

TEXAS PROFESSIONAL

# PHOTOGRAPHER



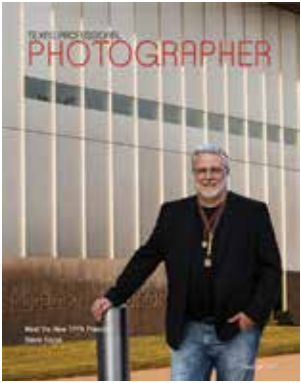
Meet the New TPPA President  
Steve Kozak

Dec/Jan 2016



# TEXAS PROFESSIONAL PHOTOGRAPHER

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VOLUME 51 - #1 Dec/Jan 2016



**ON THE COVER**  
The cover image of incoming TPPA President, Steve Kozak, was created by Dawn Ratliff of Haslet, Texas. She is one of Kozak's former students at the Texas School of Professional Photography who has since gone on to create and run a successful photography business.

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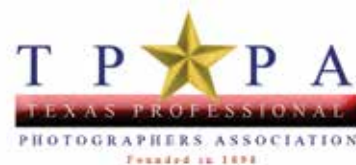


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To contact any of your PPA Councilors, you may obtain their phone numbers from the TPPA Membership Directory or visit the TPPA website at [www.tppa.org](http://www.tppa.org)

Complete financial information on Texas Professional Photographers Association is available to any TPPA member by contacting

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dougbox@aol.com.

## The Way I See it

by Steve Kozak, TPPA President



### Did You Ever Say Something... You Wish You Could Take Back?

About 10 years ago, TPPA Past President Dwayne Lee asked me if I had ever considered taking a leadership role in TPPA. My answer to him still haunts me to this day.

You see, I had been a member of TPPA for almost 20 years at that point. I had been to Texas School, to Kerrville, and the convention plenty of times. I had my TPPA Fellowship Degrees and I always read the magazine.

The problem is, I really did not know ANYTHING about TPPA or being an officer. All I really knew was that at most of the events, the officers gathered at night in the Presidential Suite and enjoyed a few snacks and some “liquid” refreshment. It seemed to me that the most important duty of being an officer was hosting those evenings in the Hospitality Suite, and since I do not drink, I was probably not a good candidate.

I told Dwayne that I probably would not fit in because I don’t really “party.”

It was hard bowing out, but the fact that Dwayne approached me got me to looking at service to TPPA and what it really takes to be in a leadership role. I watched folks like Dwayne Lee, Glen Olsen, Don Barnes, David Boeck, Lewis Kincheloe, and Cliff Ranson from afar. What I saw was dedication, hard work and a love for TPPA. So when Cliff Ranson approached me and asked again if I would serve, I knew I was ready to be a part of a wonderful team.

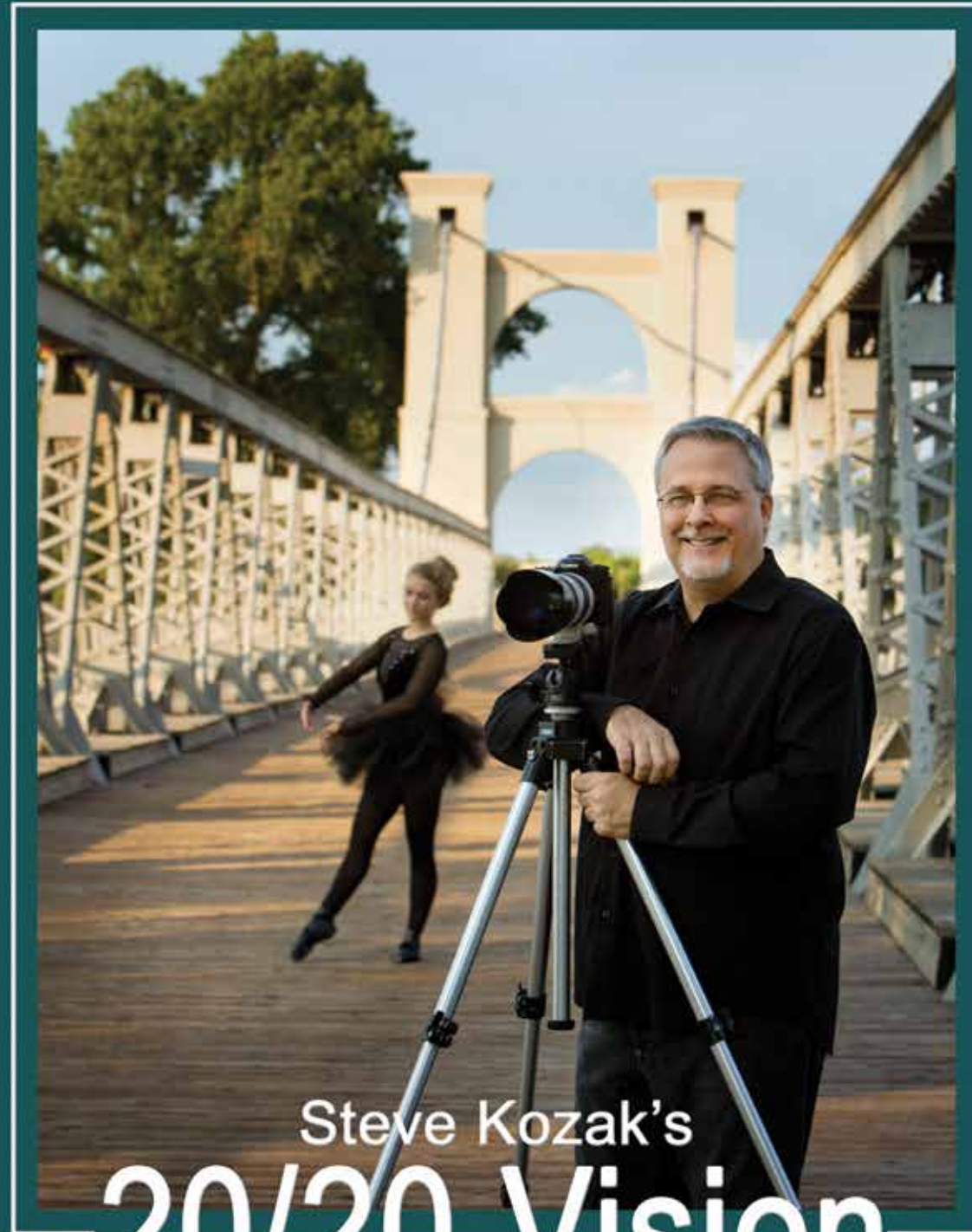
I have such a love and respect for our Executive Director, Doug Box. I am in awe at the dedication of our Texas School Director, Don Dickson. I am humbled by the hard work and commitment of our Magazine Editor, Bill Hedrick. I have grown so much working under the leadership of Cliff Ranson, Walter Eagleton, Judy Dumas, Mark McCall and Stephanie Ludlow. Now it is my time.

The list of things I have learned about serving TPPA could fill the pages of this fine magazine, but I will summarize a few of them:

- The officers and Texas School Trustees spend months planning and preparing every aspect of each TPPA event.
- The officers are the first ones up in the morning and the last ones to leave at night – working throughout the entire event without much sleep or free time of their own.
- The officers oversee the financial health of the association and must try to accomplish what seems to be the impossible with limited resources.
- Being an officer has nothing to do with being popular... it really is about being committed to doing the job.
- As a long time TPPA Member, there has been no greater reward than to serve TPPA.
- Finally, that reception in the Presidential Suite is NOT a party for the officers. It is a time to honor our members.

I am looking forward to serving the membership of TPPA in 2016 and I look forward to meeting and seeing all of you at the various events we host throughout the year. I’ll be looking for you in the Presidential Suite!

**If you are not a member of Texas PPA, this is my personal invitation to you to join!**  
Email me personally at [Steve@SteveKozak.com](mailto:Steve@SteveKozak.com) or call 972-601-9070.



## Steve Kozak's 20/20 Vision For Texas PPA

In case you haven't noticed, the world of photography has changed. The way Steve Kozak sees it, photographers have two choices... sit around and lament about the “good ol' days” or embrace it.

