

You can check out Layn's work at his website, www.lptimages.com.



MEMBER PROFILE

Featuring Layn Mudder with

LPT IMAGES

Q: Briefly tell us the history of LPT Images.

A: I started out as a portrait photographer. More than a dozen years ago, a local magazine asked me to photograph food. I really enjoyed it and the other commercial work that followed - product photography, real estate, agriculture, etc. It allows me to focus on the more technical aspects of photography like lighting and composition. When we lost my father-in-law to cancer, my wife and I talked about how he had spent the last years of his life doing something he loved. My wife encouraged me to do the same, providing photography services for businesses. I renamed my business to reflect the change. LPT stands for "Layn's Play Time" because it's my time to do what I love.

Q: Tell us about yourself and your role within the organization.

A: More than once, people have asked about the size of my business after they looked at my website. They assume I have staff, but it's just me. I am a sole proprietor. I answer the phone, book appointments, take the pictures and process them, and pay the bills.

Q: What differentiates your company from its competitors?

A: My sole focus is commercial photography, supporting the needs of local and national businesses. My job is to help those businesses showcase their product or service, and tell their story.

Q: How has the growth of Bismarck-Mandan impacted your company?

A: Our growing community has provided greater opportunities and need for services like mine.

Q: What industry trends are taking place?

A: Very few people buy cameras any more. Everyone uses the camera on their phone. Actually owning and using a camera has become something of a novelty making using a photographer an event.

Q: Have there been any monumental changes in the industry that you've had to deal with?

A: The transitional to digital cameras is the biggest change I've dealt with and it is still impacting the industry with new technology being rolled out every day.

Q: What does the future of your business look like and the industry as a whole look like to you?

A: We live in a visual world. The demand for quality images is stronger than ever due to the internet and social media.

Q: LPT Images has been a member since 2012, why do you continue to renew each year?

A: Primarily for networking. Chamber events are a great opportunity for me to catch up with my clients and make new contacts.

Q: What should Chamber members know about your company that may assist them within theirs?

A: Know yourself and what you are good at. When I owned a portrait studio, I tried to do everything for everyone. I was run ragged and was miserable. Now that I am focused on commercial photography, I'm much happier.



Layn can often times be found Friday nights taking pictures of the races at the Dacotah Speedway.

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