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

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

Printed by Complete Printing
1501 W. Panola
Carthage, TX 75633
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COMPLETE FINANCIAL INFORMATION ON TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION IS AVAILABLE TO ANY TPPA MEMBER BY CONTACTING DOUG BOX, EXECUTIVE DIRECTOR, P.O. 1120, CALDWELL, TX 77836
DOUGBOX@AOL.COM.



COVER PHOTO

The cover photo, "Double Trouble," was made by Gabriel Alonso of Fort Worth, Texas. The image was taken in the studio using a Canon 1Ds Mark2 with an 85mm f1.2 lens set at f5.6. The lighting was an Elinchrom Octa as a main and two 1'x3' strips as accent lights, one on each side, each metered for f2.8 exposure. Gabriel was one of the program speakers at the recent Texas Regional Photo Conference and has taught at the Texas School of Professional Photography.

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CALENDAR OF EVENTS

- April 28 - May 3, 2013 Texas School 2013**
Addison, TX
- June 29 - July 2, 2013 TPPA Summer Seminar**
Kerrville, TX

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

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President Judy Dumas
dumasfoto@hotmail.com
1211 Coggin Ave., Brownwood, TX 76801 (325) 646-1773

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

Treasurer Stephanie Ludlow
shuebinger@austin.rr.com
205 N. Mays, Round Rock, TX 78644 (512) 246-0063

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

Councilman-at-Large Teri Quance
teri@quancedesign.com
13101 Kathy Ln., Cypress, TX 77429 (281) 320-0443

Councilman-at-Large Margaret Bryant
mrb@bryantdogphotography.com
2760 Fairwood Ave., Carrollton, TX 75006 (972) 418-6084

Chairman of the Board Walter Eagleton
walter@eagletonphotography.com
416 S. Elm St., Ste. 101, Denton, TX 76201 (940) 891-1534

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

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

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

PPA COUNCILORS

Gabriel Alonso (Ft. Worth), Doug Box (Caldwell),
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To contact any of your PPA Councilors, you may obtain their
phone numbers from the TPPA Membership Directory
or visit our website at www.tppa.org



PRESIDENT'S MESSAGE

Judy Dumas, President TPPA



Texas PPA is Here for YOU!

It is "countdown to Texas School" time, with all the festivities and learning beginning Sunday, April 28th, and continuing through Friday, May 3rd. We have the greatest lineup of instructors ever assembled in one area. Some classes are already sold out, but some other instructors are still available at all levels. If you have never been to the Texas School of Professional Photography, you owe it to yourself to give it a try this year. You will be amazed at how wonderful the learning experience will be, how many lifelong friends you will make, and how much fun you will have. Just ask any of our alumni!!

Following Texas School, we are putting together a fun-filled Summer Roundup for you and your family. This is a great time to mix and mingle with other members and make lifelong friends. It is a chance for you to earn some awards in print competition and get great information from the speakers. As an added bonus this year, the YO Ranch Resort Hotel has actually lowered the room rate! Yes, rooms will be only \$69 this year for either single or double occupancy.

Also, if you want to get more involved, we need lots and lots of volunteers to assist with our Print Room duties. There is no better way to learn about print competition than to be a part of the crew that works behind the scenes. Contact Mark McCall (mmphotography@suddenlink.net) if you can join our valued Print Room crew. Some preliminary information is in this issue of the magazine and more to come in the near future, so be watching for it. Also, be sure to check the Texas PPA website (www.TPPA.org) for updates.

If you are not a TPPA member, we invite you to take advantage of our new "trial" membership. For only \$49, you can join TPPA for three months to see what TPPA is all about. Included in your three month trial membership is our magazine, the Texas Professional Photographer. If you are reading this, consider yourself as being "pre-qualified" for membership!

We have just completed our Texas Regional Conference and Trade Show in Arlington. This was an incredible event with a new format and tons of speakers and even a free print competition! It was designed to make it as convenient as possible for everyone to attend. We hope you had a great time and some new and exciting ideas and information to help grow your business. This conference is a perk of your membership and we hope you took full advantage of it.

As officers, we always welcome your ideas and suggestions concerning the events we plan throughout the year and I can assure you that we take that input quite seriously. So, call or email me or any of the officers or staff with your comments or concerns. The contact information is on the facing page to this message. We look forward to hearing from you so that we can work effectively for you.

Make memories,

Judy Dumas
Texas PPA President

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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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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.



Lawrence Sage Floor

Images © Nate Peterson

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What a Show!

Photo Conference '13

by
Bill Hedrick

It was an event like no other... the Texas PPA Regional Photo Conference and Trade Show in Arlington, Texas. With a lineup of 25 programs and 5 workshops, it was the most talent ever gathered in one place in Texas PPA history!

The officers of the Texas Professional Photographers Association did a complete make-over of the traditional "convention" to meet the needs of today's photographer with a new "weekend" format so that nobody would have an excuse not to attend. The lineup covered every type of photography imaginable... portrait, sports, commercial, wildlife, landscapes, fashion, Photoshop, marketing... you name it. Workshop attendees were given the opportunity for a "hands-on" experience with complete studio camera and lighting setups.

Beginning on Friday with 5 workshops, the event included a Members Choice Print Competition and a Texas-Size Trade Show, and as many as 3 programs going at one time throughout the weekend. Never before has it been so easy for so many people to attend such an event.

