

Wisconsin The Photographer

VOLUME 118, NUMBER 6

JANUARY - FEBRUARY 2014

LARRY PETERS



JIM CUNNINGHAM



KEVIN HUDSON



GABRIEL ALONSO



LOU SZOKES



MARK FITZGIBBONS



SCOTT TRACY



DENNIS HAMMON



KEN SKLUTE



TIFFANY SCHMITT



NORTH CENTRAL
DISTRICT
SPRING CONVENTION
ISSUE

MARIA SAUSERMAN



PLUS AN ALL DAY PROGRAM WITH CARL CAYLOR & DAN FRIEVALT

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

www.wppa-online.com

WISCONSIN
2013 - 2014
PROFESSIONAL
EXECUTIVE
PHOTOGRAPHERS
BOARD
ASSOCIATION, INC.

PRESIDENT

Paul Hafermann, F-WPPA, F-IPPG
 130 8th Street North
 Wisconsin Rapids, WI 54494
 hafermannphoto@solarus.net 715-424-3979

VICE-PRESIDENT

Greg Loll, M.Photog., CPP
 W1954 Highway 64
 Marinette, WI 54143
 greg@gregorysphoto.com 715-735-5767

TREASURER

Jas McDaniel, F-SCPA
 1006 N. Gammon Road
 Madison, WI 53717
 jas@jasmcdanielphotography.com 608-432-2224

SECRETARY

Jackie Boyd, F-SCPA
 1400 E. Main Street
 Little Chute, WI 54140
 jackie@jackieboyd.com 920-428-7711

PAST PRESIDENT

Tracy Van Zeeland, M.Photog., CPP
 111 E. College Avenue
 Appleton, WI 54911
 tracyvanzeeland@yahoo.com 920-739-4306

WISCONSIN
EXECUTIVE COORDINATOR
PROFESSIONAL
 Rick Trummer, M.Photog., Cr., F-WPPA, F-APPI, F-PPANI, F-SCPPA, F-IPPG
PHOTOGRAPHERS
 rtrumnerwppa@gmail.com
 608-469-1097
ASSOCIATION, INC.

content

President's Message.....	2
Words from Your Convention Chairman/Schedule....	3-4
Your District Judges.....	5-6
Ken Sklute.....	8
Larry Peters.....	10
Scott Tracy/Lou Szokes.....	11-12
Gabriel Alonso/Dennis Hammon.....	13-14
Guest Article - Todd Knustman.....	15-16
Mark Fitzgibbons/Maria Saurseman.....	17-18
Tiffany Schmitt.....	20
Kevin Hudson/Jim Cunningham.....	21-22
Special Announcement from Awards Chairman....	23-24
Words from the Executive Director.....	25
Carl Caylor/Dan Frievault.....	27-28
Calendar of Events.....	30

on the cover...

spring convention talent
green bay, wi

The Wisconsin Photographer
 VOLUME 118, NUMBER 6 JANUARY - FEBRUARY 2014

LARRY PETERS
JIM CUNNINGHAM
KEVIN HUDSON
GABRIEL ALONSO
LOU SZOKES
MARK FITZGIBBONS
SCOTT TRACY
DENNIS HAMMON
KEN SKLUTE
TIFFANY SCHMITT
MARIA SAURSEMAN

NORTH CENTRAL DISTRICT SPRING CONVENTION ISSUE

PPLUS AN ALL DAY PROGRAM WITH CARL CAYLOR & DAN FRIEVAULT

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

www.wppa-online.com

from our president...

Well, it's January and time is running short. Take the time right now and register for the Spring Convention. Carl Caylor has put together an outstanding and ambitious line up of talented speakers, with a lot of hands on learning. Carl has put together a mix of smaller classroom hands on learning as well as some lecture time.

North Central District print judging will begin on Thursday and finish on Friday. We always could use extra help with print competition. Contact Kyrstal Lamberty if you would like to help.

Trade show Grand Opening will be Friday night, followed by the Guru Lounge time. The entire agenda is in this magazine.

Your Vice President, Greg Loll is currently filling next years board positions and would love to see some new faces to keep the organization growing and relevant to your needs. So please let him know that you are interested in helping out. I would like to thank everyone on my board for stepping forward when asked to help, without you this would have been an extremely hard job to do.

We have a new membership drive and it's happening right now. This membership drive has incentives for the current members as well as the new members. If you haven't heard about it yet, here it is.

Any **current** WPPA Primary member recruiting a new WPPA member before Spring Convention 2014 will receive a \$25 rebate per new member on their 2014 Spring Convention Registration, with a maximum of \$175 rebate (cost of registration).

Any **new** member joining the WPPA before Spring Convention 2014 will receive a \$50 rebate on their 2014 Spring Convention Registration.

This does not include members within a Firm membership.

This does not include any member that doesn't pay a convention registration fee (Convention chair, Executive board, Tradeshow chair, Life members, Etc.) If you don't pay for registration, you don't qualify for a rebate.

Rebate forms will be available at the registration desk.

Rebates will be paid out after Convention.

It's hard to believe this is one of my last President messages. I will attempt to catch you up on what's been happening in my life this year. Jenny has had both knees replaced this year. The first one on July 8th, and the second one on October 28th. Note how she spaced this around conventions. Our oldest daughter, Sherre', lives in Plover WI. She is a stay at home mom (yay) and her husband Jerome works for Skyward. They have two children, Aurelia (4) and Tristan (1). Fun times indeed. Our youngest daughter, Rebecca, lives in Nagareyama, Japan. She is an English teacher at the high school level. She has a boyfriend, Alistair, who lives in New Zealand.

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



She has just spent a warm Christmas there. As for me I can't believe how fast this year has gone. It's true being President consumes 80% of your time but I would not trade it for anything. This has been a learning experience I will take with me the rest of my life. I want to thank you, WPPA members for putting your confidence in me this year.

Hope to see everyone at convention.

Paul

MichelCOMPANY

**THE NUMBER ONE, NATIONAL,
FULLY STOCKED, DISTRIBUTOR**

Tap
Packaging Solutions

RENAISSANCE[®]
RENAISSANCE ALBUMS

- **Folders • Easels • Photomounts • Baby Program Albums •**
- **Slip-In Albums • Do-It-Yourself Peel 'n Stick Albums •**
- **All Your Packaging Needs •**

Contact Michel for your fast,
usually same day, in-house,
custom imprinting!
FREE studio logos w/imprint

*Same day shipping for all in-stock orders.
FREE shipping on orders of \$350 or more!
*If placed by noon CST

www.michelcompany.com • 1.800.621.6649
1151 S. Northpoint Blvd. • Waukegan, IL 60085 • email: info@michelcompany.com

WPPA Convention Chairman

Welcome to the 118th WPPA Convention

There have been some great conventions in WPPA history. Over the years, however, the membership has changed. The full time studio membership majority has diminished. Numbers attending our event has declined. So in moving with the times... major changes have occurred!

