

# Wisconsin The Photographer

VOLUME 119, NUMBER 1

APRIL/MAY 2014

DAN FRIEVALT

*Featured Artist*



WPPA

ARTIST OF THE YEAR

*Promoting Excellence in the Business of Professional Photography  
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ASSOCIATION, INC.

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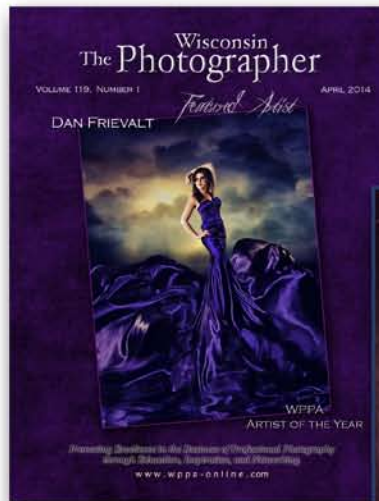
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on the cover...  
dan frievalt  
green bay, wi



Dan Frievalt of Frievalt 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 has worked as a Graphic Artist for 12 years before changing his career path to photography in 2005. "I always enjoyed photographing but ever since digital capture I have found a new voice in creating images by combining my design background with my eye for photography."

continued on page 12

## from our president...

I would like to thank Carl for putting together a fantastic convention, but I would also like to thank all our committee members for bringing it all together. We as a team can make things happen.

Our profession is changing - everyone knows this, so what do you do? Let's think about this. I have a hammer and nails, does this mean I can build a house? I have tools in my garage, does this mean I can fix my car? No! You might be able to get by for a while, but sooner or later you will have to hire a professional. Every profession has gone through this. Professional photography will live on. We just have to change with the times.

Our theme this year is "Marketing for Success" I know that most of us don't like to do this, but in order to survive we have to. This year I hope we can bring new ideas into your marketing plan, show you how to sell more, so you make more money. We, as artists, desire to make a fantastic living in this profession.

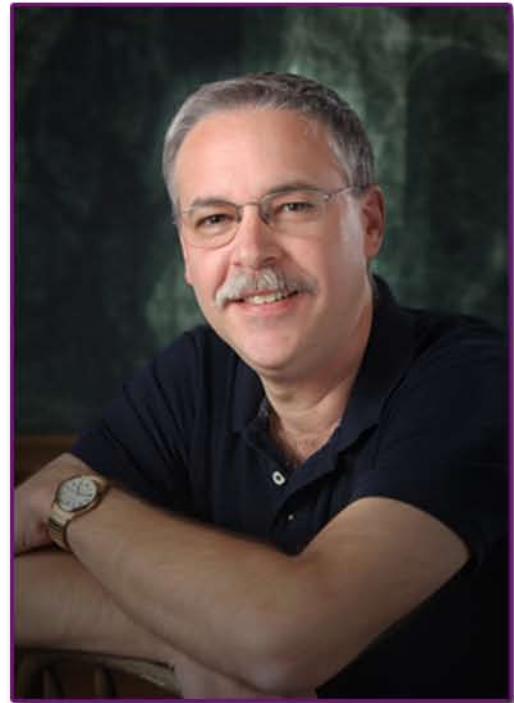
I saw this on a tee shirt and I love it.

"The only time success comes before work is in the dictionary"

Let's quit complaining and start working for a better life.

To your success.

Gregory R. Loll



*Greg Loll, M. Photog., CPP  
WPPA President*

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## Guest Article

### *Lew Everling, Cr.Photog., CPP*



So the competition is driving you crazy? Embrace them, and turn the tables! When the competition is driving you crazy, they feel none of your angst, but you do have a couple of options. Most choose to simply complain about the situation, rather than change the situation and create a plan of action. I'm often reminded of the battle between airlines British Airways and the young upstart Virgin Air. British Airways was truly a giant, and Virgin a thorn in their side, however Virgin could say the same about British Airways. British Airways spent a ton of \$\$\$ on a discounted airfare week for trans-Atlantic flights to New York, with deeply discounted pricing to take market share and hopefully squelch the upstart Virgin and bring back some of the former British Airways clients. Virgin however fought back, they simply ran strategically placed ads, spending a small fraction of what British Airways encouraging everyone to fly British Airways for the week of xx/xx/xxxx but to remember to fly Virgin the other 51 weeks of the year for service, style, and comfort everyday. They didn't bad mouth them, or disparage their competitor in anyway, they simply stated what they did best! Virgin wasn't afraid the embrace their competitor, their stunt created more of a headache for British Airways as the increased boost in calls, overloaded customer service centers, created booking errors for a grossly understaffed airline. Imagine the delays, booking error headaches for a company that was already plagued with poor customer service. Sure enough flyers came back to Virgin with more new faces than ever, so when we find ourselves complaining about everyone with a camera, or the latest cell phone with umpteen megapixels, or someone selling a disk, why not look in the mirror ask yourself two questions. What did I do to drive them away, and what can I do differently.

Maybe we gave our clients a reason to leave, or we forget the service after the sale. How long has it been since you've asked your clients what they want? Have you ever asked them what they want? Maybe you just picked products you like and chose a selection based upon that, and not what your target market wants. Maybe you've limited yourself because you simply love a lab, but because they've failed to innovate its held you back! We are in business to sell our talents, its really not for us to decide what they get or should want, or how they choose to preserve those memories. Really it isn't up to us to decide if one day they will regret not having a print. In a previous article I mentioned the hair-dressers that have been fighting this battle for nearly 70 years, the battle is never ending yet successful salons continue to prosper, despite the fact supplies are sold daily to millions through retail outlets. Heck the daguerrotypist didn't like the tin typists there will always be a struggle! Tattoo artists, mechanics and construction trades even bakers fall into these areas as well. There is not one area that doesn't face competition on many levels.

