

Wisconsin The Photographer

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August 2011

Featured Artist

candy anderson



1. Baby Bella 2. Age of Innocence
3. Testing the Waters 4. My Journey Begins



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on the cover

candy anderson alma, wi



It all began in 1996 when a neighbor, knowing how much I enjoyed taking pictures of my children at all of their activities, asked me to do their daughter's wedding. Shortly thereafter, I used my twins, Hillary and Wyatt, as my guinea pigs for their senior portraits. Knowing my emotional state as we faced the upcoming empty nest syndrome, (our other children, Mitch & Paige were in college already) my husband, Jeremy, wondered how I would fill up my time. I took on six seniors that year (wow-that was overwhelming!) and surprisingly enough, Candy's Country Studio was established. Little did I know what was to transpire from there.

Reflecting back, I guess you could say that I
Continued on page 3

message from the president

It's hard to believe it's already August! The summer is flying by and, before you know it, Fall Convention will be here.

Remember to mark your calendar for October 16-18 in La Crosse. Rick Trummer has an incredible convention planned. More information will follow by mail, email, the WPPA website and Facebook.

The planning meeting held in April for the upcoming year was a productive one. I would especially like to applaud all the members who attended and shared some really great ideas. From the meeting, the WPPA Board has implemented a "2 for the price of 1" membership. Any current WPPA member who renews with a new member or a past (non-current) member joins for just \$99 each! Current dues for a single WPPA member are \$198. It was felt that this would boost our membership AND bring past members back to the organization. We'll also be voting on a Constitutional change to restructured the class categories for the dues.

Once everything is finalized, you'll receive this information in the mail. If you have any questions let Membership Chairman, Tracy Van

Tad Meddaugh, WPPA President
Master Photographer, Craftsman, CPP
The Studio on Main, LaCrosse, WI

Zeeland know. There's also more to come as a result of the planning meeting.



It's great to see how WPPA members are sharing information and helping each other out in the WPPA Group on Facebook. If you aren't a member of the group yet be sure to check it out! Look for more information in the future on upcoming webinars and other educational opportunities for WPPA members.

As I conclude, make sure you mark your calendars for Fall convention as it's one you won't want to miss. I look forward to seeing you there! If any of you have any ideas, questions or comments know that I would love to hear from you. This organization is here to help and serve you! Wishing you all health, happiness and prosperity always.

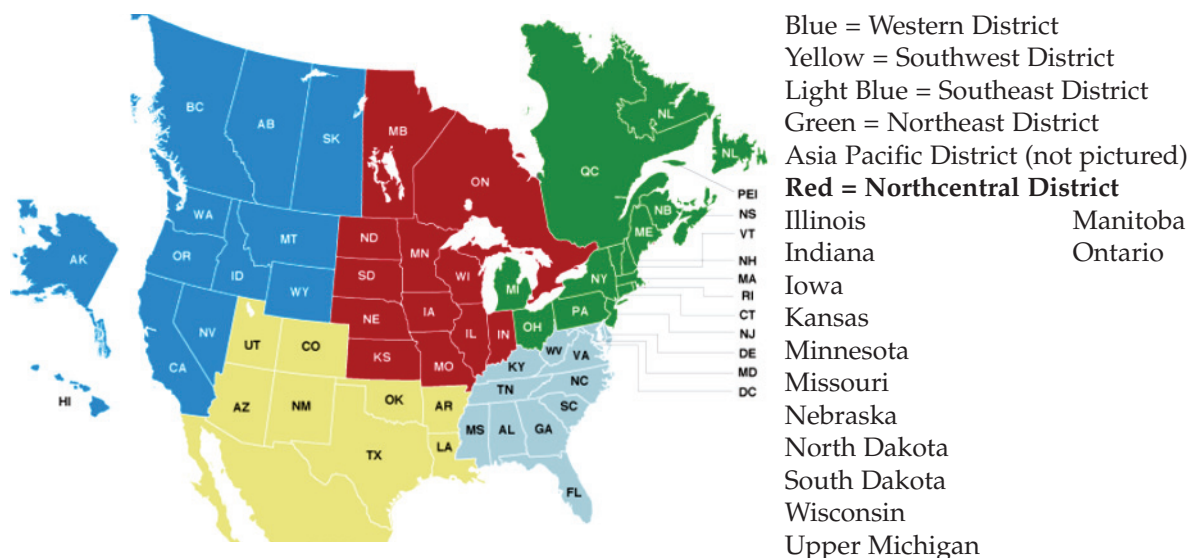
Tad

just released!

