

Wisconsin The Photographer

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February/March 2017

Greg Loll



Rod & Stephanie Oman



Amy Feick



Michael O'Neill



Sandra Pearce



Darrell Gulin



Forward
Photography Expo
Convention Issue

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

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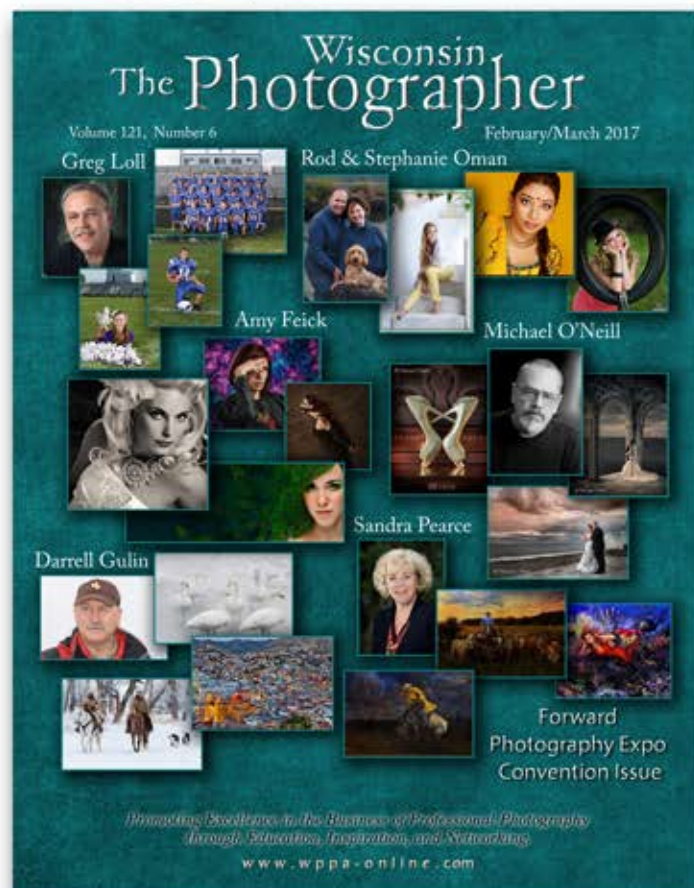
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on the cover...

**forward photography expo
 middleton, wi**



from our president...

"Refocus"

verb re·fo·cus \(\,rē-'fō-kəs\

- : to adjust (something, such as a camera or a lens) again to make an image clear
- : to cause (something, such as attention) to be directed at something different

I saw a quote the other day that got me thinking about our organization. "When you think you're off track, refocus on where you've come from and what it's taken to get to where you are today. Focus on the great achievements you've made, the milestones, and reach within and feel those successes." WPPA has reached great milestones in recent years, including celebrating 120 years. When we look back at the WPPA of the past, we find an organization dedicated to "Promoting excellence in the business of professional photography through education, inspiration and networking." Nothing has changed! This organization has helped grow a huge group of world-renowned professional photographers as well as the silent majority who run successful businesses in relative obscurity. At each of our events, I am humbled by the talent of our membership. Not only do I learn from our excellent speakers, but also from the other attendees. Our membership is our greatest asset!

For years, we have made a concerted effort to continually attract new members. While continuing to encourage new members, in 2017, our focus is you—our current membership. When procuring speakers, we will focus on your wants and needs, especially unique and advanced skills. We'll be scheduling shorter events so they will be more convenient and most won't require an overnight stay. We will attempt to keep costs down by hosting events at studios or more unconventional venues.

We will also refocus our vision of this organization. Our success will not be gauged by the numbers, but rather by meeting the needs of our members. "In some cases, organizations are more effective when they're smaller. 'Increasingly,' wrote Peter Drucker, 'the question of the right size for a task will become a central one. Is this task best done by a bee, a hummingbird, a mouse, a deer or an elephant?"

