

# Wisconsin The Photographer

Volume 122, Number 1

April/May 2017

*Featured Artist*

Chris Vander Velde



WPPA  
ARTIST OF THE YEAR

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

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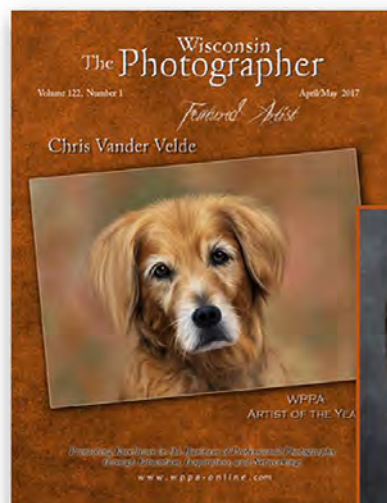
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## on the cover...

chris vander velde  
green bay, wi



Chris Vander Velde owns and operates Canyon Bluff Studios in Green Bay, Wisconsin and is a portrait and fine art photographer. For her, photography is a means of capturing a moment in time. Whether it's a portrait, landscape or abstract art, She is inspired by the true beauty of real life.

"Chris Vander Velde" continued on page 12

## from our president...

### "If I had a Million Dollars"

This popular 1990's song was first conceived by band members while they were counselors at a summer music camp. They improvised this tune for campers, randomly listing amusing things they would buy with a million dollars. The official song lyrics go on to mention things they would buy or do for the person(s) they loved. Some things have big price tags and others don't. ("We would buy expensive ketchups to eat with our Kraft dinners".)

As I listen to this song, I hear it as a call to pursue my passions, the things I love and the things I love to do. Often, our truest passions emerge in childhood, but then get squelched by real life pressures or expectations. At the age of 12, I actually worked the local tobacco fields in order to earn enough money to buy my first adjustable 35mm Minolta. Oh, the freedom to use all those features to really capture the moments and expressions that I had only dreamed about with my point and shoot.

I'm sure many of you can share similar stories of how your passion for photography at a young age grew into a thirst (or maybe even obsession!) to create images that make you happy and make your subjects happy.

Then adulthood, marriage, and kids came along. The financial pressure of "providing" left me with a part-time photography position. I also had other part-time jobs that helped "pay the bills". As I returned to photography full-time with the opening of my new studio, the passion returned but the realities of mortgage payments also drove the business plan.

Understandable, for sure, but when financial

*"President's Message" continued on page 30*



Shellie Kappelman, CPP  
WPPA President

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Steve Kemp,

M. Photog., M. Artist, MEI, Cr., CPP, F-WPPA

*Hall of Fame Recipient*



Wisconsin welcomed its newest "Hall of Fame" member at the 2017 Forward Photography Expo. Steve Kemp has been a pillar of photographic integrity and knowledge for going on 40 years. His career started at a young age as your about to read and covers a very large range of technical ability. Steve has the rare distinction of having all four PPA Degrees, it's not an easy feat, but one that Steve took on and completed with the same amount of integrity as he has shown over his incredible career. I asked Steve to write a little bit on his life, how he got here and what it means to him being part of this legendary group.

Being a simple person that cares more for and about people than things or any awards, I was in total disbelief when I realized it was me they were talking about as the description of the person was read at the WPPA Awards Banquet last month. And being the only employee (non studio owner) to achieve the hall of fame award puts a different light on this, just how really special this moment is.

My journey in photography started in 1976 at age 12 when I would walk from the catholic grade school (6th grade) downtown to the studio to just hang around with Deb and Randy Peterson rather than ride the school bus home to an empty house. While I was there they gave me odd jobs such as emptying the trash, breaking down boxes to burn or just cleaning. I remember the first time I went into the darkroom when Randy who was printing high school yearbook images, I was amazed that with a short flash of light on the paper followed by developer, stop bath and fixer solutions this image would appear. I was hooked this was way to cool.

The next summer the studio moved to a new building and they asked if I would be able to help out a little. One day I was there watching another employee process some slide film with the E6 Process when he made a mistake and we watched all the client's images of herself with Elvis Presley pour out of the development tank and go down the drain. That employee never returned, so Randy asked me if I thought I could handle the darkroom; I said I would try and then I had a darkroom to play and learn in.

A few years later I took an interest in doing print enhancement for the studio after watching Mark Kunstman (KenMar Studio) & Art Tech Specialist Nancy Nicholson. They instructed me in dye spotting, pencils and sprays. After my first year of performing this service at the studio, I started advancing my education by taking classes in Print Enhancement, Oil Painting and Air Brush at Mid-American Institute of Photography in Waterloo, Iowa. I took classes from my now good friend Helen Yancy; Helen sort of adopted me, giving me the encouragement I needed at age 16, but still being honest enough to tell me when I needed to clean the art work off the print and start over. Soon I worked my way up to Production Manager overseeing the final finishing needed on the clients

*"Steve Kemp" continued on next page*



*"Steve Kemp" continued from previous page*  
images.

While I was working at mastering my skills in the art area, the studio started its transition to digital in 1998. It came with a razor sharp learning curve; not only was it expensive in equipment and training requirements, it took many hours of additional work just to get a deliverable print from the first digital cameras.

### ***"When my job became a career"***

Every new discipline (Dark room, Art room, Sales room and finally the Camera room) I took on, aided me in getting a fuller understanding of this profession to best serve our clients. By entering print competition and earning the PPA Degrees in each of the areas I was able to learn and master each of the three different disciplines - one at a time;

**1) Master Artist** (done with traditional skills of dyes, pencils, air brush and oils on both the negative and printed image)

**2) Master of Electronic Imaging** (Electronic or Digital manipulation of both still and video images);

**3) Master of Photography** (use of the camera to create and design images of merit worthiness).

Each of the above allowed the earning of the fourth degree Photographic Craftsman (shared the knowledge and skills through demonstrations and lectures)

This progression of learning these skills helped me develop a specific character or pattern of behavior that produced a professional moral and mental improvement in me both personally and professionally.

