

Creating Your Legacy:
making an impact with your photography

Holly D. Elmore

2018 Phlorographers Unite

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What is your legacy?

Creating purpose through images

- What is your message?
- Who is your audience?
- Where are your platforms?
- How do your images share the message?



Collaboration is Key for Success

Building a team

- Understand your strengths & weaknesses
- Build upon your strengths
- Augment your weaknesses
- Be transparent, especially related to financial matters



Invest in industry skills

- Attend workshops | seminars
- Hire a mentor
- Take classes – online classes:
 - CreativeLive
 - MasterClass
 - KelbyOne
 - Craftsy



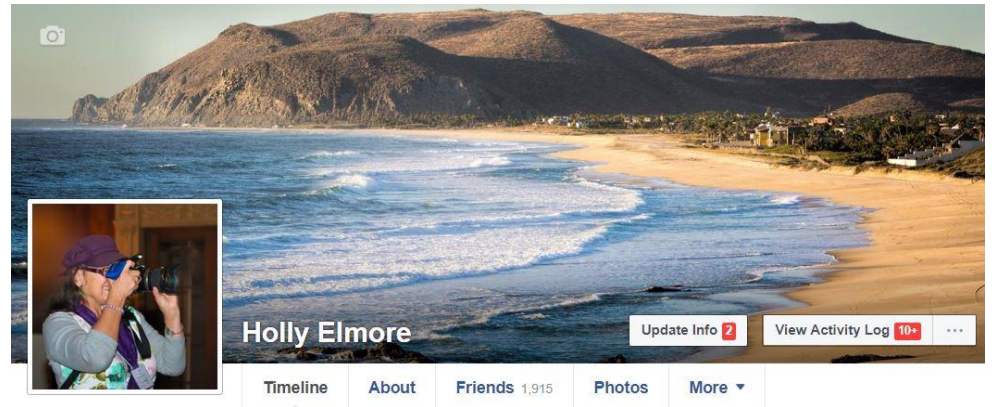
Build a media presence

Social media is key

- Facebook | Instagram
- Twitter
- LinkedIn

Internet Presence

- Blogs
- Website



Use a Consistent Voice



Explore multi-media avenues

How do your images integrate within various media?

- Print media – alive & well
- Video productions
- On-line albums
- Other platforms

How is the media shared? Who Shares?

Collaboration is Key!



Invest in time & effort

Facebook

- Personal – 1,900 friends; 200+ albums
- Elemental Impact – 800+ likes; 200+ albums
- Holly Elmore Images – 150+ likes; 20 albums

Instagram

- Personal – 1050 followers; 785 posts in 2 years

Twitter

- Personal – 4800 followers; 11,300 posts
- Elemental Impact – 1480 followers; 7400 posts

LinkedIn

- Personal – 3400 connections



Invest in time & effort

Websites

- Elemental Impact
- HollyElmore.com
- HollyElmorePhotos (SmugMug)

Blogs (on-line magazines)

- Zero Waste in ACTION
 - Launched in 2009
 - 380,500 views; 355 articles
- The IMPACT
 - Launched in 2010
 - 146,000 views; 129 articles



Be BOLD

YES! Magazine

"The eyes of the future are looking back at us, and they are praying that we might see beyond our own time. They are kneeling with hands clasped that we might act with restraint, that we might leave room for the life that is destined to come. To protect what is wild is to protect what is gentle. Perhaps the wildness we fear is the pause between our own heart beats, the silent space that says we live only by grace. Wildness, wilderness lives by this same grace. Wild mercy is in our hands."

—Terry Tempest Williams, *Bioneers* 2014



Atlanta Botanical Garden

PHOTO BY HOLLY D. ELMORE

YESMAGAZINE.ORG :: YES! SPRING 2015



Be Generous, Supportive

YES! Magazine

Why I Give to YES!

FOUNDERS' CIRCLE MEMBER
HOLLY ELMORE
ATLANTA, GEORGIA



Passionate and driven are two words that describe my approach to life! As founder of Elemental Impact (EI)—a national nonprofit dedicated to corporate sustainability—my life is devoted to bringing balance to humanity's use of our natural resources. Zero waste, carbon sequestration, micro-contamination, and sustainable packaging are a few of EI's focus areas.

