

Wisconsin The Photographer

Volume 116, Number 1

May 2011



Featured Artist
dan frievalt



1. The Aftermath
2. The Look
3. Caught In Flight
4. Lost Without You

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2011-2012

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on the cover

dan frievalt green bay, wi

Dan Frievalt is a photographer that enjoys blending creative light with graphic design to create artistic images that evoke drama and tell a story. Dan's formal education includes an Associate degree in Marketing Communications and has worked as a Graphic Artist for 12 years before changing his career path and opening artessence, llc in 2005. "I always enjoyed photography but ever since digital capture, I have found a new voice in creating images by combining my design background with my eye for photography."



This year's cover series will showcase the WPPA artists who earned a "Clean Sweep" award, meaning all four print entries scored 80 or higher. The Aftermath scored 99 and
Continued on page 10

message from the president

This, my first President's message, precedes the 2011 WPPA planning meeting. It is at this meeting that we'll pave the course of WPPA. As your President and serving board member, I want to know what you need, what you're thinking, and what the association can provide to help you succeed. I want you to get involved so you can experience what I (and so many other members) have experienced. I need to hear your voice. The input of our members, both new and old, is crucial as we look to the promising future of this association. As the photography industry continues to evolve, so must we. Having said that....

This year is about **FREEDOM**.

Freedom to voice your opinion (no matter how long you've been in business).

Freedom to participate and get involved (at conventions, in the newsletter, online.....you'll gain way more than you can possibly imagine).

Freedom to call on any of your board members to get the help you need (there's so much knowledge at your disposal).

Freedom to get out and meet others who, no doubt, have the same challenges, frustrations and opportunities you have (there's so many great ideas shared).

Freedom in knowing that you're part of a group that would do whatever they can to help you succeed (you'll gain friends for life).

Freedom to contact your President anytime (and know that your voice will NOT fall on deaf ears).

As many of you already know, WPPA now has a Facebook page with a members only Group. It is here that members are continually sharing information, asking questions and gaining knowledge. If you haven't already checked it out I would highly recommend it. I would like to extend a special thank you to Donna Swiecichowski for creating this incredible

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



resource for our members.

Last, but certainly not least, I'd like to mention the Spring Convention in Green Bay. WOW.....great speakers.....great products.....great print competition.....great ideas!! Thank you Judy Strukel and Mary Gueller for an excellent convention. Thanks to all of the program and event sponsors and vendors at the trade show. Please continue to support them. Your support ensures that we can continue to provide such great conventions in the future.

The Fall convention will, without a doubt, knock your socks off. Convention chairs Rick Trummer and Jon Allyn are getting incredible talent lined up so mark your calendars now. Fall Convention is in La Crosse October 16-18. The spring convention in Green Bay will be held February 24-27.

I'm available to help in anyway I can. All you need to do is contact me. My email is tdmeddaugh@centurytel.net and cell phone number is 608.769.7445. You could also message me on Facebook. I look forward to serving you this upcoming year.

Tad

next newsletter deadline

June 25, 2011

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

convention 2011

Hopefully this newsletter will find you happy, healthy and busy... busy implementing all the wonderful ideas you received during the WPPA Spring Convention!

For all those who attended the convention, I sincerely think you got your monies' worth. Our goal was to be very diverse in our programming, which I hope you feel we accomplished. The programming included topics on every aspect of photography; high school seniors, digital workflow, marketing concepts, weddings, bumps, bellies, babies, underclass and sports photography and off camera flash techniques. I'm sure there was something in all of this that you can take home and implement.

The education started with our print competition. All you need to do is listen to what the judges are speaking about as far as lighting, composition, technique, creativity, impact, etc. and already you are attaining knowledge you can put into practice. Wisconsin photographers continue to raise the bar in competition. This remains to be one of the greatest learning experiences for our members. Michael Timmons; the Jury Chair, conducted one of the most professional judging's I have ever witnessed. Photography students from Northeast Technical College were on hand to help with the competition. We are very grateful to have their help. Thank you Matthew Bennett for running the competition.

