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September 30 - October 4
Arlington, TX



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COVER PHOTO

The maker of this month's cover image, Eric Curry, is one of the guest speakers at the Texas PPA Regional Convention and Trade Show, September 30 thru October 4 in Arlington, Texas. Eric "paints with light" and this is only one of the fantastic images he'll talk about in his program. Read more about Eric Curry and the other convention speakers on pages 8-16.



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CALENDAR OF EVENTS

- Sept. 30 - Oct. 4, 2011** **TPPA Regional Convention**
Arlington, TX
- April 29 - May 4, 2012** **Texas School 2012**
Addison, 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 MESSAGE FROM THE PRESIDENT

Cliff Ranson, President TPPA



Continuing a Great Tradition

For my family and me, the TPPA Summer Roundup in Kerrville has been a tradition for the last 18 summers. The seminar, and the theme, "Texas Tradition," has come and gone and was a tremendous success. Its new format seemed to spark more enthusiasm than ever and you could feel the excitement in the air. With all of the "hands-on" events and new activities for the kids, there was something for everyone throughout the event.

This year's print competition and exhibit was one of the most impressive I've ever seen. Congratulations to the print winners and to everyone who entered. So, make sure you take them on to the TPPA Regional Convention in September.

When I first began coming to Kerrville, I would simply show up and everything would "happen." Back then, I had no idea how much work goes on behind the scenes to make everything happen. Scores of dedicated volunteers always ensure everything is a huge success. I want to again thank all those who worked in front and behind the scenes and made it all happen again this year. During the last five or six years I've served as an officer, I have a new appreciation for those volunteers, as well as the judges, speakers and sponsors. All of us thank you.

As you can see, another TPPA Summer Roundup is planned for next year with some great education, social time, and trade show. In the meantime, we have the Texas PPA Regional Convention that will be here before you know it, so make your reservations now for September 30 through October 4, 2011. We have an incredible lineup of talent for this convention and plenty of fun and entertainment.

If you are a member of one of the other SWPPA Affiliate States (New Mexico, Colorado, Oklahoma, Arkansas, Louisiana), you are also receiving this "Convention Issue" of the magazine. But, if you would like to continue receiving it, you can now subscribe to it for only \$14 a year. The Texas Professional Photographer is published bi-monthly and won First Place in the PPA Affiliate Communications Competition this year. Congratulations to Bill Hedrick for making our magazine "number one" nationwide.

We look forward to seeing everyone in Arlington in a few weeks and to having a great time with our photography family!

Regards,

Cliff Ranson, TPPA President

Join Texas PPA TODAY!

Professional Active \$85 - Open to members in three categories:

1. Texas Photographers holding a Texas Limited Sales Tax Permit, available for assignments a minimum of 30 hours per week during ordinary business hours.
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3. Industrial photographers employed by a firm whose main business purpose is not selling photographs.

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Service Firm \$80 - Open to manufacturers, suppliers, laboratories and businesses supplying photographers; includes one person's membership.

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.

Staff Associate \$45 - Open to individuals employed by a Professional Active or Service Firm 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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First Place Nationwide



by
Jim Bacon

It's official. The Texas Professional Photographer is the number one magazine of its kind in the nation! The announcement came in May from the Professional Photographers of America that the Texas magazine took first place in Category I of the PPA Affiliate Communications Competition.

Category I includes printed publications over 12 pages that are printed at least three times a year. The Texas Professional Photographer averages between 36 and 44 pages and is printed six times a year.

The annual competition, sponsored by the Professional Photographers of America, was designed to improve affiliate publications and websites and recognizes those involved in producing these communication tools. It awards every eligible entrant one PPA merit per entry. Those who place or earn an honorable mention receive an additional merit for each winning entry.

Qualified judges came in from the communications field, specializing in different segments, from marketing communication to magazine editing, and scored magazines, newsletters and websites in regards to editorial content, overall appearance and service to members.

Bill Hedrick has been the Editor of the Texas Professional Photographer since 1997, taking over the position after the retirement of TPPA Editor, Walt Hawkins. Since that time, the

magazine has evolved from an average 30 pages with only a few pages of color to a 36 to 44 page magazine with color pages throughout the publication.

Since the 1980's, Bill contributed articles to the magazine and it was his writing that caught the attention of the officers of Texas PPA. Before long, he was brought onboard the TPPA Executive Council as a Councilor at Large and, later, as an officer and served as TPPA President in 1992-1993.

He was already a Master Photographer and had a successful studio in Kilgore, Texas. In 1997, Bill sold his studio and has been the Editor of the Texas Professional Photographer ever since.

Over the last 14 years, Bill has streamlined the Texas Professional Photographer into a well-oiled and efficient publication that is the envy of PPA affiliates nationwide. "It's been fun and exciting to see these changes take place," says Bill, who has published over 89 issues from his home office in Kilgore, Texas.

From each issue, several hundred additional copies of the magazines are mailed to vendors around the state as part of a TPPA membership drive established when Ed Alexander was president of the association. Vendors place them on their counters to give to their customers.

The Texas Professional Photographer is printed by Complete Printing and Publishing in Carthage, Texas.



First Place in Category #1 of 2011
National Affiliate Communications Competition
Professional Photographers of America
Bill Hedrick, Editor






CONVENTION 2011



September 30 - October 4
Arlington, TX

2011 TPPA Regional Convention & Trade Show Schedule of Events

FRIDAY	FRIDAY	SATURDAY	SUNDAY	SUNDAY	MONDAY	TUESDAY
						
Ross Benton	Thom Rouse	Julie Klaasmeyer	Richard Sturdevant	Barry Rankin	Alex Buono	Eric Curry

Thursday, September 29

2:00 pm	Print Committee Meets
4:00 pm	Set up Print Competition Rooms
4:00 pm	Set up Print Competition Rooms
2:00 pm - 7:00 pm	Receive Hand Carried Print Cases

Friday, September 30

7:00 am – 8:00 pm	Registration open
9:00 am - Noon	Print Judging
9:00 am - Noon	Print Judging
8:00 am - Noon	Ross Benton - “Photoshop WoW Factor 3.0”
Noon - 1:30 pm	Lunch (<i>on your own</i>)
1:30 pm - 5:00 pm	Ross Benton - “Photoshop WoW Factor 3.0” (<i>con’t</i>)
1:30 pm - 5:00 pm	Print Judging
1:30 pm - 5:00 pm	Print Judging
5:00 pm - 7:00 pm	Dinner (<i>on your own</i>)
7:00 pm - 10:00 pm	Thom Rouse - “Visual Literacy & Style” <i>Sponsored by American Color Imaging Lab</i>

Triple Crown
World Series 1 & 2
Super Bowl 1 & 2
Triple Crown

Foyer 2nd Floor
World Series 1 & 2
Super Bowl 1 & 2
Hall of Fame

Hall of Fame
World Series 1 & 2
Super Bowl 1 & 2

Champions Ballroom

Saturday, October 1

8:00 am - 5:00 pm	Registration open
8:30 am – 11:00 am	Julie Klaasmeyer - “Our Biggest Challenge” <i>Sponsored by WHCC Lab</i>
9:00 am - whenever	Print Judging
9:00 am - whenever	Print Judging
11:00 am - 4:00 pm	Trade Show Registration opens
11:00 am - 4:00 pm	Trade Show Open
4:00 pm - 6:00 pm	Vendor Reception (<i>Exhibitors Badge Req’d</i>)
4:00 pm - 7:00 pm	Julie Klaasmeyer - “Our Biggest Challenge” (<i>con’t</i>)
7:00 pm	Dinner (<i>on your own</i>)

Foyer 2nd Floor
Champions Ballroom

World Series 1 & 2
Super Bowl 1 & 2
Convention Center Lobby
Convention Center
Hall of Fame
Champions Ballroom

Sunday, October 2

6:30 am – 4:00 pm	Registration open
7:30 am - 9:00 am	Southwest PPA Past Presidents Breakfast
8:00 am – 11:00 am	Richard Sturdevant - “Creating & Selling Senior Sports Art” <i>Sponsored by Virtual Backgrounds & BWC Lab</i>
9:30 am - Noon	Southwest PPA Board Meeting
11:30 am - 4:00 pm	Trade Show Registration open
11:00 am – 3:00 pm	Trade Show open
11:30 am - 1:00 pm	Southwest PPA Past Presidents’ Spouses Luncheon
1:30 pm - 3:30 pm	CPP Test
1:30 pm – 3:00 pm	District Leadership Meeting
3:30 pm – 6:30 pm	Barry Rankin - “Making a Living in Today’s Economy” <i>Sponsored by Allied Photographic Lab</i>
7:00 pm – 8:30 pm	Dinner (<i>on your own</i>)
9:30 pm – 11:00 pm	Convention Party - Entertainment by “What the Duck” Aaron Johnson <i>Sponsored by Full Color Lab</i>

