

# Wisconsin The Photographer

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JOHN HARTMAN



KEN KNERINGER



TERI SHEVY



MICHAEL MOWBRAY



WPPA  
FALL CONVENTION  
ISSUE

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

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**on the cover...**

**fall convention talent**  
**wisconsin rapids, wi**





from our president...

## Ready-Set-Go...

It's Fall Convention time. On line registration opens September 5th, or you can use the registration form in this magazine and send it to our new Executive Coordinator, Rick Trummer. This past May the board voted to combine the magazine with the registration packet. You will NOT be getting a packet in the mail. You can find all of the convention information in this magazine or on the Wisconsin PPA website at [www.wppa-online.org](http://www.wppa-online.org). There has been a lot of time and effort put into this upcoming convention and I want to thank everyone right now before I forget. We hope you will have a wonderful time and meaningful learning experience along with spending some time with our fantastic membership and vendors. We will be starting with John Hartman on Saturday the 19th and ending with Ken Kneringer on Monday the 21st. Our Sunday shooters will include John and Ken along with Teri Shevy and Michael Mowbrey.

Sunday morning the Trade Show and Print Competition will be open to all Wisconsin PPA members (whether your registered for the convention or not) and anyone with a vendor coupon. So take some time on Sunday to attend one of the best shows in town, the open Trade Show and Print Competition. If you are actually reading this President's message, come up to me at convention and ask for your sweet treat. Be sure to check the print rules for this year's competition as there are a few changes.

Looking forward, to the remaining part of my year as president, mark your calendars for Spring Convention. The dates are February 26th, 2014 through March 3rd at the Radisson in Green Bay WI. We are again hosting the District Print Competition. Carl Caylor is the convention chairman and is putting a lot of fresh ideas into this convention. You will not want to be the one that says I should have gone. So mark your appointment books now!!!

**Paul Hafermann,**  
F-WPPA, F-IPPA  
WPPA President



Make sure all the Board members will be at board meeting which is set up at this convention, tentatively for Monday at 8:00 am. Well, time to wrap this issue up and see you at Fall Convention, until then....

Paul

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SATURDAY, OCTOBER 19TH, 2013



## JOHN R. HARTMAN

*M. Photog., Cr., CPP, F-WPPA, EA-ASP*

### What it Takes to Run a Successful Studio

With so many people calling themselves photographers these days, it's more important than ever to stay relevant and stand out from the crowd. But what exactly can we do to separate ourselves and make what we do desirable to our market?

John Hartman's studio maintains a strong presence in central Wisconsin by providing innovative, cutting-edge photography and products that people want to own. He continues to attract new and existing clients through creative and highly targeted marketing campaigns that utilize printed, digital and face-to-face messages.

John's program will send you home with ideas you can use that will improve your photography, increase the effectiveness of all your marketing and provide valuable additions to your product line. In addition, John will be creating one of his unique panoramic group portraits on a medium format camera, which will be printed on-site and will be available for viewing during the second half of his program.

Success in photography today is not easy. But





knowing and doing very specific things that set yourself apart will allow you to attract a substantial number of clients who appreciate what you do and are willing to pay a premium price for your products and services.

Fuzzy Duenkel says, "Some of you like some infrared things I've done. John Hartman showed me how. Nik filters... John paved the way. I evolved from reflectors to much more versatile TTL flash...because of John. I use the Einstein flash units outside...after John's lead. Stroboscopic sequences... yup, I copied John's images. LED lighting...another cloned idea from John. Using the iPad to show client images on the spot...Mr. Hartman again. Wide angle sports images...I could go on and on, but you get the idea.

So, if you wanna find out what'll be hot next year, see John Hartman today!"

Don't miss this exciting new program from "The Marketing Guru" himself, John Hartman!



#### About John Hartman

John R. Hartman, M.Photog.Cr., CPP, EA-ASP, F-WPPA, continues to maintain his relevance in the industry by constantly testing, refining and blending cutting-edge technology with innovative marketing and business strategies. Since opening his studio in 1974, Hartman has developed a unique style of imaging and unique marketing that sets him apart from others in his geographic area. He is one of the

industry's top presenters, and this program promises to open new artistic and business opportunities for all who attend.



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Learn more about who we are  
and what we believe at [whcc.com](http://whcc.com).





*Tim Koll, CPP, A-WPPA  
WPPA Scholarship Chairman*

### **Great Scholarship Opportunities Available to Wisconsin PPA Members!**

Each year WPPA awards four scholarships to WPPA members who apply and qualify. With so many changes revolutionizing the photo industry, educational courses are a wonderful opportunity to fine tune your professional goals and network with other professionals in the industry! The four scholarships are as follows: up to \$250 Gerhard Bakker Scholarship, up to \$250 Norm Swanson Scholarship, a \$200 MAIPP Scholarship, and up to \$500 cash stipend for a board approved course at the school of your choice.

These scholarships are to be used anytime throughout 2014. The MAIPP (The Mid-America Institute of Professional Photography) classes will be held in early June, 2014, on the campus

of the University of Northern Iowa in Cedar Falls, Iowa. It's a wonderful opportunity to work for an entire week with a master photographer!

Scholarships are open to all paid members in good standing with WPPA and who have attended both the fall and spring WPPA conventions the previous two years. This DOES include studio owners. SEND COMPLETED FORM BY OCTOBER 1, 2013 TO:

Tim Koll, Tim Koll PHOTOGRAPHY  
745 Sunset Drive, Waupaca, WI 54981.

Note: No emailed or faxed applications will be accepted. Only applications through the mail will be accepted. Use the attached forms or request new ones by emailing Tim at [tkoll@tkollphotography.com](mailto:tkoll@tkollphotography.com).

