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April/May 2015



"Through Love's Gate"
by David Sixt

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COVER PHOTO

The cover image, "Through Love's Gate," was created by David Sixt of San Antonio, Texas. The image won a Distinguished Ribbon at the SWPPA Print Competition at PhotoGenesis 2015.



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CALENDAR OF EVENTS

- April 25, 2015** Julianne Kost at Texas School
Addison, Texas
- April 26 - May 1, 2015** Texas School
Addison, Texas
- June 28 - July 1, 2015** TPPA Summerfest
Lake Conroe, Texas
- Sept. 30 - Oct. 2, 2016** TPPA PhotoGenesis '16
San Marcos, Texas

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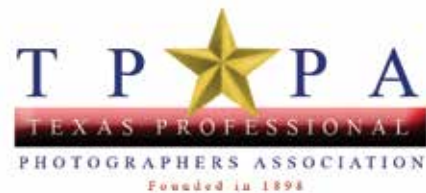


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To contact any of your PPA Councilors, you may obtain their phone numbers from the TPPA Membership Directory or visit our website at www.tppa.org

Inspirations...



Focus on Education 2015

"Education is the most powerful weapon which you can use to change the world." Nelson Mandela

Texas School is almost here! It is the time when my very patient husband tiptoes around the house because he knows how stressful it can be during the weeks that lead up to the event. I basically eat, sleep, and drink Texas School and most nights even I wind up dreaming about Texas School. I consider myself very lucky to have worked with the other team members for close to 20 years. Texas School is truly one of my passions, mainly because it revolves around learning.

Powerful things take place at the Texas School of Professional Photography. The presence of over a thousand people in one place who have the same passion generate an amazing synergy. Texas School starts out with "the one, the only, the Adobe Photoshop Goddess," Julieanne Kost. Julieanne continues to be the steadfast leader in education for Adobe products.

I remember the first time she came to Texas School as an instructor back when we were in College Station. Julieanne needed an extra Wacom tablet pen and she borrowed mine for the week for her class. When it was returned to me I almost felt as if the pen now had magical Photoshop powers. Unfortunately, it didn't--but it made me smile when I used it knowing that one of the people that I admire most in this industry had used it.

This year Julieanne Kost returns on Saturday, the day prior to the start of Texas School, for a full day of education. If you are attending Texas School then you receive discounted admission for the seminar. At full price the seminar is still a great value so come and join us for the day, too!

My best advice while attending Texas School is the following.

1. Be friendly! Meet the people around you. Introduce yourself.
2. Take lots of notes so that you can refer back to the information later when you leave Texas School.
3. Latch on to a couple key ideas to learn... don't stress yourself out trying to learn it all.
4. Go to the evening events and hang out. This is where you make friendships that will last a lifetime.
5. Keep a positive attitude. Your instructor is sharing part of themselves with you to make you even better than you already are.

If you are not signed up for Texas School, we still have room for you. We can always make room for just one more. Go to texasschool.org for the latest information.

Finally, mark your calendar and start packing up the family for TPPA Summerfest at La Torretta Spa and Resort on Lake Conroe at the end of June. This family event is one you don't want to miss. Tons of stuff for the kids to enjoy while you are learning at photo seminars or slipping away to the spa. Memories and TPPA traditions are sure to be made at Summerfest. Register at TPPA.org/summerfest.

Keep in focus,

Stephanie Huebinger Ludlow, Master Cr. Photographer
Texas PPA President 2015

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Membership Categories & Rates

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

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

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

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

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

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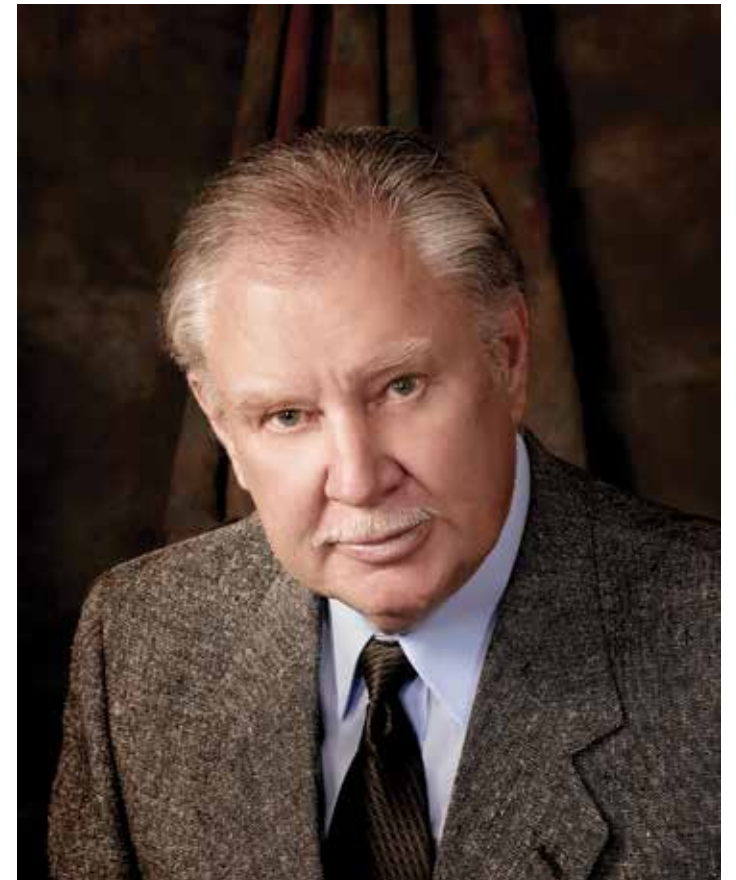


school and sports

Texas PPA Past President Ben Ellison

(1942 - 2015)

by Bill Hedrick



Texas PPA lost a good friend and long-time supporter when Ben Ellison, past president of our association, passed away on February 6 in Odessa, Texas, after a lengthy illness.

His career in photography began in 1970 in Odessa when he was working for a large petrochemical company and local photographer of a bi-weekly newspaper asked Ben to photograph a bride and groom. Those early images were taken with a 4x5 camera using black and white film. Not long after that, Ben was photographing weddings on weekends.

For awhile, things were going well for Ben but his supervisor didn't like the idea of one of his employees having another career on the side and decided to "throw a monkey wrench" in the works by putting Ben on weekend shifts when he already had some weddings booked. The time had come to make a major career decision and Benjamin's Photography was born.

Any kind of career change can be traumatic, but what convinced Ben Ellison to make that major step to walk away from a large company and open a studio was the encouragement and support of his wife, Ann. In a 2003 interview, Ben recalled, "When I first contemplated becoming a full-time photographer, Ann told me, 'You can do it!' Since that time, she has spoken those same words to me again and again. When I look back over 42 years of marriage and 32 years as a professional photographer, I realize that the only reason I could do anything was that she told me I could. But, more importantly, I also realize that I could not have done it alone."

Ben was 61 years old when he was the President of Texas PPA. It was a time when other photographers his age were frustrated at the new "digital world." But Ben embraced the new technology from its concept and set the standards in his market area for creativity and excellence. High school seniors were particularly impressed with the creative aspects of digital imaging and they were his favorite subjects to photograph.

His studio was situated in one of the oldest structures in Odessa, dating back to about 1910 when it was used by the railroad company. The wood frame structure required constant care and attention and the maintenance became a "family project." Much of the work was done by his son, Steve. Ben was proud of his son and most grateful for his help.

Ben often remarked about how his wife, Ann, was more than a wife. She was his constant companion until the end and a source of constant inspiration. She worked at his side in the studio and handled the everyday tasks associated with running a successful portrait studio.

Their whirlwind romance back in 1961 is the kind of thing you read about in romance novels. "We actually met in January of that year, became engaged in April, and were married in July," he recalled. They were an inseparable pair at all Texas PPA events and their teamwork was the envy of many couples who jointly run a studio.

Ben was also a pilot and owner of a Cessna 172. "Everyone has a hobby and men have their toys, so mine is aviation," he once said. "There is something about flying over things and surveying them from several thousand feet in the air that makes you realize just how small and insignificant we are in the grand scheme of life. It is an exhilarating, yet humbling experience," he explained. Owning an airplane also worked well with his photography business and Ben did his share of aerial photography.

