

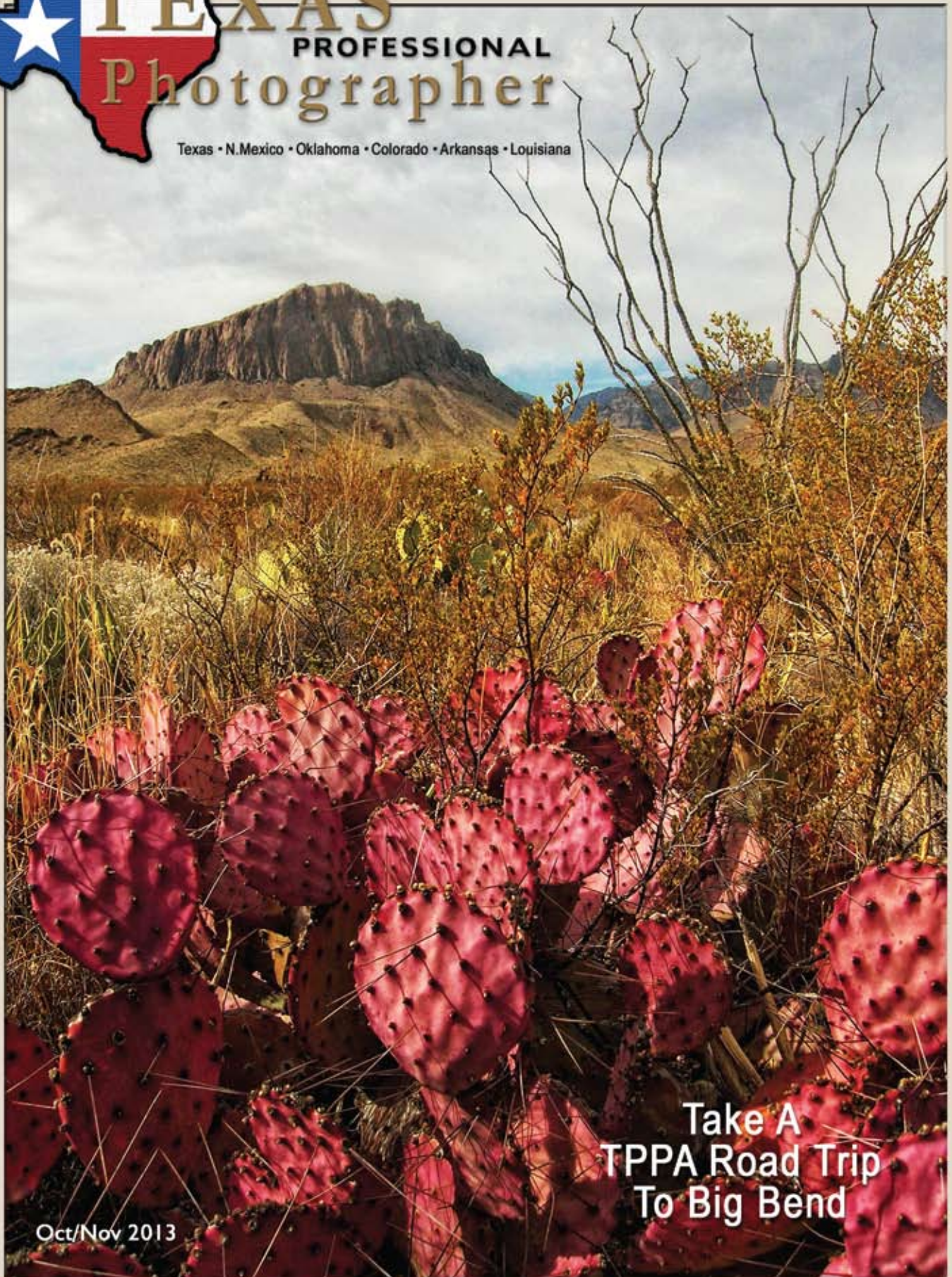


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To Big Bend

Oct/Nov 2013



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## COVER PHOTO

The cover photo was taken by Mike Marvins on one of his yearly trips to Big Bend. He photographed the Big Bend Purple Tinged Prickly Pear cactus with a D70. The image is now in three museum collections and is featured in his book, "Texas' Big Bend." To join Mike on one of his TPPA Road Trips, read the article on page 10.

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## CALENDAR OF EVENTS

- October 19-20, 2013** TPPA Fall Focus Workshop  
Arlington, TX
- November 7-10, 2013** TPPA Road Trip  
Texas Hill Country
- January 12-18, 2014** TPPA Road Trip  
Big Bend
- March 14-17, 2014** SWPPA Regional Convention  
Arlington, TX
- April 27 - May 2, 2014** Texas School  
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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](http://www.tppa.org)



## PRESIDENT'S MESSAGE

Judy Dumas, President TPPA



## What an Incredible Year!

This will be my final President's Message to you before turning over the reins to Mark McCall in January. It has been a busy and exciting year with our association facing the same challenges as the entire industry and the officers and staff of Texas PPA have worked overtime to make this association number one in the nation.

However, there are still some exciting events to come before the end of this year. The first event will be the TPPA Fall Focus Workshop in Arlington, Texas, in October. This will be a two-day workshop featuring Photoshop expert Suzette Allen. On day-one of the workshop, she will introduce you to the exciting new world of Hybrid Photography and will continue on day-two with an informative program on Photoshop. At the same time as Suzette's workshops, there will also be several "hands-on" studio setups courtesy of Larson Enterprises and Virtual Backgrounds. There will even be a Swap Shop where you can buy, sell or trade equipment with other photographers!

Working with such a talented and dedicated group of officers and staff members has been a truly rewarding experience for me. Few people realize how much work goes on behind the scenes to make everything happen throughout the year. Our association continues to set the standards for the rest of the nation with the largest affiliate school in the nation, a great magazine, and other events throughout the year. Then, we've added even more "member benefits" this year including "member perks" and the "TPPA Road Trips." Information on all of this and more is in this publication.

Being a member of Texas PPA throughout the years has been essential to my own business. The knowledge I've gained throughout the years and the fellowship with others who share a common interest has been invaluable to me as a professional photographer. Yes, our profession is changing. But you can be assured that Texas PPA is there for its members every step of the way and the dedicated staff of this association work harder for you than ever before in our history.