*forms continued on page 10*



SUNDAY, OCTOBER 20TH, 2013



TERI SHEVY

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





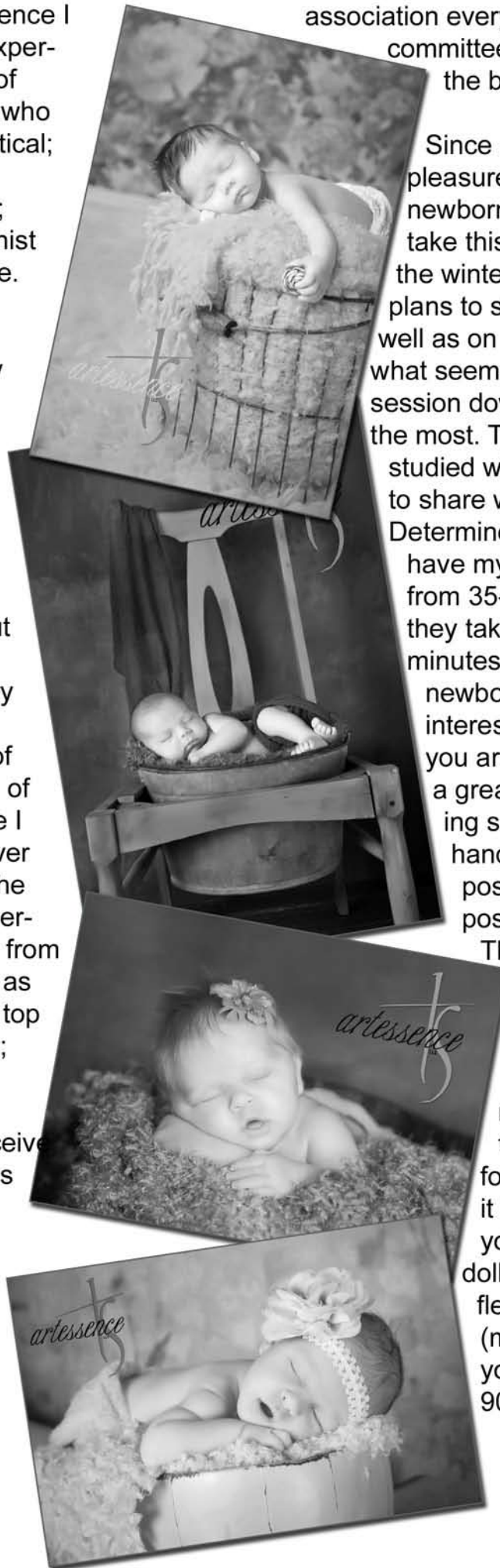
As owner and artist at artessence I bring to you my education, experience and passion of the art of portrait photography. People who know me well say I am analytical; attentive to detail; talkative; creative; imaginative; patient; and somewhat of a perfectionist with my art. I say I am just me. At a young age I found the camera gave me a way to connect with people in a very personal way-and to this day that is what I love the most about being a photographer. I am entering my 19th year as a photographic artist and entrepreneur. Some say to claim age in this profession can be dangerous-but I feel that because I have continued my education every year I have been in the industry that I can be proud of my years involved and proud of my education and experience I can share with my clients. Over the 18 years I have been in the industry I have received numerous print and service awards from numerous associations such as best of show; court of honor; top ten photographer; Fuji award; special service; and special appreciation to name a few. I have also worked hard to receive numerous fellowship degrees from my local and state associations; my Craftsman Degree from the PPA and in four years earned my PPA Master of Photography Degree. I have also spent years of service in the local FVPPA association as I went through all the chairs and was honored to serve as president and I have served in my state WPPA

association every year as a chair and or on a committee position and recently joined the board as secretary for SEWPPA.

Since June of 2012 I have had the pleasure of photographing over 90 newborn sessions. When deciding to take this direction with the hopes to fill the winter void here in Wisconsin I made plans to study with others in person as well as on line to find out how I could take what seemed to be the average 3 hour session down to one or one and a half at the most. The problem is that no one I studied with did that so they had no way to share with me how I could do it. Determined, I pushed forward and now have my sessions down to anywhere from 35-55 minutes...well except twins...they take a full hour to an hour and 15 minutes. If you have the experience with newborn photography; if this is just an interest in the back of your mind or you are somewhere in between this is a great place to be during the mentoring sessions! I will share my newborn handling techniques and favorite poses as well as shooting these poses for variety in the session.

This will be intense...jam packed with information as well as hands on...and will be something you can take home and implement immediately the next day (or never if you decide this whole newborn thing is not for you). If you plan to attend this it is strongly recommended that you bring along a soft body fabric doll with arms and legs that are flexible and mimic a real baby (mobility wise)...and make sure you dress as if the room could be 90...cuz it will be!

## SHOOT OUT MENTOR



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# WPPA Scholarship Application

What year did you get started in Photography? \_\_\_\_\_ Part-Time \_\_\_\_\_ Full-Time

What Photography, marketing or business experience do you have? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you are a member of a Local Chapter, circle which one: SEWPPA SCPPA IPPA  
FVPPA UPPPA If Yes, how long? \_\_\_\_\_

Are you a PPA Member? YES \_\_\_\_\_ NO \_\_\_\_\_ If Yes, how long? \_\_\_\_\_

Are you a WPPA Member? YES \_\_\_\_\_ NO \_\_\_\_\_ If Yes, how long? \_\_\_\_\_  
WPPA Membership Group: \_\_\_\_\_ Portrait \_\_\_\_\_ Commercial \_\_\_\_\_ Art Tech \_\_\_\_\_ EI

Are you a Studio Owner? YES \_\_\_\_\_ NO \_\_\_\_\_ Employee? YES \_\_\_\_\_ NO \_\_\_\_\_

Have you received any credits or awards from WPPA? YES \_\_\_\_\_ NO \_\_\_\_\_  
Give name and date of last award received: \_\_\_\_\_

Are you planning to further your advancement in photography, and to achieve degree(s) from  
WPPA and/or PPA? YES \_\_\_\_\_ NO \_\_\_\_\_ Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List 2 WPPA Members as references:

\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\*  
\*\*\*\*\*

NAME: \_\_\_\_\_ Work Phone: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Studio Name: \_\_\_\_\_ Social Security # \_\_\_\_\_

I agree to abide by the rules set forth for the "Scholarship" and that any other expenses shall be the responsibility of the Recipient. This award is not transferable and must be used by December 31, 2014

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

\*Scholarships are open to all paid members in good standing with WPPA. This DOES include studio owners.

SEND COMPLETED FORM BY OCTOBER 1, 2013 TO:

Tim Koll, Tim Koll PHOTOGRAPHY, 745 Sunset Drive, Waupaca, WI 54981.

\*Note: No emailed or faxed applications will be accepted. Only applications through the mail will be accepted.

## SCHOLARSHIP INFORMATION

Check the Scholarship you wish to apply for: (You may check more than one)

Up to \$250 Gerhard Bakker WPPA Scholarship

Up to \$250 Norm Swanson WPPA Scholarship

           \$200 MAIPP Scholarship

\_\_\_\_\_ Up to \$500 for board approved course at school of your choice

What course would you apply the scholarship toward? \_\_\_\_\_

\*\*\*\*\*

Have you ever been the recipient of a WPPA Scholarship? YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, when? \_\_\_\_\_

Have you ever taken any courses at Winona or other schools? YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, give course name and year: \_\_\_\_\_

Why do you feel that you are DESERVING of a Scholarship? List any volunteer activities you participate in and out of photography, other organizations you participate in, any WPPA Volunteering you have done, attendance or donations to various non-profit functions, etc.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.

