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COVER PHOTO

The cover image was created by May Lau, a photography student at Austin Community College. The image won Best Overall Image by a Student at the 2011 TPPA Summer Roundup. Entering TPPA print competition is a requirement for Austin Community College photography students. Read more about ACC and its unique relationship with TPPA on page 6.



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CALENDAR OF EVENTS

- April 29 - May 4, 2012 **Texas School 2012**
Addison, TX
- June 24 - 27, 2012 **TPPA Summer Roundup**
Kerrville, TX
- Sept. 28 - Oct. 1, 2012 **SWPPA Regional Convention**
Las Colinas (Irving), TX

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To contact any of your PPA Councilors, you may obtain their
phone numbers from the TPPA Membership Directory
or visit our website at www.tppa.org



A WORD FROM WALTER

Walter Eagleton, President TPPA



A Photographer's Worth

Let me share a recent email with you (names have been changed):

Mr. Eagleton,
We loved the wedding pictures you took of "Barbie Smith" and were wondering if we could book senior pictures through you. We are from out of town (Midland, Texas) and "Mary" would love to have the Vintage session as she loves downtown Denton. Do you have any openings for weekends (sooner is better for us than later – sorry!)? It would need to be on Saturday or Sunday. We wouldn't be able to get to town early enough Friday. Please let us know as soon as possible.
Sincerely,
"Tracie Jones"

I hate to admit this, but one of the first things that came to mind was "are they a qualified client?" In other words, are they willing to spend my fairly high, prepaid minimum order requirement for a Saturday or Sunday session? Never mind the fact that the "wedding pictures" she mentioned were actually "bridal" portraits, a session I had done 11 years earlier for a family friend. Never mind that they were from Midland, nearly 6 hours away, or that she was familiar enough with my work to know my Vintage session by name.

At any rate, I emailed her back, mentioning that I had a Saturday opening in 2 weeks and told her about my prepaid minimum order requirement, assuming I wouldn't hear from her again. Boy, was I wrong! She called the next day, credit card in hand, and excitement and appreciation in her voice.

She went on to explain that the mother of the bride in 2001 had shared their portraits with them, told them of the "extreme care" I had taken with their daughter, and what a great experience they had dealing with my studio. Now, this mom was looking for that same experience for her daughter, a high school senior.

She also explained that her daughter had a rare skin disease which was quite visible on her face and other areas, but that her daughter was fully aware of this and was not necessarily looking for everything to be retouched out or hidden. When they arrived for their session, I was taken aback at first by the size of my client (she couldn't have weighed more than 89 pounds). She also had a prosthesis from the knee down on one leg, caused by her syndrome which prohibits broken limbs from healing. She was a quiet but delightful girl and I could tell she thoroughly enjoyed the two hour session we spent in the studio and downtown.

The session was scheduled the first thing in the morning and we had arranged a time that afternoon for them to return for their viewing/order session since they lived so far away. To make a long story short, they returned later that day and placed a very nice order. But, most of all, they LOVED their portraits!

The moral of the story is this: You never know how important your job is or who you might affect by what you do as a photographer. Therefore, take the time to treat your clients exceptionally. After all, it's not always just about the money!

Walter Eagleton, President
Texas PPA

Join Texas PPA TODAY!

Your Professional Active, Limited Associate, Student, and Staff Associate membership entitles you to FREE Convention Registration at the TPPA and SWPPA Regional Conventions each year, providing you pre-register by the deadline for each convention.

Professional Active \$95 - Open to members in three categories:

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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.

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They Train Professional Photographers

Austin Community College's Unique Relationship with Texas PPA



Photo of Lynn and Kathryn by Christine Reilly

*Professors Lynn Jones and Kathryn Watts-Martinez
Austin Community College*

Austin Community College trains professional photographers and has been doing it since 1973 with a program designed by professional photographers for the purpose of training tomorrow's professional photographers. Their students are required to join the Texas Professional Photographers Association, to attend the TPPA Summer Seminar, and to enter the print competition. With a photography program that is older than the institution that houses it, Austin Community College graduates about 12 to 15 students a year who are guaranteed admission to the prestigious Brooks Institute of Photography as long as they have at least a 3.0 grade-point average.

Gilmore Williams, President of Texas PPA in 1970, was the founder of the program. In 1968, he negotiated with the U.S. Department of Health, Education, and Welfare to produce the "Austin Model Project." This federal program had to be sponsored by a Community College and the nearest one to Austin at that time was Central Texas College in Killeen, Texas. With a degree in Vocational Education, Gilmore guided the program that initially produced an Associate of Applied Science (AAS) degree in "Professional Photography" and a Certificate Program called "Photographic Artist" that included retouching, copy, and restoration.

When Austin Community College opened its doors in 1973, they imported the Austin Model Project from Central Texas College. By that time, the Austin Model Project had seven or more disciplines and thus

by
Bill Hedrick

Austin Community College and Texas PPA have worked together to establish extraordinary standards for training professional photographers since Gilmore Williams envisioned this unique concept back in 1968.

became the core of Austin Community College's Work Force Education. Since that time, the Photography Department at ACC has been a valued part of the institution, interfacing with photographic associations such as Texas PPA and placing practitioners statewide, nationally and internationally.

In 1990, Lynn Jones, a graduate of Brooks Institute of Professional Photography, replaced Gilmore Williams. As a "Capstone Experience," students were then required to become a member of Texas PPA and to enter the print competition at Kerrville. He had a background in the very early digital photo lab imaging and manipulation and ACC immediately set about to acquire an imaging computer, scanner, and printer. By 1992, the college had acquired a master computer and a dozen student computers, scanners, and inkjet printers. Lynn and his associate, George Smith, built a new sub-department for the development of digital imaging and air brush artistry with their very own hands and the very first digital imaging classes were born, using Picture Publisher and Photoshop, back in the fall of 1992.

By this time, it was obvious to many that digital imaging was the future of photography. However, the technology at that time was not advanced enough to be in competition with film technology of the day. It was during this time frame that Bill Woodhull joined the team. He had been an adjunct instructor for ACC's program since 1989 and had three



years of industrial digital image capture and main frame up-loading experience. In 2004, Woodhull was named Department Chair and, shortly thereafter, ACC eliminated film training, making it the first 100% digital photography program!

In 1986, Kathryn Watts-Martinez was hired by Gilmore Williams. It was in 2001 that Kathryn and Lynn teamed up together to teach the final required Capstone course which Lynn started in 1991. The name was changed to "Portfolio Development" class. Under their direction, along with training from previous instructors, ACC students are taking top honors at the Texas PPA Print Competition each year at Kerrville with some of the most impressive images of the show. They believe that it is the student membership requirement that has enriched and benefited ACC students and has provided them with a valuable connection to professional photographers from around the State of Texas.

From its inception, the photography program at ACC was designed to be much more than just a photography class for hobbyists. "At Austin Community College, we're big believers in teaching our students about the business and technical sides of photography," says Department Chair, Bill Woodhull. "In today's market, you have to be technically proficient as well as business savvy." The AAS degree in Professional Photography from Austin Community College has an academic core of business training as well as photographic technology training. Once a student has completed the core, he or she can choose from five specialties... Advertising and Fashion Photography, Portrait-Wedding Photography, Editorial Photography, Photographic Artist, or Visual Mixed Media Specialization.

Over the years, ACC has expanded its photography department which now includes two locations a quarter of a mile apart. The Northridge Campus, in North Austin, includes a portrait studio equipped with Pro Foto lighting mounted on a Photogenic overhead rail system, 48 state-of-the-art Apple computers, Nikon 9000 film scanners, and inkjet printers by Canon and Epson. Canon and Nikon cameras and lenses are available for temporary loan to students. Lighting equipment also includes Norman and Speedotron flash equipment as well as tungsten lighting.



Facility images by Jeremy Green

The SPS Training Facility houses 4,000 square feet of studios and classrooms and is also fully equipped with digital cameras, computers, lighting and other accessories. After completing this program, ACC students are better prepared for careers in the world of professional photography, making them ideal candidates for photographer's assistants, lab workers, and studio managers or owners.

Austin Community College and the Texas Professional Photographers Association have worked together to establish extraordinary

standards for training professional photographers since Gilmore Williams envisioned the concept back in 1968. Since that time, this partnership has been a model for similar programs throughout the country. Success comes from specialized training coupled with the desire to succeed and both ACC and Texas PPA are dedicated to the success of professional photographers both today and tomorrow.