"President's Message" continued on page 25



Shellie Kappelman, CPP
WPPA President

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2017 WPPA Forward Photography Expo Schedule

March 4th - March 6th, 2017 - Marriott West, Middleton, WI

Friday, March 3rd, 2017

8:30 am – 9:00 am - International Juror's Charge
9:00 am – 12:00 pm - NorthCentral District Judging
12:00 pm – 1:00 pm - International Juror's Lunch Break
1:00 pm – 6:00 pm - NorthCentral District Judging
6:00 pm - 10:00 pm - Trade show Area Set-up

Saturday, March 4th, 2017

7:00 am – 9:00 am Gregory Loll - "Successful Sports Team Photography"



9:00 am - 5:00 pm - Trade Show in Programs
9:00 am - 9:30 am - Trade show Area Set-up
9:00 am – 12:00 pm - NorthCentral District Judging
9:30 am – 12:00 pm - Darrell Gulin (Canon Explorer of Light) - "Images and Stories from Seven Continents"



12:00 pm – 1:00 pm - Lunch Break
1:00 pm – 6:00 pm - NorthCentral District Judging
1:00 am – 5:00 pm - Rod & Stephanie Oman - "MyBankCode.com"



2017 WPPA Forward Photography Expo Schedule

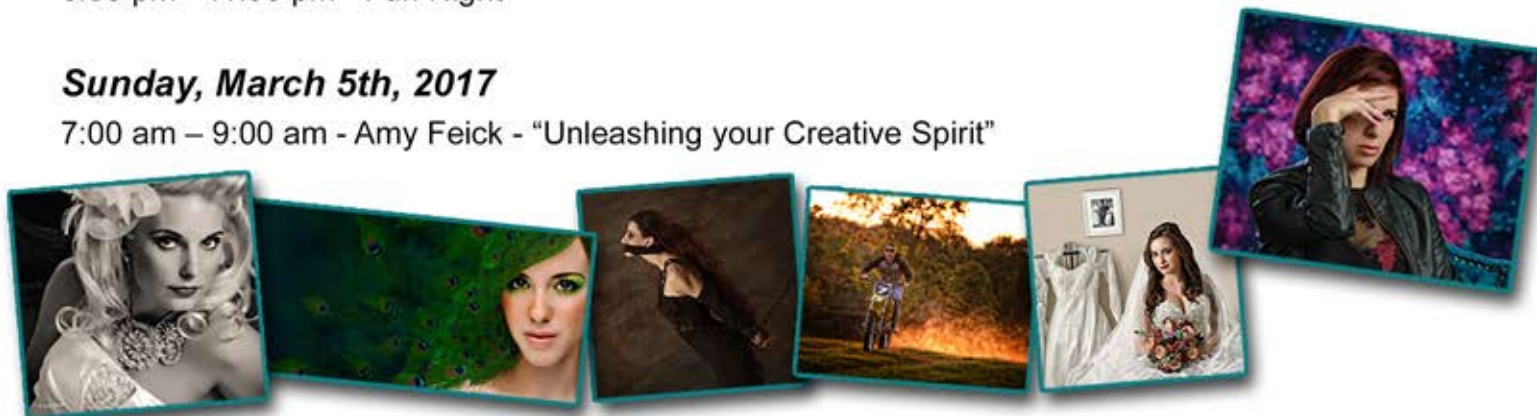
March 4th - March 6th, 2017 - Marriott West, Middleton, WI

Saturday, March 4th, 2017 (continued)

6:30 pm - 11:30 pm - Fun Night

Sunday, March 5th, 2017

7:00 am - 9:00 am - Amy Feick - "Unleashing your Creative Spirit"



9:00 am - 5:00 pm - Trade Show in Programs

9:30 am - 12:00 pm - Sandra Pearce (Sponsored by ACI) - "Painting with Photoshop for the Everyday Photographer"



12:00 pm - 1:00 pm - Lunch Break

1:00 pm - 5:00 pm - Sandra Pearce Continues

6:30 pm - 11:30 pm - Wisconsin PPA Awards Ceremony & Gala

Monday, March 6th, 2017

9:00 am - 5:00 pm Trade Show in Programs

9:30 am - 12:00 pm - Michael O'Neill (Sponsored by HiTech Albums) - "Wedding Photography that Sells"



