

# Wisconsin The Photographer

Volume 123, Number 4

December 2018/January 2019

*Featured Artist*

Tracy Van Zeeland



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

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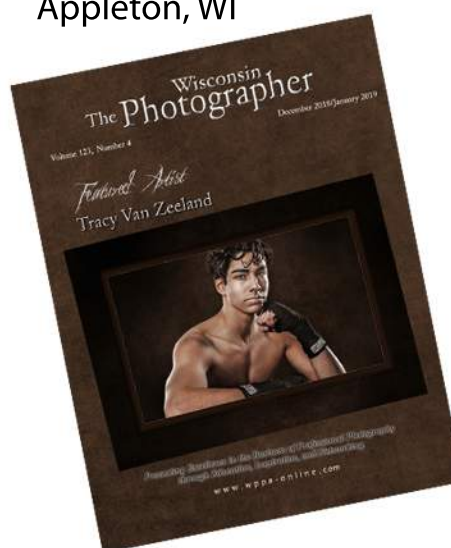
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on the cover...

Tracy Van Zeeland  
Appleton, WI



Tracy Van Zeeland of M. C. Kinney Photography is a Master and Certified Photographer that enjoys photographing a variety of subjects. Currently, her focus is mainly seniors, families, kids, executive and school imaging. Tracy's formal education includes a Bachelors Degree in Communication, Theatre and English from St. Norbert College and a diploma in photography from the Ohio Institute of Photography and Technology. Tracy is a Past President of the Fox Valley Professional Photographers Association and WPPA and is a member of the PPA and the ASP.



**WPPA Members:**

Register By:

**December 15th**

**WIN**

## ***WPPA Members***

Register for the  
**2019 WPPA Convention**  
by **December 15th** to get your  
name into a drawing for a chance  
to win:

**WIN**

**WIN**

***One-Year Membership with  
Professional Photographers of America  
(Value of \$323)***

***Or***

***All-Access Pass to Imaging USA in  
Atlanta, Georgia  
(Value of \$399)***

### 2019 WPPA Spring Convention Pricing

#### Programming:

WPPA and PPA Members	\$220.00
Non-members	\$350.00
Gala Dinner Ticket	\$30.00

Student Pricing: Contact Ken Martin at martinphoto417@gmail.com

Register at: [wppa-online.com](http://wppa-online.com) Click on Events then Upcomming Events Tab

## from our president...

As 2018 comes to an end it is time to think about getting your images ready for 2019 State Print Competitions.

We have a great panel of judges coming in for our WPPA Print Competition. They are featured in this edition. Our images will be judged on the 12 Elements and for your review here they are.

**Impact** - Viewing an image for the first time always evokes some kind of feeling. Sometimes they can make us sad, happy or angry. Sometimes they force us to look inward at ourselves. That's called an impact, and the more powerful the image, the more powerful the emotional response of the viewer.

**Technical Excellence** - This is the print quality of the actual image itself as it's presented for viewing. There are a lot of aspects that speak to the qualities of the physical print. These can include: Retouching, Manipulation, Sharpness, Exposure, Printing, Mounting, Color correction and so on.

**Creativity** - Your point of view is exactly that— yours. And it's unlike anyone else's. This element speaks directly to that perspective. It shows your imagination and how you used the medium to convey an idea, a message or a thought to the viewer. This is how you differentiate yourself from others.

**Style** - There are many, many ways to apply this element to your work. Maybe you use light in a specific way on a subject, or maybe you make a technical decision for the express purpose of underscoring desired impact. When subject matter and style come together in an appropriate manner, the effects on an image can be spectacular. But remember, when subject matter and style don't work together, the results can be, well, less-than-spectacular.

**Composition** - When all the visual elements of an image come together to express intent, that's when the magic of composition happens. Good composition captures a viewer's attention and directs it where you, the artist, want it to be. Depending on your intent, you can make something that pleases the viewer— or disturbs them.

**Presentation** - How you showcase an image is just as important as how you compose it. Everything in the presentation should work to enhance your image and



*Jamie Steeno, M. Photog.  
WPPA President*

not distract from it. Keep this in mind when choosing mats, borders and everything in between.

**Color Balance** - Proper color balance can bring a sense of harmony to an image. When the tones all work together to support an image, the emotional appeal is that much greater. But color balance doesn't have to be used to bring harmony to an image. You can use color balance to evoke any number of feelings from a viewer. The choice in how to take advantage is entirely up to you, but no matter what, be sure your choice enhances rather than distracts.

**Center of Interest** - This is where an image's creator wants a viewer's attention focused. Sometimes there can be a primary and a secondary center of interest. Sometimes everything in an image will work together to create that center of interest.

**Lighting** - The use and control of light has an effect on every aspect of an image. It informs dimensions and shape, it sets tone and mood, and, like every other technique, proper lighting can be used to enhance your image while improper lighting can detract from it.

(Continued on page 4)



**Subject Matter** - Even though it lacks words, your image is still telling a story, and your subject matter is central to that. So make sure that your subject matter is right for the story that you're trying to tell.

**Technique** - How you choose to execute your image is key. It's also a holistic decision. Technique informs everything in the creation of your image. From lighting and posing to printing and presentation, it all works to show off the techniques that you've mastered and applied to your craft.

**Story Telling** - What does your image evoke in a viewer's imagination? What do you want your image to evoke in a viewer's imagination? Keep in mind: You are creating art. And while the act of creating is a personal thing, so too is the act of viewing. Your image is a story, and the one it tells your viewer may be one you never knew you were telling.

As we prepare our images use the above guidelines. There are many competitions that are occurring on Printcompetiton.com and some are open to all states. If you can, you may want to consider entering your images in another state if it occurs before Wisconsin's to see how it may do. Also enter in one of the Wisconsin affiliate local competition to get some input and maybe even a critique.