I've been so lucky to meet many photographers during my travels, once with along time friend he complained of the local merchants no longer supporting him, I listened to quit a long rant about how they were going to another photographer nearly 40 miles from him to another town we shall call XYZ. Then suddenly a bit later when I appeared with a 6 pack of local craft beer, he says hope you didn't buy that down at ABC's you know you can get that a \$1 cheaper over in XYZ! In my case not being from the area I would have had to searched forever for the correct store, would have spent close to the amount of the 6 pack to drive that 40 miles, and would have been out 2 hours of my time at least all to save a \$1. Seems a bit much to me, I could have had 2 of the 6 packs from the local ABC store, made a connection with a local merchant, who I'm sure has at least 3 friends to tell about me as well. The entire conversation was a tough pill to swallow as this entire conversation took place less than an hour after his initial complaint about locals not supporting him, and I find out he's not even supporting them! Even if I have to pay a buck or two more for buying something local, I just look at it as advertising, its the real social network face to face and not online. Sometimes we just need to step back and look in the mirror, if you can't then have an outside consultant come in and observe. Take their comments with construction to make yourself better they have no reason to not help you see yourself in a new light.

Many have diverse experiences that will help you build a better you. Don't let your competitor drive you crazy, they don't feel a thing!



# The Image is Everything

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



I never thought I would write a letter like this, but I had the most amazing experience Sunday night and I have to share all the juicy details.

Got your attention, didn't I? I really didn't think I would have cause to write this article, and especially didn't expect to earn POTY Runner Up in the Artist Category. Here's my story... This year I finally decided to take a flyer and enter the Artist Category (formerly Electronic Imaging) as the first step towards hopefully earning my Master Artist degree. So I put on my Ben Shirk hat, my Richard Sturdevant big boy pants, and my Dan Frievalt underwear (lace? really?) and whipped up some cool concepts in my head and started to get to work. I soon realized that it takes a helluva a lot of time to pull together the details, schedule a concept shoot, and then work the image. So much so that I really only had time to pull off one concept image in time to enter the district competition. Since I had to pay the full case fee, I figured I'd toss in some "case fillers" – maybe one of them would get lucky and score a merit. Man, I'd LOL if that happened. So, what happened? My "concept image" that I spent four hours propping, 3 hours shooting, and 8 hours editing scored a 78. Not even a 79... a 78! My so-called "case fillers"? 84, 81, and 81. I did LOL. The two 81s were senior client sports collages and the 84 was a football poster with 70 images composited together. The poster also received a Judge's Choice ribbon from Don Dickson... sweet!

The lessons learned? When you swing for the fences with a complex conceptual image, you can either score big or completely strike out in the Artist category. As you raise the level of complexity in the image, the level of scrutiny from the judges also seems to raise. Don't let that stop you from swinging for the fences; learn from every entry and move onward and upward. I still think there is a loan image hiding in my complex conceptual image... I just need to work it more and make it as perfect as I can. As for the "case fillers", I learned to always enter a full case. You never know what could happen, and at least you will get a score and hopefully get some feedback to help you improve.





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## Court of Honor - Artist Category



*Ginny Otto, M.Photog., CPP, F-IPPA*

Having been an artist and oil painter prior to becoming a photographer, I find Photoshop and Painter great tools for creating artistic images. My love of flowers, birds, and butterflies began at a very early age. I could frequently be found following a single butterfly or bird and getting totally lost in the world around me. So it is not surprising that the same thing occurs when creating these images on my computer today.

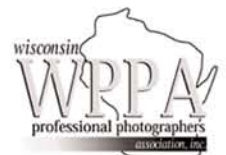
Since receiving my Master of Photography Award in January, my goals have now shifted to earning both the Craftsman and Master Artistry Degrees in the near future. This provides me with new challenges and a reason to explore new ways of creating beautiful images, as well as helping me grow in the industry.

Knowing nothing until recently about the Master Artistry competition, I was rather blind to this new adventure. However, I have been working on creating art pieces using mainly flowers and butterflies as subject matter. This image is a result of great experimentation using Photoshop and Painter tools.

I began by photographing the flowers in my own back yard. Choosing a color that I wanted to work with, the flower became not the original salmon color, but a vibrant blue pallet for me to work with. Using the liquify tools, I created a base for it to rest on. Then, using the Photoshop brushes as well as Painter, I re-created the veins and details, bringing out the highlights and shadows, carefully working with the direction of light and it's effect on the image. The leaves were created as well as details, using brushes from Photoshop and being careful to consider the color harmony in the image as a whole.



It is fun and delightful to have found a new way of painting without the mess and smell of oils. To be able to play with such a variety of tools can provide great results to those who enjoy using their imagination and creating original pieces of art.





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special thanks to Sackett Photography for the great images.

## Meet some of our New Members



*Ashley Pieper*

Ash Peep's Photography – Crandon, WI

Ashley – last name pronounced “peep-er” – is the owner of Ash Peep's Photography. Ashley grew up in Hartford and is married to her high school sweetheart, Josh. Although they have no kids (yet), they do have a golden retriever named Malibu and shorkie named Hershey, who may as well be. She enjoys connecting with people and it's reflected in her portraiture, the main focus of her business. She loves capturing her subject's essence in a single moment in time.

Ashley has had a camera in her hand from a young age, and started honing her photography and videography skills the last two years at Nicolet Technical College. She currently works at the local library in Crandon and expects to graduate with a degree in Graphic Design and an Advanced Technical Certificate in Digital Media from NTC in May.

Her goal is to successfully run her own photography business, though she says, “The business part scares the life out of me!” She is concerned about how to get her business off the ground with so many photographers charging too little in her area. She also says she still struggles with posing, and has to use a lot of trial and error to get it right.

Ashley joined WPPA looking for educational opportunities, business and photography advice. She attended the Spring Convention last month for the first time and found “friendship, support, helping hands, education, and so much more.”

“I really felt welcomed with open arms at the spring convention and it made me want to be a part of this amazing group of people.”

Something you may not know about Ashley: she was a boat driver for a water ski show and likes to spend every waking moment on the water.

Welcome to WPPA Ashley Pieper!



## Meet some of our New Members

*Diane Kinzer*



Diane Kinzer Photography LLC – Port Washington, WI

Diane is a full time portrait photographer that originally hails from Rockwell City, Iowa. She has lived on the beautiful shores of Lake Michigan in Port Washington for the past 24 years, has a great husband, three awesome kids and two perfect puppies.

Her journey to become a photographer began at Iowa State University where she studied fine art. She has always loved photography and went full time with her business in 2010. Diane loves portraits and sports. The bulk of her business centers around high school seniors, families and children, and in 2013, she was named the winner of WISN A-list Best Portrait Photography award.

