

ASMP Southeastern Film & Photo Conference

2022 Speaker Lineup





photo by Stine Heilmann for 5 media

Named by The New York Times as “America’s foremost visual chronicler of the plutocracy,” Emmy-award-winning filmmaker/photographer Lauren Greenfield is a two-time Directors’ Guild and Writers’ Guild award nominee known for the groundbreaking work she has created on consumerism, youth culture and gender for the past 25 years. Her documentary films *Thin*, *The Queen of Versailles*, *Generation Wealth* and *The Kingmaker*, and photography from her monographs, *Fast Forward*, *Girl Culture*, *Thin* and *Generation Wealth* have been screened, published, and exhibited around the world, as well as collected by cultural institutions including the Los Angeles County Museum of Art (LACMA), J. Paul Getty Museum, San Francisco Museum of Modern Art (SFMOMA), Smithsonian, and the International Center of Photography.

Following her Emmy-nominated film debut in 2006 with *THIN*, Greenfield began to direct commercials and continued her feature film work, opening the Sundance Film Festival with *The Queen of Versailles* which won her the Best Documentary Director Award at the Sundance Film Festival and was named by *Vogue* as one of the top documentaries of all time. Her viral ad, *#LikeAGirl*, swept commercial awards, including a 2015 Emmy, 14 Cannes Lions 2015 (including the Titanium Lion), 7 Clios, 5 Art Directors, 8 pencils at the D & AD Awards, was named 3rd (continued next page)

Best Ad of the Decade, earned Greenfield the #1 Director/Most Awarded Director by AdAge (the first woman to top this list) and the Best in Show at the AICP Awards, and has become part of the Museum of Modern Art's (MoMA) permanent collection. In 2015, Greenfield was also named one of the 2015 Top 10 directors in Adweek's Most Creative 100 People).

Greenfield's *Generation Wealth*, garnered her the 2018 Photographer of the Year from the Art Directors Club, The Paris Photography Prize 2018 (PX3), and the Lucie for Best Book Photographer of 2018. The record-setting companion exhibition opened in Los Angeles at the Annenberg Space for Photography on April 2017 and has since traveled to the International Center of Photography (New York City), the Nobel Peace Center (Oslo), the Fotomuseum (The Hague), Deichtorhallen Hamburg, the Louisiana Museum of Modern Art (Copenhagen), Fotografiska (Stockholm) and the Moscow Multimedia Museum. The accompanying film, *Generation Wealth*, opened the 2018 Sundance Film Festival, screened at the Berlinale, SXSW, the Museum of Modern Art in New York, and was released worldwide by Amazon Studios. Film Independent awarded Greenfield the Spirit of Independence Award, and the Writers Guild nominated *Generation Wealth* for Best Documentary screenplay.

Greenfield's latest documentary film, *The Kingmaker* (2019), about the former First Lady of the Philippines, Imelda Marcos, premiered at the Venice Film Festival, followed by Telluride, Toronto, and London, making it the first documentary to play all four festivals. *The Kingmaker* has garnered a Writers Guild Nomination, three Critics Choice Nominations and the Critics' Choice honor for the "Most Compelling Living Subject of a Documentary." It was named one of the "Best Documentaries of 2019" by Variety, Hollywood Reporter, the Boston Globe, Chicago, Philadelphia, and Bay Area critics and has been lauded by critics in the Philippines. The film premiered on Showtime streaming beginning February, 2020.

In 2019, Greenfield and her producing partner Frank Evers founded the production company Girl Culture Films to address the lack of female directors in advertising. Girl Culture reps directors such as Catherine Hardwicke, Karyn Kusama, Marina Zenovich, Amy Berg, Barbara Kopple and Dawn Porter for commercial work, as well as develops and produces non-fiction and fiction projects.

Greenfield lives in Venice, CA with her producing partner and husband Frank Evers, and their youngest son Gabriel. She is proud to have been an Explorer of Light for Canon since 2001 and could not be more thrilled to become a Canon "legend."

