

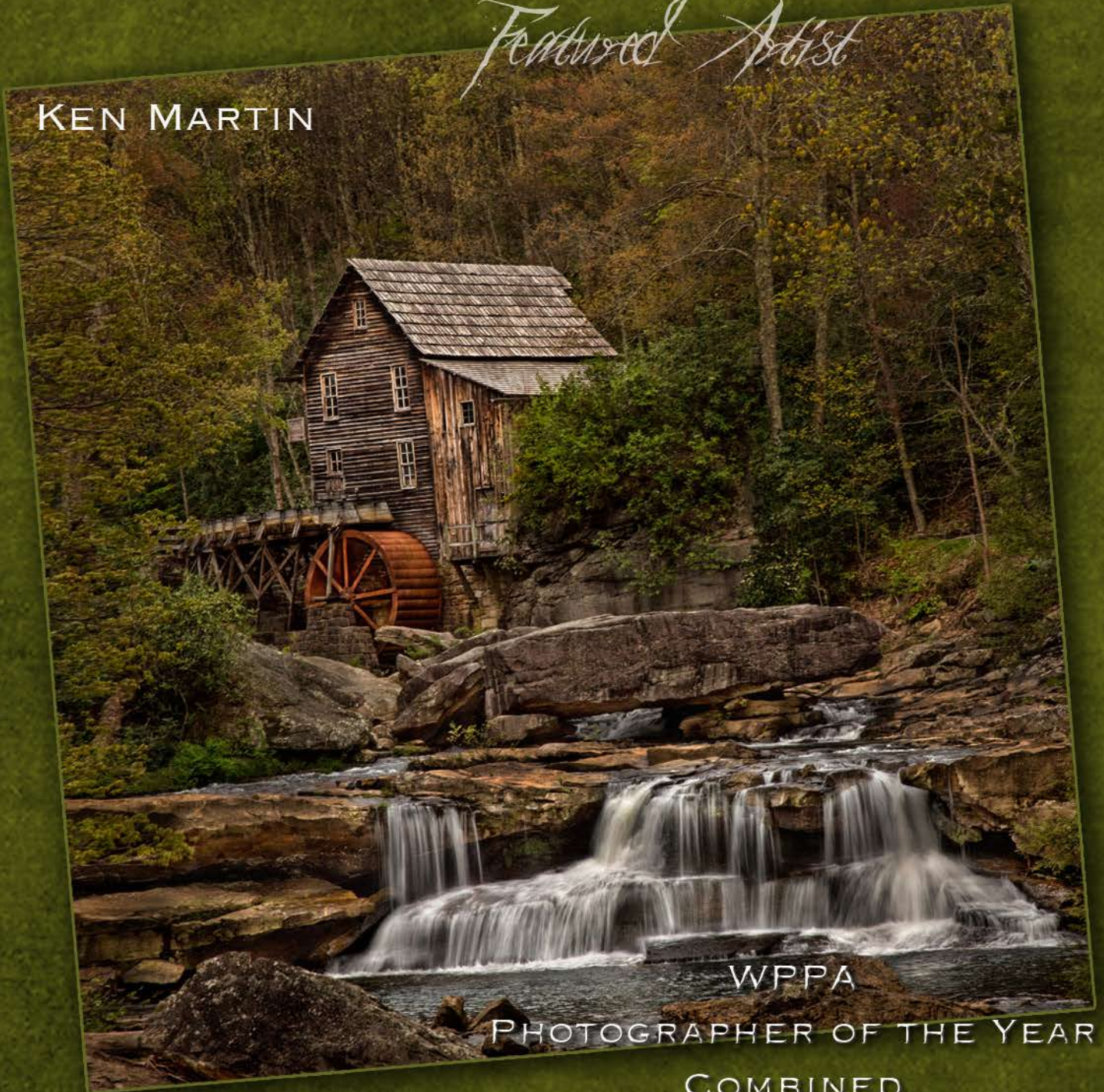
Wisconsin The Photographer

Volume 120, Number 2

June/July 2015

Featured Artist

KEN MARTIN



WPPA

PHOTOGRAPHER OF THE YEAR

COMBINED

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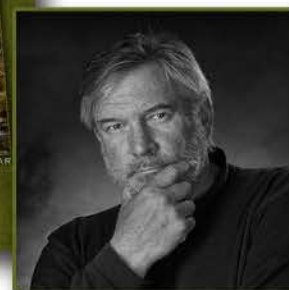
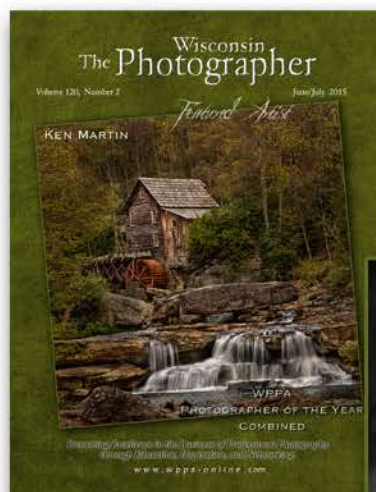
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on the cover...
ken martin
 depere, wi



For years I have always desired to visit the National Parks and kept putting it off until 1990 when a good friend of mine Gregg Loll asked if I would be his sponsor at the PPA degree ceremony in Phoenix AZ. I said of course I would be honored to take on this duty. But I had more in mind than just attending the PPA convention I would only be hours from the Grand Canyon and this place has been calling me for a visit for years.

