



# Newsletter

[www.laurahatcherphotography.com](http://www.laurahatcherphotography.com)

## Happy New Year!

Hello!

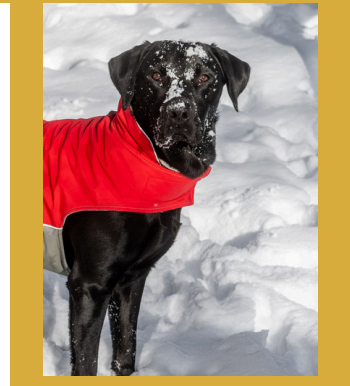
I hope your new year is off to a great start! January was a slower month, thanks to our first real winter snowstorm and my trip to Texas for the annual photography expo, ImagingUSA.

I'm happy to report that Max, our black lab, is officially a fan of snow—it was nearly impossible to get him back inside!

January is typically my time to reflect, and plan for the year ahead.

Traveling to Texas for the expo was an investment in both myself and my business. I signed up for several pre-conference classes to expand my photography skills and business knowledge.

Of course, the downside of traveling and spending time with thousands of fellow photographers is the inevitable post-expo cold. So, as I type this, I'm nursing one.



Cheers  
*Laura*



## Won't You Meet My Neighbor?

Just before Christmas, I introduced my middle son, a senior at the US Merchant Marine Academy, to my business neighbor, Reza. Like me, he struggles to find uniforms that fit his long arms. When I served, I had to buy oversized jackets and get them tailored—history is repeating itself! Check out the story I shared about how Reza, our resident master tailor, helped solve this family challenge.

[Read More](#)

## January's Faces

I mentioned January was slower than usual due to the snow, but it brought unexpected bookings for some of my less popular offerings. I almost removed the 'Partner Headshot' package after a year with no takers, but I'm glad I didn't—a couple booked it and even took my standing recommendation to use the hair and makeup professionals at [Stylists at North](#). Thank you to Nadine (hair) and Gus (makeup) for the assist. Sometimes, patience pays off and collaborating with other businesses in my community is a plus!



# Upcoming Classes

Did you know I teach? The list and [description of classes](#) can be found on my website, but here is a summary of classes that are coming up soon:

- [Register](#) 18 & 20 Feb: How to be a Photography Business Owner (online)
- [Register](#) 23 Feb: Portrait Editing (online)
- [Register](#) 2 Mar: Getting Started in Studio Lighting (in-person)
- [Register](#) 6 Apr: Exploring Headshot Photography (in-person)
- [Register](#) 18 May: Outdoor Studio Portraiture (New! in-person)



## Will work for cookies!

You had me at cookies...Girl Scout Cookies that is. I recently hosted a local Girls Scout troop from Old Town, Alexandria. These 8th graders ate through all my studio snacks, but that's okay, as I did receive several boxes of cookies in return for my hospitality. Any opportunity to inspire the next generation of leaders, sign me up!



[Watch the Video](#)

## Help me spread the word



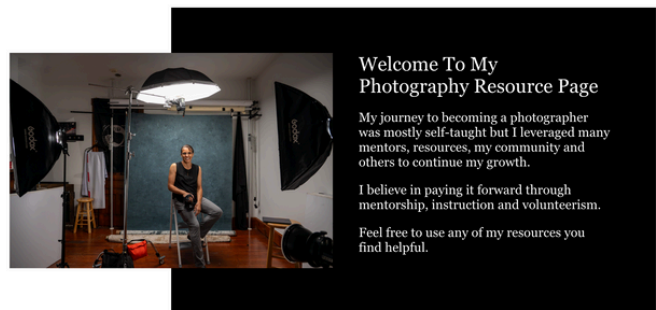
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If you are still active duty Navy or know someone in the Northern Virginia area who is, you may want to share this. I recently had a client call five different DoD locations looking to get his official Navy photo done (officers are required to have a new one within 3 months of accepting a new promotion.) The resources for getting these have decreased over the years. If you know someone who needs one and they live near me, send them my way --

the good news is that the governing instruction states the command can pay for it. Score!

[More Info](#)

## For My Fellow Photogs



For my fellow photographers, I recently added a new [resource page](#) on my website just for you! You'll find it under the "Classes" tab on the main menu.

*Thank you for reading!*  
Keep in touch!