Travis Gugelman, sponsored by WHCC, presented an extremely energetic and inspiring program. His enthusiasm alone should have knocked us off our seats. Travis gave us great ideas to market senior portraits, pointers to maximize sales and to create a buzz about our studios. Jim DiVitale, sponsored by Canon, covered digital workflow; a jam packed informative three hours! If anyone walked away from Monica Sigmon's program, sponsored by Burrell Colour, without any marketing ideas, they must have been in a daze! Monica oozed with ideas. They were

*Mary Gueller, M. Photog., Cr., CPP
WPPA Spring Convention Chairman
Gueller's Photography, Mt. Calvary, WI*



flowing all over! If you need to evaluate your promotions, this was the program to attend. Elegant wedding photography would sum up Charles Maring's program. His images were amazing! Each speaker had a little different approach to marketing. Charles program enlighten us on how to market to affluent clientele, how to think like they think. Market to their wants and needs. Bumps, Babies & Bellies, presented by Julie Hughes, sponsored by Allied Photographic, was very well attended. Julie's video of an actual maternity session was very informative, as well as the marketing she does to attract her clients. Moving on to Underclass and Sports Photography, Pat Cahill, sponsored by American Color, never lets us down. If you have never pursued underclass and sports photography, the information Pat presented would surely put you in the right place to start. Monday's speaker, Mike Fulton, sponsored by Miller's Professional Imaging and Radio Poppers, thought he would be speaking to an empty house! Much to his amazement, the house was full!! Off camera flash is the latest buzz in photography, Mike's program spelled out the equipment and technique for this technology.

Even in the Guru Lounge, at 9:30 PM, our members were still eager to learn more! This is where our own WPPA members are featured speakers, sharing their expertise. Shirley Duenkel spoke on optimizing the sales process. Mary Mortensen enlightened her audience with her painter expertise. Tad Meddaugh demonstrated lighting techniques. At midnight we had to shut the lights out! People didn't want to leave. That alone spells success to me. Thanks to Herff Jones for their continued sponsorship of the Guru Lounge.

The Trade Show, though smaller than usual, brought us the latest in equipment, technology, backgrounds, lab products, etc. WPPA is grateful to all of our vendors.



One cannot review the WPPA Convention without mentioning the social activities that took place. Rock Stars were rocking out to the sounds of Generations Band at Fun Night. Talents unbeknown to many, reveal themselves on Fun Night. Some should never be revealed! Thanks to American Color for their help in sponsoring Fun Night.

The Awards Gala is truly a memorable night, a special time when we honor the members who have so graciously shared their time and talent with this association. A time to acknowledge the members who have achieved Photographer of the Year, Best of Show, Court of Honors, Kodak Gallery Awards, etc. An evening of celebration! Celebrating not only awards, but even more importantly the friendships made along the way. Thank you to American Color for their sponsorship of the Gala cocktail hour and to Canon USA for their sponsorship of the Gala.

Please remember our sponsors throughout the year, without their continued support of WPPA, we would be unable to host this level of education. When you are in need of new equipment, printing, lab services, backgrounds, etc. call one of the vendors that support WPPA.

Thank you Judy Strukel for asking me to be your Convention Chair, your friendship and trust in me means so much. It is my hope that all the attendees of this convention returned home with renewed energy, inspiration and creative concepts.



2011 award recipients

PHOTOGRAPHER OF THE YEAR AWARDS



Best of Show
Portrait - Dan Frievalt (right) *"The Look"*
Illustrative - Ken Martin (2nd left) *"Cold Capture"*
Wedding - Michael Mowbray (left) *"Radiant"*
Electronic Imaging - Rebecca Kottke *"Plane Conflict"*



Photographer of the Year - Portrait
 Dan Frievalt
 1st Runner-Up
 Fuzzy Duenkel



Photographer of the Year - Combined
 Ken Martin
 1st Runner-Up
 Michael Mowbray



Electronic Imager of the Year
 Rebecca Kottke



Court of Honors
"Twi Night"
 Fuzzy Duenkel (left) *"Golden Gate"*
 Ken Martin (2nd left) *"Baby Bella"*
 Candy Anderson (center) *"Uninhabited"*
 Steve Kemp (2nd right) *"The Aftermath"*
 Dan Frievalt (right)



**ASP STATE ELITE
AWARD**
 Michael Mowbray



Clean Sweeps
 Dan Frievalt, Candy Anderson, Ken Martin



**CPP
AWARD**
 Candy Anderson



**OUTSTANDING
ACHIEVEMENT**
 Dan Frievalt



WRIGHT AWARD
 Indianhead PPA
 Accepted by
 Pat Clifton pictured
 with Irene Wright

Next Generation Awards

8-12 years - Valorie Caylor
 13-17 - Wyatt Caylor



Kodak Gallery Awards

"Radiant"