The officers of your association have a keen eye on the future and take a proactive instead of a reactive approach to the future and are dedicated to keeping members informed on the changes taking place in professional photography so you'll be prepared for what is ahead. However, none of this would be possible without our staff members. Don Dickson and his trustees produce the biggest and best affiliate school in the country. Doug Box, our Executive Director, oversees the day-to-day business of the association and Bill Hedrick keeps everyone informed with our award-winning magazine.

If I could challenge each of you to do something special in the coming year, it would be to "get involved" and to take advantage of everything that Texas PPA has to offer. After all, this association exists for you, the member.

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.



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**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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Hands-On  
Studio Setups

ARLINGTON SHERATON HOTEL  
October 19-20, 2013

Photo Equipment  
Swap Shop

## Hybrid Photography & Photoshop Workshops Hands-On Studio Setups with Models Equipment Swap Shop

All of this and more awaits you at the Sheraton Hotel in Arlington, October 19-20, 2013. The Texas Professional Photographers Association has put together an impressive weekend event to introduce you to the latest trends and technology that are sweeping the industry. There will be two workshops, one on Saturday and the other on Sunday, featuring Suzette Allen, one of the top Photoshop instructors in the nation.

Along with Suzette's workshops, there will be indoor and outdoor "hands-on" studio setups courtesy of Larson, Virtual Backgrounds, and the officers of Texas PPA. Choose which day you want to attend or attend both days and save!

Experienced Photoshop users are quite familiar with Suzette Allen. As one of the top Photoshop instructors in the nation, Suzette is a frequent instructor at the Texas School of Professional Photography. Over the years, she has helped thousands of professional photographers with Photoshop techniques that save time and make money. In October, Suzette offers her Photoshop expertise plus something altogether new... "Hybrid Photography."

**Saturday, October 19 (9 am to 4 pm)**  
**"HYBRID Photo/Video DAY"**

Sponsored by Lumix

Hybrid, the combining of stills, video, and audio is turning heads everywhere and people are taking notice! Suzette will share the simple techniques that you can implement now and will demonstrate how to use hybrid templates to get you noticed. She'll show you what to shoot, how to record it, and how to maximize motion for impact. You'll learn what tools are needed and not needed to give your eProducts a professional look.



Once you've managed to capture some Video+Stills+Audio, Suzette will show how to put it all together for a finished product with impact that you can easily sell to your clients. "All this new terminology and tech doesn't need to be overwhelming," says Suzette. "You can start embracing it at any level and enjoy the process of learning and creating now."

**Saturday, October 19 (9 am to 4 pm)**  
**"Hands-On Studio Setups"**

Sponsored by Larson & Virtual Backgrounds

At the same time as Suzette's program on Saturday, the officers of Texas PPA have teamed up with Larson and Virtual Backgrounds to offer some actual "hands-on" experience with the latest equipment and technology. There will be multiple setups available for you to try out and experts on hand to assist you. Discover for yourself how cool it can be to work in a modern studio with live models! How cool is that?!

**Sunday, October 20 (9 am to 4 pm)**  
**"PHOTOSHOP Creativity DAY"**

Photoshop is an essential part of our profession and Suzette Allen has a way of unraveling the cold, hard side of Photoshop to reveal the soft, warm glow that comes from understanding how Photoshop can work FOR you and not AGAINST you. This platform presentation will include a full set of notes so you won't have to decipher your own scribbles later. Even intermediate users will discover tons of great tips to save time so you can spend less time at the computer and more time taking pictures.

After lunch, Suzette takes it up a notch with some serious efficiency and automation tips to help you save even more time! She'll help you get into high gear with actions, super shortcuts, and new Photoshop technology



that can cut your time in half! You'll even learn some Hybrid video editing. Suzette is a whiz at making sense out of Photoshop and will help you tackle Photoshop with confidence, opening up a whole new market for professional photographers.

**Sunday, October 20 (9 am to 4 pm)**

**"Hands-On Studio Setups"**

*Sponsored by Larson & Virtual Backgrounds*

If you missed it on Saturday, you'll have another opportunity to get some "hands-on" experience with the latest technology, courtesy of Larson, Virtual Backgrounds, and the Texas PPA officers. There will be multiple setups available for you to try out and experts on hand to assist you. It's a great learning experience and you'll not want to miss a minute of it.

**Saturday, October 19 (7 pm to 9 pm)**

**Equipment Swap Shop**

*Your Own Flea Market!*

Do you have some equipment you want to sell or trade? Are you looking for a good deal on some particular item? Do you love flea markets? If the answer is "yes," plan to gather up those items and attend the Equipment Swap Shop on Saturday evening from 7 to 9.

This event is FREE for those who are registered for the seminar. If you are not a member of Texas PPA, don't worry! Your "non-member" rate will include membership in Texas PPA for the rest of this year. You will receive all of the benefits of other Texas PPA members, including an issue of this magazine. So, bring all of that equipment that has been gathering dust and set up your own "booth." Tables and space will be provided on a "first-come" basis, so be there early!

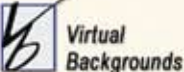
## Schedule of Events

### Saturday, October 19

9:00 am - Noon.....	<b>HYBRID Photo/Video</b> - Suzette Allen <i>sponsored by Lumix/Panasonic</i>
9:00 am - Noon.....	<b>Hands-On Studio Setups</b> <i>sponsored by Larson and Virtual Backgrounds</i>
Noon - 1:30 pm.....	<b>Lunch (on your own)</b>
1:30 pm - 4:00 pm.....	<b>HYBRID Photo/Video</b> - (continues) <i>sponsored by Lumix/Panasonic</i>
1:30 pm - 4:00 pm.....	<b>Hands-On Studio Setups</b> - (continues) <i>sponsored by Larson and Virtual Backgrounds</i>
7:00 pm - 9:00 pm.....	<b>Swap Shop</b> - table space is "first come"

### Sunday, October 20

9:00 am - Noon.....	<b>Photoshop Creative Day</b> - Suzette Allen <i>sponsored by Lumix/Panasonic</i>
9:00 am - Noon.....	<b>Hands-On Studio Setups</b> <i>sponsored by Larson and Virtual Backgrounds</i>
Noon - 1:30 pm.....	<b>Lunch (on your own)</b>
1:30 pm - 4:00 pm.....	<b>Photoshop Creative Day</b> - (continues) <i>sponsored by Lumix/Panasonic</i>
1:30 pm - 4:00 pm.....	<b>Hands-On Studio Setups</b> - (continues) <i>sponsored by Larson and Virtual Backgrounds</i>
4:00 pm.....	<b>Workshop Ends</b> - Have a Safe Trip Home



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# TPPA Road Trip

## Texas Hill Country & Big Bend

November 7-10, 2013 and January 12-18, 2014

Your  
Host

Mike Marvins



How would you like to join some fellow photographers on an exciting journey and photograph some amazing sites in the Lone Star State? If so, the TPPA Road Trip is your chance to do this and more. In fact, there are currently two great Road Trips scheduled in November and January and both are hosted by our own Mike Marvins.