If you have never entered print competition before and would like to get more information about what to do, please contact one of the board member, WPPA member or and Affiliate member to get some help and counseling.

And remember each judge is different and they have different opinions of an image, that is why we have a panel of 5 judges.

Here is to a great 2019. And remember Givers Gain!

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# Featured Artist

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## Tracy Van Zeeland, M.Photog., CPP



"Ready To Fight"

It started as most of my personal images do, with a conversation. This particular conversation was with my hair stylist of the past 20 years, Sheila, while looking for something interesting to photograph for competition. She suggested her son Luke and his friend Nando, both high school students that box. For "Ready To Fight" the two of them came in their boxer shorts and gloves, with the focus being on Nando, who was boxing competitively. We created several images of the two of them in fight style poses, but nothing was quite what I was looking for. Toward the end of the session, I wanted just a solid, intense look of a boxer waiting for the fight to start. The look of concentration and focus needed to go into the ring. Thankfully, Nando has that look. For the image, I added some NIK filters in post to finish the image. Lighting used was a four light set up with MoLight Speedlights. The main light to camera left with silver reflector on right, two stripboxes as kickers and a light with no modification on the backdrop.



## "Shake It Off"

If you know me, you know I like to photograph large birds and birds of prey. I've been known to stand perfectly still in -20 weather for over several hours waiting for an eagle or snowy owl to move or fly. At the family cottage, I'm called the 'Loon Lady' by others as I go out every morning at 5 am to photograph the loons on our lake, naming them and writing notes on their behaviors and progression of the chicks learning. For "Shake it Off" I had traveled to Collins Marsh near Brillion where several Snowy Owls were known to hang out. It was early morning on a cold 10 degree day with a cloudy sky and a light snow fall that was still going strong after 8 hours. I found this particular Snowy sitting on a branch near the creek in Collins Marsh, and taking my very heavy tripod and 'Gigantaur,' my 500mm lens, I trekked through a foot of snow to get close enough to take this image. Throughout my several hours there, the Snowy would move about on the branch, looking at the creek, then looking at me, then back to the creek. This image was taken while he was turning around to a different part of the limb he was on and he shook off the snow that was falling and clinging to him. This image has been a crowd pleaser, drawing attention (and sales) at multiple art shows the past several years.



## "Determination"

Although much of what I photograph for competition these days is personal work or projects I create just for competition, before receiving my Masters in 2005, most of my images were from client work. "Determination" is an example of that. A high school senior who was an avid baseball player brought in his uniform and glove and we set out to create a composite image. For composites I like to showcase one main image, usually taken in studio with a 4 or 5 light set up (main, fill, 2 kickers and background) and then complement it with two to four other images, either taken in studio also or while playing their sport. To add some grit and depth to the image, I've added a textured overlay.







### "Does This Frame Make My Horns Look Big?"

Like many photographers, putting the camera down on vacation is hard. In fact, on most vacations, I plan them with the idea of where I can go to get great images. After the ImagingUSA event in San Antonio several years ago, we spent a day touring a wildlife sanctuary where one can drive their vehicles around the grounds, feed some of the tamer animals and of course, take pictures. The image of the bighorned sheep was taken out the drivers side window with a 28mm lens as the animal was only about 2 feet from the vehicle. I chose this image because I like his quirky expression. After extracting him from the background, I converted the image to black and white and boosted the contrast to enhance the fur and horns. The title was chosen to draw attention to his horns and the 3D aspect of the image.

# 2019 WPPA Spring Convention and Print Competition

## March 8th to 10th, 2019

### Hyatt, Green Bay Wisconsin

#### Friday, March 8, 2019

8:00am to 10:00am	Print Case Drop off	Room 5B
10:00am to Noon	Registration	Breakout Lobby
and 7:00pm to 8:00pm		
Programming-		
Noon to 6:00pm	Print Play by Play	Room Auditorium
	Print Judging	Room 5A
<i>Dinner on Your Own</i>		
8:00pm	Posing and Lighting	Auditorium
	– Todd Kunstman M.Photog., CPP	
10:00PM	Shooting Bays	Breakout Lobby and 6AB

#### Saturday, March 9, 2019

8:00am to 10:00am	Registration	Breakout Lobby
and 1:00pm to 2:00pm		
9:00am to 5:00pm	Trade Show	Breakout Lobby and 6AB
	Headshots and Beyond	Auditorium
	- Dennis Hammon M.Photog, Cr. CPP, F-PPI, F-ASP	
	- Cheri Hammon M.Photog, Cr., M.Artist, MEI, F-ASP	
6:30pm to 8:00pm	Gala Dinner	West Atrium
	(\$30.00 - must be paid by Feb 14)	
8:30pm to 10:00pm	Awards Presentation	Auditorium

#### Sunday, March 10, 2019

8:00am to 10:00am	Registration	Breakout Lobby
8:00am to 9:00pm	Annual Board Meeting	Auditorium
9:30am to 6:00pm	Prop Swap Room 6AB	Auditorium
	The Art of Retro Pinup	Auditorium
	- John Gladman M.Photog, Cr., M.Artist	





