# MEMBER PROFILE

***Featuring:*** Layn Mudder

LPT IMAGES | MEMBER SINCE 2012

**Tell us about yourself and your role within your business.**
**A:** Layn Mudder of LPT Images is a commercial and editorial photographer based in Mandan, ND, who provides event, portrait and product photography services throughout the upper Midwest. When he is not out shooting for businesses or magazines, Mudder keeps busy by shooting stock images and covering local motor-sport events.

**Briefly tell us the history behind LPT Images.**
**A:** I went to Northwest College in Powell, WY, for photography, and started out in the portrait business operating as Layn's Portraits on Main Street in Mandan. Twenty years ago, I was asked by a local magazine to photograph food. I really enjoyed the project and other commercial work followed. I enjoy photographing for businesses as it allows me to focus on the more technical aspects of photography like lighting and composition.





**How has the growth of Bismarck-Mandan impacted LPT Images?**
**A:** As Bismarck-Mandan has grown, I find myself traveling less for work. There are new businesses opening and products being produced that were unheard of when I started in the photography business. The result is a greater demand for photography services in the immediate area. Everyone has an online presence now too and with that has come a demand for quality images for advertising, website, and social media pages.

**What trends are taking place in your industry?**
**A:** Social media has become increasingly competitive. Not only do you need to have an online presence, you need quality images to tell your story.

**Have there been any monumental changes within your industry that you've had to deal with?**
**A:** Photography equipment has greatly improved and become much easier to use, and that means that the services I offer can be turned around much more quickly as well. I regularly provide images to my customers the same day I photograph.

**What does the future of LPT Images look like, and the industry as a whole look like to you?**
**A:** The future is bright. Everyone can take photographs, but it takes a skilled photographer to tell a story, and consumers want images that tell a story. They want clear images that illustrate how a product is used. They want to zoom in on the label to read the ingredients. They want to see how the product is packaged. The more reliant we become in searching for information online, the greater the demand for my photography services.

**LPT Images became a member in 2012, why do you continue to renew each year?**
**A:** I'm a Chamber EDC member because I enjoy the one-to-one interactions with other business people that the organization facilitates. I appreciate the opportunity to connect and learn about their operations, how and what they are working on. These get-togethers provide me with an opportunity to tell them about what I do as well and to potentially offer my services.

**What should other Chamber EDC members know about LPT Images that may assist them?**
**A:** My photography is focused primarily on the business community.

I capture professional headshots that bring a relatable face to your brand. Customers will feel like they already know your employees when they see my purposefully posed portraits posted online, in promotional materials, or hanging in your business' reception area.

I am well known for my environmental images, providing content that tells a story, quickly familiarizing the viewer with your business and the services you provide. Why is this important? In today's online world, images convey a visual description the reaches beyond the written word. My product photography illustrates the goods you offer in a way that potential customers find appealing. From real estate to agricultural and manufactured goods to food, LPT Images has extensive product photography experience. If your product is an event, I've captured everything from conferences and camps to community events and parades.

Sara Frank
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