

# Wisconsin The Photographer

Volume 117, Number 4

December 2012

*Featured Artist*

mary mortensen



*Holiday Issue*

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A S S O C I A T I O N I N C .

## content

President's Message.....	2
Featured Artist.....	1/7-8
WPPA Scholarship Winners.....	3
Fall Print Competition.....	4-7
2013-14 Nominations.....	7
Past vs. Future.....	8-10
Welcome New Members.....	11
The Buddy System.....	11-12
Have We Gone Plum Logo?.....	12-14
PPA News.....	14
Convention 2013 Sneak Peek.....	15
News from Your EC.....	17
Calendar of Events.....	18

## on the cover

### mary mortensen waukesha, wi



Mortensen Portrait Design, LLC, opened with husband Allen in 1988 in Waukesha County, a western suburb of Milwaukee, WI. During the first three years the studio tripled business as a result of client referrals and an emphasis on marketing programs. The studio has established itself as one of the largest in the Greater Milwaukee-Waukesha area and is well known for its unique style of photography and personal approach to business. In addition to its portrait division, the studio also houses a full digital lab and school photography division. Besides the owners, the studio currently employs five full-time and seasonal part-time staff member

Mary specializes in the photography of children and babies. For over a decade Mary has partnered with the Midwest Athletes Against Childhood Cancer (MAACC Fund) and the  
*Continued on page 7*

## message from the president

Hello members!

I want to thank everyone that attended the Fall Shoot-out in Baraboo. Tad Meddaugh put together an amazing group of photographers to shoot with and learn from in an unique location, ripe with opportunity for learning, networking and just having some plain old fun. Coordinating an event like this is a group project. Without the dedicated help of many board members and volunteers, it would not be possible. So please take the time to thank all those that worked so hard to make this event successful. Even though there are so many to thank, there are a few I wish to point out. I especially wish to thank the shooters and speakers, judges and jury foreman. Also Bill Johnson for the use of his hangar and Bryant at the Al. Ringling Theatre. Our trade show vendors; partners to the organization are likewise here to help you. Please support them as they continue to support us. It's the balance between these relationships that is mutually beneficial for all and without them, we would not be able to provide such quality education close to home.

I challenge each of you to become active in your association. The WPPA is what you make of it. By volunteering, you secure the success of this 117 year old association while helping yourself by gaining friendships and associations that will help you throughout your photographic career. Your Vice President, Paul Hafermann is currently filling next years board positions and would love to see some new faces to keep the organization growing and relevant to your needs. So please let him know that you are interested in helping out.

I can't stress enough how important I think it is to join the facebook group "WI Prof Photog Assoc." I know, it may not be where some of you wish to go. Ugh...facebook. I completely understand your reservations about this form of communication. But...the most up-to-date information can be found there, along with helpful discussions on all things photographic. So even if you don't want to be sucked into the great time consuming muck that facebook can

*Tracy Van Zeeland,  
WPPA President  
Master Photographer, CPP*



be, please still join the group and check the posts occasionally to stay on top of what is happening in your organization.

Another way to stay in-the-know is by visiting the newly updated website. Thanks to the hard work of Michael Mowbray and Krystal Sutter, we now have a website that is easier and faster to update. With all things new, occasionally there are glitches and going live with the new site was no exception. We believe though that most of those glitches have been worked out and look forward to the new site being easier to navigate, faster to update and more relevant.

I know this sounds crazy, but even with all these ways to keep our membership informed, I occasionally hear that members don't know what's going on. Do you read your emails? Do you read the newsletters? Follow us on facebook? Check out the website? I know how busy everyone is, but in order to enjoy all the benefits of membership, I ask that you take the time to read through the materials we painstakingly create to keep everyone informed. So, with that in mind... here's some more information. February 22-25 in Appleton at the Radisson Paper Valley Hotel will be the next WPPA Convention. Mark this on your calendar right now! Convention Chair Pat Clifton has coordinated a top-notch group of photographers and teachers to help with many aspects of your business. The speakers will share their knowledge on seniors, weddings, families, lighting, posing, marketing and sales (to name a few) and I hope all of you make this event a priority.

Again this year, the Buddy system member drive is underway. It runs until the end of the year, so find someone that wants to better



their business and photography skills and sign them up! (And save some money too!)

And now for the most important part of this message. Have a safe and enjoyable Holiday season and I'll see all of you in February!

*Tracy*

## wppa scholarships awarded

Each year the Wisconsin Professional Photographers Association awards four of its members scholarships to further their photography education. Both \$250 scholarships are given for members to use for registration and hotel costs to attend the upcoming 2013 WPPA Spring Convention. The \$500 scholarship may be used for any photography course approved by the WPPA. The MAIPP scholarship is to help with tuition for the week long educational course at the Mid-America Institute of Professional Photography at the University of Northern Iowa in Cedar Falls, IA.