# 2019 WPPA Spring Convention and Print Competition

**March 8, 9 & 10, 2019**

**Dennis & Cheri Hammon  
Headshots and Beyond**



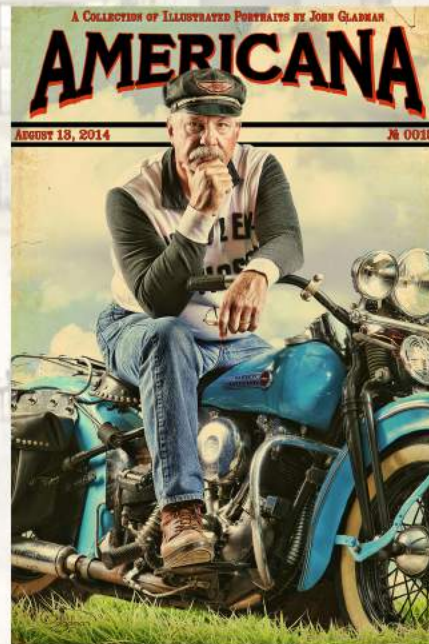
## 2019 WPPA Spring Convention Pricing

### Programming:

WPPA and PPA Members	\$220.00
Non-members	\$350.00
Gala Dinner Ticket	\$30.00

Student Pricing: Contact Ken Martin at martinphoto417@gmail.com

Register at: [wppa-online.com](http://wppa-online.com) Click on Events then Upcomming Events Tab



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**John Gladman  
The Art of  
Retro Pinup**



**Todd Kunstman  
Posing and Lighting**

## Hyatt Regency Green Bay

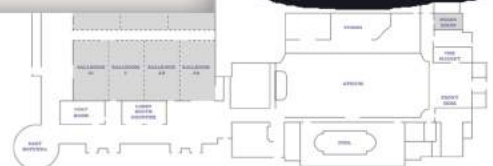
333 Main Street  
Green Bay, WI 54301

920-432-1234



### Room Block: WI Professional Photographers

Standard Suite: Double \$95.00, Cut off Date - Feb 14, 2019  
920-432-1234



Friday, March 8th, 2019

NOON - 6:00pm

Meet the Jury Foreman



*"Judge - Jury Foreman"*

**Dennis Hammon** *M. Photog, Cr. CPP, F-PPI, F-IPPA, F-ASP*

Dennis is a PPA Master Photographer, Photographic Craftsman, PPA Certified. Dennis has been serving the Professional Photographer of America and PPA affiliates as Jury Forman and Judge. He has been doing this for over a deacade.

He has been twice named Photographer of the year by Inter-mountain Professional Photographers and Master of the year in Idaho eight times, and continually in the top 10. Dennis also has been awarded over a dozen Kodak Gallery awards and numerous Fuji Masterpiece awards. The more than 100 + images accepted by the PPA and numerous Loan images attest to his love of print competition and is also a PPA Affiliated print juror. Dennis has also earned the PPA Excellence in Imaging Award for over 13 loan images. Most recently Dennis was award Fellow of Photography from the American Society of Photographers. He is one of only 123 photographers in the world with this honor. He has also been recognized by his peers by receiving the National Award for his service to professional photography by several state Photographic organizations.

He is past president of American Society of Photographers.

In his work, Dennis strives to express not merely a picture but a reflection of thoughts, feelings and dreams, using his ability to seek both the inner and outer beauty to create a lasting memory. It hasn't always been easy but after 30 years in business Dennis strives to inspire and motivate photographers to find their artistic side as well as their business side.

Dennis knows what it is like to dream and succeed! Always believing in the saying "If you are not the lead dog the scenery never changes".





Saturday, March 9th, 2019

9:00am - 5:00pm

### ***“Headshots and Beyond”***

***Dennis Hammon M. Photog, Cr. CPP, F-PPI, F-IPPA, F-ASP***

***Cheri Hammon M. Photog, Cr, M. Artist, MEI, F-ASP***



The year 2011 was a defining time for Dennis Hammon and Cheri Hammon. Moving from her beloved Georgia where she had grown up, Cheri took a leap of faith to move to Idaho to be with Dennis. Combining their hearts, love and business, they united into an art creating duo.

Cheri with her artistic eye and Painter skills combined with Dennis and his love of nature, scenic and his portrait business, stay active with PPA and print competition print encouraging each other. They use competition as a barometer to gauge their growth. Using those same skills they have honed for photographic competition, they create images for their clients that are deemed wall portrait worthy. Capitalizing on Cheri's eye for detail and Dennis's love of lighting and posing, they work together to create works of art.

With over 44 years of experience for Dennis, and Cheri adding over 32 years, they both bring to their relationships, the years of learning and passion for photographic excellence.

In this program, “From Headshots and Beyond”, they will show and demonstrate their knowledge, with posing and lighting demonstrations to solidify their ideas and thoughts. Cheri and Dennis will share their insight into various genres of work, including **Creative Business portraits, the posing of groups, both family and business.**

Their candidness of their presentation will set you at ease and inspire you to add their ideas to your already successful studios.



Sunday, March 10th, 2019

9:30am - 6:00pm

***“Branding and Stylizing”***

***John Gladman, M. Photog, Cr, M. Artist,***

John will talk about branding - using social networks to grow your clientele base and building a unique, recognizable look.

He will walk you through a photoshoot – discussing styling, use of props, and wardrobe. Finally, he will wrap things up with some time in front of the computer for final artwork bringing the image to life.

With John’s combination of technical experience and innovative style, this is a class you won’t want to miss!

John has been creating painted images since the early 90’s when the Painter software first arrived on the scene.

John transforms photographic images into an airbrushed style piece of art. He specializes in pin-up art and norman rockwell Americana images. He has been called the Vargas of his day, and this generation’s Norman Rockwell.

Now, with 30 years of techniques and methods under his belt, he shares his techniques with you! Find out how you can discover your own niche, setting yourself apart from other photographers and bring your dreams to life.

John has been awarded Kansas Photographer of the year 8 times including the last 3 years straight), 18 Fuji Masterpiece awards, 14 Kodak gallery awards, and a district Lexjet sunset award. He was nominated and received the Kansas Honorary Life Member.