To learn more about the photography program at Austin Community College, visit their website at www.austincc.edu/photo. To meet the staff and students, plan to attend the TPPA Summer Seminar in June.





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Welcome to Kerrville



Welcome to the 2012 TPPA Summer Roundup!

by
Walter Eagleton, TPPA President

Welcome to the 2012 TPPA Roundup in Kerrville, Texas. It's time to embrace the latest trends and technologies and revisit techniques and business practices that have been proven over time. Gather with old friends, make new ones and enjoy the Kerrville experience. You'll also be inspired by some of the top talent in the country. There will be music, friendship and loads of hospitality each night. If you've never visited Kerrville, give it a try. With beautiful vistas, nearby shopping and water activities, there is something for all ages

What's NEW this Year? - This year's TPPA Summer Roundup promises to be even better than ever. For one thing, we've moved the Monday outing to a new location called Lazy Hills Resort, formerly a 725 acre western style dude ranch. Today, it is a beautiful facility with waterfalls, rock buildings, stone pathways, dining hall and cantina, lakes, pavilion, gazebo, mini-golf and more.

At Lazy Hills, we'll have three program speakers throughout the afternoon and evening hours with plenty of hands-on experience for everyone and you'll learn how to photograph under a variety of lighting conditions. Or, you might choose to swim, ride the paddle-boats, or just enjoy the beauty of nature. Of course, there will be plenty of barbecue as well. This event will begin after lunch on Monday and will continue until 8:30 pm.

CPP Exam... Heads Up! - The CPP exam will be given on Monday at 8:00 a.m. but you must contact PPA at least two weeks PRIOR to the Summer Roundup! For more information on the PPA Certification Exam, contact Trey Homan at 210-497-3809 or trey@ehoman.com.

Texas Pride Trophy - Last year, we started a new tradition with the creation of the Texas Pride Trophy. The goal of this event is to increase competition among all of the local guilds in Texas. Many of the activities at Kerrville are based around opportunities for each local guild to earn points toward this trophy. This impressive trophy will be presented at the awards banquet on Tuesday night.

New Members Orientation - If you are a new member or if this is your first time at Kerrville, I want to invite you to attend the New Member Orientation on Sunday evening at 7 pm. This is the perfect opportunity to discover what your association can do for you and possibly win some door prizes. Find out how to get involved in print competition and other events that will make you a better photographer and business person.

Print Competition with NEW Rules! - Be watching for the Print Rules and entry forms to be mailed in a few weeks or go to www.tppa.org and download them. Anyone wishing to volunteer to work as a print handler should contact the Print Room Chairman, Judy Dumas, at 325-646-1773 or dumasfoto@hotmail.com.

Inspirational Programs - This year's lineup of programs include Leslie Kitten, Marion Hughes, Randy Kerr, Luke and David Edmonson, Teri Quance, Travis Gugleman, and Maria Bernal. There are a variety of programs for everyone, so don't miss a minute of any of them!

Attention, Golfers! Scramble on Monday! - Some will want to play in the golf scramble on Monday morning at the Schreiner Municipal Golf Course in Kerrville. You will need to pre-register, so contact Steve Armstrong at 512-892-7911 for more details. Others might want to slip away for some shopping in Fredericksburg or Comfort. There might even be an opportunity to take the kids to the nearby State Park. At sundown the deer are walking around looking for a hand-out.

Kid's & Teens Photo Contest with a new twist! - What used to be the "kids" photo contest has been expanded to include TEENS as well! Also, entrants can use their own digital cameras, making this event more fun than ever. Anyone interested in serving on the Kids & Teens Photo Contest committee or any other committee at the Summer Roundup should contact Deanna Duncan at 806-781-0123.

The Hotel & Vendors Row - The President's Hospitality Suite is always the setting for snacks and fellowship, so drop in and meet the people who work so hard to put this event together. Or, just kick back and enjoy a cool breeze beside the pool. Or, browse through Vendors Row where vendors set up shop right in their rooms and open them to you. All the latest things are there for you. There is usually plenty of complimentary ice cream, too!

Awards Dinner - The highlight of the entire event is the Tuesday night awards dinner. It is an informal event for the whole family. First, we'll recognize the kids who take part in the Kiddie Photo Contest. Afterwards, we'll announce the results of the Sunday print competition.

Reservations - The YO Ranch Resort Hotel and Conference Center is blocking the entire hotel for the TPPA seminar. Special seminar room rates of \$89 for single or double are available if you make your reservation by May 25, 2012. After that date, regular room rates apply and the hotel will take reservations from other guests. Contact the YO Resort by calling (toll free) 1-877-967-3767. The hotel's website is: www.yoresort.com.

Taking Care of Business - There will be a General Membership Meeting at 4:30 p.m. immediately after the Travis Gugleman program on Tuesday. Make sure you are there and be involved in your association.

Love Those Sponsors! - Summer Seminars just would not be the same without the various companies that sponsor speakers and other events. Please support them and take a moment to thank them for their generosity. Also, be sure to visit Vendors Row whenever you can. These people are the ones who make our summer seminar so affordable to everyone.

President's Theme Trophy - Each year a trophy is presented for the image that best captures the President's Theme. This year's theme is "An International Affair." Have fun with it in whichever direction you decide to go. The winner will be chosen from the images in the general exhibit.

The Texas PPA Summer Roundup has something for everybody. We'll see you there!



Schedule of Events



On the Program



Sunday, June 24

8:00 am	Print Room Committee meets - <i>Spanish Oak</i>
11:00 am	Deadline for Hand-Carried Print Cases
11:30 am - 1:00 pm	Print Jurors Luncheon - <i>Guadalupe</i>
Noon - 4:00 pm	Registration Desk Open
1:00 pm	PRINT JUDGING begins - <i>Cypress & Live Oak</i>
1:30 pm - 3:00 pm	Craft Room for the Kids - <i>Boone/Crockett</i> <i>Children 10 and under accompanied by a parent/guardian</i>
1:30 pm - 4:30 pm	“The Art of Prioritizing” - Leslie Kitten - <i>Elm Water</i>
3:00 pm - 5:00 pm	Movie and Popcorn for the Kids - <i>Boone/Crockett</i>
7:00 pm	Print Room Committee meets - <i>Spanish Oak</i>
7:00 pm - 9:00 pm	Roundup Welcome Party & New Member Orientation - <i>All in Attendance</i>
8:00 pm - 8:30 pm	New Member Orientation - <i>Live Oak</i>
8:00 pm - 10:00 pm	Movie Under the Stars for the Kids
9:00 pm - closing	Visit Vendors Row

Monday, June 25

7:00 am - 8:00 am	Morning Walk - <i>Meet in Lobby</i>
8:00 am	CPP Exam - <i>Boone/Crockett</i>
8:00 am - 2:30 pm	Registration Desk open
8:30 am - Noon	“Raising Your Bottom Line: Your First School Day Shoot” - Marion Hughes <i>- Live Oak Sponsored by Pounds Labs</i>
8:30 am	Leave for 19th Annual Golf Tournament - <i>Schreiners</i> <i>(pre-registration required)</i>
9:00 am - 11:00 am	Craft Room for the Kids - <i>Boone/Crockett</i> <i>Children 10 and under accompanied by a parent/guardian</i>
9:00 am - Noon	“Hands-On” Shooting Bays
9:00 am - Noon	Trip to Dam Slide - <i>Meet in Lobby, bring picnic, carpool. Must be 18+ or accompanied by a parent</i>
Noon	Lunch on your own
1:00 pm	Depart for “Lazy Hills” - <i>Transportation on your own</i>
1:30 pm - 8:30 pm	Games, Swimming, Fishing and more! - <i>Lazy Hills</i>
1:30 pm - 5:00 pm	Programs at Lazy Hills - <i>Three programs to choose from with hands-on opportunities.</i>
	Randy Kerr..... "Light Direction & Quality" Luke & David Edmonson... "Wedding Photography" Teri Quance..... "Savvy Seniors!" <i>Teri Sponsored by Miller's Professional Imaging</i>
5:00 pm	Barbecue served
7:30 pm - 8:30 pm	Programs continue at Lazy Hills
8:30 pm	Return to the YO Ranch Resort Hotel
9:00 pm - closing	Visit Vendors Row
10:00 pm	President’s Hospitality Room Open - <i>Room 155</i>

