

# Photography Exhibits



By Rhonda Cullens, MNEC, NECCC VP

[Rhonda@CCullens.com](mailto:Rhonda@CCullens.com)

-

NECCC Keeping Clubs Active 2/17/22

Slides at: [Group.NECCC.org](http://Group.NECCC.org)

# Getting Started

2010

Jan. – 1<sup>st</sup> Visit to a Camera Club

Feb. – Joined Flagpole Photographers

Mar. – 1<sup>st</sup> Competition

Apr. – 1<sup>st</sup> Experience with Exhibits

May – Along with another member we were asked to be the club's first Exhibit Chairs



Flagpole Photographers' 2010 Annual Competition and Exhibit – C.H. Booth Library

# Finding a Location

July 2010 – Visited the 1<sup>st</sup> exhibit held at the town's new Municipal Center and booked a Flagpole Exhibit to be held in October.



Society of Creative Arts of Newtown (SCAN) Exhibit – Newtown Municipal Center

# Public Exhibits - Lessons Learned

In our first exhibit outside of the library, we learned we had a lot to learn!

Attitude:

“We can’t do this!” vs.  
“How can we make this work?”



Flagpole's 1<sup>st</sup> "Newtown & Beyond" Exhibit – Newtown Municipal Center

# Photography Exhibits

## Before the Exhibit

Starting Point – Goals, Venue, Theme

How Will Photos Be Displayed – Method, Quantity, Supplies

Members' Role – Participation, Labels, Submit, Volunteer

Processing and Planning – Check in, Layout, Documents

## At the Exhibit

Once You've Arrived – Hanging Photos, Presentation

Greeting Guests – Welcome Table, Opening Reception

Sales – Method of Sales

Take Down and Pick Up

## After the Exhibit

Follow Up Returning Photos and Payments

Share Results With Members

Assess What Worked and What Didn't

Plan Modifications – COVID, Virtual, etc.



# Before the Exhibit

Starting Point – Goals, Venue, Theme

How Will Photos Be Displayed – Method, Quantity, Supplies

Members' Role – Participation, Labels, Submit, Volunteer

Processing and Planning – Check in, Layout, Documents

# Goals of Club Exhibits

## Club Goals:

- Increase Public Awareness About Photography and About Your Club
- Increase Club Membership



The Progression of Photography



Newtown & Beyond Exhibit

# Goals of Club Exhibits

## Member Goals:

- Forum to Showcase Members' Best Work
- Opportunity for Photo Sales
- Publicity for Members' Photography Businesses
- Build Confidence to Have Their Own Exhibit



# Goals of Club Exhibits

Community Goals:  
Provide a Public Service

- Provide Photos for a Pollinator Awareness Exhibit



# Goals of Club Exhibits

## Community Goals: Provide a Public Service

- Showcase Pets Needing Adoption at the Local Animal Shelter



# Goals of Club Exhibits

Community Goals:  
Provide a Service

- Bring Customers Into Their Business



Does your club have any other  
exhibit goals?

# Types of Venues - Exhibiting in Galleries

- What fee do they charge?
- What percentage of sales do they take? 30%?
- How long will they let you exhibit?
- Do you have a local gallery?
- How strong is your portfolio and will they accept you?
- Consider Costs vs. Benefits – Costs and Benefits aren't just Dollars



# Types of Exhibit Venues – Framing Stores

- May charge a fee
- May require framed photos



Small Works Exhibit – Koenig Frameworks, Newtown

*Think “Out of the Box” for other venue options!*

# Types of Exhibit Venues – Public Buildings

## Municipal Center or Town Hall



Newtown Municipal Center

# Types of Exhibit Venues – Public Buildings

## Libraries



C.H. Booth Library, Newtown

# Types of Exhibit Venues – Public Buildings

## State or Federal Government



Dept. of Energy & Environmental Protection - Kellogg Environmental Center, Derby

# Types of Exhibit Venues – Private Business

## Restaurant or Cafe



LeReine's Cuisine, Newtown

# Types of Exhibit Venues – Private Business

## Day Spa



Avance' Esthetiques Day Spa, Newtown

# Types of Exhibit Venues – Private Business

## Real Estate Office



William Pitt Real Estate, Newtown

# Types of Exhibit Venues – Private Business

## Bulk Food Store



BD Provisions, Newtown

# Types of Exhibit Venues – Private Business

## Liquor Store

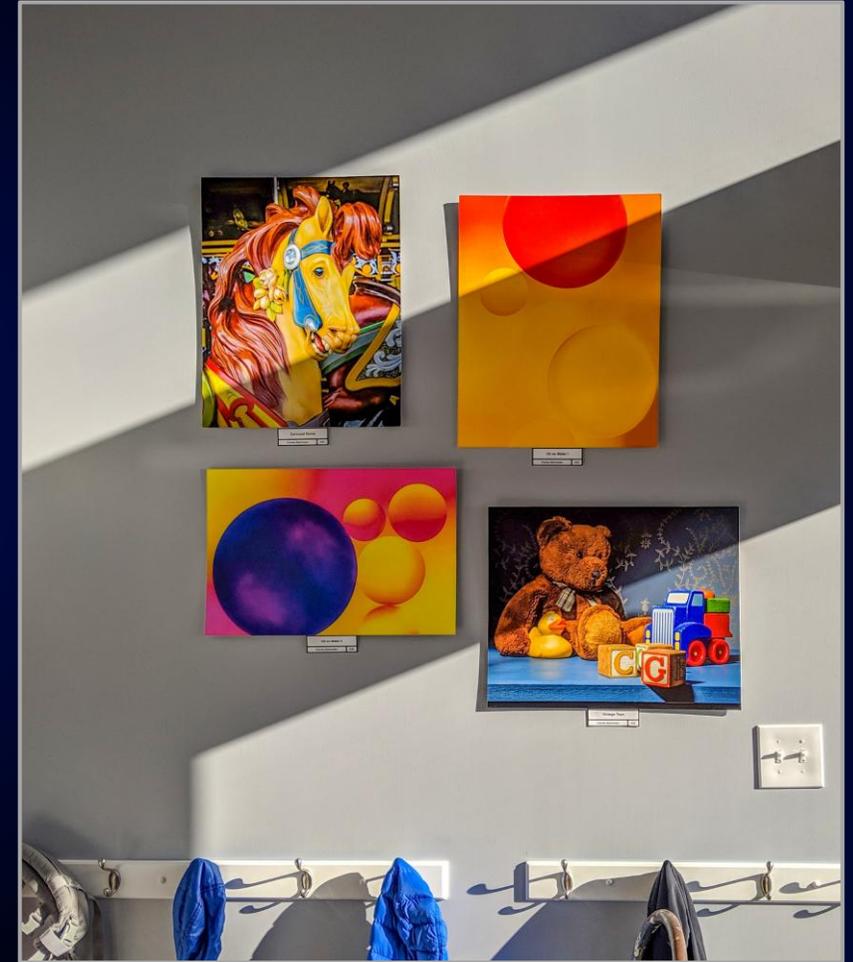


Premier Wine & Spirits Warehouse, Newtown

# Types of Exhibit Venues – Private Business



Kids' Play Space



Main Street Adventures, Newtown

# Types of Exhibit Venues – Private Business

## Performing Arts Studio



Sabrina's Encore Productions, Newtown

# Types of Exhibit Venues – Private Business

Suite Space for Hair Salons, Tanning Centers Etc.



Suite Space, Newtown

# Types of Exhibit Venues

## Houses of Worship – Local Churches



Walnut Hill Community Church, Bethel

# Types of Exhibit Venues – Your Own Garage



When COVID closed down our club's Animal Exhibit and a customer had hoped to come back and buy a lot of them for Christmas presents, we set up a mini exhibit just for her!

# Seek Out Venues or Accept Requests



- If you'd like to exhibit someplace, ask them! Don't sit by waiting for them to come to you.
- Sometimes people will request you do an exhibit for them.
- More requests tend to come in after people have seen your other exhibits.

# Indoor vs. Outdoor Venues

- Indoors: Usually more climate controlled. Can take place year-round. Usually longer exhibits.
- Outdoors: More subject to weather issues (rain/humidity) that could damage photos.
- If outdoors, are tents available? Can photos be taken down and brought back each day?
- Consider audience exposure vs. the amount of work for a short period.



Newtown Arts Festival

Does your club use any other  
types of venues?

# Exhibit “Theme” vs. “Open”



Could be dependent on the venue and their request for a theme.