The Texas Professional Photographers Association was near and dear to Ben's heart. When he took over as TPPA President in 2003, he commented, "All of my photographic training has come from TPPA conventions and seminars, as well as other professional photographers I've met over the years who were also involved in the association. My membership in the Texas PPA has been the most rewarding experience of my professional life. It is a huge 'family'... people you can laugh with and learn from."

Ben commented at the time that his goals for the association were "modest, yet significant." As he put it, "I believe that Texas PPA exists for the benefit of the members. Learning should be the number one goal. However, it should also be a fun experience. We should keep things in perspective and do it with some sense of humor. Life is too short."

Knowing Ben Ellison and being his friend has been one of the most memorable and inspirational events of my own lifetime. He was a kind and gentle man who loved photography and devoted his career to serving the profession he loved. He will be remembered for the fine person he was and will be missed by those who loved and admired him.

Fashion Posing for Women

Part 3: Fashion Skills in Action



by BRY COX

In the last two parts of this series, I shared my one rule of fashion posing which is to make women conserve space visually so that every part of them looks smaller. I also shared my system of creating within short “idea sets” of 3-5 images, never shooting the same thing twice, making small and slight refinements within the set, but doing something different after about three shots.

We also talked about turning off the ‘Auto-Preview’ on your camera and never looking at the back, getting completely into the shoot, interacting with your model, and being aware of every detail. We also talked about letting little things go, balancing the war in the mind between the technical and creative sides of the brain.

So let’s see those points in action using a shoot I did as a crowd demo while instructing at Texas School. The metadata shows under 5 minutes of actual shooting from the first shot to the end, and these all look good because of my normal pre-flight systems check that I teach, making my lighting, exposure, and color balance perfect in camera. So what you are seeing are un-retouched, un-corrected and un-cropped.



No matter the time, the goal is always quality not quantity. In this case, even in a short period of time and while teaching, I ended up with about 35 total images. Let’s zoom in and look at a few in the first “idea set.”

In saying hi to this model, I saw she had a scarf with her gear. Her in black with the background being dark, I thought the yellow would add some pop. I said, “Let’s use that scarf of yours. Wrap it around you and have fun with it...” She did and with a little interaction and teasing, I got a perfect, glowing smile, *Example #1*.

Her smile is genuine and her eyes are glowing. It’s a moment that works and is candid. Her wrists are bent in, making them smaller, her shoulders and hip are turned such that they are smaller.

But I began to refine within the “idea set.” I turned her further away from my main light to shadow her stomach, making her look even smaller. I twisted her shoulder back towards me for curvier lines and a slimmer look. She naturally straightened



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her arms and bent in her wrists which was really good. I turned her head back towards her shoulder and said something for a serious expression and we have *Example #2*.

Notice that she is naturally standing on her front leg. I would normally change that, but in rare circumstances it works and here it works, so I let it be.

In general though, every woman looks better with the weight on the back leg meaning that her front knee is bent (the knee most towards you). Why? Because it makes her hips and waist look smaller visually, meaning we are conserving visual space to go back to my one rule of posing from Part 1. Smaller means thinner.

From there I wanted her to lean towards me and bring her chin down just slightly. She did, but leaned too much and brought her chin down too much and her wrists naturally straightened out, *Example #3*. There's too much to fix, I was at the end of the set, and I already felt I had a clear winner. So I had her shake it off by changing everything and beginning the next new idea set.

To start this off I said, "What if you were wrapped in your scarf like you were cold." I had her turn into my light and we have *Example #4*. It's good, but could be better. I liked her head turned to the side but any more and I would have lost the back eye. Turning her head a bit more would mean her back eye would be gobbled up between the edges of her face and her nose. It was getting smaller too, so I turned her chin back towards me, *Example #5*.

This was even better but I wasn't sure of the expression or the wrists. I had her take a deep breath and shift her stance and arms. This slight refinement and lips open, and I have my clear winner of the set, *Example #6*.

For the next set, I got rid of the scarf. I started chatting and observing her natural stance. Her weight was on her back leg, her waist turned slightly, and you can see both sides of her waist (which keeps her middle section from being blocked up and looking thick). She's playing with her hands wondering what to do with them, but it's feminine and works. With the right interaction, she brightens up and we have *Example #7*.

I then helped her with her hands and suggested putting one hand in her front pocket and one in her back. Her front pockets were fake though, so we hitched her thumb on her belt loop instead. Again, I'm trying to keep her arms from blocking up her body so she looks thinner, *Example #8*.

From there I refine by having her lean towards me. I stretch up for a high camera angle, said something that got a genuine laugh, *Example #9*.

Final Retouching - There are more images to share, and I'll go through them in the final part 4 of the series. But let's look at a couple of these finished and retouched.

Again, taking control of exposure and color balance at the time of the shoot may take a minute or two, but it saves me tons of time on the computer later. Computer time then becomes a breeze.

If you do what I teach, there is no need for adjustments. Lighting was specifically used to flatter and make her skin and eyes pop. That means I don't need any over-the-top skin blur techniques and I don't need to add fake catch lights in her eyes.

My computer time is just being picky to select favorites, and then jazzing them up a bit.

Compare these final versions to the previous un-retouched versions. I did some slight retouching, I created some color effects using light leaks from my PowerPack Action Set, and I finished these off with some of my own custom edges from my Edgy Edges Collection. These are now signed, ready for printing.

Of course, I teach all of this and more at Texas School. Come train with me, and in the meantime, check out more of my tutorials at BryCoxWORKSHOPS.com.

Good luck and Happy Shooting!



In his class at the Texas School of Professional Photography, Bry will share his system to create images that are creative and emotional while being technically awesome. Your images will be different, fresh, and won't require a lot of post-production work. "Celebrity Style Imaging" is the trademarked name of Bry's studio because he photographs everyday clients the same way as VIP clients.

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Photo by Dave Sanders

Spotlight Pics

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



"The Centennial" - Gabriel Alonso created this image in Green Bay, Wisconsin, while judging at the North Central District Print Competition and teaching at the convention. It is a portrait of B. Artin Haig, a Master-Craftsman who was turning 100 years old. Haig was telling of how he had been a friend of Yousuf Karsh, one of the great portraitists of the 20th Century. Gabriel decided to use Haig as a model in his teaching demonstration in honor of his 100th birthday and do it in the style of Karsh to honor his influence and friendship. The image was made on the hotel staircase using only available light. Gabriel used a Leica M9 with a 50mm f1.4 lens with an exposure of f5.6 at 1/30 sec. at ISO 160. The finished image was accepted in the PPA Master Loan Collection and was displayed at Imaging USA in Nashville.