The Arlington Convention Center in Arlington, Texas, was the site for Photo Conference 2013 and gone were the "ball game" crowds that seemed to plague previous Fall events and is the primary reason for moving the conference to the Spring. Along with that seasonal move, there was no SWPPA Regional Print Competition, since one was just held a few months ago. Instead, everyone was welcome to participate in a "free" print competition where the winners were determined by attendees themselves. Then, there was a "free" print critique courtesy of SWPPA President, Dan McDonald, and a volunteer panel of "judges" from SWPPA. This was an exceptional treat!

Any state affiliate member of Texas, Louisiana, Arkansas, Oklahoma, New Mexico, or Colorado had the opportunity to attend this event at absolutely no charge. Non-members could purchase a "temporary" membership for only \$49 to attend and photographers from all levels were welcomed.

Of course, such an event would not be possible without the generosity of so many sponsors. American Color Imaging sponsored Pat Cahill; Bay Photo sponsored Mark Chen; BWC Lab sponsored Margaret Bryant; Canon USA sponsored Arthur Morris; Graphic Authority sponsored Charlie Mosher; Larson sponsored Sam Gardner and Patricia Mathis; LexJet sponsored Carmen Schettino; MacGroup sponsored Cris Duncan; Marathon Press sponsored Ann Monteith; Miller's Professional Imaging sponsored Cris Duncan, Gabriel Alonso, Sam Gardner and Patricia Mathis, Debi and Steve Ragland, and Joy Vertz; Nik Software sponsored Cris Duncan; Pounds Labs sponsored Nick Tsakris; Pro Photo Deals sponsored Chris Meyer; PWD Labs sponsored Emily Potts; Virtual Backgrounds sponsored Cindy Cofer; Westcott sponsored Randy Kerr; and White House Custom Colour sponsored Bruce Berg, Dan Frievall, Darton Drake, and Larry Lourcey.

The Texas Top Ten

Congratulations are in order for the "Texas Top Ten" print winners. Actually, there was a tie for the number ten spot... so we ended up with eleven trophy images. All attendees were given the opportunity to "vote" on their favorite images from the display. Each attendee selected ten favorites and the points were totalled and the winners were: Mark McCall, Melissa Jeffcoat, Derrick Waiters, Dane Miller, David Morgan, Janel Randall, Steve Bomar, Mary Cretsinger, Bruce Berg, Thomas Sergeant, and Mark Dumas.

LexJet also presented a special trophy to one of the Top Ten winning images. This beautiful crystal trophy was presented to Melissa Jeffcoat. LexJet also sponsored Carmen Schettino who taught a workshop on Friday as well as presenting another program on Saturday.

In addition to those Member Choice Trophies and the LexJet Award, program speakers and print critique volunteers were each asked to present a Distinguished Print Ribbon to their favorite print of the exhibit. Congratulations to all winners and everyone who participated in this year's competition!

A very special thanks goes out to Peter Horn for being the Official Convention Photographer and providing these images!



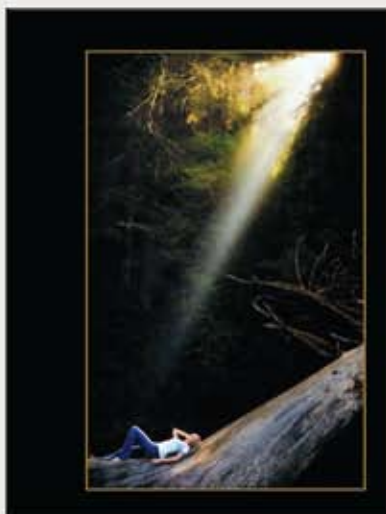
April/May 2013

Texas Trophy Gallery

Winning Images from Photo Conference '13



Texas Top Ten Winner
LexJet Trophy Winner
Melissa Jeffcoat



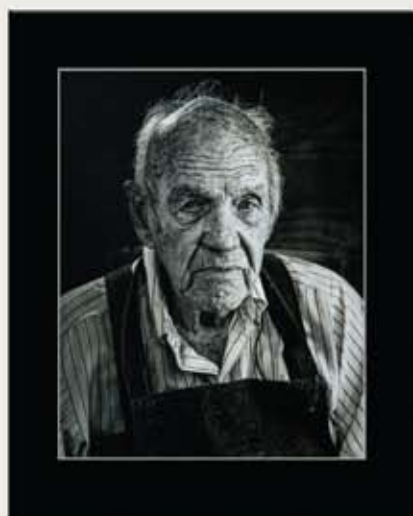
Texas Top Ten Winner
Bruce Berg



Texas Top Ten Winner
Janel Randall



Texas Top Ten Winner
Mary Cretsinger



Texas Top Ten Winner
Dane Miller



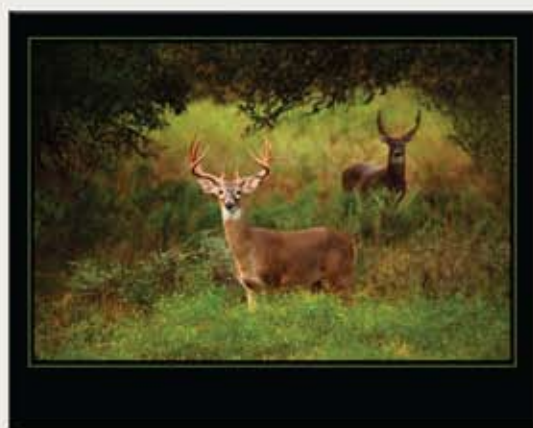
Texas Top Ten Winner
Mark McCall



Texas Top Ten Winner
Steve Bomar



Texas Top Ten Winner
Thomas Sergent



Texas Top Ten Winner
Mark Dumas



Texas Top Ten Winner
David Morgan



Texas Top Ten Winner
Derrick Waiters



A very special thanks goes out to Peter Horn for being the Official Convention Photographer and providing these images!