**Texas Hill Country** - In November, join Mike Marvins and Allan Montgomery as they show you a part of the Texas Hill Country you've never seen before. The fall jewel of the Texas Hill Country is Lost Maples State Park, less than an hour from Kerrville. The crystal clear Sabinal River winds its way through white limestone cliffs and stands of Bigtooth Maple and Oak. The photographic possibilities are endless. You'll be there for sunrise and the soft morning light.



*The Texas Hill Country in the fall is a spectacular event. Unlike summertime, the fall of the year is mild and the colors are breathtaking.*

From there, you'll travel south toward the turquoise Frio River and beyond to some special places they've discovered. A catered meal will be served while everyone shows and discusses images. The next morning will take the group in a new direction photographing everything from the fall color to macro and portraits to some moving water and river photography. If the night is clear, you might even photograph the night sky.

For decades, TPPA members have traveled to Kerrville in the summertime but not everyone has experienced the Texas Hill Country in the fall of the year with its breathtaking colors. Unlike mid-summer, the fall weather is mild and, with

the summer tourists gone, you'll experience another side of that part of Texas that will make you want to come back for more.

TPPA members receive a 10% discount off the \$250 price for this workshop but the deadline to register is October 15, 2013.

**Big Bend** - In January, Mike and Alan will be your guides to some of the most magnificent scenery in the United States. The weather is mild with cobalt blue skies and January is "fall" in Big Bend.

*Big Bend is a 350,000 acre wonderland with some of the best scenery in the United States.*

Even if you've been to Big Bend before, chances are that you've still not seen some of the "hidden" places where Mike and Alan will take you on this exciting journey. They know the right times of the day and night to get the best shots in this 350,000 acre wonderland. The accommodations are nice and the Ranger prepared meals are great but there is a limit of 18 photographers to attend this workshop.

As an added treat, Photoshop expert Nick Quinn will be on hand to assist attendees with final touches to their images. It's a workshop AND a spectacular adventure!

TPPA members receive a 10% discount off the \$950 price for this event and the deadline to register is October 31, 2013. To see more images and more information on both of these Road Trips, check out the "workshop" tab at [www.woodallen.com](http://www.woodallen.com).



Texas Professional Photographer

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## Right-of-Passage Photography

by  
William Hodge, CPP

*William Hodge uses the Virtual Backgrounds system for nearly all of his studio work because of the versatility it offers.*

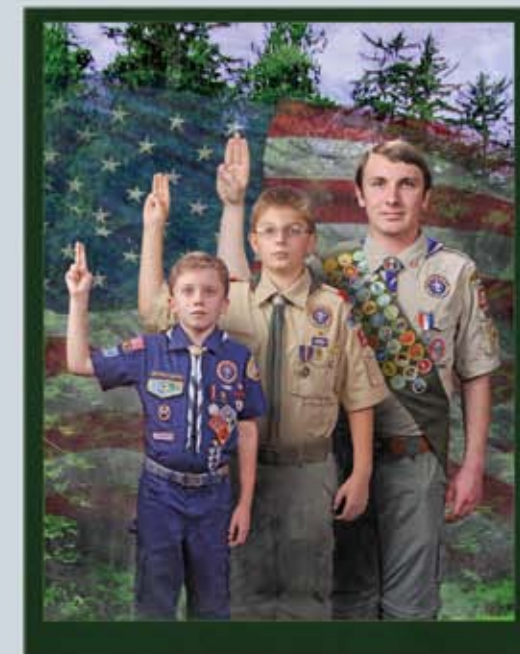


Right-of-Passage photography can be quite lucrative and is the “bread and butter” of our studio. One of my favorite types of rites-of-passage promotions is photographing Eagle Scouts. In my area of Southern California, there are four councils with approximately 1,560 Boy Scouts who achieve the rank of Eagle each year. That means 1,560 opportunities to create a portrait and to make money.

Scouting contributes to the community and to the country and the values taught to scouts are a positive force in our society. Many of our U.S. Presidents were, in fact, Eagle Scouts. So, if you believe in the Scouting movement, why not make it a part of your business model?

While many studios actively pursue the high school senior market, very few photographers stop to consider Scouting. For 15 days each year, we create portraits for Eagle Scouts. Each of the four Scout Councils we work with exhibits an Eagle Scout Honor Wall (in some cases, they build it, and in other cases, we donate it). Each Honor Wall displays between 200 and 500 Eagle Scout portraits, either 4x6 or 5x7 images.

Each Eagle Scout is offered a complimentary exhibit portrait on this wall.



As each portrait is eventually cycled off the wall, it is returned to us for our archives. Prior to each session, the Eagle Scout's family is given the opportunity of purchasing their portraits before we create the wall display. We offer each family a collection of prints that are discounted from our regular studio prices and these offers are made before the Scout sits in front of the camera.

In addition to the Scout's portrait, we also offer sessions for the Scout and his family throughout the year in regular studio portrait sessions. There is no discount on these portraits but we do waive the \$45 creation fee if they are an Eagle Scout. We also offer “live editing” while the customer is still in the studio, all of which is shown on a 42 inch plasma TV.

Almost all of my work is created with the Virtual Background system, even when I'm creating composites, and it is a crucial component in the studio. With the ability to introduce environmental backgrounds and to change the density, brightness, focus, or size of the background, I have a whole new world of environments.

The benefits to right-of-passage photography are numerous. It builds relationships in the community, builds your customer base, creates a value-laden transaction for you and the client, and produces secondary and tertiary transactions in and out of the studio.



Eagle Scout Honor Wall

One of the best ways to break into right-of-passage photography with Scouting is to volunteer in your community. If you are already a volunteer, you know whether or not there is an Eagle Scout Honor Wall in your council. If there isn't one, start asking questions. If you are not a Scouter, it might be a bit more difficult.

You'll need to ask questions and begin the process of discovering the hierarchy of Scouting, the nomenclature of Scouting, and then discover who can help you to create an Honor Wall.

