THE WISCONSIN PHOTOGRAPHER

125th Anniversary Convention Issue



1896 - 2021



WELCOME, NEW AND RETURNING WPPA MEMBERS

Welcome to the new and returning members. Thank you for joining WPPA!

Please make your voices heard on our Facebook sites along with emails. We want to hear from all of our members about what you would like to get out of this Association.

Let us know if you are interested in volunteering, mentoring, being mentored and any education you are interested in.

Life and Honorary Life Members, please send in your renewals, your name still appears on this list, but we are in need of your renewals. Log into this form please. https://form.jotform.com/210366158073150

Welcome New 2021 Members

Douglas Foomma	l 1979
Agnieszka Tropilo 2021 New Member Eileen Wendt	1965
Agnieszka Tropilo 2021 New Member Eileen Wendt Bruce Danz 2021 New Member Gary Tuescher	1903
•	1972
	1973
•	1909
Dave Doeppel 2021 Rejoined Ginny Otto David Colby 2021 New Member Gregory Loll	1993
David Colby 2021 New Member Gregory Loll David La Haye 2021 New Member Heike O'Day	2020
Debi Duford 2021 New Member James Nelson	1985
Eugene T Makowka 2021 New Member Jamie Steeno	2013
	2013
,	2008
, , , , ,	
Kathleen Caylor 2021 Rejoined Jim Buivid	1990
Lynn Boyette 2021 New Member Jon Allyn Michael Marchan 2021 Reigined Wenneth Martin	1986
Michael Mowbray 2021 Rejoined Kenneth Martin	1985
Pamela Ziegler 2021 Rejoined Kris Fehrenbach-	
Pete Olsen 2021 New Member Krystal Stankowsl	
Randy Kostichka 2021 Rejoined Laura Rossiter	2010
RonWimmer 2021 Rejoined Lauri Ahlman	1980
Stephanie Smith 2021 New Member Lee Larsen	1978
Tiffany Schmitt 2021 Rejoined Mary Gueller	1996
Timothy St John 2021 New Member Mary Mortensen	1990
Todd Kunstman 2021 Rejoined Nancy Nicholson	1969
Travis Baranczyk 2021 New Member Pat Clifton	1980
Trey Foerster 2021 New Member Paul Hafermann	1995
Whitney Minten 2021 New Member Paul Tishim	1976
Randy Peterson	1973
Rick Trummer	1985
Robert Germann	1965
Wolcome and Thank You for your continued Rose Warner	1965
Welcome and Thank You for your continued Rosemary Cooper	
Membership! Shellie Kappelman	n 2000
Steve Kemp	1983
Bill Sargent 2016 Steven Hollenback	k 2016
Bob Zettler 1979 Stu Glaser	2013
Carl Caylor 1995 Tad Meddaugh	1990
Charles Gottschalk 1965 Tara Rudy	2016
Daniel Stoller 1970 Thomas Giles	1981
DeBorAh Wiltsey 1973 Thomas Nicholso	n 1969
Dennis McGill 1975 Timothy Koll	2004
Diane Larsen 1978 Tracy Van Zeelan	d 1995
Donna Swiecichowski 1992 Victor Blaskowski	1980

KEN MARTINM.PHOTOG, CR, CPP, F-WPPA

WPPA Convention 2021 will be here in just a few weeks and I for one am looking forward to this event.

"Like no other" is used in Doc's Harley Davidson's advertising over and over again, this year WPPA's convention will be "Like no other".

Our convention being held May 15th and 16th "Like no other"



WPPA is not using a convention center for hosting programs "Like no other" There is going to be a "Shoot Out at the O.K. Corral with Models-Mentors and Members all sharing photographic styles and knowledge at a location like Doc's yep "Like no other"

Convention 2021 has a little different flavor than past conventions.

We are having it a Harley Davidson dealership...WHAT? Bring your bikes if you have one.

Drive on over to Doc's Harley for the Shoot Out at the O.K. Corral.

This is going to be a fun convention along with great learning from photography talent second to none.

We will start off with Fuzzy Duenkel Saturday morning as he will share his incredible vision of posing, creating backgrounds, and lighting.

After lunch there is the Shoot Out at the O.K. Corral with models, mentors and WPPA members scrambling around the grounds at Doc's dealership. If you never visited this place it is a must see location.

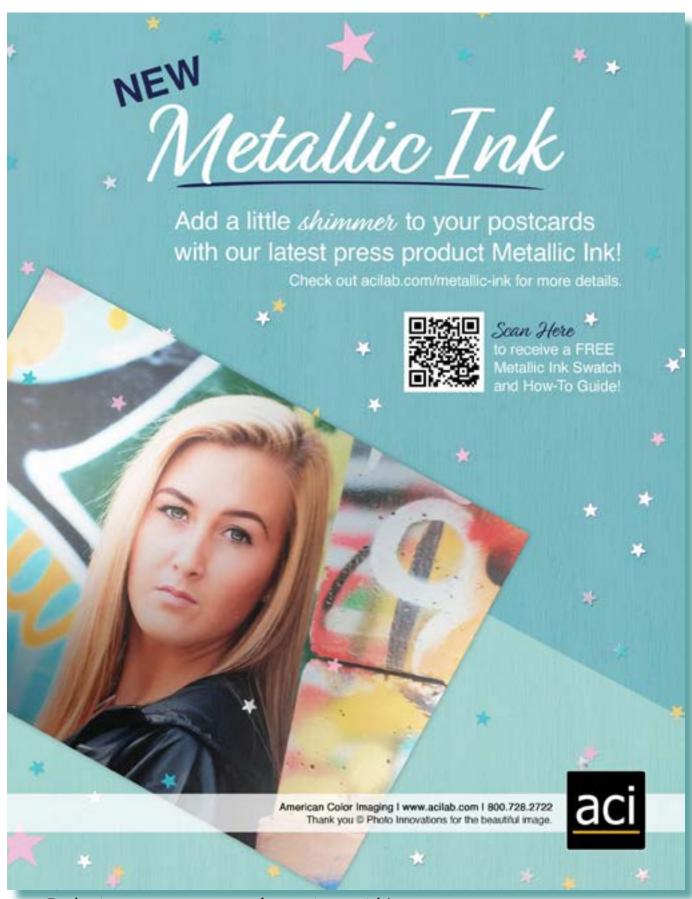
You will be entertained with the zoo, muscle car museum and you can see the bike Doc used for the Cannonball Run.

After the shootout there will be the awards dinner with print awards followed by the WPPA Grand Awards.

But wait Saturday programming continues with WPPA's own John Hartman presenting his sought after Light Painting program.

Sunday morning Jenn Lewis is sharing her marketing and sales techniques...her average sale is \$4600 so don't miss a second of her program.

John Hartman's post processing of the Light Painting will finish off the 2021 show.



Don't miss out on our current and upcoming specials!

3/12 – 5/24 25% off Premium Vinyl Banners and Wall Clings

3/26 - 5/3 BOGO Press Cards

WELL COME!

This year we are celebrating Wisconsin Professional Photographers Association's 125th Anniversary.

Join us on May 15th and 16th for a weekend full of learning, sharing, reminiscing and most of all "FUN".

Did you know...

The Professional Photographers of America (PPA) was formed in Milwaukee by a group of WPPA members?

The studio strobes that we all use was invented by an engineer/WPPA photographer in Racine and were first installed in a studio in Appleton?

How many of our members have gone on to serve as presidents of PPA and the American Society of Photographers (ASP)?

Could you imagine going to a program on Constant Light vs Flash in the heyday of Black and White?

Who started the Fellowship Program?

Who moved the convention out of Milwaukee?

Dig into colourful past and you'll find out why the WPPA has been around for over 125 years and what it means to be a member!

Visit www.wppa-online.com and click on the home drop down and then on the History Tab.

SHOOT OUT AT THE OK CORRAL

May 15 8:30 Registration

Park in the designated parking for WPPA and come to the HOG Barn, located behind the Timeline Saloon

9:30a.m. Fuzzy Duenkel

Discover New Ways, Selecting the location, Set up lighting, Simplify the view.

