THE PHOTOGRAPHER

Trey & Elizabeth Homan TPPA's President & First Lady

Dec/Jan 2017





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ON THE COVER

"Signor Presidente" was created by world renowned photographer Bert Bennke of Mokena, Illinois. The image was created while the two couples were vacationing in Orvieto, Italy, after completing a week long Tuscany Workshop. The photo was created using a Canon 5DII with a 70-200 Canon Lens and off camera Quantum Trio Turbo flash. Read more about TPPA's new President, Trey Homan, on page 8.

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ey Homan sident by Bill Hedrick

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to Success

elp From Our Friends Situation by Greg Daniel





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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**

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

> Steve Kozak, Executive Director, 5323 Fig Tree Ln., Grand Prairie, TX 77052 Steve@tppa.org

From the President

Trey Homan, TPPA President

Revelation of a Life Lesson

Since 2014, I've known that I would have the privilege of serving as the 2017 President of the Texas Professional Photographers Association, the largest PPA affiliate in the nation, and all I could think was, "Wow, our members must be crazy!" Yet, I do offer a sincere, humble and heartfelt "Thank you." Serving on the TPPA Executive Council the last few years has opened doors that were not just closed, but locked. Agreeing to serve is my way of giving back to a profession that has been so good to me and my family, but I've learned so much and developed so many friendships that it is plain to see that I still receive much more than I've given.

One of the many doors that opened was the opportunity to join photographers Bert and Cindy Behnke, along with Jeff and Carole Daschowski, in the Tuscany region of Italy. We had the honor of facilitating a seven-day workshop at what many consider the birthplace of western art. While there the Behnke's created the cover image of me and my wife, an image that it is proudly displayed in our home and I thank them from the bottom of my heart.

After the workshop, I wandered the streets of Orvieto, Montepulciano and Assisi. Inevitably, I found myself staring at the streets, gates, walls and buildings. I could see where doors had been created and then filled in and places where archways had been modified to become solid walls. There were many instances where windows that had been moved and then moved again... and, amazingly, examples where roofs were converted to second floors and then repeated for third and fourth floors. I found it fascinating that a building could be 1200 years old and that same building had been a Roman Temple, a Christian Church, royal residence, city courthouse and finally a modern day hotel. Then, while enjoying a glass of Ruffino Aziano Chianti Classico, it hit me! The mysterious beauty of ancient Italian architecture comes from the fact that a solid foundation was first created, yet the ability to adapt to the changing times is what keeps it functional.

This was a life lesson to me. Not only does it apply to our association, it applies to my business as well. We have worked hard to develop smart business practices and to create a foundation that will support us over time. When money is good, we save it, knowing that at some point we will hit a rough patch. We change our marketing strategy when it doesn't work and expand on the ideas that do. We identify our weaknesses and fill those spots with people who excel in those areas. All of the decisions may not be right, but that is ok. What is important is that we have the intellectual ability and desire to make changes... not simply changes for the sake of change, but because the end result is good for business.

As my presidential year begins, I hope you will join me, not to recreate the wheel, but to build on our success and make changes that have a long-term impact for the good of many. I plan on doing this for my business and for TPPA as well!

As my Italian friends say: "Mangia Bene, Ridi Spresso, Alma Moto" (Eat well, Laugh often, Love greatly)

> If you are not a member of Texas PPA, this is my personal invitation to you to join! Email Steve Kozak, TPPA Executive Director, at Steve@tppa.org or call 972-601-9070.







Jacqueline Weir Grand Prairie, TX



Tammy Graham Fort Worth, TX



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INTRODUCING Trey Homan

The 2017 President of TPPA



by **Bill Hedrick**

Trey Homan is not the first photographer who began L his career "carrying bags" for another very successful and well-known photographer. But, in his case, the other photographer happened to be his wife! "Elizabeth was already a successful and nationally-known artist, so I simply carried her suitcases and camera bags," he relates. But it was Trey's willingness to do the "not so glamorous stuff" that allowed Elizabeth to concentrate on her imagery.

As time progressed and the couple began a family of their own, Trey became more and more involved in professional photography. He began attending guild meetings of the Professional Photographers of San Antonio and, much to his surprise, discovered that he fit in well with the other members who welcomed him with open arms. "Being a part of this group was an uplifting experience and I soon started going to state, regional, and national conventions," says Trey.



Within a few years, Trey Homan was approached by TPPA Past President, Ed Alexander, who asked him if he would consider serving as an officer for the Professional Photographers of San Antonio. The "luggage man" had officially been promoted to PPSA Secretary and was on his way to bigger and better things. "I was elected as Secretary in 2008 and found this experience absolutely amazing. I made lifelong friends like Michael Chandler, Johnathan Godsey, and, of course, Ed Alexander. Michael Chandler became an amazing mentor to me and taught me that it is perfectly acceptable to ask for help and for different opinions."

Then, in 2009, fate intervened once again. The Texas Professional Photographers Association changed its fiscal year and that year's current officers and councilors-at-large had to stay on a few extra months. The problem was that one of the current councilors-at-large, who are appointed to a one-year term by the serving TPPA President, could not fulfill his term and Trey Homan was asked if he would consider filling that vacancy and then continuing with his own one-year term. "This was where I fell in love with TPPA," he explains.

"I learned about the passion, dedication, and vision that the officers and staff of TPPA had, not just for our industry, but for the membership in

general. They truly care about people, not just the images they create. They care about what is going on in their careers and their lives. Together, they celebrate your successes and they mourn your losses. I truly felt like I was a part of an amazing family of gifted individuals who truly care about one another."

