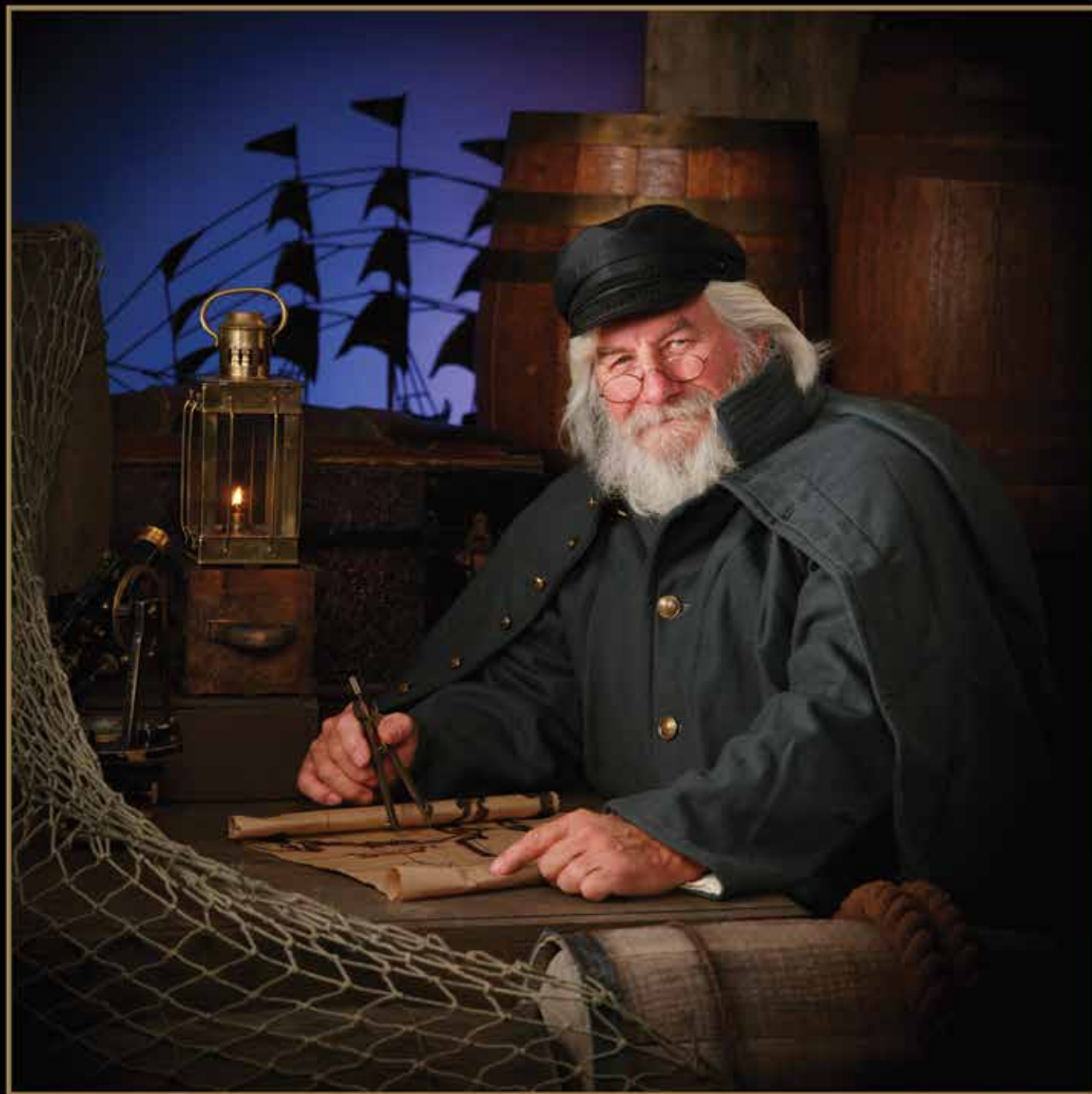


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June/July 2014





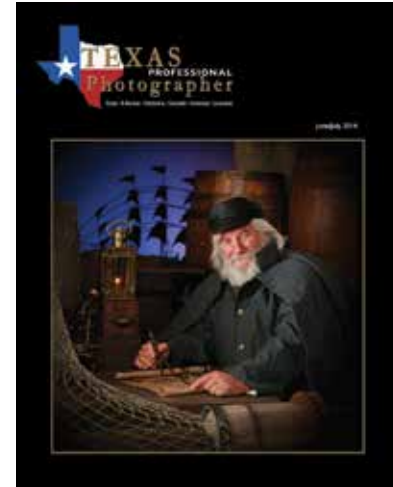
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COVER PHOTO

"The Navigator" is a character study of James "Lightning" Nesbitt, a retired oilfield worker from Longview, Texas. Nesbitt was the subject of a number of character studies made over the years by Bill Hedrick who met "Lightning" in a local cafe while having coffee. Every image of Nesbitt that was entered over the years earned a merit. He was dubbed "Lightning" by his co-workers because he was so fast running cables on drilling rigs. "Lightning" passed away in 2006 at the age of 79. Read the story on page 16.



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CALENDAR OF EVENTS

- June 22-25, 2014 **TPPA Summer Roundup**
Kerrville, Texas
- August 3-7, 2014 **TPPA Road Trip**
Ouray, Colorado
- September 14-19, 2014 **TPPA Road Trip**
Yellowstone National Park
- January 7-11, 2015 **Photo Genesis 2015**
San Marcos, Texas

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

A Message from the President

Mark McCall, President TPPA



Texas School and More to Come!

I was exhausted but highly motivated and excited after returning from yet another successful Texas School and can't wait to get started on the marketing concepts and ideas learned during that incredible week. This was my 12th year to attend the Texas School of Professional Photography but I'm an avid believer that you never learn all there is to know about photography.

During the school, I was eating lunch one day when something happened that made me realize just how big Texas School is in our industry. When talking to people I meet, I always find myself asking where they are from and I was blown away to hear responses like "New England, Idaho, and California" and, while talking with the lady from New England, she commented, "EVERYONE knows about Texas School!" Wow! What a testament it is to belong to an organization with such a nation-wide and world-wide following.

While other Affiliate Schools are shutting down all over the country, I'm truly thankful that OUR school isn't just surviving, it is THRIVING. I'm sure most people don't realize how much manpower it takes to run Texas School, but there are countless details, endless calls, emails, waiting to hear back from instructors and vendors, hotel and support staff and other things that make it a year-round job for the Texas School Trustees. It's all completely insane, yet when you walk by the office, all is calm.

We owe a special Thank You to the Trustees who make it all happen... Don, Charley, Stephanie, Cindy, and Doug. Of course, I would hate to think what it would be like without Jenny, Brandon, and all of the hard-working Wranglers who do so much work behind the scenes. Congratulations on another banner year.

Our next event, the TPPA Summer Roundup in Kerrville, will be held at the YO Ranch Resort Hotel on June 22-25 and we'll have new and exciting things waiting for you. For one thing, you will be able to register your competition prints online in advance and even watch the print judging on your cell phone from a remote location. Just be sure to do it prior to June 20 at 5pm. For more information, go to www.TPPA.org.

