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& Trade Show '13

March 15-17
2013
Arlington, Texas





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OFFICIAL PUBLICATION OF THE TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION, INC.
VOLUME 48 No. 2 Feb/Mar 2013

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

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CALENDAR OF EVENTS

- March 15 - 17, 2013 **TPPA Conference & Trade Show**
Arlington, TX
- April 28 - May 3, 2013 **Texas School 2013**
Addison, TX
- June 29 - July 2, 2013 **TPPA Summer Seminar**
Kerrville, TX



COVER PHOTO

The cover photo is a composite of sample images from the speakers for the 2013 Texas Regional Photo Conference in March. The photo of the three dogs was taken by Margaret Bryant of Carrollton, Texas. This year's "Photo Conference" features 5 workshops, 24 programs, a fantastic Trade Show, and a FREE Print Competition that includes a print critique. Don't miss this extraordinary event, March 15-17, at the Arlington Convention Center in Arlington, Texas. More information is on page 7.

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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.

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



PRESIDENT'S MESSAGE

Judy Dumas, President TPPA



What's In Store for 2013

Here we are poised at the start of another year. Since we all survived the end of the Mayan Calendar, we now have a chance to write our own calendar of events for 2013. Hopefully you started off the New Year by registering for Texas School, the greatest learning opportunity you will ever have. It all happens beginning April 28 through May 3. Registration is still being accepted and whatever class you choose, it will be full of fun and excitement with a greatest lineup of teachers ever assembled in one place.

Next on our calendar of events for the year is our Texas Regional Photo Conference and Trade Show scheduled for March 15-17. Unprecedented changes have taken place with this year's conference. Never before have we had so many program speakers in one place. We're not just a "portrait-wedding" association. There will be programs on nature and wildlife, landscape photography, fashion photography, boudoir photography and more.

We're also having programs on marketing, running a successful home studio, and getting your photos published. You won't want to miss this lineup of speakers. We recognize that many of today's members find it difficult to take off during the week for a photo conference, so the bulk of this year's event will be Saturday and Sunday, with five workshops on Friday to kick off our educationally charged weekend.

YES, we will have a print competition! While not a PPA affiliated competition, we will be having a display and people's choice judging. Whatever your skill level, we hope you will enter this year's print exhibition and contest. You will determine which images are the best of the show! Awards and prizes for prints

getting the most votes of the people will be presented on Sunday. Also, the winners will be featured in the Texas Professional Photographer Magazine.

The highlight of every photo conference is the Trade Show and you'll not want to miss this one. The Convention Hall will be filled with people who service our profession and sponsor our speakers. These vendors will also be on hand to assist you one-on-one with questions and concerns that you may have, as well as materials that you can purchase to help grow your business. Since this is included as a benefit of your annual membership, you won't find a better "bang for your buck" anywhere. Be sure to include this event on your calendar and get all the details in this issue of the Texas Professional Photographer.

Still more to come this year is Kerrville Summer Seminar Roundup, June 29 through July 2. This is a great time for family fun, learning from the best speakers and relaxing around the pool. It is going to be a great year to learn and grow, so plan now to be with us throughout the year for great educational opportunities as well as building lifetime friendships. Our Association is designed to benefit you, the members. It is our desire that you will join us for ALL the activities that we have planned for YOU this year.

Make memories,

Judy Dumas
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.

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Texas PPA Regional

Photo Conference & Trade Show '13

Arlington, Texas



A Texas Event for *All* Photographers

March 15 - 17, 2013
Arlington Convention Center
Arlington, Texas

by
Bill Hedrick, TPPA Editor

If you love photography... this event is for YOU! That's right, photographers from all over the six state region will be making their way to Arlington, Texas, in March for an event like no other... the Texas Regional Photo Conference & Trade Show. It's all new and designed to have something for all photographers from all levels and will host some of the finest program speakers in the country who will share their knowledge and talent. But, most of all, it will be loads of fun.

The Arlington Convention Center, next to Six Flags Over Texas, is the setting for this awesome event. Whether you are just starting out in photography, a serious enthusiast, or a seasoned pro, there will be programs and workshops on a wide variety of topics just for you. Beginning on Friday, March 15, we'll have several workshops on everything from Photoshop and Painter to "hands-on" studio and location setups. Come and see how the pro's do it and learn the secrets to making those fantastic images you've always wanted to do.

Portfolio Review - Have you ever wanted to have your photography reviewed by an expert? This is your chance. On Friday evening, attendees are invited to sit in as a group of Master Photographers give a "portfolio review" to any attendee who wants one, thanks to our friends at SWPPA. You'll learn what the experts look for and how to improve your photography. Or, if you would rather have a more private critique, these experts will be on hand Saturday afternoon for a "one-on-one" review in private. You will learn more in a few minutes than some learn in a lifetime about making great, winning photographs.

Great Programs - Then, you'll definitely want to stick around Saturday and Sunday for the main programs and Trade Show. There will be three programs running at a time throughout the morning and afternoon both days... some 24 programs altogether in two short days... on topics like: photographing birds, nature and wildlife photography, getting great shots of pets, sports & activity photos, high school seniors, baby photography, commercial photography, lighting and exposure, posing techniques, making art from your images, running a home studio, marketing and much more.

FREE Photo Competition This Year! - No photo conference would be complete without a Photo Exhibit and the officers and staff of Texas PPA have put together something new and exciting where EVERYONE gets to select the winning images! That's right, since we're moving our conference from the fall to the spring, and since we've just had an Affiliated Print Judging at the recent SWPPA Conference, we'll have a fun and exciting People's Choice Photo Contest and you are invited to be a part of it. All attendees are urged to bring two images to the show. They can be new images or they can be images that have already been judged and scored. It doesn't matter. All of these images will be displayed and numbered and each attendee can vote on their favorite prints of the exhibit! Trophies and ribbons will be awarded to the winners and you might just be one of them!



Trade Show - Finally, you'll need to find time between all of the exciting programs to visit our Regional Trade Show featuring exhibitors from around the country who will be on hand to demonstrate the latest equipment, software and just about anything you can imagine that pertains to photography. If you are a "gadget" person (like most of us), you'll be in heaven! Just a trip to the Trade Show is worth the trip to Arlington.

Read on to find out more or check our website www.TPPA.org for further updates as they come available. In the meantime, make plans to spend the weekend with us in Arlington, March 15 - 17, at the Arlington Convention Center. As always, if you are an affiliate member of Texas, Louisiana, Arkansas, Oklahoma, New Mexico, or Colorado, your registration for this event is FREE!

February/March 2013





Photo Conference & Trade Show '13

Arlington, Texas

Members Choice Print Competition and Portfolio Review

...and it is **FREE!**



A Photo Competition for Photographers of All Levels!

Join the fun and bring TWO prints to this year's competition. There is NO ENTRY FEE as long as you pre-register by March 7, 2013. Prints will be displayed and attendees will "vote" on their favorite entries. It's a chance to judge prints for yourself.

Prints must be a minimum of 8x10 (80 square inches) and a maximum of 20x24 (480 square inches) and must be mounted on sturdy artboard backing (minimum 1/8 inch thick, maximum 3/8 inch thick), including the photo itself. Images that are too thick or too thin cannot be displayed. Also, prints cannot be under glass and cannot be framed.

Also, it does NOT matter if your prints have been previously entered! So, bring two of your best prints and see what happens. Awards will be presented on Sunday afternoon in the Trade Show area and winners will be published in the Texas Professional Photographer. A complete list of rules as well as entry form can be found on pages 34 and 35 in this publication.

In addition to the competition, we will have TWO opportunities to have your images critiqued. On Friday evening, there will be a public critique where you can watch while your prints and others are critiqued (only if you request it). Then, on Saturday, there will be a one-on-one "private" critique where you can talk personally about your images. Remember, this is a "first-come" event, so register early and sign up.

Check Out Our Schedule

Friday, March 15, 2013

- 8 AM - 5 PM **PHOTOSHOP/PAINTER Workshop** - Suzette Allen *(Extra Fee \$49)*
- 8 AM - 5 PM **MARATHON PRESS Business Seminar** - Ann Monteith *(Extra Fee \$49)*
- 9 AM - 12 Noon **Hands-On FULL STUDIO SETUP** - Cris Duncan *(Extra Fee \$30)*
- 9 AM - 12 Noon **Hands-On FULL STUDIO SETUP** - Carmen Schettino *(Extra Fee \$30)*
- 9 AM - 12 Noon **Hands-On Outdoor & Location w/Equipment** - Randy Kerr *(Extra Fee \$30)*
- 1:30 PM - 4:30 PM **Hands-On FULL STUDIO SETUP** - Cris Duncan *(Repeat) (Extra Fee \$30)*
- 1:30 PM - 4:30 PM **Hands-On FULL STUDIO SETUP** - Carmen Schettino *(Repeat) (Extra Fee \$30)*
- 7 PM - 9 PM **Portfolio Review** - everyone welcome

Saturday, March 16, 2013

- 9:00 AM DEADLINE for Turning In Photos for People's Choice Exhibit
- 8:30 AM - 11:00 AM **Posing & Lighting** - Bruce Berg *sponsored by WHCC Lab*
- 8:30 AM - 9:30 AM **Boudoir & More!** - Cindy Cofer *sponsored by Virtual Backgrounds*
- 8:30 AM - 9:30 AM **Nature & Landscapes** - Steve Kozak
- 10:00 AM - 11:00 AM **Sports & Activity Photos** - Pat Cahill *sponsored by ACI Lab*
- 10:00 AM - 11:00 AM **Graphics: Art from Your Images** - Charlie Mosher *sponsored by Graphic Authority*
- 10:00 AM - 11:00 AM **Fashion Photography** - Steve Ellinger
- 11:00 AM - 4:00 PM Trade Show Open
- 1:00 PM - 6:00 PM Informal, One-on-One Print Critique
- 4:00 PM - 5:00 PM **Nature Photography** - Tim Ostermeyer
- 4:00 PM - 5:00 PM **Posing & Lighting** - Sam Gardner & Patricia Mathis *sponsored by Miller's Lab & Larson*
- 4:00 PM - 5:00 PM **High School Seniors** - Suzy Fulton
- 5:30 PM - 6:30 PM **Studio Workflow** - Mark Chen
- 5:30 PM - 6:30 PM **Lighting & Exposure** - Randy Kerr
- 5:30 PM - 6:30 PM **Commercial Photography** - Carmen Schettino *sponsored by LexJet*
- 6:30 PM DEADLINE for voting on prints
- 8:30 PM - 10:00 PM **A Bird Photographer's Story** - Arthur Morris *sponsored by Canon*

Sunday, March 17, 2013

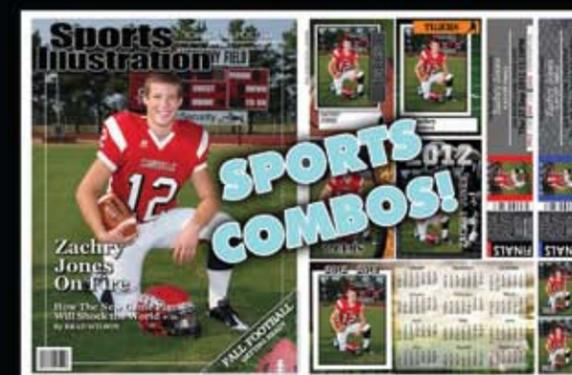
- 8:30 AM - 11:00 AM **Senior Portraits** - Dan Frievalt *sponsored by WHCC Lab*
- 8:30 AM - 9:30 AM **Getting Published** - Mike Marvins
- 8:30 AM - 9:30 AM **Facebook** - Chris Meyer *sponsored by Pro Photo Deals*
- 10:00 AM - 11:00 AM **Brand Marketing** - Joy Vertz *sponsored by Miller's Lab*
- 10:00 AM - 11:00 AM **Entering Print Competition** - Richard Sturdevant
- 11:00 AM - 4:00 PM Trade Show Open
- 2:00 PM AWARDS PRESENTATION - Trade Show Area
- 4:00 PM - 5:00 PM **Pet Photography** - Margaret Bryant *sponsored by BWC Lab*
- 4:00 PM - 5:00 PM **Adobe Lightroom** - Nick Tsakris *sponsored by Pounds Labs*
- 4:00 PM - 5:00 PM **Set Design** - Debi & Steve Ragland *sponsored by Miller's Lab*
- 5:30 PM - 6:30 PM **Running a Home Studio** - Larry Lourcey *sponsored by WHCC Lab*
- 5:30 PM - 6:30 PM **Opening Your Own Studio** - Emily Potts *sponsored by PWD Labs*
- 5:30 PM - 6:30 PM **Posing, Lighting, Composition** - Gabriel Alonso *sponsored by Miller's Lab*



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5 Workshops on Friday!

Unlike the Saturday/Sunday programs, which are FREE if you pre-register by March 7th, there is an extra charge for these workshops. Please refer to the Registration Form on page 32.



SUZETTE ALLEN "Photoshop: A Prescription for Profit!"

Friday, March 15 at 8:00 am - 5:00 pm

WORKSHOP - Additional Fee

A new profit center, a faster production mind-set, a fresh focus on creativity and presentation... that's what you need to give your business a push toward profit! So, let's solve two dilemmas: "how to pick up the pace with Photoshop," and "how to add a fresh profit center." The solution: "Hand Painted Portraits!"