The WPPA Scholarships for 2013 were awarded at this year's Fall Shoot-Out held in Baraboo, WI on October 21-22. The committee selected the following recipients:

**Up to \$250 Gerhard Bakker Scholarship**  
Shellie Kappelman (second right)

**Up to \$250 Norm Swanson Scholarship**  
Ginny Otto (left)

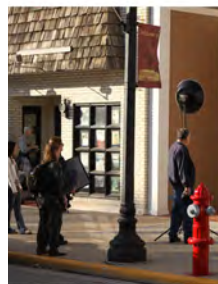
**Up to \$500 WPPA Board Approved Course**  
Jon Allyn (second left)

**\$200 MAIPP Scholarship**  
Carl Caylor (not pictured)



## fall shoot-out 2012 - baraboo

Members congregated at a local airport hanger. The weather-man cooperated!



WPPA photographers took over the streets of Baraboo!



A mud-hill with a dump truck provided an intriguing background.



Of course a small plane with red carpet treatment wasn't bad either!

Shooting demos continued into the late night and the next day!



Thanks to Christopher Pitts his photographic coverage of this convention.

## fall print competition

I want to thank everyone who came and supported Print Competition at the Fall Convention this year. It ran so smoothly thanks to our wonderful Print Crew – your hard work and dedication are so appreciated. If any of our members wish to be involved for Spring Convention, please let me know.

A BIG thank you to Dan Stoller, our Jury Chair and to Randy Petersen, Al & Mary Mortensen, Ken Martin, Jim Schoonover and Paul Tishim, our judges. Again, it was a learning experience for those entering for the first time and for those who have been entering for years.



We had 71 entries of which 26 merited. Congratulations to the following Award winners!

**Best of Show Portrait - Carl Caylor**  
**Best of Show Illustrative - Laurie Rossiter**  
**Best of Show Wedding - Shellie Kappleman**  
**Best of Show Album - Jas McDaniel**  
**Best of Show EI - Jon Allyn**  
**Best of Show Commercial - Tracy Van Zeeland**  
**Next Generation (8-12yrs) - Josie Gerber.**



Left to right: Shellie Kappleman, Tracy Van Zeeland, Jas McDaniel, Jon Allyn, Laurie Rossiter

Jas McDaniel  
WPPA Print Chairman  
Studio 33  
Wisconsin Dells, WI



### SENIOR FOLIO COMPETITION WINNERS

**Senior Boy - Todd Kunstman**  
**Senior Girl - Todd Kunstman**  
**Senior Boy - People's Choice - Dan Frievalt**  
**Senior Girl - People's Choice - Kathleen Caylor**  
**Senior Photographer of the Year - 2012-13 Todd Kunstman**



Now it's time to gather your images for the Spring Convention on February 22nd, 2013. Print competition starts at 9am Friday, the deadline for walk-in prints is 7:30am and the deadline to get your prints to me by mail is February 15th. You can send them to:  
Jas McDaniel  
1006 North Gammon Rd,  
Madison, WI 53717

Remember that your regionals will have pre-state print competitions so that you can get an idea of how your print will score and what you might do to take it to the next level. The following awards are available to compete for in the Spring.

### WPPA Awards

**Photographer of the Year** - Awarded to the individual photographer who has the highest scoring print case total with all portrait entries. If there is a tie, the title is awarded to each individual.

**Photographer of the Year - First Runner-Up**  
Awarded to the individual photographer who



has the second highest scoring print case total with all portrait entries. If there is a tie for the Runner-Up position, the title is awarded to each individual.

#### **Photographer of the Year - Combined**

Awarded to the individual photographer who has the highest scoring print case total of Portrait, Wedding, Illustrative, and/or Commercial entries. If there is a tie, the title is awarded to each individual.

**Photographer of the Year - Combined, First Runner Up** - Awarded to the individual photographer who has the second highest scoring print case total of Portrait, Wedding, Illustrative, and/or Commercial entries. If there is a tie for the Runner-Up position, the title is awarded to each individual.

**Wisconsin's Top Ten Imagers** - Awarded to the top 10 imagers with the highest case totals regardless of the category. In the event there is a tie that brings the total to more than 10, THE TIE WILL BE BROKEN utilizing the highest scoring print in the case.

**Best of Show Awards** - Chosen by the Judges - Each judge selects their top one or two images. These images are placed together and the awards are selected by the panel of judges. Images are chosen from all images scoring 80 points or above. Best of Show Awards are given in the following categories:

- Portrait
- Illustrative
- Wedding
- Commercial

**Judges Choice** – Awarded by each judge and jury chair, to their personal favorite image regardless of score. (Pink rosette ribbon, preferably with judge's signature on it)

**Court of Honor Awards** – The number of awards in each category are determined by the number of prints entered. One Court of Honor is chosen for each 40 prints entered. When there are not 40 images in a category, that category is combined with another to determine Court of Honor prints. Images are chosen from all images scoring 80 points or above.