\*\*\*\*\*

Judges decisions are final in naming the recipients of these scholarships.



# Fall Convention Schedule

## Saturday, October 19th, 2013

1:00pm - 5:00pm **John R. Hartman**  
"What it Takes to Run a Successful Studio"

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5:00pm - 9:00pm **Vendors & Trade Show**  
Food will in the Trade Show Area

9:00pm - Midnight **Guru Lounge**  
"Synergy at the Highest Level"

1:00pm - 5:00pm **Shoot Out w/Mentors**

6:00pm - 8:00pm **Awards Dinner**

9:00pm - Midnight **Guru Lounge**  
"More Synergy at the Highest Level"

## Monday, October 21st, 2013

9:00am - 12:00pm **Ken Kneringer**  
"The Fashion Senior Studio"

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## Sunday, October 20th, 2013

8:30am - 12:00pm **Vendors & Trade Show**  
Coffee and Rolls in the Trade Show Area

9:00am - 12:00pm **Print & Folio Judging**

12:00pm - 1:00pm **Lunch**

1:00pm - 3:00pm **Ken Kneringer continues**

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SUNDAY, OCTOBER 20TH, 2013



MICHAEL MOWBRAY

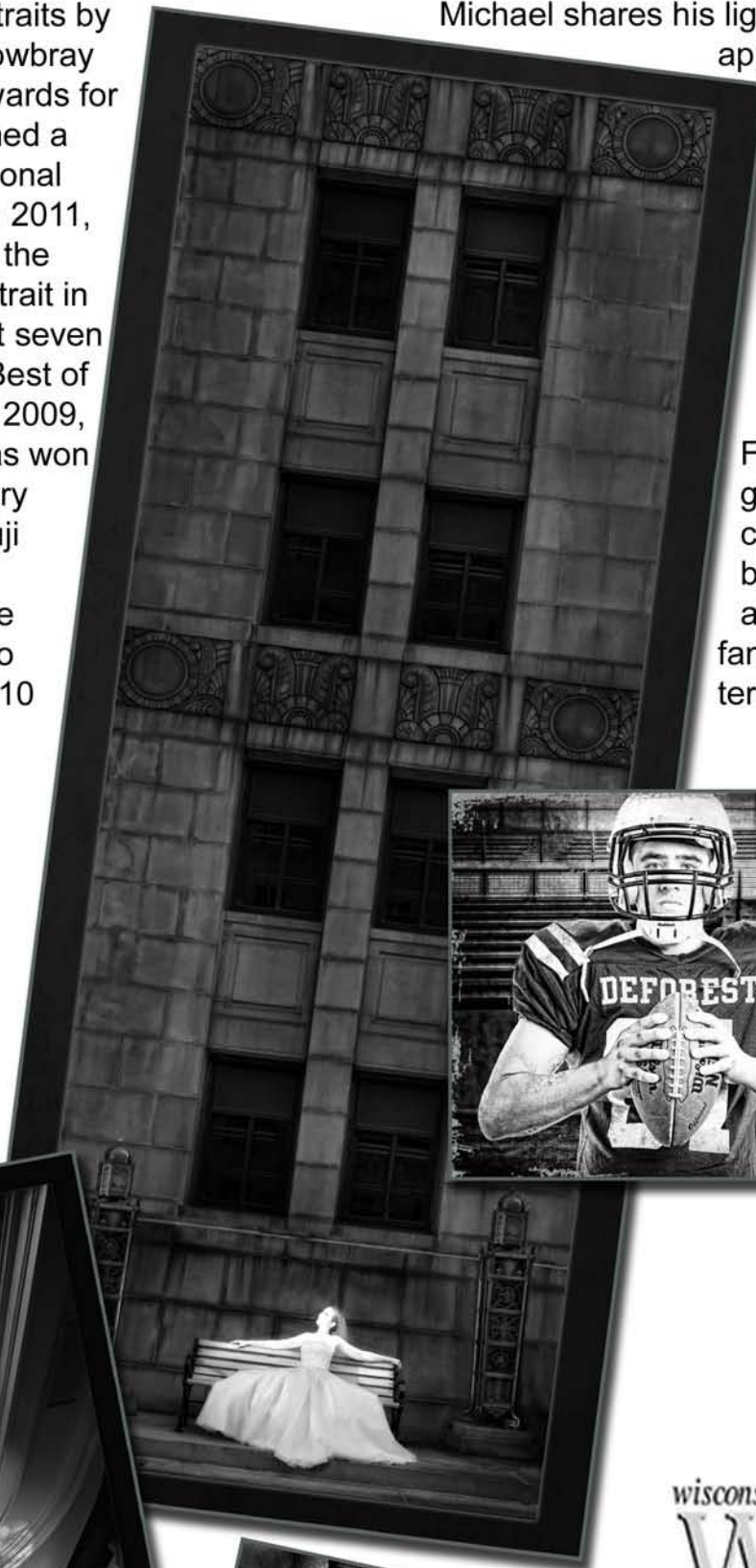
*M. Photog., Cr., F-WPPA, F-SCPPA*





Since opening Beautiful Portraits by Michael in 2001, Michael Mowbray has gone on to win many awards for his portraiture and was named a medalist in the PPA International Photographic Competition in 2011, 2012 and 2013. He has had the highest scoring wedding portrait in Wisconsin six out of the past seven years, including Wisconsin Best of Show-Wedding 2007, 2008, 2009, 2011, 2012 and 2013. He has won the prestigious Kodak Gallery Award five times, and the Fuji Masterpiece Award for Outstanding Wedding Portraiture three times. Michael has also been named one of the Top 10 photographers in Wisconsin multiple times and "Best of Madison" by the readers of Madison Magazine. Michael gives back to the photographic community by sharing his expertise in classes, seminars and educational videos. As one of the "3 bearded mentors" who created the nLightn Tour,

Michael shares his lighting and creative approach with photographers around the country. He is known as one of the leading experts in speedlite photography. Also, as a founding member of the charity Families Forever, he gives back to the community at large by sharing his time and talent with families stricken by terminal illness.