Foyer 2nd Floor
Stanley Cup Room
Champions Ballroom

World Series 1
Convention Center Lobby
Convention Center
Hotel Restaurant
World Series 2
World Series 1
Champions Ballroom

Champions Ballroom

Monday, October 3

7:30 am – 3:00 pm	Registration open
7:30 am - 9:00 am	Texas PPA Past President’s Breakfast
9:00 am – Noon	Alex Buono - “HDSLR Cinema 101” <i>Sponsored by Canon USA and Lexar Media</i>
9:00 am - 11:30 am	Texas PPA Executive Council Meeting
11:30 am - 2:00 pm	Texas PPA Past Presidents Spouses Lunch
Noon - 2:00 pm	Texas PPA Board of Directors Luncheon
1:30 pm – 5:00 pm	Alex Buono - “HDSLR Cinema 101” (<i>con’t</i>) <i>Sponsored by Canon USA and Lexar Media</i>
5:00 pm – 5:15 pm	Texas PPA General Membership Meeting
6:30 pm - 7:30 pm	Cocktail Reception
7:30 pm - 10:00 pm	Print Awards Gala & Dinner
10:00 pm - whenever	President’s Hospitality

Foyer 2nd Floor
Stanley Cup Room
Champions Ballroom

World Series 1
Hotel Restaurant
Super Bowl 1 & 2
Champions Ballroom

Hall of Fame
Foyer 2nd Floor
Champions Ballroom
19th Floor

Tuesday, October 4

8:00 am – 11:00 am	Print Cases pick up available
8:00 am – Noon	Eric Curry - “American Pride & Passion”

Triple Crown
Champions Ballroom

Thanks for coming! Have a Safe Trip Home!



Photoshop WoW Factor 3.0

Ross Benton

Friday 8:00 am - Noon
(continued) 1:30 pm - 5:00 pm

Join us for a powerful class of Photoshop functions, portrait retouching, print finishing and album design. Create images that look like you spent hours with only minutes of work. This will be a fast paced program with textures, filters, patterns, actions, profiles and so much more. We will then dive into some Custom Album design tools and wedding sales techniques. This program will also cover Photoshop and Bridge. Other topics of the day include:

- Inspire Yourself
- Skin, Hair and Eyes
- Dodge and Burn
- B/W vs Sepia
- Grain

- Portrait Texture
- Dramatic Backgrounds
- Portrait Templates
- Texture Backgrounds
- Selective Color (toning)

- Photographic Design
- Marketing Design
- The Power of Color
- Selection Logic
- RAW capture

- Album Design Theory
- Custom Album Layouts
- Extending Backgrounds
- Custom Album Backgrounds
- The Romantic Portrait



Finally, Ross will explain how to blend these various elements to build albums in just minutes.

Ross Benton's father was a race car driver and Ross spent much of his life at the track taking pictures. His ambition was to become a race car driver himself but a back-breaking accident ended his racing career in 2001. Realizing his natural talent for photography, Ross changed careers and, in 2008, opened a storefront studio in San Antonio. Since that time, he has accumulated a multitude of awards in a relatively short amount of time. Hang on to your seats; this will be a fast paced program with tons of information!



Visual Literacy and Style: Mind, Heart, and Eye

Thom Rouse

Friday 7:00 pm - 10:00 pm *Sponsored by ACI Lab*

Visual literacy is "knowing and appreciating a successful image when we see it, and having an awareness of the rules and concepts underlying the success of an image." It's not just the ability to capture a photograph that is important, but knowing a successful image when we see it - whether in the environment or in our minds. Thom Rouse's program will briefly review the fundamental philosophy of creativity and visual literacy and proceed to practical methods for advancing our image making potential. The main topics include:

- How we can develop our own individual sense of visual literacy.
- Illustrating the practical process of creative image making.
- A review of the rules of image making and how to use them.
- "Discovery" versus "Creativity."
- Finding inspiration from 40,000 years of visual history.
- Sources for ideas and inspiration - some obvious places and some not so obvious.
- Identifying your "process" of how and why you make an image.
- Style - "What is it and how to get it."

Thom began his career as a portrait-wedding photographer in 1994. Based near Chicago, he now divides his time between commercial, fine art, and commissioned fine art images. His conceptual fine art images utilize real world photographs blended and manipulated to create an alternative to real world perception. He is a PPA Master-Craftsman and Master of electronic Imaging, and is a Fellow of the American Society of Photographers. He holds three Diamond, four Platinum and one Gold Photographer of the Year Awards from the PPA. He is three-time recipient of the Illinois Photographer of the Year and 2010 MARC Photographer of the Year. Other awards include numerous Kodak Gallery and Fuji Masterpiece Awards, and PPA Loan Images and his work is exhibited worldwide.



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Our Biggest Challenge

Julie Klaasmeyer

Saturday 8:30 am - 11:00 am

(continued) **4:00 pm - 7:00 pm** *Sponsored by WHCC Lab*

Have you wondered what happened to that business you created out of your love for photography? Are you making common mistakes just because your job happens to be your passion? Are you ready to take the necessary steps to regain control over your business? Join Julie for a positive, uplifting, informative presentation and walk away feeling refreshed and ready to make productive changes in your studio. Topics include:

- Achieving balance with your business and your life
- The ins and outs of a very well planned baby program
- Boutique studio tips, personalized for each client.



Julie Klaasmeyer owns and operates a 9,000 square foot boutique studio in Paola, Kansas. Her passion for art started when she was young and has taken her through projects from scrapbooking to cake decorating and many other projects in between. She combined her passion for art with her love of photography and opened her doors nine years ago. Julie is dedicated to providing only the finest for her clients and consistently re-develops her product line to offer new and fresh art for them as well. She uses primarily natural light and loves to incorporate digital art and image design into her work flow. Julie has taught classes and workshops all over the country and is sponsored by WHCC. Her images have been displayed in the PPA Loan Collection, PPA magazine, WHCC photo booth, GW Moulding, and many background companies as well. Julie has earned several Fuji Masterpiece awards, Kodak Gallery awards, 10 judges ribbons, and was named 2009 Kodak Photographer to watch.



Creating and Selling Out-of-This-World Senior Sports Art

Richard Sturdevant

Sunday 8:00 am - 11:00 am

Sponsored by Virtual Backgrounds & BWC Lab

Richard Sturdevant is a leading expert in photographic artistry and creative composites. His award winning work, style, and techniques have earned him high praise in the photographic industry. Richard is known for an impressive track record in PPA print competition - receiving 13 prints with a perfect 100 point score in state, regional and district competitions. He also made history with PPA at SWPPA District competition in September 2010 for the highest print case ever scored in the USA, receiving a 100 print score on all four of his prints. He is the Grand Imaging Award (GIA) Winner for 2011 with best print in PPA.

In this program, Richard will shoot, process, and create Senior Sports Art in Photoshop CS5 and show you how to sell it! From start to finish, this exciting program is packed with information that will make you more creative and make more money for you as well. He will use the Virtual Background system and Photoshop CS5, along with plug-ins and brushes to create these images and show you how to price them in your area.



Sturdevant's fluid combination of photography with fine art skills stems from his original artistic roots. Prior to becoming a photographer, Richard made his living as a classic and award-winning artist and also was a national art instructor and a published subject matter expert. Using airbrush and oil, his unique but photorealistic style made for a natural transition to photography. Today his passion for painting comes alive in his creations of photographic art. Richard owns and operates Sturdevant Studio - a thriving portrait studio in Garland, Texas. He specializes in fine art composites, seniors, families, wedding, and commercial photography.