The education found on-line today is really pretty good, and there is a lot of it. So many photographers use the web for their education. It was our goal to bring attendees what they can't get on-line:

- (1) Classes that are "hands-on" with live demonstrations
- (2) Time to try-out new equipment and techniques with mentors close by to assist them
- (3) Networking time with fellow photographers.
- (4) A great trade show.
- (5) Inspiration
- (6) New friendships and support.

I hope we have succeeded.

As you look through the convention schedule and the speaker pages, keep in mind the new format. For the classes Saturday and Sunday, you will choose a coach you want to study with. As you notice... there are many topics to choose from. Each class will leave you with skills that you can go home and use immediately. This is NOT a show-off event - this is a "teach-you" event! We all need new ideas, products and skills to keep business strong. Pick a topic that will be a good fit in your studio.

**** The classes will fill at a first-come-first-serve basis as you register. So register early to get the classes you want the most. FYI: There are no bad choices here.**

Saturday afternoon Ken Sklute, a Canon Explorer of Light, will give an inspirational program. Then it is off to Fun Night! This is an opportunity to network, make new friends and blow off some steam with your peers.

Sunday mid-day we will take a break from your class. Everyone can find a quick lunch then join a new Q&A panel discussion and demonstration program. This is for any questions you may have: Lighting, posing, exposure, backgrounds, Photoshop, business, marketing, sales... anything. The answers will be shown - not just told. For example: if you have a posing question, the panel will actually do the posing to answer the question. Photoshop questions will be on screen for your answers. It will be a great learning experience for all. Bring your questions. Get your answers!

Carl Caylor, M.Photos., Cr., CPP, F-WPPA, F-FVPPA



Sunday night is the WPPA Gala event. Wonderful food and friends along with awards for those deserving.

We will finish off the convention Monday with an all day event with Dan Frievalt and Carl Caylor. They will create images of the same model in their own style. Then they will share workflow and post production ideas to get different, but powerful images. Again, this is a demonstration program with a touch of discussion on how to exist in this industry as a self run business. Many ideas will be shared to help attendees who, "Do it all on their own", create a business model with efficiency.

Tell your friends - Tell everyone! This is the new WPPA Convention! It has potential to be great - help make it so!

Please call the Radisson Hotel and Convention Center to make your room arrangements with a special rate of \$99.00 per night for a single or double booking room. The hotel number is 920-494-7300 and make sure you let them know your with the Wisconsin PPA Northcentral Convention!

EVALD
**MOULDING**

421 Dayton Street
Watertown, WI 53094

Phone: 1.800.873.3300
Fax: 1.800.871.4771
Website: www.evaldmoulding.com
E-mail: evaldmoulding@evaldmoulding.com

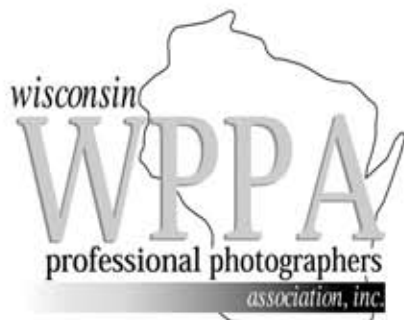
MENTION THIS AD TO RECEIVE 10% OFF YOUR NEXT ORDER!

DELIVERY SERVICE AVAILABLE

CUSTOM MAT CUTTING SERVICE

COLLAGE FRAMES • CRESCENT DEALER

READYMADE FRAMES • OVALS & SPECIALTY FRAMES



Radisson Inn & Convention Center Green Bay, Wisconsin

Print Competition: Thursday, February 27th - Friday, February 28th

Convention: Friday night, February 28th - Monday, March 3rd

Friday Night - February 28th, 2014

Registration Desk Opens	12:00pm - 7:00pm
Trade Show Opening	7:00pm - 11:00pm
Guru Lounge (In the Trade Show Area-Live Demos)	8:00pm - 11:00pm

Saturday - March 1st, 2014

Registration Desk Opens	8:00am - 4:00pm
Demo Classes**	8:30am - 11:00am
(Ken Sklute, Larry Peters, Dennis Hammon, Scott Tracy, Lou Szokes and Gabriel Alonso)	
Trade Show Lunch	12:00pm - 1:00pm
Trade Show Only Time	1:00pm - 3:00pm
Demo Classes (cont.)	3:00pm - 4:30pm

General Assembly	5:00pm - 6:30pm
------------------	-----------------

Ken Sklute

sponsored by:

Canon



Fun Night

7:30pm - 12:00pm

Sunday - March 2nd, 2014

Registration Desk Opens	8:00am - 3:00pm
Demo Classes**	8:30am - 11:00am
(Mark Fitzgibbos, Maria Saurserman, Tiffany Schmitt, Kevin Hudson and Jim Cunningham)	

Magical Q&A Presentation	1:00pm - 3:00pm
--------------------------	-----------------

(TBA)

Demo Classes (cont.)	3:30pm - 5:00pm
----------------------	-----------------

WPPA Gala TBA

Monday - March 3rd, 2014

Registration Desk Opens	8:00am - 11:00am
Annual General Board Meeting	8:00am - 9:00am
Dan Frievalt and Carl Caylor (all day program)	9:00am - 11:30am

sponsored by:



whcc

Lunch	11:45am - 1:00pm
Program (cont.)	1:15pm - 3:00pm
Safe travels!	

**** Demo Classes will be limited to 50 students unless convention numbers go over 300. They will fill as a first come-first serve basis. Register early to be assured of your first choices... but really... you can't go wrong with any of the classes. See you there. Invite anyone you know. This is going to be the premier photographic event of the year nation wide and it's in your own backyard. 4**

2014 Northcentral

Jury Foreman

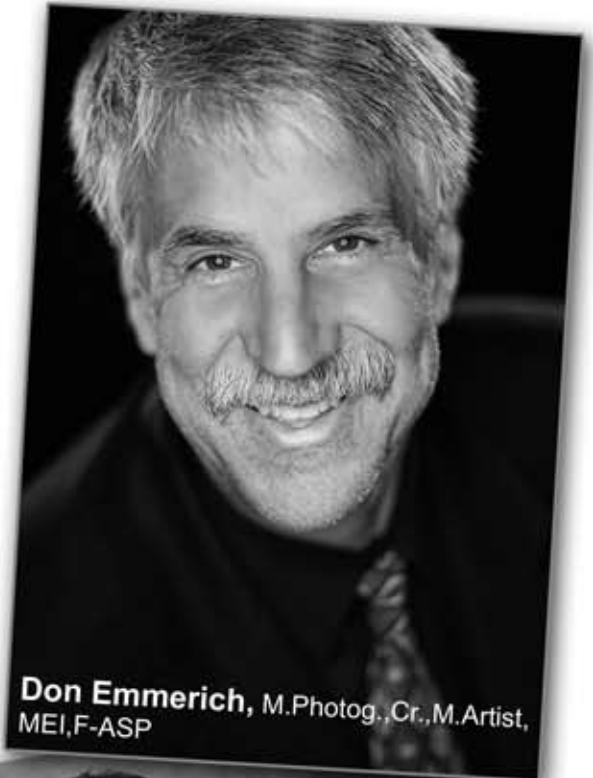
Tim Mathieson, M.Photog., Cr., F-ASP, EA-ASP



Donna Goodhale, M.Photog., Cr., CPP



Don Emmerich, M.Photog., Cr., M.Artist, MEI, F-ASP



Andrew Jenkins, M.Photog., Cr., CPP



Joan Genest, M.Photog., Cr.



