

# Wisconsin The Photographer

Volume 117, Number 1

May 2012

*Featured Artist*

michael mowbray



*Bridge Players*

*In the Spotlight*

*Katie*

*Madonna of the Rocks*



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**2012-2013**

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Tracy Van Zeeland, M. Photog., CPP  
111 East College Avenue  
Appleton, WI 54911  
tracyvanzeeland@yahoo.com 920-739-4306

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Paul Hafermann  
130 8th Street North  
Wisconsin Rapids, WI 54494  
hafermannphoto@charter.net 715-424-3979

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Greg Loll, M. Photog., CPP  
W1954 Highway 64  
Marinette, WI 54143  
greg@gregorysphoto.com 715-735-5767

**secretary**

Jas McDaniel  
4126 County Road B  
Wisconsin Dells, WI 53965  
contact@studio33photo.com 608-432-2224

**past president**

Tad Meddaugh, M. Photog., Cr., CPP  
419 Main Street  
LaCrosse, WI 54601  
tdmeddaugh@centurytel.net 608-782-1080

W I S C O N S I N

**home office - executive coordinator  
deb wiltsey, cr. f-wppa**

P R O F E S S I O N A L

**1602 s. wisconsin avenue  
racine, wi 53403**

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

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## on the cover

### michael mowbray DeForest, wi



Michael Mowbray opened his studio on a part-time basis in 1996. He left his position as an executive at an advertising agency to pursue photography full-time in 2001. His primary focus is on weddings, high school seniors, and limited edition children's portraits.

His image "Bridge Players" scored 86 and won him WPPA's Best of Show in the Wedding category and a Kodak Gallery Award in the Wedding category.

Michael explains how the image was created, "I created this image while photographing Dan and Catherine at Rotary Gardens in Janesville. Our major challenge that afternoon was rain; it rained hard, it rained soft, but mostly, it just rained. We managed to dodge the raindrops and create some other cool images, but I really wanted an iconic image

*Continued on page 19*



## message from the president

### **Welcome!**

This is a very exciting time in the history of the WPPA. This last year, you've added over 70 members to the organization and we hope to do the same this year. I say "you've" added them because it is with your help that the Buddy system was able to bring in that many new and returning members. So give yourselves a hand for continuing to grow the organization for the benefit of all!

For those of you that attended either the Fall Shoot-out or the Spring Convention, you now know the benefits of membership! President Tad Meddaugh, along with his board and Convention Chairs Rick Trummer and Jon Allyn really did an exceptional job bringing amazing speakers to inspire and teach us. The guru lounges were incredible and the print competition and print party this last convention was a great learning experience (and fun to boot!). And this year, we hope to continue in that vein. Tad Meddaugh is already planning the Fall Shoot-out for October and Pat Clifton is busily seeking out some of the top speakers in the country for the February 2013 Convention!

### **Achieving Balance**

This year, I chose *Balance* as the theme. In order to achieve success in our businesses and in our lives, it's important to work toward achieving a balance. Art and creativity for photographers is where our hearts and souls are. But without the ability to sell and market our art, we wouldn't be able to continue creating for very long. As Woody Walters said at the convention, it's the money that creates the art. Without the money, we wouldn't have the time to create. It is for this reason that we hope to bring you speakers and programming that will feed your hearts and souls, educate your minds and thoughts and inspire your creative juices. It's about achieving that balance. Likewise, we can't spend all our time, thoughts and energy on photography. It's imperative to get away sometimes. Spend time with your children, partner, parents and friends. Relax now and then. Get away. Enjoy the one life you have because the last I checked, this is the only life you have on

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



this earth.

### **Long Range Planning**

The Long Range Planning meeting over the past several

years has become more of a short range planning meeting. Technology, the economy, demographics, they are a-changing, and fast! But with the help of some very dedicated people, along with 'listening' to everyone's comments on facebook and at the conventions, the board hopes to continue to be responsive to the members needs and wants.

As I stated in the beginning of this message, it is a VERY exciting time for this organization. Welcome to every one of the new members and welcome back to all the 'seasoned' members. All of you are what make this association great and I hope you will stay active or become active in your organization. It's the relationships you will cultivate over the years that will help you learn, grow, achieve balance and become successful, both in life and in your business.