Tuesday, June 26

8:00 am	Past Presidents Breakfast - <i>Guadalupe</i>
8:00 am	Past Presidents Spouses Brunch - <i>Dining Room</i>
8:00 am - 2:00 pm	Registration Desk Open
9:00 am - 11:00 am	Craft Room for the Kids - <i>Boone/Crockett</i> <i>Children 10 and under accompanied by a parent/guardian</i>
9:00 am - Noon	“Is Your Studio Out of Shape?” - Travis Gugleman <i>Sponsored by WHCC Lab - Cypress/Live Oak</i>
11:00 am - Noon	Turn in Images for Kids/Teens Photo Contest <i>- In the Lobby</i>
Noon	Lunch on your own
Noon - 1:30 pm	Board of Directors Luncheon - <i>Guadalupe</i>
1:30 pm - 4:30 pm	“Is Your Studio Out of Shape?” - Travis Gugleman <i>Sponsored by WHCC Lab</i> <i>(continues) - Cypress/Live Oak</i>
2:00 pm	Print Committee Meets - <i>Spanish Oak</i>
4:30 pm	General Membership Meeting - <i>Cypress/Live Oak</i>
5:00 pm	Photographic Artists of Texas Meeting - <i>Guadalupe</i>
6:15 pm	Group Photograph - <i>EVERYONE on the Veranda</i>
6:30 pm	Adult Awards Dinner Begins <i>- Cypress/Live Oak (Tickets Required - Limited Space)</i>
7:15 pm	Children’s Awards Program
8:00 pm	Adult Awards Program
10:00 pm - closing	Visit Vendors Row
10:00 pm	President’s Hospitality Room Open - <i>Room 155</i>
10:00 pm	Print Room Committee Meets - <i>Spanish Oak</i>

Wednesday, June 27

8:00 am - 10:00 am	Pick up print cases - <i>Spanish Oak</i>
9:00 am - Noon	“Fashion Lighting in Portraiture” - Maria Bernal <i>Sponsored by BWC Lab - Cypress</i>
12:30 pm	Seminar Ends

Have a Safe Trip Home!



Leslie Kitten

“The Art of Prioritizing”
Building Your Business While Living Your Life
Sunday 1:30 pm - 4:30 pm

One thing we all have in common is wanting a successful, growing business that lets us earn a comfortable living. After photographing and meeting with clients, most of us have little time for marketing and new client accrual. Since developing a marketing model for her business, Savant Studio’s new client accrual has skyrocketed. By sharing techniques on social networking, e-newsletters, blogging, and traditional marketing, Leslie will show you how to find new business that other photographers miss altogether. By exploring new avenues of photography, Leslie has therefore been able to sustain a stable and profitable business through the current economic recession when others have closed their doors. So, come ready to brainstorm and to be inspired with some new tools to make your business more successful.

Leslie Ann Kitten began her photographic career in 2002 while studying photography, design and communications in college. Since that time, she has focused on expanding her business which now serves Lubbock and surrounding areas.

She has photographed presidential candidates as well as many wonderful West Texans. In 2010, she became a Certified Professional Photographer and earned her Photographic Craftsman degree in 2011. Her Sunday afternoon program promises to be enlightening and packed full of helpful and necessary information for the photographer who wants a decisive edge over the competition.



Marion Hughes
Raising Your Bottom Line:
“Your First School-Day Shoot”
Monday 8:30 am - Noon
Sponsored by Pounds Labs

On Monday morning, Marion Hughes will take the stage to show you everything you need to know in order to book, photograph and service your first school photography assignment. He will cover the product and service expectations of the school market and how to price your work for profit. You will see a step-by-step plan based on years of experience in schools all over the United States. Covered will be a simple student data matching system, equipment setup, directing the flow of students and fast, age appropriate, posing. Make that first school painless and very profitable. It’s not rocket science. You really can do it.

Marion, sponsored by Pounds Labs, comes with an extensive background in portrait and school photography. He has consulted for several major photo school labs and has taught hundreds of photographers the in and outs of school days photography. With a background in studio ownership he understands the complex challenges of the portrait photographer who is entering the lucrative school days market. So, get there early and get a good seat and get set for some practical and worthwhile information about school photography.



Randy Kerr
“Light Direction & Light Quality”
Monday 1:30 pm - 5:00 pm
Monday 7:30 pm - 8:30 pm
at Lazy Hills

Regardless of your skill level, photography is a journey of light exploration. Randy will show you how to find or create good light. Anything that comes between the earth and sun changes light quality. He will address four general factors that change the quality of light; Atmosphere, Earth Terrains, Organic Textures and Man-Made Articles. You will learn how to use translucent scrims, black flats and reflectors to direct and alter light quality. He will discuss how to find good light at different times of the day. After a brief demonstration, you will be able to create your own exposures.

Randy’s focus is to educate film-makers and photographers on how to achieve quality light in image capture, while exposing meaningful humanitarian topics and the environmental necessity of green living. At Lazy Hills, he will present one of three programs and you will have a unique opportunity for some one-on-one education from a true lighting expert. Randy has photographed Texas and national public servants along with many Texas families and friends. His photographs hang in 27 countries around the world and have been seen on ABC World News Tonight, the NBC Today Show, and the History Channel. Recent work includes a fusion film entitled “Open a Book – Open a Mind” regarding literacy in the Caribbean in conjunction with the Peace Corps and the Light of Congo documentary and book. This product was created in partnership with the village of Luebo Congo and the Luebo Partnership of University Presbyterian Church of Austin, Texas, and serves as a fund-raiser to restore the historic First Presbyterian church of Luebo.





Teri Quance

“Savvy Seniors!”

Monday 1:30 pm - 5:00 pm
Monday 7:30 pm - 8:30 pm
at Lazy Hills

Sponsored by Miller's Lab

In today's market, high school seniors are extremely savvy when it comes to their senior portraits! To stay ahead... we must connect with the unique desires of a 17 year old, as well as, grab the heartstrings of their parents. Teri will bring live 2013 Senior Class Models from her QD Modeling program for a 'hands-on' demonstration at Lazy Hills, capturing the shots to give you a complete Senior portfolio. Experience the beauty of natural light shooting at any time of day. Running a full-time studio, you can't afford to shoot only natural, 'sweet light' sessions and must learn to adapt in all kinds of

lighting situations. She will also cover contemporary posing with classic style and will talk about shooting for a spread... from the wall portrait pose to the fun personality shots. Then, everyone will break into groups to work on technique and posing with the models during harsh light hours and again in the evening when natural light is at its best! Come back for comparison and critique later.



Teri began her career as a graphic designer/art director working for such notable clients as American Express, Compaq Computer, National Oilwell, GE Medical and more. She believes that staying involved with industry organizations is crucial for both business and personal success. Teri runs a successful studio with a small staff, set on 5 acres in Cypress, Texas. She has won numerous awards, including the state ASP Elite Award, the state CPP Award, PPA Photographer of the Year several years running, among many others.



David & Luke Edmonson

“Exceptional Wedding Photography”

Monday 1:30 pm - 5:00 pm
Monday 7:30 pm - 8:30 pm
at Lazy Hills

What they say is true. Everything really is bigger in Texas! And most notably - the level of photographic artistry being produced from the highly-regarded father-and-son photography team of David & Luke Edmonson. In early 2003 when these former commercial photographers teamed up together, brides from across the state of Texas immediately took notice. Shortly thereafter, so did the rest of the world. David and Luke's unique editorial style of wedding photography offered couples something fresh, something new.

David and Luke will present one of three programs at Lazy Hills Resort on Monday. Although they are celebrated wedding photographers, they also are accomplished industrial/commercial



photographers and therefore work under a variety of lighting and location conditions, which has played a major role in their wedding photography.

They offer a fresh perspective for the wedding clients and for the photography industry alike and their varied styles, distinct personalities and extensive backgrounds combine to collectively capture all of life's most important moments.



Travis Gugelman

“Is Your Studio Out of Shape?”

Tuesday 9:00 am - Noon
Tuesday 1:30 pm - 4:30 pm

Sponsored by WHCC Lab

Ask yourself this question, “Is my studio out of shape?” Travis Gugelman has created one of the most successful portrait studios in the nation. Over the last 8 years Travis has been working to perfect the process of running a successful and very profitable studio. In this informative program, you will learn all of his secrets to success and how to set up our own studio for success. Whether your studio is missing the bar in the sales room, on the phones, or in just keeping up with the business, Travis will motivate and teach you how to make the necessary changes to come out

on top. In his energetic way, Travis will cover sales scripts, phone scripts, marketing plans, business plans, and employee manuals. His program is sure to leave everyone, both the new and experienced studios, with new ideas and inspiration on ways to improve their studios.

