



TEXAS

PROFESSIONAL
Photographer

Texas • N. Mexico • Oklahoma • Colorado • Arkansas • Louisiana

Dec/Jan 2014



K. Montgomery
photographic art

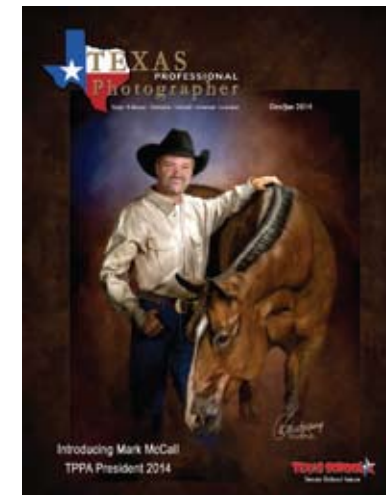
Introducing Mark McCall
TPPA President 2014

TEXAS SCHOOL 
Texas School Issue



Introducing CUSTOM WOOD USB DRIVES & BOXES

1-2 Day Turnaround, FREE Overnight Shipping
MADE FROM PURE MAPLE FOR A MODERN PRESENTATION | INCLUDES THE HIGHEST QUALITY LEVEL USB AVAILABLE



COVER PHOTO

The cover photo of Mark McCall was taken by famed western photographer, K.C. Montgomery of Amarillo, Texas. "I wanted to get back to my roots," explains McCall, who grew up on a small hamlet in West Texas and has become one of the best-known photographers in the Lubbock area. Read about Mark McCall on page 8.



OFFICIAL PUBLICATION OF THE TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION, INC.

VOLUME 49 No. 1 Dec/Jan 2014

Publishing Editor Bill Hedrick, M.Photog.Cr.
1506 E. Leach St.
Kilgore, TX 75662
903-985-1080
Editor@cablelynx.com

Executive Director Doug Box, M.Photog.Cr.
P.O. Box 1120
Caldwell, TX 77836
979-272-5200
dougbox@aol.com

Printed by Complete Printing
1501 W. Panola
Carthage, TX 75633
800-964-9521
www.CompletePrinting.com

COMPLETE FINANCIAL INFORMATION ON TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION IS AVAILABLE TO ANY TPPA MEMBER BY CONTACTING DOUG BOX, EXECUTIVE DIRECTOR, P.O. 1120, CALDWELL, TX 77836
DOUGBOX@AOL.COM.

IN THIS ISSUE

6 TPPA Road Trip to Yellowstone

September 14-19, 2014

Hosted by Cris Duncan

8 Home-Grown Texas Photographer

Meet Mark McCall, 2014 President of TPPA

by Bill Hedrick

10 Fun with Flash Gels

Using Flash Gels in a New Way

by Bry Cox

13 Texas School 2014

Classes and Instructors

by Don Dickson

39 Creating Artistic Silhouettes

Helpful Hints for Images that Pop

by Doug Box

40 Lens Compression

For Creating Depth and Dimension

by Jamie Hayes

42 Do It Yourself: On Location Equipment Cart

When You Work Without an Assistant

by Mike Sheeren

44 Wedding Etiquette for Professionals

What in the World is Going On?

by Lawrence Millbarger

DEPARTMENTS

5 An Honor to Serve

A Message from TPPA President, Mark McCall

5 Join Texas PPA Today

If You Love Photography

46 Texas Off Ramp

All Aboard! The Texas State Railroad

49 News from Around the State

What is Happening Around Texas

CALENDAR OF EVENTS

January 12-18, 2014	TPPA Road Trip Big Bend
March 14-17, 2014	SWPPA Regional Convention Arlington, TX
April 27 - May 2, 2014	Texas School Addison, TX
June 22-25, 2014	TPPA Summer Roundup Kerrville, TX
September 14-19, 2014	TPPA Road Trip Yellowstone National Park

The *Texas Professional Photographer* is the official publication of the Texas Professional Photographers Association, Inc., published bi-monthly for members and others for information of industry matters, personal achievements, and news of this and other associations. Acceptance of advertising or publishing of press releases does not imply endorsement of any product or service by this association, publisher or editor. Permission is granted to similar publications of the photographic industry to reprint contents of this publication, provided that the author and *Texas Professional Photographer* are credited as the source.

Articles, with or without photographs, are welcomed for review for inclusion in this publication; however, the editor reserves the right to refuse publication, or if accepted, the right to edit and use on a space available basis. Send all communications, articles, or advertising to:

Editor, *Texas Professional Photographer*, 1506 E. Leach St., Kilgore, Texas 75662. Telephone (903) 985-1080, or Editor@cablelynx.com.

NEW YEAR'S RESOLUTION: ENTER PRINT COMPETITION



© Richard Sturdevant

**Get Inspired! Check out the
Competition Print Display
at Imaging USA.**

**Watch for our State and Regional
Competition Print Specials:
January and February**

**Receive 25% off Competition Prints
for your local guild competition.**

Discount applies to Fine Art and Photographic
Competition Prints. Note *Competition Print Special* in the
Special Instructions box of ROES. All Competition Prints
are inspected before shipping and require additional time.

Visit BWC Printmakers at Imaging Expo Booth 1345.



dallas | 1.800.445.0264 | bwc.net



2014 TEXAS PPA EXECUTIVE COUNCIL

President Mark McCall
mmphotography@suddenlink.net
602 Broadway, Lubbock, TX 79401 (806) 783-3003

Vice-President Stephanie Ludlow
stephanielonghorn@yahoo.com
205 N. Mays, Round Rock, TX 78644 (512) 246-0063

Treasurer Steve Kozak
Steve@stevekozak.com
5323 Fig Tree Ln., Grand Prairie, TX 75052 (972) 601-9070

Secretary Trey Homan
Trey@ehoman.com
17222 Classen Rd., San Antonio, TX 78247 (210) 497-3809

Councilman-at-Large Fonzie Munoz
fonziemunoz@hotmail.com
4501 S. Alameda, Corpus Christi, TX 78412 (361) 834-1974

Councilman-at-Large Angela Pencsak
angela@pencsak.com
16008 N. Evans Rd., Selma, TX 78154 (210) 771-0791

Chairman of the Board Judy Dumas
dumasfoto@hotmail.com
1001 Green Oak Dr., Early, TX 76802 (325) 646-1773

Executive Director Doug Box
dougbox@aol.com
P.O. Box 1120, Caldwell, TX 77836 (979) 272-5200

Texas School Director Don Dickson
ddickson@lonestarbbs.com
1501 West 5th, Plainview, TX 79072 (806) 296-2276

Magazine Editor Bill Hedrick
Editor@cablelynx.com
1506 E. Leach St., Kilgore, TX 75662 (903) 985-1080

PPA COUNCILORS

Gabriel Alonso (Ft. Worth), Doug Box (Caldwell),
Don Dickson (Plainview), Walter Eagleton (Denton),
Elizabeth Homan (San Antonio), Trey Homan (San Antonio),
Steve Kozak (Grand Prairie), Dwayne Lee (Arlington),
Stephanie Ludlow (Round Rock), Mark McCall (Lubbock),
Cliff Ranson (McAllen), Richard Sturdevant (Garland),
Gayletta Tompkins (Nederland).

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

Mark McCall, President TPPA



An Honor to Serve Texas PPA

When I wandered into the print room on a warm sunny afternoon in 1998, I had no idea that it would be the defining moment in my life and that it would lead to a career of service in TPPA.

Everything changed for me that weekend in June. I picked up some print gloves and pitched in and had the time of my life! I was surrounded by fantastic images and wonderful, excited people. Things move fast in the print room and we were all having fun prepping the images for the competition. Cindy Romaguera was cracking the whip and her faithful charges were at full attention. She ran the room like a well-oiled machine. Silent high-fives were exchanged behind the curtain during the judging if someone did well. I didn't know a soul, but in no time at all we formed a bond that exists to this day. My passion for print competition comes from that first experience and most of what I learned about print competition came from the print room.

That evening, Doug Box dropped by our hotel room patio and welcomed us to Kerrville for the first time. He sat down and gave us a rundown of the week's events. That moment was special because Doug is a busy man but found time to welcome some newbies. I thanked him for making us feel so welcome. Later, Cindy thanked me for helping out in the print room and offered to allow me a chance to help the following June.

My Dad was a very wise man. He had a deep respect for pioneers, those who had gone before. I inherited his respect for trailblazers when I joined TPPA. Names like Dickson, Hedrick, Homan, Hendrie, Suddarth, Box, McKanna, Rogers,

Sixt, Lee, Olsen, Weeks, Barnes, Alonso, Kozak, Ellison, Porter, Marvins, Faust, Foster, and Scalf were all larger than life to me in 1998.

Fast forward to the present... It's funny how time has a way of turning things around. In June of 2013, in the lobby of the YO Hotel, I welcomed some new attendees to Kerrville and talked shop with them for awhile. Walking away, it occurred to me that I was *their* Doug Box. The point is that we never know the impact we will have on the lives and careers of others. So, never pass up the opportunity to help someone. You never know who that person will turn out to be.

I want to thank you for allowing me to serve as your TPPA President in 2014. I have an all-star lineup behind me, a School Director and his staff who have created the most desired photographic educational experience in the country, an award-winning Magazine Editor that continually ranks among the best of PPA Affiliate publications in the nation, an experienced and capable Executive Director, and an amazing group of officers and directors. All are rock stars in their own right and have worked tirelessly to turn TPPA's fortunes in a challenging economy. A quick study of PPA Affiliates around the country will reveal just how lucky we are to be a part of Texas PPA.

Shoot what is in your heart,

Mark McCall
Texas PPA President



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

Join TPPA

TPPA.org

Your Texas PPA membership entitles you to **FREE** Registration at the TPPA/ SWPPA Regional Conference each year, providing you pre-register by the deadline for that event.



Membership Categories & Rates

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

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

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

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

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

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.

TPPA Road Trip

Yellowstone National Park

September 14-19, 2014

Your
Host
Cris Duncan



Do you ever feel like just unplugging the phone, logging off your email, setting all of that retouching aside and just getting out of town? Are you in a rut and need a break from the everyday monotony of running a business? Perhaps it is time for an adventure geared for photographers who simply want to fall in love with photography all over again and get a fresh perspective on life. If this describes you, why not join Cris Duncan for an adventure into the heart that will leave you refreshed and inspired about the craft you love so well?



Ansel Adams once said, "A picture shows someone where you were, but a photograph tells them what you felt." Join Cris Duncan and others on this incredible journey in conjunction with Find Your Focus.

In September, Cris will host a Texas Road Trip to Yellowstone National Park in conjunction with his Find Your Focus workshop. It is an event that promises to motivate you to chase your dreams in one of the most picturesque locations on earth. This is not your ordinary landscape workshop but rather an adventure designed to make you fall in love with photography all over again. It's all about creating amazing images, developing leadership skills, building relationships with other photographers, and creating a network of friends for a lifetime. When one travels to Yellowstone, he is immersed in a target rich environment where photographic opportunities abound. It is an amazing event when you are able to remove yourself from the everyday routine and simply observe the world around you. Yellowstone is an unrivaled canvas where you will be able to capture its beauty in your own creative way.

This annual photographic experience will be led by legendary professionals like Tony Corbell, award-winning wildlife photographer Laurie Rubin, and Cris Duncan, founder of Find Your Focus. As a Texas PPA member, you will receive the discounted

price of only \$625 as well as a PPA Service Merit. This trip also counts as a Continuing Education Event, meaning that it will count as credit if you are working on your degrees or recertification with PPA.



Ansel Adams once said, "A picture shows someone where you were, but a photograph tells them what you felt." It is that type of imagery, perspective, and passion that you get at an event like this. So, mark your calendar now and contact Cris Duncan to save you a spot on this most extraordinary event at www.findyourfocus.org and use the coupon code FYF-TPA-ROADTRIP for your discount rate of \$625. This TPPA Road Trip will fill fast, so register soon!



Texas Professional Photographer

Simplify your holidays with our
NEW, easy ordering system...



Try us now and get

50% off

Your First Order
& Free Shipping*

Now you can place
your orders directly
from our website.

No software download needed

Use Code:
LITE501

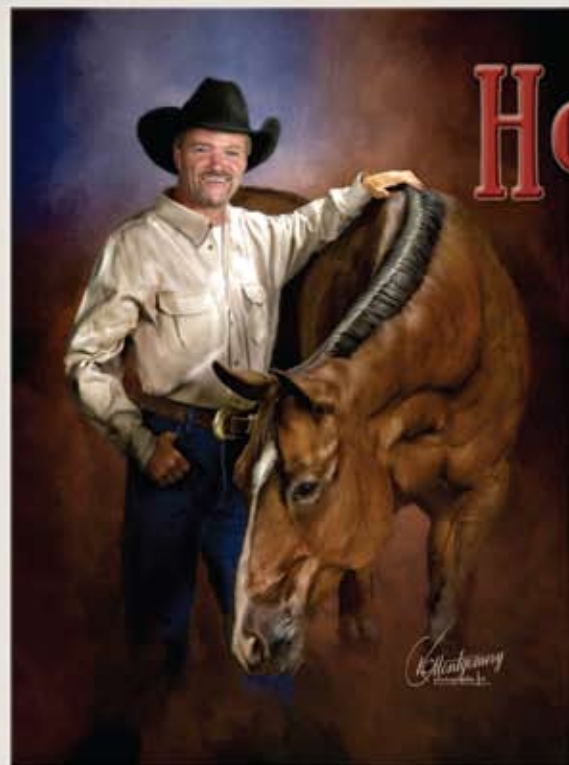
Try Simply
Color Lite
now

www.SimplyColorLab.com/lite



*50% off your first order of up to 3, 16x24" or larger gallery wraps or wood prints. Must order through Simply Color Lite; code cannot be used in ROES. Free ground shipping on orders over \$15 to contiguous US only.

For details visit www.SimplyColorLab.com/ppasclite



A West Texas Photographer Who Is Home-Grown Texan

Meet Texas PPA's New President, Mark McCall

by
Bill Hedrick

Most of us know Mark McCall as that highly energetic guy we see at conventions and seminars, rushing around from one place to another, multi-tasking, volunteering for anything and everything, and always with a smile. That's just the way he is... always wanting to help others and excited about the task at hand. In January, Mark McCall will be the new President of the Texas Professional Photographers Association.

However, most of us don't know about his humble beginnings. Mark grew up in a small hamlet outside of Petticoat Junction, Texas... a place too small to really be called a town... on a plot of land not even large enough to be called a farm! His family pretty much lived off the land. They raised their own vegetables, had pigs and cows, and even a Longhorn named Red. "You never wanted to get caught in the field when Red was watching," says Mark. "Back then, we spent hardly anytime indoors. There were always plenty of chores to do. We didn't have much money but we didn't think we were poor. To us, we had everything that everyone else had."