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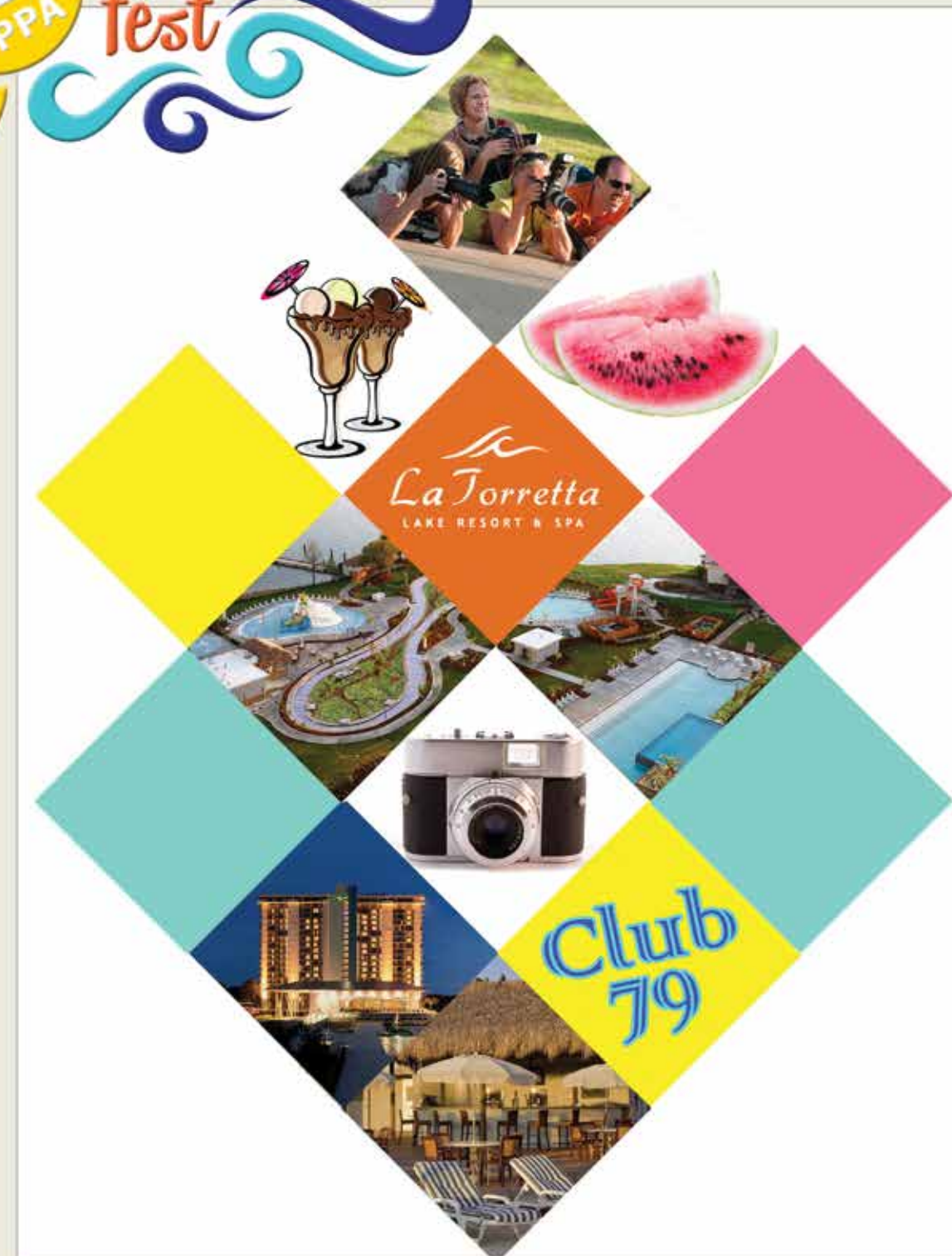
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Special thanks to Blue Dandelion Photography for the beautiful image

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Welcome to Summerfest 2015

The New TPPA Summer Seminar

by **STEVE KOZAK**

So what makes Summerfest so unique? First, we selected a world class location with the La Torretta Resort. Wow! You are going to be impressed! The resort sits among the piney woods on the shores of Lake Conroe. You can read more about La Torretta at www.TPPA.org.

Then, we asked ourselves, “How can we put together an educational event for photographers of various skill levels to maximize their learning opportunities?” We looked at other events to see what worked and what didn’t and kicked around some new ideas and we came up with the slate of speakers and programs that are devoted to one thing...YOUR SUCCESS! We have formatted the programming so that there is less sitting and more doing. For example, you could sit and listen to a program on underwater photography, but at Summerfest, you are getting in the pool! It does not get any more “hands on” than that.

While we have made a lot of changes to our summer event, several things will remain. Summerfest is still a huge family event – that was a priority! So imagine the smile on your kids’ faces when you pull up to La Torretta and they see a water park complete with slides, a lazy river and more. They will enjoy putt-putt, a teen hang-out with video games, making s’mores and other organized activities and games throughout the day led by the La Torretta staff.

Adults will still enjoy evenings with friends sitting by the pool or on the banks of Lake Conroe with a fishing pole in hand. There is a coffee shop, food grill, sushi bar and piano bar just a few steps from the pool. At the end of the day, your family will enjoy plenty of room in your beautifully decorated suite! That’s right – every guest room at La Torretta is a suite! Just staying in the room is a vacation in itself.

So, if you think all of this is impressive, just take a look at the program lineup....

Simply Be - Lifestyle Seniors

BRAD BARTON

Grand Prairie, TX

Monday 7:30 am - 9:00 am

Tuesday 7:30 am - 9:00 am



There are few better ways to the core of your senior client’s personality than to spend a few hours with them on location. These sessions are great for creating simple, high quality images that can be turned into big album and folio sales.

First, we will discuss how to talk to your client about wardrobe and location choices during the consultation. Then, we will demonstrate finding available light and supplementing light with off-camera flash and studio strobes on a battery pack. Using my simple setup for lighting, you’ll learn how to get a better quality of light without having to limit yourself to just the “golden hours” – and do it all without breaking the bank on equipment or spending hours in post processing.

Brad is a North Texas photographer specializing in art portraits and actor headshots. He has had a camera in his hands as long as he can remember and got his professional start doing freelance photojournalism and event photography in college. Graduating with a degree in Math, his professional photography career was put on hold for awhile, but ultimately he came back to his first love. Over the last 10 years, he has worked at establishing himself as one of the premier headshot photographers in Dallas and has had images published in a number of books and national magazines, as well as had the opportunity to photograph many celebrities including Kevin Sorbo (Hercules), Ernie Hudson (Ghostbusters), and Lar Park Lincoln (Knot’s Landing and Friday the 13th Part VII).

Landscape Photography - The Craft & The Art

DOUG & LAURA BENNETT

Colorado Springs, CO

Monday 7:30 am - 9:00 am

Tuesday 7:30 am - 9:00 am



Doug and Laura Bennett of Colorado Springs, Colorado, have learned that Landscape Photography must demonstrate not only mastery of craft and technique, but also a mastery of vision and expression. In their Monday presentation, Doug and Laura will share elements of photographic craft and technique for landscape photography that are essential to the technical excellence for high quality large landscape prints and for PPA Competition entries. In sharing these techniques, they will also discuss the underlying “whys.”

On Tuesday, Doug and Laura will move to the heart of landscape photography... the goal of communicating your emotions and artistic vision in an image. Ansel Adams had it right when he said, “Photograph not only what you see, but also what you feel.” Great photography is about making images that connect with viewers making them feel something about the subject. This presentation will also include some outdoor shooting sessions to put into practice the things you will learn. As a special bonus, Doug and Laura will be doing two guided sunrise sessions on the shores of Lake Conroe starting at 6:00 am on Monday and Tuesday.

Doug and Laura both received the PPA Master’s Degree from PPA and, in 2014, were both named PPA Diamond Photographers of the Year. Doug’s love for landscape photography traces back to his childhood and family sightseeing vacations touring the western U.S. and Canada by car. These early experiences were further fueled by his father’s subscription to “Arizona Highways” magazine which always left him in awe with its beautiful scenic images, particularly those of Josef Muench.

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Grandville, MI

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Families are an integral part of every person, and they need to be documented! Join Kari as she shows you how she prepares for and photographs every family session. She will show you how careful planning with the family plays not only a part in the session, but in the final sale as well. From the planning meeting, to lighting and photographing, to the sales room, you will learn to create a final product that your client will love, and a sale that you will be happy with!

Kari Douma, M.Photog., M. Craft., CPP, is a certified professional photographer in the West Michigan area and has earned her reputation as one of Michigan’s premiere wedding and portrait photographers. Kari has a retail studio just outside of Grand Rapids, and families are an important part of her business. Kari has developed her passion of photography into a distinctive craft through her discriminating eye and commitment to excellence. She loves to build relationships with her clients. When they need a photographer, whatever their needs, they call her.

Photo-Synthesis Live

BOB COATES

Sedona, AZ

Monday 2:00 pm - 5:30 pm

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Bob will begin his presentation with thoughts on creating artistic images including how working with textures can take your images to another place. He will chat about how to look for and capture textures and subjects for use in your art. Next, Bob will take 15 to 20 minutes capturing some photos to use from right there on the property. Then it’s back to the classroom to download those images and work side by side, step by step, on creating something new and different.

