

Leah Nash
ASMP Oregon, Joined 2011

Candidate Statement

ASMP has always been about 3 things for me: community, advocacy, and education. I joined back in 2011 because as a freelance photographer I was getting lonely sitting at my house in my pajamas all the time. That year I became part of the board and loved not only the networking and community it provided, but also the ability to effect change and develop programming. I volunteered for the Events Chair and went on to create Portland Squared (PDXSquared.com), a 24-hour community collaboration, contest, and educational event, now in it's 8th year.

I want to join the ASMP National Board because I feel it is important to serve the organization that has helped me so much over the years. I want to serve because together we can do better. Better at marketing our members, better at educating photographers, and better at giving people reasons to join ASMP.

Some things on my wish list include sending out a printed mailer once a year to art buyers, ad agencies, and magazines to promote the work of ASMP members. I want to get your work in front of the people that need visual content while at the same time highlighting how valuable a tool Find A Photographer can be. I'd also like to continue increasing the benefits that come with being an ASMP member, including adding basic equipment insurance with membership! Finally, I'd like to create a template that makes the PDX Squared event available to all ASMP chapters, complete with guaranteed national sponsors, as both a community building and revenue-generating event.

My goal is to be part of the bigger picture and the legacy that is ASMP, ensuring that ASMP will grow and inspire the next generation. I will look at questions like how does ASMP increase both their revenue streams and membership? And I'd like to increase ASMP's reach by forging relationships with high schools, colleges and universities by encouraging a mentorship program.

We need to be forward thinking, keeping our members relevant and on the cutting edge of technology, always asking ourselves: How do we distinguish our members in a changing photographic world, how do we have sustainable businesses and how can ASMP help professional photographers thrive.

I ask for your vote, and the privilege to serve on the National Board.

Endorsements:

1. I have known Leah Nash since I moved up to Portland five years ago and joined the ASMP Oregon chapter. Leah's imagination, creativity and sense of community are three reasons why ASMP Oregon is a strong and vibrant chapter both in the past and even today because, she like so many others past presidents has stayed engaged and active.

PDX Squared is annual ASMP Oregon chapter event that engages the creative and photographic community in the Portland region. Leah started that event back in 2012 and it's event that continues to engage the creative community and other chapters have emulated her concept. Leah remains actively engaged in our chapter events, planning sessions and she leadership skills have continued to help guide our chapter forward. She has the ability to offer a tremendous value to our fellow ASMP members as a future National Director and I fully endorse Leah Nash.

Sincerely,

Steve Whittaker

Whittaker Photography

ASMP Oregon Chapter President

National Director: 2013-2016

National Director: 2009 - 2013

ASMP Northern California Chapter Co-President, 1999 – 2001

2. Leah is a longtime member of the ASMP community who has already dedicated much to the organization. Her energy and enthusiasm for helping photographers is evident in her time spent as president of ASMP Oregon and by her founding of their impressive event, PDX Squared. I know Leah to be a talented photographer with leadership skills and a work ethic that would greatly benefit ASMP and its members. I highly recommend her for a seat on the National Board.

-Jenna Close

Past-Chair, ASMP National Board of Directors

3. To Whom It May Concern,

I have served on the ASMP Oregon board for the last four years, and I am currently serving as the chapter's treasurer. I am writing in regards to Leah Nash's desire to serve on the national board. I cannot speak too fondly of Leah. Her professional qualifications, and her service to the photography community say it all. She is a highly commitment committed leader who during her time serving on the ASMP board, the Portland photography community thrived and she organized an event called Portland Squared. Currently, in its 8th year, PDX Squared is ASMP Oregon's cornerstone event, sells out in a matter of a couple of weeks, and serves as our largest fund raiser. PDX Squared will serve as Leah's legacy to the community. Leah continues to remain an active leader in the community and serves as an inspiration to us all.

I have no doubt that Leah will serve the National Board with distinction and will work diligently to ensure the continued success and improvement of ASMP and the community as a whole. I highly recommend that you choose Leah to serve on the board.

Sincerely,
Tom Rooney
ASMP Oregon Chapter Treasurer
Professional Member of
American Society of Media Photographers

4. ASMP National,

I endorse Leah Nash, a friend and colleague for the past 10 years, for a role on the ASMP National Board. I have found Leah to be among the best photographers I know, always eager to share her experience and enthusiasm in everything she does. Her willingness to take up tough projects and show sensitivity to every situation is inspiring. Leah's leadership is balanced with an equal measure of inclusion shown to everyone she meets. I have seen her handle challenging situations tactfully with attention to conflicting points of view. In addition, Leah's vision for the PDX Squared project has set the foundation for a very successful and eagerly anticipated annual event supported by the ASMP Oregon chapter. I strongly recommend Leah Nash for a role on the ASMP National Board.

Thank you,
Dan Tidwell
Life Member #7550
Past President, ASMP Oregon

5. I'd like to give a full throated endorsement to Leah Nash — she's got the backbone and drive to get things done, the tenacity to make her voice heard, and the ability to listen and engage with people at a 1:1 level. I've seen her in action firsthand, and can say that her energy on the National AMSP Board will be put to good use.

Andy Batt
Photographer/Filmmaker
ASMP Member since 2003
Former ASMP Oregon Chapter Co-President & Events Chair

6. I'm happy to endorse NashCO Photo's Portrait seminar and workshop. Having been an ASMP General/Pro Member since 1997, I've seen my share of photo events. The evening talk was informative and interesting - showing how both Leah and her partner Christopher transformed their respectively struggling photojournalism jobs into a thriving joint editorial/advertising business by combining resources and talents, and by focusing on who they are and their passions. The day-long hands on portraiture workshop was great - they both did a great job of engaging with a small group of photographers, showing specifically how they use a wide variety of lights and lighting tools. They also shared their working process, showing us how they solved problems and worked through creative challenges right in front of us. I liked that it was very real world, not gimmicky or schlocky the way that far too many photo classes can be. They didn't offer silly pre-packaged tricks, but instead specific, efficient and creative ways to use a wide variety of tools that also travel well. Often professional assignment photographers are given little to work with; they showed how sometimes that - and a good attitude - are all you need to make a great image.

Karl Herber
ASMP-MSP Chapter Board
Treasurer / Sponsorship Chair