Dennis Hammon, M.Photog., Cr., F-ASP

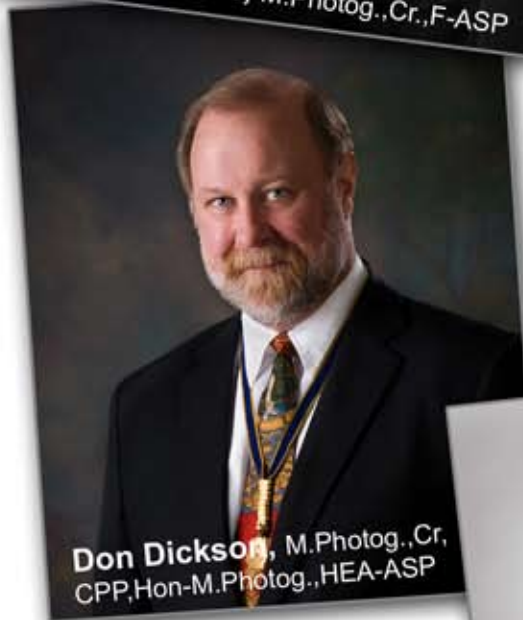


Tina Timmons, M.Photog., Cr., CPP



District Judges

Jury Foreman



ACI is *Memories*

By utilizing your treasured images,
combined with a revolutionary
approach, we define the future of
lifetime memories.



artistry accordion books 3x3



folded artistry card



memory book

aci

SATURDAY, MARCH 1ST, 2014

KEN SKLUTE



EXPLORERS
OF LIGHT

Sponsored by:

Canon

M. Photog., Cr., CPP



Ken Sklute has been honored as one of Canon's Explorers of Light, a designation shared by only 42 top photographers worldwide. Ken has enjoyed a diverse career photographing people, professional sports, architecture, weddings and landscapes. Ken spends much of his time photographing, teaching and lecturing both Nationally and Internationally.

Ken Sklute began his photographic career capturing 200 mph race cars in New York at an early age. He soon moved into the wedding and portrait industry working for a volume wedding studio for three years before moving into working for different independently owned studios. Ken bought his first studio in 1983 in New York working at the finer locations throughout the New York metropolitan area. He chose to relocate to Phoenix, Arizona in 1996 in order to be out in the landscape of the beautiful desert Southwest and to enjoy the Phoenix wedding market.

During Ken's 38 year professional photography career he has accomplished the title of "Photographer of the Year" in 32 out of 38 years in the states of New York, Arizona and California. In addition, Ken has been awarded 14 Kodak Gallery Awards, the Kodak Gallery Elite award, WPPI Grand Award for Weddings and 15 Fuji Masterpiece awards, amongst many other awards. Ken is proud to be or have been a Kodak Mentor, an Epson Mentor, an Adobe Influencer, a Datacolor Expert and a NIK Friends with Vision member.

"Natural Light Portraiture" A "Hands-On" Class

Join Ken as he demonstrates natural light portraiture. This class will most likely take you out and about the convention are looking for light. Good portraiture is more than just a correct exposure, it's about forms of light that has beautified the human figure since the beginning of artistic expression. You will learn how to see light on the human figure. Where to find quality light and how to harness it. Who knows... you may even pick up ideas of composition and balance along the way as well. This is going to be a real treat for all levels of natural light photography!



WE LOVE WAVES AND RIPPLES

BUT NOT IN OUR FLUSH MOUNT ALBUMS... **GUARANTEED.**



Whether you're looking for an imprinted all leather album from our designer line or curved leather binding from our Memoire Albums, they are all hand built with the utmost care and quality. **And our Albums are guaranteed not to warp or ripple, period.** View our entire line of our non-wave, non-ripple, flush mount albums on our web site at www.burrellimaging.com and see how we can make amazing possible.



burrell imaging
making amazing possible

800 348 8732

www.burrellimaging.com



follow us



like us



M. Photog., Cr., CPP



Larry is a self taught full time photographer. He began his career as a high school business teacher. He is a graduate of Bliss College and Xavier University and holds a Bachelor of Commerce degree and a Masters Degree in Secondary Education.

After teaching school and spending six years in a family run business, he and his wife Karen launched Main Street Photography out of their home. The business grew from photographing 200 seniors to photographing 750 seniors in the first year. After a two week class at Winona, he decided his work was going to look different from others in his area and set out to develop props, sets and marketing ideas that have continued over the last 35 years. Today the business has two studios with over 20 employees and a gross annual sales of over 1.8 million dollars. Larry has brought Senior photography to what it is today with contemporary photography. Since digital has become popular, the images not only look different, but offer many more sales advantages. The business is still family run including his wife, daughters and son-in-law.

“Senior with Larry” A “Hands-On” Class

Spend time with a legend! This is your chance to watch Larry create images of a senior. Larry will show how he uses his lighting techniques and how to pose within that light. Learn what makes his guests keep coming back for more. Find out what ideas work the best and get a chance to create an image or two as well. By the end of the day you will feel comfortable with senior lighting and new prop ideas that will bring more clients through your doors and more profit in your pocket!



SATURDAY, MARCH 1ST, 2014

SCOTT TRACY

Executive Producer



Executive Producer at Reel Motion Productions, Chicago, Scott studied Electronic Media Productions in college where he began his career in the broadcast industry. Scott's passion for storytelling has been invaluable to his success as a cinematographer. Whether professional sports, music videos, nightlife, commercials, or corporate work, Scott's clients contact him because of his ability to capture exceptional content and to do it in the most cinematic way possible. Scott recently found another outlet for his passion and creativity in the professional horse racing industry where he is the Multimedia Producer at Blood-Horse Publications. His vast knowledge of the industries leading cinema gear and techniques allows him to create high quality products for his clients and the masses.



What I will be teaching:

“HDSLR Storytelling from the Start to Finish” A “Hands-On” Class

Encompassing many aspects of video including basic camera functions, choosing the right stabilizer, shooting tips and techniques, lighting for video, non-linear editing in Adobe and Final Cut and most importantly how to make money doing it.

This is an exciting new venture that can and will be part of all our businesses in the near future. This is a great opportunity to learn from a real expert in the field! Bring your camera and laptop with editing software if you want to follow along. Or if you prefer... you can just observe as well.