The first half of the day, Suzette will get you up to speed with Photoshop workflow, using Lightroom 4 with a transition to Photoshop, for speedy retouching techniques. The second half of the day will focus on developing the Painted Portrait profit center. Suzette will demonstrate some speedy ways in Photoshop CS5/6 to make beautiful, hand-painted portraits (incorporating some helpful filters to speed things up) and how to customize brushes to get just the look you want. Her techniques are based on efficiency for the purpose of making a saleable premium product with a production mind-set. This will be a platform demonstration, so you do not need your computers (unless you like to type your notes). Suzette will demonstrate techniques at a pace that can be absorbed (at an intermediate level) and there will be time for questions. Notes and a sampler of tools will be provided as a download for class attendees.



CRIS DUNCAN "The Art and Science of Lighting"

Friday, March 15 at 9:00 am to Noon (repeat at 1:30 pm)

Sponsored by Miller's Lab

WORKSHOP - Additional Fee



Lighting is the key to photography. It defines the subject and shows or removes texture. It has the power to direct a viewer, to evoke an emotion, and to tell a story. Light is the basis for life and the heart of a photograph. Knowing how to use light to set the tone for your image is an art that takes years to master and only moments to appreciate. An artist can create any fantasy he or she desires with the brush, but photographers must do that with light and shadow alone. On the other hand, light is also a science. We are ruled by physics and the two must be used together.

In this "hands-on" workshop, both the basic laws of light, along with creative use of light, will be applied in studio and location settings. Attendees will utilize daylight, flash, strobe and ambient conditions working with no more than two light sources. You will learn valuable techniques to make your images different than your competitors.

Gain the knowledge and understanding of what light, any light, will do in a given situation and then have the skills to manipulate it to your style, LIVE! Attendees are encouraged to bring their camera and shoot alongside each other while Cris discusses several lighting tools and the four major lighting applications.



RANDY KERR "Outdoor & Location Lighting Workshop"

Friday, March 15 at 9:00 am to Noon

Sponsored by Westcott

WORKSHOP - Additional Fee



Join Randy Kerr for this informative workshop regarding light direction and light quality. This program starts off with a discussion regarding becoming mindful of the light present, seeking soft currents of existing illumination and the use of light modifiers. You will improve your skills with Randy's guides to distance and depth of field information. Then roll up your sleeves and break out your lens to exercise your skills at locations built by Randy. His number one goal is to help you comprehend how your camera responds to light along with working within the limitations of your gear.

Randy Kerr's background in photography goes back to his great-grandfather, Cyrus Kerr, who was a traveling preacher, photographer and fiddle player, who traveled throughout Mississippi, Louisiana and Texas in a covered wagon and did portraits throughout the countryside. It was an example that would carry over into Randy's own career as an adult. It was with this basic knowledge that Randy Kerr set out to start his own photography business in his hometown of Denton, Texas.



ANN MONTEITH "What's Ailing Photography & How to Fix It"

Friday, March 15 at 8:00 am to 5:00 pm

Sponsored by Marathon Press

WORKSHOP - Additional Fee



Ann will present the key elements that photographers must address to be successful in today's challenging times. She will help you to understand how to market, price, sell, and manage clients in what she calls "the aftermath of digital chaos." Each of these topics will be set within a context of sound financial management. "One of the most troubling aspects of today's industry," Ann says, "is that competent photographers have lost confidence in their ability to compete with untrained, ill-equipped photographers, who themselves are equally frustrated with their lack of business success. Both sides of this equation have work to do to gain the confidence that is necessary to run a business." If you want to get your business on track, then you can't afford to miss this dynamic educational opportunity. PPA members will earn 1 education merit for attending this class.

Ann has helped many of the industry's most successful photographers understand how to lift a photography business into profitability during good times and bad. According to Ann, "The professional photography industry is struggling not only because of the entry of so many largely untrained individuals in the last decade, but also because of its internal failure to evolve the proper systems to manage changes resulting from the transition of film to digital capture."

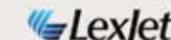


CARMEN SCHETTINO "If You Can Light a Face, You Can Light the World"

Friday, March 15 at 9:00 am to Noon (repeat at 1:30 pm)

Sponsored by LexJet

WORKSHOP - Additional Fee



Carmen Schettino began his photography career over 25 years ago and now is a seasoned veteran with outstanding credentials in both portrait and commercial photography. His mentors ("Papa" Fassbender, Joe Zeltsman, Don Blair, Monte Zucker, to name a few) were some of the greatest Masters, who stressed the artistic and technical aspects of the art of photography. Young photographers may have never heard these names, but a "google" search will provide a priceless education that costs nothing.

Carmen's philosophy on an assignment is to find the perfect light that complements the subject, whether it is a product or a person. His approach is to explore the classic light patterns that give character and dimension, while minimizing the negative aspects to enhance beauty and quality. He is a real people person, so he finds it quite easy to get the best expressions from both his subjects and his clients. He will make you feel at ease, whether you are in front of his lens or the art director over his shoulder. In today's market, many think that the classic work must give out to the journalistic, but in fact good photography is timeless. In addition, many photographers feel they will solve all their problems by going to the computer, when in fact they are putting the cart before the horse! Carmen's says, "Solve your problems during the shoot! Hours spent worshipping at the altar of your computer are wasted dollars."



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GABRIEL ALONSO "That was Then... This is Now!"

Sunday, March 17 at 5:30 pm

Sponsored by Miller's Lab



The value of posing, lighting and composition have never been so evident as we find our industry at a conundrum caused by the perfect combination of digital technology and a frail economy. Come and join Gabriel as he takes you on a journey that studies portraiture's path from the old masters through today.

Offering a vast breadth of experience and photographic skill, Gabriel Alonso is one of today's premier classic portrait artists. His talent and expertise combined with his immense insight, exceptional artistic composition and heightened sensitivity to the client's desires allow him to capture the essence and timeless expression of beautiful moments in images his clients will cherish for generations. Gabriel is a Master Photographer and Photographic Craftsman and an Affiliated International Print Juror. He has been a manager and portrait artist for Gittings Studios and McWhirter Portrait Studios at Neiman Marcus, as well as Wyndham-Leigh Portraiture in Washington, D.C..



His exceptional work has been selected for the Masters Loan Collection of the Professional Photographers of America and has been exhibited at the Eastman Kodak display of Disney's Epcot Center. But more importantly, his images grace the walls of satisfied clients throughout the world.



BRUCE BERG "The Art of Photographing Children & Families"

Saturday, March 16 at 8:30 am

Sponsored by WHCC Lab



Are you struggling in the current economy and looking for ways to build your business? Portraits of families and children are your ticket! There is an art to making portraits, but marketing and selling them is an art as well. Newcomers to the profession will learn what strategies to use to become well-known and what marketing tactics really work to get the right kind of clientele. Those who have been in the business awhile will discover how to change into the new paradigm of the photography industry and how to improve your bottom line.

Master-Craftsman photographer, WPPI platform speaker, and Oregon's four-time Photographer of the Year, Bruce Berg, will share how to get, photograph and sell children and family portraiture. With 12 Loan Collection images and six Kodak Gallery awards to his name, Bruce believes top-notch photography is a key component of commanding high prices, but it is NOT the main component. What is? Come and find out at this informative seminar which is filled with practical advice and tips for both the novice and seasoned photographer.



Some of the things you will learn include: How do you get children to smile naturally? How should you show and sell your work? What can you do to get your web site on the first page of search engines? Offering insight into how to build a profitable business is key in these tough economic climates and parents still invest disposable income into artistic images of their family and their children. Bruce will discuss these and a wide variety of topics, from branding to selling, and give you solid marketing and pricing ideas. As a bonus, he'll give posing and lighting tips and ways to reclaim your life while making more money doing it.





MARGARET BRYANT “Dogs & the Business of Pet Photography”

Sunday, March 17 at 4:00 pm

Sponsored by BWC Lab



Whether you photograph dogs full-time or only occasionally, as part of your family or senior business, this program is for you! Learn how to handle dogs and to get the best expressions (it's more than just using a squeaky toy!). Learn what to watch out for when shooting on location or in the studio. Learn about the tools necessary to make your job much easier. In this course, you will discover how pet photography differs from regular (human) portrait photography, both in sales and marketing, and what kinds of poses are more saleable.

Finally, Margaret will show you the best way to do a limited edition fund-raising pet session. She'll show you how to plan and execute high volume sessions that raise money or food for a shelter and bring in money for you, too! Margaret's last limited edition fund-raiser had a client sales average of over \$530. There is a lot of new material in this talk, so if you have heard Margaret speak before, you will still learn something new.



Margaret Bryant is an award winning PPA Master Photographer and Photographic Craftsman specializing in photographing dogs since 1998. Her photography reveals the personality of the dogs and the special relationship they have with their humans. She is knowledgeable about dog breeds, dog behavior and dog training and knows how to make dogs comfortable and get the best expressions. She teaches professional photographers about dog photography and has written a book on posing dogs. Margaret shares her life with Molly, a border collie/sheltie mix and Sophie, a whippet.



PAT CAHILL “Sports and the Traditional Studio”

Saturday, March 16 at 10:00 am

Sponsored by ACI Lab



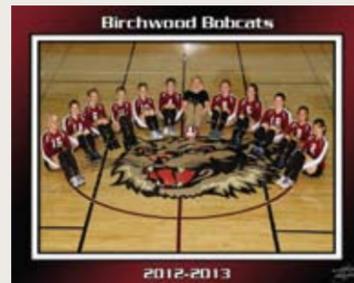
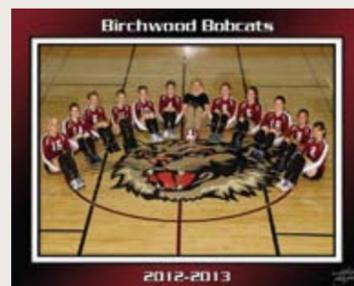
Are you sitting in your studio, watching thousands of dollars walk out of your town with the larger, chain, school, or sports photographers? Are you wondering how you can stop the madness and take advantage of that business? Wonder no more! Pat Cahill has plugged the drain in his small, Wisconsin community and now reaps the overflow benefits from these lucrative school picture contracts. In his program, Pat speaks on how a traditional studio can increase profits by breaking into the sports market for leagues and schools. He will cover:

Beating (out) the competition, how to get sports and underclass jobs, how to keep sports jobs, controlling a sports shoot, delivery, control of lighting both indoor and outdoor, on-line ordering, file management and how to increase your sports and underclass sales. In his program, Pat can teach you how to:

- Be from a small town and compete against the “big boys.”
- Eliminate the competition & gain control of your own back yard.
- Be more than just a building by getting involved in the community.
- Giving back to the community and how it profits your business.
- Maintain a high profile in the community to maintain the business.
- Go after the sale and ask for the business.

Sports is no longer a “specialty.” Any studio can benefit and profit from sports photography, even if your area seems to be “locked in” with contracts. Learn how your studio can own those contracts. You don't need special equipment to make a profit... just your digital camera and a handful of basic equipment.

“There's gold in them thar' schools!” says Pat. Sports pictures are an established practice that no parent goes without. Don't miss out on an opportunity to learn how to break into this lucrative market from someone who has actually done it!

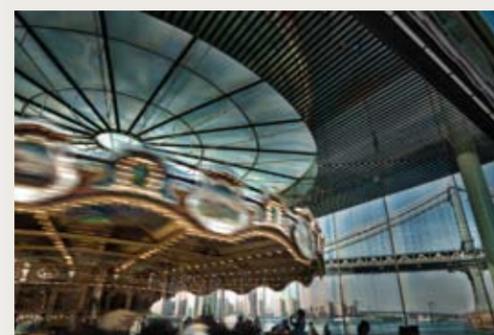


MARK CHEN “Complete Digital Workflow”

Saturday, March 16 at 5:30 pm

Mark Chen's interest in communicating through images started in his teenage years and, by the time he was in college, his works were receiving awards on the national level. Mark knows how important it is to have proper digital workflow in a successful studio operation and brings this expertise to the stage on Saturday evening. He will discuss how no weak link can be allowed in the digital workflow and how data security ensures sound sleep at night. He will discuss Adobe Bridge and will liberate you and your camera by demonstrating how to shoot RAW.

“Photoshop is all about doing it right,” he believes. That is just another reason to have and maintain a digital workflow for streamlining your operation and allowing time for golf and all of those other things in life.



Mark Chen was born in Taiwan in 1963 and migrated to the U.S. in 1990 where he was inspired by America's National Parks. He has a variety of photographic genres in his career. As a studio owner, he worked for years doing weddings and portraiture. Before long, he took on another title as an educator when he began teaching at the Houston Baptist University in 2002. Since then, he has been on the road teaching workshops nationwide. Chen is currently adjunct professor at Houston Community College and has written three books for Amherst Media. His work has been described as “Haunting photographs that are true to the eye...” and “revolutionary.” His fine art pieces are now collected by private collectors as well as corporate clients to showcase in their office spaces.



CINDY COFER “Boudoir and More!”

Saturday, March 16 at 8:30 am

Sponsored by Virtual Backgrounds



Cindy Cofer will present a variety of innovative methods she has used to generate more revenue even in difficult times. Cindy became a professional photographer 8 years ago in Williamstown, Kentucky, a one stoplight town with a population of 3,500, and now enjoys attracting clients from the tristate area for her unique products. A key component of her success is being different from all others using Virtual Backgrounds to produce results that the public cannot produce on their own or even get from most other professional studios. In addition to her boudoir work, Cindy offers a wide variety of sessions including seniors, families, maternity, and fantasy images. Her latest new development is combining video and still photography into custom DVDs for her clients.

