

Wisconsin The Photographer

Volume 123, Number 3

October/November 2018

Featured Artist
Todd Kunstman



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

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2018 - 2019

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on the cover...

Todd Kunstman
Appleton, WI



Todd Kunstman owns and operates Ken-Mar Studios in Appleton, Wisconsin and is a portrait photographer and philosopher. He has been an active member of WPPA and serves on the 2018-19 Board of Directors.

"Todd Kunstman" continued on page 5



Kristi Sutton Elias
Master Artist
Photographic Craftsman
Master Photographer



PPA members receive one merit for attending!

SPONSORED BY:



"The Fine Art of Portraiture" Shooting & Editing workshop

A successful fine art portrait photographer needs an equal balance of uniqueness, creativity, and a strong business mind. Learn how to become that photographer in this fun-filled, fine art immersion. Kristi Elias combines live, artistic photo shoots, propping, styling, creative editing, and a small program on marketing, successful sales, and an abundance of inspiration.

What will we do and learn?

- Participate in live fine art portrait shoots
- Learn Kristi's signature creative editing
- Propping and posing for fine art portrait photography
- Dramatic styling
- Creative Marketing and successful sales psychology
- An abundance of creative inspiration
- Have a lot of fun!

What to Bring:

- Camera
- Memory card
- Hard drive
- Laptop
- Wacom tablet if you use one
- Unique prop if you have one
- Card reader
- Photoshop

Kristi Sutton Elias has been an artist all of her life. Earning her degree from Brooks Institute of Photography of Santa Barbara in 1998, she's worked as a professional photographer and gallery represented artist for the past 20 years. With an artist's eye and a poetic soul Kristi merges her artistic energy and creativity into fine art portraiture, creating pieces that show her identifiable, mystic and timeless style.

Kristi owns a luxury based fine art portrait studio and art gallery located on the water in Shoreline Village of Long Beach California. In 2016 she opened an underwater photography studio in Long Beach California. Kristi is now speaking and sharing her success with other photographers across the United States, giving back to the profession that has given her so much.

LIMITED TO ONLY
30 REGISTRATIONS

**SUNDAY
NOV. 4
2018**

**NEW RICHMOND
WISCONSIN**

9:30AM - 6:00PM

**WPPA MEMBER
RATE ONLY:**

\$199⁰⁰

**NON-MEMBER
PRICE: \$299⁰⁰**

**REGISTER ONLINE AT:
WWW.WPPA-ONLINE.COM**

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PAUL HAFERMAN
3430 STATE HIGHWAY 73 NORTH,
WISCONSIN RAPIDS, WI 54495

WORKSHOP LOCATION:

**NP Design & Photography
145 West Second Street
New Richmond, WI 54017**

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715-243-5600 • Room Block Reservations "WPPA"
Double Queen \$104.99/night

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from our president...

From your Heart

You are only passionate and enthusiastic about things that inspire you, things that come from your heart as expressions of your human spirit. Take a look at the art of photographers, you can see that they express themselves in different ways. It comes from the heart and they each tell a different story.

The photographers that are members of a continued education group have a different passion. Those photographers are looking for additional ways to build on their craft and wellbeing. They may look for support, education and friendship from the fellow photographers within the group. They enjoy the mentorship and creativity and get inspired seeing other photographers' work. Involvement in a continued education group will help you keep your passion and creativity growing. Your customers will see the excitement come out in the form of your photography creations, such as a fresh new look in a wedding album, a sports composite or a new type of paper you are printing on.

Keep your passion and excitement growing by attending the programs that the WPPA, PPA , Foxes and Indianhead offer.

Remember creation comes from your heart!

Jamie Steeno



Jamie Steeno, M. Photog.
WPPA President



(See page 23 to learn more about Jamie)



Dear WPPA Members:
We would like to regretfully inform our members that Serena Sblendorio has resigned from her Executive Coordinator position as of August 31, 2018. Serena has chosen to go in another direction that will benefit her family and her business. We all wish Serena the best on her new path. Effective September 5th, some of the WPPA Members have decided to volunteer and take on the EC duties. Below is a list of Contact Information of the 2018-2019 Executive Board Members and Chair Members. If any of you have time to assist with an area, please contact us. We would love to have as many volunteers as we can.

President	Jamie Steeno	920-655-4380	wppajamie@gmail.com
Vice-President	Tim Koll	715-256-4988	tkollphoto@gmail.com
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Magazine Advertising Chair	Looking for Volunteers		
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Indianhead PPA	Tom Giles	715-834-2993	indianhead@gilesphoto.com
Wisconsin PPA Counselors			
	Jon Allyn	414-871-6600	jon@theartofthesport.com
	Rick Trummer	608-469-1097	rtrumner@me.com

Todd Kunstman, M.Photog.,CPP



The Kunstman family gathered around the studio's billboard the 60s.



