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"On Ten Little Toes"  
by Jennifer Fermaint

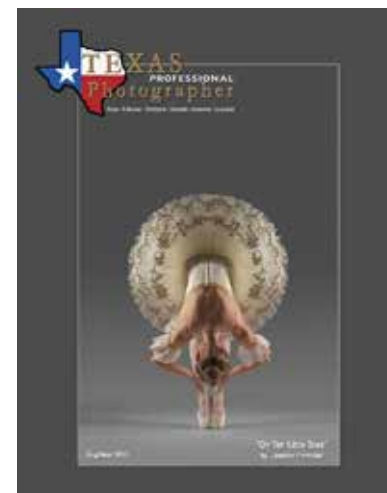
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## COVER PHOTO

The cover photo, "On Ten Little Toes", was taken by Jennifer Fermain, a dance instructor and photographer from Plano, Texas, who has a passion to capture the beauty and grace of a dancer. "When photographing dancers, it isn't enough to just capture them in movement," she says. "The movement captured should represent the classical form and training they have been striving for their entire dance careers, so positions of the feet, hands, knees, legs, back, and even how the costume is worn are all important factors in a dance image." Jennifer and her husband, Daniel, specialize in high school seniors and sports photography, newborns, families, and dance.



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## CALENDAR OF EVENTS

Sept. 30 - Oct. 2, 2016 TPPA PhotoGenesis '16  
San Marcos, Texas

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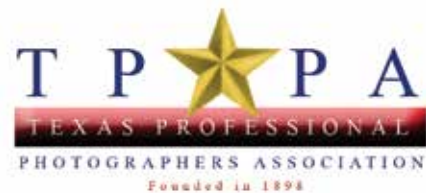
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# Inspirations...



## The Power of Paper

This fall, TPPA education is coming to a city near you. Our membership is made up of photographers everywhere from those who have been around for a while to those who are just getting started learning photography. With our diverse membership, it is great to be able to use our members to share their knowledge. The Texas Ten seminars are put on completely by TPPA members who will share their expertise with other TPPA members. Speakers will be inviting you into their own studio for a day. Topics vary, so check out all of the information inside this issue that will tell you when, who, and where.

The power of paper... Recently my great aunt passed away. My husband and I went to the funeral and afterwards we went to a relative's house for an afternoon of food, talking, and sharing. While at their family farm, my cousin asked if I would like some furniture from his mother. I am a very sentimental person and just adore having keepsakes from people who I have cherished. As we looked in the barn at old antique furniture, I was drawn to an old dresser. Covered with dust, the wooden dresser sat against a wall with an old metal army trunk sitting on its side blocking the dresser. In order to see the wooden inlay on the front of the dresser, I bent to move the army trunk. To my surprise, the trunk was not empty. Intrigued by what might await inside, I asked my cousin to grab one end of the trunk and we carried it outside to see it in better light.

When we opened the trunk we found that it was filled with family photos... precious memories on white shiny paper with black and white images proudly shown. The trunk was taken to the rest of the family and we spent the afternoon looking through everything, reminiscing about the past and looking at the old photographs.

The value of having these precious memories on paper and enjoying them as a family was priceless. It breaks my heart to think about the memories that are being lost everyday. In 50 years, when the next generation goes into the barn to search for family treasures, what will they find? ...a CPU that they can turn on? ...a "cloud" that they can access? ...an old phone whose battery is still charged? We all know the answer to those questions.

We must share the reason that photographs that are printed on paper are a legacy worth leaving behind for the generations that come after us. As my husband says, there are still advantages in an analog world over a digital world.

Keep in focus,

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

Set Yourself Apart From The Rest  
Be A Part Of The Best

## Join TPPA

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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.

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**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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# "Texas Ten" Fall Photo Workshops

*A Full Day of Fun for just \$89* (\$99 for Non-TPPA Members)

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The "Texas 10" is a group of photographers who support TPPA and educating photographers of all skill levels, holding workshops throughout the state in September and October. These volunteer instructors are willing to share and to promote the success of all photographers throughout Texas and beyond. You do not have to be a member of TPPA to attend.

Because many of the workshops are hosted in the photographer's own studio, class size is very limited to ensure that everyone has an opportunity to work with the instructor and to ask questions. Take one workshop or take them all! Secure your spot today!



### Doc List

**September 20, 2015**  
10 am - 5 pm  
Austin/Pflugerville, Texas

#### Extraction, Compositing and Blending In Photoshop

Perhaps you've thought about or tried creating composites but they just weren't quite as believable as you hoped. Doc List will help you create more believable and compelling composites. This is a highly interactive session. Doc will demonstrate and then you'll do it yourself. You will learn step-by-step, practicing everything you learn. At the end of the workshop, you will have created a composite by using each of the steps and tools you've learned, and you'll be prepared to do even more.



### Meghan Garner

**September 18, 2015**  
10 am - 5 pm  
Bryan, Texas

#### The Business of Boudoir

A boudoir client is looking for more than a pretty picture... she's looking for an "experience." To be successful in this crowded genre, you must be able to craft an exceptional boudoir experience from beginning to end. Meghan's morning session will focus on lighting and posing to tell a sensual story and flatter your client's figure. It will include demonstration and some limited hands-on shooting. The afternoon session will focus on business strategies... selecting and pricing the perfect product line, preparing your client for a successful sale, privacy and legal concerns unique to boudoir, and marketing yourself to your target boudoir client.