1:30p.m. SHOOT OUT/Photoshop

We will have the entire complex to use for our Shoot Out. MENTORS AND MODELS.

5:00p.m. Awards Dinner

Dress in an old west theme. Awards, Group

Picture, Cash Bar and Fun.

7:00p.m. John Hartman

- "The Art and Science of Light Painting"

May 16 8:00a.m. Annual Meeting

Meeting to be held in the HOG Barn

9:00a.m. Jenn Lewis

"Sales and Marketing for a Successful

Business"

1:30p.m. John Hartman

- "The Art and Science of Light Painting" Post

Processing

SHOOT OUT AT THE OK CORRAL

Place: Doc's Harley Davidson in the HOG Barn - Behind the Timeline Saloon and BBQ W2709 State Highway 29, Bonduel, WI 54107

You can visit the following websites to see the complex.

https://docshd.com/company-info http://www.timelinesaloon.com/

We will have the entire complex to use for our Shoot Out. Western Saloon, Western Village, Pirate Ship, Viking Ship, Zoo Animals, Cars, Motorcycles.....

Watch for Parking Signs. We can not take up the parking around the HOG Barn and Timeline. There will be designated parking set up for us.























ACCOMMODATIONS

Quality Inn & Suites

Motel: Quality Inn & Suites, 104 Airport Rd, Shawano, WI 54166, 715-526-2044

A block of 18 Double Queen Bed Rooms are set aside under WPPA. Checking in on May 15th and out on the 16th.

If you need an additional night please ask them.

Rate: \$74.00 + tax Book by April 14th.

This block of rooms will be let go on April 15th. Book by April 14th, 2021.

There is a Perkins Restaurant across the street. Timeline BBQ & Saloon on the Doc's Harley - Davidson complex is open for Breakfast on Saturday and Sunday also.

This motel is 14 minutes away from Doc's (13.7 Miles)





EARLY BIRD PRICING ENDS APRIL 15TH

WPPA Members Early Bird Pricing

WPPA Members – \$99.00 Early Bird

2-day Convention Ticket Must Register by April 15, 2021

Non-Members Early Bird Pricing

Non Members - \$120.00 Early Bird

2-day Convention Ticket Must Register by April 15, 2021

Regular Pricing Begins April 16th

WPPA Members Regular Pricing – Begins April 16, 2021

WPPA Member Regular Pricing- \$120.00

2-day Convention Ticket

Non-Members Regular Pricing – Begins April 16, 2021

Non Member Regular Pricing- \$145.00

2-day Convention Ticket

For people that can not make it to all the programming there are Tickets available for each program: Single Program Ticket Pricing for Members and Non-Members

Fuzzy Duenkel and Shoot Out – \$79.00 John Hartman – Lightpaining and Processing – \$79.00 Jenn Lewis – Sales and Marketing – \$79.00

SHOOT OUT AT THE Go to www. OK CORRAL The Regist

Go to our website at www.wppa-online.com

Early Bird Up to April 15th

The very top menu, click on Register for WORKSHOPS/CONVENTIONS

Tickets \$99.00 to \$120.00

Then click on tickets.

Regular Pricing

or type in:

Begins on April 16th

https://www.wppa-online.com/events-2/

Tickets \$120.00 to \$145.00

and click on the button to register.

Single Program

Single Program Pricing

Tickets \$79.00 for each program

Life WPPA Life Members

2 types of tickets, your choice - One includes

a \$40.00 donation.

VIP Mentors/Speakers

- We still need you to register - we need the

information for badges and releases.

Lunches Lunch

-Bring cash for lunches, orders taken at the

beginning of programming.

Dinner Awards Dinner Pricing

TBD - Email will be sent out with information

Parking Parking

- Please park in the designated area for

WPPA.



Mary Fisk-Taylor, M. Photog., Cr., CPP, E-ASP, ABI, API





MARY FISK-TAYLER SPECIAL GUEST & MENTOR

For almost 25 years Mary Fisk-Taylor has owned a portrait and wedding business with her business partner, Jamie Hayes in Richmond, Virginia.

Hayes & Fisk Photography is one of the most sought-after Portrait and Wedding studios in their industry.

Mary and Jamie are both incredibly committed to preserving family legacies, professionally capturing and printing portrait and milestone memories.

They both believe that these memories need to be proudly displayed in family's homes, not living digitally on phones, computers and modern technology.

Moving forward in the best possible way usually comes down to MindSet for me. I get up every single day and TRY to choose a Growth MindSet.

Here are a few things that I use, all learned from the book Mindset, the New Psychology of Success by Carol S. Dweck, Ph.D.

- 1. Frame Challenges as OPPORTUNITIES
- 2. Look for the GOOD in every situation (I struggle with this one)

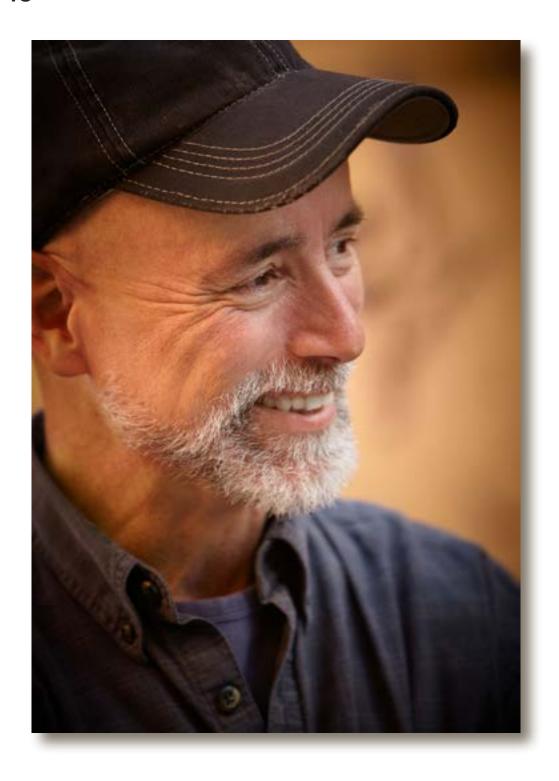








- 3. Seek feedback from people you RESPECT
- 4. Keep the promises you make to YOURSELF
- 5. LEARN something new every day
- 6. Don't compare yourself to others; be PROUD of who you are
- 7. DO the hard thing first
- 8. Do not be envious, be PROACTIVE Stay well, be nice and most of all be kind to yourself.



Fuzzy Duenkel SPEAKER AND MENTOR

Saturday, May 15th 9:30a.m.

Fuzzy Duenkel - M. Photog., Cr.

Are you frustrated that other photographers have great subjects or great locations... and you can't seem to find the "secret" to getting these lucky breaks?

Is it confusing when you do have a great subject or a great location, yet your results aren't what you had hoped for?

In this inspiring program, Fuzzy shares insights and examples of



how he arrives at homes he's never been to before, then finds unexpected and unusual locations to make magic happen.

He'll help you see with new eyes and gain confidence to trust yourself that you too can perform this photographic alchemy.

He'll teach subject preparation, site evaluation, equipment choices, and lighting techniques.



Fuzzy has always enjoyed the challenge of making something out of nothing.

Fuzzy rejects the notion that you need to travel to exotic locations and work with perfect models because when you get back home.... nothing changes.

Learn how to work in your hometown, your clients' homes, and with your "normal" clients.



Discover new ways to select the location, set up the lighting, and simplify the view.

YOU CAN DO IT!!!



Carl Caylor MENTOR AT THE SHOOT OUT



Carl Caylor,-M. Photog., Cr., CPP, F-ASP, Kodak-Alaris Mentor, F-WP-

Carl is a down-to-Earth portrait photographer who has been in the industry for over 25 years.

He is known world wide in the portrait industry and has numerous awards and acknowledgements for his photography and his photographic teaching.