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Making a Living in Today's Economy

Barry L. Rankin

Sunday 3:30 pm - 6:30 pm *Sponsored by Allied Photographic*

Making a living with a camera can be tough but Barry Rankin, of Bay City, Michigan, is doing it and will share those tips with you. He will tell you how to shoot game action sports and how to make \$1,000 on a Friday night football game. He will “create a buzz” with high school senior photography and will show you how to pose and light anywhere. Barry will cover all of the details of family portraiture as well as photographing children on location. Both classical portraiture as well as urban environmental portraiture will be covered as well as “black and white on white” photography for maximum impact. Finally, Barry will cover some Photoshop tricks and the use of NIK filters and other interesting software to enhance your images even more.



Barry Rankin is five times Michigan Professional Photographer of the Year, and six times PPA National Photographer of the Year. He received the Fellowship of the American Society of Photographers in 2010, one of 107 Fellows in the world. He is a PPA Jury Chairman and has three photo 50 bars from PPA for Print exhibition merits. He has lectured in 39 states in the United States, Canada, Mexico, Ireland, England, & South Korea. He has the Imaging Excellence Award and an Imaging Excellence Bar given for Loan Collection images.

This program is a must for serious photographers who want to maintain an edge over the competition. Barry is sponsored by Allied Photographic of Grand Rapids, Michigan.



Tom Brady 3 Time Super Bowl Champion



American Pride & Passion

“A Photographic Celebration of Our American Spirit”

Eric Curry

Tuesday 8:00 am - Noon

Eric Curry comes to Texas with a program designed to help his fellow Americans to “see and understand” the beauty that is all around us. Through his photography, and by using various objects as metaphors, Eric draws out the hidden character, integrity and passion embodied in his volunteer subjects. The final images are a joy to behold, but the real treasure is buried inside of the photograph itself. In this most enlightening program, Eric will share humanistic background stories from the shootings as well as the people and situations that go into making these images. It is truly a wild ride of cutting-edge photography along with a true glimpse at the nobility of character that is embodied in his images which are “painted with light.”

After graduating from the Art Center College of Design in 1980, Eric worked in New York City as an assistant to some of the large studios before moving to Denmark,



where he worked for the next 12 years. His field of expertise was still-life and special effects, often using multiple 4x5 cameras to shoot multiple exposures on the same sheet of film to create complex shots for advertising. After returning to America in 1992, he began applying those techniques to the world of industrial location photography. The concept of “painting with light,” has been around since the invention of cameras with long shutters and basically involves selectively illuminating various parts of a subject in a darkened room or at night. Eric takes this technique to an entirely new level.



HD SLR Cinema 101

Alex Buono

Monday 9:00 am - Noon

(continued) **1:30 pm - 5:00 pm** *Sponsored by Canon USA and Lexar Media*

In the world of film and television, there is no deadline more unmovable than when you hear those magical words, “Live from New York, It’s Saturday Night!” As a 10-year veteran of the Saturday Night Live Film Unit, Alex Buono must deliver high-end commercial parodies and short films in as few as 24 hours, and he will share with you how shooting with the Canon 5DmII & 7D has revolutionized the way he works. Topics covered will include: shutter speeds, frame rates, aspect ratios, camera settings, and vital production gear. Alex will also cover his work flow and will discuss the advantages of Canon DSLR versus other formats. Whether you are a still photographer looking to transition into video production or a veteran cinematographer looking to embrace new technology, this lecture will provide a comprehensive introduction to HD SLR cinema.

Born in Portland, Oregon, Alex moved to Los Angeles in 1991 to attend the University of Southern California School of Cinematic Arts, majoring in film production and still photography. His early post-collegiate years were spent on the camera crews of studio films including Twister, Conspiracy Theory, and Armageddon, learning from top ASC cinematographers and personal mentors including Conrad Hall, Don Burgess, Dean Cundey, and John Schwartzman. Soon after, Alex became a full-time

cinematographer of indie films, music videos, and as the Director of Photography for the Saturday Night Live Film Unit.

In 2009, Alex’s 10th season with Saturday Night Live marked his first experimentation with the new HD SLR format, shooting the show’s title sequence and most of the season’s commercial parodies with Canon’s 5Dm2 and 7D cameras, earning him sponsorship with both CanonUSA and Lexar Media.



Special Entertainment on Sunday Night!

with

“What the Duck” Creator, Aaron Johnson

courtesy of

Full Color Lab of Dallas



Make plans to attend the “all convention” party on Sunday night and laugh yourself silly with “What The Duck” creator, Aaron Johnson!

Enjoy this fun-filled presentation on how “What the Duck” got its start, its rise in popularity, and the many reasons photographers need to laugh at ourselves. This presentation will be loaded with comics, funny stories and shared experiences. So, come and join the fun and meet Aaron Johnson.



Convention Hotel Information

courtesy of

Doug Box and the Arlington Sheraton

The Arlington Sheraton Hotel and Convention Center will once again be the location of the TPPA Regional Convention and Trade Show, September 30 through October 4, 2011.

Room rates for the convention will be: \$139 (single/double), \$149 (triple), or \$159 (quad). However, you MUST make your hotel reservation by September 9, 2011 to get this rate. More importantly, you should understand that there is a ball game in Arlington during the convention. So, if you don’t book your room early, you might not get a room at all.

You can reserve your room by calling the Sheraton at 800-442-7275. Be sure to tell them that you are with the “TPPA Regional Convention.” You can also reserve your room online and obtain more information about the Sheraton by going to our website (www.tppa.org) and clicking on the “convention” tab and following the links to “Online Hotel Reservations.”

The Sheraton Hotel is located at 1500 Convention Center Drive, next to Six Flags and Arlington Stadium, just off Interstate 30 in Arlington. There are plenty of great restaurants in the area and plenty of things to do. Hotel shuttles are available if you fly in to DFW Airport, so contact the hotel if you plan to fly.

**Visit the Texas PPA website for more information
at
www.TPPA.org**

*FREE Convention Registration

IF You Pre-Register by September 15

(Details Below)

*Free attendance requires having your state membership dues paid. State membership is defined as being a current dues paid member of the state within the Southwest Region where your business is located (Arkansas, Colorado, Louisiana, New Mexico, Oklahoma, Texas). Being an "out-of-state" member of another regional state within Southwest does not qualify for free registration.

	<u>Before September 15</u>	<u>After September 15</u>
Register <input type="checkbox"/> Current Regional State Member.....	*FREE	\$25 each \$_____
Register <input type="checkbox"/> Spouse or Staff Paid Associate Member..... <i>*(Your State Dues MUST be paid to qualify)</i>	*FREE	\$25 each \$_____
Register <input type="checkbox"/> Non-Member of Your Local Regional Member State.....	\$249 each	\$249 each \$_____
Register <input type="checkbox"/> Non-Member Spouse or Staff employee.....	\$199 each	\$199 each \$_____
Register <input type="checkbox"/> Full-Time Non-Member Student (with current I.D.).....	\$99 each	\$99 each \$_____
Purchase <input type="checkbox"/> Awards Dinner & Gala Ticket.....	\$39 each	\$45 each \$_____
		TOTALS \$_____

Name Registering _____

Add'l/Spouse Name _____

Company Name _____

Day Phone# _____

Night Phone# _____

Address _____

City _____ State _____ Zip _____

Email: _____

Member of which State Affiliate:

☐ Arkansas PPA ☐ Louisiana PPA ☐ N. Mexico PPA

☐ Oklahoma PPA ☐ Texas PPA ☐ Colorado PPA

☐ VISA ☐ Master Card ☐ AMEX

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Name on Card _____

Signature _____

Exp. _____

A Word of Advice About Your Hotel Reservation...

There will be a ball game scheduled during the convention and, if you don't book your hotel room soon, there may be none available. Don't delay, reserve your hotel room now.

Hotel Information

Arlington Sheraton

1500 Convention Center Dr., Arlington, TX 76011

800-442-7275

(ask for "TPPA Regional Convention")

or

Make Hotel Reservations Online:

www.TPPA.org

(follow links to
"Hotel Info/Registration")

\$139 single/double

\$149 triple

\$159 quad

(Hotel Cut-Off is Friday, Sept. 9th)



A Word About the Print Competition

The annual Print Competition is handled by the Southwest Professional Photographers Association, even though it is a Texas PPA Convention. Rules and entry forms can be found on the SWPPA website.

There are a number of new rules and procedures, so go to the SWPPA website below for that information. It is extremely important that you follow all of the rules to the letter, so print them out and study them.