As for me, creating portraits of “America's Future Leaders” satisfies several important needs. It creates value-laden transactions for which I can be proud, it keeps my studio profitable, and it furthers the mission of Scouting and all that it has given to my community and to my country.

Every portrait studio and every portrait photographer needs some sort of “bread and butter” business to live and to thrive. Creating portraits of “America's Future Leaders” is a great way to make a significant contribution to your community and to your studio's bottom line.



# Bare Bulb It

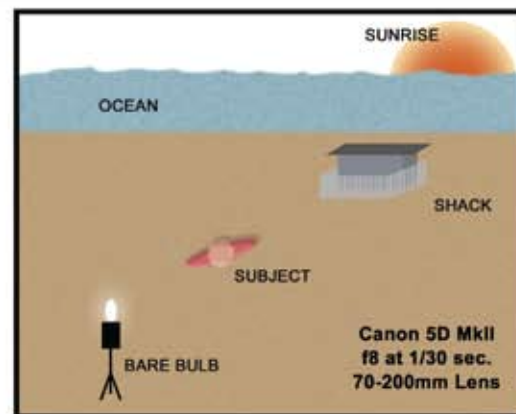
by  
Gregory Daniel, M.Photog. CR., F-ASP



It seems like 100 years ago when I was fortunate enough to take Don Blair's class. He was a brilliant instructor, mentor and master of light. I remember so many wonderful nuggets of information from his class. He shared his knowledge so freely and quickly filled my toolbox with skills I use daily. I think of Don often along with many of the other dedicated instructors who are responsible for my toolbox.

Don was constantly ready to shoot images and was on the lookout for every opportunity to make magic. Inspired by a small mound outside our hotel room and the beautiful sunrise each day, Don insisted Lesa and I model for him at the break of dawn and assured the entire class they would not be disappointed in the adventure. Of course we all agreed and were eager to see how he was going

to pull off such a difficult lighting situation. True to his word, this adventure proved to be a lesson I have pulled from many times. He posed us atop a small mound and stepped into the dark side aiming his Hasselblad camera into the rising sun.



Don pointed out that the strong backlight would create a lovely kiss of light around us giving us visual separation from the background. I thought that appeared a bit strange and could only imagine the camera recording a silhouette. We all questioned how could you get enough light on the subject so the shadows would not be extreme. Don reached into his bag and pulled out a Lumedyne strobe and proceeded to pull off the reflector (who knew that thing was removable), and described the "Bare Bulb" sweet light. Explaining how the bulbs power released from the sides so the bulb side should face the subject. Placing the bulb in this direction would create a large wall of light illuminating with a sweet spread dancing throughout the scene and not tunneling directly on the subject. Shadows would be softer and the lighting will look more natural. He placed the strobe 10 feet away, about 60 degrees off camera axis setting the power to 100 ws. Using his light meter set on flash he measured the light to read f-8 with ISO 400 (now ISO). Now he said it all pivots from the f-8. We must now find out which shutter speed will give us a natural looking sky with f-8 locked in place. On this day, 30th of second was perfect although a tripod was required to hold the camera steady. For extra measure he locked the mirror up to reduce any camera vibration during the exposure.

The example I am sharing was created for a lovely client that commissioned us to design a portrait showing her daughter's personality and interests. She loves being a lifeguard while still in college. You can see the lifeguard shack where meetings are held each morning. As we arrived on location early in the morning I immediately thought of Don's Bare Bulb lesson from many years ago and confidently reached into my toolbox to create this lovely treasure.

I am continually amazed and thankful to all my past mentors that helped me fill my toolbox full of valuable photographic knowledge. All the hours I spent studying with dedicated individuals willing to give their time and share priceless nuggets of information pay off daily. Thanks to Professional Photographers of America, all the Affiliates and instructors for continually striving to provide quality education to each and everyone who is willing to partake.

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# Super! Incredible! Coming Soon!



## 2014

### 39th Annual Texas School April 27 - May 2, 2014

by  
Don Dickson

The 2014 Texas School of Professional Photography will once again be held at the Intercontinental Hotel and Conference Center in Addison, Texas. Classes will be held April 27 through May 2, 2014. Over 1,000 photographers attend Texas School and we look forward to another great year in 2014. The hotel, located north of Dallas, just off the North Dallas Toll Road, is the setting for this event.

The 523 room Intercontinental Hotel has agreed to a room rate of only \$116, so more people will be able to stay at the host hotel. More information is available on the Texas School website at [www.texasschool.org](http://www.texasschool.org). You might want to go ahead and book your room because they will sell out fast.

Online registration for the 2014 Texas School begins at 11pm on January 3, 2014. Last year the first class booked in only 3 seconds with several others within 2 minutes! 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. In addition, we are going to repeat the Big Texas Shootout where every student will be able to practice what you have learned in class and compete for over \$5000 in prizes and cash.

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. So, mark your calendar now for April 27 - May 2, 2014, and come and see what the "Texas School Experience" is all about.

## 2014 Texas School Instructors

Suzette Allen & Jon Yoshinaga  
Jon Allyn  
Ross Benton  
Doug Box  
William Branson III  
Carl Caylor  
Tony Corbell  
Bry Cox  
Jim Cunningham  
Gregory & Lesa Daniel  
David & Luke Edmonson  
Kay Eskridge

Robert & Leslie Faust  
Mary Fisk-Taylor & Jamie Hayes  
Hanson Fong  
Mike Fulton & Cody Clinton  
Joel Grimes  
John Hartman  
Elizabeth & Trey Homan  
Julie Klaasmeyer  
Laurie Klein  
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Don MacGregor

Gary & Kathy Meek  
Garrett & Joy Nudd  
Larry Peters & Brian Killian  
Ralph Romaguera  
Robert Seat  
Richard Sturdevant  
Nick Tsakiris  
Tim Walden & Audrey Wancket  
Woody Walters  
Billy Welliver & Mitch Daniels  
John Wilson  
Julia Woods

(More classes to be announced)

## Scholarships Available for Texas School of Professional Photography

Each year the Texas Professional Photographers Association grants a number of scholarships to the Texas School of Professional Photography to be held at the Intercontinental Hotel and Conference Center in Addison, Texas. These scholarships are available to newcomers to the profession as well as photographers who have been in photography for several years and meet certain requirements. You may qualify!

Two types of scholarships are available. The first is a classroom scholarship that pays the week's tuition to a class. To be eligible for this scholarship, you must be a member of TPPA by July 1, 2013, and you must renew your 2014 membership prior to attending the 2014 Texas School. In addition, you must not have received a Texas School scholarship during the previous ten years. Also, you must not have been in photography for more than five years, or if you have been in photography for more than five years, you must have earned a minimum of 20 Fellowship Points from TPPA. The final requirement is that only one application per studio or firm will be accepted.

