

		LIGHTING MASTERS	PORTRAITS/WEDDING	COMMERCIAL/EDITORIAL	PHOTO MARKETS	THE ART OF PHOTOGRAPHY	MARKETING	IT'S YOUR BUSINESS	EXPANDING NETWORKS	TECHNICALLY SPEAKING	P-SHOP & COLOR MGMT.	HANDS ON	
THURSDAY, OCTOBER 22 <sup>ND</sup>	8:45 AM – 11:45 AM	<b>NEW!</b> Light, Exposure & Cameras [TA1] Kevin Ames <i>Sponsored by Sigma</i>	<b>UPDATED!</b> Wedding Photography: Unlock the Artist in You [TA2] Joe Buissink <i>Sponsored by Canon</i>	<b>NEW!</b> VII Presents The New News: Redefining the News Agenda in the 21st Century [TA3] Moderator: Stephen Mayes Panelists: Hanan Gelbedorf, Katherine Harris, Antonin Kratochvil & Christopher Morris <i>Sponsored by Canon</i>	Finding Your Place in the Art World [TA4] Moderator: Holly Hughes Panelists: John A. Bennette, Michael Foley, Hannah Freiser & Debra Klomp Ching <i>Sponsored by PDN</i>	<b>NEW!</b> Making A Difference with Your Photography [TA5] Phil Borges <i>Sponsored by Microsoft</i>	<b>UPDATED!</b> How to Get Work from Ad Agencies [TA6] Moderator: Debra Weiss Panelists: Sarah Galkin, Andrea Kaye & JoAnne Tansman <i>Sponsored by ADBASE</i>	<b>UPDATED!</b> Multimedia & Video: New Opportunities for Still Photographers [TA7] Paula Lerner & Gail Mooney <i>Sponsored by ASMP</i>	<b>NEW!</b> Cinematography with a DSLR [TA8] Vincent Laforet <i>Sponsored by Canon</i>	<b>UPDATED!</b> Working Digitally in Low Light [TA9] Gerd Ludwig <i>Sponsored by Canon</i>	<b>UPDATED!</b> Digital Workflow Live with Adobe Lightroom 2.3 [TA10] Seth Resnick <i>Sponsored by Adobe &amp; D65</i>	<b>NEW!</b> Photoshop CS4: Creative Black & White and Color Effects [TA11] Michael Ninness	
	12:00 PM – 1:00 PM	<b>Keynote [TK] • Sponsored by Canon • Harry Benson: Being There • Harry Benson</b>											
	1:15 PM – 3:15 PM	<b>NEW!</b> Speedlights & Speedlites [TB1] Lou Jones	<b>UPDATED!</b> Couture Weddings [TB2] Bambi Cantrell <i>Sponsored by Microsoft</i>	<b>NEW!</b> Simultaneously Mastering Commercial & Fine-Art Photography [TB3] Moderator: Juliette Wolf-Robin Panelists: Brian Paul Clamp, Brian Finke, Michael Paris Mazzeo & Stephen Wilkes	<b>NEW!</b> Tools for Selling Stock Direct [TB4] Moderator: Ellen Boughn Panelists: Fred Benenson, Pam Fischer, Allen Murabayashi & Rahul Pathak <i>Sponsored by Agency Access</i>	<b>NEW!</b> Weird Beauty: Fashion Photography Now [TB5] Moderator: Suzanne Donaldson Panelists: Vince Aletti, Carol Squiers, Michael Thompson & Deborah Turbeville <i>Sponsored by ICP</i>	<b>NEW!</b> Twitter Revolution: Changing the Photographic World 140 Characters at a Time [TB6] Moderator: Jack Hollingsworth Panelists: Seshu Badrinath, Taylor Davidson, Jim Goldstein & Rosh Sillars	<b>NEW!</b> Photography Books: Design, Promotion & More [TB7] Moderator: Mat Thorne Panelists: Darius Himes & Daniel Milnor <i>Sponsored by Blurb</i>	Is Your Web site Making You Money? [TB8] Blake Discher <i>Sponsored by ASMP, ADBASE &amp; liveBooks</i>	<b>NEW!</b> 12 Things to Improve Your Digital Photography [TB9] Stephen Johnson <i>Sponsored by Canon</i>	<b>UPDATED!</b> Photoshop & Lightroom: The Dynamic Duo [TB10] Julianne Kost <i>Sponsored by Adobe</i>	<b>NEW!</b> Portrait & Glamour Retouching [TB11] Katrin Eismann	
