

# Wisconsin The Photographer

Volume 122, Number 2

October/November 2017

*Featured Artist*

Fuzzy Duenkel



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

[www.wppa-online.com](http://www.wppa-online.com)



**WISCONSIN**  
**2017 - 2018**  
**PROFESSIONAL**  
**EXECUTIVE**  
**PHOTOGRAPHERS**  
**BOARD**  
**ASSOCIATION, INC.**

**President**

Shellie Kappelman, CPP  
 3300 Berringer Road  
 Two Rivers, WI 54241  
 shelliekappelman@yahoo.com 920-682-2555

**Vice-President**

Jamie Steeno  
 2933 Lineville Road  
 Green Bay, WI 54313  
 jmcsteeno@sbcglobal.net 920-655-4380

**Treasurer**

Paul Hafermann, CPP,F-WPPA,F-IPPA  
 3430 State Hwy. 73  
 Wisconsin Rapids, WI 54495  
 hafermannphoto@solarus.net 715-424-3979

**Secretary**

Tim Koll, CPP  
 745 Sunset Drive  
 Waupaca, WI 54981  
 tkoll@tkollphotography.com 715-256-4988

**Past President**

Tracey Van Zeeland, M.Photog.,CPP,F-WPPA  
 W6985 Hickory Nut Trail  
 Appleton, WI 54914  
 mckinney\_photo@yahoo.com 920-739-4306

**WISCONSIN**  
**EXECUTIVE COORDINATOR**  
**PROFESSIONAL**  
 Serena Sblendorio  
**PHOTOGRAPHERS**  
 wppaserena@gmail.com  
 715-252-2352  
**ASSOCIATION, INC.**

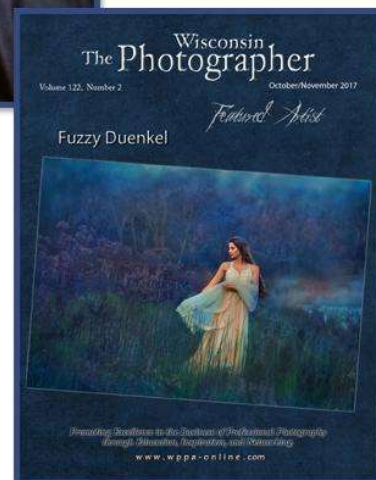
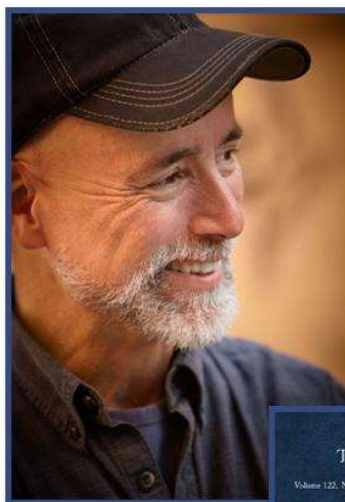
**content**

President's Message.....	2
Featured Artist.....	7-9
Guest Article - Why ME?.....	13-14
Portfolio - Shellie Kappelman.....	7-12
Message from Your EC.....	5
Spring Convention- Mark Bryant.....	11-12
Calendar of Events.....	16

**on the cover...**

**fuzzy duenkel**

west bend, wi



## from the president...

*"Perfection is not attainable, but if we chase perfection we can catch excellence."*

*The legendary Green Bay Packers coach, Vince Lombardi, used quotes such as this to motivate his players to strive to be the best. Lombardi was able to mold boys into men capable of winning and led his teams to numerous championships.*

*As on the football field, we photographers need drive and ambition to attain our personal and professional goals. After attending several seminars recently, I was anxious to try the new techniques I had learned. I quickly realized that each speaker had his own way of chasing perfection. Your photographic technique is like your own specific language... like speaking English while your neighbor speaks French. Each language will work best in a particular situation. Being prepared for any scenario is what makes you a better photographer of business person. Having a broad base of knowledge helps you understand a bit more of each 'language'.*

*I hope you will join us in November and March, as we work together to strive for excellence. Our volunteers are working very hard to put together programs that we know you will find informative and fun.*

*We are excited to welcome Serena Sblendorio as our new Executive Coordinator. Her background with our organization as well as other volunteer organizations will give us a new perspective as we work together to improve WPPA. We look forward to a great partnership*

**- Shellie**



Shellie Kappelman, CPP  
WPPA President



**Imaginique** Series

**GLASS COVER**  
Flush Mount Albums  
10x10, 12x12, 11x14

**FREE**  
**Album Box**  
with album purchase  
(Image mounted under glass)  
value \$50-\$100

10x10 album starting at \$155  
Designing Starting at \$99

Order Online:  
[www.gomichel.com](http://www.gomichel.com)

**michel**  
COMPANY

1151 S. Northpoint Blvd.  
Waukegan, IL 60085  
info@michelcompany.com  
1 . 800 . 621 . 6649



# INTRODUCING FINE ART WOOD PRINTS



MILLERSLAB.COM



AVAILABLE IN  
9 POPULAR SIZES



## Message from the Executive Coordinator

Serena Sblendorio



You may have noticed this edition of The Wisconsin Photographer magazine looks a bit different. Maybe you haven't noticed and that's ok too. Either way, a few changes will be happening over time.