The second type of scholarship is a "Wrangler Scholarship." To be eligible, you must have attended the Texas School in the past, willing to work, able to get along well with people, able to take directions well, must have a car, must have satisfactory computer skills, and must be available by 9:00 a.m. on April 27, 2014.

If you want to be a part of a very elite, fabulous, hard working group of people who are a very important part of the success of Texas School, and would like to be considered as a wrangler, then apply online today at [www.texasschool.org](http://www.texasschool.org) or scan this code to obtain a Texas School Scholarship or Texas School Wrangler application.



If you have any questions, ask any of the trustees, talk to someone who has been a wrangler in the past, or contact Cindy Romaguera, at 504-799-9729 or email her at [Cindy@Romaguera.com](mailto:Cindy@Romaguera.com). Remember, a Wrangler Scholarship is a "working scholarship." When you are a wrangler, you get very close to your instructor, classmates, other wranglers, and the Texas School.

Sign up now and check the website and this magazine for further Texas School updates.



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## Modifying Available Light For Incredible Outdoor Images

by  
Doug Box



If we are lucky, the available light that we encounter in a scene we want to photograph will be perfect as is. As you might suspect, though, that is often not the case. Sometimes the light is too hard and has too much contrast to produce flattering results. Sometimes it is coming from the wrong direction. Fortunately, there are a host of easy-to-use modifiers that we can use to harness light and to achieve the lighting effects we desire.

**Translucent Scrims** - A translucent scrim is a device placed in front of a light source to diffuse the light and to reduce its intensity. There are a variety of scrims available on the market and each has a frame that supports a diffusion material. The diffusion materials available allow you to cut light

intensity from 1/4 to a full f-stop or more. Some photographers prefer to use an open scrim... a modifier with a frame on only three sides so that the scrim's frame does not cast a shadow when it is positioned in front of the light source. I've even constructed my own translucent scrim using a frame of 3/4 inch PVC pipe. However, I prefer using scrims from the FJ Westcott line. The frames can be used with diffusion or reflective panels that are offered by the company.



A translucent scrim is a device placed in front of a light source to diffuse the light and to reduce its intensity. A 72x72 inch F.J. Westcott Scrim Jim was used to soften the light. The scrim acted much as a cloud in a sunny sky, diffusing and softening the light. Exposure was f5.6 at 1/640, ISO 200.



**Reflectors** - Reflectors are used to bounce light onto the subject or scene. They are available in different sizes and with various surfaces that can be used to intentionally affect the color of the light, making it warmer or cooler.

I use reflectors in many ways... to fill in the shadow side of a subject, as a main light, as a kicker light or rim light, set opposite the main light to add roundness or to create tonal separation, to illuminate the background and more.

Typically, I use either a 32 inch round pop-up reflector or a 42 inch Scrim Jim with a reflective panel. However, almost any material with a reflective



In the top image of the bride, there is more light on her dress than on her face because of the position of the available light. Also, the skin tone has a green cast because of the light filtering through the trees. In the bottom image, a soft silver reflector was used to bounce light into the face, improving the skin tone as well.



surface can be used as a reflector. A pop-up or folding windshield shade made of silver Mylar is a perfect emergency reflector. Covering a piece of cardboard with aluminum foil will work when you're in a bind as well. When doing commercial or product photography, I often use small pieces of foil or Plexiglas mirrors to light a small, dark image area. At a wedding, I once used a white tablecloth to reflect light onto the shadow side of a bride's face.

In many scenarios, a flash in a small softbox will work just as well as the bounced light from a reflector... maybe better... but this article is about learning to use light that is available.

**Black Flats** - A black flat is a light modifier used to stop light from striking a subject from a certain direction. Also called a "black flag" or "black reflector," these units are used in a subtractive lighting approach.

In this sample, I used two black Westcott pop-up reflectors, with a Westcott stand and Magic Arm kit. I sometimes use a Westcott Scrim Jim with the black cloth or a Larson black folding umbrella, a 3x6 foot black flat made with PVC and black material. Black flats can allow you to control the direction of light, even in the middle of a field.



*In the top image, the light was coming from all directions, especially from the top. This made the subject's face appear wider. Also, the hair was overlit and the light created dark shadows under the eyes, nose, and chin. In the next image, the black flat was introduced and the light came from the camera right. The bottom image shows a Westcott Magic Arm kit with an extra popup flat.*



*Look what a difference an overhead block can make! It's a great investment for around \$49.*

**Overhead Block** - A photographer once asked me for help in solving a problem she was having with overhead light whenever she photographed in an open area. The light seemed to come from everywhere and her subjects were all rendered with over lit, blown-out highlights in their hair and had dark, unflattering shadows on their faces. I offered a number of solutions: shoot on a porch, add off-camera flash, use a black flat, move the subject under some tree branches. "Too much trouble," was her reply.


My feeling is that, as a professional, making your subject look great should never be "too much trouble." However, her statement got me to thinking. I needed a solution that was simple, inexpensive, and fast. That weekend, I stumbled across an advertisement for a pop-up canopy in my Sunday newspaper. I bought one for \$49 at Academy. It sets up quickly (after a trial run), is stable in a light wind, and it works great.

There are a variety of tools available to the professional photographer who wants to make his or her subjects look their very best. Knowing which tool to use in a particular situation requires a bit of experimentation and study. But the proper use of these tools can set you apart from others who still try to do things the "easy" way or who don't understand basic lighting technique.

