

*"The heart and mind are the true lens of the camera."
- Yousuf Karsh*

THE END OF A LOVELY JOURNEY

I always loved Yousuf Karsh's images and now as I read the quote above, I see a bit of who he was behind the lens. The quote above speaks fully and completely to me, does it speak to you as well? You may not know that I started as a photography student.

As soon as I was introduced to the medium, I fell in love with it. I had an OM1 and I floated around Boston in my early 20s shooting street photography.

I knew nothing about the science and technical aspect when I began. Diane Arbus, Lottie Jacoby and Weegee were my heroes. I just wanted to record what I saw and what I was always drawn to were people and moments.

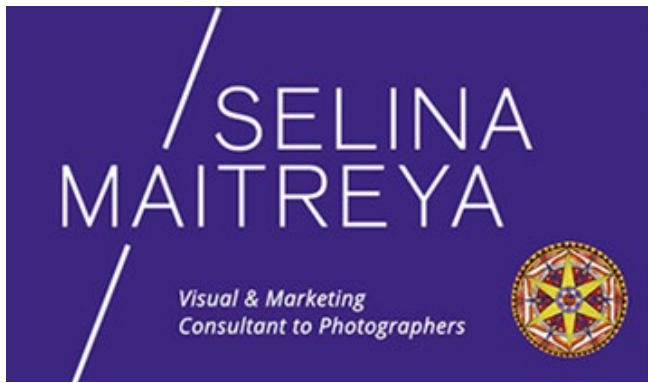
I applied to photography school at NESOP (New England School of Photography) and entered when I was 21 years old.

NESOP was housed above a Greek restaurant in Kenmore square Boston, and for the first three days I sat in the restaurant every single day, afraid to walk up the stairs to school.

When I finally marshalled my courage and walked up the stairs, I began my journey in photography which has lasted for 36 years.

NESOP was an amazing place to learn photography. The teachers were dedicated, the students were kind and helpful and while the facilities and equipment were lacking, the energy was amazing. I spent days in the darkroom learning how to burn and dodge as I tried valiantly to save an architectural project, with the help of many students, who would flit in and out of the dark room.





I created a project following a Tupperware sales agent around committed to proving that Tupperware was keeping women enslaved, only to discover how many women found their freedom through selling plastic containers.

I planned on returning to NESOP in my second year.

I was selling my '68 Firebird in order to have tuition for school (anyone who knows cars, knows how much I must love photography if I was willing to sell my '68 Firebird) but my best friend took it out when she was drunk and wrapped it up on the trunk of a tree and my photography career was done. I had no money to go back to school and I became a waitress.

While waitressing I met a man who asked me to be his photo agent, and my career on the other side of the camera began.

The next time I walked through the doors of NESOP I was a photo agent and had presented a lecture on the business of photography. I ended up creating a 36-week course for NESOP on the business of photography that I taught every student in the school for the next 12 years, a course that the state of Massachusetts ultimately ended up requiring each student pass in order to graduate.

When the 1978 copyright law had changed it changed everything about the way Photographers sell their work. In the early 80s the law was so new that most photographers didn't even know it existed. I had been trained in the law by the people that crafted the act of 1976 that became the law of 1978. Edith and Phil Leonian, who were a husband wife team: Phil the president of ASMP national, Edith the president of SPAR the organization for agents.

Edith met with me several times training me on the law and sent me back to Boston telling me to educate every photographer I could find. I met with photographers constantly sharing information, I became a founding member of the Boston Graphic Artist Guild sharing the information with graphic artists, and as a result, my educational passion turned into a consulting business that I have serviced for the last 34 years.

It has been my pleasure to write, to lecture and to consult with thousands upon thousands of photographers helping them to define their vision, to build portfolios that represent that vision, and to develop solid sales and marketing programs so they could effectively sell their work and develop successful businesses.

Now that journey has come to an end.



2022 will be my last full year of consulting with commercial photographers.

As you may know I have also been a spiritual teacher for the last 20 years, working with people who choose to learn how to any respond to difficulty from love. The work is critically important as it provides individuals the opportunity to learn how to use any irritation or tragedy, as an opportunity to increase their consciousness and provide themselves a life of peace and ease. The opportunity to help others truly achieve peace has become yet another passion for me to pursue. For as each of us becomes peaceful, our world shifts vibrationally as well.

2022 will be an important one for me as its my last year servicing commercial photographers. If you've been telling yourself "oh I'll call Selina next month or next year," time is running out.

I'll be consulting until December 2022 happily, full of information and inspiration and ready to hear your story, and excited to come up with ideas that will build your business. So, reach out to me ASAP to let me know you need help, I'll be continuing these monthly letters until next December so we still have lots to look forward to in 2022!

For now, enjoy your holidays and please hold light in your heart for your own success and for us all!

In Grace
With Gratitude
Selina