Hi, I'm Serena. I'm originally from Lake Holcombe, Wisconsin. I studied at UWSP for my undergraduate and graduate degrees, met my husband, had three phenomal (and super funny, see above picture for one example) children and currently still live in Stevens Point, Wisconsin.

I recently resigned from my two year position as the District Director of Junior Achievement (JA), an international non-profit that teaches Kindergarten through 12th grade students concepts centered around fiscal literacy, work-readiness skills and entrepreneurship. I remain on the Board of Directors to continue doing some of the good work the organization does and I hope to see WPPA connect in some way to JA in teaching photography.

I'm excited and honored to have taken on the role as your new Executive Coordinator for the Wisconsin Professional Photographers Association.

When I resigned from my role as the District Director of JA it was not my intention to become the Executive Coordinator of WPPA. My intention was to focus on my own photography business. Yes, I own a photography studio as well. I was recently "pushed, or should I say, shoved, out" of my home studio to a studio in downtown Stevens Point because of a full home remodel project (we'll see where my studio ends up when the remodel is complete).

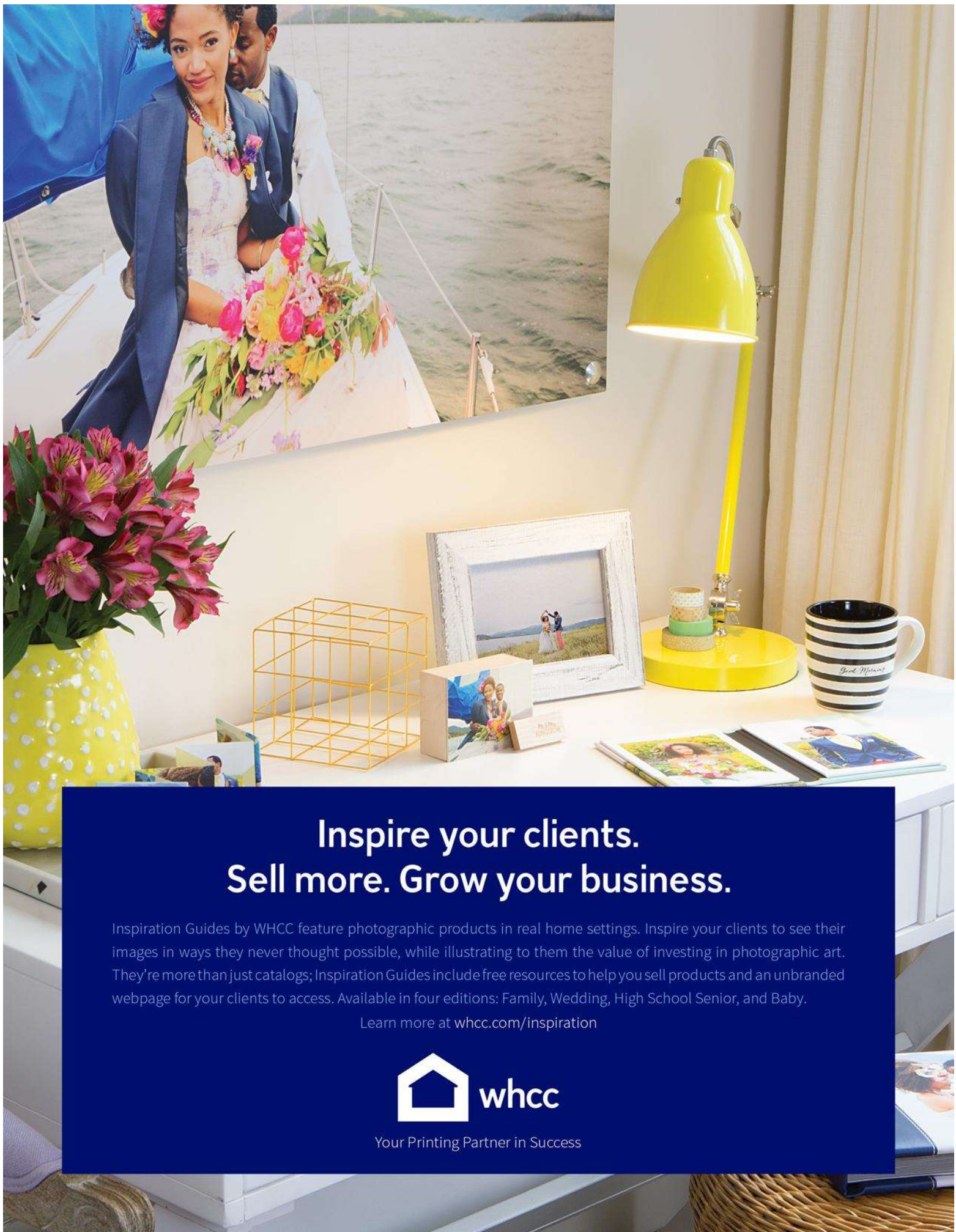
Having a professional history of working in non-profits, being a past member of WPPA as well as being a photography business owner myself I hope to bring new and fresh ideas to the organization. With that said, change is rarely accomplished in a group alone, overnight, or accepted all that easily. Being aware of those three facts I come to this new position as your Executive Coordinator with a smile as wide and welcoming on my face as my son has on his here.