Download Your Print Entry Form and Print Rules at:

www.SWPPA.com

NOTE:
Convention Registration must be postmarked by **Sept. 15, 2011.**

No Registration by Phone

Register Online!

www.TPPA.org

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Doug Box, Exec. Dir.
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Caldwell, TX 77836
FAX 979-272-5201

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TEXAS SCHOOL

The Great Shootout

by
Stephanie Ludlow

Just imagine one thousand photographers covering a ten acre tract of land, camera in hand, surrounded by cars and hot models. Utilizing the knowledge that was acquired during the week, students and instructors participated in our second annual Big Texas Shootout at the Texas School of Professional Photography. Twenty plus stations were set up for photographing, including several indoor studio lighting setups.

This Thursday night event is a ton of fun and is sponsored by Arlington Camera and BWC Photo Lab. The competition is open to all students who attend Texas School. Images are submitted to the Lab electronically at the end of the school. Judging of the images was performed at the TPPA Summer Roundup in Kerrville by three Master-Craftsman photographers.

After several hours of judging, the finalists were determined and prints selected as the winners. The prizes are huge! The first place winner received \$1,000 and a scholarship to Texas School 2012. The second place winner received \$500 and a scholarship to Texas School 2012 and the third place winner received \$250 and a scholarship to Texas School 2012. Honorable Mentions each received \$250 lab credit.

The Texas School Shoot-Out was introduced last year as the "Main Event" of the school and it goes without saying that it was a complete success! With all of the photographers, instructors, and models milling around, there was excitement in the air. Props were staged, models were checked in, and the instructors and students took their places in Addison Park. Every kind of posing situation a photographer might imagine was represented... children, families, siblings, seniors, brides, grooms, couples, fancy cars, beautiful trees, park benches, water fountains,

and, to top the event off, a beautiful sunset as a backdrop. But none of this would have been possible had it not been for the good faith and generosity of our sponsors, BWC and Arlington Camera!

Winning First Place was Derris Lanier of Austin, Texas. The Second Place winner was Carol Scott of Kodiak, Alaska while Third Place was awarded to Melissa Frank of Marion, Illinois. Honorable Mention Awards went to Robert Lee of Victoria, Texas; Denise Remfert of Copper Canyon, Texas; Jason Earnhart of Denison, Texas; James Bland of Austin, Texas; Ed Kelly of Leander, Texas; and Tom Sergent of Eddy, Texas. Congratulations to all of the winners! For all the rest, plan to clean up your cameras and polish your lenses so you don't miss out on Texas School 2012. The bounty's high but the rewards are abundant!

Not only is Texas School a fantastic learning opportunity, but it also encourages networking and provides time for establishing friendships that are nurtured during the week-long event. Let's face it. Where else can you go for a week, be around your photography peers, learn from some of the best in the industry, and make such lasting friendships? This can only happen at the Texas School of Professional Photography. Our Trustees make sure there is something for everyone and the Wranglers do a fantastic job carrying out those plans.

Classes begin on Sunday evening after an all-school "Pep Rally" orientation. In between the orientation and last day of school, education is the priority with some perks during the evening hours. Not only does every student get to study with the instructor of their choice (that is if they register by the deadline), but also their tuition includes dinner every evening with spirits provided for those who wish to partake.

(continued page 21)



And The Winners Are....



Second Place

This year's Second Place Winner was Carol Scott of Kodiak, Alaska, with her image titled "BMW." She received \$500 as well as a scholarship to the 2012 Texas School of Professional Photography.

Third Place

Melissa Frank, of Marion, Illinois, was this year's Third Place winner with "Painted Mime." She received \$250 as well as a scholarship to the 2012 Texas School of Professional Photography.



First Place

First Place Winner of the 2011 Texas School Shootout was Derris Lanier of Austin, Texas, with his winning image titled "Mannequin." Dennis takes home \$1,000 as well as a scholarship to the 2012 Texas School of Professional Photography.



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Honorable Mentions



"Shootout" by Ed Kelly
Leander, Texas



"0436-04" by Jason Earnhart
Denison, Texas



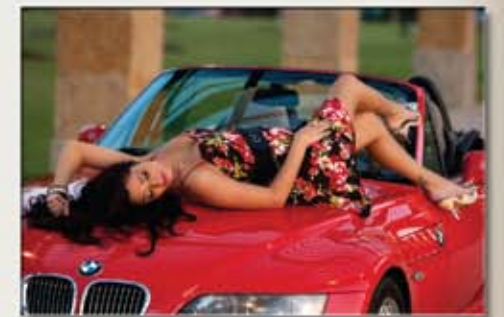
"Get Your Motor Running"
by James Bland of Austin, Texas



"Be Mine" by Denise Remfert
Copper Canyon, Texas



"Sidewalk" by Robert Lee
Victoria, Texas



"Butterfly on a Beamer" by Tom Sergent
Eddy, Texas

Each evening has a scheduled event so that photographers can network with each other in a less formal and less structured atmosphere.

Music and theme parties are always on the agenda as well as one evening designated for the entire family. For those students who desire a more subdued evening, the location of the Intercontinental Hotel lends itself to some excellent restaurants, serving up just about any kind of mouth-watering cuisine where photographers, along with their instructors, can meet for a more intimate get-together if they choose. Food and fellowship! What could be better?

While we're on a tangent here, we can't forget one of the biggest Trade Shows around offering photographers the latest technology in the industry! The vendors are very knowledgeable, friendly, and ready to assist in any way they can! They stand by their products and help host several of our evening events as well as give away a few prizes along the way! What a BANG for your buck!

Don't miss a chance to compete in next year's shootout. Mark it on your calendar now and make plans to attend the 2012 Texas School of Professional Photography, April 29 thru May 4. We'll see ya there!



Special Thanks to Our Sponsors

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Arlington Camera



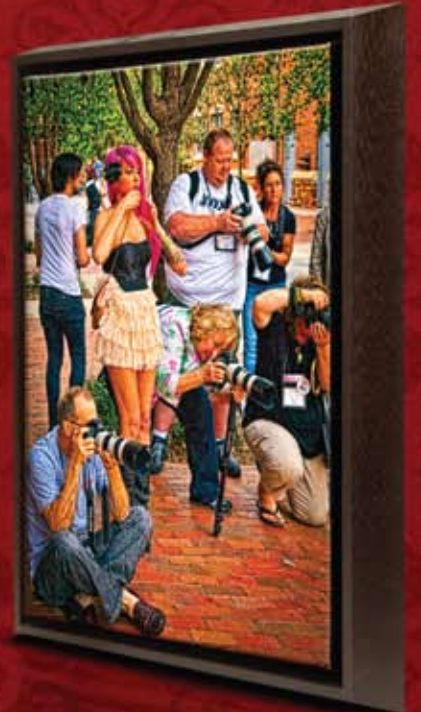
TEXAS SHOOT OUT SUCCESS!



Cameras were blazing, models were posing, photographers were elbowing for the best shot — it was awesome! And all in an effort to be the best at what you do!

Special thanks to all the photographers, instructors, models, staff, and everyone who made this event so spectacular. Just as you work hard to be the best, we're doing everything we can to offer you the best in products and services as well. Visit bwc.net today to learn more about our Merit Competition Prints, Canvas Wraps, Floating Frames, Fine Art Prints and more!

Congratulations to photographers Derris Lanier (1st Place) - right, Carol Scott (2nd Place) - below left, Melissa Frank (3rd Place) - below right, and to all the Distinguished Print Prize winners: Robert Lee, Denise Remfert, Jason Earnhart, James Frederick Bland, Ed Kelley - opposite, and Tom Sergent.



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SUMMER ROUNDUP



What an Incredible Event!

by
Bill Hedrick

The 2011 Texas PPA Summer Roundup will be one to remember, thanks to scores of volunteers who worked throughout this past year to give the annual event a new face-lift. Kerrville has been a pilgrimage of sorts for photographers for decades but this year's event was more exciting than ever with more activities and events for the entire family. New events included hands-on photographic opportunities as well as organized activities for kids.

Long before the event took place, Facebook friends were busy "talking it up" and getting individuals and guilds involved. The "Texas Pride" trophy was awarded to the Austin Guild for having the most points earned before and during this year's Summer Roundup. Points were awarded for a variety of activities and events including print scores and attendance and participation as volunteers. The "traveling" trophy will be "up for grabs" again next year and some other guilds have already given notice that they intend to take it in 2012.