11:45am - 1:00 pm - Lunch

1:00 pm - 4:00 pm - Michael O'Neill Continues

4:00 pm - Forward Photography Expo Ends

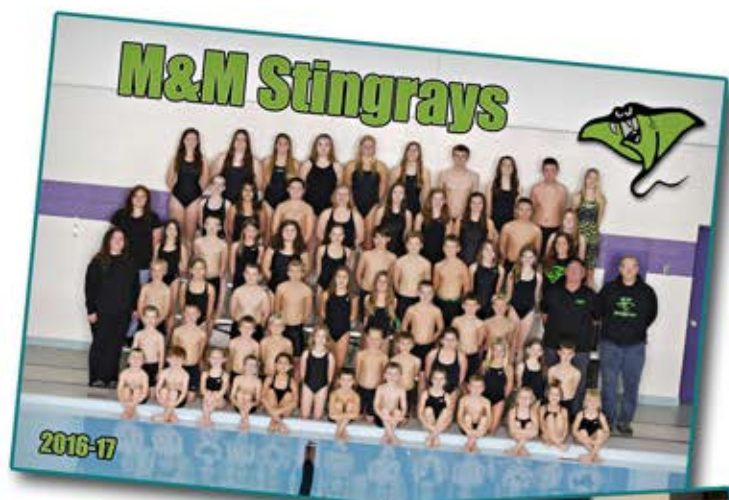


Greg Loll

M.Photos.,CPP,F-WPPA

Gregory R. Loll, M.Photos.,CPP,F-WPPA started his photography business in 1985 after graduating from the Ohio Institute of Photography in Dayton, Ohio. Greg is the former President of the Wisconsin Professional Photographers Association as well as the Upper Peninsula Professional Photographers Association. His studio, Gregory's Portrait Art, is located in the small town of Marinette in Northeastern Wisconsin. Greg learned quickly that in order to sustain a viable photography business in a small town, they would have to do a wide variety of photography types including underclass and sports photography. Greg now has one of the most successful studio operations in the northern part of the state.

Greg currently is working on his craftsman degree from the Professional Photographers of America and is speaking throughout the state and upper Midwest. His topics include sports, underclass and selling wall portrait art.



Saturday, March 4th, 2017

7:00am - 9:00am

"Successful Sports Team Photography"

In this program you will learn Greg's system for Sports Team Photography. With his very successful system has, Greg can take folks from any walk of life and turn them into a photographer in less than a week. You will also learn how to handle the dreaded paperwork that goes hand in hand with the volume photography business and other special events available throughout the year. It's everything you need to know going into one of the most profitable areas of photography.





Darrell Gulin

Canon Explorer of Light

Sponsored by:

Canon



Darrell has been photographing for over 33 years, marketing his work for the last 31 years and 24 of those as a full time Nature/Travel Photographer. He markets his work through Stock Agencies (Getty Images, Danita Delimont), Editorial/Paper Product markets, along with Photography workshops, tours, seminars and speaking engagements.

He is one of Canon's Explorer's of Light and also past President of North American Nature Photography Association -NANPA. His work has been published in Outdoor Photographer, Newsweek, Audubon, National Wildlife, Popular Photography and Natures Best to name a few.

He is an accomplished speaker/teacher. Leading workshops for Joe Van Os. Also he has been featured on the TV program Canon Photo Safaris.

Traveling approximately 5 months each year capturing special moments to share with others from around the world.



Saturday, March 4th, 2017

9:30am - 12:00pm

***"Images and Stories in Traveling
to all Seven Continents"***

Darrell will show images from all 7 continents showing how I am attempting to capture the Icons and also Conceptual Images that can be marketed in an ever competitive market place. We will be going to Africa and its wildlife and grand landscape. Asia from Japan in the Winter to China's Great Wall. North America from coast to coast and its wide diversity. South America from Pantanal of Brazil to the High Andes of Peru. Antarctica from Penguins to all that Ice. Europe with Venice at Carnival to springtime tulips in Holland. And down under of Australia.

This program is being designed just for the Forward Photography Expo and will only be given this one time. We are very excited to be able to offer this fantastic speaker and program.



Rod, M.Photog.,Cr.,CPP & Stephanie Oman



Rod Oman, M.Photog.,Cr.,CPP, is a seven time Twin Cities Photographer of the Year award winner and home-based studio owner of The Imagery since 1998. The Imagery is known for its HS Seniors, families, kids and pets, all photographed within their own unique home-studio spaces. They have designed two indoor camera areas and a portrait park with three waterfalls and ever-evolving outdoor sets. Stephanie, a natural introvert and the "Sales for the Shy" mentor, has a background in theatre arts, and lends a unique perspective on the study of people, along with the art of in-person photography sales that doesn't feel "salesy". The "B.A.N.K." system, developed by Cheri Tree, is in-line with Stephanie's quest to be "non-salesy" and to get over the fear of talking with people that don't necessarily think and buy in the same way...B.A.N.K. was introduced to Stephanie and Rod in August of 2015 and they have been adapting it to all client marketing and interactions ever since.



