

Wisconsin The Photographer

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July 2012

Featured Artist

fuzzy duenkel



"Got Legs"

*Promoting Excellence in the Business of Professional Photography
through Education, Inspiration, and Networking.*

www.wppa-online.com

W I S C O N S I N

2012-2013

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on the cover

fuzzy duenkel
west bend, wi



“Got Legs” was an idea I had to photograph a 1940s “pin-up” portrait. That genre is usually done in the studio, but I prefer to work on-location, so I sent out a call on Facebook for a volunteer. Stephanie responded, and her boyfriend’s parent’s house provided the location. She was lit by a Canon 580 bounced off the white wall to our left, and one Canon 580 under the tub to light that area. It was a tiny bathroom, and I used a 16-35mm wide angle lens. I ran LucisArt Sculpture and Imagenomics Portrait Professional to achieve the necessary skin tones for that genre. “Got Legs” scored a perfect 100 and received the WPPA’s Best of Show - Portrait Award.

“Kitty Kitty” was a high school senior and wanted a swimsuit image with her leopard suit. Together we came up with the location, and determined that it needed to be done at
Continued on page 12

message from the president

Has anyone else noticed that life is a challenge? Business obligations, financial concerns, health issues, time constraints, family, friends, free time. All vying for our attention, sometimes lying in wait, sometimes demanding to be heard. Setting priorities becomes even more important as the hours of the day seem to be shorter and shorter. In the photography industry today, we are all working harder but seemingly earning less. That's why it's so important to work smarter. One way to work smarter is to learn your craft of imaging, the art of selling and the constantly changing puzzle of marketing.

This fall, join your like-minded peers at the Fall Shoot-out October 21-22 at the Ho-Chunk Convention Center in Baraboo as Convention Chair, Tad Meddaugh gathers some of the best talent to learn from. This hands-on two day event is designed to let you learn while shooting under the tutelage of some of the most creative, most successful photographers today. This year, there will be print competition, senior folio competition and the Next Generation competition at the Fall Shoot-out so start gathering your best images now. We had such an outpouring of positive responses about the print competition that we decided to bring it back to the fall event. But participation is key to keeping it in the fall lineup of events, so join in the fun and learn a little while you do.

Another way to help work smarter is by attending the State Convention in February. This year's convention, chaired by Pat Clifton, will focus on not just being better photographers, but also on being better business people. Sales and marketing are key to a successful studio so the featured speakers will share many of the techniques and strategies they use to make their studios grow. By attending these conventions, you can meet the daily challenges that arise in your business.

When it comes to the other challenges in your life, sadly we don't have a convention for that. But I will say that when it comes to finding help with health and family issues, turning to

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



people you've grown to know over the years is invaluable.

Supporting your peers-turned-friends when they need you most is one of the things that makes this organization as great as it is. So far this year, there have been an overwhelming number of members or family of members with health issues. Please give them your support by way of your thoughts and prayers but also offering to help them should the need arise. This is all part of that balance thingy I spoke of in the last newsletter. Prioritizing your time to give the needed attention to your health, to your family, to your spiritual self and to your business will keep you more balanced, more relaxed and more at peace with the crazy things that go on around us.

So, life is a challenge. But with help from family and friends, and your professional associations, hopefully it is made a little easier.

Have a great summer and make every day as wonderful as you can!

Tracy



FALL CONVENTION 2012

October 21st-22nd
Ho-Chunk Conference Center
Baraboo, WI

SPRING CONVENTION 2013

February 22nd-25th
Radisson Paper Valley Hotel
Appleton, WI

the buddy system

We have had such a good response to the *Buddy Program* last year that we are going to run it again. We will be sending out the yearly member dues application forms during the summer so you can 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.

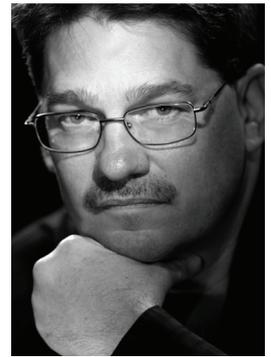
Just a reminder of how the program works.....Find a photographer that is currently **NOT** a member and invite them to join the association for half price. If your new member Buddy joins *before* the Fall Shoot-Out held in Baraboo on October 21 – 22, their membership is not just good for the year 2013, but also for the rest of the current year 2012. It is like getting half a year free!