Ken & Margaret showing off their awards.



Taking down the KenMar sign from my parent's home studio.



The new KenMar studio.

My involvement came about when my dad and his assistant were in a car accident. They needed someone to help out during their recuperation and I needed a job to support my perpetual college student lifestyle. That was 1984.

By then I had had a taste of what it was like working at a factory or as a laborer for for a corporation and I knew I could never do that. Here was a way to work 14 hours a day 7 days a week for myself? Fair enough. Sign me up!

Within 5 years my wife Debbie and I had quadrupled the amount of business and then bought the business from my parents in 1990. By 2002 we went from working in a camera room that was my parents' living room to one of the largest portrait studios in the state along with several acres of wooded land with a bubbling stream going through it and built our dream studio. We had become KenMar 2.0.

During those years I learned a lot from my dad. Mostly by trying all the things he told me would never work. (What happens if I use my main light as a fill and vice versa?) My dad was usually right. I made a lot of mistakes. I admire him a lot. I'm still working for him even though he died several years ago. He brought me to my first WPPA convention and introduced me to the icons of the industry. I read every book and watched every video attended every seminar, every convention, and joined every organization to learn more. I cannot imagine how I

could have progressed with out these organizations and the camaraderie of people who speak the language of photography and running a business.. Soon, I couldn't help noticing lighting and composition. My eyes learned to see everything as a two dimensional image. Now I couldn't turn it off if I tried.

When I see an image of someone with a tree behind them, my brain tells me that the tree is literally growing out of their head. It's a blessing and a curse.

I still am at the studio 10 -14 hours a day. I don't have to work that much, I get to work that much. It's become my playground. I get to create there. To build, paint, landscape, do marketing, create mailers, tweak the website, play in the stream, trim the trees, plant the flower garden... You name it, my hand is in it. My skin is over it. My imagination a part of it.

My wife Debbie works does most of the sales and the production and does all of the accounting and clerical work. This is our baby. Speaking of which, our daughter Sarah, is the brains that orchestrates the chaos into harmony. KenMar 3.0?

We specialize in high school seniors and families, along with some commercial work, with 99.9% of the photography created right here. Most of any marketing success has been a result of the friendships I've created through WPPA. Most of the awards I've earned have also been a result of those same relationships. (continued on p. 17)



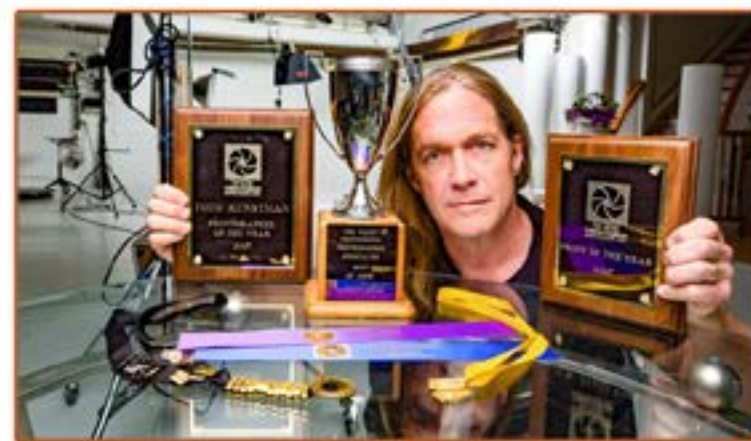
Before drones we had to climb to the roof of a building to get these shots. This is the shot of my property in the mid 90s of the present studio. (That's my shadow waving at you!)



One of the awards I'm most proud of is 19 years in a row of top awards for my high school folios. More awards for high school portfolios than all area photographers combined! Some of the awards are BEST IN WISCONSIN, PEOPLE'S CHOICE, BEST OF SHOW, PHOTOGRAPHER'S CHOICE, PHOTOGRAPHER OF THE YEAR, BEST MALE FOLIO etc..

Since 1985 I've been a member of the PPA (Professional Photographers of America), WPPA (Wisconsin Professional Photographers Assoc.), and the FVPPA (Fox Valley Professional Photographers Assoc.), serving as the President of FVPPA twice.

