

# Wisconsin The Photographer

Volume 120, Number 5

December 2015/January 2016

## *Featured Studio* *Countryside Studio*



*43 Years of the "Places He's Been"*

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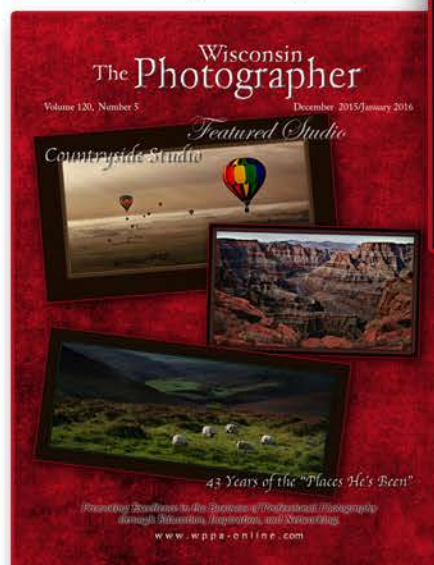
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**content**

President's Message.....	2
Featured Studio.....	1,5-7,9-12,14
Guest Article - Pat Cahill.....	3-4
Constitution/By Laws Proposed.....	15-17, 19-20
Meet Our New Members .....	21-22
Guest Article - Jeff Gulle.....	23-26, 29-30
Spring Convention Schedule.....	27-28
Message from Your EC.....	31
Calendar of Events.....	32

**on the cover...**  
**countryside studio**  
 seymour, wi



Randy Peterson talks of his journey through the photographic industry and the 43 since he started one of the most successful studios in Wisconsin. Randy states that "Photography is a great business; it can give you everything or nothing, it is up to you. You will meet a lot of great people along the way, learn from them but don't duplicate them. So get up and get on your way. See the places you'll go...."



## from our president...

Happy New Year Everyone!

I hope your year was fantastic and that you are excited for 2016. As you'll see in this newsletter, there are changes coming. The Constitution and By Laws were thoroughly looked over and discussed and changes approved, and are being published for the first time in this newsletter, then again in February in the printed magazine.

The Spring Convention is going to be so amazing, and will be advertised this month, so save the dates!

You'll be happy to hear that 15 or more of us showed up to a meeting hosted at Michael Mowbray's studio. It was a great success, with lots of new ideas and discussion.

We are revamping the Mentorship program and the Learning Experience program. We will be starting educational webinars, featuring our own members. We are moving forward this month with marketing and social media improvement. I am so grateful to the membership and your enthusiasm and passion!

This is the 120th year for WPPA, so lets make it a good one!

See you soon,  
Jas



*Jas McDaniel, CPP,AF-WPPA,  
F-SCPPA  
WPPA President*

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### ***Where's That Easy Button?***

In my position as National Sales Manager for American Color Imaging (ACI), I get to travel across the country and meet many photographers and business leaders. Many of them have one thing in common – they're always on the search for the elusive Easy Button.

In the course of building their businesses, these owners look for the perfect new niche product; the perfect social media post; the perfect email blast; the perfect new mailing piece. Unfortunately, they often get so sidetracked chasing those things that they lose sight of the goal - reaching customers.

It's been said that when the strategy becomes your purpose, then people become objects, and when people become objects they stop letting you perform the strategy. That's a big thought. But put on your customers' shoes. You can become so focused on trying to create the perfect Facebook page that you forget to engage the very customers you are

creating it to serve. We focus on what we want to sell and what we think is cool, and lose focus on what our customers are actually buying.

One more time: it's what our customers buy -- not what we might like to sell -- that drives our business.

I believe that I possess the perfect example in my own photography studio. Our primary business model is based on volume photography; sports and underclass. Our customers in this business model primarily buy 8x10 and smaller photographic prints. While I truly believe that every family should have 20 x 24 or larger portrait on their wall, if I focused and tried to only sell 20 x 24 portraits to a sports and underclass customer, I would sell some but not enough to keep my business profitable.

By engaging our customers, talking to our customers, looking at what our customers are buying, and attempting to always understand the purchasing strategies of our customers we are able to fine-tune our business models to give us strategic advantages in maximizing the sale to each customer.

This is especially important as we build our businesses, however we first must make sure that we are always focused on taking care of our core customer base. It's that core customer base and

*continued on next page*



what they buy that allow us to grow. We have to make sure that we are constantly keeping the products we're selling **market right**.

A relatively new buzz word, **market right** refers to the condition of a product or service and how it relates to your business. **Market right** forces us to evaluate our products and services and ask questions like:

- Are our product offerings correct for our marketplace?
- Is the product's quality comparable in our marketplace?
- Is the product competitively priced in the marketplace?
- Are the services that we're offering our customers the best for our area?
- Are the delivery times of our products and services competitive?

While I am a strong proponent of offering the highest quality product and service priced for the maximum profitability, I still believe that taking into consideration the demographics of our customers and the offerings of our competitors makes our products **market right**. Consider pricing in the volume photography business model: it would be unrealistic to offer 8x10 units at \$100 each when the majority of our competitors offer 8x10s for between \$10 and \$15 each. While there is nothing

wrong with selling 8x10s at \$100 each or more in some markets, it just simply would not be market right in a volume sports and underclass business model where we have chosen to operate our business.

I'm not suggesting that one business model is better than another. In fact, especially in photography, there are many business models, some of which are more attractive than others to me personally, but that does not make one any better than another. Your business model is your choice, becoming market right with your products and services is ultimately your responsibility.

So where does all this fit into the Easy Button philosophy? There is no Easy Button. By doing the right thing, for the right reason, with courage, conviction and resolve you will make your business model, your products and your services **market right**. Next periodically revisit the questions, examine your market, review your business model, products and services and I believe you can sustain your **market right** position. ♦



***Oh, The Places You'll Go!***

I'm sure you're familiar with the book by the great Dr. Seuss. If I were to write a book, it could be Oh, The Places I've Been!

My journey into photography began in my parents' home in 1972. I was a journalism student at UW Oshkosh. Because I owned a camera, many of my friends and relatives kept asking me to "take their pictures". Of course, that meant that my parents lost their living room for a few years, but it was a start into a lifelong career.

***"Congratulations! Today is your day. You're off to great places! You're off and away!"***

Early in my career, I was being mentored by Charlie and Vi Leininger of DePere, and following their advice, I joined the FVPPA, WPPA and PPA (a member of all since 1973!). I truly was on my way! I had a steadily growing business, a new car, and because I was in my parents' home, no rent payments! Life was good. Until it wasn't. I was in a major car accident in 1974, spending nearly 3 months in the hospital and many



more trying to get back on my feet. Suddenly, things didn't look quite as rosy.

***"With your head full of brains and your shoes full of feet, you're too smart to go down any not-so-good street."***

Boy, I wish that were true! In 1976, the Seymour Historical Society approached me to create several 30x40 prints from glass negatives. With that first contract in hand, I rented retail space in downtown Seymour. I soon found out that I needed more than one job to pay the rent. The problem was, I really didn't understand lighting and even less about business. Enter my second set of mentors; Cal Zernicke of Neenah and Mert Walcott of Columbus, who spent several afternoons in my studio teaching me different lighting techniques, then posing, then marketing. Then I met a young photographer-turned lab owner, Dan Stoller, who taught me the fine art of print competition. I cannot thank

them all enough! Putting my newly learned skills to work, my business improved and grew.

*continued on next page*



***“Out there things can happen and frequently do to people as brainy and footsy as you. And when things start to happen, don’t worry. Don’t stew. Just go right along. You’ll start happening too.”***



schools and sports. We were truly a “general practitioner”!

***“You’ll be on your way up! You’ll be seeing great sights! You’ll join the high fliers who soar to high heights!”***

Some really great things started to happen: Deb and I got married in 1977, and I met a young kid (actually a 6th grader), Deb’s nephew, Steve Kemp. Yes, he was only 12 when he started. His first job was printing high school glossies in the darkroom. Deb handled customer relations and sales. All of the pieces were starting to fall into place. Then, out of the blue, we lost our lease. So, we packed up and moved one block down the street. Then, in 1978, Deb and I purchased and moved into the building we currently occupy, a majestic, old Victorian style home, that had been a photo studio (Don Fraser Portraits) since 1953. At that time, we were photographing 150 –200 high school seniors and 72 weddings per year, in addition to families, babies,



So, we were young. We were full of energy. We were building a great business. We truly thought it couldn’t get any better! Then, in 1982, two really great things happened that changed our lives. First, we took the PPA Business of Photography course, taught by the great Bud Haynes. Bud looked at our books, shook his head, and said we had no business being in business. Since the word “no” is not one



that we understood, we signed up for the one week class on budgeting and planning, being held the following September at the Winona School in Chicago. This time, Bud told us that we would probably make it, as we were obviously too stubborn to quit. Without

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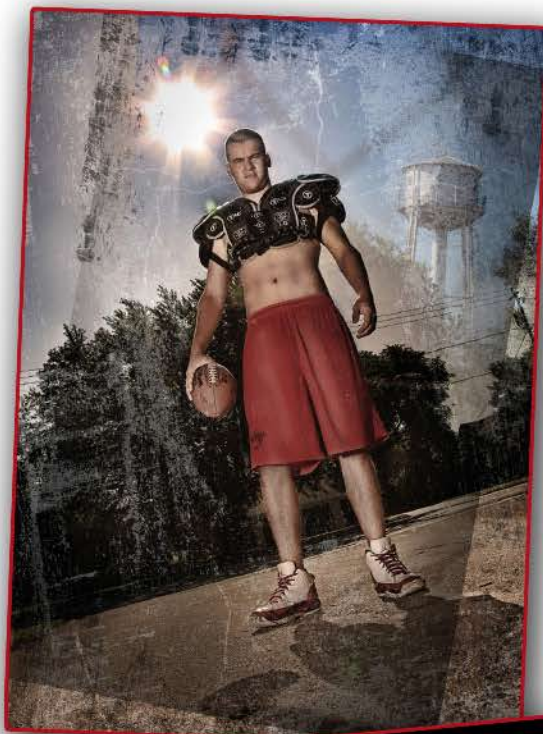


a doubt, that one week class saved our business and made it profitable. For the first time, we had a plan and goals, and the tools to make them work. We use the same principals learned then to run our business today.