Steve Kozak, the incoming President of the Texas Professional Photographers Association, has witnessed the end results of the changes that have taken place in photography. “Many of our predecessors who were unable to adapt to those changes are, sadly, not around,” says Steve. “Those of us who have been at this for any length of time can probably count twenty people we don't see at our TPPA events anymore.”

For some who are new to the profession or who have not fully embraced a deep-rooted commitment to success, Chinese philosopher, Lao Tzu, may have said it best, “If you do not change direction, you may end up where you are heading.” That's why Steve is unwavering in his vision for TPPA.

“Some people seem to long for the glory days of being a photographer. I say the glory days are right now...and still to come! At no time in my thirty plus years have I ever seen more creativity, more diversity of styles, more endless possibilities or more opportunity for photographers.”

Just ask Steve and he will tell you change begins with a vision for success for all members of TPPA. As a matter of fact, it is embracing change that introduced TPPA to PhotoGenesis, Summerfest and the Texas Ten.

“Our convention and our summer seminar in Kerrville had grown stale and less productive. That is why the officers took to heart the vision to see TPPA innovating in the areas of education and networking. From top to bottom, we worked hard to update our events, our websites, even our new logo to put a new face on TPPA. These officers embraced change and created new opportunities for all members of TPPA.”

TPPA will soon be rolling out its newest vision, “Pathways to Success.” This powerful message will help members see the tangible benefits of success through TPPA by providing a road map to follow in pursuing the dream of a being a photographer.

“Success is contagious! Once you see it, taste it and experience it... you crave it. It's a powerful motivator. That is why I want ALL TPPA members participating in Image Competition, getting their CPP (Certified Professional Photographer) and making more money! Those are big goals, but we start with first steps to get there.”

Steve's vision for TPPA is to reach our first goal of 20% across the board. “That means 20% of our members becoming PPA Certified, 20% competing and succeeding in print competition, and all of our members making 20% more income.”

Steve knows there are naysayers out there who think clients don't care about awards or credentials. He is quick to explain, “That's not the point. Earning your CPP is your path to gaining more confidence in yourself. That is why you do it.

Your clients benefit by knowing they can trust you. Image competition has NEVER made me a single dollar more, but it has absolutely made me a better photographer and being a better photographer has helped me earn more money! Image competition is your path to becoming a better artist.”

It is this enthusiasm for success that was behind the programming that TPPA members saw at PhotoGenesis, Summerfest, and the Texas School of Professional Photography. TPPA added CPP classes and Image Competition Boot Camps to both events and continues to offer CPP courses at the Texas School of Professional Photography.

“We saw 22 out of 24 pass the CPP test at PhotoGenesis after a one-day cram class. We also saw one of our largest turnouts for image competition in years at Summerfest 2015. That is real progress and real results. TPPA will continue preparing members for success in both these areas.”

This is not to say that Steve thinks success for a photographer comes easy. As a matter of fact, he recognizes that photographers work even harder today than at any other point in our history. “In the past, it seemed that photographers could simply wait at their studios while calls and customers came in. That was because, at that time, clients needed photographers to capture special moments for them. Times have changed.

Nowadays, people can do much of it themselves with a cell phone. Because of this, today's photographers have to really understand much more about marketing, messaging and connecting with clients. This takes time and energy and money that we never had to really invest before.

More importantly, we were not trained how to do this. Over the next year, everyone will see even more programming and events that will help photographers add to their bottom line.”

Steve's vision for growth in TPPA includes making room for other photographic disciplines. “I want TPPA to become a vibrant community of photographers with a variety of specialties. We have traditionally been an association of portrait and wedding photographers, but there is so much more out there. I also want to foster the success of sports, event, commercial, fine art and landscape photographers.

All photographers are relevant and welcome in TPPA. The more we embrace what each of us brings to the table, the more we all grow as artists and business owners.” Even the Texas School of Professional Photography has added classes for sports, event and fine art photographers. “Texas School has grown into an international phenomenon and our members should make every effort to be in those classes. It really impacts the lives of the photographers who attend and put the knowledge to work.”

So what does TPPA have to overcome to experience this new growth that Steve predicts for the association? Human nature! “Some folks are going to complain that they don't get anything out of belonging to TPPA or any other organization. I feel sorry for them because they just don't get it. You can buy a gym membership, but if you don't go to the gym and use the tools available, you will not benefit from your gym membership.”

“When you pay your TPPA dues, you have the opportunity to take in over 110 hours of face-to-face education, networking and inspiration from like-minded, success driven photographers. You get to visit personally with industry representatives who have products and services that will help you get where you want to go more efficiently.

You also get an award-winning magazine that keeps you informed, inspired and provides you a place to showcase your thoughts and images and to help others. You get the opportunity to place your images in front of qualified judges who will provide you with critiques, feedback and praises to help you grow as an artist. You get to place that “TPPA Member” logo on your website, and marketing materials which tells your clients that you are constantly striving to improve.”

“You also have the opportunity to serve and to be recognized for your efforts with the coveted TPPA Fellowship Awards. You get all of this while creating friendships that are priceless. If you don't see the value of any of this, you might want to look inward and ask, ‘Do I like where I am headed?’ If you aren't happy with where you are headed, get to [TPPA.org](http://TPPA.org) and pay your dues... then get to work. The gym is open!”

The year 2016 will mark the beginning of a new era for the Texas Professional Photographers Association. With the changes our profession has seen in the last decade or so, it will take strong and confident leadership to weather the storms ahead and to come out on top. Those who are committed to that vision realize there is a lot of work to be done and Steve Kozak has proven that he is up to the challenge.



# TEXAS '16 School

April 24-29 in Addison, TX

## It Will Change Your Life!

### The Texas School Experience

by Don Dickson



The 2016 Texas School of Professional Photography will once again be held at the Intercontinental Hotel and Conference Center in Addison, Texas. Classes will be held April 24-29, 2016. Over 1,000 photographers attend Texas School and we look forward to another great year in 2016. The hotel, located north of Dallas, just off the North Dallas Toll Road, is the setting for this event.

The 523 room Intercontinental Hotel has agreed to a room rate of only \$121, so more people will be able to stay at the host hotel. More information is available on the Texas School website at [www.texasschool.org](http://www.texasschool.org). You might want to go ahead and book your room because they will sell out fast.

Online registration for the 2016 Texas School begins at 11pm on January 3, 2016. Last year the first class booked in only three seconds with several others within two minutes! If you've never experienced Texas School, you've missed out on one of the best learning experiences available to photographers in the world. There will be at least 36 classes covering every topic imaginable and all are designed to help your business grow and be successful. In addition, we are going to repeat the Big Texas Shootout where every student will be able to practice what you have learned in class and compete for prizes and cash. Last year, we gave away over \$50,000 in prizes.

As everyone knows, the photography industry is changing. You have to be on top of your game. Texas School offers everyone the best education in the country and at the most affordable prices. Along with classroom instruction, there is a fun and exciting social life at Texas School with parties, meal events, entertainment and an impressive trade show. Another good reason to attend is that all evening meals will be FREE, thanks to our many sponsors. So, mark your calendar now for April 24-29, 2016, and come and see what the "Texas School Experience" is all about.

Registration Form and More Texas School Information at  
[www.TexasSchool.org](http://www.TexasSchool.org)

**Course #1 - Intermediate**  
**The Real WoW Factor**



**Ross Benton**  
 San Antonio, TX  
 StudioBenton.com  
 RossBenton.com

This class is designed to make people say “Wow!” when they see your photography. Ross will provide plenty of hands-on experience with lighting, posing, location setup, and image creation. Each morning will begin with location photography with models and creating the perfect lighting using manual strobes. The second half of the day will get your creativity fired up using Photoshop to turn out amazing images that are ready to sell. In 2008, Ross Benton opened a small storefront studio in downtown San Antonio and quickly gained recognition as a wedding photographer. His market rapidly expanded from weddings to families and seniors. His laid back, approachable style creates a relaxed environment that carries over into the classroom as well. Ross’s recipe for business success is as unique as his photography, so plan to join him.



