



(APA National) American Photographic Artists

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) NEW YORK - American Photographic Artists (APA) today announced that it has selected Juliette Wolf-Robin as its new national executive director. APA's mission is to help develop successful photographers and creatives by supporting them through education, rights and advocacy.

"There has never been a more critical time for professional photographers to join together through an association in order to stay informed, share information and be part of a community," states Wolf-Robin. "I step into the role of national executive director of APA with a sense of urgency that we must provide members with knowledge and tools needed to succeed, while providing actionable guidelines to protect ones rights and future earning potential."

Juliette Wolf-Robin is a well-respected industry veteran who has worked with photographers on all aspects of the photography industry for more than 20 years. Most recently she was business development and marketing director at The Brand Union NY. She is perhaps best known for her serial entrepreneurship having launched FoundFolios, Creativity's Spark* and the Alternative Pick. These innovative print and online resources have helped connect photographers with creatives and art buyers.

Additionally, Wolf-Robin conducted a popular series of podcast interviews with buyers, creatives and artist agents across the country that allowed artists to hear directly how best to reach their target audience and what type of promotion works.

"I have known Juliette through the years and have always admired her creativity, entrepreneurship and interest in bringing photographers and creatives together. Juliette understands the ever-changing playing field the photo world has become and the importance for photographers to not only understand their value but to evolve and stay relevant," comments APA National President Theresa Raffetto. "Throughout her career she has put an emphasis on education and knowledge for both the photographer and the user and we are excited to see where we can take APA with Juliette by our side."

Over the years Wolf-Robin has been a noted speaker at Photo Plus Expo and at APA chapters nationally, speaking in particular about branding and marketing for photographers. Juliette will be working closely with the APA board of directors and chapter directors to not only help the

association succeed but to participate in furthering the cause, sustainability and success of the industry as a whole.

"Perhaps one of the greatest challenges facing our industry right now is the sheer speed in which changes are occurring," adds Wolf-Robin. "Whether we're discussing technology, copyright issues or the manner in which we communicate with each other, it has become essential to keep up on the latest information, rulings, and trends. I hope to assist APA members as the industry continues to evolve."

"Out of the dozens of very well-qualified applications we received from across the nation, Juliette stood out throughout the process. Her industry experience combined with the fact that she's married to a photographer has given her a unique understanding of the business end of our industry as well as an emotional investment in its success. She'll be a potent advocate for not only APA but for all professional photographers," notes APA Executive Vice President Ric Kasnoff.

"I look forward to our future now that Juliette is on board," adds APA Northwest Chairman Greg Probst.

About American Photographic Artists

The American Photographic Artists (<http://www.apanational.com>) is a leading national organization run by and for professional photographers. With a culture that promotes a spirit of mutual cooperation, sharing and support, APA offers outstanding benefits, educational programs and essential business resources to help its members achieve their professional and artistic goals. Headquartered in New York, with chapters in Atlanta, Los Angeles, the Midwest, New York, San Diego, San Francisco, Charlotte, the Northwest, Colorado, Washington, DC, and Editorial Photographers. APA strives to improve the environment for photographic artists and clear the pathways to success in the industry. Recognized for its broad industry reach, APA continues to expand benefits for its members and works to champion the rights of photographers and image-makers worldwide.

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