Example: Wedding has 28 images entered. Illustrative has only 14. These two categories are then combined and one court image is selected. The same is true for all categories. (Plaque and blue rosette ribbon)

**Kodak Gallery Awards** – Chosen by the panel of Judges from all images scoring 80 points or above. It is presented in the following categories: Portrait, Illustrative, and Wedding.

**Clean Sweep** – Awarded to all individuals who scored 80 or above on all 4 entries.

**Outstanding Achievement Award** – Awarded to the highest scoring non-master print- case total. If there is a tie, title is awarded to each individual.

**The ASP State Elite Award** - Presented to the ASP member in good standing for the highest scoring entry at his or her State Print Competition. This means that he or she is a member in good standing with PPA as per our Bylaws and that he or she must be cur-

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rent with their ASP dues PRIOR to the competition. In the event of a tie, total case score will be the first tiebreaker. In the unlikely event that a tie still exists, the second highest scoring entry in the case will break the tie. In the really unlikely event that a tie still exists, the third highest scoring entry will break the tie. If by the remotest chance a tie still exists, ASP will declare co-winners of the award and provide an additional trophy. Both recipients should be duly recognized at the awards ceremony for their accomplishments.

An ASP member is eligible for the State Elite Award only in the state in which he or she resides, or the state listed as their primary affiliation.

**CPP Award** – Awarded to a CPP individual with the highest scoring print. If there is a tie, additional awards will be given.

**Elite Collection** - Awarded to the top 40-50 highest scoring images. The cut-off score

must be 80 or higher; typically it has been 82, 83, or 84, but varies from year to year. (Purple Ribbons)

#### **Outstanding Artistic Quality Award** –

Awarded by three independent judges to prints regardless of score. Judges must not be professional photographers, but some art background is encouraged (teacher, curator, artist from a different field). Awarded to 12 images.

**Wright Award** - Awarded to the regional association based on a formula that computes the best attendance, participation, and print scores.

There will be an email going out explaining print competition entry this year. Keep an eye out for it.

Have a wonderful Holiday Season!

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## 2013-14 nominations

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The next WPPA annual meeting will be held on Monday, February 25th at 8:00 AM at the Paper Valley Hotel, Appleton, WI. One of the items on the agenda, will be to vote on your new slate of officers. The following members have been nominated for the state positions:

**Vice President: Greg Loll**

**Treasurer: Jas McDaniel**

**Secretary: Jackie Boyd**

**(3) Elected Directors:**

**Michael Mowbray**

**Kathleen Caylor**

**Matthew Bennett**

Per our WPPA Constitution, the following nomination procedure may be enacted upon.

### 4.3 Nominating Procedure

#### (B) AT-LARGE NOMINATION

Following publication of the nominating committee's proposed slate, a member may choose to run for any of the elected offices up to and including Vice President, provided they meet the requirements for such an office. If such an "at large" nomination is desired, the following procedure shall be followed:

##### 1) Secure an official At-Large

Nomination Form from the Nominating Committee Chairman (Paul Hafermann) within 21 days after notice has been given of those nominated.

2) Complete the form according to the specified instructions on same.

3) Return completed form to the Nominating Chairman by the deadline line date specified on the form.

4) The determination of the Nominating Committee as to the authenticity and legality of the completed form(s) shall be final.

#### (C) NON CONTESTED ELECTION

If no At-Large nomination forms are filed within the designated period, the nominations shall be closed and the nominated slate of candidates shall be declared elected by the members at their annual meeting.

#### (D) Contested Election

If At-Large nominations are received, the names of all candidates shall be arranged on

the ballot in alphabetical order.

Instructions will be to only vote for the number of candidates to fill the vacancies. This revised slate shall be published in the January newsletter.

Questions can be direct to Paul Hafermann, Nominations Chairperson at 715-424-3979

## cover story continued...

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Women for MACC in their fight against childhood cancer. Through photographic programs developed by the studio, the Mortensens have raised over \$100,000 for childhood cancer research. Mary received the prestigious PPA AN-NE award for charitable marketing in 1999. She has been featured on NBC Channel 4 in the Greater Milwaukee Area for her work with children. She was been featured in Wisconsin Women Magazine, M Magazine and Alverno Magazine.

Mary has been recognized locally and nationally for her work. She was the first in Wisconsin history to receive the most awards given at one convention. Her work has appeared in the PPA Loan and Showcase Books, the Professional Photographers of America Magazines and in the ASP Elite Collection. Mary served as WPPA President in 2005-06 and in 2011 Mary was the recipient of the PPA National Award.

Mary has worked with mothers interested in entering children for pageants and modeling. Her photography has helped clients win awards, including a 6-month old who won "Most Photogenic" in a national beauty contest. She has also worked with upscale beauty salons in the Milwaukee-Waukesha area that compete in hair color and makeover national contests sponsored by international hair suppliers. Her clients have received three first place awards and her photos have appeared in international hair magazines.

Mary is currently a member of PPA's Approved Photographic Instructors, ACI Lab Speakers Team Fuji Talent Speakers Team and is a PPA Affiliate Judge. Mary's style is simple but artistic. Her knowledge of portrait



artists and work with art galleries has set the tone for the studio's emphasis on producing fine art and selling wall decor and gallery framing.