If you have any questions about who I am, what WPPA is, why we are here, what the organization can do for you and your business... just reach out. Here's my email [wppaserena@gmail.com](mailto:wppaserena@gmail.com). If I don't have an answer right away I'll be honest and go find one for you.

I look forward to hearing from you soon!

Smiles,  
Serena Sblendorio





## Inspire your clients. Sell more. Grow your business.

Inspiration Guides by WHCC feature photographic products in real home settings. Inspire your clients to see their images in ways they never thought possible, while illustrating to them the value of investing in photographic art. They're more than just catalogs; Inspiration Guides include free resources to help you sell products and an unbranded webpage for your clients to access. Available in four editions: Family, Wedding, High School Senior, and Baby.

Learn more at [whcc.com/inspiration](http://whcc.com/inspiration)



Your Printing Partner in Success

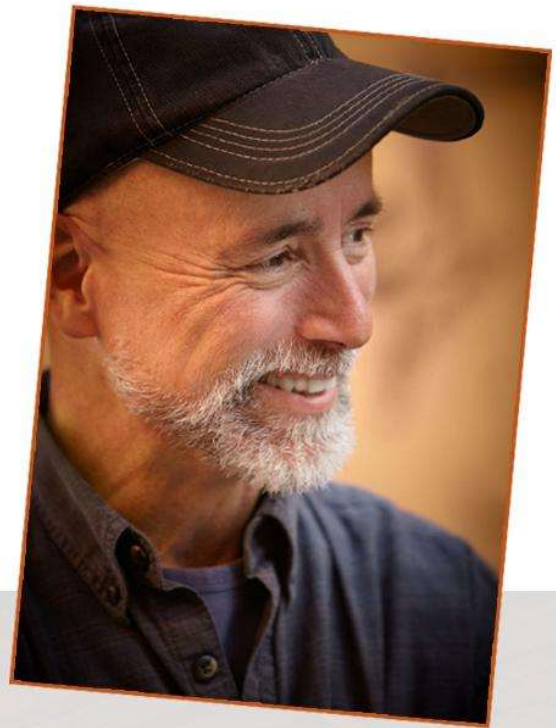


## Fuzzy Duenkel, M.Photog., CR.,CPP

---

### Featured Artist

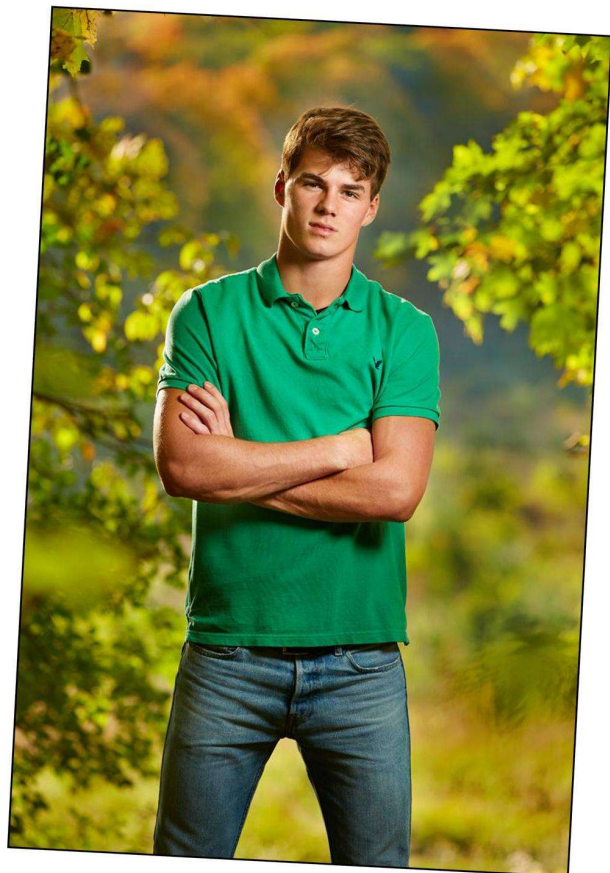
Professional photographers must have a firm grasp on creative, versatile and precise portrait lighting as the one constant in the ever-changing field of photography and the never-ending avalanche of competition. Fuzzy's program focuses on vitally important basics and advanced nuances of many indoor, outdoor, ambient and artificial lighting techniques.