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.)
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:
 - A. Google photographers in your area.
 - B. Search the list of PPA photographers and cross-reference with the WPPA photographers directory online.

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



C. 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.

6. Keep in mind that by getting your Buddy before the Fall Convention, your Buddy will have the opportunity to attend the convention.

Any questions, please contact me at 715-424-3979, or email at hafermannphoto@charter.net



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*No promo code required; some exclusions apply

taking the plunge...

I attended my first WPPA conference in February of this year. I'll be honest, it was my second choice to WPPI in Las Vegas, but some circumstances in my personal life led me to cancel my WPPI plans. To appease my desire to network, learn, experiment, and play, I headed off to Green Bay instead. Of course the airport Radisson was no MGM Grand, but there was a casino! I was pleasantly surprised by my first WPPA conference. I found myself surrounded by all sorts of friends - both new and old. The speakers were amazing and the guru lounge was successfully reminiscent of an After Dark Education conference; lots of opportunity to learn hands-on or stand back and watch. Not to mention great mentors manning each booth, eager to play and experiment right along with the rest of us. Overall, it was a great experience!

The highlight for me, however, was learning about print competition. And the highlight of learning about competition was the print judging party room. What a brilliant idea! In this room, we were all welcome to watch and listen to a live feed of the comments the judges were making and see the scores as they happened. We could even sit with friends and have quiet discussions about the images, and BET on the scores to raise money for a charity. It was such fun and it really helped me understand the benefits of competition.

Now, I know that many of us "new-schoolers" cringe at the idea of competition. Who in their right mind wants their most prized images to be put up on a wall, ripped to shreds by strangers over technical details, and stamped with a score that might make us cringe and question our own worth as photographers? Oh, of course all with a crowd of photographers drinkin' beer in the next room betting on that score? Yikes! And who is the all-mighty photography judge, anyway? Do we really care what this "expert" thinks of our imagery? Our clients don't care if we win awards, anyway, right? We've got way better

*Mandie Haberman
New WPPA Member
Red Gecko Studio,
Fitchburg, WI*



things to do with our time and money. Or do we?

After learning a little more about competition, I'm going to be taking the plunge and submitting some images this year. Am I a little scared to be ripped to shreds? Absolutely. I know that I make technical and aesthetic mistakes all the time. Do I think I'm going to score well? There's always hoping, but having seen the competition I'm not really counting on it. There are some really talented photographers in Wisconsin! Even if I totally tank, good scores are not why I'm entering competition anyway. I believe there are many other benefits and here they are:

Honest Critique: A competition entry will be an impetus for me to show my work to a fellow WPPA member (most likely my mentor) and ask them for honest critique. I have a folder on my hard drive where I stash the images I really love and want to consider entering, but I don't know what has the best chances or which ones are truly strong images vs. just images that I like. I am sure it will be difficult to lay my work bare in front of someone whose work I admire and say "lemme have it" - but I'm willing to take that risk. I believe that we "new-schoolers" have gotten far too accustomed to throwing our images online and sitting back to watch all of our friends and fans "like" them on Facebook or make nice comments on our blogs. As wonderful as that feels, all the warm fuzzies in the world won't help to reveal our blind spots. Asking for critique is HARD! It's intimidating and scary to open ourselves to scrutiny, but in the end it can only be beneficial. Even if we listen to the critique and decide "nah, I like it anyway and this is the type of image I want to create" - at least we welcomed a new perspective. I entirely expect to have my heart broken, but I also

intend to grow from it.

Learning the Twelve Elements: One of the most fascinating things I learned about while sipping my Bud Light in the print judging party room was the twelve elements of a merit image. The list includes things like Impact, Style, Technical Excellence, Lighting, and Story Telling. Perhaps having a checklist sounds stuffy and formulaic, but if you break it down this is not that kind of list. Each element is something that every photographer should learn to control in their own unique way. Of course it is difficult to capture each of the elements in one image, but it's pretty hard to argue that an image which DOES capture all or even most of them would not be a gorgeous photograph. Don't worry- the list is more of a guideline for competition judging rather than a strict and unforgiving formula; but it's still a pretty great reference point. I set a goal for myself when I begin each of my shoots, and the twelve elements have provided some inspiration for those goals!