The story behind her competition prints...

### ***Bed Time Story***

This image is from a newborn session of our employee Jill's daughter Mia. As in all my children's sessions, I try to photograph something timeless and original and also something that tells a story. For this image Al and I were rummaging in northern Wisconsin shortly before this and found this extraordinary lamp. I knew I wanted to incorporate it into this session and I got the idea of using the light source from the lamp to set the tone and convey the story. Everything else just fell into place. Although I photographed this originally on a low-key background, I felt the background should have an "old attic" feel. Through the use of overlays and blending modes, this was accomplished. The piece was finished with a border containing a script overlay to complement the theme "Bed Time Story".

### ***Medieval Minstrels***

This image was originally photographed about 15 years ago on film. I have a "favs" folder where I tuck away images that "speak" to me and maybe some day I would enter or paint. This was a studio session, the boys' grandmother made the costumes. I photographed them with a 4x6 softbox and a reflector on a low-key background. I told the story using the musical props and beautiful soft lighting. For competition, I had ACI scan the negative. In the computer, the image was made so it was cropped slim and widened. The boys were placed on the right side of the image and the castle was inserted as well as the grassy moss in the foreground. A few layers of texture was blended into the image to give it that old feel.

### ***Outside Looking In***

This image was part of our annual Cute Kids contest that we have done for over 20 years to raise money for childhood cancer research. This boy came in with a suit and tie and my job was to create a story. We had just pur-

chased this lovely door from an antique shop and I was inspired to use it with him. I have a "generous" collection of old hats and the background is one of my favorites from years ago painted by Lynn Saunders. To keep the realism (and Mille always said), I did not clean the glass. My main light was a 4x6 softbox placed at a 45 degree angle in front of the door and a silver reflector placed inside the door. Also used was a background light with an amber gel and a kicker light behind to accent the hat and coat.

### ***Sophie***

This image was from a child's session. The dress was hand-made by the girl's mother. As soon as I saw it, I had a nostalgic feeling. The antique chair was purchased many years ago at a WPPA auction; it originally belonged to Keith Robinson, a - photographer many, many years ago. A few small props were added for storytelling. The main light used is a 4x6 softbox and a soft reflector and an amber background light. A texture overlay was used to enhance the antique feeling.

## **past vs. the future**

Ginny Otto, CPP  
WPPA Regional Director  
Photographic Artistry  
Stevens Point, WI



...pass it on. Many years ago, a new film called "Fuji" was introduced.

Unlike the natural hues of the Kodak film, it's pallet was bright and vibrant. It was exciting to me. About that same time I read of an upcoming parade in Delavan, WI, complete with a 1,000 clowns. What a great place to challenge this new film.

That led to my photographing the inductees for the "Clown Hall of Fame" for a number of years, as well as the circus parade in Milwaukee. It was exciting indeed. I met hundreds of famous clowns from all over the world. As a result, I was asked to cover the first real clown wedding at the Big Top in

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9x12 Calendar

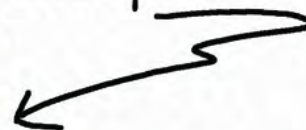
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Baraboo, WI. What an honor it was to work side by side with ESPN and to provide images for the news media, as well as the bride and groom.

Not long after that wedding, "Cookie the Clown" from the "Bozo Show" was married. I was not chosen as the photographer. Instead, William, son of the curator of the museum, was the only one allowed to photograph their wedding. William was 4 years old. He was given 12 disposable cameras to use that day. Cookie wanted his wedding photographed "through the eyes of a child". It was special to him, as was every child he ever met.

A couple months ago I sat silently, as I watched children being entertained with dancing, games, and other activities at Disney World. I couldn't believe the number of small children, as young as 2 and 3 years old, who were using their parent's cell phones and cameras to capture the other children having fun. They would run back to show their parents what they had taken. I am guilty. I leaned over to see the images out of curiosity. They were great. I thought back of William, so many years ago. Nowadays these children have used so many electronic items it is simply like using a spoon at an early age. These children are our future.

Their parents tend to intimidate the best of photographers with access to equipment, programs and products we use in our businesses. Everyone is a photographer today. Equipment is every where, unlike when I was a child, and we had to go to a studio to get a decent picture taken. It seems everyone has some form of camera within their reach. The level of technology obtained by people today has sky rocketed as well.

Life is about change. The world now is about speed and excitement of the moment. It may pass us by. But one thing will not change, and that is the skills we have obtained over the years. Our images will someday be appreciated like the great artists in the past.