Growing up that way in rural West Texas has a way of building character and making you appreciate those little things in life. Whether it was an occasional trip to the rodeo in Slaton or riding on a home-made sleigh made out of an old car hood and pulled through the winter snow by a four wheel drive truck, Mark McCall learned what is really important in life. Nothing was handed to him on a silver platter and hard work was something you expected if you ever wanted to get anywhere.

Mark was only eight years old when he was in the checkout line with his mother at a local discount center when he spotted a calendar with the most breathtaking images he had ever seen of mountains, forests, and glaciers, and he begged his mother until she bought it for him. That was when something changed in this young boy's life and it wasn't long before he wanted to take pictures on his own and it was Mark's grandmother who first noticed his interest in photography. "She purchased a bulk amount of mail-order makeup so she could qualify to receive a free, plastic camera for me," he recalls. "I took that camera everywhere. I even used some duct tape to secure it to the handlebars on my bicycle and rode six miles down to Horseshoe Canyon, north of Slaton, to shoot ranch life, horses, rivers and streams." His \$5 weekly allowance paid for film and processing.

An avid fan of vintage warbird aircraft, Mark McCall is most known for his aircraft illustrations, many of which reside in PPA's Loan Collection.



Mark's studio is an open concept, New York style, warehouse building located in the heart of historic downtown Lubbock.



By the time Mark was in his late twenty's, he had already developed a clientele consisting mostly of neighbors and friends asking him to photograph their children and families. As word spread, he would come home to an answering machine full of messages. Although he didn't even have a business card and wasn't really considering a career in photography at the time, he was already well on his way. "My first wedding assignment was in 1996," he recalls. "You know

the type... pregnant bride and soon-to-be-shipped-off military groom," says Mark who hounded a local journalist, James Granger, with the Avalanche Journal for information on the best way to do it all. It was the beginning of Mark's professional career but he was still trying to keep his day job in the meantime.

The rest was a natural progression of things. As Mark's business grew, he needed more capital to purchase more equipment. He even sold his boat to get enough money for a set of studio lights. By 2002, he was opening his first studio, a storefront location in Lubbock, Texas. It was a busy place with everyone running around here and there to get things done and the business grew quickly. "I remember the other businesses in my shopping center complaining about the traffic in the parking lot and thought that was really funny at the time... businesses complaining about traffic," he says. But something wasn't quite right and it took Mark awhile to finally realize what it was. "All we were really doing was just printing photo after photo with no real art to it," he explains. "So I downsized, shooting here and there, and even taking a job in the office of Medical Photography at Texas Tech University."

Then, in 2009, Mark was approached about opening a "co-op" based studio in Lubbock, Texas. "I wasn't thrilled with the idea at first," he recalls. "Although I was skeptical, I agreed with the understanding that, after one year, I could leave with no hard feelings." Four years later, the other co-op members have moved on but Mark is still there.. and he loves it. The studio is an open concept, New York style, red brick warehouse building located on Broadway in the heart of historic downtown Lubbock. The 2200 square foot studio has a large dressing room,



consultation area, sales area, camera room, and even an available light area. "I photograph weddings, seniors, some commercial work, and of course... aircraft," says Mark.

Mark is a firm believer in photographic education and, even as a young boy, read everything he could get his hands on concerning photography. "I used to sit up in bed at night with a home-made cap with Velcro sewn into the top to hold a flashlight in place so I could read photography magazines," he explains. It was just the start of Mark's photographic education and, in the last thirteen years, he's not missed a single TPPA or SWPPA event as well as the Texas School of Professional Photography.

As much as anything else, Mark's commitment to photographic education makes him a prime choice to take the reigns of the Texas Professional Photographers Association in 2014. "An assistant of mine once asked me how long it takes to learn everything there is about photography," he explains, "My answer to her was that you never learn it all!"

That pretty much sums up the philosophy of a man who is dedicated to this profession and who is anxious to make sure that TPPA members are among the best-informed photographers in the country. So, from all of us... Welcome aboard, Mark McCall!

Family portraits have been an important part of Mark's business from the beginning. Shown here are his two daughters, Morgan and Shelbi.



Mark is a dedicated believer in the Virtual Background system. His images are so realistic that most people don't realize they were actually taken in a studio and he refers to it as the "Merit Machine."

A New Way to Use Flash Gels

by
Bry Cox
Texas School Instructor



Photographers usually try to set themselves apart by creating new looks, sadly that sometimes leads to loud software effects. Though some effects can be helpful if used subtly, it is much better to create your own effects in-camera. You will not only get more clean and realistic images, but you will also save a ton of time later in the computer.

Rogue recently asked me to test their line of flash gels that come pre-cut in a nice carry pouch, and connect to your small travel flash with a heavy duty rubber band.

The normal way to use these is to fire colored flashes to parts of an image, like making a wall red behind someone, or mixing colors for a dance club look.

However I chose to use them in a different way. I used them on my main light for portraits, and corrected for them by creating an in-camera custom color balance so that the skin tones would look normal but the background would go the opposite color.

the background went cool, the opposite color of the gel. Now my sky is even more blue and the greens are a deep blue/green.

Using the same manual settings, I changed only my gel color and custom white balance. I went with a cool gel so that I'd get a warm background. Notice the difference (Photo 3). It appears as if I'm shooting at different times of day and getting different looks when in reality I'm shooting right in the middle of the day. I was able to create in camera, the look of early sunrise or sunset, while keeping great skin tones.

Switching to a green gel (Photo 4) means I got a magenta background. The magenta and blue combine for a more purple sky, and the purple flowers in the meadow are accentuated.

I continued this process to create all of the following sample images (Photos 6-8), all with custom white balances measured off the gels.

Again, with every photo shoot, all of my settings are manual. As photographers, we only have five settings to think about and

set: f/stop, shutter, iso, white balance, and flash.

Everything else on the camera is an auto function trying to make those five things seem easier, but in actuality it makes things more complicated. One of the most common complaints I hear from photographers is that they are frustrated with their image results – they don't know why the auto functions don't produce the results they want.

Instead of relying on your gear to just provide you results, separate yourself by picking your results yourself. Learning and picking your five settings on every shot means that you get to decide how your photo will look. Start with envisioning the best possible image from where you are standing, then work backwards to choose the settings that will give you that result.

For me, I wanted a warm sunset look, even though the sun wasn't low and warm. I was able to create that look with all manual settings and a gel on my flash.

Here's the best part: by setting everything manual, there is almost zero computer work done to any of these images! None of these images have been color corrected, lightened, darkened, etc.

I have a system that I will show you at Texas School for getting perfect exposure and color balance in camera, so that you don't have to adjust files later, as well as a 3-part system for lighting women so that they don't need retouching. With that understanding, we will focus on posing and real expression so that your images are great technically, creatively, and emotionally.



Bry Cox's class, "Celebrity Style Imaging" covers this and much more. For more information, see page 17 of this issue or go to TexasSchool.org.



You can see Bry's workflow on these very images in both Adobe Lightroom and Adobe Photoshop at BryCoxWORKSHOPS.com in a video called "Quick Digital Workflow and Processing of 'Gel Flash' Images" or if you take his class at the Texas School of Professional Photography.

Where The Pros Go For Inkjet Printers.

Digital Printers and Supplies for the Professional Photographer

At **Imaging Spectrum**, we don't just know printing, we know photographic printing. For twenty years, we've given our clients real advice from real pros that will help you choose the right products for your particular needs. You see, we're not here to just make a sale; we're here to make you a lifetime customer. No one offers you better values on a larger inventory of photo-quality inkjet printers, inkjet papers and ink, as well as dye-sub printers and supplies - **all ready for immediate shipping.**

- Large Inventory
- Highly Competitive Prices
- FREE UPS Ground Shipping



ISI Imaging Spectrum
INCORPORATED

800.342.9294 | plano, texas
www.imagingspectrum.com

Canon

NORITSU



DNP

Hahnemühle
FINEART

ILFORD

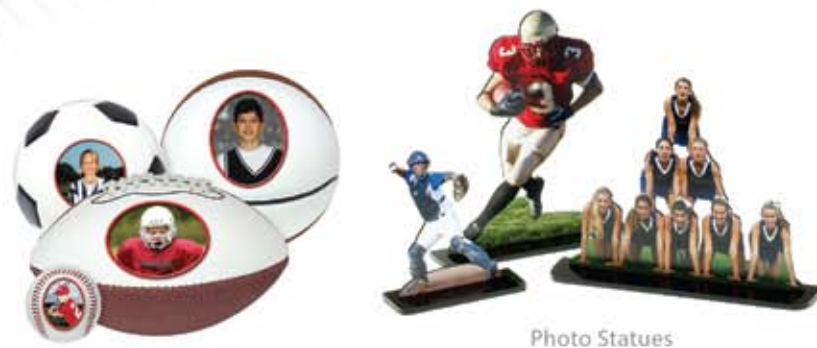


Photo Balls

Photo Statues

STAY TRUE TO YOUR VISION WITH OUR Monitor Match GUARANTEE™

Digital Pro Lab is a fully color-managed environment where all systems are calibrated and utilize custom ICC color profiles when printing. Our products are printed to an industry standard of color and guaranteed to match your properly calibrated monitor.



Beverage Wrap Insulators

Photo Buttons



Metal Stacks



Canvas Prints



iPad Cases



iPhone 5 & Galaxy S3 Cases

Kodak Professional Prints | Digital Press Cards | Gallery Wrapped Canvases
Metal Panel Prints & Stacks | Fine Art Prints | Custom Album & Collage Design
Sports & Specialty Items | Over 1,000 Products & Services

Professional Online Ordering & Pricing through **DPL ROES** or **Darkroom**

**50% Off Your
FIRST ORDER**

Through any of our **DPL ROES** ordering software systems. Offer Expires **October 31, 2013**. Use Promo Code: **TPPA1013**. Limit one per new customer.

Our Monitor Match Guarantee™ covers all of our 1000+ Products and Services.

Welcome to



April 27 - May 2, 2014

What happens when you gather 1,000 photographers in one place and tell them to have a blast for one week? Answer: TEXAS SCHOOL!

In 2013 we had over 1,000 photographers attend the Texas School of Professional Photography with 35 classes from which to choose. In 2014, we expect enrollment to bust 1,000 again! The cost? Only \$525 for TPPA members and \$620 for non-TPPA members... and that includes all evening meals. Also, at the 2013 school, we gave away over \$50,000 in door prizes, lab credits, studio make-over and more. This is the best education value in the country with the finest instructors in the industry.

We are excited about the room rate at the Intercontinental Hotel this year. This 5 Star Hotel has 523 rooms available, so more people will be able to stay at the host hotel. More information is available on the Texas School website at www.texasschool.org. You might want to go ahead and book your room because they will sell out prior to the school.

If you've never experienced Texas School, you've missed out on one of the best learning experiences available to photographers in the world.

There will be at least 35 classes covering every topic imaginable and all are designed to help your business grow and be successful. As everyone knows, the photography industry is changing. You have to be on top of your game. Texas School offers everyone the best education in the country and at the most affordable prices.

Along with classroom instruction, there is a fun and exciting social life at Texas School with parties, meal events, entertainment and an impressive trade show. Another good reason to attend is that all evening meals will be FREE, thanks to our many sponsors. The Big Texas School Shoot Out will also be back. Bring your camera and you'll be able to photograph top models, cars, motorcycles, and much more. In addition, there will be an awesome Trade Show with prices that are only good at this one event.

This will be our 39th anniversary of Texas School and it will be held at the Intercontinental Hotel and Conference Center in Addison (North Dallas), April 27 to May 2, 2014. Registration for The Texas School of Professional Photography will begin at 11 pm, January 3, 2014. Each year most classes fill within the first 5 minutes!

So, watch the website www.texasschool.org for updated information and make plans for attending the photographic event of a lifetime!



Don Dickson, Director
Texas School of Professional
Photography

To download a Registration Form or for More Texas School Information,
Visit Us Online at www.TexasSchool.org or scan this code...





April 27 - May 2, 2014

Intercontinental Hotel & Conference Center
Addison, TX

Course #1
Level: All Levels

Motion Portraits Hybrid Photography

Suzette Allen & Jon Yoshinaga
Sacramento, CA SuzetteAllen.com



Setting ourselves apart from the competition is vital for success in today's marketplace, but we have a solution in our hands already! Most of us already have cameras that shoot video, yet we are not yet utilizing it for profit! Switching careers to become a videographer is not the answer... but adding Hybrid Imaging or Motion Portraits will certainly open up doors of opportunity and growth for any studio.

Suzette and Jon have developed a painless system to add Hybrid=Photo+Video+Audio to your studio services. These Talking Portraits, Motion Portraits, or Hybrid eProducts are turning clients' heads everywhere! Suzette will share these simple techniques and show you how easily you can use hybrid templates to create eProducts profitably. You'll learn what to shoot and how to record it, how to maximize motion for impact, and what tools are needed to give your images and eProducts a professional look. Models will be used to demonstrate how to capture motion and expression. Then, you'll learn how to put it all together for a finished piece that has impact that you can sell to your clients. All the new terminology and tech doesn't need to be overwhelming! You can start embracing Hybrid Photography and eProducts at any level and start getting the attention that sets you apart from everyone else.



Course #2
Level: Intermediate

The Art of Sport

Jon Allyn

Milwaukee, WI TheArtOfTheSport.com



This class is a must for those who love the challenge and adrenaline rush of photographing action sports and who are tired of the nickel and dime sports market. Learn how to produce "Sports Art" that brings true value to the client and the revenue and recognition you deserve. Why sell a snapshot when you can sell an heirloom? Learn how to Find, Photograph, Finish, Fulfill and Follow up. This Hands-on class will focus on how to change your client's perception about sports photography, determine your market based upon demographics, choose sports with the most potential, make contacts to get you access, deal with parents, coaches, booster clubs and athletic directors, integrate fund-raising into your market plan, create a brand for your art, use software and talent to produce unique art, generate custom frame sales, generate quality referrals and repeat business, and much more.

As a Master of Photography, Master Artist, Photographic Craftsman, Certified Professional Photographer and ASP Fellow, Jon has stayed on the cutting edge of this industry for over thirty years. His diverse knowledge and relaxed teaching style has been educating and entertaining students for decades.