SHOOT OUT  
MENTOR

# CERTIFIED

PROFESSIONAL PHOTOGRAPHER

## CERTIFICATION PAYS

The power of certification is universal. Many industries have certified experts who are often looked upon as better or more reliable...and photography is no different. It pays to be an expert. It pays to be certified.



Mark A. Campbell, M. Photog. Cr., CPP, API

### HOW DO I BECOME CERTIFIED?

- 1 Register your candidacy at [www.certifiedphotographer.com](http://www.certifiedphotographer.com).
- 2 Pass the comprehensive Certification Exam.
- 3 Pass the Image Submission Review.

### WHAT IS A CERTIFIED PROFESSIONAL PHOTOGRAPHER?

As the leading certifying agency for imaging professionals, the Professional Photographic Certification Commission is recognized throughout the industry. This commission outlines and enforces the stringent requirements that Certified Professional Photographers must complete and maintain, proving technical competency in professional photography.

### WHY BE CERTIFIED?

Being a successful professional photographer takes more than a camera. A Certified Professional Photographer (CPP) designation will help you:

- Show the industry and potential clients that you have the knowledge and the talent to back up your business.
- Let clients know you mean business and that your knowledge and skills are cutting edge...before they meet you.
- Earn prestige, more clients, and simply put...more money for your business.

Are you ready to join the ranks of the certified experts?  
For more information, go to [www.certifiedphotographer.com](http://www.certifiedphotographer.com)

Sammy L. Jolley, M. Photog., CPP





## Stand Out--Get Certified at the 2013 WPPA Fall Convention!

Do you want to stand out from the crowd of photographers who flood the market? Get certified! After all, you will be one of less than 8% of professional photographers (less than 1,725 in the world) who have attained certification.

### How Can Certification Help You?

**Advertising Edge:** Before you can show a consumer your portfolio or sell them on your services, you have to get them into your studio. With hundreds, sometimes thousands of photographers advertising in a market, this is not always an easy task. Advertising as a Certified Professional Photographer is one way to distinguish yourself from the masses. Certification gives clients a concrete business reason to put you on their short list.

**Pricing Justification:** The digital era has made it much easier for inexperienced part-time and fly-by-night photographers to throw their hat into the ring, undercutting professionals with rock bottom prices. Certification is an easy way to help consumers understand and appreciate your level of experience and talent.

**Validation:** Certification is granted by the Professional Photographic Certification Commission, an objective third party who validates your expertise, and that speaks volumes to potential clients about your skill. When potential clients become aware that Certified Photographers must re-certify every five years, they understand that education, training, and the latest industry techniques and skills are important to you - and your images.

**Credibility and respect in the workplace and the industry:** Nearly 71 % of certified professionals say that credentials give them more prestige among their colleagues. *Salary Survey: Monitoring Your Net Worth, CertMag, 2005*

### What does it take?

To gain your certification, you undergo rigorous testing, which is something consumers understand.

- Pass a comprehensive written exam measuring your technical expertise
- Successfully submit your work to a panel of judges for review and approval
- Renew credentials every 5 years with continuing education, submitting work for critical evaluation, or retaking the certification exam

Visit [www.certifiedphotographer.com](http://www.certifiedphotographer.com) for complete information. If you need help preparing for the exam check out the following website <http://www.certifiedphotographer.net/study-guide/>. It's a great resource! WPPA will be proctoring the CPP exam at our spring convention, Monday, October 21, at 1:00 in the Mead Hotel in Wisconsin Rapids, WI.

If anyone is interested in becoming certified or you need more information, email Tim Koll, CPP Liaison, at [tkoll@tkollphotography.com](mailto:tkoll@tkollphotography.com) or call 715-256-4988.



## KEN KNERINGER

### The Fashion Inspired Studio

*M. Photog., Cr., CPP, F-IPPG*



In this program Ken will share how he has changed his business over the years to keep current with what seniors are looking for and how fashion ties his entire studio together. Only three years ago Studio K was a 100% seniors only studio. We had made the decision to specialize in seniors and let all of our other photography interests go by the wayside. Along comes the big changes in photography, a decrease in the senior market, and our involvement in the pageant world.

We needed to start adding other types of photography to the menu again, but the issue was how to tie it all together, how to make it all make sense without carrying several different brands. Fashion was the answer.

Using fashion as the base for our branding, helped us bring all the different types of photography that we needed to do now, under a single cohesive brand. It has set us up as the "fashion and model" studio. It aligns us with an industry that is much larger than our own, and the seniors can identify with it.

Going the "Fashion" route isn't necessarily an easy one, it requires some homework, and a different way of thinking. I don't have all the answers yet but want to share with you what we have learned so far and how that can benefit your business. I will share the steps that we took, the reasons we needed to change and what the future looks like for us in the next couple of years. Real world talk, no hype, just information that you can use to help in these changing times.

Studio K photographer, Ken Kneringer, has been a professional photographer since 1985. Before opening Studio K in 2002, he worked for several portrait and commercial studios as well as doing computer consulting and programming. Ken is a Professional Photographers of America (PPA) Certified Professional Photographer, PPA Master Photographer, and a PPA Photographic Craftsman. He is also a nationally recognized award-winning photographer and instructor now working on his Master of Electronic Imaging Degree and Adobe Photoshop Professional certification.

Ken was heavily involved with the Senior Portrait Artists in 2008 through 2012. He was chosen as one of only 15 "fashion shooters" for the annual SPA conferences, presented several programs for them and was a mentor for modeling, posing, lighting, web design and SEO. Ken has also done instructional videos both for SPA and the new Seniors Ignite that recently replaced SPA. He also presented programs for: Professional Photographers Of America, Professional Photographers Of Ohio, Professional Photographers of Indiana, Professional Photographers of Northern Illinois, Indianapolis Professional Photographers Guild.





Finally, he has done programs for The Mid-America Regional Conference, Southern Illinois Art League, Photography School House, and the amazing After Dark Organization as well.