*This article and more can be found in Doug's book, "Available Light Photography" published by Amherst Media.*





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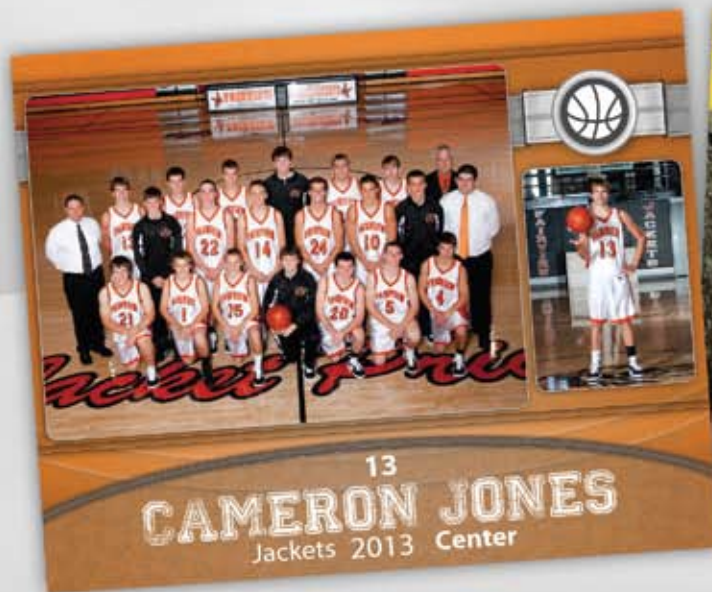
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Jon Sienkiewicz

# REVIEW:

## Tamron SP 24-70mm

F/2.8 Di VC USD (model A007)

The world's only full-frame F/2.8 standard zoom with image stabilization (VC).



Have you ever wondered if it's possible to build a perfect lens? A lens that delivers extreme sharpness and beautiful out-of-focus effects when you want them? High speed responsiveness and a large, constant aperture throughout the entire zoom range? Fast and quiet autofocus and potent image stabilization? Then you've been dreaming about the Tamron 24-70mm f2.8 zoom. It's the perfect combination of features that professional photographers appreciate.

The SP 24-70mm F/2.8 Di VC USD (model A007) is designed for full-frame digital SLRs but is equally at home on cameras equipped with smaller sensors. It's truly a "photographer's lens" that embodies all of Tamron's technological innovation. It's part of the SP (Super Performance) series. It delivers superior edge-to-edge sharpness across the entire frame. The optical design includes three LD (Low Dispersion) and two XR (Extra Refractive Index) lens elements which work in harmony to reduce virtually every type of distortion and optical aberration. Images are tack-sharp and crisp, time after time.

Operation is quick and sure. Camera shake is effectively neutralized by Tamron's exclusive VC (Vibration Compensation) system, and this lens is the only one of its kind to feature image stabilization. Camera movement is the leading cause of spoiled shots—VC allows you to shoot handheld at shutter speeds slower than you ever thought possible. Think of it as a ticket to the world of expressive, natural-looking available light photography.

The USD (Ultrasonic Silent Drive) motor provides fast and quiet autofocus so there is never an excuse for missing the action. While useful and important when shooting stills, the speed and silence become doubly desirable when recording video with your DSLR.

The advantages of the constant f2.8 aperture are obvious: more brightness for focusing, better low-light performance and greater control over depth-of-field. But there's an important creative advantage, too. Thanks to the circular diaphragm construction and large f2.8 aperture, the Tamron 24-70mm zoom produces beautiful out-of-focus effects while the class-leading high resolution provides clean sharpness of the in-focus area.

Because it reliably and consistently delivers superb image quality, the Tamron 24-70mm f2.8 is the go-to lens for wedding photography, corporate portraits, photojournalism and events, especially for photographers who use full-frame DSLRs.

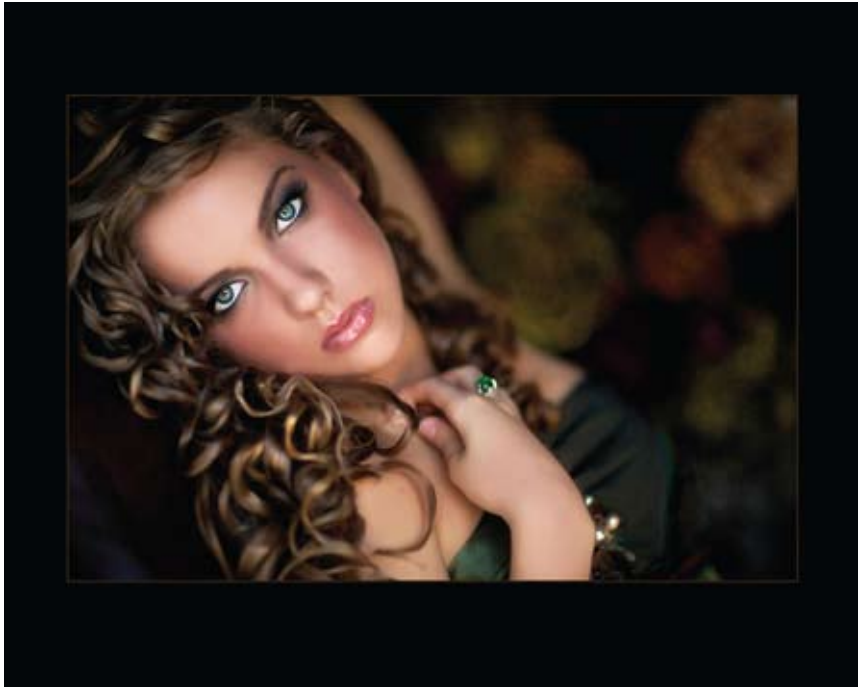
Tamron SP 24-70mm F/2.8 Di VC USD available for Canon and Nikon full-frame and APS-C DSLRs (*Sony mount coming soon*).





# A Winner of the TPPA First-Time Trophy Shares The Making of “The Temptation”

by  
Brooke Kasper



**Camera:** Canon 5D Mark III  
**Lens:** Canon EF 85mm 1.2  
**F-stop:** 1.2  
**Shutter:** 1/400  
**ISO:** 100  
**Main Light:** Window Light)  
**Fill Light:** Reflector bouncing light into her eyes

I was a fine art major in college at the University of Oklahoma on a full-ride scholarship for winning first place in a tri-state contest in high school for my fine art portfolio. Thanks to my parents, I’ve been involved in art one way or another my entire life, starting with fine art painting and photography in my 20’s, graphic art in my 30’s, and an Interior Designer in my 40’s.

In 2004, my mother died suddenly after spending 16 days in the ICU. One month later, my father was diagnosed with cancer and ended up fighting for his life and survived 89 days in the ICU. That is when I had a long heart to heart search with what to do with my life.

During those 89 days when my father was in the ICU, my camera was my therapy and, for a couple of hours here and there, I took pictures of whatever I saw of interest. It was my camera that made my own heart start beating again! I could tell my story again. It was at that point that I realized that photography was my main love in life. It was the only thing that kept me going.

Photographing people is my passion and I am captivated, fascinated, and obsessed with their eyes. As we all know, “eyes are the window to the soul” and eyes tell me stories that are so incredibly deep. They show passion that poets cannot write about.