Michael Mowbray (left)

"The Aftermath"

Dan Frievalt (2nd left)

"Nevermore"

Rebecca Kottke (2nd right)

"Calm Before the Storm"

Ken Martin (right)



Top Ten Wisconsin Imagers

Dan Frievalt (seated right)

Ken Martin (back row-2nd right)

Candy Anderson (back row-3rd left)

Fuzzy Duenkel (back row-left)

Michael Mowbray (back row-2nd left)

Lori Wysocki (seated-2nd left)

Mary Mortensen (seated center)

Steve Kemp (seated left)

Randy Peterson (back row-right)

Tracy Van Zeeland (seated-2nd right)

Mary Gueller (back row-center)



SENIOR PORTRAIT PHOTOGRAPHER OF THE YEAR

PHOTOGRAPHER'S CHOICE - SR. GIRL

PHOTOGRAPHER'S CHOICE - SR. BOY

PEOPLE'S CHOICE - SR. GIRL

Fuzzy Duenkel



MILLE AWARD

Jim Buivid



SPECIAL SERVICE

Dan Frievalt



SPECIAL APPRECIATION

Bob Zettler



PEOPLE'S CHOICE SENIOR BOY

Michael Kallies



WPPA Fellowship Awards

Fellowship

Paul Owen (not pictured)

Pewter Bars

Dawn Lemerond - 1st Pewter Bar (not pictured)

Ken Martin - 4th Pewter Bar (right)

Gold Bars

Kathleen Caylor - 1st Gold Bar (2nd right)

Tad Meddaugh - 1st Gold Bar (3rd left)

Mary Gueller - 6th Gold Bar (left)

Kris Fehrenbach-Alt - 8th Gold Bar (3rd right)

Robert Zettler - 14th Gold Bar (not pictured)

Dan Stoller - 14th Gold Bar (2nd left)



HONORARY FELLOWSHIP

Don Burrell

Presented by
Paul Tishim (right)

Accepted by
Troxel Green



HONORARY FELLOWSHIP

Mike Hanline

Presented by
Carl Caylor (left)



Life Membership
Gary Wiltsey and Pat Clifton



Husband and Wife Award
Eric and Kathleen Caylor



Meritorious Service
Carl Caylor



Hall of Fame Award
Fuzzy Duenkel



President Judy Strukel and her husband, Frank make their grand entrance.



A large round of applause for a job well done by Convention Chairman, Mary Gueller.

Thank you...to our convention photographers:
Jas McDaniel and Bill Nieman



2011-12 WPPA BOARD OF DIRECTORS

Executive Board seated in the front row, from left to right:
Greg Loll, Secretary, Tracy Van Zeeland, Vice President,
Tad Meddaugh, President, Judy Strukel, Past President,
Paul Hafermann, Treasurer

Second Row:

Teri Shevy, Elected Director and New Member Advisor
Gary Wiltsey, Computer Chair and Constitution Chair
Deb Wiltsey, Executive Coordinator
Matthew Bennett, Print Chair and Regional Program Coord.
Jas McDaniel, SC Regional Director, Elite Collection
Michael Mowbray, Elected Director, Families Forever
Dan Frievault, Website Chairman

Top Row:

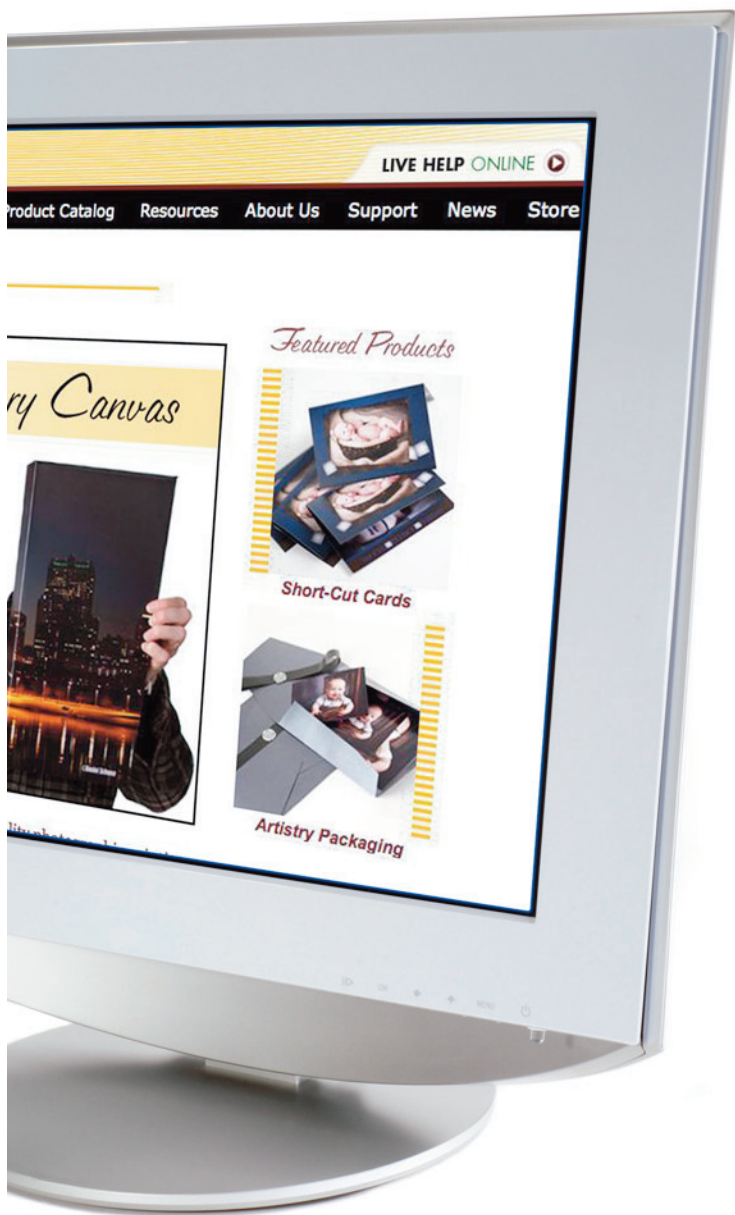
Jon Allyn, Spring Convention Chairman, PPA Councilor
Ken Martin, Trade Show Chairman
Rick Trummer, Fall Convention Chairman, PPA Councilor
Ron Wimmer, SE Regional Director

Not Pictured:

Kathleen Caylor, Elected Director
Tim Koll, Education Chairman
Gary LeBouton, Foxes Regional Director
Ellie Hussong, Indianhead Regional Director

The ACI logo consists of the lowercase letters 'aci' in a white, sans-serif font, positioned within a solid black square. A thin horizontal yellow line is located directly beneath the letters.

aci



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cover shot

received a WPPA Court of Honor award, and a Kodak Gallery award. Here is the story behind this award winning image.

"*The Aftermath*" is an image I had conceived in my head when I heard Joey Lawrence speak at the WPPA spring convention a few years back. I was very inspired by his work and also being a big fan of the movie *Fight Club*, this type of image is really something I wanted to create. I made some sketches in my notebook during Joey's program and that is where they sat until this fall when I ran in into Taryn, the perfect person to be my model for this image. She had the perfect look... mohawk, piercings and an interesting and rogynous look. I told her my concept and she said that she had a friend that could do the makeup, so we were all set. When she showed up I couldn't believe how awesome the make-up was, it was so real!

I photographed Taryn on a grey background knowing that I wanted to cut her out in Photoshop and place her into a different background. I used a beauty dish as my main light, a homemade eyelighter reflector and two softboxes with grids behind her for the

edge light. I photographed her with a 16-35mm lens to give her head a distorted, swollen look. In Photoshop I added the red bloodshot veins in her eye and used liquefy to make her nose look broken and to puff up her lip.

Now I needed the perfect "scene" to place her into that would carry out the theme that I had envisioned. My original idea was to place her into an old boxing gym but I felt that was too literal. So I went in search of an abandoned warehouse. I contacted a friend of mine that knows where a few abandoned buildings are in the area and he took me out so I could capture some images. I took several different shots and processed them with NIK's new HDR Efex Pro software. I placed her into two different backgrounds and with a few different critiques from Carl Caylor and Fuzzy Duenkel, I felt I had a pretty decent image. When I got the printed image back from ACI, I couldn't believe how the gritty, edgy detail jumped off the paper, especially under the judging lights. I named the image "*The Aftermath*" as a play on words between the destruction of the factory image and the beat up look of Taryn, hoping the judges would give me a few extra points for the storytelling aspect of the final image.

