

Wisconsin The Photographer

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SUZETTE ALLEN



JOE BUISSINK



PIERRE STEPHENSON



LEW & KAREN EVERLING



MELANIE ANDERSON



ALICIA JOHNSON



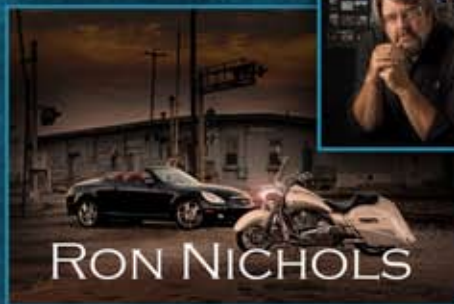
RICK TRUMMER



MICHAEL MOWBRAY



RON NICHOLS



MAD CITY
PHOTO JAM
SPRING CONVENTION
ISSUE

SPECIAL PRESENTATIONS BY
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DAN STOLLER, ROBERT PARKS
AND LAURA BAUTELLS!

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ASSOCIATION, INC.

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on the cover...

mad city photo jam talent
madison, wi



from our convention chairman

Boy, do we have a show for you! I know, you've heard that before, but this time it is true! Your board of directors has re-branded our convention, hopefully making it a bit more fun and a bit less stuffy. Maybe you've noticed the new logo? NOW is a great time to make plans to join your friends and make some new ones at The MAD CITY PHOTO JAM. Trust me, this is one event you do not want to miss!

We start off with a bang on Thursday. Immediately following print crew set up, join us for Alicea Johnson's program "The BIG PICTURE". This program is designed to show us how to get the most out of senior models. Be sure to check out Alicia's website – www.alicias.com – it is AWESOME!

Friday has outstanding programs as well. Learn how to use your backgrounds differently to achieve different results from Laura Bautell. Michael Mowbray will teach you the secrets of using speed lights, and Lew and Karen Everling will be back to share their success in using social media for marketing. And, to complete the day, at 5:30pm we will have a champagne opening for the print exhibit, tradeshow time, followed by more from Lew and Karen.

If you are into competition, then this is the year for you. Print comp is the best way to learn from top notch national judges. Join the crew; see it from behind the curtain, contact Print Chair Ken Martin 920-337-4700. On Saturday, take time to meet with Helen Yancy, Ron Nichols and Michael Timmons, all PPA jury chairmen, as they explain what goes into judging prints and offering print critiques. Choose your prints, enter them, listen to the judges, make changes, and enter them again in the Northcentral district judging in March. I guarantee that you will be a better photographer because of it!

Saturday we have something new on deck; for the first time, the MAD CITY PHOTO JAM will be open to the general public. This is our attempt to show potential new members what the WPPA is all about. All programing and the tradeshow will be open to all from 8:00 – 5:30. Programs for the day include Dan



RANDY PETERSON

M.PHOTOG.,MEI,CR.,CPP,F-WPPA

Stoller explaining pricing strategies, Rick Trummer on color and lighting, Suzette Allen on Photoshop editing, and Robert Parks on drone photography. In the afternoon, Canon presents Explorer of Light Joe Bussink, one of the top 10 wedding photographers in the world. Cap the day off with dinner and the return of Fun Night (Sorry, dinner and fun night are for WPPA members and registered convention guests only). The theme for this year's fun night is Leather and Lace, so bring your biker gear, get your motor running; join us for some cold beers, some great music by One Ping Only band, and a bad ass good time!

Sunday is an awesome day, Sales Guru Ron Nichols will be showing you his sales presentation and later a workshop on how to super charge your sales using ProSlect. PPA World Cup Silver Medalist Randy Van Duinen to inspire you with his painting with light workshop. Randy is an instructor with Photoshop World, he can teach you how to make Lightroom and Photoshop work for you. Suzette Allen is back to show you now to incorporate hybrid videos into your studios workflow. It's the Big Thing! Rounding out the day will be the annual Awards Gala. Join us in welcoming PPA President Michael Timmons, as well as all of the print and service award winners.



Thursday Feb 19th, 2015

6:00 PM -	Print Sorting & Setup	TWO LAKES BALLROOM
8:30pm-10:00pm	Alicia Johnson - "The Big Picture"	ODANA BALLROOM 1&2
10:30 PM - Midnight		HOSPITALITY ROOM

Friday February 20th, 2015

7:00AM-8:00AM	Breakfast (Included with Hotel Room)	LOBBY
8:00AM-12:00 PM	Print Judging	TWO LAKES BALLROOM
9:00AM - 7:00PM	Registration Desk Open	PREFUNCTION AREA
10:00am-12:00pm	Laura Bautell - "Making Backdrops Pay"	ODANA BALLROOM 1 & 2
12:00PM-1:00 PM	Lunch (By Ticket Only)	
1:00-Done	Judging Resumes	TWO LAKES BALLROOM
1:00PM	Trade Show Setup	THREE LAKES BALLROOM
1:00PM-3:00PM	Michael Mowbray - "Shoot to Thrill"	ODANA BALLROOM 1 & 2
3:00PM-5:00PM	Lew & Karen Everling - "Bad Ass Tools"	ODANA BALLROOM 1 & 2
5:15PM-6:15 PM	PRINT EXHIBIT - "Grand Opening Reception"	LOBBY
6:30PM-8:30PM	Tradeshow Grand Opening	THREE LAKES BALLROOM
8:15PM-10:15PM	Lew & Karen Everling Continues	ODANA BALLROOM 1 & 2

Saturday February 21st, 2015

7:00AM-8:00AM	Breakfast (Included with Hotel Room)	LOBBY
7:45AM- 1AM	Print Exhibit	LOBBY
7:30AM-4:00 PM	Registration Desk (Free Program Day Begins)	PREFUNCTION BAR
8:00AM-9:30AM	Dan Stoller* - "Pricing"	KOSHKONONG
8:30AM-10:30AM	Rick Trummer* - "Camera, Capture, Color"	TWO LAKES BALLROOM
8:15AM-10:15AM	"What Does a Judge Really Think?"	YAHARA
9:30AM-10:30 AM	Robert Parks* - "Drones Demo"	KOSHKONONG

10:00AM-1:00PM	Trade Show*	THREE LAKES BALLROOM
12:00PM-1:30PM	Cash Lunch in Trade Show*	
1:00PM-4:00PM	Joe Bussink * - "Canon Explorer of Light"	ODANA BALLROOM 1 & 2
3:00PM-5:00PM	Trade Show*	THREE LAKES BALLROOM
4:30PM-5:30PM	Suzette Allen - "Video Editing in PSCC"	TWO LAKES BALLROOM
5:30PM	FREE PROGRAM DAY ENDS	
6:30PM-7:30PM	Dinner (by ticket only)	PREFUNCTION AREA & YAHARA
7:45PM-11:30PM	FUN NIGHT	ODANA BALLROOM 1 & 2

FUN Night (themed costume party) "Leather & Lace"

Sunday February 22nd, 2015

7:00AM-8:00AM	Breakfast (Included with Hotel Room)	LOBBY
7:30AM-3:00PM	Print Exhibit	LOBBY
8:30AM-11:30AM	Ron Nichols - "The Portrait Sales Presentation"	ODANA BALLROOM 1 & 2
8:00AM-3:00PM	Registration Desk Open	PREFUNCTION AREA
9:00AM-11:00AM:	Randy Van Duinen - "Painting w/Light"	KOSHKONONG (workshop)
9:30AM-1:00PM	Trade Show	THREE LAKES BALLROOM
11:30AM-12:30PM	Lunch in the Tradeshow	THREE LAKES BALLROOM
11:45AM-1:00PM	Past President's Luncheon (By Invitation)	YAHARA
1:00PM-3:45PM	Randy Van Duinen - "Lightroom & PS"	ODANA BALLROOM 1&2
1:30PM-4:00PM	Ron Nichols - "ProSelect (workshop)"	TWO LAKES BALLROOM
4:00PM-6:00PM	Suzette Allen - "HYBRID: Adding Video makes the Magic!"	
6:00PM	2015-2016 Board Picture	
6:15PM-7:00PM	Cocktails	PREFUNCTION AREA & YAHARA
7:00PM-10:30PM	Awards Gala	THREE LAKES BALLROOM