The Wisconsin Professional Photographers Association Board of Directors voted to host the Northcentral Print Competition District for 2012 at their July meeting. This is great news for WPPA members, as our print competition will be an Affiliate judging, meaning that any print entry scoring over 80 will automatically receive a merit! The six print districts were created last year (see map on page 3) and the first Northcentral print competition was held at the Heart of America convention in Kansas City, MO in March. 772 entries were received, with just under 50% being digital. 49.5% of the print entries merited and 28% of the digital images merited. WPPA's goal is to have over 200 print cases in next year's competition. What does this mean to WPPA members?

- Two simultaneous print judgments taking place on Thursday and Friday of the Convention
- Opportunity to enter digital vs. print
- More opportunity to volunteer as a Print Crew member
- More Regional Awards to compete for
- PPA Print Merit for entries scoring over 80
- The largest print exhibit to come to Wisconsin in the past 20 years!
- The opportunity of generating extra income for the WPPA

Stay tuned, as more details will be forthcoming. Contact WPPA Print Chairman, Matthew Bennett if you have specific questions.



on the cover *Continued...*

was one of "those people". The difference being that I immediately started going to classes, the first being "Treehaven"! I feel that experience alone made me the photographer I am today. My class with Darton Drake was, shall we say, a very emotional one for me (imagine that) and I remember driving home WITH TEARS. I entered the barn to tell Jeremy my experience WITH TEARS and it filled me with an inspiration I can't explain!!

As I look to the future, I'm torn as to what direction to take. I love my five grandchildren and find myself gravitating to the little ones!! Quoting a partial post of Darton's, "If you believe you can achieve something, you will probably have an excellent chance of success!" I hope this is where I am heading and am constantly thinking of ways to make myself stand out in the area I am in. I "BELIEVE" still, that we as professional photographers will prevail and that clients will "SEE THE DIFFERENCE" with the product we deliver. Not only in quality but in creativity and "CARING" of them personally to the final end of their time spent with us!! My greatest satisfaction is the hugs, tears and thanks I receive as they walk out my door!!

Learning this trade, starting with film and advancing to digital and oh my goodness (the computer) at my age has been huge! I owe so many people that have been so kind and helpful to me over the years (mentors, lab

reps, framers, suppliers of all sorts) who have always been there for me to answer my questions and provide me with knowledge. So many have become close friends of mine which I am so blessed to have!!

When I entered prints this past year for our WPPA Convention, each print had a special meaning behind them. I'll explain. "*Baby Bella*" (which earned a Court of Honor and has since gone Loan at National's) was a very touching session for me. Bella was diagnosed with a heart murmur when she was a month old. The Doctor informed the parents that she had two holes in her heart and one valve in her heart that was leaking. She had to go through open heart surgery to fix the problems. They wanted pictures taken prior to this as they were unsure of what the outcome could be. Such a BEAUTIFUL BABY and WONDERFUL PARENTS! I felt such an emotional attachment (I'm getting goose bumps again as I am writing this). The actual complication of the heart was AVSD (Atrial Ventricular Septal Defect) with a leaking mitral valve. UPDATE: Great news, she is doing great now and the doctors hope no additional surgeries will be necessary. In photographing her, I was using a Canon 5D, set at f8 and a shutter speed of 60th. My ISO was at 100 using a 70-200 lens I was using a Larson 4x6 softbox and a reflector to light "Baby Bella's" image

The other photographs, one of which was my

daughter at their one year anniversary. We were unable to get this picture on the day of their wedding, due to the obvious time etc. so we decided to do it on their anniversary. Aside from the fact of mosquitoes swarming, I was very happy to have captured this for them. UPDATE: The title was "Testing the Waters" and I am thrilled to announce they are still happily married - I love them both so much!!

Thirdly, "Age of Innocence" was captured when my daughter was visiting with Willa from Iowa. I know this setting has been done many times before; but I myself had never done this so we enjoyed every minute of this capture with my beautiful granddaughter!

My last image, "My Journey Begins" was of a beautiful baby girl who wore a slip of her great grandmother's (the grandmother is a dear friend of mine)! I was thrilled to have each print do so well and I feel so honored to be selected to have these prints on the cover.