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# Wisconsin Professional Photographers Association State Photographic Competition Rules

November 27, 2018

## Competition Eligibility

1. Entrants do not need to be WPPA members to compete in WPPA's hosted competition for score.
2. Entrants must be current WPPA members to compete in WPPA's hosted competition for awards eligibility.
3. Entry fees **MUST** be prepaid before the competition.
4. Maker information/name must not be visible on the presentation of the entry.
5. A maximum of 8 entries may be submitted per competition category.
6. All physical and/or digital entries must be registered via [printcompetition.com](http://printcompetition.com) by **11:59pm** central standard time on **February 28, 2019**.
  - a. There is a flat fee of \$15.00 to enter via [printcompetition.com](http://printcompetition.com)
  - b. Follow the digital submission guidelines for uploading your images to the website, whether you will be submitting physical prints or digital.
7. No entry will be eligible if it has been made under the supervision of an instructor or as a class assignment.
8. No two entries may be of the same subject. An image in a folio, album, or the Master Artist competition may not be entered separately in Photographic Open.
9. Any image previously merited at IPC (PPA International Competition) is **not** eligible for entry at any WPPA competition, including any image from a merited album. (In the event that the North Central District Competition falls before WPPA Competition: images entered at North Central District Competition, regardless of score, may be entered at WPPA Competition that calendar year.)
10. Any image scoring 79 or lower at WPPA may be entered in future WPPA competitions. Any points or awards previously gained must be surrendered.
11. Any image scoring 80 or higher at WPPA **Winter/Spring** State Competition is **not** eligible for entry in future WPPA competitions.
  1. Even if the image has been re-worked, it still is **not** eligible for entry.
  2. The image is **not** eligible for entry by another person.
  3. The image is **not** eligible for entry in another category.
12. Entry media includes prints, digital submissions, physical albums and digital albums.

## Physical Print: Case Drop off/Shipping

Print cases can be shipped to TKoll PHOTOGRAPHY, 745 Sunset Drive, Waupaca, WI 54981.

**\*\*Cases must arrive by 10 am CST, March 1, 2019.**

Print cases that will not be picked up in person can be shipped back if a pre-paid, return shipping label is included in your case.

Print cases can be delivered in person to Hyatt Regency Green Bay, 333 Main Street, Green Bay, WI on

Friday, March 8 between 8am- 10:00am, in the print crew prep room (Meeting Room 5A&B).

Print cases can be picked up in person in the print crew prep room on Sunday, March 10, 2019 by Noon.

## Viewing Conditions during Competition

Physical Prints: 3000K, EV8 (ISO 100, f/16@ 1 sec.)

Digital Files: Monitor Settings, D65, 120 cd/m2, 2.20 gamma

## Competition Entry Fees

WPPA Members: \$15/image, maximum of 24 entries (8 per each category, PO, Artist, Folio)

Non WPPA-Members: May enter for score only, \$15/image, maximum of 24 entries (8 per each category, PO, Artist, Folio)

Student Entries: \$10/image, maximum of 24 entries (8 per each category, PO, Artist, Folio) \*may be asked to provide college/high school ID.



## Submission Guidelines:

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.

### Physical Print Submission – Photographic Open, Artist

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. **Artist Category** must include guide images and the guide images must be included on the entry presentation.
4. **A digital reference file must be submitted with each print entry, either on CD or flash drive.** This file must exactly match the submitted print entry (image and presentation). File specifications are the same as under the Digital Submission categories. This digital file will be used to create WPPA slideshows, website content, newsletter content, and possibly the Elite Collection book.
5. A completed print label must be attached to the top, center, back of your entry. (your labels will be generated upon registration at [printcompetition.com](http://printcompetition.com))

### Digital Submission – all categories

See digital entry tutorial at [ppa.com/ipc\\_tutorials](http://ppa.com/ipc_tutorials).

1. Files must be sized so the longest dimension is 4,000 pixels. 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 but may in some cases.
2. Files are to be named: Image Title.jpg (e.g. See Spot Run.jpg).
3. **Artist Category** must include guide images and the guide images must be included on the entry presentation.

## Photographic Open Competition

### Photographic Open Competition Categories

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

1. **Portrait:** Consists of Portrait, High School Senior, Children, Animals and Album entries.
2. **Illustrative:** Consists of Illustrative, nature/landscape images. Portraits and weddings are not appropriate for this category.
3. **Wedding:** Consists of images created at a wedding, on the wedding day.
4. **Commercial:** Consists of images created for commercial purposes including products, architecture, and advertisements.
5. **Album Events:** Use this category for time-sensitive social events, such as weddings, bar mitzvahs, etc.
6. **Album Non-Events:** Use this category for portrait and storytelling albums.

### Category 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 Print Chair, violates copyright, trademark or any other applicable law, that entry shall be disqualified.

### 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.

### Photographic Open/Album Entries continued...

#### 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 [ppa.com/ipc\\_tutorials](http://ppa.com/ipc_tutorials)

3. All page/spread files must have the longest file dimension at 4,000 pixels, have an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10.
4. Each page/spread file may contain as many images as you desire.
5. An entry shall contain a minimum 5 page/spread files up to 36 page/spread files.
6. Files are to be numbered in viewing order using two digits (i.e., 01.jpg, 02.jpg, 03.jpg, etc.).
7. Studio identification or entrant's name cannot appear on any file within the album entry.

#### Multi-Maker Album Entry

1. Each entrant must pay the appropriate entry fee.
2. Images in the album must be the work of the entrants, with a minimum of 20 images per entrant.
3. Multi-maker albums will be judged as one entry.

### Artist Competition

The Artist competition is judged using different criteria than the Photographic Open (PO). In PO, just the final image result is considered when applying a score. With Artist, the final result is a factor, but the execution of technique and degree of difficulty are also considered. Guide images are required to help the judges understand the process used and techniques involved in creating the final image. Techniques may be electronic or traditional (actual paint for example) or a combination thereof.

