

# Wisconsin The Photographer

Volume 121, Number 3

August/September 2016

Ken Martin

*Featured Artist*



WPPA

Combined Photographer  
of the Year

Also included in this issue is a warm-up to the  
**2016 Fall Workshop!**

*Promoting Excellence in the Business of Professional Photography  
through Education, Inspiration, and Networking.*

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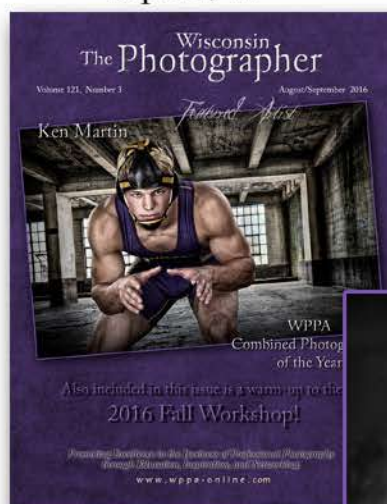
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**on the cover...**

**ken martin**  
 depere, wi



If you have read my past articles on my travels you know that my goal is to visit at least two National Parks every year. This year I got off to an early start as in February I traveled to White Sands in New Mexico, what a treat to visit this one of a kind location. It is actually gypsum that makes up the park not sand.

"Ken Martin" continued on page 12



## from our president...

### "The Creative Rut"

It's that time of year again! While we're happy to have an abundance of clients, we can be overwhelmed by the mountain of work piling up. When we reach this point, it's so easy to fall back on the same things we've done over and over again, leaving us underwhelmed with our own images. If you're like me and you've know the "Creativity Rut", there are a few things you can do to hit your stride and get reenergized.

First, take a deep breath and step away from the computer (once you've finished this magazine!) Take a break, go to lunch with a friend, exercise, take a brief nap, read a book. Just a brief time away, with your mind occupied elsewhere, is enough to increase your productivity.

Next, paint a vision to work toward. Make a checklist so you can create a plan and have the satisfaction of crossing things off. Start with that one thing that you've been putting off. Finishing unpleasant tasks and reducing clutter relieves stress and can get those creative juices flowing again.

Finally, upgrade your skills. Check out others in our industry or go to an art exhibition or museum. Learn from photographers who are doing something you're not. Sometimes just seeing the possibilities is enough to direct you and your photography on a new path. Nothing builds excitement more than seeing your own success.

I had the opportunity to join other photographers in LaCrosse at Tad and Susan Meddaugh's The Studio. Wow! What a dream studio! They've worked hard to develop a location where Tad can use his exceptional skills to make his visions come to life. Thank you to Tad and Susan for sharing their time and talents with our group.

We have some incredible learning opportunities coming up this fall, with many opportunities to improve not only your photographic skills, but also your business. We look forward to seeing you there!

Shellie ♦



Shellie Kappelman, CPP  
WPPA President

# REALLY!

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# Pat Cahill

## Cr.Photog.,HF-WPPA



### ***Small Business...***

***"Why Do We Think We Have to Do it all ourselves?"***

Many of us start a photography business because we love photography plain and simple.

Photography is a passion that we've nurtured into a profitable business. The first few years in business we are running strictly on adrenaline, passion and excitement. We're unstoppable. For many however, the excitement, passion and enthusiasm soon fades away revealing the realities of business ownership and responsibilities.

When I first got into photography all I wanted to do was take pictures. It was exciting and it was rewarding. But the reality of running 'The Business' all of a sudden turned my passion and my enthusiasm into drudgery. There was an overwhelming sense of daily responsibilities that loomed over me. What made it worse was the fact that while I was a good photographer, actual photography only took up about 20% of my time with the remaining 80% dealing with post production activities related to the photography: cutting costs: printing my own images; scheduling; scheduling part time employees; bookkeeping; advertising and marketing my studio; and even emptying the wastebasket.

My reason for trying to do it all myself was that I was under the false assumption that doing everything myself would save money. While it was true that I was capable of doing an okay job of performing those other tasks, they were all things I didn't enjoy doing. Consequently, I'd put them off to the last minute. A lack of discipline coupled with procrastination turned my dream into a pile of late projects and incomplete tasks. Soon the non-photography related responsibilities started taking up even more of my time. Unfortunately these time and focus stealers kept me from doing what I was good at: photography and promoting my business.

Are you starting to see a trend?