**Fonzie Munoz**  
**September 21, 2015**  
 10 am - 5 pm  
 Corpus Christi, Texas

### See the Light

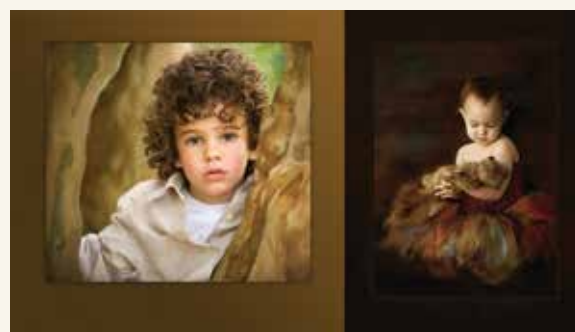
Join Fonzie as he discusses how to “see the light.” In this fun and informative workshop, you will learn about various lighting techniques and how to find the perfect light for the image you want to create. Great lighting doesn’t just happen... it requires a trained eye. Fonzie will show you how to create light in the studio as well as how to find the perfect light outside the studio. This is a “hands-on” class so, bring your camera and gear.



**Karen Butts**  
**September 28, 2015**  
 10 am - 5 pm  
 Houston, Texas

### Discovering Who You Are as an Artist

Would you like to set yourself apart from the masses and raise your artistic skill level? This workshop exposes you to ways of accomplishing that goal with the 12 Elements of a Merit Image as well as color balance and composition. Creating beautiful portraits involves pose, expression, lighting and background selection. All must come together in harmony. But you don’t need to break the bank on expensive props and backgrounds. Learn about one-of-a-kind, inexpensive props and backgrounds that will be unique to your style. Then, go forth and create!



**Laura & Randy Pollard**  
**October 5, 2015**  
 10 am - 5 pm  
 Victoria, Texas

### Reignite the Flame!

Are you feeling a little .... uncreative? Are you in a bit of a slump and having some trouble getting out of the box? It happens to all of us! Join Laura Ann and Randy Pollard of L-Ann Imaging for a fun day of creativity! Reignite your passion, and don’t just get out of the box – break it! This workshop is heavily “hands-on” and you’ll spend the day shooting and playing, giving you a chance to just dream and get back on the rails. You’ll even discuss a little print competition. Come on, have some fun!!



**Blanca Duran**  
**September 24, 2015**  
 10 am - 5 pm  
 Houston, Texas

### Wedding Photography And Exhibition Pieces

Wouldn’t it be wonderful to create at least one award-winning image from each wedding you photographed? Join Blanca to learn the recipe for doing just that. This workshop will focus on creating portraits using your wide angle lens and flash. Learn how to shape your portrait to create both artistic and emotional connotations by changing lenses and settings, using lighting to enhance details of the wedding, and post-processing workflow with Lightroom, Adobe Camera Raw, and Photoshop.



**Brad Barton**  
**September 27, 2015**  
 10 am - 5 pm  
 Grand Prairie, Texas

### Boudoir On a Budget

Boudoir is no longer seen as scandalous, something to be hidden away in a shoebox under the bed. Today’s woman is displaying her images with coffee table books and large wall portraits. Boudoir photography now covers everything from the classic nude study to bedroom lingerie to retro pinup images. When done right, it can be healing, transformative, and fun for your client. Learn how to talk to your client and what to ask a makeup artist before bringing them in for a session. Learn about lighting patterns, locations, and props to get the most out of your session without breaking the bank.



**Curley Marshall**  
**September 13, 2015**  
 9:30 am - 4 pm  
 Cypress, Texas

### The Art of Portrait Lighting

This hands-on workshop is for photographers of all levels. You will learn to control light and to use shadows and highlights for creating stunning and dramatic portraits in the studio or on location. Additive, subtractive, and reflective lighting techniques will be discussed as well as metering for the right lighting ratio combination. Other topics include studio and off-camera equipment, light modifiers, posing techniques and more. Before you can master the light, you must be able to “see” the light. Once that happens, you can take your photography to the next level.



**Jenny Eisenhauer**  
**September 20, 2015**  
 2 am - 6 pm  
 Austin, Texas

### Preschools. Dare Ya!

There is a lot of money to be made in the school business and you can help them have beautiful and affordable portraits in their home while introducing them to your studio. Find out how to confidently walk into a school and offer benefits to the school and their parents while staying in business and making money! Learn to increase orders with cost-efficient ways to proof and deliver the next day! Other topics include backgrounds, software, and how to handle “kick-backs.” Take a close look at your business plan and see if this model works for you.