Another new item for this year's event was a Portfolio Review where anyone could have a "judge" give some valuable pointers on how their images could be improved and how it might have scored in a regular print judging event. Then, so that nobody would leave empty-handed, each person who entered this year's competition received a certificate for participation. In fact, the Members Choice Print Competition was so well-received that Texas PPA is considering implementing this concept for future events.

Texas-Size Trade Show

It is true that many Photo Trade Shows are getting smaller and smaller each year. However, those vendors who attended this year's event were greeted with crowds of attendees "just like the good ol' days." In addition to the vendors themselves, program speakers had their own booths set up so that they could visit with attendees and answer questions "one-on-one." Several vendors commented that it was the best Trade Show they had attended in years and they did more business than they had at much larger events around the country. With all of the positive comments, you can bet that next year's Trade Show will be even bigger and better than ever!

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Of course, one of the primary goals was to get more and more photographers involved in Texas PPA events. At this year's Photo Conference, hundreds of "new" people had a chance to "try us out" and see what Texas PPA is all about. Scores of those who signed up for the \$49 Temporary Membership have already decided to "upgrade" and become Texas PPA members for the rest of the year so they can take advantage of all our association has to offer.

What About Next Year?

The 2014 event will be held in the Spring as well and will be the SWPPA Regional event. For those who are not aware of it, TPPA and SWPPA "take turns" each year, with TPPA holding it on "odd-numbered" years and SWPPA on "even-numbered years."

The next Texas PPA event will be the Texas School of Professional Photography, April 28 through May 3, 2013, in Addison Texas. Each year this school (the largest of its kind in the nation, by the way) attracts record numbers of photographers from throughout the nation and even the world! Director, Don Dickson, and his staff prepare all year long for this incredible event and each year it sets new attendance records. Over 1,000 photographers have already signed up for this year's school and many of the classes filled on the first day of registration. Even so, there are some spots left in some classes.

The Texas School of Professional Photography is more than just a learning experience. You'll also have more fun than you can imagine! One example is the annual theme party. This year, it will be "Super Heros" (and, no, there is no truth to the rumor that this editor will show up wearing blue leotards and a red cape). For updates and class availability, go to the Texas School website: www.TexasSchool.org.

Then, be sure to make plans to attend the Texas PPA Summer Seminar, June 29 through July 2, 2013, in Kerrville, Texas. This is an experience for the entire family and photographers have been going to this unique spot in the Texas Hill Country for several decades, so plan to make it your vacation destination this summer.

The Texas Professional Photographers Association is all about learning and sharing and we have something for photographers of all levels. Just because our association is 115 years old and is the largest one of its kind in the nation, it does not mean that we aren't right on top of everything that is new and exciting. A dedicated and talented group of officers and staff members work hard to provide the very best learning experience... not to mention FUN... for anyone who wants to take that next step in photography.



Check us out at: www.TPPA.org or simply scan the code above. If you love photography, you owe it to yourself to be a part of the Texas Professional Photographers Association. So, go ahead... take the next step and see why we're number one in the nation!

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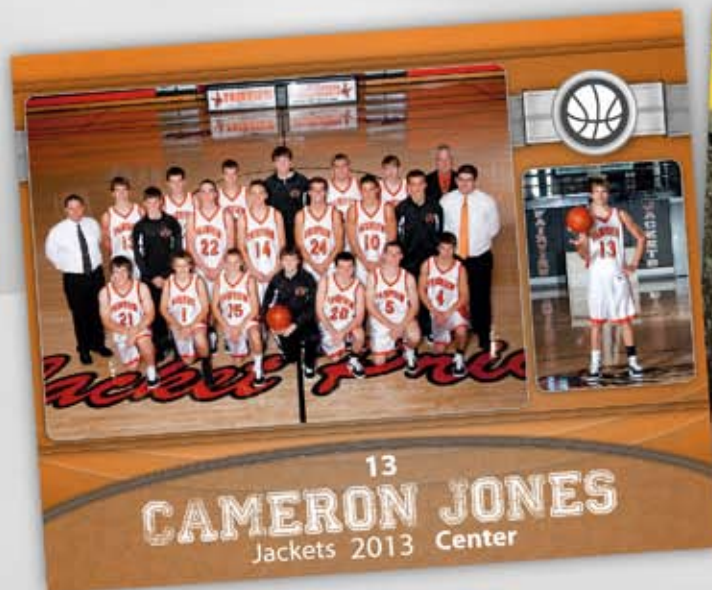
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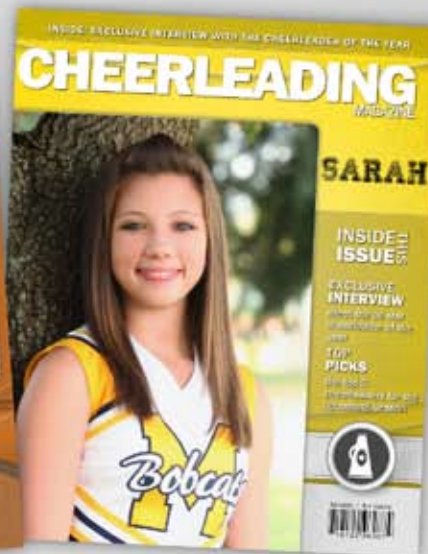
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Welcome to Kerrville