The very first thing I realized was I had to improve the things that I was good at, photography and business promotion, to position myself to be the "best" in those two areas. Spending time at improving the things I was mediocre at would have only made me average in those areas and average just doesn't cut it.

I took every possible course and sought out many photography mentors, who were where I wanted to be and who could help me improve my skills. I also attended seminars, read books and listened to audios on sales and self improvement outside of the photography industry. I turned my car into a classroom, which turned unproductive driving time into a learning opportunity for learning. (For a list of great reading and/or listening, see recommendations at the end of this article.)

Photographers who attend schools, seminars, read books and listen to audios are investing in skills that will eventually create more business and improve themselves.

*continued on next page*

Next, I found a great color lab, American Color Imaging, and outsourced all my printing to them. I actually found that it saved me money in the long run because of the amount of time and resources I personally had to put into producing the prints internally. Additionally, much of my post capture work like retouching, color correction and even album layout was outsourced. By outsourcing the post capture production work and printing to labs like ACI, I actually was able to look at the labs employees as fractional employees of my studio. I was able to call on their training, expertise, quality control, and skills to produce my products yet not have to employ them year around. Outsourcing to a lab allowed me to leverage my time so I could concentrate on photography and promoting my studio.

Then I hired an accounting firm who were really glorified bookkeepers and assisted me in the mundane data entry I had to do (but always procrastinated doing) to maintain and evaluate business growth. The old business adage, "you can't measure what you don't track," is as true today as it was 50 years ago. For new startup businesses today you are fortunate to have many out-of-the-box accounting software options that will give you the results you need if you have the discipline. However, you may find it easier to hire a part-time bookkeeper to do the basic data entry.

Once again it really boils down to how disciplined are you? If you're disciplined enough to do what you need to do versus what you want to do or like to do, you will find that discipline in and of itself will be a huge stress reliever in your business. It's discipline in your daily workflow at a studio that will also relieve the greatest amount of stress in running the studio. Setting up basic routines like downloading all of your images and backing them up immediately after returning from a shoot is a very important discipline.

Have you ever had a hard drive crash or someone at your studio format a Compact Flash card and overwrite it before the images were downloaded? If you don't have a disciplined routine in your workflow then odds are it's destined to happen sooner or later. Even image backup is something that can be outsourced today. While it may seem expensive, if you have that hard drive crash, it will prove to be priceless.

In the end each of us has to evaluate our own strengths and weaknesses. For me, the two things that have removed the biggest amount of stress from my business and daily life is the discipline to do what I have to do first, what I like to do second, and then outsource everything that I can afford to.

Remember why you got into this business, and then try to look down the path and see what it will take to keep you on it and know that along that path there are the hills and the valleys but working smart will keep you on a successful pace. ◆

Pat's recommended reading list...

*Contagious Why Things Catch On* by Johah Berger

*It All Starts With WHY* by Simon Sinek

*The Power of Habit* by Charles Dubig

*The Tipping Point* by Malcolm Gladwell.



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

After earning numerous awards for his still life and scenic photography, Jon directed his talents to portraiture and founded Jon Allyn Photography and Portrait Design in Milwaukee, Wisconsin in 1979. Although known to most as a portrait photographer, Jon has also compiled an impressive list of commercial and corporate clients.

Jon also enjoys a reputation as a dynamic speaker and photographic instructor. His diverse knowledge and quick wit has been educating and entertaining audiences for over two decades. As an instructor at Winona, Golden Gate School, California Photographic Workshops, PPA National conventions, and numerous Regional and State Conventions, his informative and passionate presentations have influenced and inspired his peers.

Jon is the current Executive Director of the American Society of Photographers, a Past-President of the Wisconsin Professional Photographers Association, South Central Professional Photographers Association, and the ASP. He is a Master of Photography, Master of Electronic Imaging, Photographic Craftsman, Certified Electronic Imager, PPA Councilor, a PPA International Juror, and a Fellow of the WPPA, and SCPA. He has served on the PPA Photographic Exhibitions Committee since 2004.

Volunteerism has been a way of life for Jon. He has been recognized by SCPA and WPPA with many service awards including special service, outstanding service, meritorious service and the PPA National Award. The American Society of Photographers awarded him with the ASP Service Award and his second PPA National Award. In 2006, SCPA



**"Get a Grip"** by Jon Allyn



presented him the Lifetime Achievement Award to acknowledge his contributions and achievements.