**Course #2 - Beginning to Intermediate**  
**Easy Outdoor, Location, In-Home Portraits**

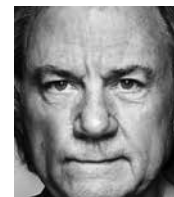


**Doug Box**  
 Caldwell, TX  
 DougBox@aol.com

Learn to take great images anytime, anywhere, indoors, outdoors... even when you can’t find that “sweet light.” Discover the secrets to using off-camera flash to create stunning images in even the worst lighting environments. This is a hands-on class where students will have several opportunities to practice these newly-learned skills and to create amazing images themselves. If you want to learn new techniques and get feedback from one of the best, this class is for you! If you want to attend a fun class where there are “no dumb questions,” this class is for you! If you want to take your business to the next level, you need to join Doug Box for a week of fun and learning! Doug has presented seminars internationally and has taught at 18 PPA affiliate schools. He is also one of only five people in history to earn over 1,000 PPA merits.



**Course #5 - Advanced**  
**Between Light and Shadow**



**Tony Corbell**  
 Little Elm, TX  
 CorbellProductions.com

This year’s class with Tony Corbell is designed for “working pro’s” who already know the four light patterns, broad vs. short. This is NOT a beginning light class! If you are willing to do something new and to stretch your imagination, this is the class for you. Students will be given real-world assignments each day, along with deadlines. You will be required to have a working knowledge of shutter speeds, ISO’s, apertures, and other camera functions. It will NOT be a busy class... but it will be challenging. Tony is a noted instructor and author and has been featured in over 30 photographic publications as well as numerous videos on photography. He is included among the world’s finest photographers and has garnered a lifetime of achievement awards. His love for photography is matched only by his love for everything Beatles.



**Course #6 - All Levels**  
**Celebrity Style Imaging**



**Bry Cox**  
 West Point, UT  
 BryCoxWORKSHOPS.com

If you want to learn how to photograph clients and make them look like celebrities, join Bry Cox who will show you how to bring out your subject’s personality and nail your exposure... while your client opens up and gives you new poses. Bry’s “Celebrity Style” images are his trademark and he photographs everyone that way whether they are a celebrity or not. In his class, Bry will share his insights and secrets to pulling out those real emotions, using live models. You will learn how to get a perfect color match from studio to outdoors, from daylight to sunset, and on into twilight and total darkness. With his technique, your images will look better going into Photoshop than most photographer’s images look coming out. Bry will conclude the week with specifics on sales and marketing.



**Course #3 - Intermediate to Advanced**  
**Setting Yourself Apart  
 From Your Competition**



**William Branson III**  
 Durham, NC  
 WBranson.com

The world of digital capture has changed the world forever and, in turn, has removed some of the “mystique” from our profession. So, wouldn’t it be great if we could set ourselves apart from everyone else? In this class, William will demonstrate how he transformed a high-volume wedding and portrait studio to a low-volume and more profitable business. He will share creative photographic techniques and show you how to interact with clients to produce beautiful masterpieces and record sales. By the end of the week, you will be on your way to making the money you deserve! For over 40 years, William Branson has dedicated his life to hard work, experimentation, and the pursuit of excellence. His inspiring images have made him one of the top photographic artists in the world.



**Course #4 - Advanced\***  
**Hands-On 2.0**  
 \*(Must Have Taken Carl’s Class Previously)



**Carl Caylor**  
 Iron Mountain, MI  
 PhotoImagesByCarl.net

Carl’s class goes far beyond simply “finding and seeing natural light.” It is about finding the right light for the job. There will be plenty of hands-on instruction, going from concept to finished print on each idea discussed. However, it will require a few “pre-Texas School” webinars to be fully prepared to make the most of your week. It will be a time to be “creative” and to work together to make images that sing! Topics for this class include: color harmony, composition, emotion, great lighting, and much more. Carl has over 20 years experience in natural light image capture and has a background in darkroom work as a custom printer. He is down-to-earth and approachable and gives a full 110% of himself to those around him. The primary requisite is that you must have taken one of Carl’s classes in the past in order to participate in this study.



**Course #7 - Beginning to Intermediate**  
**Taking Your Studio to the Next Level**



**Gregory & Lesa Daniel**  
 Titusville, FL  
 GregoryDanielPortraits.com

The changes in our profession present new challenges and great opportunities to seasoned pro’s and newbies alike. If you’ve ever wished you had a mentor who could take you by the hand and lead you down the path to success, you will get double your wish with Greg and Lesa. They are rare people who combine incredible business skills with wonderful artistry. In this class, you will learn to create an experience for your clients that leads to profitable sales, to sell wall portraits, and how to market your work to upscale clients. Greg and Lesa’s business has risen above the competition in part by offering their clients high-end portrait paintings and you will be able to witness this in the making. They are regular instructors at Texas School and Greg is a regular contributor to the Texas Professional Photographer Magazine.



**Course #8 - Intermediate**  
**Lighting for Sales**



**Cris & Deanna Duncan**  
 Lubbock, TX  
 CJDuncan.com

Photography is an art that melds light and subject together to create unforgettable images. By combining your artistic vision with a mastery of the technical science of photography, you can create images that you imagine only in your dreams. It’s not a recipe. It’s knowing what each ingredient does so you can create your own signature style. In this class, you will gain a better knowledge of strobes and studio lighting, natural location lighting, mixed lighting and more. Through fun and challenging exercises, you will stretch, laugh, and be refreshed and discover new tools to add to your skill set. Cris and Deanna operate Cj Duncan Photography in Lubbock, and have photographed a variety of subjects from families to weddings and even two U.S. Presidents.



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## Course #9 - Intermediate to Advanced Learning from the Old Masters



**David Edmonson**  
Dallas, TX  
[DavidEdmonson.com](http://DavidEdmonson.com)

David Edmonson has been called the "Master Photographer to Master Photographers" and with good reason. During this week with David, students will study Carravaggio and his use of Cinematic light to create drama. They will dive deep into Vermeer and his ability to work creatively in small spaces. They will explore Rembrandt's interplay with light and shadow and will look at other painters and their use of symbolism to show depth. It is a hands-on class like no other that will focus on in-camera artistry and a class steeped in refining your craft. With over 42 years in the industry, the indelible impact that David leaves on clients, students, and peers is remarkable. Passion, dedication, and responsibility are the hallmarks of his legacy and his success. Join him and see for yourself.



## Course #11 - All Levels Successful Senior Biz From A to Z



**Beth Forester**  
Madison, WV  
[ForesterPhoto.com](http://ForesterPhoto.com)

If you are tired of doing marathon sessions only to be disappointed with puny orders, you need to join Beth and learn how she sets record sales for high school seniors in one of the most economically depressed areas in the country... West Virginia. She will show you how she "shoots to sell" and what today's seniors want. She will demonstrate proven business strategies that ensure profitable orders. From setting minimums based upon session type, to using "desirable" products to guide your clients to targeted price points, Beth's "real world" strategies will increase your average sale and ensure a lucrative senior campaign. This class will take you from the initial phone call to the final sale and everything in between, including lighting and posing for superb results.



## Course #10 - Intermediate Harmonizing the Art of Lighting and Posing



**Hanson Fong**  
South San Francisco, CA  
[HansonFong.smugmug.com](http://HansonFong.smugmug.com)

With nearly 35 years of practicing the Art of Photography, Hanson will demonstrate his successful techniques that apply to both portrait and wedding photography. Attendees will learn to create perfect photographic harmony which will enable them to handle any subject's body size and type. He will demonstrate posing techniques for families, couples, and brides, techniques inspired from his mentor, Rocky Gunn. In addition to posing technique, Hanson will also teach creative lighting control and show you how to find the perfect lighting indoors or outdoors to help you to create beautiful and timeless portraits. According to Hanson, the key element to being a successful photographer is to "make people look great." Come and spend a week with Hanson Fong and discover the secrets to success.



## Course #12 - Intermediate to Advanced The Artistic Senior Experience



**Dan Frievall**  
De Pere, WI  
[FrievallPhotography.com](http://FrievallPhotography.com)

The senior portrait market is super competitive and it is more important than ever to stand out among the rest. Dan's "Artistic Senior Experience" class offers the tools necessary to provide cool images, great customer service, and a solid marketing concept. He will demonstrate how to create and sell Artistic Montages, how to brand your studio, and simple sales techniques that produce massive results. Dan enjoys blending creative light with graphic design to create artistic images that evoke drama and tell a story. He has a degree in Marketing & Communication and has worked as a graphic artist for 12 years before going into photography. The world of digital capture has opened a new world for Dan that combines his creativity with his eye for photography.