Monday February 23rd, 2015

7:00AM-8:00AM	Breakfast (Included with Hotel Room)	LOBBY
7:30AM-10:00AM	Registration Desk Open	PREFUNCTION AREA
8:00AM-9:00AM	Annual Meeting	TWO LAKES BALLROOM
8:30AM-10:00AM	Pickup Print Cases	ODANA BALLROOM 1 & 2
9:00AM-11:30AM	Melanie Anderson - "Senior Sales that Rock!"	THREE LAKES BALLROOM
10:00AM-12:00PM	Pierre Stephenson-"Underwater LIVE" (Workshop)	ODANA BALLROOM 1
11:30AM-1:00PM	Check Out & Lunch	
1:00PM-3:00PM	Melanie Anderson Continued	THREE LAKES BALLROOM
1:00PM-2:30PM	Pierre Stephenson Continued	ODANA BALLROOM 2
3:00PM	Convention Closes	SAFE TRIP HOME!



ALICIA JOHNSON

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Ever since Alicia Johnson was ten years old and was gifted her first Polaroid camera by her parents, she has lived life "through the lens". She was enamored by light and capturing moments in time, even way back then. Even at an early age she would stare at photographs taken by professional photographers to determine how they were lit and how the image was created. Her intention was always to be an artist. During those years she took every opportunity to photograph friends and family using her father's Nikon camera. It wasn't until her first child was born 20 years ago, when her husband purchased her first professional film camera for her, a medium format Mamiya 645 that her vision, the medium and the results married together seamlessly. She had found her heaven!

Since those early days in her career, photography has changed considerably. With more and more things going digital, Alicia had to move with the times. She traded in her medium format film camera and went back to her Canon roots by purchasing her first professional digital camera. Having to relearn her camera and become photoshop savvy. Before no time she had found a new passion in photoshop, feeling like she had more control of the images that she was creating. It was now time to start trying new and creative things.



She worked out of her home steadily building her business for 16 years until she took the plunge and opened her first studio in 2010. By this time she had formed a loyal client base and knew that the next step for her would be to open her own studio. As her children grew, so did her business. So in January 2013 Alicia's Photography relocated to a booming central downtown location and now with four members on staff, she hasn't looked back! 20 years in the photography business and still going strong! Her studio photographs newborns, children, seniors, and families. She recently brought photographer Samantha Jensen onboard for engagement and wedding photography. This now makes her studio a full circle photography studio. From birth to marriage. It's a busy life but she loves it and manages to learn something new every day. She looks forward to the new and inventive things that the industry will bring and more importantly looks forward to learning, growing, creating and sharing what she has learned over the years.



THURSDAY, FEBRUARY 19TH, 2015

8:30PM - 10:00PM

The "Big Picture" to Senior Photography and Ambassador Programs

High school senior's lives are full of excitement, hope for their future, and most of all full of friendships (lots of them!). In today's ever growing social media age, these "friendships" mean potential clients for your studio. Creative senior photography coupled with a strong senior ambassador program could very well be your answer to a successful senior photography business. Join Alicia Johnson for a guide to senior ambassador programs, marketing, shooting, growing and sustaining your senior portrait business. In this course you will learn everything you need to know to create a strong senior ambassador program that has your client and their friends coming back for more. You will learn the secrets to having a successful ambassador program along with how to create a custom senior portrait experience that leaves your clients singing your praises. You will learn to create senior portraits that aren't just another photo shoot but a once in a lifetime experience for these teens.

Alicia will share her unique senior ambassador program, senior consultation and stylizing tips, the importance of using a professional hair and makeup artist, and keeping up with the teen social media "of the moment". You'll learn to connect with each senior's personal style, interests and personalities to ensure that their portraits are as unique as they are. You'll hear from several of Alicia's senior clients as they are interviewed about what they want out of their

sessions and how to grab other teen's attention through social media. Alicia will also discuss ways to use the personal connections gained during your shoot into more sessions, sales and referrals. Don't miss this opportunity to become the elite senior photographer that you have always dreamt to be.



MEET YOUR JUDGES

RON NICHOLS

M.PHOTOG.,HON.M.PHOTOG.,CR.,API



KEN MEADE

M.PHOTOG.,CR.,CPP



HELEN YANCY

M.PHOTOG.,MEI,M.ARTIST,HON. M.PHOTOG.,CR.HF-ASP,F-ASP



PETER YU

M.PHOTOG.,CR.,CPP

MICHAEL TIMMONS

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BRUCE VAN PELT

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MICHAEL MOWBRAY M.PHOTOG.,CR.,CPP

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Michael is the author of the popular speedlight photography book *Shoot to Thrill.*, and he offers dynamic programs on Senior Portraits, Weddings, Speedlights, and Business. He is sponsored by American Color Imaging (ACI).

Since opening Beautiful Portraits by Michael in 2001, Michael Mowbray has gone on to win many awards for his portraiture and was named a medalist in the PPA International Photographic Competition in 2011, 2012 and 2013. He has had the highest scoring wedding portrait in Wisconsin seven out of the past eight years, including Wisconsin Best of Show-Wedding 2007, 2008, 2009, 2011, 2012, 2013 and 2014. He has won the prestigious Kodak Gallery Award five times, and the Fuji Masterpiece Award for Outstanding Wedding Portraiture three times. Michael has also been named one of the Top 10 photographers in Wisconsin multiple times and "Best of Madison" by the readers of Madison Magazine.

Michael gives back to the photographic community by sharing his expertise in classes, seminars and educational videos. He is an adjunct professor for portraiture at Madison College, and his second book, *The Speedlight Studio*, is scheduled for release by Amherst Media on January 13, 2015.



FRIDAY, FEBRUARY 20TH, 2015

1:00PM - 3:00PM

Shoot to Thrill!

In today's ultra-competitive market you have to separate yourself from the competition and motivate the client to choose you over their other options. Put simply, you have to Shoot to Thrill. You must amaze, stun, and astonish your market with breath-taking portraiture. Use cool, dramatic lighting. Nail your posing and direction and make your client look awesome. The images on your marketing materials, web site and Facebook page need to grab the viewer and refuse to let go. But it doesn't stop there; you have to thrill the client at every turn. Your editing, your service skills, your studio ambiance, your interaction with your client, your product mix — all must contribute to an incredible experience that turns your clients into motivated fans. Shoot to Thrill is designed to give you quick tips that you can implement right away.

On the technical side of Shoot to Thrill, Michael Mowbray will show you how he leverages speedlites to create images that thrill his clients. Ever wonder if speedlites could work for lighting everything at your studio? Michael says, "Yes!" Michael uses speedlites for 99.9% of his lighting work. In the studio. On location. Everywhere. As a senior and wedding photographer, Michael has found that fits his working style to a T. He adds, "The funny thing is, I own a complete set of studio lights that sits in the closet gathering dust. I've found that as I've built my lighting style around the mastery of speedlites, my work has gotten better, I've crafted a unique style, my sales have increased, and my workflow has gotten simpler. Plus, I've gotten my evenings back in the summer – I schedule my senior sessions between 10a – 4p. I no longer chase light...I create it. And I no longer fear the sun...I embrace it." Find out how this three-time International PPA Photographer of the Year medalist creates his dramatic speedlight-based portraiture in his class.