### **A Final Word**

One last thing. I want this year to be about you. If you have an idea, comment, question or anything you think would be helpful to the members and the organization, I want to hear about it. Please feel free to contact me through email or phone (I will respond, although sometimes I need a day or two) to express what you want from WPPA. The boards you've had over the years have been excellent and this years board is no exception. I look forward to hearing from you! Now...go create (and make some money...see paragraph three)!

*Tracy*

# 2012 award recipients

## PHOTOGRAPHER OF THE YEAR AWARDS



### Best of Show

**Portrait** - Fuzzy Duenkel (center) *"Got Legs"*  
**Illustrative** - Ken Martin (right) *"Moody Blues"*  
**Wedding** - Michael Mowbray (left) *"Bridge Players"*



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



**Photographer of the Year - Combined**  
 Ken Martin  
 1st Runner-Up  
 Tad Meddaugh



**Senior Photographer of the Year**  
 Fuzzy Duenkel



### Court of Honors

*"Marked"*  
 Tad Meddaugh (left)  
*"Pointer Sister"*  
 Carl Caylor (2nd left)  
*"Harvest Time"*  
 Bob Zettler (2nd right)  
*"Misty Morning"*  
 Ken Martin (right)  
*"You Talking to Us"*  
 Tiffany Schmitt (not pictured)  
*"The Staffan Family"*  
 Steve Ahrens (not pictured)



**ASP STATE ELITE AWARD**  
 Ken Martin



### Clean Sweeps

Left to Right - Fuzzy Duenkel, Ken Martin  
 Mary Mortensen, Tad Meddaugh  
 Dan Frievalt (not pictured)



**CPP AWARD**  
 Tad Meddaugh



### Senior Folio Awards

Fuzzy Duenkel  
 Photographer's Choice - Senior Boy & Senior Girl  
 People's Choice - Senior Boy & Senior Girl

**2012 Wright Award**  
**South Central Photographers Association**





### Top Ten Wisconsin Imagers

Fuzzy Duenkel (standing right)  
 Ken Martin (standing left)  
 Tad Meddaugh (standing - 2nd left)  
 Dan Frievalt (not pictured)  
 Tiffany Schmitt (not pictured)  
 Carl Caylor (seated-center)  
 Robert Zettler (standing - 2nd right)  
 Mary Mortensen (seated left)  
 Kathleen Caylor (seated right)  
 Steve Ahrens (not pictured)



### Kodak Gallery Awards

**Portrait** - Dan Frievalt  
*"Fallen Angel"*  
**Illustrative** - Ken Martin  
*"Misty Morning"*  
**Wedding** - Michael Mowbray  
*"Bridge Players"*



### OUTSTANDING ACHIEVEMENT

Dan Frievalt



### CREATIVE JUICE AWARD

Jan Favret



### WPPA Fellowship Awards

#### Associated Fellowship

Tim Koll (standing left)  
 Tracy Van Zeeland (standing - 2nd left)  
 Michael Mowbray (standing - 2nd right)  
 Greg Loll (standing left)

#### Pewter Bars

Matthew Bennett - 2nd Pewter Bar

#### Gold Bars

Fuzzy Duenkel - 7th Gold Bar  
 Steve Kemp - 9th Gold Bar  
 Rick Trummer - 9th Gold Bar  
 Jon Allyn - 12th Gold Bar  
 Randy Peterson - 18th Gold Bar



### SPECIAL SERVICE

Tim Koll



### SPECIAL SERVICE

Jas McDaniel



### HUSBAND AND WIFE AWARD

Helen and  
 Kirk Kolpitcke



**SPECIAL  
APPRECIATION**  
Frank Strukel



**LIFE MEMBERSHIP**  
Kris Fehrenbach-Alt



**MILLE AWARD**  
Jon Allyn



**MERITORIOUS  
AWARD**  
Jim Buivid



**National Award**  
Mary Mortensen



**Hall of Fame Award**  
Eileen Wendt

*Thank you...*  
to our convention photographers:  
Todd Kuntsman - Award Photos  
Sam Scalan - Convention Candids