I have helped on the WPPA Print Crew for

many years and it has only benefited me to improve my skills and learn by my mistakes. I take all the critiques (good and bad) as a learning experience for me and I believe it forces me to want to improve each year. I would strongly encourage everyone to enter as you can learn so much - I know it is hard to hear criticism; but you must remember they are only trying to help you to see what they are looking for and what you need to improve upon. As many of you know, I am very SENSITIVE, so if I can handle the criticism, I'm positive you can too!!

I've rambled on here long enough and I will close with this; WPPA, PPA and ASP have helped me to be where I am today and I would encourage you all to continue your membership or memberships to these organizations! The friendships are treasures that I hold deeply to my heart!!

re-loaded

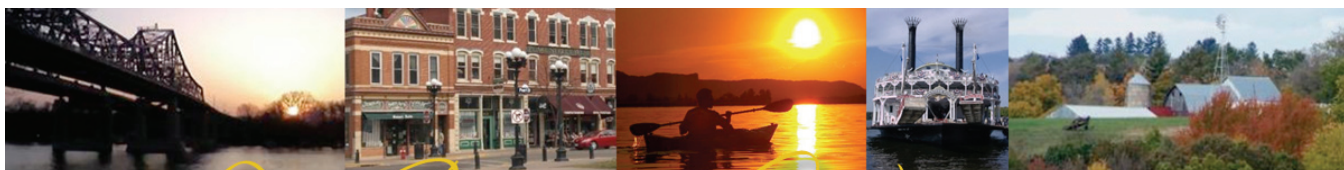
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La Crosse, Wisconsin

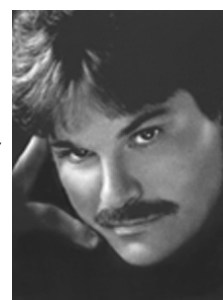
fall convention 2011

As you all know, I am a true believer in NOT staying complacent in this photographic business arena. Being ahead of the game is what makes all studios successful.

I have put together a convention to do just that... keep you ahead of your competition. Not just learning how to shoot, but what small things matter and what YOUR customers might be looking for to choose your studio over others. As I have traveled the country one thing remains the same, you change it up, and I MEAN change things up, they will knock down the doors. The one and only thing that these speakers have in common is that they believe PRICE has no effect on the success of their studios. It's all about what you have, the attitude, your marketing and offerings that makes the difference. It's

Rick Trummer, M. Photog., Cr., ASP,
F-WPPA

Fall Convention Chairman



the one thing that your competitors have no idea about.

This is a can't miss event! Folks, you can sit at home wondering if this information could change your life or you can really witness it first hand and understand it WILL change your life, it's your choice.

I hope to see you in October! In the mean time stay positive and current and make a difference in your work and in your life. I look forward to seeing you all soon!

TENTATIVE AGENDA -

Sunday, October 16th

12:00 - 2:30 PM Hair and Make-up with...

(Artists to be announced)

3:00 - 6:00 PM Shoot-outs with...

(Photographers to be announced)

6:00 - 9:30 PM Trade Show

*Refreshments Sponsored by:
ACI*

6:30 - 7:30 PM Special Dinner - Trade Show

(Pre-Registration Required)

9:00 - ???PM Working on Images from the
Shoot-out - Computer
Enhancement

Monday, October 17th

8:30 - 11:00 AM Jamie Hayes -The Glamour of
Lighting Women- Part One

Sponsored by WHCC

11:00 - 2:00 PM Trade Show

12:00 - 1:30 PM Lunch

(Pre-Registration Required)

2:00 - 5:30 PM Jamie Hayes - Part Two

5:30 - 7:00 PM Dinner - Included in Registration

7:00 - 10:00 PM ICE Critique

7:00 - 10:00 PM Anna Venhaus -The Complete
Studio

Sponsored by ACI

Tuesday, October 18th

8:30 - 2:30 PM Maria Bernal - Live Demo with
Models and Marketing Ideas

Sponsored by BWC

*Please watch for the September Issue of THE
WISCONSIN PHOTOGRAPHER for complete
details regarding Fall Convention 2011!*

The ACI logo consists of the lowercase letters "aci" in white, set against a black square background. A thin yellow horizontal line is positioned below the letters. The logo is placed on a yellow background with white curved lines.

aci

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constitution changes

Submitted by WPPA Constitution Chairman,
Gary Wiltsey, M. Photog, Cr., F-WPPA

Proposed by the WPPA Board of Directors to
eliminate the membership category of
Aspiring Photographer.