His work has been published in many books, magazines, Kodak ads, and vendor booths across the United States, Canada, Mexico, Europe and Korea. He is the author of the

book, "Portraiture Unplugged" a guide to Natural Light Portraits.

Carl is active in his community in Iron Mountain, MI. He helps coach and run many youth sports programs in the area. He enjoys hunting, fishing, physical fitness and spending time with family and friends.

Carl loves the Upper Peninsula and the people who choose to live there. He enjoys the chance to artistically record history for those folks.

Carl is a photography coach and his website is https://www.ccphotocoach.com/ You can also listen to him on a podcast that he is part of: Photo Happy Hour.



Awards Dinner

The Group picture will be taken before the Awards Presentation and Dinner. Meet in front of the HOG Barn at 5:00.

Dinner cost will be posted on line and an email sent to people that have registered.

Plan on bringing some cash for lunches and dinner and drinks.

Credit Cards are not accepted. There is a time machine in the Timeline.

We will collect payments either in the morning for lunch and then at the Dinner Buffet.

Dress Theme: The Old West. Bring your cowboy and cowgirl attire, Especially for the group picture.

At this event we will recognize New Members, Image Competition Awards. Past Presidents of WPPA, and the WPPA Grand Awards.

Attention Past Presidents:

If you are planning on only attending for the Awards Dinner please email Jamie at wppajamie@gmail.com so she can plan you in for the dinner. She will send you an email with the cost.

If you are not attending the convention programming, after the Awards and Dinner, The HOG Barn with the cash bar will remain open for you to stay and rem anise while the programming for the convention.





"The Art and Science of Light Painting"

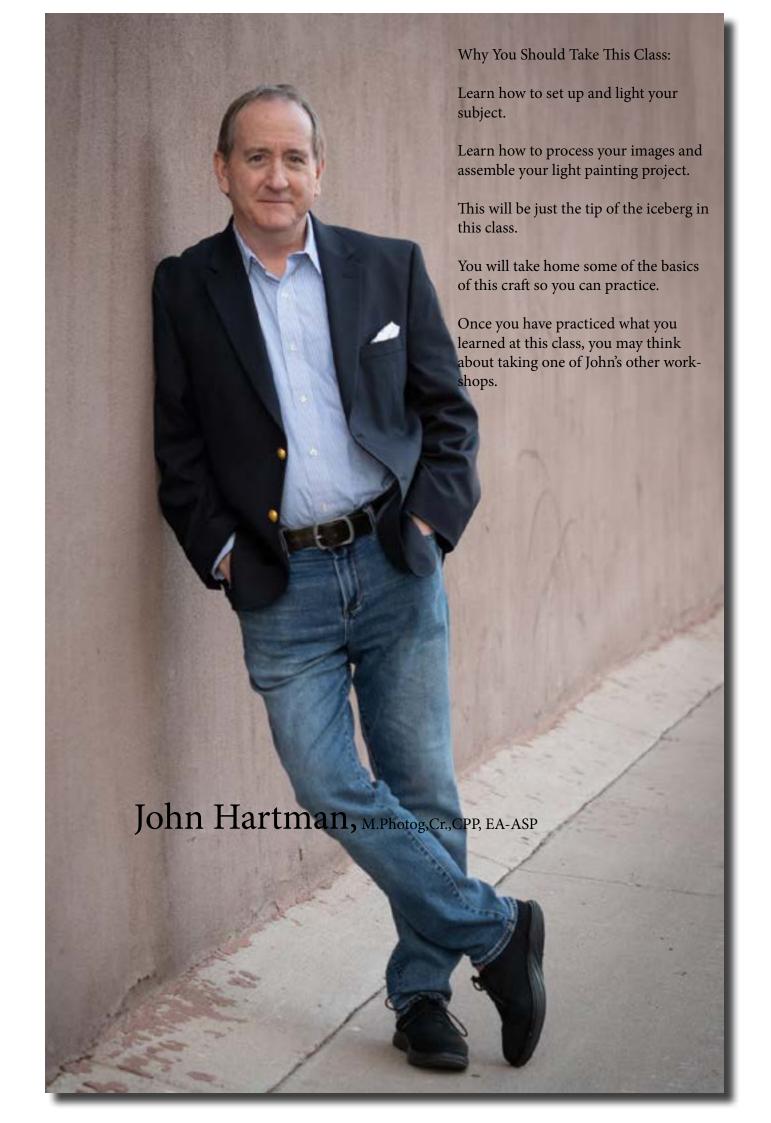
John earned his living as a self employed professional photographer since 1974, specializing in high school senior and family portraiture. In addition, he currently works on photographic projects (both commissioned and self-assigned) that interest him and feed his need to be creative and to work outside the box.

In 2013 he discovered light painting and has found it to be the most challenging and rewarding endeavour of his career. Since then he has taught the art of light painting to hundreds of students at Texas School and at his private workshops held throughout the United States.

Light painting is the process of adding light with small LED flashlights to individual areas of a scene and then blending them together to create a lighting look not possible by any other method of image creation.









WPPA ANNUAL MEMBERSHIP MEETING

Sunday, May 16th, 2021

8:00a.m.

HOG Barn

The WPPA annual meeting will be held on Sunday, May 16th at 8:00 AM inthe HOG Barn at Doc's Harley Davidson in Bonduel.

One of the items on the agenda, will be to accept and vote your new slate of officers in for the 2021-2022 Term.

The following members have been nominated for the state positions:

Executive Board

Vice President Kenneth Martin, M.Photog, Cr., CPP, F-WPPA

Treasurer Jamie Steeno, M.Photog, F-WPPA

Secretary Krystal Stankowski, CPP

Board of Directors

Elected Directors: Steve Kemp, M.Photog, Cr.,M.Artist, CPP, F-WPPA Jenny Popelka, CPP Paul Hafermann, F-WPPA

JENN LEWIS









Jenn Lewis, Cr. Photog., CPP

Whether you're transitioning from "shoot and burn" to in person sales (IPS) or you've been doing IPS a while and you're hitting stumbling blocks that keeps your sales from being what you want, this class is for you.

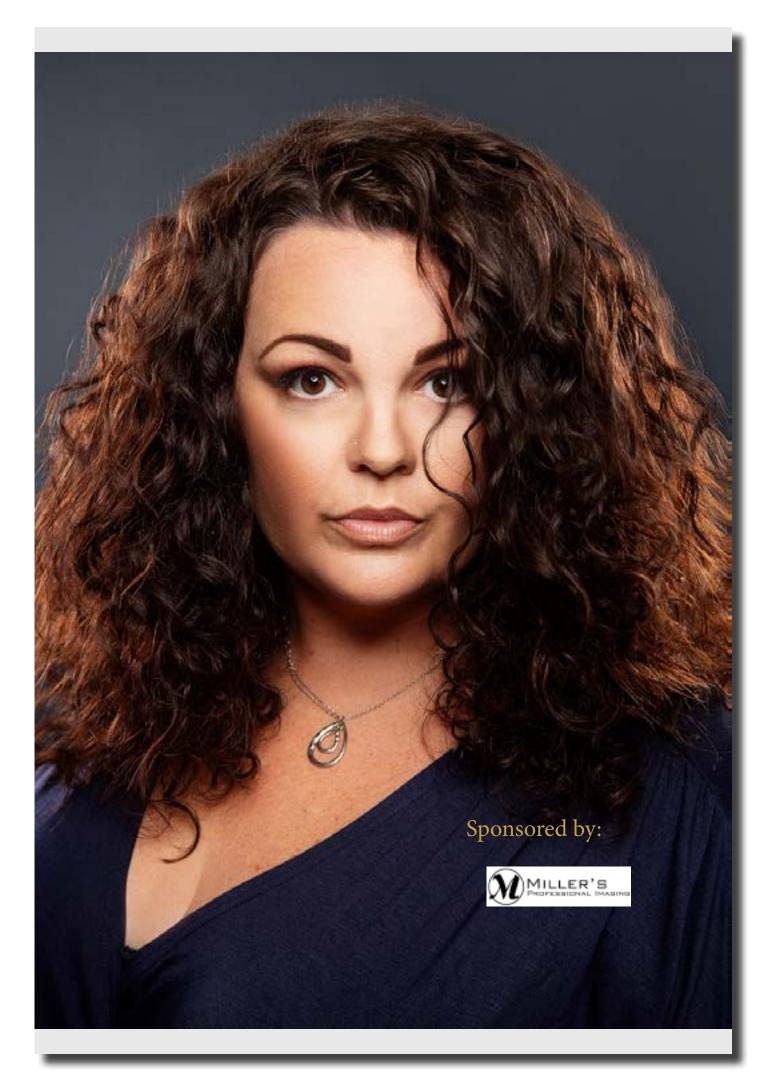
Jenn will discuss her processes on how she handles client communication from the initial inquiry through the final delivery. She'll go into depth about the system she has created that helps her maintain her \$4500 sales average and keeps her clients happy.

