

**5A**  
**Action**

*Credentialing and Certificated Assignments Committee*  
**Request for Consideration of Eminence Credential**

**Executive Summary:** The Governing Board of Palisades Charter High School, a Charter School in Los Angeles County, recommends to the Commission, the issuance of a credential based on Eminence to Mr. Richard Steil in the subject of Photography.

**Recommended Action:** Staff traditionally does not make a recommendation on Eminence Credentials.

**Presenter:** Edye Ipsaro, Associate Analyst, Certification, Assignment and Waivers Division

**Strategic Plan Goal(s): 1**

**Promote educational excellence through the preparation and certification of professional educators**

◆ Grant credentials, certificates and permits as set out in regulation and statute

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## Request for Consideration of Eminence Credential

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### Introduction

The Governing Board of Palisades Charter High School, a Charter School in Los Angeles County, by resolution, adopted on March 17, 2009, in accordance with Education Code Section 44262 recommends to the Commission the issuance of a credential based on Eminence to Rick Steil in the subject of Photography.

### Background

Education Code Section 44262 allows the Commission to issue an Eminence Credential to any person who has achieved eminence in a field of endeavor commonly taught or a service practiced in the public schools of California. California Code of Regulations, Title 5, Section 80043(a) defines an eminent individual as one who is recognized as such beyond the boundaries of his or her community, has demonstrably advanced his or her field, and has been acknowledged by his or her peers as beyond the norm for others in the specific endeavor.

The Commission has determined that an individual who has achieved eminence in the three areas that define eminence in a field would meet the following requirements:

- **The individual is recognized as eminent beyond the boundaries of his or her community:** To meet this requirement the individual must be renown outside his geographical community with more merit given to interstate and international recognition.
- **Demonstrably advanced his or her field:** To meet this requirement an individual must provide documentation of advanced degrees; distinguished employment in the field/endeavor; contributions to the field include evidence of authorship or research indicating a high level of expertise.
- **Acknowledged by his or her peers as “beyond the norm” in the specific endeavor:** To meet this requirement the employing agency and the candidate must submit all of the following:
  - 1) Letters from former employers, professional colleagues and other experts in the field, relating to the individual’s recognized expertise or position of prominence in their field
  - 2) Documents evidencing extraordinary ability worthy of distinction
  - 3) Evidence of major, national or international awards recognizing uncommon achievement in and advancement of a particular field or endeavor
  - 4) Evidence of significant contribution to the field
  - 5) Authorship of a new or unusually successful method of educating children or the public in the field or endeavor
  - 6) Extraordinary success in their field

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The following table outlines the documentation submitted by Palisades Charter High School and Rick Steil, nationally and internationally known photographer.

<b>Education</b>			
University of Dubuque, Iowa	1977-1980	Marketing/Business	
Brooks Institute, Santa Barbara, California	BA Degree 1982	Illustration	
<b>Evidentiary Materials Presented By Rick Steil</b>	<b>Recognized Beyond Boundaries</b>	<b>Advances Field</b>	<b>Acknowledged by Peers as Beyond the Norm</b>
<b>Commercial Photography</b>			
1990 Portrait of Kip Renos, <i>German Vogue</i>	X		X
1992 Sessa, Too Hot Brazil, Twin Dolphin Resort Cabo San Lucas, Mexico	X		X
1992 Bugle Boy Billboards, Lancaster California	X		X
1993 <i>International Male</i> Campaign, Omni Resort	X		
1996 Speedo Campaign, Mexico	X		X
1996 Eddie Bauer Corporation, Seattle, WA	X		
1997 <i>International Male</i> Campaign, Bermuda	X		X
1998 Eddie Bauer Corporation, Bainbridge Island Washington	X		
2000 <i>International Male</i> Campaign, Puerto Rico	X		X
2002 <i>International Male</i> Campaign, Florida	X		X
2003 Drapors & Damon's Campaign, Hawaii	X		X
2006 Catherines Store's Campaign, California	X		X
2007 Drapors & Damons Campaign, Jamaica	X		X
2007 Catherine's Stores Campaign, California	X		X
<b>Distinguished National and International Photography</b>			
1988-1989 <i>Mode</i> Magazine, Australia	X	X	X
1988 Boutique de Jardin, Paris, France	X	X	X
1990 <i>German Vogue</i> , Germany	X	X	X
1992 <i>Men's Fitness</i> Magazine, United States	X		
1996 <i>Look West</i> Magazine, Western Canada	X	X	
1998-1999 Eddie Bauer Corporation, Portland, Oregon	X		

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Evidentiary Materials Presented By Rick Steil	Recognized Beyond Boundaries	Advances Field	Acknowledged by Peers as Beyond the Norm
<b>Client List</b>			
Ambrosi	X		
Apparel Ventures	X		
Becca Swimwear	X		
California Style	X		
Contempo Casuals	X		
Broadway Department Stores	X		
Bugle Boy	X		
Catherines Stores Corporation	X		
Dillard's Department Stores	X		
Drapers & Damons	X		
Eddie Bauer Incorporated	X		
<i>German Vogue Magazine</i>	X		
Grossmont Center Mall			
House of Fabrics	X		
<i>International Male</i>	X		X
Janice Brown and Associates	X		
KMart Corporation	X		
<i>Look West Magazine</i>	X		X
<i>Los Angeles Times Magazine</i>	X		
Lunada Bay Swimwear	X		
Manhattan Village Mall			
Marke Communications	X		
<i>Men's Fitness Magazine</i>	X		X
<i>Mode Magazine</i>	X		X
Mossimo Corporation	X		
Nordstrom	X		X
Norm Thompson	X		
Ocean Pacific	X		
Pendleton Woolen Mills, Inc.	X		X
Pure Red Creative	X		
Signature Eyewear	X		
Tog Shop	X		
Woolrich	X		
Tyra Banks [Talk Show Host, Model]	X		
Cameron Diaz [Actress]	X		
Jason Priestly [Actor]	X		
Brook Burns [Miss Teen USA, Actress]	X		
Cameron Mathis [Actor, TV Host]	X		
Garcelle Beauvais [Actress]	X		

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Evidentiary Materials Presented By Rick Steil	Recognized Beyond Boundaries	Advances Field	Acknowledged by Peers as Beyond the Norm
<b>Awards and Honors</b>			
1979 "Light and Texture" University of Dubuque, Dubuque, Iowa			X
1987-1988 Six Cover Shoots for <i>Mode</i> Magazine, Sidney, Australia	X		X
1988 Boutique de Jardin, Paris, France	X		X
1992 Two Covers <i>Men's Fitness</i> Magazine	X		
1993 "Influential New Artists Showcase" at Beate Works Studio, Los Angeles, California		X	X
1993 National Advertising Campaign, Bugle Boys Industries, National Billboards, Times Square	X	X	X
1995 Mossimo National Ad selected for exhibit, Paris Photo Gallery, Los Angeles, California		X	X
1998-1999 National /International Campaigns (2) for Eddie Bauer Corporation, Seattle, Washington	X		X
2000-2003 National Campaigns (4) for Pendleton Woolen Mills, Portland, Oregon	X		X
2005-2006 National Campaigns (2) for TOG Shop, Atlanta, Georgia	X		X
<b>Letters in Support of Eminence</b>			
Patrick Demarchelier, Demarchelier Studio, New York, New York	X	X	X
Michael Reinhart	X	X	X
Jonathan Bookallil, Jonathan Bookallil Photography, New York, New York	X	X	X
Chuck Martin, Executive Producer, Chuck Martin Productions, S. Portland, Maine	X	X	X
Kevin Kapoor, ReForm, Miami Beach, Florida	X	X	X
Patrick J. Sprinkel, Scout Napa Valley, Location and Production Services, Yountville, California		X	X
Lewis Van Arnam, LVA Represents, Inc. Brooklyn, New York	X	X	X
Mark Fristad, Mark Fristad Productions, Portland, Oregon	X	X	X
Christine Bookallil, President, Strategies Investments PTY.LTD, Tamarama, Australia	X	X	X
Franchesca Puskar, Photo Manager and Brand Developer, 1987-2006 Eddie Bauer, Inc.	X		
David, Mimbs, Vice-Pres., Business Development PureRed Creative, Atlanta, Georgia	X		X

