

## **Biographical Sketch of Kenneth T. Lassiter**

Ken was born January 2, 1935 in Richmond, Virginia and received his B.S. in Civil Engineering from Virginia Tech and is an ardent Hokies fan. After graduation in 1957, he joined the Industrial Engineering Division at Eastman Kodak Company in Rochester, New York. Ken worked at Kodak for almost 36 years and retired after a career that made him a national figure and respected worldwide. Year 2007 marked Ken's 50<sup>th</sup> year in the photography business.

In 1960, he was appointed a technical editor working on Kodak publications for engineering and scientific applications of photography. He was appointed Director of Kodak publications for the Professional, Commercial, and Industrial Division in 1969. Many of the Kodak publications used by photographers and students to learn photography were written, conceived, or directed by him. He served in several different managerial positions involved with Kodak's technical publications. In 1984 he was appointed Director of Photographic Trade Relations for the Imaging Group and was the liaison with technical societies, trade associations, and non-profit institutions in the photographic community.

At the same time he served as the Photo Education Manager for Professional Imaging. He worked with photography workshops, college photography programs and other non-profit organizations in the photographic community. He arranged workshop sponsorships and Kodak's donations to college photography programs to improve communications with faculty and administrators, carrying on the traditions of Kodak support for photo education.

An example is the popular satellite-TV video-conference series "Techniques of the Masters" for students and educators, conceived by Ken in 1987. The series won the "Best Live Videoconference of the Year" in 1989 and was seen live by viewers in Europe and North America and on The Learning Channel, an educational cable network. Ken produced twenty-two 2-hour special programs for Kodak and twenty half-hour programs for The Learning Channel.

Ken was active with numerous associations and has served as an officer in many. He is a Life Member of the Society for Imaging Science & Technology, a member of Photo Marketing Association, Life Member of the Photo Imaging Education Association, Society for Photographic Education, Photographic Historical Society, and National Press Photographers Association and several others. He served on the Boards of the Photographic Arts and Sciences Foundation, the International Center of Photography, the Image Permanence Institute and The Friends of Photography as well as the Society for Photographic Education. He was active on the advisory boards of a number of colleges important to teaching photography and imaging. In 1992, Ken was one of three founders of the Photo Imaging Education Association, a section of Photo Marketing Association.

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Ken was listed in both the Marquis *Who's Who in America* and in *The Who's Who Registry of Global Business Leaders* and in PMA's *Who's Who in Photographic Management*. In 1992, Brooks Institute of Photography awarded him an honorary Master of Science degree for his distinguished service to the photography community and to photo education. In 1996, Ken received the "Star of Texas Award" from the Association of Texas Photo Instructors for his contribution to photo education in Texas.

After retiring from Kodak in 1993, Ken relocated to Florida and worked as Managing Director of Palm Beach Photographic Workshops for a season. Since 1994, he worked as a consultant to photography organizations, schools, and workshops and writes freelance for photography publications. In 1994 Ken was retained to manage the Photo Imaging Education Association, a membership section of Photo Marketing Association, for photography and digital imaging educators at all levels. PIEA has educators from 14 countries as members. He is a regular contributor to *Photo Marketing Magazine* and to *Photographer's Forum Magazine*.

At the 2007 convention of Photo Marketing Association, Ken received the Distinguished Service Award from PMA recognizing his fifty years in the photography business. Ken was awarded Lifetime Membership in the PIEA and the PIEA Excellence in Teaching Award shall be known henceforth as "The Ken Lassiter Excellence in Teaching Award."

Nowadays, Ken is active with the Coalition of Boynton West Residential Associations, a local not-for-profit civic organization working to improve the quality of life in West Boynton and to manage growth wisely. COBWRA has 88 community members and represents over 100,000 people. Ken currently serves as President; served previously as First Vice President and Second Vice President, Secretary and as a Director on the Executive Board. He has also served as a COBWRA delegate or as alternate delegate since 1997. Ken was on his HOA Board of Directors for ten years, serving five years as Treasurer and four as President.

Ken's personal interests include photography, travel, wine collecting, listening to music and his wife, Carol, their two children and one grandson.

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