For several years now, Trey has been at the forefront of every aspect of this great association, especially the Texas School of Professional Photography where he teaches alongside his lovely and talented wife, Elizabeth. "This is one of the greatest benefits of belonging to TPPA," Trey explains. "You can spend a week with an instructor of your choice. That is simply amazing! I was already having a great time taking classes before Don Dickson asked Elizabeth and me to be instructors. It is an enormous amount of work but we do this because both of us believe that education is the foundation of our success. We are successful because people have taken time to share and mentor us. Now it is our time to pay it forward."

It is with that humble dedication and with great enthusiasm for the future of TPPA and our profession that Trey Homan takes the reins as the 2017 President of the Texas Professional Photographers Association. Great things are happening now and more is to come, we can assure you.















April 23-28 in Addison, TX

THE PHOTOGRAPHER Dec/Jan 2017

It Will Change Your Life!

The Texas School Experience

by Don Dickson

The 2017 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 23-28, 2017. Over 1,000 photographers attend Texas School and we look forward to another great year in 2017. 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. You might want to go ahead and book your room because they will sell out fast.

Online registration for the 2017 Texas School begins at 11pm CST on January 3, 2017. 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.

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 23-28, 2017, and come and see what the "Texas School Experience" is all about.





Registration Form and More Texas School Information at www.TexasSchool.org

Course #1 - Beginning to Intermediate

Fashion Flair For Portrait & Wedding



Lindsay Adler New York, NY lindsayadlerphotography.com

Break free from traditional portrait and wedding photography and embrace the creative artist within! In this hands-on workshop, renowned fashion photographer Lindsay Adler will share the central elements of fashion photography and how to apply them to your own work for striking imagery. She covers inspiration, concept development, shooting on location, fashion studio lighting, marketing fashion flair, fashion posing, styling, beauty retouching, and creative Photoshop effects. This class will help give you that unique creative edge to stand out from your competition. Topics include: Creativity and Inspiration, Lighting and Posing, Beauty Retouching. and Photoshop effects. Lindsay is renowned for her creativity and collaborating with designers and stylists in order to create fresh looks. She is located in Manhattan shooting fashion full time.



Course #2 - All Levels Seniors: Extreme Bootcamp



Melanie Anderson Hagerstown, MD

andersonphotographs.com

Learn how to provide the most sought after Senior Experience in your market area from multiple award-winning photographer, Melanie Anderson, in this intense workshop. From a combination of lecture, posing, lighting, and photography, Melanie will explain her Senior Model Program from beginning to end. You will study sales, marketing, client communication, studio workflow, and much more. Known as the "Ringlight Queen," Melanie will share how she creates extreme sports composites with ease and will walk you through her process of achieveing \$3,000 senior sales averages. Discover how to achieve killer sales averages and how to photograph with "intention." Melanie is passionate about her one-on-one mentoring and works diligently to share with others. She specializes in in Seniors, Children, Newborns, Families, Volume Sports, Boudoir, and Commercial Photography.



Course #3 - Intermediate The Real WoW Factor



Ross Benton San Antonio, TX

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 #4 - Beginning to Intermediate Nature, Macro, Floral Animal, Landscape, Street & Travel



Doug Box Randy Kerr Caldwell, TX dougbox@aol.com

If you like to travel to interesting places and make really great photos, this is the class for you. Join Doug Box and special guest speaker, Randy Kerr, and enjoy field trips to the Dallas Arboretum, Heard Natural Science Museum, Fair Park and perhaps the Dallas or Fort Worth Zoo for architecural landscape photos, street photos, night skyline photos and more. Learn to paint with light and to use exposure to tell the story of your photographic adventures. You will study composition, lens selection, and other hands-on techniques that will elevate your creativity to new levels. Before you sign up for this class, be sure to visit DougBox.com for more detailed information. This will be a very popular class, so register early. Doug is a well-known instructor and author of six books on photography published by Amherst Publishing.



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Course #5 - Beginning to Intermediate Seniors INSIDE the Box



Gary Box Sapulpa, OK boxseniors.com

Today's photography world is more competitive than ever. If you can't stand above, you'll go under. You must be an excellent image maker and businessman and must be efficient to be truly profitable. Gary will cover his unique approach to imaging from session options to set design, lighting, posing, as well as photographing inside and on-location. He will cover his efficient workflow approach from start to finish but the most important part is really the business end. After all, it doesn't matter how great your images are, if you can't convert them to dollars. Other topics include: Creating Images that Get Noticed, Pricing and Sales to Drive Up Averages and Profitability, and Minimizing Workflow. Gary has been called one of the most consistent great shooters out there who takes the business end of studio life very seriously as well.



Course #7 - 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 he 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 #6 - Beginning to Intermediate Maternity & Newborn Imagery



Ana Brandt Tustin, CA bellybabylove.com

A na Brandt is a California based, award-winning photographer, who has been specializing in maternity and newborn imagery for 17 solid years. Her classic images for an established and growing A List clientle have appeared in numerous publications, books, websites, and physician offices. In her class, she will cover all you need to keep a long lasting successful business in this speciality. Topics include: Pregnancy Transitional Posing, Pregnancy in Three Different Lighting Situations, Newborn Transitional Posing, Marketing for Pregnancy and Newborn, Selling Pregnancy and Newborn, and Post Processing and Social Media. Ana pioneered the Maternity Dress movement as she was the first to design gowns specifically used for Maternity sessions over 8 years ago. Her clothing line sells to over 60 countries. She also runs a Magazine under the same name - TAOPAN.



