

Wisconsin Professional Photographers Association

Connections

Newsletter

July 2014

Marketing For Success

From our President

Well, July 4th has come and gone which means summer is almost over. I hope everyone is having a busy season. I know we are not as busy as we used to be (the good old days) and it's hard to keep a positive attitude at times, but we have to. If you start thinking you will fail, you probably will, instead of sitting around and waiting for business to come to you - go out and get it. We have to be more aggressive than we ever been. Yes, this takes work but the rewards are worth it. If you truly enjoy this profession, you will not mind working a little harder.



The Wisconsin Professional Photographers is here to help you, our fall convention is shaping up to be a good one. Have you ever wanted to photograph a model and build your portfolio? This is your year. You will learn how to take your images from start to finish. First, you will have class room instruction, then it's show time. Check out a model and have some fun. After you created some images, you will learn how to process them and finish off your portfolio. This is truly a hands on weekend - so bring your own equipment, an open mind, and have some fun.

Mark your calendars - Nov 2-4, Osthoff Hotel, Elkhart lake, WI.

To our Success,

Gregory R Loll

Board meeting Dates

August 13, Webinar 7 pm

Sept 10, Osthoff

Nov 2, fall convention Osthoff

January 14, 2015 Madison



Foxes

www.fvppa.com

Regional Director: Michael Kallies

Have a Great Summer



South Eastern

www.sewppa.org

Regional Director: Jon Allyn

Have a great summer



Indianhead

www.indianheadphotographers.org

Regional Director: Neil Gieger

October 13th, 2014 - Host Phil Ziesemer

May bring up to 4 Images -

Merrill, Wisconsin

November 10th, 2014 - Host Jan Fabre

Pre-State/District Competition

May bring up to 4 Images - Open Category



September 22nd 2014

Character Portrait Workshop

During the program we will touch on the following topics

- Composition
- Lighting
- Editing (Lightroom and Photoshop)
- Marketing

We present several example images and show how they evolve from the raw camera file to the final print. During this segment we touch on composition, lighting, painting with light in photoshop, and introduce the editing process we use to produce this distinctive look. We will then capture some images with a live shooting demo. During this segment we touch on lighting, composition, and posing. The class will pick some of the captured images and go over the workflow from start to finish in Lightroom and Photoshop. During this segment we show how we use Lightroom to prepare the image for Photoshop. In Photoshop we show the editing steps we take to achieve our character

portrait look. We show how we paint with light in Photoshop to enhance the impact of the image, talk about print presentation, and how all of this relates to print competition and how it improves your daily work.

Attendee's will walk away with more creative ideas to offer their customers by creating a distinctive heirloom art pieces.

Visit Mary and Mark's site: <http://www.FusionEdgePhotography.com>

MARY & MARK'S BIO

- * Mary Bortz, M. Photog, CPP and Mark Bortz, CPP
- * Mary is a 2012 PPA Bronze Photographer of the Year
- * Mark is a 2013 PPA Bronze Photographer of the Year
- * Mary & Mark are both 2012 "Top 10 Iowa Photographers"
- * Mary currently has 3 Loan Prints

WPPA Fall Shoot Out
November 2nd -- 4th 2014
The Osthoff Resort
Elkhart Lake, Wisconsin



Your place on the lake™