Travis started Gugelman Photography in 2003 and, within three years, became one of the top performing studios in the U.S. as reported by the PPA. His Business Plan, Sales Script, Employee Manuals, and Marketing Plan have each helped create a studio that operates like an organized corporation. This allows Travis to meet his goals and makes his studio work for him. When Gugelman Photography opened, Travis decided to take his photography and business to a higher level. With dedication and hard work, his studio (building and all) is 100% debt free.



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Maria Bernal

“Fashion Lighting in Portraiture”

Wednesday 9:00 am - Noon

Sponsored by BWC Lab

Maria will take the stage on Wednesday morning with an amazing program on “Incorporating Fashion Lighting and Retouching into Everyday Portraiture.” She will discuss fashion lighting and retouching techniques and demonstrate how to incorporate them into your standard portrait sessions.

One look at Maria’s portrait work and you’ll understand why it is heads above her competition. It is a program you’ll not want to miss. Learning Maria’s techniques might just be what you’ve been looking for to set yourself apart from everyone else.

Born in Vietnam and raised in France, Maria moved to the United States in 1986. Her father was an avid photographer and she grew up with music, art, and fashion influences which still have a huge impact on her life today. She majored in Fine Arts in Indiana and also earned a BSE in Mechanical Engineering at Arizona State University. Maria is a PPA Photographic Craftsman and was Photographer of the Year for three years in a row in the Austin Professional Photographers Association. Among her other accolades, she is a recipient of both Fuji Masterpiece and Kodak Gallery awards and won Best Portrait at SWPPA two years in a row.



Test Run for Twitter at Kerrville Keeping You Informed!

by
Glen Olsen
Past President, Texas PPA

At this year’s Imaging USA in New Orleans, I was extremely impressed with what the Social Media Team did to improve communication among PPA members during the convention. By using an iPhone and Android app, along with Twitter, attendees were able to be engaged and informed throughout the event like never before. I was so impressed that I began exploring how something like this could benefit my fellow TPPA members.

I thought back to the recent TPPA Convention in Arlington and thought how great it would have been to be able to communicate with other attendees and to learn what they were saying about programs, print scores, the trade show and more. So, with the help of my good friend, Dave Willis, we began brainstorming on a way to try out our own version of this at the 2012 TPPA Summer Roundup in Kerrville.

As a result, we registered a Twitter handle, @mytppa, and began putting together social media ideas for Kerrville. The plan is for all TPPA members to be able to check in with other members @mytppa on Twitter to find out current print scores... in real time... during the actual judging. Also, members can share information on their favorite restaurants, or find out what kind of specials are available on Vendors Row, or anything else that might be of interest to the group.

In addition, first time attendees could ask questions on what to expect during various events and links could be provided for program information. Just imagine how cool it would be to be able to receive “live” coverage of the awards banquet or to see the latest Instagram photos from the President’s Hospitality Suite following the awards banquet. All of this and more would be as close as your smart phone.

With all of this in mind, a group of us will be giving this new concept a test run at the 2012 TPPA Summer Roundup. So, if you already have a Twitter account, great! If you don’t, consider setting up one at www.twitter.com. It’s a very easy process and it is free! Once you’ve done that, you can follow @mytppa for all of the latest news during the 2012 TPPA Summer Roundup in Kerrville.

Since this is a “test run,” we would appreciate your feedback. Of course, we hope you’ll join us in Kerrville. In the meantime, don’t forget to check in at the TPPA Facebook Group page and the TPPA website at www.tppa.org for complete schedules of this seminar and others throughout the year. But, if you are unable to attend the 2012 Summer Roundup, at least you can keep up with the fun your friends are having at the seminar. So, be watching for us and stay in touch!

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Reserve	Tuesday Award Dinner..... (These are ADULT Tickets for Awards Dinner)	\$28 each...	\$33 each...	\$_____
Reserve	Tuesday Awards Dinner..... (These are CHILDREN, 11 and under, Tickets for Awards Dinner)	\$14 each...	\$18 each...	\$_____
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It's Not Too Late To Register for Texas School 2012 April 29 - May 4

by
Bill Hedrick

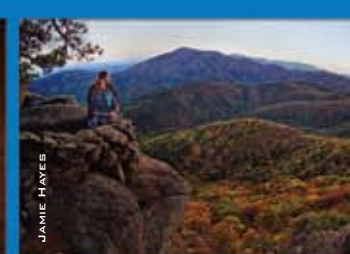
There is a small village in northwestern Siberia and the people who live there, strangely enough, have never heard of the Texas School of Professional Photography. We are working on that.

Those who have attended the Texas School of Professional Photography in the past know that it is the experience of a lifetime for anyone who is serious about photography. Where else can you go to find 36 classes taught by the finest instructors in the country? Where else can you go to find such a variety of classroom topics? Where else can you go to sharpen your skills and to learn the latest techniques that will put your photography over the top and make your work stand out among all the rest? Where else can you have so much fun studying and then have even more fun after class each day?

Everyone except those cold and lonely souls in Siberia already knows the answer... Texas School!

It is the largest photographic school of its kind in the country and it's right here in Texas. From the very beginning, Texas School was a big hit with professional photographers who came each year for a week of intense study with the instructor of their choice. Over the years, it has grown into something magical that is the envy of the rest of the country who can only try to copy it on a much smaller scale.

Each year, Texas School sets record attendance and over 1,000 photographers from across the country and around the world attended last year's school. Hands down, it is the best educational value in the country. The cost? ...only \$495 for Texas PPA members and only \$590 for non-members. That tuition also covers all evening meals! Then, there are special "school discounts" from vendors who are on hand to offer their expertise, not to mention door prizes that totaled over \$50,000 last year!



Thursday, May 3rd

This will be the third year for Texas School to be located at the Intercontinental Hotel in Addison (North Dallas), Texas. The spectacular facility is conveniently located near scores of the finest restaurants in Dallas and the hotel is easily accessible with plenty of parking. There are 523 rooms at the Intercontinental Hotel and the room rate is only \$105 per night.

One of the highlights of Texas School is the "Big Texas School Shoot-Out." This event is held at a nearby park where all of the instructors will be set up to give you a hands-on experience photographing exciting images with models and elaborate props including cars, motorcycles and more. It's a chance of a lifetime opportunity!

Your classroom instruction for the week will be with one class, some of which have two instructors. Each class has been designated a "level." Basic level classes are designed for students with very limited photographic, computer, or Photoshop experience. Intermediate level classes are designed for students with at least two years of experience in photography or Photoshop. Advanced level classes are designed for students with at least five years of experience or those who are well-grounded in most aspects of photography or Photoshop. Be sure to sign up for the appropriate class for your own level of experience.

Classes are Going Fast!

Although many classes filled the first day of registration, that doesn't mean *all* of them are full. There are still some classes left. The best way to still get in on this year's school and to get the class of your choice is to check the class availability at www.TexasSchool.org.

In today's competitive and constantly changing world of photography, you need to stay on top of your game. Whether you are just starting out or if you are a seasoned professional, there is a class for you at Texas School.

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— Maria Bernal

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Photoshop: Layer Masks 201

by
Suzette Allen
Texas School Instructor

This is a “level two” article on the subject of Layer Masks. If you are not sure what a mask is or how to apply and paint on it to change visibility of your layer, please review those steps for a good foundation.

Once you have applied a layer mask and realize you need to modify, view, feather or otherwise change your layer mask to change the visibility of your image, here are the awesome tools at your fingertips to make this EASY!

View it:
After doing an overlay or a watercolor edge with a mask and you want to see if you missed any spots... OR if you’ve have done a head swap and want to see exactly what parts of the face (or church) you have used, do an “alt-click” or an “option-click” to see what you missed (See Photos 1 and 2).

Disable it:
You’ve done a great job (you think) but you want to make sure you didn’t miss any important bits in the surrounding areas. This is a great time to disable your mask for a second to see what is still hidden: Hold the SHIFT key and click on the thumbnail of the mask and you can see the image temporarily with no mask on it. A big red X lets you know it is disabled (See Photo 3).

Copy it to another layer:
You’ve carefully masked out your horizon to add a pretty blue to the sky and now you want to duplicate that mask on the new layer with clouds.... Just hold the ALT/OPTION key and drag the Mask thumbnail from one layer to the other. It will duplicate the mask! (See Photo 4) (if you want more info on the cloud brushes, check this link! CLOUDS)

Move it to another layer:
Do the same as above, but don’t hold SHIFT. This will move the mask to the other layer.