Bob will also show you how to take almost any basic object or subject and turn it into an interesting image and take you down the path of creativity using Photoshop Layers, Blend Modes, Masks, Selections and some other techniques to add to your artistic arsenal. Finally, Bob will gather up some of your images and share with everyone... and award a prize to his favorite image submitted at the end of the program.

Here’s what you might want to bring to the program: your camera, a laptop loaded with Photoshop, a Wacom (or other similar) Pen Tool, a way to download your images to your computer, and an open mind. You will have a blast trying some new ideas and experimenting with techniques to take some of your images to a new depth and dimension.

Based in Sedona, Arizona, by way of the Caribbean 15 years ago Bob Coates has been fortunate enough to make a living through photography for the past 20 years. He claims to “specialize in not specializing” but has concentrated the last 4 or 5 years on Commercial and Fine Art imagery.

What Lies Underneath...

ELENA HERNANDEZ

Dallas, TX

Monday 7:30 am - 9:00 am (in the pool)

Tuesday 7:30 am - 9:00 am (in the pool)

Tuesday 4:00 pm - 5:30 pm (Photoshop Finishing Class)



Have fun photographing underwater! Join Elena Hernandez as she demonstrates the art of creating underwater portraits. This will be a hands-on class where participants are encouraged to join Elena in the pool to create underwater portraits of a model. There will be a poolside discussion before the underwater demonstrations to discuss safety issues and techniques required for capturing images. Bring an underwater camera or underwater bag to use with your camera.

On Tuesday, join Elena as she shows you how she finishes her images in Photoshop. Bring your laptop computer and work on your images during this classroom presentation. This program is sure to make you addicted to fun fine art!

Elena has a Masters Degree in Photography and Photographic Craftsman Degree from PPA. She has been awarded the Fuji Masterpiece Awards as well as Kodak Gallery Awards. Her work has appeared in a few album covers, novels as well as several national and local magazines & newspapers such as: Rangefinder, Professional Photographers of America, Bride and Groom Magazine, People Magazine, Billboard Magazine, D Magazine, R and R Records, and the Dallas Morning news to name a few.

Successful Strategies for Maximum Profits

ELIZABETH & TREY HOMAN

San Antonio, TX

Wednesday 8:30 am - noon



Let's face it... being a photographer is a lot more fun if you have a steady stream of clients and you are learning a good income. That is why we are so excited to have Elizabeth and Trey Homan closing out our final day of Summerfest. As the owners of one of the leading studios in the country, they have a lot to share with those who want to be successful.

Elizabeth and Trey have learned that to be consistently successful in today's photography industry you need to have a plan. Success doesn't just happen! You need to plan your portrait session, your products and your sales presentation. In this Summerfest 2015 original program, Elizabeth will explain her thought processes and methodology for when she is photographing a portrait session. Next, Trey will discuss how to guide your clients to purchase the products you want in order to maximize the sales experience. To tie it all together, they will show you how their marketing keeps sessions coming in their door all year long.

Elizabeth and Trey have had their studio, Artistic Images, in San Antonio for the past 22 years. Elizabeth has won many, many awards, including Master of Photographer, Photographic Craftsman, Photographer of the Year and one of the Top 10 Albums in PPA. Her most coveted award, so far, is earning the designation of 2014 PPA Elite Member, given to 26 photographers out of 27,000 members. Trey has earned the Certified Professional Photographer designation from PPA and serves on the PPA Charities Board of Trustees and serves as Treasurer of TPPA.

Shoot to Thrill

MICHAEL MOWBRAY

De Forest, WI

Tuesday 2:00 pm - 5:30 pm

Sponsored by



It's not enough in today's ultra-competitive market to create quality, standard portraits. You have to separate yourself from the competition and motivate the client to choose you over their other options. Put simply, you have to "Shoot to Thrill." You must amaze, stun, and astonish your market with breath-taking portraiture and you must use cool and dramatic lighting. In addition, you must nail your posing and direction and make your client look awesome.

The images on your marketing materials, web site and Facebook page also need to grab the viewer and refuse to let go. But it doesn't stop there. You have to thrill the client at every turn. Your editing, your service skills, your studio ambiance, your interaction with your client, your product mix... all must contribute to an incredible experience that turns your clients into motivated fans. On the technical side, Michael Mowbray will show you how he leverages Speedlites to create images that thrill his clients.

Michael claims to be "light-hearted and fun without any fluff." He really enjoys teaching and speaking, and he loves sharing his knowledge with others to help them improve and grow. His primary areas of specialty are high school seniors, weddings, and Speedlites. Michael uses Speedlights for 99.9% of his lighting and has a popular book titled "Shoot to Thrill" that was released by Amherst last May. His follow-up book, "The Speedlite Studio," came out in January.

CPP Summer Camp

GARY & KATHY MEEK

Hot Springs, AR

Monday 9:30 am - 5:30 pm



Texas PPA supports the value and benefits of the PPA Certified Professional Photographer program. Professional credentials are not just handed out. They are EARNED. Photography credentials are no different, and any Certified Professional Photographer (CPP) can tell you that... "There's a lot of effort that goes into preparing for the CPP exam alone (let alone the image submission review), and that's why the Certification Preparation Class is so important."

Join Gary and Kathy Meek as they spend the day reviewing and going over some of the highlights of the PPA Certification test specifications. Math formulas and color theory are often some of the harder things for some to grasp but they will explain it in a way anyone can understand.



No one day program can adequately prepare you to take the exam. However, if you have been working on the material and need to brush up on some key elements, this class is for you. If you have never considered taking the CPP test, this class will give you some insight and some understanding of what it takes to prepare for PPA Certification.

Gary and Kathy Meek have the ability to explain these technical concepts from their extensive experience. They've taught preparation classes like this (the CPP exam) since about 1991. They know their stuff. Sure, Gary would be the first to tell you when he doesn't know something...but he'll follow that statement up with, "But we'll find out." And you will, too.

The Power of Art

CINDY ROMANO

Surprise, AZ

Tuesday 9:30 am - 11:30 am

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For Cindy Romano, art is a language. As she says, "It is the language of human greatness, both good and bad. It is a place to find ourselves and show our souls. It is an escape." In her presentation, Cindy will talk about how she came into her art and the hurdles she went through to get there. She will touch on topics such as: working together, what to look for when creating your art piece, hands-on photographing showing different light, posing and working with clients, and some Photoshop. Participants will photograph a model and work on those images in class.

Some items you might want to bring include: camera, Pocket Wizard, and a laptop with portable hard drive.

Cindy is a devoted, impassioned wife and mother of two children. She is driven by the constant quest to capture the true character and personality of every one of her clients. Constantly searching for new ideas that will enhance her portraiture, she believes that "true creativity is found outside your comfort zone" and will share her studio experiences from the very beginning to the present.



Schedule of Events

Sunday, June 28

7:00 AM	Print Committee Meets
8:00 AM	Judges Breakfast
8:30 AM	Registration Desk Opens
9:00 AM	Deadline for Hand Carried Print Cases
9:00 AM	Print Competition Summer Camp
10:00 AM	Print Judging
12:30 PM	Lunch
2:00 PM	Print Competition Summer Camp Resumes
2:00 PM	Print Judging Resumes
6:00 PM	Dinner
7:30 PM	Print Committee Meets

Monday, June 29

6:00 AM - 7:15 AM	Sunrise Photo Session hosted by Doug & Laura Bennett
7:30 AM - 9:00 AM	"Landscape Photography - The Craft & The Art" – Doug & Laura Bennett
7:30 AM - 9:00 AM	"What Lies Underneath..." - Elena Hernandez
7:30 AM - 9:00 AM	"Simply Be: Lifestyle Seniors" - Brad Barton
8:30 AM	Registration Desk Opens
9:30 AM - 11:30 AM	"Families: Are You and Your Client Prepared?" - Kari Douma <i>Presented by ACI Lab</i>
9:30 AM - Noon	"CPP Summer Camp" - Gary and Kathy Meek
11:30 AM	Working Lunch: Portfolio and Image Mentors
12:00 PM	Lunch
12:30 PM	TPPA Annual Golf Tournament (MUST Pre-Register... <i>contact Steve Armstrong</i>)
1:30 PM - 5:30 PM	"CPP Summer Camp" <i>Resumes</i>
2:00 PM	Working Lunch ends
2:00 PM - 5:30 PM	"Photo-Synthesis Live" - Bob Coates <i>Presented by Panasonic</i>
6:30 PM	TPPA Family Fun Night
10:00 PM	President's Hospitality

