

Wisconsin The Photographer

VOLUME 119, NUMBER 4

OCTOBER/NOVEMBER 2014

ROD EVANS



AARON ADAMS

WPPA
FALL CONVENTION
ISSUE

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

www.wppa-online.com

WISCONSIN

2014 - 2015

PROFESSIONAL

EXECUTIVE

PHOTOGRAPHERS

BOARD

ASSOCIATION, INC.

PRESIDENT

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

VICE-PRESIDENT

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

TREASURER

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

SECRETARY

Pierre Stephenson, M.Photog.,Cr.,CPP
5283 Felland Road
Madison, WI 53718
email@pierresportraitart.com 608-242-0120

PAST PRESIDENT

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

WISCONSIN

EXECUTIVE COORDINATOR

PROFESSIONAL

Rick Trummer, M.Photog.,Cr.,CPP,F-WPPA,F-APPI,F-PPANIF-SCPPA,F-IPPG

PHOTOGRAPHERS

rtrummerwppa@gmail.com
608-469-1097

ASSOCIATION, INC.

content

President's Message.....2

Aaron Adams - Keynote Speaker.....3-4

Scholarship Information.....6, 10-11

Meet your Mentors.....7-9, 12-13, 15-16

Fall Convention Schedule.....14

Rod Evans - Keynote Speaker.....17-18

Certification Information.....19-20

Judges Profiles.....21-25

Print Competition Forms.....27-31

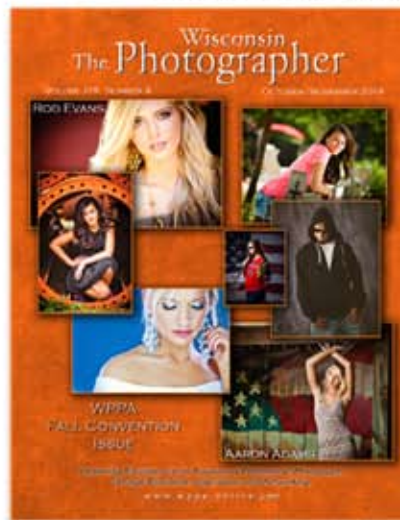
Fall Convention Registration Form.....32

News from Your EC.....33

Calendar of Events.....34

on the cover...

fall keynote programs
elkhart lake, wi



from our president...

Have you ever wonder why you became a photographer? Some days I wonder myself. Every job has its ups and downs but that feeling after a good session is well worth all the bad days. This happened to me 16 yrs ago and I remember it like it was yesterday.

In June of 1998, I received a call from a mother stating she needed to get her daughter in for a portrait as soon as possible because she has cancer and isn't doing so well. We booked the session the next day.

This was the hardest session that I ever had photographed. This little girl was probably 6 or 7, had these big brown eyes and no hair because of chemo. The parents and grandparents were in the camera room with me and the feeling was something I never experienced before, dead silence. I tried my best to be up beat and happy but their was a sadness in the room.

When I looked through the camera I could see in her eyes that she knew the end was near. I tried everything to get an expression out of her, with no luck. Than I thought lets try some photographs outside. I put the little girl on a hay bale in my barn than I added her brother, he was about 1 year older. Still no expression. I asked her brother to kiss her head. He did and I got the most beautiful expression you ever could imagine. My session was done. Four days later the little girl passed away.

This last year I photographed that mothers other daughter who was a senior. She pulled out that picture of the little girl and said. "Thank you for doing this for me it means so much."

What we do as photographers does matter. We have an important mission in life. Our job is to find the inner beautiful in everyone we photograph and create a portrait that shows that beauty. Sometimes its hard, but we as professional have to be different than the want-to-bees. We have to create portraits with meaning by using light and all the tools and experience we have. This is how we will survive in this industry. David Ziser told me once, "The difference makes the difference" This is true more today than ever before.

This is why I am a photographer.

Quote of the month: Cherish every moment and every person in your life because you never know when it will be the last time you see them.