**Ross Benton & Elizabeth Homan**  
**September 27, 2015**  
 1 pm - 7 pm  
 San Antonio, Texas

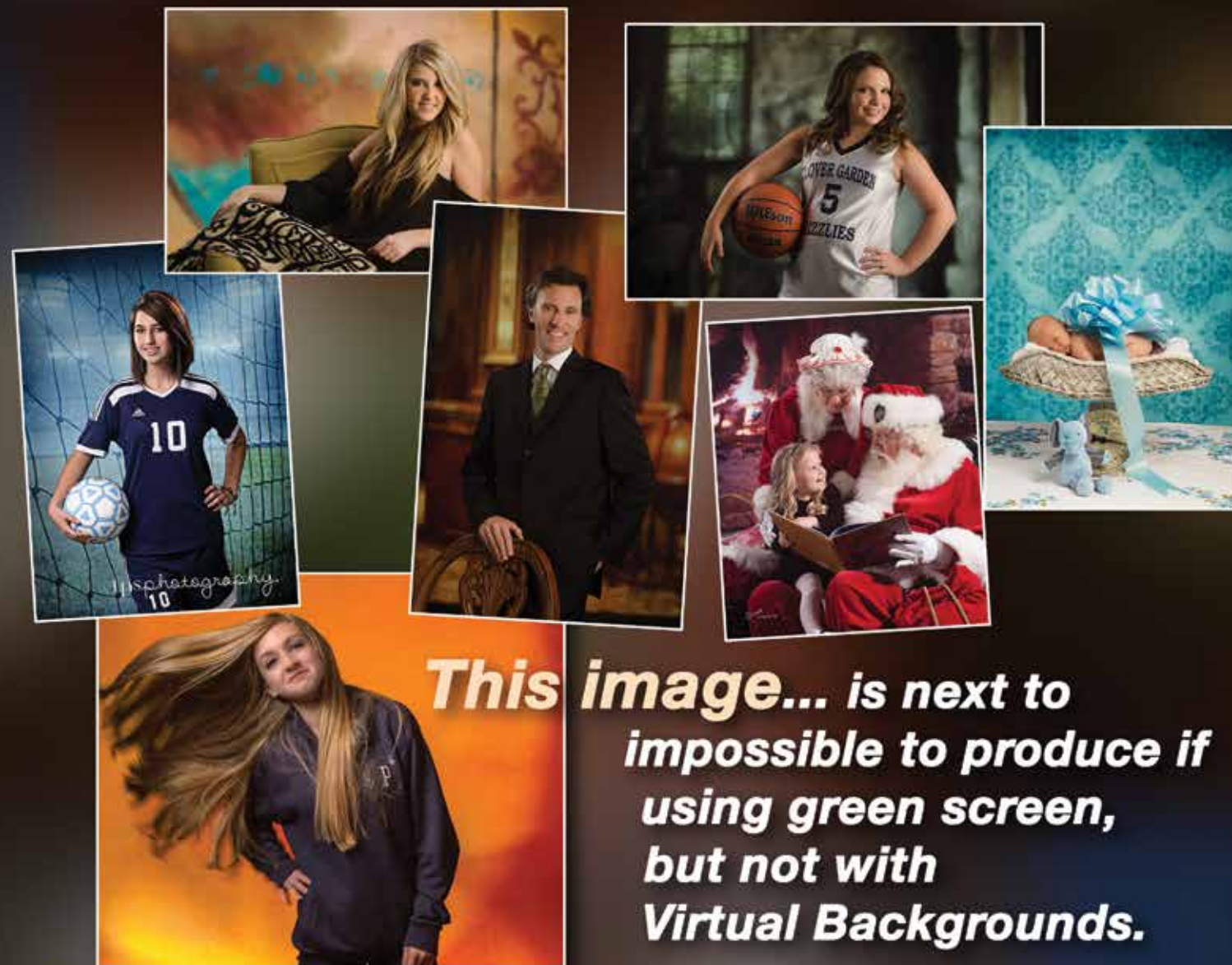
### Off-Camera Flash & Reflectors Pricing for Profit

Ross and Elizabeth will be helping you figure out HOW to PRICE yourself in today’s market, allowing MAXIMUM profit for your photography. In addition, in order to separate your photography from the sea of photographers out there, you need to add POP to your lighting by learning Off-Camera Flash and Reflectors. Half Business-Half Photography....this is the PERFECT seminar for everyone!





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## First Exposure

DON MACGREGOR



New experiences always are exciting. I recently enjoyed Photokina (the worlds largest photographic trade show held every two years) for the first time... overwhelming yet very exciting. Displays were over the top. Huge and did I say huge. I should have said mega huge. The big companies had displays that were the size of 2-3 football fields. The latest and greatest in equipment from countries around the world... not just North America. The Asian countries had a huge footprint with a lot of great looking lighting gear and other things.

Then, back to reality. More importantly, ...two great experiences. Recently I participated in a unique workshop. Each Instructor started as if it was a real job ... consultation, photography, presentation and sales. People saw the varied techniques that each instructor (all with different personalities and styles) applied as they embraced the job. The models and families were even present during the sales presentation modules so people saw the challenges, joy and excitement that all experienced.

This "formula" for a state conference was bold and very rewarding for all. Each instructor was pushed to do a lot more than a "platform dance." We all had to set the stage, create the images under tough conditions (mother nature had a hissy fit and we were scrambling between rain and such) and then lay it all out in front of our peers as well as the client. A challenge, you bet, but a rewarding one as people saw instructors under REAL conditions.

The other exciting part of this month's message is equipment and how it will effect our image making. There are a ton of companies (international) that are all starting to offer flash systems that are portable, TTL, powerful and connected by radio control.

I chose the new Profoto B1. While pricey, I felt that the design and simplicity of operation were key features. I also loved the size and lithium

battery that was built right into the slim body of the B1. I had heard that the TTL capabilities were amazing and I was VERY skeptical as I am a staunch "manual" flash person. I know my math and can quickly put things together and know my results before I push the shutter button.

I had the pleasure of test driving it at the North Carolina fall seminar. Yikes! Not only was the size and physical handling of the unit awesome... the TTL exposures were EXCELLENT. I will say that the units ability will not meet every vision we have (as artists), however it really produced excellent results and most importantly, it allowed the photographer to make changes in power output quickly and accurately "on the fly" from the hot shoe mounted transmitter. For me, the key was simplicity. I did not have to push multiple buttons in a sequence or pull the manual out to figure everything out. It was intuitive.

I used the Canon dedicated transmitter in both TTL modes and manual. In TTL, I used aperture priority and let the onboard systems do the math. I was impressed with the results. The images projected a highlight and shadow side (mixing the ambient light and then the flash to a pleasing ratio. 3:1 seems to be the default of the programming of the system). That ratio could quickly be changed with a plus and minus button as desired. Fast, easy and again simple to use.

In Manual mode, it was equally easy to use. It was very easy to again make changes to the flash output from the on camera transmitter and VERY easy to understand.

Lets look at some images... Larry Miller, a Tennessee photographer (above), is passionate about his music and guitars. His home studio presents wonderful opportunities. I discovered that he often sits outside and plays his guitar just for the joy of it. I chose a composition that had great framing





Shelby (daughter of a popular NC photographer) was relaxing in a dark area with NO natural illumination for her face. The B1 (umbrella) was brought in from camera right, we metered for the “scene” and found it to be 1/30 @5.6. Again we used aperture priority at 5.6 and results were awesome. One could argue that the ration is a little strong for that environment and I would have to agree. However... the TTL system did the work FAST and accurately and it is VERY good.