welcome wppa's newest members

David Baux - Aspiring
Grey Oaks Photography
Cottage Grove, WI

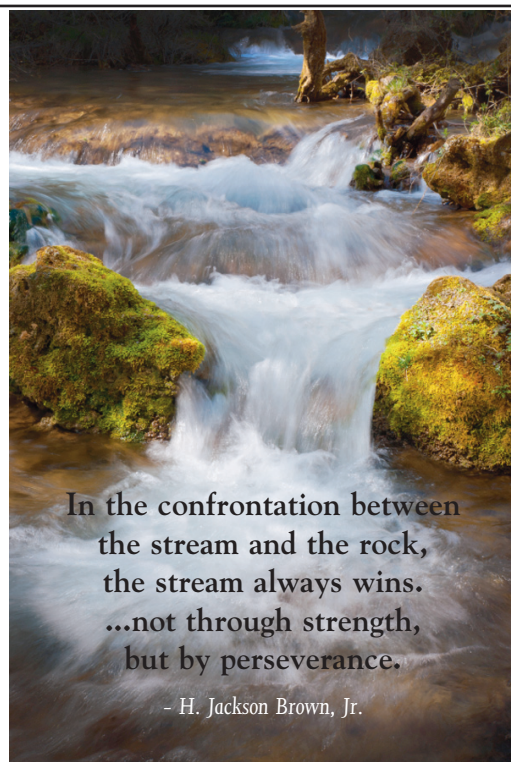
Michael Minturn - Primary
Michael's Portrait Design
Durand, WI

Pat Hitt - Primary
You-Nique Photography
Mukwonago, WI

Lori Kenney - Primary
Firefly Photography
Grafton, WI

Gregory Meir - Primary
Meir Photography
Sun Prairie, WI

Christopher Pitts - Aspiring
Christopher Pitts Photography, LLC
Baraboo, WI



northcentral district competition

In April of 2009, PPA notified the WPPA office that Wisconsin would lose its 'Affiliated Print Competition' status in 2011. The reason cited, being that the PEC (Photographic Exhibitions Committee) was concerned with the diminishing numbers of entrants in the PPA Regional Print Competitions and to give the competition a more uniformed structure across the board. Wisconsin was grouped with eleven other states and two Canadian provinces; Illinois, Indiana, Iowa, Kansas, Michigan UP, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, Manitoba and Ontario. Many meetings followed over the years, with Carl Caylor and Judy Strukel representing WPPA.

The first Northcentral District Print competition was held March 31st-April 1st of this year at the Heart of America Convention in Kansas City, MO. 181 cases were received with a total of 724 images. Seventeen photog-

raphers from Wisconsin participated, 12 being WPPA members. Congratulations to those who earned print merits.

3 - Carl Caylor	3 - Michael Mowbray
4 - Dan Frievault	2 - Ginny Otto
4 - Ken Martin	1 - Pierre Stephenson
1 - Roy Meronek	2 - Tracy Van Zeeland
2 - Mary Mortensen	2 - JD Wacker

The host of the 2012 Northcentral District Print competition has not yet been announced. As soon as this information is made available, we'll forward it to you.

Despite adding another competition for photographers to enter; the WPPA Print competition experienced healthy numbers. There were 45 cases, with 155 entries, which broke down to; 138 prints, 13 folios, and 4 albums. 62 entries (40%) scored 80 or higher by our panel of PPA approved jurors. WPPA is committed to continuing to offer high quality print judging in the years ahead, as it views competition as a vital means to improve your photography skills. Challenge yourself by entering!

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the secret of finding...

your best photography value!

By the end of this article you should be able to identify the four steps to find your best photography value.

1) ASK FOR PRICES

Every one has a budget. So start with spending some time determining the range of prices. Shopping for photography is much less about dollars and more about sense because price is only a small part of the big picture. (Pun intended). Because the value of a portrait is not in what it cost, it's in the way it makes you feel. You're not going to love a bad portrait just because you got it cheap. But a quality portrait feels priceless.

Choosing a creative service like photography is a unique experience. It's not a product that you pull down off of a shelf. So what happens when you compare on price alone? When you're shopping for a creative service, and you pay less, what will the 'less' be? Less creative or less service?

Now if you can't take the time to shop around and do research, paying more will increase your chances of finding better quality. But even the rich like to save money. How do you think they got rich? (Inheritance!) When it comes to prices, it's generally understood that when you spend more you get more. But it's not always true. Some businesses may charge more just because they believe that their clients will take them more seriously.

In the long run, the quality studio must provide value for our patrons because they are our most precious resources. Indeed, they are the ones who keep the art of photography alive. Businesses that have been around and enjoy a good reputation can be found by talking to those whose taste you share.