Constitution Article III. Members Membership Classes

Current:

(A) PRIMARY. 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 derives 50 percent or more of their income from these endeavors and maintains regular business hours. Sales tax number is required.

Proposed:

(A) PRIMARY. 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. Sales tax number is required.

(H) ASPIRING - delete

(I) RETIRED- change to (H)

(J) MAIL- change to (I)

This recommended change will be published a second time in the September newsletter and then voted on at a special meeting at the Fall Convention.

new members

Pat Cahill - Primary
Merry Cahill - Associate
Joy Cahill - Associate
Cahill Photography
Amery, WI

Therese Michels - Student
MATC
Madison, WI

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dear photograph

Some ideas take months to germinate and develop before they explode. Here's one that took just a matter of days.

In late May, inspiration struck an enterprising 21-year-old Canadian who still lives at home with his parents. The notion was a little whimsical and staggeringly simple.

"I was with my parents and my brothers sitting at our kitchen table, looking through an old photo album," explained Taylor Jones, the young man who experienced the brain wave. "I noticed a picture that was taken at the actual kitchen table where we were looking at the photos. I held it up, and my brother was sitting in the exact same spot. I said, 'Oh, man, I need to take a picture of this! This is cool!'"

Jones held up the old photograph of the kitchen table against the present reality of the kitchen table and snapped a picture. The

effect was, in a word, awesome. He did the same thing with four or five other photos from the album, and he sent them to his friends to see whether they liked them.

They really, really did. So, in a flash, he bought a domain name — DearPhotograph.com — and posted some straight-forward-yet-poignant captions along with his past-juxtaposed-against-the-present images.

And then ... KABOOM! Within about three weeks, Jones and his new site had 1.2 million visitors, 15,000 followers on Tumblr, 8,000 followers on Facebook and 2,000 followers on Twitter. (Side note: Those numbers are even higher today.) Jones also received multiple offers from literary agencies wanting to help him publish a book. (Another side note: He just signed with one in Los Angeles.)

"I've never said the words 'insane,' 'crazy' and 'unreal' as many times as I have in the past few weeks," Jones said. "I just don't know how to explain the feeling to people. It's — well, it's insane! "I mean, it's crazy that such a simple idea has turned into something that has such an emotional pull on a human being. It's just nuts."

Emotional pull is exactly what the site serves up on a daily basis. People all over the world are submitting their own photos-within-photos to DearPhotograph.com, and many of them pack such a nostalgic wallop that they're motivating busy adults everywhere to visit their aging parents and flip through old photo albums with them.

"People are writing me and saying, 'Oh, you've given me a reason to go back and see my parents who I haven't seen in months,' " Jones said. The site even has some prominent folks in the entertainment industry misty-

eyed — and Dear Photograph's traffic jumped even more when they tweeted about it.

"Never had a photo blog get me teary eyed," tweeted Joe Quesada, a comic book creator and chief creative officer of Marvel Entertainment.

"Love this. Simultaneously cool and kind of heartbreaking," wrote Lee Unkrich, director of the Academy Award-winning movie "Toy Story 3."

Jones, who has graduated from college, works as a social media specialist for a company in the Toronto area and lives with his parents. In addition to pursuing a book, he and a friend want to use the photo-within-a-photo concept as the basis for a movie script or a television series.

"This idea has been done before, putting a picture in front of a picture," Jones said. "What I did was add the caption so it's like you're talking to the photograph. It's what makes everybody relate to the pictures and have more of an emotional attachment."

Jones has no idea how far he'll be able to ride this Dear Photograph wave, but he's excited to see what might happen. His parents and his two younger brothers, ages 18 and 15, are all astonished by everything that's transpired in such a short time.

"My parents were kind of iffy when this whole thing started. They'd say, 'Don't quit your day job!'" Jones said, laughing. "They've become really supportive. My mom is so excited ... And who knows? Hopefully eventually this will be able to get me out of the house!"

To see more photos within photos, check out this slideshow or visit DearPhotograph.com
By Laura T. Coffey, TODAY.com contributor



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new innovations

Over the years we have all heard about how photography is changing and will change. As stated by a Nikon official the digital imaging industry has matured to point where we just can not fit any more pixels on the sensor. The camera/software manufactures need to expand to new horizons.