The next portrait of Shelby was again a challenge. Strong backlighting against a dark background (that is the RIGHT formula for backlighting) however the area in front of her was a solid wall of large trees and NO illumination on the subject. We brought the B1 into play (aperture priority at 5.6 and umbrella on B1). Super results.

The family image seated in front of the old airplane was a challenge as it started to rain, it was heavy overcast and cold. The ambient exposure was 1/30@5.6 (ISO 200). We brought the B1 into play (with umbrella) and feathered the light towards the girl in yellow. We metered to insure the light was even across everyone. In this case we switched to manual exposure (just for the fun of it) and again the B1 and communication between the camera and flash performed VERY well.

All things considered and the tough conditions, the B1 was simply amazing. Lots of power, super easy to physically handle (no cables) and not once did the communication between camera and flash fail, that part I loved. While part of me did not want to admit that the B1 was smarter (grumbling as I write this), I have to admit it performed extremely well and allowed me to concentrate all my efforts on the clients.



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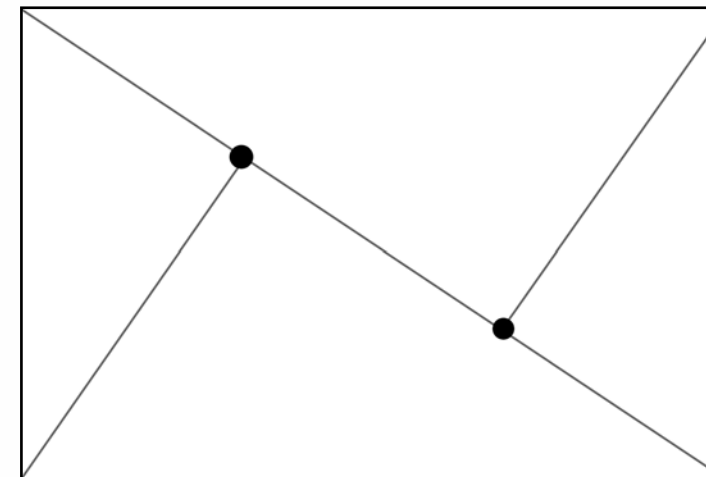
# AVAILABLE LIGHT and COMPOSITION

DOUG BOX



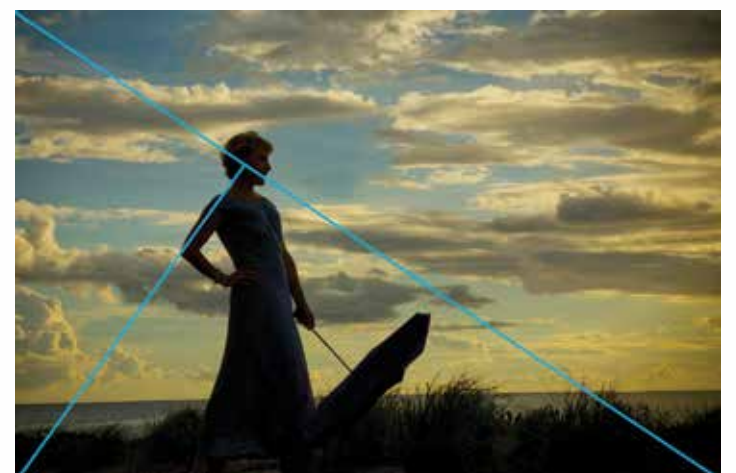
When working with natural light, we must sometimes bend or break the rules of good composition in order to get the best possible light on our subjects. When possible, however, we should strive to follow the traditional composition guidelines.

**The Golden Mean and the Golden Spiral** - The Ancient Greeks believed there are three components to beauty: symmetry, proportion, and harmony. We can attribute two compositional strategies to the Greeks: the Golden Mean and the Golden Spiral. The illustrations and images below show the principle of the Golden Mean. When you look at the silhouette of the woman, note that the composition was improved by reframing the image to place the subject at one of the power points.

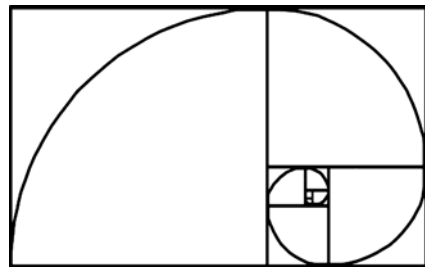


*Above: The Golden Mean provides two power points, places where the most critical aspect(s) of the image should lie for the optimal compositional arrangement.)*

*Right: These images show how using the Golden Mean can help create a less stagnant and more engaging image.)*







*The Golden Spiral (left) can help you create a naturally flowing image. Studying and training comes in handy in helping to create a solid composition quickly.*



*The Rule of Thirds is probably the most often used compositional guideline. Imagine dividing your image into thirds horizontally and vertically. In other words, pretend you are drawing a tic-tac-toe grid over your scene. When composing the shot, simply place the main subject at one of the four points where the horizontal and vertical lines intersect*

The Golden Spiral can help you create a naturally flowing image. The image of the little girl is one of my favorite child portraits. While she was on the floor, I had about 5 seconds to make the exposure. Studying and training comes in handy in helping to create a solid composition quickly. Sure, I could have cropped the image in postproduction to get a pleasing image, but doing so could mean that the subject is too tightly cropped or that the resulting file is too small, with insufficient data to make a pleasing, sharp, grain-free image.

**The Rule of Thirds** - The Rule of Thirds is probably the most often used compositional guideline. Imagine dividing your image into thirds horizontally and vertically. In other words, pretend you are drawing a tic-tac-toe grid over your scene. When composing the shot, simply place the main subject at one of the four points where the horizontal and vertical lines intersect. The superimposed grids on the images of the bear and of the eagle show how the Rule of Thirds was employed to place the subject in the most aesthetically pleasing area of the frame.

