



LACOUR

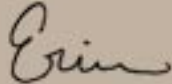
SPRING 2005

*Dear Friends,*

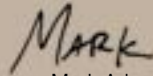
After a busy fall season, we were delighted to greet 2005 with a few refreshing changes to our business.

LaCour started the year off by moving into a new office and showroom and launching a newly designed website. We've also continued to expand our offerings to include family and maternity portraiture.

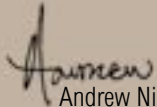
Please visit our site and spend some time in our new online photo galleries. We look forward to hearing from you!



Erin Reed



Mark Adams



Andrew Niesen



Rachel LaCour Niesen



*10* industry  
recognition  
photographers  
featured in national  
magazine



*8*

lacour news  
mark photographs  
paula zahn for CNN



*12*

celebrate family  
lifestyle photography  
comes full circle

also in this issue...

- 1 cover: sally's bouquet, by rachel lacour niesen
- 4 new studio
- 11 gift orders
- 14 featured vendor: impressions bridal salon

[www.lacourphoto.com](http://www.lacourphoto.com)

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LACOUR

# LaCour at LaFrance

LaCour has a new home at LaFrance Street Lofts on the south side of Atlanta's historic Candler Park neighborhood. The newly converted loft serves as LaCour's office and showroom and features an LCD projector and large-scale screen. Newlyweds can now be treated to a dramatic, life-size presentation of their wedding images.

LaCour also has a new look online. The redesigned website, launched in March, features a sleeker, more simplified design. New photo galleries allow clients to view their photos in color, black and white, and sepia so they can get an idea of what each photo will look like before ordering.



LaCour's studio provides a comfortable and relaxed meeting environment.



Mark photographed Joe and Annie McNally's wedding in New York.

In October, Mark was one of three people chosen to shoot the wedding of National Geographic photographer Joe McNally and his fiancée, Annie, in New York.

Mark had worked with Joe on past projects, including a December 2003 National Geographic cover story on the future of aviation. "Mark's talents, energy and ability to see pictures have us both in awe," McNally said.

Andrew, Rachel, Mark and Erin are headed to Las Vegas in late March for the Wedding and Portrait Photographers International convention. This is LaCour's second year at the conference.

The conference provides an opportunity to see what other wedding photographers are doing across the country and internationally.

In addition to frequently attending workshops and conferences, LaCour photographers also continue to accept editorial and advertising assignments to help them freshen and refine their skills.

In November, CNN commissioned Mark to photograph anchor Paula Zahn in New York City. CNN wanted a documentary approach, showing Paula in the city and in the studio on a typical workday.

What resulted was a stylish series of color and black-and-white photos that will be used in the intro to her show, "Paula Zahn Now," and in CNN promotional spots.

*New York*

CNN  
commissioned  
Mark Adams  
to photograph  
anchor  
Paula Zahn.





Andrew and Rachel's photographs are used in marketing materials for colleges and private high schools throughout the Southeast.

Andrew and Rachel's photos will be featured in the April issue of *Photo District News*, an industry trade magazine, for an article on education marketing photography. Education shoots are one of the cornerstones of Andrew and Rachel's careers as photographers. "We love the energy we find on school campuses, and working with students is really rewarding," Rachel said.