Of course, there is also the print competition for "kids and teens" as well as educational programs, BBQ at "The Farm," and the President's Hospitality every evening. Then, we'll be unveiling the new TPPA Gallery Book, the Texas PPA version of the Loan & Showcase books containing every image that scored 80 or above with special consideration for trophy and ribbon winners. This is just another benefit of your TPPA Membership. In the meantime...

Shoot what is in your heart,

Mark McCall
Texas PPA President

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Be A Part Of The Best

Join TPPA

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Membership Categories & Rates

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

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

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

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

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.



Join Us In Kerrville

TPPA Summer Roundup

June 22 - 25
Kerrville, Texas



Christi Reddehase



Melinda Reddehase



Laura & Randy Pollard



Helene Glassman



Michael Dill



Kimberly Smith

Welcome to Kerrville

by
Mark McCall, TPPA President

The 2014 Texas PPA Summer Roundup is just around the corner and it promises to be better than ever! If you have not done so, go online to www.TPPA.org and register today.

This annual event has been a tradition for generations of Texas photographers because it is both a seminar and a vacation all rolled into one. In addition to great programs and a print competition that is one of the largest of its kind in the country, there are events and activities for the entire family. There is even a print competition for “kids and teens.”

Our lineup for speakers for 2014 include Christi and Melinda Reddehase, Laura and Randy Pollard, Helene Glassman, Michael Dill, and Kimberly Smith. These informative and inspirational programs on a wide variety of subject matter will get you so excited about photography that you can't wait to get home to try out what you've learned.

It is a casual event with plenty of outdoor activities and you can come and go as you please. If you like sunshine and swimming, you'll love Kerrville and the Texas Hill Country. If you like to golf, there is a special golf scramble on Monday with food and prizes and tons of great fun. On Monday evening, everyone will carpool out to The Farm, a rustic country resort with swimming, games, petting zoo, hay ride, fellowship, and the finest barbecue in Texas.

Vendors from all over the State of Texas will be on hand to show off their latest merchandise and services and to visit with you one-on-one. See what's new and be informed so you can stay one step ahead of everyone else. But, since the last issue of this magazine, we've added some new and exciting things that will knock your socks off!

Online Print Registration - Welcome to the future! This year we have implemented some new and exciting software for the print competition. First of all, you will “Pre-Register Online” this year. No more confusion or waiting in line. Once you've completed the online form, you'll be able to print out a bar-code for your print entries and simply turn in your print case at the event. But that's not all! You'll be able to see your images scored on your computer or smart phone from any location. How cool is that ?!

New TPPA Gallery Collection Book - Another new and exciting addition is the TPPA Gallery Collection Book of the winning images of the show. For years, the Professional Photographers of America has published their own “Loan Collection Book” and the officers of TPPA decided that it's time we had one of our own.

This 8x8 color book features each trophy and ribbon winning image and is the perfect sales aid and conversation piece for your studio. Plus, if you order before you leave the Summer Roundup, you'll receive a very nice discount on the price of the book which will be printed and shipped directly to you. We've also put together a book of last year's winning images and you can even order one of those as well. Samples will be available at the registration desk.



TPPA Gallery Collection Book

“Flying” is the theme - Each year, the TPPA President selects a theme for the Presidential Theme Trophy and this year the theme is “Flying.” So, the sky's the limit! Use your imagination and see if you can take home an extra trophy.

YO Ranch Resort Hotel & Conference Center - Be sure to book your room early at the YO Ranch Restort Hotel. Room rates are \$89 for single or double and you can call to make your reservation at 877-967-3767 or visit their website at www.yoresort.com for more information.

Come and see for yourself why generations of Texas photographers have been coming year after year to Kerrville, Texas. There is something for everyone, regardless of skill level. The only requirement is that you love photography!

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Schedule of Events



Check Out Our Schedule of Events!


Go to www.TPPA.org for Updates & Schedule Changes

(Don't forget, the President's Theme this year is "FLYING.")

Sunday, June 22

8:00 am	Print Room Committee meets - <i>Spanish Oak</i>
11:00 am	Deadline for Hand-Carried Print Cases
11:30 am - 1:00 pm	Print Jurors Luncheon - <i>Guadalupe</i>
11:00 am - Noon	New Member Orientation - <i>Live Oak</i>
Noon - 4:00 pm	Registration Desk Open
1:00 pm	PRINT JUDGING begins - <i>Cypress & Live Oak</i>
1:30 pm - 4:30 pm	"Beyond the Baby" - Christi & Melinda Reddehase <i>Sponsored by WHCC</i> 
7:00 pm	Print Room Committee meets - <i>Spanish Oak</i>

Monday, June 23

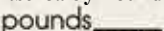
8:00 am	CPP Exam - <i>Boone/Crockett</i>
8:00 am - 2:30 pm	Registration Desk open
9:00 am - Noon	"Basics of Sports Photography" <i>Michael Dill - Cypress</i> <i>Sponsored by Millers Lab</i> 
10:30 am	Leave for 21st Annual Golf Tournament - <i>Schreiner</i> (pre-registration required)
Noon	Lunch on your own
1:30 pm - 4:30pm	"Be Creative, Be Inspired, Be You" <i>Kimberly Smith - Cypress</i> <i>Sponsored by Millers Lab</i> 
5:00 pm	Depart for "Farm" - <i>transportation on your own</i>
6:45 pm – 8:30pm	<i>more from - Christi & Melinda Reddehase</i> <i>more from - Michael Dill</i> <i>more from - Kimberly Smith</i>
8:30 pm	Return to the YO Ranch Resort Hotel
9:00 pm - closing	Visit Vendors Row
10:00 pm	President's Hospitality Room Open - <i>Room 155</i>

Tuesday, June 24

8:00 am	Past Presidents Breakfast - <i>Guadalupe</i>
10:00 am	Past Presidents Spouses Breakfast - <i>Dining Room</i>
8:00 am - 2:00 pm	Registration Desk Open
9:00 am - Noon	"Posing & Lighting Demonstration" <i>Helene Glassman - Cypress</i>
Noon	Lunch on your own

Noon - 1:30 pm	Board of Directors Luncheon - <i>Guadalupe</i>
1:30 pm - 4:30 pm	"Bellezza... Capturing the Sexy" - <i>Laura & Randy Pollard - Cypress</i> <i>Sponsored by Pounds Labs</i> 
2:00 pm	Print Committee Meets - <i>Spanish Oak</i>
4:30 pm	General Membership Meeting - <i>Cypress/Live Oak</i>
6:15 pm	Group Photo - EVERYONE in Lobby - <i>Don't be Late!</i> (Fair Warning... shutter clicks at 6:15 sharp!)
6:30 pm	Awards Dinner - <i>Cypress/Live Oak</i> (Tickets Required - Limited Space Available!)
7:15 pm	Children Awards Program Begins
8:00 pm	Adult Awards Program Begins
10:00 pm - closing	Visit Vendors Row
10:00 pm	President's Hospitality Room Open - <i>Room 155</i>
10:00 pm	Print Room Committee Meets - <i>Spanish Oak</i>

Wednesday, June 25

8:00 am - 10:00 am	Pick up print cases - <i>Spanish Oak</i>
9:00 am - Noon	<i>more</i> "Bellezza... Capturing the Sexy" - <i>Laura & Randy Pollard - Cypress</i> <i>Sponsored by Pounds Labs</i> 
12:30 pm	Seminar Ends - <i>Thanks for Coming.</i>

Have a Safe Trip Home!