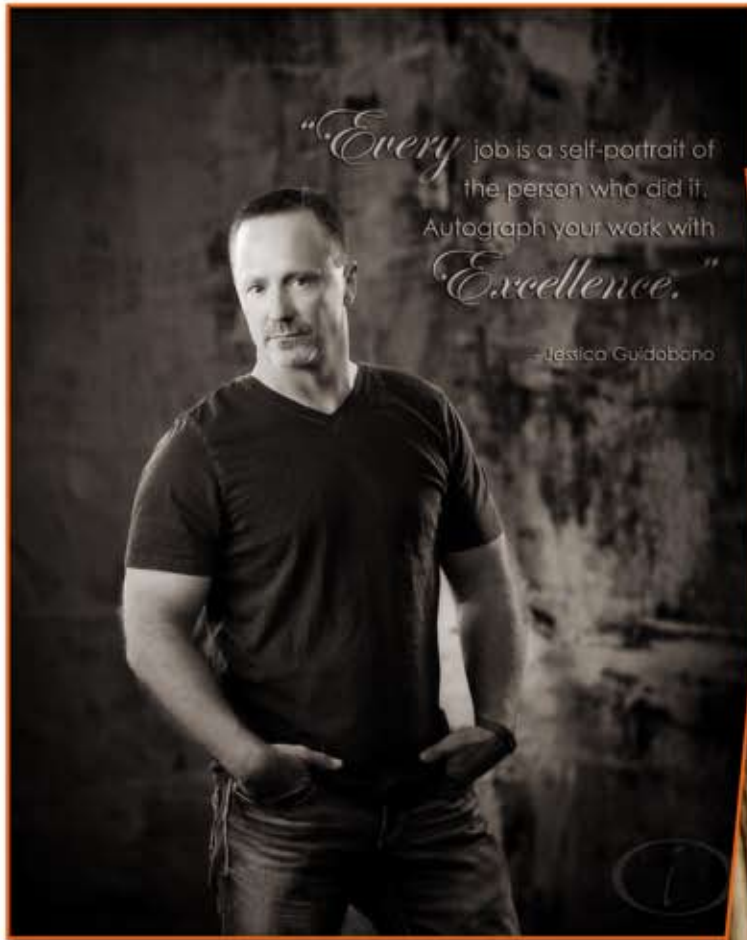
To our Success

Greg Loll, Master, CPP



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





THE EXPERIENCE EXPERIMENT

Building a successful senior portrait business does NOT happen overnight or with ease. We've learned a lot of hard lessons over the years but have been able to steadily grow at a comfortable pace over the last 14 years. How have we become one of the most popular studios in North Mississippi? Simple.... Giving our seniors and their families an experience they will never forget, won't hesitate to brag about, and quite simply can't get else-where. Not to mention the images they love. And I'm here to show you how we do it!!!

By illustrating and demonstrating our practices throughout the entire process from beginning to end, I'll show you how to be THE studio your clients and everyone else will be talking about. We'll also role-play through a photoshoot using members of our audience to show you how much stupid fun we have.

So, if you're ready to become (or get back to being) THE photographer everyone refers to, come join us during this light-hearted, optimistic look at what we do :)



SUNDAY, NOVEMBER 4TH, 2014



Like most of us, my love of and career in photography grew from a hobby many years ago. I was working full time at a factory job when I got what I considered my first "real" camera. I began by "playing" with friends shooting some of the worst images of my life :D I decided to take a continuing ed photography course at my local community college and learned several of the things I was doing wrong when it came to composition, exposure, etc.

Steadily improving at that point, I met another photographer in a small town about 20 minutes from me. I started mentoring under him learning basic portrait lighting and composition. Working part-time with him assisting on shoots and second-shooting weddings for about a year and a half, we struck a deal for me to purchase his existing studio and most of his equipment. Shortly thereafter, my wife (Becky) and I both quit our jobs and dove into the business full-on.



We worked at it harder and harder each year and joined associations like our state group (PPMA) and others along with online resources and forums. We learned more about business in the first 3 years than I ever thought possible simply because we had NO idea what we were doing when we started out. (What was I thinking? :O)

We've worked very hard to grow our business and have become one of the more successful full-time studios in Mississippi. We have now been in business almost 14 years and recently moved our studio from a small town of 4000 back to our original city of Tupelo with a population of 80,000+. We made this move because when running our numbers, almost 75% of our business was coming from outside our small town. And most of it was coming from the Tupelo and surrounding areas. We can elaborate more on this later ;)



With a small staff of 3 (including myself), we service our area with a rough breakdown as follows....

- High School Seniors - 65%
- Babies, Children, Families - 25%
- Business, Pageant Headshots, misc. - 5%
- School related (sports teams, dances, etc.) - 5%

We shoot an average of 225 seniors per year, 200 children/family sessions per year, and 200 specialty/themed sessions per year with an average yearly income of \$275K.



The Image is Everything

If you don't look good, we don't look good. It's that simple. The quality of the finished products you deliver to your clients plays a big role in your success. We don't take that lightly. That is why we make your images look as good as possible—we know you'll look great as a result. And that is all we care about.



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



Tim Koll, CPP, A-WPPA

WPPA Scholarship Chairman

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

forms continued on page 10

Great Scholarship Opportunities

Available to Wisconsin PPA Members!

Each year WPPA awards four scholarships to WPPA members who apply and qualify. With so many changes revolutionizing the photo industry, educational courses are a wonderful opportunity to fine tune your professional goals and network with other professionals in the industry! The four scholarships are as follows: up to \$250 Gerhard Bakker Scholarship, up to \$250 Norm Swanson Scholarship, a \$200 MAIPP Scholarship, and up to \$400 Ron Lemerond Scholarship cash stipend for a board approved course at the school of your choice. These scholarships are to be used anytime throughout 2015. The MAIPP (The Mid-America Institute of Professional Photography) classes will be held in early June, 2015, on the campus of the University of Northern Iowa in Cedar Falls, Iowa. It's a wonderful opportunity to work for an entire week with a master photographer!

Scholarships are open to all paid members in good standing with WPPA and who have attended both the fall and spring WPPA conventions the previous two years. This DOES include studio owners. SEND COMPLETED FORM BY OCTOBER 24, 2014 TO:

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



NOW get your Savage Seamless Backgrounds from



Plus pick-up orders of \$100 or more get a FREE GAS CARD!*

In stock and ready to go... many other colors available

		
Super White #01	Black #20	Thunder Gray #27
53"x12 yds only \$25.00	53"x12 yds only \$25.00	53"x12 yds only \$25.00
107"x12 yds only \$49.95	107"x12 yds only \$49.95	107"x12 yds only \$49.95

www.michelcompany.com
800.621.6649 • 847.887.9066
 1151 S. Northpoint Blvd. Waukegan, IL 60085

*For a \$100 minimum order of Savage Seamless Background Paper, pick-up orders only, you'll receive a \$5 gas card. Offer good thru 30 June, 2014.