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<b>Professional Affiliations</b>
1990-2009 Advertising Photographers of America
<b>Reviews and Articles</b>
2006 <i>Palisadian Post Recording Light</i> , Palisades, California
2006 <i>Palisadian Post</i> , Palisades High Photography
<b>Educational Contributions</b>
Amy Dressler Held, Executive, Palisades Charter High School
Chuck Renfrow [Retired, Art Educator, Iowa]
Susan Curren, Art Department Chairperson, Palisades Charter High School, Palisades, CA
Rob Doucette, Teacher, Palisades Charter High School. Palisades, CA

**The following pages contain materials provided by the applicant, Rick Steil, as documentation of his Eminence in the field of Photography.**

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State Of California  
Commission On Teacher Credentialing  
Certification, Assignment and Waivers Division  
Box 944270  
Sacramento, CA 94244-2700

Telephone:  
(916) 445-7254 or (888) 921-2682  
E-mail: credentials@ctc.ca.gov  
Website: www.ctc.ca.gov

RECOMMENDATION FOR A PERSON OF EMINENCE

The governing board of the Palisades Charter High School

school district, by resolution adopted on March 17, 2009, in accordance with  
Date

California Education Code, Section 44262, recommends the issuance of a credential based on eminence to  
Rick Steil

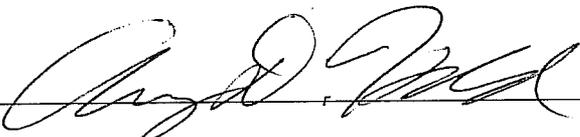
Candidate's Name

in the subject of Photography

Eminence was determined on the basis of:

Mr. Steil's technical education, international recognition of eminence, his international professional success in the commercial photography industry, the awards he has won and recognition by his peers for eminence in the field of professional photography are the reasons Palisades Charter High School determined that Mr. Steil is eminent in the field of photography.

The above named applicant will be employed in this school district to serve as a  
Photography Teacher at the Secondary level.  
Teacher (include subject), Administrator, Other Elementary or Secondary

Signature of District Superintendent: 

Date: 3/9/09 Telephone Number: 310-230-6623

Email Address: aheld@palihigh.org

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The individual is recognized as eminent beyond the boundaries of his or her community, has demonstrably advanced his or her field, and has been acknowledged by his or her peers beyond the norm for others in the specific endeavor.

1. The following affirmations of eminence are attached:

~~The comprehensive enclosed packet contains the following affirmations of eminence: letters of reference/support from former domestic and international distinguished employers and peers, evidence of technical education and training in the field of photography, honors, awards, professional association memberships, evidence of extremely significant contributions to the field of photography and to the craft of teaching photography and finally evidence of Mr. Steil's extraordinary success in the field of professional commercial photography.~~ +

2. The following documentation of achievement (advanced degrees, distinguished employment, publications, other) are attached:

~~Letters documenting distinguished employment, award winning success in the field of professional photography and unique innovation and success in the teaching of photography are all attached along with copies of publications of dozens of examples of Mr. Steil's professional portfolio.~~

3. Please provide an explanation of the individual's effectiveness as a teacher:

~~Rick Steil is a first year teacher who is excelling in this second career for him. He has a strong rapport with a broad range of students. He is an engaging and dynamic educator. His lessons are well planned and aligned to standards and he assesses students consistently and effectively. Rick has already taken numerous steps including fundraising and soliciting donations of digital cameras to modernize and upgrade the school's photography capabilities and increase access for all students. Rick Steil is an asset to the Visual & Performing Arts Department and to Palisades Charter High School.~~

4. Attached are the following miscellaneous items the district feels support eminence:

~~In addition to the recognition by former distinguished employers/clients, eminent professional photographer colleagues, mentors, copies of portfolio work and the accolades of his colleagues at Palisades Charter High School we have also included newspaper articles about Mr. Steil and student work as further support for his eminence.~~

5. Attached is a letter from the applicant describing his or her accomplishments that support a claim of eminence.

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Commission on Teacher Credentialing  
Certification, Assignment and Waivers Division  
Box 944270  
Sacramento, CA 94244-2700

February 28, 2009

Dear Commission on Teacher Credentialing,

After compiling the package that outlines the documentation required for an Eminence Credential, I understand the amount of time required by the commission to learn about a potential recipient. I want to thank you in advance for taking the time to consider me as a recipient of an Eminence Credential. After 25 years as a professional photographer, I believe wholeheartedly that I am eminent in the field of Commercial Lifestyle Photography. I am looking forward to sharing my knowledge and skill base in professional photography with young students in the many years to come.

After purchasing my first camera in 1975 for \$100 in Dubuque, Iowa, I developed an immediate passion for photography. My high school mentor, Chuck Renfrow (letter attached) and my educational experiences through the University of Dubuque and the renown Brooks Institute of Photography gave me a solid base of technical knowledge so that I could begin my journey through the worldwide maze of professional photography.

Upon graduating from Brooks Institute in 1982, I moved to New York, the heart of fashion and advertising, in order to continue my education in professional photography. In the 4 years that I lived in New York, I worked as a studio manager for two of the top fashion and advertising photographers in the world, Hal Davis and Michael Reinhardt (letter attached). While crafting my own version of lifestyle photography in New York, I learned from the fashion and advertising masters of that era and then moved to Europe to begin my own career.

Paris is well known as a mecca for many starving artists, American photographers included. In the first few months, I was lucky enough to make a meager living shooting images for models, but I received my break through an Australian publication called Mode Magazine. Christine Bookalill, editor of Mode (letter attached), recognized my talent and allowed me to create memorable images for the worldwide audience of Mode. Mode Magazine used my images to publish 6 covers and over 80 pages of editorial images. Those images catapulted me into the ranks of successful photographers, and I not only developed a name for myself, but also a solid client base that would continue to flourish during the next 20 years. I subsequently worked for other international publications including Boutique de Jardin magazine and German Vogue.

In 1989, I moved to Los Angeles and established Rick Steil Photography Studios as the premier Commercial Lifestyle Photography studio on the west coast. Competing with top photographers from all over the world, I was awarded numerous national and international advertising campaigns. With images created using my trademark beautiful, natural light and "spontaneous" emotions from the model, my work was utilized in at

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least 8 countries: Japan, Germany, France, England, Australia, Mexico, Canada and of course throughout the United States. My notable advertising clients, based in numerous U.S. cities, included Eddie Bauer, Pendleton, Bugle Boy, Nordstrom's, Dillard's, Norm Thompson, Catherines Stores, Tog Shop, Woolrich and many more.