Jenn will also share some marketing tips and ideas to help you get out of a slump or get started in a new area or genre.

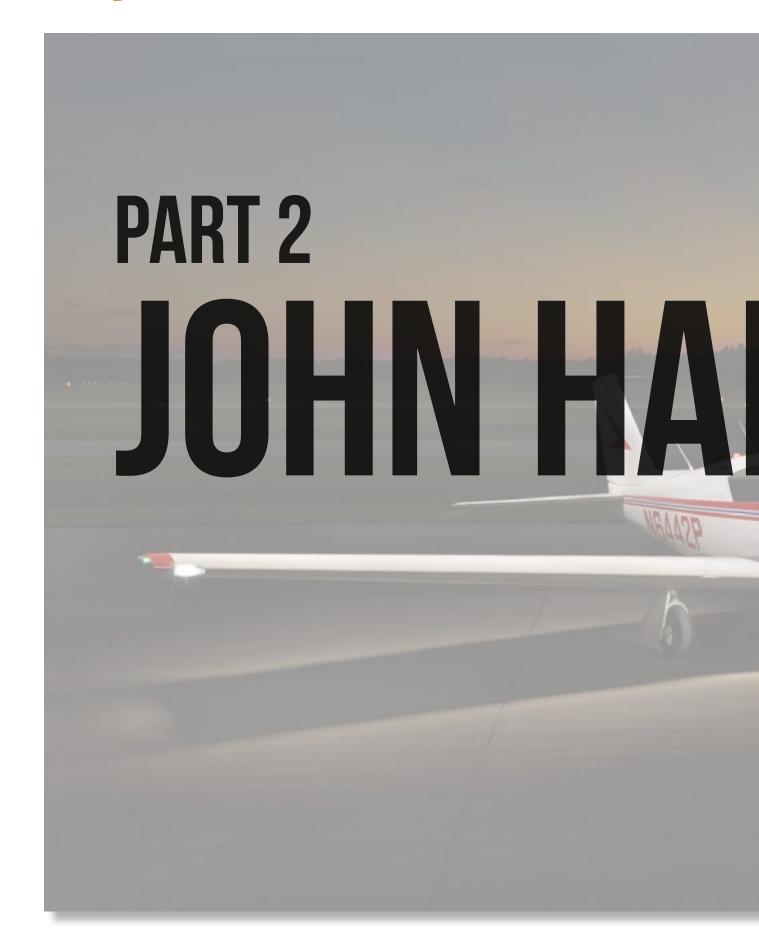
This class will be full of content that you can implement right away! Jenn is an award-winning portrait photographer based in Clemmons, North Carolina who concentrates on seniors and headshots. She began her photography business 13 years ago as a "mom with a camera". With a determined work ethic and tenacious personality, she grew her part-time business from her living room to her full-time 1600 square foot studio while multiplying her sales average by 10. She is an army of one, but her ADHD helps her to multitask like a BOSS.

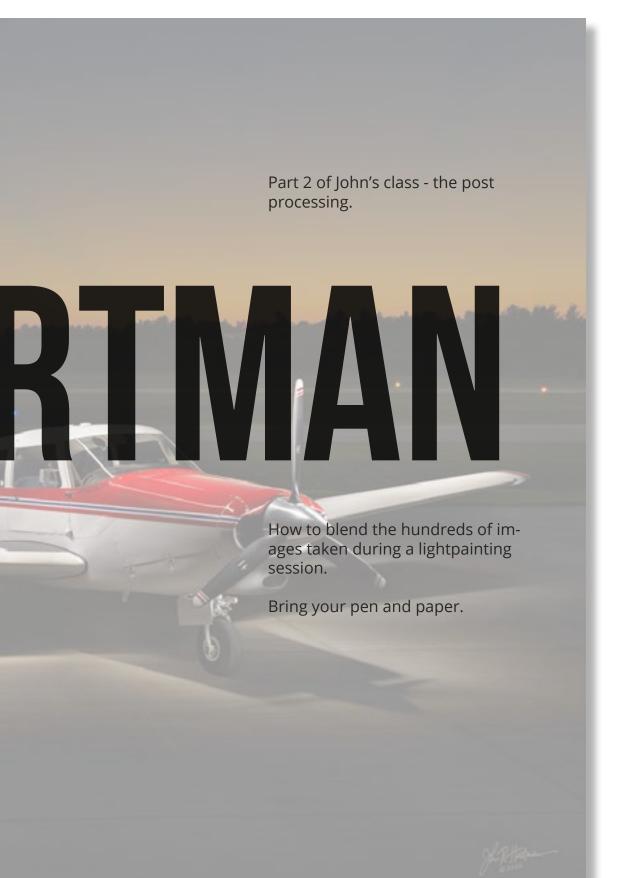
Jenn loves this relationship-based business. She lives to attend conferences where she has learned great business practices like combining good sales techniques and a great experience all while taking killer photos. But the networking might just be her favorite part. :)

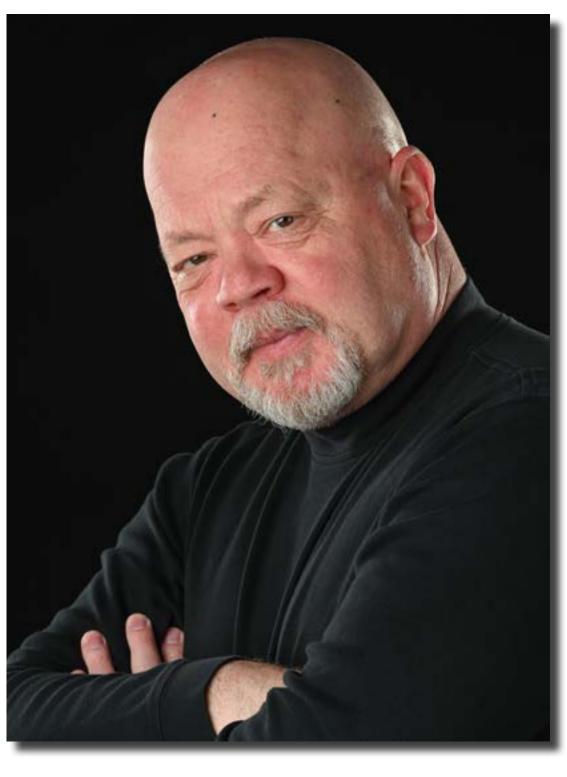
Jenn is easily recognized by her crazy curly hair, which has been rumored to give her superpowers in her sales room. She enjoys road trips, long walks on the beach, and pink Starbursts.



Sunday, May 16th 1:30 p.m.







Tim Koll, M. Photog., F-WPPA

INTITUTE 100 / PDA PRESIDENT 2019-2021

TIM KOLL IN REVIEW 2019-2020

Two years ago I took that gavel in my hands and humbly started my first WPPA meeting as President. Though honored to do so, I was also nagged by self-doubt and uncertainty. I am a "late comer" to this association and have never aspired to be that leader in power. And yet, I was excited about the mission to "bridge the gap" and continue transforming and evolving with the ever changing industry we are all grappling with.