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The second great thing to happen that year came in the form of a phone call from Dick Jacobs, who was then serving the WPPA on the executive board. It seems they were forming a new committee for the WPPA; videotaping. The job of this committee was to tape each program so we could start a video library for our members. Dick said he had been watching me, and thought I would be perfect to head



up this committee. Both Deb and I were excited, yet very afraid, to have such a big job at the upcoming spring convention. What if we did a bad job? What if they didn't like us? Well, it turns out we did an adequate job, and more importantly, found that we really enjoyed everyone that we came in contact with. We had the opportunity to spend time with and interview some of the WPPA greats,

such as Gerhard Bakker, B. Artin Haig, Bob Fehrenbach, and Mike Scheibe. That process alone was an education, and we were

hooked. From that point on, we accepted every job the WPPA asked of us. By volunteering, we found we were able to gain valuable knowledge from photographers who came from all around the country, then used this knowledge to improve our business. Also, we were building an entire network of experts, who we called on many times over the years to help us solve whatever problems we were encountering. Steve helped out with every job, until he was asked to chair



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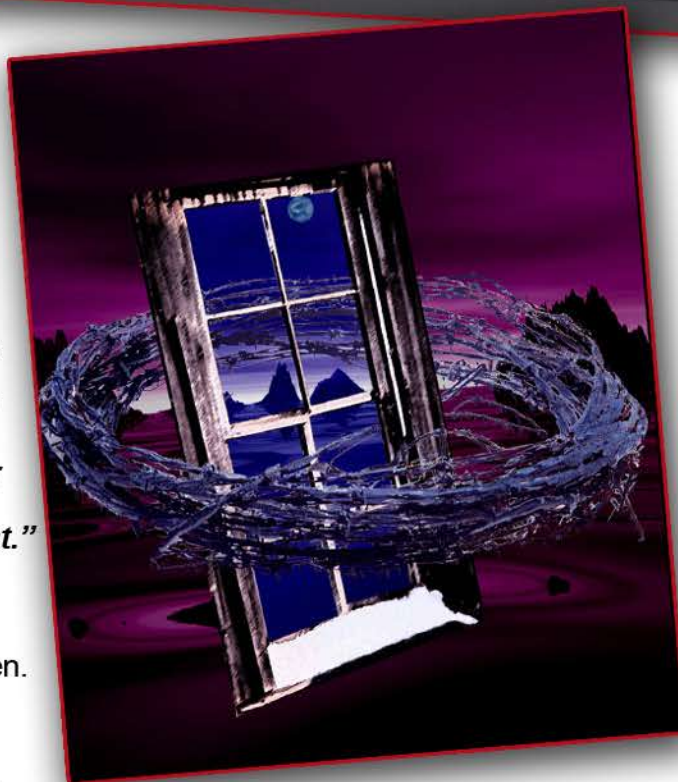




committees himself. His first job as chairman was to set up and run the International Art Tech completion, hosted by WPPA. Over the next 20 years, both Steve and I served the WPPA through every board position including President (Randy in 1991 and Steve in 1998) as well as Randy serving as a PPA councilor until 2011. I can honestly say that the photographers I met and worked with over those years are an amazing and incredibly talented group, and we cherish the lifelong friendships formed with many.

***"You won't lag behind, because you'll have the speed. You'll pass the whole gang and you'll soon take the lead. Wherever you fly, you'll be best of the best. Wherever you go, you will top all the rest."***

Amazing things started to happen. In 1986 I earned my Master of Photography degree, followed in



1987 by my Photographic Craftsman, and Master of Electronic Imaging in 2001. Not to be outdone, Steve was busy earning his Master Artist degree in 1995, Photographic Craftsman in 1996, Master of Electronic Imaging in 1999 and Master of Photography in 2001. We were flying high! I

became involved with the American Society of Photographers in 1992, serving first as a Governor, and then holding all of the executive chairs, including President in 2001. Both Steve and I

became print jurors for PPA, which opened more doors and taught us more than we thought possible. We were truly on top of the world!

***"I'm sorry to say so but, sadly, it's true that bang-ups and hang-ups can happen to you."***

Our business was booming;

*continued on next page*



we had met and exceeded the goals we had set,

including building a new house and paying off our studio mortgage. What could possibly go wrong?

We were noticing a change in the winds. Electronic imaging was in its infancy, and we knew it was going to be a real game changer; we

just didn't realize how dramatic the change was going to be.

Wanting to stay on the fore front of technology, and staying true to our "all in" philosophy, in 1996 we purchased a Kodak camera to the tune of \$22,000.00. That is not a typo; camera body and a battery - totaled twenty two grand! And that didn't include the lenses, flash cards, software or a computer

needed to download the images! Yikes! What the hell were we thinking?!? Several obstacles needed to be overcome, including, but not limited to, product

output, color accuracy, and timely delivery. It seems that even though digital imaging was "instant", getting good color was something that took a lot of time. Our biggest concern was "will customers accept this?"

The learning curve was huge! At this point, Steve really

stepped up to the plate and

went to every class

available on digital

imagery. Don

Emmerich became his mentor, and his lessons were invaluable. And, just when we thought we were getting grasp on digital, it became

available to the average photographer at a much lower cost, making it much easier and affordable to own the same equipment that cost us dearly.

Technology! Gone were the days when the photographer had the best, most expensive (think Hasselblad and Mamiya) equipment and film. The first part of our business to change

was wedding photography.

More and more couples were looking at saving money, and Uncle Bobby had a really nice camera, and we were suddenly having to rethink our entire

business strategy. Slowly, every facet of our studio was being challenged. It would have been really easy to





quit and get a job, but since we really didn't grasp the meaning of the word no, that just didn't seem to be a viable option. So, once again, it was off to school. This time, rather than focusing on photographic techniques, Deb, Steve and I dug in and studied with people like Clark and Rachel Marten to improve our sales and marketing, and Steve Larson to re-sharpen our business skills.



rather re-size our business. In our early career, we were too busy to be bothered by small jobs. Now, we go in search of small jobs and work hard to turn them into larger projects. Diversity had become, and remains, our motto. Remember when I said we were like a general practitioner? Well, that is probably truer today than it was in the 80's. We have shifted gears from being a traditional portrait photography studio photographing seniors,

***"You will come to a place where the streets are not marked. Some windows are lighted. But mostly they're darked. A place you could sprain both your elbow and chin! Do you dare to stay out? Do you dare to go in? How much can you lose? How much can you win?"***



families, weddings and babies to become more of an event/ school and portrait photography studio. Underclass and sports photography have become large parts of our business, as have church directory photography and yearbook



type of printing in house, as

well as a large format printer to handle our portrait printing in house, we became more effective and

So, what is a photographer to do? It was time to make a conscious decision: not to down size, but



efficient with yet another learning curve. While we know we can't do everything, we know that everything we do can be done exceptionally well, and at a professional level. Our priority is to create an amazing, fun experience for our clients, and give them a product that they can't get from just anyone. This holds true for our portrait clients spending hundreds of dollars as well as our school clients spending under twenty dollars. The take away from all of this is that we are always learning, always willing to try new things. We did not get to where we are today, or would we have stayed in business for 40 years, had we accepted the status quo or backed down from a challenge.

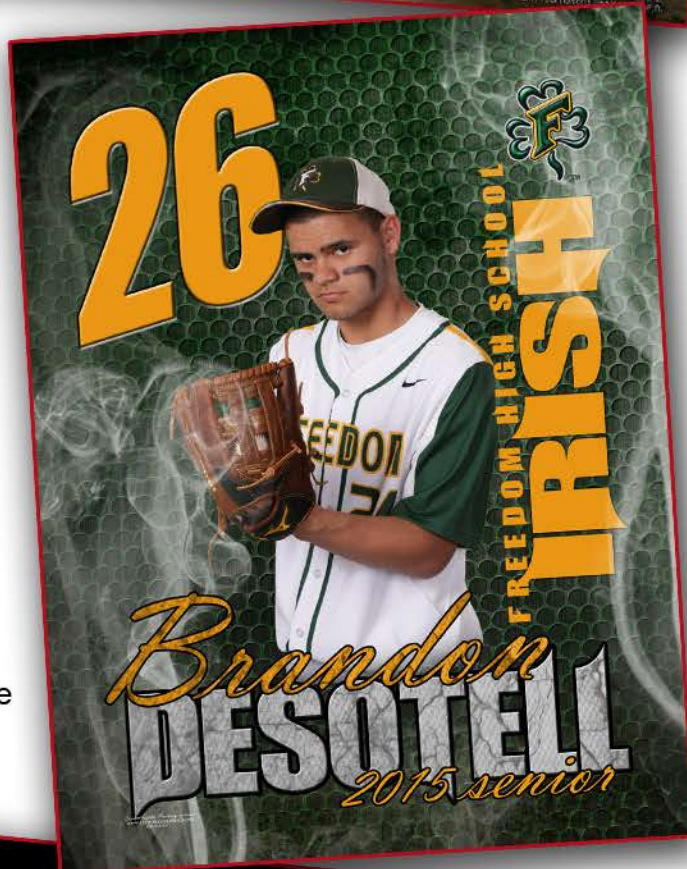
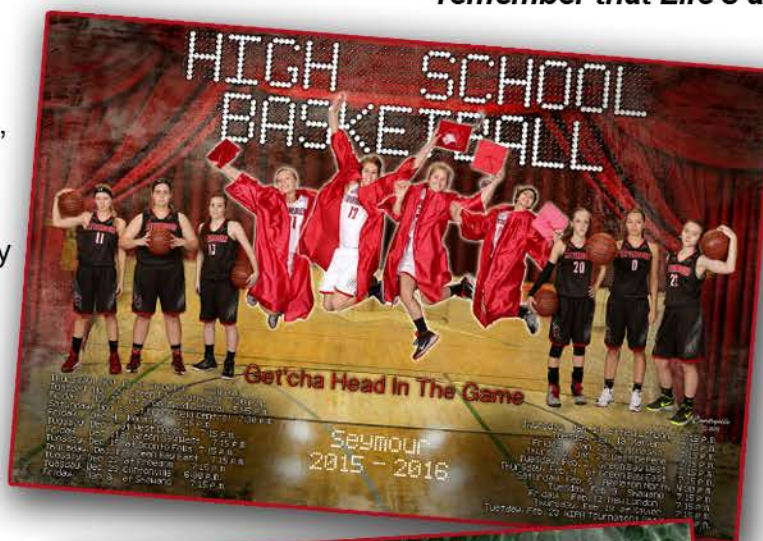
***"You'll get mixed up of course, as you already know. You'll get mixed up with many strange birds as you go. So be sure when you step. Step with care and great tact and***

***remember that Life's a Great Balancing Act. Just never forget to be dexterous and deft. And NEVER mix up your right foot with your left."***

If I could impart bits of wisdom to new, younger photographers, it would start with four or five simple words. Do the right thing. Always. Make this your golden rule, and you'll make customers for life. Don't let "good enough" be good enough.

Enter prints in competition at the local, state and national levels. Then, listen to the critiques and learn. Doing so will make you a better photographer than you ever thought possible, and

will set you apart from your competition. Challenge each other to do better. Continue your education through workshops, conventions,





# Keep It Simple

From our simple, beautiful products that let your photography shine, to continuously honing our workflow to reduce complexity, to proactively looking for how we can be easier to work with at every turn, we strive to make everything as simple as possible.

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seminars etc. Share your knowledge, and always offer an encouraging word. Don't be afraid to be honest; sometimes what we need to hear is not what we want to hear.

And, if you are serious about this wonderful, crazy industry, learn proper business practices. PPA offers a wonderful studio management program; participate. Photography can be a great business! Treat it with respect and take it seriously. Pay yourself and plan early for your retirement. After all, if photography is your job, why not treat it like a real job? Would you go to work for anyone, put in 50+ hours per week, and be happy with no paycheck or benefits?