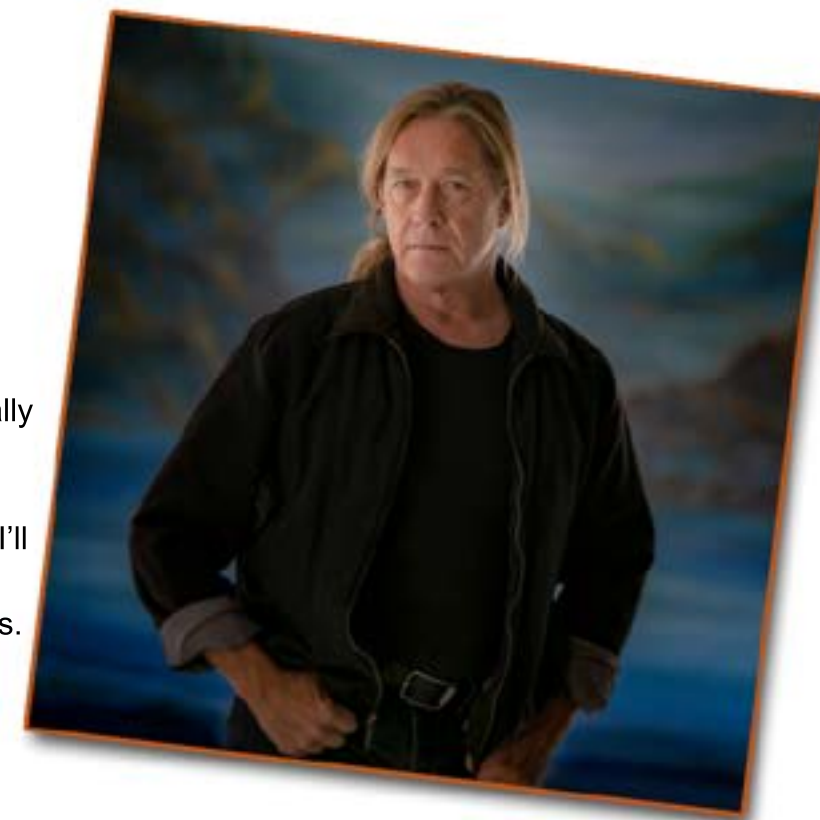
I earned my Certification in 1990, my Masters a few years later, and have lectured at the WPPA conventions before and will be again in 2019. I also received a national ANNE award for my marketing. While the awards are nice, my thrill is in seeing what I've created on a day to day basis.



I'm still that student that got interrupted between semesters to help out at the studio. I still am insatiably curious. I'd go back to school in a heartbeat. In my fantasy I'm an aging rock star still playing guitar or piano when the creativity needs a place to bubble out. I love keeping up with new music and culture. My contact with the high school students helps keep me current keeping me tragically hip for someone in their mid 60s.

I'll see you at the WPPA Spring Convention where I'll be giving demonstrations on posing and lighting as well as tidbits of wisdom I've gleaned over the years.

Todd Kunstman, M. Photog., CPP



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 Thank you to © Red Elephant Studio, © Arnold Clark Studio, © Foster Fine Art Portraits, and © Sonshine Portrait Design beautiful images.

aci



2019 WPPA Spring Convention and Print Competition



March 8, 9 & 10, 2019

2019 WPPA Spring Convention Pricing	
Programming:	
WPPA and PPA Members	\$250.00
Non-members	\$350.00
Gala Dinner Ticket	\$30.00

Dennis & Cheri Hammon
Headshots and Beyond



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

Register at: wppa-online.com

Check eventbrite for special pricing for our 2 Event Bundle-Nov 4, 2018 and March 2019 Convention.



PPA
 CONTINUING
 EDUCATION
 SYSTEM

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 \$65.00, Cut off Date - Feb 14, 2019
 920-432-1234



SPRING 2019 CONVENTION
MARCH 8 - MARCH 10
GREEN BAY, WI

JOHN GLADMAN- FEATURED SPEAKER

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 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!

About John Gladman:
Master of Photography, Master Artist
Photographic Craftsman
Excellence in Imaging + 1 bar
2015 PPA Diamond Photographer of the year



PHOTOGRAPH BY
JOHN GLADMAN

johnsimage



LEARN FROM THIS GENERATION'S
NORMAN ROCKWELL

PHOTOGRAPHS BY
JOHN GLADMAN

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.

John has dedicated his life to the art of photography, starting as a young boy in boy scouts. His philosophy is to capture the soul and essence of his subject through the lens and then portray it in print using archival paper creating lasting memories... images that often last beyond the life of the subject.

Join us at the WPPA Spring 2019 Convention in Green Bay, WI to learn from this Master Photographer and Artist.



The Fight for Copyright: Kathy’s Story

Arguably a creative mind's biggest headache - copyright infringement - affects professional photographers of all backgrounds and fields. From the head of a prominent studio to the small-business owner around the corner, having your work stolen or improperly used constantly remains a thought in the back of their minds.

Those fortunate enough to have high incomes predominantly benefit from today's current laws, but the same can't be said for the average professional. Check out Kathy's story on her struggle to protect the rights to her iconic image:

Kathy is a senior writer with the University of California, Davis, Department of Entomology and Nematology. She captured a rare close-up photo of a honeybee sting which showed the bee’s abdominal tissue unraveling as it flew away from its own stinger. The photo titled “The Sting” won international awards and was named one of Huffington Post's Most Amazing Photos of 2012. Kathy posted the image to her website and blog with copyright attribution, and from that moment, completely lost control of the image.