An image that may be worthy of Merit in Photographic Open, may not be so in Master Artist if the final image did not require significant artistic expertise to accomplish the result.

Use of technique plays a major factor in the awarding of points in this category.

#### Category Eligibility

1. Entries may be reproduced from existing photographs, portraits, graphics or any other artwork so long as the entrant is prepared to provide appropriate written documentation indicating permission for usage. This documentation may be requested by WPPA before, during or after the competition. If an entry, in the good-faith opinion of the Photographic Exhibition Committee, violates copyright, trademark or any other applicable law and cannot be proven otherwise, that entry shall be disqualified and merits revoked, if issued.
2. The final entry must include guide images on the entry presentation.

### High School Senior Folio Competition

#### High School Senior Folio Competition Categories

You must designate one of the below categories for your entries:

1. **Male Portfolio:** Consists of at least 8 images of a single, male, high school senior. This folio category will be critiqued based on the salability, quality and consistency shown across multiple images of the same subject.
2. **Female Portfolio:** Consists of at least 8 images of a single, female, high school senior. This folio category will be critiqued based on the salability, quality and consistency shown across multiple images of the same subject.
3. **Creative Portfolio:** Consists of at least 8 images of a combination of at least 3 different high school seniors. This category will be critiqued based on the creativity shown across multiple subjects.

## High School Senior Folio Competition Continued...

### Category Eligibility

1. Entrant must have captured and created the original exposures.
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 Print Chair, violates copyright, trademark or any other applicable law, that entry shall be disqualified.
3. Entrants may submit either 10x20 prints or a commercially produced folio, or a combination of either entry type.

### 10x20 Submission

1. Entrants may submit a composite panel of images on a mount board that is 10 inches high by 20 inches wide.
2. At least eight images must be included in the composite panel. There is no maximum number of images.
3. Entries must be mounted on standard mount material (double weight mat board, gator board, ¼" foam, or Sintra). 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.
4. **A digital reference file must be submitted with each entry, either on CD or flash drive.** This file must exactly match the submitted print entry (image and presentation). The file size should be 10x20 inches, 300 dpi, Level 10 jpg. This digital file will be used to create WPPA slideshows, website content, newsletter content, and possibly the Elite Collection book.

### Commercially Produced Folio Submission

1. Entrants may submit a commercially produced folio that is no wider than 24 inches.
2. At least eight images must be included in the folio. There is no maximum number of images.
3. **A digital reference file must be submitted with each entry, either on CD or flash drive.** This file must closely match the physical folio. The file size should be 10x20 inches, 300 dpi, Level 10 jpg. This digital file will be used to create WPPA slideshows, website content, newsletter content, and possibly the Elite Collection book.





*"Judge"*

**Cheri Hammon** CPP, M. Photog., M. Artist, Cr., F-ASP

Cheri began her career 32 years ago as a photographic retouch artist at Fitz-Symms Photographers in Augusta Ga. She did negative and print retouching, hand tinting as well as artwork for copy and restoration of old photographs. She's done retouching and artwork for many of the finest portrait photographers in the country. Since 1999 Cheri has offered commissioned paintings in Corel Painter and fine art printing to Professional Photographers world wide.

Cheri is a member of Professional Photographers of America (PPA). She is a CPP and been awarded all four degrees, Master Photographer, Master Artist, Craftsman and MEI. She was awarded the Georgia Fellowship Degree from the Georgia Professional Photographers Association (GPPA) and was named Georgia Professional Photographers Association's "2006 Photographer of the Year". She is currently a member of the Professional Photographers of Idaho where she was named 2013 and 2014 Master Photographer of the Year. Cheri recently received the American Society of Photographers Fellowship Degree at the IUSA convention in 2018.

Cheri's fine art paintings only begin as a digital photograph, then they are painted by hand, stroke by stroke using Corel Painter, tablet and stylus and then printed as pigmented ink on fine art giclee or canvas giclee. Her photographs and paintings have won numerous awards and have been published in the PPA Showcase and Loan Collection books and recently in the Painter Showcase book. Cheri also recently was awarded the "Canon Par Excellence Award" at the Western States District Print Competition.

Cheri moved from GA to Idaho Falls, ID in 2011 and is looking forward to a new adventure with her husband Dennis Hammon. Find Cheri on Facebook as Cheri Fitzgerald Hammon and Art By Cheri and on the website [www.artbycheri.net](http://www.artbycheri.net).



Winter's Palette



Artist Category  
FPC, Accepted



Stirring Romance



Artist Category  
FPC, Accepted

## Print Competition

Noon - 6:00pm

*"Judge"*

**Ivan Domazet** CPP, M. Photog.



Ivan was born in Vukovar, Croatia and immigrated to New Jersey in the 1970's, where he still lives today. Currently he belongs to a studio collective operated in a large historic barn in Bryn Mar, PA. There he teaches the art, science, and business of photography to groups and individuals. Using a mixture of classic style and experimental techniques he gives hands on instruction to both novice and advanced photographers.

Ivan has received the PPA National Award, the degree of Distinguished Fellow of Photography from PPANJ, three Kodak Gallery Awards, NJ Wedding Photographer of the Year, several Judges Choice awards, and numerous blue ribbons from PPA of PA, PPANJ, and his district. Currently he is working on his Master Artist degree.