I was gratified with the heartfelt support and encouragement of members in this association, and wanted to do my part and continue to bring change to WPPA.

We set a continued course, promoting "one day events" which would bring members together and get a chance to meet one another, shoot together, and learn without breaking the bank.

We continued to scale down the scope of our Association, fusing two conventions into one annual convention, and restructuring our financial picture.

We were gearing up for the Spring 2020 Annual Convention with anticipation and excitement—and then Covid hit, halting everything for everyone.

Luckily, we as an association adapted. Within weeks, with the help of Carl Caylor, Ken Martin, Jenny Popelka, and a fantastic panel of judges nationwide, we had our first totally online digital image competition with state awards. Even though we were banned from having an in person annual convention, we came together through Zoom and social media to get through that difficult time.

I am deeply grateful to Jamie Steeno and the rest of the WPPA Board who have stayed committed to this association.

We set forth on a path in my second year as WPPA President during a challenging time. We have had to make changes when Covid forced its will on all of us, and yet, we are surviving!

The future looks bright with 24 new members joining or rejoining our association this spring and with our existing membership. The support and encouragement from membership continues to shine.

It is always important to remember this association depends on volunteers--and we are all in this together!

I got my first Covid vaccination on March 29th and should be fully vaccinated by the end of April! It's another key step in adapting to our new normal. We are all itching to get back together and hang out with each other, shoot with each other, and have fun learning how to adapt and change in this photography industry.

I am looking forward to seeing you all at the 125th WPPA Anniversary Convention, The Shoot Out at the OK Corral. Remember to bring your Cowboy/Cowgirl hats!

Thank you for all of your support and please welcome the new WPPA President and his board for the 2021-2022 term beginning April 1st. It's because of volunteers like you that WPPA will thrive!

Tim Koll, F-WPPA WPPA President 2019, 2020



PAST PRESIDENTS

Cyrus Chadbourne	1896, 1898	Milton Rueckl	1972
William Wollensak	1897	Charles Leininger	1973
Henry Klein	1899	Clifford Harmann	1974
A.S. Ralph	1900, 1901	Maurice Matzke	1975
Henry Miller	1902, 1903	Robert J. Fehrenbach	1976
Burt Rice	1904, 1905	Robert Payne	1977
E.C. Berryman	1906	Kenneth Luedtke	1978
Bonnie Brown	1907	Thomas Nicholson	1979
W.A. Pryor	1908	Robert Germann	1980
A.A. Bish	1909 - 1912	Richard Jacobs	1981
George Claus	1913 - 1916	Quentin Zinsmaster	1982
Gus Malme	1917, 18, 25, 34	Gary Tuescher	1983
Ben Guttenstein		Chet Worzella	1984
Amory Miller		Gary Wiltsey	1985
S.L. Stein		Daniel J. Stoller	1986
Julian Stein		Clifford Carroll	1987
Ed Tallmadge		Gary Haas	1988
John Glander		Patrick Clifton	1989
Fred Garrett		Victor Blaskowski	1990
Robert Kohler		Randy Peterson	1991
Carl R. Reierson	1939	Douglas Foemmel	1992
Joe Mutzbauer	1940	Lee Larsen	1993
Arthur Pohlman	1941, 1942	Thomas Giles	1994
John E. Platz	1943	Kris Fehrenbach-Alt	1995
Gilbert Larsen	1944	Robert Zettler	1996
Lester Baker	1945	DeBorAh Wiltsey	1997
Marvin Helgesen	1946	Steven Kemp	1998
A.A. Kaltenborn	1947	Diane Larsen	1999
Frank J. Pechman	1948, 1959	James Nelson	2000
Edgar A. Obma	1949	Jon Allyn	2001
Gilbert Mayer	1950	James Buivid	2002
Don Horn	1951	Rick Trummer	2003
Edward P. Curry	1952, 1961	Paul Tishim	2004
Al Rippe	1953	Mary Mortensen	2005
John H. Keel	1954, 1965	Gerald Milton	2006
Phil Troiano	1955	Donna Swiecichowski	2007
Edward Block	1956	Mary Gueller	2008
Walter Sheffer	1957	Carl Caylor	2009
Lionel Lewis	1958	Judith Morgan-Strukel	2010
Walter Roob	1963	Tad Meddaugh	2011
B. Artin Haig	1964	Tracy Van Zeeland	2012
William Wollin	1965	Paul Haferman	2013
James Speltz	1966	Gregory Loll	2014
Virgil Byng	1967	Jas McDaniel	2015
Donald Warner	1968	Shellie Kappelman	2016, 2017
Cal Zernicke	1969	Jamie Steeno	2018
Sam Bogosian	1970	Tim Koll	2019, 2020
Merton Walcott	1971		

WPPA PRESIDENT

2021-2022

Connecting. Our revenues are generated through the process of connecting.

Relationships. Our association is about relationships.

Teaching. No matter what we do in life, we are all teachers.

Skills. Our craft and artistry are about developing skills.



BILL SARGENT GPP

The above four items are key elements that we use to either build success or fall into failure. If we ignore them, we fail, become obsolete, and go out of business. If we recognize them and nurture them, we remain relevant, grow, and generate profits. Following is how I view these as a cycle that relates to us.

CONNECTING – Nothing happens, electricity doesn't flow without a connection; no friends, no members, clients, education, revenues . . . nothing. It is that way with EVERYTHING in life. It is impossible to be a success without others.

To be a thriving organization, we must be effective at connecting with others. I know this will be obvious to most. Still, I have seen many who are oblivious to this. We must connect using communications channels that those we want to reach are using. We must use their media, their platforms, their language, their terminology.

While most of the world, and most certainly the demographics we need to be connecting with, have become adept and comfortable with Zoom, some have yet to flesh out a Facebook profile. There is Zoom, Skype, Microsoft Teams, Google Hangouts, WebEx, FaceTime, and a couple of dozen more. There are connecting and presentation platforms like Facebook, Instagram, Pinterest, YouTube, Twitter, LinkedIn, Facebook, TikTok. There are business directories like Google, Bing, Yelp, Merchant Circle, Alignable, Next Door. Event and organization promotions can be done through Meetup, Eventbrite, LinkedIn, and Facebook.

The point is this; we have more avenues available to us as business owners and as an organization to connect with others than ever before in our history. The bonus is most of the above is available to us for free. To not take full advantage of those tools would almost be irresponsible. This is what today's world of business requires. Some 90% of all internet searches are conducted through Google. More than 65% of those were through a smartphone.

If we wish to remain an organization, we need to embrace the above. The same holds true with us as business owners. If you are one of the reluctant, intimidated holdouts, have no fear. If we can do Photoshop, we can do this.

RELATIONSHIPS – I know this seems obvious, but do we, both as individuals and as an organization, go out of our way to build them and nurture them? Never before in my life in the relationship business has this become more apparent than this past 12 months. The "World of Zoom" has been the catalyst for more relationship building, and more in-depth. People have been sending less time traveling to and from and more time IN their conferences and consultations.

I could do pages on this topic, but for now, I'll leave it at this: People do business with people they know, like, and trust. We need to take the time, make the time and effort, to develop and build relationships with those in our membership AND those in our industry in Wisconsin.

TEACHING – Yes, we are all teachers, every minute of every day in all we do. Some are teaching good stuff; others teach the bad. We need to be the change we want to see; we need to set the example.

We should be open to helping others and mentoring a few. Not long ago, I was the novice outsider; in many ways, I still am. Thankfully, I found the WPPA, and some were willing to help me, those who became true friends and mentors, those who want to leave a legacy.

Without people like that, our organization and industry are pretty doomed. You may say that is not possible, and in one sense, you are correct. There will always be a need for images. However, computers and artificial intelligence will create for those who can not.

We NEED those who teach others the art, the craft. The most effective teachers will be those with relationships providing the guidance of a mentor. YouTube videos are not capable of such.

The new people coming up need to learn how to structure their business to make a profit. This is important to ALL photographers who work to generate an income.