<https://girlculture.com/photography/lauren-greenfield/>
<https://www.generation-wealth.com/>

Elia Locardi is an internationally acclaimed pro travel photographer, public speaker, and tech entrepreneur who spends his life shooting some of the most beautiful locations in the world. Since he began traveling full-time in 2009, he has visited more than 70 countries while collaborating with major companies, brands, countries, NGOs, and tourism agencies worldwide.

Using a combination of traditional in-camera techniques, targeted times of day, and advanced post-processing and time blending methods, Elia has developed a widely recognized and highly unique style of photography that has become well known around the world. With each photograph, his goal is to share his vision so others can see the world as he does, full of color, texture, beauty, depth and emotion. Many of his photos have been used in some of the most widely circulated publications including National Geographic and displayed in galleries all over the world.

“This magnitude of travel has taught me that the sum of all of my experiences do not simply add up to my photographs, and these experiences—no matter how immersive and vivid—can never be fully communicated within the frame. Instead, my experiences make me into who I am today, a forever-curious explorer, a proud father, and most of all, someone who will always cherish the journey more than the destination.”

www.elialocardi.com



Monica Stevenson is a study in fascinating combinations. An experienced New York commercial photographer, she brings the sophistication of the Manhattan advertising scene to a pastoral studio in the hills of Western North Carolina, offering clients an ideal combination of refinement and creative flexibility.

Over more than two decades of work with high-profile clients ranging from Chanel to Coca Cola, Monica has earned a reputation for strong technical skills that enable her to express intricate concepts through dynamic imagery. She is both a photographer and a creative director who revels in creative problem solving. Detail oriented with a keen sense of composition, Monica is known for creating intricate lighting arrangements while applying a unique sense of color that is refined, playful, and sometimes unexpected, yet always technically on point for each application. Photographic specialties include accessories, liquids, powders, cosmetics, jewelry, beauty, and just about any complex photographic scenario that requires an innovative approach. A recognized lecturer and respected fine artist as well, Monica has earned numerous awards from the Advertising Photographers of America, the American Photographic Artists, and the Annual Photography Masters Cup, to name a few.

monicastevenson.com

monicastevensonphotography.com



John Harrington is a Native American award winning documentary filmmaker and photojournalist, best known for his documentaries Warbonnet: An Odyssey of Honor, and his documentary on the January 6th insurrection at the US Capitol. He is also the author of the best-selling book series, Best Business Practices for Photographers. The book serves as the official business book of the American Society of Media Photographers (ASMP).

In addition, he is an accredited working photojournalist in the Washington DC area, with over 30 years of experience in the field. He previously served as an elected National Director on the board of the ASMP; as an elected National Director on the board of the National Press Photographers Association (NPPA); and as Past President of the White House News Photographers Association (WHNPA), the trade association serving the prestigious members of the White House Press Corps, of which he remains an active member for over 25 years. He also served on the Board of Directors of the International League of Conservation Photographers (ILCP), an organization whose mission is to further environmental and cultural conservation through ethical photography. Lastly, he previously served on the Advocacy Committee of the Advertising Photographic Artists (APA).

He has served as an advocate for the Copyright Alliance in briefings before the United States Senate as well as serving in meetings with the U.S. Copyright Office that involved the selection of the current Register of Copyrights.

John has travelled the country for over 20 years on national travelling lecture series for the ASMP, NPPA and APA on matters related to business practices, model releases, and copyright.

In 2007 he received the Industry Leadership Award from the International Photographic Council of the United Nations, in recognition of his expertise and leadership in the field of photography; the 2011 Morris Berman Citation in recognition for special contributions advancing the interests of photojournalism; in 2013 the J. Winton Lemen Citation for rendering continuing outstanding service in the interests of press photography and for outstanding technical achievement in photography.

www.johnharrington.com



Lou Jones's eclectic career has evolved from commercial to the personal. It has spanned every format, film type, artistic movement & technological change. As a freelance photographer he has maintained a studio in Boston, Massachusetts for many years. The studio specializes in work for advertising agencies & design studios. He also does assignments for corporations, such as, FEDERAL EXPRESS, NIKE, KLM, PEUGEOT, AFL-CIO, AETNA, & editorial clients, TIME/LIFE, FORTUNE, NEWSWEEK, PARIS MATCH, NATIONAL GEOGRAPHIC, SPORTS ILLUSTRATED. He has covered thirteen winter & summer Olympic Gamers & done assignments in 60 foreign countries & 48 of 50 USA states.