***"So....be your name Peterson or Kemp or Bixby or Bray, or Mordacai Ali Van Allen O'Shea, you're off to great places! Today is your day! Your mountain is waiting. SO...GET ON YOUR WAY!"***



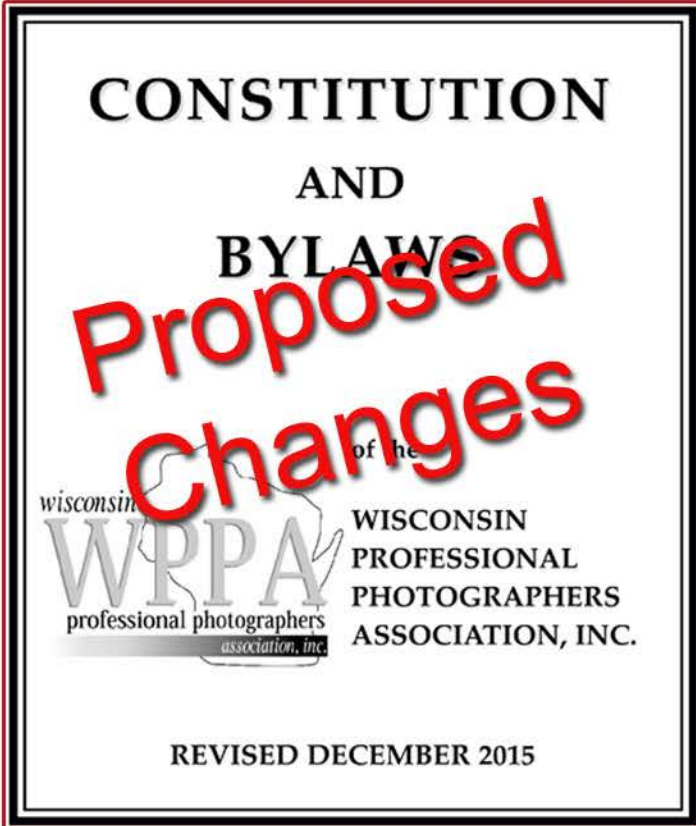
*The Countryside Studio in Seymour, WI. Randy Peterson, his wife Deb and his nephew Steve have been in operation since 1973.*



Thanks to Deb and Steve. I could not, nor would I have wanted to, do everything I've done without you. Even though we don't always agree, we as a team always find a way to make it happen!

Oh, the places we've been... ♦





The following are changes that are being proposed to the Constitution and By-Laws. Please read the following changes, the vote will be taken at the upcoming Annual Convention in Wisconsin Dells.

ARTICLE VII. The location of the principal office of the Corporation is 5194 Sassafra Drive, Unit #101, Fitchburg, WI 53711. The name of the registered agent of the Corporation is Mr. Richard W. Trummer. The address of the registered agent is 5194 Sassafra Drive, Unit #101, Fitchburg, WI 53711

ARTICLE VIII. These Restated Articles of Incorporation may be amended in the manner authorized by law at the time of amendment.

The undersigned officers certify that these Restated Articles of Incorporation were adopted by the members of the Corporation on \_\_\_\_\_, 19\_\_\_\_, by the following vote:

Number of members having voting rights: \_\_\_\_\_  
 Number of members present in person-or-by-proxy: \_\_\_\_\_  
 Number of members voting for enactment: \_\_\_\_\_  
 Number of members voting against enactment: \_\_\_\_\_

Dated: \_\_\_\_\_, 20\_\_\_\_.

President \_\_\_\_\_  
 Vice President \_\_\_\_\_  
 Secretary \_\_\_\_\_  
 Treasurer \_\_\_\_\_  
 Past President \_\_\_\_\_

(Corporate Seal)

We updated the signature sheet to include the entire Executive Board of Directors along with the updated Executive Director's address at the top.

QUICK REFERENCE GUIDE		
CONSTITUTION		
Page	Article	Topic
4	Article I	Introduction
4	Article II	Conduct of Members
6	Article III	Membership Categories/Classes
8	Article IV	Meetings/Voting
9	Article V	Officers
10	Article VI	Board of Directors
10	Article VII	Regional Associations - Local Affiliate Chapters - Local Associations
11	Article VIII	Amendment
BYLAWS		
12	Article II	Conduct of Members/Grievances
14	Article III	New Members
15	Article IV	Time and Place/Nominating
16	Article V	Officers/Chairman
18	Article VI	Meetings
19	Article VII	Amendment
19	Article VIII	Financial
20	Article IX	Sponsorship of Clinics and Seminars
22	Article IX	Function Incomes/Expenses
23	Exhibit A	Duties of the Executive Coordinator

The quick reference sheet was updated with the new directory along with the addition of the Executive Coordinator's duties that are placed on the end of the document.

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.	<b>COMPETITION.</b> 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.	<b>BUSINESS FREEDOM.</b> 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 competition standards set forth in this ARTICLE II.
CONSTITUTION ARTICLE III. MEMBERS	
3.1.	<b>MEMBERSHIP CATEGORIES.</b> Applicants for membership shall be admitted as members pursuant to the procedures established in the BYLAWS, and each applicant who is accepted to membership shall be placed in one of the following groups of membership, and receive the following benefits, with the exception of the group - mail which is entitled only to receive the newsletter: a) the right to attend annual convention and trade show; b) the right to attend Fall conference State Convention; c) receive newsletter; d) receive have access to membership directory; e) eligible for insurance programs; f) the right to enter print competition; g) eligible for scholarships and awards.
<b>Membership Groups:</b>	
(A)	PORTRAIT. Primarily engaged in Portrait and Wedding Photography
(B)	COMMERCIAL. Primarily engaged in Commercial or Industrial Photography including those employed as full time photographers by Local, State or Federal Institutions or Industrial Manufacturers.
(C)	DIGITAL RETOUCHER. A company or individual who provides digital services to the photographic industry.
(D)	TRADESHOW. All companies exhibiting at the WPPA Convention & Tradeshow and other dealers, manufacturers, processing labs and their representative
(E)	RETIRED. 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 10 years membership in the WPPA is required to qualify.
(F)	MAIL. Receive only the association newsletter.

We have changed the wording in Article III, in the retired definition we took the minimum years from 20 to 10 years to be in line with the Life Membership Category.



(G) SCHOOL. Representatives of an accredited educational institution currently teaching photography. ~~Representative or student currently enrolled.~~

#### Membership Classes

(A) PRIMARY. 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. Sales tax number is required. One vote.

(B) LIFE. A life membership may be conferred ~~upon an individual for services rendered to the photographic profession, or for any reason that may be deemed sufficient~~ at the discretion of the Board of Directors upon an individual who exceeds the following minimum requirements. Must be a member in good standing and have served the association ~~in some capacity~~ through the years. ~~Must be of good character and reputation in his/her community and profession.~~ Must be 60 (60) years of age or older and ~~not actively pursuing photography as a business.~~ A minimum of 10 years of consecutive membership. A life member shall not be required to pay further annual dues, and shall enjoy all the privileges of Primary membership. One vote.

(C) HONORARY. An Honorary membership may be conferred upon ~~at the discretion of the board of directors~~ any individual without regard to professional affiliation for any reasons that may be deemed ~~sufficient~~ appropriate by the Board of Directors or the members. This individual may be, but is not required to be a member of WPPA to ~~achieve~~ receive this membership. ~~Must be of good character and reputation in his/her community and profession.~~ This person will not be required to pay membership dues. No vote.

(D) HONORARY LIFE. Honorary Life Membership may be granted on the recommendation of the Board of Directors. This award is to acknowledge an individual for outstanding, selfless service and contributions to photography and this association. An Honorary Life Member shall be exempt from membership dues, and shall be entitled to all privileges of Primary Membership including the right to vote. Honorary Life Membership shall be granted to Past Presidents of WPPA. One vote.

(E) ASSOCIATE. Limited to the employees, partner or spouse of a Primary, Tradeshow or Life Member. No Vote.

(F) TRADESHOW. All companies exhibiting at the WPPA Convention & Tradeshow and other dealers, manufacturers, processing labs and their representatives. No vote.

(G) STUDENT. Full-time students registered in an accredited school. Proof of enrollment required. No vote.

(H) RETIRED. 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 10 years membership in the WPPA is required to qualify. ~~Receive all of the Primary Membership benefits without the vote.~~ No vote.

7

WPPA Constitution & Bylaws - Revised December 2015

(I) MAIL. Receiving information from the association. No vote.

#### CONSTITUTION ARTICLE IV. MEMBERSHIP MEETINGS

4.1. **ANNUAL MEETING.** The annual meeting shall be held during the months of February, March, or April, at such time and place as shall be determined by the Board of Directors. The annual meeting shall be for the purpose of electing certain directors and officers, and for conducting such other business as may come before it.

4.2. **SPECIAL MEETINGS.** Special meetings of the members may be called by the President, Board of Directors, or by members having one-twentieth of the votes entitled to be cast at such meetings. The Board of Directors shall specify the time and place of a meeting called by it.

4.3. **NOTICE.** Written or e-mail and posted on the website notice stating the place, day, and hour of any annual, or special meeting, and, in the case only of a special meeting, the purpose, or purposes, for which the meeting is called, shall be mailed not less than ten (10), nor more than fifty (50), days before the date of the meeting.

4.4. **QUORUM.** A total of ten (10) Primary, Life and/or ~~Honorary~~ Life members shall constitute a quorum for the conduct of business at either an annual, or a special meeting.

4.5. **CONDUCT OF MEETINGS.** The President, and in the President's absence the Vice President, and in the Vice President's absence any person chosen by the members, shall call the meeting, and the Secretary shall act as the secretary of all meetings, but in the absence of the Secretary, the presiding officer may appoint any other person to act as secretary of the meeting. All meetings shall be conducted according to Robert's Rules of Order, except as such rules are inconsistent with any provision of the Constitution, or Bylaws, or the members attending the meeting vote to follow other rules. Primary and Life members shall be entitled to full participation as a member at all membership meetings. All other members, upon recognition by the chair, may participate in debate at all membership meetings.

4.6. **VOTING.** Each Primary, Life and Honorary Life member shall have one vote. No other member shall have any voting rights. All resolutions, or other matters coming before any meeting of the members, shall be determined on the basis of a majority vote by the votes cast.

~~4.7. PROXIES. A member may vote by proxy executed in writing by the member. No proxy shall be valid after eleven (11) months from the date of its execution, unless otherwise provided in the proxy. A proxy may be revoked at any time before it is voted, either by written notice filed with the secretary of the meeting, or by oral notice, given by the member to the presiding officer during the meeting.~~

~~4.8.~~ **4.7 CONVENTION SITES.** The WPPA Time & Place Committee, consisting of the President, President-Elect, Vice-President, Treasurer, and Secretary shall review and make recommendations to the Board of Directors, of possible locations for the Affiliate Regional

8

WPPA Constitution & Bylaws - Revised December 2015

Page 7 updates the language and takes out some confusing wording. In the category area we have changed Life Members to be 60 years of age from the 50 it was. The Retired Category was updated with the change from 20 to 10 years.