Welcome To The 2013 Texas PPA Summer Roundup

by
Judy Dumas, TPPA President

You are invited to the 2013 TPPA Summer Roundup in Kerrville, Texas. It's time to embrace the latest trends and technologies and revisit techniques and business practices. Even if you are not a TPPA member, we want you to join us! For this purpose, we've implemented a "temporary, three-month membership" for only \$49 so you can give us a try and see what we're all about. So, gather with old friends, make new ones and enjoy the Kerrville experience!

At Kerrville, you can sit in on the print competition, enjoy the sunset at the pool, and experience the beautiful Texas Hill Country. You'll also be inspired by some of the top talent in the country. If you've never visited Kerrville, give it a try. With beautiful vistas, nearby shopping and water activities, there is something for all ages. It's why many continue to make it a family event year after year.

What's NEW this Year? - This year's TPPA Summer Roundup promises to be better than ever with a new schedule and format that will begin on Saturday, June 29th, with the Print Judging. Also, the seminar will conclude on Tuesday afternoon, July 2nd, after an Awards Banquet Luncheon so everyone can leave a day earlier than usual.

Once again, we'll be going to Lazy Hills Resort for fun, activities, and great BBQ on Monday afternoon. Lazy Hills Resort is a beautiful facility with rock buildings, stone pathways, dining hall and cantina, lakes, waterfalls, pavilion, gazebo, mini-golf and modern meeting rooms. This event will begin mid afternoon on Monday and will go until 8:30 pm.

Since the TPPA Summer Roundup is a family event, there will be plenty of activities for the whole family... even the kids. So, be sure to register your kids for the Summer Roundup so we'll know how many supplies to order.

CPP Exam... Heads Up! - For those wanting to earn their CPP (Certified Professional Photographer), the Summer Roundup is going to offer one of the largest group CPP exams ever given. The CPP exam will be given on Sunday at 8:00 am but you must contact PPA at least two weeks PRIOR to the Summer Roundup! For more information, please contact Chris Bechtold at 281-852-7787 or email him at chris@chriswalterphoto.com.

Texas Pride Trophy - Summer before last, we began a new tradition with the Texas Pride Trophy. The goal is to increase competition among local guilds in Texas. Many of the activities at Kerrville are based around opportunities

Memories from Last Year's Roundup



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for each local guild to earn points toward this trophy. Points will be awarded for a variety of activities, events, print cases, print scores, attendance and participation as volunteers. The point system has been designed to make it fair for small as well as large guilds. This impressive trophy will be presented at the awards banquet on Tuesday.

We encourage EVERYONE to come and see what Kerrville has to offer. To stay up-to-date, make sure to keep checking the website at www.TPPA.org or become a fan of Facebook, www.facebook.com/Texas Professional Photographers Association, *Official Site* or scan this code.



New Members Orientation - If you are a new member or if this is your first time at Kerrville, please attend the New Member Orientation on Saturday evening at 8 pm. This is the perfect opportunity to discover what your association can do for you and possibly win some door prizes.

Attention, Golfers! Scramble on Sunday! - Those wanting to play in the golf scramble on Sunday morning need to pre-register for the event. Contact Steve Armstrong at 512-892-7911 for more details.

Print Competition - NOTE: PRINT RULES & FORMS MUST BE DOWNLOADED FROM THE WEBSITE THIS YEAR! No printed version will be mailed. Please go to: www.TPPA.org for seminar information, rules, entry forms, etc. Everyone is encouraged to enter the print competition but, even if you don't, you will gain valuable knowledge just by sitting in on the judging. A complete list of awards can also be found on the website: www.TPPA.org. If you really want to get some first-hand experience with print competition, volunteer to work in the print room or as a print handler. Please contact the TPPA Print Room Chairman, Mark McCall, at 806-401-4513 or email him at mmphotography@suddenlink.net.

Inspirational Programs - This year's lineup of programs begins on Saturday afternoon with Farrah Braniff, speaking on "You Are Your Brand." On Sunday morning, Richard Sturdevant and Jenny Hollis take the stage for an all-day program with "Under the Big Top," sponsored by BWC Lab and Virtual Backgrounds.

On Monday morning, Sam Smead will be the featured speaker with a program called "Successful Family Portraits." On Monday afternoon, Dominique Harmon and Barry Nelson will present a program on "Senior Photography" before everyone leaves for Lazy Hills and both programs will continue with some "on-location" demonstrations at Lazy Hills

Then, on Tuesday morning, there will be three different programs running at once and all three will be repeated two more times so that everyone can see all of them. Programs will be "Back to Basic Retouching" with Beth Groom, "Aerial Photography for Profit" with Jim Bacon and Bill Hedrick, and "The ABC's of Print Judging" with Larry Lourcey.