LAURA BAUTELL



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Dynamic
DESIGNS

Laura is the Owner, designer and marketing manager of DYNAMIC DESIGNS BACKDROPS. Her Masters Degree is from Michigan State University in Marketing/Advertising along with a Bachelors Degree from Ferris University in Business Management

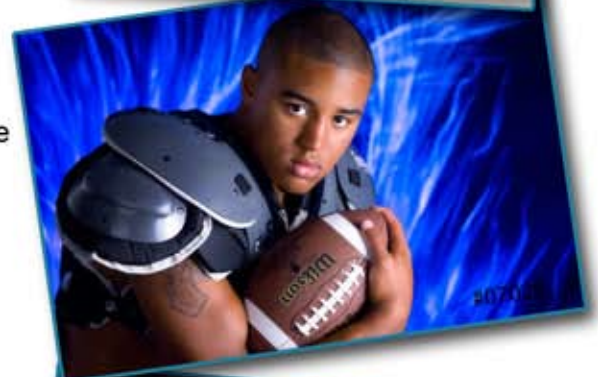
With over 40 years of experience in corporate management and business ownership, she continues to educate the photographic industry with her demonstrations on making backdrops pay. She prides herself as a watercolorist and stained glass artist as well as a Professor of Marketing, Business Management and Cultural Diversity at Lansing Community College and Ferris University. This program is a how to get the most from your backdrops and props.

"Making Backdrops Pay!"

This class will provide you with new skills that will enable you to make your backdrops critical tools in the success of your ongoing business plan. Today's successful photographers rely on increasing their sales through creative and unique images while maximizing the utilization of their studio investments. The purpose of this class is to help you turn your backdrops into a critical tool for increasing sales. Here you will learn how to choose profitable backdrops and how to make your existing backdrops more profitable.

This class/workshop is geared to addressing the specific needs of the audience; who do you shoot – what are your challenges – how do you create the appropriate atmosphere – that "magic space" for each model.

Laura will show you some easy tricks that allow you to quickly change "the set" to compliment your goal for that shot using draping, lighting and simple prop tricks. You will learn how to make one backdrop perform well for seniors, sports, children, teams and families. So bring your camera, your notebook and your input and be prepared to make those backdrops earn their keep.



FRIDAY, FEBRUARY 20TH, 2015

10:00AM - 12:00PM

Don't sleep in - Monday morning as Melanie Anderson with her programs Senior Sales that Rock and Extreme Volume Sports. Her sales goal for her studio last year was one million dollars – come see how she did it. And, to top things off, we have Underwater Live with Pierre Stephenson, a hands on workshop in the pool. Warning – you will get wet!

Wow – I can't believe we'll be doing all of that in only 4.25 days! So, make your room reservation now – remember, breakfast is included with your night's stay. And get registered for the best photographic event to hit Wisconsin in years!

If you don't know me, please stop and introduce yourself. If we've know each other for years, be sure to stop to say "hi". Either way, I can't wait to see you all in Mad Town!

Randy Peterson
Convention Chairman
Mad City Photo Jam

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LEW & KAREN EVERLING CR.PHOTOG.,CPP CR.PHOTOG.,CPP

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Karen is new to the Everling name but not new to photography. Her knowledge has stemmed from a mix of school, conventions, employers, and 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.

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.



FRIDAY, FEBRUARY 20TH, 2015

3:00PM - 5:00PM, 8:30PM - 10:30PM



Lewbie, he's 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"



The Dynamic Duo hails from Cedar Falls, Iowa Lew and Karen Everling are the creative minds behind Muse Photo Design. Meshing not only photography skills, but design, marketing and social media they have made a unique home-based studio that allows them to balance family and professional life. Together their perfect match of personality, talent and skills are better than a HOJO to go!

Social Mediarology: Part 1, 3-5pm

The Yellow Pages ain't what they used to be, where do we go from here? Social Media requires more than just starting a Twitter, Facebook, YouTube or Linked-in account. Demystify the myths, develop strategies, and learn to engage.



Part 2, 8:30-10:30

Do you struggle with juggling projects and keeping things straight? Do you wish there was a way to collaborate with your co-workers on studio projects. Join us for creative ways to use FREE Google tools for a system to manage your studio scheduling, marketing, clients and more.





DAN STOLLER
M.PHOTOG.,CR.,F-WPPA

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Dan Stoller is a professional photographic/digital imaging master. His successful business insight along with his creative knowledge of the industry makes him a perfect choice to talk about pricing and business. Dan started his photographic career with Harmann Studios from 1968 - 1979 where he had 10-year apprentice learning the trade: darkroom processing, printing, and professional photography skills and techniques. He became a Certified Professional Photographer in 1979, earning his Master of Photography Degree in 1984 and Craftsman Degree in 1985 from the Professional Photographers of America. In 1979, he began his partnership with Charles A Leininger, creating a high-end professional color lab called Print Masters Imaging. Together they grew the company from one employee and one studio to approximately 20 employees servicing 60+ studios, averaging 8-12 % growth each year. In 1998, to keep technology competitive and contemporary made the transition from film/optical darkroom color lab to digital imaging. With Over 25 years in the photographic lab business, Dan earned the reputation as one of the best color labs in the Mid-West.

In 2000, he built a new 7,800 sq ft state of the art optical and digital imaging facility. Dan merged Print Masters Imaging with Kelly Photo in July of 2004, which resulted in the creation of KM Imaging. The business housed the two businesses with 40 employees together at the same time transitioning from film based to digital printing. This adjusted budgets based on P&L and sales numbers to meet the changing needs of business as business declined which came to the closing of KM Imaging in 2010.

"PRICING"

Essential Components to help you determine your Product/Imaging Structure and Prices, balancing the Business, Science and Art of your Imaging.

Dan will discuss business in today's marketplace while discovering and discussing the following subjects...

- You as an Artist and Business
- You and Client Needs and Drives
- Business Essentials, success, & Traps
- Pricing Strategies
- ?? Where the Industry is today

SATURDAY, FEBRUARY 21ST, 2015

8:00AM - 9:30AM

ROBERT PARKS

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Robert Parks has put together a wonderful presentation on the DJI Phantom 2 Vision + drone. Robert has been in the photographic arena for many years with Dury's and has given demonstrations all over the country. This presentation is sure to please and entertain!



"Intoduction to Aerial Photography"

Aerial photography has been around for years, but with the new advances in camera and drone technology, this exciting way to capture images from a unique perspective has become more budget friendly, not just geared towards the professional, or hobby Radio-controlled market.

There are many options and budgets available, but the DJI Phantom 2 Vision + is a revolutionary product, combining an excellent combination of flight controller, built in camera for stills and video, 3-axis gimbal for stabilization, new battery for extended flight times and the ability to monitor the flight info and images with your iOS or Android device for a distance of approximately 2000 feet! With all this technology and upgradeable platform for future updates, the DJI Phantom 2 Vision + with two Lithium-Polymer batteries and 32GB card still comes in at a price under \$1500.00

Robert will be starting at the very beginning to help you understand if this exciting new form of photography is for you. Due to the ever evolving FAA rulings on using drones commercially, this seminar will not be focusing on how to make money with your drone, but how to have fun safely with your drone!

SATURDAY, FEBRUARY 21ST, 2015

9:30AM - 10:30AM

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from our president...

As my year comes to an end, I would like to thank my board and everyone else that has made this year a success.

WPPA is a great organization; like everything else these days, things are changing and if we don't change, we will no longer exist. Change is hard and sometimes scary but if we don't keep up with the times, we may as well be dead.

I belong to many organizations and they all pretty much have the same issues. "We tried that before and it didn't work." Well, sometimes timing is not right and we have to try again. "No one wants to volunteer any more. It's always the same people doing things." In today's world there are some people who still believe in volunteering. There are others that just sit back and complain we should do this or that but are too lazy to do anything about it. We can't worry about those people.

This is just a fact of life: we are in a me society - if it doesn't affect me - who cares.