Page 8 takes out the Proxy Voting as this has been updated and removed from the PPA. 4.7 then changes to Convention Sites with the removal of Proxies.

the Board of Directors. A primary membership in both the WPPA and the PP of A is required to hold the office of Secretary.

5.5. **APPOINTED OFFICERS.** The President, with the approval of the Board of Directors, may create such additional offices as may be deemed necessary to conduct the affairs of the Association, and appoint members to serve in such offices.

#### CONSTITUTION ARTICLE VI. BOARD OF DIRECTORS

~~6.1. ELECTED DIRECTORS. Three (3) directors shall be elected by the members at the annual meeting. The term of office for these three directors shall commence at the annual meeting at which they are elected, and shall expire at the following annual meeting.~~

6.2. **6.1 LOCAL AFFILIATE CHAPTER DIRECTORS.** Each of the Local Affiliate Chapter Associations must appoint an individual to act as Director of this Association. The secretary of each Local Affiliate Chapter Association shall certify the individual chosen by the Local Affiliate Association to the WPPA Secretary. The term of office for Local Affiliate Chapter Directors shall commence at an annual meeting, and shall terminate at the following annual meeting. A primary or Associate membership in the WPPA is required to hold the position of Local Affiliate Chapter Director.

~~6.3. 6.2 COMPOSITION OF BOARD OF DIRECTORS. The Board of Directors shall be composed of the Elected Directors, the Local Affiliate Directors, and the following officers who are hereby designated Ex-Officio Directors of the Association with power and authority equal to the Elected Directors and Local Affiliate Chapter Directors; (a) President; (b) Past President; (c) Vice President; (d) Treasurer; (e) Secretary; and (f) the seven (7) Three (3). Appointed Officers, Annual Convention Chair, Fall State Convention Chair and Print Chair designated to serve on the Board in the Bylaws.~~

~~6.4. 6.3 INDEMNIFICATION. All members of the Board of Directors shall be bonded at the expense of the association.~~

~~6.5. 6.4 BOARD VACANCY. The President shall, with the approval of a majority vote of the Board of Directors, appoint a member, in good standing and meeting all the requirements of such position, to assume the vacancy of any position on the Board of Directors that is caused by the resignation, death, or removal of a member from said position. That the member shall hold said position until the next election in which the said position would be filled by a normal election or by appointment.~~

#### CONSTITUTION ARTICLE VII. LOCAL AFFILIATE CHAPTERS

7.1. **DESIGNATION.** There shall be up to five (5) Local Affiliate Associations which will be referred to as follows: (a) Fox Valley; (b) Indianhead; (c) South Central; (d) Southeastern; and (e) Upper Peninsula of Michigan.

10

WPPA Constitution & Bylaws - Revised December 2015

~~7.2. AFFILIATION REQUIREMENTS. Each of the Local Affiliate Associations shall be deemed to be affiliated with this Association as long as they conform to P.P.A. guidelines for affiliation.~~

~~7.3. 7.2 AUTONOMOUS ORGANIZATIONS. The Local Affiliate Associations shall be autonomous from this Association. This Association shall not be responsible for the actions, or inactions, of the Local Affiliate Associations, nor shall the Local Affiliate Associations be responsible for the actions, or inactions, of this Association.~~

#### CONSTITUTION ARTICLE VIII. AMENDMENT

This Constitution may be amended by a majority vote of the members at any annual, or special meeting. The Secretary shall include the language of the Proposed change in the notice for the meeting upon the instruction of the President, the Board of Directors, or any ten (10) members having voting rights at such meetings. This Constitution may not be amended unless the nature of the amendment is included in the notice, and the notice is printed at least thirty (30) days prior to the meeting.

11

WPPA Constitution & Bylaws - Revised December 2015

On page 10, we have streamlined the Board by eliminating the Elected Directors. We have changed the three Appointed Officers to the Annual Convention Chair, Fall Convention Chair and the Print Chairman. We updated the language and numbering of Article VI.

Number 7.3, the Affiliation Requirements, have been removed as per new rules from PPA. 7.3 then becomes 7.2.



## BYLAWS ARTICLE IV. MEMBERSHIP MEETINGS

**4.1. TIME AND PLACE OF ANNUAL MEETING.** The Board of Directors shall determine the time and place of the annual membership meeting. Time and Place/Executive Coordinator should look at possible dates for our ~~Affiliated Annual Convention between the last Saturday in February and the first two week ends in March.~~ **Annual Convention in February, March and April.**

**4.2. NOMINATING COMMITTEE.** The Vice President shall serve as the Chairman of the Nominating Committee. The remainder of the committee shall be composed of the members of the Executive Board (President, Secretary, Treasurer and Past President). The Nominating Committee shall nominate an individual for each of the following positions:

- (A) ~~Each of the three (3) positions of elected director;~~
- (B) (A) Vice President;
- (C) (B) Secretary; and
- (D) (C) Treasurer.

### 4.3. NOMINATING PROCEDURE.

(A) PUBLICATION. The Nominating committee shall meet at such a time so as their nominations may be published in the Fall State Convention issue of the newsletter. ~~The committee's nominations may be disclosed to the board of directors for informational purposes before they are published, but the board is not obligated to approve or disapprove of such recommendations.~~

(B) AT-LARGE NOMINATION. Following publication of the nominating committee's proposed slate, a member may choose to run for any of the elected offices up to and including Secretary, provided they meet the requirements or such office. If such an "at-large" nomination is desired, the following procedure shall be followed:

- 1) Secure an official At-Large Nomination Form from the Nominating Committee Chairman within 21 days after notice has been given of those nominated.
- 2) Complete the form according to the specified instructions on same.
- 3) Return the completed form to the nominating chairman by the deadline date specified on the form.
- 4) The determination of the Nominating Committee as to the authenticity and legality of the complete form(s) shall be final.

(C) NON-CONTESTED ELECTION. If no at-large nomination forms are filed within the designated period, the nominations shall be closed and the nominated slate of candidates shall be declared elected by the Members at their annual meeting.

(D) CONTESTED ELECTION. If at-large nominations are received, the names of all candidates shall be arranged on a ballot in alphabetical order. Instructions

15

WPPA Constitution & Bylaws - Revised December 2015

Under 4.1, we changed "Affiliated" Convention to "Annual" Convention and updated dates to a broader range as we are now dealing with additional conventions from many different organizations. The officers have been updated under the Nominating Committee.

will be to only vote for the number of candidates to fill the vacancies. This revised slate shall be published in the **January Annual Convention** newsletter.

(E) ABSENTEE BALLOTS. Absentee ballots may be secured by request to the Secretary. Absentee ballots shall be completed in accordance with instructions printed on the ballot and returned to the Secretary no later than ten days prior to the annual meeting. Absentee ballots shall remain unopened until such a time as they are called for during the annual meeting.

## BYLAWS ARTICLE V. OFFICERS

**5.1. APPOINTED OFFICERS/DIRECTORS.** The President, with the approval of the Board of Directors, may appoint any member to the following seven ~~three~~ positions, ~~provide that no more than three of the positions can be held by individuals belonging to the same Local Affiliate Chapter.~~ Each person shall hold their office from the date that they accept the appointment until the date that their successor accepts the appointment. The appointed officers who will serve as Directors are as follows:

(A) ~~Annual Convention Chairman.~~ The **Annual** Convention Chairman shall be responsible for making all necessary arrangements for the smooth operation of the **Annual** Convention.

(B) ~~Print Chairman.~~ The Print Chairman shall be responsible for all aspects of the operation of the print show ~~when held in conjunction with the Annual Regional Affiliate Convention and Fall State Convention.~~

(C) ~~Trade Show Chairman.~~ The Trade Show Chairman shall be responsible for all aspects of the operation of the trade show held in conjunction with the Annual Regional Affiliate Convention and Fall State Convention.

(D) ~~Website Chair.~~ The Website Chair shall be responsible for all aspects of the maintaining of the Association's website.

(E) ~~Computer Services.~~ The Computer Services Chairman shall be responsible for all 1. Inventory all WPPA computer equipment to make sure all is accounted for.  
2. Make recommendations for all new equipment and software to the Board of Directors.  
3. Provide equipment and assist Print Chair with input of all print judging information and printout any reports needed by Print Chair.  
4. Maintain safe backup for all database information.  
5. Assist any Chair that has state computer equipment when they need assistance with said computer systems and/or software.  
6. Provide the Board of Directors with any information they need to perform the duties if that data is within my purview.  
7. All applicable data base programming—(Add Above to Executive Director Role)

(F) ~~Certification Chairman.~~ The certification chairman will be responsible for coordinating all aspects of the certification program for the WPPA.

16

WPPA Constitution & Bylaws - Revised December 2015

Again, we changed the word "Affiliated" to "Annual" Convention. Under 5.1, we have removed four board positions, Tradeshow, Website, Computer Services and Certification Chair. All of these job duties were added to the Executive Coordinator's role and was removed as a separate Board position.

~~(G) (C) Fall State Convention Chairman.~~ The Fall State Convention Chairman shall be responsible for all aspects of producing a successful Fall State Convention.

**5.2. APPOINTED OFFICERS - NOT DIRECTORS.** The Vice President, with the approval of the Board of Directors, shall appoint an assistant Convention Chairman, assistant Print Chairman, ~~assistant Tradeshow Chairman, and assistant Fall State Convention Chairman~~ each year prior to the Fall State Convention. None of these assistant chairman shall vote at any meeting of the Board of Directors. However, they may attend such meetings and join in the discussions held at such meetings. Each of such assistant chairman shall assist the Chairman in charge of the activity in whatever manner the Chairman determines appropriate. The appointment of an assistant shall in no way diminish the authority and control of the Chairman.

**5.3 EXECUTIVE COORDINATOR** The Executive Coordinator (EC) is an official member of the Board. She/he will be directed by the HR (Human Resources) Committee. The Executive Coordinator is required to attend all Board meetings. This is a non-voting position. Employment contract will be maintained by the HR Committee Chair. Official contract copy will be maintained by the HR Committee Chair, the current Secretary, and current Treasurer and the Executive Coordinator. (See Exhibit A-Duties and Responsibilities, at the end of the Constitution and Bylaws)

- A. The HR (Human Resources) Committee shall consist of the HR Committee Chair, Executive Board (President, Vice-President, Secretary, Treasurer and Past-President) along with the current Trade Show, Fall Convention Chair and Spring Convention Chair. The HR Committee Chair should be a constant for as many years as possible. The HR Committee Chair should be someone with good business knowledge and experience, with experience interviewing, hiring and terminating employees.
- B. The HR Committee will review all applications, choose candidates to interview, conduct the interview and hire the chosen candidate. The HR Committee will conduct performance evaluations of the EC twice each year. The evaluations will take place at the completion of the Fall **State** and Spring **Annual** Conventions.
- C. The HR Committee members will receive evaluation forms at the first board meeting of the new board year and will note EC's specific performance, good and bad, as the year progresses. One week (7 days) prior to the Fall **State** and Spring **Annual** Convention each member will email or mail their evaluation notes to each member of the HR Committee for review. The HR Committee will meet on the first day of the Fall and Spring Convention to review the EC's evaluations and performance. At this meeting decisions will be made regarding performance to discuss with the EC at his/her performance evaluation. The EC Performance Evaluation will be held on the final day of the Fall **State** and Spring **Annual** Convention, at the completion of the convention itself (after all bills have been reviewed and approved).