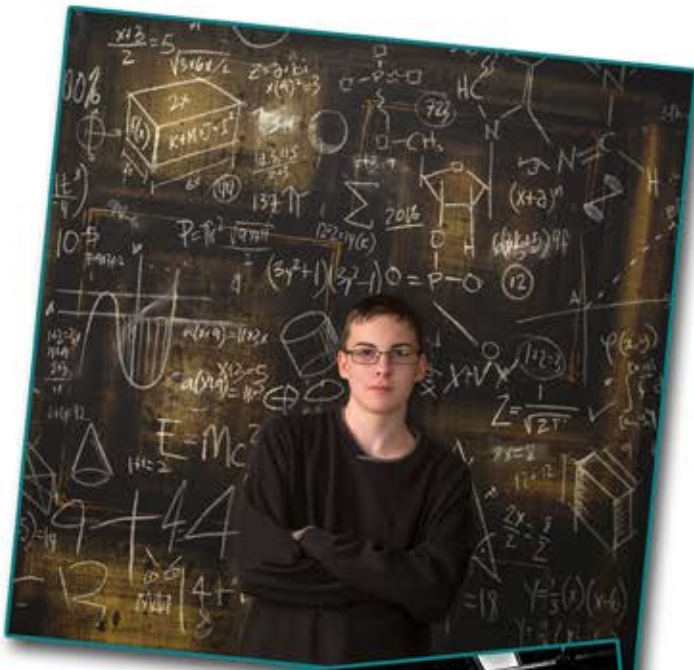
Saturday, March 4th, 2017

1:00pm - 5:00pm

"MyBankCode.com"

Have you ever felt, that some clients, no matter what you do, just don't seem to "click?" Ever wonder why some clients seem so "easy" and others seem impossible to deal with? Learn a simple, straight forward, QUICK, method to "crack your client's buying code". Homework: take the preview test at www.mybankcode.com/theimagery to get a jump-start understanding of the presentation.

The husband and wife team will give you real-life applications of how they have turned "bottom" end clients into "high" end clients-just by knowing their code. Never again feel that you have "lost" a client because they are no longer truly listening to you. They will explain simple ideas to tweak your marketing and sales language, and make you and your client more comfortable throughout the photography experience and the sales process. Instead of "shying away" from sales and losing potential income, learn a clear system in how to communicate to different people that come through your doors. Different people buy in different ways, and are turned off or on by different things. This is why no one specific marketing method works 100% of the time for everyone. Stephanie will walk through a specific 7-step journey that most photography clients experience, and explain how speaking the language of four specific different types of client, in each step of their journey, improves confidence and gives your client permission to happily maximize their buying potential for what they really want.



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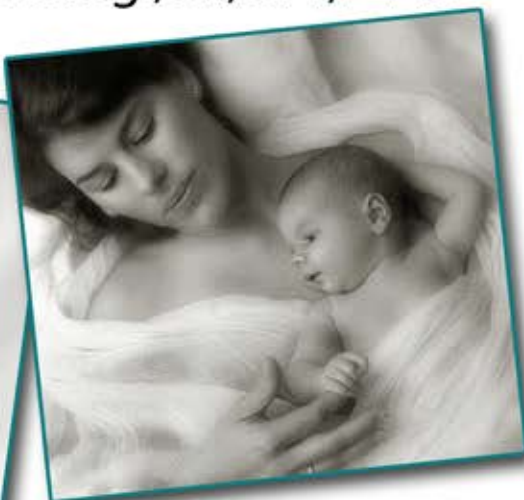
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50th Anniversary



Janet Boschker
M.Photog.,Cr.,CPP,F-ASP



Cris Duncan
M.Photog.,Cr.,CPP



Amy Feick
M.Photog.,Cr.,CPP



Meet our Judges



Jon Johnson

M.Photog.,Cr.,CPP



Thomas Henn
M.Photog.,Cr.,CPP



Randy McNeilly

M.Photog.,Cr.,CPP,F-ASP



Meet our Judges



Sandra Pearce
M.Photog.,Cr.,CPP



Cindy Romano
M.Photog.,Cr.,CPP



Jessica Vogel
M.Photog.,Cr.,CPP



Meet our Judges



Allison Watkins
M.Photog.,Cr.



Gregg Wurtzler
M.Photog.,Cr.



Barbara Yonts
M.Photog.,Cr.



Meet our Judges



Inspire your clients. Sell more. Grow your business.