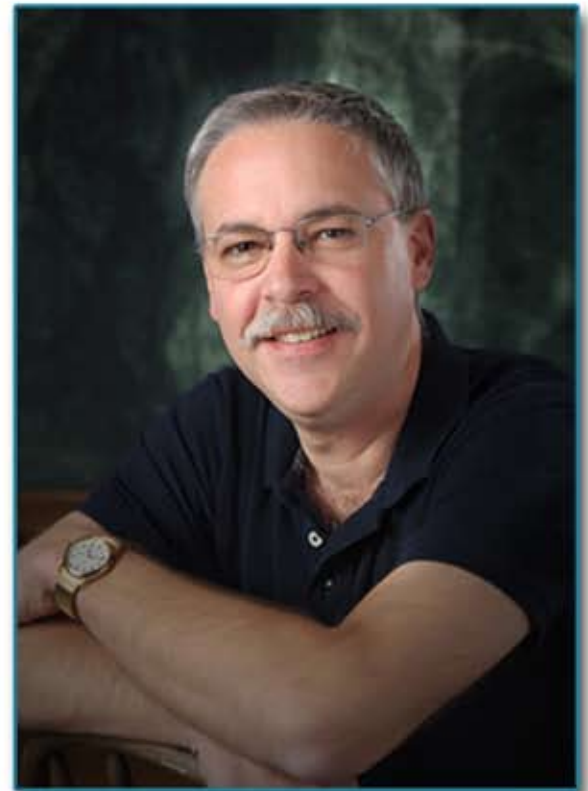
WPPA has some great people that do care and believe in this association. Because of this, WPPA will live on. It might not be like it use to be in years past, but it will adapt and conquer. We need a plan from the people who do care and follow it.

We have some challenging times ahead of us and some major decisions to be made. This is a great organization but if we do not get the right people in the right places, we will not exist.

Randy has a great convention plan and cares very deeply about WPPA. I hope everyone enjoys this convention and comes up with some new ideas on how we can survive and grow. WPPA will live on.

To our success...

Greg Loll, Master, CPP



Greg Loll, M.Photos., CPP
WPPA President

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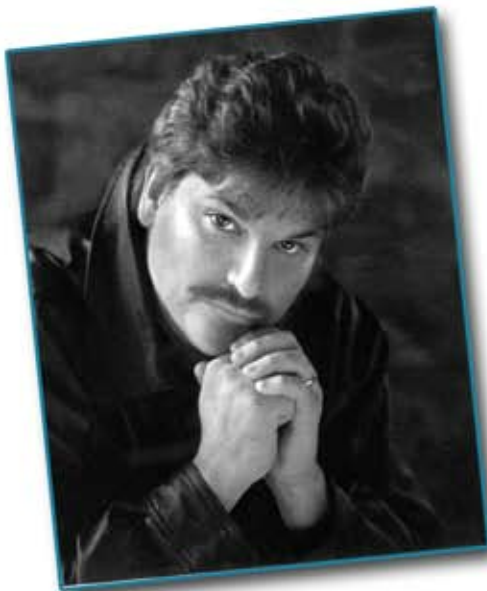
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RICK TRUMMER

M.PHOTOG.,CR.,CPP,F-WPPA

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Rick Trummer, M.Photog.,Cr.,CPP,F-WPPA,F-APPI,F-SCPPA,F-PPANI,F-IPPG is an award winning photographer whose creativity and originality is constantly redefining commercial, portrait and wedding photography and has been working with Photoshop since version 2.0. He is also a sought after speaker with his innovative presentations on a wide variety of subjects including digital workflow, color management, commercial, wedding, marketing and the business of photography. In 1989, he purchased his first digital scan back for the 4x5 view camera and his love affair started with the digital age. Numerous cameras since and many Photoshop versions later, he has become a major advocate to the digital platform.

His career in photography now spans over 34 years and he continues to push the ends of the envelope with his innovative and advanced teaching techniques and methods. He has received numerous awards for his commercial, wedding and portrait work and is considered an authority on digital imaging, digital asset management, business and studio management. His awards include numerous "Best of Show" honors from the Wisconsin Professional Photographers Association, several "Court of Honor" awards, seven prestigious "Kodak Gallery Awards" and seventeen "Fuji Masterpiece Awards". In 2002 he was presented with the "Lifetime Achievement Award" from the SCPPA. He has received the "National Award" from three organizations, the American Society of Photographers, the Wisconsin Professional Photographers Association and the Illinois Professional Photographers Association. Rick was inducted into the Wisconsin Professional Photographers "Hall of Fame in 2011", one of only 24 that have earned the honor since 1970. Rick is a two time President of the South Central Photographers Association as well as a Past President of the Wisconsin Professional Photographers Association, the ASP and Northern Illinois PPA. He is currently serving as President of the Illinois PPA. He continues to share his knowledge and professionalism with fellow photographers and students of photography, and continues to strive to better the photographic industry. In May of this last year, Rick opened up Rick Trummer Training & Consulting as well as joined the winning team at Burrell Imaging as a Business Consultant for the states of Illinois and Indiana, he has been creating successful game plans for many studios throughout the Midwest.

SATURDAY, FEBRUARY 21ST, 2015

8:30AM - 10:30AM

"Camera, Color, Capture!"

This 90 minute, fast paced and informative course is designed to give you all the necessary basics of digital color, metering and studio lighting.

Rick starts with introducing you to the five primary lighting patterns of studio lighting along with instructing you when and why professional image makers use them. Once we start to master the light, the course will cover the proper ways of metering and how to create and control contrast, which is really our primary definition as photographers. The next evolution will be to add accent or kicker lighting to create three dimensional portraits along with teaching the understanding of light ratios and how to meter them properly.

Rick will end this very informative lecture with the image capture and how to properly calculate proper color balance with your computer. It's all the steps necessary to take your photography and studio operation to the next level.





RON NICHOLS

M.PHOTOG., HON. M.PHOTOG., CR., API

A Professional Photographers of America Past President, he is current President of the Society of XXV, an elite group of world-class photographers. In 1998, he received the PPA, the National Award, and in 2011 was presented the Leadership Award by the United Nations International Photographic Council.

Throughout his career, Ron has been active in local, state and national organizations. He has served with the Professional Photographers of Michigan and on the PPA Education and MAC committees. He co-founded the Great Lakes Institute of Photography (GLIP) and served seven years as its director.

HELEN YANCY

M.PHOTOG., MEI, M.ARTISIT, HON.M.PHOTOG., CR., CPP, HF-ASP, F-ASP

Helen Yancy, an artist with brushes and her camera, is passionate about life, family, anything that is art. Loving people, especially their faces and places, describes her life's work.

Fine oil paintings, capturing the true essence of her subjects, has been the focus of her work for most of her life, and in the transition to the digital world she has combined traditional skills as a painter with her photographic abilities and digital palette in the creation of innovative and delicate watercolor portraits, virtual oils, and pastels. Although known for her representational style, experimenting with the various media is a joy.

Her work hangs in numerous private collections and galleries throughout the world. Honored to hold membership in CameraCraftsmen of America and the Society of XXV, she has also served PPA as President, Chairman of PEC, Judge and Jury Chairman, and Helen taught the PPA Judges Workshop for many years.

MICHAEL TIMMONS

M.PHOTOG., CR., CPP

Michael has lectured across the United States at local, state, regional, and international conventions in addition to numerous week long schools and personal workshops. He traveled all over the world sharing their experiences, while continually photographing each location to add to their fine art library. Michael is a International Juror and a Jury Chairman through PPA, He has traveled to Korea in 2009 to judge the PPK International Regional Print Competition. He has held numerous board positions and stays involved at every level. Michael currently serves on the PPA Executive Board of Directors as Vice President, the 2015 PPA incoming President. Sharing his knowledge with a large circle of photography friends has become a huge part of his life.



SATURDAY, FEBRUARY 21ST, 2015

8:15AM - 10:15AM

What Does a Judge Really Think?

Entering print competition can be one of the best forms of photography education. All phases of the process can change how you think about your work. Drawing upon their combined experiences as entrants, judges, and printmakers, The judging team will discuss: the benefits of entering, how to select the right image, how to manipulate and present the image, and the criteria judges use to evaluate the image. Michael and Helen have served on the Photographic Exhibitions Committee and all three are also Jury Chairmen.