Photo 1



Photo 2



Photo 3



Photo 4

Unlink it:
You’ve done a “faux crop” on your image for a composite and realized you should have made a rectangle instead of a square.... OR, you masked carefully around a sky and now you want to move your new cloud or color layer over just a bit.... Just click on the little chain link between the image and mask thumbnails on the layer in the layer panel and you can move or transform the image or the mask, depending on what mode you are in (See Photos 5 and 6).

Feather it:
OK... you did a “faux crop” on a layer and want the edges “fuzzy”... OR maybe you fixed a suntan line with a curve layer and you want to blend the edges to feather the tan lines invisibly..... Yeah, this is awesome with the new Mask Panel in CS4 and CS5! Just go to windows>masks and, in the panel, move the feather slider over.... yeeaaaaaahhhh! But what if you are in CS3 or earlier? No problem! Just go to filter>blur>gaussian blur and blur the mask (just make sure you are in Mask Mode!) (See Photo 7).

The nice thing about the mask panel is you can take the feather off later or modify. No such luck with the real blur!

Gradient it:
OK-- here’s the cool one, and also the one that baffles everyone... gradients on a mask! It’s actually really easy and fool-proof if you know where to draw the segment! So what about the gradient...? Just add your mask, pick the Black to white version of the gradient color combos and the linear pattern and draw your segment FROM invisible TOWARD the part you want visible and keep the whole segment on the layer to be blended. The segment is only as long as the transition and makes a beautiful blend! (See Photo 8)



Photo 5



Photo 6



Photo 7



Photo 8



THE LIGHTROOM DUDE

Nick Tsakiris

How to Export to Facebook with Watermark

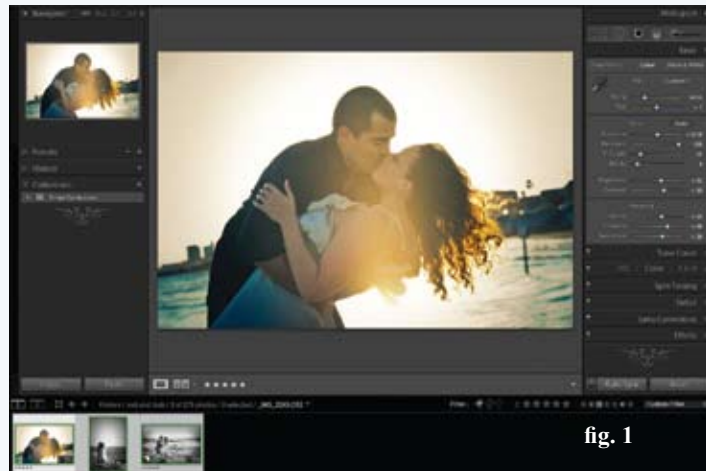


fig. 1

I get this question all the time... “How do I get images to Facebook with a watermark from Lightroom 3 and what size should they be?”

We are grabbing a few images and will export them with specific settings, add a watermark (IMPORTANT!) and create a preset. Sounds simple huh? Well, it actually is!

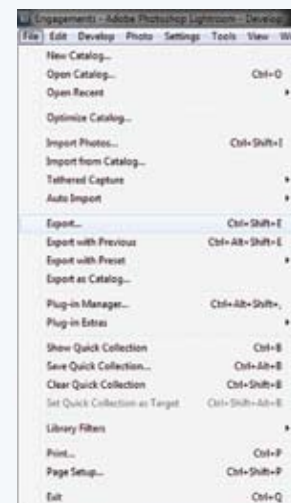
Let’s select the images to be used for Facebook. (fig. 1)

I use color labels to mark the images I want to use for Facebook. In this case I hit the number “8” key to mark them with a green label. If you mark an image and do not want it, just hit the number “8” key again and it will remove the label. Then I can filter all the images by clicking the green label filter. (Fig. 2)



fig. 2

fig. 3



Once the images are filtered you can select all by click “CTRL+A” on PC or “CMD+A” on Mac then we want to go to “File then Export.” (Fig. 3)

Make sure you set “EXPORT TO” to Hard Drive (fig. 4).

Under Export Location:

- Place a check mark in “Put in Sub folder” and name it whatever you want. I use “Facebook Images”
- Place a check mark in “Add to this Catalog”. This will put the exported images in a sub folder you named and automatically import them back into your current catalog.

Under File Naming: (this is optional)

- You can rename the files by choosing “EDIT” in the drop-down menu and adding the letters “fb” appended to the filename.

Under File Settings:

- FORMAT set to “JPEG”
- QUALITY set to “100”
- COLOR SPACE set to “sRGB”

Under Image Sizing:

- Place a check mark in “Re size to Fit” and choose “LONG EDGE” from the drop-down menu
- Set to 720 and choose “PIXELS” from the drop-down menu
- Set resolution to 72 and choose “PIXELS PER INCH”

Under Output Sharpening:

- Place a check mark in “Sharpen for” and choose “SCREEN” and set amount to “HIGH”

Now we can work with the watermark section. For this tutorial we will only use a text watermark. Keep in mind that you can use a pretty logo but if you use your website address then the viewer can go straight to your website!

Under Watermarking:

- Place a check mark in “WATERMARK” and choose “EDIT WATERMARK” from the drop-down menu (This will bring up another dialog box) (fig. 5)

- Watermark style should be set to “TEXT”.
- Type your text (website address), in the bottom area below the image.
- Text Options (Choose your font, style, Alignment and color to your liking).
- Shadow is optional
- Watermark Effects: OPACITY (depends on your font choice)
- Size: Proportional (then adjust slider to re size to your liking)
- Inset: Horizontal and Vertical should be set to move the watermark away from the edges of the image.
- Anchor: The 9 dots are a representation of the image. Wherever you place the dot is where the watermark will be placed. The choice above places it in the bottom right corner.

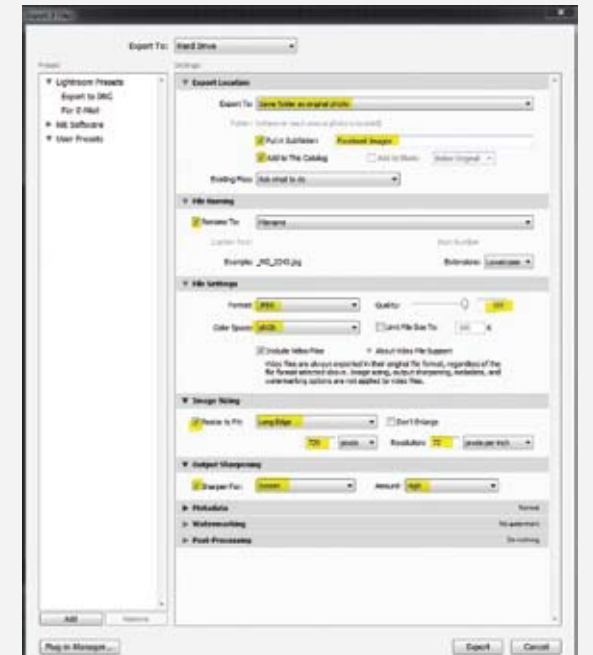


fig. 4

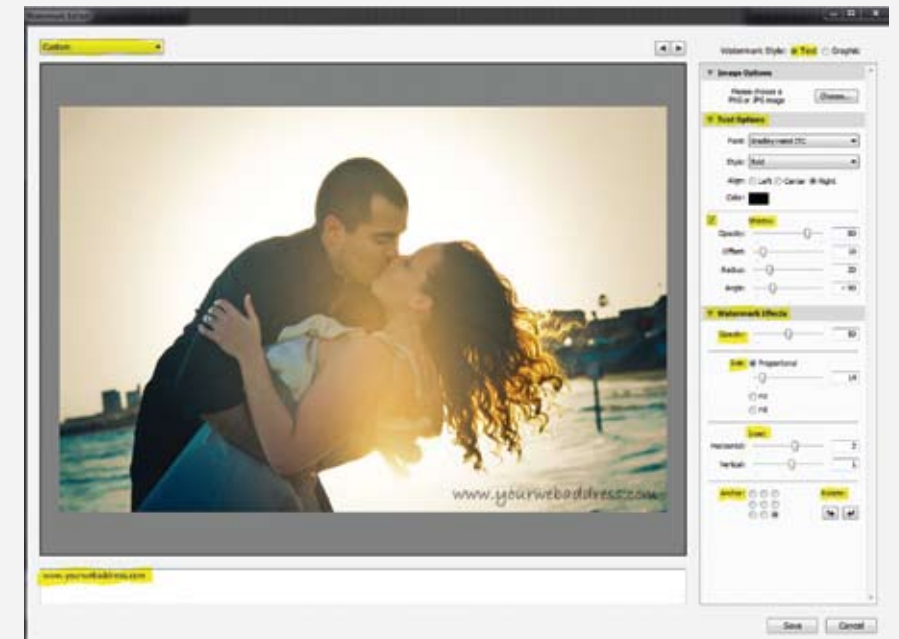


fig. 5

Now in the top left corner there is a drop-down menu. Click it and choose “Save current settings as new preset”

Then give your preset a name like “Facebook Watermark” and click create. Then click done and then click export. Once complete you can upload your images to facebook.