MEET YOUR MENTORS

JARED ANDERSON



Long after the flowers are gone, DJ has stopped entertaining, the venue has cleared and reset for another wedding, center pieces are packed, food has been eaten, cake is cut and gone, tuxedo rentals have been returned, and your wedding dress has been hung, all you have left, the only proof your day even existed, wedding images.

The raw emotion we get to capture every weekend, the very moments people can re-live and that moment captured in time takes them back to that vivid, crystal clear split second of their life that has been stopped. Isn't that why we love our jobs?

Create moments and make people remember a feeling instead of telling/asking them how to feel makes that moment even more real. The difference between empathy and sympathy is being able to photograph your subjects through the eyes of their loved ones. - Jerry Ghionis.

My name is Jared Anderson, I am based out of the Twin Cities and I've been photographing weddings for 7 years all over the US and world. I have created a value and experience that I can't wait to share with you at WPPA!



www.JaredLeeLLC.com

www.facebook.com/JAREDLLEPHOTOGRAPHYLLC

MICHAEL BARTON

M. Photog., Cr., MEI, CPP, EA-ASP, F-ASP

Michael Barton is a visual artist and educator dedicated to revealing the natural beauty in the ordinary around us. Barton's work has been shown at Washington Dulles Airport and the National Cathedral in Washington D.C. His work is continually presented in the American Society of Photographers Masters Loan Collection and on display at the Professional Photographers of America (PPA) headquarters in Atlanta. He has been featured in the International Photographic Competition Loan Collection Book for 6 consecutive years. Barton's work can also be viewed in galleries throughout the Chicago area. He holds bachelor of music and master of jazz studies degrees from the University of North Texas. Barton has also been awarded the degrees of Master of Photography, Master of Electronic Imaging, and Photographic Craftsman from the Professional Photographers of America and is an Educational Associate and Fellow of the American Society of Photographers.

Barton was the recipient of the American Society of Photographers' North Central District Regional Medallion for 2012 and has been a PPA Photographer of the Year eight times. In 2009, Barton was awarded the Canon Par Excellence Award for Electronic Imaging at the Southeastern Professional Photographers Association Regional Competition. Barton was named a Diamond Photographer of the year in 2012 and received the Grand Imaging Award in 2013 from the Professional Photographers of America.

He gives frequent lectures and workshops and has been featured in Professional Photographer, Rangefinder, Texas Professional Photographer, and the American Society of Photographers Magazine.

Michael will also be judging our Print Competition, Thank you Michael!



LEW EVERLING

Cr. Photog., CPP

Inspiring others and finding the best in everyday defines Lew Everling, aka "Lewbie". They say energy is a magnet and Lewbie's magnetic personality will keep you laughing, learning and loving every moment. From social media to high speed sync, lighting to more, you'll find yourself enlightened and inspired. Prepare yourself for the adventure and follow Lewbie on Facebook for updates that make you think, chuckle, and sometimes just LOL.

Lewbie, its like vitamins for the mind!

Today he's every bit as passionate as he was at 15, while his journey has had various directions he has never strayed from continuously learning, improving, and searching for the meaning of life. Along the way Lewbie's journey has had many stops, none however have filled him with the happiness that photography has brought him. It is this journey however that has truly brought him full circle to where he is today. Mentors, classes, friends and family have all influenced his vision, earning him the title "the coolest guy in the midwest".



WPPA Scholarship Application

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

What Photography, marketing or business experience do you have? _____

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

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

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

Are you a Studio Owner? YES _____ NO _____ Employee? YES _____ NO _____

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

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

List 2 WPPA Members as references:

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

I agree to abide by the rules set forth for the "Scholarship" and that any other expenses shall be the responsibility of the Recipient. This award is not transferable and must be used by December 31, 2015

SIGNED: _____ DATE: _____

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

SEND COMPLETED FORM BY OCTOBER 24th, 2014, to:

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

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

SCHOLARSHIP INFORMATION

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

- Up to \$250 Gerhard Bakker WPPA Scholarship
- Up to \$250 Norm Swanson WPPA Scholarship
- \$200 MAIPP Scholarship
- \$400 Ron Lemerond Scholarship to be used at a WPPA Approved College or School

What course would you apply the scholarship toward? _____

Have you ever been the recipient of a WPPA Scholarship? YES _____ NO _____
 If yes, when? _____

Have you ever taken any courses at Winona or other schools? YES _____ NO _____
 If yes, give course name and year: _____

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

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

JOY VERTZ

Cr. Photog., CPP

Joy's photography experience starts more than a dozen years ago. From a one-person shop run out of her basement, Joy has grown her studio, Shoot the Moon Photography, into a high end boutique studio. With two locations in the Milwaukee area, Joy and her staff now handle more than 700 shoots annually and have clients across the nation.

Over the years, Joy has found that she has a particular fondness for numbers and strategy. So many of the things that she first thought were up to chance in the photography industry can actually be put on paper and changed using strategy and thoughtful decision-making, not luck! What's more, a little bit of strategic planning can help photographers be more creative and innovative in the long-run, not less!

Her family has accused her of being a numbers nerd, a princess of process and a warrior of workflow. She can't argue with that - it's 100% true!

Joy is now using a combination of her lifelong love of numbers and strategy, the experienced gained in growing her studios, plus her stewardship of numerous other creative ventures, to help other photographers take their businesses and studios to a higher level.