Pushing my Boundaries: Certain aspects of the images that won awards last year were so very different from how I work. For example, I am not a heavy user of Photoshop techniques for special effects like textures, heavy manipulation, etc. However, it was educational for me to see that some of the things I have shrugged off in the past actually DID stand out in the long string of images I viewed during judging. It gave me a different scenario in which to view these techniques, and reconsider what I thought of them. It made me analyze how much effort I put into final images. Am I truly taking my clients' images or my own personal work as far as it could go? Am I missing something by being a "purist" and rejecting some of the things we can do digitally? I have seen many, many examples of photography that took advantage of heavy editing and manipulation, but it was not until competition that I really considered giving it a try. I haven't quite found my groove, but I have enjoyed editing my favorite images a little more carefully than my past "bump, sharpen, dodge, burn" routine.

Shooting for Myself: Whether it's an entirely independent shoot or just a few moments I've carved out with my clients for what I want to shoot, I'm intent on shooting for myself. Competition just gives me one more reason to make that a priority. I would do it anyway, but the additional motivation is nice. I'll take every bit of motivation I can get! Who's with me??

The Scores: So I said I'm not doing this for scores and what I meant was "I'm not doing this because I think I'm gonna win any big awards." A couple of years ago I entered WPPI's competition and out of seven images, I got one score above 80. That was kinda nice. But to me, what was nicer was seeing the scores and a few scattered comments on the images I entered, regardless of the score. I saw a lot of "blown out highlights" comments. And guess what I realized? Yikes, I tended to blow out highlights! And so I worked hard at correcting that and today I think I'm a little better because of those comments. The shot that scored over 80? I threw that one in at the last minute and actually regretted entering it because it was not a strong shot...or so I thought. Sometimes, we get so attached to certain aspects of our own work that we miss some things. Maybe there are strengths in our work we don't even realize are there. Or maybe something we think is a strength could actually be holding us back. Maybe the images you expect to score well will bomb, and vice-versa. How can you know until you try?

So there you have it. This fall, I'll be up there in that print judging room. I'll be full of battle scars from plucking those four images out of my portfolio, and I'll be waiting to be ripped apart. I'll have that knot in my stomach. But hopefully the year after that, I'll be a little less bruised. And really, whether I go home with a fun little merit ribbon or a case full of not-quite-there-yet's, there will be plenty of benefit. I will benefit from the process, from learning more about my strengths and my weaknesses. And as I improve as an artist, my clients will benefit too. If nothing else, there's always the beer in the print judging party room!

wppa's financial summary for fiscal year: 4/1/11-3/31/12

ASSETS

Wells Fargo Checking	\$13,032.16
Wells Fargo CD	\$10,415.35
Wells Fargo Performance Savings	\$11,595.81
Wells Fargo Advantage Funds	\$36,679.59
<u>Edward Jones Money Market</u>	<u>\$37,738.07</u>

TOTAL ASSETS	\$109,460.98
Previous Year	\$115,937.66

Submitted by: Paul Hafermann, WPPA Treasurer 2011-12

TOTAL INCOME:

Current Year	Previous Year
\$103,898.42	\$93,915.96

TOTAL EXPENSES:

Current Year	Previous Year
\$112,795.11	\$103,040.33

PROFIT/LOSS:

Current Year	Previous Year
-\$8,896.69	-\$9,124.37

tech tip

Many years ago I ran a software company that sold PC software via direct response ads. As a result of those sales, and pre-sale inquiries, we built up a mailing list of over 100,000 names and addresses. That list produced rental income long after we closed the company.

You probably get a lot of emails during any given week. Email has been the main form of communication other than telephone for many years. People inquiring about your products, post-sale support requests, etc. If you are like me, it is just too much trouble to add those people's contact information to your address book, so once you file or delete the email that information is lost forever. Worse yet, even if you bother to right click in Outlook and add the person to your contacts, all Outlook will only add the person's name and email address. Frequently there is a whole lot of valuable information in a person's automatically appended email signature. Take a look at one email I recently got from a recruiter:

Best Regards,
Deepa Gangi



1656 Oaktree Road, 2nd floor, Edison, NJ 08820
Ph : 609 447 4400 x 101 | Direct: 609 447 4401 |
deepa@avventis.com ; www.avventis.com

All that information is really valuable, yet I'd almost never take the time to copy and paste the various fields into an Outlook contact. And that information is valuable. Current customers, and people who have shown interest in your products in the past, are the

two best groups to sell new products to. Having all this extra information gives you many more ways to interact with your customers.