Course #3
Level: Intermediate

The Real WoW Factor

Ross Benton

San Antonio, TX StudioBenton.com



It's time to create your very own WoW Factor and unleash the power of light and design onto your images. This class is an intensive study of outdoor strobe lighting, working with clients, posing techniques and the secrets to finding amazing backgrounds. But it doesn't end there. Once the images are captured, Ross will focus energy on creating a complete Photoshop workflow for dramatic proofs, prints, and albums. Then, you will take your creativity one step further by mixing design with your portraits for the ultimate designer products. But wait... there's more! You will cover powerful sales techniques, product placement and pricing structure and then finish with aggressive marketing concepts to strengthen your business cycle! Topics include: powerful and simple environmental strobe lighting, studio workflow, sales concepts.

In November of 2008, Ross Benton opened a small storefront studio in central San Antonio. His recipe for business is as unique as his photography which includes weddings, children, and seniors. His laid back approachable style creates a relaxed environment for his clients which you'll also find flowing over into the classroom. His class is easy to follow and chock-full of time-saving shortcuts and money-making tips. Everyone in the class receives a step by step workbook detailing everything covered in class!



Course #4
Level: Beginning to Intermediate

Environmental, On Location, and In-Home Portraits

Doug Box

Caldwell, TX DougBox.com



Learn to shoot anytime, anywhere, indoors or outdoors with Doug Box. When great lighting isn't available and you can't find that "sweet light," you can still make great photos anyway! If it is overcast and you hate that "on-camera flash" look, Off-Camera Flash is the answer. If you are tired of taking too much equipment on location and want to better utilize the flash you already have for distinctive lighting, this is your class! You will learn pro techniques for using translucent scrims and reflectors to supplement available light, off-camera flash techniques for creating dramatic portraits in nature, and how to combine flash and sunsets for stunning portraits. Also covered will be "painting with light" and using manual flash and TTL. Then, Doug will show you how to sell and market your work for profit.

Doug has taught at seminars and conventions in 49 states as well as Canada, Mexico, Scotland, Wales, England, China, Ireland, Denmark and on 5 cruise ships. He was chosen to teach at the International Wedding Institute and has taught at 18 different PPA Affiliate schools. He is only the fourth person in the history of PPA to earn over 1,000 PPA Merits and is an invited member of the prestigious Camera Craftsmen group. Doug has written six books on photography with Amherst Publishing and is one of the most fun and easiest to learn from instructors in the country.



Course #5
Level: Intermediate to Advanced

Setting Yourself Apart From Your Competition

William Branson III

Durham, NC wbranson.com



William will show you how to take your studio to a level that can generate portrait sales of \$5,000 to \$20,000 plus. You will see how he transformed a high volume wedding and portrait studio to a low volume, fine art studio that is sought out by clients from all over the world. You will leave with a plan that will transform your business and your life!

William Branson III is an international portrait artist whose portraiture is quite unique. He has dedicated his life to hard work, experimentation and the pursuit of excellence, a profound commitment that has made him one of the world's foremost portrait artists. Clients travel from as far away as Holland, Germany, South Africa, Japan and South America as well as from all over the United States to sit for their portrait. His portraits fascinate many and have been described as being "some of the most engaging and enthralling portraiture ever seen." His inspiring images have garnered him some of the highest honors the portrait profession has to offer. Among his numerous achievements, the Royal Photographic Society of Great Britain (of which the Queen is the honorary chairperson) awarded him Associate membership in the field of portraiture. He is the only artist in the United States to hold both of those degrees from Europe.



'IMAGINE THE POSSIBILITIES'... WORKSHOP

Knowledge is Power!

Projected Backgrounds are Powerful!

HANDS ON EXPERIENCE IS PROOF!

LIGHTING - POSING -
BACKGROUNDS - MARKETING -
TOTAL INTEGRATION

**LEARN HOW TO
PRODUCE IMAGES
THAT NO ONE
ELSE CAN DO!**

*"These three days are guaranteed to make you
a better photographer!"* Rob Quinn, Michigan City, Indiana

WHERE:
VB Learn & Earn Center – San Marcos, TX

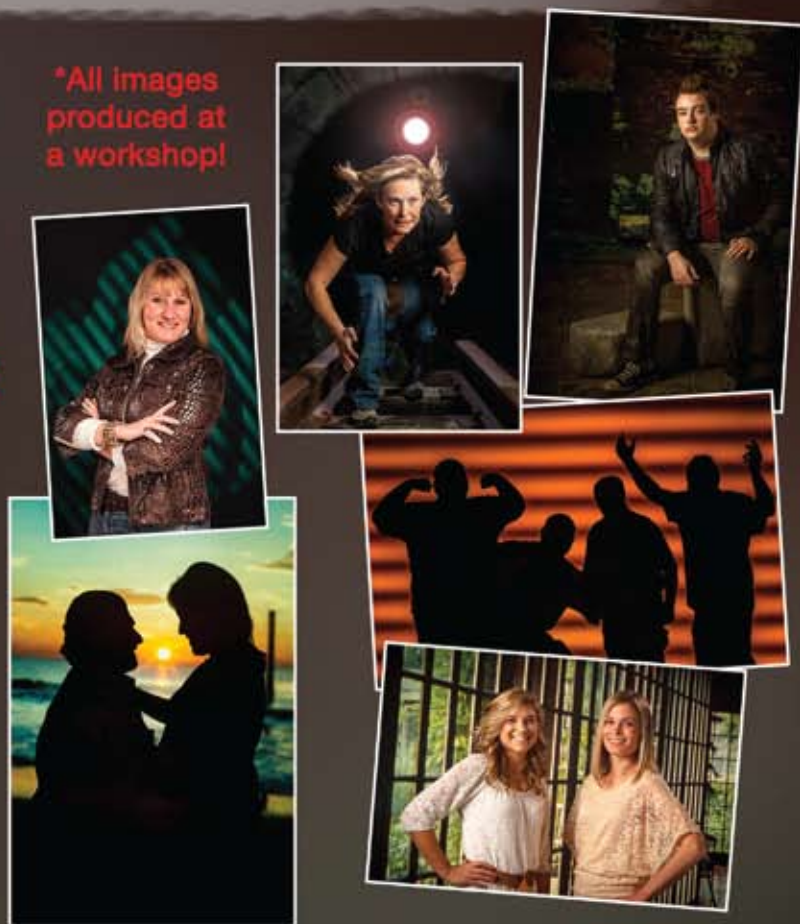
TUITION:
\$295.00 (includes lunches)

100% SATISFACTION GUARANTEE
This is one of the most valuable
workshops you will ever attend!

Call for available dates.

 **Virtual Backgrounds**
www.virtualbackgrounds.net
(512) 524-7085

***All images
produced at
a workshop!**



Course #6
Level: Intermediate to Advanced

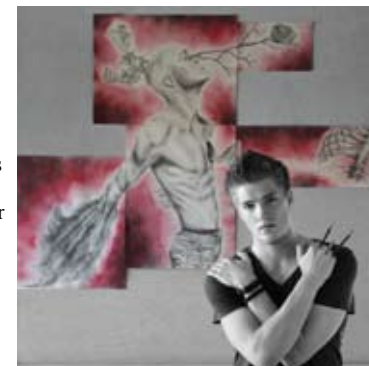


"Hands-On" Available Light Portraiture

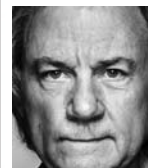
Carl Caylor
Iron Mountain, MI PhotolImagesByCarl.net

This class is for those who want to better themselves in the artistic world of photographic portraiture. This "hands-on" class includes demonstrations and tutorials but every student will be creating images and all assignments will be critiqued on a daily basis with positive feedback. You will learn to look for light, to use backgrounds creatively, and to tell the story of your subjects. Therefore this class is all about what to look for artistically. As professional photographers, we create images by painting with light. The camera is more than simply a recording device for "taking pictures" and, since this is an advanced class, all students should be aware of how to operate a camera before taking the class. Carl is a natural light photographer and class projects will be available light on location. His main goal is for your vision to be changed in a manner in which you can't help but see the world differently. You will find and use lines and shapes like never before and, most importantly, find a beautiful rhythm of light that will increase the quality and salability of your work.

Carl is PPA Certified, a Master Photographer and Craftsman with Professional Photographers of America. He has won numerous national awards for his photography, including 17 PPA Loan Collections and several Kodak Gallery and Fuji Masterpiece Awards.



Course #7
Level: Intermediate



Between Light and Shadow

Tony Corbell
Little Elm, TX CorbellProductions.com

Understanding and controlling light quality is at the core of all of Tony's presentations. Students will take a look at some of Tony's most effective and successful images and learn how to see a unique perspective without being afraid to push the limits of their experience and talents. Tony will discuss all types of lighting and tools that include portable flash, studio strobes, sunlight and ambient light. Lighting applications include additive, subtractive, reflective and transmission. Time will be spent discussing Light Quality as well as Light Quantity and how Light Direction plays a significant role in the resulting mood of an image.

Tony has been involved in professional photography since 1979. Since then he has moved through an inspired life that has included traveling and lecturing in more than twenty countries. He has photographed three U.S. Presidents, 185 world leaders at the United Nations, sports celebrities, almost 800 brides and grooms, and a handful of NASA astronauts. In 2010, Tony passed a major milestone having taught more than 500 seminars and workshops nationally and internationally. He has spoken to over 12,000 photographers in 45 cities throughout the world and has written articles in every major photographic magazine in the U.S., Japan, the U.K., and China.



Course #8
Level: Intermediate



Celebrity Style Imaging

Bry Cox
West Point, UT BryCox.com

Photographers are either naturally creative or naturally technical. Bry will help you understand and strengthen both sides so that you create images that are both creatively emotional and technically awesome, in any situation, with a variety of people, in a variety of locations, and with various types of lighting such as off-camera flash, studio lighting, reflectors, and more. Once you understand some key concepts, you'll be able to approach any situation with minimal gear and confidence, without retouching or adjustments, and be able to do it quickly!

"Celebrity Style Imaging" is the trademarked name of Bry's studio because he photographs day-to-day clients the same way he photographs VIP clients, focusing on exquisite lighting, emotion, and individual character. He will demonstrate specific set-ups to create a perfect match of lighting from studio to outdoors, daylight to sunset, and even into twilight and total darkness. You will learn how to become faster, thus taking the "work" out of "workflow" so that the time usually spent at the computer correcting images is invested into your sales. Bry Cox is a PPA Master/Craftsman with Certification, and is an Adobe software Partner and NIK software partner. For over a decade, he has taught workshops to professional photographers all over the world.



Course #9
Level: Beginning to Intermediate



The Artist Within Corel Painter

Jim Cunningham
Little Rock, AR PainterPortraits.com



As digital photography becomes easier, as new cameras produce amazing images with just the press of a button, and as software and actions add sizzle to an average image, it is becoming more apparent that professional photographers must differentiate between themselves from everyone else. Corel Painter provides us with a tool that can transform photographs into art that clients will want hanging on their walls. Jim will take you step by step through the creative process, from getting familiar with the Painter interface to creating true works of art. Students should have a working knowledge of Photoshop, including layers and layer masks, and each student is encouraged to bring at least five of their own images to work on in class. Learn to create a classic painting that clients will love. Learn how to produce and to market landscapes, pastels, and a sketch technique that will give you additional products for your clients. Join Jim Cunningham and unleash your inner artist.

With 37 years of experience as a professional photographer, Jim has spoken at state and regional conventions, has presented workshops at Imaging USA, has taught Painter at Canada's National Convention, and is back for his 7th year at Texas School. Jim feels that digital imaging gives the photographer the ability to create what we see in our mind's eye.

Course #10
Level: Intermediate



Taking Your Studio To the Next Level

Gregory & Lesa Daniel
Titusville, FL GregoryDanielPortraits.com



Today's portrait market is changing rapidly. These changes are presenting the seasoned pro and the "newbie" alike with great challenges as well as great opportunities. Have you ever wished for a mentor who would take you by the hand and lead you to some solid ground? Greg and Lesa Daniel are two such mentors and have the track record to prove it. They've "been there... done that" and want to share what they've learned. Topics include: road map on building a successful business, how to create a buzz in your marketplace, low-cost and highly-effective marketing, creating stunning images with available light, natural group posing, and more.

Greg and Lesa are rare people. Greg combines an incredible business mind with wonderful artistry and loves sound planning, along with seizing the emotion of the moment. Lesa is a natural people person who genuinely cares for all her clients and who can still count them as friends after presenting them with an invoice for \$5,000 or \$10,000 or more! If you hope to succeed in today's marketplace, you need a plan that works from start to finish. This nationally recognized husband and wife duo are renowned for their exquisite portraits and are masters at sharing their knowledge and experience and will share their secrets that result in timeless original portraits and a highly successful business.

Course #11
Level: Intermediate to Advanced



The "Known by Sight" Movement

David & Luke Edmonson
Plano, TX EdmonsonWeddings.com



Are you struggling with your creativity? Would you rather be known as a "good photographer" or as a "master artist?" For those who successfully persevere, it's a cycle of growth periods and plateaus as you learn and lay claim to new styles and make them your own. Join David and Luke for a "life changing" week, exploring and growing your ability to see its impact on your vision. You will increase your observation and challenge your creativity, while flexing your photography muscles with live shoots and hands-on instruction. Start creating powerful connections with emotional and passionate imagery that you can start applying immediately in your business. Learn how to refine your lighting, posing, and business techniques that will help you join the "Known by Sight" movement. Be known BY your sight FOR your sight.

David & Luke Edmonson are multi-award winning photographers with the privilege of 50 years serving and making an impact in the lives of their International, Commercial, Fine Art & Wedding clients. One of their passions is educating the next generation of photographers by frequently speaking at conventions and workshops. They have the experience and vision for creating original, spontaneous and powerful images that are profound with dimensionality, ingrained with emotion and compelling in their beauty.

Ideas for the Holidays

Products Perfect for Gift Giving!



Holiday Gift Ideas

We offer a complete collection of products perfect for the holiday season. In addition to photographic prints, we offer 100's of free greeting card templates. Increase sales with our large selection of gift products: phone and tablet cases, calendars, Artistic Edge Photo Panels, and Gallery Wraps.

PRINTS & FINISHING • PHOTO ALBUMS & PRESS BOOKS
GALLERY WRAPS & FINE ART • METAL PRINTS
PRESS PRINTED PRODUCTS • PHOTO GIFTS • SPORTS

www.fullcolor.com
800.382.2101

FULL COLOR

Never go unnoticed.™



Bokeh
Aperture
F-Stop
Depth of Field
ISO
Vignette
White Balance

We speak camera.