“The Sting” has been used for advertising on pest control websites. It has been used on porn sites to draw in traffic. It is being sold widely across the Internet as canvas prints, as posters, on coffee cups, on cell phone covers, and on mouse pads, among various other infringing uses. And these are only the online infringements that Kathy has been able to locate.


Of course, Kathy's copyright information has been removed, blacked out, or replaced with false attribution each time. Kathy estimates that she has lost tens of thousands of dollars, if not more, on the infringements of this image alone, and several of her other photos have been infringed widely as well. Kathy has gone through the DMCA takedown process hundreds of times, sometimes with success and other times to have the image reappear days later. Quite frankly, she cannot even keep up.

“I could spend all day, every day, working on this one case of photo thievery,” Kathy said.

Kathy simply wants people to stop stealing her images and especially to stop using her work to make money. She is outraged by the rampant stealing of intellectual property with no fear of punishment that exists throughout the world. She has even received threatening and abusive messages from infringers, when she has reported infringements, who think they are entitled to the photo since they “found it” online. Kathy believes that we must do something that will make it so more copyright infringers actually face consequences in order to diminish the culture of online piracy.

Don’t forget to SEND YOUR EMAILS to Congress, fast and easy, as we need everyone's voice to make a difference! Stay up-to-date on copyright and the fight for artists' rights at PPA.com/Copyright and JOIN THE FIGHT at ppa.com/SmallClaims!

(PPA article, 5/18/18)




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





Seven Steps to Becoming a Certified Professional Photographer

by April Kroenke

As more and more of students have joined my CPP Study Group and are passing the CPP exam, I have had many others ask, “How do you even begin to get your CPP?” So to answer this question I have put together seven steps to starting your CPP journey. First, I want to congratulate you for wanting to take this next step in your photographic journey. When starting down this path, it is essential to keep in mind that this is all about giving yourself the confidence in your abilities and taking your skills to the next level while demonstrating it your industry peers.

Step 1 – You must be a member of PPA. PPA is the governing body of the certification and to earn and maintain your CPP; you have to be an active member in good standing with PPA. Go to ppa.com to learn more about all the excellent member benefits including \$15,000 in equipment insurance.

Step 2 – Figure out WHY you want to earn your CPP. Your "Why" is very important! Unless you have a “Why” to focus on as you start down this road, it will be very daunting—especially on those days that you feel like you want to give up and not finish. It is in those times that you can look at your “Why” and refocus on it to continue through. You will have those moments— keep focusing on your “Why.” For me, my “Why” was that I wanted to know I had the foundational knowledge that all photographers should possess. And I wanted my portfolio to demonstrate that application of that knowledge. I wanted my abilities to be reviewed by those in my industry so could tell me that I was working at a professional level. I wanted that green light.

Step 3 - Join a Study Group
Being part of a study group has been very successful for my students as they are preparing for the exam. I would recommend the buying a study guide—there are two excellent ones I recommend. One is by my late friend Al Audleman, and the other is by Steve Kozak. These are great resources. You can find these two guides on linked my website located at <http://www.aprilkroenke.com/cpp-mentorship>. PPA has many other resources located at <https://www.ppa.com/benefits/education/certification/exam-overview-and-resources>.

Step 4 - Declare your candidacy with PPA.
Here is where you can find the application form to declare your candidacy with PPA and pay the \$200 application fee. When you apply for your candidacy, your 2-year time clock begins. I would recommend that you do this in the weeks just before you plan to take the exam as it will give you the most amount of time to pass the exam and submit your portfolio for review. The link to declare your candidacy is here:

<https://www.ppa.com/benefits/education/certification/how-to-earn-your-certification>

Step 5 - Find the nearest Exam.
You will find a listing of the exams in your area and the upcoming dates here http://ppa.formstack.com/forms/cpp_exam. If you do not see a time, reach out to your State CPP Liaison. If you are in a remote area and will not have the ability to get to a location to take the exam, PPA has just launched this year for 2018 the ability to take the test online for an added \$25. Also new in 2018 is the ability to take the test in Spanish if that is your preferred language.

The exam will cover the following topics (in the following percentages):

Camera, Lenses and Attachments - 12%
Exposure and Meters - 15%
Lighting - 25%
Composition and Design - 25%
Digital Post Production - 13%
Image Capture and Output - 10%

There are 100 questions on the exam, and you have 2 hours to take the exam. You must earn at least a 70 out of 100 to pass and move onto the portfolio portion. If you score less than 70 on the exam, you will find out the areas that you need to work more on. You will have to wait 30 days before you can retake the exam. You can take the exam as many times as you need to pass in your two year period. Once submitted, results will take 2-3 weeks after the exam date and arrive via email.