Jon's 2004 induction into the Wisconsin Professional Photographers Association's Hall of Fame and the CameraCraftsmen of America were both milestones in his continuing quest for excellence.

A list of Jon's current list of accomplishments are a highlight to a career of giving back to the profession training the next generation of photographers as well as a gifted artist.

### ***Accomplishments...***

Wisconsin Professional Photographer's Hall of Fame  
Nine-time SCPA "Photographer of the Year"  
Four-time SEWPPA "Photographer of the Year"  
Three-time WPPA "Photographer of the Year"  
WPPA "Electronic Imager of the Year"  
Three-time PPA "Photographer of the Year" including  
Diamond Level Certified  
Professional Photographer Print Award  
Seven-time Kodak Gallery Award winner  
Kodak Epcot selectee  
Eleven-time Fuji Masterpiece Award winner  
Foveon Essence of Light Award for Electronic Imaging  
Twenty-two PPA Loan Collection Images  
Eighty-nine PPA Print Merits  
Three 100 Print Scores in competition  
Two-time SCPA Outstanding Achievement Award  
ASP State Elite Award  
ASP Regional Medallion Award  
Eleven-time WPPA Clean Sweep Award  
(4 for 4 at Regional)  
Six-time WPPA Best of Show  
Twenty-six SCPA Best in Category  
Seven-time SEWPPA Print of the Year  
Eleven-time SCPA Print of the Year  
Eleven WPPA Judge's Choice Awards  
Thirteen WPPA Outstanding Artistic Quality Awards  
Forty-one SCPA Grand Awards  
Seventeen Court of Honor Awards  
Two SCPA President's Awards  
SCPA Lifetime Achievement Award



***"The Race is On"***

by Jon Allyn



***"The Suicide Squeeze"*** by Jon Allyn





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# Mary Mortensen

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## M.Photog.,Cr.,CPP,F-WPPA



My life has taken many directions but I have found my passion with my photography and art. My career began in the corporate world in management at Miller Brewing Company in Milwaukee. Shortly after my son Shawn was born, I knew I needed to change my life's direction and that is when my husband Al and I started our studio.

Thirty years later we have created a fine art studio, telling many stories and touching so many lives through our portraits, including raising thousands of dollars for childhood cancer research. I have always strived to be better and am always learning new techniques and studying with mentors who have helped me improve not only my skills but my passions.

By associating with professional organizations I have met wonderful photographers across the country. I have received awards for my work and have taught at many of PPA's affiliate schools and state associations.

I am an affiliate juror with PPA and have had the opportunity to see work of so many talented artists. I am a member of the prestigious Dead Artists Society where I have taken my photography to a new level with painting and freehand painting.



**Call Rick Trummer at (608) 469-1097 to sign up for this webinar today, space is limited to 24 so don't delay!**



Wednesday, September 21st, 2016

6:30pm - 7:30pm



## ***September Webinar Program - “MOM WOULD NEVER DO THAT!”***

Becoming more than a photographer! In today's market place I hear many complaints from photographers about how everyone with a camera thinks that they can be a photographer. It's time to stand out and make sure that you are doing things that the mom down the road can't do. I will discuss how I create unique images that help to attract clients to my studio. I will talk about the steps from pre-visualization to post processing and the elements that you need to think about in order to ensure that your images look realistic and your subjects look awesome!

- |                 |   |
|-----------------|---|
| 6:10pm - 6:25pm | Get Signed in to the Program<br>(You must be signed in by 6:25pm) |
| 6:30pm - 7:20pm | Mary's Webinar Program  |
| 7:20pm - 7:30pm | Question and Answer Period  |

Recorded Copy will be available for purchase!





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What a strange thing to see in the desert, snow plows and people on snow sleighs when the temperature was in the 70's and sunny. So yes quite the unique place to visit. The park is known for its high winds in the early months of the year so Jamie and myself had to be careful at times to



***"Yucca Stand"*** by Ken Martin

protect camera gear. You can see in my image "Yucca Stand" (received Best Landscape award) that the wind created the white haze in front of the San Andreas Mountains. On our second day we camped inside of the park, there are only 10 sites and all the sites are a mile hike back into the dunes. Jamie had a great idea as she packed a snow sleigh to carry all of our camping gear back to the campsite.

