



# Wisconsin Professional Photographers Association, Inc.

## APPLICATION FOR MEMBERSHIP

Promoting Excellence in the Business of Professional Photography through

Education, Inspiration, and Networking.

Save 50% on Dues by "buddying up" with another member before Dec. 31, 2012!

Buddy Deadline (30 days)	Buddy's Name	Buddy's Company Name:	
Business Phone	Company Name		
Sales Tax #	Address		
City	State	Zip	
Last Name	First Name	MI	
Spouse's First Name	Home Phone Number		
PPA # (if applicable)	Regional (Circle if applicable) FVPPA IPPA SEWPPA SCPPA UPPPA	Photographic Degrees (circle applicable) MP CR MA MEI CPP W-F W-AF	
E-Mail Address	Website Address	Fax #	

**This application is for (check one that is applicable):**  New Membership  Category Change  Database Change

**Person applying is:**  Owner  Manager  Employee  Student  Other: \_\_\_\_\_

**Type of Business:**  Portrait  Commercial  Industrial  Other: \_\_\_\_\_

**Years in Photography** \_\_\_\_\_:  Full-time  Part-time **Business Hours:** \_\_\_\_\_

**What percentage of your earned income is derived from photography?** \_\_\_\_\_%

**Willing to Volunteer Time/Talent as:**  Registration Desk  Print Crew  Talent Host  Committee Chair

Newsletter Articles  Other: \_\_\_\_\_

**Demographic Information:**  Male  Female Year of Birth: \_\_\_\_\_

**Membership Category for which you are applying (check one):** Category descriptions are listed on the back of this application.

Primary - \$198  Associate - \$175  Student - \$50  Out-of-State - \$198  Retired - \$50

**In order for your application to be processed, the following guidelines must be met:**

- Application must be filled in completely and legibly. Incomplete forms will be returned.
- One person per application (no exceptions). Additional applications can be obtained through the WPPA central office.
- All Primary and Aspiring members **must** have a Sales Tax number.
- Your pr photo for the directory - Submit as a 2x3" print, cd, or e-mail (2x3 jpeg or tiff at 300 dpi)
- Application must be signed and dated, with full payment enclosed.

**Payment:** Enclose a check payable to WPPA or Credit Card information.  Visa  MasterCard  Discover

CC# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ CC Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Auth Code: \_\_\_\_\_

Amount Due: \$\_\_\_\_\_ Dues are based on a calendar year (Jan 1st-Dec 31st).

My signature on this document attests that all statements are true to the best of my knowledge and further attests that I have read and agree, without reservation, to abide by the WPPA Code of Conduct (printed on the reverse side of this application). I further agree that in all matters relating to the interpretation of the Code, I will recognize the authority of the WPPA and agree to hold harmless the Board of Directors in any decision made on behalf of the corporation.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

All applicants are examined by the Membership Chairman and are subject to approval by the Board of Directors. Applicants will be notified of their application status by the Executive Coordinator following action of the WPPA Board of Directors.

**Office of the Executive Coordinator: 1602 South Wisconsin Avenue ♦ Racine, WI ♦ 53403 ♦ 866-382-9772**

**E-mail: dwiltsey@hotmail.com ♦ www.wppa-online.com**

# WPPA MEMBERSHIP CLASSES

## **PRIMARY - One Vote**

The owner, or designated representative, of any firm or corporation engaged in professional, commercial, industrial, press, portrait photography, electronic imaging, or related industries or services in Wisconsin or the Upper Peninsula of Michigan who derives 50%(percent) or more, of their earned income from these endeavors and maintains regular business hours and holds a valid state sales tax number.

## **ASSOCIATE - No Vote**

Limited to the employees, partner, or spouse of a Primary, Trade Show or Life Member.

## **STUDENT - No Vote**

Full-time students registered in an accredited school. Proof of enrollment required.

## **OUT-OF-STATE - One Vote**

Same as Primary, but located outside of Wisconsin and the Upper Peninsula of Michigan.

## **RETIRED - No Vote**

A person retired from the profession of photography or related fields who wishes to maintain membership in the WPPA but on a less active basis. A minimum of 20 years membership in the WPPA is required to qualify.

Refer to the WPPA Constitution - Article III, Section 3.1(on the web-site) for information concerning Life, Honorary and Honorary Life memberships.

# WPPA CODE OF CONDUCT

Per the WPPA Constitution, Article II, Section 2.1 - We the members of the Wisconsin Professional Photographers Association, Inc. by joining in association, do hereby subscribe to the following code of conduct, and, in consideration of mutual covenants, do solemnly agree and pledge to each other that:

- A) We will conduct our business in a dignified manner.
- B) We will endeavor to produce the best work we are capable of producing.
- C) We will encourage, assist, and give our knowledge to fellow members of our profession.
- D) In order to stamp out unfair, dishonest, and deceptive practices, and to provide a code of fair competitive selling which will merit the respect and confidence of humankind, we will observe the following standards of practice:
  - 1) All statements, either in advertising or during sales presentations, shall be truthful and free from misrepresentations or deception of any kind.
  - 2) Members shall assume full responsibility for statements and actions of their representatives.
  - 3) Members and their representatives shall clearly and truthfully identify themselves to each prospect either by their own names, or by the business name under which they operate.
  - 4) All samples which are shown to the customer at the time of taking an order shall be identical in craftsmanship, size, finish, price, mounting, etc. to the finished product delivered to the customer.
  - 5) Advertised or special offer photography shall be available for sale, willingly sold, and delivered without disparagement, or any other attempt to switch prospects to more costly styles.
  - 6) Deliveries of special, introductory, coupon, or similar offers shall be prompt and on the same schedule as regular work, unless the customer is specifically told otherwise at the time the offer is made.
  - 7) Solicitation or advertising which falsely indicates that the prospect is one of a few "selected" to receive a special offer not available to regular customers shall not be used.
  - 8) Contests shall be legitimate and in good faith. The purpose of the contest shall be clearly explained, the rules stated, impartial judges selected, and the closing date given.
  - 9) The word "free" shall not be used in any offer which is contingent upon a purchase or other obligation, unless the details of the purchase, or obligation, are clearly explained.
  - 10) Exaggerated claims of worth, value, regular price, etc., shall not be used.
  - 11) Statements which disparage competitors, or their work, shall not be used.
  - 12) It shall be improper to solicit for photography in person, or by telephone, within two weeks following publication of a notice of birth or death.
  - 13) Members shall obtain and maintain a license in any community which requires a license for operation.
  - 14) Members shall avoid the use of unfair competitive practices as determined by any court of competent jurisdiction, the federal anti-trust laws, and related statutes.
- E) We will recognize the authority of this Association in all matters relating to the interpretation of this code.

2.2. Competition. No member of this Association shall enter into any agreement having the object of restraining trade, limiting production or competition, regulating prices, or distributing business.

2.3 Business Freedom. Every member of this Association shall be at liberty at all times, and in every respect and particular, to conduct their business as they see fit, so long as the member does not violate applicable laws, or the Code of Conduct and competitions standards set forth in this Article II.