M. Photog., Cr.



As a professional photographer for over 30 years, I am very proud of the many accomplishments I have achieved over the years. My work has been displayed in many magazines as well as Epcot Center in Florida. It has also been on display in traveling art exhibits in the US and Canada. One of my proudest moments was being recognized by the Professional Photographers "Hall of Fame" in Oklahoma City, Oklahoma. Only one half of one percent of photographers are asked to display prints with them. Other accomplishments was being named 2002 Illinois Photographer of the year, Top ten Photographer of the year 5 years in a row as well as Best Black and White Print 6 years straight. We are also very excited to announce that my book titled "Hollywood Portraits" premiered in all major book stores and online March of 2012. It was published and marketed by Amherst Media, one of the largest and oldest publishing company's in New York. I take pride in every portrait/art piece I create. I personally work each piece through the process myself from the creation of the print, printing, mounting and final glazing. My work is treated and handled with only archival materials. Creating art is a gift I was given, and am thankful for everyday. Thank you for stopping in and viewing my creations.

"Glamour Lighting Hollywood Style!" A "Hands-On" Class



Program/Class Highlights:

- *Understanding how strobe lighting is different than "Hot Lighting" *What to look for when selecting light sources
- *Using barn doors and snoots to take complete control of the light *Building a portrait setup with hot lights
- *Lighting the Bride/Groom on location with one light *Metering for flawless exposures
- *Texture in your images - Why and How! *Using light and shadows to create mood in your images
- *Controlling the Highlights and shadows on your subject and background
- *Adding and lighting props *Cultivating your personal style for more expressive portraits
- *Creating your image and marketing it.

Ask yourself this:

Doesn't it seem that everyone that owns a camera today calls themselves a Professional Photographer. Doesn't it seem that most images look the same with flat light and over retouched faces.

Your competition can easily buy all the newest programs on the market, they can buy all the new templates, retouching programs etc.

Offer what no one can buy - A personal Lighting Style!

Thank you and Create With Passion!



*M. Photog., Cr., CPP**Sponsored by:*

Offering a vast breadth of experience and skill, Gabriel Alonso is one of today's premier portrait artists. His talent and expertise combined with his immense insight, exceptional artistic composition and heightened sensitivity to the client's desires allow him to capture their essence in images to cherish for generations.

Credentials & Experience:

- * Holds the Master of Photography and Photographic Craftsman degrees presented by the Professional Photographers of America.*
- * Serves as a member of the Board of Governors of the American Society of Photographers.*
- * Serves as a Qualified International Image Juror with the Professional Photographers of America.*
- * Has Lectured at National, Regional, State and Local conventions as well as for other International Professional Associations.*

His exceptional work has been selected for the Masters Loan Collection of the Professional Photographers of America and has been exhibited at the Eastman Kodak pavilion of Disney's Epcot Center. But more importantly, his images grace the walls of satisfied clients throughout the world.

“Classical Studio Portraiture” A “Hands-On” Class

Take a turn with in a camera room environment. Learn from one of the best in the country how to create the lost Art of classical portraiture. Because the world around us has manufactured thousands of photographers to compete with, most choose not to educate themselves. In a business model, the classical portrait is becoming harder to find in a world of “new age” looks. There are clients that still want this look. Where will they go to get it?...You! When you get done spending time Gabriel, you will have knowledge that will set you apart from others. Remember...the ideas you learn in this class also apply to modern ideas as well. The classical portrait draws higher-end clientele. You do the math!



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



Sponsored by:



american color imaging



With over 35 years of experience Dennis Hammon, is still excited about getting up everyday to work.. With a following of family, senior, commercial and boudoir clients he still services his clients of over 3 decades. Dennis loves to share his style of lighting and photography with fellow photographers. Dennis is a PPA Master Photographer, Photographic Craftsman, PPA Certified and an Affiliated Juror. He has twice been named Photographer of the year by the Intermountain Professional Photographers and was Master of the year in Idaho six times. Dennis also has been awarded over a dozen Kodak Gallery awards and numerous Fuji Masterpiece awards. The more than 90 images accepted by the PPA and numerous Loan images attest to his love of print competition. Dennis has also earned the PPA Excellence in Imaging Award for over 13 loan images. Most recently Dennis was award the Fellow of Photography from the American Society of Photographers. He is one of only 115 photographers in the world with this honor. In his work, Dennis strives to express not merely a picture but a reflection of thoughts, feelings and dreams, using his ability to seek both the inner and outer beauty to create a lasting memory. Dennis strives to inspire and motivate photographers to find their artistic side as well as their business side.

“The Art of Romantic Portraits”

A “Hands-On” Class

During the time spent with Dennis, he will inspire and motive you, plus teach you the necessary skills to introduce this style of photography to your existing studio. He will photograph and demonstrate with models to show you how to pose and light the female form and glamorizing the shoot with boudoir sessions. Dennis will show you how to work with a client and demonstrate posing to minimize flaws and maximize the features the client wants. In addition, the class will cover finding locations and building sets, along with lighting demos to show you ratios and intensity to help you create pleasing lighting and effortlessly flow posing. Marketing and selling techniques of this unique product will be covered for this portrait niche. Whether you are a beginner or seasoned pro, Dennis will have something for you to learn and take back to your studio.



*Todd Kunstman, M.Photog., CPP,
F-FVPPA*

How important is a logo?

What percentage of your income would you consider spending on logo, brand, and identity?

What percentage of your income do you feel is due to your logo, brand and identity?



My logo has been called outdated, lacking any connection to the creative industry; hard, cold and industrial; not a workable logo for today's market; out of date with today's photography trends. It still is. I'm trying to convince myself of its value. That's where you come in.

If these observations about my logo came from clients, or even photographers, they would carry more weight than if they came from people who design logos. I still feel as though they are valid, but I'm aware that this opinion is supported by those in an industry seeing to defend itself. We all know what that's like.

For a custom logo, \$500 is the going price. For a full rebrand (defining your brand direction, creating a visual persona that will be used in your logo, site, marketing, etc), \$2000 - \$4000 is the norm.

These are some of the things I've learned about logos on a design forum:

Of all the more important things that create your business "identity, your logo is its "face". It is a silent employee that works for you and for your client. It can help you focus and define your business direction, and it can help a client to make a snap decision about you. Your job is to be sure that that snap decision is one that is positive for your business.

You have to first create a vision of what you want your brand to look like and what market you want to direct. If you don't have the answer to those questions, you're not going to create a very effective or appealing brand.

You can start by looking at other extremely successful brands and the simplicity and easy recognizability of their logos--what do those logos make you think of? How do they make you feel? Nine times out of 10, you will think exactly what they want you to because they've researched and developed their ideas.