Course #8 - Beginning to Intermediate Dog and Pet Photography



Margaret Bryant Carrollton, TX bryantdogphotography.com

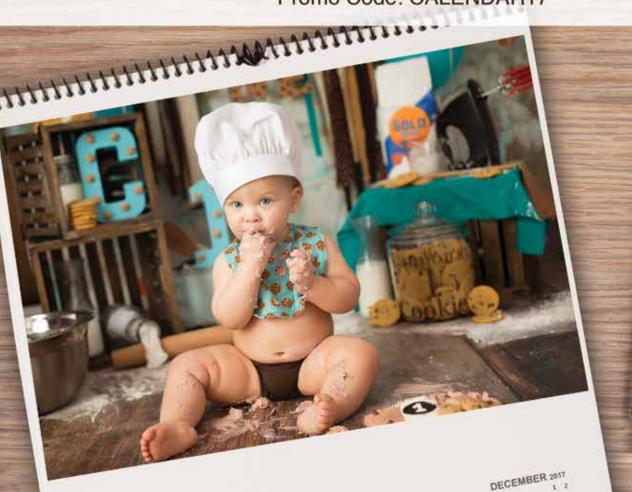
Pet photography has its own unique challenges that are different from photographing people. This class will deal primarily with photographing dogs, but Margaret will spend a little time on other animals as well. Discussions will include dog behavior, working with dogs, communicating with dogs, dealing with fearful animals, making a dog comfortable, and getting the best expressions. She will demonstrate posing dogs alone, posing groups of dogs, and posing dogs with people. You will learn about lighting and the unique challenges of lighting dogs as well as Photoshop techniques that are specific to dogs. So, whether you just want to add pet portraits to your existing portrait line up, you want to photograph your own pets better, or you want to start your own pet photography business, this class has something for you!





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Thanksqiving

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Course #9 - Intermediate to Advanced Natural Light Portraiture With the Assistance of the "F" Word



Carl Caylor Iron Mountain, MI photoimagesbycarl.net

Carl is the author of the book, "Portraiture Unplugged," a guide to Natural Light Portraits and is one of the most sought after instructors in the country because of his "Hands-On" coaching approach. He will challenge you to become a better photographer and to enhance your skills to a new level. Carl will be teaching how to use strobes, both inside and outdoors, in addition to his natural light portraiture. Learn to use available tools to give your clients the best variety possible and how to use light sources along with many modifiers. This class is all about taking a vision through its paces to include preparations, capture, and final presentation. It will cover composition, lighting for emotion, color harmony, background choices, photo gear, and interaction with subjects. This is a more advanced class but available for anyone who wants to take their work to the next level.



Course #11 - All Levels Adding a Fashion Look



Bry Cox West Point, UT BryCox.com

Regardless of your style or what you shoot, everything can be improved with a more creative, fashion look. Bry offers an inspiring week with more advanced techniques using more lights, more models, more assignments, and continually changing gear, styles, and locations. Whether you've taken his class before or whether you're new to Texas School, you'll love the higher-end looks Bry achieves. Bry will demonstrate his system for nailing exposure and color balance with any gear. You will discover his three secrets to making women look amazing with light as well as secrets to higher-end lighting styles while working with models. Other topics include social dynamics to help complete strangers be relaxed on camera while giving you new ways of thinking about posing and directing. In the end, you will have better images going into Photoshop than most people do coming out.



Course #10 - Advanced Between Light and Shadow



Tony Corbell Muskogee, OK tony @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 #12 - 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 #13 - Intermediate Lighting for Sales



Cris & Deanna Duncan Lubbock, TX CJDuncan.com

hotography 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.



Course #14 - All Levels The Fine Art of Portraiture



Kristi Elias Long Beach, CA KristiElias.com

uccessful fine art portrait photographer needs an equal balance of uniqueness, Acreativity, and a strong business mind. Learn how to become that creative pro photographer in this fun-filled, fine art immersion filled with artistic photographic creations, creative editing, business, marketing, successful sales and an abundance of creative inspiration. Discover how to find and grow your creative style, find inspiration and work with YOUR imagination. Kristi will also talk about her work and the thought process behind creating her imagery. Before the end of the week, you will be creating with confidence and eliminating boundaries between what is possible and impossible. Kristi will also share her profit-proved strategies for providing a luxury-based client experience while creating the work YOU want to create, and that clients will not only pay for but rave over.



Course #15 - Intermediate The Fashion Side of Photography



Steve Ellinger Abilene, TX

SteveEllinger.com

n a FIRST, for Texas School, Certified Professional Photographer Steve Ellinger offers a week-long, intense program on shooting agency type portfolio images and agency testing using professional fashion, print, and runway models. This course will teach you what you need to know to break into doing agency work and what is required to properly shoot what agencies want to see... from model selection to how to work with the best and most well-known agencies in the world. Students will also learn post production techniques for obtaining that "agency look" that is not only fashionable, but creative and cutting edge. You will be breaking all the typical photography rules but learning a new look that you see in major fashion publications. This class will also include guest speakers as well as reviews and critiques by industry professionals.



Course #16 - Intermediate to Advanced Create a Smokin' Hot Boudoir Business



Kay Eskridge Phoenix, AZ imagesbykay.com

 \mathbf{B} oudoir photography has become more main stream as portrait businesses have expanded to offer their clients this type of experience. This course will provide you with the tools necessary to move your business forward financially by exploring new trends, pushing the boundaries with unique concepts and delving into the psychology of how to insure a successful session. With an emphasis on posing and lighting to flatter all women, attendees will be able to see a variety of models side by side in a variety of positions that will showcase simple movements to insure comfor and confidence. You'll learn how to work with all types of lighting sources and how to use different types of furniture to create poses that give variety to the session. During the course you'll work on building your portfolio while learning how to capture storytelling images that provide you with amazing sales opportunities.