One new development is in the HDR sensor. Presently used in the automotive industry to let smart cars see where you are going, these chips enable the on board computer system to recognize a stop sign and warn you about it or stop the car. The sensors are split vertically- one side for highlights, the other for shadows. The resulting image is very close to what human eyesight is like.

Another new innovation is the Lytro. It is a new type of sensor that collects all the information about all the light coming into the camera. Sensors used today record only a finite amount of information about light, color, intensity and focus. The Lytro sensor information can be used to create an image that you can select the point of focus on after you take it.

Apps are all the rage for smart phone and ipad users. There are about 6500 photo apps just on itunes alone. Apps are inexpensive-prices range from free to about \$4 to \$5 for the most expensive. Unlike the software that most of us use, apps are changing literally every minute of every day with improvements or complete rewrites.

When using smart phone apps you will need to use the apps that work with 5mg image

Gary LeBouton, M. Photog, CPP
Fox Valley Regional Director
LeBouton Photography, Wautoma, WI



files. Some of the best apps to have are Photo Forge 2, it is photoshop in an app. that costs \$2.99. Filter Storm Can does masking and has a variable opacity brush that you can retouch images on an ipad with using your finger, cost \$1.99. Iris is an app that does texture overlays and borders, cost \$1.99. There are also apps for black and white images and panoramas. In the near future there will be improvements in the smart phone's ability to capture HD video at 1080 and 30 fps also.

There is a growing community of photo enthusiasts that use smart phones mainly for their photographic capacities. There are also several Fine Arts photographers and photojournalists experimenting with them to search for the smart phone's place in the photography world. There are a couple art galleries that sell images created by smart phones. One notable "pioneer" in smart phone photography is Dan Burholder. His work may be the future of smart phone photography. To see some other award winning iphone images go to the [5th Annual iPhone Photography Awards](#).

Unlike the switch from film to digital, do not go out and sell all of your "Big Boy/Girl Cameras" just yet. Smart phone photography is just getting started and is nowhere near being ready for general studio use, if it ever will be. But it is, however, a great way to slow down just for a few minutes, to watch what is going on around you and maybe create some interesting images.

wppa's financial summary for fiscal year: 4/1/10-3/31/11

ASSETS

Wells Fargo Checking	\$19,550.38
Wells Fargo CD	\$10,407.07
Wells Fargo Performance Savings	\$11,579.53
Wells Fargo Advantage Fund	\$36,670.46
Edward Jones Money Market	\$37,730.22

TOTAL ASSETS	\$115,937.66
Previous Year	\$127,875.13

Submitted by: Tracy Van Zeeland, WPPA Treasurer 2010-11

TOTAL INCOME:

Current Year	Previous Year
\$93,915.96	\$111,166.91

TOTAL EXPENSES:

Current Year	Previous Year
\$103,040.33	\$121,892.27

TOTAL INCOME:

Current Year	Previous Year
-\$9,124.37	-\$10,725.36

Tablets, Tablets Everywhere, Part 2

The last article talked about various tablet options. In my opinion, the battle will be between the iPad and various Android tablets. It wasn't surprising to see a plethora of tablets at this year's CES. Enough that low cost Android tablets seemed to end up being the theme of the show. How many? The estimates vary, but easily 80 to 100 new tablets were on display. And it seemed like one in every four Chinese or Korean exhibitor had a tablet computer in their booth.

Of the 100 new tablets introduced at CES, 60 to 70 likely will never get released, and it wouldn't surprise me if 80 to 90 of the 100 don't exist by next year's CES.

Google, the primary creator of Android (technically it is open source, but in practicality its being entirely driven by Google), released the version of Android, Android 3.0, codenamed Honeycomb, that will officially support tablet computers. Most of the tablets on display were running one of the Android 2 versions, although a few of the really cheap ones were running Android 1.7 or 1.9.

One of the first questions you need to be asking during this transitional period is whether the vendor is going to be releasing upgrades, especially to Android 3.0. A lot of the early inexpensive entrants will likely never make it past Android 1.9, if they even get that upgrade. And the problem is getting an enforceable commitment for those upgrades. I'm not sure a local retailer has a lot of power over a Chinese manufacturer's product development.

Another big decision you need to make selecting a tablet is the touch screen technology. There are two: capacitive and resistive. The iPad uses a capacitive touch screen, as do a few Android tablets. It is generally a bit

more expensive, doesn't work with gloved hands or most stylus options, but is very responsive and allows multi-touch gesturing. Most of the other tablets use a resistive touch screen, which is less expensive and works well with a stylus (if you are thinking of business applications, checking boxes and filling forms are likely needs which for many people are more comfortably done with a stylus).