The Hotel & Vendors Row - The President's Hospitality Suite is always the setting for snacks and fellowship, so drop in and meet the people who work so hard to put this event together. Or, browse through Vendors Row where vendors have all the latest things there for you. There is usually plenty of complimentary ice cream, too!

Kid's & Teens Photo Contest with a new twist! - What used to be the "kids" photo contest has been expanded to include TEENS as well! Also, entrants can use their own digital cameras again this year, making this event more fun than ever (Print Rules are on the website). Every entrant will receive a participation certificate as well as a distinguished print ribbon from the best of their own collection. Anyone interested in serving on the Kids & Teens Photo Contest committee should contact Stephanie Huebinger Ludlow at 512-246-0063 or email her at shuebinger@austin.rr.com.

Awards Luncheon - The highlight of the entire event is the Awards Luncheon at noon on Tuesday (instead of Tuesday night). It will be an informal event for the whole family, but that won't take away from the excitement of it all! Another important event will take place at the Awards Luncheon before we begin presenting the adult awards and trophies... we will recognize the kids who take part in the Kid's and Teen's Photo Contest. After recognizing these future artists, we will announce the results of the Saturday print competition.

Hotel Reservations - The YO Ranch Resort Hotel and Conference Center is blocking the entire hotel for the TPPA seminar. Special seminar room rates of only \$69 for single or double are available if you make your reservation by May 28, 2013. After that date regular room rates apply and the hotel will take reservations from other guests. You should make your room reservations at the YO Resort by calling (toll free) 1-877-967-3767 or 830-257-4440. The hotel's website is: www.yoresort.com.

Taking Care of Business - There will be a General Membership Meeting just prior to the Awards Presentation on Tuesday. Make sure you are there and be involved in your association.

Love Those Sponsors! - None of this would be possible without the various vendors who sponsor speakers and other events. Please support them and take a moment to thank them for their generosity. Be sure to visit Vendors Row whenever you can. These people are the ones who make our summer seminar so affordable to everyone.

President's Theme Trophy - Each year a trophy is presented for the image that best captures the president's theme. This year's print competition theme is "Celebrate Texas!" So keep that in mind when selecting your entries.



Schedule of Events



Check Out Our Schedule of Events!

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

Saturday, June 29

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>
1:00 pm	PRINT JUDGING begins - <i>Cypress & Live Oak</i>
1:15 pm - 3:00 pm	Movie for the Kids - <i>Boone/Crockett</i>
1:30 pm - 4:30 pm	"You Are Your Brand" - Farrah Braniff - Hotel Bar <i>Sponsored by White House Custom Colour</i>
7:00 pm	Print Room Committee meets - <i>Spanish Oak</i>
8:00 pm	New Member Orientation - <i>Live Oak</i>
8:00 pm - 10:00 pm	Children's Games Under the Stars
9:00 pm - closing	Visit Vendors Row

Sunday, June 30

7:00 am - 8:00 am	Morning Walk - <i>Meet in Lobby</i>
7:30 am	Registration Desk Open
8:00 am	CPP Exam - <i>Boone/Crockett</i>
8:00 am	Photographic Artists of Texas Meet - <i>Guadalupe</i>
8:30 am	Leave for 20th Annual Golf Tournament - <i>Location TBA</i> (pre-registration required)
8:30 am - Noon	"Under the Big Top" - A Day with Richard & Jenny Richard Sturdevant & Jenny Hollis - Live Oak <i>Sponsored by BWC and Virtual Backgrounds</i>
9:00 am - 11:00 am	Craft Room for the Kids - <i>Boone/Crockett</i> <i>Children 10 and under accompanied by a parent/guardian</i>
Noon	Lunch on your own
1:00 pm - 5:00 pm	"Under the Big Top" - continues Richard Sturdevant & Jenny Hollis - Live Oak <i>Sponsored by BWC and Virtual Backgrounds</i>
9:00 pm - closing	Visit Vendors Row
10:00 pm	President's Hospitality Room Open - <i>Room 155</i>

Monday, July 1

8:00 am	Print Room Committee meets - <i>Spanish Oak</i>
8:00 am - 1:00 pm	Registration Desk Open
8:00 am	Past Presidents Breakfast - <i>Guadalupe</i>
8:00 am	Past Presidents Spouses Brunch - <i>Dining Room</i>
9:00 am - Noon	"Successful Family Portraits" - Sam Smead
Noon	Lunch on your own
Noon	Print Exhibit is Taken Down
Noon	Board of Directors Lunch - <i>Guadalupe</i>

1:30 pm - 3:00 pm	"Senior Photography" - Dominique Harmon & Barry Nelson
3:30 pm	Depart for "Lazy Hills" - <i>Transportation on your own</i>
4:00 pm - 8:30 pm	Games, Swimming, Fishing and more at Lazy Hills
5:00 pm	Barbecue Served! - <i>Lazy Hills</i>
7:30 pm - 8:30 pm	MORE! Sam Smead - at <i>Lazy Hills</i>
7:30 pm - 8:30 pm	MORE! Dominique Harmon & Barry Nelson - at <i>Lazy Hills</i>
8:30 pm	Return to YO Ranch Resort Hotel
9:00 pm - closing	Visit Vendors Row
10:00 pm	Deadline: Turn in Images for Kids/Teens Photo Contest - <i>In the Lobby</i>
10:00 pm	President's Hospitality Room Open - <i>Room 155</i>