Despite what you would think, mailing addresses have a lot of value too. After many years of using email to contact customers, companies are finding that sending a letter or postcard can generate more response than several emails. Most people don't get that much traditional mail anymore, so there's less competition for attention.

But collecting and keeping this information up to date is a pain. I got excited when Plaxo first came out, promising a way to update your contact list more/less automatically. Sadly it doesn't generate enough updates to justify its cost, so I dropped my paid subscription.

When a new entrant, <http://www.writethatname.com>, came along I again got excited. Unlike other services, WriteThat.name takes advantage of information that is in people's email signatures to update your contacts. It watches emails going back and forth through your Gmail account, extracting information automatically.

Fortunately about 3 years ago I switched all my domains to Google Apps, which includes a private label version of Gmail. Any emails sent to my vendor-tech.com domain are automatically routed through Google Gmail servers. I originally did it for the outstanding spam filtering that is part of Gmail. Since

then I have been glad since more and more services like WriteThat.name are using the Gmail API to create great add-ons. My domains' email accounts look just like any other Gmail account to them.

Within a week WriteThat.name had found more updates and additions to my contact list than Plaxo had in the previous year. That hooked me. I took advantage of their premium trial service and linked three other accounts to the first account giving me a consolidated contact list that draws from all my accounts. The only bizarre part of the process, which I suspect is a side effect of the way Gmail needs to authorize access, is I had to create four WriteThat.name accounts, link them each to a Gmail account, then link them together in WriteThat.name. It seemed like more work than necessary, but I only had to do it once. That doubled the number of updates and additions each week.

The last option I just tried is WriteThat.name's HistoRecall service.

HistoRecall goes through the last year of emails that are stored in your archive folder on Gmail (many people many not realize that folder even exists), and extracts any contact information from those emails. For one of my accounts, HistoRecall reported the following: 8,817 messages out of 51,896 were considered relevant for signature search (i.e. not spam, automatic notifications, newsletters or commercial offers). We spotted 2,419 signature blocks among these e-mails and identified 496 unique contacts. We then compared this list to your current address book and updated or created 474 contacts. Scanning the report I saw some contacts labeled New when I knew they were already in my contacts list. Scanning my contacts list showed a number of duplications. Some duplications were there, but some were added by the HistoRecall. Fortunately in Gmail there is an option, under the "More" menu link to look for duplicates and merge the records. That happened quickly and reported there were 138 duplicates merged (but a few contacts

were showing as many as 4 records). With almost no effort on my part I have doubled the number of contacts that are in my contact list, and updated most of the rest with some bits of additional data.

Coming soon is a nice dashboard for your contact updates that are done by WriteThat.name that has a very styling very similar to the Metro interface Windows 8 will ship with later this year.

When we had our big mailing list of PC owners we could have it processed by the NCOA (National Change Of Address) data to update addresses of people who had moved within the last 6 months. I only wish there were a similar service available. I know that a number of my older contacts have email addresses that don't work, and because I didn't have WriteThat.name many years ago, I have no other contact information for those people. I can't even check which contacts no longer have any valid contact information.

We also updated our list with a bunch of marketing data using a service called Catalyst (not sure it still exists), that included demographic data from a number

of sources. It would be nice if at some time WriteThat.name could add more data gleaned from other sources to make your contact information deeply richer. Xobini and Gist do some of this but don't append the data inside the contact. What I really want is a single, integrated super list (I know I need to switch to a CRM system to really contain all that I want—been there, done that).

I like WriteThat.name enough that I took advantage of their birthday special to extend my premium subscription for another year. I'd recommend you try it out. Feel free to use this special referral link, <http://bit.ly/ILXKRQ>, it will get you a free month of the premium service (and extend my subscription by a month, win/win!)

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



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.

fall print competition!