544 W. Randol Mill Rd • Arlington, TX 76011
817-261-8131 • www.arlingtoncamera.com
Monday thru Friday 10:00am - 7:00pm
Saturday 10:00am - 6:00pm

Course #12
Level: Intermediate to Advanced



“Boudoir-Licious” Photography

Kay Eskridge

Phoenix, AZ ImagesByKay.com

Are you interested in bringing a ‘little something sexy’ to your photography business or do you have an existing boudoir line you’d like to ramp up? If so, this class is perfect for you! Learn how to balance a family friendly business with the Art of Boudoir, how to place appropriate value on what you offer, how to market this exciting photography trend, how to create unique product lines and what sales techniques can be used to make them successful. You’ll learn how to communicate with your clients insuring a wonderful experience and what poses will make any woman feel comfortable while using a variety of lighting techniques during the hands-on sessions. This class will give you the knowledge, tools and confidence you’ll need to provide an experience your clients won’t be able to stop talking about.

Kay Eskridge’s studio has earned a sterling reputation for high-quality lifestyle portraiture. Kay and her team take great pride in the imagery they create and the high level of customer service they provide. Specializing as a lifestyle portrait artist, Kay’s clientele has come to rely on her to capture images from all of life’s special events, from maternity to newborns to high school seniors and even intimate images captured through the CelebrateSexy division of her studio.



Course #13
Level: Intermediate to Advanced



Success in Weddings Advanced Off-Camera Lighting

Robert & Leslie Faust

Port Vincent, LA RobertFaustPhotography.com

This class will cover wedding photography completely, from the initial phone call through the delivery of the final wedding album. There will be a strong emphasis on using a hand-held light meter and utilizing advanced off-camera, wireless lighting techniques throughout the entire wedding day. These lighting techniques can be used not only on weddings, but engagements, bridals, high school seniors, children, families, etc. You will learn Robert’s 60-40% lighting concept of combining flash with ambient light for a perfect, foolproof exposure the first time, every time, in any lighting situation. Gain confidence to take control of your lighting by shooting everything in “manual” mode.

Robert and Leslie will take you through an entire wedding day to show you how to pose and light brides, couples and families. You’ll learn how to use flash outdoors in bright sunlight at f2.8 without the limitations of high speed sync and how to photograph brides, couples and families using a variety of proven methods and how to light them in a huge reception hall with only two small strobes. You will also learn simple marketing concepts, how to brand yourself, post-production wedding album design, website design and much more.



Course #14
Level: Beginning to Intermediate



The Best of Both Worlds

Mary Fisk-Taylor & Jamie Hayes

Richmond, VA HayesAndFisk.com

Don’t miss this opportunity to spend a week with two Master Photographers and amazing business instructors, Jamie Hayes and Mary Fisk-Taylor. It will be the perfect blend of hands-on photography and extensive marketing and sales information with a dash of fellowship and fun. Jamie and Mary own and operate two extremely successful photography studios in Richmond, Virginia. Their small home studio specializes in high-end wall portrait installations and custom designed weddings and their newer addition is a higher volume high school senior and kids boutique business. They gross well over one million dollars a year in professional photography and are very proud of the sustainable and profitable brands that they have built.

Highlights of the week include building a camera room in a very small place, posing and lighting for environmental and studio portraiture, low cost but very high impact marketing plans and great sales techniques for all types of studios. Whether you are a seasoned professional or just starting out in the professional photography industry, this is a week of priceless knowledge and information that includes simple posing and lighting techniques, low cost and high impact marketing plans, and how to create and maintain a very profitable and sustainable studio business.



Course #15
Level: Intermediate



Harmonizing the Art of Posing & Lighting

Hanson Fong

South San Francisco, CA HansonFong.Smugmug.com

With nearly 35 years practicing the Art of Photography, Hanson will demonstrate his successful techniques that apply to both portrait and wedding photography. Balancing the Art of Lighting and Posing, Hanson will teach you how to create perfect photographic harmony, enabling you to handle any subject's body size and type. The "Classic 10 Poses" that Hanson mastered and pioneered will help you analyze different body sizes and types. You will learn to recognize the poses that will result in a proportional balance of the various body sizes to each other. This technique will enable you to pose any family grouping, couple, and bridal couple.

In addition to the hands-on posing techniques, Hanson will also teach lighting and metering techniques. You will learn how to photograph under any lighting condition indoors and outdoors, any place, anytime. Proper lighting and posing will help you to create highly desirable, beautiful, and timeless portraits. The key element to being a successful photographer is to make people look great. Hanson is known for his animated teaching skills as well as his photographic prowess. So, come and learn Hanson's secrets of success!



Course #16
Level: Intermediate to Advanced



Cutting Edge Lighting Techniques Wireless Speedlite & Strobe Methods

Mike & Suzy Fulton

Lake Jackson, TX TriCoastPhoto.com

Learn simple – fast – effective methods of capturing images using Canon, Nikon and others eTTL/iTTL wireless flash without all techno-geeky talk. Join Mike and Suzy for some straight-forward techniques developed for the fast paced, action world of wedding photography that can also be used in many other situations such as High School Senior Photography, Children and even Family Photography. These are simple solutions for almost every lighting situation, both outdoor and indoor. TriCoast Photography truly believes in NO SECRETS and that we are all here to learn and receive information to become better photographers.

Mike & Suzy Fulton are known worldwide for their unique approach to wedding, fashion, and high school senior photography. Selected as Kodak's Photographers to Watch they have been recognized for their art and their commitment to teaching others worldwide. Their unique style, which has been adopted by photographers around the globe, provides clients with a one-of-a-kind attitude that is very apparent in their final product.



Course #17
Level: Intermediate



The Dramatic Portrait

Joel Grimes

Pasadena, CA JoelGrimes.com

This class is a must for those who want to take the mystery out of using strobe lighting and learn to become a creative force and THINK LIKE AN ARTIST! Throw out those lighting diagrams, those annoying lighting ratios, and sell your flash-meter on eBay. Well, that may be a bit drastic, but think about this: a technical instrument can never make a creative artistic decision. This is reserved for the human mind.

During this class, you will learn how to use all sorts of modifiers such as soft boxes, the beauty dish, octagon banks, umbrellas, grids, etc., while working from an intuitive approach. This is, without question, the key to the whole creative process and you will discover how to develop your personal and creative vision that is unique to you. Models will be used for hands-on lighting demonstrations and each student will have ample opportunity to experiment with the various lighting techniques covered in the lectures, so bring your basic camera kit. Finally, the class will cover a number of Photoshop techniques used in Joel's photographs, including the HDR techniques used for all of his backgrounds, as well as masking techniques and many more. Over the five days, Joel will hold back nothing in revealing his photographic process.



Keep It Simple

From our simple, beautiful products that let your photography shine, to continuously honing our workflow to reduce complexity, to proactively looking for how we can be easier to work with at every turn, we strive to make everything as simple as possible.

We always have and always will.



Learn more about who we are
and what we believe at whcc.com.

Course #18
Level: Intermediate to Advanced

Growing Your Studio Through Marketing & Innovation



John Hartman
Stevens Point, WI JHartmanPhoto.com

Join John Hartman as he brings his Marketing Boot Camp to Texas School! If your marketing isn't bringing you enough sessions, if your sales aren't where they should be, or if your photography seems to be stuck in the mud, this class is for you. John has been called the "Marketing Guru" for over 25 years because his marketing works! One of the industry's top presenters, he continues to innovate and grow his business by providing creative photography and properly priced products to a qualified client base. In his class, you will learn how to find the pricing "sweet spots" for your products that will maximize your sales. In addition, John will show you how to make photographs that your competitors can't make, giving you a creative edge in your market.

John has owned and operated his central Wisconsin studio since 1974, specializing in high school senior and family portraiture, and has been an industry educator since 1983. In addition to his annual Las Vegas Marketing Boot Camps, he has authored several industry best-selling books as well as numerous magazine and Web articles. He is also the creator of several software tools for photographers, including QuickMats, SeniorMarketing and The KIT.



Course #19
Level: Intermediate

The Portrait Studio... Refined!



Elizabeth & Trey Homan
San Antonio, TX PortraitsByElizabeth.com

In this class, Elizabeth and Trey will discuss how they create, market and sell wall portraits and portrait albums to nearly every client. Topics include: Posing (individuals to families), Lighting (environmental, using reflectors, off-camera flash, studio lighting), Marketing (to keep your studio busy YEAR ROUND), Selling (how to make your average sales skyrocket), workflow (from camera to sales room), and more. If you are READY to make YOUR Photography Business SOAR to the next level, then this is the class for you! Bring a big note pad because this class will be full of great ideas and inspiration that are good for the intermediate through advanced photographer/business owner. Basic photography skills are a MUST.

Elizabeth and Trey own and operate Artistic Images portrait studio in San Antonio, Texas, where they have enjoyed a hugely successful studio for the past 21 years. The studio is located on 2 ½ wooded acres where they have created a beautiful portrait garden. Elizabeth is known for her artistic portraiture of families, children and seniors and her dynamic images of brides. Elizabeth and Trey manage 3 support staff that help them live their dream of having their own successful business.



Course #20
Level: Intermediate

The Cherished Baby



Julie Klaasmeyer
Paola, KS JKlaasmeyer.com

Why are we selling run of the mill 8x10's when we can re-design our product line and sell higher priced wall art for our clients? In this class, Julie Klaasmeyer will show you what it takes to stand out from all of the other studios with unique concepts on lighting, pricing, customer service, posing techniques, and exciting design concepts for your photography. Join her for a laid-back, light hearted class packed full of fun.

Julie Klaasmeyer owns and operates a 9,000 square foot boutique studio in Paola, Kansas. She combined her passion for art with her love of photography and opened her doors fourteen 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 has given programs for PPA, Kodak and WHCC, her photo lab. Her images have been displayed in PPA Loan collections over the years, PPA magazine, WHCC photo booth, throughout Design Revolutions website, 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.



Course #21
Level: Beginning

Taking Your Photography To the Next Level



Laurie Klein
Brookfield, CT LaurieKlein.com

If you are a creative photographer who continues to develop your own style and visual voice but you can't seem to find the market that matches your evolving work, Laurie Klein can help you. She will lead you through a process of discovery from which you will emerge with a greater clarity about your work. This hands-on workshop will be centered around daily shooting opportunities using models, props, and thoughtfully developed scenarios followed by unique, collaborative critiquing sessions. Learn how to break away from old patterns and to experiment with exciting new insights that motivate the artist in you. Understand and own your creative process in a way that makes your work more authentic, and more marketable. Topics include: gaining clarity, marketing intention & manifestation, creating SMART goals, identifying your audience, person to person networking, social media, and tailoring your approach to your markets

Laurie Klein is an award-winning fine art, commercial, wedding, and portrait photographer as well as educator who is recognized worldwide for her photography, shooting almost exclusively in the arresting infrared spectrum. Her work embodies a soft passionate style that most often depicts the feminine experience, relationships and landscapes.



Course #22
Level: Beginning

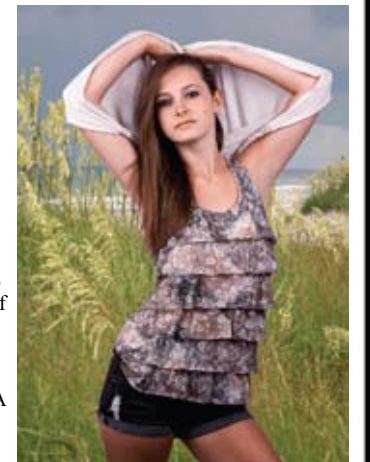
The Secrets to Success When Turning Pro



Steve Kozak
Grand Prairie, TX SteveKozak.com

Merely owning a camera does not make one a photographer any more than owning a pencil makes one a poet. A successful career in professional photography is built upon a foundation of lighting, posing and good business practices. If you are new to professional photography or if you are considering portrait or wedding photography as a career, this class is where it all begins. You will gain a wealth of knowledge and a unique insight into creating images at a professional level. You will look at your career from three aspects: The Fundamentals, The Business and The Art of Photography. Topics include: Creating Portraits Using Natural Light, Seeing and Measuring Light, Fundamentals of Flash Photography, Studio Lighting Made Simple, Basics of Posing and Composition, Getting Your Business Off the Ground, Marketing Professional Photography, Finding Clients, Pricing Strategies, and more.

Steve is an active member of PPA and Texas PPA, has earned the "Master of Photography" and "Craftsman" degrees, and is PPA Certified. His award-winning work has appeared in the "Loan Collection" and exhibited by Kodak and Walt Disney World. If you desire to stop "taking pictures" and start "creating images," don't miss this class.



Course #23
Level: Intermediate to Advanced

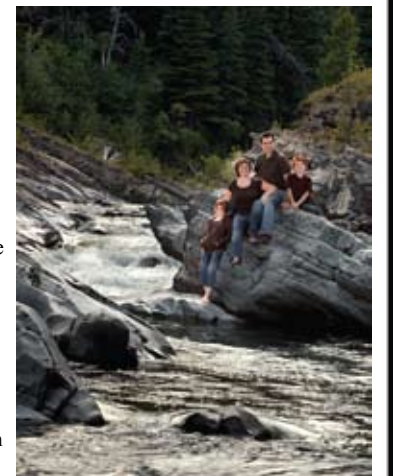
Environmental Portraiture



Don MacGregor
Vancouver, BC MacGregorStudios.com

This class will explore the skills needed to design and create portraits of individuals and families in all conditions. You will embrace the elements of composition that are recognized by clients as skills the public cannot do. You will define the process and groundwork to design family groups that stand head and shoulders above weekend warriors. Topics will include: environmental light controls for three dimensional portraits, compositional skills to create images that have foreground, middle ground and background and portray a family or individual first and foremost in a beautiful environment, posing family groups of all sizes and simple formulas to design groups with balance for all in the group.

MacGregor Studios opened in 1974, growing from an apartment to a 3500 square foot building in Vancouver. Wedding photography has comprised approximately 40% of the studio business and has been consistent over the years. Graduation portraits were a foundation in the 70's and 80's. The 90's saw a dramatic focus on Lifestyle family and wall portraiture which now comprises almost 60% of the studios sales. The studio focuses on wall portrait and wedding work only and low volume.



FINE ART PRODUCTS FOR SERIOUS PHOTOGRAPHERS *like David and Luke Edmonson*

*We would never even consider having our work
done anywhere except BWC. It's always right.*



Print and share your special images for the holidays.

Printed, matted and framed... just wrap the box! Choose from a variety of print size and paper options, presentation mats and gallery style frames for the perfect art piece. With 5 NEW Fine Art papers available, each one can be unique.



We can mat and frame your image by Christmas if we receive the order before December 19th. Call or email us to discuss the best options for your image.

Order your Sample Paper Collection in the Fine Art Catalog of ROES. Your image is printed 5"x5" on an 8"x8" square paper with the paper name in the white border.