	3:30 PM – 5:30 PM	<b>UPDATED!</b> Location Lighting: Big Light from Small Flashes [TC1] Joe McNally	Light & The Dramatic Portrait [TC2] Michael Grecco	<b>NEW!</b> Stepping Up to Larger Production Commercial Shoots [TC3] Moderator: Conor Risch Panelists: Kareem Black, Celeste Holt-Waters, Kathryn Tyrrel & Bette Wilkes <i>Sponsored by PDN</i>	<b>UPDATED!</b> Shooting Stock: Creating Exceptional Work & Making Your Ideas Profitable [TC4] Tyler Stableford <i>Sponsored by Canon</i>	<b>NEW!</b> Your Picture isn't Real: The Art of Staged Photography [TC5] Moderator: Bill Hunt Panelists: Mia Fineman, David Levinthal, Lori Nix & Paulo Ventura	<b>NEW!</b> Finding Your Audience: An Introduction to Marketing Your Photographs [TC6] Mary Virginia Swanson	<b>NEW!</b> What do I Charge? [TC7] Susan Carr <i>Sponsored by ASMP</i>	Red Camera Workshop [TC8] David McLain & Jerome Thelia	<b>UPDATED!</b> The Fine Digital Print [TC9] John Paul Caponigro <i>Sponsored by Epson</i>	The Art of Photography: From Communication to Black & White Output [TC10] Greg Gorman <i>Sponsored by Epson</i>	<b>NEW!</b> Extending Dynamic Range—HDR [TC11] Chris Alvanas <i>Sponsored by the Center for Digital Imaging Arts at Boston University</i>	
6:00 PM – 7:30 PM	<b>Special Event [TSE] • Sponsored by Canon • Presented by The Arnold and Augusta Newman Foundation &amp; Maine Media Workshops • Greg Heisler Presents: Arnold Newman, Impact &amp; Influence • Greg Heisler</b>												
FRIDAY, OCTOBER 23 <sup>RD</sup>	8:45 AM – 10:45 AM 8:45 AM – 11:45 AM	<b>NEW!</b> Lighting Techniques & Lightroom Workflow [FA1] Bobbi Lane & Eduardo Angel <i>Sponsored by Calumet</i>	8:45 PM – 10:45 PM <b>NEW!</b> Luck, Preparation, or Both? My Photography and Other Stories [FA2] Simon Bruty <i>Sponsored by Canon</i>	The Big Picture: Editorial Photography Behind the Scenes [FA3] Art Streiber <i>Sponsored by DigitalFusion</i>	<b>NEW!</b> Microstock: What We Learned in 2009 [FA4] Moderator: Daryl Lang Panelists: Yuri Arcurs, Kelly Cline, Catherine Gluckstein, Garth Johnson, & Andres Rodriguez <i>Sponsored by PDN</i>	<b>NEW!</b> Facets of the Night: Conjuring Atmosphere at Night and in Low Light [FA5] Moderator: Jill Waterman Panelists: Stewart Cohen, Chris Crisman, Chip Forelli, Todd Hido & Gerd Ludwig <i>Sponsored by PDN</i>	<b>NEW!</b> Photographer Makeover [FA6] Jack Hollingsworth	<b>NEW!</b> VII Presents The New Deal: How to Fund & Produce Reportage in the New Economic Environment [FA7] Moderator: Stephen Mayes Panelists: Jason Cone, Ron Haviv & John Stanmeyer <i>Sponsored by Canon</i>	<b>NEW!</b> Photo GPS [FA8] Peter Krogh <i>Sponsored by Microsoft</i>	<b>NEW!</b> The Real Deal of Adobe Lightroom [FA9] Brian Hughes & Melissa Gaul	<b>UPDATED!</b> Extending Dynamic Range [FA10] John Paul Caponigro <i>Sponsored by Canon</i>	<b>NEW!</b> InDesign for Photographers [FA11] Michael Ninness	
	12:00 PM – 1:00 PM	<b>Keynote [FK] • Nuts &amp; Bolts of the Editorial Portrait • Chris Dougherty &amp; Nigel Parry</b>											