## Print Competition

Noon - 6:00pm

*"Judge"*

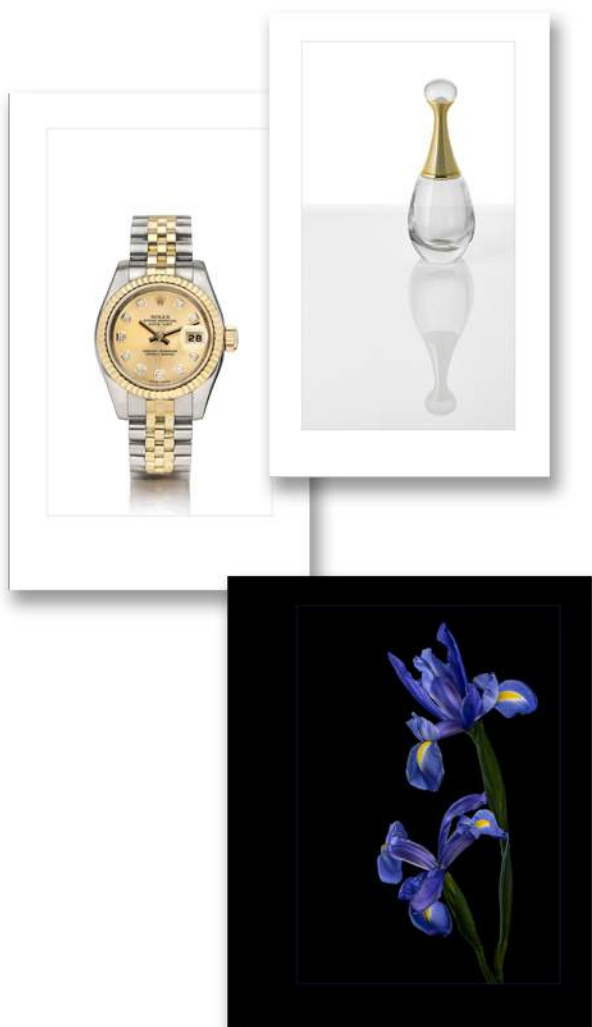
**Dr. Jose Quintanilla** *M.Photog.Cr., CPP, M-PPC*



Jose E. Quintanilla has risen through the ranks since he revealed his passion for photography at his fifteenth years of age in his native Nicaragua. His first major accomplishment was earning the degree of Doctor in Medicine and Surgery from the National Autonomous University of Nicaragua (Universidad Nacional Autonoma de Nicaragua). The passion for good photography and the dedication to always learn something new from different sources made him seek formal education in photography. He studied art and photography via various schools, programs, and seminars; He graduated from Tri-Community School of Photography located in Covina, CA.

Jose earned the Professional Photographers of America (PPA)'s coveted Master of Photography degree. Later he earned the Photographic Craftsman degree from PPA. He also received the Master of Photography degree from the Professional Photographers of California. He is part of the prestigious international group of Certified Professional Photographers (CPP) from PPA. He became a CPP Liaison in 2015. He has won numerous local, state, national, and international merits for his photography. As of now, nine of his images have been accepted into the highly acclaimed PPA "Loan Collection" at the International Photographic Competition. One of his images was also inducted into the prestigious California Prime Image Collection in 2017, from the Professional Photographers of California (PPC). Another of his images was inducted into the highly acclaimed Honor Collection (Coleccion de Honor in Spanish) at the Mexican Society of Professional Photographers (SMFP for its acronym in English) in 2017.

Jose is a Judge in Training (jit) and has been traveling to different state affiliates to judge print competitions. He will also be teaching a CPP course in 2019 at West Coast School.



## Print Competition

Noon - 6:00pm

*"Judge"*

**Kristy Steeves** *M.Photog.Cr., CPP*

Kristy Steeves graduated from Indiana University with a double major in journalism and political science. While in college she took two photojournalism classes and absolutely loved it.

Despite her love for photography she pursued her goal of becoming a news reporter. She worked as a broadcast journalist for 25 years. During that time she won four prestigious Emmy awards for her story telling, including news reports on a 9/11 rescue team at the World Trade Center, an in depth look at the dangerous lives of drug dealers and a police SWAT team drill competition.

Her lifelong interest in photography eventually lured her away from television. In 2009 Kristy made a life changing decision and switched careers. Now, instead of being in front of the camera, she is behind one.

She specializes in studio portraits, high school seniors, families and pets. She is currently the 2018 Ohio Photographer of the Year. Kristy has won first place awards multiple times in the state print competition for the general, children and pet portrait categories. She also earned the prestigious J. Anthony Bill award for having the most outstanding portrait in the state of Ohio. She has been an Ohio Top 10 Photographer the past three years. Kristy has also been a Gold and Silver Medalist at the International Print Competition and Kodak Gallery award recipient at the Northeast District Competition.

Kristy is currently the president of Professional Photographers of Northeast Ohio and is also a member of Professional Photographers of Ohio, having served as it's Communications Chairman, along with being a member of Professional Photographers of America. She is a CPP Liaison for the state of Ohio. Kristy is a Judge in Training (jit) and has been traveling to different state affiliates to judge print competitions.





## Print Competition

Noon - 6:00pm

*"Judge"*

**Toni Harryman** CPP, M. Photog., CR.

Toni Harryman started Johnson Photography in 1982. She is a CPP and she has earned her Masters and Craftsman degrees from PPA., and the Iowa Fellowship degree and National Service Award from PP of Iowa. In 2017 she earned the Medlar award in Iowa for top portrait in the show and 2nd place overall in the Master's division, as well as top CPP. She has had several images accepted into the IPC Loan Collection earning silver, gold and platinum medals.

Toni is a Judge in Training (jit) and has been traveling to different state affiliates to judge print competitions. She is a true giver and shares her knowledge and love for photography.







# Going Beyond the Camera

## Why we are your printing partner in success

At WHCC, we're committed to helping your business thrive. We understand the importance of selling your clients on the value of investing in photographic art. That's why we provide a wide selection of innovative products and helpful resources that go beyond the camera, so you can inspire your clients, sell more, and grow your business.