Tuesday, June 30

6:00 AM - 7:15 AM	Sunrise Photo Session hosted by Doug & Laura Bennett
7:30 AM - 9:00 AM	"Landscape Photography - The Craft & The Art" - Doug & Laura Bennett
7:30 AM - 9:00 AM	"What Lies Underneath..." - Elena Hernandez
7:30 AM - 9:00 AM	"Simply Be: Lifestyle Seniors" - Brad Barton
8:00 AM -10:00 AM	CPP Exam
8:00 AM	Past Presidents Breakfast
9:00 AM	Registration Desk Opens
9:30 AM	Past Presidents Spouse Breakfast
9:30 AM - 11:30 AM	"The Power of Art" - Cindy Romano <i>Presented by ACI Lab</i>
11:00 AM	Working Lunch: Marketing 1 on 1 Mentoring
12:00 PM	Lunch
1:30 PM	General Membership Meeting
2:00 PM	Print Committee Meets
2:00 PM	Photoshop Theater: Preparing Landscape Images – Doug & Laura Bennett
2:00 PM - 5:30 PM	"Shoot to Thrill" - Michael Mowbray <i>Presented by ACI Lab</i>
4:00 PM - 5:30 PM	Photoshop Theater: Elena Hernandez
5:45 PM	Group Photo
6:00 PM	Dinner On Your Own
7:30 PM	Awards Presentation and Dessert Reception
10:00 PM	Print Committee Meets
10:00 PM	President's Hospitality

Wednesday, July 1

7:30 AM	Pick up Print Cases
8:30 - Noon	"Successful Strategies for Maximum Profits" - Trey & Elizabeth Homan <i>Presented by Millers Professional Imaging</i>
12:00 PM	End of Event

Check for Schedule Updates at TPPA.org

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New Event... New Location!

La Torretta Resort and Spa

This incredible facility features a water park, a beautiful 18 hole golf course, an incredible full service spa, and much more. This resort is a family vacation destination on Lake Conroe. Bring your boat or jet skis and dock them right at the hotel!

The Aqua Park is home to La Torretta Lake Resort's multiple pools featuring an elegant heated upper pool with an infinity edge that cascades down into a 6,400 square foot Mediterranean pool. Other pools include the Breeze Buster pool, Lay-Z River™ Rapids and the Splash Scape pool with an in-water playground, and the Pollywogs pool for the youngest of water lovers. This Texas resort offers the best way to beat the Texas heat.

Dining options include the Coco Cove Poolside Grill, the Yoi Sushi Bar and the Lakeside Restaurant and Bar, just to name a few! There is a piano bar, a coffee shop and the Energie Lounge. Check out the many dining options at the La Torretta website: www.latorrettalakeresort.com.

The kids will be thoroughly entertained at the Aqua Park, but when it's time for some dry fun away from the pool, the activity options read like a novel. There is an arcade, miniature golf, and movie nights by the pool. They will enjoy putt-putt, a teen hang-out with video games, making s'mores and other organized activities and games throughout the day led by the La Torretta staff.

Adults will still enjoy evenings with friends sitting by the pool or on the banks of Lake Conroe with a fishing pole in hand. There is a coffee shop, food grill, sushi bar and piano bar just a few steps from the pool. At the end of the day, your family will enjoy plenty of room in your beautifully decorated suite! That's right – every guest room at La Torretta is a suite! The room rate for TPPA Summerfest attendees is an unbelievable \$109 per night. As an added bonus, if you book your room by June 1st, you will get your La Torretta Resort Fee (normally \$30) ABSOLUTELY FREE with your stay at La Torretta! Don't miss out on this huge money-saving offer. Register now and reserve your suite at www.TPPA.org. Just staying in your suite is a vacation in itself.

Family Fun Night

After a hard day of water slides, golf, hanging out in the lazy river, going to the spa and learning photography, you and your family are going to need to find something fun to do! That is why we have put together the TPPA Family Fun Night!

You and your family are invited to join us at the TPPA Villa for an evening of fun, food and fellowship! Bring your lawn chairs and your coolers – we will supply the sandwiches, hot dogs, chips and more for an old fashioned summer picnic on the shores of Lake Conroe. Admission to the TPPA Family Fun Night is included with your registration and includes the picnic meal. There will be games and fun and surprises for everyone. The fun starts at 6:30 PM.

Awards Presentation & Dessert Bar

We have had it with boring banquet food! Join us on Tuesday at 7:30 pm for an evening of sweet satisfaction! We will begin with the children's awards for the Kids Foto Kontest. Every kid who participates will be recognized and we will announce the winners from each category. The excitement continues as we announce and unveil the winners from the TPPA Annual Print Competition. Then, be sure to hang around as we are going to delight your taste buds with something sweet at the "dessert reception." The dessert bar is included with your registration. Kids and guest can purchase a ticket for the dessert reception for only \$12.

This will be an event to remember. So, make plans to attend and bring the entire family!



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Texas PPA Annual Print Competition



The purpose of this competition is to allow photographers to enter photographic prints to be judged against a Standard of Excellence and to assist the entrants in preparation for PPA District or International Print Competition.

The 12 Elements of a Merit Image (For more information, go to www.ppa.com/ipc.) will be used in accessing each image and applying a final score.

With this competition, TPPA members are also eligible for awards and TPPA Points that count toward the Associate and Full Fellowship Degrees within TPPA.

Rules:

- Entrants may submit up to 4 physical prints or digital entries and one album (any event) physical or digital. Album scores are not tabulated for overall print case scores, ie: Texas Top 10 or 4 for 4.
Size uploaded images at 4,000 pixels on the long side. That includes album spreads. Digital Albums must have an embedded color profile of either sRGB or Adobe RGB1998 and saved at a JPEG quality setting of 10.
- All entries must be uploaded/registered at www.printcompetition.com. Click on "Free Registration of a New User" or simply log in if you already have an account. Album entries must be in their own zipped folder before uploading. You will then need to deliver your physical prints and/or album to the print room in the La Torretta Conference Center by 9am on Sunday, June 28th.
- Prints/albums must be named before uploading in the following format: 001, 002, 003, 004, 005 (005 if entering an album).
- No changes to your entry are permitted once the entry deadline has passed. No refunds will be issued after the entry fee is paid.
- Prints must be a minimum of 80 square inches (8x10) and a maximum of 480 square inches (20x24) and a recommended thickness of 1/8th inch. The longest dimension of any print cannot exceed 24 inches.
- The entrant's name shall not appear anywhere in or on the face of the entry.
- No texture or sharp edges that may damage another maker's print is allowed. Images on metal are allowed if corners are rounded. A thickness exception will be made for metal images.
- No entry will be eligible that has been made under the supervision of an instructor or as a class assignment of any kind.
- No two entries shall be of the same subject, even if the subject is not a dominate subject in the image. This also applies to images entered while also appearing in an album of the same case.
- Once an image has been awarded a score of 80 or above, it cannot be entered again at the TPPA Summer Seminar Print Competition.
- Entries under the Master Artist category must have guide prints on the face of the overall canvas.

Registration:

Registration closes on June 27th, 5pm. After that, your case must be registered on site.
On site registration closes on Sunday, June 28th, 9am.
Registration is \$39 per case until the June 27th deadline. \$59 if registering on-site.

Eligibility:

- Entrant must have captured and created the original exposure with the exception of Master Artist Entries. For these entries, the entrant is being judged on his/her ability to combine different elements/images. The entrant does not have to be the original creator of the elements in the final image.
- All processing, manipulation and printing or rendering, were done by the entrant or under their direct supervision.
- The entrant has obtained and has access to all necessary releases (model or property) and agrees to hold TPPA harmless against all claims and liabilities arising out of TPPA's display, publication and promotion or other use of each image submitted to TPPA.
- The entrant's name shall not appear anywhere in or on the face of the entry.
- Entrants may enter a maximum of four entries + one event album, physical or digital.
- No entry will be eligible that has been made under the supervision of an instructor or as a class assignment.
- No two entries may be of the same subject. Includes prints and albums.