It is both an educational event as well as a time to relax and have fun. In addition to movies and popcorn, print competition, shooting bays with hands-on learning, craft rooms for kids (thanks to the tireless efforts of Trey Homan), a trip to the dam slide on the Guadalupe River, games, swimming, bowling and more, attendees were treated to some of the most impressive talent in the photographic profession. Rachel and Clark Marten took the stage on Sunday and Monday, covering every aspect of studio operation you could imagine. Ed Pedi took over on Tuesday afternoon with his "Four Key Points to a Successful Portrait Business." Nick Tsakiris rounded out the event on Wednesday morning with his program on Adobe Lightroom.

On Monday evening, everyone traveled south to the Farm Country Club and indulged in mouth-watering barbecue. In addition to the fun and games and the food, some of our own members presented some impressive "mini-programs." Melinda and Cristi Reddehase enlightened us with information on "The Ultimate

Boutique Experience." Teri Quance spoke about "Passion, Posing and Profit," and Doug Box showed us the latest techniques with "Off-Camera Flash."

Such an event as the Texas PPA Summer Roundup would not be possible without the dedicated vendors who come and set up shop, allowing one-on-one demonstrations in an informal setting. This year's vendors went "above and beyond" by donating time and equipment for the many hands-on demonstrations. We want to express our most sincere thanks to these people who make this annual event better and better each year.

The highlight of the event is the Print Competition and display and it keeps getting better and better with some of the most extraordinary images you'll see anywhere. Judges from Texas and throughout the country view and score each and every print and the best of the best received trophies and ribbons at Tuesday night's Awards Banquet. There is even a competition for kids with everyone receiving something.

Distinguished Print Ribbon Winners included: "Peek-A-Boo" by Elena Araya-Callis; "Survivor's Spirit" by David A. Saenz; "Veggie Cone" by Elena Araya-Callis; "Misty Morn" by Mary Paige Huey; "Zues' Canvas" by Brandy L. Otto; "Time Zone" by Nikki Qiao; "Pour It On..." by Yomara Hernandez; "Ultimat" by Yomara Hernandez; "Splash" by Amirah Islam; "Absolutely" by Gabrielle Reynolds; "Serve with Sake" by Stephen Hooker; "It's Not Tropicana" by Emerson Walter; "Japanese Bride" by May Lau; "The Time Traveler" by Maia Assaf; "Sensual Vine" by Mette Thellefsen; "Hollywood Glamour" by Leanne Brawner; "Poet" by David A. Saenz; "Jalen West" by Catherine Dybala; "The Porter Children" by Catherine Dybala; "Travelin' Duds" by Tracye Gibson; "Walker Family Restored" by Mary Paige Huey; "Rhapsody in Blue" by Jim Bacon; "Life is a Highway" by Angela Lynn Gonzalez; "The Arno at Dusk" by Les Lopez; "The Sounds of Austin" by Jack Puryear; (continued on page 30)

Texas PPA Summer Roundup 2011 Trophy Gallery



Best General Album by a Master & Kodak Gallery
"A Vision of Love"
by Elizabeth Homan



Best Scenic
"By the Old Mill Stream"
by Lee Pergmann



Best Electronic Imaging by a Master
"Masquerade"
by Dixie Dobbins



Best Overall Portrait by a Master
"Do You See What I See?"
by Jenny Hollis



Best Overall Image by a Student
"Symphonic Meditation"
by May Lau



Best Restoration
"Sailor Boy"
by Catherine Dybala



Best Portrait of a Man
"The Defender"
by Richard Sturdevant



Best Interior
"Adobe"
by Jack Puryear



Best Overall Commercial/Industrial - General Exhibit
"Fruit & Fiber"
by Brad Barton



Best Overall Illustrative/Unclassified - General Exhibit
"Changing of the Guard"
by Catherine Dybala



Best Product
"Engineers of Sound"
by Jack Puryear



Best Bride
"La Bella Spousa Italiana"
by Cris J. Duncan



Best Portrait of a Group
"In Her Footsteps"
by Debbie Riggs



Best Wedding Album by a Master
"Stairway to My Love"
by David Sixt



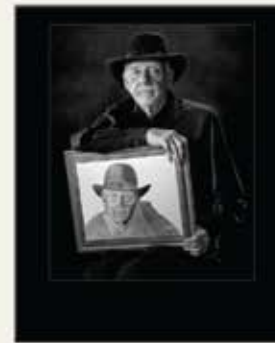
Best Animal & Best First Time Entry
"Morning Glide"
by Brad Barton



Best Electronic Imaging - General Exhibit
"American Made"
by Russell Abshire



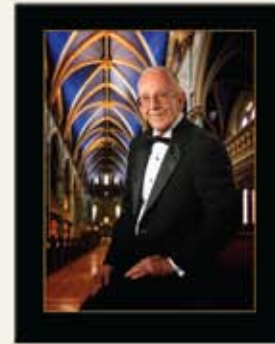
Best Wedding Album - General Exhibit
"Cascading Elegance"
by Phyllis Kuykendall



Best Classic Portrait
"Double Illustration"
by Mette Thellefsen



Presidential Award for Highest Print Case
"The Boy by the Backdoor"
by Jenny Hollis



Best Groom
"Never Say Never"
by Mark McCall



Kodak Gallery Award
"Shark Attack"
by Richard Sturdevant



Best Portrait by a Student
"Death Before Dishonor"
by Noel Bracy



Best Wedding Album by a Master
"Chicago Love"
by J.B. Sallee



President's Theme Trophy
"Waiting on the Gate"
by Melanie Hall



Best General Album
"Aloha Hezekiah"
by Angela Lynn Gonzalez



Best Commercial/Industrial by a Student
"To Die For"
by Marco Gutierrez



Best Architectural
"Shaleionaire's Backyard"
by Sam Smead



CPP Award & ASP Elite Award
"Gypsy's Spell"
by Teri Quance



Best Overall Illustrative/Unclassified by a Master
"Trick Or Treat"
by Dixie Dobbins



Best Portrait of a Child
"Don't Tell Santa"
by Troy Pearson



Best Album - General Exhibit
"Camille and Lance"
by Steve Kozak



Best Illustrative/Unclassified by a Student
"From Russia with Love"
by Maryna Marston

Texas PPA Summer Roundup Distinguished Ribbon Winners



"Unveiled Beauty"
by Phyllis Kuykendall



"Life is a Highway"
by Angela Lynn Gonzalez



"The Wizard and the Wand"
by Jenny Hollis



"The Arno at Dusk"
by Les Lopez



"May I Suggest the Pink Leash"
by John Hudson



"Fated for Eternity"
by Melanie Hall



"Jalen West"
by Catherine Dybala



"On Guard"
by Jim Debth



"Aspen Grandeur"
by Joylynn Harris



"It's Not Tropicana"
by Emerson Walter



"Rhapsody in Blue"
by Jim Bacon



"Splash"
by Amirah Islam



"Chamber of Love"
by Elizabeth Homan



"Evening Caller"
by Mary Cretsinger



"Pour It On..."
by Yomara Hernandez



"Breathe Deep"
by Elana Hernandez



"Windswept"
by Elizabeth Homan



"Family Portrait"
by Angela Lynn Gonzalez



"The Time Traveler"
by Maia Assaf



"Neptune's Legacy"
by Tracye Gibson



"Travelin' Duds"
by Tracye Gibson



"Time Zone"
by Nikki Qiao



"Rupert"
by Tammy Graham



"Kelly and John"
by David Sixt



"Prayer of an Angel"
by Elizabeth Homan



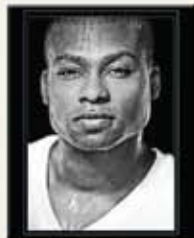
"It's All About the Dress"
by Melinda Reddehase