Course #13 - Intermediate to Advanced  
**Cutting Edge Lighting Techniques**  
 Wireless Speedlites & Strobe Methods



**Mike & Suzy Fulton**  
 Lake Jackson, TX  
 TriCoastPhoto.com

Mike and Suzy, of Tri-Coast Photography, don't believe in keeping secrets when it comes to making better images. This course will be full of fun and molded to addressing the questions that concern you as a professional photographer. Learn to see and capture the light visually and to use wireless flash and strobes to produce stunning effects. They will share straightforward techniques developed for the fast paced world wedding photography that can be used in other situations as well, both indoor and outdoor. Children and family portraiture will also be covered. Mike and Suzy are known worldwide for their unique approach to wedding, fashion, and high school senior photography. Their unique style has been adopted by photographers around the globe.



Course #14 - Intermediate  
**The Dramatic Portrait**



**Joel Grimes**  
 Pasadena, CA  
 JoelGrimes.com

This class is a must for those who want to take the mystery out of using strobe lighting and who want to learn to think like an artist. Joel believes that a technical instrument can never make a creative and artistic decision. This is something he believes is reserved for the human mind. In this course, Joel will cover the use of light modifiers while working from an intuitive approach. You will be presented with ways to develop your personal creative vision that is unique to each person. Models will be on hand for hands-on lighting demonstrations and each student will have ample opportunity to experiment with the various techniques learned throughout the week. Over the five day course, Joel promises to hold back nothing in revealing his own photographic process.



Course #15 - All Levels  
**Volume Photography**  
 Making Big Money: Youth & High School Sports Photography



**Jeff Gump**  
 St. Augustine, FL  
 Gumpssportsphoto.com

Whether your photography includes sports and team images or not, you will benefit from spending a week with Jeff Gump. In his 5 day class, Jeff will share information on putting together a business plan and marketing concept for leagues and schools and details on how to present it at a board meeting. He will also discuss contracts and how to make them work for you. Jeff also discusses setting up a photo day that will blow away your competition and products that will separate you from the soccer moms. Everything from initial contact to printing on-site, to posing options, and marketing will be extensively covered during this course.



Course #16 - Intermediate to Advanced  
**Every Client a Celebrity**  
 Lessons from 600+ Album Covers



**Russ Harrington**  
 Franklin, TN  
 RussHarrington.com

What do Reba, Alan Jackson, Tim & Faith, and over 650 album covers all have in common? The answer is Russ Harrington. For over 20 years, he has been the photographer for Country and Christian music's A-list of stars. His clients expect three things from each session: speed, variety, and excellence. This class is ideal for the intermediate to advanced photographer who works with seniors, models, musicians, or who wants to create the look seen on today's magazine covers. You will learn to shoot a variety of images from a single location, to work with an entire team of stylists and other assistants, and to use multiple lighting sources (strobe, daylight, constant) to create that high-fashion look for any client. Students will be expected to photograph at every session!



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**Course #17 - Intermediate**  
**Lightapalooza 2016**  
Over-the-Top Lighting Techniques



**John Hartman**  
Stevens Point, WI  
JHartmanPhoto.com

John Hartman's state-of-the art teaching techniques make it easy to grasp and implement his unique style of lighting. These include painting with light, multi-image photography, dramatic outdoor photography, producing panoramic group photos, sports and action photography, team portraits and much more. He will share how to use inexpensive flashlights to make photographs that simply cannot be duplicated by any other method. You will learn to light paint everything from tabletop products to architecture, to vehicles and airplanes, to people. John has been well-known for decades as The Marketing Guru and will show you how to create new markets and attract new clients. You will go home with a whole new love for photography and a knowledge that others cannot match.



**Course #19 - Intermediate**  
**The Portrait Studio... Refined!**



**Elizabeth & Trey Homan**  
San Antonio, TX  
PortraitsByElizabeth.com

Elizabeth and Trey know what it takes to have a successful photography business and have been through it all during their 23 year career. In this 5 day course, they offer this incredible wealth of knowledge to those looking to take their photography business to the next level. A small sampling of subject matter includes: environmental and studio lighting, posing of individuals and families, composing for and selling wall portraits and albums, marketing concepts to increase your sales averages year round, branding your business, working with children, working with a spouse, pricing your work and more. Their studio, Artistic Images, is located on a 2.5 acre tract of wooded land in San Antonio with some one-of-a-kind features that clients love. Be prepared for tons of inspiration, ideas, and laughs in this jam-packed class!



**Course #18 - All Levels**  
**The Best of Both Worlds**  
Business & Photographic Techniques



**Jamie Hayes  
Mary Fisk-Taylor**  
Richmond, VA  
HayesAndFisk.com

This dynamic duo have been joining forces for over 20 years, combining two highly successful studios into a business that grosses over \$1 million a year. This is your opportunity to learn to establish and manage your own brand, to learn proven promotional techniques, to learn strategies for success in the sales room and much more. But this class is not just about business. It's also about the creative and technical things that ultimately result in the products your customers will love, such as lighting, posing, and other aspects. In addition to "full access" to their wealth of knowledge and experience, you will also fall in love with their straightforward and passionate style. Jamie and Mary truly care about your success and will go the extra mile to help you develop a solid and successful business.



**Course #20 - Intermediate to Advanced**  
**Newborns from Image to Art**



**Julia L. Kelleher**  
Bend, OR  
jewel-images.com

There is no greater moment than becoming a parent. It gives you a new reason to live and to love. Join Julia Kelleher and learn to create your own artistic style and to capture the love of new parents by photographing newborn babies. You will learn to connect with clients and to capture the spirit of the parent-child relationship in every image. You will learn to replace that tired, familiar positioning with a fresh, one-of-a-kind look. She will cover posing, soothing, transitioning, and handling of newborns as well as set design, post-processing, and art techniques. By the end of this course, your newborn portraiture will skyrocket to a whole new level and you will have the tools and techniques necessary to become the go-to-newborn photography studio in your area.



Course #21 - All Levels  
**Building Your Boutique Studio**  
 Plus, A Boutique Approach to Private Schools



**Britney Kirby Fullgraf**  
 Lakeland, FL  
 BelvedereStudio.com

Whether you are just getting started or a seasoned pro looking to add a steady stream of income, Britney's model for an effective Boutique Studio fits both a home studio or retail space. Forget everything you think you know about School Portrait Photography! Her high-end approach to private schools helps photographers steer pre-qualified clients to their regular, private studios. This model offers a whole new approach to private schools, dance schools, and volume events that allows you to protect your high-end brand while growing your business. Learn to do projection sales with and without a projector, design consultations in your studio or in their home, marketing approaches that build excitement, charitable auctions to grow your client base, boutique pricing and much more.



Course #22 - Intermediate to Advanced  
**Taking Your Photography to the Next Level**  
 Creating Fine Art That Sells



**Laurie Klein  
 Kyle Klein Perler**  
 Brookfield, CT  
 LaurieKlein.com

If you are a creative photographer with your own style who wants to find the market that matches your evolving work, then spend a week with Laurie and Kyle in a workshop that will lead you through that process. This hands-on course is centered around daily shooting opportunities using models, props, and thoughtfully developed scenarios followed by unique and collaborative critiquing sessions. Learn to break away from old patterns and to experiment with new insights into what truly motivates the artist within you. Discover what makes one photo strike the heartstrings while another doesn't and spend time to fully understand the appropriate markets and ways to market your work. Other topics include: creating SMART goals, identifying your audience, and more.



Course #25 - Beginning  
**Don't Gamble with Your Certification**  
 Prepare, Prepare, Prepare



**Gary & Kathryn Meek**  
 Hot Springs, AR  
 GaryMeekPhotography.com

Professional credentials are not just handed out. They are EARNED and a lot of effort goes into preparing for the CPP exam. Any Certified Professional Photographer can attest to that. "Everyone has their own weakness," says Gary Meek. "That's the beauty of this class. We can find out what the participants' weaknesses are and concentrate on strengthening their knowledge on those points." The Meeks are able to do that because each student is sent about a hundred pages of handouts and study guides prior to the class. Gary and Kathryn are accomplished photographers in their own right and have taught CPP preparation classes since 1991. They know their stuff. Even if they don't have the answer, they will find it for you.



