



LACOUR

SPRING 2007

DEAR FRIENDS,

LaCour has entered a new realm of photography that has inspired and energized us – knowledge sharing and community building. We hosted our first workshop for wedding photographers in February, and will host a second workshop in April. LaCour also served as a mentor at the Foundation workshop in February and spoke in March at a conference in Las Vegas that draws thousands of photographers worldwide.

It is our goal to continue to reach out, and share what we know, to strengthen our industry as a whole. We look forward to all the new talent – and new friends – we will meet throughout the year.

Rachel
RACHEL LACOUR NIESEN

Andrew
ANDREW NIESEN

Erin
ERIN REED ADAMS

Mark
MARK ADAMS



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LACOUR



ANDREW DEMONSTRATES FLASH TECHNIQUE FOR WORKSHOP STUDENTS



MARK WORKS WITH A STUDENT AT THE FOUNDATION WORKSHOP IN DALLAS

SHARING KNOWLEDGE

LaCour hosted its first workshop, “The Business of Storytelling,” in February at The Glenn Hotel in Atlanta. Attendees came from as far away as Mexico and Canada to learn about LaCour’s unique approach to branding and marketing, as well as our recipe for telling stories through photography.

Participants brought their cameras and practiced some of LaCour’s signature lighting techniques at the Biltmore Ballrooms. After the lighting demonstration, the group enjoyed a fun, delicious dinner at Atlanta’s four-star restaurant Ecco.

LaCour will host its second installment of “The Business of Storytelling” April 8-12. For more information, please visit www.lacourphoto.net/workshops.

Mark served as a mentor at the Foundation Workshop in Dallas, Texas, in late February. The Foundation Workshop is hosted by f8studio of Dallas. Mark got the chance to work one-on-one with photographers, helping them develop better photography skills.



In February, Andrew and Rachel were invited to photograph the 2007 Luxe Collection, an exclusive Vera Wang event in Chicago for Belle Vie Bridal Couture, one of Chicago's premier bridal boutiques. Models, *left*, exhibited the latest designs at the event, which was held at the Peninsula Hotel.

LaCour has created a dynamic new studio management tool designed to help photographers manage leads, clients and shoots



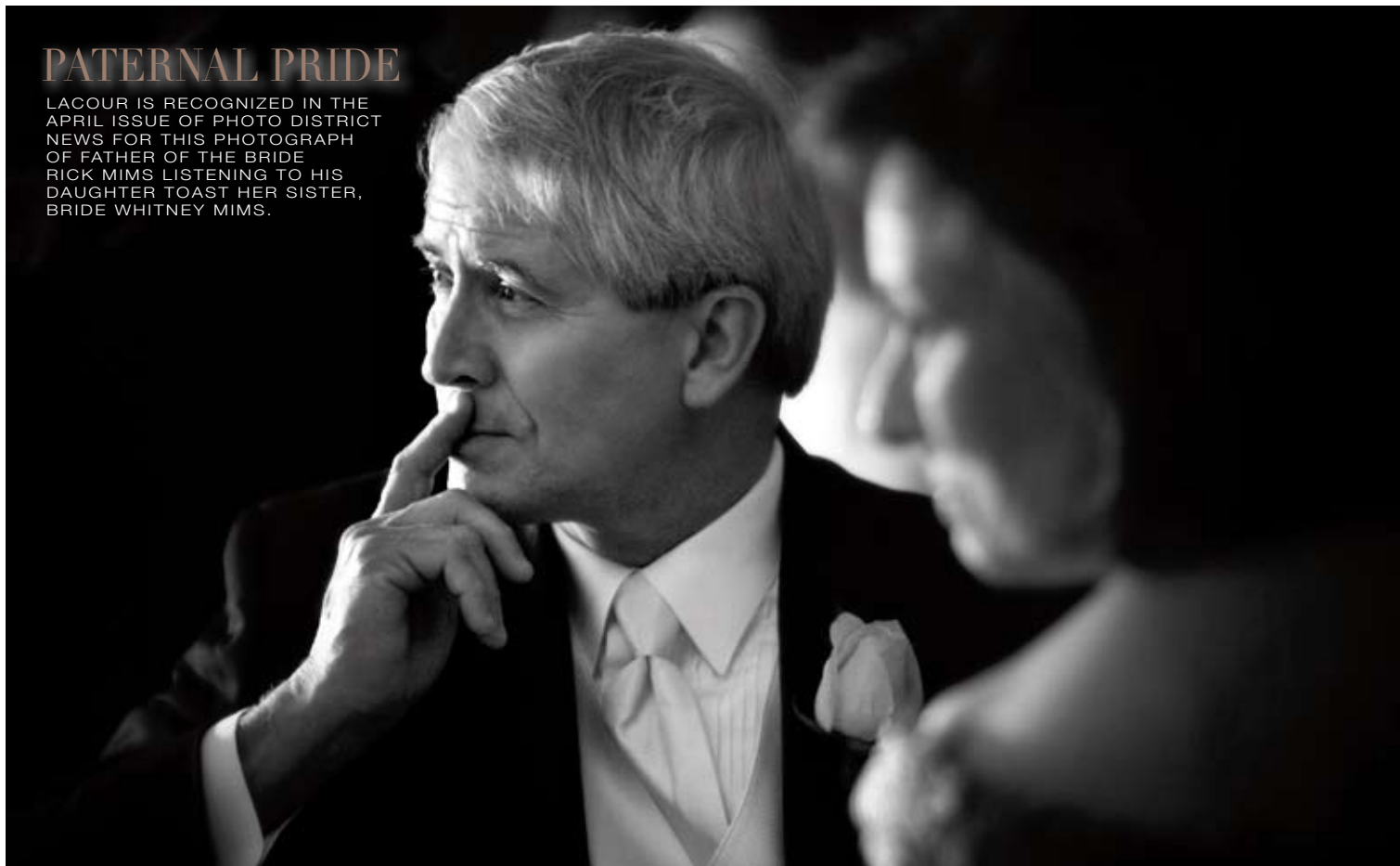
The web-based software, called ShootQ, serves as a database for all client and shoot information. Innovative features include an online booking engine that allows photographers to empower clients to book services online. Photographers can also share job leads with colleagues who are members of the ShootQ community.