"Ken Martin" continued on page 12

from our president...

The warmth is returning, just in time to heat up our busy summer season. I certainly hope that you are all bringing in new ideas to your businesses and striving for success day to day.

We have a wonderful line-up coming together this year for WPPA, starting with our first ever One-Day Event - with Thom Rouse! This will be on Sunday, August 16th, 2015, in Wisconsin Rapids. Yes, its in the summer, but why not take the day to be inspired, refresh yourself with Thom's amazing talents, and take your inspiration back to your business for the rest of the year. (And it's a time we can get together and let loose a little!) We are fine-tuning the Fall Shoot Out, and plans are coming together for our Spring Convention too, which is confirmed for March 12th-14th, 2016, at the Chula Vista in Wisconsin Dells, with a Pre-Convention Day with Lindsey Adler, a professional portrait and fashion photographer based in New York City!

We are headed into the year with a fun vibrant board and are ready to make a difference. The board has met and set our budget, which is available to any member to view. Although not many attended the Long Range Planning Meeting, those there were able to focus on the direction we are headed - which is to put all our energy into a collaboration of excellent education, an increased level of opportunities for seasoned and new members, and positive marketing for WPPA.

IPC (International Print Competition) has now opened, so to all of those who are striving toward their degrees, please take the time this month to submit your prints, as you can only excel and learn more by doing this. Examples of success are shared by many of our members; with some speaking at PPA, some judging competitions in different states, and others teaching in Indiana, Florida, and Canada. To these members, congratulations on your continued success - it is so inspiring to us all.

On a more somber note, I was very sad to hear of the passing of beautiful Darton Drake. I know he has been a huge inspiration to all of us throughout our careers, and will remain in our hearts and be an everlasting influence in our daily lives as photographers and artists. Darton, be blessed. And let us be reminded that what we do has tremendous meaning to many people; that our purpose is to capture and preserve the celebration of life, in whichever way we choose.

Finally, go forward with the presence of your passion in your photography, exceed your own expectations, and try something new. I very much look forward to seeing you all in August! ♦

Jas



*Jas McDaniel, CPP,AF-WPPA,
F-SCPPA
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Thom Rouse, M. Photog. MEI, CR, CPP, F-ASP



Thom Rouse began his career as a portrait and wedding photographer in 1994. Based near Chicago, he now divides his time between commercial, fine art and commissioned fine art images with his clients as the central subject of his pieces. His conceptual fine art images utilize real world photographs blended and manipulated to create an alternative to real world perception. Thom also lectures and teaches workshops on topics ranging from Photoshop as an artist's tool, visual literacy and lighting and posing for figure studies.

Thom holds the PPA Master of Photography degree, the Award of Excellence, the Master of Electronic Imaging degree, and the Photographic Craftsman degree. He is a Fellow in the American Society of Photographers and a member of XXV. He has 54 PPA loan Collection images and has won the ASP Gold Medallion twice. He has been received five Diamond, four Platinum and one Gold Photographer of the year awards. He has

received the Kodak Elite award, the Canon Par Excellence Select Award as well as numerous Kodak Gallery and Fuji Masterpiece awards. Thom's work has been exhibited throughout the United States as well as Canada, China, Japan, Korea, and Europe.



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August 16th, 2015 ♦ Mead Inn & Conference Center ♦ Wisconsin Rapids

The Case for Fine Art

Thom Rouse blends together two artistic worlds—photography and fine art. He does this not on a whim, but to show how experience in fine art can inspire creativity and innovation in your own photography.

During this class, Thom will show you how spending time in the field of fine art can not only expand your photographic talents; it translates to new skills and styles so you can create unique work, unlike anyone else's. Additionally, Thom discusses how showing and displaying your fine art pieces not only shows your versatility, it expands your reputation as an artist, not just a photographer.

This is not your traditional portrait or lighting course. Be ready to expand your mind and your abilities as an artist—a winning combination for you and your clients.

The full day program will include lecture and presentation in the morning and Photoshop demonstration during the afternoon. You are invited to bring a laptop to learn hands on Photoshop techniques.



August 16th, 2015 ♦ Mead Inn & Conference Center ♦ Wisconsin Rapids

The Case for Fine Art

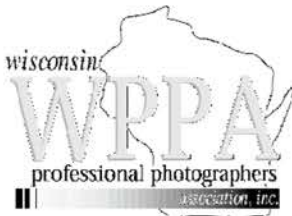


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August 16th, 2015 ♦ Mead Inn & Conference Center ♦ Wisconsin Rapids



WPPA 2015 - One Day Event

August 16th, 2015 - Hotel Mead, Wisconsin Rapids, WI

ADVANCE ONE DAY REGISTRATION FORM

COMPANY NAME: _____ PHONE # _____

REGISTRATION CATEGORIES AND FEES

All persons attending MUST be registered, including non-working family members.