In 1975, Fuzzy and Shirley Duenkel of West Bend, Wisconsin started their "mom and pop" business, as many photographers do, when a friend asked Fuzzy to photograph her wedding. In 1996, the Duenkels dropped weddings to concentrate solely on portraits. Fuzzy's business evolved into mostly a specialty studio with under 100 total sessions per year. While they photograph babies, children, families, couples and glamour, high school seniors are his favorite. Seniors are his easiest subjects since they require little space (unlike families), hold still (unlike kids), do what they're told (unlike babies), understand English (unlike pets), and will give him as much time as he needs (unlike weddings). Fuzzy practically insists on working on location with each session. Fuzzy feels his specialty is his total comfort with creating portraits in clients' homes, especially if he has never been there before. His goal is to make a variety of images that don't necessarily look like they were done in the clients' bedrooms, garages, or hallways... even though they were!

Fuzzy started entering prints in the Wisconsin PPA competition in 1993. In that and subsequent competitions he's entered, Fuzzy was awarded four Fuji Masterpiece Awards, earned top awards for the Wisconsin PPA senior folio competition twelve times; was Wisconsin's Photographer of the Year twice; won Senior Photographer's International folio competitions five times; Senior Portrait Artists' Photographer of the Year, had 29 prints selected for National Traveling Loan Collection, two for Disney's Epcot Center, one for Photokina in Germany, one for the International Hall of Fame and Museum in Oklahoma, in addition to numerous other awards and accolades.





Fuzzy Duenkel, M.Photog.,CR.,CPP

November 11, 2017

10:00am - 5:00pm

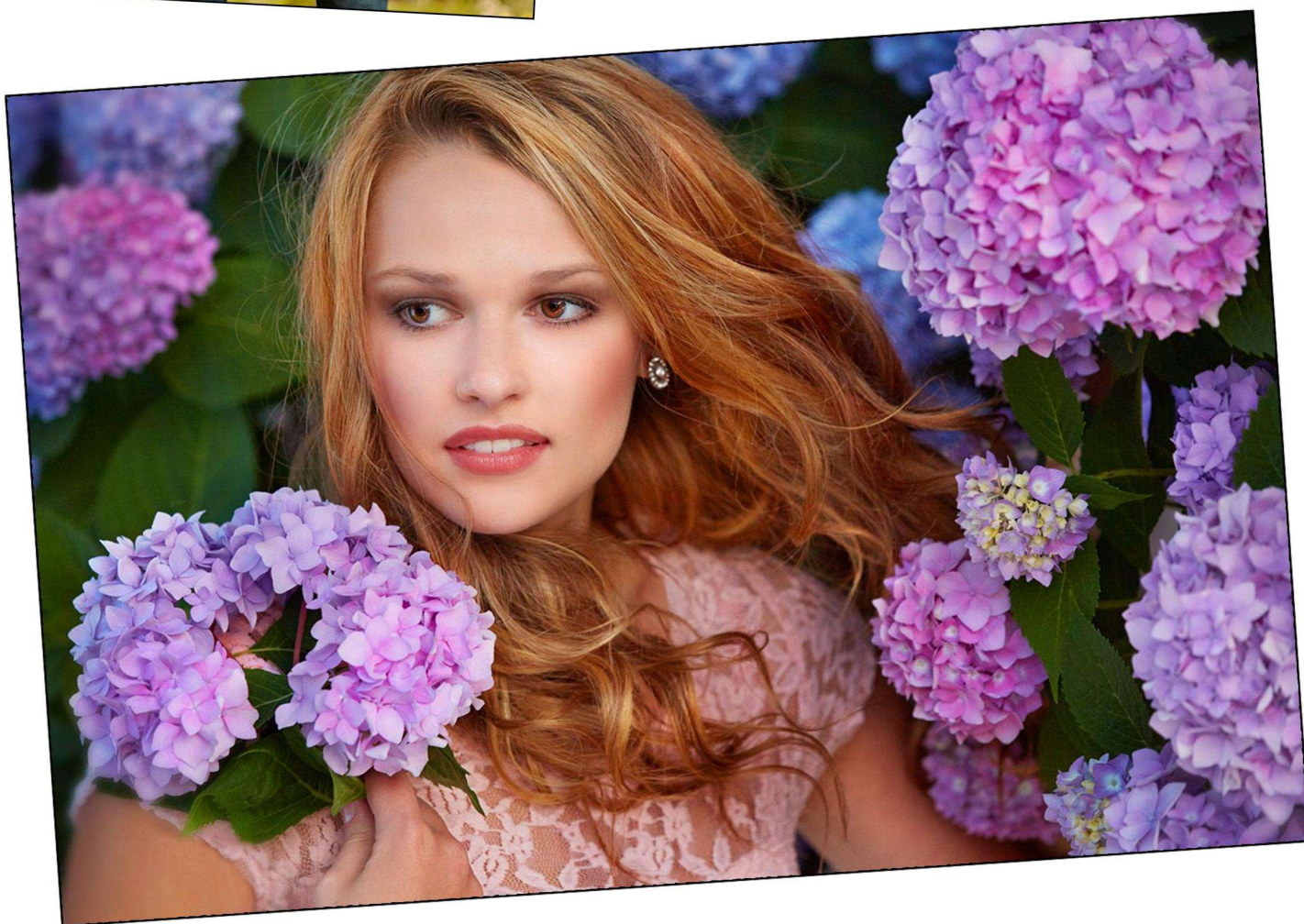
**“Lighten-Up, Customized Lighting Techniques  
for High School Seniors”**