Examples:

- The Spa wanted “Calming Images”
- One group wanted photos of “Pollinators”
- DEEP wanted photos of birds, animals, insects and nature settings in Connecticut
- Could be a combination - “Newtown & *Beyond*”

If you don’t have restrictions, it could be your choice or “Open” to anything!

# Tailoring Exhibit Themes to the Audience



## Local Venues – “Local Sells”

- Consider including photos of well-known local landmarks or scenes. In Flagpole’s last exhibit, only 15% of photos were of Newtown, but over 50% of sales came from those photos!
- Private Businesses - Consider who their customers are and choose photos that might appeal to them.



*Competition winners aren’t always “Best Sellers”!*

## Before the Exhibit

Starting Point – Goals, Venue, Theme

How Will Photos Be Displayed – Method, Quantity, Supplies

Members' Role – Participation, Labels, Submit, Volunteer

Processing and Planning – Check in, Layout, Documents

# Framed vs. Unframed Photos

- Framed photos - heavy, expensive, and breakable, but they do look nice!
- If you allow framed photos, consider having the member drop off, hang, and pick up directly at the venue. For planning purposes, have them send you the dimensions ahead of time.
- Make sure members won't hold the club responsible for any damage as a frame is more expensive to replace.
- Less expensive unframed often sell better.



# Framed, Unframed, or Combination

- Not all members have frames for all of their photos.
- Many clubs have “Print Competition Photos” that are mounted or matted with a size of 16x20 or smaller to meet NECCC rules.
- These lightweight prints, have more hanging methods available with less risk of breaking and are easier to transport and hang.

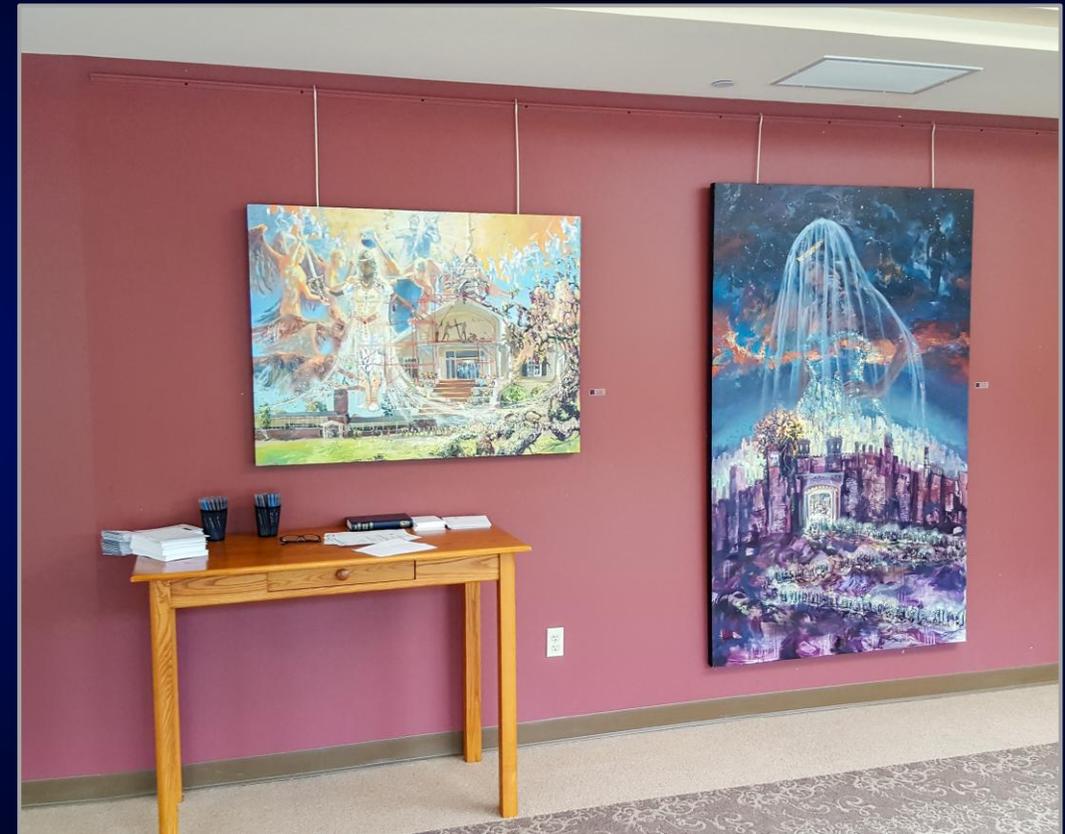


Animals Exhibit

# Display Methods – Vary with the Venue

## Questions to ask the venue:

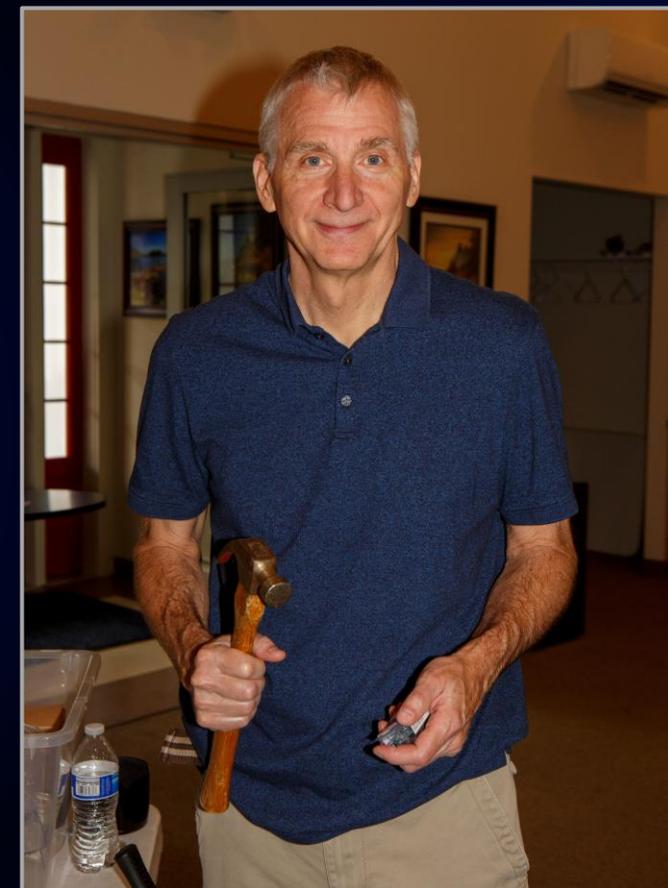
- Have you had previous exhibits?
- How were previous exhibits hung?
- Do you have a display system we can use?
- Do you have rods and hooks for them?
- If so, how many each of rods and hooks?
- Does your system work with our photos?  
Ex. Wide hangers for wired frames vs. hooks



Walnut Hill Community Church, Bethel

# Display Methods – Without A Hanging System

- Will you allow us to put nails in the walls?
- Would we have to fill and repair the holes?



- 1) Picture hangers are stronger than just nails alone.
- 2) Don't use a 4" nail when a straight pin would do!

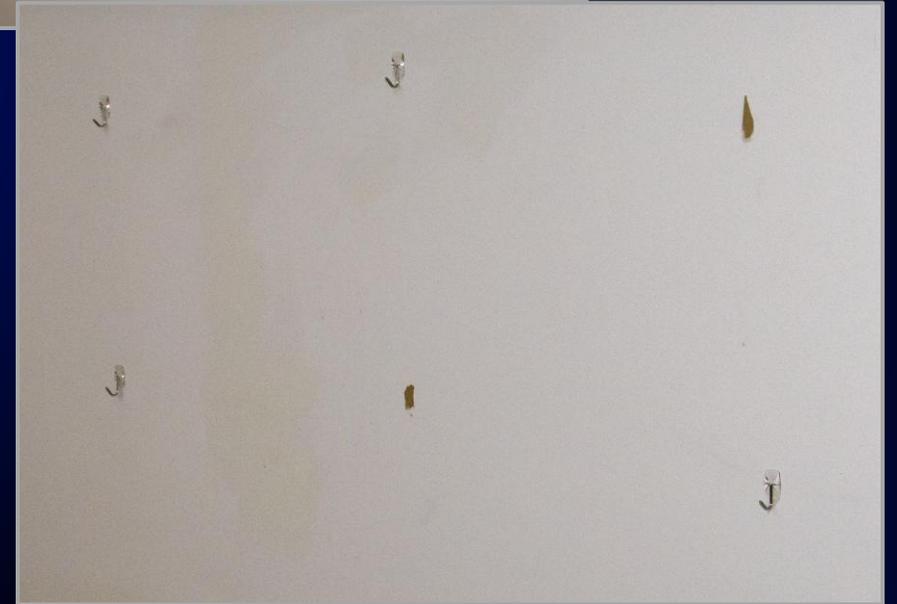
Walnut Hill Community Church  
New Milford Campus

# Display Methods – Allowed by Venue

- Do you allow 3M Command Strips?
- Occasionally Command Strips may take off some paint. Are you ok doing touch up paint if needed?



