

## Photographer and videographer combined resources for business

Timothy Johnson Photography captures equine movement and performance at its finest moment: the point where rider and horse fuse to become an expression of mind, spirit, poise, and power.

Johnson and his partner, Ryan Grams, use state-of-the-art digital cameras, techniques, and software tools to lend a true cinematic look and feel to their presentations. They can provide still photography for anything equine – in the barn, portraiture or in the show ring.

For events, they come prepared. Clients may view shots as they progress on a small computer. Grams manages the computers, works with customers to decide on cropping and finishing issues, and does the final print. About 70 percent of the show's images are delivered at the event. Prints up to 13 by 19 inches can be provided on site.

The event is available as an internet gallery, which allows people to review the entire show at their leisure. An on-line shopping cart provides a way for customers to order when they want. The images are processed at Skylab Imaging, Minneapolis.

Since Johnson started his business three years ago, he has earned a degree in digital video production, and now offers Private Treaty Studios. Customers now may have looping videos for trade shows and full-blown DVD projects at their disposal.

Johnson and Grams met at the school. Johnson produces and

directs, Grams is the director of videography. They both work on post-production and editing.

A sample of their work may be seen at [www.privatetreatystudios.com](http://www.privatetreatystudios.com). The video shows Cassandra Adams at Carisbrooke Farms in Stillwater, Minn.

His first career was in the computer industry where he learned the importance of marketing. He became fluent in operating systems and software.

At age 33, his wife introduced him to horses. His first horse was an Anglo-Arab named Jumada Al-Akira, a beautiful 17-year-old chestnut, with a big blaze, four white socks, and the perfect attitude for a beginning rider. Jummy and he rode together for the next five years.

He also owns a second horse, MT Rhoky, a Polish Arabian, featured on the web site's home page.

In 1995, Johnson and his wife purchased a 12-acre hobby farm out near Cokato, Minn. They spent the next eleven years developing it into a boarding facility, Jumada's View Farm. He practiced a lot of his early shooting there.

In 2004, Johnson drove to Scottsdale [for the Scottsdale, Arizona, Arabian show] as a freelance photographer to see if he had the stuff. The photos and video from the show were the first in his portfolio.

The next year, he bought a show

booth, and signed up to be at the Minnesota Horse Expo. He managed to get enough contacts to begin his work in the equine field.

Since then, he has worked with a number of organizations and events around the five-state area. He has about 300,000 equine images in his archives.

At fifteen Ryan Grams bought his first high end Macintosh computer with his savings. He borrowed his parents' video camera,

and shot a music video with a friend for a silly song they had written a couple years before. The video gained popularity among his peers and soon he was asked to do little projects for friends and family.

Grams toured with a band shooting their DVD along with a number one music video. He also shot a television game show pilot, produced medical training and promotional videos and other corporate work.

In addition to photography and video, other services include identity development (farm logo, branding, and recognition), web development, marketing tools, and DVD mastering.

For more information contact Johnson at P.O. Box 186, Circle Pines, MN 55014; phone 612-723-4189. Visit Timothy Johnson Photography at [www.march15productions.com](http://www.march15productions.com) or Private Treaty Studios at [www.privatetreatystudios.com](http://www.privatetreatystudios.com)

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*[www.march15productions.com](http://www.march15productions.com)  
does not work – under construction*



Ryan Grams



Tim Johnson