Course #26 - All Levels  
**Demystifying Painting**  
 with Photoshop



**Sandra Pearce**  
 Okeechobee, FL  
 PearcePhotography@earthlink.net

Things envisioned in the mind become living art when you learn to take advantage of the vast potential of Photoshop. A collection of photos on a single topic can become a way of telling a story, showing many sides of the same person at one glance, or they can take the mundane and turn it into a gallery piece. In Sandra's class, you will learn to use the various Photoshop tools and brushes and how to easily extract images when making a composite. You will use blending modes in brushes to achieve a more polished look to your paintings. Sandra has been an artist her entire life and earned her Photographic Craftsman, Master Artist, and Master of Photography degrees in just five years. Join her at Texas School and open your mind to a new concept for your business.



Course #23 - Beginning  
**Secrets to Success**  
 When Turning Pro



**Steve Kozak**  
 Grand Prairie, TX  
 SteveKozak.com

Merely owning a camera does not make one a photographer any more than owning a pencil makes one a poet. A successful career in photography is built upon a foundation of lighting, posing, and good business practices. If you are new to photography or considering a career as a portrait or wedding photographer, this class is where it all begins. Steve will have you looking at your career from three aspects: Fundamentals, Business, and the Art of Photography. Some of the topics include: creating portraits using natural light, seeing and measuring light, fundamentals of flash, studio lighting made simple, posing and composition, business and marketing, finding clients, and developing pricing strategies for profit. If you desire to stop "taking pictures" and to start "creating images," this is your class!



Course #24 - Intermediate to Advanced  
**Environmental Portraiture**



**Don MacGregor**  
 Vancouver, BC  
 MacGregorStudios.com

Join Don for a week of intense focus on designing, lighting, shooting, and selling environmental portraits. Each day will be split between classroom demonstrations and practical shooting. You will explore natural light controls and move on to reflectors and electronic flash. Don will demonstrate how to tackle the hard, sunny day conditions as well as the "sweet light." You will embrace a detailed study of posing and composition with an emphasis on family groups. During the course, you will analyze the what, why, and how that is necessary to elevate your sales average. The week will define the steps taken during a consultation, the session, projection and sales session while using post production techniques to create "master images" that make closing sales a simple process.



Course #27 - All Levels  
**The Really Big Class**  
 Of Studio Management



**Sandy Puc**  
 Highland Ranch, CO  
 SandyPuc.com

Spend a week with Sandy and learn how she took her business from a fledgling studio run out of her master bedroom to a fast-paced and high-volume studio hosting nearly 2,000 sessions per year. Then discover how she slowed her business town to less than 1,000 sessions a year by tripling her sales averages through her boutique studio business model. This class takes you step-by-step through business setup, production, workflow, sales, customer service, marketing, photography, pricing, staffing, goal setting, and vendor support. Plus, you'll learn all of her secrets to setting up and running a successful portrait studio. Sign up today and spend less time managing your business and more time making money! Sandy is known for her passion, energy, and skilled marketing techniques.



Course #28 - Intermediate  
**Fine Art Techniques**  
 In Photoshop



**Thom Rouse**  
 DeKalb, IL  
 ThomRouse.com

This intensive workshop will concentrate on techniques and approaches for your personal fine art that can also be utilized to bring a one-of-a-kind look to your images. You will work with your own images and applying a range of post-production techniques, leaving with a full set of your own layered images as a reference for applying those skills to future images. The personal creative process will also be explored to inspire you and your creativity and help you overcome creative blocks. Thom will also discuss how pre-visualization and discovery are two sides of the same creative coin and how we can use both in image creation. Thom Rouse began his career in photography in 1994 and now divides his time between commercial and fine art imagery.



Course #29 - **Advanced**  
**Studio Lighting & Posing Techniques**



**James Schmelzer**  
 Shelby Township, MI  
 EliteFoto.com

James Schmelzer will take you step-by-step through the theory and technique behind great studio lighting. Go behind the scenes in a variety of different lighting setups and find out where to place your lights, how far away, how high, and get an in-depth overview of the seven different light patterns. James will explain how to use versatility in photography to grow your business, utilizing the same lighting skills you will learn in this class. He will cover boudoir and senior portrait sessions that will double your current number of clientele. After this intense week you will have new confidence and understanding of how to take your studio portraits to the next level. James is known throughout the country for his consistently outstanding style of portrait and wedding photography.



Course #31 - **Advanced**  
**Fantasy Sports Art Composites**



**Richard Sturdevant**  
 Garland, TX  
 SturdevantStudio.com  
 sturdavinci.com

Richard Sturdevant's Fantasy Sports Art Composites will take your work to a level that will separate you from the average photographer. This class is for advanced photographers with a strong understanding of Photoshop, so get ready for a week of creative inspiration, sound Photoshop techniques, and an introduction to Corel Painter to help spark your creativity. But this is not just a Photoshop class. You will also learn creative lighting, composition technique, color theory, and superb blending techniques to produce the ultimate image. Other topics include: file and image preparation, extracting images with flawless edges and hair, bringing an idea to life and how to photograph for it, how to incorporate art into your studio and make money with it and how to teach yourself to think like an artist.



Course #30 - **Beginning to Intermediate**  
**Corel Painter & Beyond**



**Marilyn Sholin**  
 Asheville, NC  
 marilynsholin.com/blog

Join this Corel Painter Master Elite and learn the latest version of Corel Painter while taking it a step further with acrylic paints from Golden Acrylic paints. Marylin will have you painting in no time and will take you on a fun and artistic journey from portraits to landscapes and beyond, using textures and other tools to create some fun effects. You will discover and use interesting new brushes and other tools and even create one brush of your own! Lessons will also cover abstract paintings and their basics and much more. The last day of the course will be working with wet paints and learning how to use them on printed canvas. After 25 years in a successful studio, Marilyn changed careers and directed her creative juices toward fine art digital painting.



Course #32 - **Intermediate**  
**Simply Creative**



**Woody Walters**  
 Waukee, IA  
 WoodyWaltersDigitalPhotoCandy.com

Starting with simple images and beautiful lighting, Woody will teach you how to transform your photography with Photoshop brushes and backgrounds to create drama and add interest. You will discover how to add special effects like fire, powder, lightning, fog, and even soft floral effects. This course is very hands-on and Photoshop heavy, with only one actual photo session to teach you Woody's lighting techniques. The rest of the class will be completely filled with projects, each building on the one before it so that, at the end of the class, you will have a whole new arsenal of tools and elements at your disposal. Woody believes that the average studio cannot afford to spend days creating detailed and complex digital montages for one client, so come and discover his alternative!



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## Video Production



mitch@mdivideo.com

Often described as “the class that has the most fun at Texas School,” the video production class has become a legendary tradition that the entire school looks forward to each year! You will spend the week with two of the top videographers in the country as they produce the infamous “School Video.” This fun and informative hands-on course is designed for anyone interested in increasing their production skills with video and is intended for the beginner. Billy and Mitch will demonstrate a “script to screen” class project that will be produced to expose students to all aspects of video production. The hours are long but the results are worth it! Although you are not required, you are welcome to bring your own camera and/or computer editing system so that you may shoot and edit alongside these two instructors.



## Mastering Image Tuning



WendtJanice@gmail.com

This energetic hands-on class concentrates on image enhancement to create iconic imagery. Learn how to “listen” to your images while developing techniques to sculpt and focus your final emotional vision into your own unique art. Create vision pathways to direct viewers through your artistic capture of nature, portraiture, wildlife, architecture, or any photographic subject using a multitude of sources. Tools that will be used in the class include: Nik Software, Topaz, Perfectly Clear, and Alien Skin. To allow the class to focus on techniques, a series of free videos will be provided 30 to 45 days before class to bring students up to date on how to use some of the plug-in tools that will be used in the class. Janice is one of the industry’s most respected retouch and image enhancement artists and is well known as the “Trainer to the Trainers.”