Damage left  
by previous  
exhibitors.

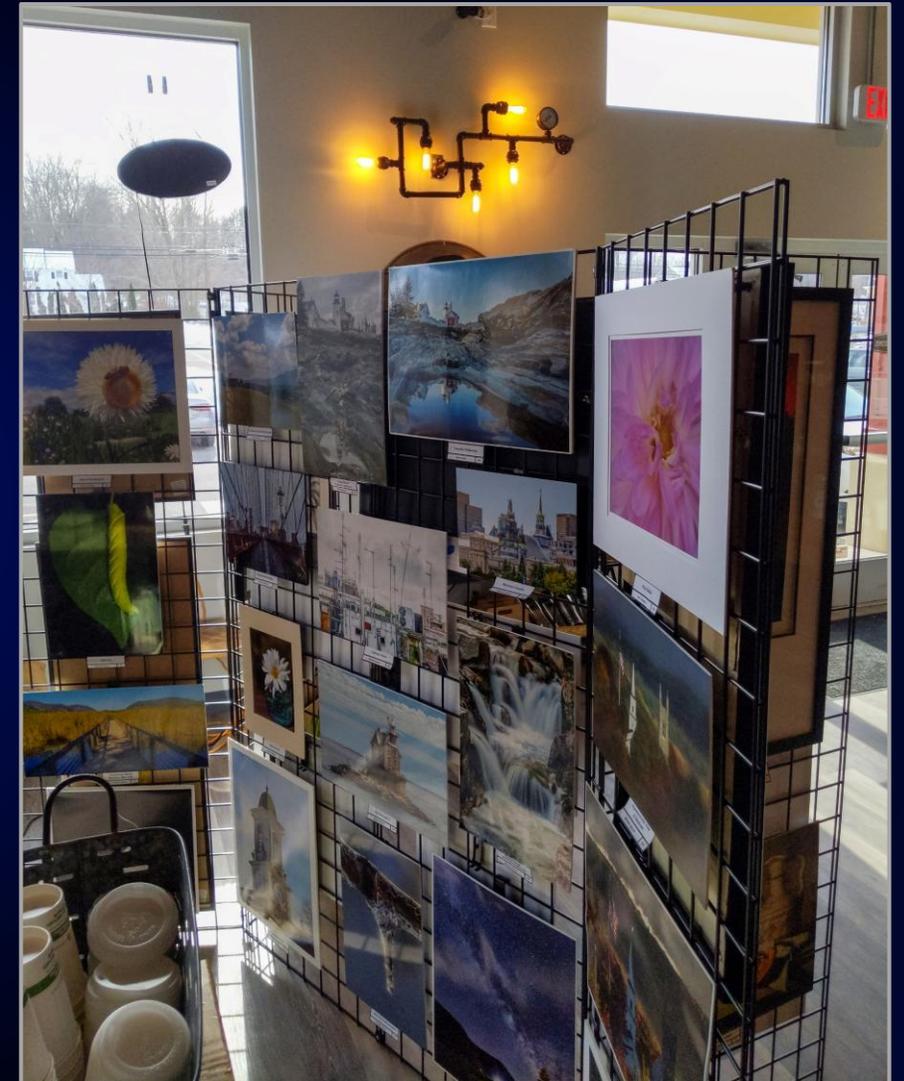


Newtown Municipal Center

# Display Methods – Are Racks an Option?

- Are racks allowed at the venue?
- Is there space for racks?
- Are there restrictions on rack locations?
- Can both sides of the rack be used?

Make sure the exits and cash registers aren't blocked!



BD Provisions

# Display Methods – Are Racks an Option?

Make sure shopping carts can get past and customers can still get to products.  
Here the cooler doors needed to be opened all the way.



Premier Wine & Spirit Warehouse

# Display Methods – Are Easels an Option?



- Standing easels can be easily knocked over.
- If used, find a low traffic protected area.
- Tabletop easels can be very useful to display more items on a limited space.



Highland Plaza Exhibit

# Quantity – Depends on Available Space

- Visit the venue. See it when another exhibit is there if possible.
- How much space is available and how many places are available for display?
- Take some photos with you to hold up.
- Take lots of photos of the area.
- Take lots of measurements too.



BD Provisions

# Can Space Be Created?



# Can Space Be Created?

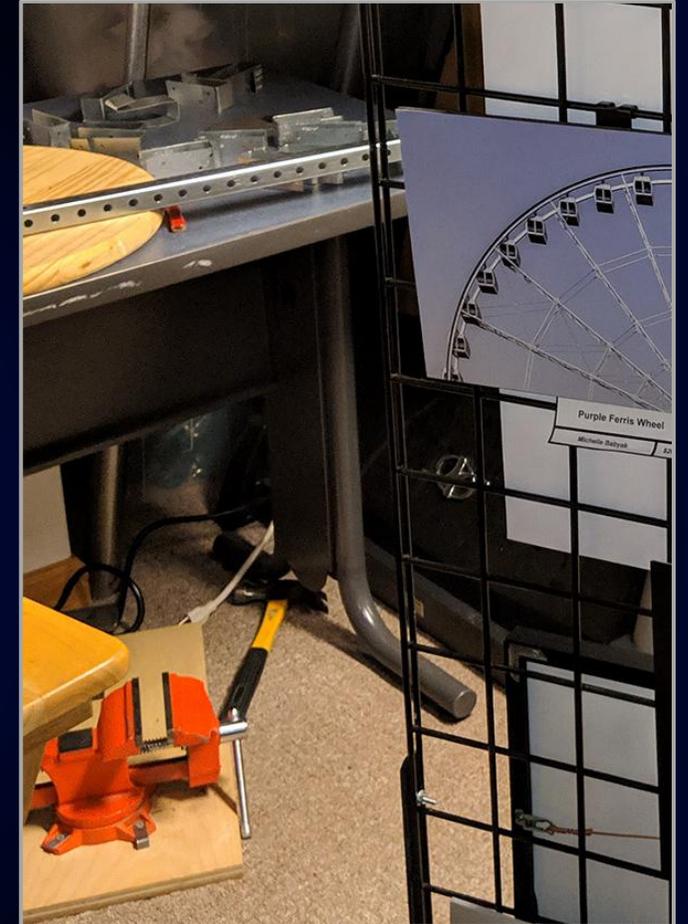


Problem:

We wanted to hang framed photos on the end cap bars.

Solution:

Got some metal strips and bent them into custom hooks!



Finished hooks are on the table behind the bar with holes in it.

# Quantity – Depends on Hanging Resources



- How many resources are available?
- Venue provided supplies
- Club owned supplies
- Borrowed from members
- Borrowed from other contacts or organizations

# Quantity – Depends on Member Contributions



- How many photos will your members submit?
- So many you'll have to limit their number because you don't have enough space or hanging materials? \*
- So few that you'll only be able to fill a portion of the venue?

\* Consider a “disclaimer” that if final submissions exceed space and hanging limitations, the exhibit committee will select the entrants.

# Supplies – Rods and Hooks

- Does the venue have hanging molding installed?
- Do you need more rods and hooks?



# Rods and Hooks – Not Cheap, but Good Investment

- Looking to buy any rods or hooks?
- Pictured: Walker Display Art Hanging System. You buy a rod, a rod sleeve (which is the top molding hook) that gets screwed to the top of the rod, and then buy separate adjustable hooks. The “Ogee” Rod Sleeve that goes on the top works with most common types of hanging molding.

Found online at: [WalkerDisplay.com](http://WalkerDisplay.com)



Ogee Rod Sleeve



Hi-Hook for hanging plastic “sawtooths” or wires (best option)



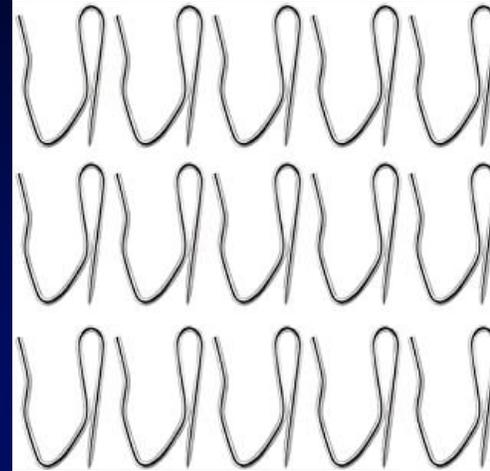
Hi-Holder for hanging wired frames

# Creative Solutions – Worked But Not Great

## Curtain Hooks Lessons Learned:

- We ran out of hooks but needed to hang more photos, so Duct taped “curtain hooks” to the rods. It worked but was hard to get stickiness off!
- We had extra “curtain hooks” because we used them to hang photos on the cloth covered screens.
- Creative solution, but not recommended!