Fuzzy will show you how to create custom senior portraits that transcend the ordinary. You won't learn how to do more... you'll learn how to do BETTER!

Fuzzy's program shows many “before and after” images to demonstrate the benefits of all the lighting tools he uses.

Fuzzy will spend time covering selecting photo sites. Site selection is particularly crucial for image design, posing inspiration and theme.

Fuzzy is a master at outdoor and indoor lighting...





## More on “Lighten-Up” by Fuzzy Duenkel

---

techniques similar to those used in the fashion/commercial industry, but scaled down for the photographer who chooses to work without an assistant. Fuzzy's choices of equipment (to buy or build) are also keys to help rather than hinder creativity. Each item must be portable, quick and effective.

---





# BOGO Press Cards

Valid: 10/12/17 – 12/10/17

Promo Code: 17BOGO



American Color Imaging | [www.acilab.com](http://www.acilab.com) | 800.728.2722

Sale excludes: Playing Cards, 5x7 Artistry Box, Bookmarks, Circle Stickers, Brochures, Envelope Printing, Drop Shipping and Overnight Shipping charges. | Minimum bill applies. Must use promo code: 17BOGO | Only one promo code or discount can be used per order. | Visit [acilab.com/specials](http://acilab.com/specials) for full details. | Thank you to © Captured Moments Photography by Jason and Kate Higdon for the beautiful card design.