She firmly believes that no matter what stage your business is in, there are simple and effective steps you can take to make it a success, as defined by YOU! The hardest part is getting started - that's where Joy really shines her brightest. Let her help you get going on the journey to profitability, creativity, and true SUCCESS!





KAREN EVERLING

Cr. Photog.



Karen is new to the Everling name but not new to photography. Her knowledge has stemmed from a mix of school, conventions, employers, her own main street studio of ten years and back to Muse Photo Design, the current studio partnership created by her and her husband Lew.

In a day of photographers on every corner, Karen understands that the visibility of a studio, in home or otherwise is key to success. She enjoys listening to clients to create products they truly desire, making them easy to sell while being profitable! Loving photography and loving marketing more is why she has been named a Top Ten Photographer and Marketer of the Year multiple times in the state of Iowa.



FALL SHOOT OUT/PORTFOLIO EVENT SCHEDULE

Saturday, November 1st, 2014

7:00pm - 10:00pm Print Competition Case Entry Preparation

Sunday, November 2nd, 2014

10:00am - 1:00pm Portfolio Building w/Mentors (Bays are Available)
(Mentors - Lew Everling, Michael Barton, Jared Anderson)

3:00pm - 6:00pm Image Work w/Mentors on hand for Workflow Questions
(Mentors - Karen Everling, Joy Vertz)

2:00pm - 5:00pm Print Competition Judging

5:00pm - 9:00pm Vendors & Trade Show Time (Food will be in the Trade Show Area)

9:00pm - Midnight Guru Lounge - "Synergy at the Highest Level"
(All Available who want to Help)

Monday, November 3rd, 2014

9:00am - 12:00pm Vendors & Trade Show Time (Coffee and Rolls in the Trade Show Area)

9:00am - 12:00pm Print Display Available

1:00pm - 5:00pm Shoot Out with more Mentors (Bays are Available)
(Mentors - Rod Evans, Dan Davis, Jared Anderson, Tad Meddaugh)

5:00pm - 6:30pm Awards Dinner

7:00pm - 9:00pm *Keynote Speaker - Rod Evans "The Science of Beauty"*

Tuesday, November 4th, 2014

9:00am - 12:00pm *Keynote Speaker - Aaron Adams "The Experience Experiment"*

12:00pm - 1:00pm Lunch

1:00pm - 3:00pm *Keynote Speaker Continued*



DAN DAVIS

M. Photog., Cr.

Dan is a artist and photographer specializing in portrait, fashion and fine art. Based out of Burnsville, MN and with over 13 experience in the photographic industry he is the owner of Davis Photography Inc. Dan is the current Twin Cities, Minnesota, and National Photographer of the Year. Dan has had his work published world wide.



TAD MEDDAUGH

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

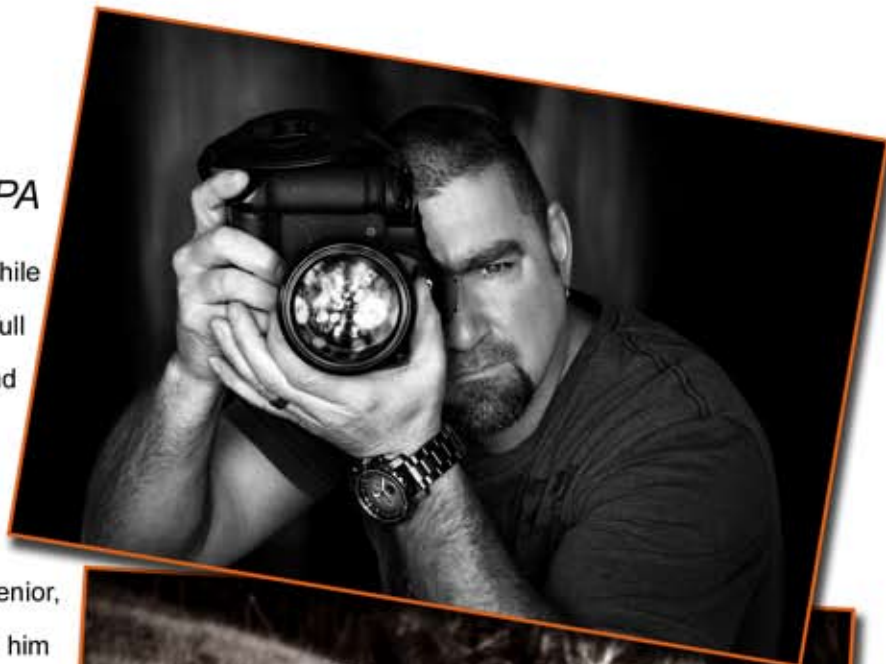
Tad has been a portrait photographer for over 21 years. While some photographers work on a very small scale, Tad is a full time professional photographer all year long, who owns and operates LaCrosse's leading portrait studio.

Monday through Friday you'll find Tad creating some of the area's most outstanding and memorable high school senior, family and children portraits. On most weekends you'll find him in the area photographing on location or at The Studio.

Tad has earned the prestigious titles of Master of Photography, Photographic Craftsman and Certified Professional Photographer by the Professional Photographers of America.

He has worked hard and, as a result, has become one of the areas finest and most sought-after photographer.

He has won numerous awards for his work, including Seven Fuji Masterpiece Awards. Tad has a unique ability to inspire others through his teaching, hands on learning where he will find out what it is that you need or want to learn and guide you along the way. Lighting tips and tricks, (Natural Light, strobe and OCF) posing, reflectors finding the light and then what do I do! Pack you're camera and get ready to ROCK!