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Learn more at whcc.com/inspiration

Course #17 - Intermediate Don't Kick It - Old School Bring School Photography Into The New Millennium



Neal Freed Bryan Blanken Bethesda, MD freedspirit.com

Are your wedding and portrait sales declining? Are you looking to replace lost revenue and get your business growing again while working less and having

business growing again write working less and navin more fun? Neal & Bryan will show you how they successfully added a school component to their already successful studio and how they went from 1 school to 120 schools in 6 years by taking pictures that you want to take and parents want to buy. The class will cover everything you'll need to successfully photograph one or one hundred schools. Topics include: Making More Money with Less Work, How to Get the School, How to Establish Packages and Pricing, How to Execute Photo Day for Success, School Photography Workflow, The Math of School Photography, Contracts, Commissions, and more.



Course #19 - All Levels Volume: Sports & Event Photography Making Big Money: Youth & High School Sports Photography



Jeff Gump St. Augustine, FL gumpssportsphoto.com

Whether you're already photographing sports team and individuals or not, you will advance your status 5 years or more after spending just a week with Jeff Gump. He is a 25 year veteran of the volume sports business, specializing in business marketing. For the past 10 years, Jeff has been mentoring hundreds of aspiring photographers and is an open book on the subject, sharing a wealth of knowledge that produces results. Topics for the week include: Marketing to Schools & Youth Leagues, How to Conduct a Board Meeting, Printing Onsite at Events, Posing Options, Setting up a Photo Day that will Blow Your Leagues Away, "WOW" Products that will Separate You from the Soccer Moms, Dance Studio Marketing, and everything else between! Don't miss this chance to tap into a viable market that can produce real profit and long-term security for your business.



Course #18 - Beginning to Intermediate Cutting Edge Lighting Technique Wireless Speedlite & 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 ben adopted by photographers around the globe.



Course #20 - 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!



Course #21 - Intermediate to Advanced Whimsical-Ethereal Portraiture



Nikki Harrison Kelowna, BC nikkiharrison.ca

earn how to create whimsical - ethereal portraits that will set you apart from _the crowd. If you've ever wanted to satisfy your need for extreme creativity that has the potential to be a huge seller, this is the class for you. Nikki Harrison is a full-time Portrait Artist from Western Canada, with a flare for creating whimsical "versions" of her clients, consisting mostly of women and children. Clients from all over the U.S. and Canada commission her for this unique style of portraiture. A huge advocate of education, Nikki regularly teaches her style to other photographers and has a "no secrets" approach to education. Topics include: Styling and Posing, Selection and Use of Correct Lighting, and Post Work. Learn to look at things differently, understand subtle nuances, and to methodically edit with Photoshop to create portraits that will step up your portrait game.



Course #22 - Intermediate to Advanced

The Science, Art & Business of Photography



John Hartman **Stevens Point, WI**

johnhartmanlightpainting.com

hn Hartman has taken the photographic community by storm with his light painted images. Using simple flashlights, he literally paints small areas of the subject and then masks the individual files (sometimes over 100) into a single, spectacular image that can't be created by any other method. In this hands-on learning experience you will learn the entire light painting process, including set preparation, lighting techniques, and all post-processing steps. You will create several light paintings of your own in class from setup through finished prints. In addition, you will discover how to find customers who appreciate what you do and who will gladly pay what you ask for your light painted products and services. Light painting is neither easy nor intuitive. The photographer who paints with light can corner that market and grow it in his or her area.



Course #23 - All Levels The Best of Both Worlds **Business & Photographic Techniques**



Jamie Hayes Marv Fisk-Tavlor **Richmond**, VA HayesAndFisk.com

This dynamic duo has 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 #24 - 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 #25 - Beginning Secrets to Success When Turning Pro



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

erely owning a camera does not make one a photographer any more than Mowning 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 has helped countless numbers of photographers turn their passion into profession and their photography into profits. With this class, you will gain a wealth of knowledge and a unique insight into creating images on a professional level. If you desire to stop "taking pictures" and to start "creating images," then don't miss this packed week. It will forever change the way you look at the craft of professional photography.



Course #27 - Beginning Don't Gamble with Your Certification Prepare, Prepare, Prepare



Gary & Kathryn Meek Hot Springs, AR

GaryMeekPhotography.com

Drofessional 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 - Intermediate to Advanced **Environmental Portraiture**



Don MacGregor Vancouver, BC macgregorstudios.com

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 #28 - Intermediate Behind the Scenes



Gail Nogle Dallas, TX

gailnoglephoto.com

hile meeting at Gail's studio, students will have the rare opportunity to see While meeting at Gall's studio, students will have the have opposite that is involved the magic that goes into each photograph and experience all that is involved to the likely at the in the daily operations of a working studio. This includes lighting, props, costumes, 300 hats, posing and all the tools she uses to get the most natural expressions on any given subject. Painting with a camera and conducting a symphonic photograph will be demonstrated and each participant will have a chance to practice what they learned. You will delight in Gail's stories and experiences while learning from observing a master photographer in her element. Gail has expanded her art to painting with a camera and conducting symphonic photographs around the world. To see Gail's essence, go to watch her three YouTube videos titled "Portraits," "Painting with a Camera" and "Exotica," go to www.GailNoglePhoto.com.