Her goal is to continue to grow as a photographer through workshops and classes. She struggles with some of the business end of photography, and looks forward to learning from Wisconsin's best, networking and the continued education that WPPA has to offer.

Diane says, "she can be a little ADD – squirrel - and attracted to shiny objects," but loves to be a part of her clients lives. "I love being a photographer; I consider it to be the best job out there."

Welcome to WPPA Diane Kinzer

## Meet some of our New Members



Hawks Way Photography - DePere, WI

Julie, the owner of Hawks Way Photography, has been married for 26 years. She is the mother of four daughters, two jack russell terriers, and a soon to be first time grandmother in July. Photography has been a part of her life since she was almost 16 years old when her father died and they moved away from friends and family. She turned to photography as a way to stay connected and taught herself with color and BW film. It made her feel good. She also credits photography as one of the things that attracted her to her husband, and, after one blind date, coming home and saying, "That's the man I'm going to marry."

Her background in sales, customer service and her love of art – specifically painting and drawing – has also helped her with her new business. Julie has been seriously pursuing photography for the past three years and will be graduating from NWTC (Northeastern Wisconsin Technical College) with a degree in photography in May of this year. She officially started Hawks Way Photography in the fall of 2013 and loves life-style, boudoir and glamour photography because of how they grab your attention and touch the soul.

Julie strives to earn a comfortable living through her passion and looks forward to meeting more like minded people. Like so many in this changing industry, she struggles to find clients who see the value in portraiture and fine art, and recalls her grandmother's sagely words, "Change is good, but dollars are better".

She hopes to improve on the technical side of photography, and get involved in fellowship and networking through WPPA. Her goal is to one day retire to somewhere warm - like Arizona - open a bed and breakfast and host photo tours and workshops for animal charities, just not snakes or lizards! Did I mention she knows how to make 7 different kinds of delicious cheesecake?

Welcome to WPPA Julie Badtke!





**“Royalty”** by Dan Frievalt

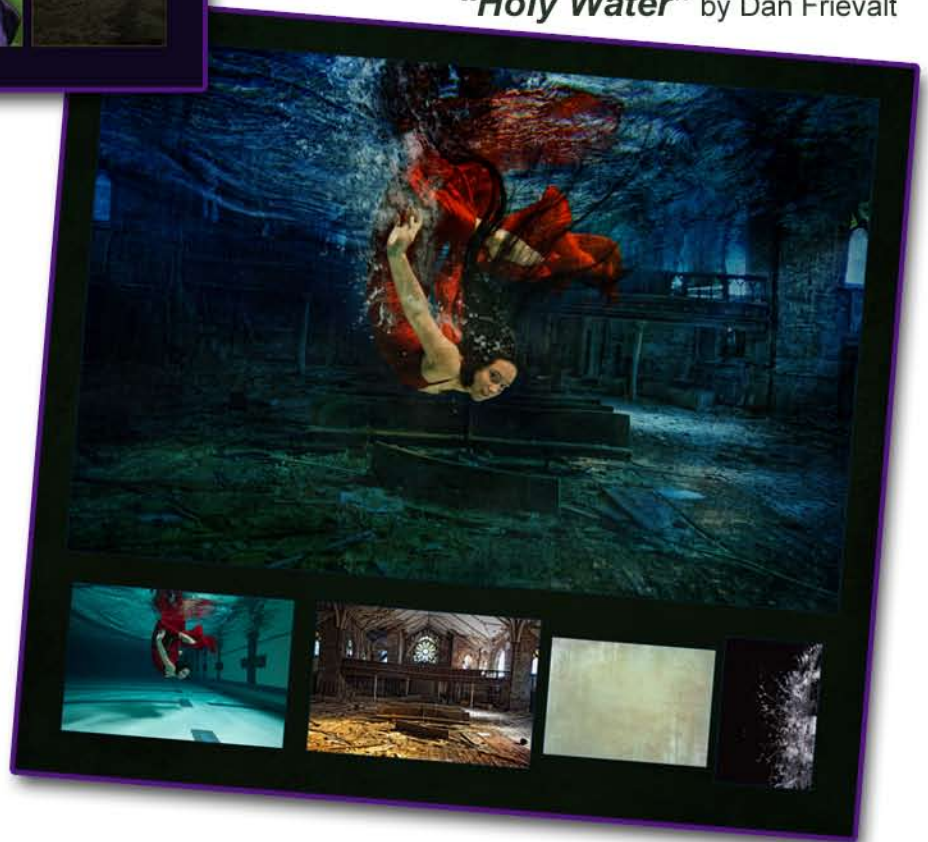
“I always enjoyed photography but ever since digital capture I have found a new voice in creating images by combining my design background with my eye for photography.” This was the first year I decided to enter the Artist Category and it came with many struggles. I felt totally out of my comfort zone, but with encouragement from Carl Caylor and Michael Mowbray I decided to give it a whirl. I photographed a few concepts and went to work constructing my visions.

However I struggled to make the concepts in my head translate into images I would be proud to enter. As time was running down I decided to pull the images I didn’t feel were completely finished, and entered images that I created for my senior clients. To my surprise and delight they scored rather well. It was great to sit in on the judging and hear the critiques of every image. I learned a lot and look forward to pushing myself and entering the Artist Category to further my photographic and artistic skills.”

Dan Frievalt



**“Holy Water”** by Dan Frievalt





**"Hip Hop Abs"** by Dan Frievalt



**"Arabesque"** by Dan Frievalt



## Meet some of our New Members

*Karyssa VendenEng*



Wild Willow Photography – Pulaski, WI



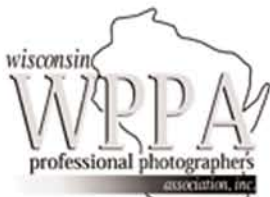
Karyssa was born and raised in Pulaski and has been shooting and around the business of photography for a very long time. She loves old tattoo portraits, body art, and works at a tattoo parlor. She is finishing up her photography degree at NWTC (Northeastern Wisconsin Technical College) and expects to graduate in December this year.

In 2012 she started Wild Willow Photography and though she “loves it all” decided to specialize in high school seniors and boudoir photography. She also has a love of editorial work, landscapes and movies.