After an amazing Spring Convention in Green Bay in February, I trust everyone is pumped and motivated to enter prints this Fall! Yes, that's right! There was such a buzz after the Spring Convention that we are bringing back **Print Competition** at our Fall Convention which will be held at the Ho-Chunk Conference Center in Baraboo on Sunday October 21st, 2012.

How incredible to take what we learned at the Print Party, in the back of the print room, by an inspired talk with a fellow photographer or from one of the speakers that came to share their gifts and talents and utilize the learning experience to make our own photographs. Whether it be for your own personal growth as an artist or to better yourself in competition or to achieve merits towards your Masters' of Photography or just for fun, you can't lose! What we gain by entering, no matter the score, is that there is always more to learn, new avenues to explore, new ways to see. And, by pushing ourselves to the next level we see we are dedicated to becoming better at our craft.

I personally feel a looming pressure to "get my act together" and come up with something to enter while my busy life seems to preoccupy me. I know the commitment I have to improve my photography is intact and I'm just going to say "Yes" and go through the fear of the judgment, the critiquing, the embarrassment, the idea of failure and say "I'm going to do my best. I'm going to be mindful of what I have learned, using the elements as a guide and I'm going to embrace my fear and go for it!". I would love you to join me.

This year the **Next Generation** print competition will also be back. This is for your children or grandchildren to be able to enter their photographs. It's a great way to teach them how to look for the 12 elements of Print Competition when they are out and about with the camera. The child must create their own image. The case fee is \$25.00 or free if accompanied by parent's paid case. There

*Jas McDaniel
WPPA Print Chairman
Studio 33
Wisconsin Dells, WI*



will be 3 different age categories:
Ages 0-7, 8-12 and 13-17.

Senior Folio competition will also be held at the Fall instead of at the Spring Convention in February. **And if you enter, you will receive a \$25.00 coupon to be deducted from your print case fee when you enter at the Spring Convention.** You can enter 2 folios, a male and a female folio, or just one or the other. You must enter both to be in the running for Senior Photographer of the Year.

The deadline for sending prints via mail is October 11th, 2012, 7:30am or October 21st if you are bringing them in yourself. The rules are posted on the website, but you will receive a registration packet with all the information in it towards the end of summer.

That all being said, I hope you all have a great summer and in the back of your mind, let yourself expand to new possibilities of image making! Feel the freedom, love what you do.

If you have any questions or need any information, go to www.wppa-online.com or call me at 608-432-2224

welcome new members

We happy to introduce our newest members:

**John Harmann- Primary
Harmann Studios
Algoma, WI**

**Eric Young - Associate
Harmann Studios
Algoma, WI**

**Sarah Orlando - Primary
Studio 111
Denmark, WI**

mentor program

When I first joined the WPPA, I was overwhelmed with emotions - **excitement** in pushing my photography to a new level, **anticipation** in making my business grow, **curiosity** in meeting an new group of professionals and yes, **intimidation** in meeting all those standards of the profession. I remember wanting to keep a low profile and slowly get to know what this group is really all about. I didn't feel I was "good enough" to call myself a professional. I knew I had the passion, but I was clueless about starting my professional business. I wanted to help but didn't know who to turn to. That's when I applied to the WPPA Mentoring Program and it turned out to be one of the smartest decisions I made for my photography business.

The WPPA Mentoring program is based upon a list of quality mentors who have signed up to participate. Their individual expertise might include marketing, studio management, portrait, wedding, digital work flow. They range from small; one or tow employee studios to large studios with eight or more employees. You'll be matched with a mentor based upon the areas of assistance you request. Although we do not pair mentors and mentorees in the same sales area, we do try to keep the distance to less than a two hour drive. Phone calls, emails, internet forums, Fall, State, and Regional meetings help bridge the distance. Ultimately the goal of this program is to build lasting relationships that will continue to grow over the years.

I am deeply grateful for the day I spent with my mentor. His guidance and advice set me on a path that jump-started my business and helped set my photography apart! It's also a great way to forge new friendships that can last your entire career!