But resistive touch screens can be unresponsive to just a finger and will be limited in their multi-touch options. Resistive touch screens have a wide range of responsiveness, from just short of requiring a stylus to being indistinguishable from a capacitive touch screen. The touch screen technology makes it important to actually play with

any options; you can't just order a tablet based on its specifications.

Interestingly the normal differentiators for computers, processor, memory, and storage capacity, are less important for tablets. The reason is tablets really need to be viewed as a user interface to the cloud, be it websites or internet

stored data (that includes video). As a result, as long as the tablet works to your expectations you really don't care what processor it has, very unlike the "old days" when your processor determined your operating system which determined your application options.

There will be Android tablets with screens all the way from 5 inches (not really much bigger than the full sized smart phones) through 12 inches. To a point, increasing screen size will mean increasing costs. On the other hand, in some applications smaller might be better. For example, a 7 inch tablet might be a great personal media player, letting you watch video on the go. And 7 inches is the screen size of my eBook readers. But if you are going to be doing much data entry with the on-screen keyboard, you'll find a 10 inch or larger screen much more useable. Unfortunately the screen resolution doesn't



necessarily increase with corresponding increases in screen size.

While the lack of maturity of the Android options might suggest the iPad as the better option, one feature of Android is its App Builder, which lets relatively inexperienced developers build custom Apps without the significant programming native Android or iPad Apps require. You could have custom Apps running in days instead of weeks or months. Many of the exciting possibilities for tablets will be custom apps making your business more effective.

You need to start thinking about creative ways tablet computers can impact your business. That might include getting a tablet to experiment with. And I suggest you look around as you are doing business to see how tablets are being used, or where they might be used. There is definitely a tablet in your future, the only question is just which one and when.

Gregg Marshall, CPMR, CSP, is a speaker, author and consultant. He can be reached by e-mail at gmarshall@repconnection.com or visit his website at <http://www.repconnection.com>

ppa news

Senate Takes Steps to Crack Down on Online Infringement

Photographers need to stay focused on Capitol Hill these days, as copyright is a hot topic. In fact, two key pieces of legislation were recently introduced in the U.S. Senate in an effort to bring copyright law up to date with the advances in digital technology:

○ S. 986 – The Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act (The PROTECT IP Act)

○ S. 978 – a bill that increases the criminal penalties associated with online copyright infringement.

“Photographers are all too familiar with digital theft,” notes David Trust, PPA’s chief exec-

utive officer. “Even if a client isn’t misusing the image files, the mere presence of an image online increases the odds that someone can find it and steal it. While not a ‘cure-all,’ these new Senate bills strengthen the enforcement side of the law, creating much-needed deterrents to keep infringing hands off your work.”

The PROTECT IP Act will provide enforcement agencies with additional tools to pursue infringement and infringers. Specifically directed at the U.S. Department of Justice, it enables the department to take legal action against websites dedicated to committing acts of copyright infringement. This bill has been sent to the full Senate for the vote after being approved by the Senate Judiciary Committee.

S.978 is designed to toughen the laws that penalize illegal streaming. This change will make streaming punishable in the same way that uploading (or downloading) a copyrighted work is currently penalized. While this may sound similar to the PROTECT IP Act, this bill is the direct result of the recommendations made by the Intellectual Property Enforcement Coordinator in the report release earlier this year.

You can learn more about these bills by visiting the Contact Congress Page and clicking on the “Issues and Legislation” tab.

New Website Helps Artists Speak Against Digital Theft

Professional Photographers of America (PPA) and the Copyright Alliance announce the creation of a new website that unites creators (including photographers like you): <http://artistsagainstdigitaltheft.com/>. This new site explains digital theft problems and solutions, allows you to share your stories, and provides direct links and ideas for taking action.

“As artists in every creative field are all too aware, digital theft of their work is a threat to their livelihoods,” says Copyright Alliance Executive Director Sandra Aistars. “Websites trafficking in unlicensed, infringing content divert customers from legitimate online out-

lets, robbing creators of both incomes. Also frustrating is that chasing down all this illegal activity detracts from the ability to devote time and energy toward their work.”