Inspiration Guides by WHCC feature photographic products in real home settings. Inspire your clients to see their images in ways they never thought possible, while illustrating to them the value of investing in photographic art. They're more than just catalogs; Inspiration Guides include free resources to help you sell products and an unbranded webpage for your clients to access. Available in four editions: Family, Wedding, High School Senior, and Baby.

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Your Printing Partner in Success

Amy Feick

M.Photos.,CPP



"Amy's studio is located in Southeast Michigan, where she photographs weddings and portraits. She is a Master Photographer, and is the President Elect for Professional Photographers of Michigan. After dabbling a bit in culinary services (pizza delivery) and the fashion world (ear piercer at an accessory store) Amy worked for 8 grueling years in the telecommunications industry. They were just jobs to her - not a career. When she picked up a camera, she felt like she had found her home. After learning the industry from the inside out, she quickly rose through the professional ranks to become a star in her field.

Her portfolio has developed from child and family portraiture to weddings, and she is now finding her joy in the more creative side of the medium. She has an affinity for Dr. Marten boots and animal face leggings.



Sunday, March 5th, 2017

7:00am - 9:00am

"Unleashing your Creative Spirit"

We all have a creative spirit inside of us. The key to unleashing your creativity is learning how to recognize it. Amy will guide you thru finding and gathering inspiration, and defining your style. You will learn ways to use your personal inspiration to create art that will tell your own individual story.





Sponsored
in part by:



Sandra Pearce
M. Photog., M. Artist, Cr.

Sandra has been a professional photographer for thirteen years. Her goal is to capture your image in a relaxed atmosphere. Sandra has earned the Master of Photography Degree from PPA as well as the Master of Electronic Imaging and Craftsman Degree. She is also a Certified Professional Photographer. Her recent awards include PPA's Grand Imaging Award 1st place in the Art Category for the last two years, Kodak Gallery Awards and a two-time winner of the Canon Par Excellence Award.

Sandra offers paintings of your photographs in oil, watercolor and other mediums. If you have a photograph you would like turned into a work of art please call for a consultation.

Her goal as a photographer is to make your portraits a lifetime memory. It is her desire for her clients to know how special they are to her.



Sunday, March 5th, 2017

9:30am - 5:00pm

"Painting with Photoshop for the every day Photographer"

The difference between traditional art and digital art are vast and varied. There is one common link, the knowledge and skill needed to create true art, regardless of the medium. Not only does Sandra Pearce have a working knowledge of traditional and computer based art, she has experience teaching each form as well. She feels photographers already feel comfortable with the tools use in Photoshop. This enables them to concentrate on the techniques of painting rather than learning a new program.

Painting in Photoshop is an alternative for you to paint beautiful art pieces rather than attempting to learn a new program. I took many classes from the best Corel Painting instructors in the business. When I did find time to open and actually paint in Painter, I found I had forgotten most of what I had been taught. Photoshop is where we feel comfortable and are familiar with the tools. The learning curve is drastically decreased... My Course will cover:

How you will paint with the air brush, the mixer brush and how it works and the different modes to paint with. You will have the opportunity to use your images or I will provide them for you. In addition you will learn how to extract images for painting composites as well as the financial aspects of adding an art line.



Michael O'Neill



As a full time wedding and portrait photographer, with a studio and gallery in the highly competitive New York Metropolitan area market, Michael will be bringing more than 30 years of experience to the podium. He is an active participant in the Wedding and Portrait Photographers International annual 16 X 20 print competition where his wedding, portrait and fine art images have earned him the Honors of Excellence designation of Master of WPPI. Michael has been awarded Photographer of the Year for 4 consecutive years by Professional Photographers of Greater New York and has earned multiple Court of Honor awards from Professional Photographers Society of New York State. In addition to his award-winning wedding and portrait photography, Michael continues to add to his body of fine art work which hangs in prestigious galleries and private collections worldwide. When he is not behind the camera Michael can usually be found in the saddle of his motorcycle touring in the United States and Canada.



Monday, March 6th, 2017

9:00am - 5:00pm

“Wedding Photography that Sells”

Spend a day with renowned New York wedding photographer, Michael O'Neill. In this intensive full day workshop you will explore the art, the science and the business of wedding photography.

The day will start with a discussion of some of the fundamentals of creating and capturing amazing light in a variety of real world situations. You will be exploring all of the critical elements that go into making a powerful image with illustrative examples captured on actual weddings.

