

2012 Featured Speakers

Tyler Stableford, Aspen, CO

Sponsored by Canon as a Canon Explorer of Light



Capturing the Dramatic Moment

An award-winning adventure photographer and filmmaker, Tyler takes the audience behind the scenes of his latest assignments, and screens his latest DSLR short films including his 2012 film festival project, "Shattered." A teacher at heart, Tyler reveals his secrets to capturing that elusive "dramatic moment." Men's Journal named him one of the seven "World's Greatest Adventure Photographers." He is one of Canon's distinguished Explorers of Light, as well as an ambassador for Adobe Systems and the Sandisk Extreme Team. Tyler has won numerous awards from Communication Arts, Photo District News, the International Photography Awards, American Photography and National Geographic Traveler and his stock images are represented by Getty. www.tylerstableford.com.



Blair Phillips, Landis, NC

Sponsored by H&H Color Lab

Become the Coolest Kid in School

Blair Phillips started photographing high school seniors nearly 6 years ago and it has absolutely changed his North Carolina based studio. Armed with a truck load of determination, unique lighting and bullet-proof marketing, Blair has become the go-to place in his area for senior portraits. Join Blair as he shares his versatile off camera lighting, fashion forward posing, unique set & location ideas, and more in this 3 hour, tell-all program. There's no better time than now to implement improvements to your senior business, making you become the coolest kid in school. www.blairphillipsphotography.com



Lora Yeater, M. Photog., Alma, WV Sponsored by H&H Color Lab & Virtual Backgrounds
Stylish Seniors



Lora is a member of the Professional Photographers of West Virginia, Professional Photographers of America, American Senior Photographers (ASP), and Senior Photographers International (SPI). She has been named West Virginia Photographer of the Year 2011, 2010, and 2008. This was a high honor for her the first time ever entering competition. She has only competed four years and was able to earn her Masters of Photography Degree in the first three years of competition. During the years of 2010 and 2011, she has scored perfect 100's on three of her prints. Lora will speak about lighting and posing stylish senior portraits, her inspiration and simple guidelines to create unique images. www.memoriesbylora.com



Clark Marten, M. Photog., Cr., CPP

Sponsored by WHCC

Rachel Marten, Cr. Photog., Columbus, MT

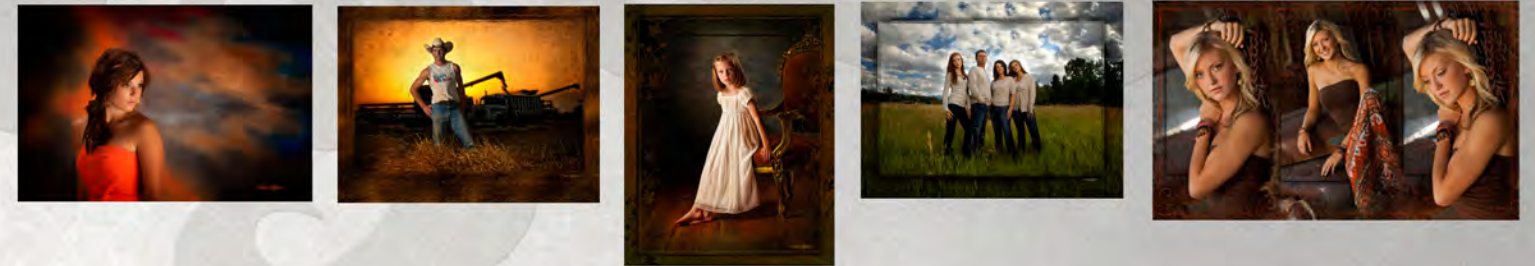


How do you make a LIVING in Photography?

Your time with Clark and Rachel will be REAL - real teaching, real examples and real results. The Martens studio specializes in high school senior, family and children's portraits. Their home studio pulls clients from over 350 miles away and they enjoy an unprecedented \$3,000.00 senior sales average in a population of only 6 people per square mile.

Rachel will show you in great detail what to do and what to say to get top-dollar sales using emotion, control and suggestion. She'll explore how they establish and nurture relationship with clients to maximize referrals and repeat business. Rachel will also show you how their strategic business relationships, community display and charity auctions have helped them attract higher-end clients.

Clark will share his relaxed approach to working with clients that have earned him a trusted and comfortable reputation in their market. He will teach how "if the photographer doesn't shoot it, the salesperson can't sell it," also sharing techniques to excite and pre-sell clients on what they want. He and Rachel's team effort continues to create products and images clients buy up. www.clarkmarten.com



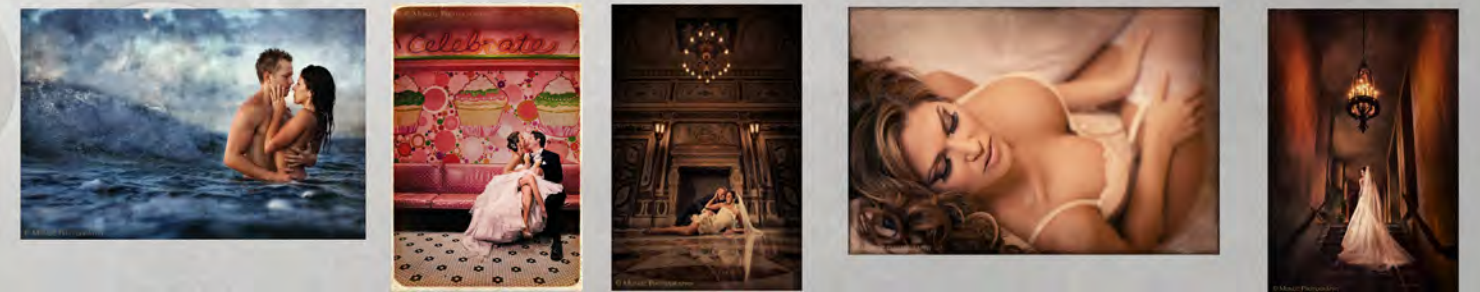
Mario Munoz, Jr., M. Photog., Cr., FDPE, Fort Lauderdale, FL Sponsored by ACI



Step Up Your Wedding Game!

Mario Munoz, Jr. is a fourth generation photographer that began assisting his father at events at the age of seven. He is one of four brothers who together photograph nearly 275 events per year. Today at the age of twenty-seven, Mario along with his brothers have taken their old-world knowledge of lighting and portraiture and transformed it with an innovative contemporary style that captivates their brides. He is an active photographer and photographs around 70 events personally each year. At the 2011 Professional Photographers of America National Convention he had three albums in the Top Ten Internationally as well as winning 1st Place Album at the 2011 Grand Imaging Awards Banquet. Most recently at the PPA International Print Competition, Mario had three albums accepted into the PPA Loan Collection earning him the title of Platinum Photographers of the Year 2012 along with winning 3rd Place Overall Album Internationally.

Prepare to experience what it takes to elevate your wedding game to the next level. Whether its from learning how to score in the consultation room to creating the images that wow your clients. Join Mario, as he will share with you his business strategies and insight in creating award winning wedding albums. No more excuses! It is time to learn how to become everything for every bride. With four generations of photographers behind them, the Munoz brothers have become one of the highest awarded wedding photography teams in the country. Come along as he shares with you his techniques and passion to help you step up your wedding game. www.munozphotography.com



www.wppa-online.com

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