Most all of the growth in my photography career has been to fill a need at the studio, to improve the quality of our product or to grow the business. I can contribute much of my growth to the volunteering I did with the WPPA. With each new chairmanship I took on, I would first look at how I could do the job to the best of my ability; this in turn forced me to step out of my comfort zone, to learn new processes such

mail merge letters and forms, (which was new at that time), to completing trade show contracts, to welcoming new members to the WPPA. The year I was the new membership chair, we had over 110 new members at the new member orientation. My job was to share what WPPA was about, what we had to offer, and to help them get more out of the convention.

By the volunteering and participating in print competition, I earned the Associate and Fellow of Photography Degrees from WPPA, became an International Juror of Photography, served as your president and chaired majority of the committees, I learned and grew every step of the way.

### ***"What Hall of Fame means to me"***

Being inducted in to the WPPA Hall of Fame is still sinking in. About two weeks after receiving the award Mr. Bob Fehrenbach called to welcome me to this "elite" group. He shared with me his memories of receiving his hall of fame. His call brought tears to my eyes; someone that I have respected for so many years would take the time to call me, made me realize what a great honor this is. So many people helped me get here, I don't know where to start saying thank you. A huge "Thank You" goes out to each one of you that have been a part of my

*"Steve Kemp" continued on page 33*





## Nate Peterson, M.Photog., CPP

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

I used to get in trouble in grade school for my incessant doodling. Looking back on it, I couldn't be more proud of my supposed flaws at such a young age. It helps me to believe I was born an artist and that today, many years later, I am exactly where I'm meant to be.

Though my background and formal training is mainly in Graphic Design and Visual Communications, I have dabbled in photography since the late 90's when I was finally able to afford a camera.

Combining that passion of computer-aided precision and the creative freedom of photography, the dawning of the digital camera was all it took to get me to go ALL IN on this one-time hobby. The years since have become a life-changing, nation-wide crash course, training with the leaders of the industry through PPA and state and local affiliates, WPPI, After Dark Education, and others, with a mission of becoming the premiere portrait artist in my area.

The last few years have been the pinnacle years of success in moving to the next level. After operating a small hole-in-the-wall studio in 2009 on Main Street New Richmond, WI, while still working a full-time printing/technology job, my wife, Teresa, and I renovated and moved our studio into our own 5000 square foot historic building just a couple blocks away from the previous location in 2011. With the move, came the recognition that the professional brick and mortar portrait studio has returned to New Richmond and the surrounding communities. That support allowed me to take the leap to evolve to full-time self-employment by the end of that year. We are not only thrilled with the



growth we've accomplished in expanding our studio's personalized services, professional abilities and boutique product options to our clients, but we have only pure excitement for the future in continuing to build and polish the business and make our mark as a pillar in the community that we love.

In 2014-2015, another major advance was made to continue our mission. We were able to sell our 3000 square foot country home, and we constructed a 1300 square foot apartment in the lower level of our studio building. This downside in life allowed for the ability for Teresa to leave her 18-year career at Andersen Windows, where she specialized in customer service. Adding her full-time to the NPDP staff took a lot of the pressure off me as far as scheduling, order fulfillment, marketing and general organization. I saw the industry moving away from dedicated studio spaces and photographers bringing

*"Nate Peterson" continued on next page*



*"Nate Peterson" continued from previous page*

their studios to their homes. I liked the idea, but didn't like the loss of commercial exposure. So we figured out a way to make it work the opposite way, living in the commercial space instead. And not having a two acre yard to find time to mow every week through the busy season is a welcomed change. We have since purchased and moved in the local frame shop and hired a part-time framer, Sally, and a full-time graphic artist, Allie, on staff.

NP Design & Photography specializes in contemporary high school Senior portraits, sentimental family portraits, commercial product photography and edgy sports images. We believe that a portrait is more than a picture of someone,

but rather an artistic expression of who that person truly is. Therefore, we pride ourselves in creating beautiful and artistic portraits, while providing a first-class memorable experience, custom designed from the beginning to best suite our clients' goals.

Recently I was accepted by Professional Photographers of America (PPA) to be a platform speaker at ImagingUSA 2018 in Nashville, TN. I will be speaking on our studio's unique approach to the Senior Portrait Experience that helps ensure a

win-win for both the studio and the clients that we serve. Dubbed 'The Grand Experience,' we look at the Senior Portrait Experience in much the same way a successful wedding photographer does a wedding experience. We include an album with each session experience that tells the complete story of who that young person is at this stage in their life. This process ensures we do not spend a great deal of time and energy creating piles of images that never get used in search for only a few. It also locks in a minimum investment on the client

end, creating sustainability for the studio. And in the end, the clients receive a beautiful, high quality, custom designed album to keep as a memento for years to come. And they don't stop there. We still create wall art, gift prints



**"SCC Family"** by Nate Peterson

and other portrait products for them as well.

Awards and degrees are a large part of my success in photography. A lot of the time, we think living in a smaller community is a detriment, however, I've learned after comparison with some of my friends in the Twin Cities, that small-town community atmosphere is actually an advantage. We have a local Newspaper. Community news travels fast. And

*"Nate Peterson" continued on page 7*



when you win a State or National Award, this is big news. You become a big fish in a small pond. I love going to the grocery store and being greeted by locals that recognize me and congratulate me on any recent accomplishments. In a small community, people pay attention. This seems to be a sharp contrast to life in a large city environment.

Degrees are also good for self-confidence. Achieving my photographic certification (CPP) in 2012 told me (and my clients) that I truly know what I'm doing and I can be trusted to get the job done right. It separates me from the saturated market. Receiving my Master of

Photography degree (M.Photog) last year took this confidence to a new level and, in my head, completely wiped out any self-doubt about my prices and way of doing things. The fact, that every merit was earned from client work images, made me all the more proud. I'm learning that as artists, we get in our own way when it comes to creating a sustainable business and successful life. We can be our own worst enemy, and having milestone accomplishments like these degrees are a perfect cure for this condition.