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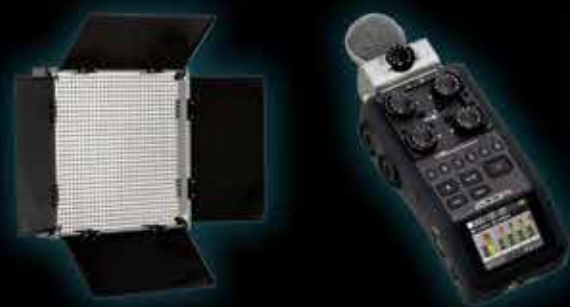


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NOTE: 2014 TPPA Dues must be paid by June 6 to receive the best rate on print case fee.
If you are not sure if your dues are paid, contact: **Doug Box, Executive Director, at 979-272-5200.**

Register Before June 6th and SAVE!

		<u>Before June 6</u>	<u>After June 6</u>	
Register	___Professional Active Members....	\$99 each...	\$115 each...	\$ _____
Register	___Spouse or Staff Associate.....	\$60 each...	\$80 each...	\$ _____
Register	___Student.....	\$50 each...	\$70 each...	\$ _____
Register	___Non-Member*.....	\$148 each...	\$160 each...	\$ _____
(*Includes 6 Month Trial Membership in TPPA)				
Reserve	___Monday Buzzie's BBQ at The Farm..... <i>(These are ADULT Tickets for the Farm)</i>	\$15 each...	\$17 each...	\$ _____
Reserve	___Monday Buzzie's BBQ at The Farm..... <i>(These are CHILDREN, 11 and under, Tickets for the Farm)</i>	\$10 each...	\$12 each...	\$ _____
Reserve	___Tuesday Award Dinner..... <i>(These are ADULT Tickets for Awards Dinner)</i>	\$28 each...	\$33 each...	\$ _____
Reserve	___Tuesday Awards Dinner..... <i>(These are CHILDREN, 11 and under, Tickets for Awards Dinner)</i>	\$14 each...	\$18 each...	\$ _____
Reserve	___Golf Tournament.....	\$65 each (must pre-register)		\$ _____
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Is this your first TPPA Summer Seminar? ___yes ___no

Would you like to work on the Print Committee?

Contact Stephanie Ludlow at 512-246-0063 or stephanielonghorn@yahoo.com

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Seminar Dates...
June 22 - 25

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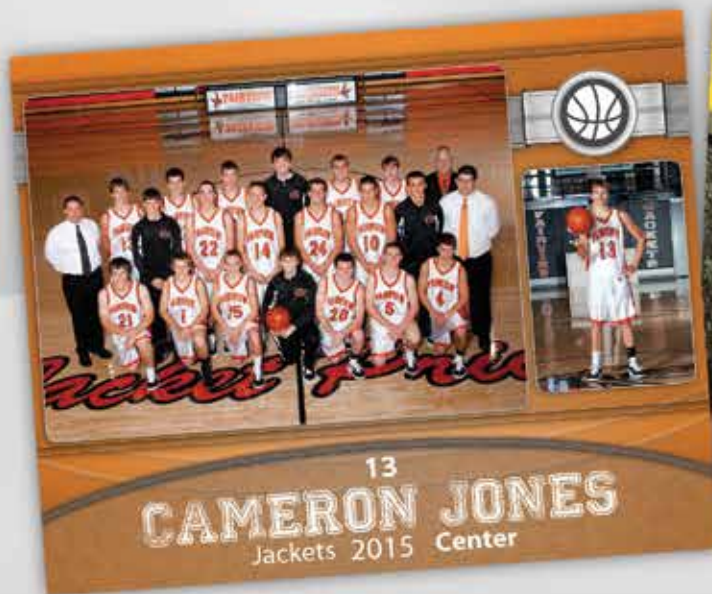


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Memory Mates



Magazine Covers



Dog Tags

Uniquely Designed

by
Gregory Daniel, M.Photos. CR., CPP, F-ASP

My first memory of Lesa having an interior designer help us determine what our home should look like was anything but welcome on my part in the beginning. I was not very helpful or understanding with the entire process. Words like painful, fear, non-trust and expensive come to mind. What I did not realize is that the experience would change the direction of our business and how we would approach all of our clients in the future. I had no idea how much value that an educated, trained professional designer could add. Our interior designer, Liz, had fantastic listening skills and was able to translate our ramblings into concrete design solutions for our home. She quizzed us on styles we liked and asked for any clippings we had collected. Her commissioned focus was on our family room but she trained us in seeing the bigger picture and how the design would flow throughout our home.

Uniquely designed is one of the reasons why our clients trust us in the creation of their most important lasting treasures. Lesa spends a great deal of time prior to the actual camera study skillfully listening, translating and creating a concept design for the portraits. She is able to determine what is important in their lives and special interests they might share as a family. The location where the portraits will hang plays a big part of the color harmony, clothing selections and orientation of the final product. This will also be the time Lesa will decide on which style of portrait that will best fit their lifestyle and living area.



The family selected Gregory's Handcrafted Mixed Media product with embellished acrylics and beautifully enhanced with the perfect frame for their décor. As you can see the final results are just perfect.

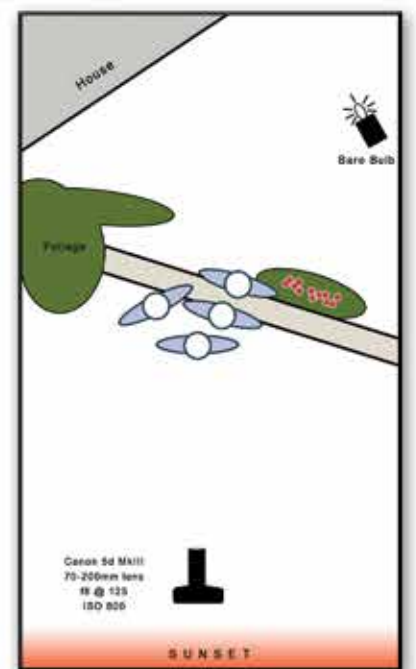
In the case of the Weeks family, Lesa found that this was a very special time in the transformation of their family with one child off to college and the other soon to follow. Their beautiful home, where they spent building their family, is a very special place and was specifically designed by a well known architect. They shared many details of their building experience and how the architect brilliantly brought their dreams to fruition.

Now that we knew the time of day, clothing to wear, location of camera study and what was important, we were ready to create a portrait that would bring them joy everyday of their lives.

Knowing this was to be a vertical composition to fit on the main entrance chest, I chose this direction and angle to accentuate the beautiful design lines of their home. The main source of light was the setting sun behind my back with the trees, house and foliage subtracting the light creating the shadow and form on their faces. I normally like to use the direct sun behind our subject to create a beautiful rim light but this was not going to work in this situation so I elected to use a bare bulb Lumedyne behind the subject for separation from the background.

The Weeks selected our Handcrafted Mixed Media product with embellished acrylics and beautifully enhanced with the perfect frame for their décor. As you can see the final results are just perfect.

Who knew that Liz, our personal interior designer, would have had such a positive impact on our lives in so many ways? I truly enjoy our home each and every day largely due to the value Liz added with her talented designs. As a bonus we have built a business that adds the same type of value for each of our wonderful clients who commission us.



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Texas Professional Photographer

June/July 2014

13

12



A New Look for Conventions!