As a Commercial Lifestyle Photographer, I built a solid reputation as a team player and personally assisted in the branding and direction of many advertising campaigns. My lifestyle photography sold millions of dollars worth of clothing and gave many customers a special peek into the numerous high-end resorts and exotic places that we used for locations. My images were distributed worldwide using a variety of mediums including national magazine ads, billboards, bus shelters, catalogs, websites, in-store signage and hang tags.

These productions have given me the special opportunity to interact with numerous cultures, personality types and ages. My clients, cast and crew have always enjoyed my infectious energy and never-ending quest for great images. I pride myself on my ability to relate to people and have already spent countless hours teaching photography to the numerous young assistants that have worked for me. As a father and athlete, I have also been a volunteer teacher aid and coach for many schools and teams. I know that I am a natural educator and value the relationship that I have with young people, who seem to embrace my endless enthusiasm. (See attached letter, from Eric Wechsler.)

Many people do not understand my recent decision to dedicate my life to teaching photography to young people. But I feel it is my duty and privilege to give back what I have learned due to the great opportunities that were given to me. In only 6 months, I have established a reputable and noteworthy photography program at Palisades Charter High School. I am implementing a professional program, which will allow students from all socio-economic backgrounds to have a voice to express themselves through photography. In my new program, I have already utilized unusual teaching techniques, such as an open forum class critique, in-class studio work, and an extensive camera checkout program. I have also scheduled student art shows outside the high school in the community.

With my extensive professional background and technical education, I believe that I am a qualified candidate for an Eminence Credential. I will create an art-photography program that will be recognized throughout and beyond the academic society of Palisades Charter High School. I appreciate your consideration for this important credential and look forward to the opportunity to continue my passion: to educate young students to appreciate, express and produce quality photographic art images. By sharing my knowledge with new photography students, I am able to give back to the photographic community that afforded me so many amazing opportunities.

Sincerely,



Rick Steil

Photography Teacher, Palisades Charter High School

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Commission on Teacher Credentialing  
Certification, Assignment and Waivers Division  
Box 944270  
Sacramento, CA 94244-2700

March 20, 2009

Dear Commission on Teacher Credentialing,

I am writing a supplemental letter to my request for an Eminence Credential because I feel that I need to further clarify the evidence of awards. As noted in the application request package, I received 3 types of awards during my photography career and I would like to describe each type.

While a senior in high school in Dubuque, IA, I was awarded a University Art Scholarship to the University of Northern Iowa. UNI sponsored a statewide competition each year for incoming freshman, whom excelled in the arts. Most applicants showcased a wide variety of mediums, which they had spent several years exploring and creating. With the guidance of Mr. Chuck Renfrow, my high school photography teacher (letter attached), I compiled a portfolio consisting ONLY of photographs. On the merit of my photography skills, I won the competition and was awarded a full tuition scholarship to UNI. I was honored to be the first student in the state of Iowa to win the competition with one medium, photography.

A few years later, while beginning freelance work in Paris, France, the editors of Mode Magazine chose my images to be featured on the cover. Every photographer dreams of shooting the cover of a magazine, and to be recognized on the cover of an international fashion magazine was truly spectacular. The editors at Mode went through an extensive screening and judging process. First, they awarded a select few photographers the opportunity to shoot images, with no guarantee to be published. After reviewing the film submitted by the chosen photographers, the editors selected one image to be featured on the cover. My images were selected not only one time, but six times! This notoriety assisted my career to flourish and I found myself working for many international clients. (Letter attached from Christine Bookallil, former editor of Mode Magazine.)

After obtaining an agent in New York and Los Angeles, my client list continued to grow and I had the opportunity to compete for numerous advertising campaigns. Many reputable clothing manufacturers and retailers run annual national advertising campaigns in mediums such as national magazines, newspapers, billboards, in-store signage, hang tags, bus shelters and websites. The creative director and/or president of these companies receive hundreds, if not thousands, of requests from photographers to be awarded the campaign. The screening process is stringent and very competitive. At first the creative director and his panel view portfolios, either on line or in a portfolio book. After narrowing the field, the panelists usually request an interview and/or they research the reputation of the photographer. I was awarded numerous campaigns based on the quality of my work and my outstanding reputation in the industry.

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Since photographs are not limited by language, location or culture, the size and quality of the pool of photographers in Commercial Lifestyle Photography is unlimited. I am very proud of the numerous covers and campaigns that I shot and am honored to have been selected many times after competing with many talented national and international photographers. (Please see list under awards received. Also note the letters attached.)

Please feel free to call me with any further questions.  
Sincerely,

Rick Steil  
Photography Teacher, Palisades Charter High School

**REVISED**

# Letters of Recommendation

# REVISED

MICHAEL REINHARDT

March 2, 2009

To whom it may concern,

I have been a fashion photographer since 1968. I was based in New York City for over thirty years, and worked regularly for, amongst many others, *Vogue*, *Harpers Bazaar*, *Life*, *Sports Illustrated*, *Esquire*, *The New York Times*, *Elle*, *Glamour*, *Max Factor*, *Revlon*, *Estee Lauder*, *L'Oreal*, *Calvin Klein*, *Macy's* and *Bloomingdales*.

I am writing you today on behalf of Rick Steil whom I have known since 1986 when he came to act as my as my studio manager for two years. During this time Rick was in charge of the daily workings of my studio, which at that time regularly employed up to a dozen people. We were together on a daily basis and worked for a wide range of clients, both international fashion publications and major advertising agencies and we traveled together extensively to all parts of the world. In all my years as a photographer, I have never had anyone helping me who showed the technical skills, the organizational talent, or the creative inspiration and honesty Rick did. I can truthfully say that, as great as the pressures of the circumstances in those busy days were, it is difficult to imagine having accomplished what we did without Rick's extraordinary dedication and exceptionally competent presence.

We subsequently became close friends and I have since followed Rick's career as a leading lifestyle photographer with the vested interest of a mentor. Looking at his work, I have been captivated by Rick's unique and subtle use of natural, as well as artificial lighting, which gives his images a personal note I have not seen amongst any of his peers. It is this treatment of lighting that makes his work unique and astonishingly realistic and gives it a relaxed, believable atmosphere. When confronted with the often-difficult and contrived conditions surrounding a

## REVISED

commercial photo shoot it is extremely hard to produce such believable images and quite candidly it is with a small measure of envy that I admire Rick's ability to insert his understanding of lighting and atmosphere to produce the exceptionally realistic feeling that is the essence of his work. There can be no doubt that Rick is truly a master in his field, a master at making contrived situations look real and believable.

Judging, not only from his photographic skills, but also from having observed him in the presence of adolescents throughout the past twenty-five years, including his own children and mine who are close friends, Rick is ideally qualified to teach and inspire. He loves and understands young people and has always been highly dedicated to sharing his knowledge with them.

Sincerely,

  
(Michael Reinhardt)

REVISED

# Patrick Demarchelier

Demarchelier Studio  
14 West 21st Street  
New York, New York  
10010  
[www.demarchelier.net/home.html](http://www.demarchelier.net/home.html)

January 22, 2009

To Whom It May Concern,,

I am pleased to provide Rick Steil with a letter of recommendation praising his work as a gifted commercial lifestyle photographer who has an outstanding reputation in his field.

I met Rick over a twenty years ago in New York and Paris at the start of his career. While working with Mike Reinhardt, Rick quickly became an invaluable team member on countless projects for distinctive publications such as Harper's Bazaar, Glamour, and Elle. Rick posses a superior knowledge of photography and is an expert technician. Upon setting out on his own he began to work on prominent advertising campaigns for companies such as Speedo, Pendleton and Nordstrom.