Any WPPA member can be a part of this program regardless of experience. Any WPPA degree holders who are interested in offering expertise to the Mentoring Program...we'd love to hear from you! If you want to be a

*Tim Koll, CPP
WPPA Education Chairman
Tim Koll Photography
Waupaca, WI*



part of this program, just email me at tkoll@tkollphotography.com

and the process will begin! With the constant changes in technology and work flow, we should all sign-up for this program! For application forms and further information, email tkoll@tkollphotography.com for details!

scholarship opportunities

Each year WPPA awards four scholarships to WPPA members who apply and qualify. With so many changes revolutionizing the photo industry, educational courses are a wonderful opportunity to fine tune your professional goals and network with other professionals in the industry! The four scholarships are as follows:

- \$250 Gerhard Bakker Scholarship
- \$250 Norm Swanson Scholarship
- \$200 MAIPP Scholarship
- Up to \$500 Cash Stipend for a Board Approved Course at the school of your choice.

These scholarships are to be used any time throughout 2013. The MAIPP (Mid-America Institute of Professional Photography) classes will be held in early June 2013 on the campus of the University of Northern Iowa, Cedar Falls, IA.

Scholarships are open to all paid members in good standing with WPPA and who have attended both the Fall and Spring WPPA conventions the previous two years. This DOES include studio owners. SEND COMPLETED APPLICATIONS BY OCTOBER 1st, 2012 to: Tim Koll, Tim Koll Photography, 745 Sunset Drive, Waupaca, WI 54981

Note: No emailed or faxed applications will be accepted. Only applications through the mail will be accepted. Request an application by emailing Tim at: tkoll@tkollphotography.com

Continued from page 1...

at sunrise for the backlight at that time...

which defined the light along her right side and legs. A Canon 580 into a Larson softbox was used for the main light, and another Canon 580 was used for the accent light along her left arm. I used Nik Glamour Glow to give it a soft, punchy, glamorous look.

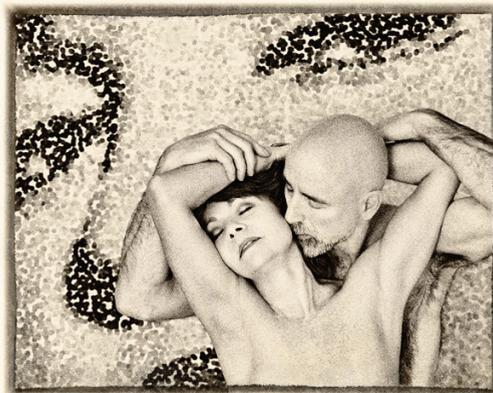


"Lady of the Lake" was a senior we photographed for our Treehaven class. It was drizzling at the time, and one of our attendees (Jas McDaniel) held the Larson softbox above the senior's head to not only shelter her from the rain, but to light her. The background sky was dull and lifeless, so I dropped in a sky I photographed from a jet



above the clouds, then inverted it.

"Voyeur" was a spur-of-the-moment image Shirley and I did at a hotel where we were speaking. I saw that poster of Marilyn Monroe and thought it would be cool to do something romantic in front of it. It's easier to see that it is an enlarged poster of Marilyn on the full image, but out of respect for Shirley's mod-

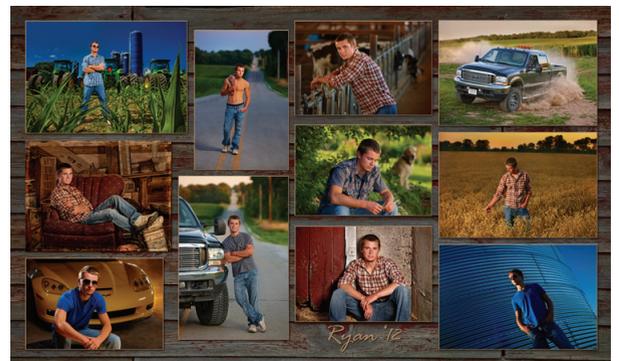


esty, I cropped it tightly for competition. I don't think the judges saw that it was a poster of Marilyn because some commented on the busy design of whatever was behind us. That's too bad because that explains the title. Oh well, that's the risk you take with judging. Lighting was a window across from us, and the treatment was a black & white "Yellowed" Nik Silver Efex filter.