"Breakin' In"
by Cris J. Duncan



"No Stopping Me"
by Richard Sturdevant



"The Athlete"
by Maryna Marston



"Misty Morn"
by Mary Paige Huey



"The Sounds of Austin"
by Jack Puryear



"Sensual Vine"
by Mette Thellefsen



"Michelle"
by David Sixt



"Bethany"
by Teri Quance



"The Offering"
by Mary Cretsinger



"Ultimat"
by Yomara Hernandez



"Walker Family Restored"
by Mary Paige Huey



"Serve with Sake"
by Stephen Hooker



"MOJO"
by Tammy Graham



"Now You See Me"
by Troy Pearson



"You Will Be Assimilated"
by Elena Hernandez



"Absolutely"
by Gabrielle Reynolds



"The Thrill of the Hunt"
by Angela Lynn Gonzalez



"Survivor's Spirit"
by David A. Saenz



"Golden Goddess"
by Tracye Gibson



"Conflicted"
by Steve Kozak



"To Serve and Protect"
by Laura Pollard



"The Porter Children"
by Catherine Dybala



"Gone But Not Forgotten"
by Leanne Brawner



"Baby Bear's Lament"
by Tracye Gibson



"Peek-A-Boo"
by Elena Araya-Callis



"Cotton Candy Princess"
by Debbie Rutland



"Zues' Canvas"
by Brandy L. Otto



"Black Irish"
by Stephen Hooker



"Veggie Cone"
by Elena Araya-Callis



"The Woodland Widow and the Wee"
by Jenny Hollis



"Poet"
by David A. Saenz



"One Horrible Day in Joplin"
by Tim Ostermeyer



"Japanese Bride"
by May Lau



"Hollywood Glamour"
by Leanne Brawner



*There is never a dull moment at the Texas PPA Summer Roundup!
This year's event offered a variety of "hands-on" opportunities as well as fun for the entire family.
Make plans to attend next year's Summer Roundup... June 24 through 27, 2012.*

"Aspen Grandeur" by Joylynn Harris; "Family Portrait" by Angela Lynn Gonzalez; "May I Suggest the Pink Leash" by John Hudson; "MOJO" by Tammy Graham; "Rupert" by Tammy Graham; "On Guard" by Jim DeBth; "No Stopping Me" by Richard Sturdevant; "Evening Caller" by Mary Cretsinger; "The Offering" by Mary Cretsinger; "Bethany" by Teri Quance; "One Horrible Day in Joplin" by Tim Ostermeyer; "Kelly and John" by David Sixt; "Unveiled Beauty" by Phyllis Kuykendall; "Fated for Eternity" by Melanie Hall; "Windswept" by Elizabeth Homan; "Michelle" by David Sixt; "Breakin In" by Cris J. Duncan; "Cotton Candy Princess" by Debbie Rutland; "The Thrill of the Hunt" by Angela Lynn Gonzalez; "Baby Bear's Lament" by Tracie Gibson; "Now You See Me" by Troy Pearson; "Golden Goddess" by Tracie Gibson; "Neptune's Legacy" by Tracie Gibson; "It's All About the Dress" by Melinda Reddehase; "Prayer of an Angel" by Elizabeth Homan; "Conflicted" by Steve Kozak; "Gone But Not Forgotten" by Leanne Brawner; "The Athlete" by Maryna Marston; "To Serve and Protect" by Laura Pollard; "The Wizard and the Wand" by Jenny Hollis; "The Woodland Widow and the Wee" by Jenny Hollis; "Breathe Deep" by Elena Hernandez; "You Will Be Assimilated" by Elena Hernandez; "Black Irish" by Stephen Hooker; and "Chamber of Love" by Elizabeth Homan.

Trophy Winners included: "From Russia with Love" by Maryna Marston; "To Die For" by Marco Gutierrez; "Death Before Dishonor" by Noel Bracy; "Symphonic Meditation" by May Lau; "Sailor Boy" by Catherine Dybala; "American Made" by Russell Abshire; "Masquerade" by Dixie Dobbins; "Shaleionaire's Backyard" by Sam Smead; "Adobe" by Jack Puryear; "Engineers of Sound" by Jack Puryear; "Fruit & Fiber" by Brad Barton; "By the Old Mill Stream" by Lee Pargmann; "Morning Glide" by Brad Barton; "Changing of the Guard" by Catherine Dybala; "Trick Or Treat" by Dixie Dobbins; "Aloha Hezekiah" by Angela Lynn Gonzalez; "A Vision of Love" by Elizabeth Homan; "Camille and Lance" by Steve Kozak; "Chicago Love" by J.B. Sallee; "La Bella Spousa Italiana" by Cris J. Duncan; "Never Say Never" by Mark McCall; "Cascading Elegance" by Phyllis Kuykendall; "Stairway to My Love" by David Sixt; "Double Illustration" by Mette Thellefsen; "Don't Tell Santa" by Troy Pearson; "The Defender" by Richard Sturdevant; "In Her Footsteps" by Debbie Riggs; "Do You See What I See?" by Jenny Hollis; "Shark Attack" by Richard Sturdevant; "The Boy by the Backdoor" by Jenny Hollis; "Waiting on the Gate" by Melanie Hall; and "Gypsy's Spell" by Teri Quance. Congratulations to everyone who entered!

END OF SUMMER SALE!

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BRIANNA GRAHAM
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OPENING NIGHT SURPRISES!
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FEATURED ARTIST
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Protecting Yourself Against Cyber Crooks

by
Bill Hedrick



What is the difference between http and https? The main difference is that HTTP stands for Hyper Text Transfer Protocol. The “S” stands for “Secure.” If you visit a website or webpage and view the address in the web browser, it will likely begin with the following: *http://*. This indicates that the website is talking to your browser using the regular “unsecured” language. In other words, it is possible for someone to “eavesdrop” on your computer’s conversation with the website. If you fill out any form on the website, someone might see the information you send to that site.

However, if the web address begins with *https://*, the protocol identifier indicates that information is being transmitted via Secure HTTP (S-HTTP) or Secure Sockets Layer (SSL), protocols which encrypts information passed between a browser and a website. It is especially important to ensure a secure protocol is in use on web pages that process functions such as online purchases and bank transactions involving the transmission of credit card numbers, account numbers, Social Security numbers, PINs, and other sensitive personal information in order to prevent electronic eavesdroppers from snooping on web activity and thereby gaining access to encrypted

forms of such data. So, if a website asks you to enter your credit card information, you should automatically look to see if the web address begins with *https://*. If it doesn’t, you should never enter sensitive information such as a credit card number.

Certainly using an unsecured (*http://*) connection to send sensitive information is a situation best avoided altogether. However, due to proliferation of digital spoofing schemes, a secure (*https://*) connection is not necessarily an absolute guarantee of safety when engaging in financial transactions over the Internet. You should still take steps to ensure you are dealing with a reputable entity, and that you are actually connected to a website operated by the entity you are dealing with rather than a look-alike site set up as a deception by cyber crooks.

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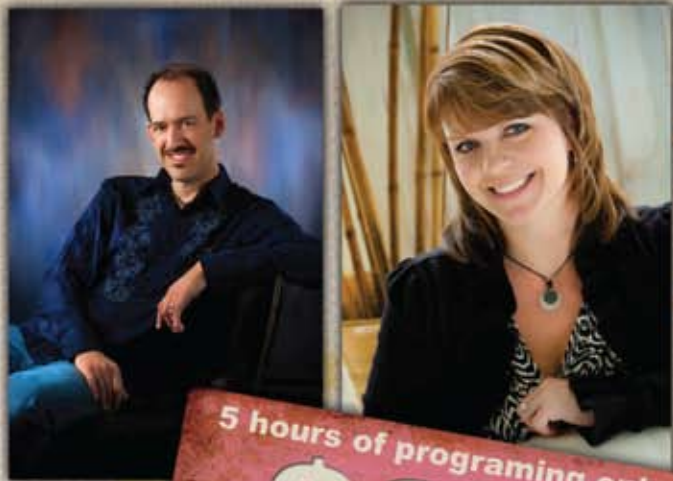
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GUILD & SUPPLIER NEWS



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by Bill Hedrick, TPPA Editor

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Ft. Worth News

by Keith Evans, CPP F-FWPPA

Lightroom was the topic of discussion at Fort Worth's guild meeting this month, and it was presented by Nick Tsakiris, better known as the "Lightroom Dude." In 2010, Nick became an award-winning photographer by simply "being himself" and creating his own unique style. About half of the 40 who attended were already using Lightroom but that number surely increased by the end of the evening.

We had a great showing at the May print competition. In the Album category, second place went to Shana Woods, while David Madden took home first place. In the Portraiture category, Brad Barton took away the third place trophy while Tracye Gibson managed second place and Richard Dalton had the honors of first place. Finally, the Illustrative category had Wendy Oswood taking third place, Gloria Neito with second place, and first place went to Steve Bomar along with winning the Members Choice ribbon.

