

Wisconsin Professional Photographers Association

Connections

Newsletter

May 2014

Marketing For Success

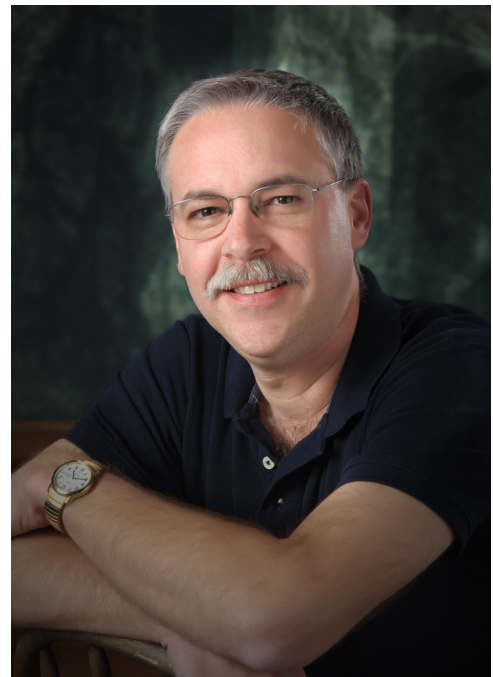
From our President

Growth is a mind set.

As we approach our busy season let's get in the frame of mind that we are going to make it happen. Sometimes it's hard to talk to other photographers because they are so negative. Don't let others dictate what your life is going to be. Yes - our profession has changed so that means we have to change with it. We are professional photographers which mean we know how to use light. Ask yourself: what other things can we photograph and make money at? What about video? Maybe we should explore this market. We are only limited to what your mind set is at. Think outside the box and let's all have a good year.

To our success,

Greg Loll, Master, CPP
WPPA President



Board meeting
Dates

July 9 Webinar 7 pm

Sept 10, Osthoff

Nov 2 fall convention Ostoff

January 14 2015 Madison



Foxes

www.fvppa.com

Regional Director: Michael Kallies

May 19th Tad Meddaugh
Appleton, WI



South Central

www.southcentralppa.com

Regional Director: Krystal Stankowski

May 19th, 2014 - Waunakee, WI
Gordon Kreplin

September 22th - Waunakee, WI
Mark & Mary Bortz



Indianhead

www.indianheadphotographers.org

Regional Director: Neil Gieger

May 12th, 2014 - Host Laura Sedivy - Speaker

Pierre Stevenson

Marathon City, Wisconsin

June 9th, 2014 - Host Paul Hafermann - Speaker

Dave Johnson

Wisconsin Rapids, Wisconsin

October 13th, 2014 - Host Phil Ziesemer

May bring up to 4 Images -

Merrill, Wisconsin

November 10th, 2014 - Host Jan Fabre

Pre-State/District Competition

May bring up to 4 Images - Open Category



May 5, 2014
Shoot, Sweeten, Sell:
Anatomy of a Portrait Session

Jim Schoonover and Jon Roob (and maybe Jon Allyn) will show, demonstrate, elucidate, and otherwise expose the anatomy of a portrait session (or at least how they do things), from set-up and photography, through Lightroom and Photoshop, and the sale.

WPPA Fall Shoot Out
November 2nd -- 4th 2014
The Osthoff Resort
Elkhart Lake, Wisconsin