Karyssa struggles the most with lighting in the studio and saying “No” to clients. She says she needs to know more about the technical stuff, direction, modifying and getting creative with light to “make light be my friend”. She wants to be a student for life, keep attending workshops and never stop learning. Her goal is to eventually open a brick and mortar location where she has a lot of backdrops and lights, and work there until she retires.

Karyssa volunteered last year and attended spring convention in March and really enjoyed the family aspect of WPPA. She thought the spring convention classes were great, Carl and Dan’s program at the end was awesome. She looks forward to gaining knowledge from everyone and entering print competition and earning her credentials.

Something you might not know about Karyssa: She is a huge Star Wars fan, and is the great niece of WPPA Past President, Randy Peterson. Welcome to WPPA Karyssa!



## Meet some of our New Members



*Lisa Pavek*

Studio 21 Photography – Bryant , WI

Lisa is the mother of 5 sons, ages 9 to 26, and 5 granddaughters. Her husband is a 4th generation mink farmer. She has operated Studio 21 Photography in Brandt, Wisconsin for the past 5 years.

She started out as a mom with a camera more than 15 years ago, taking pictures of her own children and eventually grandchildren. As more and more friends kept approaching her to take their pictures, she started taking classes and doing more, and in 2008 her business began. She now photographs children, seniors, newborns and weddings out of her newly remodeled residential studio, and has a love of nature and landscapes.

Lisa struggles with marketing and how to raise her prices to a healthy level for her business. "It's kind of a scary move" with respect to her repeat clients, but "I know I need to make that transition," she says.

She is working towards getting her PPA Certification and hopes it will help give her the confidence to make some of the big changes to her business that she acknowledges are necessary. In a year or two she would like to be able to move her studio out of her home.

Lisa is excited to continue growing and to get involved with WPPA and the regional associations. She felt a little overwhelmed and lost at Spring Convention, but met a lot of nice people and learned a lot. She looks forward to networking, training and receiving help along her journey.

Something not everyone knows about Lisa...at the age of 21 one of her twin sons was killed in a car accident. Photography was a big comfort for her afterwards, and it made her cherish every photograph she had of him.

"It helped me through. I take my camera and go when I'm having a bad day. Behind every picture is a memory and can at times spark another memory," she says. Her son and all of her children are her inspiration for Studio 21 Photography.

Welcome to WPPA Lisa!





## Meet some of our New Members

*Rachel Rolf*



Treasured Moments Photography and Design - Kiel, WI

Rachel, the owner of Treasured Moments Photography, has been married 8 years and has 2 kids. She likes to spend time with her family, and including photography, enjoys camping and gardening.

She went to school for marketing and graphic design, and prior to starting her studio worked for a marketing company incorporating photography into her designs. She also worked in a portrait studio in high school as an assistant, as well as with a couple different wedding photographers. In 2008 she started her residential portrait business. It steadily grew it into a full time job, and in 2011 moved her studio into a retail location in downtown Kiel.

Rachel shoots everything from babies, high school seniors, weddings and engagements to families. She likes the variety, from the beautiful newborn babies to the rush of the wedding day.

She struggles with having a business that has grown to the point where she has recently needed to hire an employee, and having to handle all of the filing, taxes and Workman's Compensation associated with employees.

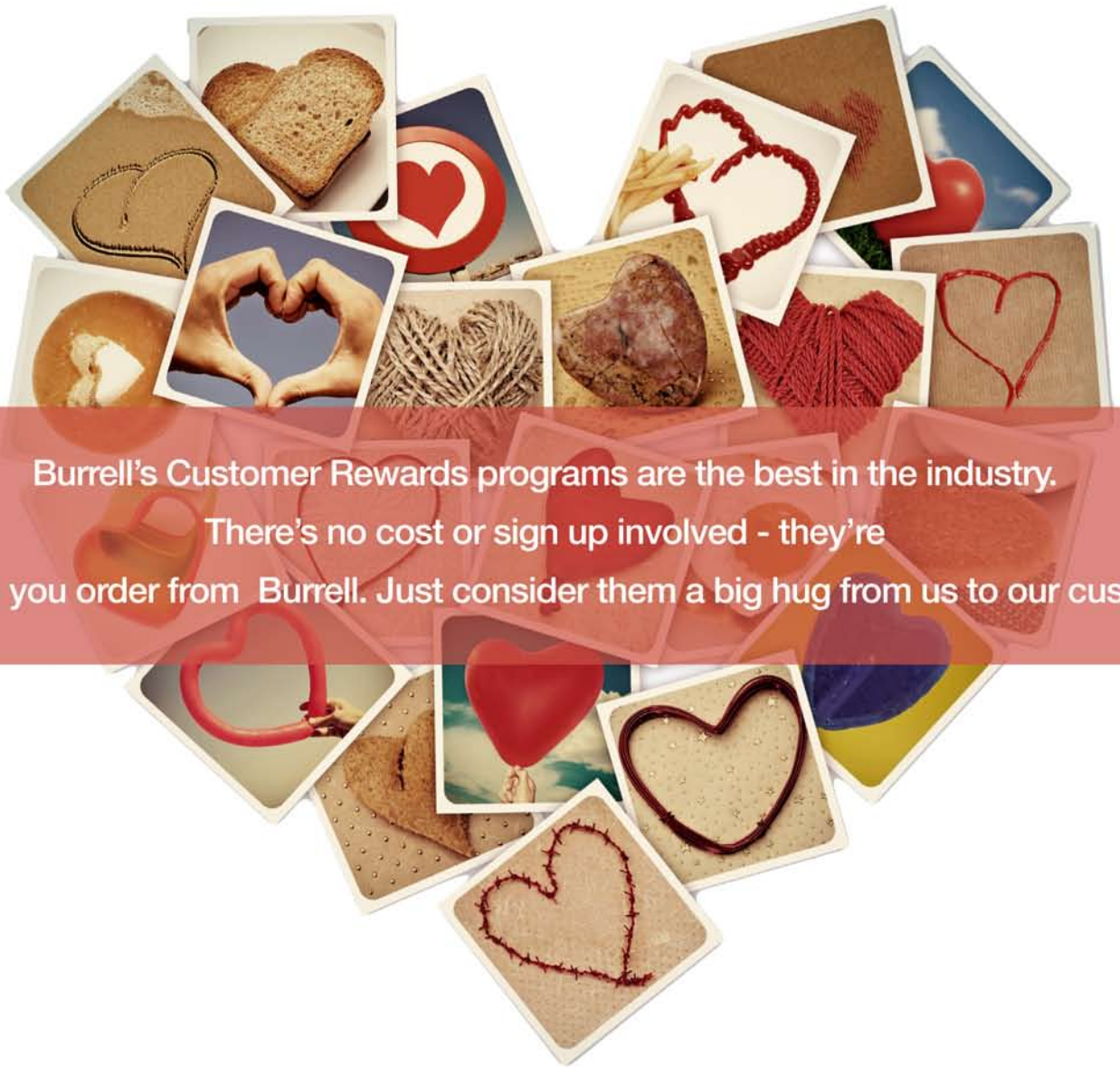
Rachel's goals are to strive to keep a healthy balance between her work and family time. She also wants to work on better consistency in her photography and get her images to "that next level." She hopes to one day get the courage to enter print competition.