Rick's clean, classic photographic style centers on simple, beautiful, natural light, settings, and relaxed models. His dynamic personality and buoyant energy produce the optimum shoot atmosphere contributing greatly to a stellar reputation that extends far beyond Los Angeles and New York advertising circles. I can think of countless contacts, cast and crews across the globe who echo my sentiments.

I genuinely believe that Rick has proven to be one of the best in his field and that anyone who has the opportunity to work with him or benefit from his knowledge and expertise is undoubtedly fortunate.

Sincerely yours,



Patrick Demarchelier

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**STRATEGIES INVESTMENTS PTY LTD**

February 19 2009

I have known Rick Steil for more than 20 years, having met him first in Paris France in 1988. When I first met Mr. Steil, I was the editor of one of Australia's largest selling Fashion magazines - Mode Magazine. As an Editor and Fashion Editor of several Australian Fashion Magazines and Marketing Director for some of the largest retailing and fashion brands in Australia, I have always been at the cutting edge of what is new in the business.

I was in Paris looking for fresh new talent to breathe new life into the magazine. After looking at Mr. Steil's work, I was blown away by his approach to photography and quickly snapped him up for our publication before other competitive publications.

As I was able to choose from a pool of international photographers at any one time, the prospective photographers had to show uniqueness in their work and be notable in their field. In my opinion, Mr. Steil certainly met that criteria. We chose him from a multi-national pool of photographers based on his talent and respect internationally.

After reviewing his work that he shot for our magazine, I found his work fresh and new and unlike anything else being done by other international photographers in the field at that time. I also found that he had a calm "can-do" attitude and when faced with problems such as fading light, late models etc he was quick to find solutions so that deadlines were met.

Based on the quality of his work, we quickly negotiated to bring Mr. Steil to Sydney, Australia, where he was commissioned to shoot two covers for the 1988 fall issues of Mode Magazine.

His covers resulted in maximum sales for the publication and we felt that his work was so noteworthy that we immediately offered him more work for the magazine, which was also shot in Sydney. Mr. Steil worked for the magazine each month from January 1989 to July 1989.

He was also commissioned to shoot for the magazine in the United States in August 1989 where he shot stories in New York, Los Angeles and Las Vegas, a first for our publication as we usually spread the work amongst a handful of photographers. We felt Mr. Steil's work surpassed the rest in his field and were confident that he would continue to produce creative and inspiring images for Mode Magazine.

In total, Mode Australia published six covers and many editorial features shot by Mr. Steil. Some of the shoots that Mr. Steil undertook for Mode Magazine are considered classics and, when looking at them today, they remain timeless.

His approach to photography is to not only take the picture but to become involved in the whole creative process of the shoot. He involves himself in the process of choosing the right models, hair and makeup artists, as well as coming up with creative for the editorials. I believe that Mr. Steil always approaches his commissions in a positive engaging way.

Photography is a reflection of our economy and technology. It is a reflection of emotional and cultural values. His work reflects an understanding of his subjects and objects beyond the obvious issues of function and purpose. His work tells us about the way the world is in a way that both is creative and expressive. In my opinion, the body of his work shows that he is among the most influential photographers of his generation.

In summing up, I would say that Mr. Steil is an excellent candidate for an Eminence Teaching Credential and offer my support and encouragement in his future endeavours.

Yours sincerely,



Christine Bookallil  
**President**  
**Strategies Investments**

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<b>PETER KAROLL DESIGNS</b>
<b>ideas and solutions for your life</b>
<b>pkaroll@cox.net ph 619- 464-3630 fax 619- 464-3240</b>
<b>9639 Grandview Drive, La Mesa, CA 91941</b>

February 22, 2009

To The Commission on Teaching Credentialing -

My name is Peter Karoll and I am writing this letter of recommendation on behalf of Rick Steil. My professional relationship began with Rick in the Spring of 1993 when I was the Creative Director of International Male.

Just to give you a little bit of background, International Male was a 25 year old direct mail catalog and during the 1990's was the largest direct mail catalog in the United States for men's fashion. With annual sales between 60 and 70 million, International Male held a unique and coveted position in the world of menswear. With its cutting edge style and sexy male super models, International Male was often called the "Victoria Secret for men". And while it never achieved the acclaim and notice of Victoria Secret, it certainly had its appeal among men (and women) with its unique selection and distinctive style. International Male wasn't Eddie Bauer or Abercrombie & Fitch and we didn't want to be. That 25-year old brand was known for being different and we intended to keep it that way.

As Creative Director I was responsible for the design and art direction of each and every issue of the catalog as well as the selection of all the talent that went into its creation. There were five major photo shoots a year, one for each of the four seasons and an extra resort issue that was shot at some exotic location. The photography was used both for national ad campaigns and direct mail. And while the two media are similar and both create an image for the company, the direct mail images seen in the catalog were the revenue generators for the entire company.

Those images had to be several things. They had to capture the essence of the International Male brand, they had to represent the fabrics and capture the color as accurately as possible, and they had to be well-composed taking into consideration type reproduction and page layout. And when an image was successful, or as we would say "we nailed it", that image was used multiple times and for several seasons.

So as you can see, each image that was created was extremely important - their accuracy and appeal were "the cash register rings" that kept the business alive. And that is why in the Spring of 1993 when I was on a search to find the perfect photographic fit for International Male, I chose to award Rick Steil with our Spring campaign. After meeting Rick several times and reviewing his portfolio, I decided Rick was just what the catalog needed to bring a fresh, lifestyle approach to the existing photography.

(Cont'd. on Page Two)

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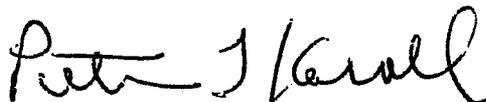
Page Two – February 22, 2009 – re: Rick Steil Letter of Recommendation

Rick went on to be the photographer of choice for the corporation from 1993 till 2001 and was awarded the bulk of the catalog's direct mail and national ad campaigns. Not only did Rick maintain IM's unique and cutting-edge style in photography, but he also helped bring a certain legitimacy to the company by helping to find and secure top named models and breathtaking locations that only helped compliment and enhance the International Male image.

Beyond just providing exquisitely lit and beautifully composed photography, Rick brought to the table his own unique brand of leadership and motivation that helped the entire photography crew be more creative as well as more productive. And for those who are not familiar with location photography, the glamour quickly goes out the door with dark clouds, 40 mile an hour winds and unruly conditions. But, Rick with amazing stamina and his ever positive attitude, always seemed to make the most of every opportunity often making amazing photography happen when the outlook seemed pretty bleak.

On a more personal note, having been an art and photography student myself, I cannot think of an instructor that I would prefer to have had any more than Rick Steil. To have access to this man's real-world experience, to be influenced by his quest for quality and his hard-working attitude and to be inspired by his free-flowing creativity could not help but be an asset to any young student. I encourage you to make the right choice, and like I did for seven years, chose Rick to help lead, to help inspire and to help create success for many, many others.

Thank you for your time and consideration.



Peter T. Karoll

# REVISED

February 26, 2009

To Whom It May Concern:

The purpose of this letter is to endorse Rick Steil and I must say that I am delighted to provide this letter of recommendation on Rick's behalf.