	Postmarked by 07/31	by 08/7	At the Show
WPPA MEMBERS*	\$49.00	\$69.00	\$89.00
LIFE & MEMBERS.....	\$ 0.00	\$20.00	\$30.00
EMPLOYEES (includes working family).....	\$39.00	\$59.00	\$79.00
OUT-OF-STATE (IA, IL, IN, MI, MN)**	\$79.00	\$99.00	\$119.00
IMMEDIATE FAMILY***	\$39.00	\$59.00	\$79.00
CHILDREN (Under 17 years).....	\$10.00	\$20.00	\$30.00
NON-WPPA MEMBERS.....	\$99.00	\$119.00	\$139.00

*Includes Primary, Honorary Life, Associate, Aspiring, Student, Retired

** Proof of Membership of local association required (current certificate or paid invoice)

*** Limited to family members 17 years and older, not in photography or working less than 10 hours per week in photography.

Clearly print the name of each person attending the convention. Use a separate Registration Form for more than four attendees. REGISTRATIONS RECEIVED POSTMARKED AFTER August 8th WILL BE AT "SHOW RATE".

ATTENDEE 1

_____	_____
Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

ATTENDEE 2

_____	_____
Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

ATTENDEE 3

_____	_____
Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

ATTENDEE 4

_____	_____
Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

PAYMENT: Total Amount Due: \$ _____ All Registration fees are non-refundable.

Enclose a check payable to WPPA or Credit Card information. ☐ Visa ☐ MasterCard ☐ Discover

CC# _____ CC Exp Date: ____/____ V-code: _____

Address: _____ City: _____ Zip: _____

You can also register on-line at www.wppa-online.com - Same rates and deadline dates apply.

MAIL TOP COPY TO: (Print out two copies, one for your records and one to us.)

Rick Trummer, WPPA Executive Director at 3701 Country Grove Drive - Madison - WI - 53719

Questions? WPPA number is 608.469.1097 or e-mail inquires to rtrummerwppa@gmail.com



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Meet our New Member

Katrina Mazanet



Katt has been doing photography for over 10 years. After attending Brooks Institute of Photography she worked for two professional photographers in the Madison area before opening Katt Valentine Studios in Dodgeville, WI. She specializes in photographing children

and enjoys chasing after and capturing each child's unique personality. Katt loves spending her free time outdoors with her husband & children and spends many summer days enjoying the lakes & trails of Governor Dodge State Park nearby her home.

Katt, Welcome to the WPPA!





Michael Mowbray, M.Photog.,Cr.,CPP

*Wisconsin Professional Photographers Association
"Photographer of the Year" - combined- Runner-Up*

Michael is the author of the popular speedlight photography book *Shoot to Thrill.*, and he offers dynamic programs on Senior Portraits, Weddings, Speedlights, and Business. He is sponsored by American Color Imaging (ACI).

Since opening Beautiful Portraits by Michael in 2001, Michael Mowbray has gone on to win many awards for his portraiture and was named a medalist in the PPA International Photographic Competition in 2011, 2012 and 2013. He has had the highest scoring wedding portrait in Wisconsin seven out of the past eight years, including Wisconsin Best of Show-Wedding 2007, 2008, 2009, 2011, 2012, 2013 and 2014. He has won the prestigious Kodak Gallery Award five times, and the Fuji Masterpiece Award for Outstanding Wedding Portraiture three times. Michael has also been named one of the Top 10 photographers in Wisconsin multiple times and "Best of Madison" by the readers of Madison Magazine.



"Arch Angel" by Michael Mowbray

Michael gives back to the photographic community by sharing his expertise in classes, seminars and educational videos. He is an adjunct professor for portraiture at Madison College, and his second book, *The Speedlight Studio*, is scheduled for release by Amherst Media on January 13, 2015.



"Short Fuse for Digital" by Michael Mowbray



"ACDC" by Michael Mowbray



"Frazzled" by Michael Mowbray

A collage of various heart-shaped objects and images, including bread, a target, a red heart, a hand forming a heart, a heart-shaped rock, a heart-shaped rope, and a heart-shaped shadow, all arranged in a cluster.