ROD EVANS

M. Photog., Cr., CPP



Portrait Artist Rod Evans has become renowned for his innovative portraits by combining an intense love of art and a visionary style. He has been requested to lecture nationally as well as internationally for a host of venues including PPA's Imaging USA, WPPI, and Senior Portrait Artists Events. Rod's images have been exhibited in art galleries, showcased in Canon training books as well as magazine publications, and he has been featured on the cover of Professional Photographers of America Magazine.

He is also featured as one of 11 top photographers for Canon USA's workflow training DVD. He is a PPA National Award winner who has been on Photoworkshop.com and PhotoVision Video Magazine. Rod was selected to be member of the prestigious Society of XXV. Rod's background in art and photography has taught him to relax and study his subject, bringing out the best in each person he photographs.

The art is in communication and learning to feel the image verses just seeing the image. This is how he is able to create art in each subject he photographs.

THE SCIENCE OF BEAUTY

I believe there is beauty in every person I photograph and look for the best in everyone. I want them to see the beauty in themselves and to build their confidence. This program is part of that journey to share how our minds see beauty. In this program we will look at facial analysis and tools we have to enhance the beauty in each subject. We will explore various lighting and posing techniques to bring out the best in our clients. Be inspired to apply the science of beauty to create beautiful art.



Sponsored by:



american color imaging

Explore

Any time, Any place, Any where

Discover our newest textile
starting at \$72.00

NewFab is an amazing
addition to our material.

It's a hybrid textile that is wrinkle,
glare, and tear, resistant.

It's lightweight and travels well.

Available in over 90% of our backgrounds.

Visit www.backgroundtown.com to watch a video.

BACKGROUND
by ACI **TOWN**.com



Oliver

american color imaging | 1.800.728.2722 | www.backgroundtown.com

special thanks to Sackett Photography for the beautiful image

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

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

How Can Certification Help You?

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

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

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

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

What does it take?

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

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

Visit www.certifiedphotographer.com for complete information. If you need help preparing for the exam check out the following website <http://www.certifiedphotographer.net/study-guide/>. It's a great resource! WPPA will be proctoring the CPP exam at our Fall Convention, November 3rd, 2014 at the Osthoff Resort in Elkhart Lake, WI

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



CERTIFIED

PROFESSIONAL PHOTOGRAPHER

CERTIFICATION PAYS

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



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

HOW DO I BECOME CERTIFIED?

1 Register your candidacy at www.certifiedphotographer.com.

2 Pass the comprehensive Certification Exam.

3 Pass the Image Submission Review.

WHAT IS A CERTIFIED PROFESSIONAL PHOTOGRAPHER?

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

WHY BE CERTIFIED?

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

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

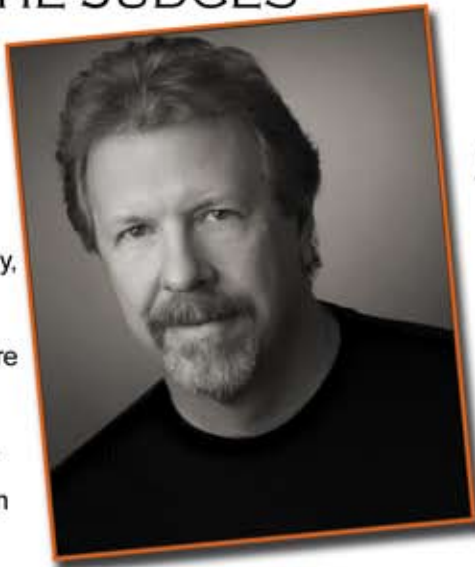
Are you ready to join the ranks of the certified experts?
For more information, go to www.certifiedphotographer.com



Jammy L. Jolley, M. Photog. CPP

MEET THE JUDGES

After earning numerous awards for his still life and scenic photography, Jon directed his talents to portraiture and founded Jon Allyn Photography and Portrait Design in Milwaukee,



Wisconsin in 1979. Although known to most as a portrait photographer, Jon has also compiled an impressive list of commercial and corporate clients. Jon also enjoys a reputation as a dynamic speaker and photographic instructor. His diverse knowledge and quick wit has been educating and entertaining audiences for over two decades. As an instructor at Winona, Golden Gate School, California Photographic Workshops, PPA National conventions, and numerous Regional and State Conventions, his informative and passionate presentations have influenced and inspired his peers. Jon is the current Executive Director of the American Society of Photographers, a Past President of the Wisconsin Professional Photographers Association, South Central Professional Photographers Association, and the ASP. He is a Master of Photography, Master of Electronic Imaging, Photographic Craftsman, Certified Electronic Imager, PPA Councilor, a PPA International Juror, and a Fellow of the WPPA, and SCPA. He has served on the PPA Photographic Exhibitions Committee since 2004.

Volunteerism has been a way of life for Jon. He has been recognized by SCPA and WPPA with many service awards including special service, outstanding service, meritorious service and the PPA National Award. The American Society of Photographers awarded him with the ASP Service Award and his second PPA National Award. In 2006, SCPA presented him the Lifetime Achievement Award to acknowledge his contributions and achievements. Jon's 2004 induction into the Wisconsin Professional Photographers Association's Hall of Fame and the CameraCraftsmen of America were both milestones in his continuing quest for excellence.