JohnWilsonStudio.com

**T**his course is designed for the person with very little or no experience with Adobe Photoshop. Each student is expected to know computer basics (how to locate, open, save, move files, etc.). This is a hands-on, basic Photoshop CS6 class, not a basic computer class. A DVD will be provided for each student which contains all project images from the 5 day class and this disc will belong to the student upon completion of the course. It is a "stress-free" workshop facilitated by a patient instructor where students will learn to use the tools needed to enhance, correct, and polish their images. These are "real world" techniques that will save you time and money and empower you to communicate more intelligently with your lab and in-house retouchers.

Bozellian, MI  
WinslowStudio.com

**I**n the first part of this action-packed two-part Wedding/Portraiture class, you will learn to see behind the glitz and glamour of a bride's big day and uncover the nuts and bolts of professional wedding photography. Steve and Sophie will share with you the essential tools from finding and creating beautiful light to creative posing. In part two, you will gain unique insights into successfully transitioning your wedding clients into a lifelong client base. In addition, you will discuss ways to be involved in your clients' lives and in the community to garner the respect and admiration of your market and thrive as a professional photographer in your area. Steve and Sophie enjoy speaking and teaching other photographers but their life and love is the success of their business.



# REGISTRATION INFORMATION

All payments received after February 15, 2016  
will be assessed a late fee of \$25

**TSPP Cancellation Policy:** Any class cancellations must be made in writing and addressed to:  
**TSPP Director, Don Dickson, 1501 W. 5th St., Plainview, TX 79072**

Please observe the following:

January 3rd - January 21st...	Full Refund
January 22nd - March 21st...	\$100 Penalty
March 22nd - April 1st.....	\$200 Penalty
After April 1st.....	No Refund

The Texas School of Professional Photography reserves the right to cancel courses, change faculty, or refuse admission to any student. Please note:  
**You must be 21 years old to attend Texas School.** You must be able to show a form of identification at registration proving your age. Please fill out the application on this page. List a first, second and third choice of classes. Mail or FAX (do NOT send a cover page with your FAX) your application on **January 3rd, 2016, at 11 pm or later.** OR, take advantage of our ONLINE REGISTRATION at [www.TexasSchool.org](http://www.TexasSchool.org). Classes will be filled on a first-come, first-served basis as postmarked or received online.

If registering by mail, send to: Don Dickson, 1501 W. 5th St., Plainview, Texas 79072. Don's phone number is 806-296-2276 (9-6, T-F Only). Don's FAX number is 806-291-8669 and his email is [don@dondickson.com](mailto:don@dondickson.com). Do not call until three weeks after applying. All correspondence must be in writing with full name. If your choices are not available, you will be placed on standby and notified. If you are not placed on standby, your check will be destroyed on April 5th. If your first choice is not available, you will be placed in a class of your second or third choice, if available.

**Print or type all information. Incomplete applications will be returned.**  
**No postmark prior to January 3rd will be accepted.**

Last Name: \_\_\_\_\_ First name: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address (St. or P.O.): \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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Member PPA? YES \_\_\_\_ NO \_\_\_\_ Your PPA #: \_\_\_\_\_ Years in Photography: \_\_\_\_ Full-time: \_\_\_\_ Part-time: \_\_\_\_

Is this your first time to attend Texas School? Yes \_\_\_\_ No \_\_\_\_ Shirt Size: \_\_\_\_\_

1st Choice # \_\_\_\_\_ Instructor \_\_\_\_\_

2nd Choice # \_\_\_\_\_ Instructor \_\_\_\_\_

3rd Choice # \_\_\_\_\_ Instructor \_\_\_\_\_

Method of Payment: Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ If using credit card: VISA \_\_\_\_ MC \_\_\_\_ AmExp \_\_\_\_

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I certify that I am at least 21 years old. Signature \_\_\_\_\_

If attending on Scholarship, please state source of Scholarship \_\_\_\_\_

**NOTE:** Scholarship recipients still need to guarantee class with credit card.

**TUITION for TPPA MEMBERS is \$550** (TPPA dues **MUST** be paid **before** submitting application)

**TUITION for non-TPPA MEMBERS is \$645** (This includes ONE YEAR membership in Texas PPA!)

Amount of Tuition \$ \_\_\_\_\_

Texas PPA Membership (\$95) \$ \_\_\_\_\_

Late Payment Penalty \*(\$25) \$ \_\_\_\_\_

TOTAL ENCLOSED \$ \_\_\_\_\_

(Checks Payable to: Texas School of Professional Photography)

**ONE STUDENT PER APPLICATION, PLEASE**

\*(If payment made after February 15, 2016, a penalty of \$25 must be included)



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## What Photographers Are Saying About the Texas Professional Photographers Association

"The educational opportunities that TPPA offers are simply the best in the country. Between PhotoGenesis, Summerfest, and Texas School, you have all your corners covered... at a great value to boot!" **Gabriel Alonso**

“When I get my TPPA magazine, it is devoured cover to cover! I feel like part of a photography community, and that’s important to me since I run my business by myself. Thanks to TPPA, I’m never really alone.”

**Valerie Jirik**



## Membership Categories & Rates

**Professional Active \$95** - Open to photographers and employees of photographers who sell photographic services as a business and photographers employed by a firm whose main business is selling photographs. State Law requires that all such individuals hold a Texas Limited Sales Tax permit.

**Limited Associate \$85** - Open to individuals seriously interested in photography and are engaged in an occupation other than photography.

**Student \$50** - Open to full-time students preparing for a career in photography, in a college or approved vocational/technical school.

**Service Firm \$90** - Open to manufacturers, suppliers, laboratories and businesses supplying photographers; includes one person's membership.

**Staff Associate \$55** - Open to individuals employed by a Professional Active or Service Firm member or the spouse of a Professional Active member. Staff Associate membership may be accepted only if employer is current member.

**Out of State \$65** - Note: Only Professional Active members have all membership rights. Spouses of Professional Active members are exempt from dues, unless they elect to become a Professional Active member in order to vote or exhibit prints. Limited Associate, Out of State, Student, Service or Staff Associate members may not vote, hold office or enter photographs in competition, unless a special category has been established for them.

**Join Texas PPA online NOW at [www.TPPA.org](http://www.TPPA.org)**

## Texas PPA 2016 Calendar of Events

**April 24-29**

**Texas School of Professional Photography**  
Intercontinental Hotel in Addison, Texas

Join 1,000 photographers from around the world for the biggest event of its kind in the country! It's the best education value in the country with world-class instructors and plenty of fun. More info at **www.TexasSchool.org**.

**June 26 - 29**

### Summerfest '16

#### La Torretta Lakeside Resort in Conroe, Texas

This summer event is designed for the **WHOLE FAMILY!** It's the best way to combine a vacation and a seminar featuring some of the finest talent in the country. This beautiful resort on Lake Conroe has won the hearts of TPPA members and is an event you will never forget. Mark your calendar now and be watching for more information in this publication or at **[www.TPPA.org](http://www.TPPA.org)**.

Sept. 30 - October 2

**PhotoGenesis '16**  
**Embassy Suites in San Marcos, Texas**

Tired of those old, stuffy conventions? So are we! Make plans to join us in San Marcos, Texas, at the beautiful Embassy Suites and spend some time rejuvenating your mind and exploring your roots in photography. Mark your calendar now and be watching for more information in this publication or at [www.TPPA.org](http://www.TPPA.org).