Step 6 - Join the CPP Image Review Facebook Group
You can join this closed group once you have passed the exam. Please note that this is not a PPA-endorsed page, but it has many CPP Liaisons that run the page. This group has been an excellent resource for those who want to have feedback on their images as they prepare them for submission.

Step 7 - Image Submission
The second part of certification is the portfolio review. Your image portfolio will need to include 15 images; 6 Compulsory and 9 Client. The 6 compulsory images will demonstrate a standard of technical proficiency that all professional photographers regardless of their niche should know.

Mandatory images must contain the following: Short lighting 3:1 ratio, Broad Lighting 3:1 ratio, Selective focus with minimal depth of field. 3 Elective images from the following: High Key, Low Key, Rule of Thirds, Use of Shape, Form, and Texture, Balance (symmetrical or asymmetrical), Color Harmony, "S" Curve Line, Assertive, Angular, or Masculine Line, Architectural. The other nine images will come from your client work over the last 24 months. For specific requirements and resources, refer to

<https://www.ppa.com/benefits/education/certification/image-submission-overview>.

Time to Party
You have passed the exam and the portfolio review!!! Congratulations!!!! Now it is time to party and reward yourself for all the blood, sweat and tears you have put into earning your CPP. Good luck and I look forward to seeing your growth as you start your CPP journey.

Author's Bio:
April Kroenke, M.Photos, Cr., CPP, AFP-OR, is recognized by both her clients and peers worldwide for her modern yet authentic photography. From beauty shoots to family pictures, high school senior portraits to personal branding and military events, she can provide her clients with photography for every avenue of their lives. Since becoming a CPP Liaison, April has been on a mission to help others along their CPP journey, while helping to raise the tide of our industry. April has taught several Professional Photographers of America Super One Day classes, to the SW District of Professional Photographers of Washington and many classes offered through Oregon Professional Photographers of Association.