ShootQ also performs vital tasks such as generating invoices, tracking payment information, and sending reminders of upcoming deadlines. For more information please visit www.shootQ.com.

LaCour has partnered with LiveBooks, a web design company based in San Francisco. LiveBooks, which has begun focusing on building websites for wedding photographers, has created a new website for LaCour at www.lacourphoto.com.

PATERNAL PRIDE

LACOUR IS RECOGNIZED IN THE APRIL ISSUE OF PHOTO DISTRICT NEWS FOR THIS PHOTOGRAPH OF FATHER OF THE BRIDE RICK MIMS LISTENING TO HIS DAUGHTER TOAST HER SISTER, BRIDE WHITNEY MIMS.



SEIZING THE MOMENT

Elizabeth Cheatham always imagined herself having a big, lavish wedding with 500 guests. But when her boyfriend Charlie McNairy proposed in February, the two decided, instead of spending a year planning a huge wedding, it would be more fun to go ahead and get married that weekend!

So the couple, who lives in Southern California, called their parents, siblings, minister – and LaCour – on Wednesday, and flew everyone to California for a wedding in Laguna Beach that Friday. Elizabeth and her parents went on a whirlwind shopping spree Thursday to get her dress, rings, and arrange flowers and other details.

After the ceremony, which took place in front of the Ritz-Carlton Laguna-Niguel, the couple and their families enjoyed dinner together at a local restaurant. Because there was no time to order a traditional cake, the couple enjoyed cupcakes topped with icing the color of blue hydrangeas, Elizabeth's favorite flower.



MARRIED IN MIAMI



Kalshelia Brown and Malcolm Lloyd spent two years planning their October nuptials at the Vizcaya Museum in Miami. The couple wove their heritage into many details of their wedding.

Kalshelia's family is from Jamaica, and Malcolm's family is from the island of Dominica. Guests were given flags from the two countries to wave as the couple made their way into the reception. The ceremony and reception both took place outdoors by the water. At the end of the night the couple were whisked away on a chartered yacht.

LaCour met Kalshelia and Malcolm a few days later in New Orleans, where the couple spent their honeymoon volunteering with Habitat for Humanity. Mark and Erin photographed and filmed the couple as they worked to build homes in a hurricane-ravaged neighborhood. LaCour turned the footage into a multimedia presentation, which was featured on darynkagan.com, hosted by former CNN news anchor Daryn Kagan.

SOUND OF MUSIC

Taylor Corbitt and Christopher Martin were married in August at Peachtree Road United Methodist Church of Atlanta, with a reception at the historic Capital City Club in Brookhaven.

The classic celebration was filled with emotional moments and memorable musical performances, reflecting the couple's deep connections to family and music. Taylor's father, Ashley, escorted his daughter down the aisle and proudly kissed her hand before placing it into Christopher's hand for the couple's exchange of vows.

Christopher's father, Freddy, inspired and nurtured his son's love of music. Since 2005, Christopher has served as the Principal Trumpet Chair at the Chicago Symphony Orchestra. During the reception, guests were treated to an energizing performance of Glenn Miller's Bugle Call Rag by Christopher, his father and his brother.





When we were asked to photograph a sunset ceremony in Laguna Beach, we expected beautiful California light, but when the minister's flight was delayed, we were presented with the challenge of photographing a beach ceremony at night with no available light. Not wanting to spoil the moonlit scene with harsh direct flash, Mark steadied his Canon EOS 5D and 16-35mm f/2.8 lens and remotely triggered Erin's flash to backlight the scene.

"I wanted to make a picture that conveyed the mood and atmosphere of this unique ceremony," Mark said. "Even under seemingly impossible conditions, we strive to make pictures that communicate what it felt like to be present on that special day."