Speaking of awards and accomplishments, this year at district judging, I went four-for-four in my Artist case. This will be a bronze medal at Imaging next year. The case is also in the top five cases in the district. I didn't expect this. I entered four of our

posters that the studio creates for local school athletic teams and businesses. I didn't know how they would do. But if I didn't try, certainly they wouldn't score at all. I highly encourage entering competition, and I've been beat up pretty badly in the past by the judges (and only went two-for-four in my general case this year.) But it's made me better, and it's made my everyday work better.

This year's Artist case is made up of



**"Katie's Team"** by Nate Peterson

four poster-style images. The first, "All In" is the Stillwater, MN high school wrestling team. It was the high score in the case, coming in at a 90 after some challenging by the judges. The team captains and coach brought the concept of going all in with 100% dedication this year. Together we came up with the concept relating it to a Texas hold'em game. The athletic director didn't want poker chips in the image, due to promotion of gambling, so we used their team medals as the chips. The concept was sketched out



*"Nate Peterson" continued from page 7*

and each player was photographed individually at the studio to allow for the best edge light and cut out and assembled in Photoshop. The school has a 12-foot version of the poster hanging in the wrestling room, along with the 100 WHCC poster prints that were distributed around their school and community. Two other sports team posters, "Katie's Team", a girls hockey team, and "SCC Family", a girls basketball team, were done in similar fashion to the wrestling poster. Both scoring 81 at district judging. The fourth image, called "Agave Mafia," is a similar style, but this was done for a local restaurant, who's owner was inspired by the sports posters he had seen and wanted something "cool like that." The entire restaurant staff was told to make arrangements to come into the studio across three various appointment windows that I was set up for them. The restaurant has an attitude about them, and wanted to show how they're a family, so we were inspired by The Sopranos. 500 posters are printed and distributed to their clients as a holiday gift each year. This was the third time we've done something like this for this client. These posters are not only great for artist case print entries, but they

are huge marketing opportunities.

Being a part of WPPA has been a welcoming experience from the beginning. I remember my second time showing up and everyone at the

registration table recognized me coming down the hall. "How was this?" I thought. "I've only met them one other time and that was a while ago?" That's the kind of people that make up the WPPA. It's not only about the



**"Agave Mafia"** by Nate Peterson

education and competitions, but it's about the relationships you build over time spent together. It, much like that small town, is a community all it's own. I attribute a major portion of my growth and success to WPPA and it's people. I'm grateful that I was introduced to the organization so many years ago, and I look forward to staying involved and paying it forward by mentoring future members for years to come.

If I had one last piece of advice to offer about confidence and the photographic industry, I would have to ask you if you've ever been professionally photographed yourself? I don't mean your camera

*"Nate Peterson" continued on page 9*



on a self-timer, or even a buddy photographing you at a workshop or practice session. I mean fully investing in another studio's time and talent and putting yourself in your clients' shoes. Teresa and I had that experience last year and it was another game-changer.

Since I can remember, Teresa has always be enthralled with Ben Shirk's photography and when we finished our apartment, we knew that one of the larger spaces on the living room wall had a reservation for an original Shirk portrait. So last Fall, we made our appointment and headed down to Wilton, Iowa. I didn't ask for a discount or any special treatment. I wanted to walk the walk and talk the talk, and Ben did not disappoint. And when it was all over and we were sitting in the room for the projection order appointment, I found myself in the shoes of my clients; totally in love with what he was able to create for us. And like any dream client, we not only chose the wall portrait we had planned on, but two others as well! But I tell you honestly, it was truly worth every penny. Not only because we have art on our walls that will last forever, not to mention the best photos of us I've ever seen. But also, the professional experience of experiencing first-hand just how powerful it is what we do. I totally get it now. I thought I grasped what I did for people, but until you have it done for you and feel what 'priceless' really feels like, I'm not sure you can be 100% understanding of your clients and their feelings at the time of their experience and purchase of your work. I will forever remember it and I will forever use it in my own sales room. Thank you Ben.



"All In" by Nate Peterson



## Message from the Executive Director

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



It's wonderful to be back after a very successful year in the Wisconsin PPA! Your board is filled with goal-minded people that are turning around the "good old boy" mentality and we are starting to turn the corner on creating new and exciting learning opportunities for the membership. We have done away with the Fall Convention as we have learned our members want more one day learning. We have expanded on the webinar series that, this year, will give some new and creative approaches to the industry.

I'm currently working on putting together a group of outstanding talent that will hit our online airwaves and create a lot of new excitement. Watch your email box for the start of these opportunities. In addition, I have been directed to bring in some one day talent. We start the new year with Nikki Harrison, who when speaking with, was totally blown away. This May program will be a large hit, and since time and space is very limited, register today to get your seat.

Shellie, has worked out a great September One Day Program with Doug Box. For those of you who don't know Doug, he is a big talent with a lot of great knowledge, registration for that program will start in June.

Speaking of big talent, this month, I'm highlighting

the incredible Artist Category with three of the biggest stars, Chris Vander Velde, Nate Peterson and Kathleen Caylor who scorched the judging this year at the Northcentral District. All of their remarkable images are published in this magazine for you to enjoy.