Cindy was first introduced to Virtual Backgrounds at the 2001 WPPI trade show. Cindy now uses her Scene Machine for more than 80% of her work. “My first introduction to the Scene Machine came at the 2001 WPPI Trade Show. I immediately recognized the many creative opportunities it could provide for my business that would set me apart from everyone else. Having the Scene Machine in my studio has been the best investment and most profitable tool I've ever purchased. I knew right away that my clients would love having unlimited background variety. This new device would make my photography unique and different and would increase my sales and that was exactly what happened!” she explains.

Don't miss this unique demonstration and learn how to set yourself apart from the rest of the competition!



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STEVE ELLINGER “Simple & Successful Fashion Photography”
Saturday, March 16 at 10:00 am

Join fashion photographer Steve Ellinger in an informative discussion about his simple and effective approach to doing stunning and artistic fashion type shooting, as well as how to get the looks that he so successfully captures from his models. Examples of his work as well as simple illustrations to show how it is done will be a part of the presentation. An informative question and answer session will follow.

Steve Ellinger, AIA, based in Abilene, Texas, is a practicing architect, educator and photographer. His dedication to art and design has spanned from designing buildings, to sculpture, to photography. His notable fashion type work includes full-time professional signed and published models, as well as beginning talent. Steve's work has launched numerous modeling careers, with models being signed at well-known agencies in Dallas, Houston, New York and Milan. His work has been compared to the 1950's and 1960's style Vogue publications, with a mix of contemporary art. Steve's ability to work with a model to create artistic emotion and style is one of his characteristic traits. As International professional fashion model Christie Gabriel states, "You are one of those rare photographers that actually understands the full importance of geometry, line, form, and composition in a fashion image." Don't miss this most informative presentation.



DAN FRIEVALT “The Senior Psyche”
Sunday, March 17 at 8:30 am

Sponsored by WHCC Lab



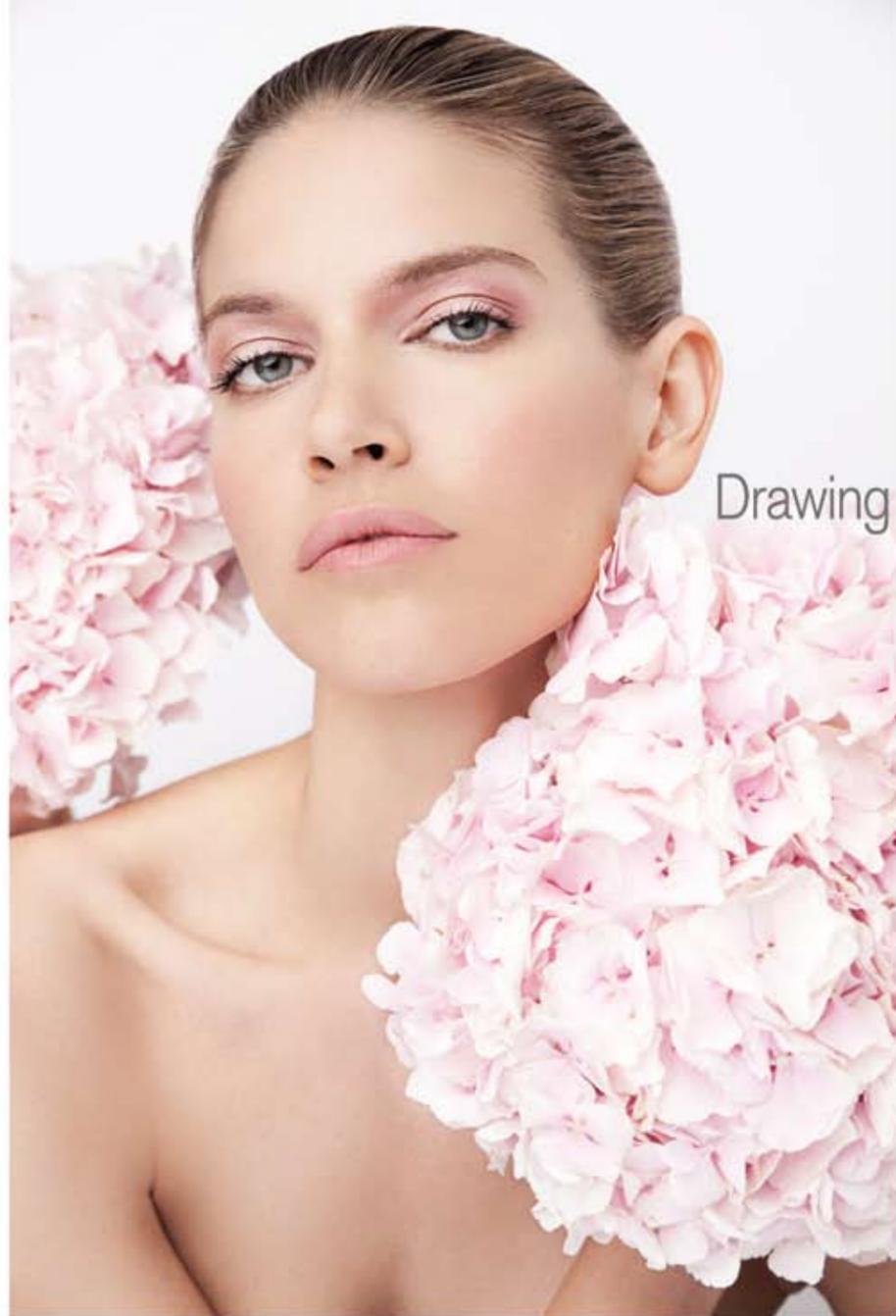
Do you want your photography to stand out from the sea of photographers in your area? How about being able to charge more for your products? Dan will discuss his entire high school senior program... how to market, book, shoot, edit and sell to the high school senior who wants edgy, not boring, senior images. He will explore how the new generation feels and reacts to his style of the photographic experience and how the parents gratefully pay for it.

Dan Frievalt is a photographer who enjoys blending creative light with graphic design to create artistic images that evoke drama and tell a story. His formal education includes an associate degree in Marketing Communications and he worked as a Graphic Artist for 12 years before changing his career path to photography in 2005. "I always enjoyed photography but, ever since digital capture, I have found a new voice in creating images by combining my design background with my eye for photography."



In 2011 Dan was named Wisconsin Professional Photographer of the Year as well as earning the Canon Par Excellence Award, Fuji Masterpiece Award, Kodak Gallery Award and Platinum Photographer of the Year by PPA. In 2012, Dan was awarded WPPA Photographer of the Year first runner up and won a Kodak Gallery award for the second year in a row. Dan has a passion for photography, cinema, art and fashion. His photographic style is derived from all of those inspirations. He specializes in shooting high school seniors using natural light and strobes outdoors and is known for his post-processing style. Dan also has several marketing and social media techniques which truly makes his studio stand out in a crowd.





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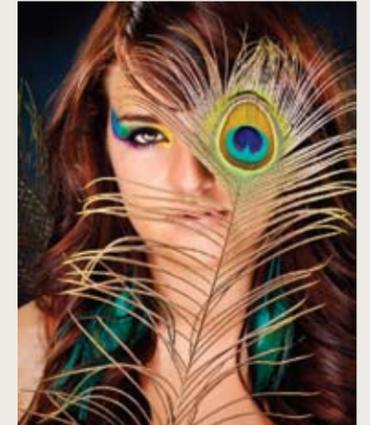
SUZY FULTON "Senior Sessions: From Shooting to Selling"
Saturday, March 16 at 4:00 pm

In this informative program, you will learn all of the ins and outs of the TriCoast senior portrait business, from lighting, to posing, to selling. Discover what techniques the TriCoast team has found to be the most successful in securing the session and winning client loyalty so that they keep returning year after year. Suzy has effectively taken the TriCoast senior business from virtually non-existent to a thriving enterprise in only a few short years.

If you've ever thought, "I can't do that... my town is too small," you will be amazed when Suzy proves that it can be done! In a population of a mere 25,000, she is pulling in averages of over \$1,500 per client. Through a variety of business practices including effective marketing through social media, consistently delivering an outstanding product, and utilizing innovative technology, TriCoast has streamlined the photographic experience.



Suzy Roberts-Fulton is filled with a passion for life that carries over into her art. She approaches every project with the same zeal that flavors her everyday life, and has an uncanny knack for bringing out that same enthusiasm in all her subjects. Her journey in the photographic world began years ago in a small, cramped darkroom where she worked with black & white film. As the digital revolution shook up the industry, Suzy adapted and learned. She was ahead of the curve every step of the way. Her proficiency with Photoshop and her confident knowledge in digital equipment have taken her craft to a whole new level, one that she hopes to share with other photographers on a similar path. Whether she is teaching, demonstrating, or working, her joy and love she has for her art is contagious. Though she admittedly misses the comforting smell of fixer, Suzy has embraced the digital age and strives to help others do the same.



SAM GARDNER & PATRICIA MATHIS "Posing and Lighting"
Saturday, March 16 at 4:00 pm

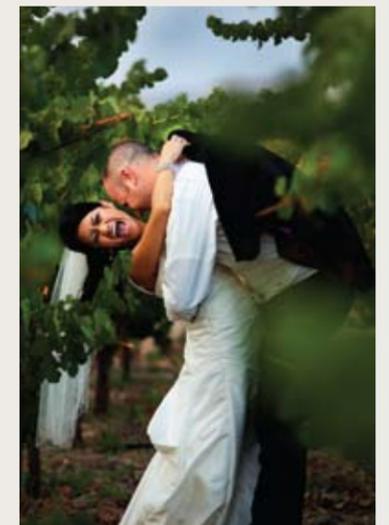
Sponsored by Miller's Lab, Larson, and Colorplak



Sam Gardner (aka: Leonard) and Patricia Mathis (aka: Marylin) take the stage on Saturday afternoon for an informative and enjoyable demonstration on posing men, women, and couples. Marylin and Leonard are the quintessential "Jersey Couple." Marilyn chews gum and wears big "cat glasses" and loves hair spray and very red lipstick. Leonard is somewhat quiet... except when he argues with Marilyn about things like where to put the main light. He is the 30 year veteran photographer and Marilyn, his wife, joined in the "biz" when their first son was born about 20 years ago. She is all "art" and he is all "technical." Get the picture? Together, they make the perfect pair! Their outrageous accents and witty banter will make you laugh while you are sure to learn some great techniques in photography as well.

Three main topics you'll walk away with are: (1) a variety of concrete ideas on lighting and posing men, women, and couples. (2) how to properly direct your subjects and build rapport in order to elicit the emotions you are trying to capture. (3) a 1-2-3 light scenario showing examples of each setup... one "traditional" and one a bit more "edgy." The meat and potatoes of the program is aimed at the beginner to intermediate level of lighting knowledge.

Plan to sit back and spend an enjoyable hour with this very interesting couple. It will be the highlight of your day.





RANDY KERR "On Location Portraits & Professional Travel"
 Saturday, March 16 at 5:30 pm

Sponsored by Westcott



Regardless of where your camera takes you, the joy of exploring light and learning how your camera responds to light is the center of your education. In this lecture, Randy Kerr will help you find your personal style while practicing particle techniques to improve your image capture. Topics will include:

- What creates light quality and direction.
- How to meter a scene.
- How to use off-camera flash while on location.
- How to use translucent scrims and reflectors.
- Getting close-up with Macro and extension tubes.
- How to connect with other cultures and villages.
- Documenting eco systems and cultures.

Randy Kerr's background in photography goes back to his great-grandfather, Cyrus Kerr, who was a traveling preacher, photographer and fiddle player, who traveled throughout Mississippi, Louisiana and Texas in a covered wagon and did portraits throughout the countryside. It was an example that would carry over into Randy's own career as an adult. It was with this basic knowledge that Randy Kerr set out to start his own photography business in his hometown of Denton, Texas.



STEVE KOZAK "Landscape and Scenic Photography"
 Saturday, March 16 at 8:30 am

There may be no better way for portrait and wedding photographers to renew, refresh and reignite their passion for people photography than to get out into the great outdoors. Join Steve Kozak as he takes you on an inspiring journey to rejuvenation through his years of travel photography into locations such as Monument Valley, The San Juan Mountains, The Outer Banks and Sonoma County, California. Discover why Steve was recently listed as one of Outdoor Photographer Magazine's "Top Pro's" as he shares his techniques for getting great landscape images and how to incorporate new ways to look at your clients' work.

Steve Kozak is an active member of the Professional Photographers of America and the Texas Professional Photographers Association. Steve has earned the "Master of Photography" and the "Craftsman" degrees from PPA, and is PPA Certified. His work has appeared in the "Loan Collection" at the exhibit by Kodak and Walt Disney World that is held at EPCOT in Orlando, Florida. Professional recognition of his work include the Masterpiece Award from Fuji Film USA.

He is returning for his 12th year at the prestigious Texas School of Professional Photography. He also regularly presents pre-convention classes for Imaging USA. He recently taught at Image Explorations near Victoria, BC, and at the Mid America Institute of Professional Photography (MAIPP). Steve's articles have been published in The Professional Photographer and Texas Professional Photographer magazines. His motivational and informative programs make him a popular speaker and lecturer on the program circuit.