JON ALLYN

M. Photog., MEI., CR., CEI, F-WPPA, F-SCPPA, F-ASP



JILL BAILEY

M. Photog., CPP

Although she hails from the smaller college town of Greeley, Colorado; Jill Bailey has always been one to explore new places and new faces; fired by a deep curiosity for finding out what makes people, places, and things tick. Jill looks for the details that help to tell the complete story, not just what's on the surface.

Jill didn't realize at the time that her creativity and the passion she had for photography in high school should have been her career goal. Instead, Jill completed her B.S. in Accounting and worked in business for many years while pursuing photography as a hobby, shooting her first wedding in 1993. Jill made her passion for photography into her full-time career in 2002.

Jill has served on the Professional Photographers of Colorado (PPC) Board since 2006 where she is twice past President of PPC and has served as the Chairman of the Board for 3 years now. Additionally, Jill is the Colorado representative for Southwest Professional Photographers of America (PPA), and serves as a Colorado Council member for Professional Photographers of America. Jill also travels to photography organizations around the nation for speaking and print judging engagements.

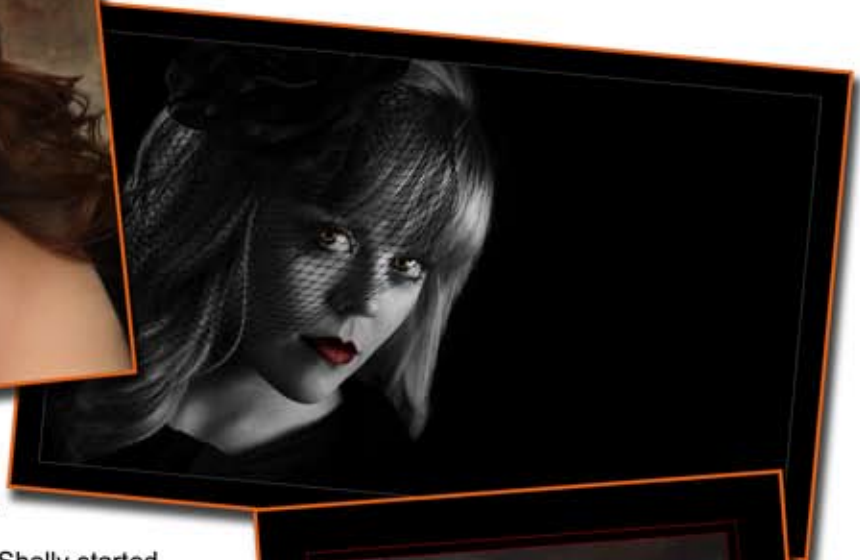
In her free time, Jill also serves on the American Cancer Society (ACS) Leadership Council and has been active in ACS fundraising and awareness for over 17 years.

Jill is a Certified Professional Photographer and earned her Master of Photography degree in 2010. She will be receiving her Craftsman degree in January of 2015. She has several PPA Photographer of the Year awards including Gold, and has been published in the international Professional Photographer Magazine, as well as the international Warm Blood Equestrian magazine.



SHELLY KRAEMER

CPP,F-PPANI



Portrait Artist Shelly Kraemer puts her creative vision in every photograph she takes. Combining creativity and artistic skill. Shelly started photographing because she wanted to show people how she saw the world, through her eyes. Finding the story, finding the emotion, bringing out the personality, sharing the relationship, and creating art.

Shelly graduated from Culver-Stockton College with a BFA in Photography and Graphic Design. She is an International award winning photographer, and Professional Photographers of America Silver Medalist in 2013. Her accolades include Kodak Gallery Award, Illinois State Top 10 Photographer 2011-13, Best Commercial Image 2013, along with 1, 2 and 3rd places at the State level print competition. District Top 10 in 2014, sealing both Master Artists and Photographic Open Cases. Shelly has also been published in the Marathon Press Loan Book and Professional Photographers Magazine. Shelly earned her Certification through PPA in 2010, Fellowship Degree at Northern Illinois in 2010, and will be receiving her Master Photographer and Craftsman degree in 2015. Shelly was honored to be a guest artist displaying her fine art photography at the 2013 Culver-Stockton College Alumni Gallery Show in Canton, Missouri.

Member of PPANI, PPA, APPI, Quincy Chamber of Commerce and Quincy Art Center, she is a mentor and volunteer, and believes in investing in and giving back to her community. Shelly continues to attend workshops, seminars and classes to keep up on the latest in art, photography and technology while also sharing her knowledge with others through speaking and teaching.