Now you have a preset to export your images for Facebook! (fig. 6)



fig. 6

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If I Could Start All Over Again! What Would I Do Differently?



by
Doug Box
Texas School Instructor

If you could start all over again as a professional photographer, what would you do differently? Would you work out of your home or open a store front location? Would you start from scratch or would you buy a business that was already established? Would you have a small studio or a large one? Would you hire employees or would you do it all yourself? Would you do your own printing or send your work to a lab? What about retouching?

Here is the main question I have... Why does each one of us have to make all the same mistakes? Why can't we learn from the mistakes of others instead of making those same mistakes ourselves? One of the things I've noticed in over three decades in this business is that most of the successful studios seem to do certain things alike. Perhaps we can all save ourselves a lot of trouble by studying some of those things. Here is a list of some of the things that most top, successful studios have in common:

- They do a Portrait Design Session (Clothing Conference).
- They have and work their database (home accounts).
- They have a Pre-Paid Session or Reservation Fee.
- They project their images.
- They sell instead of simply taking orders.
- They have a Marketing Plan and they use it.
- They use scripts.
- They know their numbers.
- They have a "mission" and set specific goals for their business.
- They have a style.
- They've gotten over the belief that, "I have to do everything myself."
- They've gotten over the belief that, "No one can do it as good as I can."
- They price their work for profit, not what they think people will pay.

If you bought a franchise business such as Subway, you would do exactly what the company told you to do. You would not say, "I can't charge \$8 for a foot long turkey sandwich!" You would not argue that "People in my town won't pay \$2 for a 32 ounce soft drink." You would do what has already been proven to work, run it like a business, and make money!

So, if I could start over, I would find out exactly what the successful studios were doing and I would do that! I wouldn't reinvent the wheel.

New photographers are constantly telling me, "I can't charge as much as you charge because I am not as good as you." Really? So, when you buy a new camera, do they give you a better price than they give me, because you are new? When you order photographs from the lab, do they give new photographers a different price because they are new? When you buy gas, insurance or equipment, do they give the new photographers cheaper prices because they can't charge as much as an established photographer? Of course not!

So, what is different between a new photographer and an experienced businessman or woman? Profit! That's it! IF you charge less than I do, the only person that makes less money is YOU and nobody else!

If I could start over, I would do what the successful studios do. I would run my business like a businessman, not like a photographer! Follow the lead of those with a proven record of success. For more information on building a successful photography business, go to my website:
www.simplyselling.com.

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Color EFEX Pro 4.0

An Inside Look at NIK Software

by
Cris Duncan



Fig. 1

Fig. 2



In October, NIK Software released an update to its popular Color Efex suite of Filters and, in my opinion, it is the best and most comprehensive update I have seen to any image editing software.

NIK, who offers several award winning plug-ins for Photoshop, Lightroom and Aperture has made one-click enhancement a reality with it's patent U-Point technology. The need for complicated layer masks, brushing and erasing are a thing of the past. In Color Efex Pro 4.0, you are given 55 filters with over 200 variations and now with the ability to stack filters, you have infinite options. That's right, you can now stack filter after filter without leaving the interface. Let's take a look at some of the highlights of this powerful software.

The interface is laid out like all NIK products so everything is where you expect it to be. On the left, you will find the filter list (Figure 1) which you can customize into categories if you wish, a recipe browser (Figure 2) and the new history browser (we will talk about this later) which allows you to go back in time and compare history points to see the changes on your image. The center will hold your image and you can view a single image, side by side comparison or a split view (Figure 3). Toggle these views with the icons in the upper left hand corner of the viewer window. Finally on the right (Figure 4) you will find the applied filter along with all of the filter controls and a live histogram to make sure you are holding detail where you want.

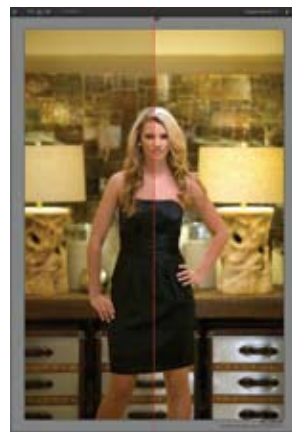


Fig. 3



Fig. 4



Fig. 5



Fig. 6

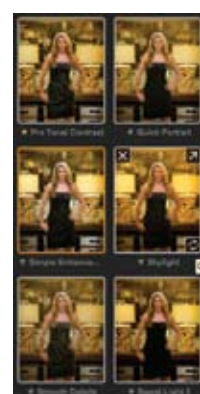


Fig. 7

For the purpose of this article, I will show some of my favorite filters and begin to stack them for a preset. NIK calls them recipes. First, let's begin with the Pro Contrast Filter. This filter is great to correct any color cast and contrast issues you find in your images. Next, we will add the Dynamic Skin Softener filter to create smooth skin while still holding on to texture in the skin. To add a filter to the stack, you simply hold down Shift and click on the filter you wish to add. It now appears in my adjustment window (Figure 5). Then add the Darken/Lighten center filter. This is often used to help direct the viewer's eye by adding a subtle vignette. These three filters together are a nice way to give your images a simple refined look while still maintaining complete control quickly and easily. I often will save a recipe at several places throughout the process to have different variations of similar filters. When you save a recipe, you can still continue to work within the interface. You can see in the before and after images. To Save a recipe, click on the save recipe button directly below the adjustment window (Figure 6). I will call this Simple Enhancement. Once I click OK, it appears in my recipe palette (Figure 7) and I can continue to add filters to create a more stylized look.



Fig. 8



Fig. 9

We continue by adding a new filter to the NIK family, Detail Extractor. You can see how this filter brings out detail in your image for a very contrasting look. I like the way this looks, however I do not like the effect it does to her skin. I can simply remove the filter from just her skin by placing a minus control point on her face (Figure 8). By turning on the mask feature, you can see how precise the control points target a selected area without the need for

complicated layer mask (Figure 9). Finally, we can finish the image by adding a border. Shift+click on Image Borders from the Filter list. Image Borders can be customized very easily by adjusting the sliders. For this image, I will be creating more of a rough edge sloppy border. The History Browser in CEP 4 is a welcome addition. Every step is recorded and it allows you not only to go back and see the image at a certain point in time, it also has the ability to compare two points in time (Figure 10). To view History, click on the History tap and your time line appears. Move your cursor over any point to see that effect at that time. Very similar to the History Browser in Photoshop. To compare images, set the point you wish to compare seen by the orange arrow. I like to do



Fig. 10



this with the side by side viewer. Then highlight the next compare point and click

Fig. 11

compare in the top tool bar. From this point you can easily move the arrow up and down the time line to see the changes in your image. I will now save this recipe as Texas Fix and can apply these same filters to another image with a single click (Figure 11).

While this is a simplified look at this plug-in, there is so much more it can do for you. Some of the highlighted features are multiple image editing within Lightroom and Aperture. You can copy and paste control points, export recipes to exchange with other photographers, a clever zoom feature and more. For anyone interested in any NIK product, visit www.niksoftware.com You will find several free videos on all their products and you can save 15% by using promo code: CJDUNCAN if you choose to purchase. Happy creating!

Sometimes called the "McGyver of Light," Cris Duncan creates his signature style by redefining traditional and nontraditional lighting techniques. He is a Master-Craftsman as well as a Certified Professional Photographer and operates CjDuncan Photography in Lubbock Texas along with his bride, Deanna, and is the founder of "Find Your Focus, Photographic Education". Learn more at www.cjduncan.com.