Course #29 - All Levels The Art of Photoshop Painting



Sandra Pearce Okeechobee, FL PearcePhotography@earthlink.net

erences between traditional art and digital art are vast and varied. There is I one common link... the knowledge and skill needed to create true art, regardless of the medium. Sandra believes that photographers already feel comfortable with the tools used in Photoshop, enabling them to concentrate on the techniques of painting rather than learning a new program. You will learn color, balance, lighting and creativity. You will incorporate the techniques of painting into beautiful art pieces. Sandra will demonstrate the technique she uses to paint and blend backgrounds for portraits using the mixer brushes and teach you to use those brushes. Not only will you learn to paint, you will learn techniques that can make retouching more realistic and faster. Let Sandra show you how to turn your photography into beautiful art pieces in this fun and informative workshop.



Course #30 - Intermediate Fine Art Techniques in Photoshop



Thom Rouse DeKalb, IL thomrouse.com

om will show you how to use your passion for fine art as leverage for your business, marketing and bottom line. 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 client images. You'll be working with your own images and applying a range of post production techniques - step by step and layer by layer. You'll leave with a full set of your own layered images as a reference for applying the techniques to other images, and a knowledge of how to incorporate personal fine art as a meaningful part of your business. Topics include: Photoshop Techniques for Fine Art, How Creating Art will Benefit Your Business and Marketing Bottom Line, and How Creativity is a Learned Skill Available to All of Us (not just a few lucky souls).



Course #31 - Beginning to Intermediate **Corel Painter & Beyond**



Marilyn Sholin Asheville, NC marilynsholin.com/blog

oin 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. Marilyn 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 - Advanced **Crushing the Box!**



Richard Sturdevant Garland, TX sturdevantstudio.com

oin Richard Sturdevant, newly crowned 4-Time PPA IPC Double Diamond Loan winner for a trip into the artistic soul. Creating an exceptional fine art composite consists of many things, but the two that separate good from great are conception and finish. Conception and the ability to dream up a visual idea or to tell a visual story that is original and unique is priceless. Equally important is the ability to bring it all together in a way that it is beautiful and meaningful. The finished art should keep the viewer engaged in the content and not the technique. Everything in between this journey is trained execution. Topics include: Conception, Resource Gathering, Light Creation to Fit the Scene, Using the Right Angle of View, Extraction, Composition, Illustration Techniques, Plug-In Techniques, Painting Techniques, Finishing Techniques, and Corel Techniques.



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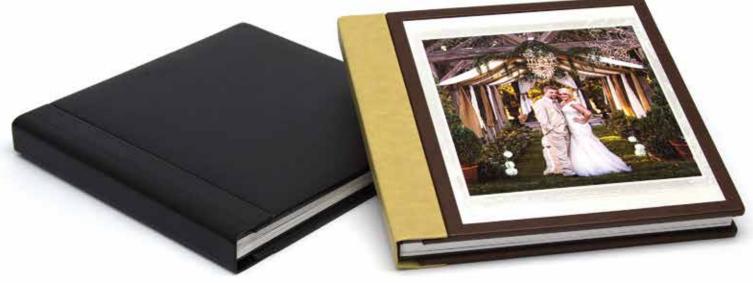


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Course #33 - Beginning Video Production



Billy Welliver & Mitch Daniels Metairie, LA Houston, TX lliverpr@aol.com 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.



Course #35 - Beginning A. B. C.'s of Photoshop



John Wilson Fort Worth, TX JohnWilsonStudio.com

This 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 CSG 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.



Course #34 - Intermediate Mastering Image Tuning



Janice Wendt Vallejo, CA 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."



Course #36 - Beginning Light It Up! Building on Portrait & Business Basics



Steve Winslow Sophie Lane Bozeman, MT WinslowStudio.com

A re you realizing that there is more to being a professional photographer than you thought? Don't stress! Part one of this class will briefly cover the basics of camera function and technique. Every afternoon you will dive deep with hands-on lighting and posing both in studio and on location. Anyone can shoot at sunset but you will learn to conquer bad light at the wrong time of day and turn it into a gorgeous portrait. In the studio, you will leave the "stuffy studio portrait" in the dust and create a studio stunner! Part two of this class will show you how to market yourself. You will gain proven ideas to attract the right clientele, deal with the business side of photography, and turn your portraits into incredible wall displays, albums, and gifts. There will be at least one wow-factor shoot that will turn heads and make your friends at Texas School jealous they didn't take this class.



REGISTRATION INFORMATION

All payments received after February 15, 2017 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

(Checks Payable to: Texas School of Professional Photography)

ONE STUDENT PER APPLICATION. PLEASE

*(If payment made after February 15, 2017, a penalty of \$25 must be included)

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, 2017, at 11 pm CST or later. OR, take advantage of our ONLINE REGISTRATION at 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. 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 3, 2017 will be accepted.					
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Dec/Jan 2017 THE PHOTOGRAPHER





THE STARS ARE BRIGHT DEEP IN THE HEART OF TEXAS

By Earl Nottingham

C or photographers, the stars over Texas are bigger and brighter than ever thanks to the improved imaging capability and higher ISO L' sensitivities of today's digital camera sensors. This technology invites new creative possibilities to not only photograph celestial objects but also to photograph terrestrial objects that are illuminated by either moonlight or even starlight.