Jones served as a past president of the New England chapter of the ASMP & was on the national board for many years. He has also been on the boards of PHOTOGRAPHIC RESOURCE CENTER & is currently on the board of GRIFFIN MUSEUM of PHOTOGRAPHY & the ASMP Foundation.

Lou Jones has taught photography at MASSACHUSETTS COLLEGE of ART, ART INSTITUTE of BOSTON & was cofounder of CENTER for DIGITAL IMAGING ARTS of BOSTON UNIVERSITY, amongst others. And he has taught & lectured for several years at PHOTOPUS EXPO in New York City.

Having written & published over a dozen books including SPEEDLIGHTS+SPEEDLITES, travel+PHOTOGRAPHY, SAINT PETERSBURG, RUSSIA, EXILED VOICES, he has won awards for two editions of FINAL EXPOSURE: PORTRAITS from DEATH ROW where he photographed 27 men & women on death rows in fourteen different states.

A large part of Jones' oeuvre consists of long term documentary projects: civil wars in Central America, Jazz, pregnancy, tall ships & travel. Many of these bodies of work have been exhibition internationally at SMITHSONIAN INSTITUTION, DeCORDOVA MUSEUM, KAYAFAS GALLERY, CAPE COD MUSEUM of ART, BRIDGE GALLERY & can be found in the permanent collections of BOSTON ATHENAEUM, HARVARD UNIVERSITY, UNIVERSITY of TEXAS, WELLESLEY COLLEGE & BOSTON PUBLIC LIBRARY.

Until COVID 19 Jones & his assistants have traveled consistently to document the 54 countries in Africa having visited 14 to date which has resulted in the book panAFRICApject: Volume One & he has for the last few years been documenting the building of megacities on construction sites through Boston environs with the workforce & union labor as the focus.

www.fotojones.com www.panAFRICApject.org www.IronCladPhoto.com



Ben Chrisman is an award-winning documentary, wedding and portrait photographer with Chrisman Studios in Charleston, SC. Ben has consistently been named one of the top photographers in the world since 2008, and has photographed in over 30 countries. As a leader in the photographic community, he speaks and teaches internationally at conferences and workshops throughout the year when he's not in the studio or on assignment. Ben is a Fujifilm Creator and Profoto Legend of Light.

<https://www.chrismanstudios.com>



Johnny Andrews is a photographer and videographer for the University of North Carolina at Chapel Hill. He returned to his alma mater after nearly two decades as a staff photojournalist for several newspapers including The Seattle Times, the St. Louis Post-Dispatch, The (Raleigh) News & Observer and the South Florida Sun-Sentinel. He prides himself on making a personal connection with whoever he meets and enjoys the conversations just as much as making the actual image. Andrews also worked for several years as a photo editor for Microsoft while continuing to pursue personal projects. He is a strong proponent of finding what you're passionate about and channeling that energy into your work. The Atlanta native has had his photo and video work recognized with numerous awards including a Racial Justice Fellowship from the University of Southern California's Annenberg Institute for Justice and Journalism.

<https://www.johnnyandrewsphoto.com>



Tori Richman is in her third season as Team Photographer with The Tampa Bay Buccaneers. After completing her internship with the team, she was hired on full time at the end of the 2019 season. The 2020 season was historical in many ways. From all the challenges that came with COVID, the signing of quarterback Tom Brady and being the first team to win the Super Bowl in their home stadium, Richman's first season full-time was one for the books.

Richman graduated from the University of South Carolina in 2019 before starting her internship with the Buccaneers. During her time at UofSC, Richman joined the school newspaper, The Daily Gamecock and eventually worked her way up to serve as Editor-in-Chief. Richman was the first photojournalist to win the South Carolina Press Association's Collegiate Journalist of the Year in 2019 and received numerous awards from SCPA throughout her time at the paper and as a student at the School of Journalism at UofSC.