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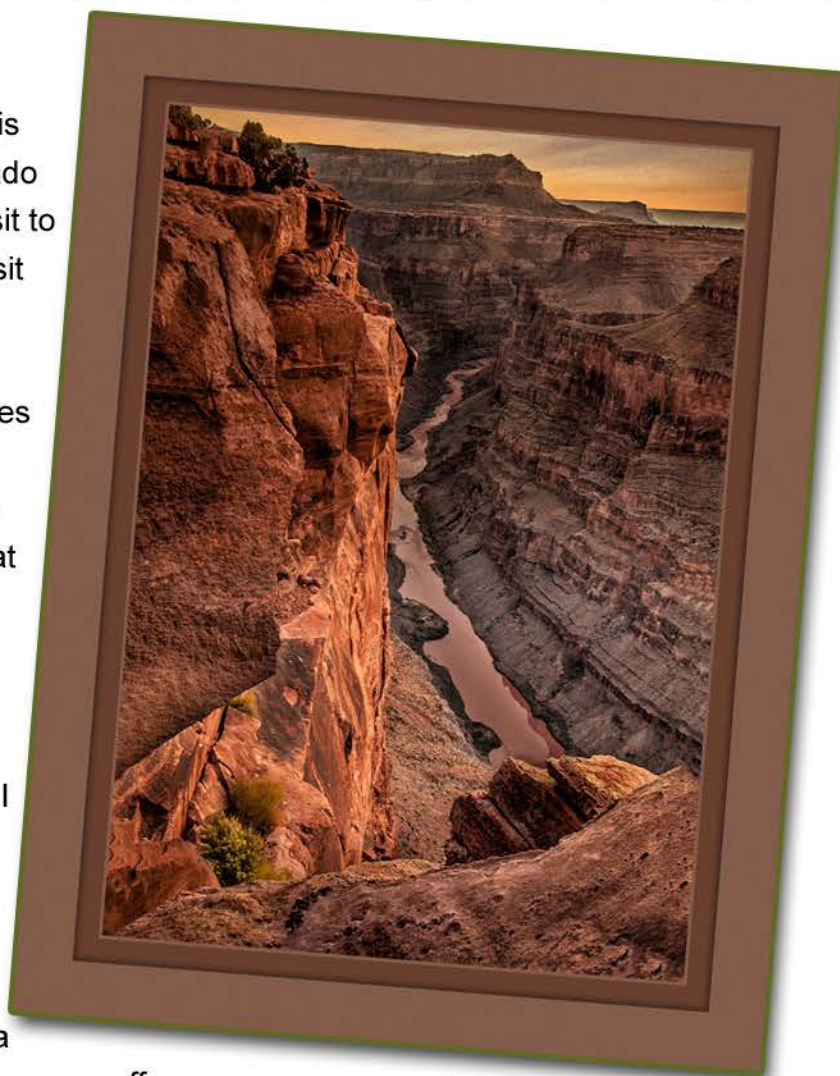
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So instead of attending the PPA convention I headed north for my first visit to the canyon, what an awesome feeling as the car inched forward toward my destination. On arrival I was in awe of the size of this place and the beauty it held inside. My first night I picked Desert View area as my location for my first ever sunset at the Grand Canyon, the image like many before it went into the PPA Loan Collection. My second day at the canyon my phone rang, it was the only time a call came thru the whole time I was there and my sister Mary was on the other end of the conversation telling me my brother Jerry just lost his battle with cancer and passed away. I then headed back to Phoenix for the PPA degree ceremony to present Greg with his Master of Photography. Plans were to head back to the canyon with the Loll's after the convention but with my brothers passing I headed back home. But the seed was planted and my desire to visit the National Parks was greater than ever. I try to visit at least two parks yearly.

This takes me to one of my entries from this year's WPPA print comp, my image Colorado Creation was captured from my second visit to the Grand Canyon but this time it was a visit to her north side. I found the north side housing even more beauty than the south side. I guess this would be called in the eyes of the beholder you will have to go and be your own judge on this. Colorado Creation was taken at the Toroweap view point, what an incredible place to visit as you inch toward the edge of the rock you will find yourself looking straight down 3000ft.

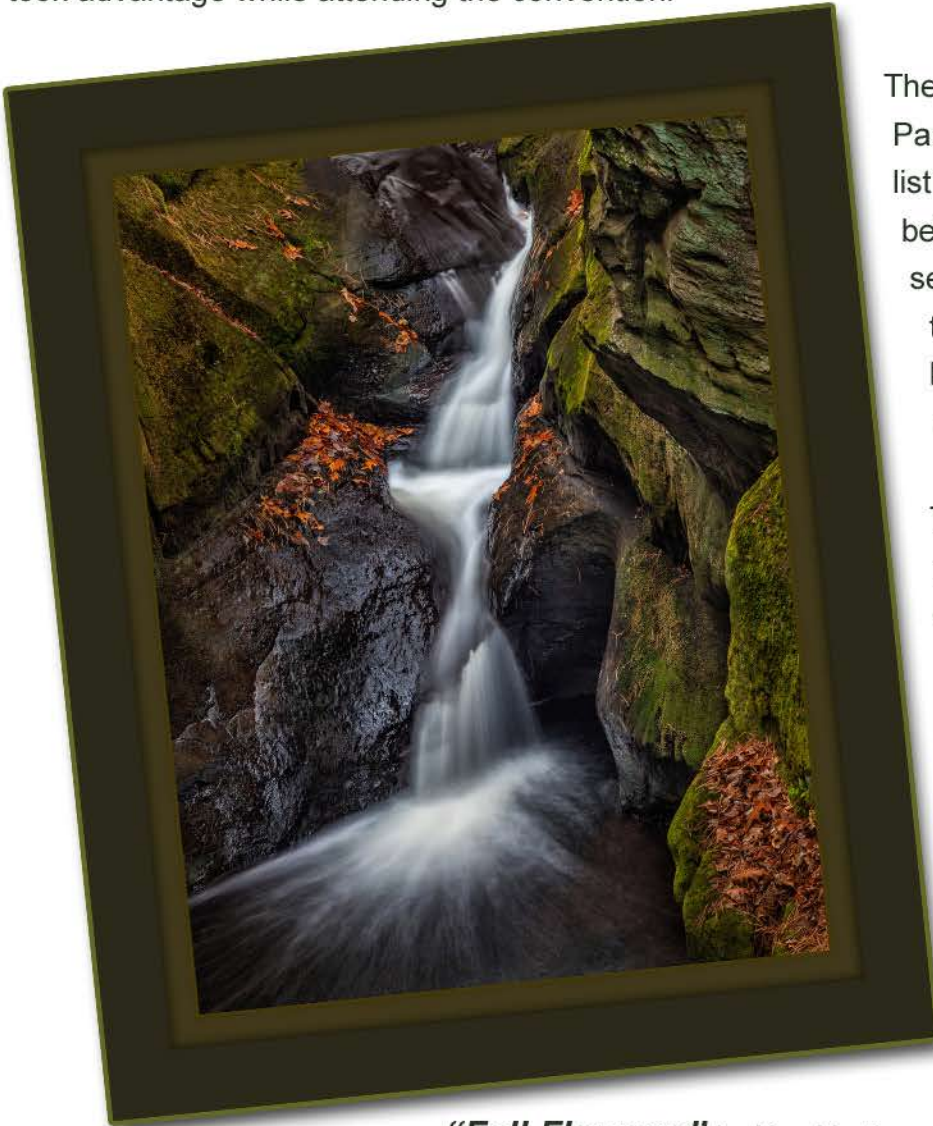
Everyone has their own comfort zone and as I came to within two feet from the edge I went to my knees and then inched myself to the edge. I found the location to set my camera up for my first image, got the image framed, focused and onto the pressing the shutter button and the camera gave me an error message. OK I shut the camera off took the battery out and then back in again, turn the