You will explore your availability to go "Beyond the Image" using digital technology. Image capture is just the beginning; it's what happens next that separates average pictures into award winning images.

During this program prepare to become inspired to a new level of excitement. The technical aspects of photography will be discussed, but be aware that it will not stop there. Creating award winning images is not just happen-stance; they require thought, creativity, and planning.

So bring an open mind, heart and soul, and you will be taken into a world that can be rewarding, both personally and financially. The image is one thing, but what is beyond the image is truly amazing.....





Sponsored by:

Canon



Becoming a professional photographer was not something I chose. Photography more or less chose me.

Many years ago, on a day like any other, I witnessed a very touching, intimate moment between a mother and son. The moment had a profound affect on me as I felt this sudden urge to capture it, to freeze the moment in time, so I could return to it, hopefully share it with the young child some day and keep it alive and within us over the years to come. I picked up my camera, clicked the shutter and what developed transformed my life.

As the image revealed itself to me, I suddenly grasped the inherent value and enormous power within the photograph as well as the infinite possibilities for me as a photographer. The ability to stop time, to preserve a memory and to share an experience with someone else was so priceless. I was struck by this feeling of honor for being present and a part of such a significant experience in these two individual's lives and I had this sudden and consuming desire to fill my life with these rare and precious moments. In an instant, I became aware of this passion for photography building inside me.

I began photographing weddings shortly thereafter primarily because I was drawn to the open and honest display of emotions. I consider myself a 'seeker of truth' at weddings - searching intently for those rare and intimate moments between loved ones. This search has not only defined my style of photography, but has also guided my passion and become the driving force behind what I consider my greatest obsession.

I've had the extreme honor of photographing weddings for couples from all over the world and each one of them proves for me time and time again what a wonderful gift this has been. Each and every wedding I've photographed has given me the opportunity to bear witness and play a part in the most near and dear moments in a couple's life together. The depth of that realization still overwhelms me today.

I have often times been asked how I find, these rare and



SATURDAY, FEBRUARY 21ST, 2015

1:00PM - 4:00PM

special moments between a man and a woman. The answer is simple, I am not content to see with just my eyes. I see with my heart because that is where I find connection. That is where I find truth. And that is where I find love.

Joe Buissink photographs weddings all over the world and has over the years been a favorite wedding photographer among many celebrities such as, Jennifer Lopez, Jessica Simpson & Nick Lachey, Brendan Fraser, Kelsey Grammer, Hillary Swank & Chad Lowe, Christina Applegate, Jenny Garth & Peter Facinelli, Christina Aguilera . . .

Joe's photography is about capturing the moments, and the essence of the person in those moments. His work redefines wedding photography, and has been described as Fine Art by his most notable celebrity clients. Joe has become a world-renowned teacher in the photographic field. His teachings have taken him on an international platform from Japan and Australia to England, Scotland and Ireland as well as in the United States.

In 2003, Joe was awarded the International Leadership Award in Photography by the International Photographic Council at the United Nations. Also, Kodak hired Joe in 2003 to shoot their International Ad campaign for their Portra Film Line. In 2005, Apple selected Joe to be their spokes person for the Wedding Industry, in the release of their new program Aperture. Joe has received numerous International Grand Awards for his work from the WPPI.

In February of 2007, American Photo nominated Joe as one of the top 10 wedding photographers.

Joe has been profiled by Entertainment Tonight, Extra, Lifetime Television's Wedding of a Lifetime, and E!. Diane Sawyer on Good Morning America interviewed him, and his work is published regularly in InStyle Weddings,

Grace Ormonde Wedding Style and People Magazine.





SUZETTE ALLEN M.PHOTOG.,CR.,CPP

Sponsored by:

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Suzette Allen, Pro Photographer of 25+ years, has been a leading educator in our industry for over 12 years, helping photographers embrace and understand Digital, Photoshop, Workflow and the technical side of our creativity process. Now, with her husband Jon, she is leading the charge into the new era with HYBRID Imaging, combining stills, video and audio to create compelling portrait eProducts that clients love! In their usual down-to-earth style, they make even tough concepts easy to understand and fun to learn! Be inspired and challenged with fresh creativity and new ways of communicating visually with HYBRID images.... the artful blend of photo, video and sound!

I am a photographic artist and educator, and my passion is to creatively capture people and their memories.

On my website you will find many galleries of clients and friends, as well as creative projects for teaching Photoshop and Hybrid Imaging.

I spend half of my time teaching photographers around the world and half of my time being a photographer in California and a few of my client locations. Feel free to visit the schedule page at suzetteallen.com for a listing of classes and contact me on the ABOUT page if you are interested in scheduling a portrait session for Printed Portraits or for Hybrid or Moving Portraits!



SUNDAY, FEBRUARY 22ND, 2015

4:00PM - 6:00PM

HYBRID: Adding Video Makes the Magic!

We are all in a place of transition, looking for a way to set ourselves apart as professionals and keep our businesses healthy. Reinvention is required for survival, it seems, and Hybrid is a great way to add dynamic and contemporary products to your existing photographic services! Wow, where do we begin?

We all have cameras that will capture HD video—all we need is to learn the most efficient way to add some movement and a profitable method to create, show and sell eProducts [hybrid mini-movies]!

Of course it is all new territory but it is easy to learn from Suzette Allen, who has been teaching Photoshop to photo professionals for over 13 years! She has a way of making it easy and light and loves helping photographers embrace technology.

Join Suzette and learn how to integrate video with your still photos, edit video in lightroom 5 and create short compelling hybrid eproducts in a variety of methods from auto-edited to custom, using PSCC!



Leather & Lace

Get Your Motor Running

SATURDAY, FEBRUARY 21ST



Join Us For ^{A Cold Beer, A Great} Band
& A Bad Ass Good Time

PHOTO SCAVENGER HUNT



WPPA's
MadCity
PhotoJam2015
WI Professional Photographers Association

Putting The Fun Back In Fun Night



Often First Always Best

At WHCC, everything we do is focused on your success. That's why "Often First, Always Best" is our motto for developing new products and services. We constantly strive to be the first to bring great new products and services to our clients. When we're not first, it's because what we have isn't good enough yet. You see, the only thing we want more than being first is giving you the best. Not just our best—the industry's best. It's a high standard, but we wouldn't have it any other way.



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



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RON NICHOLS
M.PHOTOG., CR., CPP



As digital photography became a viable professional tool, Ron quickly adopted the technology and began developing ways to best utilize it in the portrait and wedding studio environment. As a studio owner for over 25 years, he quickly realized the difficulties facing photographers on transitioning to digital.

He began working with manufacturers and software developers on ways to best integrate their products into studios. As a beta tester for labs and developers, he quickly learned and created solutions to optimize workflow. He now provides consulting services to studios, labs and software development companies. He teaches digital workflow and sales through in-studio seminars, at affiliate schools, conventions and lab sponsored events. He developed the Ron Nichols Studio Retouching Palette that has simplified portrait retouching and is now being used in studios around the world.



The Grand Ledge, Michigan studio continues as a successful venture, while mostly managed by Ron's wife Carol and staff. The studio specializes in family portraits, children, high school seniors and Bike Art, a dramatic line of motorcycle art. Ron, a Master Photographer, Honorary Master of Photography, Photographic Craftsman and has earned Gallery and Masterpiece Awards along with PPA International Loan Collection image recognitions.



A Professional Photographers of America Past President, he is current President of the Society of XXV, an elite group of world-class photographers. In 1998, he received the PPA, the National Award, and in 2011 was presented the Leadership Award by the United Nations International Photographic Council.

Throughout his career, Ron has been active in local, state and national organizations. He has served with the Professional Photographers of Michigan and on the PPA Education and MAC committees. He co-founded the Great Lakes Institute of Photography (GLIP) and served seven years as its director.