SKILLS – I was, and still am, attracted most to WPPA because of the skill set many of you have. Some of the things I see you guys do and others in the PPA are jaw-dropping to me. THAT is why I wanted to be a part of this. Everything else fell in after that. I believe I am not alone in that.

The sad part of this is, this is one of our greatest kept secrets. Yes, I know there are places where we, as photographers, exhibit our skills through our final product. Still, typically that is in a professional photographer's forum. The average "John Q. CameraCarrier" has no clue what you guys do OR what is possible through the art of photography. I want to see us change that.

Each of these four points I wish to address in-depth soon. I will develop a plan to do so.

I am totally pumped about our upcoming convention in May! Ken Martin has spearheaded the organization of what promises to be a spectacular event.

There will be something for everyone!

- Our WPPA leadership will be there as well as the President of the PPA. So, if you want to hang with the leaders, this is the time and place.
- Bring plenty of laptops, notepads, and pens, for there will be many fine details covered. You'll have an opportunity to get all of your questions answered.
- We are going to have so much fun! This is going to be a party like none other. You may never have had so much fun learning.
- If you are an introvert and not all that social, that's OK; I get that. You will even learn a ton of valuable things just by hanging back and observing. Engage at your own pace.

In closing, I'd like to see this become our motto for the year. It is:

"Collaboration, not Competition."

We are better together than we are apart. I wish to see us always supportive, encouraging, generous, giving, and helpful cheerleaders to all in the WPPA and our industry statewide. We should always be a magnet to those at all levels of skill and experience in our industry. The goal is to be the organization to which people want to belong, one made up of people others want to hang with. Please understand me; I am not saying we are not, in many ways, those things now. I am saying that excellence is always further than we already are, and success is the progressive realization of a worthwhile goal. We are, in fact, an excellent work in progress.

Looking to the future,

Bill Sargent, CPP

2021 President of the Wisconsin Professional Photographers Association

WPPA IS A 100% VOLUNTEER ASSOCIATION

WELCOME OUR GROUP OF VOLUNTEERS

2021-2022 WPPA Board/Chairs/Committees

Executive Board President Vice President Treasurer Secretary Past President	Bill Sargent, CPP Kenneth Martin, M.Photog, Cr., CPP, F-WPPA Jamie Steeno, M.Photog, F-WPPA Krystal Stankowski, CPP Tim Koll, F-WPPA	bill@photoslimited.net martinphoto417@gmail.com wppajamie@gmail.com kipkrys@gmail.com tkollphoto@gmail.com	414-305-6955 920-337-4700 920-655-4380 608-240-0709 715-256-4988
Board of Directors Elected Directors	Steve Kemp, M.Photog, Cr.,M.Artist, CPP, F-WPPA Jenny Popelka, CPP Paul Hafermann, F-WPPA	skempphoto@gmail.com jenny@memoriesstudios.org hafermannphoto@gmail.com	920-833-6357 906-295-1474 715-323-0937
Chairs Convention Chair Image Competition Chair Asst. Image Comp Chair Fellowship Membership Website/Social	Kenneth Martin, M.Photog, Cr., CPP, F-WPPA Jenny Popelka, CPP Kenneth Martin, M.Photog, Cr., CPP, F-WPPA Tad Meddaugh, M.Photog, Cr., CPP, F-WPPA Jamie Steeno, M.Photog, F-WPPA Jamie Steeno, M.Photog, F-WPPA	martinphoto417@gmail.com jenny@memoriesstudios.org martinphoto417@gmail.com tad@thestudioonmain.com wppajamie@gmail.com wppajamie@gmail.com	920-337-4700 906-295-1474 920-337-4700 608-782-1080 920-655-4380 920-655-4380
Awards	Paul Hafermann, F-WPPA Pat Clifton M.Photo, F-WPPA Randy Peterson M.Photog.MEI.Cr. F-WPPA, HF-WPPA	hafermannphoto@gmail.com pclifton03@yahoo.com randy@countrysidephoto.com	715-323-0937 715-723-4746 920-833-6357
Budget & Audit CPP Liaison Historian Merits (PPA) Registration PR Chairs	Paul Hafermann, F-WPPA Kenneth Martin, M.Photog, Cr., CPP, F-WPPA Tom Giles, M.Photog, Cr., CPP, F-WPPA Jamie Steeno, M.Photog, F-WPPA Jamie Steeno, M.Photog, F-WPPA Bill Sargent, CPP Kenneth Martin, M.Photog, Cr., CPP, F-WPPA	hafermannphoto@gmail.com martinphoto417@gmail.com tom@gilesphoto.com wppajamie@gmail.com wppajamie@gmail.com bill@photoslimited.net martinphoto417@gmail.com	715-323-0937 920-337-4700 715-834-2993 920-655-4380 920-655-4380 414-305-6955 920-337-4700
Elite Collection Trade/Sponsors Hosts	Jamie Steeno, M.Photog, F-WPPA Tim Koll, F-WPPA Kenneth Martin, M.Photog, Cr., CPP, F-WPPA TBD	wppajamie@gmail.com tkollphoto@gmail.com martinphoto417@gmail.com	920-557-4700 920-655-4380 715-256-4988 920-337-4700
Committees (short t Image Awards and Rules I		jenny@memoriesstudios.org skempphoto@gmail.com kipkrys@gmail.com	906-295-1474 920-833-6357 608-240-0709
Bi-Laws Revision SOG Revision	TBD TBD		
Executive Coordinat	t or Jamie Steeno, M.Photog, F-WPPA	wppajamie@gmail.com	920-655-4380



NOMINATIONS ARE OPEN UNTIL APRIL 15TH

Each year WPPA honors some of our volunteers with what is called the Grand Awards. It takes the hard work of volunteers and their dedication to keep an organization such as the Wisconsin Professional Photographers Association at the forefront.

Nominations are open for the Grand Awards. Fill out the nomination link and have it submitted by April 15th at 11:00p.m central time. Descriptions of the Awards are also listed on the nomination form. Use that form for any nominations please.

https://form.jotform.com/210833366253150

Any questions please contact: Paul Hafermann, (715) 323-0937, hafermannphoto@gmail.com

Please visit our website to learn more about the Grand Awards and to see who has received them in the past. You can find them on the dropdown menu of the Home Tab.

There are 7 Grand Awards and Each award is described with a list of recipients, by clicking on the award name you can see all the information about the award and who has received them.

Visit https://www.wppa-online.com/grand-awards/ to learn more.

Who deserves to be nominated for the honor or an award.

Look around, who do you see volunteering, either on the board or on a committee?

- Who may have impacted you the most by what they have done for you in the field of photography?
- · Who might have had a great impact on WPPA as a whole?
- · Those are only some examples.

What award should I nominate someone for?

- · Read the awards criteria.
- · Find the award that most fits the WPPA member's achievements.
- See if this person has already received this award, if so then look at other award criteria's.

Filling out the nomination form.

- · Answer all the questions on the nomination form.
- · When asked to tell a story about them or list their achievements, do your homework.
- · Find out as much as you can about the person.

The achievements must be relevant. You must clearly understand the meaning of the achievements in the context of the award. How have you as a member benefited or WPPA, benefited as a result of your nominee's efforts.

Explain the activities that the nominee carried out and if possible, how did they help WPPA and its members. Give a very specific measure of success. include the significance of the particular acts that the nominee did. It is crucial that you highlight anything that makes your nominee stand out from the rest and mention how the particular activities or what they have helped with was impactful.

The nomination letter should begin with an opening statement that briefly states why the nominee deserves an award. The statement should clearly outline the contributions the nominee has made and how his or efforts have been helpful.

Take the time to nominate a volunteer that has either helped or impacted WPPA Members or WPPA as a whole. This Association is run by volunteers and we would like to honor them.



SPECIAL SERVICE AWARD

SPECIAL SERVICE AWARD

This award is presented to a WPPA Member in recognition of outstanding service.