Your logo is not the most important thing but it is a guiding point in your business vision. and like I said, you don't start with the logo, you start with your audience. After you've done that research, you need to design a logo that is true to your vision, while appealing to your audience. Here's a list of the top 50 logos and how they've changed over time. <http://www.complex.com/.../the-50-most-iconic-brand.../nike>

Whether you think they would care or not, a logo will register subconsciously with your clients. Your clients may not care about trends but your best clients are some of the most trend conscious folks there are. Especially with high end clients, image matters...a lot!

When you get a call asking what you shoot, it's partially because your logo and branding isn't doing its job. A logo is a silent partner that directs attention where you want it. A logo isn't the end all and be all of your marketing, but it's an important part of the puzzle. It should always convey a certain feeling that speaks to your brand. What is your brand?

Even if you're well established, hiring someone to help with your branding will really help. They will get at the nitty gritty of what you want and likely present options that not only keep to your general desires, but will likely be able to present options you might not have thought of.

Your logo and branding doesn't have a set return on investment. It's not a straight forward statistic that you can quantify. What it can do, however, is increase the trust in your brand which can lead to you charging higher prices.

Instead of getting traffic jams of unqualified clients calling your studio, taking up your time, you can make more money with the same amount of foot traffic. Then you won't have to be as concerned whether you're losing money by turning away time wasters because your silent partner, your branding, is working for you. Professional people, the kind of clients you may want, can feel the care you've put into your work.



Branding is more than a logo, it's the feeling you get from the photographer themselves, from their website to the logo, and from business cards and the positive referrals from word of mouth.

Spending money on branding, identity and a logo won't increase your value overnight, but getting professional branding done, which looks at your typography, your branding colors, your card stock, your website... well that my friend, is worth raising your prices for.



Todd, is the president of KenMar Photography in Appleton, Wisconsin. A family owned studio that has been running for over 50 years. Through many years, the studio has constantly been on the cutting edge of imaging, art and business and Todd brings a constant flow of fresh ideas and heart to an ever evolving business. Visit Todd on his website at www.kenmarstudio.com or email him at todd@kenmarstudio.com for additional information or questions. Knowing Todd for as many years, I know he is always eager to help.



SUNDAY, MARCH 2ND, 2014

MARK FITZGIBBONS



Sponsored by:



M. Photog., Cr.



I've been into photography most of my life. My father gave me my first camera when I was very young. It was an inexpensive 110 camera that I used on vacation. In high school, I took a photography class and worked on my school news paper. I spent countless hours in the darkroom and missed a lot of study hall to take photographs. Much of college life was spent the same way. It wasn't long after this that I knew this was what I wanted to do for a living. I've found inspiration in artists of all sorts and from the many photographers I've studied under and taught with over the years. Also, in music and anything creative. After operating a studio in downtown Duluth MN for over 12 years, we moved to a spacious home studio in 2011. At the old studio, we featured cool urban senior portraits. The new studio is located on two acres on a river, so we do a lot of portraits featuring the natural elements, although we still love visiting some of our favorite, old locations. At both locations, quality outdoor lighting has been important. I love photography. It's in my blood and always will be. I also love people. What a beautiful thing it is that I get to spend my days photographing people.

"Wedding Day Portraits" A "Hands-On" Class

Join Mark as he shares many styles and ideas for your wedding clients. Although the concepts in this class will help for any type of portrait, the class will be geared toward the bride and groom. Learn how to light in those difficult areas, how to pose within the light you create and how to hold detail where you want it. Your wedding clients will love what you can do for them when you get done with this experience.

Bring your camera... who knows you may have time to do some creating yourself to help answer any questions you may have during the day.

It is going to be EPIC!

Cr. Photog., CPP



Sponsored by:
McKennaPro



Maria Sauserman owns and operates Studio M Photographic, a 6,300 square foot boutique studio. The studio is located in the Canonsburg area, just 20 minutes south of the city of Pittsburgh. Maria's passion for art started later in life when she became a mother. Although she has a degree from Penn State in Mathematical Sciences, Maria decided to leave her job in pursuit of happiness in the arts. In 2007 she opened her heart and her studio doors, providing only the finest for her clients. She consistently redesigns her product line to offer new and fresh art. She uses both natural light and flash and loves to incorporate graphic and image design into her art. She is a Certified Professional Photographer

Maria is also a member of the Professional Photographers of America. Maria has won many local, state and national merits for her images and in January 2013 was awarded her Craftsman Degree. In September of 2013 she was honored as Photographer of the Year with GPPDV, along with winning Best Portrait of a Child, Best Electronic Image and being in the 480 Club.

Maria lives in Peters Township with her husband Sean and is the proud mother of two beautiful children, Dylan and Christina.

"Little Ones" A "Hands-On" Class

Join Maria as she explains how she continues to have a great business with newborns as well as other markets. She will demonstrate posing and lighting of newborns. Yes. We will find some precious little models to create images. Please be prepared to be in a quiet room with more heat than other rooms. This is a wonderful opportunity to see how Maria works with her guests to create beautiful keepsakes of a time in our lives that doesn't last long. Because of the nature of this class... we may have some down time and baby "time-outs" Be prepared to learn

just one more
talent to help your
business succeed!



McKenna



SHADOW BOX FRAME • SHOWN IN BALTIC PLYWOOD



FLOAT FRAME • SHOWN IN
LIGHT BAMBOO
WITH CANVAS INLAY



FLOAT FRAME • SHOWN IN DARK BAMBOO
WITH TORN EDGE PAPER



CANVAS ART BLOCKS • WITH SOLID FRONT
AND PERFECT CORNERS

NEW
PRODUCTS
NOW
AVAILABLE!

30% OFF

YOUR FIRST ORDER

Must enter code **WPPA30**
to receive discount.
Price adjustment will
be made upon invoicing
and expires on
February 28, 2014.

CPP Certified



Sponsored by:
McKennaPro



Tiffany has been gracing our WPPA print competition with wonderful pet images for many years now. She was the 2009 Indianhead Professional Photographers Association's Photographer of the Year. She earned Silver Photographer of the Year in 2009 with the Professional Photographers of America. She has a successful business and a great attitude!

"Furry Photography Portraits" A "Hands-On" Class

Because of her warm personality and wonderful photographic talent (especially with pets) WPPA is honored that she agreed to share with us. We will bring in some area pets and learn lighting, posing and general work-flow when working with our furry friends. This is a great chance to add another market to your business, Be ready to learn from one of the best!