(continued)

Turn ANY room into a Studio!

Spotlight Pics

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



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"Music Lesson" was created by Gail Nogle in 2003 for Crystal Charity Ball, an organization benefitting children's charities in Dallas County. The Old Red courthouse in downtown Dallas was one of the beneficiaries that year for The 50th Anniversary Project. The money raised went toward renovating the Old Red Courthouse in downtown Dallas and creating the Crystal Charity Ball Children's Learning Center within the Old Red Museum.

Nogle was asked to submit 25 photographs taken in the courthouse before renovations began to be used in the Crystal Charity Ball datebook. The building was completely empty but she had to come up with creative photographs with children to represent the gift that they had received from CCB. Once she was on the site, Gail noticed the wide open spaces, high arched windows, and 15 foot ceilings. "It was a photographer's dream!" she explains.

After much research and thought, she decided to do some Norman Rockwell style portraits. The man in the photos is a friend of her's who plays and repairs violins and the boy is the son of a client. The image was accepted into the Photography Hall of Fame in Oklahoma.

SWPPA Trophy Winners 2015



Trophy: Best Portrait of an Animal
“Brr... I Should Have Brought My Fur Coat”
by Abby Zimmer Malone of Benton, Arkansas



Trophy: Best Artist
“A Pirate’s Life for Me”
by Cristie Reddehase of Spring, Texas



Canon Photographer Par Excellence Award
“I See Her In My Dreams”
by Maria Bernal of Cedar Park, Texas



Trophy: Best Illustrative/Commercial
SWPPA Best of Show
“Permission to Buzz the Tower”
by Chris Smith of Midlothian, Texas



Trophy: Best Wedding Portrait
Fuji Masterpiece Award
“She’s Got a Way”
by Andrew Faulds of Mesa, Arizona



Trophy: Best First Time Entry
“Peruvian Matriarch”
by Lisa Sego of Corrales, New Mexico



SUNSET LEXJET Best Print
“Kung POW Chicken!”
by Tracey Gibson of Fort Worth, Texas



Trophy: Best Portrait
Fuji Masterpiece Award
“Pointe of Grace”
by Dawn Muncy of Enid, Oklahoma



Trophy: Best Senior Portrait
“Her Latest Masterpiece”
by Cris Duncan of Lubbock, Texas



Kodak Gallery Award
“In Flight Meal”
by Janel Randall of Saginaw, Texas



Trophy: Best Portrait of a Child
“Addy Rattles On”
by Mary Waters of Perry, Oklahoma



Canon Artist Par Excellence Award
“A Nod to Norman”
by Ann Naugher of Tulsa, Oklahoma



Trophy: Best Nature/Landscape
“Pastoral Couture”
by Douglas Bennett of Colorado Springs, Colorado



Trophy: Best Event Album
“My Heart - My Soul - My Everything”
by Francie Baltazar Stonestreet of Kingwood, Texas



ASP Regional Medallion Award
“Made in Detroit”
by Barry Nelson of Lubbock, Texas

QUICK TIPS ON OUTDOOR

SPORTS LIGHTING

— BY RANDY POLLARD —



Photographing sports teams and individual portraits outdoors can be tricky at times. How should I pose them... standing or kneeling? How should I arrange the group? Is the coach getting upset with me for taking too much time? With all of those worries, figuring out how to light the players and team in full sunlight doesn't need to be one of them.

My first experience with photographing sports teams was about 12 years ago. I was faced with bright sunlight, a lot of wind, and impatient parents and coaches. Nothing seemed to be on my side. After photographing several teams like this and learning to "muddle through," I knew there had to be a better way. There was!

While attending Imaging USA one year, I stumbled into a sports photography seminar that totally changed the way I approach sports teams and individual images today. It was another one of those benefits of belonging to PPA and TPPA, by the way. I immediately saw the error of my ways, slapped my forehead, and saw the light... literally! What I learned that day was a very basic approach to sports lighting that I now use on every outdoor sports session today. Here is how it works.

Let's say you show up for an outdoor T&I (team and individual) session and it's 3:00 in the afternoon and the sun is about three hours from setting. Actually, the sun is somewhat directional but it is still very bright and harsh. Conventional wisdom teaches that you turn the subject so that the sun is your main "modeling" light and then figure out a way to deal with all of the squinting. The end result is usually a flat, harshly lit image with hard shadows and several inevitable "closed eyes." But if you place the subject under a tree or shade, you end up with a blown-out background. Here's how we handle the situation.

Place your subject so that the sun is at their back. That's right... at their back. The real success to this is using off-camera flash (OCF), which we do 99.99% of the time now. If you're a bit squeamish about using OCF,

don't be. Find a mentor or attend a seminar or Texas School class and get some hands-on experience using OCF. I promise you that it will change your images overnight.

As a side note, I'll tell you that we do not photograph using ETTL. In fact, I'm not really a big fan of ETTL. I realize that many photographers use it very successfully but let's just say I'm too much of a control freak. So, for our sports photography, we use Vivitar 285 flashes. They are chunky, tough, and fully manual for our purposes. With one of them mounted on an EZ-2 light stand (which goes from light stand to stick just by picking it up and letting the legs fold), we can light from one player to an entire team. Give me two or three of these and I'm good for a larger team or studio quality images inside a dark gym.

With the sun at their back, the second piece of equipment you really need is a light meter. Remember those? We are partial to Sekonic but any meter with incident light metering mode is a must. Spot metering capability is another definite plus as well. If you use a light meter religiously as I do, you understand what I'm talking about. If you rarely use one at all... get one! It is one piece of equipment that will dramatically improve your images. You will shoot less, edit less, charge more... and sleep better.

Next, take a reflective meter reading on the brightest area of your background. You can even do this "in-camera" by focusing on the brightest part of your background. The meter in your camera is a reflective meter.

One minor drawback to using the Vivitar flash with today's digital cameras is that it will not sync with higher shutter speeds. This means that you can only sync at 1/200 of a second or slower. This is important to know because you can get a very nasty surprise if you try to sync at faster shutter speeds!

For this demonstration, let's say that the reflective meter reading on the brightest part of the background is 1/250 second at f8. Now you know where

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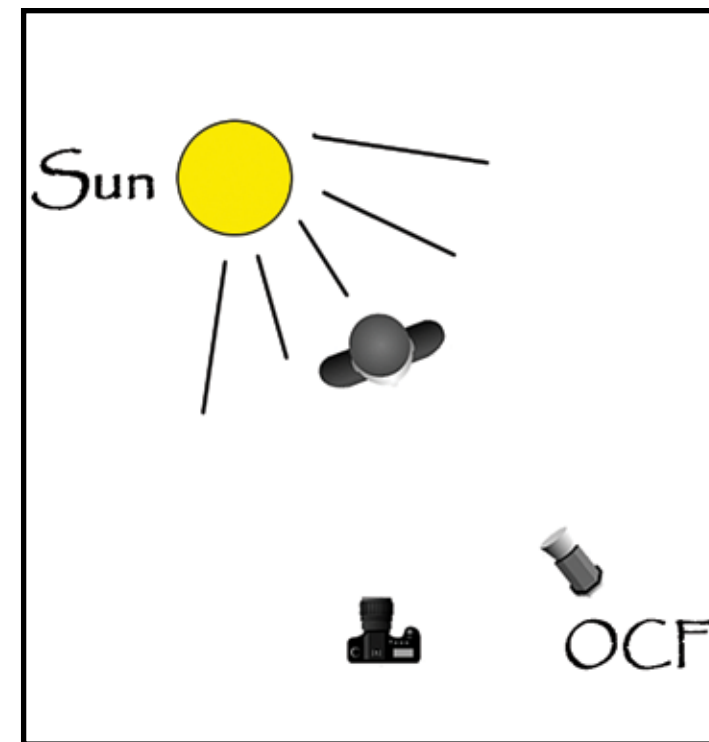
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Pose the subject with the sun to their back and use off-camera flash.
People trying to shoot over your shoulder will think you've lost your mind!

to meter your flash. I basically try to meter my flash (main light) about the same as the background. You can easily take an incident reading of the ambient light falling on the background, but you also need to consider the reflectivity of what's behind your subject. Is it green grass or dead brown grass? Is there cement or dark asphalt back there? Green grass will not be as reflective as brown grass and asphalt will not be as reflective as cement.