**thank you to our sponsors**



### **2012-13 WPPA BOARD OF DIRECTORS**

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

#### *Second Row:*

Shirley Duenkel, SE Regional Director  
Wendy Diel, Elected Director, Floor Mgr.  
Michael Mowbray, Elected Director, Website Chairman  
Cindy Van Prooyen, SC Regional Director  
Jackie Boyd, Indianhead Regional Director

#### *Top Row:*

Sam Scanlan, Elected Director  
Tim Koll, Education Chairman  
Mike Kallies, Foxes Regional Director, AV Chair  
Gary Wiltsey, Computer Chair and Constitution Chair

#### *Not Pictured:*

Pat Clifton, Spring Convention Chairman  
Dan Tomasoski, Trade Show Chairman  
Deb Wiltsey, Executive Coordinator



District Print Competition



Convention Candids



Guru Lounge



WPPA AFFILIATED CONVENTION 201



## district print competition

The first North Central District print competition hosted by the WPPA was an astounding success! Thanks to the support of Jon Allyn who arranged for the judges and hosted the awesome Print Party Room. And a big thanks too to an amazing Print Crew!

There were 213 cases entered, representing 837 entries! Up from 186 cases in 2011 and 722 entries. A huge part of this increase was due to Wisconsin's participation...last year our state sent 18 cases to the District competition. This year we had 57 cases; 224 entries! Way to go WPPA!

Out of the 837 entries, 374 (same count as last year) were physical prints and 463 were digital images, up from 348 last year. So a big increase in digital competition. But you must admit it was great to walk through the print exhibit and take in the entries. This was a big benefit to convention attendees. 39% of the entries merited. We're still pulling together the numbers for hosting this competition, but

## time to replant the garden

Summer plants die. It's a fact of life. You can whine and whimper, but if you understand the basics of which Mother Nature works, you can pretty much put it to work in your business. Most businesses experience growth both intellectually and physically, yet every business seems to run on summer growth. Never changing, never evolving. They hope Jack Frost will give them a wide berth when the cold days roll along. That doesn't always happen and when the business peters out, it's let's blame the economy time, when all they've done is failed to plan for the end of a business cycle. Let's face it, it's not just about reinvention...it's about realizing WHICH PART of your business needs to be reinvented and then having the common sense to leave the rest alone. Too many marketing people change 20 things all at once. Confused customers don't care. Gradual progression they can handle and want. Dramatic change scares the heck out of them. Which is why even Einstein kept it down to  $E=mc^2$  de-

*Continued on page 17*

Matthew Bennett M. Photog, CPP,  
AF-WPPA - WPPA Print Chairman  
Studio 205, Portraits by Matthew  
Brillion, WI



it appears that WPPA profited about \$1,000. Iowa will be hosting the District Print Competition for 2013.

Here is a brief overview of the ribbon awards by category:

Portrait:	44 Blue (28 Elite) 64 Red 14 Bronze
Illustrative:	29 Blue (16 Elite) 39 Red 15 Bronze
Wedding:	3 Blue (1 Elite) 6 Red 1 Bronze
Album:	4 Red
Commercial:	2 Red
Folio:	4 Blue 3 Red

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## a success story

When Leroy Butler hung up his Packer jersey he began a new life, one of serving his community and making it a better place. The man who coined the term Lambeau Leap, is making a giant leap towards helping society. Those who attended his program "From the Wheelchair to the Lambeau Leap" on Sunday of Convention, enjoyed a humorous and inspirational message.

Butler was selected by the Packers in the second round of the 1990 NFL draft. He played in 181 games, earned a Super Bowl ring, for Super Bowl XXXI, following the 1996 season, was selected as an All-Pro five times and was selected to the Pro Bowl four times (1993, 1996, 1997, and 1998). He was named to the 1990s NFL All Decade Team, by the Pro Football Hall of Fame, and was later inducted into the Green Bay Packers Hall of Fame, in 2007. Butler is credited with inventing the Lambeau Leap - a touchdown celebration in which the scoring player leaps into the arms of awaiting fans in the stands near the end zone. A broken shoulder blade sustained while tackling in the 2001 season forced him into retirement just before the 2002 season when it was discovered it had not healed properly.

The LeRoy Butler Foundation is committed to supporting victims of breast cancer and helps lighten the burden on families so survivors can concentrate on healing. In addition to the free-will donations taken at the door, the WPPA auction raised an additional \$3,400. After the presentation, LeRoy stayed to sign autographs and memorabilia and took photos with fans.