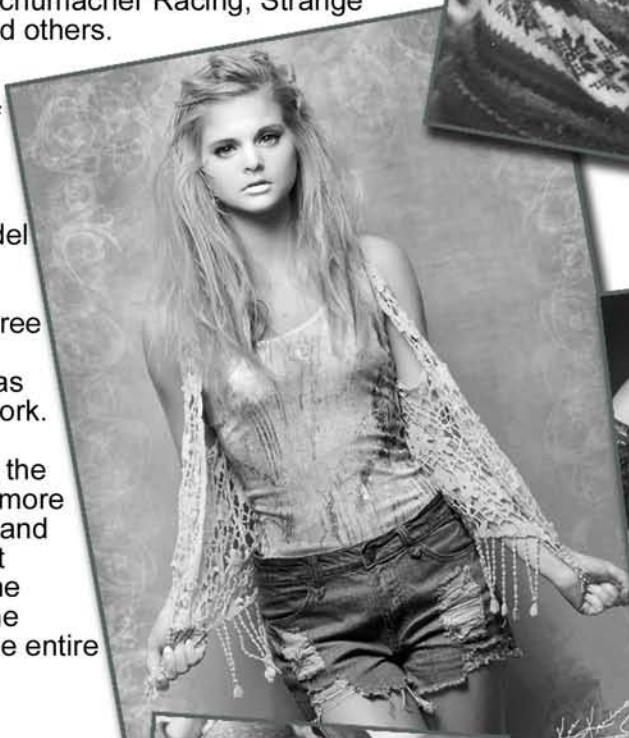
Ken started Studio K with the intention of photographing weddings, but that changed around 2007 after seeing senior portraits by the likes of Jeff Richardson, Sana Antisdell, Kia Bondurant, Fuzzy Duenkel, Chris Routt and Tim Schooler. Ken knew immediately that senior pictures was the direction for Studio K, and it is by far the largest part of what Studio K does today. Ken's senior pictures have changed over the years, starting from very basic, to the sassy SPA influenced images around 2009, to his very unique style of fashion inspired images that he shoots today. Studio K now photographs around 80-120 high-end senior clients each year.

Ken introduced Studio K to pageant work late in 2008 and now has the honor of being the official photographer for Miss Indiana USA, Miss Indiana Teen USA, Mrs Indiana USA, Miss Indianapolis, Miss Cosmopolitan, Miss South Bend, Miss Kankakee, and several other pageant organizations. He also photographs contestants and title holders for Miss Indiana Teen America, National American Miss, Miss West Virginia, Miss New York, and Miss Indiana United States. After four short years, Studio K has more photogenic winners than anyone in the area and has pageant clients that travel up to 4 hours to have pageant headshots done by Ken.

In 2009, he added commercial and advertising work to Studio K's list of offerings and now works with a fashion designer in New York and produces several commercial catalogs each year. Ken also works with several top companies including, Cheeky Couture, RaeLynns Prom, Yipes, IMIS, Raybestos, CR Racing, Schumacher Racing, Strange Racing, Elgin Pro Stock, JW Salon, and others.

He has photographed, a campaign for Loreal through JW Salon, Playmate Of The Year Julie Cialini, up and coming country western singer Abbi Scott. Through his modeling program and scouting, he discovered Vision LA model Courtney Bosley, Ford model Cayley King, model Toni Bentley currently modeling in the far east, and model Tyree that was a contestant on ANTM and is now modeling all over the world and has signed several models to MMG New York.

Ken's vice is photography. It shows in the images he creates for our clients, but more importantly in his passion for teaching and sharing his talents. Studio K's client list speaks for the integrity of the studio, the quality imagery that he delivers, and the professionalism that is presented by the entire Studio K staff.



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## Guest Article

*Karen Everling, Cr.Photog.*

Our prior article discussed how our industry is not the only one in a constant transformation. So what is really going on? Are we still embracing service and providing quality products? Where do we fall in the marketplace versus our competition? Are we listening to what our customers want and need? And finally, with all the industry changes, do our customers even know what we offer anymore?

One thing's for sure: if you don't define who you are, someone else will. Consumers will build their own definition of you and your business from the service you provide; the product quality, offering and pricing; your marketing image; and even information or marketing supplied by your competitor.

Now let's talk about how this works. My first studio was located on a busy Main Street. When I opened, the area itself was just beginning to define itself with boutique shops and retail stores. As the years passed and I grew comfortable with my business, the area became a higher-end retail community. What I had failed to assess as a studio owner was how that was affecting the perceived value of my work. People thought I was expensive, but in reality I was costing no more than others who were operating a studio out of their homes.

Unfortunately for me, due to my location and perceived value, some prospects stopped inquiring about getting photos with me despite the fact that I had not changed my prices over the years!

Complacency is a very common mistake we make as business owners. If we are not constantly re-assessing the market around us are we really serving or communicating (marketing) with our prospective buyers effectively? I don't think so.

What kind of marketing (if any) are you doing? Is it answering the questions buyers have about what you do and who you are as a company? Effective marketing takes time, but without it we do not control our destiny as a company or personally as a business owner. Do you want to own your destiny or let others own it? Perhaps it's time for some of us to re-define who we are and take control of our consumer's perceptions.

So back to, "What is really going on?" with business. Some photographers sell files; some don't. Some are cheap; some aren't. Consumers will draw conclusions based off the information they have about all photographers, and this may be the reason why your prospects continue to ask for files. This is a trend that isn't going to go away, so what is your plan of action?

Your competition down the street sells a disk of files for \$100. What do you do? Although you may have considered waving a white flag or huddling in the corner to cry, it's not time to give up yet. Maybe it's just time to think differently (thank you, Steve Jobs).

We are in the business to make money, and that hasn't changed. It's the characteristics of how we make money that has changed. It used to be earned by taking photos, but with the onset and evolution of digital, we have also become digital artists and graphic designers. At the center of it all, here is what our customers want:

1. Great products
2. Great service
3. Files from their session

I offered the last two, but it appeared that not offering Reason #3—files from their session—was enough to make them pull away. As my clients began to bring me other photographer's files to create products for them (ouch), I realized I had services and talents that the competition was not providing. At the same time, I was also lacking the number one thing they desired. Instead of being offended that they went to the competition for their photos, how can I learn from and capitalize on that information?

Here is a novel concept: Offer the service of photography and sell the files. Gasp, choke...are you okay? Let's proceed with this thought, so stay with me.

Let's think about other service industries. My highly-paid accountant and lawyer come to mind. My accountant would bind up my monthly balance sheets in a nice little package. She didn't charge for the packet, it was free, but the time to put it together was not. High service fee, low product mark up. I value the service she offers, and in turn, the report is just a byproduct of that service. Here's the rub: the report is what matters the most, not the paper it's printed on!

*continued on page 21*



# Burrell Customer Rewards: it's just our way of loving you back.



Burrell's Customer Rewards programs are the best in the industry.  
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For details on our Customer Rewards programs and everything Burrell, contact your territory's Burrell Business Consultant or call Burrell Customer Care at (800) 348-8732.



In contrast, my previous accountant was not nearly as skilled. Her hourly rate was much less, but being an accountant wasn't her full-time job; she was often late with my reports and didn't provide a monthly report.