So, if I'm matching my ambient light, I'll set my main light at f8 as well. I've discovered that more than about 1/3 of a stop more than the ambient may throw shadows where I don't want them. So, my camera setting is 1/250 of a second, ISO 100, and f8.

To tweak the background lighter, slow down the shutter a bit. If you need the background a little darker, add a bit more strobe and change the aperture accordingly. By using these guidelines, I can usually hit it pretty close on the first try.

Your next obvious question is probably "how do you control depth of field at f8?" To answer that question, remember that there are three ways to control depth of field... and f-stop is only one of them. So, just step closer to the subject or use a longer focal length lens to obtain your desired depth of field.

There is a free smartphone app called "Simple DOF" that allows you to input your f-stop, focal length, and distance from your subject to tell you how much in front and behind your subject will be in focus. For team images, this app is priceless!

As a bonus tip, remember that depth of field plays out like this... about 1/3 of the field is in front of your subject and about 2/3 of it is behind your subject. This is critical when determining where you focus on the team image. For example, if you have three rows in the group and your depth of field is a total of 4 feet and you focus on the back row of players, the front row will be soft. Your focus point should be on the second row for the best sharpness.

Another tip I've found to obtain a more "shallow" depth of field is to use a Neutral Density filter. By adding this filter to your lens, your camera exposure will change, allowing you to drop from f8 to as low as f4. Viola! A shallower depth of field!

You can also easily add a second off-camera flash to the other side if you wish, especially for team images, to ensure the light ratio across their face is not too high. For sports images, however, I like the high light ratio. Even when you are photographing outdoors, keep in mind how you would light the same subject in the studio and try to keep your main light "directional." Even though these are just sports photos, the guys want to look tough and the girls want to look cute. With this method of lighting, you end up with a nice main light with beautiful hair and rim lighting.

One other advantage to this setup is that anyone shooting over your shoulder will think you've lost your mind! They can plainly see that the subject is dark and they will be clueless as to how you can make it work. Furthermore, they can't get the photo over your shoulder anyway because they don't have off-camera flash! Just imagine what they think when your images arrive and they are beautifully lit and their iPhone images are dark with a blown-out background! In the end, you are the hero of the day.

Randy Pollard Cr. Photog, CPP and his wife Laura Ann Pollard Cr. Photog, CPP own L-Ann Imaging and On the Edge Photography in Victoria, Texas. While L-Ann Imaging is their portrait studio, OTE is where Randy and his son Erick create their sports portraits for athletes in High School down to 3 year olds, including sports banners for the older athletes. Their website is www.getontheedge.com.



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NEWS FROM AROUND THE STATE

Contributors: Brazos Valley - Kathy Norwood; Heart of Texas - Tom Sergent; Houston - Nicki Evans; South Plains - Barry Nelson

Brazos Valley - Amy Zellmer, of St. Paul, Minnesota, was the guest speaker at the February meeting of the Brazos Valley Guild. Amy started her photography career in 1997 and moved into her first retail location in 2004. In 2008, she served as the President of Twin Cities PPA and earned her Craftsman Degree in 2009. Amy's program was presented in two parts which consisted of basic marketing strategies and then creative promotionals that generated funds during the slow times of the year. Basic marketing strategies consisted of email marketing, Social media, networking, Groupon specials and charities. The creative promo's ranged from Girls Night Out, Dog Days of Winter, Cute Kid Contests, Christmas in September to push Christmas cards in September.

Heart of Texas - The January speaker for the Heart of Texas Guild was Tim Babiak. His program, "De-mystifying Sales," outlined his approach to sales coupled with an in-depth knowledge of photography. Everyone left enthusiastic about sales and with new material to help boost our sales. The new Board of Directors was also introduced. They are: Luke Stokes, President; Rhonda Williams, Vice-President; and Darrell Vickers, Secretary/Treasurer. In the print competition, the Professional Photographer of the Year was won by Rhonda Williams. Second place went to Heather Hitt and third place went to Cecy Ayala. In the Associate Photographer of the Year competition, first place went to Billy Lauderdale, second place went to Farrell Vickers, and third place went to Cathy Steed. In the monthly People's Choice Competition, first place went to Rhonda Williams, while Tom Sergent placed second and Shelly Taylor placed third.

Amy Zellmer was the guest speaker at the February meeting, coming all the way from St. Paul, Minnesota. Amy is a self-proclaimed "Marketing-Genius" and shared many different marketing ideas to prove it. She finished up by giving out a bunch of gifts from her sponsor, ACI Lab. Winners in the Professional Photographers Division were: Rhonda Williams, first place; Jill Hubbert, second place; and Cecy Ayala, third place. Winners in the Associate Division were: Darrell Vickers, first place; Rick Duhrkopf, second place; and Billy Lauderdale, third place. Winners of the People's Choice were: Rick Duhrkopf, first place; Darrel Vickers, second place; with Jill Hubbert and Rhonda Williams tied for third place. Black and White winners were: Darrell Vickers, first place; Cecy Ayala, second place; and Jill Hubbert, third place.

Houston - Luke Edmonson was the guest speaker for the February meeting of the Professional Photographers Guild of Houston. Some of his key points included actively working to "be present" in all parts of your life and business, letting knowledge and new ideas percolate instead of trying to conquer them all at once, working on problems you can solve now instead of ones you can't, looking inside yourself to see why you shoot an image and shooting with empathy. During the meeting, there were 40 entries in the image competition. In the active division, Kelly Willis placed first and second and Kathy Kinser placed third. In the masters division, Dixie Dobbins placed first, Karen Butts placed second and Armando Chacon placed third.

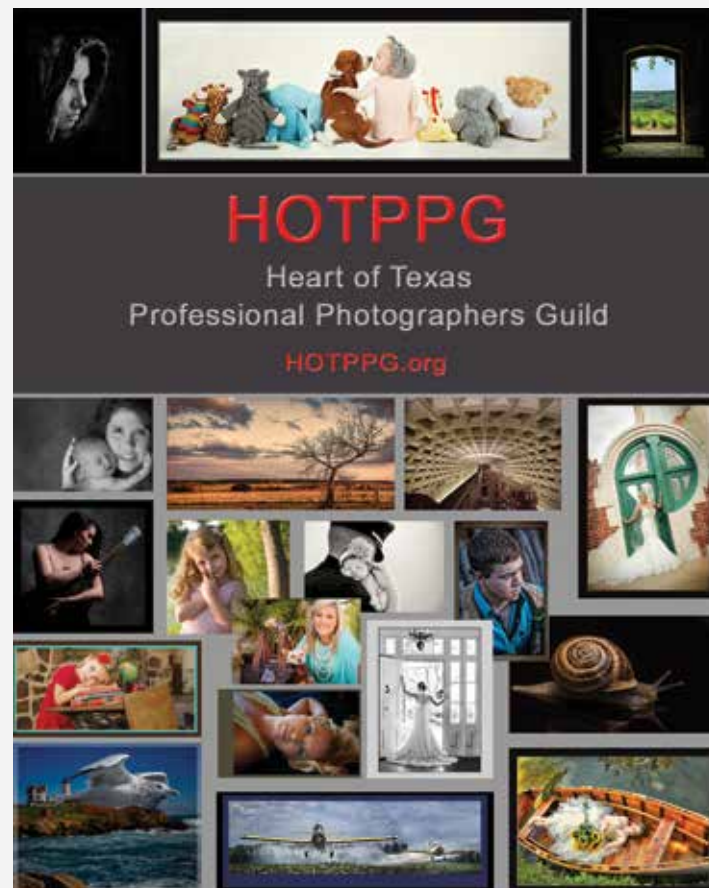
On February 22, Jenny Eisenhauer of Jenny Rhea Photography traveled from Austin to share her program "Winning with High School Sports." She shared how she books sports teams, creates products they can't live without, and makes them so happy they want to use her year after year. Jenny also

brought her Virtual Background Machine and demonstrated how she uses it on location for her sports images.