## between the lines

With so many photography-related tutorials on the internet and inexpensive DVD resources, why should you bother to spend a weekend at a state convention? Will you benefit enough to offset the cost of membership, admission, and lodging?

Well, as anyone who goes to these conventions will tell you, the answer is a resounding yes! Here are a few of the high spots:

- 1) The wealth of speaker knowledge
- 2) The visual stimulation and education of print competition
- 3) Hands-on and individual instruction with actual lighting setups and models
- 4) A vast resource of networking with fellow photographers
- 5) The ability to ask trade show vendors

detailed questions in person about their items. All of this makes the benefits of being at a convention beyond measure.

There is also the unforeseen aspect of learning things you hadn't expected to learn. I attend a convention with the intent of learning what the speaker teaches. But of course, none of us has all the same circumstances as the speaker, so we absorb what we can and adapt what was taught to our own situations. But there's an even greater benefit to seeing a program at a convention... and that is the ideas that pop into our heads that aren't directly related to the program, but are a tangent of it. I can't tell you how many money-making I've garnered from these brief brain storms. You don't go to a program to copy the speaker, but rather to be inspired and come up with your own interpretations.

On a personal note, I wasn't sure I wanted to attend this convention because I had concerns about some of the techniques that were to be taught, like putting portrait (not commercial) subjects in places they never were. However, I knew that I'd be able to adapt some of the

there's an indescribable  
connection that simply  
cannot be gained anyway else.

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



speakers' techniques in such a way that was in sync with what I felt is healthy for the long-lasting integrity of portrait photography. As it turned out, I was able to glean a lot of information in this year's programs that I can apply to my style of portraiture, as well as gaining so much in other ways from attending the convention.

I realize that those who aren't interested in going to conventions (and therefore not growing their businesses with fresh approaches) might not be swayed by this message. But consider this... check out WPPA's Facebook page and read all the

excitement and newly discovered passions of those who attended the convention. If you don't or won't go, you're missing out. And those who do go will leave you behind.

One final aspect that I should mention is that when you

spend time with a person, shake their hand, hug them, laugh with them, or cry with them...there's an indescribable connection that simply cannot be gained anyway else. Even in this day of total immersion in electronic communication when anything we do can be digitized and shared... there is one element that cannot be underestimated. That intangible element is the immeasurable value of seeing, talking with, and touching another human being and to engage in conversations that are invaluable to help you run a profitable business. Most of us are already too cooped up behind our computer screens, so we need to get out and be with other people. Any way you slice it, attending a convention doesn't cost you, it benefits you. You gain in knowledge, profitability, and interpersonal relationships.

Next convention...see you there!

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## meet this years hall of fame winner

2012 WPPA Hall Of Fame Award winner **Eileen Wendt** has been a member of the WPPA for over 50 years. Eileen and her husband Art, owned a studio in Stoughton, WI for 39 years and Eileen created all oil colored portraits for the studio during that time. Eileen was very involved with the APAG, the American Photographic Artisans Guild, a guild of artists under the PP of A that provided color, retouching and restoration services for professional photographers. Eileen served for several years on the Board of the APAG. After receiving many awards for her color entries at state and national competitions, Eileen received the APAG Laurel Degree in 1987.

In 1984 she became the first Certified Professional Photographic Specialist in the state of Wisconsin. She received the PP of A Photographic Specialist Degree in 1987 and the Craftsman Degree in 1988. At the 1987 WPPA Convention Eileen received the Kodak Galley Award. She was awarded the WPPA Fellowship in 1985 and Specialist of the Year in 1990. Eileen served as judge at many states and at several PP of A color artist competitions. Along with judging for state and regional exhibitions, Eileen was an instructor at three oil coloring classes at Winona International School of Photography.



Art and Eileen were made Life Members of the WPPA in 1992 and are Life Members of PPA and the South Central Photographers Association.

After they sold the studio in 1992, Eileen did some oil coloring for a short time for the trade, but with the advent of digital color photography she now enjoys retirement with Art.

## trespassing laws

Again it has been brought to my attention that we have "Professional" Photographers taking clients onto railroad property and exposing them to active railroad tracks. Railroad Property is private property, not owned by the state and is posted with No Trespassing signs. Can you please help me to get the message out about staying away from railroad property before someone gets killed?

