

# Why We Do What We Do



**Tom Bagby and  
Kristen McGill**

This program will give you the information that often gets overlooked.

Lots of speakers will tell you HOW they do something but the missing piece is WHY. Not all styles and business models are right for everyone and it is up to you to find the best ones for you and your circumstances.

Tom Bagby, M. Photog. and Kristen McGill of Russellville, Ark. are here to help!

“We will show you who we are and hopefully equip you to

discover who you are,” Bagby said.

“We will discuss shooting styles, marketing styles, management styles and how to find the right styles



for you and your studio,” he said.

Operating Tom Bagby Photography since 1976, he brings to this program both business and life experience forged by successes and failures for without one the other cannot exist.

A firm believer in the concept that life is meant to be lived; Bagby is an avid guitar player, golfer, and a connoisseur of both ketchup and beer.

With an eye for design and a love of dogs and people too, McGill came to the photography industry from a financial background.

Her sense of style makes her duties of marketing director come naturally and her campaigns have won both SPI's Marketer of the Year and a finalist in PPA's AN-NE awards.