wppa

# EDUCATED

March 3 & 4, 2018

Please  
**SAVE** the  
**DATES**

PHOTOGRAPHS

ARE GETTING SCHOOLED

*RATES STARTING AT  
\$199 FOR MEMBERS*

1 DAY PROGRAM

2ND DAY

*HANDS ON, READY SET SHOOT  
WITH MARK BRYANT!*

IT IS THE

**MUST ATTEND**

EVENT OF THE YEAR

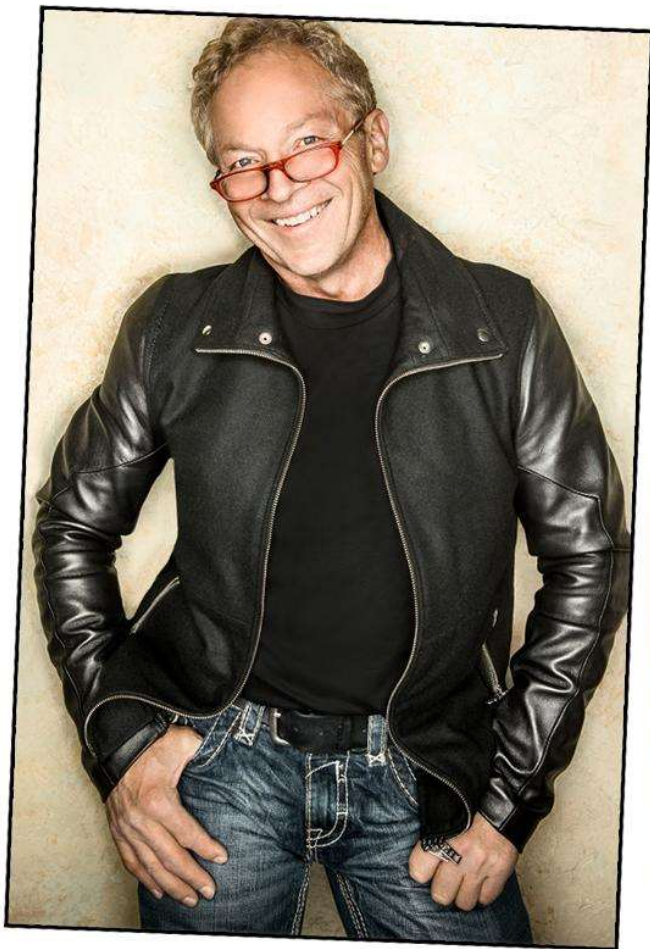
*GREEN BAY, WI*





## Meet your Spring Convention Guest Speaker- Mark Bryant!

Mark and Sandra Bryant, operate a studio in Missoula, Montana. Their work has graced the pages of such national magazines as "Town and Country", "Fly Fisherman", "Good Housekeeping", "Wall Street Journal", "Log Home Living", etc. A recipient of "Kodak Gallery awards," "Fuji Masterpiece awards, Mark has numerous International Loan Collection prints. At the International Print Competition 2012 he was the third photographer ever to achieve 8 out of 8 in the Loan Collection, the prestigious Double Diamond, 2013 Diamond of the year photographer and 2014 repeated the Double Diamond. Multiple Photographer of the Year awards in the Rocky Mountain region and state of Montana. Graduated from Ohio Institute of Photography in Dayton, Ohio. A unique style and passion has given them the opportunity to travel the U.S. photographing commercial and architectural assignments as well as teaching photographers at workshops and other venues. Capturing the inner and outer beauty of people and awakening the heart and mind of the viewer, has renewed their passion and commitment to the art of portrait photography, their first love.







## Featured WPPA Member

Shannon Schaapveld  
member since 2012

I am a photographer because I suck at words. In High School I was horrible at writing because I never knew what to write which is why my blog posts are so terrible. I am a photographer and I take pretty pictures but I don't easily write pretty words.

I was out to eat with my husband, Matt, for dinner one night and got a message from Serena. She was asking me if I would consider being the featured member photographer in the next WPPA magazine. I looked at my phone and I thought, crazy! I said to Matt that there must be some kind of mistake because I'm being

asked to be the featured photographer in the article for the local photographers magazine. ME? I follow so many of the other photographers who read this magazine & belong to WPPA and thought what do I know or do that I can teach someone else about? I'm still trying to figure that out...

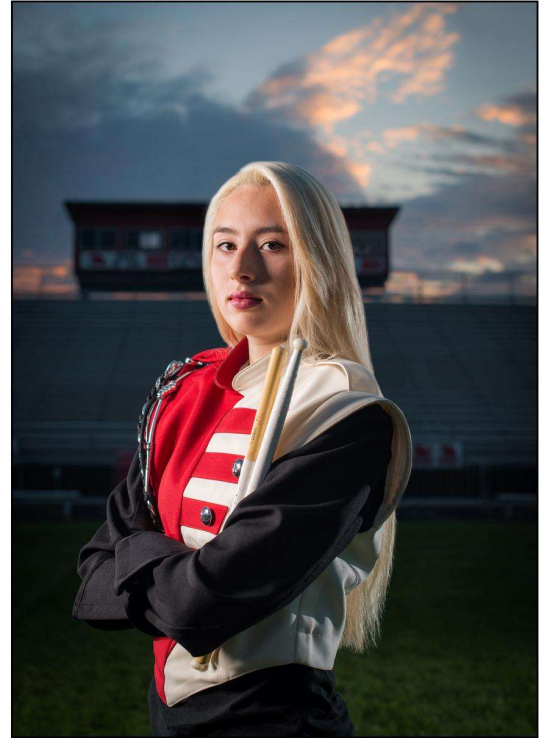
I joined WPPA in 2012 & went to my first fall convention in Baraboo that October. Since then I have learned so much from the different speakers and have grown as a portrait photographer. I knew in High School that I wanted to take pictures for a living but didn't know much more than that. After working as a traveling portrait photographer for Wal-Mart for a year I knew I could do better so I enrolled at Hallmark Institute of Photography in Turners Falls Massachusetts and graduated in 2004.

After returning home to Janesville I got a job working as a product photographer for Nasco in Fort Atkinson. It was really a great opportunity for me to learn and grow. It also helped me realize that as nice as it was being a product photographer I really enjoyed photographing things that moved and could talk back to me.

In 2010 we bought a house in the country that had a spare garage in the back. My husband and I converted this space into my studio. It has only taken us 5 years to finish the remodel since my husband is really the one who does most of the work and he travels for his job quite often. In 2012 I left Nasco to have more time to devote to my business and our kids.



featured member *Shannon Schaapveld* continued...