In making “The Temptation,” I wanted to create an intense image that showed “envy.” There is a tremendous amount of envy in this world and I asked one of my “senior” clients to model for me so that I could re-create this feeling. The session began with pin-rolling her hair the night before to doing her makeup the next day (I have a thing for curls). I found green taffeta and jewelry that I already



Diagram showing the setup for “The Temptation” using open light from a garage door and a reflector.

had in my home and wrapped it around her to mimic a dress. My focus again was to be directed to her eyes so that I could tell the story. The green color harmony in the image was to set the mood for her incredible green tempting eyes of “envy.”

This image was actually made in my garage which faces north. There were no fancy lights or equipment, just the available light from the open garage door.

An assistant held a black foam core board over the subject’s head to block out overhead light. A single reflector was used to bounce light back into her eyes to give the portrait a dramatic feel. I did not use a hair light or background separation light because I wanted the intensity of her eyes to be the primary focus of the image. The camera’s aperture was set “wide open” to completely direct the viewer to the eyes so that everything else falls off.

It took me about 30 minutes to get this young, beautiful, happy, giggly young lady to “feel” what I was wanting to capture. I told her stories and talked her into this “emotion.” However, when the session was completed and I viewed the images, “Envy” wasn’t what I was seeing at all. It was “Temptation.” It is up to the viewer to determine if she is being tempted or if she is the tempter. But the finished image reminded me of the story of the Garden of Eden and the serpent. So, I titled the image “The Temptation.”



“The Temptation” by Brooke Kasper won the trophy for Best First Time Entry at the TPPA Summer Roundup in Kerrville, Texas. Brooke has a home studio in Plano, Texas.

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by Bill Hedrick

## Stephen Baethge and The Living History Farm



**Living History Farm  
Stonewall, Texas**



*Park Ranger Stephen Baethge spends his days doing countless chores at the Living History Farm.*

Stephen Baethge might not fit the image you might have of a typical park ranger. He doesn't wear a "Smoky the Bear" hat or drive around in a shiny, new, air-conditioned pickup. In fact, you'll usually find Stephen wearing a straw hat and doing one of the countless chores that farmers did a century ago in the Texas Hill Country.

The Living History Farm is located just east of Stonewall, Texas, at the entrance of the LBJ Ranch and is one of only three

plowing the field. There is no air conditioning, no refrigeration, and no electricity. Chickens run free and hogs seek out a cool puddle of mud to escape the harsh Texas sun. That's the way life was a hundred years ago in the Texas Hill Country.



*The barn was built in 1915 by the Beckmann family after a good cotton crop that year.*

Stephen Baethge has been with the Living History Farm for a nearly nine years now. Growing up in a farming family himself, Stephen is no stranger to this kind of work. "I watched my parents and grandparents doing many of the things that we do here at the farm on a daily basis," he says. "As a child, I cared for animals, milked cows, and assisted with gardening chores. I really wanted to work at this job because of my experiences on our family farm and the stories I had

living history sites in the Texas Parks and Wildlife Department repertoire. Park interpreters wear period clothing and illustrate life as it was for many of the German families who immigrated to central Texas in the 19th century.

Johann and Christine Sauer, along with their four children, settled this very farm in 1869. With a lot of hard work and determination, the Sauer family farm prospered and they eventually had ten children. One of them, Augusta Sauer Lindig, served as a midwife at the birth of President Lyndon Johnson.

In 1900, Emil and Emma Beckmann acquired the property and a good cotton crop in 1915 allowed them to build a new barn, to add a frame room onto the old rock structure, and to construct porches connecting to a Victorian house covered with fashionable pressed tin. In 1966, Edna Beckmann Hightower sold the farm to the Texas Parks and Wildlife Department and, after some extensive restoration work, the Sauer-Beckmann Living History Farm was opened to the public in 1975. By the way, there is no admission charge, although donations are graciously accepted.

Farm chores, such as canning or butchering, are seasonal, of course. However, caring for the animals, milking, slopping the hogs, gathering eggs, cleaning and cooking, must be done on a daily basis. You might see the "family" churning butter, scrubbing floors, making home-made lye soap, or



*Park volunteer Penny Scroggins prepares meals for the "family" using the same techniques that the original settlers used over a hundred years ago.*

heard about my parents growing up in similar situations to those here at the Living History Farm."

So, it's no wonder why Stephen Baethge loves his job, even on those hot summer days when all you can do is shade your head with an old, straw hat and look forward to a cool drink of well water. But what makes his job truly rewarding is being able to pass along a little bit of the history of farm life to the many visitors who drop by from time to time.

Stephen recalls many such visits but there are a few experiences that seem to stand out among all the rest. "One time a visitor from New York City wondered what chickens were," he recalls. But Stephen really enjoys the awe that you see on children's faces when he explains that there were no flush toilets on the farm and how people had to use chamber pots or an outhouse when going to the bathroom. Then, there are those questions about how they keep meat, eggs and milk from spoiling since there are no refrigerators on the farm. It is indeed a field trip worth taking by children of all ages.



*Rita Carleton, park interpreter, demonstrates her sewing skills with a pedal operated sewing machine with natural window lighting (top) while Penny Scroggins (left) checks the potbelly stove in the parlor.*

The Sauer-Beckmann Living History Farm is open all year long and the Christmas Season is a particularly fun and exciting time with the Annual LBJ Tree Lighting, an event started by President Lyndon Johnson. December 15 is the only night of the year when the farm is open to visitors and everything is lamp-lit and decorated in the traditions of that time period. You'll not be disappointed.

For more information on the Sauer-Beckmann Living History Farm, go to their website at [www.TexasStateParks.org](http://www.TexasStateParks.org) or scan this code to watch a video.



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## NEWS FROM AROUND THE STATE



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

**Austin** - Guild members received a crash course in creating winning competition images in July from Sam and Patricia Gardner. Their program, "Art, Design, and Visual Communication," was oriented toward PPA competition but guild members came away with great ideas for developing their own photographic skills for their clients. They discussed artists from the Old Masters toward the more contemporary artists and how we should look at what they've done to gain inspiration to lighting, design, and competition. Sam and Patricia gave attendees tips on various artists, the key elements to look for in their work, and how these things make a more powerful image. The meeting was held at Precision Camera and was the guild's premiere meeting. Print competition winners for July were: Tim Babiack, first place; Jake North and Bill Ledbetter, tied for second place; and Brandi Nellis, third place.

