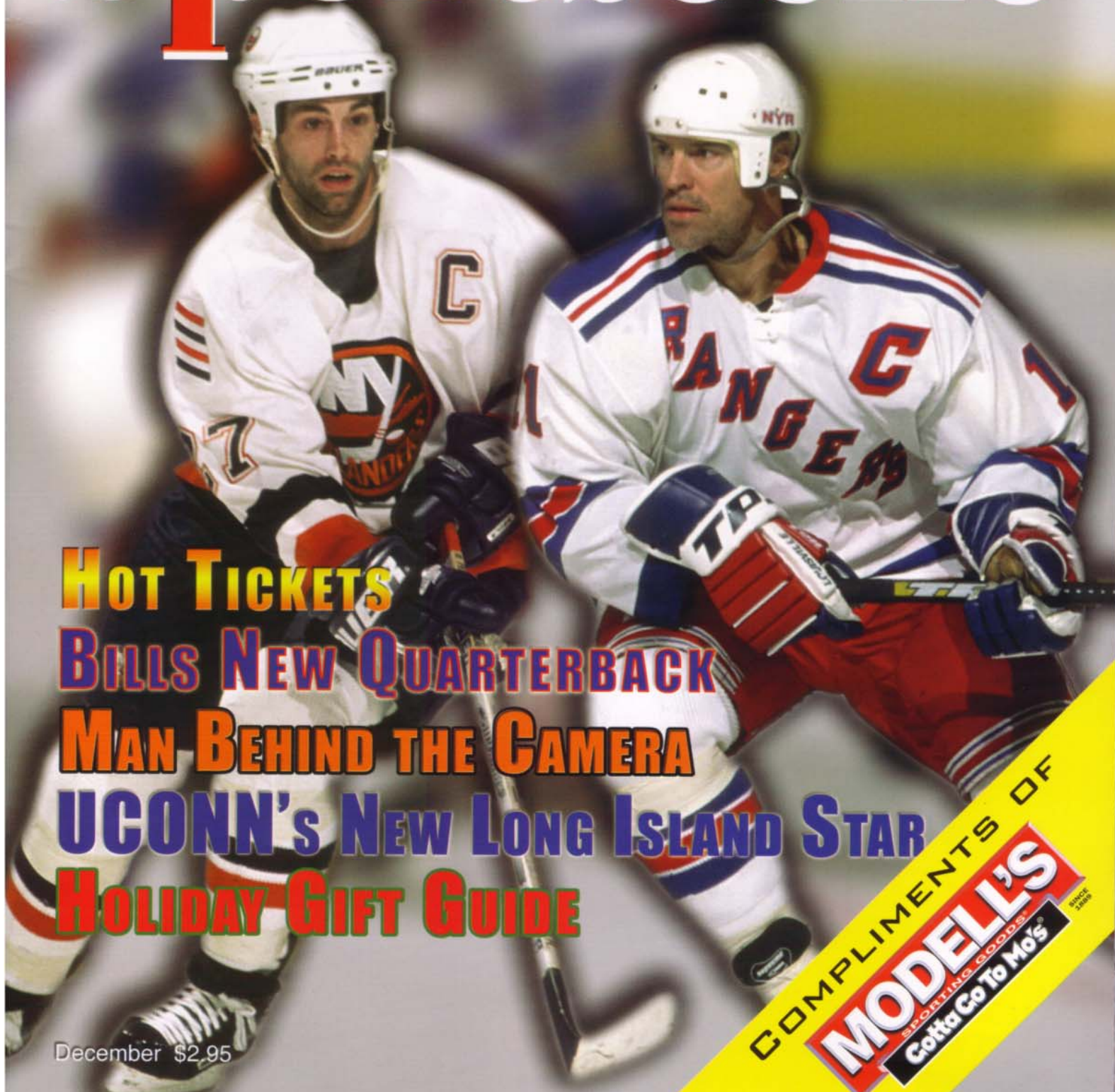


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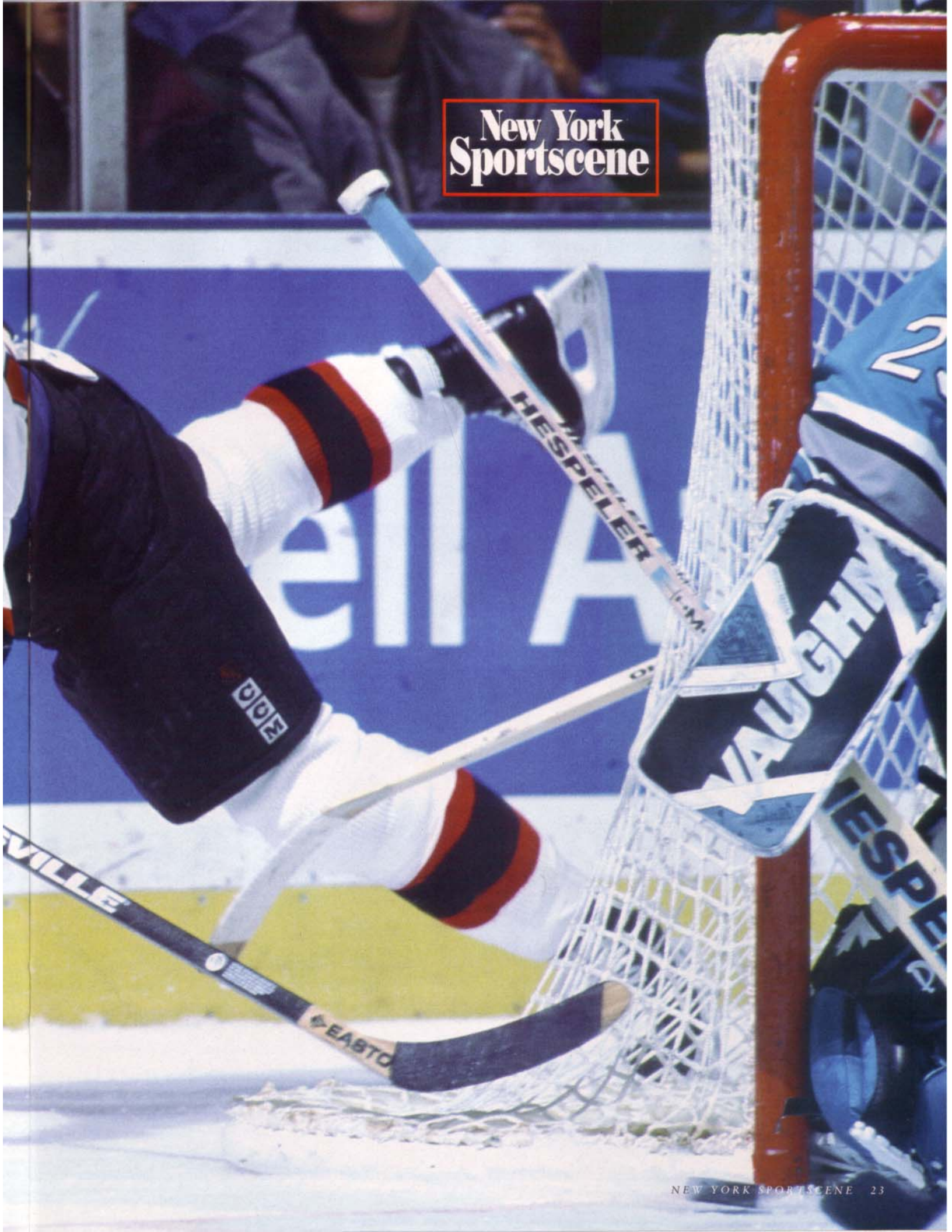
NO One Does

Bruce Bennett Studio's sets
the trend in Sports Photography

It Better

By: Ron Jones

New York
Sportscene



In the world of professional hockey photography, the name Bruce Bennett is the equivalent of mentioning Shaq and Kobe in basketball circles. There is no other photo organization in the world that commands the respect and admiration that hockey crazed Bruce Bennett studies has earned.

Established in 1973 as a one man operation by Bruce Bennett under that name of Hockey Sports etc. The company has grown tremendously over the years. Now located on Main Street in Farmingdale, Bruce Bennett studios employes 13 and provides a large assortment of photography needs. Recently Bruce took me on a tour of his facility. The first stop was the temperature controlled archival room.