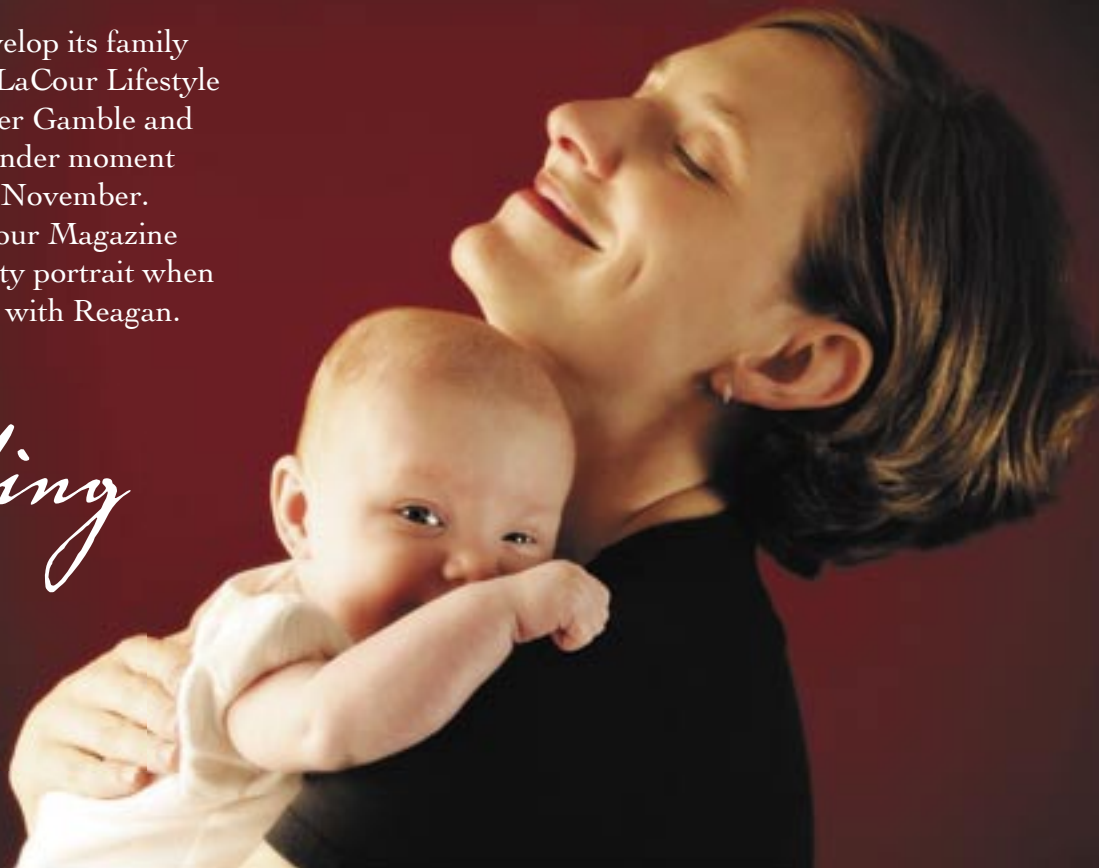
## Gift Orders

Mother's Day and Father's Day will be here before you know it. Remember the special moments you shared with mom and dad on one of the most important days of your life. Let us put them in a custom frame, folio or parents album so your family can keep their memories close by every day.

LACOUR LIFESTYLE

LaCour continues to develop its family photography division, LaCour Lifestyle Photography. Here, Jennifer Gamble and daughter Reagan share a tender moment during a portrait session in November. The Fall 2004 issue of LaCour Magazine featured Jennifer's maternity portrait when she was 8 months pregnant with Reagan.

*celebrating  
family*



To Impressions Bridal Salon owner Joan Pillow, every bride is unique. “Every time I met with Joan, I felt like I was the only one in the boutique,” said LaCour bride Allison Dukes. “Impressions is so attentive that you feel as though they are there to hold your hand, not rush you through a decision. I valued all the staff’s opinions. It was like having another mother there.”

The sophisticated boutique is located on West Paces Ferry. It offers only a few designers in order to fill the store with the very best, such as Vera Wang, Carolina Herrera, Richard Glasgow and Monique L’huillier, who made Allison’s gown. “It made me feel elegant, yet unique,” she said. “It reminded me of something Grace Kelly would have worn.”

# *Impressions Bridal Salon*



Salon owner Joan Pillow selected Allison’s Monique L’huillier gown.



**L**aCour photographer Andrew Niesen captured groom Joel Iverson as he sang for his bride, Mary Stuart Young, during their wedding reception at the Piedmont Driving Club. Joel's fellow singers from "The (University of) Virginia Gentlemen" performed with him.

Andrew used an 11-megapixel Canon EOS-1Ds digital camera with a 17mm lens to create the image. A remotely triggered flash lit the scene.