Exposure times that previously required minutes can now take seconds, which means that stars can be rendered bright and stationary without becoming "trails" from long exposure times. For outstanding examples of night photography, see Chase Fountain's photo essay, "Into the Night."

Here are some tips that will help make your night photography easier and will have you howling at the moon after you see your results.

Bring a tripod. With night exposures typically running from several seconds to several hours, a sturdy tripod is essential. A lightweight tripod can be stabilized by hanging your camera bag from the center column.

Use an electronic cable release. Equally essential is an electronic shutter release to eliminate vibration. A good release should also include a timer and intervalometer.

Don't forget your headlamp or penlight. It's one of those things that you usually forget but really, really need for finding buttons and dials in the dark.

Learn manual camera settings. Although it is possible to get good night photos with some automatic settings, life will be better if you control the focus, aperture and shutter speed settings manually. Read your owner's manual and become familiar with manual controls.

Embrace higher ISOs. As mentioned previously, higher ISO settings, which make the camera's sensors more sensitive to light, are your passport to new ways of seeing the night sky. For traditional star trails requiring long exposures, a high ISO is not needed; ISO 100-200 is fine. For broad expanses of sky where each star is stationary, explore ISOs from 1,600-6.400 with shutter speeds around 15 seconds or less with wide-angle lenses. You will see an increase in digital noise with higher ISOs and can personally decide the limit to which you consider the noise acceptable. There are also techniques available such as stacking images and using software to mitigate digital noise, but we will visit those in future columns.

Shoot as wide an aperture as possible. Using a wide aperture (lens opening) such as f/2.8 will allow the sensor to gather light more quickly and will keep shutter times shorter. However, if you include objects in the foreground such as trees, you will need to close down the aperture to keep both foreground and background in focus. This is where learning to set your camera manually comes in handy.

Include foregrounds against sky. Even though a photograph of the Milky Way or a moonlit landscape is awe-inspiring, consider adding a foreground object such as a tree, structure or person as an extra element that will give added dimension and presence to the image.

Shoot RAW if possible. Shooting a RAW file pays off big-time when shooting night images. The data contained in a RAW file far exceeds a typical JPG file and affords the photographer numerous choices in the final look of the image. Working with this type of file requires a different workflow since RAW files must use special software for processing.

Experiment. There is no one best exposure for night photography.

Everything depends on the lighting condition at a given moment as well as your camera and lens combination. Try a variety of exposure times and ISO settings to find the image that looks best to your eye.

Earl Nottingham is the Chief Photographer for the Texas Parks and Wildlife Department. For more information, go to www. earlnottingham.com

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What Photographers Are Saying

About the Texas Professional Photographers Association



"As a small business person, TPPA events are like a big family reunion. Everyone is nice and you find a place to fit in right away. You meet new people who know the people you know, and a few keep in touch until the next one comes around. There are always fun events, things to do, and ways to grow. But best of all is knowing that these are your people. They understand you in a way that most don't.' Jenny Rhea Eisenhauer

"By joining TPPA I have made some of the best friends I've ever known. Everyone in the organization is always ready to help with whatever is needed. I was actually purposely slowing my life down but, since my TPPA experiences, I am opening up a photo studio in McAllen, Texas. I was asked to lead a class at PhotoGenesis in SanMarcos, so I guess you can say I am all in." Jim Kryzak



Membership Categories & Rates

Professional Membership \$95 - Open to individuals who conform to applicable laws as pertain to a business establishment; and to employees of other Professional members as described above and to in-plant photographers employed by a firm whose main purpose is not selling photographs

Active Membership \$95 - Open to individuals seriously interested in photography and are engaged in an occupation other than photography.

Student Membership \$50 - Open to full-time students preparing for a career in photography in a college, or approved vocational or technical school. Students must present proper credentials regarding school, course and instructor.

Service Firm \$90 - Open to all manufacturers of photographic wholesalers or stock houses, and manufacturers of photographic frames, mounts or other related items

Staff Associate Membership \$55 - Open to individuals who are employed by Professional members or manufacturers and suppliers of service and supplies to the photographic industry.

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Texas PPA 2017 Calendar of Events

April 23 - 28, 2017

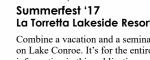
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June 25 - 28, 2017

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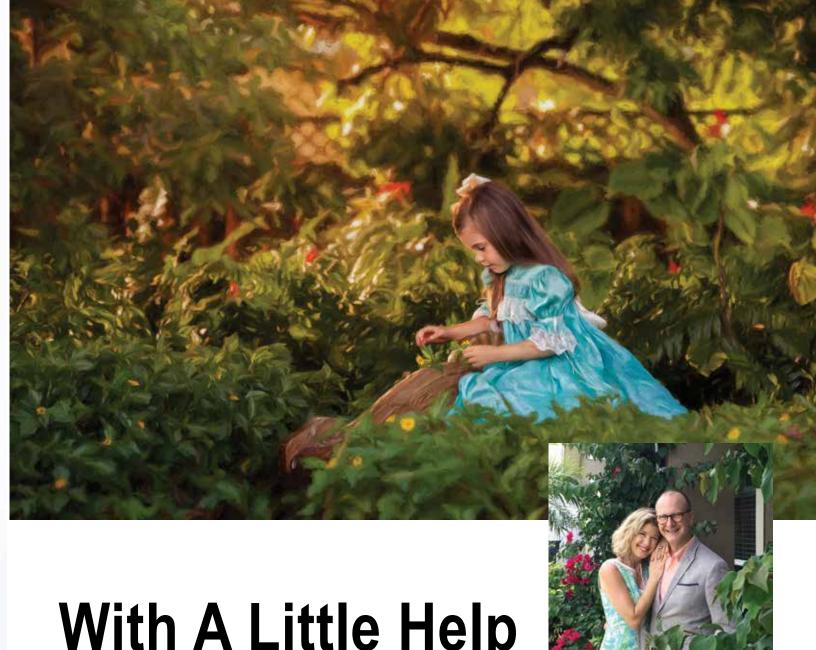
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With A Little Help From Our Friends