**5.4 OTHER OFFICERS AND COMMITTEES.** The President may appoint a member, or members, as a committee, or an office, to perform specific activities. These activities shall include, but may not be limited to, the following:

17

WPPA Constitution & Bylaws - Revised December 2015

With the removal of four Board positions, the Fall State Convention Chair moved to "C" under Appointed Officers. Language was changed for the "Spring" Convention to "Annual" Convention as well as adding the word "State" to the Fall Convention title.

- |                           |  |
|---------------------------|--|
| (A) AV Coordinator        | (Q) Long Range Planning                    |
| (B) Awards                | (P) PR Director                            |
| (C) Banquet               | (O) Membership Chair                       |
| (D) Budget & Audit        | (R) Mentoring                              |
| (E) Certification Liaison | (S) Merit Supervisor                       |
| (F) Constitution & Bylaws | (T) Nominating                             |
| (G) Copyright             | (U) Photography                            |
| (H) Decorations           | (V) Registration                           |
| (I) Fellowship Chair      | (W) Scholarship                            |
| (J) Floor Manager         | (X) School Services                        |
| (K) Fun Night             | (Y) Trade Show Representative              |
| (L) Grievance             | (Z) Treehaven Liaison                      |
| (M) Hospitality           | (AA) (W) Elite Collection/Assn Print Chair |
| (N) HR Chairman           |  |
| (O) Learning Experience   |  |

## BYLAWS ARTICLE VI. BOARD OF DIRECTORS

**6.1. REGULAR MEETINGS.** Regular meetings of the Board of Directors shall be held following the annual meeting of the membership, and at least once during the second, third, and fourth quarters of the year. In addition to other business which may come before the Board of Directors at the regular meeting following the annual meeting, the Board shall specify locations and tentative dates for the regular meetings to be held until the next annual meeting of the members. ~~At this meeting, the Board shall also determine one, or more, locations suitable for special meetings of the Board. The President shall establish the actual date of the special meetings (other than the special meeting following the annual membership meeting), and such dates shall be within two (2) weeks of the tentative regular meeting dates established by the Board of Directors.~~

**6.2. SPECIAL MEETINGS.** Special meetings of the Board shall be held whenever called by the President. Any three (3) ~~Directors~~ **Board Members** may also call a special meeting, and in such event, the President shall establish a time for the special meeting, and such meeting shall be held within two (2) weeks of the President's receipt of the request from the three (3) **Directors** **Board Members**. ~~The location shall be one of the locations chosen by the Board of Directors at the special meeting following the annual membership meeting (if such locations were in fact chosen at this meeting).~~

**6.3. NOTICE.** ~~Written notice~~ **Notification** stating the place, day, and hour of any regular, or special meeting shall be ~~mailed~~ **delivered** not less than seven (7), nor more than fifty (50) days before the date of the meeting.

18

WPPA Constitution & Bylaws - Revised December 2015

Wording has been updated to reflect new changes in Board positions. Four Board Categories were removed and added to the Executive Coordinator's role.



## A collage of various heart-shaped objects and images. It includes a slice of bread, a target with a red heart in the center, a red heart, a hand forming a heart shape, a heart-shaped rock, a heart-shaped rope, and a heart-shaped shadow. The images are arranged in a cluster, overlapping each other.

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Earn two points for every dollar spent. Redeem your points for merchandise, trips, lab credit or cash.	Burrell's cash rebate program allows you to get money back based on your purchases.	All Burrell products are guaranteed to last a lifetime.	Burrell offers free UPS Ground shipping on orders.

Burrell offers free UPS Ground shipping on orders.



**Burrell Bonus  
Award Points**  
GOT POINTS...GET STUFF!



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**8.4. PURCHASE AUTHORIZATIONS.** The President and the Treasurer shall authorize all purchases of property, supplies and services; except that authorization of the Board of Directors and Officers must be obtained prior to the act of committing the association to any obligation in excess of \$500 that has not been specifically allowed for in the current budget.

**8.5. AUTHORIZATION OF DISBURSEMENTS.** The Secretary and Treasurer shall be authorized to initiate action to disburse moneys owed by the Association for its obligations, provided that said obligations have been authorized by these Bylaws, or by action of the Board of Directors and Officers.

**8.6. FINANCIAL REPORTS.** The Board of Directors and Officers shall periodically require the preparation and submission of financial reports which will reflect both the financial activity and position of the Association. Such reports shall be published among the membership.

**8.7. BUDGET.** The Board of Directors shall adopt a balanced budget at the first scheduled Board meeting of the fiscal year.

**8.8. NON-BUDGET EXPENDITURES IN EXCESS OF \$1000.** Requests for purchases (whether immediate or extended) in excess of \$1000 which have not been allowed for in the budget, must be approved at two consecutive meetings of the Board of Directors; approval requires a simple majority vote in favor of the purchase at two consecutive meetings and is only approved after a majority vote at the second meeting. Requests for purchases in excess of \$1000 as noted above may be approved at any single meeting of the Board of Directors, provided advance written notice of the purchase is included in the meeting packet. Approval at a single meeting of the Board of Directors will require a 3/4 majority approval by the voting members of the board.

**8.9. AUTHORIZATION TO CONTRACT SPEAKERS.** The Assistant Fall State Convention Chairman has the authority to contract speakers for the next year's Fall State Convention, up to 75% of the current year's speaker's fee budget. This will allow for the contracting of future speakers on a timely basis.

**8.10. 8.9 COMPLIMENTARY REGISTRATION.** The President, and spouse or guest, and the other members of the Executive Board (Vice President, Secretary, Treasurer and Past President) along with the AV Coordinator, Computer Services Chair, Print Chair, Tradeshow Chair and Life Members shall have complimentary registration at the Regional Affiliate Annual Convention and the Fall State Convention. The Convention Chairman, shall have complimentary registration at the Regional Affiliate Annual Convention. The Fall Convention Chairman, shall have complimentary registration at the Fall State Convention.

20

WPPA Constitution & Bylaws - Revised December 2015

8.9 has been removed and 8.10 has been changed to 8.9. The reasoning is that the assistants have been removed from the board. In addition under the new 8.9 we have upgraded the "free" registrations to reflect the new changes to the Board of Directors.

## WISCONSIN PROFESSIONAL PHOTOGRAPHERS ASSOCIATION FINANCIAL POLICIES

1. Officers and Committee Chairs will be reimbursed for actual postage, and office supply expenses. Travel expenses are not allowed.
2. Services rendered are on a volunteer basis. Payment is made only for services with prior approval by the Board of Directors.
3. Receipts must accompany all expense forms.
4. Any expenses in excess of \$500 must have prior authorization of the Board of Directors and Officers. (Please note sections 8.4 and 8.5 of Article VIII of the WPPA Bylaws shown below.)
5. All expenses and income need to be directed to the Committee Chair and then, with the proper forms completed, forwarded to the Treasurer. Bills and payments should not be mailed directly to the Treasurer except by the Committee Chair.
6. Speakers expenses are covered per their contract, therefore any meals or entertainment expenses incurred by the Host is at the hosts expense.

## BYLAWS ARTICLE IX. SPONSORSHIP OF CLINICS & SEMINARS

Standard procedures for sponsorship of clinics and seminars by Individual Members, Regional Associations, and Sustaining Members:

10 \_\_\_\_\_ WPPA Constitution & Bylaws—Revised February 2013

**9.1. SPONSORSHIP.** Members and member organizations wishing to sponsor a seminar or clinic in Wisconsin, or Upper Peninsula, must submit a written application of their intent to do so, to the WPPA Seminar Committee for approval not less than sixty (60) days prior to the event. (Applications are available from a committee member, or from regional presidents.)

**9.2. ADMISSION.** Admission to the seminar must be available to any and all qualified WPPA members as space permits.

**9.3. SEMINARS.** Seminars must not cause a conflict of interest due to the content, or timing with any WPPA approved, scheduled event.

**9.4. SEMINAR COMMITTEE.** The Seminar Committee shall consist of the current Convention Program Chairman, the Vice President, the Fall State Convention Chairman, and the Local Affiliate Chapter Directors. They shall be responsible for reviewing, and either approving, or denying each application.

21

WPPA Constitution & Bylaws - Revised December 2015

All of Article IX was removed as the State will no longer be sponsoring any non-State events as we no longer oversee the Local Chapters. We also removed the Seminar Review Committee to reflect those changes.

The following are suggested guidelines for the committee to use in processing each application:

- (A) Is the seminar in conflict with any WPPA event?
- (B) Is the seminar in conflict with any Regional event?
- (C) Is the seminar content too similar to a scheduled event?, and
- (D) Will the seminar be available to all qualified members?

It is not the intention of the Seminar Committee to pass judgement on the content, or sponsorship of clinics and seminars, but to regulate when they will occur, so as to avoid conflicts.

The Seminar Committee will notify the applicant of its decision to approve, or deny permission within seven (7) days of receipt of the application. A copy of the decision will also be sent to the WPPA Secretary for permanent record.

**9.5. APPLICATION DENIED.** If application is denied by the Seminar Committee, the decision may be appealed to the Board of Directors at the next regularly scheduled meeting. The decision of the Board is final. Any member proceeding with an unauthorized clinic, or seminar, may be subject to disciplinary action.

**9.6. MAILING.** An individual, sponsoring an approved seminar, may have use of the WPPA Mailing Service for advertising purposes. Any mailing cost, however, will be the responsibility of the sponsor.

**9.7. LIABILITY.** Approval of the proposed seminar by the Seminar Committee and WPPA does not in any way constitute any responsibility, or any endorsement of, and by WPPA for the seminar, except in accordance with Article VIII.

**9.8. FINANCIAL ASSISTANCE.** Local Affiliate Chapters sponsoring an approved seminar may receive financial assistance from WPPA in an amount not to exceed \$150.00. This assistance may be used to help defray costs of fees and advertising. Financial assistance is available only once per year, and for only a single seminar. It is encouraged to request aid ONLY as necessary. Application for financial assistance must be made directly to the Board of Directors at a regular meeting following the seminar.

**9.9. REGULATION.** Individuals offering private classes, or instruction for profit, as a part of their earned income are not regulated by the Seminar Committee.

22

WPPA Constitution & Bylaws - Revised December 2015

## BYLAWS ARTICLE X IX. FUNCTION INCOMES AND EXPENSES

All WPPA sponsored function income and expenses shall be made and posted to the WPPA Master Checking Account. This includes, but is not limited to, the yearly Annual Convention and Fall State Convention.