Having never picked up a camera until her freshman year of college, Richman learned a lot about the different types of photography and eventually found her passion in sports photography. Richman found her niche in football after becoming the first photo intern for the National Football League in the summer of 2018. Richman spent the summer working at the NFL Media offices in Los Angeles photographing various events, the Pro Football Hall of Fame weekend, and after her internship was asked to assist the league as a card runner at the Super Bowl that year. After working for the league, Richman realized she wanted to pursue a career as a team photographer.

toririchmanphoto.wixsite.com/toririchman-photo/design



Screenwriter/Director/Producer

Robbie Robertson is a playwright, screenwriter, and graduate of the University of South Carolina and UCLA's professional screenwriting program. Robertson's first comedy, MINA TONIGHT! was published by Samuel French and has been produced in regional theatres across the US. His staged adaptation of the B-movie SATAN IN HIGH HEELS was produced by TOSOS Theatre Company in NYC and enjoyed a sold-out run in 2014. Robertson's screenplays have placed in several national competitions, including his comedy, SWEET CHILD OF MINE, being named one of the top 12 comedy scripts in the Austin Film Festival's Screenwriting Competition. Robertson's original pilot, DENMARK (an adaptation of Hamlet set in 1940s South Carolina), was a Top 10 Finalist in the London "Table Read My Screenplay" contest and named one of the Top 100 Pilots by The Tracking Board. Robertson was the recipient of the SC Arts Commission 2014 Media Screenwriting Fellowship and the recipient of the 2017 Indie Grants award which allowed him to produce and direct his original short screenplay WHISTLER'S MOTHER. The film went on to be an official selection of The Philip K. Dick Science Fiction and Supernatural Festival in NYC, the Crimson Screen Film Festival (where it won the Audience Favorite Award), the Russian International Horror Film Awards, and Screampfest LA where it made its West Coast premiere at the TCL Chinese Theatre. WHISTLER'S MOTHER was also selected to be on Screampfest's YouTube channel where it has received nearly 250k views since 2021. Most recently, Robertson's feature comedy, JUST IN TIME, has been optioned by European-based DEAL Productions and is in active development. Robertson's latest short screenplay, RARE AS RED HAIR, was a top 10 semifinalist at the 2021 Austin Film Festival Screenwriting Competition and selected for a live table read. RARE AS RED HAIR was also recently selected as Best Unproduced Script at the 2022 San Francisco Indie Shorts Film Festival and is currently in the Top 1% of 11,188 short screenplays on Coverfly.com, a universal database of unproduced film and TV screenplays.

In addition to his own creative work, Robertson has worked with SC-based commercial film production company, MAD MONKEY, as a writer and producer and as a copywriter/social media strategist for such companies as Semaphore, ADCO and Gensler. On the corporate side, Robertson is also a former Communications Director for EDENS, a national commercial real estate developer.



In 1946, a time before many of us were born, Cecil Williams discovered a Kodak Baby Brownie was able to capture images much faster and more accurately than he was able to draw and sketch. And so, at 9 years old, this South Carolina native began his career in photography and journalism.

At age 12 when he photographed his first wedding, earning \$35, his career rose swiftly embellished by the Popular Photography magazine he read from cover to cover – including the advertisements. Through a chance encounter photographing an event, he became an official photo-journalist for JET, then a popular weekly publication.

When citizens in his hometown began protesting segregated education, with a 4x5 Graphic Press camera, he photographed them challenging the system. This camera and case loaded with film, weighed about half his own weight.