SUNDAY, FEBRUARY 22ND, 2015

8:30AM - 11:30AM, 1:30PM - 4:00PM



The Portrait Sales Presentation

During this session, Ron will teach a systematic and practical approach to a portrait sales presentation. He will take you step-by-step through the process of selling wall portraits, gift portraits and extra products using digital projection systems.

- Designing a presentation room
- Selecting the right projector and equipment
- The pre-session consultation
- How to sell the wall portrait
- Efficient time management while selling
- Selling additional products and frames
- Closing the sale without a hard sell
- Integrating sales data into your workflow



Ron's studio has been doing projection sales presentations since 1985. Over the years, he has found that giving customers the "opportunity to buy" creates more studio profits and delivers long lasting customers.

Program: Afternoon

Supercharging your ProSelect

Join Ron Nichols for projection presentation, and workflow techniques using the industry's leading sales and presentation software. ProSelect has quickly become the top choice for portrait and wedding photographers for sales presentations that create more impact and higher sales.

Ron will take you step-by-step through many of ProSelect's hottest time-saving and money-making features.

Whether you're a current user or considering making the move to ProSelect, Ron will show you proven techniques that will improve your studio's efficiency and make you more money. Best of all, you'll take home ideas you can use right away. Ron is an experienced ProSelect user, a Master Photographer and someone who has used projection sales for over 20 years. His presentation is fun and enlightening.





RANDY VAN DUINEN

M. PHOTOG., CR., CPP



Randy is currently an architectural, fine art photographer and photography instructor located in St. Petersburg, Florida. He has been a professional photographer for over 25 years and his photography is in hundreds of brochures for builders, architects and interior designers from around the country. His art photography is in the permanent collection of the Grand Rapids Art Museum and is in many corporate and private collections.

Randy is an award-winning photographer, both nationally and internationally. He was named the "2012 Photographer of the Year" by the Florida Professional Photographers Association. Randy won the Silver Medal in the World Photographic Cup's Commercial category, he placed first place in the commercial category at the 2014 Grand Imaging Awards and second place in 2013, which is PPA's International Print Competition. The Tampa Area Professional Photographers Association (TAPPA) named Randy "Photographer of the Year" in 2013 and he has been one of top ten photographers the past five years.

Randy has been published in many local and national magazines, including Interiors, Builder, Professional Builder, USA Today and Tampa Bay Illustrated. He has spoken at national photography events, and has been a featured speaker at the Florida Professional Photographers Convention numerous years. Randy is one of the lead instructors for "The Digital Photo Workshops" which holds photography workshops around the country. He is also an instructor of photography at The Morean Art Center in St. Petersburg, FL, teaching Photoshop, Lightroom, Landscape, Architectural and HDR photography.

Randy is an active member in the Professional Photography Association (PPA), Florida Professional Photographers (FPP) and the National Association of Photoshop Professionals (NAPP), Tampa Area Professional Photographers Association (TAPPA). Randy also works with KelbyOne one-day live seminars across the country and with KelbyOne (NAPP) at Photoshop World. Randy has earned his Master of Photography (M. Photog.), Photographic Craftsman Degree (Cr. Photog.), Florida Degree of Photographic Excellence (FDAE) and is a Certified Professional Photographer (CPP) status from PPA. He is also a very active allied member of AIA Tampa Bay.





SUNDAY, FEBRUARY 22ND, 2015

9:00AM - 11:00AM, 1:00PM - 3:45PM

Lightroom and Photoshop, making them work for you!

In this program you will learn how to setup Lightroom the correct way and how to keep your photos organized so you can speed up your workflow. Randy will show you how to get around Lightroom faster and demonstrate tips and tricks that will help you get the most out of Lightroom. The second part of the program will be taking your Photoshop skills to the next level. Here you will learn some different technics for correcting color, using blending modes, selections and compositing. Along the way there will be tips and tricks to speed up your Photoshop skills. You will also learn how easy it is to use some of the more powerful plug-ins in Photoshop to add extra creativity to your images.

Highlights in the class:

- Setting up Lightroom the right way
- Using collections to your fullest advantage
- Navigating around Lightroom
- Getting the most out of the Development module
- Exporting from Lightroom and using services plug-in's
- Photoshop curves, the most powerful adjustment layer
- Plug-ins how to use them right
- HDR and 32 bit in Photoshop
- Finishing touches that make a difference





MELANIE ANDERSON CPP

"We believe in creating visionary works with a passion for the community while placing family first, developing our craft and educating others". This is the purpose statement for Melanie Anderson's studio and team.

Melanie is a wife to her husband of 20 years, Bill, and a mother to their 4 children, Sarah, Emily, Kayla and Billy – whom she stayed at home with until they were all in school before embarking on a newborn photography business. She has nurtured Anderson Photographs from a home studio into the 3000 square foot custom photographic studio, specializing in Seniors, Children, Newborns, and Families, located in the Arts & Entertainment District in downtown Hagerstown, MD.

It is no surprise that even though Melanie is primarily self-taught, she gladly undertook and overcame the challenge of becoming a Certified Professional Photographer in 2011, and will be receiving her Craftsman Degree in 2015. Throughout the process, she continued to run the business as well as mentor for After Dark Education, go on tour with Sandy Puc and appear on SPTV. Along with being the Vice President of the Maryland Chapter for PPA, teaching at SEPPA and several State PPA Chapters, and most recently filmed several segments for Photovision. Melanie stays passionate about one-on-one mentoring and works diligently to provide educational resources to fellow photographers through Anderson Education; which includes webinars, eBooks, videos and workshops.

Her awards and achievements include the following:

- Member of the Professional Photographers of America (PPA)
- Maryland Photographer of the Year
- Maryland Portrait Photographer of the Year
- Fuji Award Winner
- 2013 Washington County "Person to Watch"
- Maryland Achievement Award
- Hagerstown Magazine Hot List #1 Photography Studio – 2011, 2012, 2013 & 2014



MONDAY, FEBRUARY 23RD, 2015

9:00AM - 11:30AM, 1:00PM - 3:00PM

EXTREME Volume Sports Photography!

Come see how I use EXTREME Volume Sports Photography to bring in great Supplemental Income and High Paying Seniors!!!

Learn how my studio has changed the way our Community views Individual and Team Posters!

Find out how we are currently Dominating our community with Youth and High School Sports Photography!! We will discuss Pricing, Workflow, and Marketing!

Senior Sales that ROCK!!!

How to Average \$3,000 Senior Sales!

Senior Sales can be intimidating, overwhelming and sometimes just plain heartbreaking. Unfortunately, no matter how well you photograph and how great your images are, if you aren't making any money, then what's the point?

This seminar will give you practical advice on helping you develop a sales process from marketing, senior rep program, pricing, in-person presentations to the final delivery of the finished portraits.

This is a "NO HOLDS BAR" type of class! I am an Open Book! Bring on the Questions!





PIERRE STEPHENSON M.PHOTOG.,CR.,CPP

Sponsored by:



Pierre Stephenson, M. Photog, Cr. CPP is the owner of the multi-photographer studio, Pierre's Portrait Art Company which, over the past 19 years has come to be recognized for it's innovative style. His training started out in the studio with commercial large format photography, miles away from the Urbanist Portrait Journalism that has become his passion.

Pierre's unique approach has led to international awards, media attention, and his work has been published nationally in magazines including Professional Photographer, Modern Bride, PDN, Rangefinder, and more.

He comes from a family of underwater photographers and is a certified underwater photographer. Pierre has taught seminars and workshops to professional photographers from around the world. He is a regular speaker at WPPI (Wedding and Portrait Photographers International) holding Master classes and "Night on the Strip" shoot outs at the MGM Las Vegas four years in a row, and lecturers around the country. Pierre teaches advanced location lighting classes at Madison College and is a founding mentor of the nLIGHTn Tour.