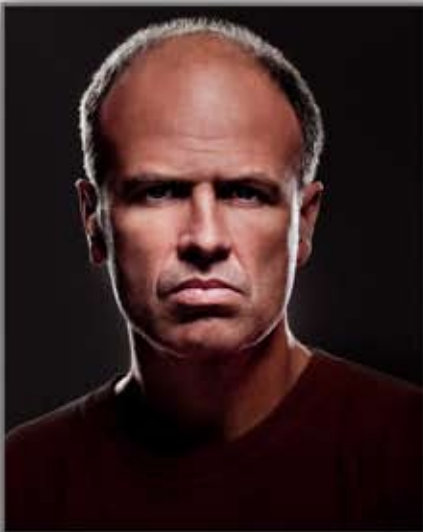
Portraits by Tiffany

Graphic Impressions Photography

<http://picturesattiffanys.com>

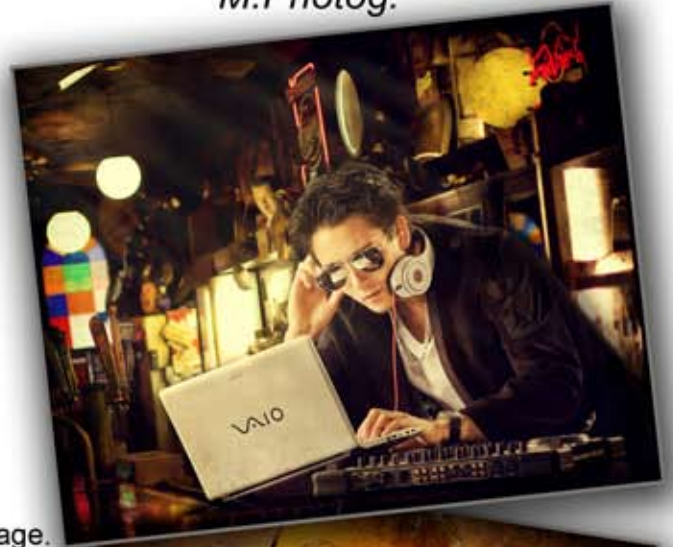
Find me on Facebook® and become a fan for specials





Sponsored by:
H&H
 COLOR LAB

M. Photog.



My father is the one that got me interested in shooting pics at an early age. I started out, taking all the photography classes available in high school back in 1976. It was all basically darkroom training and basic camera operation. I got to where I hated the darkroom. I began shooting professionally with my dad back in 1986. He had opened the business in 1983 in Bedford, IN. I sought after knowledge by attending seminars and meeting new photographers that were mostly members of our state organization, PPI. I also attended The Winona School of Professional Photography 3 times in my first 4 years of shooting. This school was in Chicago back in those days Winona was really a fantastic learning experience. You would spend a week at a time with an instructor that specialized in a certain genre. Be it families, children, high school seniors, etc. I started entering prints at our PPI State Convention and the PPA's print competition back in 1988. I received my Master's Certificate through PPA in just 4 years. I was handed my Master's Certificate by Indiana's own, Vangie Parker, at the National Convention in Orlando in 1992. We switched over to digital in 2005 and never looked back. The cameras that we get to use today never cease to amaze me. Back in the RZ days of shooting film, I never really played with a lot of different lense focal lengths and used depth of field like we do today. I love photography more than I ever have! Photography has been a wonderful passion and profession to me for a lot of years. Plus, I have got to work with my wonderful dad all these years.



"Off Camera Flash & Strobe Seniors" A "Hands-On" Class

Join Kevin in a journey to master electronic lighting with today's Senior. You will see how to create powerful light in different situations to set your images above your competition. This will be a great class to fine tune lighting and posing for the look that seniors are looking for! Get ready to rock! A good variety of lighting will be covered in an easy and entertaining educational experience.





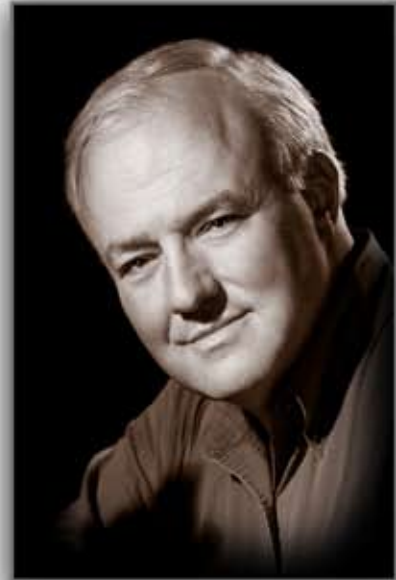
Sponsored by:



www.jecunningham.com

www.imagescapemaker.com

www.painterportraits.com



With a degree in Marketing from the University of Arkansas at Little Rock, Jim has been a photographer in Little Rock since 1976, and has owned his own studio since 1983. Recipient of 9 Kodak Gallery Awards and 4 Fuji Masterpiece Awards, Jim has spoken at state and regional conventions and has presented workshops at Imaging USA twice. In 2010 Jim had the honor of teaching Corel Painter at Canada's National Convention. Since 2001, Jim has enjoyed teaching Photoshop and Painter workshops, and feels that digital imaging gives the photographer the ability to create what we see in our mind's eye.



“Cut It Out!!!!” A “Hands-On” Class



Compositing and using digital backgrounds has become a way of life for many digital photographers. But extracting an image and placing it on a background is not as easy as one might think..... YEAH RIGHT!!! Join Jim for this informative program on how to extract your images and blend them using Photoshop. You will not only learn how to get good clean extractions, but a few tips and tricks on how to blend your images for a realistic composite image. Some of the items that will be covered:

- * Learn how to create flawless extractions
- * Design Dynamic Realistic Composites
- * Blending your subject with the background
- * Texture Overlays and Creative Finishing Techniques
- * How to Light for Compositing

Jim will help you visualize how to use Photoshop as a creative tool, rather than just a way to fix problems in your images.

Special Awards for the Spring Convention Announcement!

If any member would like to nominate another member for one of our grand awards, this is what you need to do. Contact one of the committee members by e-mail with the person's name and why you think this person deserves an award. You "MUST" include the reason why or that person will not be considered, just a name will not do it. The next page has a definitions of all the awards for your convenience, so please look through them and nominate those special folks who you believe are deserving. If you have any questions you can call any of the 3 committee members and send to us the reason why the person is deserving. Here are the committee members!

Pat Clifton - jacobsphoto4223@yahoo.com 715-723-4746

Kris Alt - KrisAltkris@studioonefdl.com, 920-921-7920

Steve Kemp, skemp@new.rr.com 920-833-6357



Introducing
CUSTOM WOOD
USB DRIVES
& BOXES

1-2 Day Turnaround, FREE Overnight Shipping

MADE FROM PURE MAPLE FOR A MODERN PRESENTATION | INCLUDES THE HIGHEST QUALITY LEVEL USB AVAILABLE



AWARD DEFINITIONS

MERITORIOUS SERVICE AWARD: Active in the profession of photography 10 years or more, unquestionable integrity, good business ethics. Good reputation as a photography in home community. Service in civic affairs, clubs, lodges, or religious work. Must have appeared on three state or national platforms, demonstrations or lectures, or taught at some recognized school or served on the WPPA Board for three years. It shall not be construed that this award must be given every year, unless there is an individual that can meet all of the above requirements.