So off we went Jamie pulling on one end of the sleighs rope and me pulling on the other, after about a half mile I started to notice that the sleigh was pulling with more resistance I thought I was just getting tired but after climbing several more dunes (some 60ft high) it seemed the resistance was becoming greater and greater I looked back to see if something was dragging and to my surprise I saw Jamie's rope to be slack, someone was not pulling their weight. We finally arrived at our site and set up tent. Trying to keep the load on the sleigh to a minimum we left the camping matts in the car, well sometimes you learn the hard way as the temps dropped to 17 degrees that night and it seemed as if we were sleeping on ice. It was bitter cold that night as the winds continued to blow through the night. In the morning it was breathtaking, the moon was setting over the San Andreas mountains with the morning soft hues lighting the scene you could not have asked for a more



beautiful place to be. The first half of my image "Early Morning Flight" was from my captures of the moon setting. Next I noticed one of our fellow campers who was also out on top of the dunes with his camera shooting I swung my camera in a new direction I made several captures before he disappeared below the dunes. This is when my "Morning Capture" was created. Now onto the second half of my "Early Morning Flight" image, I was lucky to capture an image of a Blue Heron at Bosque del Apache National Wildlife Refuge. After reviewing my captures from several days of shooting I notice that my captures from White Sands and the Blue Heron were a color match so after masking the bird and placing it into the morning scene I fell in love with the image. This image was selected for the Kodak Gallery Award.



***"Early Morning Flight"*** by Ken Martin



***"Morning Capture"*** by Ken Martin

My last image use for my case point total was captured during a senior portrait session, two lights behind subject at around 45 degree angles with a main light off to the left side of camera and a 4x8 silver reflector use for fill. Used a white background and masked my subject out using quick selection tool then the refine mask. Mark Bryant digital file used for background. ♦