The other option is that I could do my own taxes. I own a computer and Quickbooks, but that doesn't make me an accountant. I choose to pay someone to get it done because I know they can do it better. After all, I'm a photographer by trade and numbers are not my thing!

Accountants and lawyers have been making good money for years. Why not follow their business model and do it in photography? The only answer I've gotten from other photographers is, "because we've always done it this way." That is not a good enough reason anymore. People want more and will go where they can get more, period. If you don't offer it, they will and ARE finding it elsewhere.

If we are going to follow the accounting business model then we charge for our talent which means we market that! We are photographers, image consultants, graphic designers, and more! We need to start thinking of those talents as the primary saleable items in our business. So what about our high priced 8x10s? Well it's just a piece of paper, a means to deliver your high priced talent. If we follow a new business model of service, it's now a \$5 8x10 and your session fee is by the hour.

Now quit reaching for that white flag and get your game face on. It's time to capitalize on our neighbor who is marketing the \$100 disk of files. You are capable of more so it's time to offer MORE!

And remember: competition—no matter what the source—drives an industry to be what it is. Are you ready to ride along?

Karen Everling, Cr. Photog, LittleIronMom



**Krystal Lamberty-Sutter**  
WPPA Print Chairman



Hi everyone, I am your WPPA print chair for this 2013-14 year, Krystal Lamberty-Sutter. I live in Mount Horeb, WI, (west of Madison). I photograph primarily weddings along with high school senior and family portraits. I am, I guess you could say, a prime example of what WPPA can help you achieve. I began my WPPA career as a student volunteer on the print crew in 2007. Little did I expect at that time, I would meet so many true, lifelong friends, begin entering competition and would end up serving as a board member! I am here to answer any questions you may have. If you're interested in competition but don't know where to start, pick up the phone and call a board member, a WPPA member or volunteer on Print crew, you'll learn a lot about competition, and fast! I hope you all enjoy the remainder of your summer and start thinking about which prints you will enter this fall!

Now on to the print information...

Can you believe it's already September! Where has the time gone? I hope you are working on your prints to enter at Fall convention! I have a few of mine ready to go and cannot wait! The best way to hone your skills as a professional photographer, take your skills to the next level - maybe surpass what, even you, thought possible - is to challenge yourself by entering print competition.

The deadline for shipped prints to arrive at 2701 Lunde Lane, Mount Horeb, WI 53572 is October 10, 2013.

If you are a procrastinator, like the one at this little keyboard... you can also drop off your prints at the Mead Hotel, WI Rapids, from 5-7pm on Saturday October 19th or from 7:30-8am on October 20, 2013. Print Judging will be held on Sunday, October 20th. The rules are posted on the website along with printed on the following pages of this magazine.

Please contact me with any questions at 608-225-9451 or Email me at [silvertreewi@gmail.com](mailto:silvertreewi@gmail.com)

-Krystal

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# **The Next Generation Print Competition**

**Open to all children ages 0-17 (as of October 1, 2013)  
Or WPPA members in good standing**

## **Age Divisions:**

**0-7**

**8-12**

**13-17**

**Certificates will be presented to  
The Highest Scoring Print in each Division  
and Certificates for 2<sup>nd</sup> and 3<sup>rd</sup>  
(Ties will be decided by the judges)**

**Judging will take place Sunday – October 20th  
After the State Print and Folio Judging  
By the panel of jurors**

**Each participant may enter up to four prints  
Per PPA Non-Master Standards – see PPA Rules online**

**Print Fee: \$15/print  
Or – Free if accompanied by Parent's Paid Case**

# The Next Generation Print Competition

## Entry Form

Name \_\_\_\_\_

Studio \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Parent's Name \_\_\_\_\_

AGE
As of Oct. 1, 2013

Case Fee:      \$15/print, maximum of 8 prints

With Parent Case: Free

	Title	Score
1	<div></div> <div></div>	
2	<div></div> <div></div>	
3	<div></div> <div></div>	
4	<div></div> <div></div>	



# WPPA FALL PRINT COMPETITION RULES 2013

## Please read thoroughly!

The purpose of this competition is to allow photographers to enter photographic prints, CD albums and/or albums to be judged relative to the 12 Elements of a Merit Print. These rules pertain to images entered as prints created by traditional photographic processes as well as those captured and/or manipulated electronically with a digital camera or scanner.

### ELIGIBILITY

1. Entrant must have captured and created the original exposure.
2. Any entry which has been reproduced from an existing photograph, portrait, graphic or any other artwork produced by another person is a violation of the competition rules and will not be judged, accepted, or displayed. If an entry, in the good-faith opinion of the Photographic Exhibition Committee, violates copyright, trademark or any other applicable law that entry shall be disqualified.
3. The entrant's name shall not appear anywhere in or on the face of the entry.
4. A maximum of four entries may be submitted per entrant.
5. No entry will be eligible that has been made under the supervision of an instructor or as a class assignment.
6. No two entries shall be of the same subject.
7. Entries previously merited at any PPA International Competition are not eligible including any image from a merited album.
8. Entry media includes photographic prints, CD albums and albums.
9. If an image Merits in any category of PPA competition it may not be entered again in any other category at any time by any entrant. No image that receives a Merit may be entered more than once under any condition.

### PHOTOGRAPHIC COMPETITION CATEGORIES

1. Portrait, Illustrative, Electronic Imaging, Commercial, Wedding, and Album entries.

### MOUNTING

1. Entrants may submit images of any shape and size on a mount board a minimum of 80 square inches to a maximum of 480 square inches, with the largest dimension no longer than 24". (Recommended mounting thickness 1/8" to 3/8")
2. Print entries must be mounted on a standard mount material (double weight mat board, gator board, 1/4" foam, styrene or Sintra). Images on metal and mounted to another standard mount material, must have rounded corners. No mount that could potentially damage other entries or pose a danger to print handlers will be accepted. Masonite, glass, stretcher frames or conventional frames will not be accepted.
3. No material may be added to the front or back of an entry that may damage another entry.

### DIGITAL ENTRIES:

1. Files must be sized so the longest dimension is 4,000 pixels (20 inches at 200 ppi). Each file must contain an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10. Total file size should not exceed 3.5MB but may in some cases.
2. Files are to be named: Image Title.jpg (e.g. *Can Mary Come out to Play.jpg*).
3. For each entry, an 8x10, mounted, print accompaniment is requested for display purposes.

### ALBUM ENTRIES

Album entries may be submitted in the form of a Traditional Album or a CD Format Album.