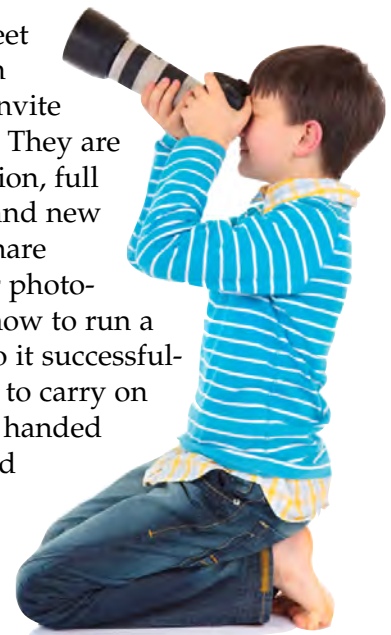
The images that were taken at the Fall Convention were incredible. This is the true beauty of understanding light and posing, and

all it takes to create these wonderful images. We must liken our images to that of a great artist, because that is what we have become. It didn't happen overnight and it won't for those who simply find it fun to take photographs. We are creating images and memories that will last in homes forever. Someday people will look through their family images and know that we made a difference. We can be very proud of our work.

I had the opportunity last year to become a mentor to a young woman who truly wanted to become a "real photographer". She was hungry to learn about proper lighting and posing, and to join the organizations that could provide an education for her. She is now so busy in her studio that her head spins. She is young and full of energy, constantly in touch with her audience through her web site, Face Book, and her iPhone.

Unlike William, we may not have started photographing weddings at age 4, but we all started somewhere along the way. We gathered our education as we grew, taking in all the educational opportunities we could through our organizations. They have provided us with educational tools and skills, friendships and support to help make us successful in our business. Think of the great photographers who mentored us in the past. They left their legacies to us, so that we could pass it on to others.

Take time to meet a new person in your area and invite them to join us. They are today's generation, full of enthusiasm and new expectations. Share with them your photographic skills, how to run a business and do it successfully. It is up to us to carry on that which was handed down to us. And remember, you may receive far more than you give.



## welcome new members

---

We happy to introduce our newest members:

**Roberto Amezcua - Primary**  
**Amezcua Photography**  
Madison, WI

**Kimberley Anderson - Primary**  
**KB Image Photography**  
Milwaukee, WI

**Charlene Champion - Associate**  
**Kimberly-Clark**  
Neenah, WI

**Marla Cummings - Primary**  
**ABE Photography**  
Stevens Point, WI

**Cindy Gackenhaimer - Primary**  
**CinderShots, LLC**  
Hilbert, WI

**Bill Gellerman - Primary**  
**Bill Gellerman Photography**  
Little Chute, WI

**Jerrad Hamilton - Primary**  
**Hamilton Photo Design**  
Sun Prairie, WI

**Michelle Hammen - Primary**  
**Michelle Hammen Photography**  
Combined Locks, WI

**Ann Kantola - Primary**  
**Be Still Photography**  
Negaunee, MI

**Olivia Lothary - Associate**  
**Beautiful Portraits by Michael**  
DeForest, WI

**Rod Oman - Out-of-State**  
**The Imagery**  
Burnsville, MN

**Bobbie Petersen - Primary**  
**The Salty Peanut Photography, LLC**  
Sun Prairie, WI

**Kerry Quade - Primary**  
**Moments to Memories Photography**  
Markesan, WI

**Shannon Schaapveld - Primary**  
**SMR Photography**  
Milton, WI

**Callie Strouf - Student**  
McFarland, WI

**Emily Vara - Primary**  
**Emi Nicole Photography**  
Jefferson, WI

**Joy Vertz- Primary**  
**Shoot the Moon Photography**  
Mequon, WI

**Ron Wimmer - Primary**  
**Wimmer Photography**  
Wauwatosa, WI

**Cherie Zogleman - Student**  
**Pittsville Photography LLC**  
Pittsville, WI

**Anna Zoromski-Linde - Primary**  
**Zoro Photo**  
Amherst Junction, WI

## the buddy system

---

*Paul Hafermann*  
*Vice President, Membership Chairman*  
*Hafermann Photography,*  
*Wisconsin Rapids, WI*



**Don't Miss the Deadline**  
**The program ends on**  
**12/31/2012**

We have had such a good response to the Buddy Program last year that we're running it again. You have your yearly member dues application forms, so take advantage of this offer once again to help our organization grow. Dues are \$198 for the upcoming year. If you recruit a new member, you will both be able to join for half price! Yes, that is \$99 for each of you.

Just a reminder of how the program works.....Find a photographer that is currently **NOT** a member and invite them to join the organization for half price.

*Continued on page 12*



Our goal is simple. We want to save you money and we want to grow our membership. Wisconsin has always been a strong state with a strong organization and we want that to continue. With more members, we will be able to continue with top-notch speakers and vendors attending our events so you can continue to grow your business.

Here is how it works:

1. Please fill out and send in your application along with your payment information before December 31, 2012.
2. Have your Buddy fill out their application and send in their payment before December 31, 2012. Both member applications and payments must be received within one month of each other. (Makes it easier for bookkeeping.)