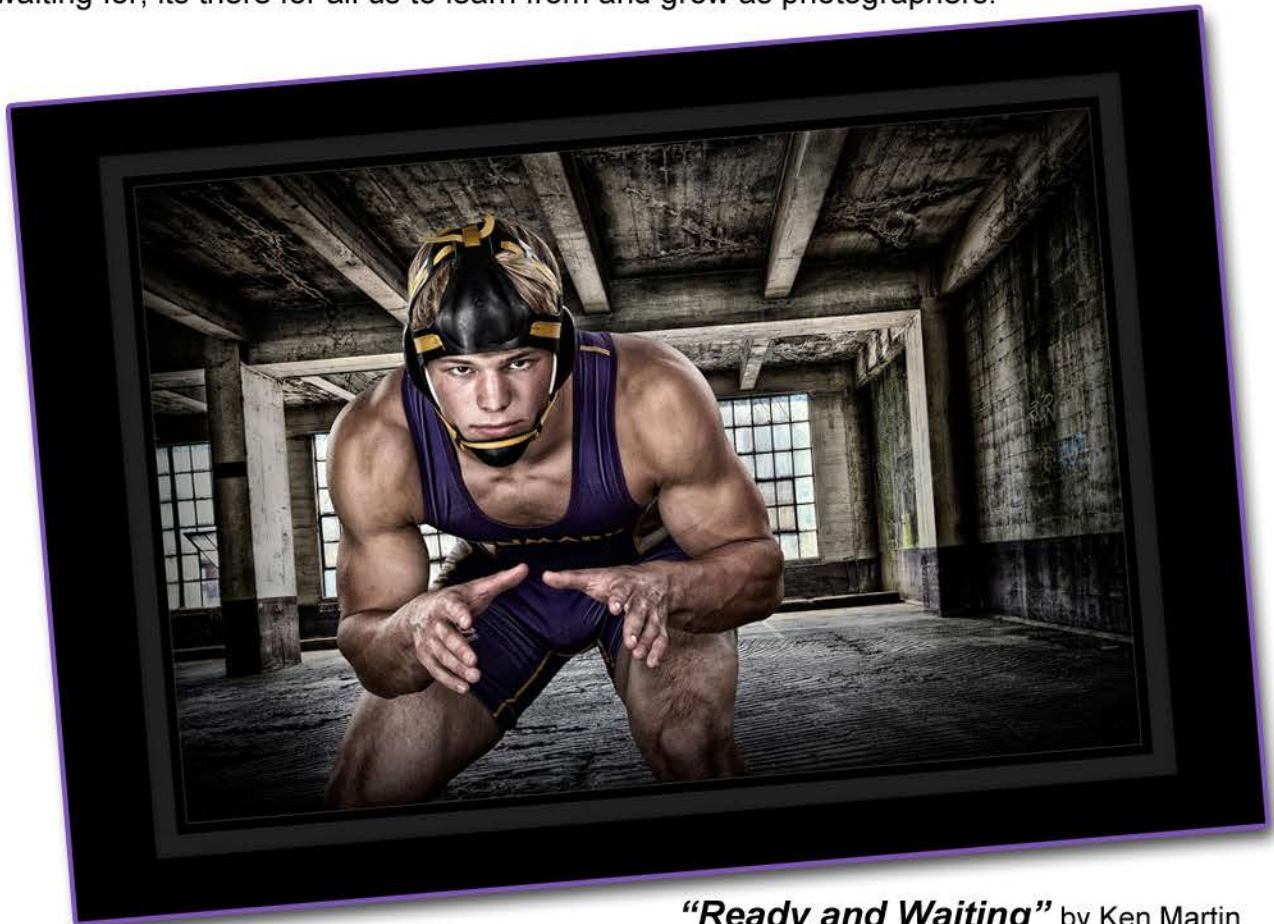


**Kenneth Martin, M.Photog.,Cr.,CPP,F-WPPA**

*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

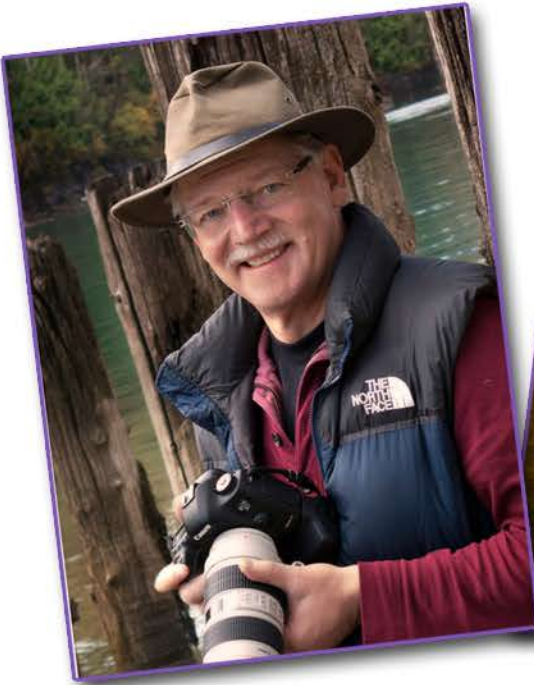
I have earned a number of awards from print competitions including 4 Best of Shows and 8 Court of Honor awards along with 10 Kodak Gallery awards, and a Kodak Elite award. Been called to the Grand Imaging Awards stage twice with the last trip giving me a first place trophy in the landscape category and 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.



***"Ready and Waiting"*** by Ken Martin



Don MacGregor  
M.Photog.,Cr.,CPP



## ***A Focus on Family Portraiture***

Don MacGregor started his PROFESSIONAL career in 1970 and started MacGregor Studios in 1974. The studio has grown from a humble beginning in an apartment to a 500 sq ft store front and finally to a 3500 sq foot building in Vancouver. The studio has gone through several changes over the years. Wedding photography has comprised approx. 40% of the studio business and has been consistent over the years. Graduation portraits were a foundation in the 70's and 80's. The 90's saw a dramatic focus on Lifestyle family and wall portraiture which now comprises almost 70% of the studios sales. Today, the studio focuses on family portraiture and wall décor. On Sunday, We will explore the portrait process from start to finish. We will start with a focus on a unique attitude that helps a small percentage of photographers to create serious (\$4 figure sales) and then we will move into the scripts and words used during the consultation process. This is the time when the sale is "pre-framed". The next chapter is a presentation on light control starting with pure natural light and how to find it outdoors, then how to incorporate reflectors and finally simplifying the use of flash in the environment. Next is Composition and here we will start

***Sunday,***  
***September 18th, 2016***  
***10:00am - 4:00pm***



Sunday, September 18th, 2016

10:00am - 4:00pm

with some details of what to look for outdoors that helps create three dimensional images (how to see situations that convey the beauty of the environment while showcasing the family). We will also spend a serious amount of time on the process of posing family groups which is really quite simple if one follows some easy guidelines.

The whole presentation will have an "umbrella" attitude of setting higher standards for professional portraits. While the more candid or editorial portraits are fun, they do not command serious compensation. Clients and week-enders see that as easy for anyone to do. We do need to set the bar much higher if we are going to establish respect for what we do (artistically and financially).