Finally, the images of the mission are two different presentations of the same scene. The first image was not very effective, so I changed the camera angle and changed lenses to create a more interesting representation of the scene. When on vacation, it can be easy to get lazy and snap a shot without really thinking it over, but as you can see, taking a little extra time is worth the effort”



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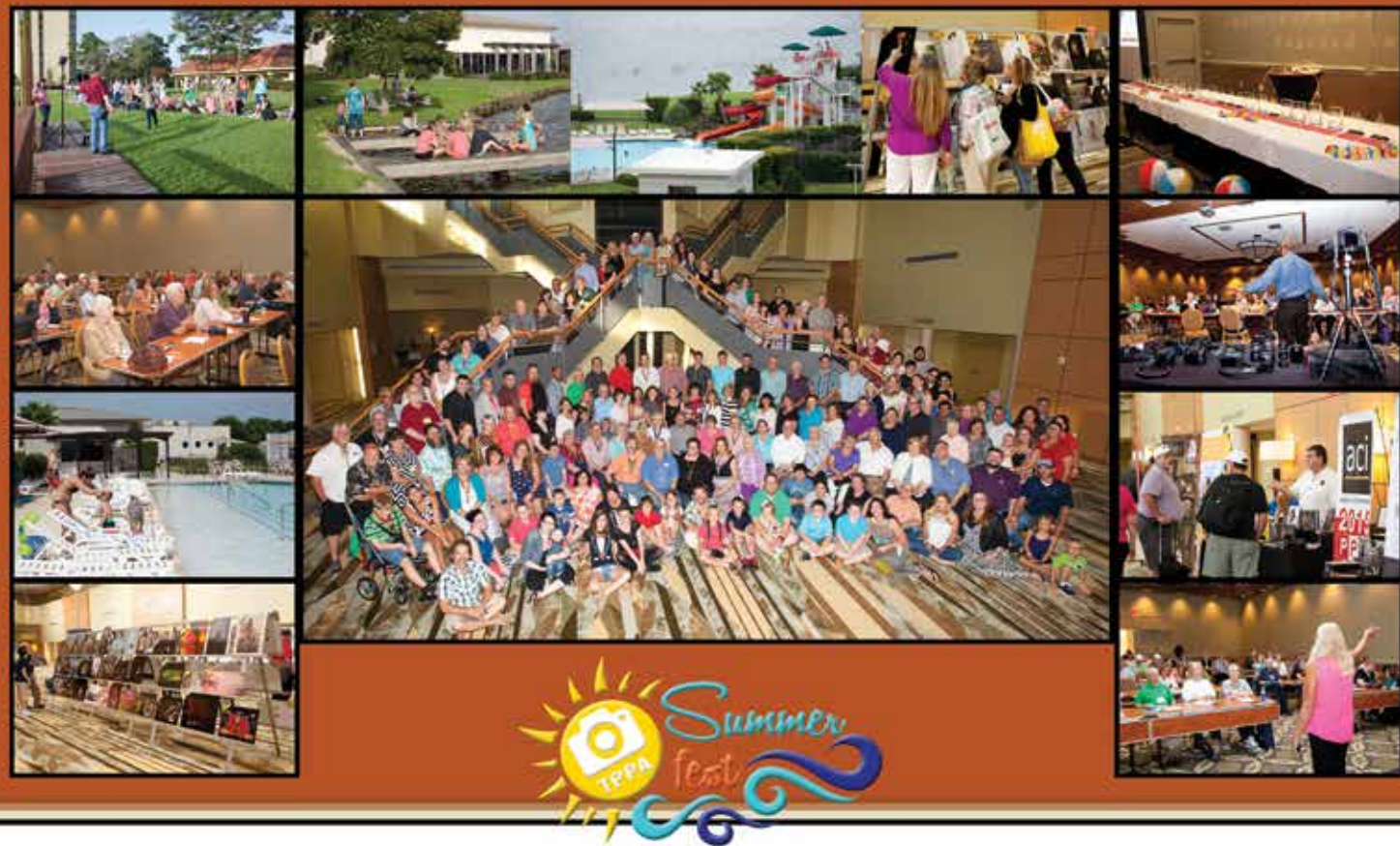


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school and sports





## First Annual Summerfest Huge Success!

by  
Steve Kozak

The 2015 edition of TPPA Summerfest is now behind us, and one thing is for sure, we have a hit on our hands! The decision to move the annual summer seminar from Kerrville to Conroe was not an easy decision. Many of us have made a tradition of making the trek to the Texas Hill Country with our kids in tow and sat many an evening around the pool telling stories and sharing ideas. But with attendance dwindling and our membership demographics changing, the TPPA Executive Council decided the time was right to make a change.

After looking at a number of venues, it was decided that the La Torretta Resort had everything that was needed to bring the excitement back to the summer event and the “Summer Roundup” was re-branded into the new, TPPA Summerfest. La Torretta Resort sits on the shores of Lake Conroe and features an 18-hole golf course, an 11,000 square foot spa, 24 hour fitness center and miniature golf. But ask any of the nearly 100 kids in attendance, and you will know the main attraction is the water park just steps away from the hotel.

Summerfest kicked off with the annual TPPA Image Competition. This was the first time digital entries were allowed in competition and TPPA members across the state took advantage of the opportunity to have their images evaluated by judges from PPA’s International Print Competition and jurors who are in training. The competition saw 105 cases entered with over 400 images and albums judged.

While the judging was taking place, a packed room of photographers took in Image Competition Boot Camp led by Mark McCall. This one-day workshop was structured to help those who want to begin entering images in the competition and those who want a higher degree of success. By gaining a better understanding of the judging process and how to prepare images, participants increase their chances of getting a good score.

Monday kicked off with three programs which included Doug and Laura Bennett from Colorado Springs, Colorado, sharing how they capture their stunning landscape images. TPPA member Brad Barton shared how he creates senior portraits outdoors and our own TPPA member Elena Hernandez took participants into the pool to photograph underwater portraits. All three programs were repeated on Tuesday and the feedback on these programs was outstanding. Kari Douma, from Grandville, Michigan, shared her program on family portraits to a packed house. Across the hall, Gary and Kathy Meek taught a day-long class for those preparing for the PPA Certification Class. Almost thirty photographers took the class and most of them sat for the test on Tuesday morning.