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LARRY LOURCEY "Optimizing the Home Studio"

Sunday, March 17 at 5:30 pm

Sponsored by WHCC Lab



With more and more photographers moving to home studios, it is more important than ever to make sure we run businesses that set us apart from the competition. To take your business to the next level, you must grow as both a business person AND as an artist. Larry will explain ways to run an upscale business, without the upscale overhead.

Topics will include: Planning Your Studio/Salesroom Layout, Shooting Strategies, Sales Techniques to Maximize Sales, Marketing Your Business, and Avoiding the Mistakes that Sink Most Studios.



Storytelling has always been the hallmark of Lourcey Photography. Since earning his Bachelor of Arts in 1992, continuing education has always been a priority for Larry. Countless art classes and photography workshops have helped to mold his style and technique. In 2001, Larry earned his Certified Professional Photographer designation from the Professional Photographers of America, followed by his Master Photographer degree in 2007. In 2009 he became a PPA Approved Juror.

Larry is a member of the Professional Photographers of America and the Texas Professional Photographers Association. He is also a past president of the Dallas Professional Photographers Association.



MIKE MARVINS "Getting Your Work Published"

Sunday, March 17 at 8:30 am

The ultimate goal of many photographers today is to have their work published. In this most informative presentation, veteran professional photographer, Mike Marvins, shares the ins and outs of getting your own photographs published by a commercial press and how to self-publish your own book. He will discuss marketing and the many benefits it will bring to your regular business whether it is portrait, commercial, or fine art. Mike will also demonstrate how having a book will set you apart in any size community and how it can lead to exhibits, print sales, and even more business... all by using the photographs you have taken for your personal growth and for fun.

Mike Marvins is a well-known portrait photographer from Houston, Texas. A past Texas PPA President, he is a Master Photographer and holds the Fellowship degree from The American Society of Photographers, The Royal Photographic Society of Great Britain, The British Institute, and was the first Texas PPA Fellow. He has taken home the trophy for the TPPA highest print case score six times. The British House of Commons, The Beijing (China) Cultural Palace, The Museum of Western Art and The Photography Hall of Fame have hosted exhibitions of his photographs. His portraits and landscapes are in the permanent collections of the Museum of Fine Arts, Houston, The Amon Carter Museum, The Victoria and Albert Museum-London, The Harry Ransom Center-The University of Texas, Austin, Texas State University, The New Orleans Museum of Art and more.



After retiring from his 40 year career at Kaye Marvins, Mike decided to use the private pictures he had taken over the years to create a coffee table book. The result was the best selling "Texas' Big Bend: A Photographic Adventure," published by Bright Sky Press. He now has three more books near completion, four large Museum exhibitions, and a flourishing fine art print business.



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CHRIS MEYER “Creating an Effective Facebook Presence”

Sunday, March 17 at 8:30 am

Sponsored by Pro Photo Deals

Chris Meyer is a photographer and studio owner based in Minneapolis, MN. His studio photographs approximately 40 weddings and 500 portrait sessions per year. Mix in about 50-75 photo booths, a handful of boudoir clients, and even the occasional corporate shoot and you can see that this is a BUSY studio.

Most of Chris’ business was built through the effective use of Social Media. Chris has been the featured case study on Facebook marketing for over three years, and has been featured on ABC World News, Nightline, Fox 9, Good Morning America, the New York Times, LA Times, Entrepreneur magazine, and dozens of other blogs and smaller publications.

Most notably though, Chris’ business was one of only TWO companies featured in the Facebook IPO filing. The other business was Proctor & Gamble.

Chris has mentored hundreds of photographers over the past six years both in one-on-one and group settings, and has mentored everyone from brand new photographers to award winning master photographers. In this one-hour presentation, you will learn how to reach the right kind of clients, how to create effective and engaging posts and how to drive viral traffic, how to stand out in a sea of competition, how to maximize the reach of everything you do, how to create effective paid advertisements, how to reach people without spending a dime, and how to initiate contests and promotions to quickly build your fan base.



CHARLIE MOSHER “Graphics: Art from Your Images”

Saturday, March 16 at 10:00 am

Sponsored by Graphic Authority

With the digital revolution, we have seen many challenges as well as many benefits. The industry, as we knew it ten years ago, has changed and it’s now more important than ever to learn creative design techniques and to stand apart from the competition. Simple techniques can bring greater sales and profits. In this one-hour program, you will learn simple techniques of blending and compositing that will turn your images into art work and posters. Charlie Mosher will guide you step-by-step through this amazing process. It is his goal that you learn three key techniques that you can immediately put to use in your studio and that you will leave with the skill to make these techniques work for you.

First, you will learn blending techniques that will add character and texture to your images. Create portrait masterpieces. Secondly, you will learn how to use composite images to make posters and other items after a thorough discussion of the layers palette. Finally, Charlie will talk about printing. After all, your goal should be to sell the printed piece. For the best results, please bring your laptop with Photoshop CS or higher already installed.

Charlie Mosher has been using Photoshop (version 3) since 1995. He founded Graphic Authority in 1994 and is presently the President of Shoot-Out America/SPI.



Arthur Morris “A Bird Photographer’s Story”

Saturday, March 16 at 8:30 pm

Sponsored by Canon USA



Arthur Morris will present “A Bird Photographer’s Story,” the Saturday keynote program for the Texas Regional Photo Conference and Trade Show. This slide-illustrated lecture will feature hundreds of Artie’s spectacular images as he shares the story of his life’s journey from his childhood in Brooklyn through his 23-year teaching career in New York City to the realization of his dream of becoming a full-time professional nature photographer specializing in birds. As we travel with him to his favorite locations, Artie will be telling us about the birds and other creatures that he photographs and about the equipment and techniques that he uses to create his images. A small selection of books and CDs will be available for purchase.

Arthur Morris is a free-lance nature photographer, teacher, and writer specializing in birds. He is widely recognized as one of the world’s premier bird photographers and photographic educators. His images, published the world over, are noted for both their artistic design and their technical excellence. His fitting credit line: BIRDS AS ART. Seven of his images have been honored in various BBC Wildlife Photographer of the Year competitions. His book, “The Art of Bird Photography,” is the classic how-to work on the subject. The all-new follow-up, The Art of Bird Photography II (916 pages on CD only), which concentrates on the digital aspects of nature photography, was released in 2006 to rave reviews. Arthur, one of the original “Explorers of Light,” has been a Canon contract photographer for the past eighteen years and continues in that role today. He is a co-founding publisher of BirdPhotographers.Net.

A popular speaker, he has conducted more than 450 slide programs and seminars over the past 25 years. He currently travels, photographs, teaches, and speaks his way across North America and the world while leading several BIRDS AS ART/ Instructional Photo-Tours and Photo-Cruises each year.



TIM OSTERMEYER “Nature Photography for Fun & Profit”

Saturday, March 16 at 4:00 pm

Are you tired of taking nature and scenic images and not profiting financially from them? This program will give you multiple ways to profit from your vacation and nature trip photos. Tim will share how he has sold nature images, nature portraits, and books that he photographed and wrote. He will explain in detail how he photographed, published, and sells his seven wildlife books on topics like baby penguins, baby polar bears, baby foxes, baby snow monkeys, baby kangaroos, and baby ducks. Tim will also share images he has taken of wildlife animals from Antarctica, Arctic, Australia, New Zealand, Japanese Snow Alps, Africa, and India.

Tim Ostermeyer is a Master Photographer who has won 250 first place awards for his photography including SWPPA Best of Show in 2006, two Fuji Masterpiece Awards, Kodak Gallery Award, Best of Show in Heard Nature Museum International Photo Contest, Dallas Professional Photographer Association Photographer of the Year, and nine time Texans Camera Club Photographer of the Year. He has photographed over 750 weddings in the last 20 years and has taken a vacation each year to some of the most beautiful locations in the world to photograph wildlife. Descriptions of seven wildlife books that Tim has written is found on his website: www.FunAdventureWildlifeBooks.com that also includes a video of baby emperor penguins that he videotaped in Antarctica.



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EMILY POTTS “Opening Your Own Studio”

Sunday, March 17 at 5:30 pm

Sponsored by PWD Lab and Simply Color Lab



Do you feel that your current situation is holding you back from getting where you want to be? Maybe you don't have a studio space, or perhaps you live in a small town with a depressed economy. Whatever the obstacle, Emily wants to show you how to build the photography business you've always dreamed of, starting from where you are right at this moment. In this no-fluff, content-rich program she offers easy-to-implement strategies for building a successful studio. This program will cover a broad scope of topics including how to write your own success story, innovative ways to market your business, selling strategies that yield high orders from happy clients, and overcoming common obstacles to building your business.



Emily Potts is a photographer based in Bartlesville, Oklahoma, who specializes in photographing newborns, families, and high-school seniors. She is proud to have grown the highest-end studio in her market area... all from her modest home. She is also the creator of and writer for “Moms With Cameras,” a widely-read blog for mothers who are professional photographers and who are serious about their business.



CARMEN SCHETTINO “Light a Face... Light the World”

Saturday, March 16 at 5:30 pm

Sponsored by LexJet



Carmen's philosophy is simple: “Learn to light a face and you can light the world.” This principle is never more important than in commercial photography. WHY? Getting the balance of highlight to shadows and keeping detail in both is as critical in commercial work as it is in portraits.

He will take you step by step through a variety of his commercial assignments.. from the easy to the most difficult. Whether it is a simple product shot of a watch or a complex location shoot of an accident from a helicopter, or catalog work of jewelry, home goods or medical equipment, he has done it all. Carmen has shot still life, table tops, location, aerial and catalog work for some of the giants in the industry. They all have their own demands and he will show you how he has learned the art of satisfying the commercial client.

If you want to stimulate your economy by adding new assignments to increase your bottom line or just build on what you have, Carmen's program is just the thing to get you moving. He will share his proven marketing and sales ideas and grow your commercial client base. This is a must see from a Master.



Carmen has served as President of the Professional Photographers of New York State and the Advertising Federation of the Suncoast. He has served on the Portrait Committee of the PP of A and is an experienced lecturer and judge on local, state and national platforms. Carmen is a Master of Photography and Photographic Craftsman. He regularly teaches seminars to professionals and amateurs and conducts photo trips to National Parks. Carmen is the author of “The Guiding Light to Portrait Photography,” a basic how-to guide to posing and lighting, the only one of its kind.



DEBI & STEVE RAGLAND “Set Designs: Images from Start to Finish”

Sunday, March 17 at 4:00 pm

Sponsored by Miller's Lab



The focus of this presentation is on creating beautiful images using inexpensive materials or materials that one might already have and recycle them into different set designs. This can be accomplished with little or no construction skill and within a 12 x 12 space or smaller. Steve and Debi will talk about each step it takes to create the set and what they have learned along the way in finding inspiration and being innovative. Once you've learned how to see beyond the picture and constructing the set, they will demonstrate how proper lighting is used to achieve the set and the subject's fullest potential.

Being unique in set designs can provide you with a portfolio that separates you from the competitors, not to mention higher sales. Debi and Steve want you to walk away inspired to use your imagination, skills and artistic abilities in creating outstanding images.

Steve's philosophy is, “If you don't like what you see, don't take the picture.” Steve will introduce you to lighting, starting with the basics and then working with the tools of the trade to make the images come alive. He will show you how to light a white background for fashion and then taking that same white background to grey to black. There will be NO setting the camera to auto settings or sticking a flash on your camera and clicking away. Steve will show you how to use various lights, manual settings and attention to detail that is the mark of a professional photographer.



RICHARD STURDEVANT “The Secrets of Print Competition”

Sunday, March 17 at 10:00 am

Print competition can be one of best learning experiences for improving your work and becoming better as a photographer. It can also be a tough experience for the first timers and even the seasoned professionals. It can be scary, because you are basically putting yourself out there for everyone to see. Everyone wants to be recognized for his or her craft. It is a process for us to grow and even though winning is an exciting confidence builder, it should not be your sole purpose for entering.

Richard has been very successful in print competition and has a consistent track record. He understands both the competitor and the judge's points of view, and has learned through hard work to master the 12 elements of print competition. He will discuss his techniques, philosophy and strategies for being the best you can be in this journey.

If you are interested in learning more about print competition and how to be successful, this is a great opportunity to gain insight from one of the best in the industry. This program will include topics such as Understanding the Rules, Understanding the Scoring Process, the Twelve Elements, What it Takes to Earn a Merit Print, How to Score 100, What it Takes to Earn PPA Degrees, and the Difference Between Photographic Open and Master Artist.



Richard Sturdevant is a PPA Double Diamond Photographer of the year for the last two years, the first person in history to achieve this great honor. He is the PPA Grand Imaging Award Winner for the last two years and the only person in PPA history to score a 400 print case in the United States. He earned the ASP Silver and Bronze for the last two years, has been the Southwest Photographer of the Year for the last four years, and has a total of 16 prints scoring 100 in print competition. If you want to learn, then why not learn from the best?





NICK TSAKRIS "How Lightroom Will Change Your Life"

Sunday, March 17 at 4:00 pm

Sponsored by Pounds Labs



The power of Lightroom is often untouched on a daily basis. We only use what we think we need. It's too easy to open Lightroom and see all the intimidating choices then go right back to our old ways. However, with a little shove in the right direction, Lightroom will amaze you.