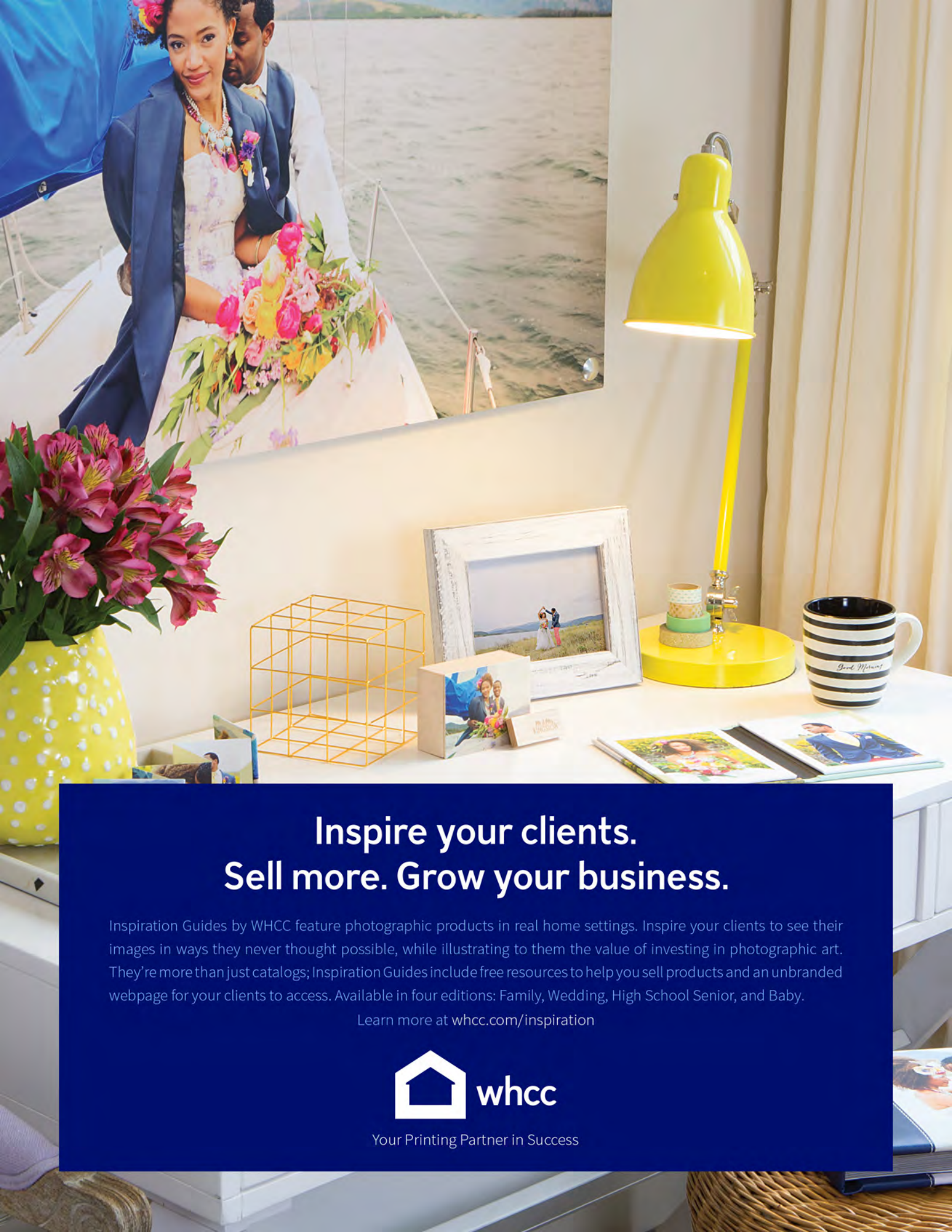
Congratulations to Chris, the Artist of the Year for Wisconsin and to both Nate and Kathleen for both receiving the runner-up cases with a tie score, great artists, great imagery and certainly a great competition over all!

I'm looking forward to another successful year with this outstanding group, much success and we'll see you all at an event near you soon!

Be Good To Each Other!  
Rick







## 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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Her style is ever evolving. It varies from classic and timeless to modern and fun with a bit of everything in between. To help transition her love of photography from a hobby to a fulltime business, she earned a Digital Photography Certificate from Northeast Wisconsin Technical College in 2012. Since then, she has continued to develop her artistic talents by attending photography classes, workshops & seminars throughout Wisconsin and the U.S. She is also a member of the Professional Photographers of America (PPA), the Wisconsin Professional Photographers Association (WPPA), the Fox Valley Professional Photographers Association (FVPPA) and the Indianhead Professional Photographers Association (IPPA).

She strives to create a diverse collection of high quality images that meet the standards and demands of today's consumers. Her images can be found in personal art collections from Oregon to New York as well as part of the permanent art collection at Northeast Wisconsin Technical College in Green Bay, WI. Whether you're interested in adding to your fine art collection or booking a portrait session, Chris is your photographer and we are proud to have her among the talents that compete in the state of Wisconsin.