Thank you  
Special Agent David A. Knuth  
Fond du Lac Wisconsin

Freight trains travel up to 65 mph and can take up to two minutes to come to a complete stop. The average 150-car freight train traveling 60 mph needs about 8,200 feet to stop. A car traveling 55 mph requires about 195 feet to stop to give you a comparison. Dale Bray, Union Pacific director of public safety states "By time the locomotive engineer sees you on a track, it is too late to stop. And rail cars



overhang the tracks by at least three feet on either side of the rail. If you are too close to the tracks, you can be hit." Last year 442 people died and 388 were injured while trespassing on railroad property throughout the US according to the Federal Railroad Administration.

People who enter railroad property can be arrested for violating trespassing laws. They could serve jail time and/or have to pay a fine. Do not become a statistic; stay away from railroad tracks and observe the law.

## welcome new members

We happy to introduce our newest members:

**Danielle Bradley - Primary**  
**First Moments Photography**  
Sun Prairie, WI

**Jennifer Doser- Primary**  
**Firelily Photography**  
Middleton, WI

**Tara Draper - Primary**  
**Tara Draper Photography**  
Wisconsin Dells, WI

**Scott Dupras - Primary**  
**The L Gallery Lemons Studio**  
Marquette, MI

**Bill Johnsen - Primary**  
**Johnsen Photo**  
Baraboo, WI

**Danielle Kruse - Primary**  
**Polka Dot Umbrella Photography**  
Appleton, WI

**Dave Olson - Primary**  
**The Art of Your Passion**  
Pewaukee, WI

**Jennifer Paneitz - Primary**  
**Magdalene Photography**  
Coleman, WI

**Laura Rossiter - Primary**  
**Laura McArthur Photography**  
Baraboo, WI

**Lori Skalitzky - Primary**  
**Lori Skalitzky Photography**  
Pulaski, WI

**Carolyn Tretina-Drake - Primary**  
**SBC Gallery**  
Madison, WI

**Melody Wollangk - Primary**  
**Limelite Studios**  
Oshkosh, WI

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## boost your senior sales

Like to make more money?

You can boost your senior sales and at the same time, increase your cash flow at slow times of the year. Offer custom graduation cards.

I split my customer's payments into three payments. First of all, they pay their session fee and proof deposit in advance when booking their session. This way when they come in to see their images for the first time we are not dealing with money. It's a lot more comfortable and they can enjoy their portraits more when they are not thinking about giving you their hard earned cash. When the image presentation is over, I explain all the products that I offer to them including the graduation cards. I create excitement, but



explain that the graduation cards are not something that we order right away. Cards are ordered in March or April when they know for sure when and where their graduation party is going to be. When it's time for their order to be placed, I help them with their order, collect the payment in full and again create excitement about the graduation cards that they'll be ordering later in the year. Most people are ordering their Senior portraits by the end of November. That gives them four months or so to forget about what they already spent. It gives them time to refill their bank account.

Then, when it's time to order the graduation cards, you will have a better sale. By splitting

Carl Caylor M. Photog, Cr.,  
CPP

Photo Images by Carl  
Iron Mountain, MI



payments up  
with my seniors  
three ways like  
this I have

increased my average dramatically. My graduation card sales average \$305 per Senior.

This process has helped my bottom line. It has helped my cash flow in what used to be slow months. Best of all, when my clients send the cards to their friends and family, they are advertising for me. This is one of the best marketing tools I have... and they are paying me for it!

Be sure to do something different. I use WHCC's press printed PEARL paper on their two sided 5x7 postcard. I love the PEARL paper, but it's not the only reason I print cards exclusively on it. I don't want any of my products competing with each other. I don't want to explain why a 5x7 portrait costs



more than a 5x7 "photographic" card. Never compromise your portrait sale. Remember we want bigger sales, not different sales.

So boost your sales! Increase your cash flow! Create and sell custom graduation card announcements.

# whcc

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## Press Printed Cards



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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.

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### Councilor Elections

Council elections are always an exciting time at PPA. That will be especially true in 2012 as we implement a new process that gives all members a much greater opportunity to actively participate in this very important process.