Spend time rejuvenating by exploring the roots of your origins in photography. Develop your inner artist by exploring other artists who have the same passion. Feel good about a new you by exploring the large outlet mall that is almost next door. Relax in the large, comfortable rooms of the Embassy Suites. Enjoy a free hot breakfast every day to stoke your creative fires. Experience new products by sharing in hands-on product training. Share your passion with someone else and leave refreshed.



Photo Excursions

Antique Car Museum and Commemorative Air Force Museum at San Marcos Airport. Bring your gear and get ready for a fun and inspiring photo shoot. These on-location venues provide you with a chance to photograph models and try different equipment.



January 7 to 11, 2015



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Texas Professional Photographers Association Convention

January 7 to 11, 2015

San Marcos, Texas



Test Drive Product Lab - Have you ever wanted to try something out before you bought it? Come share in hands-on learning with the best product reps in the country. Get answers to your technical questions about a product. Try out products with your personal gear. These vendor-driven sessions will provide a clearer understanding about their products and how they can enhance your photography.



Walk-Up Workshops - We learn by sharing what we know with others. Do you have something you want to share? Submit an application today to host a Walk-Up Workshop. These informal gatherings in the foyers provide small learning environments to share your knowledge with others. You will be assigned a table and you can share a technique, a concept, or your advice and experience. This is not a sales table... you cannot sell a product.



Photo Excursions - Bring your gear and get ready for a fun and inspiring photo shoot. These on-location venues provide you with a chance to photograph models and try different equipment. At each location there will be a short demonstration by a Photo Coach who will be there to help. Come experience these one-of-a-kind locations and get ready for something new and unusual. Transportation will be provided.



Inspire Workshops - Be inspired, be motivated, and get recharged. Come hear the photographic artists speak about their lives as photographers. Come do hands-on art projects. These are relaxed programs that change the way you think and feel about photography.



Trade Show Training Center - Located in the Trade Show, these 30 minute revolving programs provide demonstrations and information with speakers showcasing products and is sponsored by vendors in the Trade Show.



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A Tribute to "Lightning"

by
Bill Hedrick



"County Home Casanova" was one of my favorite images of the set .

For more years than I like to admit, I was a founding member of the 79 Club. It was the late 1980's and I was desperately trying to earn enough print merits for my Master of Photography degree from PPA and I was becoming discouraged and had almost decided to abandon the idea altogether. What turned things around was some sound advice from a young photographer named Ralph Romaguera who sat me down and gave me some much needed pointers.

Like many others at that time, I was entering portraits of women. Ralph pointed out that, in order for a portrait of a woman to stand out from all the rest, it needed to be extraordinary. "You might as well hire a great model," he said. So, I walked around the print exhibit that year to see what kind of subject matter that others were NOT entering and soon noticed that, even though there were plenty of images of pretty women, there were very few images of elderly men. Even more interesting was the fact that these images scored quite well. A light bulb went off in my head and I began thinking of all of the various character studies I could do with a good subject.

Two blocks from my studio in Kilgore, Texas,

was a small cafe called the Town House. The owner was a retired oilfield worker named Nick Holley who was living his dream of running his own cafe. But Nick had another interest. He was a Civil War reenactor who owned a variety of authentic Civil War era props and uniforms. I told Nick about an idea I had to find "just the right subject" for a character study of an old Civil War veteran and Nick was more than happy to loan me anything I needed in the way of uniforms and props. We just needed to find the right subject... an elderly gentleman with a beard and expressive eyes.



"Remembering Shiloh" was the original image I had in mind when looking for an elderly man with a beard and expressive eyes. "Lightning" was such a good subject that I decided to branch out and create some other scenes. Props were borrowed from a local Civil War reenactor who owned the local cafe where I discovered James "Lighting" Nesbitt.

After running an ad in the local paper, I interviewed and took some sample images of two or three subjects, even though they were not exactly what I had in mind. Then, during the lunch hour a few days later, Nick called me from the Town House Cafe and said, "I've found your old guy with a beard!" When I inquired as to who he was, Nick replied, "I don't know! He's sitting here eating lunch so you need to get on down here!"

I dropped everything, practically ran the two blocks to the cafe, walked in the door, and saw Nick pointing to a couple of gentlemen seated at a table. One of them was the perfect subject for my project and I walked over,

pulled up a chair, and introduced myself.

He called himself "Lightning," a nickname given to him by fellow oilfield workers because he was so fast running the cables on drilling rigs. Lightning was more than happy, and somewhat flattered, to pose for me over the next couple of weeks in a variety of settings. The first one was the old Civil War veteran in an image titled, "Remembering Shiloh." He also posed as a sailor, shoe cobbler, and even a character we called "County Home Casanova." His compensation was an 8x10 of each image and, by the time we were finished with the project, he had quite a collection.



"Lightning" only grew his beard during deer hunting season and was clean-shaven the rest of the year. He really couldn't play the fiddle but played the part very well.

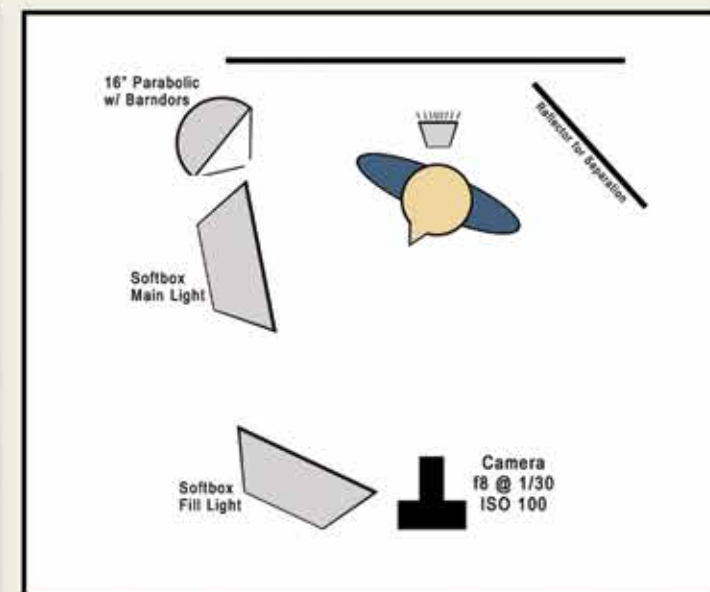
For the character study of the shoe cobbler, called "Healing Their Soles," we borrowed props from a shoe cobbler just across the street from my studio. All of the sets were "home-built" in the studio. One of the added benefits of photographing an elderly gentleman at that time was that you really didn't want to spend much time or money retouching his face. Keep in mind that this was before we all had Photoshop and retouching could be costly if you had it done and time-consuming if you did it yourself.

What I later learned about Lightning was that he only grew the beard in the fall, "for deer hunting season." The rest of the year, he was clean-shaven. I discovered this when a clean-shaven gentleman walked into my studio a few weeks after the sessions and I didn't recognize him. It was Lightning.



I printed a series of 16x20 images of Lightning and used

"Teller of Tall Tales," was just another one of many images made during that two week period and every image entered in competition received a merit.



A typical light setup used in creating these images used one 24" softbox for a main light and another for fill but also used a 16 inch parabolic with the barndoors nearly closed to provide a "skim" light to produce specular highlights. A background light provided separation from the background and a reflector was used as needed for separation as well.

them in print competition for the next few years and every single image I entered received a merit.