**\$99.00**  
member price





# 2016 WPPA Fall Workshops Tentative Schedule

November 6th - 7th, 2016

**Sunday, November 6th, 2016**

8:00am – 11:30am

Gary & Kathy Meek



11:30 am – 12:30 pm     Lunch (on your own)

12:45 pm – 2:45pm

Gary & Kathy Meek (continued)



3:00pm – 4:30pm     "Training Camp: Image Competition and Critique"

3:25pm – 6:40pm     Packers vs Colts (shown on the big screen)

"A Tailgate Party" – brats & burgers, cash bar

7:00pm - 10:00pm

John Hartman





# 2016 WPPA Fall Workshops Tentative Schedule

November 6th - 7th, 2016

***Monday, November 7th, 2016***

8:00am – 12:00pm

Mary Mortensen



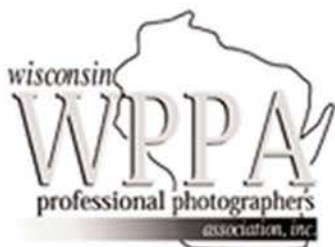
12:00pm – 1:00pm Lunch (on your own)

12:00pm Workshops close

1:00pm Board Meeting

***All Programs listed will be in the Prairie Ballroom,***

***Holiday Inn Convention Center, Stevens Point, WI***







## Message from the Executive Director

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

This is the same issue that every year I try to instill the reason why you should all spend a little of your hard earned cash to sign up for the upcoming programs and workshops that your Wisconsin PPA Board of directors has put together for you all. It's one of the main reasons why, I would hope all of you, joined the organization, to experience the wonderful earning opportunities that everyone has worked so hard on over the past few months.

Your president, Shellie Kappelman, has charged the board to present you with more learning opportunities this year. We added two one day workshops and four webinars to the already busy schedule of the two conventions. You all getting a much bigger bang for your buck, so please take advantage of the learning

that is coming your way in the coming months. First up, Don MacGregor with his one day workshops on families in Appleton, Wisconsin on Sunday, September 18th. Right after that, Mary Mortensen with her free webinar on Wednesday, September 21 and then the outstanding Fall Workshops on November 6th and 7th put together by Randy Peterson. This year's two day event is sure to please, so start booking now.

This is all leading up to the Forward Photography Expo, which is also the last NorthCentral District Judging that will be held outside of Atlanta, GA. I can speak for myself when I say that all of these events are sure to make you a better photographer and business person so that you can continue your success.

Don't miss out on seeing some great talent and visiting with some great friends that are part of the Wisconsin PPA, these events are for you. I look forward to seeing you all soon and much success during the summer!

Be Good To Each Other!

Rick

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## calendar of events

### WPPA Events

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

#### New WPPA Webinars

June 26th, 2016

**Tad Meddaugh - One Day Event**

September 18th, 2016

**Don MacGregor - One Day Event**

September 21st, 2016

**Mary Mortensen - Painter**

January 25th, 2017

**Mary Gueller - Marketing**

**Webinars will start at 6:30pm until 7:30pm with a 10 minute question and answer period.**



#### 2016 Fall Workshops

November 5th - 6th, 2016

Stevens Point, WI

#### 2017 Forward Photography Expo & NorthCentral District (121st Year)

March 3rd - 6th, 2017

Marriott West - Madison, WI

Please mark the dates listed above, as final locations are booked, we will be updating the website and magazine. We look forward to our 121st year of education and fellowship and hope you will be able to celebrate it as part of this year's events.



### Foxes

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

Regional Director: Michael Kallies

April 18th, 2016 - TBA

**TBA**

May 16th, 2016 - TBA

**TBA**

September 19th, 2016 - TBA

**TBA**



### Indianhead

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

Regional Director: Tom Giles

April 11th, 2016 - Colby, WI

**Mark Bortz -**

**Photoshop & Lightroom**

May 9th, 2016 - Colby, WI

**TBA**

June 13th, 2016 - Colby, WI

**TBA**



### South Central

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

Regional Director: Krystal Stankowski

April 24th, 2016 - Waunakee, WI

**Nate Peterson - The Grand**

**Experience Experiment**

September 26th, 2016 - Madison, WI

**Mary Braunsdorf - Business & Marketing**

November 28th, 2016 - Waunakee, WI

**Rick Trummer - Business Basics 101**



### South Eastern

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

Regional Director: Jon Allyn