As approved at the January 2012 Council Meeting, PPA Council will be composed of 150 elected Councilors. Each Councilor will represent the PPA members in his or her state. Representation is determined by the number of PPA members in each state. Wisconsin will have three Councilors, rather than five.

### Election Procedures

It's important to note that the entire 2012 election process will be conducted electronically. To begin taking advantage of the new PPA Council Election Software, go to: [www.ppa.com/my-ppa/balloting](http://www.ppa.com/my-ppa/balloting). Use your PPA account username and password. If you do not have a username, click the "Register" button and follow the instructions.

### Voting

Elections will take place between **May 15 and June 15, 2012**. The electronic voting system will not allow votes prior to the official opening nor will it allow voting after 11:59 PM EST June 15th. Only PPA members can vote.

### Results

Election results will be posted on the PPA Elections website by noon EST on Monday, June 18, 2012.

If you have questions about the process, call PPA at 800-786-6277.



**Professional Photographers  
of America**

### Change Your Passwords!

The end of 2010 hackers broke into the Gawker user database and downloaded its contents, including all the usernames and passwords. Gawker operates a larger number of on-line news services, including several I read regularly. I figured no big deal, the hackers know how to leave comments on those sites.

At that time I pretty much had a single password for anything I deemed "low security," which was pretty much anything that wasn't banking oriented. My banking passwords were much stronger and each one was unique. But for email, Facebook, Twitter, etc. I used that single password.

Then I started getting emails from other businesses that had some involvement with Gawker indicating that because of the Gawker disclosure my account(s) on those businesses might be at risk.

Why?

Like me, most people tend to use the same, easy to remember password for most of their accounts. So having the username and password for Gawker gave the hackers a much higher chance they could use those same credentials to log into a more interesting account, like an on-line store that keeps your credit card information on file (like Amazon). From there they could add a new shipping address and go town. Unless your credit card fraud department gets suspicious, you might not find out for 30 days. And it is a major hassle to dispute fraudulent charges.

Even worse, if you use the same credentials to log into your email account, the hackers can go to your bank, or other high value site, and do a lost password request. Since almost all those go to your primary email account, if they can log into that, they can pretend to be you and access almost any website or on-line account you have.

Even worse, most people's default passwords

are really lame. Here's a list of the top 20 passwords being used:

- |             |            |
|-------------|------------|
| - 123456    | - 12345    |
| - 123456789 | - password |
| - ilove you | - princess |
| - rockyou   | - 1234567  |
| - 12345678  | - abc123   |
| - Nicole    | - Daniel   |
| - babygirl  | - monkey   |
| - Jessica   | - lovely   |
| - Michael   | - Ashley   |
| - 654321    | - qwerty   |

Those are the passwords hackers always try, just in case. Please tell me you don't use any of those passwords.

Security people will tell you the best passwords are truly random, are as long as possible, and have a good mix of UPPER CASE, lower case, numbers and even punctuation. And they are virtually impossible for most people to remember.

There are some tricks to make a simple word more secure, like turning "i" into 1, "a" into 4, "e" into 3, "s" into 5. That makes a word like "solitaire" into something like "5011t41r3", which is both memorable and hard to guess.

Being a bear with little brain, I decided it was time to go back to a password generator - remember program. I had used KeePass back in the days when you loaded it as a DOS terminate and stay resident program. It worked, I just got away from it.

I'm currently using LastPass, <https://lastpass.com/>. I started using it in my Chrome browser to make it easier to keep track of the many websites I have accounts on. I have since moved to the Windows program version, just to allow my desktop computer to keep a local copy of my passwords, just in case LastPass ever gets acquired or goes out of business. That is becoming more important as I become ever more dependent on it remembering bunches and bunches of passwords.

I also like that it can automatically fill out many web forms with my basic information (except when the web developer was too lazy to properly name the input fields, many of those sites I decide aren't as interesting as I

originally thought).

And the price is right. I have been using the free version and don't feel constrained. I might have to upgrade to the paid version so I can get support for my iPad and Android phone, but I have been holding off on that. Also you should periodically change your passwords, especially for your high value accounts like banking, email, etc. I like the fact that when I just logged onto my bank's on-line system it told me it had been 6 months since I changed my password and required me to change it.