For me, photography and freelance photojournalism are ways to document EI's important work and to share tales from my heart.

... and I am passionate about YES! The magazine presents controversial challenges in a positive manner, along with innovative solutions. I value the wide array of perspectives on creating a better world for ALL inhabitants. YES! represents me in areas I care deeply about: human dignity, equality, social justice, and more.

I am a YES! Founders' Circle member to give back to YES! as the magazine gives so much to me. Because YES! is a nonprofit magazine with no advertising (!), Founders' Circle members provide the financial support for YES! to carry our voices on challenging, sensitive issues impacting humanity.

When YES! arrives, my spirit brightens! I love how YES! makes complex issues understandable. YES! shows me there are solutions to what seems impossible. YES! ignites my hope for humanity to thrive.

Please join me as a Founders' Circle member. When we all use our voices in a positive manner, we can change the world. YES! shows us pathways filled with solutions to a world filled with dignity, joy, abundance, and equality.

JOIN THE YES! FOUNDERS' CIRCLE

The generosity of Founders'
Circle members makes
YES! possible.

Make a gift
of \$500 or more
or a recurring donation of
at least \$42 a month.

Your membership will include:

- An ongoing subscription to YES!
- Free gift subscriptions for friends and family
- Quarterly updates from Executive Director Christine Hanna, and more!

SUPPORT OUR WORK

Contact Robin Simons at
206/842-5009 Ext. 213
rsimons@yesmagazine.org

Or go to
yesmagazine.org/donate



Nonprofit. Independent.
Reader-supported.

Be Generous, Supportive

Blue Heron Nature Preserve

Woodlands		Eastern Phoebe <i>Sayornis phoebe</i> Charismatic and social birds, Eastern Phoebes earn their name from their raspy "phee-bee" call. Curious birds have been known to approach hikers on our Woodland Loop Trail. Their voracious appetite for insects makes them a beneficial year-round inhabitant of the Preserve. Photo by Roy Cohutta.
		Copperhead <i>Agkistrodon contortrix</i> As a generally shy and reclusive species, these mildly venomous snakes forage on a variety of prey (amphibians, small reptiles, small mammals, birds, and insects) and help control rodent and insect populations. On the rare occasion that you spot one, please remember to observe this beautiful creature from a distance, caring for your safety and that of the snake's.
Meadow		Green Sweat Bee <i>Agapostemon</i> sp. Despite the name, these metallic blue-green bees are actually not attracted to human sweat. Invaluable as pollinators of native plants in the Preserve's Community Garden, Green Sweat Bees are a solitary, ground-nesting native bee. Make space for them in your own garden by providing a sandy, undisturbed area for nesting. Photo by Holly D. Elmore.
		Eastern Tiger Swallowtail <i>Papilio glaucus</i> This is Georgia's state butterfly and these are commonly seen during Summer and Fall around the preserve. Try to observe their interesting puddling behavior, most likely a way of gathering nutrients, when they land in rocks and sand along the muddy banks of Nancy Creek.

Value of a Publisher



Photography takes an instant out of time,
altering life by holding it still

~ Dorothea Lange



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Video presentation by Suttles Design | Nancy Suttles | Publisher & Art Director

SOUTHERN
FARM & GARDEN™

Nancy Suttles - Co-Founder
Publisher & Creative Director



Celebrate Success

Be humble!