With Lightroom, you can shoot, import and backup your images, sort through them, and label or rate for a book or album. You can quickly and easily process a standard or even artistic look, apply one or multiple settings across 2 or 2,000 images in one click. You can even fix exposure issues across multiple images, create composites, create effects without the use of Photoshop layers and masks, map your images allowing you to keep track of your shot locations. Then, you can build an actual album and upload, print your images to a printer or JPG file, create and print contact sheets, create print photo packages, create a slideshow with music and create a video in multiple formats, create a web gallery in a snap. Finally, you can export your finished work for printing at your lab, on your printer or for use in your Blog, Facebook and other accounts including your logo or watermark.



Nick will take you through all of this and change your workflow and editing skills like never before. You will see the simplicity of Lightroom and wonder why you have not made the change. Get ready for a simple yet intense ride to the other side of workflow and editing and finally have fun for a change. You will see the true meaning of "less time editing and more time shooting" and give opportunity to more profit. Imagine shooting on Saturday and images are ready for viewing in a matter of days, not months! No tricks, plug-ins and no reason for you to miss this one!



JOY VERTZ "Marketing on a Realistic Budget"

Sunday, March 17 at 10:00 am

Sponsored by Miller's Lab



Since 2003, Joy and Shoot the Moon Photography has consistently grown a minimum of 10% each year due to careful marketing and brand recognition in carefully selected target markets. Even in an economic downfall, consistent marketing has contributed to this growth. In this info-packed hour, Joy will teach you some tips and tricks to beef up your web presence, utilize social media to your advantage and the tools she uses to make it quick and easy. Bring paper and pen to take notes for this info-packed class.

Joy Vertz, has grown in six short years from a one-woman show in her basement to now running two, thriving high end, boutique style studios with a team of seven employees. She is a self-proclaimed numbers girl with a firm grasp on the business aspect of running a photography studio at all levels. Joy's studio, Shoot the Moon Photography, has maintained a steady profitability despite the decline in the economy and continues to flourish. It is incredible to hear the organization system that Joy has implemented to ensure that thousands of clients think they are her one and only!

Joy has a degree in Studio Art from Lawrence University and is a Certified Professional Photographer. She has won numerous awards for her work. Under Joy's artistic vision and entrepreneurial leadership, Shoot the Moon Photography has been selected as the Milwaukee area's top-rated portraiture studio. Her studio, based in Milwaukee, Wisconsin, has attracted clients all throughout the Southeast Wisconsin area as well as individuals throughout Illinois, Minnesota, Ohio, Florida, California, New York, New Jersey, Colorado, Iowa, North Carolina, Alabama, Utah, and from even as far as The Netherlands. Joy loves the color pink, has a shoe addiction and buys at least two new lipsticks a week.



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TPPA Regional Photo Conference
Members Choice Print Competition
March 15-17, 2013
 Arlington, Texas



OFFICIAL COMPETITION RULES & ENTRY FORM

FREE COMPETITION THIS YEAR!

2013 Judging Date... March 16, 2013

Entries may be turned in Friday, March 15, between 3:00 pm and 7:00 pm and Saturday, March 16, between 8:00 am and 9:00 am. No entries will be accepted after 9:00 am on Saturday, March 16, 2013.

NOTE: Entries that do not comply with thickness requirements CANNOT be displayed or judged. The Print Chairman will have the authority to decide any questions not specifically covered by these rules and the decision will be final.

General Instructions & Rules - All Entries

ELIGIBILITY - This Print Competition is open to everyone, regardless of skill level or membership status. However, you MUST REGISTER for the TPPA Regional Photo Conference in order to participate and you must be 18 years or older.

NOTE: We have a limited amount of display space. Therefore, entries will be accepted on a "first-come" basis until that space is full. So, bring your prints as early as possible!

ENTRY REQUIREMENTS - The maximum number of entries is not to exceed a total of 2 prints. These images may or may not be images that have already been entered previously. These images may or may not have received awards previously. It doesn't matter for this competition. Images will not be judged by a panel of judges but, instead, will be "voted on" by attendees.

SUBJECT MATTER - These images shall not be of the same subject. Again, it does not matter if these images have been previously entered, scored or received awards. Also, entrant agrees to hold TPPA harmless against liabilities or claims arising out of TPPA consideration, display, publication, promotion or other use of each photograph or other materials submitted to TPPA.

PRINT SIZE & MOUNTING - Prints may be any size or any shape with an image area of not less than 80 square inches and not more than 480 square inches, with the largest dimension no longer than 24 inches. Image must be permanently mounted on standard mount material (matte board, gator board, foam, sintra). No Masonite, glass, stretcher or conventional frames are allowed.

PRINT THICKNESS/THINNESS - Combined thickness of print and mount must be no less than 1/8 inch thick and no more than 3/8 inch thick at any point on the entry. Entries that are too thick or too thin CANNOT be displayed and therefore will not be judged.

MATTES and LAMINATION - Prints must NOT be under glass but plastic lamination is permitted. Overlay mats are allowed as long as overall thickness/thinness requirements are followed.

ENTRY FEE & ENTRY FORM - There is NO ENTRY FEE for this competition! However, the attached Entry Forms MUST be filled out and attached to the back-top area of each image submitted.

PRINT DELIVERY CASE/BOX - No "loose" prints will be accepted. Entries should be delivered in a standard print entry case or a sturdy cardboard box. This box may NOT be larger than 22 x 26 x 2 inches overall.

RETURN OF PRINTS - You are responsible for picking up your prints after the Awards Presentation on Sunday. Any prints not picked up by 6:00 pm on Sunday, March 17, will be discarded and TPPA will not be responsible for those entries. However, if you wish to have your print entries shipped back, you MUST enclose a \$15 shipping fee (see entry form). This fee is ONLY if you want your prints shipped.

LIABILITY - Texas Professional Photographers Association accepts no responsibility for entries or print cases damaged by common carrier and is in no way liable for damages to prints or cases.

If you would like to volunteer to work on the PRINT COMMITTEE, contact Dan McDonald at 817-946-5342 or email Dan at SW-PPA@photo-graphic.com. ALL OTHER QUESTIONS and/or INQUIRIES ABOUT PHOTO CONFERENCE, contact Doug Box at 979-272-5200 or email DougBox@aol.com

PHOTOGRAPHIC Competition ENTRY FORM

This Print Competition is open to everyone, regardless of skill level or membership status. However, you MUST REGISTER for the TPPA Regional Photo Conference, either in advance or at the door, in order to participate and you must be 18 years or older.

- Check here if member of Texas PPA, Louisiana PPA, Arkansas PPA, Oklahoma PPA, New Mexico PPA, or Colorado PPA.
- Check here if you are NOT a member of any of the above.
- Check here that you agree to pick up your prints after the Awards Presentation on Sunday afternoon.
NOTE: Prints cannot be removed from the display prior to the Awards Presentation.
- Check here ONLY if you want your prints shipped back to you AND if you are enclosing \$15 for shipping. Otherwise, no entry fee or shipping fee is required.

Name _____
 Email Address _____
 Address _____
 City _____
 State _____ Zip _____
 Cell Phone # _____
 (In case we need to get in touch with you at the seminar)

Certification: This is to certify that I have created, composed and made the original exposures and that the processing, printing and any special effects were personally done by me or under my direct supervision and I have read and understand ALL rules and hold nobody but myself responsible if rules have not been followed should any or all of my entries be disqualified for not following the rules.

I have obtained all necessary releases and agree to hold TPPA harmless against all claims and liabilities arising out of TPPA's consideration, display, publication, promotion or other use of each photograph or other materials submitted to TPPA.

Signature _____

Detach and submit the above portion of this page with your entries.

Attach each form below to each of your Print Entries and attach the "Case I.D." form to your print case or box.

(fill out and attach to top-back-center of photo)
Print #1
 Maker's Name _____
 Maker's Address _____

 Cell Phone # _____

You MUST fill out and attach these labels to your print entries and to your print case/box. You are responsible for picking up your print entries after the Awards Presentation on Sunday afternoon. Print entries cannot be removed from the show prior to the Awards Presentation.

If you want your prints to be shipped back to you, please enclose \$15 for shipping and handling. Otherwise, there is no entry fee for the print competition. We cannot be responsible for damage or loss of prints.

(fill out and attach to top-back-center of photo)
Print #2
 Maker's Name _____
 Maker's Address _____

 Cell Phone # _____

(fill out and attach to print case or box)
 Check here if you have enclosed return shipping (see rules).
 Maker's Name _____
 Address _____
 City _____
 State _____ Zip _____

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When the Location Isn't Perfect Use Your Tool Box

by
Gregory Daniel FDPE, FSA, M.Photog. CR., F-ASP

Never underestimate the power of having a plentiful toolbox loaded with skills, knowledge and experience. If you are like me, every session seems to have different variables that challenge my preconceived ideas of how I thought it was going to pan out. The cloud you wanted was not in the proper spot, our client was very early or could only do the session at high noon and how about a small child that is not old enough to know how to pose perfectly on demand. These are the conditions where having a strong photographic knowledge base allows you to maximize your creativity and deliver the goods.

A couple of months ago I was commissioned to create a portrait for one of our past clients. We had created a lovely wall portrait of her young son that portrayed him and his mother playfully posed, with strong warm backlight. She wanted to hang her daughter's new portrait in the same room and wanted them to match but did not want them to be created in the same location. She loved the idea of having elements of gazebo, flowers, fence, interactive storytelling, warm light and vertical to match her son's portrait.

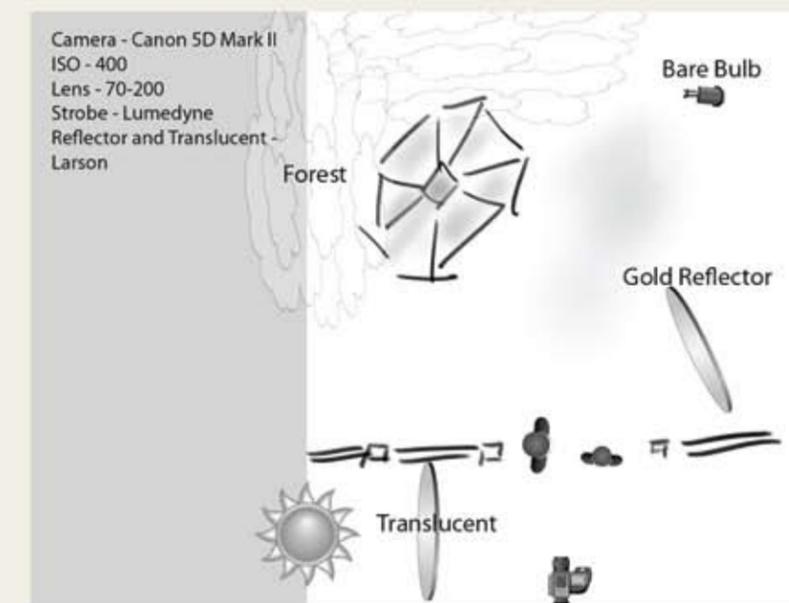
We selected a local park that had a few of the elements we needed. Warm light was accomplished two ways, light is warmer just before sunset and with no clouds in the sky we used a gold reflector to create a strong sense of backlight. Placing the subjects far



away from the gazebo allowed me to see the entire gazebo and use it as an element in the design. Doing so placed our subjects in direct sunlight. Using the translucent diffused light creating a beautiful flattering light on our subjects. The gazebo was tucked away in significant tree cover, which blocked most of the direct sunlight creating the right side to be in very low light. To compensate I used a bare bulb strobe to bring up the illumination and create background dimension.

During the planning session, Lesa helped with clothing selection based on color harmony and something that would flow. Placing the basket of flowers closer to the camera gives them size and prominence. In addition, they become the perfect element of use in creating an interactive story. Now all the elements are in place and ready for the magic to happen. This is where Lesa is brilliant with young children as she creates a story time with the child. She tells stories getting the child fully engaged in wonderland allowing me to wait for the "spaghetti moment" (you know, Lady and the Tramp).

Looking back on this session I am certain that without all the years of giving, caring mentors and instructors poring their knowledge into my toolbox, I would never have been able to create such a lovely timeless heirloom for our client. I encourage each of you to seek out classes and venues that will build your own personal toolbox.



Gregory Daniel faced the challenge of "matching" a previous portrait but having to shoot it under different lighting conditions. He used a gold reflector for warmer light and softened the harsh sunlight with a translucent diffuser.

Gregory and Lesa
Daniel are from
Titusville, Florida,
and will be instructing
at the 2013 Texas
School of Professional
Photography.



Welcome to



April 28 - May 3, 2013



Don Dickson, Director
Texas School of Professional
Photography

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 2012 we had over 1,000 photographers attend the Texas School of Professional Photography with 35 classes from which to choose. In 2013, we expect enrollment to bust 1,000 again! The cost? Only \$495 for TPPA members and \$590 for non-TPPA members... and that includes all evening meals. Also, at the 2012 school, we gave away over \$45,000 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 agreed to keep the room rate only \$112 and 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.texaschool.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 38th anniversary of Texas School and it will be held at the Intercontinental Hotel and Conference Center in Addison (North Dallas), April 28 to May 3, 2013. Registration for The Texas School of Professional Photography will begin at 11 pm, January 3, 2013. Each year most classes fill within the first 5 minutes!

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

A Word About Our Classes

Basic Level - Designed for students with very limited photographic experience or for a refresher course for experienced students.

Intermediate Level - Designed for students with at least two years experience.