In the afternoon you will get into workflow and creative post-processing where Michael will share the techniques he uses to create his award-winning photographs using Lightroom, Photoshop and a few select third party software products.

The day will end with an exploration of the business dynamics and strategies used to operate a successful, relevant studio in today's highly-competitive market.





Ken Martin

Photog.,Cr.,CPP,F-WPPA,F-FVPPA

A Message from the Convention Chairman

Hey everyone! The WPPA has an awesome convention coming up let me fill you in on what's happening. You should know that this will be your last opportunity to watch the North Central District print competition

outside of Atlanta, yep PPA is moving all district print comp judging's to Atlanta next year. Print judging will be held March 3-4th at the Merriott West so make plans to see this, again this is your last chance to see print judging live and in person. Great learning experience, see in person what the judges have to say. On Saturday we will be starting our programs at 7:00am with our very own Greg Loll filling us in on how he has built his sports photography business. Making money with volume. Next we have Darrell Gulin (Canon Explorer of Light) he will be presenting us with his program on travel, wildlife and landscapes. I always look forward to sitting in on the Explorer of Light programs. Starting at 1:00 Rod and Stephanie Oman will teach us a new, quick, easy, practical, systematic way of developing sales scripts on the phone, in the camera room, and in-the sales room.... To Crack the Code.....

OK enough of classroom, Saturday night is FUN NIGHT, there is going to be a photo Safari, don't forget to dress up for this and wear your safari attire. Sunday will be another day not to miss, Amy Feick (7:00-9:00am) will be taking us to a new place, creating images that are out of the norm, time to stretch your horizons. Following Amy's program we have someone who is not a stranger to the GIA platform Sandra Pearce, she is gracing us with her knowledge using Photoshop for painting. Talking to Sandra she informed me that we will be using her techniques in our every day work flow. Can't wait.....Sunday night is the Awards Banquet. Michael Oneill is sharing his wedding program on Monday, the morning will be a demonstration of posing and lighting. After lunch he will finish with workflow and sales. This guy is an awesome photographer.

Looking forward to seeing everyone there.

Ken



WPPA 2017 - Forward Photography Expo

March 3rd - 6th, 2017 - Marriott Hotel, Middleton, WI

ADVANCE EXPO REGISTRATION FORM

COMPANY NAME: _____ **PHONE #** _____

REGISTRATION CATEGORIES AND FEES

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

	Postmarked by 2/26	At Convention
WPPA MEMBERS*.....	\$239.00	\$299.00
LIFE & MEMBERS.....	\$0.00	\$60.00
EMPLOYEES (includes working family).....	\$239.00	\$299.00
OUT-OF-STATE (IA, IL, IN, MI, MN)**.....	\$239.00	\$299.00
IMMEDIATE FAMILY***.....	\$49.00	\$109.00
CHILDREN (Under 17 years).....	\$49.00	\$109.00
NON-WPPA MEMBERS.....	\$399.00	\$459.00

*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 February 26th WILL BE AT "CONVENTION 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	

Please include how many are attending the Wisconsin PPA Gala Party @ \$25.00/Ticket

Add total number here... _____ @ \$25.00/ticket= \$ _____

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 5194 Sassafras Drive - Fitchburg - WI - 53711

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

All of them are needed, but each for a different task and in a different ecology.’ (Drucker Institute, Issue #3, Jan-Feb 2015) At times, a group needs to “pare back and refocus before they can grow again in a healthy way.” While we are planning to pare back and reduce costs, we will not lose sight of our vision, giving you every opportunity to achieve excellence through education, inspiration and networking.

We've made great strides this past year and have plans for an even better 2017. I look forward to seeing each of you in Madison, March 3-6!

Shellie ♦

The proposed changes will need to be voted on at the next Annual Meeting to be held at the Forward Photography Expo in Madison, WI on March 6th, 2017

(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 or profession in some capacity through the years. ~~Must be of good character and reputation in his/her community and profession.~~ Must have a minimum of 10 years of consecutive membership, and have accumulated a total of 80 qualifying years (points). One qualifying year (point) is awarded for each year of membership and each year of age. A life member shall not be required to pay further annual dues, and shall enjoy all the privileges of Primary membership. Applicant's will need to fill out the Life Member Application and submit it to the Board of Directors no later than December 1st of any year to be considered for the following year membership. One vote. Once awarded Life membership that member may have Associate members under them.