Bottom line is don't use the same password for all your accounts. Make your passwords more secure, using a trick like I gave you or using a random password stored in LastPass or similar program, and consider your email accounts as high value as any banking account you might have.

Now go change your passwords!!!!

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

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spite reinventing everything science stood for.

For your business, there are several areas that you need to magnify and reinvent:

**1) Your Communication:** Logos, newsletters, emails, etc. Have you forgotten to reflect your true worth to your clients?

**2) Your Customer Loyalty:** Are they getting less loyal? If yes, why or if no, why not? Do you have a customer loyalty program?

**3) Your Failure Analysis:** This is a biggie. If you're not analyzing and welcoming failure, you're going to be stuck in the muck for a long time. If you want to double your success rate, you've got to double your failure.

The key to reinvention is simple, you've got to die a thousand deaths and come out on the other side. Simplicity is the key. Chinese gooseberries were going nowhere until they were renamed Kiwi fruit. The reinvention wasn't earth-shaking, but the results were. Replant the garden...don't chop the trees!



## from your exec. coordinator

**What does it mean to be a professional photographer?** Not that long ago, the perception was to make 100% of your income from photography and own a store-front on Main Street. We have come to realize that times have changed and our membership voted to eliminate the “Aspiring” category from our Membership classification. With that change and the success of the “Buddy” promotion that was implemented last year, we welcomed 82 new members into WPPA. Reality is that many WPPA members, both new and those with tenure, no longer make 100% of their income from photography. And we’ve seen a trend to move from Main Street to home studios in the effort to save on overhead. So back to the question of what makes our members “professional” – other than the fact they have a Wisconsin Sales Tax number? Someone shared their definition with me a long time ago. They said a person is a professional when they can charge for their time and services and gain a financial return. I think that’s a pretty good definition.

But there’s more to it than that in my opinion. I think you need to develop a **professional presence**. Here are just a few areas to do a self-assessment and see if you have what it takes to make a good first (and lasting) impression.

**Business Etiquette** – Individuals who consistently demonstrate courtesy and respect for others are the ones that finish first in business. Business etiquette is not rocket science; it’s just a matter of common sense. With etiquette, it’s the little everyday niceties that make the biggest impression. Here are the most important ones:

- Conduct yourself honestly and ethically
- Listen to others when they speak
- Answer your phone professionally and respond to emails in a timely manner
- Say good morning, good night, please and thank you
- Introduce yourself, shake hands and put people at ease by starting conversations

**Communication** – No matter if you are writ-

Deb Wiltsey, Cr. F-WPPA  
WPPA Executive Coordinator



ing an email, calling someone on the phone or having a face-to-face conversation, it’s vitally important to your credibility that you’re able to interact effectively with all types of people.

**E-mails:** The e-mails you send are a “snapshot” of you. Sending e-mails that are full of typos, bad grammar and inappropriate content will make you seem unprofessional.

**Phone skills:** Although e-mail is quick and efficient in delivering information, it doesn’t have the “personal touch” that a phone call can offer. This is especially true when trying to deal with a difficult situation such as repairing a relationship with a customer. A phone call can also have the advantage of “a real conversation” and vocal cues such as tone, pitch and hesitation. As soon as you pick up that phone, the person on the other end becomes your number one priority. If the person is not available, always leave your number and state it slowly or repeat it twice, so the recipient can accurately write it down. Return all calls within 24 hours.

**Face-to-Face:** You “speak” in two ways; what you say with your words and what you say with your body language. Here are some do’s and don’ts...

**Do:** Have good eye contact  
Smile  
If you’re sitting – lean forward to show interest  
Let your hands relax at your side or use for gesturing

**Don’t:** Invade personal space (20”-36”)  
Fidget (clicking pens, play with your hair, drum your fingers, chew gum)  
Cross your arms (“closed” position)  
Glance away constantly or turn your head to one side

**Polished image** – Doesn’t mean that you need to wear a suit every day, but you are judged by your appearance. I’m sure you’ve

all met people...the woman who needed a fashion/hair/glasses upgrade or the man who needed to lose the comb-over and tuck his shirt in. They probably are highly competent individuals, but their appearance contributes to your perception. The simple truth is we don't see ourselves like others see us. Your best bet is to go into a fashionable store and ask for help and an honest critique. The same is true of a hair stylist, make-up aesthetician and your optometrist. Ask for input from family and friends and study the appearance of successful people you know. Do you look like your appearance equals? Clothes are part of your nonverbal message and they reflect your personality.