1960	Walter Roob	1992	DeBorAh Wiltsey
1965	Jim Speltz	1993	Steve Ahrens
1966	Virgil Byng	1993	James Nelson
1967	Don Warner	1993	Jean Wacker
1968	Nick Demos	1994	David Wacker
1969	Maurie Matzke	1995	Paul Tishim
1970	Charles Leininger	1995	Jeff Nooyen
1971	Cal Zernicke	1995	Rick Trummer
1972	Duane Haas	1996	Jim Buivid
1973	Vi Leininger	1996	Laura Iverson
1974	Bob Fehrenbach	1996	Gerald Milton
1975	Jim Labre	1997	Jon Allyn
1975	John Thompson	1997	Carl Caylor
1975	Tom Nicholson	1998	Delwyn Crave
1976	Ken Luedtke	1998	Mary Mortensen
1976	Bob Germann	1999	Teri Shevy
1976	Clif Harmann	2000	Tom Benusa
1977	Mike Scheibe	2000	Donna Swiecichowski
1977	Gloria Maier	2001	Rick McNitt
1977	June Harmann	2001	Teri Shevy
1978	Quintin Zinsmaster	2002	Mark Kunstman
1978	Darlene Wollin	2003	Matthew Bennett
1979	Gary Tuescher	2003	Kathleen Caylor
1979	Chet Worzella	2004	Mary Gueller
1980	Bob Rueckl	2004	Shawn Zinke
1980	Gary Wiltsey	2005	Patrick Cahill
1981	Dan Stoller	2005	Dennis McGill
1981	Cliff Carroll	2005	Phil Ziesmer
1982	Ron Ahrens	2006	Judith Morgan-Strukel
1982	Art Wendt	2006	Jill Hoelscher
1983	Lauri Ahlman	2007	Tad Meddaugh
1984	Wayne Harmann	2007	Paul Owen
1985	Jerry First	2008	Wendy Diel
1985	Gary Haas	2008	Greg Loll
1986	Tom Giles	2009	Paul Hafermann
1986	Steve Kemp	2009	Katie Scott
1987	Pat Clifton	2009	Theresa Thomas
1987	Jerry Oswald	2010	Michael Mowbray
1988	Doug Foemmel	2011	Dan Frievalt
1989	Alan Goodstone	2012	Tim Koll
1989	Rose Goodstone	2012	Jas McDaniel
1989	Don Wick	2013	Sam Scanlon
1989	Marge Davis	2014	Jackie Boyd
1990	Kris Fehrenbach-Alt	2015	Pierre Stephensen
1990	Lee Larsen	2016	Michael Kallies
1990	Randy Peterson	2017	Krystal Lamberty
1991	Carol Foemmel	2018	Kathleen Caylor
1991	Bob Zettler	2018	Kenneth Martin
1992	Diane Larsen	2019	Jamie Steeno
1992	Terry Leininger		



SPECIAL APPRECIATION AWARD

SPECIAL APPRECIATION AWARD

This award is presented to a WPPA member to show appreciation for unusual work done on behalf of WPPA when it is felt this work should no longer go unrecognized.

Special Appreciation Award Recipients

1965	H. H. Bennett	1990	Nancy Giles
1965	Kathryn Miller	1991	Mike Alt
1967	Rosa Smith	1991	Steve Kemp
1967	Lionel Lewis	1992	Gary Haas
1968	Sam Bogosian	1992	Theresa Pease
1969	Claire Wilson	1993	Dave Johnson
1969	Ed Curry	1993	Irene Wright
1970	Milt Rueckl	1994	J. D. Wacker
1970	Jim Speltz	1995	Helen Kolpitcke
1970	Clif Harmann	1995	Dennis McGill
1971	Darlene Wollin	1996	Jane Byng
1972	Keith Robinson	1996	DeBorAh Wiltsey
1973	Kingo Andow	1996	Bob Fehrenbach
1973	Bob Payne	1997	Rick Trummer
1973	Ron Feld	1997	Doug Seeman
1974	June Harmann	1998	John Picone
1974	Mille Totushek	1998	Dennis Schwartz
1975	Ron Thomas	2000	Kent Krueger
1975	Ed Jackson (Pfister	2000	Laurie Walters
1976	Theresa Pease	2001	Mary Carlson
1976	Audrey Perkins	2001	Delwyn Crave
1976	Ed Covert	2002	Gary Wiltsey
1977	John Rode Jr	2003	Shirly Duenkel
1977	Wayne Harmann	2003	Suzanne Walcott
1977	Charles Moen	2004	Sue Wolter
1978	Art Wendt	2004	Gilbert Frenn
1979	Ken Luedtke	2005	Patrick Clifton
1979	Lou Coopey	2006	Rick McNitt
1980	Virgil Byng	2007	Patrick Cahill
1980	Verna Madigan	2007	Carl Caylor
1981	Craig Middleton	2008	Kathleen Caylor
1981	Ted Mainella	2008	Jill Hoelscher
1982	Mark Kunstman	2009	Eric Caylor
1982	Vic Blaskowski	2009	Tracy Van Zeeland
1983	Ron Ahrens	2010	Matthew Bennett
1983	Randy Peterson	2011	Robert Zettler
1984	Dan Stoller	2012	Frank Strukel
1984	Gerald Kinnunen	2013	Deb Peterson
1985	Harold Johnson	2013	Gary Wiltsey
1985	Eileen Wendt	2014	Michael Kallies
1986	Norm Swanson	2015	Shellie Kappelman
1986	Randy Peterson	2016	Paul Hafermann
1987	Ron Lemerond	2016	Jamie Steeno
1987	Emmie Johnson	2017	Carol Clifton
1988	Nancy Nicholson	2018	Todd Kunstman
1989	Kris Fehrenbach-Alt	2019	Tim Koll
1990	Joe Brooks	2020	Tad Meddaugh
1990	Jim Buivid		· · · · · · · · · · · · · · · · ·



HUSBAND & WIFE AWARD

HUSBAND & WIFE AWARD

This is awarded to a photographer and spouse team who are both active in the profession of photography.

Both are highly respected for their professional standards and their efforts and activities on behalf of the profession and WPPA.

The couple must have been involved with WPPA over a period of several years.

- 1970 Jim & Betty Speltz
- 1971 Charles & Vi Leininger
- 1972 Bill & Darlene Wollin
- 1973 Bob & Verna Madigan
- 1976 Andy & Edne Trapp
- 1977 Don & Rose Warner
- 1978 Bob & Dory Germann
- 1979 Tom & Nancy Nicholson
- 1980 Mike & Marge Scheibe
- 1981 Cliff & June Harmann
- 1982 Bob & Bernice Fehrenbach
- 1983 Art & Eileen Wendt
- 1984 Dick & Marion Jacobs
- 1985 Gary & Judy Tuescher
- 1986 Walter & Mary Roob
- 1987 Cliff & Marilyn Carroll
- 1988 Ron & Betty Ahrens
- 1989 Ken & Margaret Kunstman
- 1990 Chet & Marlene Worzella
- 1991 Bob & Vivian Payne
- 1992 Virgil & Jane Byng
- 1993 Gary & DeBorAh Wiltsey
- 1994 Dave & Jean Wacker
- 1996 Merton & Frances Walcott
- 1997 Lee & Diane Larsen
- 1998 Randy & Deb Peterson
- 1999 Bob & Marilyn Zettler
- 2000 Jack & Betty Anderson
- 2001 Don & Fern Kelley
- 2003 Pat & Carol Clifton
- 2004 Gary and Pam Haas
- 2005 Al and Mary Mortensen
- 2006 Michael and Kris Fehrenbach
- 2007 Steve and Mary Gueller
- 2008 Frank and Judy Strukel
- 2009 John and Suzanne Walcott
- 2010 Fuzzy and Shirley Duenkel
- 2011 Eric and Kathleen Caylor
- 2012 Kirk and Helen Kolpitcke
- 2013 Tad and Susan Meddaugh
- 2014 None
- 2015 Todd & Debbie Kuntsman
- 2016 Tim and Adriana Koll
- 2017 Paul & Jenny Hafermann
- 2018 None
- 2019 None
- 2020 None



MERITORIOUS SERVICE

MERITORIOUS SERVICE

The award recipient has been in the profession of photography 10 years or more, has unquestionable integrity, and good business ethics.