NATIONAL AWARD: May be given to a member or a non-member, to someone outside of the field of photography. The only restrictions re that the individual must have preformed outstanding service to the profession of photography and that no individual may receive more than one National Award from the same group. The National Award is presented by WPPA on behalf of PPA.

LIFE OR HONORARY MEMBERSHIP: Must be active, associate or retired member in good standing and have served the Association or profession in some capacity through the years. Must be of good character and reputation in his/her community and profession. Must be 50 years of age or older. It shall not be given to any individual that can not meet the above requirements.

SPECIAL SERVICE AWARD: This award was authorized to make possible the recognition of outstanding service on the part of a younger member. The recipient must be a member in good standing and have served the association well in some official capacity.

HUSBAND AND WIFE AWARD: May be awarded to a photographer and spouse team who are both active in the profession, both highly respected for their professional standards and their efforts and activities on behalf of the profession and WPPA over a period of years. Not necessarily to be given every year, only as appropriate.

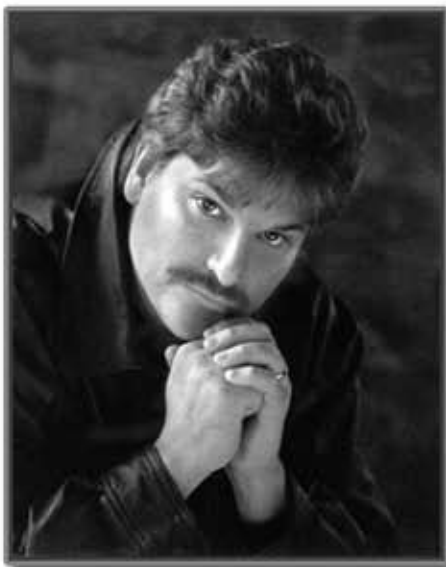
HALL OF FAME AWARD: The Association's highest award, to be given out rarely, only to a Wisconsin photographer who has become nationally known for his/her photography and/or service to the profession of photography. Must have been in the business of photography for 20 years or more. Officially recognized locally and nationally with awards, appeared on state and national platforms, earned merits, unquestionable character and business ethics and is a Full or Associate Fellow in the WPPA. Must be approved b the Board of Directors.

SPECIAL APPRECIATION AWARD: An award made to show appreciation for unusual work done on behalf of WPPA when it is felt this work should no longer go unrecognized. Nor to be given every year as a regular practice.

ASSOCIATE FELLOW OF PHOTOGRAPHY: A pewter medal with a purple ribbon will be worn by the recipient that has obtained the required number of credits that are needed to earn this degree. The minimum number of service credits needed are 20, with a total of 25 credits. Credits used to obtain the Associate Fellowship can and will be used toward the Fellowship Degree.

FELLOW OF PHOTOGRAPHY: A gold medal with a red ribbon will be worn by the recipient that has obtained the required number of credits that are needed to earn this degree. The minimum number of credits are 40 service and 10 competition with a grand total of 50 credits earned. After the Degrees are earned, additional "credits" are awarded. For each 25 additional credits received, the recipient will receive a pewter bar (Association Fellowship) or a gold bar (Fellowship) for those credits. There is no limit to the number of bars received or credits earned. All "credits" earned are from the type of "service" to WPPA, one of WPPA's Regional organizations giving a program or pre-state judging, and competitions at the Regional Convention or Fall State Convention. Any programs, judging, or competitions OUTSIDE of Wisconsin are NOT eligible for credit.

HONORARY FELLOWSHIP: An award given for special recognition - requires 3/4 WPPA Board approval. Recipient need not be in photography. The Honorary Fellowship is awarded with a gold medal on a red and purple ribbon.



News from the EC

Rick Trummer,

M.Photog.,Cr.,CPP,

F-WPPA,F-APPI,

F-SCPPA,F-PPANI,

F-IPPG



His name was Don Robinson, he was the best teacher I ever had. He taught English 100 at the high school, I was just a freshman when we first met, but as it turns out, and is Gods plan, he changed me in ways I could never imagine. He made such an impact on my life, growing up without a father he may have filled the role I was looking for since my dad passed away when I was six months old. I know that he expected more from me, than I ever expected from myself, *"If you always search for* he saw something in me that

perfection, the process will always lead to greatness"

nobody else could. It may have been the day he took a baseball bat and slammed my desk with such force that it rocked the room, he looked at me and said "Your better than that, I can no longer look at greatness and receive only mediocrity".

I would stop and see him during lunch for most of my high school years, in wonderment at why he would teach when, he himself, was such a great theater talent. After years of talk it was evident to me, he was above all of that, he loved what he did and cherished each day he could do it. A few years ago he passed away, known throughout the midwest as a major contributor to the stage, loved and adored by more folks than I have met through my travels. He was truly a great man and teacher.

There would be more teachers for sure in my life, some of the greatest professors and photographers to ever set foot in a classroom, a studio or a lecture hall. I have been very fortunate for sure, I have stood in the presence of the elite in awe and learned with great fascination, but they all pale to Don Robinson. We all have someone that inspired us beyond and in ways we never dreamed, Don challenged me to be a better man, a better friend, a better brother, a better son and surly a better husband and father and most of all, a better teacher.

I just finished my fifth photographic group as president, the Northern Illinois PPA and it was such a great honor because they expected me as one of their own even if I was from

outside of the state. It has been one of my greatest achievements to this point in my life, something I will treasure the most when I look back. Maybe because I was an outsider and like Don, they have taken me in and reminded me most of my roots, my past, but I truly love this organization because they are driven and always in search of perfection and creating a new way of thinking and creating more for it's membership. It's with that love they have as an organization that I told them I would give my very best, anything less would not have been enough and certainly not what I expected from myself and what I have learned from Don. To not give the best that I have, would be a let down to everyone that has ever taught me from the very soul that makes me who I am. With that, I challenge you all to do the very same. Give everything you have to make this organization, association and it's membership everything you have, everything your soul has to offer, your role models have taught you. It's the only way that this organization with survive and thrive, the only way that it will benefit the next generation of photographers and have them discover the art we all love and is a part of us.

I will leave this message with this very thought, make a pledge to be a better friend, a better man or woman, a better

brother or sister, a better son or daughter, a better husband or wife, a better father or mother and most of all a better teacher and member.

In the final words of Don Robinson...

Be Good to each Other,

Rick

WPPA Financial Statement - Jas McDaniel

The Wells Fargo Account	
Checking Account	\$10,166.59
Edward Jones	
Money Market Account	\$27,741.76
Total Current Assets	\$37,908.35

Keep It Simple

From our simple, beautiful products that let your photography shine, to continuously honing our workflow to reduce complexity, to proactively looking for how we can be easier to work with at every turn, we strive to make everything as simple as possible.

We always have and always will.



Learn more about who we are
and what we believe at whcc.com.