camera on and got the same message, after repeating this a number of times I heard my mouth saying stuff like { : ? & * # } > < it was not good. I had a spare camera but was only a ten megapixel vs the 21 megapixel camera that was giving me the error messages. I continued to try different things to get my 5D Mark 2 to work for me and after taking the lens off and blowing on the contacts and putting the lens back on the camera it started to work again and just in time for the sunset, WHEW!!! Colorado Creation was captured the next morning at sunrise.



"Colorado Creation" by Ken Martin

The image Fall Flowage was created while attending the fall WPPA convention in Baraboo WI at a place call Pewits Nest. The capture was created with a 300mm lens set to f22 with a 30 second exposure. I heard about this area several years earlier but just never had the chance to get there and took advantage while attending the convention.



"Fall Flowage" by Ken Martin

comp session I did. Jamie still has a portrait of Donnie hanging at her home and each of the kids have copies. Jamie's last name is Steeno, who knew.....◆

The Grist Mill located in Babcott State Park W. Virginia was another area on my list to visit. I visited a few other mills before but nothing came close to the setting of the Grist Mill. I want to visit this place again but the timing has to be just right, after a fresh snow fall. Can't wait...

The image "Willie" came from photographing the same Xmas party every year and was looking for a case filler when a this couple came to have their portrait taken. This was a fun couple (Donnie and Jamie) and the guy had this character look to him and I ask if he would come to the studio for a comp session. A week later I had my captures and two new friends. It was a year or so later Donnie passed while in surgery and the family was glad to have the images from the



Kenneth Martin, M.Photog.,Cr.,CPP,F-WPPA

*Wisconsin Professional Photographers Association
"Photographer of the Year" - combined*

WPPA member since 1985 and yes I did enter print competition the first year and thought I did awesome hanging all 4 of my images at the state convention, 4 bronze ribbons with a high score of 74. Yes there is a learning curve. The next year I sealed all 4 images along with a Court of Honor, Kodak Gallery award and a PPA Loan Print. Get involved and learn from print competition, it is in my opinion the best learning tool the WPPA has to offer. I received my Master of Photography in 1990 having earned 21 print merits in 6yrs. Through the years

I have earned a number of awards from print competitions including 4 Best of Shows and 8 Court of Honor awards along with 9 Kodak Gallery awards, and a Kodak Elite award. Been called to the Grand Imaging Awards stage twice with the last trip giving me a first place trophy in the landscape category and then a trip to France to receive a Silver Metal at the World Photographic Cup Awards. What are you waiting for, its there for all us to learn from and grow as photographers



"The Old Grist" by Ken Martin



"Willie" by Ken Martin

The World of Number One's...

The world's hottest place: Death Valley National Park

The highest air temperature ever recorded on Earth was 134 degrees Fahrenheit, at Death Valley National Park on July 10, 1913.



The world's coldest place: East Antarctic Plateau

On the high ridge of the East Antarctic Plateau, the temperature can drop to as low as -135.8 degrees Fahrenheit, recorded in August, 2010.



World's most populated city: Shanghai

At a whopping 24,150,000 permanent inhabitants, Shanghai is the single city that is home to the most people in the world.





World's least populated city: Vatican City

With a paltry population of 842, the city-state of Vatican City is the smallest city and state in the world.

World's wealthiest city: Tokyo

That tower might as well be made of gold, since Tokyo tops the charts with a GDP of \$1,520 billion (only beating New York by a mere \$310 billion).