Must have a good reputation as a photographer in their home community. Volunteers, service in civic affairs, clubs, lodges, or religious work.

Must have appeared on three state or national platforms, demonstrations, or lectures, or taught at some recognized school or served on the WPPA Board for three years.

This individual has met all the above requirements.

1944	Gus Malme
1944	Art Pohlman

1945 Gilbert Meyer

1945 John Platz

1946 Les Baker

1947 Marv Helgeson

1948 Frank Pechman

1949 Edgar Pechman

1953 Ed Curry

1955 John H. Keel

1958 Gerhard Bakker

1959 Don Horn

1960 Al Rippe

1961 Aida Price

1962 Walter Sheffer

1966 B. Artin Haig

1967 Lionel Lewis

1967 Bill Wollin

1969 Andy Trapp

1970 Virgil Byng

1971 Sam Bogosian

1972 Cal Zernicke

1973 Mert Walcott

1974 Clif Harmann

1975 Charles Leininger

1976 Bob Fehrenbach

1977 Gerald Kinnunen

1978 Bob Payne

1979 Mike Scheibe

1980 Maurie Matzke

1981 Bob Germann

1982 Tom Nicholson

1983 Dick Jacobs

1984 Art Wendt

1985 Dan Stoller

1987 Chet Worzella

1989 Gary Tuescher

1991 Tom Fehrenbach

1992 Dick Jacobs

1993 Randy Peterson

1994 Gary Haas

1995 Wayne Harmann

1996 Pat Clifton

1997 Tom Giles

1998 Jon Allyn

1999 Darton Drake

1999 Kris Fehrenbach-Alt

2000 Mille Totushek

2001 Robert Zettler

2002 DeBorAh Wiltsey

2003 Diane Larsen

2004 Steve Kemp

2005 Rick Trummer

2006 Donna Swiecichowski

2007 Mary Mortensen

2008 Gary Wiltsey

2009 Dennis McGill

2010 Carl Caylor

2012 Jim Buivid

2013 Paul Tishim

2014 Not Awarded

2015 Nancy Nicholson

2016 Mary Gueller

2017 Gerry Milton

2018 Paul Hafermann2019 Kenneth Martin

2020 Jamie Steeno



PPANATIONAL AWARD

PPA National Award

Volunteers are truly the lifeblood of PPA and its Affiliates. Every association has those extraordinary volunteers whose efforts on behalf of the Affiliate and its members deserve special recognition. Seeking a way to thank these individuals PPA created the National Award in 1958.

The National Award is offered by PPA to state, regional, national and international affiliated organizations on a yearly basis. The award recognizes those who generously contribute their time and talents to the service of their profession, their affiliated organization and their fellow photographers.

Selections of the award are determined by the recipient's peers, adding to its distinction and value. The highest honor granted by a PPA Affiliate, it recognizes those whose support for photography goes far beyond any regular expectations or contributions. The simple inscription on this plaque reads "for service to professional photography" – but we know that this award means far more than that.

- 1958 Art Pohlman
- 1959 Ed Curry
- 1960 Frank Pechman
- 1961 B. Artin Haig
- 1962 Mary Helgeson
- 1963 Edgar Obma
- 1964 Gus Malme
- 1965 Gil Larson
- 1966 Les Baker
- 1967 Aida Price
- 1968 Bill Wollin
- 1969 Jim Speltz
- 1970 John Russell
- 1971 Lionel Lewis
- 1972 Verna Madigan
- 1973 Milt Rueckl
- 1974 Carl Heller
- 1975 Clif Harmann
- 1976 Virgil Byng
- 1977 Gerhard Bakker
- 1978 Dick Jacobs
- 1979 Maurie Matzke
- 1980 Mille Totushek
- 1981 John H. Keel
- 1982 Bob Payne
- 1983 Bob Fehrenbach
- 1984 Bob Germann
- 1985 Art Wendt
- 1986 Tom Nicholson
- 1987 Gary Tuescher
- 1988 Gary Wiltsey
- 1989 Cliff Carroll
- 1990 Quentin Zinsmaster
- 1992 Marilyn Carroll
- 1993 Dan Stoller
- 1994 Randy Peterson
- 1995 Lee Larsen
- 1996 Harold Johnson
- 1997 Wayne Harmann
- 1998 Ron Lemerond
- 1999 Dave Wacker
- 2000 DeBorAh Wiltsey
- 2001 Richard Foy
- 2002 Kris Fehrenbach-Alt
- 2003 Thomas Giles
- 2004 Robert Zettler
- 2005 Paul Tishim
- 2006 Gary Haas

- PPA National Award Continued
- 2007 Rick Trummer
- 2008 Jon Allyn
- 2009 Steve Kemp
- 2010 Dennis McGill
- 2011 Not Awarded
- 2012 Mary Mortensen
- 2013 Jean Wacker
- 2014 Carl Caylor
- 2015 John Hartmann
- 2016 Nancy Nicholson
- 2017 Patrick Clifton2018 Tad Meddaugh
- 2010 Tad Wicddaugh
- 2019 Pat Cahill
- 2020 Tracy Van Zeeland



HALL OF FAME AWARD

Hall of Fame Award

The Association's highest award, to be given out rarely, only to a Wisconsin photographer who has become nationally known for his/her photography and/or service to the profession of photography.

Must have been in the business of photography for 20 years or more.

This recipient has been officially recognized locally and nationally with awards, has appeared on state and national platforms, has earned merits, and has unquestionable character and business ethics. The recipient is a Full or an Associate Fellow in the WPPA.

The award recipient is approved by the Board of Directors.

Hall of Fame Award Recipients

- 1970 Art Pohlman
- 1971 Gus Malme
- 1972 Gilbert Larson
- 1973 Aida Price
- 1974 Les Baker
- 1976 Gerhard Bakker
- 1977 Milt Rueckl
- 1978 Frank Pechman
- 1979 Bill Wollin
- 1980 B. Artin Haig
- 1982 John H. Keel
- 1983 Virgil Byng
- 1984 Mille Totushek
- 1985 Bob Fehrenbach
- 1986 Marvin Helgesen
- 1987 Cliff Harmann
- 1988 Maurie Matzke
- 1989 Art Wendt
- 1990 Dick Jacobs
- 1991 Gary Tuescher
- 1992 Tom Nicholson
- 1993 Verna Madigan-Willet
- 1994 Lionel Lewis
- 1995 Mike Scheibe
- 1996 Cal Zernicke
- 1997 Chet Worzella
- 1998 Lee Larsen
- 1999 Dan Stoller
- 2000 Ron Ahrens
- 2001 Randy Peterson
- 2002 Nancy Nicholson
- 2003 Irene Wright
- 2004 Jon Allyn
- 2005 Gary Wiltsey
- 2007 Robert Zettler
- 2008 Paul Tishim
- 2009 Rick Trummer
- 2011 Alan "Fuzzy" Duenkel
- 2012 Eileen Wendt
- 2013 Walter Roob
- 2014 Ron Lemerond
- 2015 Kris Fehrenbach-Alt
- 2016 Not Awarded
- 2017 Steve Kemp
- 2018 Mary Mortenson
- 2019 Not Awarded
- 2020 Patrick Clifton



HONORARY FELLOWSHIP

Honorary Fellowship

The highest honor that WPPA can offer for selfless, uncompromising dedication to the achievement of contributions, which eminently advance the image of professional photography, is the Honorary Fellowship.

Working on the previous recipients.

2011 Mike Hanline

2020 Randy Peterson





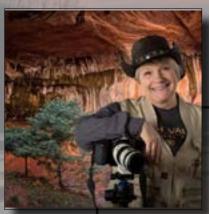












Givers Gain

THANK YOU

Editor: Jamie Steeno