### ***"Golden Age"***

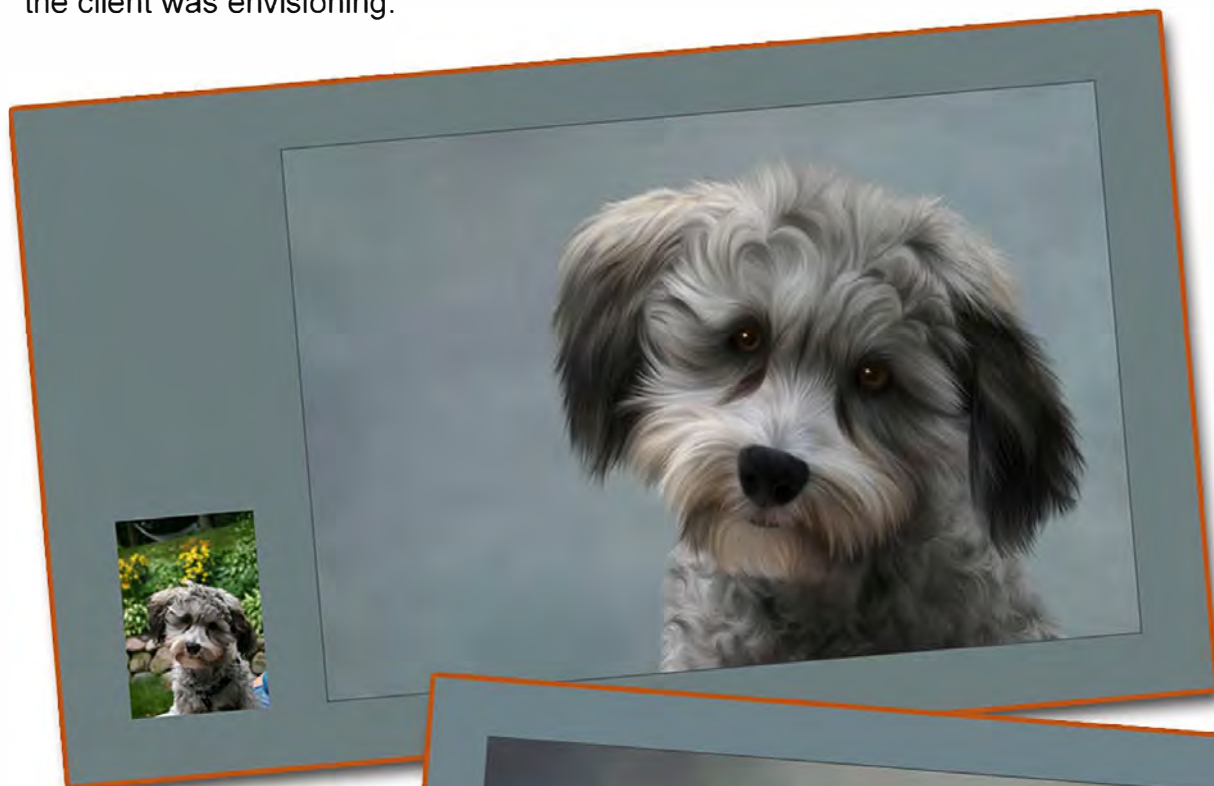
by Chris Vander Velde



Often pet owners don't realize the importance of having a professional portrait of their furry friend until it's too late. This is what happened with the Golden Retriever featured in "Golden Age". This beloved family pet passed away a few years ago and although the family had many "snapshots" of their dog, they wanted a portrait to proudly display in their home as a piece of cherished art. We began with a consultation session to browse through the family's digital photos. Once the image was chosen and the final product discussed (matted & framed image printed on fine art paper or a framed canvas) the painting process began. With each added brush stroke, the painting came to life. Even though the client proofed the painting before it was sent off to the printer, the finished product brought tears to their eyes.



Although I offer a studio pet session to create an image suitable for painting, about half of all the images I paint are created from snapshots provided by the client. The base image for Mr. Schnoodle was taken when this dog was still a puppy. The owner chose this image because it reminded the family of a time when this now aging dog was once full of energy and mischief. In the consultation session, the client expressed a desired color palette for the finished product and a more refined look to the shaggy dog. Through the painting process, I was able to adjust colors, textures and background to create the image the client was envisioning.



***"Mr. Schnoodle"***  
by Chris Vander Velde



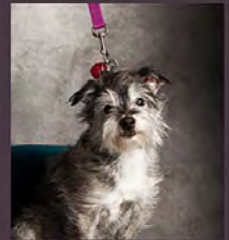
***"Hypnotized"***  
by Chris Vander Velde

The image of this young Mastiff was taken during her family's outdoor portrait session. Intrigued by the squeaky noises and whistles I was making to keep the children's attention for the portrait, the puppy ran up to me with such a puzzled look that I couldn't resist getting the shot. Afterwards, I knew it was an image that deserved to be painted. The finished canvas is an amusing image that goes well with the relaxed, whimsical décor of this family's home.



*"Chris Vander Velde" continued from previous page*

Have you heard the saying "a face only a mother could love"? Well often that is the case with dogs, this one especially. This scruffy, nervous dog is adored by his humans but was a bit challenging to photograph. The owner left the studio, apologizing profusely for her dog's snarling, growling and bad behavior. Even as I reassured her, she was convinced there wouldn't be a single image suitable for painting. Imagine her surprise when she saw the final image of her scruffy little boy looking as if he was freshly groomed and well behaved. Her words to me as she left the studio were, "Thank you for seeing him through our eyes. He is so handsome". It's comments like these, that make it worth the time & energy it takes to create a painting. ♦



***"Mama Says I'm Home"*** by Chris Vander Velde





# Nikki Harrison

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## May One Day Program



Nikki is a portrait photographer without any formal training. She started her photographic journey a little over 9 years ago after the financial crash in the late 2000's. Nikki focuses her incredible and revealing portraiture on women and children where she has built a remarkable brand that is easily recognizable and very well known.

Listen and enjoy as she shares her wonderful journey and "ah ha" moments that have led to her current her success.

The day will be one of sharing her photographic concepts, ideals and workflow. Her stories of discovery will entertain as much as educate. Don't miss this opportunity to learn from one of the industry leaders who has crafted an remarkable brand.







Sunday, May 21st, 2017

10:00am - 4:00pm

### ***"A Photographic Journey"***

Nikki will outline her journey to discovering creative portraiture while demonstrating her unique styling, posing and shooting for this unique portrait work. She will take you on a journey of Discovery on how to get bold and incredible colors starting in Camera Raw and into Photoshop as well as her secrets on processing and workflow.

It's a full day of discovery and creation that will carry over to your studio for years to come. We have very limited space for this program and are limiting the class size to 35. There will be no refunds offered so please register today!

### **May 21st Schedule**

10:00am -

*Nikki begins her Incredible Day*

12:00pm -

Break for Lunch

1:00pm -

*Nikki Shooting Demonstration*

2:30pm -

*Final Computer Workflow*

4:00pm -

*Nikki ends Presentation*

all times are subject to change



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

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

Recently, a young photography student took time to talk with Kathleen Caylor about the idea of becoming a professional in the industry and she was kind enough to share the interview with us here at the Wisconsin Photographer, let's read into this telling conversation...

*-When/how did you become interested in photography?*

I took a photography class in high school and really enjoyed it, including the darkroom work. I thought it would be a cool way to make a living, although I didn't really know how to go about it.