At our June meeting, guest speakers Elizabeth and Trey Homan gave a very inspiring talk on "Ten Tips for Running a Photography Studio in Today's Market." They talked about the many different types of hats you need to wear, from advertising to marketing and selling a session. We

appreciate them coming up from San Antonio to spend time at our guild and sharing information.

Tammy Graham of Locations Photography hosted an open house on June 5th that was attended by a handful of guest from the guild. She shared information on her studio and a very special "thank you" goes out to Tammy for her kind hospitality.

We had a very high turnout for the June print competition and it's totally up in the air as to who is going to win the Photographer of the Year award this year. But we do have a couple of front runners. In the Wedding category, third place went to Richard Dalton for his bridal portrait "Kristi."

Marty Seybold took home second place with a portrait entry entitled "Entwingo" and "Waiting in the Wings" by Keith Evans took the first place ribbon. The Illustrative category had third place going to Terri Ip for his work on "Valley of the Temple."

"Weathering another Storm" by Les Lopez took home second place and then there was a tie for first place between Wendy Oswood with her portrait "Texas Winter" and Brad Barton with "Morning Glory." The final category was Portrait which had the most entries. Sue Coleman took third place with her portrait "Roses and Tutu's" while Gloria Neito took second place with "Lady Falcons" and first place went to "Drive of a Champion" by new member Phyllis Kuykendall.

Sue Coleman also took home the Members Choice ribbon. Congratulations to all who won as well as everyone who entered a print.

For information on the Fort Worth Guild, please visit our website at www.fortworthppa.org.



May Print winners for the Fort Worth Guild: Richard Dalton, Tracye Gibson and Brad Barton.



Elizabeth and Trey Homan speak at the June meeting of the Fort Worth Guild.



Members Choice Winner Steve Bomar



June Print Winners for the Fort Worth Guild include Richard Dalton, Marty Seybold, Keith Evans, Terri Ip, Les Lopez, Wendy Oswood, Brad Barton, Sue Coleman, Gloria Neito, and Phyllis Kuykendall.

Brazos Valley News

by Jim Greenlee

On Tuesday, June 7, the Brazos Valley PPA hosted Elena Hernandez. Elena is located in Garland, Texas, and spoke to the guild about her “H2O Underwater Fine Art” program.

She was very informative about the technical aspects of underwater photography. She also spoke about the beauty that can be achieved by trying something different and challenging the photographic norm. Elena also stressed points about safety while shooting with strobes pool side. After this she was able to give a live demonstration and showed just how she photographs a model underwater. The images



BVPPA enjoys a live underwater shoot by speaker Elena Hernandez.

created during this shoot were both beautiful and ethereal. The live shoot also drove home how technical and difficult underwater portraiture can be. Thanks to Elena for sharing her knowledge and art with the BVPPA.

Print Competition was judged by our guest speaker. Rosalee McShane, with Rosalee’s Custom Photography, took first place with “Her First Love” and Kathy Norwood, with Norwood Portraiture, won second place with “Mine.” More information about Elena can be found at www.elenahernandez.com.



“Sensuous” by Elena Hernandez, was created at the live BVPPA shoot.

Heart of Texas News

by Sarah Simpson

The Heart of Texas Professional Photographers Guild had a good representation at Texas School and we learned a lot and had a blast. Bill Ramsey from Beyond Photography, in Arkansas, was also attending Texas School and followed us home to be our speaker for our May meeting. He presented a program titled “Build a Business that You and Your Clients Love.”

It was informative and inspirational and presented many of us some new and unique ways to market our studios and work. Bill and his wife, Sheree, shared some positive ideas on how we can market, that help us hit our target market and avoid wasting our marketing money on non-productive measures. They generously shared what they have learned from their own mistakes.

Between Bill’s engaging personality and his bribing the audience with boxes of candy (something taught to him by his three children) he had our complete attention. It was a great program that rated many kudos by the members of the Heart of Texas Guild.



“Mr. Bill” bribes HOTPPG members with candy



Print competition for Heart of Texas: Wendell Samford, Tom Sergent and Darrell Vickers.

Our May print competition winners were: Tom Sergent, first place; Darrell Vickers, second place; and Wendell Samford, third place.

We will be holding our second annual guild shootout instead of having a speaker in June and prints from that event can be entered into a “shootout-print-competition” in July. The judge for the competition will be our July speaker - Doug Box.

We had our Second Annual Shootout in downtown Waco at the Earle Harrison House and Pape Gardens. Photographers were encouraged to participate either by shooting, socializing, or just spending time getting inspired by others. The models included a local doctor, his wife and three children, a beautiful bride, a high school senior model, and a nine month old with mom and grandma. Everyone was encouraged to take the opportunity to cover each model and use them in any combination to create a winning image for next month’s image competition. We want to thank our awesome models for taking their time to spend with us. They did a great job!

Winners of our June print competition were: Tom Sergent, first place; Billy Lauderdale, second place; and Sarah Simpson, third place. Congratulations to these winners on their beautiful images!

The HOTPPG will are extremely excited to be hosting Doug Box in July. The HOTPPG meets on the second Tuesday of each month at Klassy Glass. For further information, visit our website at www.hotppg.org or call Tom Sergent at 254-716-7813.



June print winners for the Heart of Texas Guild were: Tom Sergent, Sarah Simpson, and Billy Lauderdale.

San Antonio News

by Jeanne Luna

Our May speaker was Nick Tsakiris, “The Lightroom Dude.” Nick has worked as a DJ, worked in the IT industry and then started his photography business over four years ago. With a busy photography business, he is also traveling to different guilds and events giving a program on Lightroom. Nick demonstrated some shortcuts and other functions in Lightroom. He also showed how to make our workflow better, and how to edit our images faster. Nick also demonstrated how to do HDR images and Panorama’s working with Lightroom and Photoshop together.



The May speaker for the San Antonio Guild was Nick Tsakiris, “The Lightroom Dude.”

Our Print Competition winners for May were: Angela Gonzalez, first place; Elizabeth Homan, second place; and Richard Clark, third place. Album Competition winner was Elizabeth Homan, first place. The Peoples Choice winner in the Print category was Angela Gonzalez and the Peoples Choice winner in the Album category was Elizabeth Homan.

We had a double feature for June with Tana LeMay and Cris Duncan as our guest speakers. Tana talked to us about “Designing to Sell.” During the consultation, it is important to hear what your clients are wanting. You need to know where they are thinking of hanging their images. Proportion, Balance, Rhythm, Contrast and Harmony were topics that were discussed. The samples in your studio need to be what



May print winners for San Antonio were: Angela Gonzalez, Elizabeth Homan and Richard Clark.

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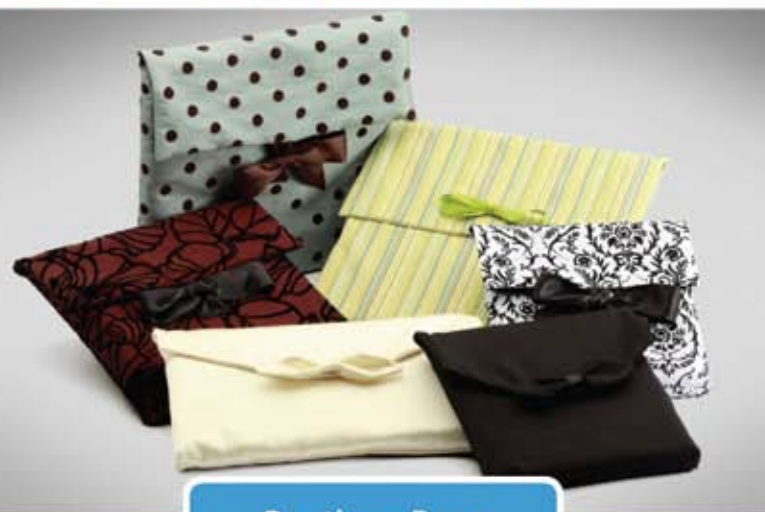
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GUILD & SUPPLIER NEWS



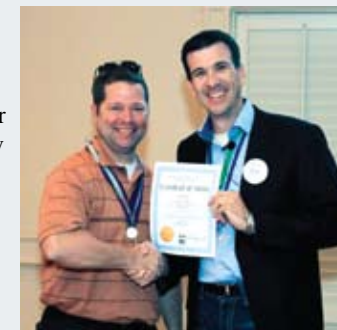
you want to sell. Tana is the owner of Wild Sorbet Frame Company.