Since starting my studio I haven't had a clear direction with my specialty. This year I have doubled my senior business. I thank this group for all of the things I have learned. My work has improved greatly in the last few years and I've picked up new tricks and techniques. One that I have really enjoyed is off camera flash. I started soon after my first fall convention because we had a shoot out and I got to follow Michael Mowbray and Damon Tucci. They showed us how they used flash to take amazing images on location and outdoors. I still have a lot to learn but I'm taking what I know and having lots of fun creating unique images for my clients.





## **It's not too late to apply for a WPPA Scholarship!**

Each year WPPA awards scholarships to WPPA members who apply and qualify. With so many changes revolutionizing the photo industry, educational courses are a wonderful opportunity to fine tune your professional goals and network with other professionals in the industry! The three scholarships are as follows: up to \$250 Gerhard Bakker Scholarship, up to \$250 Norm Swanson Scholarship, and up to \$250 Ron Lemerond Scholarship, a cash stipend for a board approved course at the school of your choice.

You can send in your application by going to the WPPA website, [www.wppa-online.com](http://www.wppa-online.com) and use the tool bar to find the WPPA scholarship application online. Please note we've extended the application deadline to November 15, 2017! You can also print out the application and send it directly to Tim Koll, TKoll PHOTOGRAPHY, 745 Sunset Drive, Waupaca, WI 54981.

These scholarships are to be used anytime throughout 2018. Scholarships are open to all paid members in good standing with WPPA and who have attended the spring WPPA convention the previous two years. This DOES include studio owners. It's a great opportunity and all members new and old should consider applying! WPPA is here to support its members!





# Candidate Fact Sheet

**The Certified Professional Photographer designation acknowledges and validates a consistent standard by which professional photographers can achieve and maintain a recognizable mark of excellence.**

## What Is Certification?

The certification of specialized skill-sets affirms a knowledge and experience base for practitioners in a particular field, their employers and the public at large. Certification represents a declaration of a particular individual's professional competence.

## Why become a Certified Professional Photographer?

Certification helps show your potential clients the value in hiring a qualified professional. Consumers might not know much about professional photography, but they understand that certification means professional-quality goods and services. Anyone can buy a camera and take some pictures, but a Certified Professional Photographer (CPP) designation shows clients that you are a true professional.

Clients in every industry seek out credentialed professionals, as the public recognizes certification as a sign that one is an authority in the field. The CPP designation offers potential clients an assurance, not just of quality, but of technical skill and artistic expertise.

“It can sometimes be difficult for a consumer to know which photographer to choose and being a CPP is something that sets me apart from the hundreds of other ‘photographers’ in our area. The way that I look at it is if I were going to get my hair cut by a new hairdresser for the first time, I am going to look for someone who has been to beauty school and who has the license to prove it, not just some random person who says, ‘Oh I’ve been cutting hair for years. Who needs a beautician license?’ Combined, my partner and I have been full-time professional photographers almost 30 years AND we have a studio that sets us far apart from most of our competition. We still felt that getting our CPP was the way to differentiate ourselves even more.”

– Tracy McGee, CPP

## The CPP Advantage

### 1 Advertising Edge

Trust is key in any relationship. Potential clients want a photographer they can count on, and certification gives them that extra level of confidence. With countless photographers advertising in the same markets, it's not always easy to get them through your studio doors. Your CPP designation will help you stand out from the crowd.

### 2 Pricing Justification

The digital era has made it much easier for inexperienced photographers to throw their hat into the ring, undercutting professionals with rock-bottom prices. The Certification designation helps consumers understand and appreciate your level of experience and talent.

### 3 Peer-Validation

You can't just declare yourself certified. Certification is granted by PPA. That speaks volumes to potential clients about your skill. When potential clients become aware that CPPs must recertify every three years, they understand that education, training and the latest industry techniques and skills are important to you and your images.

### 4 Confidence Boost

Perhaps most importantly, you'll gain a massive confidence boost in yourself as a photographer and businessperson. This will carry over to your clients as well!



## How to Become a CPP? 4 Easy Steps:

### 1 Declare your candidacy

Simply fill out the candidacy form. The form, fee information, timelines and all other certification-related information including lots of FAQs can be found on: [ppa.com/cpp](http://ppa.com/cpp).

### 2 Prepare for the exam

All candidates have access to a hefty online library of resources! Once you have declared your candidacy, check them out at: [ppa.com/cpp/resources](http://ppa.com/cpp/resources).

## Certified Professional Photographer Exam

The exam is comprised of 100 multiple choice questions each worth one point. The material is pulled from test specifications found at [ppa.com/cpp](http://ppa.com/cpp).

You will have two hours to complete the exam and must answer at least 70% correctly to pass.