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Floor: Harrison Lime Green

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Floor: Wallace Green

Backdrop: Venetian Breeze
Floor: Edward

Backdrop: Venetian Breeze
Floor: Thomas

Floor: Charles

Brazos Valley News

by Kathy Norwood

In January the Brazos Valley Professional Photographers Association was lucky enough to host Elizabeth and Trey Homan who spoke on the subject of "Secrets... Revealed!" Their program focused on 10 secrets that have

helped the Homans build their business into what it is today and focused on the various business aspects of running a successful photography studio. One great secret was that a photography

studio can't just sell standard prints anymore. It must be able to offer clients new and exciting products that they can't get at a consumer print lab. They also greatly emphasized the importance of planning ahead and discussed their newsletter that is mailed to clients and how it contains specials for the next six to nine months!

They also presented helpful tips for photographing clients. When photographing, they do whatever it takes to get the child to laugh, even if this means being absolutely ridiculous! Trey had a great video example for us to enjoy of him doing just that. On a little more serious note, they discussed the importance of having an assistant for children's portraiture so that the parents don't have to work so hard to get their children to smile and laugh. By having an assistant entertain the child, the parents can just sit back and truly enjoy the session, thereby creating a lasting memory of having a great experience with you as their photographer. Overall, the Homans provided our group with a great night of learning and laughing. Find out more about the Homans at www.portraitsbyelizabeth.com or read about them in the last issue of this magazine.

In February, BVPPA hosted the very witty Marty Sykes, CPP. Marty's program, "A Wealth of Knowledge," focused on how we can protect our work and give our clients what they really want while maintaining our reputation as a top quality professional photographer. He also answered questions on how do we work with out-of-town clients and get them to place their order without hounding them. Over the years, Marty has learned the steps to making a successful sale with both in-town and out-of-town clients. He shared the tried and true process of protecting our images online, assisting clients with determining the perfect size wall portrait for their home, and assisting those clients who are out-of-town. With his proven system, we learned how to increase our sales, maintain proper sales flow, and address the concerns of every type of client, including difficult to please clients.

Marty also shared great tips on closing the sale and reminded us that, although we are portrait artist, we must also fulfill our roles as business owners, secretaries, studio managers, retouch artists, creative directors,

janitors, and much more. With that being said, we sell a service, not a piece of paper on which an image resides. He also shared great tips on how to close the sale.

At the end of our meeting, Mark acted as our judge for print competition and gave an incredibly thorough critique afterwards. Hand placement, separation and lighting were emphasized and everyone benefited tremendously from the experience. We had six people participating in our print competition with Melanie Hall taking First Place, Kathy Norwood taking Second Place, and Daniela Weaver taking Third Place.

If you would like to learn more about BVPPA visit our website at www.bvppa.com.



Kathy Norwood, BVPPA President, presents Elizabeth and Trey Homan with their speaking merits.



February Print Winners for Brazos Valley: Melanie Hall, Kathy Norwood, and Daniela Weaver.

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GUILD & SUPPLIER NEWS

Austin News

by Sue Ellen Pesl

Austin PPA's Annual Holiday Party took place in early December at Vista on Seward Hill in Austin, Texas (thevistaonsewardhill.com). VOSH is beautiful anytime of the year but at Christmas time it is truly magical. A huge thank you to Larry and Sidonee for allowing us to enjoy their gorgeous venue. Our holiday party was once again sponsored by BWC Photo Imaging. Austin PPA vendor members BWC, Pounds Labs, WHCC and Precision Camera donated hundreds of dollars in merchandise credits for our members. We also received awesome giveaways from; Millers, Westcott, Photofloors, The Organic Bloom, Photodex, Kubota Imaging Tools and NIK Software. Thank you all for making our annual holiday party the best yet! Austin PPA also gave away one education scholarship, one Texas School scholarship, a Texas PPA membership and an Austin PPA membership. Congratulations to all the winners!

Our 2011 President, Maria Bernal was awarded Austin PPA Photographer of the Year. Maria was also 2009 and 2010 Photographer of the Year for Austin. Maria will receive her PPA Photographer of the Year award at Imaging USA 2012. Austin PPA 2011 Photographer of the Year Runner-up was John Rogers. Both Maria and John captivated us with their images throughout the year. As Austin PPA President, Maria spent much of the year encouraging members to enter print competitions, advising members on their prints and helping us all to understand that competition can impact our daily client work. We all thank Maria for so generously giving her time and talent to our members.

Austin PPA's 2012 Board of Directors: Sue Ellen Pesl, President; Bill Ledbetter, Vice-President; Sam Rivera, Secretary; James Bland, Treasurer; Maria Bernal, Chairman of the Board; Nathan Johns, Print Director; Jim Debth and Stephanie Sharif, Chairmen of the Board; and Brandi Nellis, Historian.

In January, Austin PPA welcomed Nick Tsakiris, The Lightroom Dude. Nick's program "Bigger, Faster, Stronger." was packed full of invaluable information. Nick showed us how to cut our editing time in front of the computer almost in half. Nick's program covered: workflow, cataloging, vignetting, color balance and noise reduction. He showed how useful Lightroom can be for lens correction and wowed the crowd with his template presets and collage prints. Nick showed us how to use Lightroom for retouching - start to finish. Nick will be speaking at Imaging USA and WPPI.



January 2012 print competition winners: Maria Bernal, Tim Babiak, and Maggie Messer.

In February, Austin PPA welcomed Laura Kay Wootan and her program, "Find Your Happy Place". Laura showed how she was able to take her business to new heights by strategically raising her prices even in our current economic state. She emphasized the importance of branding and how your brand is not just your logo, it's the entire experience from first consultation to final packaging and delivery. Laura revealed how her brand and the perceived value of her work is essential to her survival in today's marketplace.

Laura also touched on ways to attract new clients by blogging images from our sessions and how to get our clients friends and family involved in the excitement of the blog sneak peek. Laura

showed us the Photoshop magic she uses to increase her sales and how she keeps her clients coming back year after year. This was a very well rounded program for the experienced photographer but it also offered valuable knowledge for new photographers just getting started.

We were so pleased that Laura chose Austin PPA for her very first photography speaking engagement. Laura graduated with a degree in photography from the University of Texas at Arlington and has won many accolades from her work as a photographer and graphic artist. Laura runs a full time studio in San Marcos, Texas, just minutes from Austin and San Antonio. To see more about Laura and her work, just go to www.thesmilehouse.com.

Our monthly print competition always features some outstanding images. February's Print Competition winners were: John Rogers, First Place; Tim Babiak, Second Place; and James Bland, Third Place.

Austin PPA offers monthly programs in Northwest Austin for our members, guests and students. You do not have to be a Austin PPA member to join us for a program! Prices for all attendance levels are listed on our website. Other local guild members are invited to join us at Austin PPA member pricing! We offer online PayPal registration for all of our events and membership dues!

Please visit www.austinpapa.com to see our complete line-up of speakers, events and print competitions. We would love to see you at our next meeting!



February Print Winners for Austin Guild: John Rogers, Tim Babiak, and James Bland.

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Fort Worth News

by Keith Evans

In December, the Fort Worth Guild had our annual Christmas Party and several awards were presented. Derek Scott received an award for his time spent on the board serving as Vice-President of Communications from 2010 through 2011, Tracye Gibson received an award for her time as VP of Membership in 2010 and VP of Print Competition in 2011, and Keith Evans received several awards for his time spent on the board as VP of Studio Projects in 2009, VP of Print Competition in 2010, and as 2011 President of the Fort Worth Guild. The current President of the Fort Worth Guild is Patty Recca. Finally, two scholarships to the Texas School of Professional Photography went to Les Lopez and Tjibble DeJong. Congratulations to both of them!

Our own Richard Dalton spoke to a packed room at our January meeting. His subject was Commercial Photography. Our January print competition winner in the Album category was Keith Evens, First Place. First Place winner in the Wedding category was Richard Dalton. In the Portrait category, First Place went to Brad Barton, Second Place to Steve Bomar, and Third Place to Wendy Oswood. In the Illustrative category, Tracye Gibson won First Place, with Second Place going to Jeanette Wallace and Third Place to Victoria Kemp. The winner of the

January Members Choice award was Richard Dalton.

Another local photographer, Barbara Berry, of Keller, Texas, was our February speaker. She owns and operates Legacy Studio and gave an excellent presentation on “How to Retouch Eyes” and how she uses this in selling her work.

February was also Past Presidents Month and we had several of them in attendance, including: Keith Evans, Tammy Graham, Ed Barrera, Les Lopez, Mary Alice Cretsinger, and Tom Arbogast. We are greatly appreciative of their service to the Fort Worth Guild.