## have we gone plum logo?

When I'm viewing portraits in someone's home or images on Facebook, I like to know who did them. IN MY OPINION, if there is no logo or signature, it tells me that either the photographer was a beginner, or the photographer was too timid to sign his/her work. Yes, I realize there are some seasoned photographers who choose not to sign their work. I just disagree with their reasons.

When most studios start their businesses, they usually sell prints without a logo or signature. Often after a few years, however, photographers realize the benefits to us and for the client of adding a studio identifier. Those reasons include the fact that artists sign their work, and signatures or logos provide a possible source of future referable business; as well as offering additional protection against illegal copying.

When I was new to the business, I was hesitant to sign my prints and even wall portraits because I feared that it would adversely affect the beauty of the image, and risked looking like an advertisement. However, after I decided to write my signature in Photoshop and simply stamp prints with this signature

3. A new member is anyone that is not currently a WPPA member, including prior members that did not re-join the previous year.

4. To help find a Buddy:

- > Google photographers in your area.
- > Search the list of PPA photographers and cross-reference with the WPPA photographers directory online.
- > Ask around at the local camera store.

5. Everyone must still have a sellers permit (sales ID) to be a member. We no longer require set studio hours or a minimum earned income in photography to be a member.

Any questions, please contact me Paul Hafermann, WPPA Vice President at 715-424-3979, or email [hafermannphoto@](mailto:hafermannphoto@)

*Fuzzy Duenkel, M. Photog., Cr.  
Duenkel Portrait Art  
West Bend, WI*



rather than an actual studio logo, I was satisfied that it not only did NOT harm the look, but rather it enhanced the portrait's "finished" appearance. The logo can be gold or in a color that accents the image.

Which should you use to identify your work... a logo or a signature? The answer depends on how attractive or obtrusive your logo is. If it needs to be large to see necessary details, it could be too large to stamp on an image. Or, of course, if it's a poorly designed logo, you might hear complaints. In that case, write your signature in Photoshop and make a stamp brush from it.

(Create a new image about 400 pixels wide and 100 pixels high with the background set to be transparent. Then sign your name with a small, hard edge brush using black at 100%. Do one letter at a time if your penmanship is weak, and if needed, step back to repeat a letter. Then Edit>Define Brush Preset. This will

# whcc

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

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What's  
New!

## Press Printed Cards



### Stickers & Magnets

WHCC Stickers and Magnets are available in all of our flat card and postcard sizes including 2x3.5, 3x3, 4x5.5, 4x8, 5x5, 5x7, 5x10, 5.5x11, and 8x10. Add UV coating for extra protection and gloss. Also available in all of our boutique shapes.



### Folded Boutique Cards

Take your press printed cards to a new level of distinction with over 50 shapes of Boutique Cards. In a variety of sizes in both folded & flat shapes. Also use for custom stickers, magnets, ornaments, gift tags, and labels.

## Books & Albums



### Combo Covers

Create a Combo Cover by mixing and matching a fabric or leather option with a Custom Photo Cover. Finished with your choice of white or black stitching.



### Sample Program

Receive studio samples at 25% off for both Books and Albums! Sample products include a "Sample, Not for Resale" stamp on the inside front & back covers. Include Boutique Bags with your order and receive the same discount!

## Image Boxes, Cases & Folios



### Image Boxes

New closures allow Image Boxes to stay closed and inside image panels provide one more place to customize the box with imagery. Black Styrene mounted prints and CD/DVD Inserts and Risers are also new.



### Printed DVDs

Create a Printed DVD to match a Custom CD or DVD Case or present it in a matching Image Box with CD Insert. Your design is printed directly onto the disc so it will not fade or scuff.

## Wall Displays



### Metal Prints

Enhance your images with a modern and edgy look by printing directly on metal! Display the Metal Print on an easel or on a wall with a gatorboard block that allows the print to float off the wall or with metal posts that provide a more sturdy and contemporary look. Add 1/4" or 1/2" acrylic to the Metal Print for an impressive display!



### Image Blocks

Add dimension to your wall displays and design with Image Blocks! Image Blocks begin with a 1" thick base block. Then choose from one of the many multi-block configurations to add additional blocks on top of the base. Single image blocks are also available up to 24x36. Image Blocks are complete with a built in hanging system.



put this new signature brush in your brushes palette.)

Some photographers fear that clients will consider a logo to be our advertising on their prints. If you ask someone if they want a logo on products they buy, the answer will depend on the quality or status of the product. If they had a Rolex, would they not want that brand name on it? If they had a Rembrandt, would they not want his name in the corner?

Indeed, many products are sold BECAUSE they include the brand name visible somewhere on the product. That is the heart of this discussion. If your clients don't want your studio logo or your name on your work, then you may have to evaluate your studio's image in the community. Conversely, I know of several studios that had forgotten to put their name on a print, and clients brought it back to have it signed by the artist.

If you are still reluctant to sign your work, consider creating a "Signature Series", which will be your higher line of work. Then proudly explain to your clients, "Mrs. Client, the way I distinguish my day to day work from my finest work is done with my signature on the art piece. The Signature Series takes more time and represents my absolute best effort. Which would you prefer an ordinary image that doesn't bear my signature or my finest art that does?" By doing this you will be building the value of the logo or your signature.