My two folio entries also earned me the title of WPPA's Senior Portrait Photographer of the Year. I'm proud



to say that these two folios took the



Photographer's Choice and the People's Choice awards in both the Senior Girl and Senior Boy categories!

Shirley and I have been in photography since 1975, and it never gets dull! The hours are difficult, the pay isn't great, but the rewards are many. Print competition has been the way we got recognized, and continues to help us keep sharp and keep up with our peers. At my "advanced age" I never thought

I'd score a 100. I just assumed my photography had gotten too boring for competition. These days, extreme images or hyper-realistic images (that are mostly created in Photoshop instead of the camera) are usually the ones that create the impact necessary to score high. My goal is always to just merit. You never know how they'll score, so I recommend doing your absolute best and let the chips fall where they may! You may end up on the cover of the WPPA magazine!

ppa news

Congratulations to the newly elected PPA Councilors! If you have questions or concerns about PPA, please contact:

Jon Allyn - jonallyn@aol.com

Mary Mortensen mary@mortensenportraitdesign.com

Rick Trummer - rtrumner@mac.com

PROFESSIONAL PHOTOGRAPHER Cover Contest now accepting entries. Submit your images by **August 31st** at:

<http://www.ppmag.com/cover-contest-2012>

Choose your best example of an image that is representative of the work you sell your clients. After you've uploaded your own photo, you can browse other entrants' images and rate them. Along with having an image featured on the cover of a 2012 issue, the winner will also be awarded prizes from Michaels Custom Framing, Photobiz, and White House Custom Color.

Imaging USA Online Registration Open

www.ImagingUSA.org

- January 20-22, 2012

- Atlanta, GA (held at the Georgia World Congress Center).

- A few of the instructors and pre-convention classes are listed online, subject to change.

Bragging Rights - Have you won a special award, published a book, have a gallery showing? If you're a PPA member who has done something special, share it with thousands on the PPA Brag Book:

<http://www.formstack.com/forms/?1196954-MJsCsFYjdN>



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wppa webinars

The concept of producing educational webinars for our members, has been a long time goal. Thanks to Jon Allyn and Fuzzy Duenkel, it's going to become a reality! In response to the number of new members who have recently joined WPPA and the excitement this year's print competition has evoked, *three* FREE webinars are being offered to WPPA members. An official email invitation will be sent out in the next few weeks...so watch for it and join in!

Wednesday, August 22nd - 9:00-10:00 PM

12 Elements of a Merit Print

A visual discussion of the elements and their importance.

Wednesday, August 29 - 9:00-10:00 PM

Demystifying Print Competition

Understanding PPA Print Competition...it's rules and nuances.



Jon Allyn, M. Photog., MEI, Cr., CEI., F-WPPA

For over thirty years, Jon's powerful images and artistic figure studies have earned him countless awards, including PPA's Imaging Excellence Award, 19 Photographer-of-the-Year honors, most recently the PPA Diamond and was honored at PPA's Grand Imaging ceremony for his illustrative work. As a popular speaker for over two decades, Jon has shared his passion for photography. His 2004 induction into the WPPA Hall of Fame and the Camera Craftsman of America were both milestones in his continuing quest for excellence.

Wednesday, September 5th - 9:00-10:00 PM

How to Beat Fuzzy in Folio/Composite Competition

Fuzzy Duenkel has won at least one of the top folio awards for boy's and girls folios for the last 20 years! Fuzzy will be sharing some helpful hints on how he has achieved that...so that YOU can score better in this fun competition. The discussion will cover image selection, image placement, composition, color harmony, overall design and background mat design. Folio/composites are a great way to show your ability to capture a variety of styles within a senior portrait session.



Fuzzy Duenkel, M. Photog., Cr.

Fuzzy started entering prints in the WPPA competition in 1993. His images have earned him four Fuji Masterpiece Awards, earned top awards for WPPA's Folio competition 12 times, WPPA's Photographer of the year twice, Senior Photographer's International folio competitions five times, Senior Portrait Artists' Photographer of the Year, 29 prints selected for the National Traveling Loan Collection, two for Disney's Epcot Center, one for Photokina in Germany and one for the International Hall of Fame and Museum in Oklahoma...just to name a few!