South Plains - In February the South Plains PPA guild was very excited to feature Kimberly Smith. Kim is a Master Photographer and her studio is in Muskogee, Oklahoma. Kim's presentation was centered around print competition... what it is, how it works, and why it's important in business. She covered the 12 elements of a merit print and showcased some of her own merited and loan collection images, as well as some that just missed the mark. It was very informative and inspirational. She closed her program with a powerful presentation and tribute to her late sister and gave a great explanation of why what we do as photographers is important and impacts people's lives.

Magazine Subscriptions Available - You can now send a magazine subscription for the Texas Professional Photographer to a friend. A one year subscription is only \$12 (reg. \$18). Order a subscription online at: www.TexasProPhotoMagazine.com.

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SWEET LIGHT

by Doug Box

A good way to increase your chances of finding good portrait lighting on location is to work with “sweet light.” Sweet light is found about thirty minutes before sunrise or about thirty minutes after sunset. When the sun is below the horizon, it yields bounced light, not the hard light that is produced when the sun is higher in the sky.

The length of time that sweet light will be available to you depends on the weather conditions you are faced with that day. For example, on an overcast day, you may run out of light more quickly than you would on a clear or partly cloudy day.

Using sweet light is the easiest way to create an available light portrait. The lower angle that the light originates from is much more flattering than overhead light and the light is simply less contrasty during this time. Getting great lighting is a snap. Just go outside and turn your subject’s face toward the setting or rising sun or the brightest part of the sky.



Professional Photographers of San Antonio Sharing the Vision



Ross Benton
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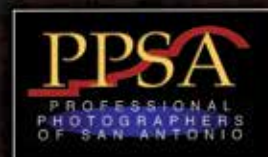
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Mastering Weddings



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TWO PRESENTATIONS ON APRIL 25 IN DALLAS

DON DICKSON
texas school director

Julianne Kost returns to Texas School with two special presentations on Saturday, April 25 at the InterContinental Hotel in Dallas. Photographers who have seen Julianne's programs know that she brings a fast-paced, information-packed program. If you have never seen her program, then you are in for something very special. The price to attend both programs is only \$47 if you have registered for Texas School. Admission is \$97 if you have not registered.

Refining Your Creative Vision Using Lightroom's Develop Module (Saturday, April 25 10am – 1pm)

Discover how to add your personal style to your images by harnessing the power within the Develop module

in Adobe Lightroom. Master the tools needed to enhance, refine and add creative effects to your images using both global and local non-destructive image adjustments including color and tonal enhancements, custom conversions to black and white, and special vintage and traditional darkroom effects. Learn how to create presets to quickly apply these effects to multiple images and prepare your images for final delivery.

Photoshop CC 2015 – Taking Your Images to the Next Level (Saturday, April 25 2pm – 5pm) With millions of images being uploaded daily, how will you create distinct images that attract attention in a crowded landscape? Let Julieanne Kost demonstrate how Photoshop can be a significant and compelling part of the equation. Instead of using Photoshop to fix problems that can be solved in capture, Julieanne will demonstrate how to take your images to the next level in post process using the powerful features of Photoshop CC. Learn how to advance your work using layers, masking, retouching, and other persuasive manipulation techniques in subtle and sophisticated ways – shortening the distance between your idea and the sharing of your final photograph. Attend this session for a mixture of practical tips and inspiration that will help you further your craft. To register, go to: www.texasschool.org/julieann-kost/.

If you've never experienced Texas School then you have missed out on one of the best learning experiences in the world that is available to photographers. There will be 36 classes covering many different topics 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 to be successful. Texas School offers everyone the best education in the country and at the most affordable price.

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. The Big Texas School Shoot Out will also be back. Bring your camera and you'll be able to photograph top models, cars, motorcycles, and much more. In addition, there will be an awesome Trade Show with prices that are only good at this one event.

For more information on this and other events at the Texas School of Professional Photography, go to: www.texasschool.org.

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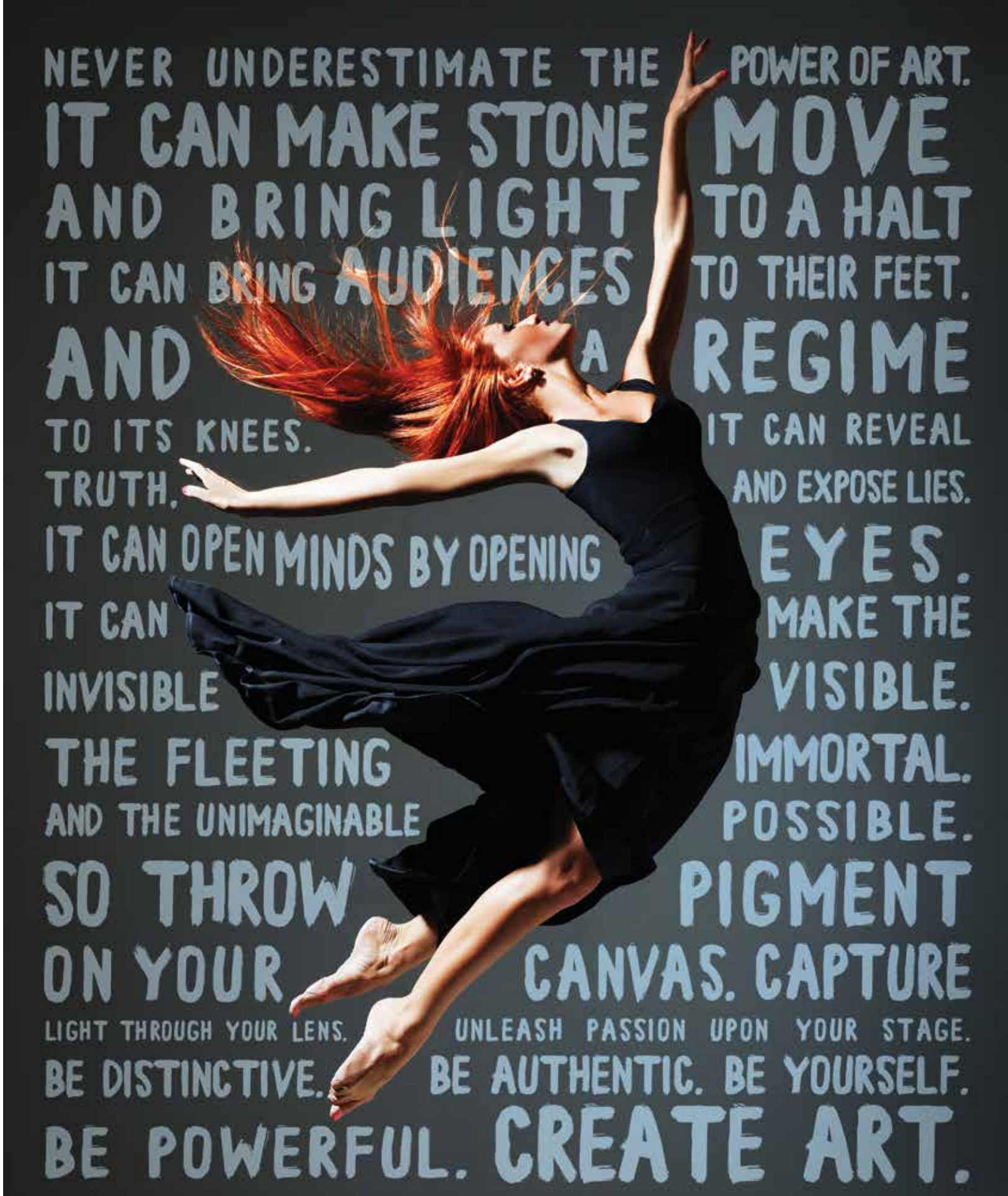


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