Several members made donations to the library to buy more hooks after that!

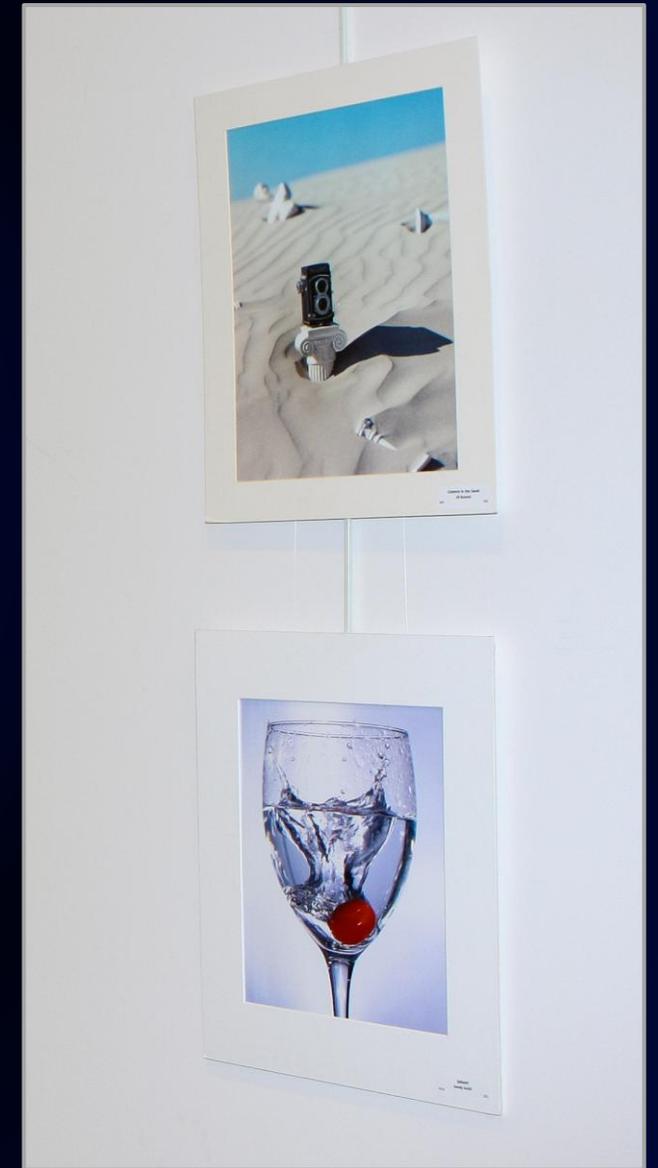


# Made it Work, But A Lot of Work!

## Fishing Line Lessons Learned:

- We used fishing line as the “wire” so we could use the wide frame holders. We could also make the fishing line longer to hang more than one photo per holder.

We then bought more rods and hooks!



# Supplies – 3M Command Strips

## Command Strips Lessons Learned:

- To remove, you have to be able to access the bottom tab and pull straight down. (That doesn't work if the photo is up against the wall!)
- They work pretty well on smooth wood surfaces.
- To remove photo on wood, put hands on both sides of the foam core backed photo and pull straight down.
- May need to jiggle side to side a bit.



Available online or in local stores.

# Supplies – Command Strips and Hooks

## Command Strips Lessons Learned:

- Works best on freshly painted glossy walls, but test on a spot that doesn't show!
- Reduce risk of damage, by placing a Clear Plastic Command Hook on the strip and then hang the photo from the hook.

## Hook Shortage “Hack”:

- Put a Command Strip on a rod and attach a Command Plastic Hook to it.
- (Not ideal since they can't be easily adjusted, but it works!)



Available online or in local stores.

# Supplies – Display Panels and Racks

- If a venue doesn't have hanging molding installed, or if it is an outdoor venue, consider free standing display panels.
- One type is Uline's Gridwall Panels and Bases. They also need connector clips to connect panels together and Grid Picture Hooks to hang the photos.

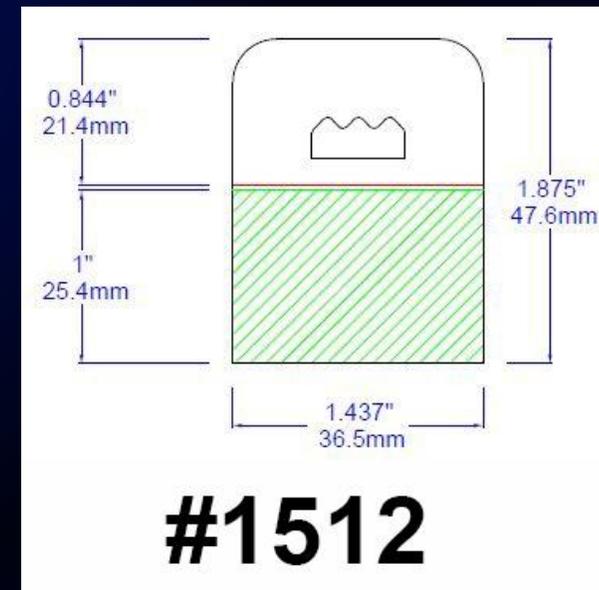
See: [www.uline.com/BL\\_453/Gridwall-Panels-and-Bases](http://www.uline.com/BL_453/Gridwall-Panels-and-Bases)



# Supplies – Sawtooth Hangers

- Lightweight photos, like those mounted on foam core, can be hung using Plastic Sawtooth Adhesive Picture Hangers.
- These are also called Adhesive Zig-Zag Picture Hangers or Plastic Self-Adhesive Hangers.
- Available online and in some frame shops.
- One supplier is United Mfrs Supplies. They may have slightly changed the sawtooth since we bought our last box of 1,000.

[www.unitedmfrs.com/Plastic Self Adhesive Hangers\\_p/1512.htm](http://www.unitedmfrs.com/Plastic%20Self%20Adhesive%20Hangers_p/1512.htm)



## Before the Exhibit

Starting Point – Goals, Venue, Theme

How Will Photos Be Displayed – Method, Quantity, Supplies

Members' Role – Participation, Labels, Submit, Volunteer

Processing and Planning – Check in, Layout, Documents

# The Members' Role - Participation

## Notice:

- Give as much advanced notice as possible.
- Provide dates, location, theme etc. early on.
- Get a feel for how many are interested in participating and about how many photos they might submit.
- The exhibit isn't just for "winning" photos. Enter your photos that you are proud of and would want others to see.



Share your enthusiasm and encourage participation!

# The Members' Role - Communication

## Provide Clear Written Directions Including:

- A Timeline with Deadlines – Titles Due, Drop Off, Hang Show, Opening Reception, Take Down & Pick Up
- Description of event – What, Where, When, Theme
- Preparation of Photos – Mat/Mount, Secure Layers
- Prices if for Sale – Whole dollars, Increments of \$5
- Email Titles Before Submission – Used for price list and for planning exhibit layout