## 2016 Texas PPA Officers

Dedicated to Serving Our Members

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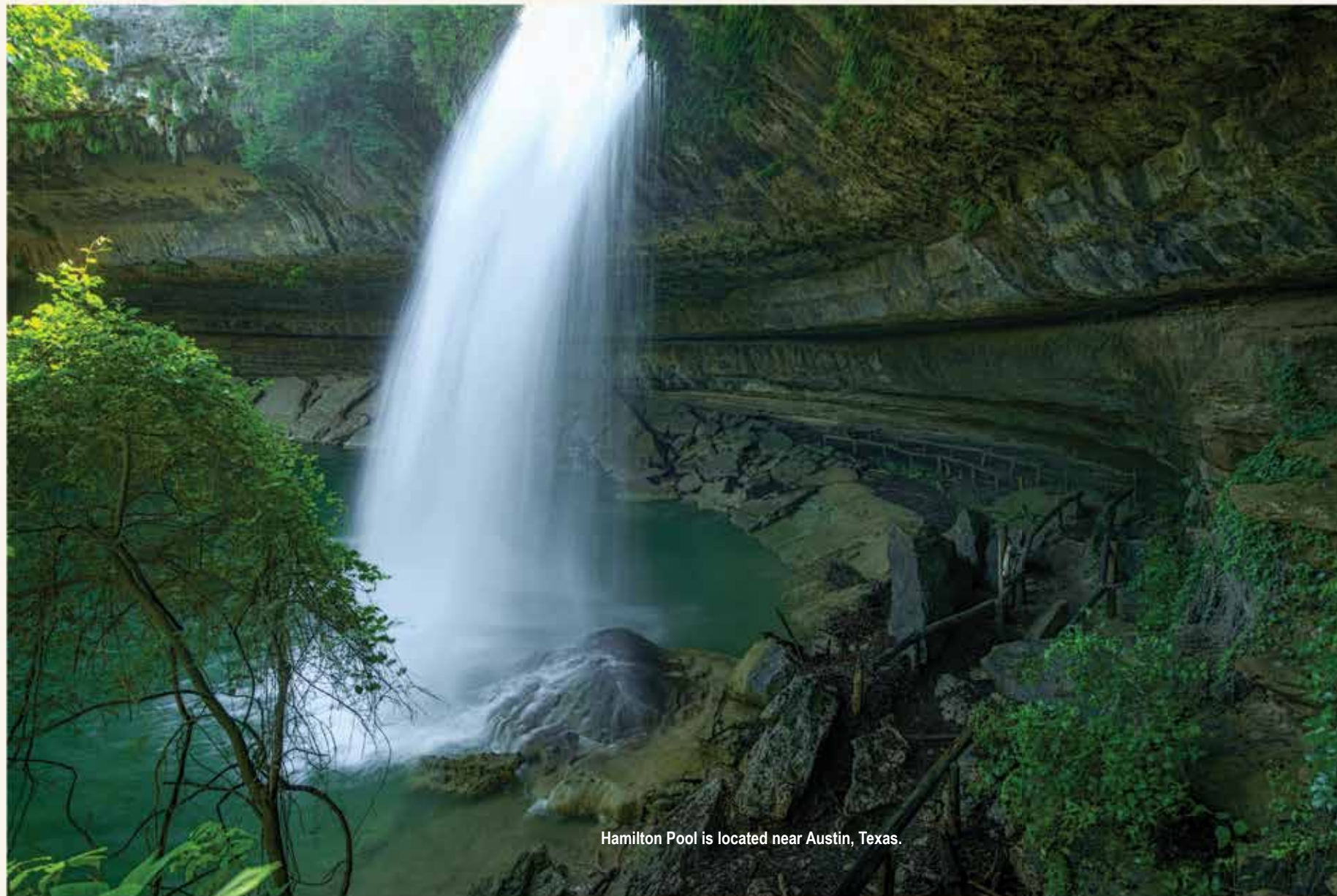
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## Spotlight Pics

A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to [TexasProPhotoMagazine.com](http://TexasProPhotoMagazine.com) or email the Editor at [Editor@cablelynx.com](mailto:Editor@cablelynx.com).



**“December 26th”** - Cliff Ranson of McAllen, Texas, had the idea for this image for a couple of years before actually making it but he knew he would have to “piece it together” because of all the elements needed for the final image. “I’m not into spending that much time on compositing, but I thought it would be my first attempt at the Master Artist category,” he explains. The image scored 86 at Summerfest ‘15 and was awarded a Distinguished Print Ribbon and a Judge’s Choice Ribbon. It also merited at IPC and is an appropriate image for a Spotlight Pics for this time of year.



Hamilton Pool is located near Austin, Texas.



Will Swinnea was a Boy Scout when he realized his fascination with landscape photography. “In those days, we did a lot of camping and hiking, and saw a lot of Texas vistas. We also went to the mountains in Mexico and the Colorado Rocky Mountains. Being surrounded by those environments is the reason landscapes became my choice of photography,” he explains. Then, when he was in high school, Will took a photography class and learned to process and print black-and-white images. He was hooked.

Texas is a big place and offers an infinite number of photographic opportunities for a landscape photographer, whether it be the rustic outdoors or the modern city-scapes. Growing up in the Austin area, Will Swinnea can drive in any direction to find a scene that turns his passion for imagery into a lucrative livelihood. “The majority of my work consists of photographs of my hometown of Austin, with other landscape images of the Texas Hill Country,” says Will. “I’m trying to translate the memorable experiences and scenes I saw to a wider audience.”

Throughout his years as a landscape photographer, Will Swinnea has been inspired by others who came before him. “Of course, Ansel Adams is at the top of the list for almost every landscape photographer,” he explains. “What he did with the camera and what he did in the darkroom is still so amazing today. His work takes on more importance when you go to Yosemite and see where he worked.”

## inside the mind of a Landscape Photographer

by Bill Hedrick



More recently, Will was fortunate enough to visit Peter Lik’s studio in Aspen, Colorado. “It was inspiring to see what he does on his large displays, to see well-lit and well-presented pieces as the artist intends for them to be seen.”

His camera of choice today is a Nikon D5200 and a Nikkor 12-24mm lens. “A lot of buildings and other architectural pieces require a wide angle lens, especially in the downtown Austin area,” he explains. “An 18mm lens is not always sufficient enough to get the job done.”

Other equipment includes a Manfrotto tripod and a Nikon wireless remote to reduce the possibility of camera shake.

Morning is Will’s favorite time of the day to capture landscape images. “There is a calm in the early morning hours, especially in Austin. Whether it is having a bridge loaded with traffic or runners on the boardwalk in the evening, the morning gives you a better chance of steady, more composed shots,” he adds.

Before taking on a landscape assignment, Will has a vision of what he wants to accomplish but that vision is fine-tuned after he arrives at the location. “I try to see a location view from every angle within the space I have to work. I must also try to think how post-production work on that image will complement the finished image. There are a lot of ways to shoot Hamilton Pool and, every time I visit there, I walk around it looking for something I may have missed before.”

Getting that right shot can sometimes be a lesson in patience as well. “I’ve spent hours waiting and I’ve planned travel times days and weeks in advance for the chance of being in position to get a great shot,” says Will. “But you have to be ready and work with what the outdoors offers you. There is no perfect opportunity.”

On one trip to Rainbow Falls in the Ansel Adams National Wilderness, Will had to prepare days in advance by calling the ranger station to see if there were campsites available.

“If you can’t camp, you have to go into Mammoth Valley on a bus and be confined to a bus schedule. So, planning ahead got me on the canyon floor, then a hike past Devil’s Postpile to Rainbow Falls. Once the sun gets in the right position, the rainbow forms in the mist. There is a very small area where you can safely stand on the side of the overlook to get the shot. Most photographers would love to include a great sunrise but, in reality, that doesn’t happen that often. You must appreciate what you get.”

Some landscape images are more challenging than others, according to Will. “I had to struggle to find a gem of a landscape at White Sands,” he relates. “I kept looking for good dunes but with a backdrop that lets viewers know they are not on a beach. I had been on two different hikes but kept seeing footsteps from previous hikers. On the third hike, about a half mile into the dunes, I finally found enough shadow contrast from a partially



*The image of White Sands (lower-left) was challenging to Will Swinnea because he wanted a good image of the dunes that let viewers know they were not on a beach. Rainbow Falls (upper-right) required planning days in advance and camping to get the shot he wanted. Will Swinnea (left) is an Austin photographer specializing in landscape photography.*

cloudy afternoon sky bouncing off the sand. A low angle revealed the dune ripples and still gave a dune crest where the wind shears off the top, leaving mountains in the background.” It’s all about persistence.

For those who are interested in taking up landscape photography, Will Swinnea has some advice. “Be prepared for some failure. People see your best work. They don’t see your earlier career, failed attempts, or the years and the trips and the thousands of other photographs you took to get to a certain scene. They also don’t see all of the post-processing work.

Also, don’t compare your journey to someone else’s journey and don’t pay attention to social media. It is important to have inspiration, but try to focus on your artistic expression of how you see the world. So, create images for yourself and don’t worry about the reactions and opinions of others.”