Through WPPA she looks forward to growing friendships and having the support of others in the industry. She hopes to learn more, grow more, get rejuvenated and re-inspired in order to keep her photography fresh.

Welcome to WPPA Rachel!



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Seated-Left to Right: Michael Mowbray, Jackie Boyd, Paul Hafermann, Krystal Stankowski, Greg Loll, Jas McDaniel, Rick Trummer, Pierre Stephenson, Shellie Kappelman, Standing-Left to Right: Neil Geiger, Ken Martin, Tad Meddaugh, Randy Peterson, Michael Kallies, Sam Scanlan, Tim Koll

2014 WPPA Print Awards



**"Best of Show" - Illustrative  
Jon Allyn - "Pick Six"**



**"Best of Show" - Wedding  
Michael Mowbray - "Bridal Envy"**



**"Best of Show" - Portrait  
Carl Caylor - "Stormy"**



**"Best of Show" - Artist  
Dan Frievalt - "Arabesque"**



**"Clean Sweep Awards (4 for 4)"  
Steve Kemp, Kathleen Caylor, Ken Martin  
Todd Kunstman, Randy Peterson, Jon Ally, Nate Peterson**



**"ASP State Elite Award"  
Dan Frievalt - "Judgement Day"**





"Court of Honor"  
**Ginny Otto - "My Blue Hibiscus"**



"Court of Honor"  
**Jon Allyn - "Adolescent Attitude"**



"Court of Honor"  
**Dan Frievalt - "In Yo Face"**



"Court of Honor"  
**Ken Martin - "Sentinel at Dawn"**



"Wisconsin Top Ten Photographers"  
**Steve Kemp, Tad Meddaugh, Dan Frievalt, Kathleen Caylor, Ken Martin, Carl Caylor, Todd Kunstman, Randy Peterson, Michael Mowbray, Jon Allyn, Nate Peterson**



"Court of Honor"  
**Dan Frievalt - "Judgement Day"**

2014 WPPA Print Awards



**"Photographer of the Year - Portrait"**  
**Dan Frievalt**



**"Photographer of the Year - Portrait Runner up"**  
**Carl Caylor**



**"Kodak Gallery Award"**  
**Ken Martin - "Sentinel at Dawn"**



**"Photographer of the Year - Combined"**  
**Jon Allyn**



**"Artist of the Year"**  
**Dan Frievalt**



**"Artist of the Year - Runner up"**  
**Michael Mowbray**



**"Photographer of the Year - Combined Runner up"**  
**Steve Kemp**



**"Outstanding Achievement Award"**  
**Nate Peterson**

# Color Management- The Next Step... ColorChecker Passport

**RICK  
TRUMMER**  
consulting



The really beautiful feature about the process I am about to demonstrate to you is that it will work with what type of lights your working under in your workflow stage and monitor you are using, if you trust that your monitor is calibrated properly with your lab, your adjustments almost become obsolete. Let's take a look shall we?

In the last issue, I went over the in's and out's of purchasing monitors and calibration devices to establish proper color balance on your monitors. In this next series (part two), I will look at taking the next step on how to reduce your image processing time and improve quality control in your Raw workflow by combining the powerful color capabilities of the **ColorChecker Passport**.

This device allows you to quickly and easily capture accurate color, instantly enhance portraits and landscapes, and maintain color control and consistency from capture to edit. Folks, I can promise that I can get you 90% color corrected by the click of a button, but as I say with all my other students, "The last 10% is all up to you to screw up!"

There are so many ways to incorporate X-Rite ColorChecker Passport into your Raw workflow. Whether you take advantage of the entire solution, or just a couple of ColorChecker Passport's many features, you'll realize improved quality and productivity almost immediately.

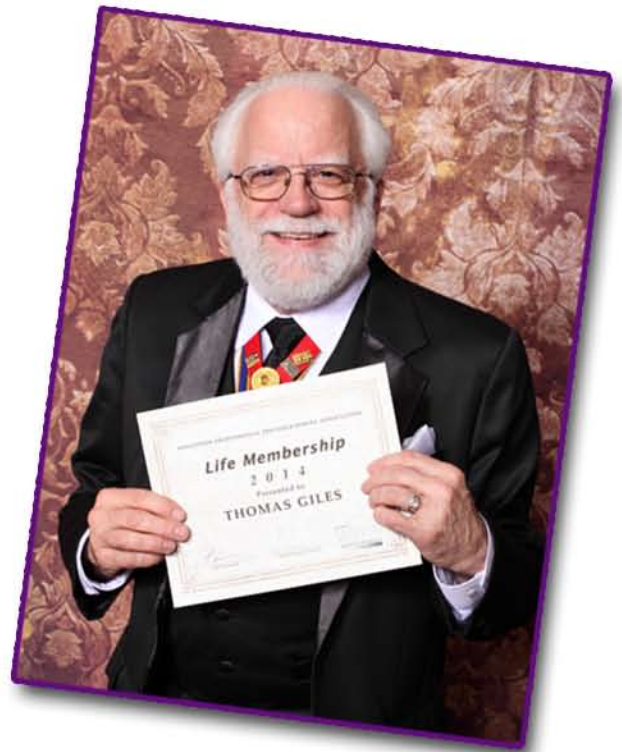
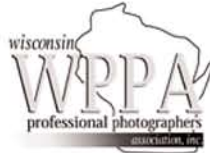
## Using the Light Meter...