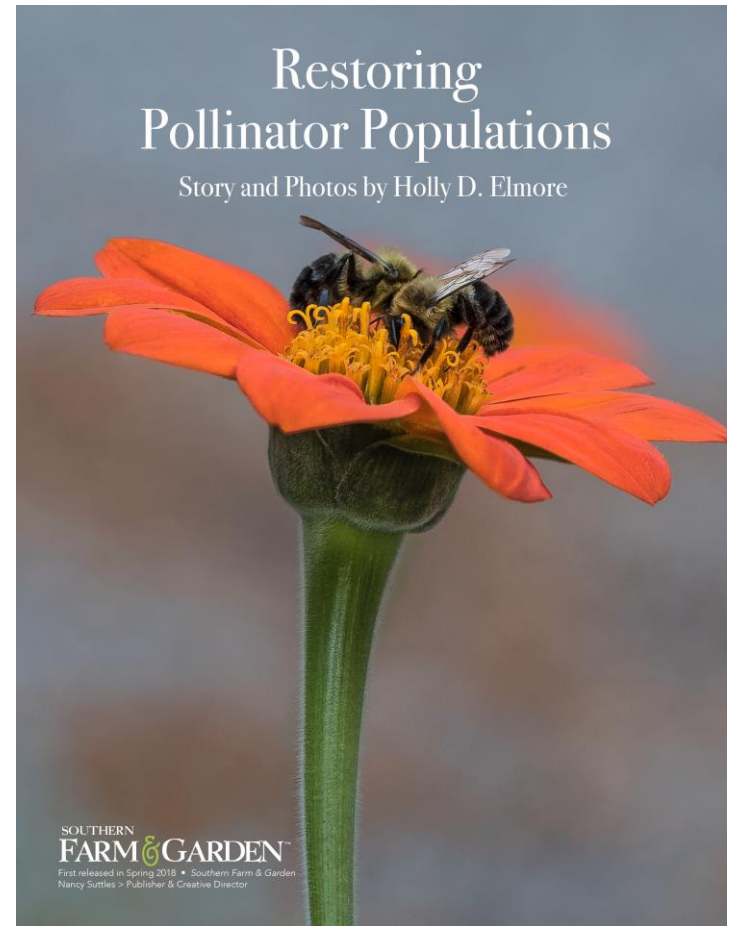
Celebrate others!



Share Successes

Be humble!

Celebrate others!

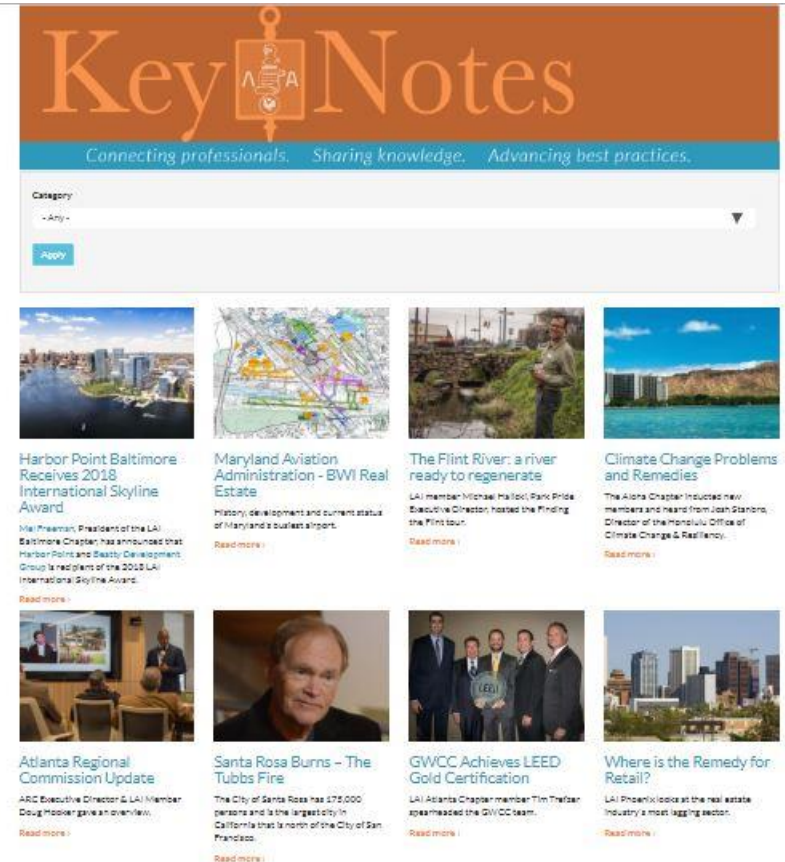


Share Successes

Be involved!

Be humble!

Celebrate others!



Simple Impact



Cigarette butts collected on a walk

Simple Impact



Discovered hidden polystyrene

Thank You, Jackie!

Holly D. Elmore

Holly Elmore Images

holly@hollyelmore.com

404-261-4690