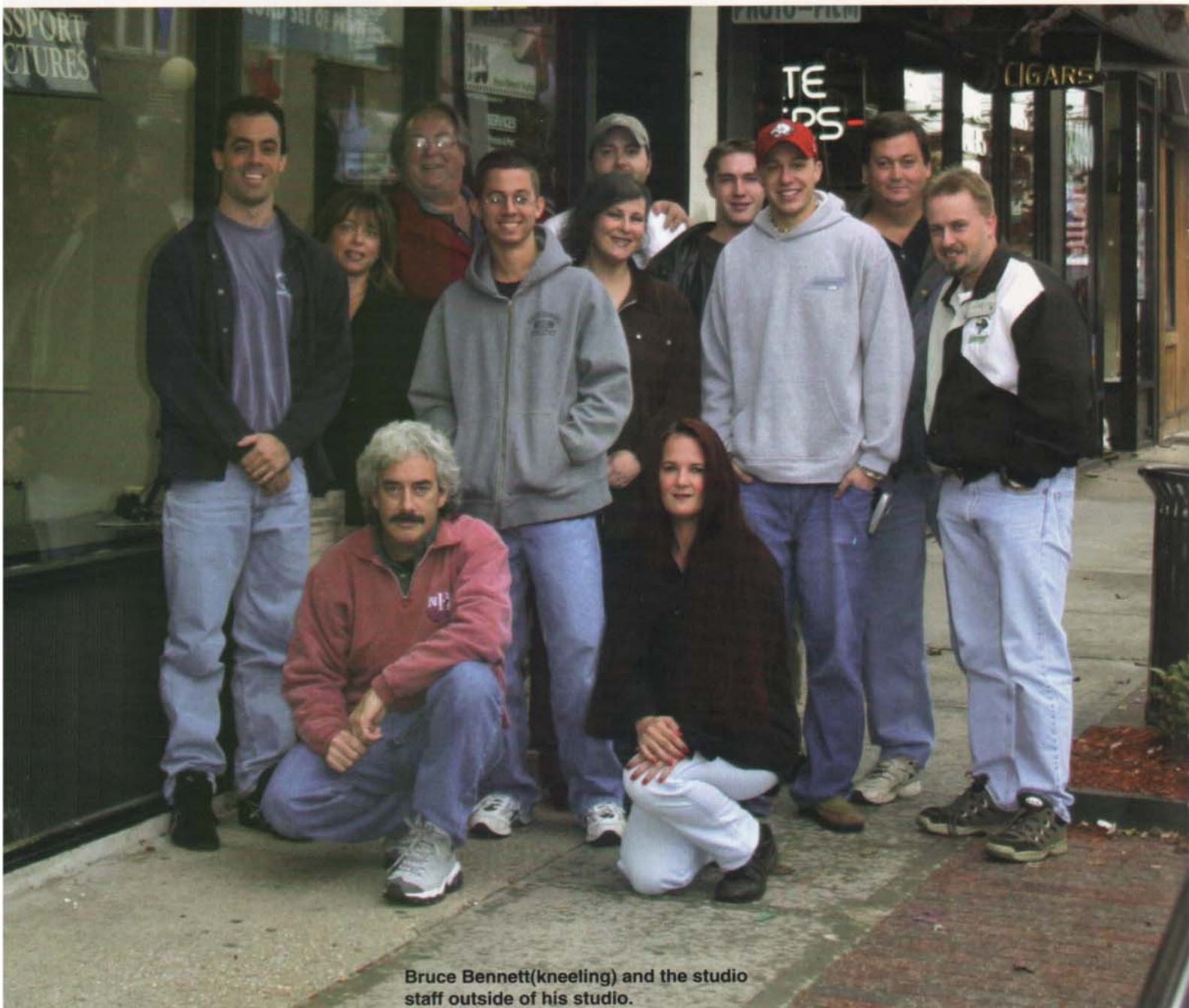
"This room contains over two million images, dating back to 1906," said Bennett. "We've got an assortment of Baseball, football and hockey teams, and Player Classic Shots." Growing Up on Long Island, Bennett was bitten by the hockey and camera bug at an early

age. "I attended a Ranger game in 1973 and took photos from the Blue section, said Bennett." "I was 18 years old at the time. I sold the photos to Hockey news for \$3.00 a photo."

From that moment on Bennett knew this was the field for him. Over the years Bennett has amassed a client list that needs like a who's who of hockey.

They include: The New York Rangers, The New York Islanders, The Philadelphia Flyers, the New Jersey Devils, the American Hockey League, Bridgeport Sound Tigers, and the Albany River Rats. The N.Y. Power Soccer Team, The N.Y. Dragons, the Professional Indoor Soccer League and the 175 professional teams in the tri-state area.

"Digital Photography is now 65% of our business," said Bennett. That number will surely increase very soon. Many of Bennett's clients are outside the United States, so being able to e-mail images any where in the world immediately is a major advantage. One of Bennett's Internet sites Rinkside.com, boast an eye popping 25,000 images for clients to view. Portrait photography



Bruce Bennett(kneeling) and the studio staff outside of his studio.

Rigatoni

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No One Does It Better

Continued from page 24



Former NY Islander Captain, Dennis Potvin raising the Stanley Cup in 1980.

is also a growing branch in the Bennett portfolio.

Taking thousands of photos over the year, I was curious about the photos that Bennett had the most passion for. "I have to say to say the 1980 Islanders Cup photo, the return of Ed Giacomin to the Garden as a Red Wing and Gretsky's record-breaking goal in 1981," said Bennett.

Bennett is living his dream. There is no greater satisfaction then living your, chosen field of work. Hard work it is. "You've got to have a passion for your work. In photography its all about anticipation, instinct, and knowing your sport," said Bennett. This is the only way to become experienced in your craft. We wish nothing but continued growth to Bruce Bennett and his staff. A true success story on Long Island.

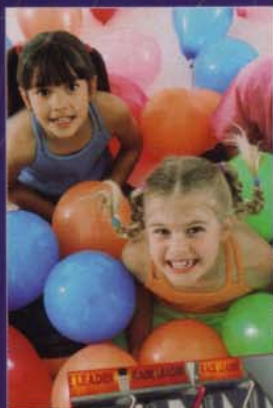


Wayne Gretsky's record breaking goal.

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