*Photographer of the Year
Combined
and
Artist of the Year*

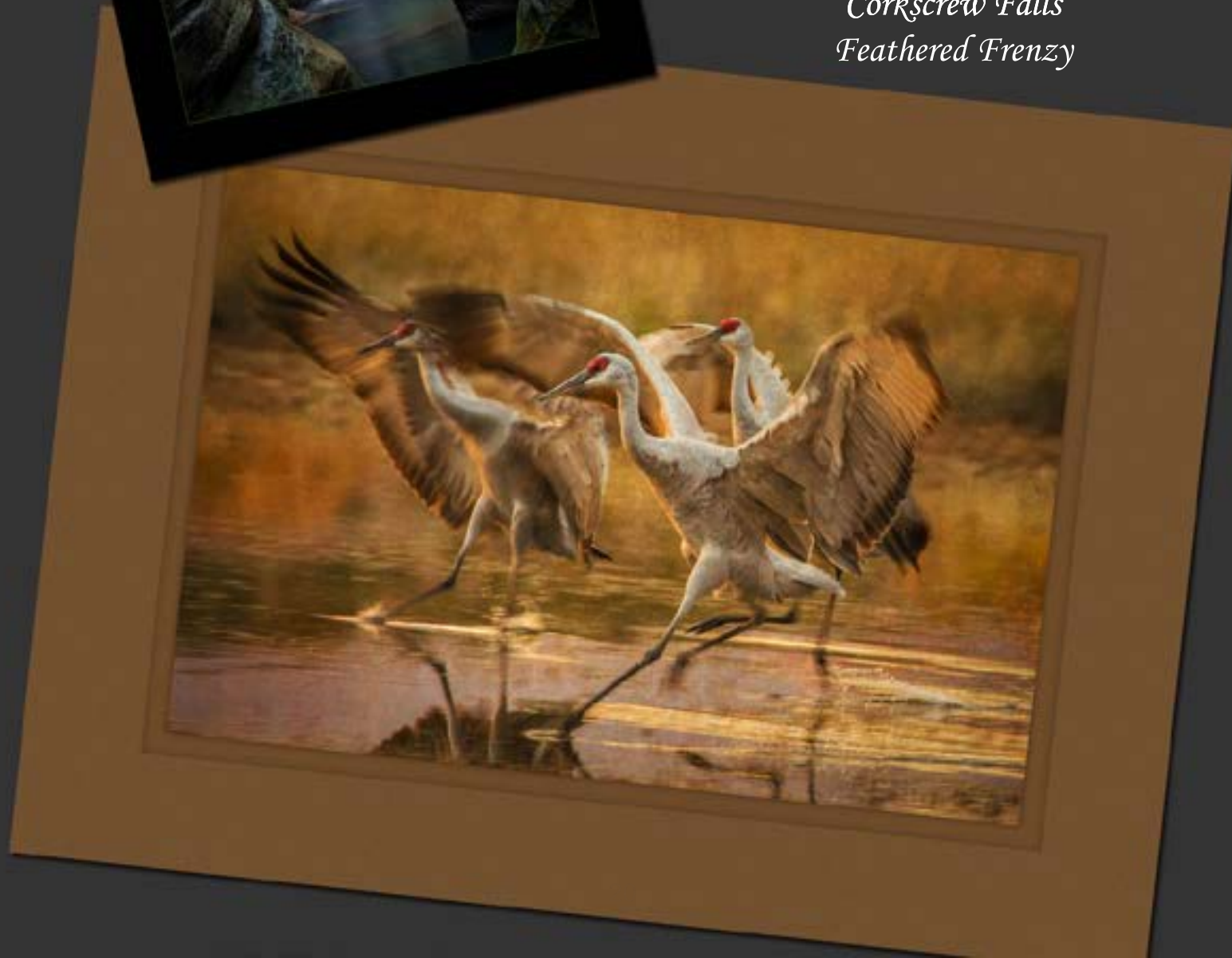
*Chris
Vander Velde*

*Corkscrew Falls
Feathered Frenzy*

*Photographer of the Year
Portrait
and
Runner Up
Artist of the Year*

*Tracy
Van Zeeland*

*Shake it Off
Determination*





*Runner Up
Photographer of the Year
Portrait
Tad Meddaugh*

*Abandoned
Big Red*



*Runner Up
Photographer of the Year
Combined
Mike Kallies*

*Fierce Elegance
In the Dead of Winter*



Great Scholarship Opportunities Available to WPPA Members!



WPPA Scholarship Application

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

If Yes, how long? _____

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

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

Give name and date of last award received: _____

WPPA and/or PPA? YES NO Comments:

List 2 WPPA Members as references:

ADDRESS: _____ Home Phone: _____

Studio Name: _____ Social Security # _____

I agree to abide by the rules set forth for the "Scholarship" and that any other expenses shall be the responsibility of the Recipient. This award is not transferable and must be used by December 31, 2019.

SIGNED: _____ DATE: _____

*Scholarships are open to all paid members in good standing with WPPA who have attended the Spring WPPA Convention the previous two years.

What course would you apply the scholarship toward? _____

(If unsure, describe the type of course you would like to attend.)

Have you ever been the recipient of a WPPA Scholarship? YES _____ NO _____

If yes, when? _____

Have you ever taken any photography courses? YES _____ NO _____

If yes, give course name and year: _____

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

This image shows a full page of blank handwriting practice paper. It features multiple sets of horizontal lines across the entire width of the page. Each set typically consists of three lines: a solid top line, a dashed middle line, and a solid bottom line, providing a guide for letter height and placement. The lines are evenly spaced and extend from the left edge to the right edge of the page.

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

SEND COMPLETED FORM BY NOVEMBER 30, 2018.

Get to Know Your President

Jamie Steeno

Like you, I believe that everyone and everything's story is worth telling, I have been taking pictures since a little girl. It was both my mom's and dad's fault. Mom always used a Kodak camera with the little flash bulbs and when dad would get her a new one it was my turn, at the age of 7 or 8 I started to be the family historian also. My dad was the movie camera guy. Dad had a movie camera in his hands most times. We have movies upon movies of our family events and trips. I even took the movies to school for projects. In history class we were studying Rome or Italy, I asked my uncles and dad if they had movies of those places from when they were in the Navy and Army. I was looking at one of dad's Korea albums this year, and I just realized he had flown drones back then, how exciting is that! So that is where I get the love of photography and video from.

I was born in an Albany NY hospital and lived in a little town called Carthage NY, around Camp Drum, now known as Fort Drum. Yes I was an Amy Brat. My dad was transferred to Colorado Springs for several years and then back up to NY, so that is where lived for 4 years.

When my dad was discharged from the Army we came to Green Bay Wisconsin by my dad's family. Every summer my dad would drive mom and us kids home to Carthage and we got to spend the whole summer there.

Grade school to Jr high, I did a lot of pastel drawings and it then back to photography in high school along with Choir and business classes. I filled my schedule with classes, no study halls. By my Junior year I had most of my requirements done. The summers I would spend at a choir camp either at UWSP or UWGB. During the school term I learned more about photography from my science teacher. He would teach classes after school. I then learned all about the next step in photography, how to develop my own black & white pictures. I loved what I could do with a picture. I even photographed my Great Grandmother and Grandmother for a project. I missed my pastel drawings so I discovered that I could take one of my B&W pictures and print it out on a special paper and then paint it.

