

## ASMP Ballot Information – Amy Tierney for ASMP - National Board of Directors

Amy Tierney

Chapter Affiliation: Los Angeles

Year Joined: 2017 as a Professional Member

Positions Held: ASMP-LA, Vice President Board of Directors



### Amy Tierney - Candidate Statement for ASMP National Board of Director seat:

Hello ASMP! I look forward to the opportunity to serve on ASMP’s National Board of Directors. I am running for ASMP’s National Board of Directors with the intention of being a bridge to even more resources for our photography community. Chief among those will be to help expand the mentorship and diversity initiatives that National would like to elevate. I am someone who has perspective on these initiatives from my past work (as noted below\*), and who has also spent many enjoyable years as an entertainment photojournalist (thereby bringing event and contractual knowledge). I am an ASMP-LA Professional member and served as Vice President, Board of Directors, ASMP-LA, 2017 – 2019.

As a photographer, I am currently the small business owner of [Thrive Images](#). Prior to that I was a staff photographer for a Los Angeles entertainment event company (Lee Salem Photography), a contributing photographer to WireImage/GettyImages, AP, Berliner Photography, and Variety/Rex/Shutterstock. I have been serving as a SanDisk Ambassador Photographer since 2009. Just last year I connected with the Los Angeles Center of Photography to instruct youth via their partnership with ten Boys and Girls Clubs.

I bring perspective to National’s mentorship and diversity initiatives from a 2007 – 2011 Photojournalism for underserved teen girls program I co-crafted via national non-profit Step Up Women’s Network, called “I Dream to... Photojournalism for Girls”. The program ran in LA, NY and Chicago. It taught over 400 underserved teen girls the skills of photojournalism, and then paired them with the professional women they dreamed to be.

Locally, for our ASMP-LA chapter, I produced two separate Women's Photography Networking Events; the first put a commercial photographer and commercial producer together at Leica's LA gallery to educate the audience on what it truly takes to produce a shoot from first phone call to delivery. The second was at Canon Burbank with a panel of four female photojournalists to talk about what it takes to shoot and deliver political, social and environmental stories via stills and motion. I also chaired Monthly Coffee Meet-ups, a Pints and Pixels social, Holiday parties with the Los Angeles Center of Photography, and a Motion Photography Workshop at Canon. During the Spring, and Fall, I presented the benefits of ASMP to photography students via outreach to local universities. In October I volunteered at the ASMP Photo Plus Expo booth in NY with Ken Jones, Frank Rocco and Luke Copping to outreach to potential new members. I am a connector at heart; and, have experienced the uplift and expansion of my own work that comes as a result of being a bridge for others.

I welcome your questions either here or during the ASMP National video conference calls (which I regularly encourage our local chapter's Board members to participate in as I always find them informative, and an equitable space to problem solve concerns).

If you care to learn more about my work, or my ambassadorship with SanDisk, connect via my website: [www.thriveimages.com](http://www.thriveimages.com). Best wishes to you!

### **Candidate Endorsements:**

1. Jenna Close, Past Chair, ASMP National Board of Directors
  - a. I have known Amy for a couple of years now, primarily through her work organizing the ASMP Los Angeles Ladies Power Brunch programming. Amy is hard working, dedicated and passionate about the photography industry. She's extremely well organized, business savvy and would make an excellent member of the National Board.
2. Slav Zatoka, ASMP-LA Professional Member, and Past Member, Board of Directors
  - a. It is my pleasure to endorse Amy Tierney for ASMP National Board of Directors. I have known Amy for over 4 years now and worked with her on a number of projects while I served on the Board of Directors in Los Angeles. I value Amy's work as a photographer and an educator and I must say that her contribution to the LA chapter contributed to its growth and vitality. Amy is a highly organized professional who, on many occasions, offered to share her excellent event organization skills with our chapter and successfully managed the chapter's operations as an acting President while Molly Peters was working on her post graduate work on the East Coast. Having organized a couple of ASMP events myself I must say I would not have been able to do all the work without Amy's help. She is a natural leader with negotiating skills of a seasoned diplomat. A team player who is always ready to go extra mile to help the organization. I am confident that the National Board will benefit from her experience and enthusiasm.
3. Molly Peters, President, ASMP-LA Board of Directors
4. Nicholas Freeman, Treasurer, ASMP-LA Board of Directors
5. LJ Lo Murray, ASMP-LA Social Media Chair, Board of Directors, and Pro Member
6. Aimee Santos, Membership Chair, ASMP-LA Board of Directors
7. Erica Price, ASMP-NY, Board of Directors
8. Christopher Kern, ASMP-LA Educator Associate Member, and Past LA Board of Dir
9. Rachel Luna, ASMP-LA Professional Member, and ASMP-LA Board Member

- a. Amy Tierney is a perfect choice for ASMP National. She has a big heart for serving the community and connecting photographers together. I was honored to be a panelist on her successful Women in Photojournalism event last fall. I've been a professional photojournalist for the past eight years and Amy's WIP event gave me a first time experience: being in a room with more than 1 to 2 other female photojournalists that I've been so accustomed to for so long. A champion for women photographers, her dedicated efforts celebrate and uplift the work of women and all photographers. Amy is EXACTLY what ASMP needs!
10. Nancy Kaye, ASMP-LA Board Member
- a. I wholeheartedly support Amy Tierney in her run for ASMP National Board of Directors. Having served on the board of ASMP-LA with her, I know that she contributes greatly to our organization. Amy clearly considers the greater good of our photo community and can be counted on to follow through with her goals and ideas. She works well with others—communicating exceptionally well, listening carefully, and giving support and respect for others' ideas. Amy Tierney would be a valued asset to any organization and I endorse her candidacy to join the National Board of ASMP.

11. Benjamin Grenard, ASMP-LA Professional Member

"I have been a member of the ASMP for the last year and have signed up again mainly because of Amy's involvement. She has reached out to me about sponsoring events, attending, and brought people to my studio. She is always looking to help out the community and has everyone's interests in mind. I would be grateful to see her on the Board of Directors."