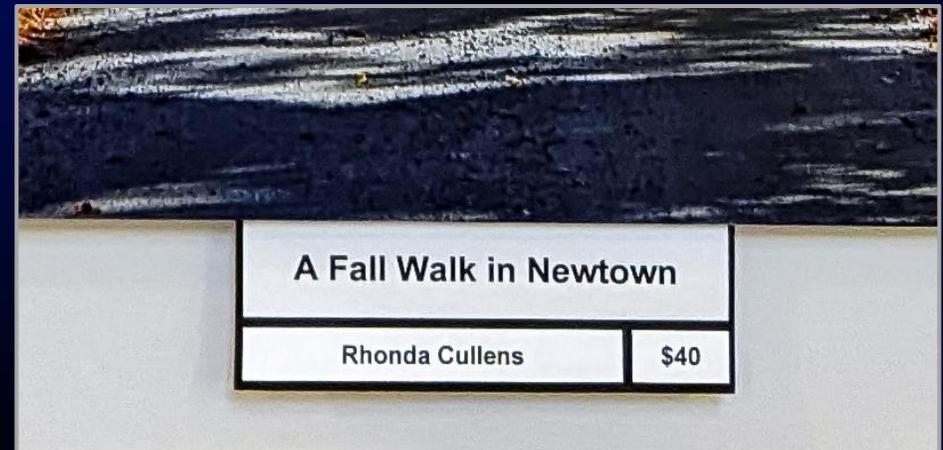
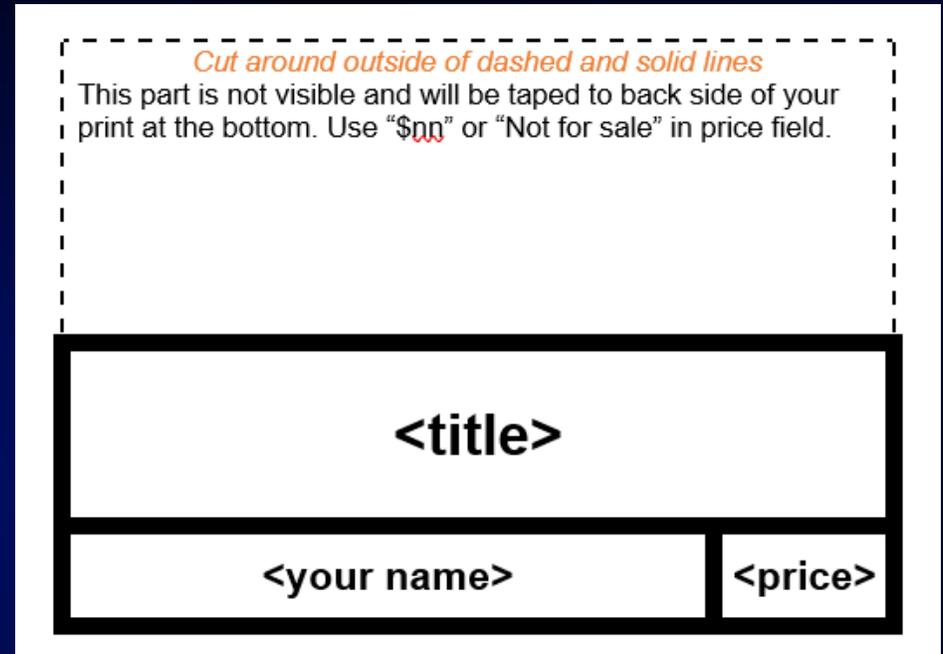


If possible, also post directions to your website, especially if you have “Member Only Access” to it.

# The Members' Role – Label Creation

## Label Format:

- Provide a template for members to create, print, cut out and attach their labels.
- The label can be cut out and taped to the backside of the photo so the bottom half of the label hangs below the photo.
- If photos are resting on a ledge, easel, etc., the bottom can be cut on the solid line and taped to a surface below photo.



# The Members' Role – Labels

## Label Placement:

- Choose if label should be centered, put on the left side or the right side.



Inconsistent Label Styles



Uniform Label Types and Placement

# The Members' Role - Stickers

## Other types of labels:

- Stick-on Adhesive Labels – If you want to use self-stick “Removable” labels, test them first to make sure they come off again cleanly before putting on a mat or photo directly.

Don't use “Easy Peel” labels!

They “Peel” off the sheet, but then don't come back off!

Also check any “red dot SOLD stickers” if used.



# The Members' Role – Drop Off

## Advanced Drop Off:

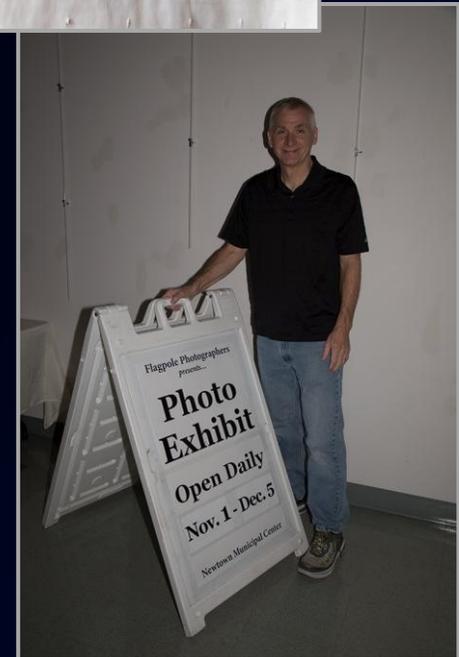
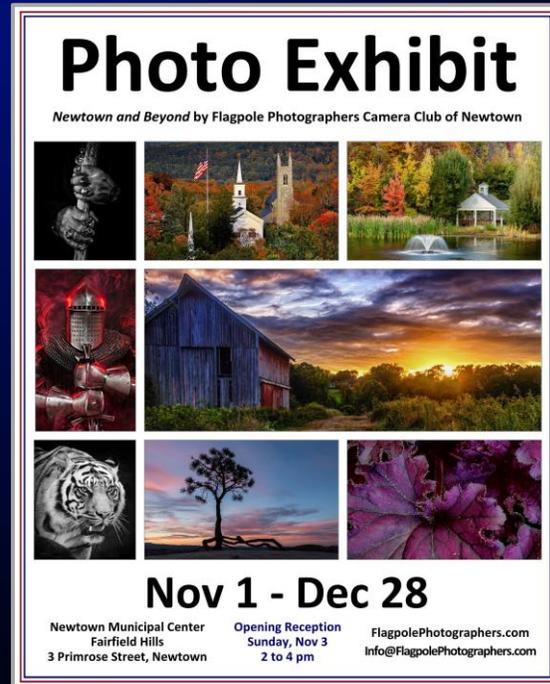
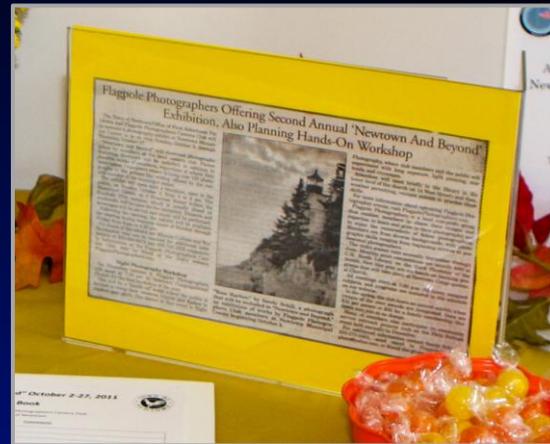
- Collecting photos in advance of the exhibit allows for adjustments to be made if needed.
- If club is meeting in person, photos with labels attached could be brought to a club meeting well in advance of the hanging.
- Photos could be dropped off to the exhibit chair at a mutually convenient time.



We used to have drop off the night before hanging at the venue. Too often weather, traffic jams, last minute printer issues etc. happened.

# The Members' Role – Volunteering to Help

## Advertising Before and During:



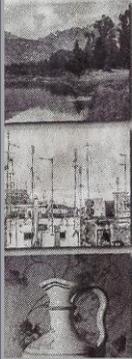
# The Members' Role – Volunteering to Help Organize Activities to Hold at The Exhibit:



**FRIDAY, MARCH 8**  
**5pm–8pm**  
Opening Reception • Meet the artists while enjoying wine and appetizers

**SATURDAY, MARCH 9**  
**10am–6pm**

10am–2pm	• DIY portraits
1pm–2pm	• Photographing Newtown
1pm–4pm	• Watercolor demo
2pm–4pm	• Improving your photography session



- Photography Presentations
- Drop in Q & A Sessions
- Portrait Sessions – Fee or Free

## “Do It Yourself Portraits”

- Set up a backdrop and lighting.
- Photos are taken on their camera or cell.
- They can take photos of their friends and family or have you take it of them.



# The Members' Role – Volunteering to Help

## Plan an Opening Reception:



# The Members' Role – Volunteering to Help

Agree to Help Set Up and Take Down The Exhibit:



## Before the Exhibit

Starting Point – Goals, Venue, Theme

How Will Photos Be Displayed – Method, Quantity, Supplies

Members' Role – Participation, Labels, Submit, Volunteer

Processing and Planning – Check in, Layout, Documents

# Processing the Photos

## Check-in Process:

- As emails come in, start a file by member name with title and sales amount or NFS.
- When photos are received, match labels against file to verify all info is correct.
- Make sure all layers of mats and backing are secure.
- Attach plastic sawtooth hook on back.
- Consider using a template and make sure it is centered or they'll hang crooked.
- Don't attach sawtooth too close to the top or the hook will show.