Gregory Daniel FDPE, FSA, M.Photog. CR., CPP, F-ASP

S ometimes we just need a little help from our friends... our equipment in this case. As most of you already know, I am not one to use additional strobe lighting for our environmental style. Because most of our commissions are designed and planned for ideal conditions, I am grateful for all of the master educators that poured their knowledge into me for so many years. They are responsible for filling up my photographic tool box of knowledge to handle just about any situation I encounter. Although I prefer not to use additional strobe lighting, there are occassions when conditions are not perfect and additional strobe lighting becomes necessary. Let me share an example where I had to dig into my tool box for a solution.

A perfect time to pull out my Elinchrom Quadra Ranger RC Hybrid is when a lack of strong backlight exists to create depth and dimension. Melanie Porter at Arlington Camera helped me with just what I needed in this portable strobe. It has been the perfect light not only in this situation, but is the only light I take with me on location to fill any lighting needs I run into. In the application shown here I used it to emulate the sun splashing through the leaves and creating a lovely kick light on our subject. In this case, I like to use a ¹/₄ CTO light warming gel to closely match the appropriate sun rays color. I know this because Russ Harrington said to use that filter! It works perfectly every time.

torn edge print, nestled in a thick white on white mat narrow, modern frame available in white, black and hickory open frame with no glass gives a contemporary look



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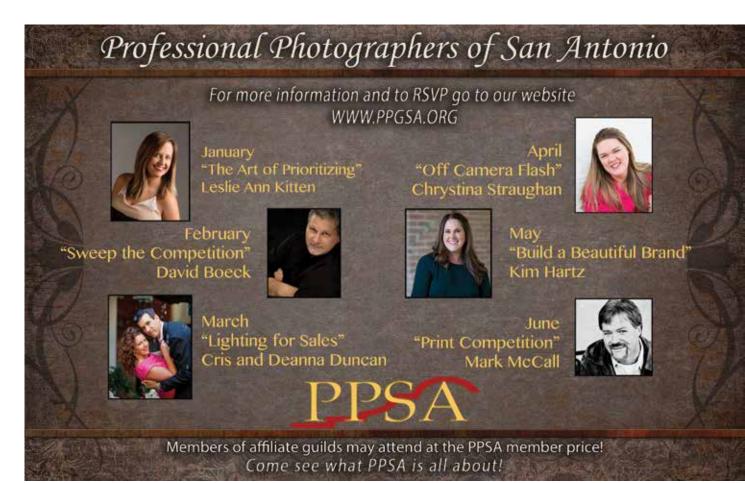
Greg and Lesa Daniel are instructors at the 2017 Texas School of Professional Photography. For more information, see page 15.



As you can see, with a full tool box, it is a piece of cake to turn undesirable lighting situations into beautifully lit scenes. You have the learning resources at your fingertips, with the best learning experience on the planet, with Texas School each year. This is where I spent many years filling up my tool box and I bet if you talked with others they would say the same time. I would encourage you to invest in yourself, sharpen your saw and learn from the best. I hope this little tip helped and hope to see you at Texas School next year!

Greg Daniel and his wife Lesa are internationally recognized for their artistry. Though he is one of the most awarded photographers in the United States, Greg has the utmost privilege of living out his passion every day alongside Lesa in operating their portrait photography galleries in both Indialantic and Titusville, Florida. He has achieved both the title of Master of Photography and The American Society of Photographers Fellowship. In addition, Greg was one of the youngest members to be inducted into the prestigious Cameracraftsmen of America in 1991, a proud founding member of the International Society of Portrait Artists (ISPA) and on the Board of Directors for Professional Photographers of America.





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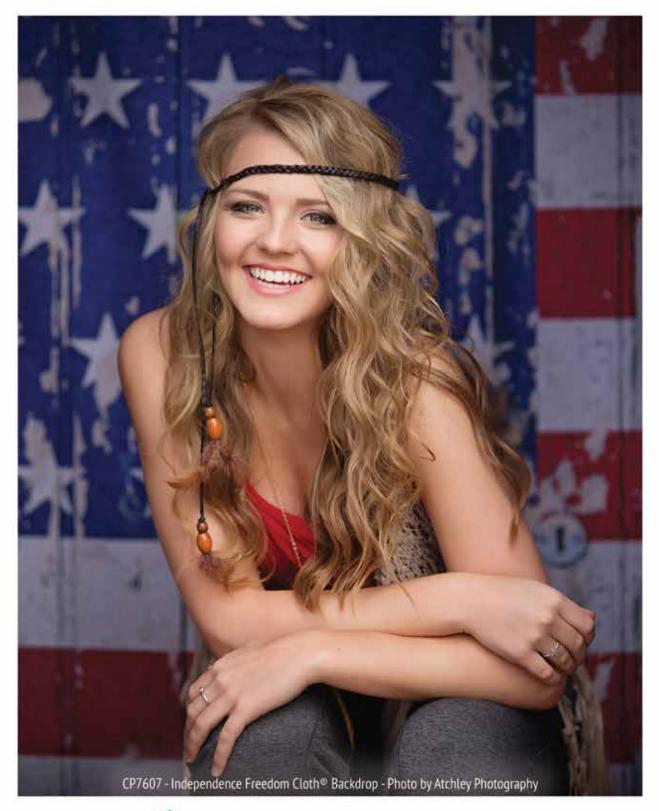
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Pics A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to TexasProPhotoMagazine.com or email the Editor at Editor@cablelynx.com.