*-Did you always want to be a photographer?*

Since high school, yes. I've never had another career plan. I was an Art/Graphic Communications major in college, and the darkroom teaching assistant.

*-Who are your favorite artists/photographers?*

I like so many different artists and photographers, it's hard to pick favorites. I like Van Gogh's style. I like Monet's color. I like Rembrandt's lighting. I like impressionism, realism, and surrealism. I like the work that many of my friends and colleagues in Wisconsin are doing. I like Annie Liebovitz and Jerry Uelsmann. And Joey Lawrence too.

*-What are you inspired by?*

Other people's websites. I look at Google images to find different people that I've never heard of to see



what they're doing. I like the Deviant Art website.  
<http://www.deviantart.com/>

*-What is your favorite photograph?*

An image that Fuzzy Duenkel created of my daughter about 15 years ago. It's a black-and-white; she's leaning on my shoulder. And he even shot it with real film! He was shooting digital at that time, but he forgot a battery, so he had to borrow my film camera. Nothing like going to your client's home to do a portrait and borrowing a camera from them when you get there! He's still embarrassed about it. But it's my favorite photo ever, so I'll never forget the story behind it.

*-What was your first successful photograph of?  
What made it successful to you?*

That's too hard to answer. My first successful

*"Kathleen Caylor" continued on next page*



*"Kathleen Caylor" continued from previous page*

photo would be the one I took as a 6-year-old kid at the zoo because you can see the animal I photographed, and that was all I cared about at the time. I succeeded in high school because the yearbook used more of my images than anyone else's. I succeeded in college because I got a job in photography. I've succeeded in professional competitions when the judges gave me high scores. I've succeeded when a client tells me her adolescent daughter admits that she actually is pretty, all because I've created a collection of images that showcase her best angles and expressions. My definition of success depends on the goal I have in mind at the time. A big goal right now is just paying the bills. Sigh. I didn't think I'd still have to be working so hard at this stage in my career.

*-How/when did you become involved with the Wisconsin Professional Photographers Association?*

I started my career at Turba Photography in De Pere, WI, and Jerry Turba paid for my WPPA membership starting in 1991.

*-How has being involved with the WPPA changed your life?*

I have learned SO MUCH from the speakers and the other members over the years! I wouldn't have created many of my competition images if it weren't for having a venue to show them. The WPPA has pushed me to continually improve myself. Plus, I met my husband at one of their meetings.

*-What is your family like and how have they affected or inspired your photography?*

My brother-in-law Carl Caylor is a professional photographer too. Two of us in one family! We run separate businesses though, in different cities. It was

nice to eventually find a husband who grew up with a brother who is a photographer. When we met, I didn't have to explain everything I did as an artist; he just accepted it. He was used to living with a crazy person already.

*-I read that you work from your home, what kind of advantages or disadvantages has this afforded you?*

I've been working from my home since 1998. My dining room was my studio when I started my own business. We put an addition on the house in 2005 as dedicated studio space. I hate driving in rush-hour traffic. I almost never have to do that anymore, so that's good. The disadvantage is that I never get away from work. Here it is, midnight, and I'm still in my office taking care of email. This is not unusual. I work all the time. There's always just "one more thing" to be done.

*-What do you like to do outside of photography?*

There are three main activities in my life at this stage. 1. Work. 2. Take care of my family. 3. Sleep. However, I can only do two of the three activities well at any given time.

*-Is there any advice you can give me as an aspiring photographer?*

Learn the business – not just the art. Sales, marketing, and accounting are crucial to making a living at this. Otherwise it's just a hobby.

This is a highly competitive field. Everyone knows a friend who will photograph for free. If you want to make a living, you've got to be so good at it that people will pay you their hard-earned money for your art. But, they won't do that if they don't know you exist. You've got to do the marketing too!

*"Kathleen Caylor" continued on page 19*



*"Kathleen Caylor" continued from page 18*

"Transgender" is a portrait of my child. Every year we do a birthday portrait, and I try to make it reflective of what is going on in our lives. This is what's been going on in our lives, coming to a head over the past year.

The challenge for me was to make a statement that these three images are all parts of the same person. They are going separate ways, but forever attached. One of the judges didn't understand my concept, and initially gave me a low score because of the overlapping/missing feet. Another judge did understand my concept, and explained it during the challenge. Whew!

The faint men's and women's restroom details in the wall behind are there to remind the viewer of the problems that society has with a kid like mine. Because of this, I was very hesitant about even entering this image. I'm relieved by how well it was received. This is the most controversial, yet deeply personal, image that I've entered in competition. My final score was 91.

By the way, my kid is awesome.



**"Transgender"** by Kathleen Caylor

*"Kathleen Caylor" continued on next page*



*"Kathleen Caylor" continued from previous page*

"Glitter Girl" was part of a senior photo session. I was just trying to do something eye-catching and different.

This image did not merit, and I will probably replace it before I send my case to IPC judging. I guess it's just too busy for a competition print, but it looks great in my marketing!

Tree People is not my original concept, but it is my interpretation and execution.

**"Glitter Girl"** by Kathleen Caylor



**"Tree People"** by Kathleen Caylor

My customer came to me with the idea. He wanted to do an anniversary portrait with his wife, but he asked for something different and artsy. He wanted their faces to be part of the same tree, her face merged with the branches and his with the roots.

When he asked me what it would cost, my first thought was, "How much you got?" But instead I asked

*"Kathleen Caylor" continued on page 21*



what his budget was and decided I'd do it for that amount, because I was really intrigued by the concept and would have done it for free. My husband doesn't like when I work for free, though. So how much did I get paid? \$200 for my time. Not enough. But I would really like to get more assignments like this, as it's so rare that people allow me this much freedom. And at least I got something for it, which is better than the competition prints that I do just for myself, as I get zero dollars for those.