# Photo Organization

## Grouping:

- Separate photos into groups, such as, by theme, subject, monochrome, color, etc.
- If this is a large exhibit, these groupings will make it easier to find or direct people to a photo.
- Groupings also offer a sense of separate varieties of focus and interest.



# Layout Planning

## Assess groups:

- How many photos are in each group?
- Where would each group fit at the venue?
- Should any groups be separated further by subject or should small groups be combined?
- Should any groups be divided into multiple areas? Ex. Local photos at both ends of the building and some in the middle?



Monochrome Horse Photos

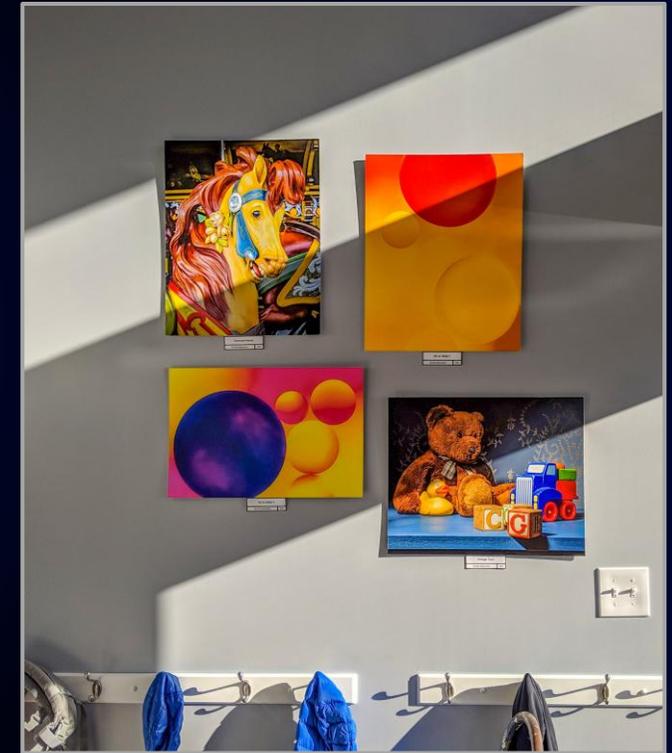


Monochrome Newtown Photos

# Layout Design Planning

## Test Out Layout Options:

- Lay groups of photos on the floor or on tables in the arrangement they would be hanging on the wall.
- Step back and see how they look.
- Make adjustments then photograph and record it.

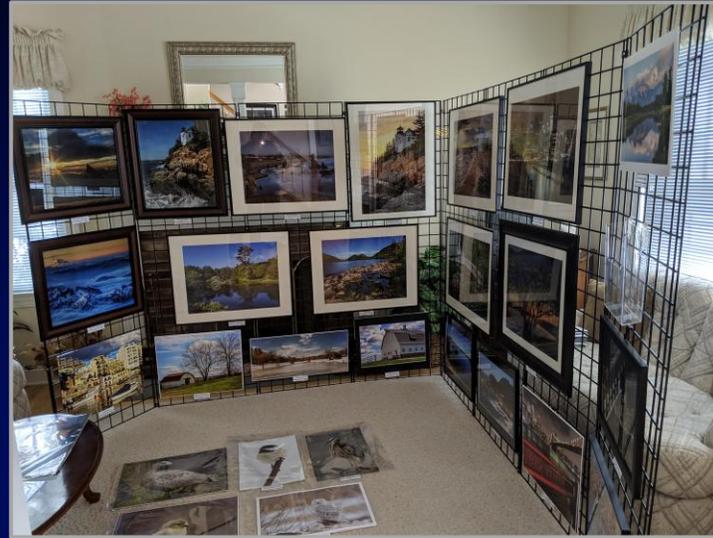


Main Street Adventures

# Layout Design Planning

## Test Out Plans on Racks:

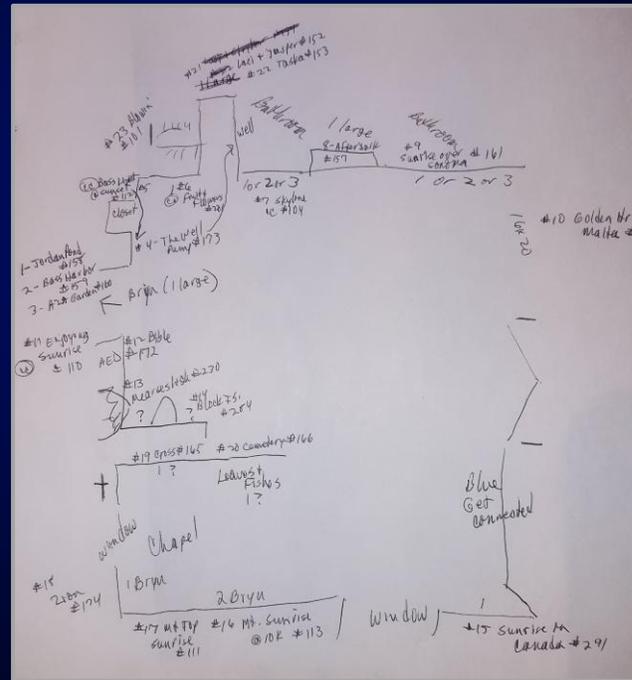
- If photos will go on racks, do a trial test hang.
- Step back and see how they look.
- Make adjustments then photograph and record it.



# Venue Floorplan and Layout Diagram

The more you plan ahead, the easier the exhibit will go!

- Is there a floorplan available of the venue?
- If not, sketch one out.
- Use photos you've taken of the venue and measurements you've taken to help.
- Make notes where photos, or photo groups, will go.



Walnut Hill Community Church  
New Milford Campus

# Visual Variety in Layout Design

- Consider varying the number of photos per rod.



Vs.



# Visual Variety in Layout Design

- Consider different layout patterns and the orientation of photos, horizontal vs. vertical.
- Vary the top height so not every area is all straight across the wall.
- Combine symmetrical with variety in different areas.

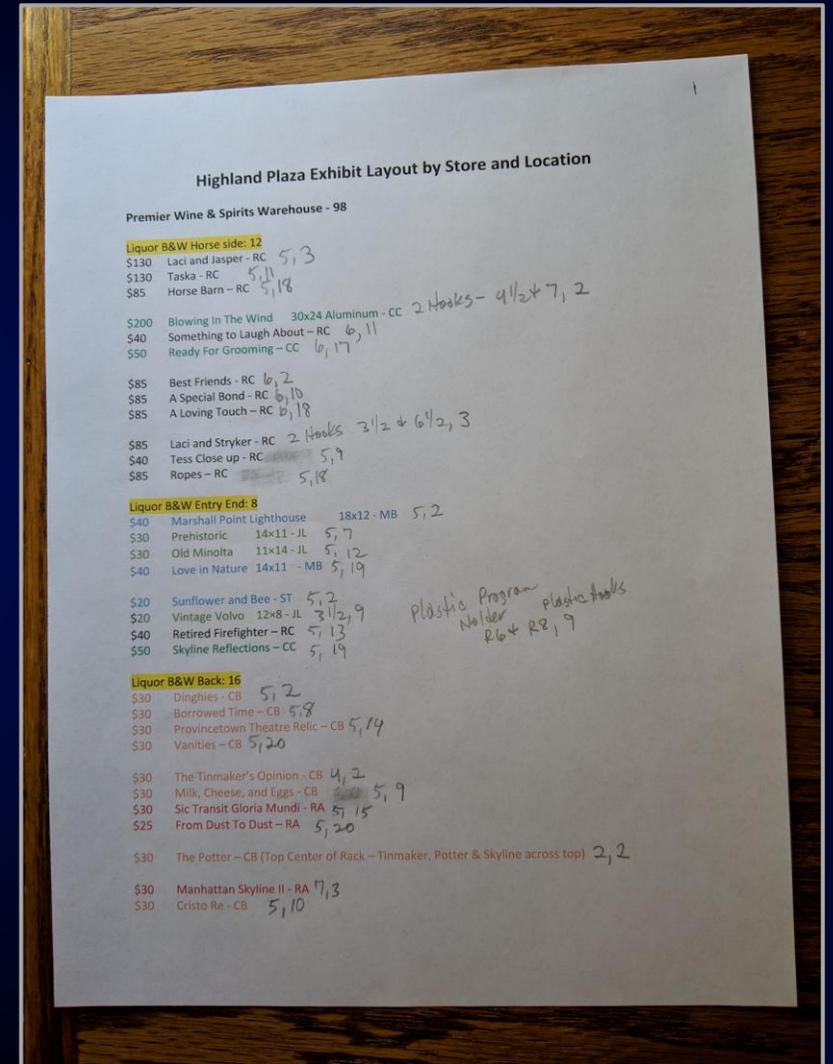


Having some straight across adds variety too!