~ Buy quality, durable clothing that resists wrinkling

~ Keep your pockets empty

~ Remember that neatness counts

~ Dress for the occasion – if you're photographing an executive, then dress the part.

### **Dealing Professionally with Difficult**

**Customers** – I've written articles about customer service before, but a few key points bear repeating as how you handle difficult people will attribute to your professional image. Look at yourself when sorting the emotional fallout of an unhappy customer.

❖ Be willing to look at yourself critically so that you can handle the encounter professionally.

❖ Know your limitations – don't promise to "fix it" if it can't be fixed.

❖ Recognize that negative feedback is valuable and will help you become more effective.

Whatever the situation, strive to maintain emotional control by using these 6 steps:

1. Prepare yourself - gather all the facts and ask questions that can take you closer to a solution.
2. Take a break – sometimes you need to take a little time to re-evaluate
3. Count to 10
4. Acknowledge emotions – yours and the unhappy customer
5. Consult a third party – that's where WPPA members come in. Phone a friend.
6. Accept responsibility and apologize

A study published by the Carnegie Institute of Technology reports that 15% of financial and career success is due to technical competence and 85% is due to interpersonal skills. While the tips I've given may sound "obvious" or "dated", they're tools that professionals use every day to propel themselves to success. Nothing says more about your professionalism, than your ability to brand yourself with a positive image.

*Deb*

### *Cover Story...Continued from page 2*

....the "wow" shot. We worked our way around the gardens and fortunately timed it just right as we reached the bridge. Very light rain was falling when they went out onto the bridge...and then it stopped. I positioned Catherine uphill from Dan to even out their height difference, then directed them from the shore. While the overcast sky provided soft light, the direction to the light was straight down, which leads to the dreaded "raccoon eyes". I counteracted that by tipping Catherine's head up to get light into her face while using her dress and the light bouncing off the water to get a little light into Dan. I kicked in a little fill light from shore using an off camera speedlite triggered in eTTL using the RadioPopper PX system. Even though the speedlite was at least 80 feet away it did kick in enough light to fill the front of the subjects. Tech specs: Canon 5D MKII w/24-105L at 24mm; Av; 1/200th@f6.3, ISO 640.

The image was processed in Lightroom from the original RAW file. Then I took the image into Photoshop to work a little magic. The wedding was in late September...not exactly peak color for fall in southern Wisconsin. In fact, all of the trees were green. I remedied that using NIK Color Efex 3 "Indian Summer" to convert my green leaves into beautiful fall colors. Then I filled in some gaps in the trees and the reflections in the water. The darker red of the bridge was color shifted to a more orange red to bring it into color harmony with the scene and to have the subjects pop more. Finally, it was dodged and burned and cropped to a panoramic.



## calendar of events

### **WPPA EVENTS**

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

#### **WPPA Board Meeting**

**May 9, 2012**

The Mead Hotel, Wisconsin Rapids, WI

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#### **SPRING CONVENTION**

**February 22nd-25th, 2013**

Paper Valley Hotel, Appleton, WI

#### **FALL SHOOT-OUT**

**October 21st-22nd, 2012**

Location to be announced

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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

next newsletter deadline

**June 22, 2012**

Please e-mail your articles to  
[dwiltsey@hotmail.com](mailto:dwiltsey@hotmail.com)

### **FOXES**

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

**Regional Director: Mike Kallies**

**May 21, 2012 - Brillion**

The FVPPA Shoot-Out

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### **INDIANHEAD**

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

**Regional Director: Cindy Van Prooyen**

**May 14, 2012 - Merrill**

Ken Martin- HDR Photography

**June 10-11, 2012 - TBD**

Dave Johnson - Creating a Faster Work Flow

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### **SOUTH CENTRAL**

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

**Regional Director: Jackie Boyd**

**May 21, 2012 -**

Brian Baer

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### **SOUTH EASTERN**

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

**Regional Director: Shirley Duenkel**

**May 7th, 2012**

Art Miller - Fantasy Fashion