The Artists Against Digital Theft launch coincides with the introduction of two key pieces of online copyright enforcement legislation in the U.S. Senate. The new PROTECT IP Act would give law enforcement the tools needed to target operators of sites engaged in for-profit trafficking of counterfeit and unlicensed copyrighted products. In addition, the other new Senate bill (S.978) would establish harsher penalties for illegal streaming.

As you can see, things are changing in the online copyright world, so take action with the Artists Against Digital Theft site:

- Email your congressional representatives, expressing support for legislation that addresses online copyright infringement (like those mentioned above)!

- Share this new site to help others better understand the impact of digital theft on the copyright community at large.

More Resources to Help You Show the Difference

Earlier, PPA launched a consumer-focused campaign called "See the Difference," targeted to wedding couples, seniors and families to reinforce the value of professional photography and to help educate consumers on what they should be looking for in a professional photographer. Want to help spread the word via your own websites, social media pages and other marketing? PPA members can visit the See the Difference Campaign page in PPA.com's Benefits section to download and use video links, special Facebook tabs, comparison images, and sample brochures!



**Professional Photographers
of America**

push yourself

*Matthew Bennett, CPP
WPPA Print Chair
Studio 205 - Portraits by
Matthew, Brillion, WI*



Summer is here and probably the last thing on your mind is Print competition next February. On the other hand this is the best time to think about it, because if nothing else, the Senior Folio competition is part of the print competition. So start looking for that winning session. Another way to look at it is to consider every client that you photograph as a potential for competition. You will be doing an extra service for them and your business. Don't say to yourself, "this person looks great for competition", say instead "I am going to make this person look great for competition!" Push yourself to be great. We're Wisconsin photographers; that's what we are known for.

There are going to be some changes in our print competition. One is that you will be able to enter your images as either a print or digital file. (I will have specifications in your convention packets.) This will make it a little more affordable for all of you who are entering for the first time. We are working on ways to make them an accessible part of the print display. We are also hoping to set up mentor booths in the Trade Show for critiques. (We will need some of you affiliated judges to volunteer for that, please.) Another project in the works is a Print Comp Party. I'm going to leave you curious on that one for a while.

Everyone who has entered print competition knows what it does to improve your art and your business. Even when I am going through my images to find my competition prints, I am thinking what I can do to improve my work next year. Another way help improve your art, along with entering prints, is to help on the print crew. You get to hear critiques of your images and also learn from critiques of other photographers images. An extra bonus will be starting new friend-

whcc



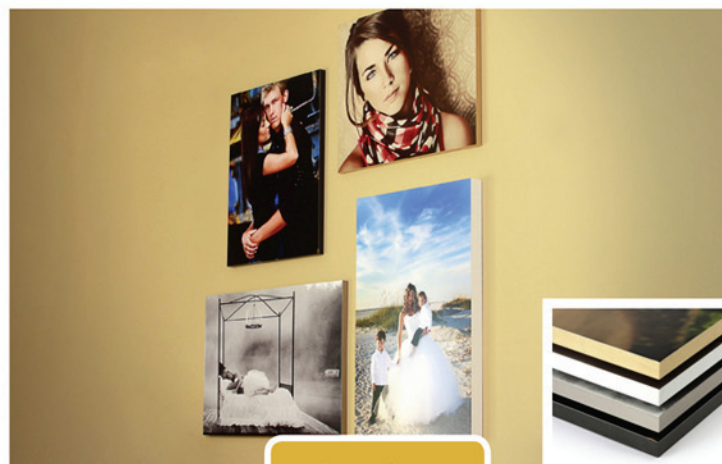
IT'S ALL HERE.

White House Custom Colour, Your Professional Photographic and Press Printing Partner



DVD Cases

CD & DVD Cases are completely customizable and make a great presentation! Single DVD Cases can now be ordered with an inside image panel with any custom photo cover. Image panels are printed on Lustre or Metallic photo paper with matte laminate, giving you one more place to customize your case with imagery.



Standout

The sleek edges and sides of the standout mount can create a modern wall display. Standout is available in two depths, $\frac{3}{4}$ " and $1\frac{1}{2}$ " and in popular sizes from 8x10 to 30x40. Mix Lustre, Glossy, and Metallic paper types in one order and choose from Black, Stainless Steel, Light Wood and White edging.



Postcards

Press Printed Postcards are available in 4x8, 5x10, 5.5x11, and 8x10 flat sizes. Similar to press cards, Postcards are available in quantities as low as 25, but do not include envelopes. Six paper options are available including Standard, Art Watercolor, Art Linen, Art Recycled, Premium Matte, or Pearl.