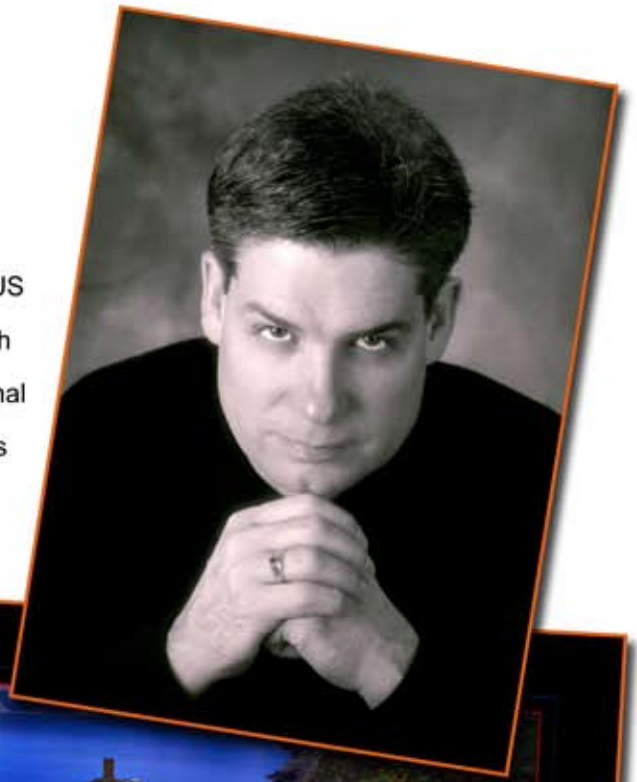


PAUL TISHIM

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

Paul Tishim is one of the most decorated and cherished image makers in the US today. His imagery has graced the cover of many publications throughout North America and his work has won numerous awards on the local, state and national level for over 30 years. Paul is one of only a handful of photographers that has all four PPA Degrees and has presented programs that are a delight to view.

Paul Tishim started his career in photography at John H. Keel Photography where he stayed for over 30 years until he started his own company, Paul Tishim-Photographer, in 2010. He continues to teach, share and astounded photographers with his knowledge and depth.





WENDY VEUGLER

M.Photog.,M.Artist, CPP,F-PPANI

Wendy Veugler, C.P.P.,M.Photog.,M.Artist.,F-PPANI,discovered the art of photography at the age of 14, when she took her first job at a local photography studio in 1971. Her creative drive led to opening Cellar Portrait Studio in 1978, partnering with her mother, Jackie, and sister, Sherri, M.Photog. She moved Cellar Portrait Studio to its current location in 1986, a home based studio on three acres.

Wendy specializes in family and senior portraits. Her current passion,are fine art sessions which she calls,“Dream to the Extreme Portrait Collections”. Connections made through family portrait sessions allows time for people to see the art that defines her. Along with her sister Sherri, they are developing a line of costumes and fashion pieces that not only are available to their clients, but will be offered to other professionals looking for just the right look at an affordable price.

Wendy has been consistently entering in print competitions for the last ten years at the regional, state and national level, where she has medaled 11 times. Wendy was named Illinois Photographer of the Year for 2012. Other recent awards include The A.S.P. State Award, two Kodak Gallery Awards, Top Ten North Central District 2012 and 2013 and a score of 100 on her image, “The Extreme Makeover,” at North Central District 2012. She also received a score of 100 on her portrait “The Daisy Keeper” at North Central District in 2013 which also received the Fuji Masterpiece Award and the A.S.P. District Medallion Award. Wendy will be receiving her Craftsman Degree in Nashville.



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 Wisconsin Burrell Business Consultant, Troxel Green, at (262) 951-0534 or the Burrell Customer Care department at (800) 348-8732.



The Next Generation Print Competition

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

Age Divisions:

0-7

8-12

13-17

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

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

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

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

The Next Generation Print Competition Entry Form

Name _____

Studio _____

Address _____

City _____ State _____ Zip _____

Parent's Name _____

AGE As of Oct. 1, 2014

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

With Parent Case: Free

	Title	Score
1	_____ _____	
2	_____ _____	
3	_____ _____	
4	_____ _____	

WPPA FALL PRINT COMPETITION RULES 2014

Please read thoroughly!

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

ELIGIBILITY

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

PHOTOGRAPHIC COMPETITION CATEGORIES

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

MOUNTING

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

DIGITAL ENTRIES:

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

ALBUM ENTRIES

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

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

Traditional Album Entry

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

CD Format Album Entry

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

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

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

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

DEADLINES:

Cases can be dropped off between 5:00 pm and 7:00 pm Saturday, November 1, 2014 or walk in at 7:30am-8am on Sunday, November 2 at:

The Osthoff Resort
101 Osthoff Avenue
Elkhart Lake, WI 53020

FEES:

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

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

A CD of Your Images is required with your case.

1. Use the same dimension and naming requirements stated in digital entries
2. Please label your disc with your name.

SHIPPING INSTRUCTIONS:

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

Rick Trummer
3701 Country Grove Drive
Madison, WI 53719

Cases must be received by October 27, 2014

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



Wisconsin Fall Convention Print Award Form

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

Place Your
BAR CODE LABEL
in this box.

Name: _____

Studio: _____

Address: _____

City: _____ State: _____ Zip: _____

Please mark all that apply:

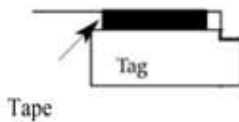
- ___ Master Photographer
- ___ ASP Member
- ___ PPA Certified

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

Case # _____

Signature: _____ Date: _____

FOLIO/COMPOSITE ENTRY FORM



Back Side of Folio or Composite panel

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

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

attach to back of entry, this side down

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

attach to back of entry, this side down

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

Please complete and Include in your folio box.

Name: _____

Studio: _____

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

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

For Association Use Only

Entry 1: Score _____

Entry 2: Score _____

Number of entries: _____

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

Signature: _____

Shipped Entries are Due: October 24th, 2014

Send entries to: Rick Trummer
3701 Country Grove Drive
Madison, WI 53719

Case Fees:

WPPA Member: \$15/print

A CD of Your Images is required with your case.