Pierre is a PPA Certified Professional Photographer and was awarded PPA Silver Photographer of the Year 2010, Best of Show Weddings at WPPA 2009 and 2013, and has received both his Craftsmen and his PPA Masters degree.



MONDAY, FEBRUARY 23RD, 2015

10:00AM - 12:00PM, 1:00PM - 2:30PM

Taking the Plunge-Underwater Portraits Live

Add a whole new world to your senior, portrait or fashion work! Join certified underwater photographer Pierre Stephenson for a live underwater learning experience. He will share many different approaches to shooting and lighting underwater, a wide variety of equipment, and inexpensive alternatives for getting beautiful unique imagery. Work first hand and get the opportunity to jump in and shoot in waist level water with a model and backdrop as Pierre discusses everything from posing, lighting, lens choice, gear, and much more.

We will explore:

- Working with available light underwater
- Inexpensive alternatives
- Different housings options
- Using your existing equipment
 - OCF lighting
 - Underwater backdrops
 - Lens choice, magnification and size
 - Alternative lighting
 - Buoyancy and control – wading, snorkeling and SCUBA
 - Coordinating subject and posing underwater
 - IOR, turbidity and lots of other technical
 - Safety considerations

(you may get wet)





2015 DISTRICT PHOTOGRAPHIC COMPETITION RULES

This District competition is a precursor to PPA's International Photographic Competition, a world-renowned photographic competition where entries are evaluated against a standard of excellence using the 12 Elements of a Merit Image. (For more information including video tutorials and reference materials go to www.ppa.com/competitions/international.php.)

PPA members are eligible to earn PPA's Seal of Approval. When an image bearing a Seal of Approval is submitted to the PPA International Photographic Competition, an exhibition merit is earned, which can place the entrant closer to an award or a degree like the Master of Photography degree. These rules pertain to images 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 that 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 must not be visible on the entry.
4. A maximum of four entries may be submitted per entrant.
5. Competition entry must be completed using the PPA/District online entry system prior to the online entry deadline. On-site entry is not possible, but print cases may be hand delivered (subject to District Rules) if the online entry was completed.
6. No entry will be eligible if it has been made under the supervision of an instructor or as a class assignment.
7. No two entries may be of the same subject.
8. Entries previously merited at any PPA International Competition are not eligible, including any image from a merited album.
9. Entries bearing the PPA Affiliated Exhibition Seal of Approval and submitted according to the rules of entry by makers from within their assigned District will be automatically accepted for exhibition only when submitted to the next PPA International Photographic Competition immediately following the District competition where awarded. (Out of District entries are not eligible for the Seal of Approval.)
10. Entry media includes prints, digital submissions, physical albums and digital albums.
11. If an image is awarded an exhibition merit 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 OPEN COMPETITION CATEGORIES

You must designate one of the below categories for each entry:

1. **Portrait:** Consists of Portrait, Wedding and Album entries.
2. **Illustrative:** Consists of commercial/industrial images, scenes, pictorials, digital paintings and similar subject matter. Portraits and weddings are not appropriate for this category.

PPA District Electronic Imaging Competition (Master Artist Degree) is held at the Southeast District. Note that **Commercial entries are now a part of each District's Photographic Open/Illustrative competition.** Download rules when available at www.ppa.com/competitions/districts.php.

SUBMISSION OPTIONS

Entrants may submit either prints (photographic or press printed images presented for judging under lights) or digital submissions (digital files presented for judging on a monitor), or a combination of either entry type.

Print Submission

1. Entrants may submit printed 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 inches. (Recommended mounting thickness is 1/8" to 3/8".)
2. Print entries must be mounted on standard mount material (double weight mat board, gator board, 1/4" foam, or Sintra). "Float" mounting is accepted at the entrant's risk for damage. Images on metal and mounted to another standard material must have rounded corners and smooth edges. 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. A digital reference file must be submitted with each print entry. This file must *exactly match* the submitted print entry (image and

presentation). File specifications are the same as under the Digital Submission categories.

Digital Submission

See digital entry tutorial at www.ppa.com/competitions/international.php.

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 3.5 MB.
2. Files are to be named: ImageTitle.jpg (no spaces, capitalize each new word – example): *SeeSpotRun.jpg*).

ALBUM ENTRIES

Album entries may be submitted in the form of a Physical Album (an album printed and bound as a book for judging under lights) or a Digital Album (a set of digital files to be judged as sequential layouts on monitors). You must designate one of the below categories for each entry:

1. **Events:** Use this category for time-sensitive social events, such as weddings, bar mitzvahs, etc.
2. **Non-Events:** Use this category for portrait and storytelling albums.

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

Physical 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.

Digital Album Entry

See digital entry tutorial at www.ppa.com/competitions/international.php.

1. All page/spread files must have the longest file dimension at 4,000 pixels (20 inches at 200 ppi), have an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10.
2. Each page/spread file may contain as many images as you desire.
3. An entry shall contain a minimum 5 page/spread files up to 36 page/spread files.
4. Files are to be numbered in viewing order using two digits (i.e., 01.jpg, 02.jpg, 03.jpg, etc.).
5. All individual files must be compressed into a single ZIP file. ZIP file must be named: AlbumTitle.zip (no spaces, capitalize each new word – example): *SummerWedding.zip*).
6. Studio identification or entrant's name cannot appear on any file within the album entry.

Multi-Maker Album Entry

1. The makers of a multi-maker album **MUST** belong to the same District to be eligible for the Seal of Approval. If they do not, the album may be entered at the International Competition to be eligible for merit.
2. Each entrant must pay the appropriate entry fee.
3. ZIP file must be named: AlbumTitle.zip (no spaces, capitalize each new word – example): *SummerWedding.zip*). Each makers entry form must use the same title.
4. Images in the album must be the work of the entrants, with a minimum of 20 images per entrant.
5. Multi-maker albums will be judged as one entry.

DEADLINES & FEES

1. Entry fee is \$95 per member and **MUST** be prepaid before the competition. Go to www.ppa.com/northcentral and open the "Print Competition" link to submit your entry. You **MUST** upload your image files, pay the entry fee. For print entries, forms and labels must be printed and attached/enclosed with the case from the online registration system.
2. Competition registration opens on January 26, 2012, and all entries must be uploaded by 4:00pm (Central Time) 5:00pm (Eastern Time) on February 16, 2012. **ALL ENTRIES MUST BE UPLOADED ONLINE BY FEBRUARY 16, 2012, EVEN IF YOU ARE HAND DELIVERING THE CASE!**

SHIPPING & DELIVERY INSTRUCTIONS

1. The pre-registered case shipping delivery deadline is Friday, February 15th, 2015
2. Ship to: Rick Trummer, 3701 Country Grove Drive, Madison, WI 53719
3. Entries must be shipped in an approved, secure, reusable shipping container commonly known as a "Print Case."
4. Cases ship to the Crowne Plaza must arrive no later than Wednesday February 18th, 2015. Walk-ins are welcome by Thursday, February 19th, 2015 by 6:00pm.
5. Print case return shipping fee is \$25 per case. You may also enclose a fully prepaid FedEx or UPS shipping document or label. Non-prepaid entries that are not picked up on-site shall be returned, shipped via UPS at a \$40 COD fee.

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

* Wisconsin follows PPA competition rules, see the above for any questions, call Ken Martin for any additional questions.



Wisconsin State Convention Print Award Form

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

Deadlines for Print Cases

February 15th, 2015
if Shipping

February 19th, 2015 (6:00pm)
for walk-ins

Name: _____

Studio: _____

Address: _____

City: _____ State: _____ Zip: _____

This form is for the use of categorizing your images for the Wisconsin State awards only. To register your images for the North Central District Competition, you must do so on line at www.ppa.com.