My sophomore and junior year I took mostly business courses. Accounting was a breeze and I thought that that maybe what I wanted to do in life. My senior year I went to school ½ days and worked the other ½ at AC Nielsen Company. I was one of the lucky ones that started in the business world early.

I graduated at the age of 18 in May and started working at LCL Transit in the mail room and went to NWTC at night for Business Credit/Accounting. I purchased my first house in October of that year. My accounting teacher always said never rent, you buy a house as soon as you can.



In 1982 I married my high school sweetheart and in 1989 I had my son Adam. It was time for a better camera so I could photograph my son and was given a Chinnon CE 4. Then off to photography classes at night once again. I did weddings and some family events for friends and clients. I then started doing more landscape photography also. I was an over shooter, and still am. But back then in the days of film there was a much higher cost. Rolls and rolls of film for one trip, but I have those pictures to this day.

In 1990 after moving up to the payroll department and then the accounting/audit department I took a position at Pro Drive as an Assistant Controller. One of the owners was constantly starting other business and I eventually started to do the books for 5 other companies. In 1994 my daughter Elizabeth was born and another opportunity came about. Transport Refrigeration was in need of a Controller/Office manager. The owner Paul Schneider approached the owner of the company I was working for and asked if he could hire me full time. I still did the books for other companies in my home office and started my 15 year career. We had about 12 employees and 3 locations that I did the accounting, payroll, HR and IT for. When I left I did payroll for 300 employees, accounting for about 30 locations in 26 states. I also did the product photography and one of my pictures made the cover of Transport Topics. During that time I divorced my husband in 2000. This was a very hard, because I cared for the man and did not want our children brought up with a dad that had a drinking problem. The choice was not only mine to leave but our children's choice also. We are much better at being friends these days.

I met Donnie in 2001 and we married in 2004. Donnie had 2 girls Jessica and Olivia. Well Donnie saw my love for photography and the cost of film and decided that I needed a digital camera, and he had given my first digital camera around 2003 and I was able to overshoot and keep the images I wanted to print. I became a member of the Wolf River HOG Chapter out of the Harley-Davidson dealership that my sister and her husband owned. I became the newsletter editor and webmaster and eventually the photographer for the Chapter. I am still the photographer for the Chapter to this day. Both Donnie and I were given the opportunity to get our Masters in Communication and Leadership together while at Transport. I received my first Nikon from the owner as a graduation gift. My new camera came in handy doing the product and event photography and for the company.

I was working to many hours and my husband had been diagnosed with a rare disease. His immune system was eating away at all the muscles in his body. So Transport and I decided it was time to part ways. We were going to move to Key West, that is until I crossed paths with a person that had worked for me at Transport. In 2009 I started at QAL in Marinette Wisconsin, it was an hour drive each way. They were in need of a Business manager and it was for a small company of 9 people. I said I would promise 5 years. I lasted 6.5 years. Helped grow that business to 4 companies in 147 countries with over 50 employees and many distributors, doing the accounting, payroll, HR, IT, all the product photography, head shots and company photos, this just became too much and decided to part ways in 2015. I took some time off of from the corporate life and worked on my portrait and event photography.

In 2012 Donnie passed away.

In 2013 I started was asked on a date by Ken Martin to go and shoot the Marquette lighthouse. My friends really had a hard time convincing me to do this. Ken had been photographing Donnie and I for many years at a Holiday Ball. Ken even did a character study on Donnie that hangs on my wall along with other portraits that he had done in the years. At the 2012 Holiday ball I was talking to Ken about my love for photography and he asked if it would be ok for us to go to get a bite to eat in a few months.



Well we did in March and then I told my friends that he asked me to go to Marquette. We had so much fun. I received my first Photoshop lesson and I learned why I should shoot in raw. I was using Corel at the time and did not have any formal possessing classes. My mom was so happy I had someone to go and shoot landscapes with. I used to go on my own and she would worry. I would call her and let her know I am going under such and such bridge and will call her when I get back to the car. In May Ken and I went to Yosemite to photograph the beautiful landscape and flowers. In June he filled me in about a group he belongs and would like me to join also, he was a part of the board. I started to look at loan books and learn more about Photoshop. I even switched to Canon. I He started talking about print competition and that I need to prepare for the fall convention. I joined the WPPA in October and I had several images to enter at the November convention.

At the 2013 November convention I walked into the print room and Ken explained to me that this is the place I should be and I helped the crew with anything they wanted me to do. I was so nervous handling someone else's images. In January 2014 I went to imaging, but before and after the event I got to go to several National parks to shoot landscapes. When I got to Imaging I saw all the prints hanging and studied them. I went to all of the awards programs. Ken was getting something they called the Kodak award and was going to be on stage. And I met Shellie for the first time, Ken was giving her a hard time on not being on stage for some award she had won. This was so cool meeting people from all over. I decided that I wanted to be one of those people on stage.