# Layout Documents

## Layout Plans:

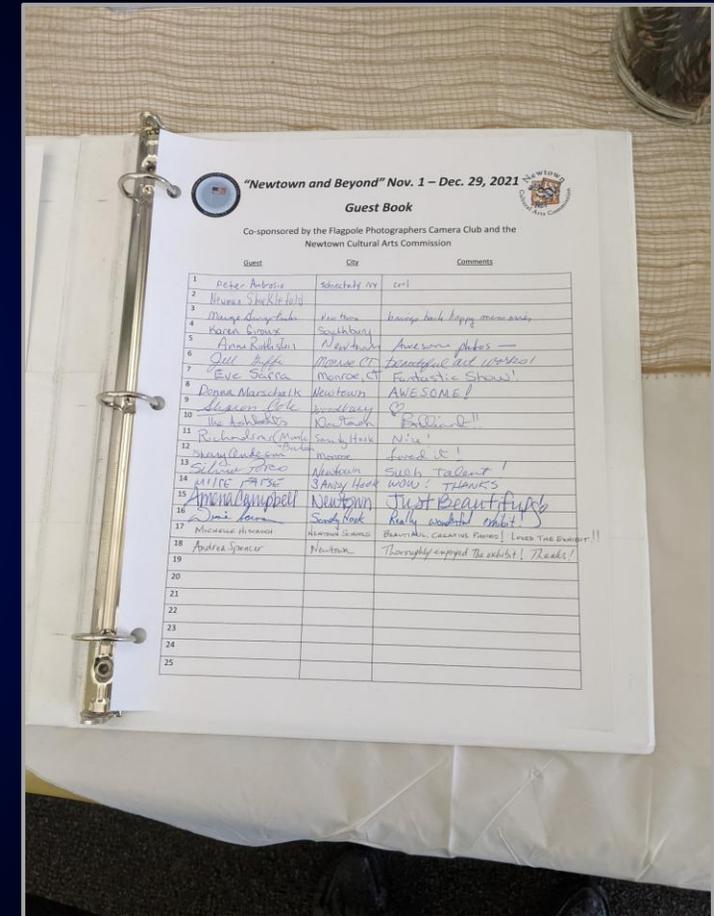
- If the time allowed for set up is limited by the venue, detailed plans are very important.
- Have written documents outlining what goes where.
- Know how many rods with how many hooks on each go on which wall in every area or what rack configuration goes where.
- Minor adjustments can be made after photos are up but have a plan before arrival.



# Prepare Exhibit Documents and Handouts

## Prepare all printouts:

- Create a listing of all photos and price by member name for visitors to take.
- Create a Guest Book for visitors to comment in.
- Print out Sales Request Sheets.
- Print out brochures about your club or have business cards for potential members to take.



These items should be ready to be put out as soon as the exhibit is up which means you have to prepare them before hanging.

## At the Exhibit

Once You've Arrived – Hanging Photos, Presentation

Greeting Guests – Welcome Table, Opening Reception

Sales – Method of Sales

Take Down and Pick Up

# Hanging the Exhibit

The more you prepared, the easier this will be!

## Check list of what to bring:

- Photos organized by groupings with Layout Printouts
- Hanging supplies; Rods, Hooks, Racks, Command Strips, etc.
- Tape and Double-sized tape to secure photo backings
- Extra Plastic Sawtooth Hooks in case any got missed
- Template for putting hooks on the photo backs
- Pliers if hooks screwed on rods are on too tight
- Other tools if setting up racks; Screw drivers etc.
- Tape measure, Hammer, Nails, String, Scissors, Painter's Tape



*Snacks and a "Can Do" attitude!*

# Hanging the Exhibit

## Match Volunteer Skills with Tasks:

- Ask members with more of an artistic eye to choose which photos get paired near each other so colors coordinate and flow.
- Ask those with attention to detail skills to make sure the photos are spaced evenly (both vertically in a column and horizontally between columns) and are hanging straight.
- Ask those with carpentry or mechanical skills to put in nails or assemble racks.



# Hanging the Exhibit

## Hanging Directly on Walls:

- Measure from floor, ceiling or railing to get photos going across the wall level
- Put up a string with removable Painter's Tape going across the wall to assist where they should be hung
- Use Post-it notes or Painter's Tape to mark where photos will go. Don't write on the wall!



# Hanging the Exhibit

## Set up your hanging methods:

- Put rods and hooks up on the walls
- Assemble and place racks

## Next Step:

- Sort photos for each rod if still needed
- Put photos under the rods they go on
- Put photos next to their racks





# Hanging the Exhibit

## Photos on Rods:

- Once up, step back and take a look
- Do subjects and colors flow?
- Make adjustments – Can swap rods if needed
- Adjust spacing between photos and between rods
- After in place, do final straightening for a nice presentation



## At the Exhibit

Once You've Arrived – Hanging Photos, Presentation

Greeting Guests – Welcome Table, Opening Reception

Sales – Method of Sales

Take Down and Pick Up

# Greeting Guests

## Welcome Table:

- Guest book – Names and Comments
- Listing of all photos – Price Sheet
- Who to contact for questions
- Information about your club
- Purchase Request Sheets with Ordering and Pick up Information
- Seasonal Decorations - Optional



\*Candy dish strategically placed next to the Purchase Request Sheets!

# Greeting Guests

## Welcome Tables:

- If a large venue with more than one entrance, consider multiple tables.
- What is this table missing? A Pen!



\*Candy dish strategically placed next to the Purchase Request Sheets!

# Greeting Guests

## Artist Statement:

- If a member is having their own exhibit, or just a couple members want to do one together, consider posting an “Artist Statement”.
- Tell a bit about yourself
- Tell a bit about the exhibit

You could do something similar for a club exhibit, telling about your club and about the exhibit.

### Capturing Newtown and Our World

by  
*Rhonda and Chane Cullens*

Over 250 photographs capturing the beauty in our town and our world



The photographs on exhibit at the Newtown Municipal Center are a collection of a wide variety of subjects taken both here in Newtown and on journeys Rhonda and Chane have taken across the country and around the world.

More than a quarter of the photos might look very familiar to Newtown residents. Included in the exhibit are some iconic photos of Newtown from Castle Hill taken in each of our distinct seasons. One of the featured photographs taken from Castle Hill in autumn is a framed print of the photograph taken by Chane that he, along with a delegation representing Newtown, including then First Selectman Pat Llodra, State Senator Tony Hwang, State Representatives Mitch Bolinsky, J.P. Sredzinski, and Will Duff, Newtown Police Chief James Viadero, Rhonda and their son Chad, presented to Governor Dannel Malloy last April. Other photographs capture Fairfield Hills, Holcombe Hill, the Lower Paussett State Forest, Newtown Village Cemetery, Sandy Hook Center, Church Hill Road, and some Main Street classics including the Newtown General Store, Ram Pasture, and The Pleasance, to name a few.

Animal lovers will not be disappointed with this exhibit. On display are photographs of a wide variety of animals including primates, lions, tigers, deer, pronghorn, sheep, dogs, cats, squirrels, birds, and butterflies. Horses also have a very prominent place in this exhibit. Horse lovers will want to make sure they see the 30-by-40-inch aluminum photograph taken by Chane of his niece's Friesian horse, titled "Blowing in the Wind." Some might recognize it and a selection of other photos from the walls of a local Newtown restaurant as well.

Outside of Connecticut, there are featured photos taken in Grand Teton National Park, Mount Rainier National Park, Yellowstone National Park, Yosemite National Park, and Zion National Park, and other locations in California, Georgia, Maine, Massachusetts, Nevada, New York, Oregon, Pennsylvania, Rhode Island, Texas, Virginia, and Washington D.C.

For the world travelers, some of the other photos were taken in Australia, Canada, England, France, India, Ireland, Italy, Malta, New Zealand, Switzerland, and South Africa.

Rhonda and Chane share a passion for photography and enjoy the adventure of traveling and capturing the world together.

Both are very involved board members of Flagpole Photographers Camera Club based in Newtown where Rhonda serves as the Exhibit Chair and Chane as the club Webmaster. They have also given photography presentations and workshops for the club as well for various other groups. In addition, Rhonda was recently chosen as a Master Member and a Vice President of the New England Camera Club Council, of which Flagpole Photographers is a member.