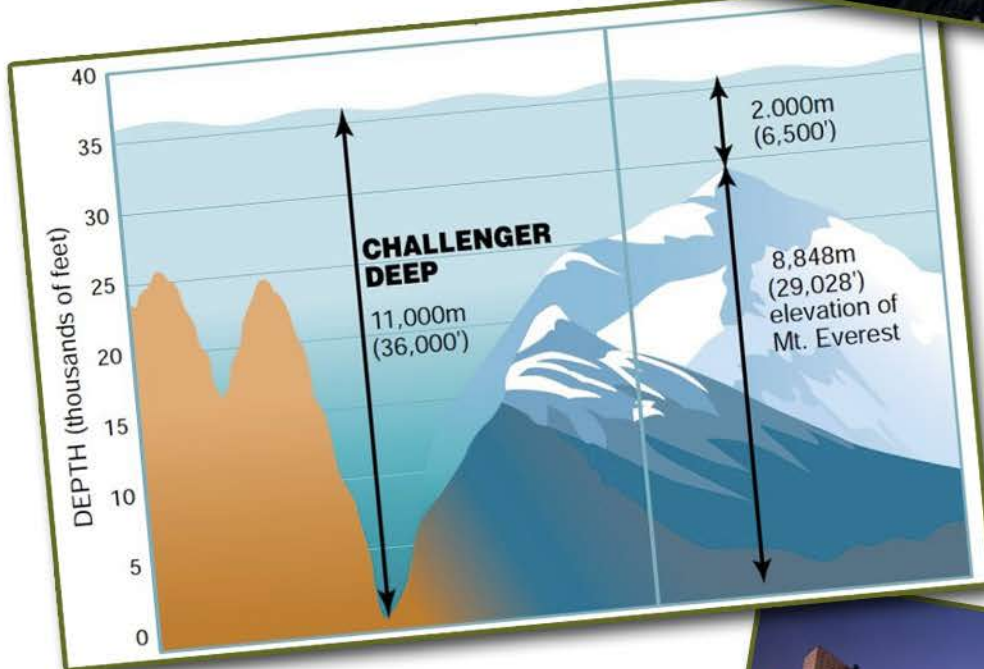


World's poorest city: Kinshasa

Kinshasa is probably the poorest city in the Democratic Republic of the Congo, the poorest country in the world, at a GDP of \$55 billion. Many of its residents live on less \$1 a day.

Highest point in the world: Mount Everest

Towering 29,029 feet in the air, the top of Mount Everest is the closest you can get to touching space, while still standing on Earth.



Lowest point in the world: Challenger Deep

The lowest known natural point in the world is Challenger Deep, 35,797 ft. below sea level at the bottom of the Mariana Trench. Only three people have ever made it to the bottom, one of which was filmmaker James Cameron.

Most photographed place: The Guggenheim

Photos have always told stories, but in today's world of cell phone cameras and social media, that story is relayed as data to companies who monitor everything we do. Geotagged data was culled by Sights map using a Google-based image sharing software, and can now show us the most photographed places in the world, right down to the landmark. The Winner? The Guggenheim in New York.



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Country with the longest life expectancy in the world: **Monaco**

According to the World Health Organization's study from 2013, Monaco tops the charts for longest living citizens, with an average life expectancy of 87.2 years. Men in Monaco live an average 85.3 years, and women live to an average of 89 years.

Country with the shortest life expectancy: **Sierra Leone**

On the other side of that coin, the population of Sierra Leone live to an average of 47 years. The men of Sierra Leone live to an average of 47 years old, whereas women live an average of 48 years.



Sexiest country in the world: **Brazil and Australia**

There will always be a debate about which countries are home to the most attractive people, in part because who's to say what is objectively attractive?

Though the means are hardly scientific, a recent poll found quite a disparity between which

countries men believe are the sexiest, and which countries women find the sexiest. For men, Brazil tops the charts for the most attractive people. For women, it's about the thunder down under in Australia.

**Most stressed-out country in the world:
Nigeria**

By looking at the dimensions of Homicide Rate, GDP per capita, Income inequality, Corruption, and Unemployment, one thing is clear: Nigeria is hands-down the most stressed out country in the world.



**Least stressed-out country in the world:
Norway**

Along the same dimensions, Norway was at the far-end of the other side of the spectrum, and is deemed the least stressed-out country in the world.



**Country with the highest average IQ:
Hong Kong***

There are a lot of factors that can affect an IQ score, ranging from national and personal wealth to simply who makes the test. As a result, these findings are highly controversial, but seem to suggest that Hong Kong is the country* with the highest IQ, at an average of 107 points. *Hong Kong is a special administrative region of China meaning that it falls within the sovereignty of the People's Republic of China, yet does not form part of Mainland China, and has its own government.





Country with the lowest average IQ: Equatorial Guinea

According to "IQ and the Wealth of Nations," Equatorial Guinea caps the low end of the global IQ range, with a national average of 59 points.

World's most well-connected city (for internet): Seoul, South Korea

Surprisingly, despite its 618 million internet users spending an average of 18.7 hours a week surfing the net, China didn't even make the top 10. Along the dimensions of average connection speed, availability (weighted towards free access), openness to innovation, support of public data, and privacy/security, Seoul in South Korea is the champion of internet-connectedness. With 10,000 government supported free Wi-Fi spots dotting the city, and an internet speed that goes unchallenged globally, Seoul is an internet junkie's paradise.