I am David Mimbs, VP of Business Development for PureRed Creative in Atlanta, Georgia. PureRed Creative is a creative agency that works with all types of companies across the United States helping to build their brands and brand communications across media channels. I met Rick Steil about eight years ago when I was working with an Atlanta based company called The Tog Shop. The Tog Shop is a women's clothing company/manufacturer that sold apparel and accessories via the direct mail catalog channel.

My role with the Tog Shop was initially as a sales consultant, winning their account, but later became their advertising agency creative director. In that role, I participated in hiring Rick Steil to provide fashion photography for the Tog Shop catalogs. Rick was one of several respected, national fashion photographers that were in consideration for hire. Rick was chosen because of the beauty and quality of his fashion photography portfolio but also due because of a trusted referral from within the industry.

After working with Rick on location in Sea Side, Florida, I became a Rick Steil FAN & FANATIC! At that time, I had been a fashion art director and creative director for years, working with fashion photographers all over the United States and also in Europe. Rick was the consummate professional! His team was fantastic, as well! The fashion photography Rick provided was absolutely beautiful and compelling! Our client, The Tog Shop, loved it as well and continued to use Rick as their fashion photography resource until they were sold to another direct mail company. Please note: in the world of direct mail, the photographic images, as well as the model selections in the catalog are paramount; they dually sell the products ( the clothing ), as there are no retail stores involved; **the catalog is the store** and there are millions of dollars riding on the sales performance of each individual catalog. The fashion photographer and his/her images are a vital link in the chain of selling products to the masses, via direct mail catalogs. Rick Steil is at the top of his game!

On a personal level, working with Rick was like working with an extension of myself. We flowed creatively! The creative process was natural and easy. Rick and I had a great mutual respect for each other's talents and our complimentary roles. Working with Rick made my job much easier and truly enjoyable because I trusted what he would deliver both creatively and technically! Fashion projects are difficult at best with very long days and the usual weather and model dramas involved. Rick's leadership, work ethic, passion for fashion photography,

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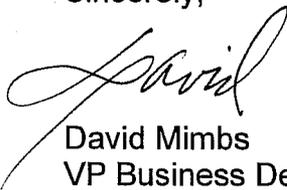
personal charm and engaging personality carried each long day. Rick truly gave of himself each and every day of the long project shoot! The scenario described is rare in the world of fashion due to a lot of "ugly egos" in that landscape.

Rick is a wonderful leader. HE IS TALENTED, a photographic expert in the fashion arena. He has a terrific personality and personal style that is genuinely charming. His laugh is infectious! He loves life and people. He made the models, the crew, myself and my client feel respected and at home away from home. Rick usually wanted to cook for all of us each night so we could enjoy his cooking talents and each other's company. Rick also spoke often of his beautiful wife Nicole and of his two boys as we were working. Rick is an excellent husband and a great, caring father.

I have learned recently that Rick would like to teach. I think this is a wonderful idea! Rick Steil would make an excellent teacher because he is someone that would inspire students. If I were a student, I would want Rick to instruct and mentor me because he has "star quality". He is an expert in his field. As a person, he is commanding, kind, approachable and also has "the cool factor". He is fun and engaging and would make learning both fun and exciting. I would look up to him as a role model, as well as a fashion icon. The stories of his time in Europe as a fledgling young, starving photographer are exciting and inspirational! His wealth of knowledge and experience are awesome. He represents someone who has achieved success over time in his field.

I am happy to give Rick Steil a professional recommendation. If anyone would like to contact me by phone or email me for further information regarding my work relationship with Rick, please do so. My contact information is listed below.

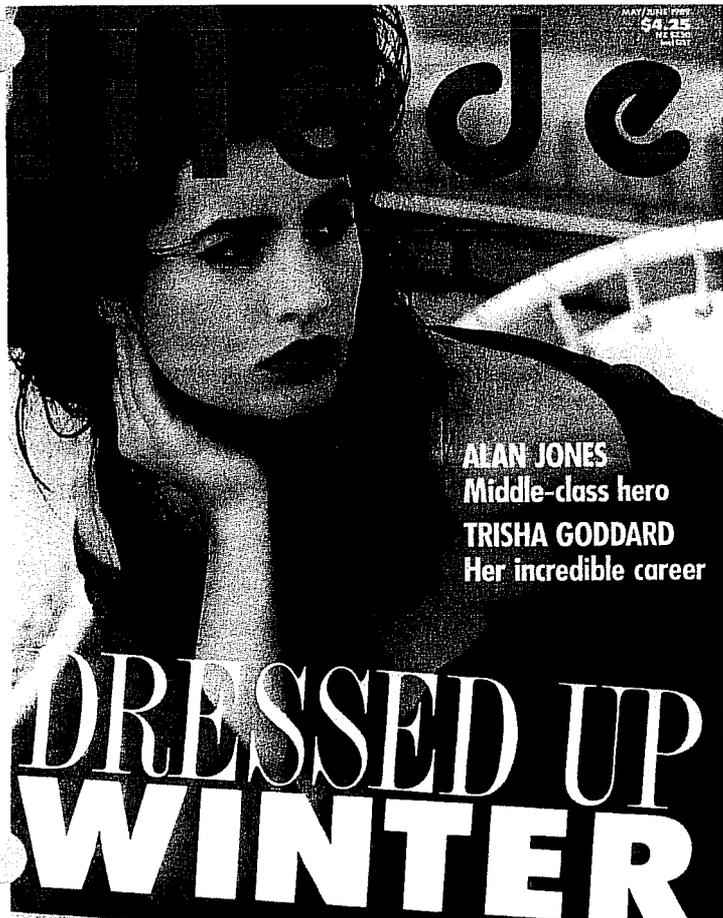
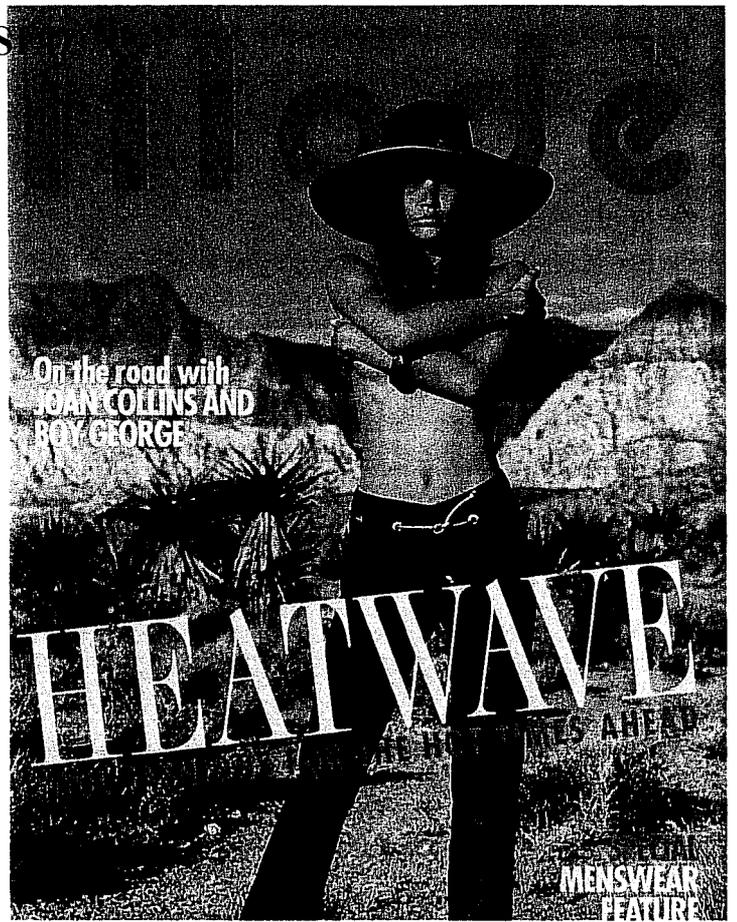
Sincerely,