Advanced Level - Designed for students with at least five years of experience or those well grounded in most aspects of photography.



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THE ART & SCIENCE OF LIGHTING

“Placement Matters”

by Cris Duncan



Photography -*(definition)* the art or science of producing images by the action of radiant energy and especially light on a sensitive surface. Merriam-Webster Dictionary

Photography is indeed an art - A subjective interpretation of the people, places and things that we encounter on a daily basis. Photography is also a science, objectively governed by physics. What makes photography so special compared to other mediums is the science of light. Painters can create any fantasy they desire with their brush, but photographers must create a fantasy within the bounds of nature, physics and the laws of light. Light is ruled by nature and can only do what it is limited to do. While it can be manipulated, the physics and natural state of light is what we must all understand to excel in this craft.

There are a few laws that we will examine in this and subsequent articles. First, we travel back in time to science class and recall what exactly is a law?

Law - *(definition)* a statement of fact, deduced from observation, to the effect that a particular natural or scientific phenomenon always occurs if certain conditions are present.

In previous articles, we have discussed a few critical laws to understand before lighting your subjects. First, the size of the source relative to the distance from subject. If you missed the previous article, it can be found in the October/November 2012 issue of Texas Professional Photographer magazine. We have also discussed the Law of Inverse square in the December/January 2012/13 issue. In this article we will discuss another important phenomenon of light, the placement.

It doesn't take one long to realize that lighting and light placement can be a frustrating ordeal. My hope is to help relieve that by providing an understanding why light does what it does so you can then use it to your advantage. In that previous article, we briefly discussed using the edge of the light to help combat the effects of the Law of Inverse Square and we will continue with that this time.

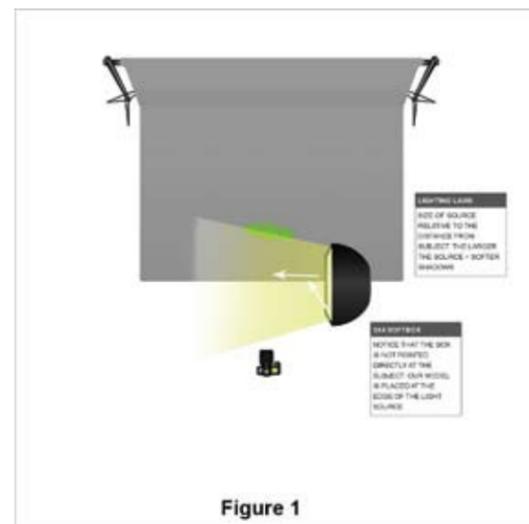


Figure 1

In its most simple form, using the edge of light is a subtractive technique where we take light away from a scene (light quantity) and in turn are making our light source larger, in most cases, resulting in a more even, efficient light fall-off (light quality) to produce a desired ratio

and lighting pattern. In the studio, this is easily done by simply rotating our light source to where it is more in a parallel orientation to our subject (Figure 1).

I use this often when working with both individuals and larger groups both in studio and on location. We will look at a few examples. Let's begin in the studio with a large grouping. For these situations I will often use a large umbrella and have it positioned parallel to my subjects and far enough behind so that the spill is striking the closest subject (Figure 2). This arrangement places my subjects at the edge of the light. This method will give you the freedom to photograph larger groups with more light control and minimal light fall-off. Please note, it is important to remember that when you do this, your light source needs to be farther away from your subjects, making your source smaller. The smaller the source, the harder the shadows. If you prefer a softer light quality, you will need to begin with a larger source. In the example, I am using a 7' umbrella (Figure 3). The placement of the light source will dramatically change the light pattern and ratio on your subject. It is up to you to determine what you desire.

Now, we move to a location other than our studio. The same rules apply here as they do indoors- Light is light, no matter the source. Let us take a look



Figure 3

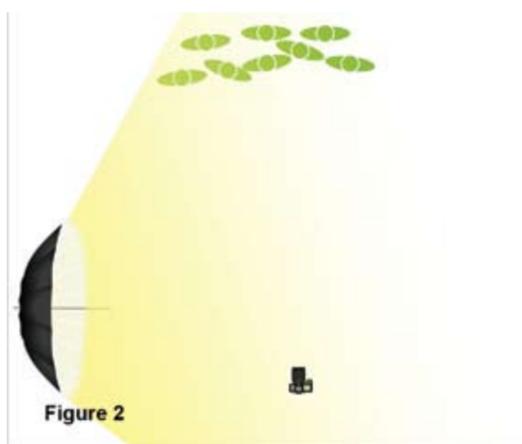


Figure 2



Figure 4

at another large group taken outdoors. In this situation, I am looking for the edge of light, because it is more difficult to control it. The most common place to find it is in open shade of a building or a foliage. In the following image (Figure 4), I placed my subjects at the front edge of the shade from the overhanging trees and then added a studio strobe with another large umbrella for my main light. This does a few things for me. First, by having them in the shade at the edge of the light, it in essence makes the harshness of the Sun into a nice large source producing a soft light quality. Another thing it did was reduce the amount of light (light quantity) on their heads. I was using the ambient light from the sun in this situation to act as a hair light, a means to separate them from the background. The downside to this is that the shade is very flat lighting. So, in order to provide some light direction and add another level of separation, we added a studio strobe as the main light, placed in a similar position as if we were in the studio (Figure 5).

Whenever we are not in the studio, we are always aware of light and where the best placement for our subject would be. Windows, for example, operate just like a soft-box. Knowing that, whenever we are using a window as our light source, we often place the subject at the edge of the window, just as we would in the studio with the soft-box (Figure 6).

One final example is working with ambient conditions. If I am photographing in a hotel or conference center and have only my camera with no additional modifiers, I will place my subject at the edge of the overhead lighting (Figure 7). In this hallway, the light source is the two overhead chandeliers. To photograph my model without having dark circles under her eyes, I simply backed her up to where she was at the edge of the light spread from the chandelier. I simply placed her at the back edge of the front light and the front edge of the back light. We

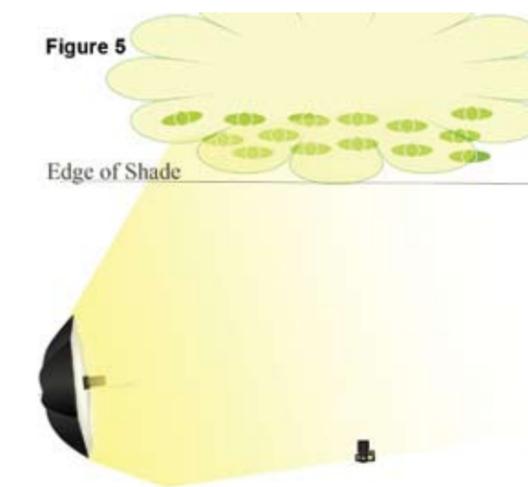


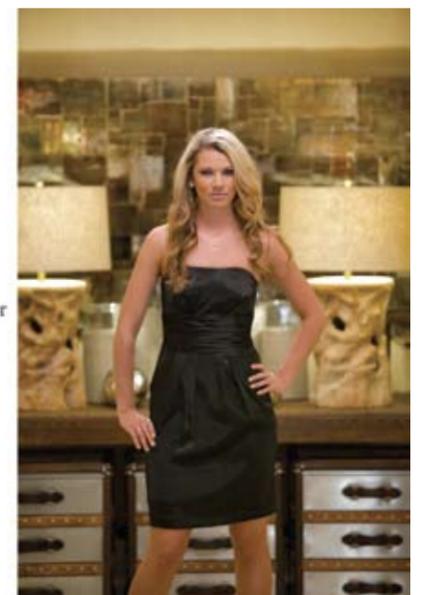
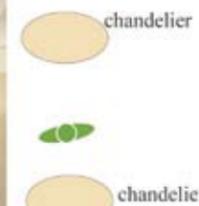
Figure 5

Edge of Shade



Figure 6

Figure 7



were fortunate to have a location with multiple overhead lights. One serves as my main light and the other as a rim/hair light to provide separation. This technique is great for any light position you choose to use it. By doing this, I was able to remove her dark circles, allow light in her eye and produce a more efficient light quality, meaning reduce the amount of fall-off due to Inverse square.

Wherever or whoever you photograph, this is an important phenomenon to be aware of. Like so many things, this is not always the method you will need. However, if you are desiring a soft light quality with minimal fall-off, then this technique will always be there to help. Remember that light is governed by physics and will always do the same thing under the same circumstance. It is our job as photographers to use the light effectively for the benefit of our clients.

Happy creating!

Cris J. Duncan M. Photog. Cr. CPP is the founder of Find your Focus Photographic Education. He, along with his wife Deanna, run a portrait, wedding and commercial studio in Lubbock, TX. More info can be found at www.findyourfocus.org.





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The Evolution of Wedding Photography ...according to Jim

by
Jim Bacon

A long time ago, I met Donald Jack... a photographic artist, speaker and teacher. He was sponsored by Art Leather who, in those days, had a warehouse in Texas. He taught me several things: how to use two parabolic dishes to light a face, light ratios that even I could understand, how to vignette a photo with a tree leaf... but mostly, how to use your camera flash on manual.

About that time, Vivitar began making pretty good thyristor-controlled, automatic flashes. So, I started shooting my "60 weddings a year" using the automatic setting on the flash unit. With the latitude of film and the dedication of the labs (like 5P and Pounds), I put out some pretty nice wedding albums.

Later, I fell in love with printing my own photos. Starting off in the studio with Ektachrome and printing Cibachrome, I quickly discovered that, even though Cibachrome was beautiful stuff, it wasn't the way to run a studio. It did teach me to get very good exposures in the studio. So, I joined the mainstream and acquired a Kreonite roller processor and started printing my own studio work.

That brings me to the reason for this article: using the automatic flash at weddings. It didn't work very well. Even though the color stayed fairly consistent, I still had to make minor corrections. I determined this was because the flash duration was changing the color temperature of the light from the flash. But more than that, the exposure values were all over the place. I began having a new respect for what the labs were doing for us. White dresses were underexposed over a stop and all the grooms seemed to wear gray tuxes. The answer was Donald Jack's manual flash teachings. Simply set the flash on manual and, at ten feet away from the bride, the proper exposure was f11. I could nearly always walk up to 10 feet away from the subjects and get the photo I wanted... with nearly perfect exposures.

For the groups and the return to the altar shots, I used a light meter. It all made sense. If I needed to move in for a close-up (seven feet from the subject), the exposure changed to f16. When backing up to 14 feet for a small group, the exposure changed to f8. With the Hasselblad cameras, changing the exposure values was as easy as rotating the f-stop ring on the lens 2 clicks... up or down.



Jim's home-made bounce reflector attaches to the flash which fits on the camera's hot shoe.

After a couple of weddings, it was second nature to get very good exposures. With the flash never changing power or duration, the color balance of the film never changed. This all went pretty well until Dennis Reggie taught us to use two lights at the wedding. As I recall, he used flashes on automatic. But the manual system actually worked better for me.

Then we all went digital and, except for the fact that the exposures had to be almost perfect



Robby and Marna's wedding was at the top of the Hilton in Houston, surrounded by glass windows, presenting a challenge for lighting.

to get really clean photographs, the flash photos still had the same problems... even with TTL flash metering and radio poppers. I don't do many weddings these days, but the few I shoot are usually done by shooting RAW on auto TTL, then correcting the exposures and cropping in Lightroom. With some judicious "chimping," I get by quite well.

A couple of months ago, I was at the wrong place at the wrong time. I answered my phone and it was an old photography friend, Robby Robertson, who had moved away a couple of years ago. He had met the love of his life, Marna, and asked me to photograph his wedding in Houston. We met them in Houston for some engagement photos and everything went well until we saw where the wedding would take place... a night wedding at the top of the Hilton. The room was "all glass windows" and they wanted the city lights to show in the background. I suddenly realized that I would have to reinvent the way I photographed weddings. I knew the automatic flash would not work. If the camera lens saw the flash in the glass behind the subjects, it would shut off about three f-stops too soon... and that's marginal for even Lightroom and RAW files.

Because of trouble in the past with cables, pc connectors and handle mounts, I decided to use a more direct system. I mounted the flash on the hot shoe, designed a homemade 8x10 reflector that I attached to the flash and went back to Donald Jack's manual settings. My Canon 5D works pretty well at ISO 400, so I set the flash at 1/2 power with the flash bounced straight up into the reflector and it metered f8 at ten feet. Some of the light spilled past the reflector and added a small amount of ambience to the photos. At 1/30 of a second, with the stabilizer turned on, the lights of the city glowed well. Exposures were very good and, for the few times the flash showed up behind the groups, I was able to easily repair them in Photoshop. All in all, the wedding went very smoothly, Robby is still speaking to me, and I know the bride and groom will live happily ever after.



by Bill Hedrick



The two trains meet face-to-face as a salute before backing to their respective starting points. Photo courtesy of Jo Morello and The Texas Collection of Baylor University.

Jervis Deane and the “Crash at Crush”

The year was 1896 and the Missouri-Kansas-Texas Railroad, popularly known as “The Katy,” was going through some tough times. The nation was in the midst of an economic depression partly due to railroad overbuilding and shaky financing which resulted in a series of bank failures as well. In response to the sagging economy and the competition in the industry, a ticket agent named William George Crush devised a plan to create a renewed interest in the railroad and to boost ticket sales.

Crush was a keen observer of human nature and noticed that people of the time had a morbid fascination with train wrecks. So, he proposed a plan to stage a head-on collision between two locomotives and invite the public to witness the event!