The annual TPPA Golf Scramble saw its largest participation in years with 20 golfers taking in the beautiful and challenging course at La Torretta. Dwayne Lee may have had the shot of the day as one of his drives hit an unsuspecting duck. Many of the golfers were already looking forward to next year’s scramble, so wildlife, beware! The afternoon was handed to Bob Coats of Sedona, Arizona, who inspired photographers to look at their images in a new and different way. Participants were sent out to capture images as part of the class and then came back to work on them on their computers as Bob shared tips and techniques to turn them into something special.

(continued page 25)

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# Summer fest TPPA Trophy Gallery



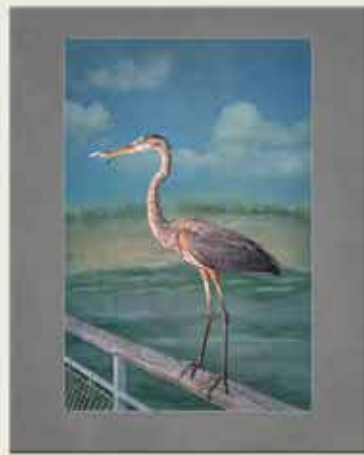
**Best General Album in General Exhibit by Non-Master**  
**"Endless Love"**  
 by Bree Adams



**Best Illustrative by a Student**  
**President's Theme Trophy**  
**"Bound for Nimh"**  
 by Maja Buck



**Best Illustrative Sports or Event**  
**"Eyes on the Prize"**  
 by Jose Yau



**Best Illustrative Wildlife**  
**Best Illustrative General Exhibit**  
**"On the Fence"**  
 by Angela Navarette



**Best Portrait of a Group**  
**"Star Catchers"**  
 by Cristie Reddehase



**Best Classic Portrait**  
**"En Pointe"**  
 by Debbie Riggs



**Best Portrait of a Child**  
**Best First Time Entry in TPPA**  
**"A Mother's Love"**  
 by Ronald Castle



**Lexjet Sunset Award**  
**"Sun Dial"**  
 by Steve Kozak



**Best of Show**  
**Best General Album by a Master**  
**"Avante Home Design"**  
 by Cris Duncan



**Best Portrait of an Animal - ASP State Elite Award**  
**Best Photographic Open by a Master**  
**"Jackson"**  
 by Cliff Ranson



**Best Portrait of a Woman**  
**Best Photographic Open by a Student**  
**"Miss Havisham"**  
 by Maja Buck



**Best Illustrative Scenic**  
**"Yosemite Valley View"**  
 by Ellen Yeates



**Best Portrait of a Man - Best Photographic Open, General Exhibit**  
**"Not Forgotten"**  
 by Brooke Kasper



**Best Portrait of a Wedding or Social Event**  
**"Stroke of Midnight"**  
 by J.B. Sallee



**Best Restoration**  
**"Chrenek Family Restored"**  
 by Catherine Dybala



**Best Illustrative Commercial**  
**"Little Red is a Big Bad Wolf"**  
 by Chris Hanoch



**Best MA by a Student**  
**"My Sweet Angel"**  
 by Valerie Steinkoenig



**Best Illustrative Fine Art**  
**Best Illustrative by a Master**  
**"The Conductor"**  
 by Cris Duncan



**Kodak Gallery Award**  
**"A Hunter's Dream"**  
 by Janel Randall



**Best MA by a Master**  
**"Fairest of Them All"**  
 by Cristie Reddehase



**Best Illustrative Architecture**  
**"Twilight In Austin"**  
 by Ellen Yeates



**Best MA General Collection by Non-Master**  
**"10,000 Tears"**  
 by Bree Adams





## Distinguished Print Winners



**"Dressed for Success"**  
by Elizabeth Homan



**"One More Ride"**  
by Penny Clark



**"Fuzzy Bloomers"**  
by Mickey Staudt



**"The Face of the Falls"**  
by Deanna Duncan



**"Always Stretch for First"**  
by Jose Yau



**"Momento Mori"**  
by Maja Buck



**"Lighting His Way Home"**  
by Bree Adams



**"The Hunters"**  
by Cristie Reddehase



**"Possessed"**  
by Phaneendra Gudapati



**"Timeless"**  
by Yosef Yetimgeta



**"This Is Love"**  
by Francie Baltazar



**"The Captive"**  
by Dixie Dobbins



**"Hey Girl"**  
by Christy Dodson



**"Whiskey Street"**  
by Cliff Ranson



**"Defiance"**  
by Phaneendra Gudapati



**"Parts of Sally"**  
by Andrew Dominguez



**"Persistence of Melody"**  
by Brad Barton



**"Look Into My Eyes"**  
by Penny Clark



**"Pearls of Passion"**  
by Cindy Dover



**"Solitude"**  
by Robin Janson



**"The Wedding of Tyler and Civnan"**  
by Elizabeth Homan



**"December 26th"**  
by Cliff Ranson



**"Sisters"**  
by Cristie Reddehase



**"The Siren"**  
by Phaneendra Gudapati



**"Raindance"**  
by Carol Scott



**"Balancing Act"**  
by Angela Navarette



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(continued from page 18)

Monday evening, everyone gathered lakeside at the TPPA Villa for a good old-fashioned picnic. The evening weather was spectacular as everyone enjoyed good food, games, plenty of watermelon and ice cream and great conversation. Tuesday featured the creative artistry of Cindy Romano from Surprise, Arizona, and Michael Mowbray of Madison, Wisconsin, shared his vision and technique in a hands-on program. Wednesday saw Elizabeth and Trey Homan of San Antonio speaking to a full room and shared tips on marketing and pricing for success.