Visit bwc.net
for a full range of products.



ORDER TODAY!
Free Ground Shipping
on Framed Images



Find our complete package of Fine Art Prints with Museum Style Frames, Mounting and Matting available through our new and improved ROES Online Ordering software. Download the software and upload your print! *Up to 30x40"

dallas | 1.800.445.0264 | bwc.net



© David Edmonson — edmonsonweddings.com

Prints: 100% cotton rag, 300gsm bright white, matte fine art paper from one of our exclusive suppliers.

Course #24
Level: Beginning

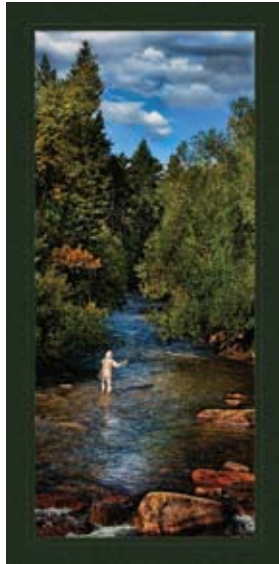


Don't Gamble with Your Certification Prepare, Prepare, Prepare

Gary & Kathryn Meek
Hot Springs, AR GaryMeekPhotography.com

Professional credentials are not just handed out... they are EARNED. Photography credentials are no different and any Certified Professional Photographer can tell you that a lot of effort that goes into preparing for the CPP exam (let alone the image submission review). That's why the Certification Preparation Class is so important. Gary and Kathryn Meek will help you prepare for your CPP Certification by focusing on each person's individual needs. "Everyone has their own weaknesses," says Gary. "That's the beauty of this class." You'll get sample tests, Gary's own white papers, a hand-out on histograms, and even a page of photographic formulas.

Gary and Kathryn Meek's ability to explain the technical concepts associated with the exam comes from their extensive experience. They've taught classes like this since 1991 and they know their stuff. Each student will be sent about a hundred pages of hand-outs and study guides prior to the class. So, are you ready to eat, sleep and breathe photography for six days? "Certification is a big step," Gary adds. "Why gamble on the exam when you can prepare via an in-depth class with one-on-one attention?"



Course #25
Level: Intermediate to Advanced



The Complete Wedding Photographer

Garrett Nudd
Chattanooga, TN GarrettNudd.com

Garrett Nudd has photographed weddings from coast to coast as well as Scotland, France, Italy, Switzerland, Norway, Spain, Jamaica, Anguilla, Grand Cayman and more. Join Garrett for an action-packed workshop as he shares his client process, from the initial inquiry through delivery of the album. Garrett will discuss marketing and branding, shooting, pricing, up-selling, destination weddings, planting seeds for future sales, and how to effectively build a strategy for getting your work published and attracting new clientele. Follow Garrett on an abbreviated mock-wedding, a bridal portrait session and more. Finally, join Garrett as he takes a candid look at his victories and failures, and discover that it's often the little things that make the biggest difference.

Formerly based in Orlando, Florida, one of the country's most competitive markets, Garrett and his wife, Joy, have discovered that success has less to do with where you live, and more to do with how you market yourself and the ability to continually exceed client expectations. Their boutique studio is located in Chattanooga, Tennessee, with a satellite office in Orlando, Florida. They were recently named one of the top 20 destination wedding photographers by Destination Weddings & Honeymoons.



Course #26
Level: Intermediate



Outdoor, Location, Studio and Underwater Seniors

Larry Peters & Brian Killian
London, OH PetersPhotography.com

Expect something new from Larry and Brian this year. This highly popular course has been expanded to include outdoor and location photography and you can discover how the Peters Photography staff keeps clients coming in the door year after year, even in a down economy. The class includes marketing, location and outdoor imaging, basic and advanced studio lighting, and how to sell your work for top dollar.

Brian and Larry have been working hard to give you the most current ideas available. Your photography will hit a new level of professionalism after learning the creative side of senior work. Whether you have a studio or not, there is something for everyone and there will be hands-on experience to make sure you understand the techniques being taught. This is a class where you must have a working knowledge of your camera and the basics of lighting prior to taking the class. Past attendees of this class include Don Dickson, Doug Box, Nancy Emmerich, Cindy Romaguera, Colleen Gonsar and many, many more. This is a class that can refresh your ideas, challenge your imagination, and keep you on top in your market area.



SYNC
senior + youth national conference

SYNC LOVES TEXAS!

SYNC 2014 - January 24-27, 2014
Renaissance World Golf Village Resort
St. Augustine, Florida

- 10 main stage programs
- Trade Show
- Print competition
- FREE Concert
- Hands on shooting bays
- The SYNC Lounge
- Pre-Con Photo Safari
- Experience it all LIVE

Tickets Only
\$349

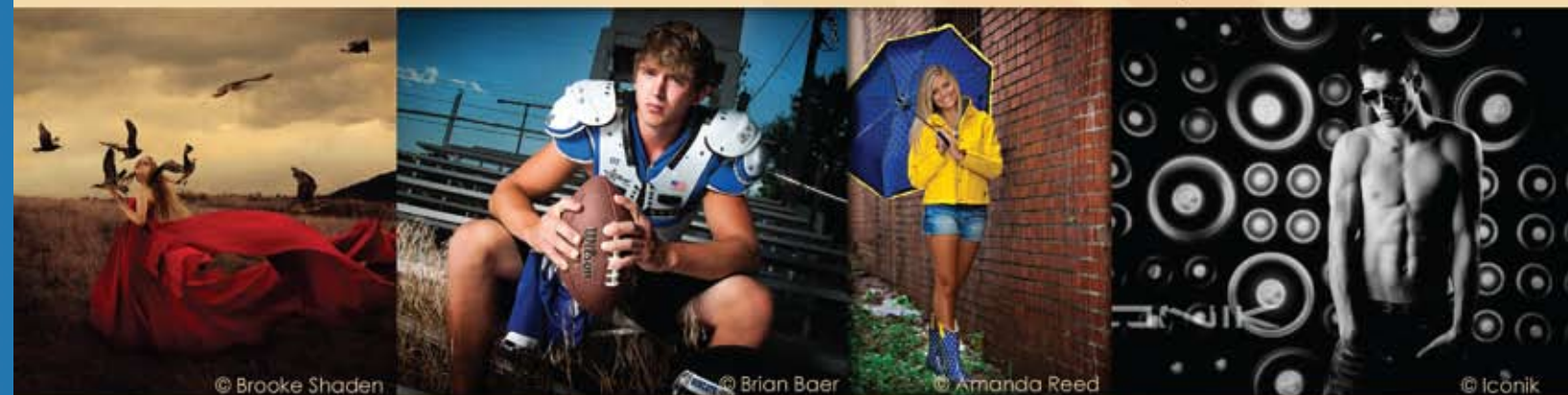
**Take a THREE DAY working
vacation in Florida and experience
the best senior and portrait event
in the industry.** (with the exception of Texas School)

To register and for more information visit www.SYNCSeniors.com

Small print: Regular ticket price is \$449. Sale price is \$349. Must use promo code: SYNCROCKS at check out. Register on line at www.syncseniors.com. Offer expires December 31, 2013.



@SYNCSeniors
#syncwithfriends



See these talented presenters at SYNC 2014:

Brooke Shaden • Blair Phillips • Mike Ridinger • Kevin and Dixie Jordan
Amanda Reed • Jeremy Witter • Aaron and Joanna Patterson • Wes Hutchcraft
Jared Platt • Brett Legg • David and Whitney Scott • Brian Baer • Ike and Tash Hayne
Nancy Poole • Scott and Adina Hayne • Plus a schools and sports class!

Course #27

Level: Beginning to Intermediate



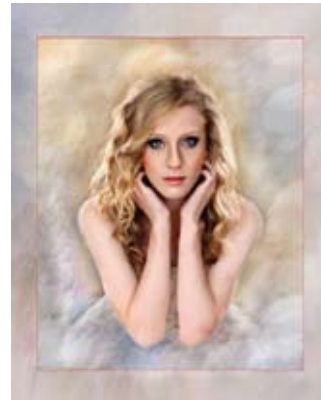
Making Great Portraits From Simple Lighting Techniques

Ralph Romaguera

Metairie, LA Romaguera.com

If your goal is to distinguish yourself from other photographers, Ralph personally invites you to spend a few days learning “photo-graphy” – the study of light and design. Ralph’s down to earth teaching strategies will help you create great portraits with whatever equipment you might have, in any given situation. The week will be full of learning to “see the light” in available lighting situations as well as learning to use constant light and/or strobe light indoors and outdoors. You will learn and understand when to use E-TTL and when to use manual settings. “Our job as professional photographers is to make the client look as good or better than they actually look,” says Ralph. To accomplish this, he will demonstrate attractive poses that make the subject feel relaxed and comfortable and you will gain more confidence behind the camera.

The Romaguera family currently manages a successful studio in the Greater New Orleans area with emphasis on school day photos, sports, high school seniors, and business executives. Ralph’s techniques regarding posing and lighting is a must for the new professional as well as the seasoned studio owner. This is one class you don’t want to miss!



Course #28

Level: Intermediate to Advanced



The Photoshop Challenge

Robert O. Seat

Batesville, AR PhotoBySeat.com/classes

It’s time to take control of Photoshop. Are you up to the challenge? In this class you will learn: Light Sculpting to fine tune your images with more depth and impact, creative blending techniques used to create award winning fine art prints, when and how to use smart objects to your advantage, painting in Photoshop with the Mixer Brushes to create an oil painting in just minutes, write “smart” non destructive power actions to speed up your daily work, simple color management workflow to create beautiful color portraits, the secrets of flawless extractions and creative masking used to create beautiful and believable composites, little known tricks to speed up your work on difficult subjects by cheating in the normal work flow, also many other tips and tricks to make your time in Photoshop easier.

Robert is owner/photographer of Photography by Robert O. Seat. He has been pursuing photography since 1976 and was recently recognized as International Diamond Photographer of the Year, making him the first person in Arkansas to receive the distinction. The Power of Digital Imaging (computer course) has been taught by Robert at regional and national schools for the past 10 years. For updated information checkout www.photobyseat.com/classes.



Course #29

Level: Advanced



Advanced Photographic Artist Composites

Richard Sturdevant

Garland, TX Sturdavinci.com

Do you want to take your work to a level to separate you from the average photographer? Richard Sturdevant will help you to do so. This class is for advanced photographers with a strong understanding of Photoshop and includes: creative lighting techniques, light pattern matching for blending images, Photoshop for compositing, Corel Painter for finishing, composition theories and techniques, Color Theories for dynamic impact, file and image prep, extracting the image with flawless edges and hair, bringing an idea to life and how to photograph for it, how to incorporate art into your studio and, most of all, make money with it, and how to teach yourself to think like an artist. This is not just a Photoshop class. You will photograph your own image to work with in class and will complete a masterful work of art.

Richard is known for his creative composite abilities, sound lighting techniques, passion for teaching, and 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 and his impressive track record in PPA print competition includes 15 prints with a perfect 100 point score in both state, regional and district competitions.



TAMRON®

PERFECT 2.8 PAIR

The Tamron **SP 70-200mm F/2.8 Di VC USD** is the perfect companion to the **SP 24-70mm F/2.8 Di VC USD**



“BETTER PICTURES
COME FROM
BETTER LENSES”

Tamron SP 70-200mm F/2.8 Di VC USD

- Most compact full-frame fast tele zoom available
- VC image stabilization and fast Ultrasonic Silent Drive (USD) AF system
- Outstanding resolution with complex optical design
- Full-time manual focus
- Moisture-resistant construction
- Includes hood and detachable tripod mount
- For Canon, Nikon and Sony* DSLRs

\$1499⁰⁰

Tamron SP 24-70mm F/2.8 Di VC USD

- World's only fast full-frame standard zoom with image stabilization
- Fast Ultrasonic Silent Drive (USD) AF system
- Outstanding resolution with complex optical design
- Full-time manual focus
- Moisture-resistant construction
- Includes hood
- For Canon, Nikon and Sony* DSLRs

\$1299⁰⁰

*Sony mount without VC as image stabilization is in the camera body

Visit your local Authorized Tamron Dealer

TAMRON
New eyes for industry

Stand Out from the Crowd Create Amazing Sports Memorabilia with Full Color Sports



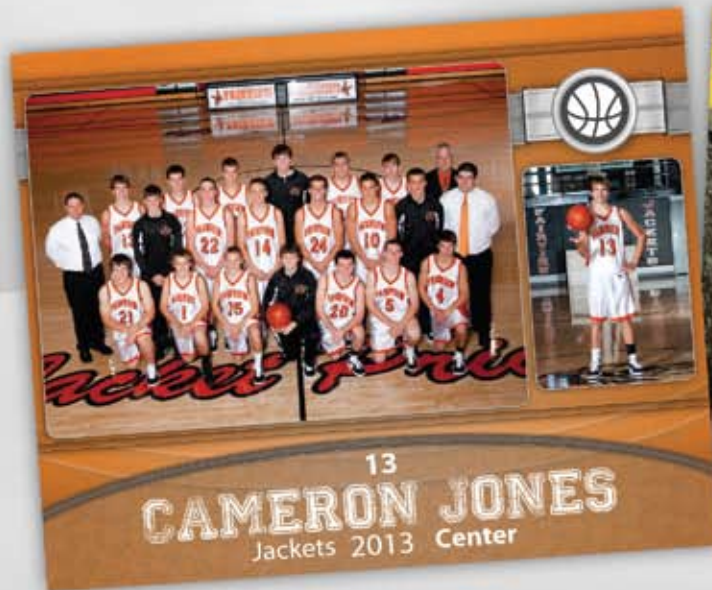
standUP® w/Base



Graphite and Summit Graphics Lines

Sports Overview

- ▶ Choose from 7 different graphic lines
- ▶ Over 30 different sports are available
- ▶ Over 25 colors to match team colors
- ▶ Easy and flexible ordering
- ▶ Ultra fast order delivery
- ▶ Great customer service
- ▶ Sports Guide Available
- ▶ Details at fullcolor.com/sports



Memory Mates



Magazine Covers



Trading Cards

Dog Tags

FULL COLOR

Never go unnoticed.™

www.fullcolor.com
800.382.2101

To find out more about our sports products, please visit fullcolor.com/sports. And don't forget to check us out on Facebook and Twitter!



Course #30

Level: Beginning to Intermediate



The Lightroom Dude

Nick Tsakiris

Tomball, TX TheLightroomDude.com

Are you thinking of using Lightroom? Are you using Lightroom but feel like you are missing something? Are you a seasoned Lightroom user and feel there is nothing more you can learn? What if you could rev up Lightroom to organize, structure and edit your images and videos? What if you could create high octane presets, design album pages without hitting the brakes, create composites that blow the hood right off, creating lighting and shadows with simple yet powerful brush strokes? How about painting color throughout an image and controlling noise? You CAN and WILL with Nick Tsakiris "The Lightroom Dude."

