortlessly! Follow my miracle 'photography reduction' plan and you'll finally be able to fit your photos on to that little black hard drive of your dreams! An actionable 'diet regimen' will be provided in rebrandable format for managers and their clients.

As photo managers, we are all acutely aware of the problems caused by digital overwhelm—increasingly unwieldy cloud programs, loss of value in our images, and no real change in sight. This talk contains practical advice for both current and future photography. It will include actionable steps to stop clutter before it happens and, in fact, to change your photography habits altogether. A customizable handout for both managers and their clients will be provided.

Nicole Olds is the owner of EnjoyYourPhotos.ca. As a professional photographer and photography coach, I am so glad to have discovered and become a part of The Photo Managers and the photo organizing industry. I love to help clients get their images organized so that they can indeed enjoy them rather than see them as an overwhelming chore. I'm excited for the future in an industry that is always changing.



SATURDAY 4/17
11 - 12:30PM

BREAKOUT #16

Creating an Individualized Photo Management System for Each Client

CHRISTY WRIGHT

As photo managers, it is our responsibility to take our knowledge of best practices and to combine that with the clients' capabilities and wishes to develop an effective, individualized photo management system. This class will explore how I develop an individual plan for **each** client—rather than a one-size-fits-all approach. This course will review the necessary components that each plan should have, options for each component, and considerations to make when choosing those options.

Christy Wright established Structured Simplicity in the Chicago suburbs in 2017. She specializes in digital organization to help clients simplify their photos, small businesses, and lives through the technology they already use. She also helps clients establish backup systems in order to preserve their files and memories. She is a certified member of Photo Managers as well as a NAPO member.





SATURDAY 4/17
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BREAKOUT SESSIONS

BREAKOUT #17

A Case Study: Getting Past the Fear of Organizing 1.7 MILLION Photos

RHODA GORDON

Did you ever have a client who was terrified of losing their media? They copied their photos from one site to another and maybe another, but still were not sure where anything was. This only added to the anxiety about losing precious memories!

I will review a case study of a recent client who started with 1.7 million photos (plus videos) and show how I organized it down to 350,000. I will share my thoughts and fears along the way, as well as my methodology, workflow, tools, and mistakes.

Rhoda Gordon has been certified as a photo organizer by The Photo Managers and is the owner and founder of Sunflower Photo Solutions. Photography is in her blood, coming from a long line of photo and photo equipment enthusiasts. In addition to her love and knowledge of photos, she is an electrical engineer by trade, which aids in her technological competence, problem-solving skills, and attention to details and deadlines. She has been organizing photos (print and digital), creating montages, and curating photo books most of her adult life.