At the 2014 WPPA Spring State Convention I participated in my first State and District Print competition. I was also on the print crew. My Image Moody Blues (above) made it to the WPPA Elite Collection. I attended Dennis Hammon's and Gabriel Alonso's classes. And I started looking in Ken's Loan books for their images. I continued my education and attended several affiliate work-shops. At one of the affiliate's programs we were able to bring images and get critiques on them. I brought several of my light-houses and landscapes. I asked for a critique on one of my lighthouses and received a response that this is not a critique program for landscapes and I packed up my things and went to the car. Ken explained that allot of the mentors are used to portraits and the may have not had the skills to help me in the landscape area. So that is when I decided to learn more about portrait photography. I was introduce and attended a class on Infrared Photography by Laurie Klein. I started following her also and taking Ken's infrared camera until I had my EOS M converted.

At 2014 IPC I entered 3 landscapes and 1 portrait. I loaned on my landscape Moody Blues and Merited on my portrait Smo-Ken. My Moody Blues was also chosen to be giving to one of the International Visitors. By the way, my Moody Blues was taken on the way to my first Imaging in Joshua Tree.

I decided on a goal to get my masters in 3 years. Ken laughed at that comment. But I knew I had the greatest mentors, retired members and current members in the WPPA and current members in PPA. I figured if I would volunteer for anything and every-thing in the WPPA and PPA I would meet the most amazing artist. I purposely wanted the host and hospitality chair in the WPPA because I could have the judges and speakers in my vehicle and have a private coaching session. I would start to follow their work and lean about them. I volunteered at PPA Imaging, and got to take care of the speakers. I had done this for several years and then was asked to be a PPA Ambassador. I love learning and volunteering. My mentor Kenneth J Martin-M.Photog, CR. Photog, CPP, WPPA-Fellow, is the most amazing photographer and Photoshop guru. He will take the time to teach whoever asks. I am at awe at what he sees. He has taught me so much about composition and telling a story that now I am mentor. Seeing the light, pointing out the shadow side, using your hand to see the light....etc. I give credit to Steve Aarons for helping me see hues, I still have a lot to learn in this area. Studying the depth of color theory. My point is, talk and study people and continue to learn and volunteer.

I made the goal of getting my Master of Photography in 3 years and I accomplished this goal in 2017. I also earned Bronze Medalist 2 years and Gold this year at the PPA level. I was accepted in the ASP in January of 2017. I have won the PPA Charities Award, 1st Place in Landscape and Top 10 Photographer at the District Level. I have been Top 10 Photographer in Wisconsin 3 years, won a Sunset Award, and have been in the Elite collection since 2014 and I received my Associate Fellow in 2017 from WPPA. I have achieved all of this while working in a grueling career choice. I had been asked to join the volunteers on the WPPA Board, held Elective Director and Vice President and now President. What an honor and a challenge. I am a doer and will do whatever it takes to help the organization continue. I have enjoyed working with the board and encourage all of our members to get involved.

In November of 2017 I started working for a Monument Company that has 5 locations. I do the accounting, payroll, my own artwork. I now work 7.5 hours and have time for my photography. I now tell stories on a different medium, granite and marble. My art is a laser etching that is so intricate and is preserved. I am able to work on my continued education, my photography and volunteer on the WPPA board.

I am very proud of both my son and my daughter. And just to let you know, a little of her grandfather has rubbed off. Elizabeth decided not to pursue her pharmacist assistant position and has gone back to school. She will be getting her degree in Audio/Video Technician. I am sure you will be seeing some of her assignments on our WPPA Facebook site.

I love the WPPA and what it stands for, continued education and mentorship and being a part of an organization that pushes you to the next level. Competing against yourself for the betterment of your craft. Let's keep this organization going and remember, "Givers Gain and Takers Lose" and my signature for all my videos, "On every road..... a new adventure.....".

Jamie



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:

- We will conduct our business in a dignified manner.
- We will endeavor to produce the best work we are capable of producing.
- We will encourage, assist, and give our knowledge to fellow members of our profession.
- 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:
 - All statements, either in advertising or during sales presentations, shall be truthful and free from misrepresentations or deception of any kind.
 - Members shall assume full responsibility for statements and actions of their representatives.
 - 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.
 - 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.
 - 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.
 - 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.
 - 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.
 - 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.
 - 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.
 - Exaggerated claims of worth, value, regular price, etc., shall not be used.
 - Statements which disparage competitors, or their work, shall not be used.
 - 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.
 - Members shall obtain and maintain a license in any community which requires a license for operation.
 - 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.
- 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)	
	EVPPA IPPA SEWPPA SCPPA UPPA	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: _____