Years after earning my Master of Photography degree, I needed one more print to enter at the TPPA Summer Seminar in Kerrville and found an old and scratched 16x20 of Lightning that I had never entered and threw it in the case. That image won a trophy for Best Image of a Man by a Master that year and I found a note later in my print case apologizing for "scratching" the image, even though it was already scratched. Little did they realize it was one I had decided not to use years before and had been stacked under several other prints in my closet.



To create "Healing Their Soles," tools and props were borrowed from a local shoe cobbler. The title itself came from an old sign that was found in the attic of the studio which actually used to be a shoe store years earlier.

My friend, James H. "Lightning" Nesbitt passed away on May 5, 2006, at the age of 79. I will never forget the kind gentleman who was so instrumental in helping me earn my PPA Master of Photography degree. A framed 24x30 portrait of him, "The Navigator," still hangs over my fireplace mantle today.

Too Incredible for Words!

Even though the Texas School of Professional Photography officially began on Sunday, April 27th, students and non-students got an extra bonus on Saturday with Adobe's Photoshop Queen, Julieanne Kost. What a treat!

While many students were still en route on Sunday morning, the Texas School Wranglers were already meeting with school trustees in preparation for another spectacular event. As students gathered, you could feel the excitement in the air. Welcome to Texas School 2014!

It was a spectacular event like no other, with 1,005 "totally excited" attendees from all over the United States and several foreign countries. On hand were 75 vendors who came together to help supply gear, backgrounds, and props for demonstrations. That constitutes over one million dollars in inventory provided for instructors to use in their classrooms, not to mention over 200 models who were on hand to pose for 35 different classes and 52 instructors.

Sunday afternoon, there were several digital programs for everyone, presented by The MAC Group, Canon, and Nikon. Later, everyone was treated to a free meal sponsored by Miller's Professional Imaging. Then, at 6:30 pm, students, instructors, vendors, and trustees all gathered for the orientation and were welcomed by Don Dickson, Director of Texas School. Door prizes abounded and excitement was in the air.

After the first day of classroom study on Monday, it was time to unwind with a free barbecue dinner at the Cowboy's Red River Dance Hall, courtesy of White House Custom Colour with entertainment by the Emerald City Band. Things move fast at Texas School and, after a few hours of rest, it was time for classes on Tuesday morning. If you've never attended, it is hard to comprehend the excitement of this learning experience. But, when Tuesday evening rolled around, it was time for the "Anything But Clothes" costume party. That's right... classes from 8:30 am until 9:00 pm and then party until 1:00 am! That's what Texas School is all about.

After another great day of classroom study, it was time for the Country Store Trade Show with plenty of free food and drink and special trade show prices for attendees only. To top off the evening, several hundred door prizes were given away courtesy of our gracious vendors, including three digital cameras courtesy of Arlington Camera.

This year's Great Texas Shootout was held at the Intercontinental Hotel and attendees were able to observe any instructor at the school and bring their own cameras to photograph models and to practice all they've learned during the week. This event was sponsored by BWC Lab and Arlington Camera..

Friday marked the end of a most incredible school week and many of us had made new and lasting friends. We had studied together and had played together. During the week, over \$30,000 worth of door prizes had been given away. The final assembly on Friday included the unveiling of the Texas School Video.

It was time to go our separate ways and to look back on another fantastic year. But everyone is already marking the dates for next year. So, mark those dates now and plan to attend next year's Texas School of Professional Photography. The dates will be April 26 - May 1, 2015. We'll see you there!



Don Dickson, TSPP Director

Our Customers tell our story best....

Hey Guys,

I've been shooting Marine JROTC programs in and around Indianapolis for 8 years. The first year(2007) I used a Marine Corp flag and American flag as a background. Although it was an easy set up, it didn't offer much variety and sales reflected it. Before I began my second season I discovered Cindy Cofer and Virtual Backgrounds. The moment I looked through the view finder I knew exactly how to utilize the system. I bought a Scene Machine Digital with an 8' screen.

The first year I used VB... sales tripled and so did my studio work... Seniors, family, etc. When I'm on location I shoot 6 poses of the cadet with 2 different backgrounds in about 45 seconds. I keep it simple but the results really surprise parents and the kids. At one of the schools the cadet is photographed in Marine dress blues and most of the parents have never seen their sons and daughters this way. (I have to keep a box of tissues, some mom's get emotional) I just finished the season and what a year! At one school I shot 248 cadets plus instructors and staff for a total of (get this) 1516 portraits in 6 hours and I shoot alone... No assistants!!! The only help I bring is during preview and sales night.

I need a minimum of 3 sales people to handle the traffic. (and \$\$)



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TPPA Road Trip

San Juan Mountains - Ouray, Colorado

August 3-7, 2014

Your
Host
Steve Kozak



Imagine, grabbing your gear and heading off road to explore old mining towns, magnificent waterfalls and high mountain basins filled with blankets of wildflowers. PPA Master Photographer Steve Kozak has been leading workshops in the San Juan Mountains around Ouray, Colorado, for a number of years, and his next adventure is slated for August 3-7, 2014. If you are a TPPA member, you can secure your spot and save \$100.

Ouray, Colorado, is known as the “Off Road Capitol of the World” because, within moments, you can be traveling one of the 600 miles of off road trails into the high country of the San Juan Mountains. In this workshop, attendees will experience the thrill of reaching the summit of Engineer Pass at over 12,000 feet and the incredible vistas of Imogene Pass at over 13,000 feet.

The trail also leads to the well-preserved mining town of Animas Forks and the ruins of the famous Tomboy Mine. There is also a trip to Clear Lake, a beautiful, secluded lake located in the basin of an extinct volcano and a wonder trail that leads to a view of the distinctive Red Mountains.

The highlight of this trip, according to those who have made this trip with Steve in the past, is the opportunity to experience the awesome beauty of Yankee Boy Basin. This area offers two sets of twin waterfalls and wildflowers so breathtaking that you will want to return again and again.

Each day is filled with opportunities to photograph in areas that can only be reached with a four-wheel drive. Steve says, “We make the most of each trail we travel, taking the time to stop along the way. Lunch may be in a quaint cafe in historic Silverton or a sack lunch beside a roaring waterfall along the trail. This adventure is sure to provide one of the most memorable experiences you will ever have with your camera.”

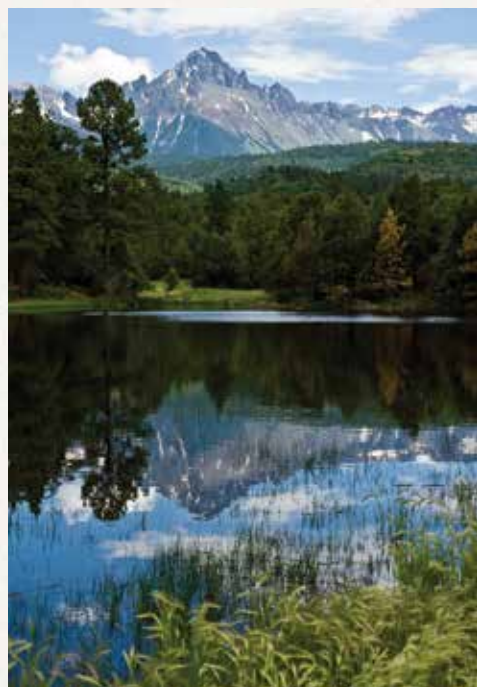
The workshop will be headquartered at the beautiful Alpenglow Condos, located in the heart of downtown Ouray. The condos are in walking distance to restaurants, shopping, sight seeing and the famous Hot Springs Pool. Participants can elect to share the cost of a condo or make their own arrangements. Ouray also offers a variety of accommodations from hotel style rooms to private mountain homes.

