


SKPA photographers produce story-telling images on comp cards

Training of photographers who are interested in focusing on children with special needs continues to gather interest within the profession. Those who are attracted to this endeavor are not only interested, they are passionate. No one seems to be able to identify exactly what it is that attracts them to these special spirits. But everyone agrees that it is a work that has many rewards—both for the child, the family and for the photographer.

Just think of the challenge that awaits the photographer who becomes interested in photographing special children—it's not a challenge created by special skills needed to capture the image of the child, it's the monumental amount of clients that await the photographer. Let's explain. U.S. census records show that 20 percent of the population has a disability. That figure is less for children, however. But add children who have serious illness or injury, and the figure could be as high as one in four children who have a special need of some type. On top of that, add the children who are turned away for one reason or another by the photographer down the street . . . well, you get the picture. There is a lot of business to be had out there.

But there's a catch, parents of special children often need to be pursued. A variety of excuses keep them away from the lens. SKPA accreditation workshops teach marketing techniques and resources for identifying and approaching parents for photography assignments. Shown here are two excellent examples of marketing materials from SKPA-trained photographers.

Portraits That Reflect The Love
You Have For Your
Special Needs Child



Dale Studios
TIMELESS PORTRAITS
(952) 400-1020
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These cards by Robert Dale (Eden Prairie, MN) and Wendy Imbornoni (Phoenix AZ), have been slightly reduced in size. Please respect copy rights.



Holding blessings with our eyes.



IMBORNONI PHOTOGRAPHY

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EVENTS and workshops

SKPA Accreditation Clinic
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Register now! 435 632-8300

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Wed, Oct 5 - St. George, UT (1.5 hr.
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Wed, Oct 12 - St. George, UT (1.5 hr.
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SKPA Accred. Clinic - before PPA
Sat, Jan. 21, 06 - Austin Hillton
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**Only 3 more opportunities for
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& take the SKPA clinic in Austin.**

❖
**Learn how you can become a
SKPA trainer. Call # below.**

Special Kids Photography of America is a nonprofit organization dedicated to "increasing the face value" of children with special needs.
Phone 435 632-8300

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