Summerfest also featured one-on-one mentoring for improving images for competition, CPP and portfolios and mentoring for marketing and pricing. Both of these events were well attended and well received.

The awards program on Tuesday was over-the-top. TPPA Members Mitch Daniels and Robin Janson made the production feel like a big-time event by adding video to the presentation and lights and sound to the room. Dr. Henry Oles of Virtual Backgrounds set up a station to photograph everyone and Roger Ludlow (husband of TPPA President, Stephanie Ludlow) hosted the awards. Dr. Oles was also presented with the PPA National Award from Texas.

Summerfest saw a registration of 229 people and almost 100 kids. With such a positive response from the participants and the tremendous reviews of the event seen in social media, it is certain that Summerfest will continue to grow. We look forward to seeing you next year!

## 2015 Gallery Collection Book Available Online Now



2015 Gallery Book Cover

For the third year, Texas PPA has published a beautiful, full color, 8x8 book featuring the winning images from the summer seminar. Included are the Trophy and Ribbon winners as well as prints scoring 80 or above (Honor of Exhibition).

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# Interactive Family Portraits

ELIZABETH HOMAN

At the various seminars I have given, I am often asked, “How do you create those interactive portraits? ...How are you getting them to purchase interactive portraiture instead of the traditional, smiling (and looking at the camera) pose? What do you say to the clients to get them to do this so naturally?” Although not every session is exactly alike, there are some basic techniques I’ve learned over the years that work well for me.

My introduction to interactive portraiture began several years ago when I took a Texas School class taught by Canadian Don MacGregor. It was a “life changing” experience. I had been in the photography business for about four years and was still searching for my own “style.”

While studying under Don, I soon realized how valuable family portraits were to my clients, especially when they capture the family in a truly natural way. I immediately went back to my studio and started adding some interactive portraits to each session. At first, I didn’t have a lot of samples on my walls to display this interactive style, so clients didn’t purchase them. But as soon as I got an image that I thought was a great example, I printed it in 30x40 and displayed it where it could be seen as soon as you walked through the door. As soon as I did that, I started selling them. It was like magic!

Today, I am known for my interactive style and I spend about 40% of each session creating these types of portraits. I have many clients who still want the traditional style, but my clients come to me because they see a difference in my work, even if they don’t know what it is they are actually liking about it. I love creating these images and I love seeing them grace the walls of my clients’ homes. In about 90% of the family portraits displayed in my studio, the subjects are not looking at the camera. Along with the studio displays, I also display interactive images in my marketing pieces and create some of these images for every client.



So, how do I get clients to interact... naturally? It depends on the age of the children. Children under the age of 10 or so are easier to work with. You just have to do something like... picking a leaf off a tree and looking at it, or picking a flower and counting the petals (or picking off the petals). You can read a book, build a sandcastle, feed the birds or ducks. Those things are pretty easy and universal to do in many situations. Most people still need to be told what to do and are looking for guidance from me. Therefore, I still pose the clients in a way that looks great and flatters the subject. Once that is accomplished, I tell them what they are going to be doing while in that pose.

A good “pre-portrait” consultation is the key to making it all work. During that consultation, I introduce this style to the clients. We talk about things that might have special meaning to that particular family such as reading a favorite book, playing an instrument, playing catch or other kinds of sports, fishing, having a tea party or picnic. Each family is different and that is what makes these types of portraits so interesting to me. I would much rather create a story-telling portrait than, as Don MacGregor says, a “roadmap of the face.”

Creating interactive portraits of families with older or adult children can be more challenging. For example, a family with older teenage children or grown children are not usually going to all read a book together or smell a flower together. This is where a family activity will really come in handy... perhaps a photograph of them on their ski boat or posed around their swimming pool. Having a family engaged in an activity that they all enjoy will make their expressions more realistic and they will enjoy the session more.

One image I often create is that of the family walking together and holding hands. They feel really silly doing it, but they all start really laughing and the expressions are usually priceless. I also create many images in a session where the subjects are looking at something that is off in the distance. These types of images also sell well because the client can still get a good view of their faces, but they are not staring back at themselves on the wall. This is a good step for the “traditional” client that you are trying to break away from the norm and move into something a little different.

Our studio has now taken interactive portraiture another step and have added them to our “Collector’s Series” portraits. From Easter and Santa portraits to other specials such as Fall Fairies, I now create storytelling images of each session. Not only are clients purchasing wall portraits of these images, they are also purchasing albums that capture all of the images from the session. These sessions are 20-30 minutes long and include both the traditional (looking at the camera) images as well as interactive images. These Collector’s Series portraits also serve as an introduction to our studio for new clients. What better way could you ask to introduce them to my interactive portrait style?

In today’s market, it is extremely important to separate yourself from all of the other photographers in your area. At our studio, we have done this by creating a piece of art for my clients to display on their walls that tells their own story. This is not only fulfilling for myself as a portrait artist, but also as a wife and mother who values the storytelling portraits of my own family.



Elizabeth Homan, of San Antonio, is an award-winning portrait artist widely known for her distinctive yet traditional style of portraiture of families and children. She and her husband, Trey, are instructors at the Texas School of Professional Photography.



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## Spotlight Pics

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



**“The Gatherer”** - David Edmonson created this image as a part of his instruction for the Texas School of Professional Photography. “This was a concept I had in mind of a Proverbs 31 woman who had gone out in the morning (and thus the mist) to gather things to help her family,” explains Edmonson. The mist was created using a fog machine on set at a local lake... with the proper permits, of course. “I bought the boat on ebay after searching for quite some time for the perfect wooden version. Subtle in the shot is that she is almost to the shore line and has found treasure that most people overlook.”

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# Dr. Henry Oles Presented The National Award

by  
Bill Hedrick

The National Award is presented each year to an individual who has proven their dedication to the profession by years of service and commitment. The inscription on the award simply states "For Meritorious Contributions to Professional Photography." This year's recipient of the National Award from Texas is Dr. Henry Oles of San Marcos, Texas.