For over five years, Nick has travelled the country demonstrating the power of Lightroom and how it can perform 80% to 90% of your workflow, editing, and creation process. It doesn't matter what class of license you have with Lightroom. Nick will take you under the hood and supercharge Lightroom to stop that red light workflow and show you how to put the pedal to the metal. He'll have you burning rubber and leaving your competition in the smoke with hands-on tips, tricks, and secrets in an easy to understand way that will take your images to new levels. It is an experience you'll not want to miss.



Course #31

Level: Advanced



Art • Passion • Purpose

Tim & Beverly Walden and Audrey Wancket

Lexington, KY WaldensPhotography.com Spring Grove, IL WancketStudios.com

Spend a week with two of the most successful boutique portrait studios in America as each divulge their processes, photography styles, philosophies and day to day operations that have served them well, leaving no stones unturned. Though they share the same heart and passion, they come from two different viewpoints on how they operate their businesses. You will see the Waldens demonstrate posing and lighting for their iconic "Relationship Black and White" fine art portraiture that is known worldwide, while Audrey demonstrates a classical color portrait and shows how she uses Painter to add elegance and depth. Other topics include: planning sessions for success, how-to's of home design, communication skills, marketing without discounts, sales, enhancements that create masterpieces, and hands-on demo's.

Audrey Wancket has clients who drive for hours to enjoy the privilege of her talents while the Waldens are situated in a business condo in the middle of the metropolis of Lexington, Kentucky. Each studio produces exquisite portraiture shot in a studio setting. Both serve a high end clientele looking for those rare studios who are true artists with a passion for excellence.



Course #32

Level: Advanced



The Art of Illustrative Portraits

Woody Walters

Cedar Falls, IA WoodyWalters.com

Join Woody Walters as he shares his unique vision into montage imaging and how he utilizes this technique in portraits. Woody will demonstrate his distinctive masking abilities and show you how to incorporate multiple images to capture and illustrate your clients' passions and lifestyle. Using custom backgrounds created by Woody, these montages come together in minutes and offer your clients endless possibilities and learn special blending techniques that will turn your images into art. Other topics include: shooting main and secondary elements, lighting for drama, making accurate selections, masking, customizing brushes, layering, transparent backgrounds, selling your creations, and how to start offering this style in your market area.

Woody Walters has won "Heart of America Top Photographer" as well as "Top Iowa Photographer" in the last five H.O.A. competitions. He has 7 Kodak Gallery Awards and 14 loan collection prints, earned his Master and Craftsman degree in just four entries, was awarded the Imaging Excellence award from PPA in 2004, and received two perfect scores in print competition for his images "My Ex Wife" and "Born in the USA." His unique vision, light hearted delivery style, and photographic knowledge have made him one of the foremost speakers in electronic imaging.



Course #33
Level: Beginning

Video Production



Billy Welliver & Mitch Daniels

Metairie, LA WelliverPR@aol.com Houston, TX MDIVideo.com

Often described as “the class that has the most fun at Texas School,” this class has become a tradition that everyone looks forward to every year. If you are serious about making money and want to do it while working at one of the coolest jobs around, this class is a must. Course topics include: basic and advanced camera technique on video cameras using DSLR, non-linear editing on Macintosh computers, lighting and sound, computer graphics, as well as wedding, industrial, and corporate video. This fun, informative, hands-on course has been designed for anyone interested in increasing their production skills with video and is intended for the beginner. Although not required, you are welcome to bring your own camera and/or computer editing system so that you may shoot and edit alongside the instructors.

Mitch Daniels is a freelance video producer/editor based in Houston, Texas. He is renowned throughout the Southwest as an innovator in the video industry and is the recipient of numerous awards for his work. He is Apple Certified on Final Cut Pro. With over 30 years of experience, Mitch has an extensive background in most aspects of sales, photography, and video. Billy Welliver owns and operates one of the largest and highest paid video and wedding production companies in the South. His shooting style and editing techniques have made him one of the most sought after videographers in the United States. Billy also has a weekly wedding T.V. show in New Orleans and speaks professionally throughout the United States.

Course #34
Level: Beginning

A.B.C.'s of Photoshop



John Wilson

Fort Worth, TX JohnWilsonStudio.com

This course is designed for the person with very little or no experience with Photoshop but each student is expected to know computer basics (how to locate, open, save, move files, etc.). This is a “Hands-On,” Basic Photoshop CS6 class. It is NOT a basic computer class. A DVD will be provided for each student which contains all project images from the week-long class and the disc will belong to the student upon completion of the course. It is a “stress-free” workshop facilitated by a patient instructor. Students will learn to use the tools and multiple methods needed to enhance, correct, and polish their images. You will learn “real world” techniques used by the best Photoshop users that will save you time and money. The class is designed to enable and empower students to communicate more diligently with their lab and in-house retouchers.

John Wilson is a third generation photographer who owns a full-time studio in Fort Worth and has 36 years of service with Lockheed-Martin Aerospace. Originally hired as a photo lab technician, John is currently a Digital Imaging Technician and is their only Master-Craftsman photographer.



Course #35
Level: Intermediate

Portrait Life



Julia Woods

Washington, IL PortraitLife.com

Is personal, family, and career happiness available within an over saturated and declining photography industry? Are you tired of working long hours, feeling like your clients get the best of you while the people you love the most get the cranky leftovers? Are you wondering how you can survive at your current pace much longer? If so, this class is for you. Julia will share what she has learned over the last 3 years as she has pursued happiness in all aspects of her life and found far beyond what she thought was possible. As a participant, you will be involved in many hands-on exercises that will help you begin your journey of balance and happiness as a person and photographer.

Julia is passionate about living life fully alive. She and her husband spent the first 17 years of their photography career allowing the business to control them, working 70+ hours a week. At some point, they realized they weren't living life fully alive, but rather half dead and made some hard choices that would allow them to pursue life. Today, she runs a small portrait business specializing in seniors, families, and weddings, and works less than 35 hours a week, leaving time to enjoy her husband and four children.



3-DAY PHOTO WORKSHOP

MARCH 21-23, 2014
NEW BRAUNFELS, TX

2014 **PRECISION CAMERA UNIVERSITY** Weekend

Includes meals!

Early sign-up discount!
Only \$299.99
YOU SAVE \$50

when you register before 2/1/14
Reg. price \$349.99

PCU

**Don't miss out.
Sign-up today!**

THE INSTRUCTORS:



CHEYENNE ROUSE:
Sponsored by Tamron



JENNIFER ROZENBAUM:
Sponsored by Sigma



JAMES SCHMELZER:
Sponsored by Westcott



LOU FREEMAN:
Sponsored by Canon and Bowers



JEREMY & ZABRINA:
Sponsored by Sony

U PICK 3 INSTRUCTORS OUT OF 5

Choose three of these instructors to learn from (one per day) - each specializing in a different area of photography.

Space is limited per class. Sign-up early to guarantee your spot.

Register at: precisioncamerauniversity.com/pcu

WHY CHOOSE PRECISION CAMERA & VIDEO?

COMPETITIVE PRICING

SAVE

We can match all legitimate offers on all in-stock items.

LOTS OF GEAR IN-STOCK



We keep a lot of today's desired gear in-stock to expedite your purchase.

A TEXAS BUSINESS



Keeping your money in Texas strengthens our economy and, in-turn, our businesses.



Pro Discounts Available

Park Street, winner of an ASMP Best of 2009 award, can help you with anything you might need.

Call 800.677.1023 Ext. 360 or email him at pstreet@precision-camera.com

Check out our wide-selection and low prices on fine-art papers, inks & printers.

Call Park for current pricing.



FREE SHIPPING ON ALL PRO PRINTERS

"If we don't know the answer, you aren't asking about photography."



Austin-owned since 1976.
2438 W. Anderson Ln & Burnet Rd
Austin, Tx 78757 512.467.7676 800.677.1023
M-F: 10-7 Sat: 10-6 Sun: 1-5

PRECISION CAMERA & VIDEO
www.precision-camera.com

REGISTRATION INFORMATION

All payments received after February 15, 2014
will be assessed a late fee of \$25

TSPP Cancellation Policy: Any class cancellations must be made in writing and addressed to:
TSPP Director, Don Dickson, 1501 W. 5th St., Plainview, TX 79072

Please observe the following:

January 3rd - January 21st...	Full Refund
January 22nd - March 21st...	\$100 Penalty
March 22nd - April 1st.....	\$200 Penalty
After April 1st.....	No Refund

The Texas School of Professional Photography reserves the right to cancel courses, change faculty, or refuse admission to any student. Please note: **You must be 21 years old to attend Texas School.** You must be able to show a form of identification at registration proving your age. Please fill out the application on this page. List a first, second and third choice of classes. Mail or FAX (do NOT send a cover page with your FAX) your application on January 3rd, 2014, at 11 pm or later. OR, take advantage of our ONLINE REGISTRATION at www.TexasSchool.org. Classes will be filled on a first-come, first-served basis as postmarked or received online.

If registering by mail, send to: Don Dickson, 1501 W. 5th St., Plainview, Texas 79072. Don's phone number is 806-296-2276 (9-6, M-F Only). Don's FAX number is 806-291-8669 and his email is don@dondickson.com. Do not call until three weeks after applying. All correspondence must be in writing with full name. If your choices are not available, you will be placed on standby and notified. If you are not placed on standby, your check will be destroyed on April 5th. If your first choice is not available, you will be placed in a class of your second or third choice, if available.

Print or type all information. Incomplete applications will be returned.
No postmark prior to January 3rd will be accepted.

Last Name: _____ First name: _____ Email: _____

Mailing Address (St. or P.O.): _____ City: _____ State: _____ Zip Code: _____

Ph: Bus: () _____ Ph: Res: () _____ Ph: Cell: () _____

Member PPA? YES ___ NO ___ Your PPA #: _____ Years in Photography: _____ Full-time: ___ Part-time: ___

Is this your first time to attend Texas School? Yes ___ No ___ Shirt Size: _____

1st Choice # _____ Instructor _____

2nd Choice # _____ Instructor _____

3rd Choice # _____ Instructor _____

Method of Payment: Check # _____

Credit Card # _____ Exp. Date _____ If using credit card: VISA ___ MC ___ AmExp ___

If using Credit Card: Signature _____

I certify that I am at least 21 years old. Signature _____

If attending on Scholarship, please state source of Scholarship _____

NOTE: Scholarship recipients still need to guarantee class with credit card.

TUITION for TPPA MEMBERS is \$525 (TPPA dues **MUST** be paid **before** submitting application)

TUITION for non-TPPA MEMBERS is \$620 (This includes 2014 membership in Texas PPA!)

ADDITIONAL FEES: Some classes have extra materials fees, payable to the instructor.

Amount of Tuition \$ _____

Texas PPA Membership (\$95) \$ _____

Late Payment Penalty (\$25) \$ _____

TOTAL ENCLOSED \$ _____

(Checks Payable to: Texas School of Professional Photography)

ONE STUDENT PER APPLICATION, PLEASE

(If payment made after February 15, 2014, a penalty of \$25 must be included)



For more information or to register online, go to
www.TexasSchool.org

Gemini by Bowens

creative freedom **without compromise**

Step up to consistent color stability and precision lighting control. With unmatched durability, Bowens has been a premier lighting brand for over 50 years.

Gemini is available in six models, from 400Ws to 1500Ws. Choose AC power or optional battery pack for the most versatile flash lighting system available today.

BOWENS
the power behind the picture

BowensUSA.com

Distributed by MAC Group - 914 347 3300

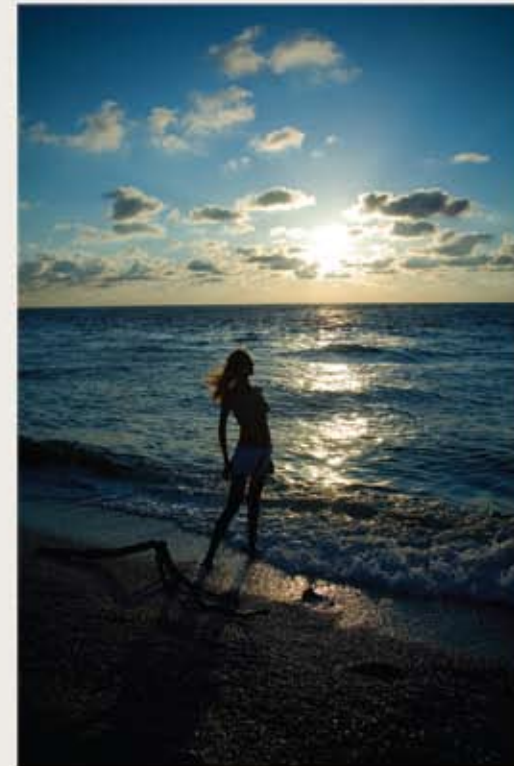
Bowens® and "the power behind the picture"® are registered trademarks of Bowens International Ltd



Merry Christmas and Season's Greetings
From our H&H Family to Yours!



Image by: Mac Brown Photographers



Silhouettes make striking and dramatic photographs. When viewing art, your eye typically goes to the part of

the image with the most contrast or the brightest area. When you photograph a silhouette, you almost force the viewer to look where you want them to look because most of the image is black or almost black. There is, therefore, "inherent contrast."

As I started to study photography and to experiment with different styles, I developed a system for making great silhouette images. My favorite part of these images is the bit of mystery they create. Silhouettes can also leave some of the story to the viewer's interpretation.

When creating a silhouette, you should make sure that your images tells a story. The stronger the subject, the stronger the story and the more recognizable the subject will be. In the wedding silhouette, the bride actually tells more of the story than the groom for several reasons. First of all, she has more shape. Secondly, the veil helps tell the story. Also, the small portion of light on her shoulder and chest gives her more definition. Finally, she is more isolated from the background than the groom.



In this image, Doug metered the background, posed the couple in a doorway to shield them from the outside light, and used the manual setting on the camera to lock in the exposure.

It is also important to isolate the subject in a silhouette. Using the bride as an example, try to keep the subject from blending in with the background. Sometimes a lower camera angle or simply shooting from the ground will accomplish this, as shown in the photo of the longhorn.

Properly metering for a silhouette is also important. Sometimes there

Artistic Silhouettes

by
Doug Box
 Texas School Instructor



A low camera angle can sometimes be used to help isolate the subject.

is so much black in the scene that, if you use an averaging or center-weighted meter setting, the meter might be fooled and will recommend an exposure that will over-expose the silhouette.