MONDAY, MARCH 3RD, 2014

"THE ALL DAY PROGRAM"

DYNAMIC LIGHTING
TWO DIFFERENT RESULTS



CARL CAYLOR
M. Photog., Cr., CPP

Sponsored by:



whcc



DAN FRIEVALT

Carl is one of the most sought after instructors in the country because of his "Hands-On" coaching approach. Don't plan on just watching in this class... Carl will challenge you to become a better photographer than you already are. His greatest strength is his ability to see what skills others already possess and then find ways to help enhance those skills to a new level.

Carl Prides himself on giving a program that contains useful information rather than just a "show and tell" session. You will be inspired. You will be reminded of things you already know. Most importantly, you will learn new, useful ideas that will make you a better artist and a more salable photographer.

Dan Frievault of Frievault Photography is a photographer that enjoys blending creative light with graphic design to create artistic images that evoke drama and tell a story. Dan's formal education includes an Associate degree in Marketing Communications and work experience as a Graphic Artist for 12 years. Dan changed his career path to photography in 2005. "I always enjoyed photography but ever since digital capture I have found a new voice in creating images by combining my design background with my eye for photography."



Watch as last year's WPPA Photographers of the Year create images of the same models with different styles. Each will walk you through what they are doing and why. You will see techniques with natural light and strobe. You will see work-flow and digital darkroom as well as design and montage work. This is an interactive program with live, real-time examples of what make these two very different artists successful. Beyond photographic capture and computer work... the business of photography will be addressed. Both Dan and Carl work alone - no employees. Dan has a stand alone studio building and Carl a home studio. See what they do to keep the overhead down and make a profit even in these hard times. This is a great program for all levels of photography. The part-timer or the seasoned full time photographer will find useful information to use the day you get back to your business. It is our hope that each attendee finds ideas that will: take their art to a new level, create new products, discover a more efficient work-flow, spend less time doing or paying for artwork, and to have more free time to spend with your family and friends.





WPPA 2014 - 118th ANNUAL SPRING CONVENTION

February 26th-March 3rd, 2014 - Radisson Inn, Green Bay, WI

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 2/14</u>	<u>by 2/21</u>	<u>At Convention</u>
WPPA MEMBERS*	\$175.00	\$205.00	\$220.00
LIFE & HONORARY MEMBERS	\$0.00	\$50.00	\$75.00
EMPLOYEES (includes working family)	\$175.00	\$205.00	\$210.00
ONE DAY (with two full-paid registrations)	\$75.00	\$100.00	\$125.00
ONE DAY (WPPA Members*)	\$100.00	\$150.00	\$220.00
OUT-OF-STATE (any State but Wisconsin)**	\$175.00	\$205.00	\$210.00
IMMEDIATE FAMILY***	\$75.00	\$105.00	\$135.00
CHILDREN (Under 17 years)	\$0.00	\$30.00	\$60.00
PARTY PASS (Immediate Family)****	\$50.00	\$100.00	\$125.00
NON-WPPA MEMBERS	\$300.00	\$325.00	\$345.00

*Includes Primary, Honorary Life, Associate, Student, Retired

** Proof of Membership of local association required (current certificate or paid invoice)

*** Limited to family members 17 years and older, not in photography or working less than 10 hours per week in photography.

Clearly print the name of each person attending the convention. Use a separate Registration Form for more than four attendees. REGISTRATIONS RECEIVED POSTMARKED AFTER FEBRUARY 21st WILL BE AT "CONVENTION RATE".

ATTENDEE 1

Last Name _____	First Name _____
Category: _____	
Registration Fee: \$ _____	
Attending the Sunday Evening Gala? () Yes () No	
First Convention? () Yes () No	

ATTENDEE 2

Last Name _____	First Name _____
Category: _____	
Registration Fee: \$ _____	
Attending the Sunday Evening Gala? () Yes () No	
First Convention? () Yes () No	

ATTENDEE 3

Last Name _____	First Name _____
Category: _____	
Registration Fee: \$ _____	
Attending the Sunday Evening Gala? () Yes () No	
First Convention? () Yes () No	

ATTENDEE 4

Last Name _____	First Name _____
Category: _____	
Registration Fee: \$ _____	
Attending the Sunday Evening Gala? () Yes () No	
First Convention? () Yes () No	

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

Enclose a check payable to WPPA or Credit Card information. ☐ Visa ☐ MasterCard ☐ Discover
 CC# _____ CC Exp Date: ____/____ V-code: _____

Address: _____ City: _____ Zip: _____

You can also register on-line at www.wppa-online.com - Same rates and deadline dates apply.

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

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

Questions? Call the WPPA number at 608-469-1097 or e-mail inquires to rtrummerwppa@gmail.com

calendar of events

WPPA Events

www.wppa-online.com

January 8th, 2014
Onsite-Green Bay, WI

Spring Convention

February 26th - March 3rd, 2013
Radisson Green Bay, Green Bay, WI

Announcing the Wisconsin PPA APP!

Send the message **wppa** to **72727** to get started and get updates daily about the going on's of our Association!

You can also go to the WPPA website and load it on your smart devise, very cool stuff!



It has Images,
our Vendors,
Convention
Information,
schedules and
so much more!



Foxes

www.fvppa.com
Regional Director: Michael Kallies

January 20th, 2014 - Green Lake, WI
Robert Hawkins - "Succeed and Prosper in Print Competition and Your Everyday Work"



Indianhead

www.indianheadphotographers.org
Regional Director: Kirk Kolpitke

January 6th - Merrill, WI
Greg Loll "Sports & Special Events"



February 10th - Eau Claire, WI
Program-TBA

South Central

www.southcentralppa.com
Regional Director: Krystal Stankowski

January 25th, 2014 - Waunakee, WI
Brian Morrison



South Eastern

www.sewppa.org
Regional Director: Diane Bentfield

February 3rd, 2014 - TBA
Marry Bransdorf-Marketing Program



Next Magazine Deadline March 10th, 2014



EVALD



MOULDING

421 Dayton Street
Watertown, WI 53094

Phone: 1.800.873.3300

Fax: 1.800.871.4771

Website: www.evaldmoulding.com

E-mail: evaldmoulding@evaldmoulding.com

MENTION THIS AD TO RECEIVE 10% OFF YOUR NEXT ORDER!

DELIVERY SERVICE AVAILABLE

CUSTOM MAT CUTTING SERVICE

COLLAGE FRAMES • CRESCENT DEALER

READYMADE FRAMES • OVALS & SPECIALTY FRAMES

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



Burrell's Customer Rewards programs are the best in the industry.

There's no cost or sign up involved - they're
free when you order from Burrell. Just consider them a big hug from us to our customers!

Bonus Award Points

Earn two points for every dollar spent. Redeem your points for merchandise, trips, lab credit or cash.

Volume Cash Discount

Burrell's cash rebate program allows you to get money back based on your purchases.

Lifetime Guarantee

All Burrell products are guaranteed to last a lifetime.

Free UPS Shipping

Burrell offers free UPS Ground shipping on orders.

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.