	1:15 PM – 3:15 PM	<b>UPDATED!</b> Hot Sun, Cool Images [FB1] Cliff Mautner	The Art of the Portrait [FB2] Platon	Light, Gesture, Color [FB3] Jay Maisel <i>Sponsored by Epson</i>	<b>UPDATED!</b> Presenting Your Work to the Fine-Art Community [FB4] Mary Virginia Swanson	<b>UPDATED!</b> The Image of Grace: Black & White Photography [FB5] Rodney Smith	<b>UPDATED!</b> Super Sites: Successful Self-Promotion for the Digital Age [FB6] Moderator: Louisa Curtis Panelists: Rebecca Crumley, Richard Maltz, Lorraine McNeil-Popper & Erin Rabasch <i>Sponsored by liveBooks &amp; APA</i>	<b>NEW!</b> 39.9 Things that Can Change Your Life and Business [FB7] Kevin Kubota <i>Sponsored by AsukaBook</i>	<b>UPDATED!</b> The Documentary Hybrid: Photography & Filmmaking [FB8] Lauren Greenfield <i>Sponsored by Canon</i>	<b>UPDATED!</b> Archiving for Digital Imaging [FB9] Seth Resnick <i>Sponsored by Canon</i>	<b>NEW!</b> The Creative Composite [FB10] Julianne Kost <i>Sponsored by Adobe</i>	<b>NEW!</b> New York Glamour Retouching [FB11] Carrie Beene	
	3:30 PM – 5:30 PM	<b>UPDATED!</b> The Power of Lighting in The Digital World [FC1] Tony Corbell <i>Sponsored by Nik Software</i>	<b>NEW!</b> Get In On the Action [FC2] Cole Barash & Platon <i>Sponsored by Fuji</i>	<b>NEW!</b> On Sports Photography with Peter Read Miller [FC3] Peter Read Miller <i>Sponsored by Microsoft</i>	<b>NEW!</b> Don't Judge a Book by its Cover: A Print On Demand Publishing Test [FC4] Stephen Mallon & Frank Rocco <i>Sponsored by ASMP NY</i>	<b>NEW!</b> Sources of Influence [FC5] Todd Hido	<b>NEW!</b> Starting Today, You're a Brand: Building Your Brand & Your Business [FC6] Moderator: Lynn Martin Panelists: Ken Carbone, Shama Hyer, Corey Rich & Todd Wasserman <i>Sponsored by Brandweek</i>	<b>NEW!</b> Strategic Estimating [FC7] Jeff Sedlik <i>Sponsored by PLUS</i>	<b>UPDATED!</b> Motion Pictures: Creating Successful Stock Footage [FC8] Mark Anderson & Stewart Cohen	<b>NEW!</b> Real World Lighting, Real Results: Using Adobe Photoshop Lightroom 2 & Photoshop CS4 For Exceptional Travel and Outdoor Photography [FC9] Tyler Stableford <i>Sponsored by Adobe</i>	<b>NEW!</b> Down to Earth Color Management [FC10] Stephen Johnson	<b>NEW!</b> Creative Adobe Lightroom 2 [FC11] Julianne Kost <i>Sponsored by Adobe</i>	
6:00 PM – 7:30 PM	<b>Special Event [FSE] • Sponsored by Hewlett-Packard • New Ideas, New Beginnings • Eileen Gittins, Thomas Hoepker &amp; Joel Meyerowitz</b>												
SATURDAY, OCTOBER 24 <sup>TH</sup>	8:45 AM – 11:45 AM	<b>UPDATED!</b> Lights, Camera, Workflow [SA1] Bob & Dawn Davis <i>Sponsored by Canon</i>	<b>NEW!</b> Wedding is the New Black: High Fashion Weddings [SA2] Doug Gordon <i>Sponsored by AsukaBook</i>	<b>NEW!</b> Inside the White House: The Role of the President's Official Photographer [SA3] Moderator: Debra Weiss Panelists: David Hume Kennerly, Robert McNeely & Pete Souza	Publishing a Photobook [SA4] Harvey Stein	<b>UPDATED!</b> Adapting & Thriving in the Current Market [SA5] Nick Vedros <i>Sponsored by Canon</i>	<b>UPDATED!</b> The Whacko Factor: It's Not Who You Know, It's What You Know [SA6] Skip Cohen	<b>NEW!