**NOTE:** Multi maker and single maker albums will be judged as one category.

### Traditional Album Entry

1. Album covers must be between 63- 400 square inches.
2. No multiple volume albums are allowed.
3. Any studio identification or entrant's name in the traditional album must be covered.

### CD Format Album Entry

See **TUTORIAL** at <http://competitions.ppa.com> **International Competitions.**

1. Non-rewritable CDs are required for CD album entries.
2. All files **MUST** be a horizontal canvas size of 2560 x 1600 pixels color space sRGB, JPEG at Quality setting 12 (That doesn't mean you can't have vertical images. See tutorial)
3. Each canvas/file may be a single album side or a spread with as many images as you desire.
4. An entry may contain up to 36 "Canvases/files"
5. Identify Canvas/files in the order to be viewed using two digits i.e. 01.jpg, 02.jpg, 03.jpg, etc.)
6. Canvas/file 01.jpg **MUST** be blank - filled with **BLACK**
7. All Canvas/files for one entry Must be in one folder named with your, **Entry #, and Title of Entry** in that order. i.e. 1- Endless Love
8. Limit (1) album entry per CD.
9. Entrant's Name/s plus, Entry #, and Title **MUST** be written directly on the CD for identification. **NOTE:** In order to prevent jamming, NO labels can be affixed to the CD! Use the Official Entry Form and jewel case label.
10. Studio identification or entrant's name cannot appear on any file within the album entry.

### NOTE: In the case of any Multi-Maker album entries:

1. Each entrant must pay the appropriate entry fee.
2. Each album or CD jewel case must have the official entry label with the names and PPA #s for each entrant.
3. Images in the album must be the work of the entrants, with a minimum of 20 images per entrant.
4. Multi-maker albums will be judged as one entry.

### DEADLINES:

Cases can be dropped off between 5:00 pm and 7:00 pm Saturday, October 19, 2013, or walk in at 7:30am-8am on Sunday, October 20, 2013 at:

The Mead Hotel  
451 E. Grand Avenue  
Wisconsin Rapids, WI 54494

### FEES:

**ENTRY FEE:** \$15 per Print, limit 8 prints per maker.

### Photographic Open

**TO BE ELIGIBLE FOR ANY AWARDS A CD WITH JPGS OF ALL OF YOUR ENTRIES WITH THE IMAGE NUMBER, MAKERS NAME AND TITLES ARE REQUIRED IN YOUR CASE.**

A CD of Your Images is required with your case.

**1. Use the same dimension and naming requirements stated in digital entries**

**2. Please label your disc with your name.**

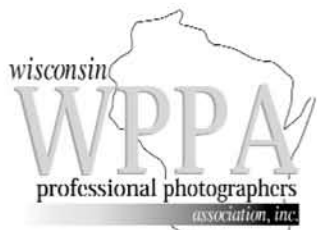
### SHIPPING INSTRUCTIONS:

**If you are unable to drop off your print case at the above place and time, you may ship your case to:**

Krystal Lamberty-Sutter  
2701 Lunde Lane  
Mount Horeb, WI 53572

**Cases must be received by October 10, 2013.**

**Note:** Failure to comply with these rules may result in disqualification of entry. The decision of the Print Chair is final.



# Wisconsin Fall Convention Print Award Form

**Please fill out this form and place it in your print case.**

**Place Your  
BAR CODE LABEL  
in this box.**

**Name:** \_\_\_\_\_

**Studio:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Please mark all that apply:**

- ☐ Master Photographer  
☐ ASP Member  
☐ PPA Certified

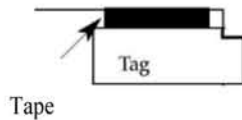
Circle Type	Print #	Title	Score
P - Portrait W - Wedding I - Illustrative C - Commercial EI - Electronic Imaging			
P - Portrait W - Wedding I - Illustrative C - Commercial EI - Electronic Imaging			
P - Portrait W - Wedding I - Illustrative C - Commercial EI - Electronic Imaging			
P - Portrait W - Wedding I - Illustrative C - Commercial EI - Electronic Imaging			

**Case #** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# FOLIO/COMPOSITE ENTRY FORM



Back Side of Folio or  
Composite panel

Make sure the tag is taped on the top edge with the tab extended out over the side edge of the folio (this tab is for taping after the judging). Bend back for shipping.

When the tag is flipped over the top edge of the entry, the printing should be right side up when viewed from the front

attach to back of entry, this side down

tab	TITLE:	SCORE
	STUDIO:	
	ENTRY #1 MALE or FEMALE Circle Appropriate	

attach to back of entry, this side down

tab	TITLE:	SCORE
	STUDIO:	
	ENTRY #2 MALE or FEMALE Circle Appropriate	

Please complete and Include in your folio box.

Name:

Studio:

Folios may be dropped off by 7:00 am on Sunday, Oct. 20, 2012 in the Print Crew Room at Hotel Mead, Wisconsin Rapids, WI.

**FOLIO 1: MALE or FEMALE**  
**FOLIO 2: MALE or FEMALE**  
Circle Appropriate

For Association Use Only

Entry1: Score \_\_\_\_\_

Entry 2: Score \_\_\_\_\_

Number of entries: \_\_\_\_\_

The Print Chair has the Authority to decide any questions not Specifically covered by the rules and his/her decision is final.

Signature: \_\_\_\_\_

Shipped Entries are Due: October 10, 2013

Send entries to: Krystal Lamberty-Sutter  
2701 Lunde Lane  
Mount Horeb, WI 53572

## Case Fees:

**WPPA Member: \$15/print**

**A CD of Your Images is required with your case.**

1. Files must be sized so the longest dimension is 4,000 pixels (20 inches at 200 ppi). Each file must contain an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10. Total file size *should* not exceed 3.5MB but may in some cases.