Tuesday, July 2

8:30 am - 10:00 am	3 Mini Programs - <i>will repeat, so you can see them all!</i>
	"Back to Retouching Basics" - Beth Groom
	"Aerial Photography" - Bill Hedrick & Jim Bacon
	"ABC's of Print Judging" - Larry Lourcey <i>Sponsored by White House Custom Colour</i>
11:30 am	Group Photo - EVERYONE in Lobby - <i>Don't be Late!</i> (Fair Warning... shutter clicks at 11:30 sharp!)
Noon	Adult Awards Luncheon Begins - <i>Cypress/Live Oak (Tickets Required - Limited Space)</i>
12:30 pm	General Membership Meeting - <i>Cypress & Live Oak</i>
12:45 pm	Children's Awards Program
1:30 pm	Adult Awards Program
3:30 pm	Pick up print cases - <i>Spanish Oak</i>

Seminar Ends - Have a Safe Trip Home!

20th Annual

"Watch the Birdie"

Summer Roundup
Golf Scramble

Sunday June 30th

(Location to be Announced)
10 am Shotgun Start
\$65 per Player
(You Must Pre-Registration)

Includes Green Fee,
2 drinks for the golf cart, and Lunch

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Farrah Braniff

“You Are Your Brand”

Connection, Authenticity, and Branding for Success

Saturday 1:30 pm - 4:30 pm

Sponsored by White House Custom Colour

Your clients are being hit with thousands of marketing messages per day. If you want to stand out in your market, you must create a meaningful connection with your clients. Learn how the power of personal connection can attract and keep the clients you want.



Farrah Braniff is a Houston based photographer, specializing in contemporary portraits of babies, children and families. She operates a high-end, low-volume retail studio and has been recognized for her unique

style of marketing and design. In her program on Saturday, Farrah will help you think about your marketing in a new way, define your brand, and improve your online presence. You will discover simple and inexpensive ways to make your clients love you and even promote for you!

Among the topics covered will be: defining your brand’s “story” and communicating it through your marketing, creating a comprehensive set of marketing materials, finding inspiration for your marketing efforts, low-cost (or free) ways to find and connect with prospective clients, low-cost (or free) ways to connect with current clients, why great packaging matters, and tips for a more inspired web presence.



Richard Sturdevant & Jenny Hollis

"Under the Big Top"

A Day with Richard and Jenny

Sunday 8:30 am - Noon & 1:30 - 5:00 pm

Sponsored by BWC Lab and Virtual Backgrounds

Step right up, ladies and gentlemen, boys and girls, and children of all ages! The Circus is about to begin! We direct your attention to the center ring where the feature presentation includes acts of magic and a spectacle of excitement! Master Photographers Jenny Hollis and Richard Sturdevant will take you on a journey of wild excitement and “over the top” creativity.



Jenny Hollis will demonstrate the daring act of illustrating as she chooses a theme for her promotions followed by the juggling act of selecting backgrounds, props, costuming and set design to achieve the ultimate magical experience for her clients.

Next, Richard Sturdevant does what he does best... taking the image into the realm of the amazing by showing how to add to the already magical work of art and sharing techniques that he has never shown before in any presentation. This will be a program that will inspire you and push your creative thinking beyond anything you could ever imagine... not to mention being the most enjoyable program you have ever experienced!



Sam Smead

“Successful Family Portraits”

Monday 9:00 am - Noon

Program will continue at Lazy Hills

Babies and children are “easy” to photograph... those sweet, little darlings. Bribery will get you a good 10 minutes of a photo session with them. Seniors are even “easier.” They are cute, they dress in the latest fashions, and they want to have their portrait made. You can be creative and spend as much time photographing them as you want.

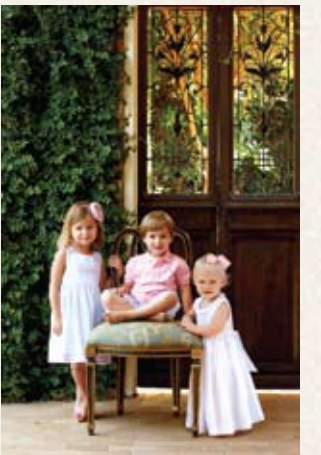


But families are another story. They can just be plain “hard” to photograph. There is wardrobe coordination, location selection, and props to consider. Then, we must contend with sunlight, shade, wind,

additional lighting requirements and then try to compose between 3 and 22 uncooperative and fidgety bodies of all shapes and sizes and somehow come up with something that is creative and artistic and which pleases them. Wow!

Successfully capturing an event such as this can have real rewards, however, and Sam Smead will navigate you through the minefield and show you how to set yourself up for success by discussing equipment, camera settings, post-production work and much more.

Sam Smead owns a diversified boutique studio in downtown Longview, Texas, and photographs a wide variety of subjects. Join him on Monday morning for an extraordinary presentation.



Dominique Harmon & Barry Nelson

“Senior Photography”

Breaking In and Breaking Out

Monday 1:30 pm - 3:00 pm

Program will continue at Lazy Hills

Barry Nelson and Dominique Harmon, owners of Captivated Images in Lubbock, Texas, have focused their business from the very beginning on the lucrative high school senior market. In their program, they will inform and entertain you by sharing details about their studio and the ins and outs of senior photography and marketing.