My first job is to use a light meter to establish proper exposure. I do know how popular it is these days to use the Histogram on the back of your camera's, or the viewfinder for that matter and I could write a whole article on why that's not really a good idea, but when you come from the world of photographing transparency film for a living, you would know why, I feel, the light meter is one of today's most useful devices. The wonderful thing about today's meters is that they are digital themselves and can be programmed for your digital camera equipment. I am very excited about the Sekonic line of meters and am using the L-758DR programmable meter, just a wonderful piece of equipment that can program up to three cameras inside the same meter, wow!



2014 WPPA Grand Award Winners

**"Life Membership"**  
**Randy Peterson, M.Photog.,Cr.,M.Artist, CPP,F-WPPA,F-FVPPA**



**"Life Membership"**  
**Thomas Giles, M.Photog.,Cr.,F-WPPA,F-IPPA**

**"Special Appreciation Award"**  
**Michael Kallies, F-FVPPA**



**"Special Service Award"**  
**Jackie Boyd, F-SCPPA**





2014 WPPA Grand Award Winners



The "Mille Award"  
**Robert Zettler, M.Photog.,Cr.,F-WPPA,F-IPPA**



"National Award"  
**Carl Caylor, M.Photogr.,CPP,F-WPPA,F-FVPPA**



"Hall of Fame"  
**Ron Lemerond, HF-WPPA,F-FVPPA,HF-SCPPA**



Excepting the Award for Ron are his son's, a scholarship has been set up in Ron's name to fund future generations of photographers.

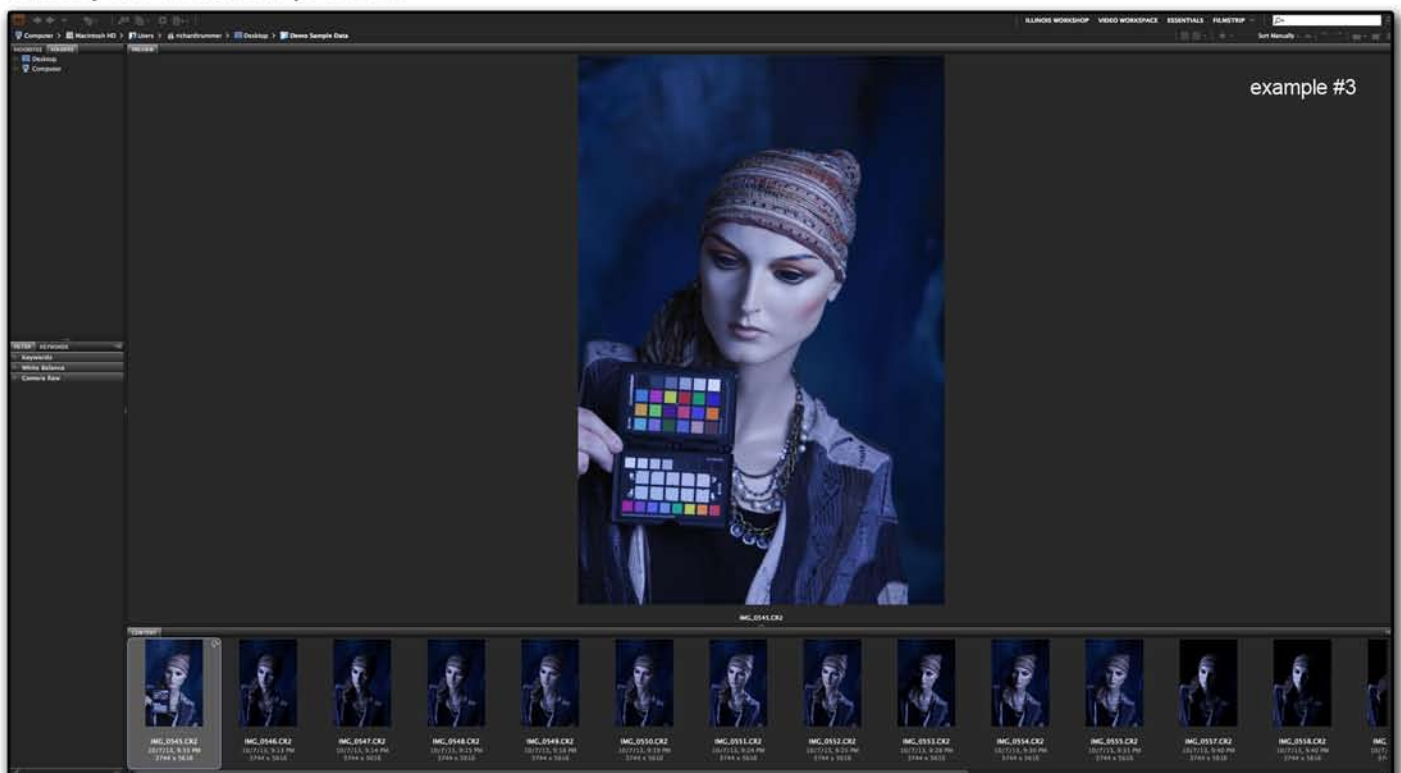


Once I have established my exposure, my next task is to photograph the ColorChecker Passport in the area I am currently shooting in, using it as a control strip (using a term for us older photographers). Let me first let you know that although you can use this device as a way to determine custom color balance (as shown in example #1), I feel that is too slow and gets in the way of working quickly with the client. I use a "preset" on the camera, with my normal setting as "shade", but for the demonstration in this exercise, I am using the tungsten setting to show how "cool" this device really is! (This is the reason for the blue in example #2). I find a lot of photographers are setting their cameras on "Auto", this is not a setting I would ever photograph with. I feel it just causes me more grief than I would like with my workflow process.