The couple has also won many awards for their photographs in various competitions, including having photos selected last year for the Connecticut Association of Photographers 100 TOPS in Connecticut competition.

The photographs in this exhibit are available for purchase. To purchase photos, complete the "Photo Purchase Request" sheet on the clipboard at the end of the hallway. Or, email [Info@CCullens.com](mailto:Info@CCullens.com) with the photo numbers and titles and your contact information. Most photos are available either framed or unframed. Photos may also be purchased online at [CCullens.com/Newtown](http://CCullens.com/Newtown). Photos may be picked up on April 30 at the Municipal Center, or by other arrangement.

Rhonda and Chane Cullens  
Cullens Photography, CCullens.com



### Pictures and Passages

by  
*Chane and Rhonda Cullens*

Over 125 photos capturing the beauty in our world  
accompanied by inspirational Bible verses



The photographs on exhibit at Walnut Hill Community Church are a collection of a wide variety of subjects taken both in our hometown of Sandy Hook, CT and on journeys we have taken across the country and around the world. Each photo has been paired with an inspirational verse from the Bible.

Last fall I was asked if some of my photos could be used on the church's social media page to go along with verses that were going to be posted. This inspired me to start posting a daily photo with a Bible quote on it on my own social media page as well. Many of the photos in this exhibit have already been part of my daily posts. It has been a blessing to me to hear from so many friends how they have come to look forward to starting their day by seeing the photos with a special message from God's word on them.

I am happy to include some of the great photographs my husband, Chane, has taken in this exhibit as well. Photography is a passion we both share and we enjoy the adventure of capturing our world together.

The photographs in this exhibit are available for purchase, with or without the verses printed on the photos themselves. To purchase photos, email [Info@CCullens.com](mailto:Info@CCullens.com) with the photo numbers and your contact information, or call 203-512-8058. Or, to purchase them online, visit [CCullens.com/WHCC](http://CCullens.com/WHCC). We will arrange a time for pick up at the church. A portion of the proceeds will be donated to the ongoing ministries of Walnut Hill Community Church. The exhibit will be on display through September 17, 2017.

Rhonda Cullens  
Cullens Photography  
Master Member, New England Camera Club Council  
Board Member, Flagpole Photographers Camera Club



# Greeting Guests

## Opening Receptions:

- Invite people – Friends, Family, Emails, Social Media Posts, Newspapers, Posters, Town Calendar, Sandwich Board, Signs...

Flagpole Photographers  
*presents...*

## **PHOTOGRAPHY EXHIBIT**

**Reception  
TODAY**

**2:00pm – 4:00pm**

**OPEN TO PUBLIC**



# Greeting Guests

## Opening Receptions:

- Food and Beverages are always a hit!



# Greeting Guests

## Opening Receptions:

- Soft Music is Nice!
- Live or Recorded



# Greeting Guests

## Opening Receptions:

- Opportunities to talk to people about your club
- The public can meet the photographers and ask questions about the photos
- Increases sales potential, both now and later



# Greeting Guests

## Opening Receptions:

- Ask members to wear name tags
- Guests will know who to address questions to



One name tag is enough...

## At the Exhibit

Once You've Arrived – Hanging Photos, Presentation

Greeting Guests – Welcome Table, Opening Reception

Sales – Method of Sales

Take Down and Pick Up

# Sales

## Methods of Sales:

- In Person For A Later Pick Up or Selling Off the Wall/Rack
- Contact Information Given – “If interested in purchasing, please contact...”
- Purchase Request Forms – “Fill out form and leave form...”
- Purchase Request Sign Ups – “Print Name, Phone Number, Email, Photo Title, Photographer’s Name and Price on Sign-Up Sheet on clipboard.”



**“Newtown and Beyond” Nov. 1 – Dec. 29, 2021**  
**Photo Purchase Requests**

Co-sponsored by the Flagpole Photographers Camera Club and the Newtown Cultural Arts Commission

**Complete this form if you would like to purchase any photos on exhibit. Purchased photos may be picked up on Friday, Dec. 10, from 11 am – 12:30 pm, or Thursday, Dec 30, from 11 am – 12:30 pm. (Or by other arrangements.)**  
**Make checks payable directly to the photographer and bring with you at time of pickup.**  
**If paying by cash, please have exact change.**

Questions? Call Rhonda Cullens at 203-426-8473 or email: Rhonda@CCullens.com

(Please Print Clearly)

Please Print: Purchaser’s Name    Phone Number    Email Address    Photographer    Photo Title    Price

1						
2						
3						
4						
5						
6						
7						
8						
9						
11						
12						

If you use a Sign-Up Sheet, take frequent photos of the sheet in case it gets damaged or lost!

# Sales

## Best Method is In Person!

- If it is a one day or weekend exhibit, have someone at the exhibit to close the sale.
- Usually in these short exhibits photos will be sold off the wall/rack, but special orders may be taken.



# Sales

## In-Person Sales:

- The opening reception is an opportunity for in-person sales.
- Longer exhibits will need to be checked on frequently. At each visit try to spend some time there in case a potential sale walks in.
- Advertise when you will be at the exhibit and available to meet.



Posted this photo on Social Media saying when I would be there to sell photos “off the wall.” Four people came in to buy this photo. One also bought 3 other photos and another bought 11 others! (Yes, I had extra copies of the truck with me!)

## At the Exhibit

Once You've Arrived – Hanging Photos, Presentation

Greeting Guests – Welcome Table, Opening Reception

Sales – Method of Sales

Take Down and Pick Up

# Take Down and Pick Up

- Ask members to pick up their own photos during take down if possible.
- Check them off the list to make sure members don't miss any.
- Sort remaining photos by name for later pick up from you.
- Remember to give members payment for photos sold.
- Make sure your equipment and supplies get separated from that owned by the venue.
- Remove posters, signs etc. and clean up the area.



## After the Exhibit

Follow Up Returning Photos and Payments

Share Results With Members

Assess What Worked and What Didn't

Plan Modifications – COVID, Virtual, etc.

# Follow Up Returning Photos and Payments

- If meeting in person, find out if member will be at next meeting and bring there.
- If not, arrange a time to meet or for member to come pick them up.



## Share Results With Members

- Share specific details with each member about their photos that sold.
- Share general details with the club of total number of photos sold, total amount sold etc.



## After the Exhibit

Follow Up Returning Photos and Payments

Share Results With Members

Assess What Worked and What Didn't

Plan Modifications – COVID, Virtual, etc.

# Assess What Worked and What Didn't

## Review and Evaluate:

- Go back and review how things went.
- Look at photos taken at each stage, at sales results, at comments in guest book.
- Note suggestions for how to improve the next exhibit.



# Unexpected Surprises At The Exhibit



New Restaurant  
Owner saw Chane's  
horse photo and  
ordered it and 19  
more for his walls!

Red Rooster Pub, Newtown

# Unexpected Surprises Long After The Exhibit

A customer saw a photo she really liked of New York City at our exhibit in April of 2018. In December of 2021 she asked if we still had that photo. She came to our house and bought it off our wall!



## After the Exhibit

Follow Up Returning Photos and Payments

Share Results With Members

Assess What Worked and What Didn't

Plan Modifications – COVID, Virtual, etc.

# COVID Modifications

## Reception Modifications

- Required Masks – Put out Folding Tray Tables at each entrance with a box of Disposable Face Masks and a sign.
- Propped open entrance doors at both ends of the building for increased ventilation.



# COVID Modifications

## Reception Modifications

- Venue already had Hand sanitizer stations and signs saying, “Please Don’t Visit If You Are Sick.”
- Did not have food or beverages.



# Flagpole's Virtual Exhibit of 2019-2020 Season

## Create a Virtual Exhibit:

- Comprised of a winning photo from each of the 34 members who had a photo place in a monthly competition.
- Included information about the club, website address and contact info.
- Featured on our local library's website.



<https://www.flagpolephotographers.com/exhibits/virtual-exhibit-a-sampling-of-some-of-our-members-winning-photos-this-season/> - Approx. 4 minutes

# Chane & Rhonda's Virtual Exhibit of Live Exhibit:

<https://www.youtube.com/watch?v=0k2Ar67ih8w&t> - Approx. 5 1/2 minutes



Any Questions?

What would you like to share with others  
about your exhibits?

By Rhonda Cullens, MNEC, NECCC VP - NECCC Keeping Clubs Active 2/17/22

Find slides at: [Group.NECCC.org](https://www.Group.NECCC.org)