You can find more information at www.PhotographicAdventure.com. Registration fee for this workshop is \$795 per person. However, TPPA members can save \$100 and register for only \$695.

This fee includes 4-wheel drive transportation into the beautiful San Juan mountains during the workshop.

Steve Kozak is a regular instructor at the Texas School of Professional Photography and is the Treasurer of the Texas Professional Photographers Association.

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Corel Painter and Children...

3 to 6 Years Old

by
Janet Boschker

We are fortunate to live in the South when it comes to photographing children. It seems as though the traditions of our region lend themselves to the classic portraiture, especially for children from three years to six years of age, the time when many parents want to capture them in a formal portrait. Often these portraits take the form of a painting, which

is a good thing for photographers since this is a high end product that can be very profitable for studios. Therefore, it made sense to add this line to my repertoire. It was, in fact, a natural progression from my successful baby plan I had developed and, as we have been told so often, it is much easier to keep a client than it is to find a new one.



My first consideration was to hire an artist to produce these paintings for me. After all, I have loyal clients who are going to have this done again and again. I also took into consideration the possible complication of communicating my clients' desires to an outside artist. Pleasing my clients is difficult enough but pleasing me is even more difficult. So, the decision was made to not use an outside artist. Therefore, if the studio was going to offer this product line, I needed to learn to do it myself. The hardest thing for me was to put myself out there and to take a class. What if I was no good at it and liked the results, but no one else did?

(continued, page 25)

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About eleven years ago, I took a Corel Painter class with Jane Conner-Ziser but never opened the program after returning home. It just seemed so complex and there wasn't enough time (at least that was my excuse). The truth was that I was chicken and had no idea how to market this new product line.

Fast forward a few years... Jeremy Sutton was teaching at Triangle School in Pittsburgh at a convenient time of year (April), so I signed up. A few clients had already expressed an

interest and wanted portraits painted of their children. So, I courageously announced, "I am painting again! It's something I have always loved and now it is being offered to you." What WAS I thinking? Perhaps that I work best under pressure. So, by the time Jeremy's class began, two paintings were already sold and one possibility lined up. It was crunch time.

The interesting thing was that Jeremy was not about giving you the formula of portrait painting 1-2-3. He was all about "cutting loose, getting loose and finding your own style." I was panicked. But that class taught me to use Corel Painter to create paintings that were so true to the likeness of the child that it pleased me as well as my clients! Those first two paintings sold and I did another on speculation. They were put on display in the studio and images of them were sent out in my regular newsletter. To my surprise, initial inquiries led to more sales. These were indeed my clients that had gone through my "A Year in the Life" baby plan!

Being a perfectionist, I decided to study with as many different people on the subject of portrait painting as possible. My goal was to offer the best product possible, so I took a week-long class with Nancy Emmerich last year at MARS school. She was a wonderful instructor with a style that was more "realism" than Jeremy's style. Also, she was all about "making a profit and using your time wisely."

It was a fabulous class. I could now combine the "artsy" style of Jeremy with Nancy's "realism" and offer a wider range of styles in my paintings. This was a look that could become identifiable with my clients and it was really exciting. But wait, there is more! I took another class the following summer with Linda Weaver, a renowned portrait painter in Winston Salem who works in oils! What she taught was truly incredible!

My point here is this: We are in an ever-changing industry and in an economy over which we have little or no control. The only way to cope is to continue to develop a vision for our work, to strive to be better and more unique, to cultivate relationships with clients and to do what you love. Change will not come overnight. It will come little by little but you will arrive at your goals.

There is no better way to grow in your work than to take the time and invest in your career by attending one of the PPA affiliate schools. In Texas, you have the Texas School of Professional Photography, the largest of all the affiliate schools. One of these schools is calling your name! For more information on the various PPA affiliate schools around the

country, visit PPA.com and go to the Education tab to check out the instructors and plan to attend the one that best fits your schedule and budget. Your experience will be nothing short of incredible and it will take your work and your attitude to the next level, whatever class you decide to take. The opportunity is waiting. Don't miss it!



Janet Boschker owns Northlight Photography in Charlotte, North Carolina. She is a Master-Craftsman and PPA International Affiliate juror. Her specialty is young children and families. For more information, visit www.northlightphotography.com.





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The “Other” Senior Market

The Ones Who Are Often Overlooked

by
Carmen Schettino, M.Photog.Cr.

During the past year or so I have photographed some senior residents on commercial shoots for one of my advertising agencies. The job was to create a brochure showing the life style of this beautiful place. While on the assignment, the residence’s marketing director hired me to photograph their upcoming Halloween party and provide a 5x7 to each guest.

The job was a riot because of the fun costumes and the attitude of the subjects. After delivery I got additional orders for more prints. The next event coming up was the Valentine Dance and was booked right after the Halloween Dance. Being dressed in more formal clothing, the people enjoyed these images even more and the reorders were even better than before. Again the marketing department paid for the original 5x7’s for each. From these images I sold 8x10’s, 5x7’S and wallets just like (high

school) seniors packages. Getting one’s foot in the door and doing a good job is the key to building a good relationship with your client. Oh yes... deliver on time! I will be returning again for a mystery night where the group will be doing a play and I will do candid of the activity. Again the management company will pay for the photography.



Hopefully this will lead to additional portraits to be passed on to the children. This is a great opportunity to capture professional images before these older folks pass on.

Another plus from this contact is the recommendations that have come for other types of jobs. I got a few single portraits, a couple of family groups and an 80 piece Russian orchestra shoot which turned out to be a \$500.00 job. Then the marketing director’s husband interviewed me on his weekly television show which featured local artists in Sarasota. I had a chance to talk to a wider local market, showing my portraits and my pictorials.

I think there is a whole new market opening up because these facilities are springing up all over the country and each one is better than the other. A bonus surprise that came out of this job was the opportunity to have an exhibit of my scenic photography in the hallway to the beautiful dining room. This gave me more exposure to all the residents for future business.

Carmen Schettino began his career apprenticing with a German photographer while serving in the army. Upon his return to the United States, he worked in several portrait-wedding studios in the NY- NJ area.



In 1973, he and his wife, Judy, purchased their first business in Suffern, NY. Carmen successfully added commercial accounts, such as Fortune 500 companies IBM, JC Penney, Ingersoll Rand, Pulsar Watch, Rolls Royce, and Prudential Insurance to his portrait-oriented portfolio and established himself as the premiere photographer in the region. Carmen has taught his Seminar for Success to thousands of photographers across the country and has been a PPA judge for over 25 years.

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Jon Sienkiewicz

REVIEW:

Tamron SP 150-600mm F/5-6.3 Di VC USD (model A011)

Designed and built with the most demanding specifications to assure the highest possible image quality and performance.



Here's a riddle for you: what's just two-and-a-half inches longer than the legendary Tamron 70-200mm f2.8 and zooms to 600mm on a full-frame DSLR?