For a proper silhouette exposure, you should have at least three f-stops difference between the subject and the background. One of the easiest ways to do this is to have your subject indoors, against an outdoor background as in the example of the man in the bar.





Lens Compression

by
Jamie Hayes
 Texas School Instructor

Lens compression is the ability to change, manipulate, blur and compress the foreground

and background to create depth and dimension. This is a tool that makes our portraits look natural and, more importantly, different from the pictures that our clients create with their own cameras. Our eyes view in about 60mm, so it is unnatural for us to think and see in telephoto, but a telephoto view of a portrait subject can make the difference between an average and a great image.

When planning a location portrait, I usually choose the background first and the exposure last. Because I use a strobe outdoors almost all of the time, I don't have to worry about the available light being too weak or too strong. The image above was created on a very rainy and overcast day in the late evening by using additive light. So let's look at exactly how I made this image.

For this location, the subject was placed just off the side of the driveway and slightly into the bushes lining the pavement. I used a Profoto Acute 600B strobe in a 17x17 inch Larson Soft Box as the only light source on the face and metered the ambient light with my Sekonic L-358 light meter and set my strobe about 1/3 of a stop under the available light. I did this to add a little light to the dark eye sockets caused by the direct overcast clouds and also to keep the face color warm and natural. Slightly under-exposing the main light keeps the background from looking too dark and the face from looking too "flashy." The soft box was used to lower the contrast and make the light very smooth and soft which means less retouching needed for the final image and less money or time spent retouching your own images.



To illustrate various focal lengths, I made some sample images at various focal lengths from 35mm to 350mm. Notice the distraction of the house in the background in the wider shot and also notice that the foliage in front of the subject has no real depth. It all looks like just a bunch of greenery and you can only see a little of the leaves in the upper left hand corner. As the focal lengths become longer, the image takes on an entirely new look.



To me, the 170mm shot is my favorite because it is a perfect balance of scale between the leaves in the foreground and the background. It also provides the leaves with just enough of their shape to look very natural. In addition, they "frame" the subject well. The 350mm image has too much compression. Notice how the leaves on the right side of the image now intrude onto the arm of the subject and how much it blocks the shrub that is just in front of the subject.

Using the right tools can make a photo shoot stress-free, easy, and fun... not to mention the fact that using one lens certainly lightens up your load! A high quality lens with the widest zoom range possible is sure to become one of your favorites, too.

Jamie Hayes and Mary Fisk-Taylor will be teaching at the 2014 Texas School of Professional Photography again this year. For more information on their class, see page 21



Texas Professional Photographer

PPSA Professional Photographers
 of San Antonio
 Sharing *the* Vision



Jenny Eisenhauer
 January 22nd



Connor Fuller
 February 19th



Melanie Hall
 March 19th



Larry Lourcey
 April 16th



Jonas Chupe
 May 21st



Sandra Pearce
 June 18th



Suzette Allen
 July 16th

Visit our website
 for all
 the details...

The Professional Photographers of San Antonio meet at the Airport Double Tree Hotel. Members of sister guilds are welcome to attend meetings at our member price.

Visit www.PPGSA.org for more information

DIY On-Location Equipment Cart

by
Mike Sheeren



"I needed something that was lightweight, sturdy, inexpensive, and highly portable. As it turned out, I didn't have to look very far for a solution... my old golf-bag pull-cart."

Like many photographers today, I have a home-based studio and prefer to do much of my work on location. I also work alone and don't have the luxury of having an assistant to help carry my all of the equipment I take to a location. With "necessity being the mother of invention," I came up with a solution that is both practical and inexpensive.

I learned my lighting skills from 20 years of working in the motion picture business as a Dolly Grip and I prefer lights to reflectors. On a typical location assignment, I use two or three Speed Lights on stands (a key light with a 3x3 soft box, a bare-bulb backlight, and a third light for the background if needed). In addition to these, I carry a C-Stand that can be used to place a solid over the subject's head to control the top light. In addition, I have a backpack with lenses, a camera on a tripod, and some additional gear.

One credo I lived by in my two decades in the film business is, "I'd rather be looking AT it than looking FOR it." In other words, if there is the slightest chance that I might need a piece of gear, I need to bring it. Therefore, the challenge I faced was coming up with a way to efficiently carry all of this gear around without an assistant. I needed something that was lightweight, sturdy, inexpensive, and highly portable. As it turned out, I didn't have to look very far for a solution... my old golf-bag pull-cart. The straps were broken and I hadn't used it in years.

To convert it to an equipment cart, I built a simple frame of 1x4 treated lumber and mounted four lengths of 4-inch PVC drainage pipe to the frame. Next, I bolted the frame to the pull-cart. The light stands fit perfectly inside the tubes and I use a bungee cord to secure them so they don't bounce around. The entire conversion took maybe a couple of hours.

This cart gives me the ability to carry all three lights, three stands, three or four sandbags, two QBox soft boxes, and a C-stand. I use my free hand to carry a tripod with camera over my shoulder. One cool feature is that the pull-handle folds down via a locking mechanism, allowing me to put it into my Suburban fully loaded. I just fold the handle down to a 45 degree angle so that it acts like a kick-stand and throw a sand bag on the handle where it rests on the floor so it doesn't roll around. When I get to the location, I simply roll it out of the back of the Suburban, loosen the locking mechanism, move the handle to the straight position, and I'm good to go.

Another cool feature of the cart is that the wheels fold down into the frame, giving the cart the ability to stand straight up. When I get back to the studio, I simply push the cart up against the wall, tip it up on the nose, and fold the wheels down and the while cart stands upright. I'll leave it there until the next time I need it... no need to unpack it.

Learning to be efficient with our time and resources is more important today than ever before and sometimes the answer to a given problem is as close as your own garage.



Mike Sheeren is the owner of HandCrafted Images in Spring, TX. You can learn more about Mike at www.mikesheerenphotography.com.

NRP Boutique

Backdrops, Floors, Fabrics and Rugs for Photographers

www.nrpboutique.com | 972-415-7644
nrpboutique@gmail.com
www.facebook.com/nrpboutique

TEXAS SCHOOL

the best little photography school in Texas

IS COMING UP SOON

...and it is THE biggest, best and most fun photography school in the USA!

Join our speakers for their Texas School Classes:



David and Luke Edmonson

THE "KNOWN BY SIGHT" MOVEMENT
 Level: Intermediate to Advanced

Struggling with your creativity? Would you rather be known as a good photographer or a masterful artist? Join us for a life changing week. Explore your ability to see and its impact on your vision. Increase your creativity with live shoots and hands-on instruction.
edmonsonweddings.com



Ross Benton

THE REAL WoW FACTOR
 Level: Intermediate

Let's create your very own WoW Factor and unleash the power of light and design onto your images. This is an intensive study of outdoor strobe lighting, working with clients, posing techniques and the secrets to finding amazing backgrounds.
studiobenton.com



Richard Sturdevant

ADVANCED PHOTOGRAPHIC ARTIST COMPOSITES
 Level: Advanced

Do you want to take your work to a level that will separate you from the rest? Advanced photographers, get ready for a week of creative inspiration, Photoshop techniques and an introduction to Corel Painter to help finish off your creative art.
sturdevantstudio.com



GET A \$25.00 CREDIT
 on any order before APRIL 15th!

Sign up on the Texas School website at texasschool.org and forward your registration confirmation email to us at txs2014@bwc.net to receive a code for a \$25.00 credit, good toward any order before April 15th.



dallas | 1.800.445.0264 | bwc.net

Wedding Etiquette

For Professional Photographers

by
Lawrence Millbarge

Since I photographed my first wedding in 1976, the traditional wedding ceremony hasn't really changed that much. However, the way many photographers cover the wedding has changed dramatically... and not always for the better.

An online video was posted awhile back showing a priest "scolding" the wedding photographers (both video and still) during the ceremony... asking them to leave and threatening to stop the ceremony. His comment was, "This is not about photography. It is about God." Surprisingly enough, you could hear one of the photographers actually arguing with the priest. Even more surprisingly, several of the comments on the posting, criticized the priest for being harsh.

The video itself was shot from a vantage point directly behind the priest, looking out toward the congregation. From where the guest viewed the ceremony, a tripod and videographer were most likely right there among the wedding party as well as the still photographer. How can this be viewed as being "professional"?

Not that long ago, the typical "professional" wedding photographer would not dare place himself/herself anywhere near the wedding party during the ceremony... much less directly behind the wedding party. There was a basic and well-understood respect for the sanctity of the wedding ceremony, especially in my market area.

The training and instruction I received when I began photographing weddings came from Masters of the day who knew how to cover a wedding event with dignity, respect, and discretion. Anything that would detract from the solemnity of the ceremony was totally off-limits. Even so, some of the most beautiful wedding albums were made in those days when a photographer had to make each shot count without being seen or heard during the wedding ceremony.

Although the photographers in this video are never seen, I can't help but wonder about how they were dressed. I recently attended a wedding where the "professional" photographer wore jeans and a t-shirt and had an extra flash in her back pocket. At one point, she could be seen climbing



A great alternative to shooting over the shoulder of a minister to cover a wedding is a time exposure from the back of the church or the balcony. Photo by David Sixt.

over the railing in the choir loft in order to get some shots over the shoulder of the minister during the vows. Surprisingly enough, nobody seemed to object.

The manner in which we conduct ourselves as well as the way we dress at weddings, reflects on our profession as a whole. In "the

old days," my philosophy was that I should be dressed as well as but not necessarily better than the groomsmen and I generally wore a tuxedo. If nothing else, this set me apart from the growing numbers of other wedding photographers.

In addition, I always made a point to visit with the minister before the ceremony to make sure that I was aware of any of his "rules" for photography and to assure him that, if he saw anyone taking flash photos during the ceremony, it was not me. I briefed him on how I did what I did and made sure that everything I did was totally acceptable to him. That one, small act went a long way to gain the respect and cooperation of the ministers and to teach them the difference between true professionals and those who simply claimed to be professionals.

In defense of those who still believe that the purpose of a wedding ceremony is to "show-off the skills of the photographer," photographers learn from observing others and may not have not been taught otherwise. More and more "veteran" photographers have simply quit photographing weddings altogether. In addition, some members of the clergy have even compromised their principles as compared to years ago and some congregations have become more tolerant and accepting of wedding photographers who perform as if they are the feature of the event.

At any rate, professional photographers can set themselves apart from all the rest by conducting themselves in a manner that is both respectful and professional at a wedding event. The photographer is NOT the main attraction and should possess the skills and expertise to get great photographs without being a distraction. Perhaps it is time for a review of our procedures and perhaps come up with a new perspective on the wedding ceremony.

SIGMA

SOVEREIGN.

The first, reigning over the Art line of high level artistic lenses.

With a wide aperture of F1.4 and superior optics, the 35mm lens sets a precedent of inspiring the artist and returning stunning images.

A Art 35mm F1.4 DG HSM

Case and Hood LH730-03 included.
USA 4 Year Service Protection



SIGMA USB Dock

Update, adjust & personalize. Customization never thought possible. Sold separately.



SIGMA Corporation of America | 15 Fleetwood Court | Ronkonkoma, NY 11779, U.S.A. | Tel: (631) 585-1144 | www.SigmaPhoto.com
Follow us Twitter @sigma_photo and Facebook.com/sigmacorporationofamerica



Engine No. 300 at Rusk, Texas, headed to Palestine, Texas.
Photos by Jonathan Gerland, Director, The History Center, Diboll, Texas.

All Aboard! The Texas State Railroad

The Texas State Railroad is actually a State Park that allows passengers to ride trains pulled by diesel and steam locomotives through the deep East Texas forests between the towns of Rusk and Palestine. A ride on the Texas State Railroad provides a rare example of the technology that was done routinely so long ago in rail yards across America.

It is one of the nation's largest steam train operations and one of very few that operate two steam trains on the same route. The eastbound and westbound trains meet twice daily at a mid-point on the route, giving passengers a rare chance to see two historic trains switch and pass as each one proceeds to their Victorian-style depots at each end of the route.

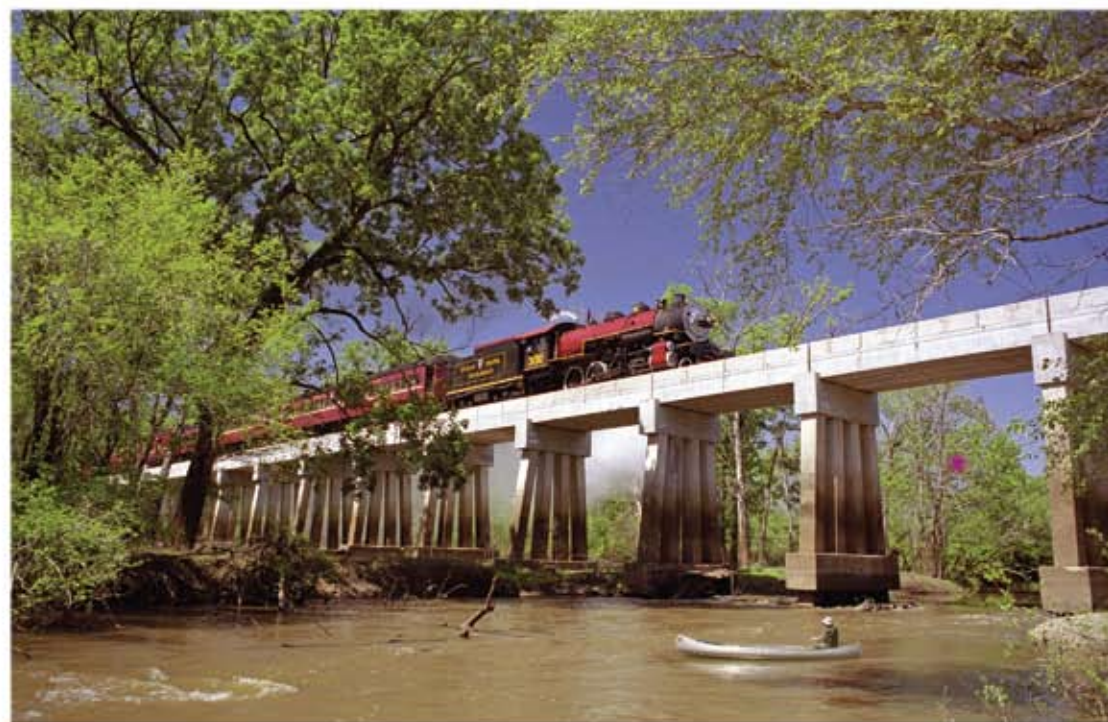
However, the history of the Texas State Railroad is a shaky one that dates back to 1881 when it was established by the Texas State Prison System. Inmates built the line which was originally used to transport hardwood for the furnaces at the prison-operated smelter at the Rusk Penitentiary. But those early days proved to be tough ones and the profits envisioned by its founders never really materialized.