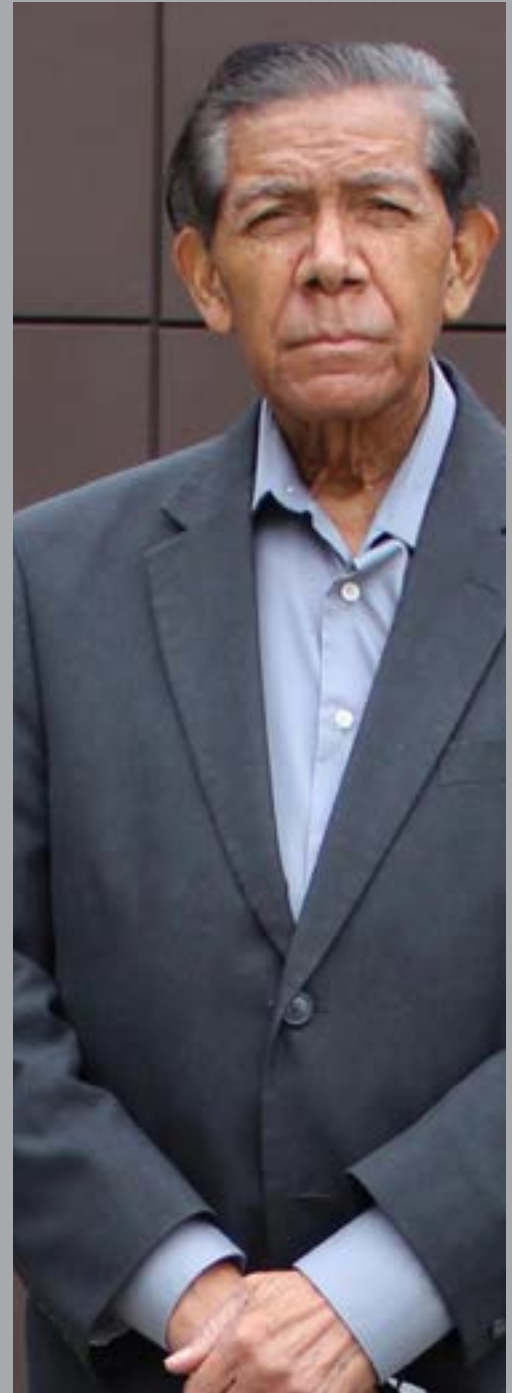
While in 1960 visiting relatives in New York – camera dangling from his neck – he walked into Roosevelt Hotel where newspapers had announced his hero – Senator John F. Kennedy – was to appear. Looking around – only person of color in a room full of journalist – hotel security escorted him out; but JFK intervened and befriended the young journalist, and made him a favorite cameraperson.

During the Civil Rights Movement era, JET and EBONY Magazine dispatched him to Clemson University where with his medium format Hasselblad, he photographed Harvey Gantt achieving, "Integration with dignity."

Over decades, incident after incident, Cecil Williams used injustices of the time as inspiration to depict some of the most impactful icons of the 20th century. His works appear in over 60 history books.

In 2015, out of frustration scanning his massive film archives, he designed and marketed the Filmtoaster. Recently, in 2018, he earned two of South Carolina's most coveted awards; Governor's Award for the Humanities, and the Order of the Palmetto. Today, his passion is directed towards establishing a museum of art and history; the first and only civil rights museum in South Carolina.

<https://www.cecilwilliams.com>



Thomas Maddrey is General Counsel and Head of National Content & Education for the American Society of Media Photographers, one of the oldest and largest commercial photography trade associations in the United States. Previously, Thomas was the principal attorney and founding member of Maddrey PLLC, a boutique copyright, art, and intellectual property firm in Dallas, TX. Thomas is a member in good standing of the Bar of the Supreme Court of the United States, the Bar of the 2nd, 4th, 5th, and 9th Circuit Courts of Appeals, and the State of Texas.

Prior to becoming an attorney, Thomas was a professional commercial photographer and photographic educator. He founded his own photography company, Tom Maddrey Images, as well as the Eclipse Photography Institute, an online and retail company that created courses and materials for working photographers. Thomas was trained at the Brooks Institute of Photography in Santa Barbara, CA.

In his legal practice, he has worked with hundreds of creators and companies assisting in their copyright and general business matters. A regular author and educator both for the general public as well as other attorneys, Thomas also has been the lead or co-author and counsel of record on multiple appellate and U.S. Supreme Court amicus briefs in cases related to copyright and photography.