Get over it people... SIGN YOUR ART!

next newsletter deadline

**January 6th**

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

## ppa news

Here's a subject near and dear to all our hearts: health insurance. Ever had to look for coverage on your own? It's confusing, frustrating and just plain un-fun. Plus, how do you know the plan is right for you? Well, PPA is pleased to announce that PALLAY INSURANCE AGENCY is our new medical and dental insurance plan partner!

Pallay Insurance Agency is independent and represents a number of leading medical and dental insurance companies. That means they're able to assist PPA members and their families in choosing a plan\* from a number of insurance companies--they'll help you find the best fit for your coverage and budget needs in the following areas:

- \* Medical Insurance
- \* Short Term Medical Insurance
- \* Limited Medical Insurance
- \* International Travel Medical Insurance
- \* Medicare Supplement Insurance
- \* Prescription Drug Plan
- \* Dental Insurance

But the benefit doesn't stop there. After a plan is purchased, Pallay is there to assist you with any premium, coverage or claims assistance you may require from your new insurance company! (Are you getting the warm-fuzzies right now? We are.)

Oh, and get this: Pallay Insurance Agency also offers members a FREE Discount Prescription Drug Card! Members and their families can begin using this free mail order discount prescription drug card immediately, meaning you could get your prescriptions at 30-80% lower than retail!

If you're not a PPA member, go to <http://www.ppa.com> and join today!



Professional Photographers  
of America

## convention 2013 sneak peek

### Friday, February 22nd

**Print Judging** begins at 9:00 AM - come join the fun as you watch and learn as the judges score and critique the entries.

In the evening, get inspired by renown photographer, **Tyler Stableford**. This program is sponsored by **Canon USA**.

Aspen photographer and cinematographer Tyler Stableford has earned a worldwide clientele for his work. Men's Journal named him "One of the Seven World's Greatest Adventure Photographers," and he is one of Canon's prestigious Explorers of Light.

Tyler has won numerous photo and film making awards from Communication Arts, PDN, American Photo and The International Photography Awards, among others. He and his staff volunteer to shoot at least one week per year for non-profit, and he is an active member of the environmental-business organization "1% For The Planet."

Check out his amazing images at <http://www.tylerstableford.com/portfolio.php>

### Saturday, February 23rd

Early start at 8:30 AM with **Blair Phillips** of NC. From a difficult childhood with no dreams of a flourishing career to becoming one of the most sought-after photographers and educators...Blair's story is exhilarating! Blair has a sincere desire to see other photographers inspired to grow a business as he has. His topic, "Become the Coolest Kid in School" shows you how you can implement improvements to your senior business, making you become the coolest kid in school! To learn more visit <http://www.blair-phillipsworkshops.com>

### **VISIT THE TRADE SHOW!**

Our vendors will be on-hand to show you the latest and greatest in products and services. Visit with them and gear up for a great 2013! Hours: 12:00 p.m. - 5:00 p.m.

Our afternoon program is Lora Yeager, of WV. Lora has been truly blessed with the gift

of gift of telling a story through the lens. She has been named West Virginia Photographer of the Year 2011, 2010, and 2008. This was a high honor for her as it was the first time she ever entered competition. She has only competed four years and was able to earn her Master's Degree in the first three of competition. During the years of 2010 and 2011, she has scored perfect 100's on three of her prints. Come and see where her inspiration comes from and how to photography from your heart!

### **GURU LOUNGE** - Saturday evening

A time to relax and network with your WPPA friends and get involved with hands-on demonstrations.

### Sunday, February 24th

It's a full day of Clark and Rachel Marten of MT. Their program poses the question of "How do you make a LIVING in photography?" The Martens studio specializes in high school seniors, family and children's portraits. Their home studio attracts clients from over 350 miles away and they enjoy an unprecedented \$3,000 senior sales average in a population of only 6 people per square mile! Your time with Clark and Rachel will be REAL...real teaching, real examples, and real results!

**MORE TRADE SHOW TIME** - 11:00 a.m. to 3:00 p.m. is your time to wrap up your purchases!

Sunday evening - The annual **Awards Gala**. This evening of celebration is an open invitation to all attendees. Enjoy a filling buffet dinner and applaud the winners!

### Monday, February 25th

The last day of convention will be reserved for **Mark Garber** and **Jennifer Gilman**, OH. This information packed photographic instruction by Ohio's highest awarded portrait & wedding photographers! You'll learn posing, lighting, workflow, design, marketing and more!

On-Line registration will open **December 21**. Convention Registration packets will be mailed in early January! Save money and register early!! See you there!

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## from your exec. coordinator

I'm a huge fan of syndicated columnist and career coach, Joan Lloyd. Her recent column echoed a holiday sentiment and she agreed to let me share with you...

Happy Holidays from my family to yours!