You may take the exam as many times as you wish (once every 30 days) at no extra cost, within your two-year candidacy period.

The resources available online to you to help you prepare for the exam consist of:

- Test specifications
- Flash cards
- Keywords
- Exam FAQs
- Sample test
- Suggested reading list
- CPP Prep classes

## Certified Professional Photographer Image Submission

After you have passed the CPP exam, you will be eligible to submit your portfolio for review. There are five Image Submission periods per year, each opened for two weeks at a time.

In this process, you will be required to submit a 15-image portfolio. The first six images must fit within the compulsory guidelines showing your standardized technical proficiency. The remaining nine images must each come from different paid job assignments from the last 24 months.

You will be able to submit your portfolio for review up to three times until it passes, without incurring any extra charges. During the process you will have access to useful preparation resources such as:

- Image Submission requirements & sample images
- Image Submission compulsory videos
- Image Submission articles & tips
- Image Submission prep class
- Image Submission FAQs

### 3 Take the exam

Once you feel confident you are ready, register for an exam. The exam schedule is updated weekly and you can register online directly from: [ppa.com/cpp/exam](http://ppa.com/cpp/exam).

### 4 The Image Submission follows the exam

You will receive a set of email instructions to help you submit your portfolio. Plenty of information is online to help you along the way. Simply go to [ppa.com/cpp/resources](http://ppa.com/cpp/resources).

## Certified Professional Photographer Recertification

Once you've earned your CPP designation, you will need to recertify every three years.

To recertify, 15 Continuing Education Units (CEUs) are required, along with a payment of \$100. The \$100 recertification fee is waived if you attend Imaging USA three years in a row.

The CEU system involved in the CPP recertification process is there to encourage you to continue your journey in photography education and the photographic community.

## Once you become Certified

You will have access to the CPP-only section of [ppa.com/cpp](http://ppa.com/cpp). This private area has all the marketing, social media and branding tools you will need to start letting your clients know you are certified!

Resources in this CPP-only section include:

- How to use your CPP video
- CPP marketing tool kit
  - CPP logo
  - Logo templates for your social media accounts, business cards and email signature
  - Sample press release
  - How to use your Certification materials
  - Why Hire a CPP? flyer
  - 10 Ways to Market your CPP article
  - Social Media tips
- See the Difference® marketing campaign
  - Video: See the Difference® a CPP Makes
  - Editable brochure: See the Difference®
- Additional video resources (also downloadable!)
- CPP-only communities on theLoop and Facebook
- Landing page for your own website's use: Why Hire a CPP?

**Questions about getting Certified?**  
Call or email us:  
**800.786.6277 • [cppmailbox@ppa.com](mailto:cppmailbox@ppa.com)**



## calendar of events

### WPPA Events

[www.wppa-online.com](http://www.wppa-online.com)

November 11th, 2017

Featured Speaker-

**Fuzzy Duenkel**

*"Customized*

*Lighting Techniques for High School Seniors"*

Kappler Photography Studio

3300 Berringer Rd.

Two Rivers, WI



### Spring Convention

Featured Speaker-

**Mark Bryant**

*"Light from the Shadows"*

March 3-4th, 2018- Green Bay, WI

Country Inns & Suites

A WPPA room block is being held from March 2-4.

Book before February 2, 2018 to receive room block rate

Room Block Rates:

2 Queen Standard/ Studio King- \$99.00 + tax

1 Bedroom King Suite/1 Bed 2 Queen Suite- \$109 + tax

Third and fourth adults are \$10 extra per person

Country Inns & Suites

850 Kepler Dr.

Green Bay, WI 54311

800-293-8515



### Foxes

[www.fvppa.com](http://www.fvppa.com)

Regional Director: Michael Kallies

October 16th, 2017- Oshkosh, WI

**"Lighting- The ONLY Class You Will EVER Need!"**

RSVP in advance to save your seat to:

[canyonbluffstudios@icloud.com](mailto:canyonbluffstudios@icloud.com)

January 22nd, 2018- Members

Only Shoot Out

February 19th, 2018- Image Competition



### Indianhead

[www.indianheadphotographers.org](http://www.indianheadphotographers.org)

Regional Director: Tom Giles

October 9th, 2017 - Colby, WI

**Image Competition -**

**No Program Scheduled**

November 13th, 2017 - Colby, WI

**Image Competition for Pre-State/**

**Pre-District Judging**



### South Central

[www.southcentralppa.com](http://www.southcentralppa.com)

Regional Director: Krystal Stankowski

November 27th, 2017 - Fitchburg, WI

**Brandy Pemper - "Art and Inspiration"**



### South Eastern

[www.sewppa.org](http://www.sewppa.org)

Regional Director: Jon Allyn