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**REVISED**

# Portfolio and Reviews



Mode Magazine (Australia), Covers, 1988-1989

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INTERNATIONAL

# MALE

MAGAZINE/CATALOG \$2

**EXERCISE YOUR FRIDAY OPTIONS WITH OUR UNIQUE GROUPING OF WORK-TO-WEEKEND FASHIONS**

**MAKE YOURSELF COMFORTABLE IN OUR PURE COTTON FLEECE COLLECTION**

**CELEBRATE THE HOLIDAYS IN STYLE WITH OUR EXCLUSIVE COLLECTION OF SPECIAL OCCASION FASHIONS**

INTERNATIONAL

# MALE

MAGAZINE/CATALOG

**WHITE ON WHITE**  
The no-color approach to dressing in style

**THE ADVENTURER**  
Style for the man who blazes his own trail

**A TOUCH OF CLASS**  
Shoes and accessories that put you one step ahead of the crowd

**TROPICAL ZONE**  
Heat up your summer with swimwear hot

**FASHIONS FOR A LONG, HOT SUMMER**

INTERNATIONAL

# MALE

MAGAZINE/CATALOG

**BLUE VELVET**  
Classic style with a touch of elegance

**WINTER WARM UPS**  
Better than a mug of cocoa to chase winter's big chill

**GREAT FINDS**  
Exceptional holiday fashions at remarkably

**THREE** **PRIORITY DELIVERY**  
SEE INSIDE FOR DETAILS

INTERNATIONAL

# MALE

WINTER '93

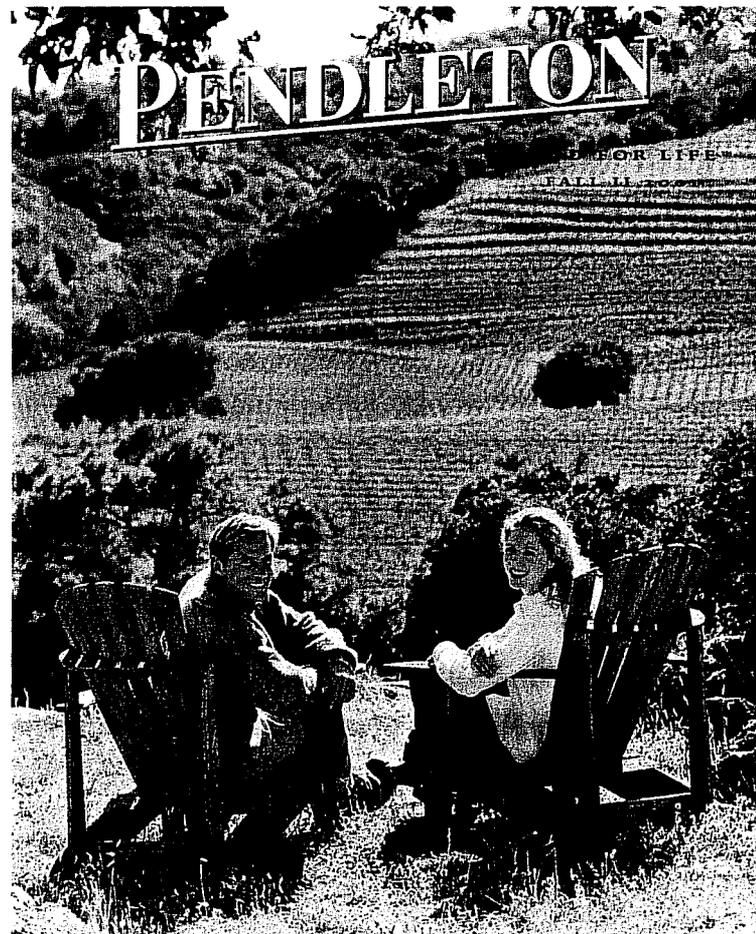
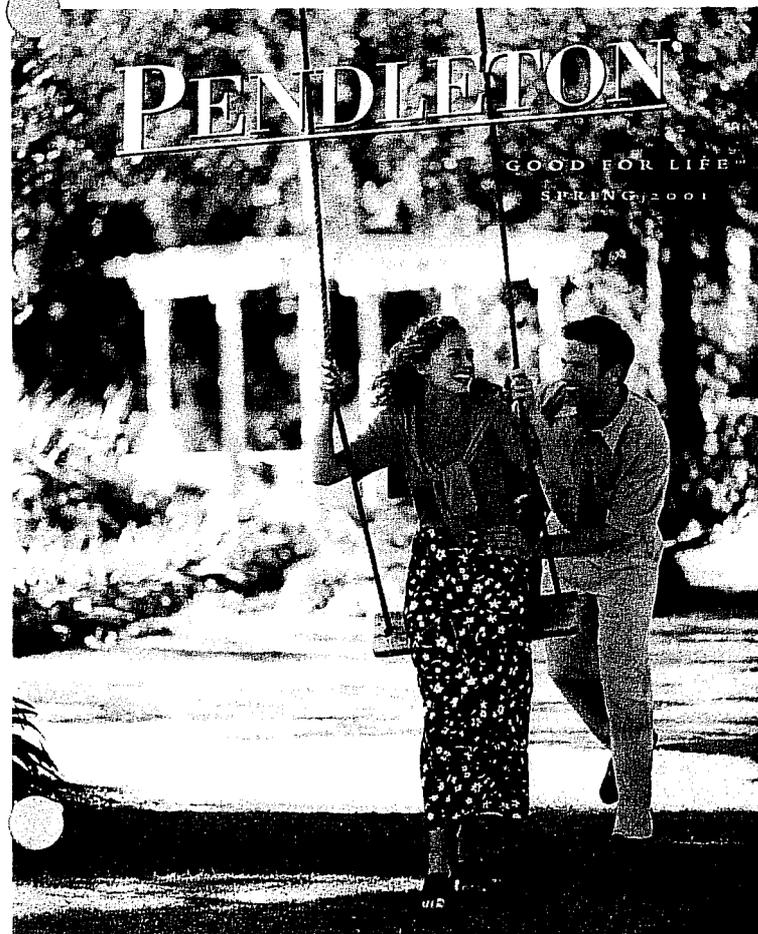
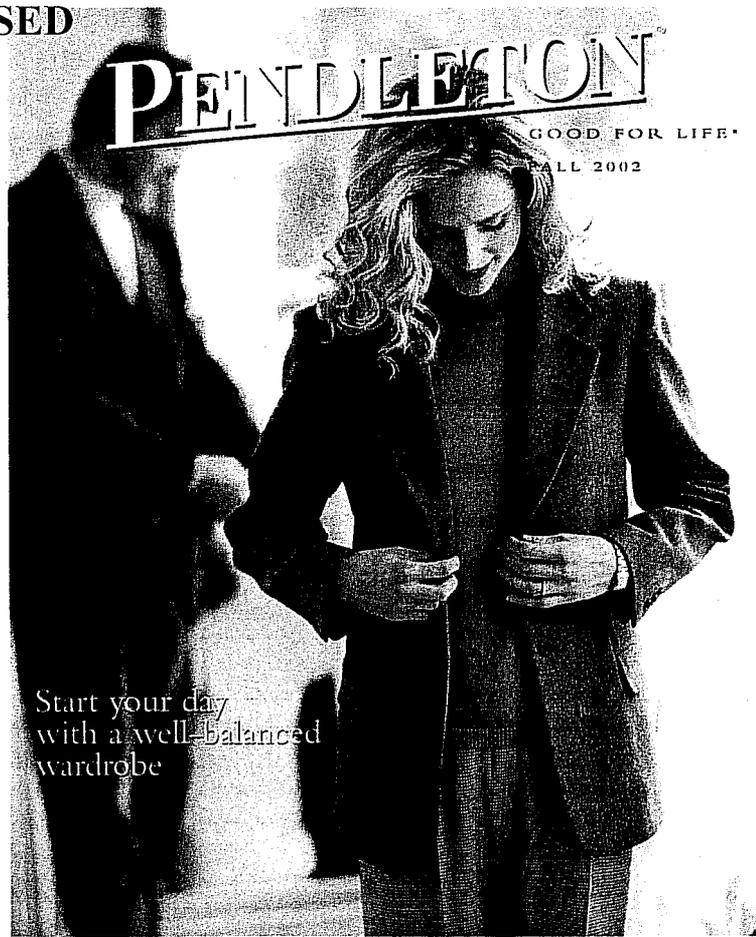
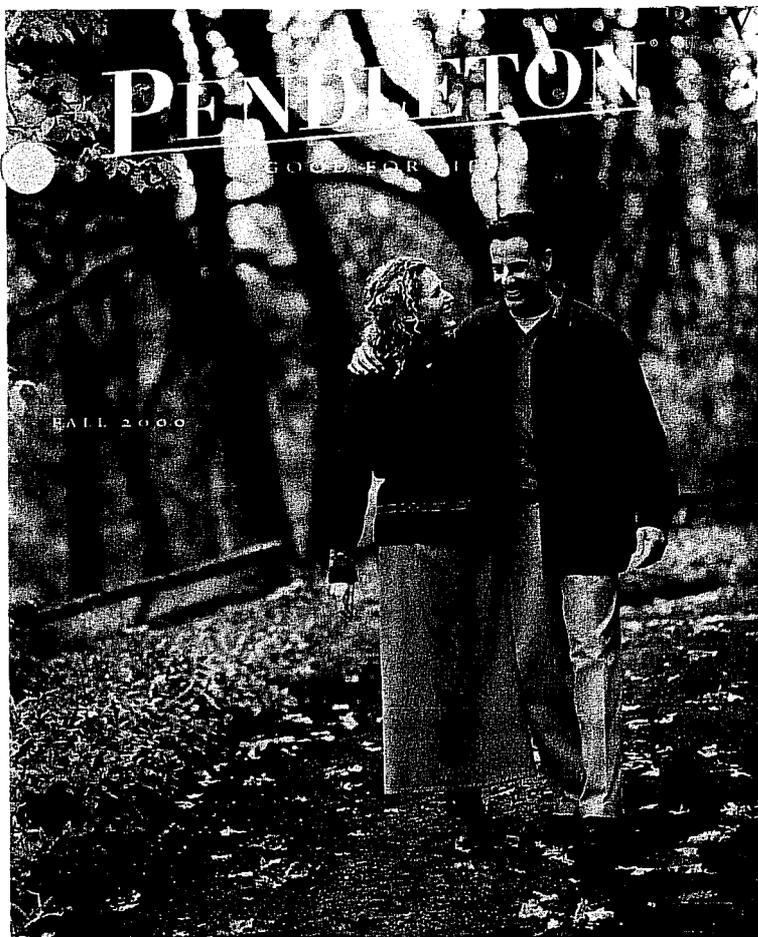
**WORLD BEAT**  
Fashion heads down roads less traveled