2. Files are to be named: Image Title – Maker Last.jpg (e.g. *Senior Girl – Lamberty.jpg*).

**Place**

**BAR CODE LABEL HERE**



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# WPPA 2013 - FALL SHOOT-OUT

October 19th-21st, 2013 - Mead Inn & Convention Center

## ADVANCE CONVENTION REGISTRATION FORM

COMPANY NAME: \_\_\_\_\_ PHONE # \_\_\_\_\_

### REGISTRATION CATEGORIES AND FEES

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

	<u>Postmarked by 10/1</u>	<u>by 10/15</u>	<u>At Convention</u>
WPPA MEMBERS*.....	\$99.00	\$125.00	\$175.00
LIFE & HONORARY MEMBERS.....	\$0.00	\$40.00	\$75.00
EMPLOYEES (includes working family).....	\$99.00	\$125.00	\$175.00
OUT-OF-STATE (IA, IL, IN, MI, MN)**.....	\$99.00	\$125.00	\$175.00
IMMEDIATE FAMILY***.....	\$35.00	\$50.00	\$75.00
CHILDREN (Under 17 years).....	\$0.00	\$25.00	\$50.00
NON-WPPA MEMBERS.....	\$150.00	\$185.00	\$225.00

\*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 OCTOBER 15th 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	

### MEAL OPTION:

\_\_\_\_\_ Meal Plan -\$40 - Includes Saturday Trade Show Meal, Sunday Award Banquet and Monday lunch

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

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

CC# \_\_\_\_\_ CC Exp Date: \_\_\_\_/\_\_\_\_ V-code: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

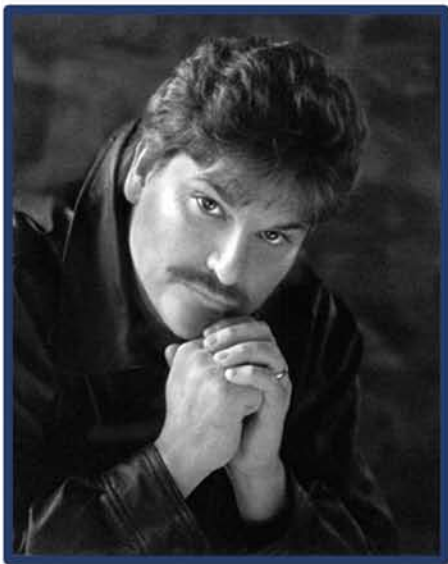
You can also register on-line at [www.wppa-online.com](http://www.wppa-online.com) - Same rates and deadline dates apply.

**MAIL TOP COPY TO:** (Retain bottom copy for your records)

Rick Trummer, WPPA Exec. Coord. at 3701 Country Grove Drive - Madison - WI - 53719

Questions? WPPA number at 608-469-1097 or e-mail inquires to [rtrummerwppa@gmail.com](mailto:rtrummerwppa@gmail.com)





## **News from the EC**

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

Andy Peterson was my best friend when I started high school, it was a very scary time for me. He was a year behind me and died his senior year after being hit by a drunk driver, I was in the car right behind him. I watched in terror the accident

unfolding and remember identifying the body right there in the road. A little of all of us died right there with him that evening. Andy was the life of the party, could make friends with anybody at anytime. He would step into a room of complete strangers and come out with dozens of friend, invitations to five or six parties, cash in his pocket and a "free" two week vacation. He made everyone around him feel special as he was loved by everyone who ever cross paths with him. It was such a great gift, one that maybe rubbed off on me just a little.

Before our family moved in a couple of doors away from Andy's home, I was a very shy and timid soul, he changed all that in the six years we knew each other. We were almost instant buds, maybe he found it easy to identify with me because he started out a little like me years before, I thought time would tell me why, but we ran out of that time way to early. He had thoughts of becoming a priest, even started

out attending an all boys private catholic seminary high school that is close to my current home. He wanted to help people, find out who they were to their very souls, he would really listen to you, always wanting to help. He had the gift of gab and could bring out your every emotion. It was such a wonderful gift that only few can claim. I remember carrying the casket thinking, almost wishing, it was me who had been in that car, not Andy. I can't tell you why bad things happen to good people, I wish I had the knowledge, but I do know that God, it seems, has a game plan and it was his time and not mine to meet his maker. That was thirty years ago next month, time has , indeed, gone by.

Fourteen years have past since I experienced my second heart attack, I was dead for almost forty seconds, it again,

wasn't my time and God has the big picture in his hands. For every bad thing that has ever happened in my life, I have been able, though not immediately, to understand the reason. I have been to the other side and seen with pure joy what is to come, my friends and family will be waiting there for me. Are we in control of the final outcome? I wish I had the answers to that question as well, but I do know we have the control to a lot of things in are world, we just have to want it enough.

For those of you who know me well, you know I'm a game plan guy. Creating that "game plan" is something that MUST be done. We can't go through life thinking we have all the time we need or the finances to do it. We can't go through life without creating a business and marketing plan so you will be successful in your endeavors. Running your life or your business without a plan is a recipe for disaster.

***"Don't Consume your Lives with Thoughts of Failure!"***



This month, make it a point to write it down, a goal not written down is only a dream, plan your days, your week, your month. Look to the future a year out, five years out and create those goals that will take care of you, your family and your future. We are not in control of everything, but we are in control of that part of it. Time is something that we will run out of, so do it before the clock stops ticking. In the end, Andy probably wished for more time and most of us would want more of it as well. Don't waste it being negative, don't consume your lives with thoughts of failure, time is so short.

Be Good to Each Other,

Rick

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## Moving Sale

Photography by J.D. has moved to Hawaii. We have to leave most of the photography equipment and props behind. For more information or a list of items,

**contact Dave Wacker at  
715-823-6111.**

The entire studio and all equipment in a package deal is also for sale.

## calendar of events

### WPPA Events

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

WPPA Board Meetings

October 21st, 2013

Hotel Mead - Wisconsin Rapids, WI

November 13th, 2013

Webinar

January 8th, 2013

Radisson - Green Bay, WI

### Fall Shoot-Out

October 19th - 21st, 2013

Hotel Mead, Wisconsin Rapids, WI

### Spring Convention

February 26th - March 3rd, 2013

Radisson Green Bay, Green Bay, WI



### Foxes

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

Regional Director: Teri Shevy

September 17th, 2013 - Appleton, WI

Carl Caylor - "Available Light Portraiture"

November 18th, 2013 - Green Bay, WI

Ken Martin - "Low Key Character Study Portraits"



### Indianhead

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

Regional Director: Neal Geiger

October 14th, 2013 - Wausau, WI

Rick Trummer - "Workflow/Color Management"

November 11th - TBA

Pre-State Judging



### South Central

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

Regional Director: Krystal Stankowski

September 23rd, 2013 - Waunakee, WI

Mary Mortensen

"From Capture to Print and Everything in Between"

November 25th, 2013 - Waunakee, WI

Joe Switzer - "Lights, Camera, Action!"



### South Eastern

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

Regional Director: Diane Bentfield

September 9th, 2013 - TBA

Wendy Veugeler - "In Your Wildest Dreams"

November 4th, 2013 - TBA

Laurie Klien - "Celebrating your Creativity"





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