### EXHIBIT A - DUTIES AND RESPONSIBILITIES (EC)

#### I. Board

- A. Carry out the directives of the HR Committee and inform them of the progress on various activities, association happenings, member totals, and problems. Monitor policies set forth by Board and see that they are followed.
- B. Discuss with the HR Committee as to where they would like to have their board meetings for the coming year. Check out hotels and sign contract with hotel on approval of the HR Committee. Work with the hotel on the room set-up and meals for board meetings.
- C. Prepare an Executive Coordinator's report for each Board Meeting listing accomplishments, pointing out any important facts and generally keeping the Board informed at all times of the general conditions of the Association. Bring attention to any expenses that are getting out of hand. Let the Board know how the membership is growing comparatively from year to year. Bring any new ideas for the betterment of the Association.
- D. Assist officers in planning and executing meetings and conventions.
- E. Have new letterhead PDF file made after every election and email to all Board Members.
- F. Maintain all forms for the association, have all forms updated and archived. Be available to make changes on forms and forward to board and committee members upon requests.
- G. Monitor articles relating to associations from professional, government, and other sources, within and outside of our profession, and inform the Board.
- H. Correspond with other associations, individuals, and government agencies on behalf of the officers and Association.
- I. Give one-year minutes and SOG (Standard Operation Guide) to new board members.
- J. Maintain the SOG and make all necessary changes immediately. The SOG is a living document of the Association; give SOG updates to all board members as they occur.
- K. After the election of new officers, forward names of new officers and Convention Chairman to PPA Headquarters and PPA Magazine. Notify each as to upcoming convention dates.

#### II. Membership

- A. Correspond with members by telephone, fax, e-mail, or letter as necessary or as required.
- B. Maintain a current membership list. Once a year, in December, send current list to PPA and fill out the affiliate roster form for PPA.
- C. Upon receipt of money and applications for new membership, present at next board meeting for approval. After approval mail to new members the new membership packet, which includes an introductory letter, a listing of how print merits and fellowship merits are earned and current directory. Record payment of dues and add new member to database.

23

WPPA Constitution & Bylaws - Revised December 2015

Article X is now Article IX and the duties of the Executive Coordinator have been added to the back of the By-Laws.



#### EXHIBIT A - DUTIES AND RESPONSIBILITIES (EC)

D. Mail membership renewal notices. The first notice should go out in December. Mail the second notice the second week of January. Follow up with phone calls in early February. Double check convention registrants with paid members.

#### III. Miscellaneous

- A. Establish and maintain a WPPA business mailing address and phone number to which all association correspondence will be directed. Act as liaison for web site and web site chair to make sure it remains current.
- B. Prepare labels for orders per WPPA policy. Customer's choice on zip code or alpha order. Establish costs with board approval.
- C. Direct all incoming letters, phone calls, faxes and e-mails to appropriate board members within 3 days.
- D. Send flowers to members that are sick or the family of any deceased member.
- E. Maintain current list of board members, past presidents, life members, all award recipients and degree holders.
- F. See that all printed matter is current and there are sufficient quantities in stock at all times including but not limited to membership applications, certificates and cards, letter heads, envelopes, computer forms, registration forms, etc.
- G. Act as liaison of all association property. Arrange storage and transportation to and from conventions as needed, as a WPPA budgeted expense. Keep master list of all association property.
- H. If a call is received regarding an ethics complaint against one of our members, request that the caller send the complaint in writing to and notify the Grievance Chair of complaint within 3 days.
- I. Maintain central filing of financial records, minutes, and other historical/archival information.

#### IV. Financial Duties

- A. Responsible for changing signatures every year due to new officers. Maintain WPPA address for all financial records.
- B. Receive and maintain all accounts receivable, including membership dues, registrations, advertising revenues, etc. and forward to Treasurer within 7 days.
- C. Forward accounts payable invoices to Treasurer for authenticity within 7 days.
- D. Bill advertisers (attach copy of ad to invoice) and include a copy of the magazine. Re-bill any unpaid invoices until they are paid.
- E. Prepare a balance sheet and income statement for every board meeting for the period between meetings for the financial duties they are responsible for.
- F. Work with the Treasurer to arrange budget meeting, send budget requests and statements three weeks prior to budget meeting. Attend budget meeting.
- G. Obtain a financial bond and keep this bond current. Present proof of bond to HR Chair yearly.
- H. Send 1099's for all those according to IRS requirements.
- I. Research policies and maintain files on various insurance programs for WPPA.

24

WPPA Constitution & Bylaws - Revised December 2015

We have added the job duties of the Executive Coordinator to the end of the By-Laws. Page 24 shows the start of those duties.

#### V. Convention

- A. Work with HR Committee to survey possible convention sites. Start the negotiating and selection process. Determine if trade show area is adequate in size.
- B. Prepare WPPA portion of hotel contract based on contract received from hotel. Contract should show:
  - 1. Date & Time
  - 2. Number of guest rooms blocked
  - 3. Meeting room/exhibitor area charge/or suites
  - 4. Physical property to be included such as: microphones, stages, etc.
  - 5. Parking
  - 6. Late check out
  - 6. Delivery of hospitality baskets
  - 8. Cancellation clauses
- C. Until completed, work with Convention Chair and Fall Convention Chair throughout the pre-convention time to cover all facets of convention functions including but not limited to speakers, contracts, negotiations, travel arrangements, donations, meal functions, committees, hotel detail information, publicity.
- D. Coordinate activities with convention chairs and hotel staff including guarantees, scheduling, selection of meeting rooms to match activity requirements, meal sections, and VIP reservations.
- E. Make arrangements for trade show food functions with hotel per Trade Show chair request.
- F. Solicit trade show vendors and sell booths. Work with Expo Company on booth set up. Work with Trade Show Chairman regarding registration of exhibitors and meal functions. Keep board informed of booth sales, design trade show layout.
- G. Work with Registration Chair to acquire materials needed to send out registration packet for Fall and Affiliated Conventions. Update Registration Forms per board approval.
- H. In addition to all pre-convention duties, specifically: receive all registrations and proceeds, print badges and other material needed and have all registration and administration paraphernalia at convention site. This includes hardware such as computer, etc. All membership promotion and membership printed materials needs to be taken to convention.
- I. Order all plaques and pins for convention: Print Awards, Major Awards, and Past President under direction of committee chairs.
- J. Prepare list of those who are to receive hospitality baskets and send to hospitality chair man prior to conventions. If possible list spouses name and date of arrival.
- K. Prepare and have printed all meal tickets, registration forms and badges. Order all supplies needed at the registration desk, take supplies to convention site.
- L. Take to General Business Meeting to be held at Affiliated Convention: agenda, ballots, ballot box, list of members, last year's treasurer's report and minutes from previous year.
- M. Coordinate with Registration Chair to maintain the registration desk.
- N. Maintain and archive print data. Prepare reports needed for Print Chair and PPA.
- O. At end of convention, along with the Convention Chair, President and Treasurer, close hotel account. Check all entries and charges for accuracy. Ensure that speakers, officers and/or others have authorized only allotted charges.

25

WPPA Constitution & Bylaws - Revised December 2015

We have added the job duties of the Executive Coordinator to the end of the By-Laws. Page 25 shows the duties.

p. All convention responsibilities apply to both Fall and Affiliated Conventions. You will work with both chairs as directed by the HR Committee.

#### VI. NEWSLETTER EDITOR

- A. Stay abreast of changing postal regulations.
- B. Solicit and sell advertising spots for newsletter, bill and receive monies. Forward to Treasurer within 7 days.
- C. Produce newsletters six times a year to membership.
  - April -- post convention issue including awards, vendor list, and events from convention.
  - June -- feature Fall Convention speakers and details.
  - September -- final details for all conventions, i.e. convention booklet, start to high light Affiliated Convention.
  - November -- recap of Fall Convention, including awards and activities, more Affiliated Convention info.
  - December -- promote Affiliated Convention, awards, nominations, print info.
  - February -- complete Affiliated Convention schedule and info, Trade Show Layout and Vendors, sponsors, i.e.: Convention Booklet (print extra to have available at convention).
- Each issue also to include articles from membership, and articles that benefit membership. September and January Newsletters are to be mailed and posted on line. April, June, November and December newsletters are to be posted online. Bulk mailings must be sorted and bundled in zip code order.
- D. Prior to convention time, mail newsletter to speakers, judges, trade show exhibitors and presidents of other state associations.

#### VII. Computer Services

- A. Inventory all WPPA computer equipment to make sure all is accounted for.
- B. Make recommendations for all new equipment and software to the Board of Directors.
- C. Provide equipment and assist Print Chair with input of all print judging information and print any reports needed by Print Chair
- D. Maintain safe backup of all database information.
- E. Assist any Chair that has WPPA computer equipment when they need assistance with said computer system and/or software.
- F. Provide the Board of Directors with any information they need to perform their duties if that data is within my purview.

26

WPPA Constitution & Bylaws - Revised December 2015

We have added the job duties of the Executive Coordinator to the end of the By-Laws. Page 26 shows the end of those duties.

All of these proposed changes will be voted on at the Annual Convention that will be held in Wisconsin Dells at the Chula Vista Resort and Convention Center on March 11th - 14th. Please be present to take part in the conversation for the betterment of the Wisconsin Professional Photographer's Association, Inc. With the advice and commitment of the membership we will be able to have our organization for another 120 years of learning and education to serve the professional photographer;s of the future.





## Meet some of our New Members

*Bridgette Rozinski*



Bridgette Rozinski - MATC Student  
Baraboo, WI

My name is Bridgette Rozinski and I'm from Baraboo, Wisconsin. Currently I'm in the Photography program at Madison Area Technical College where I'm refining my skills as a professional image-maker.

Photography has been part of my life since the age of eight when I received my first camera. I knew at that moment that I wanted to become a professional photographer. To be able to have such power in my hands to create my special form of art was incredible and I used it to photograph my wildlife art.

Although I love all the different forms of the photographic industry, wildlife photography is where my true love belongs. There is something about being one with nature that excites my artistic sense. It would be where I would like to make a living. To be able to travel and make beautiful imagery would be an

ultimate goal and one I would like to share with the world.

I will be graduating from the program in May and can't wait to start my professional career. I truly believe that being part of such a wonderful organization as the Wisconsin PPA, that I will be able to refine my skills to make my dream come true. ♦

Welcome to the WPPA Bridgette!





## Meet some of our New Members

### Alyssa Parker



had the opportunity to explore so many exciting areas of photography. I can see myself doing product photography, which has become an interest for me through the outstanding teaching I have experienced.

Alyssa Parker - MATC Student  
Madison, WI

I'm Alyssa Parker and I'm a 22 years old student at Madison Area Technical College. A year ago this last August, I married my high school sweetheart, Allan, who has been the love of my life and a huge supporter of my life's goal, to become a full-time photographer.

My passion for photography started at a very young age as I used to carry a disposable camera with me everywhere I went. Taking pictures of my pets, field trips, and all the family events was a complete joy to me and one that I knew would be a large part of my life. Fast-forward to the current day as I'm in my last semester in the Photography Program and will be graduating in May with an Associate Degree in Photography.