Cris talked about finding your focus and lighting. He talked about having a dream, confidence, leadership and more. Your failure should refine, not define you. Try new techniques, new genre, photograph with only one lens or only use available light. He also talked about the direction of light and how light changes with being far away or close up and also about how light changes when it is diffused or reflected and when light is added.

Our Print Competition winners for June were: Noel Bracy, first place; Lee Pargmann, second place; and Angela Gonzalez, third place. We also want to thank our judges, Cris Duncan, Trey Homan, and Corene Dyer.



June Print Winners were: Noel Bracy, Lee Pargmann and Angela Gonzalez.



Cris Duncan was the June speaker for San Antonio.

Austin News

by Maria Bernal

Austin PPA held their annual print competition in May. A special thank you to three Texan judges, Larry Lourcey of Dallas, Teri Quance of Houston, and Ross Benton of San Antonio. All three of these judges were so gracious to come and judge our full day of competition prints. Austin's annual print competition is a long standing tradition and has been quite popular with our members. Maria Bernal took home first place in portrait, first place wedding as well as an additional third place in portrait. Maria also took home the trophy for



May Print Winners were: Maria Bernal, Teresa Knoop Trouiller, Laura Wooten and Jack Puryear.

"Best in Show" along with the trophy for "highest print case." Teresa Knoop Trouiller and Laura Wooten tied for second place and Jack Puryear took third place in the highest print case category. Teresa Knoop Trouiller took second place in portrait with a lovely portrait of a child and Jack Puryear took second place in the Illustrative category with a photo of Austin. It was a fun day and everyone had a great time. This is a great way to prepare our members for Kerrville as well as Southwest. Austin would like to thank all the members who participated

In June, Austin PPA was very excited to have Doug Box come and speak to us. Doug's program was fun and entertaining and was very helpful for all of us. We discussed pricing, marketing, posing, and lighting. Doug's program started out with the old question of "do you sell digital files or not?" This topic evolved into a great pricing discussion. The next part of Doug's program was to cover posing for families. Our members were so pleased to have a great program on families as it is difficult to pose big families and Doug took us through his posing techniques which made posing a large family a piece of cake. Next, Doug took us through the final step to a great portrait... lighting. He gave us a quick live demonstration using off-camera flash. It was amazing to see the results that he gets with one small off camera flash.

Finally, Austin PPA recognized Maria Bernal, Dianna Walker, and Ed Kelley for their PPA IPC achievements this year. Our monthly competition first place winner was John Rogers, our second place winner was Teresa Knoop-Trouiller, and our third place winner was Maria Bernal.



June Print Winners were: John Rogers, Teresa Knoop-Trouiller and Maria Bernal.

Texoma News

by Donna Statham

The June meeting for Texoma Professional Photographers was held at Todd Peterson, Joe Rogers and Tammey Haynes studio in Wichita Falls. Thanks for always letting us use your place!

Nick Tsakiris, "The Lightroom Dude," sponsored by Pounds Labs, was our speaker this month. Thanks to Carl Clark for bringing us this great speaker. Nick is a Houston based photographer and has been recognized in Houston 002 magazine, FOX 26 News Houston, Adobe Lightroom Killer Tips. Nick shared with us his amazing knowledge of Lightroom. He showed us how we can improve workflow by using Lightroom to make us better, faster, more efficient and wow our customers. He demonstrated how we can change hours of processing images into minutes! We had a small group this month because of

conflicting schedules but that did not stop Nick from giving us loads of information. If you did not use Lightroom before, you will be sure to want to get started right away after hearing Nick. So, anytime you have a chance to hear Nick, don't miss the opportunity.

competition at Sam Smead Photocreative in Longview. Our print competition winners were: Donna Cummings, High Print Case; Shawn Hodges, Portrait category; and Ruel Felipe, Unclassified. Congratulations to all of these photographers on their beautiful images! Congratulations are also in order for guild member Donna Cummings for becoming PPA Certified. Upcoming programs for the East Texas Guild include a July party on the Lake at Donna Cummings Studio and in August we are looking forward to hearing from Clay Bostian at Shawn Hodges Studio in Henderson. The East Texas Pro Forum meets on the second Monday of each month at alternating member's studio. For further information, visit our website at www.theproforum.com.

East Texas Forum News

by Donna Cummings

The East Texas Pro Forum hosted The Reddehase sisters from Silver Image Photography at our May "Monday Magic" program held at Sam Smead Photocreative in Longview, Texas. Silver Image's program showed us how to photograph newborns and gave excellent marketing and studio management tips. We want to thank Melinda and Cristie Reddehase for taking their time to come and share with us. Winners of our monthly print competition were: In the degreed category, Donna Cummings (Black and White) and Sam Smead (Portrait). Other winners were: Shawn Hodges and Thomas Meyers (Birthday), Amanda Bray (Babies) and Ruel Felipe (Unclassified). Congratulations to all of these winners for a job well done! At our June meeting, the PPF held their semi-annual print

Dallas News

by Margaret Bryant
Photos by Edward Holmberg

The May, Dallas PPA meeting hosted speaker Sam Gardner. Sam urged us to try new things to help us to stay creative. He urged us to give ourselves self assignments as well as seek out art museums and

art galleries. He recommended taking classes on art and art history to learn where some of the techniques we use today originated. Many books were recommended and they were all on painting and composition. Sam said that one of the best things he ever did was to take a class in interior design. He went on to tell how much it has helped him to sell wall portraits to his clients since he can offer much more of a service than just a wall portrait. He then reminded us of the importance of making our work more saleable with good lighting and posing. Back to the basics. A great meeting! The May winner in the Illustrative category was: Paul Ernest, first place; Tiffany Cochran, second place. In the Landscape category: David Forehand, first place; Paul Phillips, second place. In the Portrait category: John Klein, first place; Janna Rash, second place. In the Wedding Album category: Hoang Vu, first place. In the Wedding category: David Edmonson, first place; and Luke Edmonson, second place. The June meeting speaker was Margaret Bryant, M. Photog. who spoke about protecting our work including copyright registration. She took what could have been a dull subject and made it interesting and informative. Margaret spoke about how the digital age has made copying our work even easier. She told us some steps we can take to protect our work, how to find when people have infringed on our work and steps to take to correct the situation. The end of the meeting she showed us how to register our work with the copyright office, a necessary step to receive the full benefit of copyright. It was a surprisingly simple process and one that many will now be doing. The June winner in the Landscape category was: David Forehand,



May Winners: Paul Phillips, Tiffany Cochran, Paul Ernest, John Klein, Hoang Vu, David Forehand, David Edmonson, and Luke Edmonson.



Sam Gardner, speaker, with Gabriel Alonso and Elena Hernandez,

Margaret Bryant talking about protecting our work.



first place. Portrait category: Phangendra Gudapati, first place; Cindi Starr, second place. Wedding category: David Edmonson, first place; Luke Edmonson, second place. Wedding Album category: Hoang Vu, first place. Illustrative category: Paul Ernest, first place; Mark Friedland, second place. The trophy winner was Paul Ernest. June Winners: Phangendra Gudapati, David Forehand, Luke Edmonson, Cindi Starr, Hoang Vu Paul Ernest, David Edmonson, and Mark Friedland.



June Winners: Phangendra Gudapati, David Forehand, Luke Edmonson, Cindi Starr, Hoang Vu Paul Ernest, David Edmonson, and Mark Friedland.

Houston News

by Tom Bailey

The duo from TriCoast Photography, Cody Clinton and Mike Fulton, were the May speakers for the Houston Guild. They taught simple, fast and effective methods of capturing images using Canon, Nikon and other eTTL/TTL wireless flashes. Cody and Mike spared us the techno-geeky talk and used a straight-forward technique developed for the fast paced, action world of the wedding photographer. Of course, these techniques could also be used for high school seniors, children and even families. They started at noon and ended at 6 pm, at which time the guild's Digital Print Competition began. After dinner, they talked about some of their more interesting gigs. One interesting incident took place at a wedding when one of



May's Print winner: Cesar Vargas, Kelly Willis, Scott Villalobos, and Leslie Cervantez.



June Print Winners: Leslie Cervantez, Cesar Vargas, Karen Butts, Laura Popiel and Jenna Whidby, and (not pictured) Kelly Willis.

Celebrate Success!



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August 17



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September 21



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October 19



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