2) LOOK FOR VALUE

How can you trust yourself to recognize better quality portraits worth paying more for? These comparisons are, after all, subjective. Quality and value are found in your own sense of good taste. You actually feel good

*Todd Kunstman, CPP
KenMar Photography, Appleton, WI*



looking at relaxed poses and expressions. So visit web sites and take a look at samples. Ask if the images presented are their own.

Take a look at other studio's work for comparison. If you have a discerning eye, eventually you'll be able to tell when backgrounds and props become distracting or trendy. Look for variety. Look for comfortable poses with backgrounds that blend with and enhance the portrait and most important of all, tell the story of the person in the portrait. These are the qualities that are classic, meaningful, and timeless.

When you see better quality in a product or service; you expect to pay a little more for it. If you don't see that difference... don't. The most expensive isn't always the best and the cheapest certainly isn't always a bargain. You need to go where you feel a comfortable balance of value for cost.

Identifying quality can be confusing when photo manipulators with more technical skill than taste, create portraits that make you focus on the manipulation instead of the subject. The experienced photo artist still has to remember the timeless qualities that endure; it's all about the person being photographed. It's the sharing of yourself that helps your subject share their personality. The art is in making the medium disappear, making the camera transparent and, in the finished portrait, making the viewer ponder the subject and their story, not the process by which it was created.

Shoppers who cannot sense the difference among the things I've mentioned or are overwhelmed by their choices will have to shop on price alone. Their choices are limited. Those who can discern those differences have a few more steps to take.

3) INSIST ON EXPERIENCE

I've already mentioned that this creative service is not just price and product; it's the experience.

rience of being photographed by someone with experience. Turning your personality into portraits that you'll cherish for a lifetime is a skill, derived from a talent or an interest. And that takes time to develop.

A story goes: The artist Picasso was enjoying lunch at a cafe in Paris when a wealthy socialite approached him and insisted that Picasso do a drawing of her. She let him know that money was no object. Picasso obliged the woman immediately by finding a pencil and paper and within three minutes handed the woman a splendid drawing. The woman was delighted and asked Picasso what she owed him. Picasso was a very well known artist by this time and asked several thousand dollars for the piece. Stunned, the woman asked how the artist could charge that much for something that only took him three minutes. Picasso replied "Madame that drawing took me all my life."

The portrait artist has only a short time to capture the personality of their subject. Experience is what allows them to do that. In that exchange they must give all that they are to create their elusive craft. Because it is in that exchange of faith between artist and patron that the magic of portrait art is conceived. When the artist feels that magic, when they feel the faith of their patron, the belief in their craft, when the artist and the client share that faith, there is no limit to the art that they can create together. That's the magic!

Photographers sometimes feel the need to educate clients as to how to appreciate finer quality photography. Maybe it is our customer who is educating us in saying "I don't see the value in quality. I'm willing to take my chances by spending a little less and hoping it will turn out." Or they'll try and do it themselves. Having a digital camera confuses the desire to take pictures with the aptitude

to create portraits. It is this attitude that worries professional photographers.

The digital revolution is in its infancy and it's bound to do some infantile, tasteless things that it will later regret and be embarrassed by. Experienced photographers have seen enough fads come and go to know which ones to embrace. They understand it takes a LOT more than a digital camera to create a portrait. Because they understand the difference between pictures and portraits.

Experience
is the
breeding ground
of
ability and talent.

A pro studies the million little things their subjects do that shows the world who they are. Professional portraits are created in that magic that doesn't come with the instructions on a digital camera. It can be technical in using the technique of lighting, posing and other effects but it's emotion and intuition, talent, skill and experience that tells you when to apply it. The professional does not confuse taking pictures with making them. Experience

is the breeding ground of this ability and talent. It's this experience that our clients pay for when they come to us. Our experience creates the sensitivity to the client, the practiced art of turning personalities in to portraits.

The portrait artist closes their own ego and opens up to their client to create an environment that allows their personality to flow to the lens. That is the experience of making a portrait. That is the art that cannot be replaced by sheer quantity of images, speed or any piece of technology.