***"The Hockey Master"*** by Kathleen Caylor

This image was part of a senior photo session. My goal was to create a photo for a hockey player that was unlike any others. I was hoping for a "Master of the Universe" type of feel. I've done several hockey images with the ice rink in the past, so I thought I'd try an outdoorsy feel for this one.

I'm still not entirely happy with the mix of colors that I ended up with. I'd take points off for lack of color harmony. The jersey colors are true to the original uniform, but for competition I probably should have made them match the background better. But, it got it's seal, so on it goes.

Artwork was done primarily in Photoshop, but with some help from the Corel/Painter Particle Shop plug-in. That's a fun one, if you haven't tried it yet. ♦





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Thank you to © C. Phelps Photography for the beautiful senior image.





## 2016-2017 WPPA Board of Directors



Second Term President  
Shellie Kappelman with  
Past President  
Jas McDaniel

### 2017-2018 Executive Board

Seated-Left to Right: Tracy Van Zeeland-Chairman of the Board  
Shellie Kappelman-WPPA President, Jamie Steeno-Vice-President,  
Standing Left to Right: Tim Koll-Secretary, Paul Hafermann-Treasurer



Seated-Left to Right: Paul Hafermann, Tracy Van Zeeland, Shellie Kappelman, Jamie Steeno,  
Tim Koll, Rick Trummer Standing-Left to Right: Michael Kallies, Krystal Lamberty,  
Chris Vander Velde, Pat Clifton, Pam Kastner, Krystal Stankowski, Ken Martin



### Associate Fellowship Degree

Krystal Lamberty

Jamie Steeno +1 Pewter Bar

Ginny Otto + 2 Pewter Bars

### Pewter Bars

Michael Kallies - 1st Pewter Bar

Greg Loll - 3rd Pewter Bar

Tracy Van Zeeland - 3rd Pewter Bar

### Fellowship Degree

Timothy Koll + 1st Gold Bar

Michael Mowbray + 4 Gold Bars

### Fellowship Gold Bars

Pat Clifton - 4th Gold Bar

Mary Gueller - 6th Gold Bar

Kathleen Caylor - 8th Gold Bar

Ken Martin - 8th Gold Bar

Mary Mortensen - 8th Gold Bar

Tad Meddaugh - 8th Gold Bar

Kris Fehrenbach-Alt - 11th Gold Bar

Steve Kemp - 11th Gold Bar

Rick Trummer - 12th Gold Bar

Jon Allyn - 14th Gold Bar

Robert Zettler - 16th Gold Bar

Randy Peterson - 19th Gold Bar



Seated-Left to Right: Randy Peterson, Jamie Steeno, Krystal Lamberty, Kris Fehrenbach-Alt, Mary Mortensen, Steve Kemp  
Standing-Left to Right: Michael Kallies, Tad Meddaugh, Michael Mowbray, Tim Koll, Pat Clifton, Bob Zettler,  
Paul Hafermann, Rick Trummer, Back Row-Left to Right: Kathleen Caylor, Tracy Van Zeeland, Ken Martin



## 2017 WPPA Print Awards

### WPPA Top Ten Awards



Seated-Left to Right: Jamie Steeno, Kathleen Caylor, Steve Kemp, Shellie Kappelman  
Standing-Left to Right: Chris Vander Velde, Nate Peterson, Robert Zettler, Ken Martin, Rosemary Cooper  
(not pictured: Jon Allyn)



Shellie Kappelman  
receiving the Outstanding  
Achievement Award

### Court of Honor Awards

- "Queen of the Court" by Tara Rudy  
"Beware of the Serpents" by Jamie Steeno  
"Hypnotized" by Chris Vander Velde  
"Dust Buster" by Rosemary Cooper



### WPPA Court of Honor Awards



Left to Right: Tara Rudy, Jamie Steeno,  
Chris Vander Velde, Rosemary Cooper



WPPA Best of Category Awards

**Creative Genius**

"Transgender" by Kathleen Caylor

**Monochrome**

"Misty Morning" by Shellie Kappelman

**Marco**

"The Soloest" by Ron Wimmer

**Animal**

"Departing Flight" by Steve Kemp

**Landscape**

"Misty Morning" by Shellie Kappelman

**Non-Wedding Couple Portrait**

"Confidence by Calvin Kline" by Nate Peterson

**Judges Choice Awards**

"Transgender" by Kathleen Caylor

"Confidence by Calvin Kline" by Nate Peterson

"Stop, Drop and Roll" by Jon Allyn

"The Warrior" by Tad Meddaugh

"The Family Farm" by Randy Peterson

"Misty Morning" by Shellie Kappelman

"Restricted" by CHris Vander Velde

"Touch and Go" by Rosemary Cooper

"Hypnotized" by Chris Vander Velde

"Snow Bird" by Steve Kemp

"Multnomah" by Ken Martin

"Mr. Schnoodle" by Chris Vander Velde



Left to Right: Nate Peterson, Shellie Kappelman, Ron Wimmer, Steve Kemp  
(Not Pictured: Kathleen Caylor)



## 2017 WPPA Print Awards



### WPPA Clean Sweep Awards

Standing-Left to Right: Nate Peterson, Chris Vander Velde, Ken Martin,  
(Not Pictured: Jon Allyn)



### Lexjet Sunset Award

Steve Kemp

WPPA Photographer of the Year Awards



### Photographer of the Year - Portrait

Tad Meddaugh

### Runner-up

Nate Peterson



### Photographer of the Year - Combined

Jon Allyn (not pictured)

### Runner-up

Shellie Kappelman



WPPA Best of Show Awards



**ASP State Elite Award**

“Stop, Drop and Roll” by Jon Allyn

(not pictured)

**Best of Show - Portrait**

“The Warrior” by Tad Meddaugh

**Best of Show - Illustrative**

“Stop, Drop and Roll” by Jon Allyn (not pictured)

**CPP Award**

“Stop, Drop and Roll” by Jon Allyn

(not pictured)

**Best of Show - Artisit**

“Transgender” by Kathleen Caylor

**Best of Show - Wedding**

“Steely Elegance” by Michael Kallies



## 2017 WPPA Grand Awards



**Special Service Award**  
Krystal Lamberty



**Special Appreciation Award**  
Carol Clifton



**Husband and Wife Award**  
Paul and Jenny Hafermann



**Meritorious Service Award**  
Gerry Milton



**Life Membership**  
Rick Trummer



**PPA National Award**  
Pat Clifton



*"President's Message" continued from page 2*

security becomes the defining motivator, our passion can fall flat and it's unlikely our true love will show up in our work. All it takes is that certain "wow" image from a session to get me fired up again and feeling that continued passion.