</b> Copyright Education [SA7] William Briganti & Nancy E. Wolff Esq. <i>Sponsored by ASMP &amp; PACA</i>	<b>NEW!</b> Negotiation with Clients & Best Business Practices for Photographers [SA8] John Harrington <i>Sponsored by Cengage</i>	<b>NEW!</b> Irreverent Photoshop for the Digital Photographer [SA9] Steve Weinrebe <i>Sponsored by Cengage</i>	<b>NEW!</b> 10 Steps to Success with Adobe Photoshop Lightroom 2 [SA10] Julianne Kost <i>Sponsored by Adobe</i>	<b>NEW!</b> Fantastic Portraits: It's All Smoke, Mirrors & Photoshop [SA11] Kevin Ames <i>Sponsored by Sigma</i>	
	12:00 PM – 1:00 PM	<b>General Session Theatre [SK] • Sponsored by Canon • VII Presents Photography for Change • James Nachtwey</b>											
	1:15 PM – 3:15 PM	<b>NEW!</b> The Many Uses of White Seamless: Achieving Multiple Looks from Simple Backgrounds [SB1] Zack Arias <i>Sponsored by B&amp;H</i>	<b>NEW!</b> Keep the Memories Alive with Visual Storytelling [SB2] Me Ra Koh <i>Sponsored by Sony</i>	<b>UPDATED!</b> Careers on the Frontlines of Social Issues in Unusual Times [SB3] Chris Rainier <i>Sponsored by liveBooks</i>	<b>UPDATED!</b> Mounting, Matting & Framing Inkjet and Other Digital Products [SB4] Moderator: Henry Wilhelm Panelists: Whitney Gaylord, Steve Gorman, Mac Holbert & Joseph Holmes	<b>NEW!</b> The Life of the Photographer [SB5] Sam Abell <i>Sponsored by Canon</i>	<b>NEW!</b> Fast Track Photographer: The Definitive New Approach to Success in Professional Photography [SB6] Dane Sanders <i>Sponsored by Pictage</i>	<b>UPDATED!</b> PDN's 30: Strategies for the Young Working Photographer [SB7] Moderator: Holly Hughes Panelists: Cole Barash, Clinton Cargill, Martine Fougereon & James Pomerantz <i>Sponsored by Kodak &amp; Sony</i>	<b>UPDATED!</b> Podcasting & Social Media [SB8] Jeff Curto	<b>NEW!</b> 10 Steps to Digital Photography [SB9] Steve Simon	<b>NEW!</b> Photoshop Color Strategies [SB10] John Paul Caponigro <i>Sponsored by Adobe</i>	<b>NEW!</b> RAW Automation [SB11] Michael Ninness	
	3:30 PM – 5:30 PM	<b>NEW!</b> Exploring the Light [SC1] Rick Sammon <i>Sponsored by Westcott</i>	<b>NEW!</b> The Jump: Transitioning from Photo Assistant to Fashion Photo Careers [SC2] Jeana Hong	<b>NEW!</b> Photojournalism: What's Next in Storytelling [SC3] Deanne Fitzmaurice <i>Sponsored by Microsoft</i>	<b>NEW!</b> Is Photography Your Calling? [SC4] Ian Summers <i>Sponsored by liveBooks</i>	<b>NEW!</b> The Art of Seeing [SC5] Bryan Peterson <i>Sponsored by amPhoto Books</i>	<b>UPDATED!</b> Internet Strategies & Guerilla Marketing [SC6] Jerry Avenaim & Rolando Gomez <i>Sponsored by liveBooks &amp; PhotoMeetUps.com</i>	Breaking Into the Biz: What Every Student and Emerging Photographer Should Know [SC7] Judy Herrmann & Mike Starke <i>Sponsored by ASMP</i>	<b>UPDATED!</b> Teaching in the Digital Age [SC8] Moderator: Tom Ashe Panelists: Jeff Curto, Douglas Holleley & Dennis Keeley	Glamour Retouching [SC9] Chris Alvanas	<b>NEW!</b> Lessons from the Hot Shoe Diaries [SC10] Joe McNally	<b>NEW!</b> The Fine Art of Black & White [SC11] Sean Perry	