Children's Portraiture with Sandy Puc'

Sandy Puc', owner of Expressions by Sandy Puc' in Littleton, Colo., has earned accolades in the portrait industry for her creative marketing skills, business acumen, storybook artistry and her breathtaking black and white portraits.

Since starting the business in 1991, it has grown and evolved from when her first studio was located in her home. Expressions occupies a 5,000 square-foot studio, while awaiting completion of their new photography complex in Littleton.

Sandy Puc'

Sandy currently serves on the Board of Directors of the Professional Photographers of America. At the regional level, she has served on the Executive Board for the Rocky Mountain Professional Photographers Association, which covered Utah, Wyoming, Arizona, Montana and Colorado.

Sandy is a co-founding member of Now I Lay Me Down To Sleep, a non-profit organization that provides portraiture services to families whose babies will never leave the hospital.

She is a nationally acclaimed photographer and businesswoman who shares her wisdom and techniques with photographers at all stages of their careers by traveling and lecturing throughout the nation at seminars and schools.

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A frequent contributor to professional journals, Sandy is preparing the manuscript for her first book on children's photography. She also produces instructional multimedia DVDs about the photography business.

Her program on Children's Portraiture will touch on:

- Understanding the psychology and dynamics of working with children.
- Learning how to work efficiently with children
- Bribery gets you EVERYWHERE!
- Set, prop, clothing and limited edition portraiture — learn how to create storybook images in which clients will want to invest.

Her images have been displayed in numerous magazines, public and professional buildings, billboards and showcased on television.

She has also shared her abilities with the media when they are in need of professional expertise and has been featured on television and radio as a portrait photography expert.

Sandy offers her clients variety that distinguishes her from the competition. As a professional, she loves having total artistic control over her finished product.

The artistic process of contemporary digital photography continues long after the portrait is taken to include digital retouching and artistic imaging.

Sandy's style has always been to work with all her heart, for better or for worse. "While learning the business, I basically made every mistake in the book, in rapid succession," Puć said, "but each lesson I learned translated into a major improvement in the flow of my business.

"At this point in my career, photography is not just my means of living, it's the way I use my energy to touch the emotions of my clients—who I hope walk out of my studio as lifelong friends," she said.

Her high energy, infectious personality, and genuine charm have fueled the connection she forms with her clientele.

"I sincerely believe Expressions' success comes from the bonds I create with my clients. I'm focused on making images that aren't just faces, but reflections of personal relationships—between mothers and children, husbands and wives."

For Puć, her business is more than a nine-to-five job; it's a manifestation of who she is. In addition to serving the area as a talented photographer, she also contributes to the community with numerous fundraisers and events.