Boutique Bags

It's all about the first impression! Boutique Bags are custom made to fit any WHCC Press Printed Book or Album size and spread option and are available with a variety of patterns, liners and closures. Current bag patterns include Classic Black or Classic Ivory, Bordeaux, Serendipity, Lemongrass and Manhattan.

Visit pro.whcc.com/go/Start today to open your WHCC account. - www.whcc.com

ships and networks with fellow photographers. The best way to get something out of any organization is to get involved.

I've given you a couple things to think about. First improve your skills by seeing every client as a potential competition print or folio. Second, pitch in and help WPPA and yourself. So grab your camera and go out there and be great. Don't just maintain your reputation, and that of your art, expand it!

from your exec. coordinator

Hang onto your hat! Change is on the way! The first thing you'll notice, is that you're going to receive your WPPA Dues Statement in August! Don't pick up the phone and start dialing me just yet... The WPPA Board of Directors have implemented a new membership program this year that will cut your dues more than half! To save \$141, all you need to do is find a "buddy" before January 1st! That gives you 4 months to phone a friend, or knock on the door of the photographer down the road. **Together you can join for \$99 per person!** The only criteria is that the "buddy" can *not* be a current member or your spouse. Need help finding a buddy? Here's a few suggestions:

- We all know former members. Reconnect with one.
- Attend a Regional meeting and tell a non-WPPA member about the new program
- Google "photographers" in your area and introduce yourself.
- Search Yellowpages.com and pick up the phone.

When's the last time you made \$141 in five minutes? This is worth the effort!

You may wonder if the Board has gone completely mad? No. The Board is committed to strengthening WPPA by increasing membership count. The more members we have, the more people attending conventions, the more vendors will attend our trade show, the more income generated for WPPA. Your ROA? Extra cash in your pocket so you can attend BOTH conventions, more revenue for WPPA to spend on exceptional programming. It's a win-win for everyone. What happens after



Deb Wiltsey, Cr. F-WPPA
WPPA Executive Coordinator

January 1st? A reminder statement will be mailed out and your dues will be \$198.00. (That's still \$42 less than 2011's dues.) Paying now or in January...your dues will be paid through December 2012.

So watch for the announcement letter that will include your invoice and a membership application for your "buddy" to complete (must be submitted within 30 days of your dues renewal to qualify). Questions can be emailed to my attention or to Membership Chairman, Tracy Van Zeeland at tracyvanzeeland@yahoo.com

Enjoy your summer! It's going by way too quickly. And be sure to mark off your appointment book for the 2011 Fall Convention in La Crosse. Plus check out the dates/locations of next year's conventions on page 16.

Deb



next newsletter deadline

August 20th, 2011

Please e-mail your articles to
dwiltsey@hotmail.com

calendar of events

WPPA EVENTS

www.wppa-online.com

WPPA Board Meeting

October 16, 2011

Radisson Hotel, LaCrosse, WI

FALL STATE CONVENTION

October 16th-18th, 2011

Radisson Hotel - LaCrosse, WI

SPRING CONVENTION

February 24th-27th, 2012

Radisson Hotel - Green Bay, WI

FALL STATE CONVENTION

October 20th-22nd, 2012

Chula Vista, Wisconsin Dells, WI

SPRING CONVENTION

February 22nd-25th, 2013

Paper Valley Hotel, Appleton, WI

PPA

www.ppa.com

January 15th-17th, 2012

Imaging USA - New Orleans, LA

January 20th-22nd, 2013

Imaging USA - Atlanta, GA

FOXES

www.fvppa.com

Regional Director: Gary LeBouton

September 19th, 2011 - Ripon

Model Shoot-out

November 21st, 2011- Seymour

Randy Peterson - Infusion HD video

INDIANHEAD

www.indianheadphotographers.org

Regional Director: Ellie Hussong

SOUTH CENTRAL

www.southcentralppa.com

Regional Director: Jas McDaniel

September 26th, 2011 - Madison

Geek Tour with Rick Trummer, Jim Buivid,
and Denis Nervig

November 28th, 2011 - Madison

Julie Rae Harrison - Boudoir

SOUTH EASTERN

www.sewppa.org

Regional Director: Ron Wimmer

September 12th, 2011 -

Dave Humphrey - Seniors

November 7th, 2011 -

Fuzzy Duenkel - How to Shoot Like a Girl