We also want to congratulate Tracye Gibson for receiving her Master of Photography degree at Imaging USA.

Richard Dalton took First Place at our February meeting in the



Win Guild.

Wedding category while Victoria Kemp won Second Place. In the Illustrative category, First Place went to Janal Randall and Brad Barton won Second Place. In the Portrait category, Steve Bomar won First Place, Tracye Gibson won Second Place, and Phyllis Kuykendall won Third Place.

Anyone wanting to put on a presentation for the Fort Worth Guild should contact Richard Dalton thru the Guild Website, www.fortworthppa.org, or post it on our facebook page “Fort Worth Professional Photographers Association.”

Texoma News

by Donna Statham

The Texoma Guild met in January at the studio of Joe Rogers & Tammey Haynes of Wichita Falls. Our primary speaker was Joe Rogers but nearly everyone participated in what turned out to be a roundtable discussion. The group experimented with using sequined backgrounds for glamour shots and Kelly DeLong provided two of the backgrounds for the demonstration while Joe Rogers and Joe McClearn explained how and why certain lighting scenarios did or did not work with them.

We also used the January meeting as an opportunity to do some planning for the upcoming year. A decision was made to alternate our meeting locations depending on where the speaker is located. Plans are also in the works for a Ranch Round-Up Workshop in early June, so mark your calendars now. The Texoma Guild met Monday, February 20th, at the home of Tammey Haynes. In addition to being a very charming hostess, Tammey is amazing when it comes to keeping up with current trends in marketing and social media. In the past, a beautifully designed marketing plan only included printed material. You delivered or mailed it out, and within a week or so, dozens of people called to book senior sessions, baby sessions, weddings and family portraits. Today, you better know the ins and outs of all forms of social media in order to keep up with current trends. There’s Facebook and Twitter, Blogging and Pintrest, texting and email; the possibilities for marketing are endless!

Tammey presented a wonderful program showing us how to include the use of Facebook in our marketing plan. Almost everyone has a Facebook account nowadays but too many of us don’t use it as effectively as we should. As with every other aspect of our business, if we don’t use every available tool to move forward, we’re going to move backwards, and of course, that’s completely unacceptable!

Our sincere appreciation goes out to the Haynes family for opening their beautiful home and hosting our guild meeting. Tammey did a great job presenting the program, and every one of us left with several new tools to add to our marketing tool belt.



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San Antonio News

by John Vega

The San Antonio Guild kicked off the New Year with speaker David Hakamaki of Cutting Edge Photography. His program focused on the changes in the photography industry, what your clients want, creating a memorable experience, and the Wow factor, to name a few. He provided guidance to our members around finding the right business mix and approach to marketing. David shared his gift of answering the phone and turning a price inquiry into booking a shoot and a profitable sale. His fun and energetic teaching style kept our members entertained and engaged throughout his presentation. We appreciate David taking the time to educate us; we wish him great success and look forward to any future speaking engagements.

The January winners of our print competition include: First place, "Lines in the Sand" by Lynn Purkiss; second place, "Honeymoon Anticipation" by Dane Miller; and third place, "Just Another Love Story" by Sam Roberts.

We had another great speaker for the month of February when Robert Trawick delivered an outstanding presentation. He stressed the importance of making our industry stronger by photographers helping each other become better photographers regardless of experience. Then he took us into a deeper dive by giving us two simple quotes. First, "Never be afraid to try something new," and secondly, "If you are not successful, it is because of you." He continued through the evening providing us with ten areas to support his vision. A few of the key points Robert touched on were: Be a PRO, Pick any TWO (QTM), Use a Lab, and Believe. To find out more around the topics Robert is so passionate about, catch him at one of his many seminars scheduled in 2012.

We had one of our largest number of entries in our



January Print Winners for San Antonio were Lynn Purkiss, Dane Miller, and Sam Roberts



February speaker, Robert Trawick, and print winners Carlos Berrios, Dane Miller and Kari Reed.

February print competition with 15 prints. PPSA had challenged our guild members to submit at least three prints this year, and they are taking the challenge to heart. Our winners for February were: First place, "The Power Of" by Dane Miller; second place, "Fashion Princess" by Carlos Berrios; and third place, "The Path of Beauty" by Kari Reed. We want to thank all our competitors for a great showing.

Heart of Texas News

by Tom Sergent

The Heart of Texas Professional Photographers Guild held their first meeting of 2012 in Waco, Texas, on January 10th. After a social hour and a good meal, our new President, Don White, opened the meeting by introducing the new Board of Directors and discussing what we would be doing for the upcoming year. He also passed around a survey form to the members to determine everyone's major concerns and interests were for 2012. Our goals for 2012 include improving our website and increasing the publicity efforts to bring the guild more into the public eye.

Our January speaker was John "Beaver" Randolph of CSIT photography. John presented a slide show of some of his wildlife and landscape images. Although John is also versed in portrait and wedding photography, his main interest is in nature and he presented an interesting and entertaining set of images and stories.

The January print competition winners were: Billy Lauderdale, first place; Bob Smith, second place; and Rhonda Williams, third place.



January Print Winners for Heart of Texas: Rhonda Williams, Billy Lauderdale, and Bob Smith.



February Print Winners for Heart of Texas: Cecy Ayala, Billy Lauderdale, and Eileen Lyster.



At our February meeting, we were fortunate to have Steve Kozak as our guest speaker. As many of you know, Steve is a gifted teacher/speaker who shares his knowledge on every level imaginable within the Professional Photography community. Our meeting was held in Marlo Collin's studio, the "Gallery," in Waco and we were treated to some "hands-on" instruction by Steve who worked with models and demonstrated lighting, posing and the art of working with clients. It was a treat to see a speaker actually working in the studio environment. Members were encouraged to ask questions and to pose problems and Steve handled them all with skill and grace. Steve did begin his program by showing a beautiful slide show of his work called "Step Into the Light."

Our monthly image competition winners were: Billy Lauderdale, first place; Cecy Ayala, second place; and Eileen Lyster, third place. For more information on our guild, please check out www.HOTPPG.org.

Houston News

by Tom Bailey

Houston's new PPGH President, Arick Hoek, started our January meeting with a list of new things he wanted to accomplish during this year: a mentor program, a mid-month luncheon for the membership targeted for a specific subject, and mini-workshops again targeted to expand the skills of the membership. He then welcomed the 24 new members who have recently joined the guild.

January's featured speaker was John Landauer from Nebraska. His subject centered on selling digital files and making a profit. This has often been misconstrued by professional photographers as an oxymoron. John has successfully designed a pricing structure for selling digital files that has not only allowed him to maintain his profit margin, but has grown it substantially.

This pricing system, like his pricing system, is designed to help studios succeed during bad times and flourish once those bad times turn for the better. John also talked about his marketing strategy for seniors, portraits and weddings. He also covered other topics including volume photography, social media advertising (Facebook, Groupon, Living Social), how to hire successful sales employees, and branding and marketing ideas for successful mailers.



January 2012 PPGH Print winners: Kelly Willis, Francie Stonestreet, Aric Hoek, and Sherry Tiche.

Dallas News

by Carsten von Hedemann
Photos by Edward Holmberg

In January, the Dallas Professional Photographers Association welcomed our keynote speaker Robert Trawick, and his "Ten Must-Do's" for success and Margaret Bryant provided a wonderful presentation on the "Strategy of Winning." During the break, several members received image critiques from the attending Master Photographers as part of our ongoing mentoring program.

January also kick off our 2012 print competition and the winners were: Luke Edmonson, first place in Landscape; Hoang Vu, first place in General Album; David Edmonson, first place in Wedding; Brittany Olswald, first place in Portrait; Lucy Huffstetter, second place in Portrait; Robin Werts, first place in Illustrative; and the Trophy Winner was Paul Ernest.

In February, Dallas PPA welcomed Master Photographer John Murray who presented his program on "Winning in Print Competition." John's program was received with much enthusiasm by the 100 plus attendees. February was also Dallas PPA guild's Past Presidents Month when the guild takes time to acknowledge each past president for their contribution to the guild. This year there were twelve past presidents who attended the meeting. We also had 24 print competition entries for the month of February with David Edmonson winning the Trophy.



January Print Winners: Hoang Vu, David Edmonson, Robin Werts, Luke Edmonson, Brittany Olswald, Paul Ernest, and Lucy Huffstetter.



February Print Winners: Paul Ernest, David Edmonson, Hoang Vu, Lucy Huffstetter, Luke Edmonson, and Herb Dollar.

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