**GO FOR BAROQUE**  
When opulence rules, you're dressed-to-frill

**CITY SOUL**  
Fashion makes a case for urban renewal

**EUROSTYLE**  
A touch of class for the holidays

**SHIRT STORIES**



C&CA 5A-24

June 2009

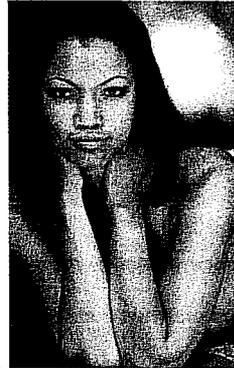
Pendleton Woolen Mills, National Ad/ Catalog/ Internet, 2000-2003

Celebrity Lifestyle **REVIEWS** by Rick Steil  
1993-2005



**Tyra Banks**  
TV Talk Show Host/  
Actress

- Tyra Banks Show
- America's Next Top Model
- Fresh Prince of Bel-Air
- Love and Basketball
- New York Undercover
- 35th Daytime Emmy Awards
- 38th NAACP Image Awards
- Larry King Live



**Garcelle Beauvais**  
Actress

- The Jamie Foxx Show
- Curb Your Enthusiasm
  - NYPD Blue
- Fresh Prince of Bel-Air
  - Models Inc.
- Coming to America
  - The Cosby Show
  - Miami Vice
- People's Choice Awards



**Brook Burns**  
Actress

- Baywatch
- Just Shoot Me
- Miss Guided
- North Shore
- Ally McBeal
- Live with Regis and Kathy Lee
- ESPY Awards
- Miss Teen USA
- Jimmy Kimmel Live
- Entertainment Tonight



**Cameron Diaz**  
Actress

- The Mask
- There's Something About Mary
  - In Her Shoes
- Charlie's Angels
- What Happens in Vegas
  - Shrek 2
- My Best Friend's Wedding
- Saturday Night Live
- Tonight Show with Jay Leno



**Cameron Mathis**  
Actor/TV Host

- All My Children
- Hope and Faith
- Dancing with the Stars
- Live with Regis and Kathy Lee
- Daytime Emmy Awards
  - The View
- Good Morning America
- Tyra Banks Show



**Jason Priestly**  
Actor

- Beverly Hills, 90210
- Die, Mommy, Die!
- Chicks With Sticks
  - Medium
- Side Order of Life
- Without a Trace
  - Love Monkey
- My Name is Earl
  - True Calling
- What I Like About You
- The Apprentice

## Recording the Light

April 13, 2006

Sue Pascoe , Staff Writer

Anyone with children involved in sports in the Palisades has likely met or heard about Rick Steil. He is an assistant coach in the Palisades Pony Baseball Association and volunteers as a Rec Center basketball and flag football coach for his two sons, Tucker and Tyler. Watching him in action, it's clear he understands the intricacies of the sports he's involved in, yet he chooses to take a secondary role. Not that he wouldn't embrace the opportunity to be a head coach, it's just that in his line of work he must be prepared to leave for weeks at a time at the click of a camera.

You see, Steil is a freelance fashion photographer who spends much of his time on photo shoots far away from the Palisades.

Steil's sports knowledge harkens back to his childhood in Dubuque, Iowa, where he lettered all four years in four different sports: football, basketball, baseball, and track. Although he was recruited by colleges throughout the Midwest for sports, he also won an arts scholarship.