In the competitive world of photography today, the most rewarding moment of any photographer’s life is making a decision to follow one’s passion. Doing so has a way of reigniting that fire deep within us and reminding us of the power of the camera. We owe it to ourselves to pursue that passion and Will Swinnea, of Austin, Texas, is a fine example of one who has done just that.

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## Spotlight Pics

A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to [TexasProPhotoMagazine.com](http://TexasProPhotoMagazine.com) or email the Editor at [Editor@cablelynx.com](mailto:Editor@cablelynx.com).



**"Buddy Holly-ish"** - David Edmonson created this image to bring back an era when a young Texan from Lubbock, Texas, rocked the world. David was originally a commercial photographer. After joining forces with his son, Luke, in 2002, they both realized that commercial photography did not accomplish their goal of being able to work together, so they made the transition to portrait and wedding photography. Both are quite humble about their success and their passion for photography. "Personally," explains David, "I see God as the author of all creativity. His light is the best light."



# LivePortrait App

## Brings Portraits to Life.. Literally!

Suzette Allen, Cr.Photog., CPP, API

After being a still portrait photographer for 29 years, I began doing "Hybrid" about two years ago. This concept incorporates video and audio with still portraits to create a new and fresh storytelling product for clients. My most popular products are Magic Christmas Cards, Talking Business Cards, and senior graduation Me-Movies and grad announcements. But the number one question asked by photographers is, "How do you deliver it?"

After trying several options including sharing links and QR codes, posting them to YouTube or Vimeo or ProShowWeb or Instagram, there always seemed to be some sort of disconnect... until now.

Now we have a new product/service that I believe will change our industry forever. It is called LivePortrait. This amazing solution and technology literally bridges the gap between prints (our currency of profit) and videos (our vehicle of buzz, desire, and market appeal). All you do is download a free app on your smartphone and use it "to view the print."



That's right. The print is the perfect delivery equation because the customer "needs a print" to view the associated video! That means that their 8x10's or wallets or 30x40 wall portraits will "come to life" by pointing their phone at it and viewing the video with the app (talk about adding VALUE to your prints...). This is the ideal vehicle to add services and value for photographers who rely on print sales for profit. Now, I don't even have to post or host my video anywhere online... my clients need a "print" to view it.

To demonstrate, go ahead and download the app yourself (LivePortrait by Digital Yearbook Page Inc) to your iPhone or Android phone and try it out on the group photo (left) and the photo above.

The great part about a LivePortrait is that the magic of it coming to life is "enough" and a single video clip (no intense production needed) of a baby laughing or a kid being cute or a bride and groom dancing is all you need to make it a WOW product!

Another bonus is that APPLE is doing the heavy lifting of educating the public FOR US!! They just announced their similar product "live photo" on the iPhone 6+ and the public is now aware of the concept and, of course, it is already cool!

If you are thinking about how you can get in on the action but not sure how to edit video with LR, PSCC or Premier, visit [SuzetteAllen.com](http://SuzetteAllen.com) for some short video how-to's and classes. The market is changing fast and we need to begin the journey to be Modern Photographers, fluent in both photo and video. But the good news is that it is easier than ever to get onboard with hybrid.

So, don't forget to scan the image with the LivePortrait app to see it come to life!

*Suzette Allen, Cr.Photog., CPP, API, has been on the cutting edge of Hybrid photography for several years now and works closely with imaging partners including: Panasonic LUMIX, LivePortrait, PhotoDex, Triple Scoop Music, and Bay Photo in making major strides in technology to help bring a future of success to professional photographers. Visit her website at [Suzette.Allen.com](http://Suzette.Allen.com) for more information.*



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**“The Captive”** - Dixie Dobbins of Livingston, Texas, created this image from a visit to the Houston Zoo. “Lucy” is a chimpanzee who was sitting very still while eating rice and fruit at the faux termite mound the zoo had set up in the Primate area. “I was entranced with her face and she seemed to show a lot of emotion,” says Dixie. The image was taken using a 24mm lens at f5.6 and 1/125 second at ISO 400. Because she was having to shoot through glass, Dixie had to remove smudges using Photoshop and Topaz Lab to bring out some detail in the shadows. Dixie created over 50 images of Lucy on that visit. The title, “The Captive,” seemed to fit her expression at the time. The image won a Distinguished Print Ribbon at TPPA Summerfest ‘15. Coincidentally, this is the same spot where noted Primatologist, Dr. Jane Goodall, sat during one of her visits to the Houston Zoo several years ago.



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GUILD  
NEWS



Contributors: Heart of Texas - Tom Sergent; Houston - Dixie Dobbins; Brazos Valley - Kathy Norwood

**Brazos Valley Guild** - In September, the Brazos Valley Guild hosted award-winning Maternity and Newborn photographer, Bree Adams, for a full day program. Newborn is THE hot niche at this time and navigating the “cheap photographer arena” is the main hurdle because this is also where the largest flood of new and inexperienced photographers are jumping in.

Maternity has become a lost art and a commonly missed or avoided client. It is the hardest client to book but the most important to capture! The pregnant mother will connect with you before their baby’s arrival and stay with you through their family’s growth. Bree explained how to connect with this mass of moms who are not considering maternity photos but already shopping for their newborn photographer. She also discussed ways that those of us who offer maternity photography can have an edge over other newborn photographers.

Bree discussed techniques, props, business models, and marketing to maternity and baby clients. Afterwards, we were given the chance to watch Bree work with a maternity client and demonstrate how she uses constant lights and natural light to give her those award-winning images.

**Heart of Texas Guild** - In September, Brad Barton spent the day in Waco with the Heart of Texas Guild for a half-day workshop on the “Basics of Boudoir Photography.” He also covered posing and lighting, much of which can be used in a boudoir session and other types of portraits. Later that evening, Barton inspired and showed members how to use their creativity to stand out in a world of photographers. He also explained how to increase the online visibility of a business through SEO and social media.

The winners of the September image competition in the Professional Division were: Cecy Ayala, first place; Rhonda Williams, second place; and Heather Hitt, third place. Associate Division winners were: Darrell Vickers, first place; Rick Duhrkopf, second place, and Billy Lauderdale, third place. People’s Choice winners were: Cecy Ayala, first place; Darrell Vickers, second place; and Billy Lauderdale, third place. The Challenge Division winner was Rick Duhrkopf (Product Photography).

In October, the Heart of Texas Professional Photographer’s Guild hosted it’s annual “Shootout” competition. The Shootout is an annual event for our

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Our starting line up for 2016.  
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Kate Caudillo  
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# GUILD NEWS



Contributors: Heart of Texas - Tom Sergeant; Houston - Dixie Dobbins; Brazos Valley - Kathy Norwood

members and offers members the opportunity to compete against each other in a fast-paced and exciting format. There are a variety of models and locations and both the models and the photographers rotate every five minutes to provide the largest challenge possible. This year's event was held at the Woodway, Texas, arboretum and it proved to be a lot of fun and very demanding. Images will be submitted for judging and the results will be posted with our November report.

**Houston Guild** - In September, San Antonio photographer Dane Miller presented a workshop and also spoke at the Professional Photographer's Guild of Houston's monthly meeting covering "Wedding and Boudoir Photography." Dane discussed his business, his brand, the experience he creates for his clients, how he markets his business, and how he has become a well-known and established photographer in San Antonio. Dane also stressed the importance of building relationships with clients, vendors, and venues.

In the Master's division of the image competition, Karen Butts tied herself for first and second place, with Armando Chacon taking third place. In the Active Division, Curley Marshall placed first. Also in September, Melanie Hall presented a workshop on "Off-Camera Flash" and Kim Hartz presented a workshop about "Developing Your Style."

At the October meeting, Lora Yeater presented a program on "Seniors." Yeater talked about how her business began and quickly grew, how to set yourself apart from other photographers, and how to stay resilient through the tough times and how to help others.

The monthly image competition had a good turn out of merit images. In the Master's Division, Cat Dybala placed first, Karen Butts placed second, and Dixie Dobbins placed third. In the Active Division, Kim Kuhlman placed first, Kim Kuhlman and Francie Baltazar tied for second, and Teri Whittaker and Francie Baltazar tied for third. Also in October, Teri Whittaker presented a workshop titled "Creating Art... Beyond the Capture." Blair Haynie also presented a workshop on "High Key Lighting."

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