My true passion, however, is to have the opportunity to service and be with people. I would love to have a photographic career that includes portraiture and the Wisconsin PPA will be able to assist me in that endeavor. ♦

Welcome to the WPPA  
Alyssa!



I have learned so much from this program and have



*Jeff Gulle, M.Photog., Cr., CPP.*

## ***The Future of Regional Photography Associations***

“We all need to be SLAPPED! We must change or die,” asserted Doug Box, Executive Director Texas School.

Photography has gone through a major change. Transitioning from film to digital formats was dreaded and delayed by many. Many photographers hesitated, but, eventually, the digital world was embraced. Today, we must do the same and transition from the way we once ran our organizations to a new paradigm. Technology has changed the world of photography. Today everyone has some form of a camera and many consider themselves a photographer, though maybe not a professional, a photographer nonetheless. This impacts both our profession and our professional organizations.

This reality has always existed, however, these photographers have never been as significant as they have become in recent years. In the past, photographers were comfortable and the industry was “stable”. Investment was secure and those who were entrepreneurial were able to create wealth. “Things are different today. For the most part -- it's ... I'm going to buy a camera and be a professional photographer. Times change and it is now necessary to accommodate the available majority. Those in the available majority have full-time employment (not in photography) ... that fact must always be accommodated when planning meetings and events” says Gary Jentoft, publisher of ProFoto NEWS. Jentoft is absolutely correct. He recognizes what so many in the professional photography field refuse to realize: The available majority must be considered and accommodated when planning. They are a large part of our professional photography community.

We must always remember that our member may have a full time job and this must be a major consideration when making any decisions with all



professional photography organizations. Organizations are currently struggling or looking for direction. This thesis is a guide. It will discuss what it takes to have a successful photographic organization in today's new market. Subheadings will describe specifics such as The Organization, the New Market and Rewarding Results.

### *The Organization of the Association*

“It is never going to be what it used to be!” says Stephanie Ludlow, President TPPA. In today's photographic environment, it is unusual for us to hear of an economically successful photographic association. Why is that? Many of our associations are being run as they have for the past twenty years, targeting the full time professional photographer and offering services the old way. This will not work in today's market. We need to revamp our strategy and aim for the part-time photographer. We must push for the dedication of non-professionals and target meet-up groups and camera clubs. In many cases, this means minimizing the use of the word “professional” in advertising and calling our convention something less intimidating, such as an Expo. Many part-time photographers consider themselves ‘professional photographers’, yet they are not willing to join a professional organization. The use of the word “professional” scares them because they do not feel comfortable with true professional photographers, as it will show them how much they do not know. Our goal is not to intimidate but to embrace so that we can all grow—as professionals, as photo-



graphers, as it will show them how much they do not know. Our goal is not to intimidate but to embrace so that we can all grow—as professionals, as photographers, and as an organization. Laurence Kim, a professional photographer and photo blogger, says about the reason for the increased interest in professional photography is,

“There are zero barriers to entry to the professional photography business. No qualifications, schooling, certifications or experience are necessary. Since most people who become professional already have a camera, a computer and Photoshop (photography was their hobby), there’s a near zero investment in equipment needed. All it takes is a \$50 website and you’re good to go.”

Another important element to keep in mind when it comes to the success of your organization is leadership. David Trust, CEO of PPA, says, “It comes down to two things: Leadership and Purpose. There needs to be a well thought out plan to train its leaders. Leadership determines the fate of any association.” He goes on to say, “You must have a clear agreed upon purpose for your association.” If the association expects to succeed, leadership positions must be united as one, such that they are communicating the same purpose and value to their members and prospective members. The association must always be creating and communicating the value of membership.

Accordingly, all board members need to know the positive and negative effects of their actions so that they can improve themselves. One of the mistakes that many volunteers make is that they feel that their duties are not a priority. As such, work isn’t done until it’s convenient. This mentality is based off the routine of volunteering one’s good will. Many believe since I am volunteering it is not a priority. This attitude is prevalent on many boards and the associations ‘ should address the problem immediately. The organization must communicate regularly with its board members and give positive and negative criticism when needed. Many people call it “kick in the butt,” and that is all that is needed to keep the momentum going for a board member and the whole board.

Cecilia Lysne, owner of Behl's Photography, noticed that as the older generation retires from the boards the groups really struggle. She believes that there is a leadership gap that just isn't being filled. She says "The dedication isn't there because studios are smaller with less staff, making time to plan seminars or attend activities harder than it has been. This creates a situation where the bond is not as strong and the personal connection is less."

Al Audleman, author of *The Road to Certification for Professional Photography*, says “One of the weaknesses of a volunteer board is that individuals feel as though they do not have to work or complete a task in a timely manner.” This paralyzes the entire organization. The board should all be marching in the same direction, and everyone must stay positive and inviting to the new members in order to maintain a successful association. Board members should be expected to complete assignments as directed and accepted. If one cannot complete a task within a reasonable period of time, then do not accept it or pass it on to someone who can, as this will cause the association to suffer. Just because one is volunteering doesn’t mean that it does not have to be done. Often volunteers must be reminded of that.

One of the perks that the association could provide is professional advice. The board and designated mentors must be prepared to answer members’ photography-related questions within a reasonable time. Members are currently seeking help from friends rather than qualified members. Instead, associations should offer members an opportunity to seek responses from qualified board officials or mentors using specified avenues. For example, a question would be posed through email. The question would be directed to the most qualified board member or mentor depending on the topic. Many questions would be routed to multiple sources so that the member would receive a variety of professional perspectives and advice. The executive director would be responsible for routing the new members’ questions to the appropriate board members or mentors. This will create another opportunity for members to form relationships with someone new.



would be responsible for routing the new members' questions to the appropriate board members or mentors. This will create another opportunity for members to form relationships with someone new.

Another important factor in the success of your organization is the Executive Director. The executive director can make or break an organization. Typically, he or she is the only paid employee, so he or she must be the best fit for your team. We cannot be indecisive with the executive director. If he or she is not performing well the board must correct it immediately. Allowing a poorly performing executive director to continue will contaminate all the work we do as board members. The executive director's pay should be based on the number of members. This will give the executive director an incentive to generate higher numbers and retain members. The executive director should also be required to recruit for the association and spend a minimum number of hours per month generating new members. In addition, the executive director should be updating the association's blogs, website and any other association-generated social media. This should be performed on a daily basis. Many of our associations leave it up to volunteer board members to complete this task. Associations should remember that at some point volunteers' schedules might conflict because of his or her jobs. Unlike the executive director, volunteers are not paid for the work they perform for the associations. As a result, the daily work, like updating the website, the blog, and other association-media, would best be completed by a paid employee with those tasks clearly outlined in their contract.

Another important factor in the success of an association is that there needs to be open checks and balances on finances. No one person should have sole discretion on the finances, and all finances should be fully reported to all board members on a quarterly basis and to the executive board monthly.

Everyone on the board must be willing to share their knowledge and always be networking. From the executive director to the entire board, this must be carried out. If they do not believe in sharing and networking, then they should not be part of the team.

Members, particularly new members, must be given ample opportunity to network. We must not put limitations on them especially during our annual convention. This includes offering a morning mixer, a lunch get together, and evening events planned for the entire convention. Professional organizations, such as Playfair, leading experts on "fun at work," can be used to offer ideas or to work the event. Playfair facilitates members interacting with other members by playing non-competitive games. Members should be encouraged to interact on the first day to set the stage for the entire convention. Playfair can be utilized for the opening event such as having a keynote speaker come in first to create buzz and attendance. The keynote speaker should agree to take part in the Playfair event. This will set the tone and everyone will want to participate. Events should be scheduled throughout the day, not just at night (as many members do not attend the evening events). If we can get them to bond early during the convention then evening events will become well attended.

### *The New Market*

Today, there are more photographers than ever, yet the membership in professional organizations is down. How can this be fixed in a world that seems to be devaluing the profession? Marissa Mayer, CEO of Yahoo/Flickr says, "...there's no such thing as Flickr Pro, because today, with cameras as pervasive as they are, there is no such thing really as professional photographers, when everything is professional photographers." This was her reasoning for eliminating the professional category on Flickr.

The average age of the members of the associations is more than 35, which means that most members have been members for years, but they are not generating new, younger members. The association is unable to get these new photographers to commit to membership. First, the association must expose them to the association and the obvious event is the annual convention. We must get them to come out and experience what being a member is like. This could be a simple cost-benefit analysis. We must provide an answer to their question: Is it worth the cost of the membership?



We must put our annual convention in a location convenient to the individuals that we are targeting to join our organization and where it is most convenient for most of our members. This way it is convenient and easy for them to try out a convention. Plus, it is a minimal investment in time and money. Our association must advertise and recruit intensely in the city that is chosen to host your convention. Remember, the convenience factor must be maximized. The next step is to get our potential member to attend and get them to join. One of the ways to do this is to have the first day of the convention open to the public. This is the day that we employ major icebreakers for attendees to interact. We must advertise this heavily in the local market and show them the value of membership. During the convention we must be prepared to sign up new members. This must be a simple process. I have been to many conventions and have seen interested members being told to go online and register. Or, we have just gotten their information and attempted to sign them up later--with no success. It must be done on the spot, and we must do it with pleasure!

We must plan our annual general membership meeting during the peak times of attendance and place it between two popular speakers. This will ensure that we meet our quorum. In today's environment that means scheduling it on a weekend.

The fee for the annual convention should be minimal for current members and we must advertise it among our members and educate them on the importance of attendance. The larger the attendance the more successful it will be financially and for good will. This is the largest event of the year and should not only be educational, interactive, and opportunistic to networking, but also enjoyable and fun. Events should encourage socializing and networking; this must be built into the convention. The number of classes and seminars should be reduced so members have the opportunity to meet other people. Members will then associate all new professional contacts with the association. This vast knowledge pool and network of additional photographers is what will make our associations successful.

We must target meet-up groups and camera clubs and acknowledge that our prospective member is no longer a full time professional photographer but a part time professional photographer. Our prospective members have another form of income or a spouse as a major "bread winner" and use photography to supplement members' income and to make them happy. So the critical thing to know is that our new members cannot commit large amounts of time to attend conventions or week long schools without making serious arrangements. This is why conventions/services must be convenient and short. It is not required for us to have five-day conventions anymore.

One of the key procedures we must take to be successful is to incorporate our photography schools into our associations. Graduates should receive a year of free membership, reduced convention rates, and free print competition to encourage students to become engaged and to directly see the advantages of membership. By getting them to the convention and having them experience value, whether it is networking, learning, or experiencing something different will encourage them to join. If this does not convince them to join, then having them participate in print competitions and seeing how their work compares to other professional photographers might convince them of the value of membership. Then discussing their work with others will convey value in the quality of the work they produce. This will encourage them to become lifelong members as they will find the membership affordable as compared to what they gain from the organization.