Answer: Tamron's new SP 150-600mm F/5-6.3 Di VC USD (Model A011).

Built with the solid feel of a serious professional lens and containing the latest technology available to the optical engineer, the 150-600 enhances the creative potential of telephoto photography.

Conquer Distances

Zooming from a moderate telephoto 150mm to an astounding 600mm (4X), this new optic delivers worldclass sharpness and freedom from the flaws that commonly plague long lenses. It features an advanced design that uses 20 elements in 13 groups (including three LD Low Dispersion glass elements). When used on a cropped-sensor, APS-C DSLR cameras, the equivalent focal length range is a whopping 233mm to 930mm - yet it's comparatively compact and a pleasure to use.

F5 is the new F2.8

Today's digital SLRs perform so well at high ISO settings that photographers are comfortable shooting at ISO 1600 or higher without concern about noise or loss of contrast. The Tamron 150-600mm has a fast F5 aperture that assures high performance under lower light levels and enables the holy grail of superior bokeh coupled with depth-of-field control. It boasts a nine blade circular diaphragm that retains a nearly circular shape down to F16 and provides incredibly beautiful background blur.

Banish the Shakes

Tamron has been at the forefront of anti-shake technology since the very beginning. The 150-600mm zoom features Tamron's proprietary Vibration Compensation image stabilization which uses a three-coil system that assures greater sharpness and allows handheld use. Is it effective? A resounding "yes." Tamron's technology is time-proven and as good it gets.

In the Field

If you shoot wildlife, sports or spot news, this lens belongs in your bag. The combination of extended zoom range, shake-suppressing Vibration Compensation and rugged construction makes for a pleasant and productive shooting experience - every time.



The grip, tripod mount and exterior finish have all been upgraded and improved. Autofocus performance is fast, quiet and accurate thanks in part to the USD (Ultrasonic Silent Drive) internal motor. And it's possible to fine-tune focus manually at any time, even when AF is engaged.

SP Means Super Performance

The Tamron 150-600mm telephoto zoom is classified as an SP lens. That means that the optical and mechanical engineers who designed it were not encumbered by the normal cost restraints. They were able to specify the most demanding specifications to assure the highest possible image quality and ultra-high performance.

Canon, Nikon and Sony

The Tamron 150-600mm f/5-6.3 Di VC USD (Model A011) is available in mounts to fit Canon, Nikon and Sony full-frame and cropped-sensor (APS-C) digital SLR cameras. Because Sony DSLRs have image stabilization built into the bodies, the Sony version lacks the VC designation.



Luckenbach, Texas, originally a trading post just a few miles from Fredericksburg, became the domain for John Russell "Hondo" Crouch. It consists of a general store, saloon, and dance hall.

The Mayor of Luckenbach, Texas

They say that "Everybody is somebody in Luckenbach," and nobody knew that better than John Russell "Hondo" Crouch, the self-proclaimed mayor of Luckenbach, Texas. The small hamlet, located on a dirt road just off Ranch Road 1376 just a few miles from Fredericksburg, was originally a trading post along Grape Creek and became the domain for Hondo Crouch.

Luckenbach's notoriety came from the title of a country hit song by Willie Nelson and Waylon Jennings. A popular stop for tourist and bikers, Luckenbach consists of a general store, saloon, and dance hall. On summer evenings it is not uncommon to find some locals picking guitars and singing and drinking longneck beer under the shade of the oak trees.

For years, Hondo Crouch would drive past Luckenbach on his way home from his ranch. Hot, tired, and thirsty, he needed a beer but couldn't get one there because "the whole town shut down at three o'clock." So, Hondo bought the town so he could get a beer anytime he wanted one. According to author and writer, Caleb Pirtle, Hondo bought enough beer the first year to keep himself in business.

In addition to being the self-proclaimed mayor, foreign minister, and chief promoter of Luckenbach, Hondo Crouch was also a poet, writer, and humorist. From 1963 to 1975, under the pen name of Peter Cedarstacker, he wrote about 600 "Cedar Creek Clippings" for the Comfort News. He satirized politics, social life, ecology, and government. Hondo was an All-American swimmer at the University of Texas and, after training as a navigator in the Air Corps at

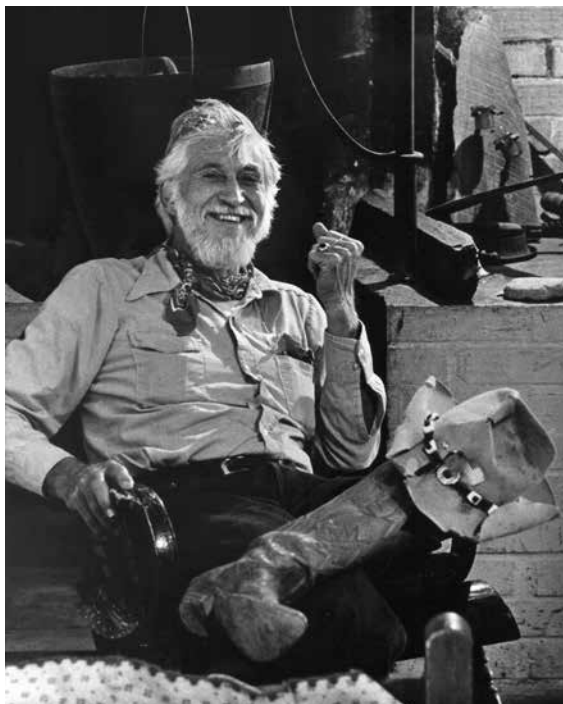


Photo of John Russell "Hondo" Crouch courtesy of Alex Cortez, Luckenbach, Texas. Excerpts from Caleb Pirtle, Lindale, Texas.

Garner Field in 1942, settled down to raise cattle, sheep, and goats near Fredericksburg. From the 1930's until the 1960's, he was also a swimming coach at various Texas children's camps in the area.

As Mayor of Luckenbach, Hondo held many celebrations such as the Luckenbach World's Fair, the first Texas "women only" chili cook-off, Return of the Mud Daubers, and no-talent contests. Hondo was already well-known throughout Texas for inventing and manufacturing "the perfect rabbit call." As Hondo explained, "It sounds like lettuce."

The story is also told of the time when the legendary Bob Hope was hosting a charity benefit ball in nearby Fredericksburg when Hondo Crouch, chewing on a thin straw and smiling that shy smile of his, ambled nonchalantly and unannounced onto the stage. He handed the comedian an axe handle and said, "We had in mind to give you a golf club but the only ones we could find had swimming pools and they were too expensive." Hope grinned and Hondo continued, "You'll probably notice that this particular axe handle doesn't have a head on it. That's because it's hard to get ahead in Luckenbach." Hope fell to his knees laughing.

John Russell "Hondo" Crouch died of a heart attack on September 27, 1976, in Blanco, Texas. In front of the Luckenbach Post Office, which to Hondo's dismay was officially shut down by the government

soon after his acquisition of the town, stands a bust of Hondo. Thousands of people have undoubtedly passed it by without really knowing the story behind it. We wanted to set the record straight.