Sunniest Place on Earth: Yuma, Arizona

In Yuma, Arizona, the sun shines for an average of 11 hours a day. Its forecast is sun for 90 percent of the year, averaging a total of 4015 daylight hours a year.

The driest spot on Earth: The Atacama Desert

The 600 miles of South America's Atacama desert is the driest place on Earth, no contest. The Desert sees an average of 4 inches of rain every thousand years. Yes, you read that right.



The wettest spot on Earth: Mawsynram, India

Rain wise, anyway. In Mawsynram, India, it rains an average of 467.35 inches per year, and with a record of 1000 inches in 1985.



Most cat friendly country: United States

With a pet cat population of 76.43 million feline friends, the United States dominates the world stage for most cat friendly country in the world.





Most dog friendly country: United States

Similarly, America more than doubles the amount of pet dogs any other country has, with a dog population of 61.1 million.

Most caffeinated country in the world: Sweden

The coffee in Sweden will put a spring in your step, and hair on your tongue. The Swedes consume an average of 388 mg of caffeine in coffee per person, per day (that's almost 5 Red Bulls).



Most drunken country in the world: Belarus

In Belarus, each person above the age of 15 drinks an average of 4.62 gallons of alcohol every year.





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Most sexually satisfied country: Switzerland

Switzerland might just be the most progressive and least sexually repressed country in the world. Between liberal views on pornography and prostitution, and sex ed that starts in Kindergarten, over a fifth of the population consider their sex-lives "excellent." They even recently opened up a very successful array of tax-funded drive-in sex boxes in Zurich. Bonus, in spite of all this, Switzerland also holds the title as one of the lowest teen birth rates in the world.



Least sexually satisfied country: Japan

With its extreme conservatism, Japan is the country with the least sexual satisfaction, as only 15% of individuals reported having a fulfilling sex life. Furthermore, over 45% of Japanese women report being either uninterested in, or actually despising, sexual contact



Country that consumes the most food: United States

I suppose there must be a reason why Americans have a food-related reputation when it comes to other countries: we eat an average of 3,770 calories a day each.





The most bicycle friendly city in the world: Groningen, Netherlands

By comparing cities along the criterion of average number of bicycle trips made daily, one city reigns supreme: Groningen in the Netherlands. In Groningen about 50 percent of the population commute via bike daily, making it the city with the greatest proportion of cyclists on the planet.

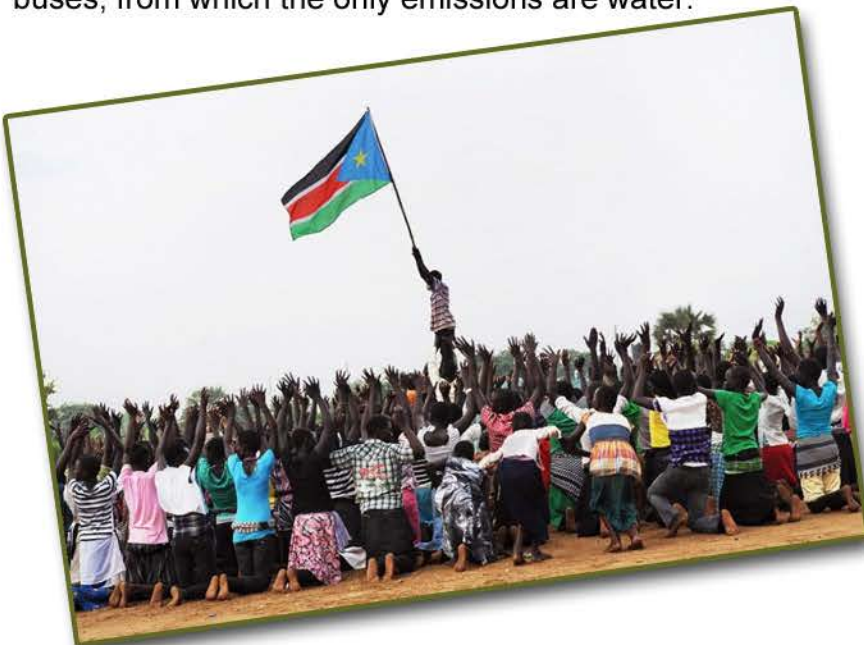
World's most energy efficient city: Reykjavik, Iceland

All of the energy and heat used by the citizens of Reykjavik Iceland come from geothermal plants and renewable hydropower, making it the most sustainable and energy efficient city in the world. On their mission to be completely free of fossil fuels by 2050, the city has also been replacing traditional buses with hydrogen-fueled buses, from which the only emissions are water.



Youngest country in the world: South Sudan

The people of South Sudan were formally recognized as an independent country in 2011, making it the youngest country in the world to-date.



The world's most visited city: London

After a several-year bout with Bangkok, London has regained its place as the world's most visited city (according to MasterCard's 2014 Global Destinations City Index). The city sees about 18.69 million international visitors annually, generating \$19.3 billion in revenue.