How much should an association charge? Regardless of what the organization charges, we must make the desire to join higher than the membership payment. Potential members must be convinced of the value of membership in the association. Dues can be based on the current operating costs or on the ideal membership enrollment. Then we can work towards a proposed goal. For example you could have a goal of 160 paid members at \$125 per membership. This would bring in \$20,000. Create a budget for the association working with this figure. If your membership does not reach 160 members for that



# Wisconsin Professional Photographer's Association Spring Convention Tentative Schedule



**Friday, March 11th, 2016**

7:00 PM - 10:00PM

**Leslie Spurlock**

Leslie "After Dark"



**Saturday March 12th, 2015**

8:00AM - 11:30AM

**Matthew "The Body" Kemmetmueller**

The Studio



1:00PM - 4:00PM

**Adam Hunter**

Outrageous Photoshop



6:00PM - 10:00PM

Print Judging

Sponsored  
in part by:



**\*Note, these are tentative schedules. The Next Magazine will have the complete schedule and times.**



# Wisconsin Professional Photographer's Association Spring Convention Tentative Schedule



**Sunday, March 13th, 2016**

8:00AM - 11:30AM

**Jeff Lubin**

The Marketing Experience



1:00PM - 4:00PM

**Craig La Mere**

**Sponsored  
in part by:**  
The Fashion Scene



**Monday March 14th, 2016**

8:00AM - 11:30AM, 1:00PM - 4:00PM

**Linsley Adler**



**Canon**

\*Note, these are tentative schedules. The Next Magazine will have the complete schedule and times.



year then you will be in the red for that year. This figure does not include sponsorships, conventions or schools but is a good starting point. Today, most associations are struggling with low membership numbers and are trying to justify their expenses based on the low membership. This will not work. We cannot continue current expenses and keep them as they are with declining membership. We are servicing fewer members; therefore, the cost needs to go down. There are several options, but only a couple of them seem reasonable to consider. These include adjusting expenses to reflect the number of members and operating at that level, which would require major adjustments in labor and services costs. The other option would be budgeting for ideal membership and working toward that goal, which would require funds to sustain the association while we amplify our membership numbers. I recommend this route. Budget for your ideal membership and recruit heavily. This way if you go down at least you went down swinging.

Another strategy for increasing membership requires us to emphasize how we differ from the national organization. What can a local association offer that the national association cannot? The main difference relies on the absence of relationships. Our events should be geared toward giving members the opportunity to socialize, create relationships and connect within the field. This can be a standard meet for happy hour, photo safaris, pizza night, or simply an excuse to get together. It must be fun to be a member.

So how does one train the photographers of today? Give them more of what they want by creating short and concise classes. Instead of having a full morning class devoted to a particular subject. Advertise the class with that subject but break the morning down into increments and what is included in that section. Whatever the subject is, teach the same topics as before, but break them down into easily digestible increments for the new members. Members will know what is available and decide exactly what they want to learn. This ultimately gives them a choice.

Educating new photographers is vastly different than it used to be. Everything we do must include a hands-on portion. We must provide new members an opportunity to practice the art of professional photography from qualified or certified professionals. The Internet with its educational videos has eliminated much of the demand for joining just to learn. Today one must offer hands-on custom learning based on the equipment they use. If a lighting class is offered, members should bring their lights in and categorize them by brand. This will also create a bond with other photographers who use the same equipment.

In today's environment, young photographers want to learn at their own pace. They have a short attention span because they are barraged with constant information and updates from the information highway. They do not have the patience to learn at another's pace or a predetermined curriculum. They want the meat. In other words, many want to learn lighting without proper exposure or learn portraiture without posing. They just want to take a photograph. Training should be customized so that everyone can understand and execute the topic for them self. Our sessions should be short and to the point. We must offer hands-on learning regardless of the subject. There must be demonstration and then execution. In the end, we must combine hands-on education with socializing. In order for this to happen, we must all pitch in and interact.

### *Rewarding Results*

"Associations fail because they lack the leadership that makes the people who have the decision-making power WANT to succeed," Victoria Kelly, Editor Southern Exposure. If the association or part of a team is struggling in today's photographic environment, it must change. The person we are trying to attract today is different from ten years ago. If we do not adapt and acknowledge this change, we will fail. Complete your board with people willing to make the hard decisions and that want to succeed.

The future of our photography associations is currently at a critical juncture. Our associations can either fail or they can adapt and change. In order to



survive we must acknowledge that we can not operate as we used to. We must accept the part-time professionals and market accordingly. "Times change and the majority of the new model (photographer) are not self-employed (full time photographers) but are working full-time at an endeavor far afield from 'professional' photography." I will end with David Trust, CEO of the PPA, an organization that has over 27,000 paid members, "We must have a well thought out plan to train our leaders and have an agreed upon purpose. Finally, we must create value by communicating value. It must be fun. This creates the customer experience." ♦

Jeff Gulle is a Master of Photography, Photographic Craftsman and Certified Professional Photographer from Santee, GA where he also holds the Fellow of Photography Degree from the Georgia PPA. He has been giving lectures throughout the country and this was his EA Degree Submission Thesis for the American Society of Photographers.

Jeff's thesis is part of a series that I will be publishing in the Wisconsin Professional Photographers Magazine and is not necessarily the opinion of the the WPPA. His ideas and thoughts bring some insight on where the organizations are at this time as well as an interesting theory on where we need to be as an association in the future.

I thank Jeff for the opportunity to bring his very insightful paper to our group and wish him "God's Speed" in his future endeavors!



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## Message from the Executive Director

**Rick Trummer**, M.Photog., Cr., CPP, F-WPPA, F-APPI,  
F-SCPPA, F-PPANI, F-IPPG, EA-ASP



**M**ark Twain once wrote that the two most important days in your life are the day you were born and the day you figured out why. I can't remember the day I was born, but I do remember the day I knew I wanted to be a photographer which lead to the why.

My first job was raking leaves and

cleaning the outside area of the Bohrod mansion, I was eight when I started. I worked along side my brother Jeff, five years my elder. Aaron Bohrod was a very famous painter and "UW Artist in Residence" known for a range of work in watercolor and gouache that included realist figures in cityscapes, landscapes, surrealism, and trompe l'oeil painting, he spent his early career in Chicago where he was born on the West Side.

In 1948, he moved to Monona, Wisconsin, where he became a long-time member of the art faculty and satisfied the inclinations of many artists who leaned towards European-influenced modernism. In this university position, he replaced John Steuart Curry, Regionalist painter from Kansas, who had died. Many artists led by Surrealist Marshall Glasier thought Curry had been provincial and limited in subject matter and style, Aaron Bohrod filled a gap that would be felt for generations to come.

I had the honor to work for the Bohrod's for ten years of my life. My fondest memories were listening to the Cubs games with Mr. Bohrod and watching him paint when I had my breaks during the hot summers in Monona. Aaron knew I had a fascination with art, but my drawing and paintings were terrible, so he found an art to where I could be creative without a brush in hand. At age ten, I was introduced to the black and white darkroom and the "art" turned into my love. To watch as the image appeared on paper in the processing tray was so wonderful and I found myself reading and learning everything I could about the photographic craft. I would take daily trips, giving myself assignments to learn as much as I could about the industry.

***"At age ten, I was introduced to the black and white darkroom"***

My mother co-signed my first loan from a bank, at ten I purchased my first 35mm camera and photographed every waking moment to fill my heart with the "art" he so kindly introduced me to. Later, I would be the one he trusted to copy his masterpieces to 4x5 film for publications throughout the world, he passed in 1992 at the age of 84. He was my first client, although he always complained about the prices I charged, as he only paid me .75/hour as a lawn boy.

He would check in with me from time to time to make sure I was learning as much as possible about the craft, he was a true educator which is why I probably work so hard today in front of photographers passing on the craft he introduced me to forty-two years ago. All of us have a wonderful story about how we started, not everyone can say they figured out the "why" so early in ones life, thanks Mr. Bohrod! ♦

Be Good To Each Other!

Rick



## calendar of events

### WPPA Events

[www.wppa-online.com](http://www.wppa-online.com)



### Foxes

[www.fvppa.com](http://www.fvppa.com)

Regional Director: Michael Kallies



### Indianhead

[www.indianheadphotographers.org](http://www.indianheadphotographers.org)

Regional Director: Paul Hafermann



January 19th, 2016 - VFW, Colby, WI  
**Pre-State Judging - In House Judging**

February 8th, 2016 - VFW, Colby, WI  
**Ken Martin- Making your Landscape Photographs Better**

### South Central

[www.southcentralppa.com](http://www.southcentralppa.com)

Regional Director: Krystal Stankowski



January 25th, 2016 - Fitchburg, WI  
**Lisa Francescon - Dance and Pet Business**

March 28th, 2016 - Waunakee, WI  
**Mary Braunsdorf - Business and Marketing**

April 25th, 2016 - Fitchburg, WI  
**Nate Peterson - Seniors**

September 26th, 2016 - Waunakee, WI  
**Shane Bruer - Lighting**

### South Eastern

[www.sewppa.org](http://www.sewppa.org)

Regional Director: Jon Allyn



### Spring Pre-Convention Day

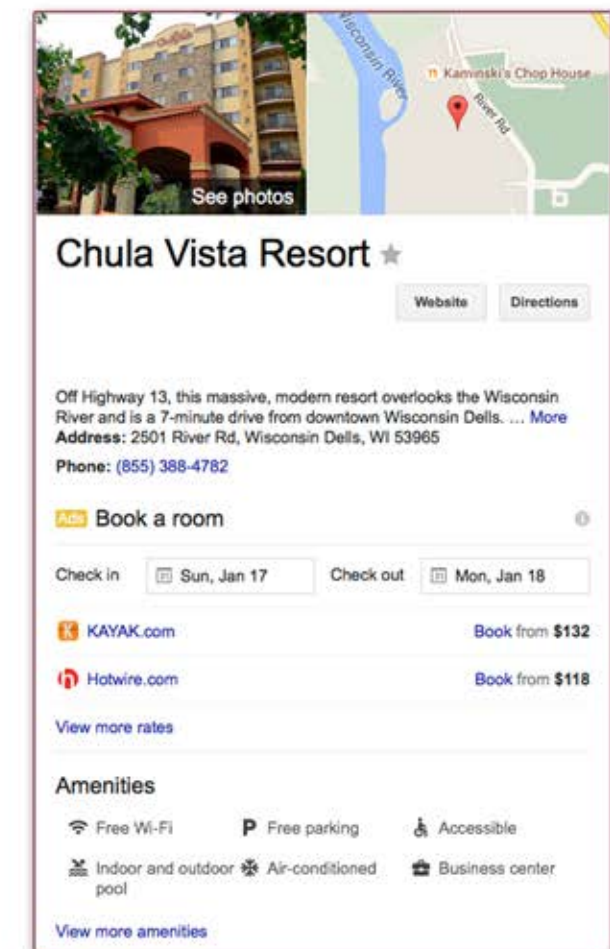
March 11th, 2016

Chula Vista Resort - Wisconsin Dells, WI

### Spring Convention (120th Year)

March 12th - 14th, 2016

Chula Vista Resort - Wisconsin Dells, WI



**Please call 855-388-4782 to make reservations. They should ask for the WPPA-WI Professional Photographers Association Block.**