## The Project Workflow...

As you can see from example #3, I have opened up my project in Adobe Bridge to take a look at my images under my color calibrated monitor. From here, image number one below is the image from example #2 that I will open inside Adobe Camera Raw for processing. (For Mac users your shortcut to open straight into Camera Raw is Command R, for PCer's Ctrl R, see example #4 on page #3 for your Adobe Camera Raw view).





example #4



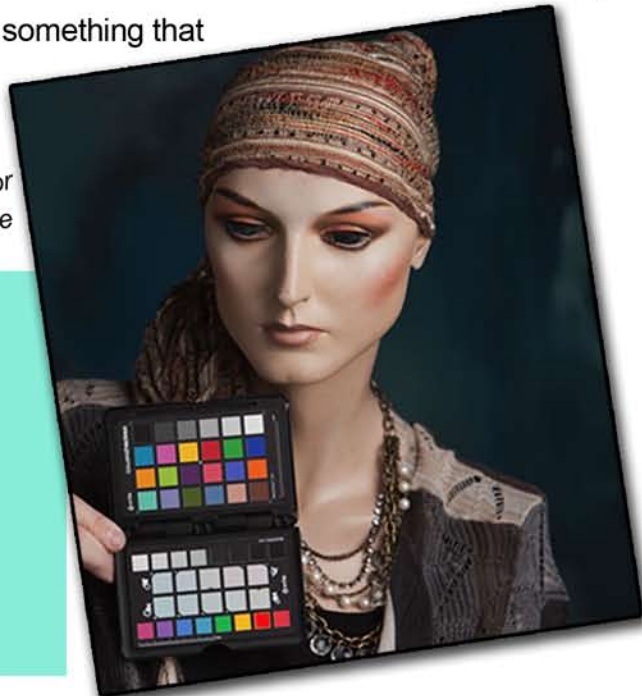
example #5

### Camera Raw...

So, here we are in Adobe Camera Raw Processing area. The only difference between example #4 and example #5 is that we took the White Balance Tool shortcut (I) and clicked on the third gray box on the top of the ColorChecker Passport to color correct the image

by just the click of a button folks. Now, if you trust that monitor that has been calibrated, your work is almost done, but as always, there is always something that can be added, so here it is..."The Creative Enhancement Control".

example #6  
Showing the color corrected image



## Creative Enhancement Target...

Now, before you move on and process (and this is where that last 10% comes in folks), one of the really “cool” features is the all-new Enhancement Target. It provides a higher level of color creativity and control to your workflow. The Enhancement target includes four rows of color patches designed for image editing with just the click of an eyedropper. Whether it’s a studio shot, a colorful landscape or a multiple scene photo event, you can extend the power of your photo editing software in virtually any Raw processing software.

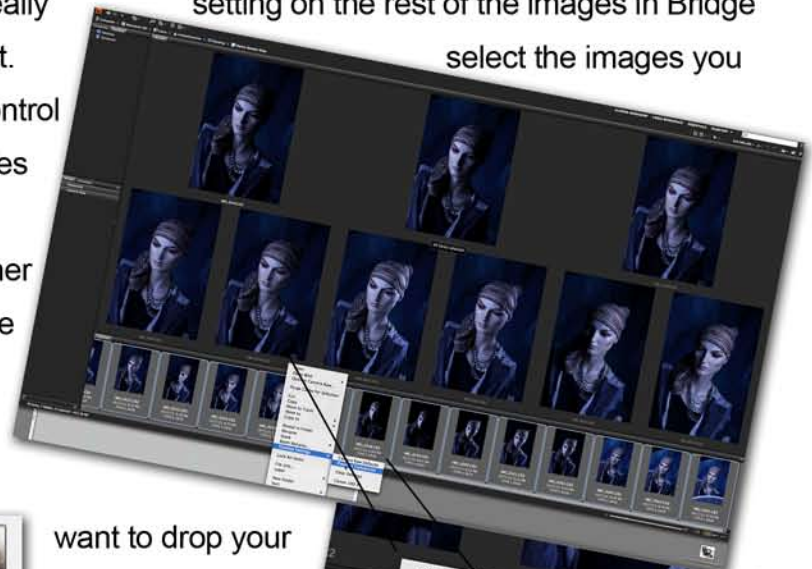


(see the example above from Andy Katz)

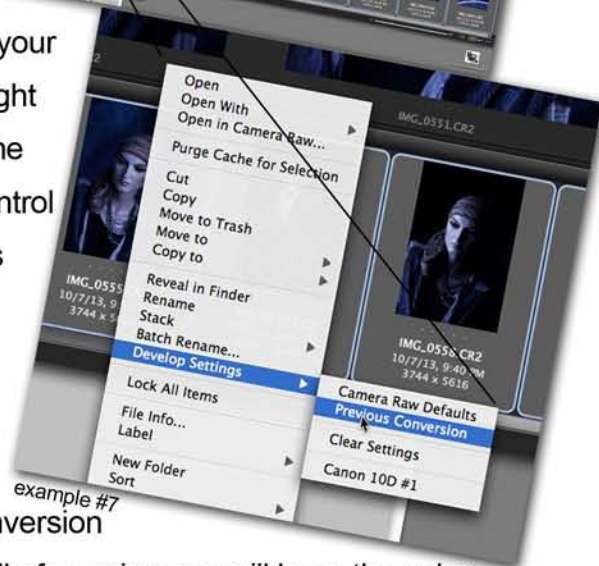
Two rows of warming and cooling patches in the middle guide you to create pleasing and repeatable edits. Creatively refine the color of your image by adding warmth to skin tones or boost the deep greens or blues in a landscape. Simply click through the patches to view the adjustment, and select the one that provides your optimal look. Then, save the setting and apply it to other images that were shot under that same lighting to create pleasing edits – it’s that easy!

## Finishing Up!...

All we need to do from here is place the new color setting on the rest of the images in Bridge select the images you



want to drop your color on by right clicking (for the PCer's or Control clicking for us Mac Users), move to “Develop Settings, Previous Conversion



and let go. All of your images will have the color information dropped on and you are ready for processing by send then process through the image processor. (See Examples #7 and #8).