In August, the guild hosted Laura Ann and Randy Pollard from L-Ann Imaging in Victoria, Texas. The program focused on pin-up photography and what the Pollard's call "Bellezza" ("beauty" in Italian). They discussed studio setup, the demographics of women who are interested in these sessions, the types of sessions that appeal to the clients, what kinds of products are offered, and how they run a session. Of particular interest to association members was the concept of a pin-up party. Laura Ann and Randy also introduced two models who spent some time demonstrating some poses for this type of work. Winners of the August print competition were: Tim Babiack, first place; Brandi Nellis, second place; and John R. Rogers, third place.

**Brazos Valley** - Steve Kozak was the guest speaker for the August meeting of the Brazos Valley Guild with his program titled, "The Road to Success Requires 4-Wheel Drive." Steve, who has been an instructor at the Texas School of Professional Photography for the past 14 years and who is the Secretary for Texas PPA, challenged attendees to determine their own definition of success and to seek success in financial and professional aspects as well as also in our personal lives. He compared his approach to success to "off-road, 4-wheel driving." By explaining how the map and the trail guide work together, he allowed attendees to see not only how to "get from here to there," but what to expect down the trail. Winners in the monthly print competition were: Melanie Hall, first place; and Ashley Siegert, second place.

**Dallas** - In July, the Dallas Guild hosted Jerry Ghionis, four-time PPA Diamond Level Photographer of the Year and eight time winner of the WPPI Wedding Album of the Year Award at the Addison Artisan's Center. Jerry is known for his in-depth understanding of how to shoot for a large, profitable wedding album. He shared his vision, philosophy, and design process to help attendees shoot with more purpose in order to tell a complete wedding day story. He also emphasized that there is more creativity required in business than there is in photography and shared his pricing formula for better album sales with the group. Widely regarded as one of the top five wedding photographers in the world, Jerry Ghionis' theatrical and iconic images have redefined modern wedding photography. He is based in Melbourne, Australia and Beverly Hills, California, and travels frequently on international photography assignments.

In August, the Dallas Guild hosted their annual Little Red Schoolhouse at the Hangar Hotel in Fredericksburg, Texas. Headline speakers were Jay Miller, Paul Ernest, and Richard Sturdevant. The Hangar Hotel features a 1940's setting for "Pin-ups, Planes and Classy Dames."

**Heart of Texas** - In July, the Heart of Texas Guild celebrated their third annual "shoot-out" at Lake Waco. The event, organized by President Rhonda Williams, featured models ranging from a baby to a bride in the lake! After a meal of hot dogs and chips, photographers and models went to work in the many photogenic areas around the lake and camp grounds. The event attracted a good crowd including several newcomers, some of whom joined the guild. After it got too dark to take photographs, the monthly print competition was held and the winners were: Tom Sergeant, first place; Cecy Ayala, second place; and Rhonda Williams, third place.

In August, the guild met at Klassy Glass in Waco. President Rhonda Williams gave a glowing review of the Dallas PPA Little Red Schoolhouse and introduced the speaker, Steve Kozak, who encouraged all guild members to belong to Texas PPA. Then, Steve gave his presentation on

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## NEWS FROM AROUND THE STATE



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

relighting or building a fire under your photography business and how to get it into "4-wheel drive." At that same meeting, the overall winner of the July "shoot-out" was announced... Rhonda Williams. Finally, the winners of the August print competition were: Tom Sergent, first place; Rhonda Williams, second place; and Darrell Vickers, third place.

**Houston** - Members of the Houston Guild had a busy summer... attending workshops and meetings, scoring big in the International Print Competition, and bringing home the TPPA Texas Pride Trophy from Kerrville! Conner Fuller was the July speaker who shared how he created a big senior market in a small town by offering unique and fun options including shooting in the rain, in a box, and using multiple outdoor sets. By doing so, he draws seniors from as far as 150 miles away. Conner also discussed his workflow, interaction with seniors, and his marketing and pricing plans.

In August, Teri Quance delivered a program on "Greater than Ourselves" which focused on the networking opportunities we have within our own communities and the PPA. Teri encouraged everyone to define a mission statement and a business map for growth. She explained the organization

and opportunities at each PPA level (local, state, national) and helped attendees to better understand the merit system and the different levels of achievement. Baby photographers in the guild enjoyed a great workshop presented by Karen Butts. Her program, "Fine Art on a Shoestring: Creating Heirloom Newborn and Children's Portraits," presented some great tips on creating unique sets as well as the role played by colors and textures of fabrics and props in the image.

The Houston Guild is proud of members who had merit and loan images in the recent IPC. They are: Francie Baltazar-Stonestreet, Farrah Braniff, Karen Butts, Melanie Hall, Aileen Harding, Mindy Harmon, Kim Hartz, Tom Hathcock, Teri Quance, Cristie Reddahase, and Melinda Reddehase. Finally, congratulations are in order for winners of the August Print Competition Winners: Armando Chacon, first and second place in the Masters category; Karen Butts, first place in the Active category; Curley Marshall, third place in the Active category; and Francie Baltazar-Stonestreet, third place in the Active category.

**San Antonio** - In August, the San Antonio Guild welcomed Maria Bernal, a Texas based photographer since 2007 who is actively involved in PPA, Texas PPA, WPPI, and served as a past president for the Austin Guild. In her presentation, "Adding a Fine Art Line to Your Studio," Maria shared her view on art and how art should be in every studio. Being influenced by art, music, and fashion, Maria places artist into three categories: Natural, Learned, and Business artists. She explained how to expand your clientele by incorporating studio art into your everyday business. The winners of the August print competition were: Ross Benton, first place; Fonzie Munoz, second place; and Jorge Velasco, third place.

**South Plains** - The South Plains Guild hosted Melanie Hall, of Houston, as the July speaker. Melanie presented a wonderful program on "Off-Camera Flash... My Way." There were several visitors attending the program, many of whom came to hear Melanie speak. The South Plains Guild is also holding classes on CPP certification and is having an excellent response. These classes are held every other week. Finally, the guild says goodbye to long-time Executive Director, Tina Thompson, who is moving to Estes Park, Colorado. She has been a member of the South Plains Guild for over 26 years and will be missed.

**TPPA Introduces the Road Trip** - In case you haven't noticed, Texas PPA has introduced the TPPA Road Trip. In the coming months, join Mike Marvins and Allan Montgomery on two exciting adventures. The first one is to the Texas Hill Country in November and the second one is to Big Bend in January. Texas PPA members receive a special discount when attending these events. You can find more information on page 10 of this issue.

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