4) LISTEN TO OTHERS

Ask around! Your friends will be glad to share their opinion. When you come to understand that portraits are truly priceless in that they hold, perhaps more than any thing else, the meaning of a man. In a quality portrait you can see the past, the potential, and the personality. That is what converts these pieces of paper and canvas into the

priceless artifacts that are collected and handed down from generation to generation. When your mother shows you a photograph and says, "This was your grandfather when he was in high school" not "This is a picture of you grandfather in high school." she makes a statement about the nature of portraiture that all portrait artists already believe.

So, while the four elements to consider include asking for price, identifying value, analyzing experience and listening to others, the real value of a portrait is in your heart.

tech tips

Tablets, Tablets Everywhere, Part 1

Usually the Consumer Electronics Show (CES) in January ends up having a "theme." It isn't a theme given to the show by the organizers, but instead some product category that seems to be pervasive throughout the show. Last year it was 3D television. This year it was tablet computers.

While tablet computers have been around for almost 20 years, they have been primarily premium upgrades from standard notebook computers. In the past, tablet computers were targeted at business users. Medicine was going to be revolutionized by tablet wielding doctors and nurses.

Then last year Apple introduced the iPad. Priced in the consumer price range, for practical purposes it was a supersized iPhone. It ran the same operating system. It ran many of the same apps. But it did it on a screen that was large enough to make web pages readable and with an on-screen keyboard almost big enough to touch type. And it became very popular. So far over 15 million have been sold.

Just as the most popular alternative to iPhone are the various Android phones, it's not surprising that most alternatives to iPad are Android tablet computers. As early as last summer we started seeing inexpensive Android tablet computers appear. But, with the exception of the Samsung Galaxy tablet,

none have really taken off. (Although from what the hackers have been accomplishing with the Barnes and Noble Color Nook, it has the potential to become a very popular tablet if B&N decides to "show" its underlying Android operating system, which has been rumored).

There were a number of Windows 7 tablets introduced at CES, but the system requirements for Windows versus the size and weight constraints of a tablet make battery life a problem. And Windows 7 really doesn't have a user interface optimized for use solely via a touch screen.

RIM, the Blackberry people, showed a tablet using their own operating system. And HP should have introduced a WebOS tablet by the time this article appears. But RIM and WebOS are unlikely to draw enough apps developers to be real contenders.

Bottom line, the battle will be iPad versus the universe of Android tablets. Is it time to get a tablet (if you don't already have an iPad)? Probably not. Again, the next few months are going to be a real time of transition. It will be summer before the various Android tablets are actually shipping. And for most Android tablets you will want to try one before you actually buy it, for reasons I'll explain in my next article.

Even if you decide iPad is the option, I'm not even sure now is the time to buy an iPad. It's expected Apple will introduce a second generation iPad sometime between now and summer. At least one, and very likely two, cameras are expected, making it possible to do video calling. It also won't be surprising if it gets a screen resolution bump. I expect to see the new iPad, or the existing iPad, have a lower entry level price point (if not expect to see a lot of used iPads for sale on eBay as people upgrade to the latest version).

Tablet computers offer exciting prospects for home and business use. 2011 is clearly going to see an explosion of tablet options, both hardware and software/apps. But even if you wait to let the dust settle, you need to start thinking about creative ways tablet com-

puters can impact your business. That might include getting a tablet to experiment with.

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

Judges Workshop

Learn what goes on behind the scenes during PPA's Photographic Competition! Join PPA-approved jury chairmen Helen Yancy and Dave Huntsman as they demystify the world of image judging. Held **June 12-15**, in conjunction with the International Photographic Competition in Atlanta, Georgia, the Judges Workshop will explore the ins and outs of what makes a print "merit worthy" and will provide students with the opportunity to observe the competition process and protocol. You'll leave this course feeling confident in your ability to identify merit images. Get complete details and register online.

in memory of

WPPA Life member and Past President, Quentin Zinsmaster, age 70, passed away on Thursday, May 12.

Quent owned Zinsmaster's Studio in Bloomer, WI for many years. After selling his studio, he went to work as a Sales Rep for Perfection Distributing, Oshkosh and traveled around the midwest. He never thought of his job as work. He often told his wife, Alice that he just loved visiting with people and considered his customers his friends. When he retired from Perfection, he kept busy by working at Carquest in Bloomer.

Quent served as President of Ducks Unlimited for the local chapter and was a member of the Moose, Elks, and Whitetails Unlimited.

He was a master of all trades, whether it being repairing a car or doing his custom framing and woodwork. He was an avid

hunter and loved going to the cabin he built with his sons, to hunt, fish or just relax in the great outdoors.