Receiving their Master of Photography Degrees  
from PPA at Imaging 2014  
**Pierre Stephenson, Ginny Otto, Dan Frievalt**



Receiving their Associate Fellowship Degrees  
from Wisconsin PPA  
**Dan Frievalt, Jac McDaniel**

Receiving Additional Bars at the  
Wisconsin PPA Spring Convention

**Pewter Bars**

**Michael Mowbray** - 1st Pewter Bar

**Dan Frievalt** - 2nd Pewter Bar

**Greg Loll** - 2nd Pewter Bar

**Phil Zieseimer** - 2nd Pewter Bar

**Tracy VanZeeland** - 2nd Pewter Bar

**Gold Bars**

**Paul Owen** - 2nd Gold Bar

**Teri Shevy** - 3rd Gold Bar

**Tad Meddaugh** - 6th Gold Bar

**Kathleen Caylor** - 6th Gold Bar

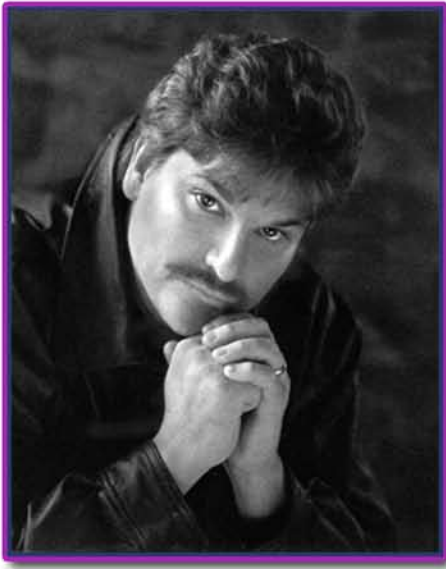
**Mary Mortensen** - 7th Gold Bar

**Fuzzy Duenkel** - 8th Gold Bar

**Carl Caylor** - 9th Gold Bar

**Steve Kemp** - 10th Gold Bar

**Rick Trummer** - 10th Gold Bar



## News from the EC

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

It's getting to that time of the year that we are putting ourselves into high gear. Working those long days, shooting from early in the morning until late into the evening, putting money into the bank for the slower seasons. Having owned a studio for many, many years, I

know the kind of efforts it takes it

get through these seasons, but the rewards are hopefully wonderful. Important as money is to our very existence, we must take time for ourselves as well, for nothing less than the betterment of our very spirits. I spend a lot of time helping folks get better with their workflow and processing to create more "you" time. I urge you all to make sure your doing everything in your power to take time for you. If that means hiring some part time folks to take care of the smaller stuff, you need to do it.

Just because we can do something, doesn't means we should do something, always analyze how much your time is worth doing smaller jobs, compared to where you need to be to make money. When I teach the business side of photography, I always make the owners or my students analyze how much you need to make every minute to produce enough income to pay your cost of operation, which also includes your salaries. Once the exercise is done, you realize how much your worth and take "time" more seriously. From the day we are born, time is running out, we only have so much time.

Fortunately, when I was traveling in large stretches on the road and got home I had a fantastic support system. Glori and the boys always were there to welcome me home and give me the "go juice" I need to do what I do. I also have two of the most

beautiful golden retrievers that you could ever wish for, Kaylie and Madison. If you ever want to take your blood pressure down, just get yourself an animal friend, for me, it's always been dogs, but there are all kinds of animals for different folks. Just seeing the wag of the tails and the happy faces make it all worth wild. Kaylie is a "true" retriever who always has something in the mouth to deliver, shirts, balls, towels, stuffed animals or underwear, whatever. Once she actually delivered Glori's underwear to the folks walking on the sidewalk on the side of our home, what a joy, right? Madison, always needs to have a ball in her mouth. Loves to just drop it in front of you for the throw, so she gets to run and get it again. This goes on for "hours", she loves to retrieve, I guess it's all part of the Golden "Retriever" life. How many other men do you know that get's to wake up with three beautiful women, two red heads and a dirty blonde? To that end, it's really all about family and friends. Take time for all of those we love and love to spend time with, it makes us who we are as

people. I know we all need to make a living, but remember

***"Time is Something we lose from the Day we are Born"***

we can't make a living working, if we really don't love what we do and have a support system that works with us. Trust me when I say this, "I missed way to much over my many years on the road, and paid the price for doing it". If I had to go back, I guess I would have done things a little different, but as a whole I loved my time making a living helping others. It still gives me great pleasure to help other succeed redefining their studio operations. Over the years as time it taken away from us all, family and friends become more important. We have such a small amount of time on this earth, make it meaningful, pleasurable and memorable. Our work demands that each client gets the very best from us, it's the very thing that gives that "dash" between the dates of our lives something that's remembered for generations to come. What more could anyone say better about the very profession that they work in?

Be Good to Each Other...

Rick

# calendar of events

## WPPA Events

www.wppa-online.com

April 9th, 2014  
Budget Meeting  
Green Bay, WI

## Fall Convention

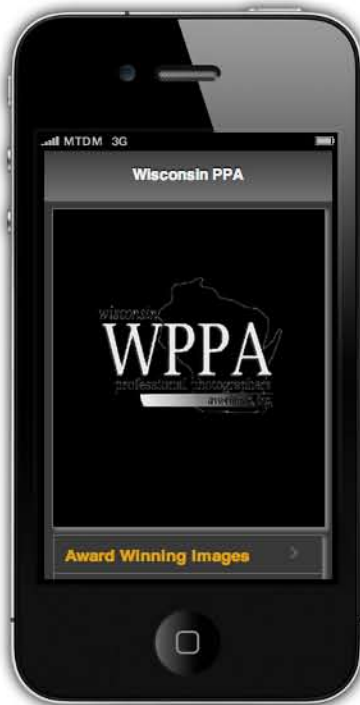
November 1st - 4th, 2014  
The Osthoff Hotel, Elkhart Lake, WI



## 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

April 21st - Oshkosh, WI  
**Brian Morrison**

May - Appleton, WI  
**Tad Meddaugh**



## Indianhead

www.indianheadphotographers.org  
Regionl Director: Kirk Kolpitcke

April 19th - Stevens Point, WI  
**Tiffany Schmitt**

May 12th - Marathan City, WI  
**Pierre Stephenson**

June 9th - Wisconsin Rapids, WI  
**Dave Johnson**



## South Central

www.southcentralppa.com  
Regionl Director: Krystal Stankowski

April 28th, 2014 - Madison, WI  
**Barbara Breitameter**

May 19th, 2014 - Waunakee, WI  
**Gordon Kreplin**

September 22th - Waunakee, WI  
**Mark & Mary Bortz**



## South Eastern

www.sewppa.org  
Regional Director: Jon Allyn

April 7th - Pewaukee, WI  
**Round Table Discussion**  
**B. Artin Haig, Tony Cilento and Gary Haas**



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