The world's least popular country: Iran

On that same rating scale, Iran has come in dead last (at a 59% negativity rating). Only 15% of people polled viewed Iran in a positive light.



The world's most dangerous city: San Pedro Sula, Honduras

In San Pedro Sula, Honduras, there are over 3 murders a day. The violence stems from the city's role as a major hub for illegal drug and arms trafficking.





Most expensive city to live in: Singapore

The new champion of the world, Singapore has recently beat out Tokyo for the title of "most expensive city" for 2014. Cars can cost between 4-6 times in Singapore what they cost in the US or UK (for example, a Toyota Prius actually costs about \$150,000.00 there).

Least expensive city to live in: Mumbai, India

At the other end of the spectrum, Mumbai, India, is the cheapest place to live in the world, according to the Worldwide Cost of Living Index 2014. For some perspective, a loaf of bread that would cost \$3.36 in Singapore, would only cost \$0.91 in Mumbai.



The world's oldest city: Damascus

There's quite a bit of controversy over which city gets to officially claim the title of "oldest continuously inhabited city." With evidence of civilization that extends back over 11,000 years, Damascus in Syria is probably the safest bet.

Most emotional country in the world: Philippines

Polling citizens in 150 countries over the years of 2009-2011, researchers found that the people of the Philippines were the most likely to respond emotionally to simple questions about their day.



Least emotional country in the world: Singapore

That same study revealed that Singaporeans experience the least emotion on the day-to-day. Only 3 out of every 10 reported having any emotional reactions to basic scenarios or when describing their days.



The world's most popular country: Germany

The results of the annual BBC World Country Rating Poll are in, and Germany came out on top as the most positively viewed country in the world among people probably under the age of 85 (at a 59% positivity rating).



calendar of events

WPPA Events

www.wppa-online.com

Summer Day Event

August 16th, 2015

Wisconsin Rapids, WI



HOTEL MEAD
& Conference Center

Redefining "Meeting Expectations"
...by exceeding yours.

Top TV Channels
CBS-7
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Café Mulino
Enjoy a touch of Southern Italy in our Café Mulino.
dial ext. 7055
Hours:
breakfast 8:30am to 11:00am
lunch 11:00am to 2:00pm
dinner 4:30pm to 9:00pm
pasta, steak and seafood all in one place.
Serving daily specials!
featuring our famous **Wood-Fired Brick Oven**

THE GRAND AVENUE TAVERN
...eat, drink, and enjoy.
after a long day relax at the Grand Avenue Tavern.
dial ext. 7149
Hours:
weekdays 2:00pm - close
weekends 11:00pm - close

drink specials and superb tasting food are served nightly along with local brews.

NEW SMOKING HOT PATIO
open next to the Grand Avenue Tavern

new late night pizza hour!

Friday & Saturday until Midnight

TUNES ON THE TERRACE
Live Music Every Friday

thank you for staying with us!

451 East Grand Avenue | Wisconsin Rapids, WI 54494 | 715-423-1500 | www.hotelmead.com

Fall Convention

November 1st - 2nd, 2015

Madison, WI

Spring Pre-Convention Day

March 11th, 2016

Wisconsin Dells, WI

Spring Convention (120th Year)

March 12th - 14th, 2016

Wisconsin Dells, WI

Foxes

www.fvppa.com

Regional Director: Michael Kallies



September 21st, 2015 - Appleton, WI

Mark & Mary Bortz - Photoshop & Workflow

Indianhead

www.indianheadphotographers.org

Regional Director: Tom Giles



June 7-8th, 2015 - Wisconsin Rapids, WI

Nate Peterson - Increasing your Sales

South Central

www.southcentralppa.com

Regional Director: Krystal Stankowski



October 26th, 2015 - Waunakee, WI

Mary Braunfsdorf - Business & Marketing

South Eastern

www.sewppa.org

Regional Director: Jon Allyn



June 1st, 2015 - Summit, WI

Leslie Kitten - The Hidden Gems

May 11th, 2015 - Union Grove, WI

Shane Bruer - Lighting



News from the ED

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



I have been traveling around the Midwest for the last few months asking everyone how business is. I am happy to report that the studios that I have visited have all reported that business is getting back to the way it was before the big crash a few years back. Clients are asking for "classic" and "traditional" lighting, coming back into the studio after years of hitting the outdoors. Don't get me wrong, our customers are still asking for the great outdoors, but there's a growing trend of folks getting back into the studio.

I believe that's good news for our traditionally trained styles and skill sets, but it requires us to make sure we are back on our game when it comes to the basics. This year, our President, Jas McDaniel, has asked that we look at all areas of photographic training, Pierre Stephenson and myself are working to put together conventions and seminars, finding great new teachers and instructors. We are in the midst of doing just that and it starts with Thom Rouse, who is one of the foremost experts in Photoshop, giving a one day program in Wisconsin Rapids on August 16th, it's a "can't miss" at \$49 folks. I look forward to seeing you all there, making a new commitment to the industry and our clients to better ourselves in the coming year. We celebrate 120 years of an association this coming year, let's start it out with a big bang in August!

Be Good To Each Other,

Rick

NEW CUSTOM *acrylic* USB
DRIVE + SLIDE BOX



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STATEMENT