Quent served as President of the WPPA in 1981-82 and received a Special Service award in 1978. He was bestowed the PPA's National Award in 1990 in recognition of his dedication and contributions to the photographic industry.

He is survived by his wife, Alice and his eight children, twelve grandchildren and three great-grandchildren. Our thoughts and prayers are with his wife and family.

Online condolences may be expressed at olsonfuneralhomebloomer.com



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Float Wraps

WHCC Float Wraps are a new, unique option to display images. Float Wraps are backed with a 3/4" or 1 1/2" thick gatorboard block that allows the Float Wrap to be floating on the wall! Create a modern display with a Float Wrap wall collage that is ready to hang once removed from the box!



Image Boxes

Image Boxes are great display items while protecting your prints or album inside. Photographic prints mounted on black styrene can now be ordered with any Image Box size. Complete your Image Box with the inside panel and closure option and also include the new CD/DVD Inserts and Risers.

from your exec. coordinator

Convention 2011

Another wonderful opportunity for WPPA members to network and grow their business! As you can tell from the images on pages 5-6, attendees had a great time, thanks to the hard work of Convention Chairman, Mary Gueller and her team of dedicated Committee members. President, Judy Strukel served you well during her term in office. This is my fifth year as your Executive Coordinator, and with each administration there is a new set of priorities and a new style of management. Each President leaves his/her mark. With Judy, she has given back so much to WPPA. I witnessed her deep concern for the future of this association and her willingness to listen to anyone with an opinion and give their suggestions honest consideration. She's a dedicated, hard working gal and Frank is lucky to have her as a partner in life and in business.

Onward...

WPPA's Long Range Planning session and Budget meeting was held in April. Your Board will be reviewing the committees recommendations at the May 24th Board meeting and then plans will be put in motion. Tad Meddaugh, your new WPPA President will be ushering in some creative and exciting concepts as WPPA continues to evolve in this ever changing industry. I hope you'll support him and the association by attending the conventions and participating in the print competitions. When you boil down to it, the ONLY thing that keeps WPPA strong, is your participation. So the success of the WPPA rests on your shoulders! All you need to do is stay involved and help recruit new members, as there is strength in numbers!

The Sad Life of Being a Newsletter Editor...

If you have ever been an editor of a newsletter, you know where I'm coming from. I sometimes think the Maytag repairman and I would make a great team. We both sit and wait and hope someone will contact us! For me, it's the excitement that one of our members has taken time to write an article. The

*Deb Wiltsey, Cr. F-WPPA
WPPA Executive Coordinator*



Board members will attest that I've tried everything in the book. I have assigned articles, begged for articles, and vented my frustration that no one has sent me articles. The newsletter is a membership benefit and one of the main tools used for communicating with our members. I want it to be a great source of information for you; to help your business flourish. But I need help to achieve that goal and that's where you come in. You don't have to be a communications major to write. I'm happy to proof-read and correct grammar, punctuation and sentence structure. That's what I do for a living. All you need is a good idea, something you feel is worth sharing that may help a photographer friend. A tip, new technique, marketing promotion, or just your observation of the market and industry...anything is great food for thought for our readers. So don't be shy. Our next deadline is June 25th. Surprise me! And if you can, include a few photos to illustrate your point. I welcome articles from our retired members too! We can learn a lot from retrospect.

Thank you to a long time WPPA supporter.

You may have heard that Herff Jones was purchased by Lifetouch. Their Lewiston, MN lab will close it's doors this fall. Sixty employees will be impacted by this shut-down. I wanted to take this space and thank the folks at Herff Jones for their long time support. They have been a WPPA vendor for as long as I can remember and have faithfully supported us by purchasing a trade show booth every year, doing a full-page ad in our newsletter and most recently sponsoring our Guru Lounge! Well miss our interactions with Randy Michaelis, Dianne Rislw and the rest of the gang at Herff Jones. Ours wishes for a bright future as you travel down life's path.

Deb

calendar of events

WPPA EVENTS

www.wppa-online.com

WPPA Board Meeting

May 24th, 2011

The Mead, Wisconsin Rapids, WI

FALL STATE CONVENTION

October 16th-18th, 2011

Radisson Hotel - LaCrosse, WI

SPRING CONVENTION

February 24th-27th, 2012

Radisson Hotel - Green Bay, 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

June 12th-13th, 2011 - Durand

Lew Everling - Social media, Lightroom

Model Shoot-out

Overnight meeting at "Barn Again"

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