"Sun Dial" was made by Steve Kozak, the incoming Executive Director of TPPA. "I was doing a workshop in July in the cool mountain air of Ouray, Colorado, when I realized that I was only a few hours from Arches National Park, so I decided to check it out."

Steve left the mountain temperature of the low 70's and arrived in Arches to a warm 109 degrees. "When I arrived, I was already hot and grumpy and decided there was nothing new I could do that had not been done a million times before. No photographer in his right mind would be shooting at that time of day. So I started walking back to the car without taking a single image."

But something changed his mind and Steve decided to give it one more look. "So I turned around and started looking at the shadow side and, when I saw the dead tree at the base of the arch, I knew I was on to something," he explains.

"I laid down and got as low as I could to position the tree and the sun within the arch and waited for people to get out of the way," he adds. The image was exposed at f22 at 1000 sec. at ISO 100.

"Sun Dial" won the Lexjet Sunset Award at Summerfest '15.



Contributors: Austin - Tim Babiak; Brazos Valley - Sallie Gillispie; Dallas - Debra Klawetter; Heart of Texas - Tom Sergent

Austin Guild - The September meeting of the Austin Professional Photographers Association was held at Precision Camera and Video in Austin. Ashley Diamond Siegert, of College Station, presented a program on "Labor & Delivery and the \$5 Baby." Ashley covered many aspects of labor and delivery photography as well as explaining how to market and sell to expecting mothers. Participation in the monthly print competition continued to be strong with Katie Amber receiving the award for first place, Valerie Steinkoenig placed second and John Rogers placed third. Katie Amber also received the award for Speaker's Choice.

In October, the Austin Professional Photographers Association held a special afternoon workshop led by photographer Carl Caylor entitled, "Hands-On, Natural Light and More." The workshop was held at Austin's beautiful Bull Creek Park and included a professional model. The regular October meeting was held at Precision Camera and Video in Austin. Carl Caylor presented a program on "Before, After and How to Get There." During his program, Carl provided many examples of photographs and the key elements that made them work. At the monthly print competition, Katie Amber received the award for first place, Jim Debth placed second and John Rogers placed third. Katie Amber also received the award for Speaker's Choice.

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Brazos Valley Guild - At the September meeting of the Brazos Valley PPA, Dave Doeppell presented a great program on "Lightroom." He had everyone engaged and awed by his presentation of work flow and time saving tips. Dave explained the importance of multiple backups of your data cards when uploading your images to Lightroom. He also explained how to achieve the proper settings of your camera to be recognized by Lightroom. Since Dave has his background in IT, he was able to give us a more complete understanding of why and how Lightroom interacts with Photoshop

Lots of plans are in the works for Brazos Valley PPA in 2017. Chris Hanoch is scheduled for a January presentation on "Sports Compositing." In February, Alison Carlino will speak on "Off-Camera Flash." Other programs are in the works, providing area photographers with opportunities to learn and socialize with fellow photographers.

Dallas Guild - In September, Dallas PPA members were treated to a program by Leslie Hoyt, focusing on her beautiful black and white relational portraiture. In addition to sharing how she evokes meaningful connections and beautifully lights her subjects, Leslie shared her views on finding one's style, choosing an appropriate product line, post production, and sales. September print competition Portrait winners were: Bree Adams, first place; Pam Shuler, second place. In Illustrative: Jack DiMaio, first place. In Scenic: David Alley, first place; Jim Irwin, second place. In Wedding: Yosef Yetimgeta, first place. In the Artist Division: Denise Remfert, first place. The Top Score Trophy went to David Alley.

Visiting from San Diego, Laurie Rubin delighted Dallas PPA with her beautiful wildlife images during the first half of her October program. A true master at capturing emotion in swimming, crawling, slithering, lumbering, and flying creatures, she spoke much on patience and connection, even teaching us some of her post-processing techniques. Switching gears for the second half of her presentation, Laurie fascinated us with a contemporary, "up-in-the-air" perspective: "Drone Photography."

The evening program preceded more advanced workshops she taught on the same subjects in the area. October Print Winners in the Portrait Category were: David Quisenberry, first place; Bree Adams, second place. In Illustrative: Chris Fritchie, first place. In Scenic: Yosef Yetimgeta, first place; Shawna Hinkel, second place. In Wedding Album: Hoang Vu, first place. In the Artist Division: Bree Adams, first place; Denise Remfert, second place. Top Score Trophy winner for October was David Quisenberry.

Heart of Texas Guild - The Heart of Texas Professional Photographer's Guild met in Waco for the month of September. Guest speaker was Katie Amber, from Austin. Katie took the group through a 10 page business management workshop and gave them some homework to boot! Katie also provided a complimentary appointment with her consulting business as a bonus. Check out her website, Katieamberphotography.com to learn more about what this busy lady has to offer.

The monthly Professional Photographer of the Year image competition was won by Cecy Ayala with Rhonda Williams finishing second. The Associate was won by Darrell Vickers with Rick Duhrkopf finishing second. September featured a challenge competition with the subject being "Geometry." The winner was Tom Sergent with Darrell Vickers placing second and Rick Duhkopf placing third.

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