*Deb*

### Exercises for the Holidays

Feeling a little frantic? Running like a decapitated rooster? It must be the holiday spreading its comfort and joy.

I'm always dismayed when the promise of "peace on earth" turns into "give me my piece and get out of my way." Shopping for gifts, entertaining, decorating, baking, all add to frayed nerves and stretched wallets. And this year could be a prize winner, with unemployment, frozen salaries, or higher expectations at work adding to the crush.

I propose a little holiday exercise to clear the head and burn off stress, and I'm not suggesting the physical variety (although that will help, too). The holiday exercise I have in mind not only helps you, it adds to the health of those around you.

If you are interested in spreading around a little peace on earth, read on for some simple, considerate calisthenics.

#### *Praise Push Ups (3 reps a day)*

Notice and comment when someone does something well: To a waiter, after he carefully explains what wine will pair with dinner: "I can see you really know your wines!"

To your colleague, after he reaches out to seek your opinion, "Thanks for asking for my input. I admire the way you collaborate across departments."

To your kids, "I noticed you did your homework without me nagging you—that was great—very responsible."

#### *Kindness Curls (once a day)*

Hold a door when a colleague has an armful (or you just happen to reach it first). This chivalrous act seems to be lost along with

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



actually looking at someone when you talk (versus texting at the lunch table).

Pay a toll for the car behind you.

Pay every bell-ringing Santa you walk past, even if it's only small change.

Offer to babysit your neighbor's children while they shop for gifts.

Make a big pot of chili and give some to each neighbor, so they don't have to cook.

Offer to help a colleague who is swamped with work, by taking a task off their shoulders.

#### *Laugh Lunges (a guffaw, chuckle, belly laugh/2 reps each day)*

Start by laughing at yourself—take it from me, there is plenty of raw material.

Find the bright side and share it, especially when the pace is killer. That's when everyone needs it most.

Surround yourself with people who make you laugh. Better yet, be the person who makes others laugh.

Empathy Presses (Name the emotion you think they are feeling/1 rep per conversation)

Notice the harried store clerk and comment on what she might be feeling, "This time of year must require a lot of patience."

Pay attention to your employees' stress levels, "It must be tough to juggle everything this time of year with three young children--all the holiday activities plus our extra workload at year end."

To a peer, "You worked for weeks on that presentation, how frustrating that your time got cut to five minutes."

Although it might seem that these exercises might add to your own overloaded schedule,

I think you might be pleasantly surprised to find that it actually has the reverse affect. The comfort and joy you bring to others will add to your own.

Good managers know that employee satisfaction is essential to healthy teamwork, initiative and productivity. Joan Lloyd's booklet, 86 Creative Ideas for Having More Fun & Less Stress at Work, is packed with ideas for building employee satisfaction and work/life balance while reducing stress in your workplace. Guaranteed to give you fresh ideas any company can implement in categories such as: Fun with a Purpose, Building a Family Atmosphere & a Sense of Community, Having Fun at Work for the Sake of Fun, Rewarding Great Performance & Stress Busters! PDF format - no shipping charges!

## calendar of events

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### WPPA EVENTS

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

#### WPPA Board Meeting

*January 9, 2013*

Paper Valley Hotel - Appleton, WI

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#### SPRING CONVENTION

*February 22nd-25th, 2013*

Paper Valley Hotel, Appleton, WI

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#### FALL SHOOT-OUT

*October 20th-21st, 2013*

The Mead Hotel - Wisconsin Rapids, WI

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#### SPRING CONVENTION

*February 20th-24th, 2014*

Radisson Hotel - Green Bay, WI

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### PPA

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

*January 20th-22nd, 2013*

Imaging USA - Atlanta, GA

*January 12th-14th, 2014*

Imaging USA - Phoenix, AZ

Joan Lloyd is a Milwaukee based executive coach and organizational & leadership development strategist. She is known for her ability to help leaders and their teams achieve measurable, lasting improvements. Joan Lloyd & Associates, specializes in leadership development, organizational change and team-building, providing: executive coaching, CEO coaching & team coaching, 360-degree feedback processes, customized training (leadership skills, presentation skills, internal consulting skills & facilitation skills), team conflict resolution and retreat facilitation.

Contact Joan Lloyd & Associates at (800) 348-1944,  
<mailto:info@joanlloyd.com>, or [www.JoanLloyd.com](http://www.JoanLloyd.com)

### FOXES

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

**Regional Director: Mike Kallies**

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### INDIANHEAD

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

**Regional Director: Cindy Van Prooyen**

*January 14, 2013 - Merrill*

Dan Frievald

*February 11, 2013 - Eau Claire*

Michael Mowbry

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### SOUTH CENTRAL

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

**Regional Director: Jackie Boyd**

*January 28, 2013 - Waunakee*

Christie Kline - Babies & Pre-State Judging

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### SOUTH EASTERN

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

**Regional Director: Shirley Duenkel**

*January 9th, 2013 - Milwaukee*

Image Critique & Enhancement