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A Message from the Executive Director

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

Greetings and Happy New Year! I'm in hopes that you all having the start of a wonderful year. I just arrived back home from Imaging USA, it was wonderful as always. Congratulations to all of our state members who received degrees this year, including board member and friend Krystal Lamberty! What an honor to be able to see her over the years in competition and witness her photographic growth, it was a bigger honor to be in the audience when she received her Master of Photography Degree, congratulations Krystal!

This organization has seen a lot of great photographers coming through the ranks, we have been on the forefront of photographic education and competition and a nationwide leader for the professional photography industry. This marks my 35th year as a member of this association, they, along with the membership have made me the photographer, business manager, marketing guru and person I am today. I wouldn't be here without this organization, I owe everything to this group. I know that if you make this association a priority in your life, it WILL pay dividends.

This year, as with the last four, I have attended the Affiliated Leaders Meeting at IUSA. Associations from around the USA met for 2 days to discuss the state of

the organizations, what is working and not working is always on the discussion board. We have faced many challenges over the last 121 years, we are the oldest affiliate group in the world. Through the years, we have become the pinnacle that all affiliates look to for knowledge and leadership, it's absolutely amazing! I found out that as an association, we are doing pretty well. I brought back many ideas to present to the board for possible changes in the coming year, we are always interested in creating more value to your membership, this year will be no exception.

This may also mark the last message I present to you. It has given my life great meaning over the last 3-1/2 years to be able to work on behalf of the board and keep this organization on the cutting edge, I never took this position lightly. I want to express my sincere gratitude to the board of directors for choosing me in this leadership position, it is and was a great honor to be the voice for the greatest affiliate in the country, thank you!

I leave you with one last thought that I want you to hold dear to your hearts. As I have expressed many times, this life we are living is borrowed, it owes us nothing. Live the rest of your days appreciating your existence, our time here is short and it could be over at any minute. Care deeply, hug folks as if it could be the last time you see each other. Think deeply, surround yourself with wonderful thoughts and give freely to the world. Love deeply, express to the people around you. Be everything to everyone and don't look back or for that matter hold back.

Be good to Each other!

Rick

WPPA Events

www.wppa-online.com

New WPPA Webinars

January 25th, 2017

Mary Gueller - Marketing



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

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

March 3rd - 6th, 2017

Marriott West - Madison, WI

Madison Marriott West ★

3.8 ★★★★★
3-star hotel

[Website](#)

[Directions](#)

Address: 1313 John Q Hammons Dr, Middleton, WI 53562

Phone: (608) 831-2000

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Check in

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[Expedia.com](#)

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Hotel details

This contemporary hotel is 7.4 miles from the University Ridge Golf Course and 11.7 miles from Henry Vilas Zoo. Dane County Regional Airport is 14.2 miles away.

[... More](#)

Free Wi-Fi

P Free parking

Accessible

Indoor pool

Air-conditioned

Laundry service

[View more amenities](#)

Foxes

www.fvppa.com

Regional Director: Michael Kallies

December 12th, 2016 - Holiday Dinner
Appleton, WI

January 16th, 2017 - Round Table
TBA

February 20th, 2017 - TBD
TBA



Indianhead

www.indianheadphotographers.org

Regional Director: Tom Giles

January 9th, 2017 - Colby, WI
TBA

February 13th, 2017 - Colby, WI
**David Johnson -
Video Editing in Photoshop**

April 10th, 2017 - Colby, WI
**Jane Bores -
Special Event Photography**



South Central

www.southcentralppa.com

Regional Director: Krystal Stankowski

January 23rd, 2017 - Madison, WI
TBA

March 27th, 2017 - Waunakee, WI
Greg Loll - Selling Wall Portraits

April 24th, 2017 - Madison, WI
TBA



South Eastern

www.sewppa.org

Regional Director: Jon Allyn





WHAT MAKES YOU MORE **IN-DEMAND?**

Capturing memories, documenting milestones, conveying an image—these are just some of the very important responsibilities of a professional photographer. When clients seek out a photographer, they want to hire a professional who will get the job done right! Show them you're the one to hire by becoming a **Certified Professional Photographer**.

PPA.com/CPP



“It was important for me to earn my CPP because it was an additional tool to help me stand out from the crowd. It shows prospective clients that I’m serious about my business, and knowing that I’m a CPP helps my clients feel confident that they’re in good hands.”

Maggie Wendel, CPP
PPA Member since 2010

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