When he was a sophomore, he took a beginning photography course with teacher Chuck Renfrow. "Whenever I was off sports," Steil said, "I'd do photography." Renfrow thought he had talent and helped Steil pursue photography through independent study. Renfrow persuaded Steil to enter Iowa State's Art Competition with his photos. Out of the entire state, he was one of the 30 applicants who got an interview, and from there, he was one of only four who was selected to receive a full four-year tuition scholarship. "It's ironic I won. I never felt like I was artistic," he said. "I'm a recorder. I don't create."

Steil went to the University of Dubuque, where he was the starting quarterback for four years. Looking back, Steil is philosophical about his high school and college athletic days. "When you've played sports, it's like a small shot of your life," he said. "I see it now when I coach. It's like some dads try to live through their sons, but there's so much more in life."

After earning his B.A. in marketing, he went to Brooks Institute in Santa Barbara for photography. He graduated in January 1983 and moved to New York City with only a camera and his dad's army duffel bag filled with clothes. He didn't have any money, knew no one and didn't have a place to live.

Eventually he found a two-bedroom apartment in Stuyvesant Town on 23rd, between first and the East River that he shared with another man. The man's wife worked in Princeton and their daughter had graduated. The man would give Steil a blank check to go grocery shopping as long as he cooked enough food to ensure there were leftovers.

Steil interviewed with photographer Hal Davis, who shot ads for Benson & Hedges, Johnny Walker and Revlon. Davis asked two questions: where are you from and from what school did you graduate? After Steil answered the questions, Davis hired him on the spot. Later Davis explained that since Steil had graduated from Brooks, he knew he had the right technical background, but more importantly, since he was from Iowa, he knew Steil had worked during his life and would work hard.

Steil worked two years as Davis's assistant, before he took time off to travel in Europe with a friend. They spent six months in 14 countries and were living in Portugal in a two-bedroom apartment overlooking the ocean for six dollars a day, when they started to run out of money.

Steil happened to speak to his former employer and found out that Davis had just landed a job for Nivea which included shooting the beaches of Portugal. Davis rehired Steil, which allowed him to live in Europe



Rick Steil took photographs for an ad for Dillard's, a coast-to-coast retail department store. It was shot at Santa Monica beach close to the pier and ran in "Seventeen" magazine.

# REVISED

longer. He met and fell in love with a girl in Madrid, but eventually money became an issue once again.

Steil flew back to New York and did some freelance work and then went back to Paris and his girlfriend. The relationship eventually fell apart, but during that time, he started working as an assistant for Mike Reinhardt, a major fashion photographer. "We traveled to Paris, Milan, the Caribbean, Tahiti; we stayed in five-star hotels, ate the best food and were surrounded by beautiful girls." Steil said. "And I got paid to do it. I still have to pinch myself."

After working for Reinhardt for almost two years, Steil went back to Paris to establish himself by shooting model portfolios for agencies. After doing that for almost a year and a half, he got a chance call from the son of the publisher of "Australian Mode" magazine who was in London and needed a photographer. Steil was the only one he knew.

Having never seen the magazine before, Steil had no idea of the kind of shot they needed. To make matters more complicated it was the summer and most of the models had already gone to the beaches in the south of France for the weekend. He found a six-foot-tall Swedish Marilyn Monroe look-alike who couldn't speak a word of English, and photographed her.

To his surprise, not only did the magazine use every single photo, but promised him work if he ever came to Australia. He immediately moved and spent the next seven months in Sydney.

About a month before he returned to the United States, he started dreaming every night about Nicole Fitzgerald, an American model he had met in Paris. He was friends with her, but they had never even kissed. "I knew I was going to marry her," he said. As soon as he landed he called her.

They were married in January 1993 and moved to the Palisades. "Within six months, I had a wife, a baby on the way and a mortgage," Steil said. "I knew then life would never be simple again."

Steil has photographed top models and actresses like Cameron Diaz. He's worked as a free-lance photographer for Nordstrom, Eddie Bauer, L.A. Times, Ocean Pacific and Pendleton.

With his background in sports, I wondered why he never pursued that area of photography.

"I've never really taken sports photos," he said. "When you shoot you isolate on one action, and I like looking at the whole arena."

What makes his photography distinct? "I'm known for beautiful lighting," he said. "I enjoy shooting light; the way it hits people and makes them look."

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^ TOP ^

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## PaliHi Photography Class Needs Cameras

December 26, 2008

Danielle Gillespie , Staff Writer

After 25 years as a freelance photographer traveling the world, Rick Steil is now sharing his expertise with Palisades Charter High School students and looking to expand the photography program.

Steil, who lives in Pacific Palisades with his wife Nicole and their two sons, was hired to teach PaliHi's photography class this fall. Since arriving, he has solicited support from the school's administration and the booster club to purchase more cameras and equipment for a photo studio.

The intent of the studio is 'to teach students a trade, so they will be able to get a job in the photography world,' he said.

Steil is now asking the community to donate old digital and film cameras for his 150 students to use. He allows them to check out the school's 16 film cameras and 10 digital cameras on the weekends, but 'I can never fulfill the demand,' he said.

'I want them to be able to take photos of their family, neighborhood, way of life, what they feel and experience every day,' said Steil, a native of Iowa who has shot fashion in New York and Paris.

Most students in his five classes have never taken photography before so 'it's a level playing field for all of them,' Steil said. 'Some of these kids do not excel at math or English, but photography is a voice and a creative outlet for them.'

Steil, who graduated in photography from the Brooks Institute in Santa Barbara, found out about the job at Palisades High after offering to be a guest speaker in photography teacher Rob Doucette's class last April.

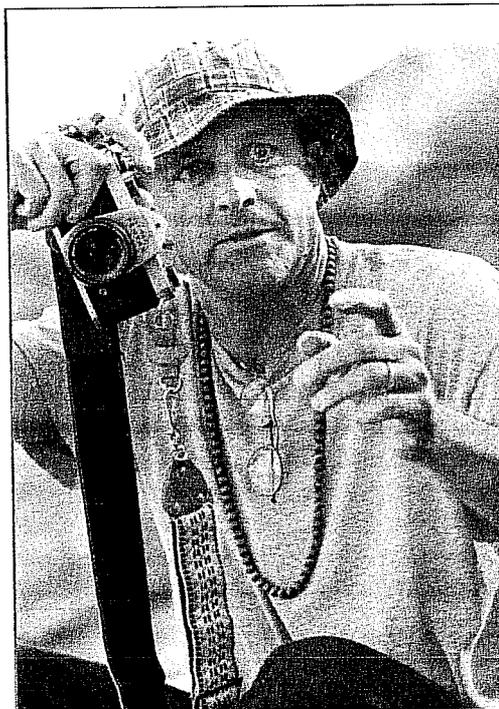
'I spoke to [Doucette] for about three hours and he said, 'Did you ever think about teaching? The kids would just eat you up; they would love you,'" Steil said. Doucette was planning to retire from full-time teaching after 34 years, and he now teaches yearbook and an advanced photography class part-time.

The job appealed to Steil because he traveled all over as a freelance photographer and wanted to spend more time with his sons, Tyler, a freshman at PaliHi, and Tucker, a sixth grader at Paul Revere.

He now teaches students how to photograph people, sports, recreation, night scenes and urban and environmental landscapes. He works with them on their prints in the darkroom and with Adobe Photoshop.

'It's a life change and change is always good,' Steil said.

To donate old film and digital cameras or to make a monetary donation to the photography program, contact Steil at [rsteil@palihigh.org](mailto:rsteil@palihigh.org) or (310) 454-9856.



Rich Schmitt / Staff Photographer

Rick Steil, the new photography teacher at Palisades Charter High School.

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