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Professional Photographers  
 of America

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[edenhensley.com/cdb.html](http://edenhensley.com/cdb.html)

## BIO

I've always had an eye for capturing the moment. My parents recognized my creativity and fostered it with art classes at the De Young Museum in San Francisco. When I was 12, they gave me another medium with which to experiment - film. For the next 6 years, I spent summers at the Academy of Science being inspired and taught by local photographers, who challenged us to view photography as an art and not just a science. I've since studied art, photography and digital imaging at Santa Clara University and Foothill College.

In 2004, I retired my Canon AE-1 for a Canon EOS 30D, and now shoot digital exclusively. I enjoy the freedom that comes with the digital medium, especially the post-processing flexibility. I continue to refine my craft and keep my skills current by regularly attending photography workshops and seminars. I'm a member of the Professional Photographers of America (PPA) and the American Society of Media Photographers (ASMP).

Photography is my passion. For me, my camera is a window; wherever I am, it allows me to transform strangers into friends. I work with each client to convey their unique story and create images that they will cherish, and put my heart and soul into each and every assignment. With each shot, I strive to tell a story, and whenever possible work with existing light to capture striking candids and supplement with subtle flash when necessary.

## MY GEAR

**Cameras:** Canon EOS 5D; Canon EOS 30D (x2).

**Lenses:** Canon EF 24-105mm f4.0L IS USM ; Canon EF 24-70mm f2.8L USM ; Canon EF 100-300mm f4.0-5.6 IS USM; Canon EF 200mm f2.8L II USM; Canon EF 85mm f1.2L II USM.

**Lighting:** Canon 580EX II Speedlite Flash (x2) and Sekonic L-358 Flash Meter.

**Storage:** Lexar Professional 4GB 133x CompactFlash Cards; Sandisk 4GB Extreme III CompactFlash Cards; Wolverine 80GB FlashPac 7000 Portable Data Storage Device.

## CONTACT

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## FREQUENTLY ASKED QUESTIONS

### What services do you offer?

I offer on-location portrait sittings, engagement sessions and event coverage. For all coverage, online galleries are provided for viewing, sharing and printing images. I also offer Photoshop retouching as well as CD(s)/DVD(s), prints, mini-photobooks and magazine-style albums. I carry business insurance and bring backup equipment with me to every event.

### What style photos do you take?

I believe a photographer has a responsibility to chronicle events as they happen with as little intrusion as possible. To accomplish this, a photographer develops exceptional observation skills that they combine with editorial skills, artistic inspiration, and technical mastery. My photographic style reflects this belief and is best described as "visual" storytelling - a combination of photojournalism with traditional portraiture.

### Do you shoot film, digital, or both?

Since 2004, I've been shooting only digital. Digital offers incredible post-production flexibility.

### How many pictures do you take?

The number of pictures I take depends on the type of event and individual client preferences. With a basic events package (one to two hours of photo coverage), I capture between 100 to 250 images. I then select between 50 to 125 for the online gallery. Minor editing such as white balance and tonal corrections, as well as some sharpening, is done on the RAW files (CR2) which are then converted to high resolution JPEG images and uploaded to the gallery. This post-shoot work is included in the price of your package.

### Can I keep the negatives?

I shoot only in RAW format (CR2). Before this format can be viewed or printed, it must be converted. With most packages, I provide a CD with high-resolution JPEGs of the images from the online gallery.

### Will the watermarks I see in the online gallery appear on my prints or in downloaded files?

No they won't.

### Do you offer videography?

No I don't. I do offer a photo-slideshow on DVD as an add-on service that can be viewed on your television or computer.

## PACKAGE PRICES FOR QUINCEAÑERAS

**NOTE:** These packages are exclusive to Casa de Blanco. All clients booking through Casa de Blanco receive at no additional cost: 2 - 8"x10" and a CD with all images from the online gallery - a value of \$75.

### Bronze Package \$849+tax

- 5-6 hours of photography
- 1 - 11"x14"
- 200 - 4"x6"
- 1 - 5.25"x3.5" mini photobook
- Photo slideshow with music on DVD (3 minutes in length)
- Password-protected online gallery

### Silver Package \$1149+tax

- 6-7 hours of photography
- 1 - 11"x14" Gallery-wrapped canvas
- 250 - 4"x6"
- 1 - 7"x5" mini photobook
- Photo slideshow with music on DVD (3 minutes in length)
- Password-protected online gallery

### Gold Package \$1499+tax

- 7-8 hours of photography
- 1 - 16"x20" Gallery-wrapped canvas
- 300 - 4"x6"
- 1 - magazine style album
- Photo slideshow with music on DVD (6 minutes in length)
- Password-protected online gallery

## Extras

- 4"x6" prints in glossy, matte or lustre finish: \$0.50 each plus sales tax
- 5"x7" prints in glossy, matte or lustre finish: \$1.50 each plus sales tax
- 8"x10" prints in glossy, matte or lustre finish: \$3.50 each plus sales tax