Described as the “illegitimate love-child of strategy and creativity,” Barry Nelson started out as a guitarist wanting to be a rockstar and somehow transitioned into owning a photographic studio.

Dominique Harmon began her career photographing teams and sports packets and, eventually, high school seniors. After 23 years as a legal secretary, she teamed up with Barry. Together, they have developed an amazing business that has caught the attention of everyone in their market area.

If seniors are “your thing,” this is a program you can’t afford to miss.





Beth Groom

“Back to Retouching Basics”

Tuesday 8:30 am - 10:00 am
(Will be Repeated 3 times)

Are you chained to all the actions and plug-ins you’ve installed over the years? Did you ever really learn how to retouch images the “original” way? If not, come and join Beth and she will show you how to go back to the basics of retouching to get the best results for your images.

Beth Groom is a graduate of Sam Houston State University and worked as a newspaper photographer for several years in Brenham, Texas, before moving to Houston where she worked in the retail portion of photography. In 1998, she began working at a studio in Kingwood, Texas. Next, she moved to Fort

Worth and began working for John Wilson. It was there that John taught her the secrets of Photoshop. Today, she is a “Photoshop for Hire” girl and currently works for several studios in the DFW area.

Join Beth to get “back to the basics” of retouching.



Bill Hedrick & Jim Bacon

“Aerial Photography for Profit”

Tuesday 8:30 am - 10:00 am
(Will be Repeated 3 times)

is not for everyone. Hot, summer days and bumpy air are not for the faint of heart. But, for those who are adventurous, aerial photography can be a rewarding and profitable addition to your list of studio services.

Jim Bacon and Bill Hedrick will tell you the best times of the year and the best time of day to get the perfect aerial images. You’ll learn the difference between “oblique” and “vertical” images and how to produce “aerial mosaic” images with incredible detail that will impress your clients.

Hanging out of the window of a small airplane

Jim and Bill are not only photographers, they are also aviators and innovators. They even designed and built the system they use for shooting vertical aerial mosaics.

Discover how you can add aerial photography to your list of services... even if you don’t like to fly!



Larry Lourcey

“The ABC's of Print Competition”

Tuesday 8:30 am - 10:00 am
(Will be Repeated 3 times)

Sponsored by White House Custom Colour

Entering print competition can be one of the best ways to improve your skill as a photographer and as an artist. Unfortunately, many people are afraid to enter because they don’t know how it all works. Yes, there is more to print competition than simply choosing four images and sending them in! If you are struggling to figure out why your prints are not scoring as high as you think they should, you owe it to yourself to attend this program. You’ll get the “inside scoop” from a PPA International Juror. Larry will walk you through the entire process and show you how to optimize your print competition experience.

Since becoming an approved juror, Larry has judged at every level from local guilds to the International Photographic Competition. His insight in to this process, combined with his upbeat delivery, make for a great learning experience.



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NOTE: 2013 TPPA Dues *must be paid by June 15* 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 15th and SAVE!

		<u>Before June 15</u>	<u>After June 15</u>	
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Register	___ Student.....	\$50 each...	\$70 each...	\$ _____
Register	___ Non-Member*.....	\$148 each...	\$160 each...	\$ _____
	(*Includes 6 Month Trial Membership in TPPA)			
Reserve	___ Monday BBQ at Lazy Hills..... (These are ADULT Tickets for the Lazy Hills)	\$15 each...	\$17 each...	\$ _____
Reserve	___ Monday BBQ at Lazy Hills..... (These are CHILDREN, 11 and under, Tickets for the Lazy Hills)	\$10 each...	\$12 each...	\$ _____
Reserve	___ Tuesday Award Luncheon..... (These are ADULT Tickets for Awards Luncheon)	\$28 each...	\$33 each...	\$ _____
Reserve	___ Tuesday Awards Luncheon..... (These are CHILDREN, 11 and under, Tickets for Awards Luncheon)	\$14 each...	\$18 each...	\$ _____
Reserve	___ Golf Tournament.....	\$65 each (must pre-register)		\$ _____

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Would you like to work on the Print Committee?

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Monday Outing to Lazy Hills More Fun Than You Can Stand!

For our Monday excursion, we are returning again this year to the incredible Lazy Hills Retreat! It has been a chance to get away from the hotel and to spend some time with nature, enjoy the evening breeze under a shaded pavilion overlooking the cool water. You can take a cool swim or, if you are a bit more adventurous, try the zip-line!

At one time, Lazy Hills was a 725 acre western style dude ranch and was well-known to generations of vacationing families in the Texas Hill Country. Today, those rural flavors have been preserved throughout the property with rock buildings, stone pathways, cozy knotty pine dining hall and cantina, and quaint guest rooms. But they've added beautiful new lakes, waterfalls, abundant recreational activities, pavilion, wedding gazebo, mini-golf, modern meeting rooms and much more.

It is located just a few miles from Kerrville's YO Ranch Resort Hotel, near Ingram. You might even spot some deer or other wildlife along the way, so take your camera.

When you arrive at Lazy Hills on Monday, you can expect to find outstanding facilities and amenities including a swimming pool and hot tub, volleyball, shuffleboard, fishing, hiking, bike trails, zip-line, rope swing at the lake, playground, paddle boats and kayaks, game room with electronic games and billiards, and WiFi outdoor wireless. They also have a covered pavilion and seating for 300 as well as a horse barn with runs and pens. Then, there is the barbecue! Remember, this entire Kerrville Summer Roundup is an event for the entire family.