Railroad officials were skeptical but eventually gave the nod to Crush who went to work on the idea. All he needed from “The Katy” were two obsolete locomotives and a few stock cars. The main requirement was that each one be

able to attain a speed of 60 miles per hour. The location for the “disaster” would be just north of Waco, a few miles south of the town of West, and it would take place on September 15, 1896.

It didn’t take long for the news media to pick up on the plan and an estimated 40,000 people showed up to view the spectacle, many of whom had purchased tickets on “The Katy” and arrived from all over the state. The location was given the “temporary” town name of Crush in honor of the promoter.

In preparation for the crash, a 500 man crew had constructed a four-mile spur and piped water from two water wells as well as five tank cars to supply drinking water for the spectators. Grandstands were built, press platforms were in place, and there was even a carnival midway.

The plan called for each of two locomotives to have a one mile “head start” and for each engineer to throw their throttles wide open and then jump clear and let physics take care of the rest. Experts assured Crush and “The Katy” that the two locomotives would not explode but would “jackknife” upwards and come crashing down again. Even so, spectators were kept a good 200 yards away from the site of the collision.

The only exception was a special platform built much closer to the track where a Waco photographer named Jervis Deane would capture the event on film with several cameras placed at precise intervals and strategic locations. Little did he realize what was in store for him.

Two aging locomotives, No. 999 and No. 1001, were selected for the event and had been painted in festive green and red. The six stock cars pulled by each one were adorned with banners for the Ringling Brothers Circus, the Texas State Fair, and even the Oriental Hotel in Dallas, and each had completed whistle-stop tours throughout the state.



A marker in the town of West, just north of Waco, commemorating the “Crash at Crush.”



The unexpected explosion as the two locomotives hit head-on, showering a crowd of 40,000 with flying debris and killing several and injuring others, including Waco photographer Jervis Deane, who lost his right eye.

The event had been scheduled for 4 p.m. that afternoon but passenger trains were still delivering carloads of spectators and Crush announced a one hour postponement. Then, at 5 p.m., both locomotives steamed slowly down the track and stopped face-to-face in the middle for a “salute.” Then, they both backed to their respective starting points. As Crush raised his hat, the crowd roared and the trains started down the hill toward one another. Crews had fastened “track torpedoes” (small charges used as warning signals) at strategic points along the tracks to add to the drama.

Onlookers had only seconds to absorb what happened next because Crush and his team of experts had predicted that the locomotives would “rise together in an inverted V” while the cars behind them would crumple like an



Waco photographer, Jervis Deane, paid a high price as the official photographer of the “Crash at Crush” with the loss of his right eye.

accordion. Instead, the two locomotives “telescoped” into one another and the boilers exploded, hurling “flying missiles of iron and steel, varying in size from a postage stamp to a half a driving wheel” and thousands of people scrambled to avoid the flying debris that was hurled as far as 300 yards... well past the platform where Waco photographer, Jervis Deane, was positioned.

Several people were killed and others injured and Jervis Deane lost his right eye and remained in a coma for several months

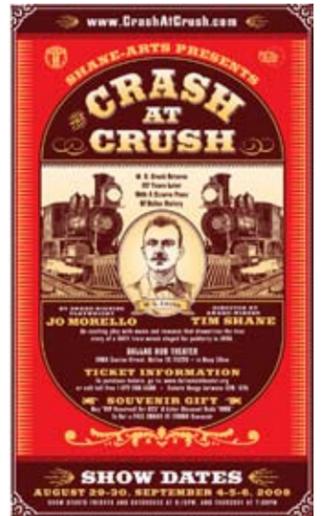
following the event but eventually recovered and returned to his studio. The railroad settled all claims and Deane himself received a \$10,000 settlement and a lifetime pass on The Katy.

In the years to follow, Ragtime composer, Scott Joplin, who may have actually witnessed the event, wrote the “Great Crush Collision March” which included instructions in the score for replicating the sounds of the collision through playing techniques, special notes, and the use of dynamics.

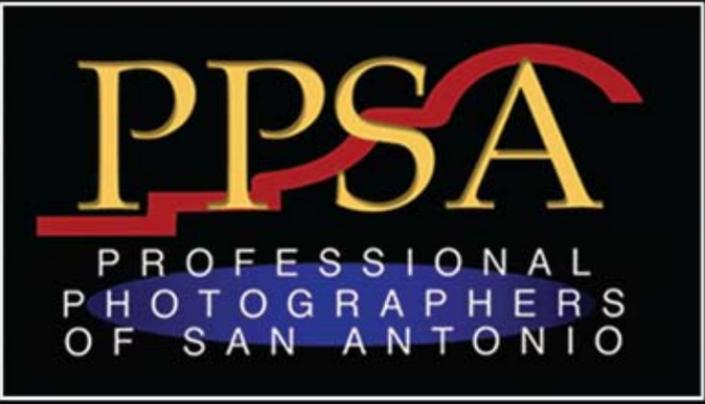
Then, in 2007, playwright, Jo Morello, came to Waco to research the event and wrote the play “The Crash at Crush” which was produced in Dallas the following year. She was, in fact, instrumental in obtaining rare photos and details of the event for this article.

Upon returning to work, Jervis Deane posted a notice in the Waco newspapers stating, “Having gotten all of the loose screws and other hardware out of my head, am now ready for all photographic business.”

Just two years after the “Crash at Crush,” in 1898, Jervis Deane became the first President of the newly organized Texas Professional Photographers Association. As Paul Harvey used to say, “...and now you know the rest of the story.”



In 2007, playwright Jo Morello researched and produced a play commemorating the event. She operates a public relations company in Sarasota, Florida, and was instrumental in providing photographs and details of the “Crash at Crush” for this article.




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Luke & David
Edmonson
February 20th



Tony Corbell
March 20th



Offering Aerial Photos to Your Clients



Without Ever Leaving the Ground!

by
Gary Bright

Everyone is looking for new sources of income for the studio and many photographers are providing services that they normally would have turned down in years past. As a result, more and more portrait-wedding photographers are venturing into the world of commercial photography. For years, Jim Bacon and Bill Hedrick have done all of it... portraits, weddings, and commercial. Both are also aviators, something that isn't for everyone.

There is a bit of technique involved in taking good aerial photographs and it can also be expensive by the time you pay for a plane and a pilot. Flying low and circling in rough and choppy air is not for the faint of heart or "big chickens" like me. Looking through a camera lens while doing so is not always a pleasant experience for anyone who has ever experienced motion sickness. The problem is that the best time for aerial photographs is during the warmer seasons when foliage is green. But, in Texas, that means warm and turbulent air.

That's why they've come up with a service for photographers who don't have the time or resources to include aerial photography in their list of studio services. This is a "turn-key" service where photographers never have to leave the ground, yet they can offer aerial photography as an additional source of income for their studio.

Selling aerial photos on speculation can be a lucrative business. Traditionally, photographers will shoot the aerial photos and then print 16x20 (or some other size) of each one and go door-to-door selling them. With these images printed and in-hand, they are sometimes quite difficult to refuse and the odds are in favor of the photographer for selling enough of them to make a tidy profit. What makes this service so unique is that you don't have to actually hire a pilot and plane and you don't have to shoot the pictures yourself. Bill and Jim do it all.

This "wholesale" service to professional photographers offers two basic plans. The first one requires a minimal "up-front" investment by the photographer. Depending on the distance from the home base in East Texas, Jim and Bill

will fly to the destination and photograph a significant number of targets for a modest fee. The photographer is then given digital files with watermarks of each target that can be shown on a laptop or iPad. Then, each enlargement can be ordered one-at-a-time, at a specified rate, and drop-shipped to the photographer.

The second plan calls for a bit more "up-front" investment but has the greatest sales potential. The photographer receives the full-resolution digital files and the copyrights to all of them. These files can be printed at any size the photographer decides to offer. Having them printed and in-hand at the time of the sale greatly increases the likelihood of making the sale.

Along with this service, Jim and Bill provide PDF files of sales materials that allow the photographer to drop in his own logo and price information and print them. In addition, they receive some "tips" on selling aerial photos that Jim and Bill have developed with years of experience.

One more novel "accessory" provided with either service is a customized magnetic postcard. Each 4x5 postcard (basically a "refrigerator magnet") has a custom overlay with sales and contact information and a photograph of that particular target. For "home" clients who might be difficult to catch at home, these magnetic postcards can be left on a gate or some other "metal" surface where they can easily be found by the owner.

In today's world of professional photography, finding a service that is not provided by amateurs can be difficult. Finding a service that has profit potential that someone else shoots is even more difficult to find. Adding aerial photographs to your services can be one of those answers.

Bill Hedrick, of Kilgore, Texas, and Jim Bacon, of Flint, Texas, offer both "oblique" and "vertical" aerial photos. To learn more about their aerial photography services, go to BillHedrick.com or Expressions-Photo.com.

Dallas News

by Carsten Sean Hedemann

Dallas PPA's November meeting began with Election of the 2013 board from the October candidates and then the presentation of the 2013 officers. Next, we hosted David and Luke Edmonson as our November speakers. Luke began his presentation with the story of how both his father and grandfather were photographers and how grateful he was to his father, David, for giving him time to mature and to define his own style. They both talked about starting their wedding photography business in 2003. David shared how he tells the story of a wedding through his heart and how he represents the creative part of the team. Luke spoke of how your own personality relates to



November print competition winners: Elizabeth Whorton, Hoang Vu, Luke Edmondson, David Edmondson, and Robin Werts

your client. They closed their program with a question-answer session.

After the program, our members had a wonderful evening networking and meeting friends. Many of our members also took advantage of the evening's membership trade show, looking for that special item to take their images to the next level. Several local vendors were on hand to display their services and merchandise and our Little Red Schoolhouse committee showed a wonderful slideshow of the activities and competitions from this year's event. Hosted by Dallas PPA, the Little Red Schoolhouse is one of the top educational benefits provided to Texas photographers each year to improve their photographic skills. Planning for the 2013 LRS is already underway and it promises to be better than ever.

The December meeting was the best meeting of the year for the Dallas PPA. During 2012, Dallas PPA membership has grown over 50% with over 100 members and new guests participating every month. Current membership level is at 204. This growth and participation is a direct result of the 2012 Board of Directors who were each presented a plaque thanking them for their service.

Several of our active members also received awards. Edward Holmberg received an award for being the official Dallas PPA House Photographer for 2012. Hoang Vu won a service award for his participation in the skills competition every month through 2012. Lucy Huffstetter also received a service award for her participation in the 2012 Little Red Schoolhouse Seminar in August. In 2013, the event will be held in Fredericksburg at the Hanger Hotel, August 9-11, 2013.

Bill Porter, of Arlington Camera, received a special service award for his continued contribution to the Dallas PPA and the photography community of the Dallas-Fort Worth area. Edythe Blackwell, of BWC Labs, received an outstanding work award for her contribution to the Dallas PPA. Other vendors and supporters

received outstanding work awards, including Jerry Ward of Canon USA.

Following the special service award presentations, Tony Corbel, of White House Custom Color, gave an inspiring presentation on what photography can mean to you. Tony utilized over 40 quotes from famous photographers to inspire the participants. He was able to capture participation from the audience as he gave his lecture.

Concluding our meeting was the annual print competition results. Yosef Yetimgeta was awarded First Place in the First-Year Print Entry competition. Brooke Kasper was the Runner-Up in the Portrait category, while David Edmonson was awarded First Place in the Portrait category for 2012. In the Illustrative category, Yosef Yetimgeta was the Runner-Up and Paul Ernest was awarded First Place. In the Wedding category, David Edmonson was awarded First Place. In the Wedding Album category, Hoang Vu, was awarded First Place. In the landscape category, Kathy Ames was awarded Runner-Up and Lucy Huffstetter was awarded First Place. Finally, for the Dallas 2012 Photographer of the Year, David Edmonson was awarded Runner Up and Paul Ernest, for the second year in a row, was the Dallas Photographer of the Year in skills competition. The DPPA congratulates all the winners of the 2012 print competition.



DPPA 2012 Photographer of the Year, Paul Ernest, with Stephanie Rippie, Director of Seminars and Little Red Schoolhouse

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Heart of Texas News

by Tom Sergent

The Heart of Texas Professional Photographers Guild met in Waco in November. Our guest speaker was Master Photographer Edward Holmberg. Edward's experience includes two stints as President of the Dallas PPA and winning Photographer of the Year at the Dallas PPA an astounding three times! His program was titled "The Price of Admission" and we all got the price of admission and much more from his presentation. We discussed many things that are current and helpful in today's volatile photography market and everyone who attended was able to take something away that will help them in their business. These were truly great concepts and ideas and "The Price of Admission" was one of our top programs of the year.

Elections were also held and the new officers for 2013 are: Rhonda Williams, President; Cecy Ayala, Vice-President; and Darrell Vickers, Secretary/Treasurer. The First Place



Cecy Ayala presents Rhonda Williams with 2012 Photographer of the Year award.

Winner of our image competition was Tom Sergent with Jill Bubbert taking Second Place and Rhonda Williams finishing in Third Place.

Our annual Christmas party was held in December at the Fairfield Inn in Bellmead, Texas. As is our custom, we met to socialize and wish each other the best of Holiday Seasons and, at the same time, honor our outgoing President and recognize the Guild's Photographer of the Year.