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

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

Place

BAR CODE LABEL HERE



WPPA 2014 - FALL SHOOT-OUT

November 1st - 4th, 2014 - Osthoff Hotel & Spa, Elkhart, WI

ADVANCE CONVENTION REGISTRATION FORM

COMPANY NAME: _____ PHONE # _____

REGISTRATION CATEGORIES AND FEES

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

	Postmarked by 10/10	by 10/24	At Convention
WPPA MEMBERS*.....	\$119.00	\$175.00	\$195.00
LIFE & HONORARY MEMBERS.....	\$40.00	\$50.00	\$75.00
EMPLOYEES (includes working family).....	\$119.00	\$175.00	\$195.00
OUT-OF-STATE (IA, IL, IN, MI, MN)**.....	\$119.00	\$175.00	\$195.00
IMMEDIATE FAMILY***.....	\$50.00	\$75.00	\$100.00
CHILDREN (Under 17 years).....	\$20.00	\$45.00	\$55.00
NON-WPPA MEMBERS.....	\$299.00	\$385.00	\$425.00

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

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

Clearly print the name of each person attending the convention. Use a separate Registration Form for more than four attendees. REGISTRATIONS RECEIVED POSTMARKED AFTER OCTOBER 24th WILL BE AT "CONVENTION RATE".

ATTENDEE 1

Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

ATTENDEE 2

Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

ATTENDEE 3

Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

ATTENDEE 4

Last Name	First Name
Category: _____	
Registration Fee: \$ _____	
First Convention? () Yes () No	

MEAL OPTIONS:

_____ \$20.00 - Includes Sunday and Monday dinner. (Please Enter a Number for Dinner Counts)

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: (Print out two copies, one for your records and one to us.)

Rick Trummer, WPPA Executive Director at 3701 Country Grove Drive - Madison - WI - 53719

Questions? WPPA number is 608.469.1097 or e-mail inquires to rtrummerwppa@gmail.com



News from the ED

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

Since the time I was hired as the Executive Director of the WPPA, I have tried to write positive messages about our industry and where we stand today as a whole. I give you these messages as a person who has traveled the country and seen, first hand, the positives and negative of our business. Although this message will follow in the groundwork I have laid out over this past year, I must throw you a little curve ball. Yes, I believe we are in one of the best careers one could have, I also understand that we MUST work harder today to keep the clients coming through your door. With that said, I also believe in the fact that we must give back to the very industry we benefit from. So what do I mean from that? Well, it's all about "Karma", "Pay it Forward", "Do onto Others". One of the very first things I did, at the young

age of 17, after joining the WPPA and SCPPA is devote some time to the South Central PPA, then the Wisconsin PPA on there respective boards, it was my commitment to the industry, to Pay it Forward. I truly believe that the effort we give to others will pay us in ways we can't see. I understand that with commitment to others that business can suffer, but the efforts put into these organizations is so important to the well being of your growth as a photographer as well as your studio. Through my 33 years of professional photographic service, I can credit my survival to the education from these organizations. Without them, I would have been long gone, working in a different profession, unhappy that I didn't follow my dream.

These associations need you and your knowledge and insight to exist. I believe it's more important today than in any other time in our profession. There's power in numbers, the time you put in will pay dividends in your future as well as making you feel great when you work as a team to accomplish something.

The Wisconsin PPA needs you, it's time to step up to the plate and give a few hours of your team for the betterment of your organization and your studio growth. In the end, we have each other for strength and good fortune.

Be Good to Each Other!

1-2 DAY TURNAROUND
with FREE OVERNIGHT SHIPPING

RELAX YOU'VE GOT IT COVERED

Miller's Signature Albums are available with Acrylic, Custom Image, Leather, Linen, Metal and Silk covers.



MILLER'S

Visit www.millerslab.com to learn more about Miller's Signature Albums.



calendar of events

WPPA Events

www.wppa-online.com

Fall Shoot Out

November 1st - 4th, 2014

The Osthoff Hotel, Elkhart Lake, WI

Spring "Photo Jam" Convention

February 19th 24th, 2015

The Crown Plaza,, Madison, WI



Your place on the lake™



Book your Rooms Today!

1-800-876-3399

Let them know your with the WPPA Convention
\$89.00 Room Nights

Next Magazine Dealine November 15th, 2014

Foxes

www.fvppa.com

Regional Director: Michael Kallies

September 15th

Mary Mortensen

*"The Art of Photographing Babies,
Children and their Families"*



Indianhead

www.indianheadphotographers.org

RegionaI Director: Neil Gieger

October 13th - Merrill, WI

Mary Braunsdorf

"Marketing made Simple and Fun"
Host Phil Zieseemer



November 10th

Pre-State Print Competition

Host Jan Favret

South Central

www.southcentralppa.com

RegionaI Director: Krystal Stankowski

September 22th - Waunakee, WI

Mark & Mary Bortz

"Character Portraits"

November 24th, 2014 - Madison, WI

Fuzzy Duenkel

"Boudoir and Beyond"

January 26th, 2015 - Waunakee, WI

Alicia Johnson

"Seniors, Families"



South Eastern

www.sewppa.org

Regional Director: Jon Allyn

September 8th

Round Table Discussion

"Hit me with your Best Shot"

Jon Allyn's Playhouse

2390 N. 1st Lane

Summit, WI 53066



Like THIS *Love* THAT...



"We love ACI because they understand the needs of a high quality photographer. Their customer service, products and passion for the industry are evident. We wouldn't go anywhere else!" - Muñoz Photography, Fort. Lauderdale - FL



american color imaging | www.acilab.com | 1.800.728.2722
special thanks to Muñoz Photography for the beautiful image