Hopefully, we can all let our passions drive our work (because then it's really not work!) and our real reward is that engagement or wedding or family portrait that provides a lasting impression of undying, everlasting commitment and love. We crave that image and our clients love how we created it for them. So, "If I Had a Million Dollars", I'd be doing the things I loved and I'd be rich!

Shellie ♦



The group of Wisconsin PPA Past President's joined each other before the Awards Gala to welcome it's newest past president, Shellie Kappelman. Pictured from left to right: Tad Meddaugh (2011), Pat Clifton (1989), Steve Kemp (1998), Robert Zettler (1996), Rick Trummer (2003), Tracy Van Zeeland (2012), Kris Fehrenbach-Alt (1995), Tom Giles (1994), Shellie Kappelman (2017), Paul Hafermann (2014), Mary Mortensen (2005), Randy Peterson (1991), Jas McDaniel (2016) and Gerry Milton (2006)



# Doug Box, M.Photog.,CR.,CPP

## September One Day Program



Doug has taught at seminars and conventions in all 50 states in the U.S. plus Canada, Mexico, Scotland, Wales, England, China, Ireland, Denmark and on 5 cruise ships. He was chosen to teach at the International Wedding Institute and has taught at 18 different PPA Affiliate week-long schools. He is one of only five people in the history of PPA to earn over 1,000 PPA Merits and is an invited member of the prestigious CameraCraftsmen group, one of only 40 in the world.

Doug has written six books on photography with Amherst Publishing. He is one of the most fun and easiest to learn from instructors you will ever encounter





Sunday, September 11th, 2017

10:00am - 4:00pm

***“Easy Outdoor, On Location, and In-Home Portraits, using Available Light and Off-Camera Flash”***

Learn to shoot anytime, anywhere, indoors or outdoors. When you can't shoot during the “sweet light” time, or find “Great Light” outdoors you will learn how to make great photos anyway. If it is overcast and you can't find any direction to the light and you hate that “On Camera Flash” look, Off Camera Flash is the answer! Tired of taking too much equipment on location? Want to better utilize the flash you already own and get distinctive lighting? Then this is the class for you. You will learn easy techniques for window light, available light and using Off Camera Flash.

On Sunday, you will learn the techniques with lecture and demonstration. On Monday, for those who would like to, we will do an optional Hands-On class where you will have the opportunity to practice your new lighting skills and get critiques of your images.

We will go deep into Off-Camera flash techniques for creating dramatic portraits in nature and learn how you can combine flash and sunsets for stunning portraits. If you want to learn the technique, practice yourself and get feed back on your images, attend both days.





"Steve Kemp" continued from page 4

life! I truly do believe that I was blessed by a lot of people whose paths crossed mine as I went down the road in my career.

The only advice I can give you is to give back even more because if those who came before us hadn't shared their knowledge and encouragement where would any of us be.

The most rewarding part is that I was able to grow enough as a person and gain enough respect in this profession to be considered for this Hall of Fame.

My parents played a very big role in my life, I didn't realize the influence that my parents had on me through their dedication and work ethic. It was an honor having them present at the presentation.

I would also like to recognize Randy Peterson for the encouragement he gave (even if it was a kick in the butt) seeing and believing in me even before I did. By setting the example of helping others in the industry not because he had to but because he wanted to as it was the right thing to do. He always told me it's not just a job - it's a career.

My Photographic adventure continues to be a great ride full of daring curves and high mountains. This profession has given me more than I ever expected. It not only provided a good living but many dear friends. You all have given me the chance to live my passion, and I thank you all sincerely from the bottom of my heart. ♦

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## WPPA Events

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

## WPPA Webinars

June 14th, 2017

More Information Coming

August 23rd, 2017

More Information Coming

November 29th, 2017

More Information Coming

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

## May One Day Program

May 21st, 2017 - Nikki Harrison

Nate Peterson's Studio - New Richmond, WI

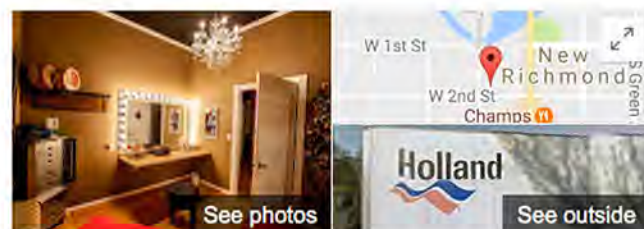
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**Hours:** Open today · 10AM–6PM ▾

Directions



## Foxes

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

Regional Director: Tom Giles

April 10th, 2017 - Colby, WI  
**Dave Johnson- Part Two**  
**"Video Editing in Photoshop"**

May 8th, 2017 - Colby, WI  
**Jane Bores -**  
**"Children's Promotions and Photography"**

June 12th, 2017 - Colby, WI  
**Michael Knapstein - "A Photographers Journey to Fine Art Landscape Photography"**



## South Central

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

Regional Director: Krystal Stankowski

April 24th, 2017 - Fitchburg, WI  
**Twig and Olive -**  
**"Curating the Wedding Narrative"**

September 25th, 2017 - Waunakee, WI  
**Abbie Thomas - "Selling Photographic Art"**

November 27th, 2017 - Fitchburg, WI  
**TBA**



## South Eastern

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

Regional Director: Jon Allyn