The HOTPPG Photographer of the Year for 2012 was Rhonda Williams. Rhonda had a great year and had eight "Top-Three" image competition finishes to edge out her fellow photographers in a close competition. Don White was also presented an award as the outgoing Guild President. It was a great year and many thanks go out to Don and his wife, Gladys, for all they did to assure that the rest of us could have a year to be remembered. The Heart of Texas Professional Photographers Guild wants to wish all of the PPA/TPPA organizations and members a wonderful holiday season and a SUPER 2013!



Cecy Ayala presents Don White with an award for serving as the 2012 HOTPPG President.

Houston News

by Kim Christensen

In November, the Professional Photographers Guild of Houston had its annual studio bus tour. The tour bus was filled with some great photographers and the first stop was at Photo Video Sound, the studio of Robert Brayton. From there, we continued on to Silver Image Photography, the studio of Melinda and Cristie Reddehase. The next stop on the tour was Glamour Photography, the studio of Tracy Hicks, in Spring, Texas. Finally, the last stop was at Babies and Maternity, studio of Mindy Harmon, in The Woodlands, Texas. The group visited with the studio owners and enjoyed "munchies" while checking out each studio.

In December, the guild had its Holiday Party and Casino Night Dinner with awards and a night of music and dancing. Then, to top it off, everyone headed to the PPGH President, Curley Marshall's, Presidential Suite Party. To start off the evening, nine members were recognized for their Associate Fellowship Degrees, three for the Full Fellowship Degrees, and four members received their Ribbon Bars. The PPGH Fellowship Degree Program was designed as a means of rewarding those individuals who give freely of their time and talents in service and participation to the guild.

Associate Fellowship Degree recipients were: Francie Baltazar Stonestreet, Karen Butts, Kim Christensen, Alvin Gee, Iraj Ghavidel, Greta Jacobs Mee, Sherry Piche, Cesar Vargas and Kelly Willis. Full Fellowship Degree recipients were: Chris Bechtold, Iraj Ghavidel, and Curley Marshall. Those receiving "25+" Bars included: Chris Bechtold, Mitch Daniels, Iraj Ghavidel, and Curley Marshall.



Print competition winners: Chris Bechtold, Francie Baltazar Stonestreet and Karen Butts.

Finally, the Print Competition Awards were presented, beginning with Francie Baltazar Stonestreet, Active Photographer of the Year 2012. Other trophies were presented to: Chris Bechtold, Album of the Year as well as Best Bridal Portrait of the Year; Karen Butts, Best Portrait of a Child for the Year; Leslie Cervantez, Best Portrait of the Year; Kimberly Hartz, Best Portrait of a Group for the Year; and Linda Sims, Best Wedding of the Year.

Brazos Valley News

by Kathy Norwood

In November, the Brazos Valley Guild elected new officers: Daniela Weaver, President; Kathy Norwood, Vice-President; Stacey Reynolds, Secretary; and Nicole Franzetti, Treasurer. The speaker was Melanie Hall, owner of Melonhead Photo, established in 2004 in Willis, Texas. Melanie graduated with a Bachelors of Science degree in Photography from Sam Houston State University in 2007 and, a year later, earned her Certified Professional Photographer degree. Before moving her photographic focus to portrait art, she worked as the only full-time photographer for a daily newspaper. Her business is now a home-based portrait studio in Conroe, Texas. Melonhead Photo is a diverse company photographing babies to brides, as well as commercial, schools, and sports. She photographs in her small camera room using her Virtual Background system as well as on location using off-camera flash.

Melanie has taken many different forms of flash on location techniques and has made a hodgepodge system that works. Small flash to large strobes, it doesn't matter. Light is light. She explained her tried and true way of lighting to provide consistent results every time. Melanie also discussed when to use Pocket Wizards and when to use Radio Poppers and broke down the daunting flash so that it can be our friend. She also judged our print competition in which Kathy Norwood took first place with her portrait, "Santa's Girls."

December brought us to the end of another successful year for the BVPPA. With a new location and a new President and a great line-up of speakers, we are ready to get 2013 started with a BANG! Our last official meeting was our annual End of Year Party which was hosted by Kathy Norwood in her lovely home. We had most of our membership and their families attend and bring snacks and goodies. Kathy had treats for the kids and everyone had a wonderful time. Since we are a small guild, we are in our second year of awarding a Photographer of the Year. This year, Melanie Hall was named the 2012 Photographer of the Year. Melanie received the most points awarded for print competition. We are extremely proud of her and know she will be stiff competition for next year! We ended the night with a group picture of all those who attended the party and their families.



Melanie Hall receives her merit from Daniela Weaver with Kathy Norwood who took First Place with her print, "Santa's girls."



Melanie Hall, Brazos Valley 2012 Photographer of the Year.



Brazos Valley PPA members and family at their End of the Year Awards Party.

We hope that any local PPA or TPPA members in the Bryan-College Station area might consider joining our guild. Dues are \$125 for an active membership and we have our meetings on the second Monday of every month. Our new meeting place is located on Colgate Drive at The Green Room, behind Wolf Pen Creek, in College Station, Texas. If you need more information, feel free to contact either Daniela Weaver at 979-571-2778 or Kathy Norwood at 979-690-9105. We hope to see you next year.

San Antonio News

by Jeanne Luna

The November meeting of the Professional Photographers of San Antonio was a round-table session with each of our three speakers: Glen Olsen, David Boeck, and Fonzie Munoz. Everyone was given 30 minutes at each table. After the 30 minutes, everyone moved to another speaker's table. Glen and Fonzie talked about business and how to keep things current. David critiqued prints that were being considered for competition. We also elected our Executive Board for 2013: Angela Pencsak, President; Fonzie Munoz, VP Director of Programs; Dane Miller, Director of Finance; Ross Benton, Director of Records; Jeanne Luna, Director of Membership; Ralph Nordenhold, Director of Exhibits; John Vega, Director of Communications; David Boeck, Webmaster; Jeanne Luna, Chairman of the Board; and Trey Homan, Executive Director.

Our November Print Winners were: Laura Pollard and Randy Pollard tied for First Place; Dane Miller, Second Place; Jorge Velazco, Third Place; and Jorge Velzco taking the Members Choice Award. We want to thank our judges, Ross Benton, Corene Dyer, and Elizabeth Homan.

In December, PPSA held our annual Christmas party and Awards Ceremony at The Witte Museum. It was a great location to conclude our 2012 photography journey. The San Antonio guild was proud to recognize Ed Alexander with the "Lifetime Achievement Award." Ed was one of the founding members of the PPSA, back in 1968, and has remained an active and influential member since that time. A huge thanks goes to our former PPSA President, Jeanne Luna, who helped make this a very successful year. As Jeanne passed the gavel, we welcomed our 2013 President, Angela Pencsak.

Our annual winners were also announced. Best Wedding (Professional/Associate) went to Dane Miller with "Cascada De Amor." Best Individual Portrait Print (Professional/Associate) went to Laura Pollard with "Marked." Best Child Portrait (Professional/Associate) went to Lee Pargmann with "Ten Gallon, Pint Sized." Best Commercial Print (Professional/Associate) went to Fonzie Munoz with "Angels in the Sky." Best Family/Group Print (Professional/Associate) went to Dane Miller with "Surfside Embrace." Best Illustrative Print (Professional/Associate) went to Randy Pollard with "Sunset Red Granite." Best Print of the Year (Runner-Up) was a tie between Randy Pollard with "Sunset Red Granite" and Dane Miller with "Surfside Embrace." Best Print of the Year went to Laura

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Pollard with "Marked." Best Album of the Year (Runner-Up) went to Michael Plumeyer with "Marney & Rhett." Best Album of the Year went to Elizabeth Homan with "Estefan." Laura Pollard won Members Choice in the Print division with "Marked" and Elizabeth Homan won Members Choice in the Album division with "Estefan." Finally, Angela Pencsak was named Photographer of the Year.

Austin News

by Sue Ellen Pesl

At our November meeting, Austin PPA welcomed Senior Photographer, Suzy Roberts-Fulton. Suzy's program "Seniors: From Shooting to Selling," was a full explanation of the TriCoast senior portrait business, inside and out.

Suzy explained the techniques they have discovered to be most successful in securing the session and winning client's loyalty. Suzy has effectively taken the TriCoast senior business from virtually non-existent to a thriving enterprise in only a few short years. In a population of a mere

25,000, she is pulling in some very desirable averages. Suzy has proven it can be done, no matter the size of the town. Through a variety of business practices, including effective marketing through social media, consistently delivering an outstanding product, and utilizing innovative technology, TriCoast has streamlined the photographic experience.

Congratulations to our November print winners. First place went to John Rogers, second place went to Maria Bernal, and Brandi Nellis and Karen Andrews tied for third place.

Austin PPA's 2013 program line-up is set and it's going to be a great year. Our meetings are open to all photographers, whether they are professionals, those just getting started, or students. Other local PPA Affiliate members are welcome to attend at our member price. Please join us in 2013. We would love to meet you!

I want to take a minute and thank all of those who make Austin PPA what it is. Thank you to our members for helping to grow Austin PPA. Thank you to the wonderful speakers who give up so much of their time and leave their studios to come to our organization and continue to expand the knowledge of our members and guests. And a huge thank you goes out to our vendor members for continuing to support Austin PPA. Without the continued monthly support of vendors like Carl Clark with Pounds Labs and Edythe Blackwell of BWC Printmakers, we would not be where we are today.

Our annual holiday party in December was a hit. With thousands of dollars in scholarships and door prizes given away to some very lucky members and their spouses, it was a treat for the all who attended. Thank you, Bill Ledbetter,



November Print Winners for Austin Guild



John Rogers, Austin's Distinguished Photographer for 2012 with Maria Bernal, Austin's Photographer of the Year.

for organizing the event. The night brought many surprises and merriment. On this night, we also named Austin PPA's Photographer of the Year, for a fourth year in a row, Maria Bernal. She is such an amazing talent and we are so happy to have her in our organization. Her work is an inspiration to all and her continued mentoring to our photographers is appreciated beyond words. We also named rising star, John Rogers, as Austin PPA's Distinguished Photographer for 2012. Congratulations to both on their awards and success!

Thank you to all Austin PPA retiring board members for making the sacrifice that you have made over the last few years. Retiring board members Nathan Johns, Sam Rivera, James Bland and Maria Bernal have been wonderful assets to the board and I personally will miss you all. Please visit www.austinppa.com to see our 2013 program line-up! It's certain to be another great year of education at Austin PPA!

Ft. Worth News

by Keith Evans

Winn Fuqua, of Dallas, Texas, was our guest speaker for the month of November. The program topic for the meeting was "Marketing Your Brand."

Winn covered different ways to market your business, ranging from the social markets to the standard business cards.

The November print competition winners were: Tom Thomposon, Third Place; Steward Dedmon, Second Place; and a tie between Tracie Gibson and Phyllis Kuykendall for First Place in the Portrait category.

In the Illustrative category, the winners were: Jeanette Wallace, Third Place; Terry Ip, Second Place; and Brad Barton, First Place. Finally, Terry Ip took the Members Choice Ribbon.

The Fort Worth Guild annual Christmas party was held at Joe T. Garcia's Mexican Restaurant this year. Our outgoing Guild President received her award for the year from Keith Evans.

Other awards were given out to the other board members as well. Two Texas School scholarships were presented to Janel Randall and Richard Dalton. Brad Barton received the honors of being the Photographer of the Year for the Fort Worth Professional Photographers Association.

The new board members for 2012 are: Tracie Gibson, President; Steve Cantrall, VP Communications; Brad Barton, VP Print Competition; Phyllis Kuykendall, VP Finance; Sue Coleman, VP Membership; Tom Thompson, VP Studio Projects; Richard Dalton, VP Education; and Keith Evans and Heather Lee as Board Representatives to Texas PPA.

Anyone interested in presenting a program to the Fort Worth Guild can contact Richard Dalton.



November Print Competition Winners for the Fort Worth Guild.



This years outgoing Guild President, Patti Recca, is presented her award for service from past Guild President, Keith Evans.

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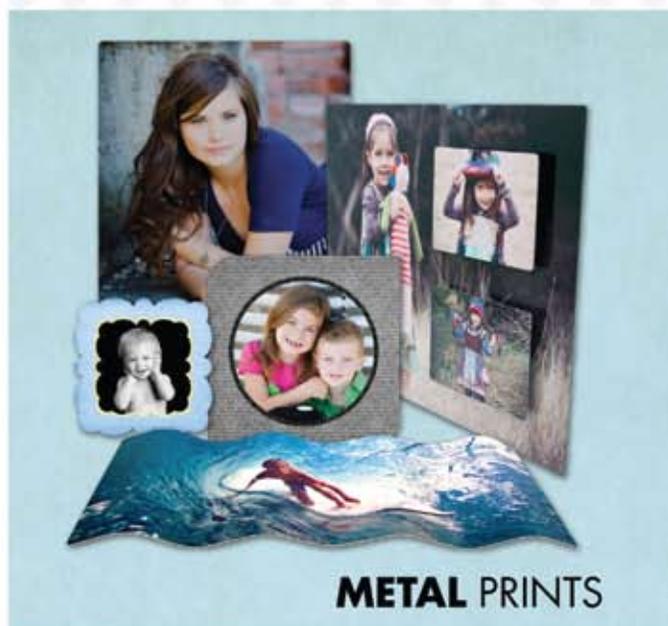
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