By 1909, the rail system reached its final destination of Palestine, Texas, and was easily accessible to the main lines. However, by 1919, the prison had closed and was converted to a State Mental Hospital. A couple of years later, regular rail service was discontinued and the line was leased to the Texas & New Orleans (Southern Pacific Railroad Company). Later, in the 1960's, the Texas Southeastern Railroad leased the line until 1969.

In 1972, the railroad was conveyed to the Texas Parks and Wildlife Department and state inmates were once again brought in to help with the creation of the historic park we see today. On July 4th, 1976, the Texas State Railroad was opened to the public as part of the nation's Bicentennial Celebration.

The 25 mile route takes passengers back in time to when rail travel was the most luxurious and practical means of transportation and offers photographers some terrific photo

*Texas State Railroad crossing the Neches River in East Texas.
Photo by Jonathan Gerland.*



opportunities. One of these is the Neches River Trestle which is accessible only by foot or by boat. Other historic sites along the route include the Maydelle Turntable, a vintage piece of equipment used to turn engines around to go in a different direction. Built in the late 1890's by the St. Louis and San Francisco Railroad in Paris, Texas, it began operation in Paris in 1902, serving a six stall roundhouse.

These and other sites along the route have been used in movies, television and documentaries. Some of those movies include: Soggy Bottom, USA (1980); Dallas, The Early Years (1986); The Gambler V - Playing for Keeps (Kenny Rogers, 1994); Streets of Laredo (James Garner, 1995); Rough Riders (Tom Berenger and Sam Elliott, 1997); O Brother, Where Art Thou? (George Clooney, John Goodman, 2000); American Outlaws (Timothy Dalton, Kathy Bates, Colin Farrell, 2001; and The Great Debaters (Denzel Washington, 2007).

Passengers on the Texas State Railroad can select from a variety of accommodations including Premium Seating in climate controlled cars, Standard Seating with both open-air and enclosed cars with windows that open or close, or even an Engine Cab Ride for those who are 18 years or older. The round-trip excursion takes 1.5 hours each way with a 1.5 hour layover for lunch. Box lunches can be ordered in advance or you may bring your own picnic lunch.

For those looking for a new holiday experience, the Texas State Railroad has the answer... The Polar Express rolls out of the Palestine station during the months of November and December. Passengers can cozy-up and enjoy festively-decorated cars while dancing chefs deliver hot chocolate and a cookie to each guest while music from The Polar Express movie plays in the background.

Just 30 minutes after leaving the station, the Polar Express magically arrives at the outskirts of Santa's North Pole village, where Santa himself and his elves joyously welcome kids of all ages. Then, Santa and his helper elf



Engine No. 201's first public return to steam after being rebuilt in 2006.
Photo by Jonathan Gerland.

board the train for the return trip, greeting each child with his signature holiday spirit and the first gift of Christmas.. a bell cut from his sleigh. It is said that only children and those who still believe can actually hear the bell ring. It is an experience that is guaranteed to bring in the Christmas season.

For more information on tickets and schedules, go to their official website at www.texasstaterr.com or call them at 877-726-7245. To learn more about the history of the Texas State Railroad and to view some extraordinary images, check out "Steam in the Pines: A History of the Texas State Railroad" by Jonathan Gerland, director of The History Center in Diboll, Texas, or check them out online at www.TheHistoryCenterOnline.com.

new Specialty ITEMS!

Styles and Green Screen Backgrounds

Visit us ONLINE FOR MORE GREAT PRODUCTS!

altcolorlab.com

Ark-La-Tex COLOR LAB CORPORATION

800-448-6171

Travel Tumblers

Double Sided Press Wallets

Dry Erase Calendars

Metal Ornaments

iPhone 5 Covers

YOU LOVE PHOTOGRAPHY

WE LOVE HELPING YOU LOOK GOOD EVERYWHERE



"With PhotoBiz it's like having two of me."

Read Hiram Trillo's story at PhotobizLovesMe.com



WEBSITES | ECOMMERCE | BLOGS | SEO



NEWS FROM AROUND THE STATE



Contributors: Austin - Bill Ledbetter; Brazos Valley - Kathy Norwood; Dallas - Charles Ames; Ft. Worth - Tom Thompson; Heart of Texas - Tom Sergent; Houston - Sharon Chandler; San Antonio - John Vega; South Plains - Jody B. Smyers

Austin - Since July, the Austin Guild has been holding its monthly meeting at the Precision Camera training room, a great facility, and we want to thank Precision Camera for their hospitality. Featured at the September meeting were Dominique Harmon and Barry Nelson with their program "Breaking In & Breaking Out" on the subject of high school senior photography. Dominique and Barry covered social media, marketing, the importance of being different, the senior experience, simple lighting for a simple composite, and some terrific marketing tips. It was an energizing evening with lots of questions and interaction. Afterwards, the print competition winners were announced. They were: Tim Babiack, first place; John R. Rogers, second place; and Karen Andrews, third place.

The October meeting featured Cliff Ranson with his program titled "First Three Songs, No Flash!" This program was all about photographing events and concerts in large or small venues. Cliff is a past president of TPPA and has photographed some of the best-known artists in the world, including Elton John, Chicago, Diana Ross, George Strait, and many others. Monthly print winners for October were: Tim Babiack and Joe MacKay, tied for first place; Jim Debth, second place; and John Rogers, third place.

Brazos Valley - In September, the Brazos Valley Guild hosted an all-day PPA sponsored event featuring Nick Tsakiris, "The Lightroom Dude." The program brought in photographers from as far away as Waco as well as the Houston area to learn the basics of Lightroom 4 and 5 and how to cull through and catalog images. Nick spoke in depth about how to set up catalogs in a simple way that made logical sense to everyone. The second half of the program was dedicated to advanced features of the Radial Tool and the power of each of the settings in the Develop Module. Attendees who were PPA members also received a merit for their attendance.

The October meeting featured Melinda and Cristie Reddehase, sisters with a shared passion for photography. Both have earned a Bachelor of Arts degree from Sam Houston State University. Melinda opened the studio in 2001 and was joined by her sister a year later. They quickly outgrew their 1,000 square foot commercial location and expanded to a custom-built studio on three acres of land over two years ago. They photograph a variety of portrait subjects but specialize in high school seniors and babies. In their program, "Get the Seniors In, Make Them Spend & Have a Great Time!" covered topics such as: creating a senior rep program, marketing senior portraits, senior incentives, pricing to sell, and photographic techniques including the Virtual Background system.

Dallas - Following a very successful Little Red Schoolhouse in Fredericksburg, Dallas PPA hosted Sara France with her "10 Tips to Thriving in an Ever Changing Market" at the September meeting. Print winners included: Lucy Huffstetter, Linda Guerra, Hoang Vu, Zak Zatar, Charles Ames, Yosef Yetimgeta, Marc Friedland, Amy Columbus, Kathy Ames, Dan Ferguson, Julie Shields, and Kathy Ames.

In October, representatives from several labs participated in a program for "Understanding Printing from the Maker's and Lab's Perspective." They included: Edythe Blackwell, BWC; Derrick Waiters, Full Color; Vickie Viera, Pounds; and Tony Corbell, WHCC. Monthly print winners were:

Lucy Huffstetter, Hoang Vu, Angela Navarette, Yosef Yetimgeta, Katherine Robertson, Dan Ferguson, Marc Friedland, Lucy Huffstetter, and Bree Adams.

Heart of Texas - In September, the Heart of Texas Guild held its annual "social" at Lake Waco Park instead of the regular monthly meeting. At the social, the winners of their Annual Shootout were announced. They included Rhonda Williams, overall winner; as well as Luke Stokes, Cameron Akin, and Tom Sergent, who were ribbon recipients. There was plenty of great food with everyone pitching in with tasty side dishes and Luke Stokes and Tim Williams producing sausages and a pork loin from the grill. Afterwards, there was a "show and tell" with various members showing off their favorite photographic gadgets and techniques. This family-oriented event has become a tradition that the guild hopes to continue for years to come.

The October meeting was held at the Klassy Glass in Waco and featured Doug Box, Executive Director of Texas PPA. Doug began his presentation by taking the group onto Austin Avenue and demonstrating how to handle

THE NUMBER ONE, NATIONAL, FULLY STOCKED, DISTRIBUTOR

• Folders • Easels • Photomounts • Baby Program Albums •
• Slip-In Albums • Do-It-Yourself Peel 'n Stick Albums •
• All Your Packaging Needs •

Contact Michel for your fast, usually same day, in-house, custom imprinting! FREE studio logos w/imprint

Same day shipping for all in-stock orders. FREE shipping on orders of \$350 or more! *If placed by noon CST

www.michelcompany.com • 1.800.621.6649
1151 S. Northpoint Blvd. • Waukegan, IL 60085 • email: info@michelcompany.com



NEWS FROM AROUND THE STATE



Contributors: Austin - Bill Ledbetter; Brazos Valley - Kathy Norwood; Dallas - Charles Ames; Ft. Worth - Tom Thompson; Heart of Texas - Tom Sergent; Houston - Sharon Chandler; San Antonio - John Vega; South Plains - Jody B. Smyers

fading light and the approaching darkness by using off-camera flash. After returning to the meeting room, Doug shared some of his secrets to success, focusing on marketing and conducting a photography business in a volatile market. Winners of the monthly image competition were: Rhonda Williams, first place; Heather Hitt, second place; and Marcel Van Es, third place. Full Color Lab provided a nice door prize won by Jill Hubert.

Houston - In August, Melanie Hall presented a mini-workshop called "Off-Camera Flash, My Way" to the Houston guild. The presentation included several forms of off-camera lighting, from small flash to studio strobes. Participants were able to work with fashion models for a fantastic learning experience. Then, over 50 people attended the September meeting to hear Barry Nelson and Dominique Harmon, partners at Captivated Images in Lubbock. Their presentation included information on the importance of being different, keeping up with important trends, marketing, social media, composites, treating seniors like a "rock star," and more. The September print winners included Karen Butts, Leslie Cervantes, Aileen Harding, Kim Hartz, Sandy Buller, Armando Chacon, and Francie Baltazar-Stonestreet.

The Houston Guild is also excited to announce that they have been selected to exhibit a gallery in the 2014 FotoFest, an international Biennial of Photography and Photo-related Art that is visited by over 200,000 people! The gallery will include all genres of photographic work and will be on display from March 15 through April 27, 2014 at the Smith Building in downtown Houston. The Curator of the Museum of Fine Art Houston will be the juror for selecting which images will be in the exhibit.

In September, the guild hosted Kim Hartz who conducted a mini-workshop on pet photography. Kim partners with Barbara and Jenny Froh in the Paw Print Diva workshops, covering topics that include marketing, pricing studio lighting and more.

The October meeting featured Barbara Breitsameter of PoppyBlue Photography, located in the Chicago area. Her program focused on lessons to Inspire, Learn, and Create. After building a thriving retail business, Barbara was diagnosed with Parkinson's disease and decided to focus on "making the most of one's best" and changed her business to specialize in what fulfilled her most... artistic dog portraits. Today, she shares the lessons that living with Parkinson's has taught her... to be thankful, be productive, work for a reason, and to be responsible for your own happiness. October print winners included: Leslie Cervantes, first place; Curley Marshall, second place; Orpha Labohm, third place; and honorable mentions, Karen Butts, Leslie Cervantes, and Kim Hartz.

San Antonio - Cliff Ranson was the guest speaker at the September meeting of the San Antonio Guild. Cliff, a past president of TPPA, is the house photographer for the State Farm Arena in Hidalgo, Texas. His presentation was awesome and Cliff shared how he books these assignments, what lenses and equipment he uses, camera settings, shooting backstage, what not to do, security credentials, and more. Print competition winners for September were: Laura Pollard, first place; Dane Miller, Randy Pollard, and Caithin Hundnall, who shared second place; and Kay Harman and Michael Plumeyer, third place.

The October meeting welcomed Terri Trawick, the face of Audacious Photography, who began taking pictures of her kids and found a passion for photography and eventually developed a successful Boudoir Photography business. Her work can be described as very tasteful and classic. Her moral compass is very simple... she will not photograph anything that she would not be able to show to her kids. As part of her presentation, she brought a model with her that gave attendees the opportunity to see her in action. Print winners for October were: Jorge Valasco, first place; Lisa Blaschke, second place; and Sam Robert, third place.

South Plains - At the October meeting of the South Plains Guild, officers for the coming year were announced. They are: Dominique Harmon, President; Chris Hanoch, President Elect; Jennifer Gill, Secretary/Treasurer; and Cris Duncan, Executive Director. Guest speakers for October were Trey and Elizabeth Homan with their program titled "The Art of Posing."

The Only 40" 6-Color Press in the Ark-La-Tex!

& Full Color Short Run Digital Printing Services

Other Services Include:

- E-Commerce Online Ordering Service • Web Proofing
- Award Winning In-House Graphic Design
- Full Service Bindery & Finishing • Mail Processing • Total Digital Workflow
- Customized Order Fulfillment Services
- FTP Server For Large File Transfer

FREE QUOTES! FAST TURNAROUND!
GUARANTEED 100% CUSTOMER SATISFACTION!



COMPLETE PRINTING & PUBLISHING

1501 W. Panola Carthage, TX 75633
800-964-9521 • 903-693-9306 • Fax 903-693-4780
www.CompletePrinting.com



From all of us at american color imaging

In honor of our 2013 customers, we've made a donation to Operation Smile.

Together, we've made a difference in the lives of countless children and we look

forward to serving you in 2014.

Come see us at Imaging USA- Booth #800 & #812



american color imaging | 715 East 18th St. Cedar Falls, IA 50613 | www.acilab.com | 800.728.2722



EXPECT MORE

MORE INNOVATIVE PRODUCTS
MORE CUSTOMER SERVICE
MORE EDUCATION OPPORTUNITIES

At Pounds we take pride in providing unsurpassed customer service and creating innovative, creative products. We strive to share our insights and be a true partner with our photographers.

If you're looking for a lab that provides every resource needed to achieve your professional goals and does so with the highest standards and integrity, you're looking for Pounds!

EXPECT MORE THAN A PRINT
EXPECT THE BEST
EXPECT POUNDS

pounds
 LABS MORE THAN A PRINT



wedding and portrait



seniors



school and sports



Open an Account



Products & Services

www.poundslabs.com | 800.350.5671

f PoundsLabs

@poundslabs