

WPPA President's Message – Feb 2021

All of us involved with photography know the challenges we have faced over the past year. As President of the WPPA, I am grateful for the help and guidance this association has given me, and I know I wouldn't be where I am at in my photography career without it!

With that in mind, I want to call out to all present and former members, plus any new photographers to renew and / or join the Wisconsin Professional Photographers Association. Now more than ever, is the time to reconnect and get involved!

Why join WPPA? First of all, it's one of the best ways to grow in your quest to become a better photographer. You'll get the first hand opportunity to meet some of the best photographers in the nation! Before I joined WPPA, I had no idea Wisconsin was blessed with so many fantastic, accomplished professionals who are passionate in their craft and willing to share! I've learned "you become the photographer you hang out with" and the benefits belonging to this association move on from there:

- The fellowship and networking opportunities to connect first hand with leaders in the industry!
- Mentorship opportunities abound. All we need to do is reach out and ask. Our members have proven time and again to come to the aid of one another.
- We are excited to announce our annual Print Competition on March 17, 2021. Get together with other WPPA photographers to help prepare your images for PPA Districts. It's the best way to get your degrees in becoming a Master Photographer! Awards will abound as well! Go to our website, www.wppa-online.com for updates and details.
- Our annual convention! Wisconsin will continue to be the hub of some of the most creative and innovative photographers you will ever find in one place. Our print competition will be followed by our "Shoot out at the OK Corral" on May 15&16, 2021, a two day event featuring Jenn Lewis sponsored by Miller's and our own John Hartmann and Fuzzy Duenkel. Early bird registration is March 15 for this event—go online and get registered!
- Throughout this year, our WPPA board will be promoting "Tag Along Shootouts" giving anyone interested a chance to go out into the field and photograph together. Stay tuned and join us on our next excursion to hang out, have some fun, and maybe learn a few ideas in the process.
- We are excited to announce our Refer a Photographer section on our website which will give anyone the chance to see WPPA member's bio, contact information, and image samples. We want to promote you and your business!

Ultimately, we want to help you learn the best ways to make your photography passion sustainable and profitable. The future is exciting, and we look forward to evolving and growing out of this Covid era.

Join us, hang out with us, grow with us and see where it takes you on your journey to become the photographer you want to be.

Tim Koll, CPP
President