CASE FEES:

WPPA Member - \$95*
PPA Member/Non-WPPA - \$95*
Non PPA/Non-WPPA - \$150*
*\$25 Discount with CD of ALL Images

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: _____

Title: _____ Maker: _____ Studio: _____ Address: _____ City: _____ State: _____ Zip: _____ <input type="checkbox"/> PPA Cert <input type="checkbox"/> Master Photog <input type="checkbox"/> ASP member <input type="checkbox"/> Portrait <input type="checkbox"/> Illustrative <input type="checkbox"/> Wedding <input type="checkbox"/> Album <input type="checkbox"/> Commercial <input type="checkbox"/> Electronic Imag <input type="checkbox"/> Digital Retouch Kodak Gallery <input type="checkbox"/> Film <input type="checkbox"/> Camera <input type="checkbox"/> Paper type _____ type _____ type _____ Fuji Masterpiece (award requires Fuji Product to be used) <input type="checkbox"/> Film <input type="checkbox"/> Camera <input type="checkbox"/> Paper type _____ type _____ type _____ Case # (leave blank)		<table border="1"> <tr><td colspan="2">Entry #</td></tr> <tr> <td>Score</td> <td>Re-Score</td> </tr> </table>	Entry #		Score	Re-Score
Entry #						
Score	Re-Score					

Title: _____ Maker: _____ Studio: _____ Address: _____ City: _____ State: _____ Zip: _____ <input type="checkbox"/> PPA Cert <input type="checkbox"/> Master Photog <input type="checkbox"/> ASP member <input type="checkbox"/> Portrait <input type="checkbox"/> Illustrative <input type="checkbox"/> Wedding <input type="checkbox"/> Album <input type="checkbox"/> Commercial <input type="checkbox"/> Electronic Imag <input type="checkbox"/> Digital Retouch Kodak Gallery <input type="checkbox"/> Film <input type="checkbox"/> Camera <input type="checkbox"/> Paper type _____ type _____ type _____ Fuji Masterpiece (award requires Fuji Product to be used) <input type="checkbox"/> Film <input type="checkbox"/> Camera <input type="checkbox"/> Paper type _____ type _____ type _____ Case # (leave blank)		<table border="1"> <tr><td colspan="2">Entry #</td></tr> <tr> <td>Score</td> <td>Re-Score</td> </tr> </table>	Entry #		Score	Re-Score
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Entry #						
Score	Re-Score					



WPPA 2015 - Mad City Photo Jam

February 19th - 23rd, 2015 - Crowne Plaza, Madison, 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 01/24	by 02/14	At Convention
WPPA MEMBERS*	\$225.00	\$300.00	\$375.00
LIFE & MEMBERS.....	\$0.00	\$75.00	\$150.00
EMPLOYEES (includes working family).....	\$150.00	\$225.00	\$300.00
OUT-OF-STATE (IA, IL, IN, MI, MN)**	\$225.00	\$300.00	\$375.00
IMMEDIATE FAMILY***	\$75.00	\$150.00	\$225.00
CHILDREN (Under 17 years).....	\$40.00	\$75.00	\$100.00
NON-WPPA MEMBERS.....	\$525.00	\$600.00	\$675.00

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

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

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

Clearly print the name of each person attending the convention. Use a separate Registration Form for more than four attendees. REGISTRATIONS RECEIVED POSTMARKED AFTER February 14th 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	

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

message from the executive director

Rick Trummer, M.Photos., Cr., CPP, F-WPPA



Today, we have a new age photographer, their motivations are much different. Not to say this is a bad thing, it's not at all, just different. They have different priorities, different ways of learning, different ideas and concepts that we need to embrace and appreciate. We need to understand why the photographer of today doesn't feel the need to meet and gain experience through the organizations that have been set up and running for over 100 years. Not to say that those image makers don't have a learning process, they certainly do. We can learn much from the photographers that are coming up through the ranks, their ideas are fresh and evolving.

So last month I got to talk a little about the birthday I just had, turning 50 years old. I realize that I'm young to a lot of you out there, but it was a chance to look back at my time here on the earth. For me, this is the only thing I have ever known, being a working photographer

in one of the greatest industries and learning my passion through the associations and organizations that I belong to. After college, I searched for a better method of learning my craft and was introduced to the South Central PPA by one of my mentors, Lee Larsen, I owe him a lot. He was the first of many photographers that gave me much of his time and talents to start my career, I can't thank him enough!

This was my journey in photographic education, togetherness, relationships and friendships that nurtured me both in hard and soft ways. Our motivations were much different back then, I hate to say more goal driven, but I wouldn't know how better to describe it. We were driving to enter competition to get better at our craft, we understood the beatings we took from the judging process as part of the learning curve, the end result was the Master's Degree from the PPA. We got involved with the organizations to learn from the folks that went before us, eventually, with hard work we were awarded the honor of becoming president of that organization. It was fun, being able to share your passion for the common good of the association. I can truly say that I received more education from my time on these boards than I ever did in the classroom.

We are not the only association going through growing pains, every organization across the country is feeling the pinch of the new age photographer. I have, over the past

few months, had a chance to

meet with many groups and new members to understand what they want from the associations they belong to, it has been very enlightening. I have learned to appreciate what motivates them to belong, the answers have been very wide spread. Be rest assured we, the Wisconsin PPA is listening.

It is wonderful to see so many new members opening up to me and jumping in to help us older members get a feel for what they are really wanting from their associations.

It's very different than you would think, but the gap must and will be addressed in a very short amount of time otherwise we may be looking at the end of the oldest State association in the country, and that would be a travesty.

We can adapt, we must adapt to compete and survive and I can't thank those who took the time to spend some of their time with me to talk, be rest assured that the message was heard. Be blessed everyone, happy holidays and much success in the coming year!

Be Good To Each Other!

Rick

calendar of events

WPPA Events

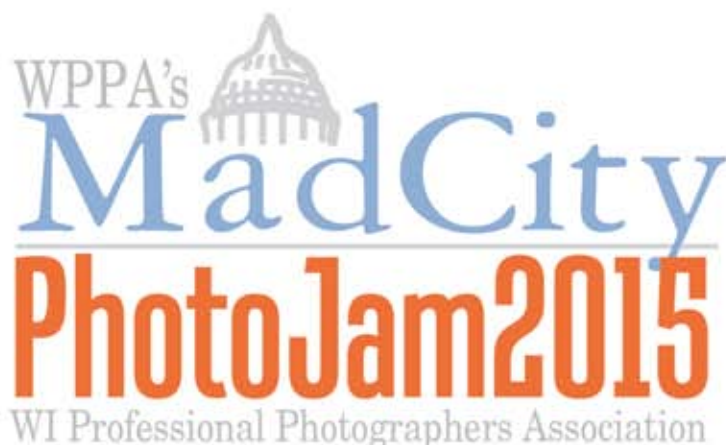
www.wppa-online.com



Spring "Photo Jam" Convention

February 19th - 23rd, 2015

The Crown Plaza,, Madison, WI



Resgister Online at
www.wppa-online.com

Book your Rooms Today!

888-233-9527

Let them know your with the WPPA Convention
\$119.00 Room Nights includes Breakfast

Next Magazine Dealine
March 15th, 2015

Happy Holiday Season!

Foxes

www.fvppa.com

Regional Director: Michael Kallies

January 19th, 2015

TBA

TBA

March 16th, 2015

TBA

TBA



Indianhead

www.indianheadphotographers.org

Regioanl Director: Neil Gieger

January 12th, 2015 - TBA

TBA

TBA

Host ?

February 9th, 2015 - TBA

TBA

Host ?



South Central

www.southcentralppa.com

Regioanl Director: Krystal Stankowski

January 26th, 2015 - Oregon, WI

Alicia Johnson

"Seniors, Families"

March 23rd, 2015 - Madison, WI

Shelly Kraemer

"Studio Management"

April 27th, 2015 - Waunakee, WI

Ryan Brown

"Lens Selection"



South Eastern

www.sewppa.org

Regional Director: Jon Allyn

January 5th, 2015

TBA

TBA

February 2nd, 2015

TBA

TBA



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