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NEWS FROM AROUND THE STATE



Contributors: Austin - Jim Debth; Brazos Valley - Kathy Norwood; Dallas - Debra Klawetter; Heart of Texas - Tom Sergent; Houston - Nicki Evans; San Antonio - Fonzie Munoz; South Plains - Barry Nelson

Austin - The Austin Guild met March 24th at Precision Camera with 38 photographers in attendance. The speaker for the evening was Jenny Rhea Eisenhauer who spoke on "Preschools... Dare Ya!" Jenny discussed how to create a successful pre-school photography program with the key to success being customer service. When she contacts potential schools, Jenny delivers homemade cookies and every step from that moment on is executed with precision. She also shared insights regarding pricing, lighting, and logistics. Monthly print competition winners were: Lewis Kincheloe and Brian Runyen, tied for first place; Kate Caudillo, second place; and Tim Babiak, third place.

On April 21, the Austin Guild had 34 photographers in attendance. Jim Debth introduced members to the new website and thanked Kate Caudillo and "Doc" for all of their work. Stephanie Sharif, print competition chairman, summarized how the site works and how to submit entries. The speaker for the evening was Tim Babiak who spoke on "Demystify Sales! Secrets for Photographers." With a background of over 25 years, Tim detailed how to be successful selling from the initial contact to the close of the sale. Highlights included "Ten Ways to Gain Favorable Attention." He reminded the group that persuasion is based on logic, emotion, and credibility. Monthly print competition winners were: Stephanie Sharif, first place; Lewis Kincheloe, second place; and Nathan Latsha, third place.

Brazos Valley - Connor Fuller, of Connor Fuller Photography, was the March speaker for the Brazos Valley Guild. He shared strategies on marketing and selling to seniors that have almost doubled their senior portrait sales. He shared all aspects of senior photography from first contact through delivery and how he is able to accommodate clients of all price ranges. The Brazos Valley Guild is also using a new digital print competition where entrants submit up to two 16x20 prints and judging is done on a laptop while images are projected during the scoring. Winners for March were: Cristie Reddehase, first place; Melanie Hall, second place; and Cristie Reddehase again for third place.

At the April meeting, the speaker was Darrin Hill who shared his philosophy of outdoor lighting as well as designing an outdoor studio space. His workspace includes a field of wildflowers, a beautiful garden, and a gazebo for brides. He considers light and composition as part of his vision. Members were challenged to think through space with plants, architectural elements and color. Darrin wrapped up the program by critiquing member images to share theories on print competition success.

Dallas PPA - The Dallas PPA enjoyed an inspiring presentation entitled "Faces and Places: Portraits from around the World" by Jeremy Woodhouse in April. His evocative photographs are created almost exclusively through the masterful use of available light and are the result of building genuine connections with his subjects. These poignant images beautifully celebrate both the commonalities and differences between cultures. Attendees were also charmed by the stories behind the images, learning that Jeremy is not opposed to giving a bit of direction to make an already fascinating scene just a little more perfect. "Often," Jeremy recounted, "there is that serendipitous element or subject that simply appears as the 'icing on the cake' that takes an image to a whole new level. Jeremy shared how he often returns to the same places and subjects, even while adding new travels to his itinerary each year. Photography tours in countries around the globe are slated into 2016. With his engaging personality, sense of adventure,

and knowledge, one can imagine his trips would be unforgettable, and the images one returns with, priceless. Print competition winners included Brooke Kasper, Angela Navarette, Kathy Ames, Deette and JB Sallee, Linda Guerra, and David Edmonson.

Heart of Texas - The guest speaker for the March meeting of the Heart of Texas Guild was Conner Fuller. His program was on high school senior photography and he shared ideas on promoting, shooting, and marketing. In addition the guild's regular image competition for the month, they held their first "challenge competition" where members are presented the challenge of a particular shooting situation and enter their results for judging. This month's subject was "silhouette photography." Winners were: Rhonda Williams, first place; Heather Hitt, second place; and Luke Stokes, third place. Regular print competition winners were: Jill Hubbert, first place in the Professional Division; Heather Hitt, second place in the Professional Division; and Rhonda Williams, third place in the Professional Division. In the Associate Division, first place went to Billy Lauderdale while second place went to Darrell Vickers and third place went to Cathy Steed.

Guest speaker for the April meeting was Darrin Hill who presented a program on turning your backyard into a "Garden Studio." He also discussed

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print competition and portrait lighting. The April print competition included not only the normal Professional and Associate Divisions but a "Black and White" event as well. Winners for the Professional Print of the Year division were: Luke Stokes, first place; Heather Hitt, second place; and Tom Sergent, third place. In the Associate Division, winners were: Cathy Steed, first place; Darrell Vickers, second place; and Rick Duhrkopf, third place. The B&W winners were: Tom Sergent, first place; Rhonda Williams, second place; and Luke Stokes, third place. The April meeting was closed out by a lively fund-raising raffle with prizes including a 20x24 Gallery Wrap courtesy of Full Color Lab and a hand-turned bowl donated by Darrin Hill.

Houston - In April, members of the Houston Guild attended a workshop by Ann Monteith titled "Get Down to Business Workshop" followed by the monthly evening meeting featuring Kim Hartz on "Pricing for Profit." Kim spoke on breaking down pricing by time and materials and how you can use PPA's Benchmark Survey to figure out where your business needs to be in a financial aspect. She shared helpful pricing and accounting resources and walked the group through her selling process from initial consultation to product delivery. Image competition were: Kim Hartz and Karen Butts, tied for first place; and Karen Butts, second place.

San Antonio - Professional Photographers of San Antonio welcomed Melanie Hall to their March meeting. Her presentation was entirely devoted to off-camera flash and it was spectacular. She covered everything from the basics of flash exposure and light positioning to using multiple flash setups on a single shoot. Melanie covered manual flash control versus TTL and her coverage of multiple brands of remote flash triggers allowed for a broader audience understanding of how to use their equipment. Print Competition winners were: Dane Miller, first place; Jorge Velazco, second place; and Caitlin Hudnall, third place. The New Artist Award went to Hayward Guade.

South Plains - Steve Kozak was the featured speaker for the March meeting of the South Plains Guild. His program, "The Road to Success Requires 4-Wheel Drive," was both entertaining and extremely information. Much of his discussion focused on marketing for the photographer and having a plan to get you to the business you want with consistent marketing requiring constant contact with potential clients. Steve spent a great deal of time discussing the value in joining photographic associations such as PPA, regional associations and local guilds as well as the benefits of entering print competition at all levels.

In April, the guild hosted another "Shutter Stroll" this month in Mackenzie State Park. It was once again well attended by many non-members and is presented as a chance for aspiring photographers to advance their abilities and take their creativity to a new level. There were three separate stations. One using off-camera flash to overpower direct sunlight, another using off camera flash in a more traditional way for beautiful lighting of portraits, and the third was strictly a natural light station using a reflector and other techniques for natural sunlight photography. Once again the importance of entering print competition was discussed so that many of the non-member attendees could know the benefits of print competition making them better by allowing seasoned judges to honestly critique their work, but also to make sure they felt comfortable and welcome to enter the competition whether or not they were a member.

Introducing: The TPPA Gallery Collection Book - A new "first" at the 2014 TPPA Summer Roundup in Kerrville this year will be a Gallery Collection Book that will include winning images from the print competition. Those who place their orders before the end of the seminar will receive a discount and your book will be mailed directly to you. The TPPA Gallery Collection Book is the perfect addition to your portfolio and a useful sales aid for your studio. As an added bonus, a book has also been published from the 2013 competition and will also be available for order at Kerrville. For more information, ask at the registration desk.



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