Dr. Oles is well known as the designer of the Scene Machine, a virtual background projection system used by photographers throughout the world. He also has an uncanny insight into the future.

Henry's career in professional photography began as the editor and photographer of his high school newspaper. Not long afterwards, he met and married a young lady named Marian and they have been an unbeatable team ever since. The devoted couple recently celebrated their 50th anniversary.

For ten years, he published a business/marketing column in The Professional Photographer titled "Your Bottom Line." He also wrote a 220 page hard cover color book titled "Background Power" which was the first book ever written on how to incorporate backgrounds into professional photography.





Perhaps his best known publication, written a decade ago, is the "Professional Photographers Perfect Storm." Henry felt so strongly about warning fellow professional photographers about the approaching storm that he printed and distributed tens of thousands of copies at his own expense.

Therefore, it is with great pride that the Texas Professional Photographers Association honors Dr. Henry Oles with this award to express our love and gratitude for a man who loves the profession and has always been a strong supporter of this association and its members. Congratulations!

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 <p><b>Doug Box</b> August 19 How to Master off Camera &amp; On Camera Flash</p>	 <p><b>Meghan Garner &amp; Ashley Diamond Seigert</b> September 16 The Autonomous Partnership</p>	 <p><b>Tony Corbell</b> November 18 Lighting Program</p>
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A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to [TexasProPhotoMagazine.com](http://TexasProPhotoMagazine.com) or email the Editor at [Editor@cablelynx.com](mailto:Editor@cablelynx.com).



**“Sisters”** - Maria Bernal, from Cedar Park, Texas, made this photograph in a barn around 10 pm one night while it was “pitch black” and had three people throwing flour into the air to get the perfect shot. The image was made with a Nikon D810. Her studio, Sofina Fine Art Portraiture, is dedicated to providing fine art portraits. Most of her images are printed on Fine Art Paper or Fine Art Canvas. Maria has been the proud recipient of the Canon Par Excellence Award, is the 2015 SWPPA Photographer of the Year, is an ASP Elite, and has received multiple Fuji Masterpiece and Kodak Gallery Awards. Her style of Fine Art is unique to her and is never recognizable because she is constantly changing the look of her work.

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## NEWS FROM AROUND THE STATE



Contributors: Heart of Texas - Tom Sergent; Houston - Dixie Dobbins

**Anne Hawkins Passes Away** - Funeral services for Margaret Anne McGuill Hawkins, 86, of Temple, were held on July 11, 2015, at Our Lady of Refuge Catholic Church in Refugio, Texas. She was the wife of TPPA Past President, former Texas School Director, TPPA Magazine Editor, and former TPPA Executive Director, Walt Hawkins. While performing all of these duties for TPPA, she was always at his side.

Anne was born on February 27, 1929, in Refugio, the daughter of Charles Joseph McGuill and Ollie Lee Curbelo McGuill. She married Walter "Walt" Hawkins in 1948 and the couple moved to Temple ten years later. Together they owned Walt Hawkins Photography. Both were long-time members of PPA, SWPPA, and TPPA.

Anne and Walt had four sons and five daughters, 14 grandchildren, and 15 great grandchildren. This sweet woman will truly be missed by all who knew and loved her. Memorials may be made to St. Mary's Catholic School in Temple, Texas.

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**Heart of Texas** - The Heart of Texas Professional Photography Guild held its annual social in place of the regular May meeting. The annual social is just that, all social and no business. Therefore, there was no print competitions or speakers. We had a great showing at Texas School this year so that became our theme. We spent a wonderful evening sharing stories about Texas School and what we learned there. We are milking Texas school for all it's worth - sharing things we learned with our fellow members is a great learning experience (to teach is to learn twice!). Not to mention it will encourage other members to participate next year.

In June, the Heart of Texas Guild was fortunate to have Laura and Randy Pollard as guest speakers. Laura and Randy presented an excellent program on youth photography from babies to seniors. Their program was both entertaining and informative and gave everyone food for thought. Image competition winners in the Professional Division were: Rhonda Williams, first place; Heather Hitt, second place; and Jill Hubbert, third place. Winners in the Associate Division were: Rick Duhrkopf, first place; Darrell Vickers, second place; and Billy Lauderdale, third place. Winners of the People's Choice Division were: Rhonda Williams, first place; Darrell Vickers, second place; and Billy Lauderdale, third place. Winners in the Challenge (long exposure) Division were: Billy Lauderdale, first place; Darrell Vickers, second place; and Rick Duhrkopf, third place. Also, the Heart of Texas Guild wants to thank Pounds Lab for supporting and sponsoring speakers and donating door prizes.

**Houston** - May was a busy month for the Professional Photographer's Guild of Houston with lots of workshops available for members. Five PPGH members hosted a Super 1 Day workshop including Kim Christensen, Kevin Falcon, Aileen Harding, Karen Butts, and Curley Marshall. Other workshops included Kelly Willis and Michelle Parsley. Following Michelle Parsley's all-day workshop was the PPGH monthly meeting and Parsley presented a shorter version of her workshop for that meeting.

In the monthly image competition, Cat Dybala nearly swept the Masters category with first, second and third places. Karen Butts also tied for third in the Masters category. In the Active category, Kim Kuhlman placed first, Teri Whittaker placed second and Laura Mansur placed third.

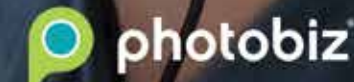
At the June meeting, local photographer, Alison Carlino, stepped in to present an informative program about off-camera flash... why to use it, how images lit by off-camera flash compare with natural lit images, and how to choose the right lighting source.

In the Active Division of the image competition, Francie Baltazar Stonestreet placed first and tied for second with Nikki LaWell. Teri Whittaker placed third. In the Masters Division, Karen Butts placed first.

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