See all of our latest product ideas + resources at [whcc.com/partner](https://whcc.com/partner)





# Member Spotlight - Bill Ryan

## October to March Madness



My serious interest in photography began in 1970 when I was in the military and stationed in Korea. There was little to do to keep busy during my free time there. To keep busy, I purchased my first decent camera, a Canon FT. In addition, the service club on my compound was equipped with a full darkroom setup. So I spent most of my time in Korea taking photos, processing black and white photos, color slides, printing photos, and learning about photography.

After the military, I worked at a paper mill as a machine mechanic for several years while also attending UWGB (University of Wisconsin Green Bay). I majored in communication processes, Photography was a major part of my studies.

After graduation, I worked for a machine manufacturer. I did technical writing and an occasional photo projects. I also started my own photo business and did part time photography while working there. My photography included weddings, portraits and senior

portraits. During this time, I joined PPA and took advantage of their education opportunities. I later joined the WPPA and more recently the Foxes to keep advancing my photographic skills.

About ten years ago, my manufacturing company was taken over by another company. The new owners were more people centric. They recognized that some employees have special talents and should be able to use them. This worked out well for me. Along with my other responsibilities, I became the company photographer for about my last 10 years of employment at this company. I did marketing photos, event photos, and business portraits, and just about any other type of photography you can think of for the company until my retirement about three and a half years ago.

The company I worked with, started a relationship with the UWGB basketball program about 10 years ago. I became one of the contacts between our company and the basketball program. To help promote ticket sales, I took several photos at games from the stands to be used in our internal communications to help promote ticket sales.

Part of our deal with UWGB included seats at a table on the floor for the woman's basketball games. I was able to sit at the table for one of those games. I was so excited to be able to take photos from so close to the action on the floor. Since I did not have a media pass, the athletic director stopped me from taking photos and asked me to leave. Not a good start. A short time later, I was able to get a media pass and shoot photos from the table. They were happy with the photos I took and gave me full access to photograph on the floor.

## Member Spotlight - Bill Ryan

### October to March Madness

I have been photographing woman's basketball games for about 8 years now. My favorite thing to do. The games provide many challenges. You have to be sharp and quick to capture the action. It can be a challenge to get sharp, in focus and straight photos. It also takes awhile to get used to photographing at high ISO and shutter speeds needed to freeze action. I am a 100 ISO guy, when ever possible, trying to capture ultimate detail in a file. For basketball, I am shooting at ISO 3200, 6400 and higher. It takes a while to get used to the difference in image quality and working with these files. Photographing basketball is a challenge and I am always looking for ways to improve.

It's an honor to photograph one of the best teams in the country. They are very successful with 20 straight horizon league championships. It is quality program with quality coaches and players.

These days my main focus is on the basketball games. Photographing basketball keeps me very busy during the winter and makes them seem almost bearable. Every now and then I will do a wedding, portrait session or special photo project. For the most part, I like to enjoy the summers and keep busy with basketball in the winter.





# WPPA MEMBERSHIP CLASSES

## **PRIMARY - One Vote**

The owner, or designated representative, of any firm or corporation engaged in professional, commercial, industrial, press, portrait photography, electronic imaging, or related industries or services in Wisconsin or the Upper Peninsula of Michigan who maintains regular business hours and holds a valid state sales tax number.

## **ASSOCIATE - No Vote**

Limited to the employees, partner, or spouse of a Primary, Trade Show or Life Member.

## **ASPIRING - No Vote**

An Aspiring member has full membership benefits, but must apply for a Sales Tax number in a one year period from the date of membership into the Wisconsin PPA. The thought behind this membership category is to get a feel for the association and an understanding of what the importance of being a legitimate business is and the requirements that go along with it.

## **STUDENT - No Vote**

Full-time students registered in an accredited school. Proof of enrollment required.

## **OUT-OF-STATE - One Vote**

Same as Primary, but located outside of Wisconsin and the Upper Peninsula of Michigan.

## **FIRM - One Primary Member (One Vote) w/up to 9 Employees (No Vote)**

The Firm membership is to encourage studio owners to have their associates and employees take part and contribute to the Wisconsin PPA as well as feel as they are part of a larger organization and team.

## **RETIRED - No Vote**

A person retired from the profession of photography or related fields who wishes to maintain membership in the WPPA but on a less active basis. A minimum of 20 years membership in the WPPA is required to qualify.

Refer to the WPPA Constitution - Article III, Section 3.1(on the web-site) for information concerning Life, Honorary and Honorary Life memberships.

# WPPA CODE OF CONDUCT

Per the WPPA Constitution, Article II, Section 2.1 - We the members of the Wisconsin Professional Photographers Association, Inc. by joining in association, do hereby subscribe to the following code of conduct, and, in consideration of mutual covenants, do solemnly agree and pledge to each other that:

- A) We will conduct our business in a dignified manner.
- B) We will endeavor to produce the best work we are capable of producing.
- C) We will encourage, assist, and give our knowledge to fellow members of our profession.
- D) In order to stamp out unfair, dishonest, and deceptive practices, and to provide a code of fair competitive selling which will merit the respect and confidence of humankind, we will observe the following standards of practice:
  - 1) All statements, either in advertising or during sales presentations, shall be truthful and free from misrepresentations or deception of any kind.
  - 2) Members shall assume full responsibility for statements and actions of their representatives.
  - 3) Members and their representatives shall clearly and truthfully identify themselves to each prospect either by their own names, or by the business name under which they operate.
  - 4) All samples which are shown to the customer at the time of taking an order shall be identical in craftsmanship, size, finish, price, mounting, etc. to the finished product delivered to the customer.
  - 5) Advertised or special offer photography shall be available for sale, willingly sold, and delivered without disparagement, or any other attempt to switch prospects to more costly styles.
  - 6) Deliveries of special, introductory, coupon, or similar offers shall be prompt and on the same schedule as regular work, unless the customer is specifically told otherwise at the time the offer is made.
  - 7) Solicitation or advertising which falsely indicates that the prospect is one of a few "selected" to receive a special offer not available to regular customers shall not be used.
  - 8) Contests shall be legitimate and in good faith. The purpose of the contest shall be clearly explained, the rules stated, impartial judges selected, and the closing date given.
  - 9) The word "free" shall not be used in any offer which is contingent upon a purchase or other obligation, unless the details of the purchase, or obligation, are clearly explained.
  - 10) Exaggerated claims of worth, value, regular price, etc., shall not be used.
  - 11) Statements which disparage competitors, or their work, shall not be used.
  - 12) It shall be improper to solicit for photography in person, or by telephone, within two weeks following publication of a notice of birth or death.
  - 13) Members shall obtain and maintain a license in any community which requires a license for operation.
  - 14) Members shall avoid the use of unfair competitive practices as determined by any court of competent jurisdiction, the federal anti-trust laws, and related statutes.
- E) We will recognize the authority of this Association in all matters relating to the interpretation of this code.



# Wisconsin Professional Photographers Association, Inc.

## APPLICATION FOR MEMBERSHIP

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

Mail to Jamie Steeno, WPPA President

2933 Lineville Road

Green Bay, WI 54313

wppajamie@gmail.com 920-655-4380

Membership

Due

December 31

Business Phone	Company Name		
Sales Tax #	Address		
City	State	Zip	
Last Name	First Name		MI
Spouse's First Name	Home Phone Number		
PPA # (if applicable)	Regional (Circle if applicable)	Photographic Degrees (circle applicable)	
	FVPPA IPPA SEWPPA SCPPA UPPPA	MP CR MA MEI CPP W-F W-AF	
E-Mail Address	Website Address	Fax #	

**This application is for (check one that is applicable):** ☐ New Membership ☐ Category Change ☐ Database Change

**Person applying is:** ☐ Owner ☐ Manager ☐ Employee ☐ Student ☐ Other: \_\_\_\_\_

**Type of Business:** ☐ Portrait ☐ Commercial ☐ Industrial ☐ Other: \_\_\_\_\_

**Years in Photography** \_\_\_\_\_: ☐ Full-time ☐ Part-time **Business Hours:** \_\_\_\_\_

**What percentage of your earned income is derived from photography?** \_\_\_\_\_%

**Willing to Volunteer Time/Talent as:** ☐ Registration Desk ☐ Print Crew ☐ Talent Host ☐ Committee Chair

☐ Newsletter Articles ☐ Other: \_\_\_\_\_

**Demographic Information:** ☐ Male ☐ Female Year of Birth: \_\_\_\_\_

**Membership Category for which you are applying (check one):** Category descriptions are listed on the back of this application.

☐ Primary - \$99 ☐ Associate - \$75 ☐ Student - \$75 ☐ Out-of-State - \$99 ☐ Retired - \$50 ☐ Aspiring - \$99

☐ Firm (up to 10 Members w/one being the Primary- Need an Application for each) - \$300

**In order for your application to be processed, the following guidelines must be met:**

- Application must be filled in completely and legibly. Incomplete forms will be returned.
- One person per application (no exceptions). Additional applications can be obtained through the WPPA central office.
- All Primary members **must** have a Sales Tax number.
- All Aspiring members **must** have a Sales Tax number in one year from the date of membership.
- Your pr photo for the directory - Submit as a 2x3" print, cd, or e-mail (2x3 jpeg or tiff at 300 dpi)
- Application must be signed and dated, with full payment enclosed.

**Payment:** Enclose a check payable to WPPA or Credit Card information. ☐ Visa ☐ MasterCard ☐ Discover

CC# \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ CC Exp Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Auth Code: \_\_\_\_\_

Amount Due: \$\_\_\_\_\_ Dues are based on a calendar year (Jan 1st-Dec 31st).

My signature on this document attests that all statements are true to the best of my knowledge and further attests that I have read and agree, without reservation, to abide by the WPPA Code of Conduct (printed on the reverse side of this application). I further agree that in all matters relating to the interpretation of the Code, I will recognize the authority of the WPPA and agree to hold harmless the Board of Directors in any decision made on behalf of the corporation.

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

All applicants are examined by the Membership Chairman and are subject to approval by the Board of Directors. Applicants will be notified of their application status by the Executive Director following action of the WPPA Board of Directors.

(For WPPA Use Only)

Rec'd \_\_\_\_\_ Approved: \_\_\_\_\_ Declined: \_\_\_\_\_ NM Packet: \_\_\_\_\_



# WPPA

## Recap

### ***“Getting together for Education”***

Thank you to all who attended our WPPA workshop featuring Kristi Elias.

Kristi shared her Fine Art posing lighting, exposing, Photoshop techniques and Marketing knowledge. We learned how to make a dress with a bolt of material and a stapler. We also learned about the importance of research!

This was a fun filled day of learning and the beginning of new friendships with fellow artists from Wisconsin, Minnesota, Illinois and Iowa.

Thank you to Nate Peterson and Teresa Peterson for hosting this workshop at their studio and for your dedication to WPPA and continued education.

Looking forward to the use of some new tools I acquired and to seeing all of you in March at convention.

Givers Gain!  
Jamie

Please keep our member, Jon Allyn, and his family in your thoughts and prayers. Jon suffered a serious medical episode on November 1st. If you would like to send a card, please send it to the official ASP address:

ASP  
3120 N. Argonne Dr.  
Milwaukee, WI 53222