High School seniors are his favorite subjects, as they require little space to photography (unlike families), hold still (unlike kids), do what they're told (unlike babies), understand English (unlike pets), and will give him as much time as he needs (unlike weddings). His goal is to make a variety of images that don't necessarily look like they were created in the client's bedroom, garage, or hallways...even though they were!

Fuzzy, along with his wife Shirley, have been popular speakers across the country.

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from your exec. coordinator

When's the last time you took a vacation?

And photographic conventions don't count! There's never a good time. There's always more work to be done and things to be cleaned-up and organized at home. Then there's the cost of going somewhere for a week.

A recent on-line poll showed that half of the participants didn't take annual vacations. In fact, many of the responders never take them! And now with increasing frequency, when we do take vacations, we often bring work along with us, keeping ourselves essentially still in the work mindset we're trying to escape!

So if you've been thinking about taking a week away, make it a goal and save for it! Physical health has a direct link to your social and psychological outlook on life. This means that the more you vacation, the more likely you are to be healthy and enjoy life. Taking regular vacations can also reduce the feelings of being overworked and reduce stress. Stress has been linked to cancer, heart diseases and other conditions. You can also end up reducing the amount of money you would possibly spend on medical bills by going on vacation. Other personal benefits for taking vacations are:

- **Vacations promote creativity.** A good vacation can help you reconnect with yourself and be a vehicle for self-discovery. It gives you time to satisfy your own human curiosity about other places and events that will give you a therapeutic affect on your life.

Vacations Stave Off Burn-out: People who take regular time to relax are less likely to experience burn-out, making them more creative and productive than their overworked, under-rested counterparts.

Vacations Can Strengthen Bonds: Spending time enjoying life with loved ones can keep relationships strong. Making it to a destination together can bring a sense of camaraderie and accomplishment that forges new ties.

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



If you are a female that vacations twice a year, you can reduce the risk of serious heart problems according to several research studies. It was also found that men in their middle ages were more likely to die in a 9-year span if they didn't vacation more often.

Even if you are cash-strapped and time-poor, you can be creative. 8 Great Alternative Budget Vacation Ideas by Nomadic Matt at: <http://www.nomadicmatt.com/travel-blogs/8-great-alternative-budget-vacation-ideas> suggests becoming a "local" tourist. We rarely take time to check out the sites of our city or state! There are a number of wonders just waiting to be explored. The most important thing is to check-out of your house and into a hotel to get you out of that familiar environment and routine. If you're an outdoors person...then go camping! You'll save on hotel and food! Another way to save is to book a last minute cruise or tour. There are great last minute deals on numerous websites. And to save even more, skip the popular destinations and head off the beaten path. Forget Italy and see Greece, skip Paris and head to Budapest. A unique way to overcome accomodation expenses, is to house sit for someone on vacation. You get free accommodation, a kitchen to cook in and the chance to explore a new destination. Be creative!

The bottom line is that taking a good amount of time away from the stresses of daily life is important. Travel is simply the art of going somewhere new and different and exploring everything the place have to offer. I hope you get a summer break and please...leave the iPad at home!

Deb



calendar of events

WPPA EVENTS

www.wppa-online.com

WPPA Board Meeting

July 18, 2012

Webinar

SPRING CONVENTION

February 22nd-25th, 2013

Paper Valley Hotel, Appleton, WI

FALL SHOOT-OUT

October 21st-22nd, 2012

Ho-Chunk Convention Center - Baraboo, WI

PPA

www.ppa.com

January 20th-22nd, 2013

Imaging USA - Atlanta, GA

January 12th-14th, 2014

Imaging USA - Phoenix, AZ

next newsletter deadline

August 24th

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

FOXES

www.fvppa.com

Regional Director: Mike Kallies

INDIANHEAD

www.indianheadphotographers.org

Regional Director: Cindy Van Prooyen

October 8, 2012 - Eau Claire

Speaker to be announced

November 12, 2012 - Wausau

Pre-State Print Competition

SOUTH CENTRAL

www.southcentralppa.com

Regional Director: Jackie Boyd

November 26, 2012 - TBD

Chris Nelson

SOUTH EASTERN

www.sewppa.org

Regional Director: Shirley Duenkel

September 10, 2012 -

Doug & Courtney Weitenhiller - Weddings

November 5, 2012 -

John Hartman - Marketing