Last chance to register for Texas School!

more info
on page 28



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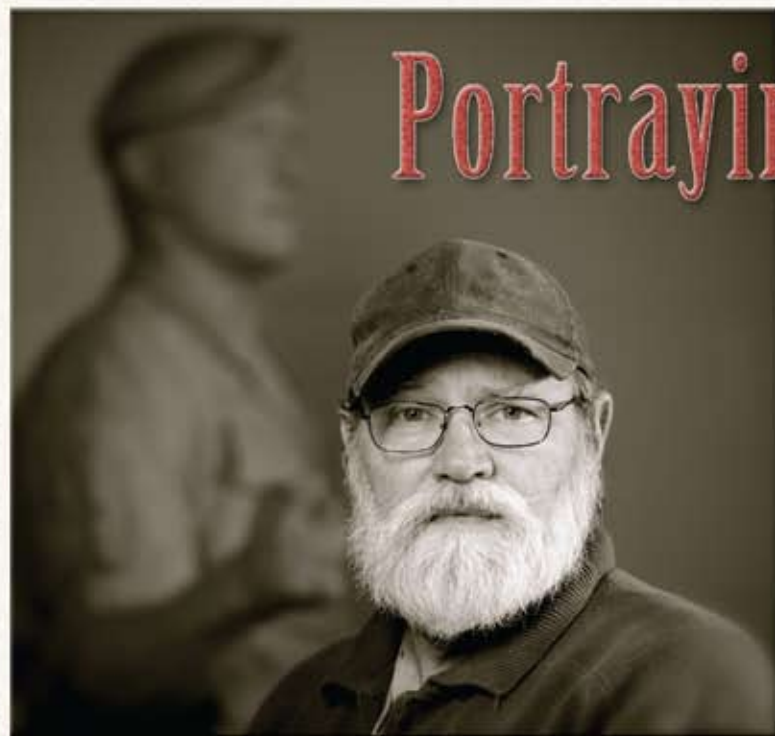
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Portraying a Portraitist

by
Randy Kerr

Images by Randy Kerr taken with Nikon D800, 70-200mm, f2.8 lens.

While on your journey of becoming a portrait photographer, you will learn how to interface with your subject and capture an image that portrays a particular emotion and time of your subject's life. Quality portrait work has a mystical element that transforms the viewer of the image to a place they can feel the emotional state of the subject. My subject in this article was a bronze sculpture portraitist named Bill McGlaun. The challenge of this session was to convey Bill's personal message behind his mission of memorials to serve family members and the community of Smithville, Texas.

My assignment was to capture Bill as he created war memorials for fallen soldiers and survivors of post US Civil wars. Installments shown here are a 15 foot high memorial angel and a green beret. The purpose for both statues is for family and community members to remember their lost loved ones and offer art as a healing instrument for inner peace.

With all portrait sessions, there is a need to have dialogue in some form of a pre-portrait consultation to discuss the desires and expectations of the client. The questions you ask in a consultation will help you deliver what the subject wants, plus it is the perfect place to start selling your final images. Start every consultation with the most powerful question of all, "What is important to you?" For Bill McGlaun, it was important to keep the photo session about what his personal intentions are in his final art. So we talked about the memorial angel and its purpose.



This question will open the gate to why your client or subject is requesting the portrait be created. Move on to ask, "Who is the image for?" The purpose of making these images was to document the making of this timeless bronze sculpture as well as the sculptor himself for press releases and historical recording. Next, "What would you like the image to say?" This will unlock your imagination as to what type of environment would best be suited as a background to further deepen the visual in a way that supports the emotion the subject is portraying. Due to the nature of this session, our location was in Bill's studio located in Smithville, Texas.

Now, the proper clothing should be discussed. Bill chose to wear his favorite winter sweater and it was the perfect match for the image of the Green beret. From this point on, you should kindly guide your client through the importance of choosing the right time of day that will offer the light needed in your image. I used Westcott TD6 constant light for the main light and a TD3 for fill and kicker lights. I chose to cross light the feet of the angel to help reveal the detail created by Bill's talent of shaping human form with TD5 and a snoot.

To match the lighting with the story, I chose to pose Bill as he looks into the source of light for his inspiration, then place his hand on the hand of the statue. This choice of posing and lighting was to convey Bill's vision of prayer and healing for those who look upon the final art.

In all consultations, ask, "How much time could you allow to create the piece?"

This question is important so you can get some idea regarding the effort your subject is willing to plan for the sitting. Each of these images were lit and accomplished in a one hour block of time. I did scout the location and prep myself mentally to know where each light would be placed.



The best way to get referrals is from a pleased customer. Do not take the role of being pushy by dragging someone through a long, drawn out portrait session to see how much you can possibly sell them later. So, informing the client about how much time it will take to do the session is a good way to get a clear understanding of an agreed timeline.


"Where will it hang?" This

question can often allow you to discuss size during the pre-portrait consultation. Asking "Are there other family or loved ones you would like to create an image for?" may offer the opportunity to make a list of emotions you will be splitting the session into. For example, a bright smile will become a gift for a grandparent and a different expression

portraying a portraitist would be better suited for a spouse. The sessions with Bill spanned over a year period of time while capturing the art that will outlast all whom were a part of its development.

On your journey of becoming a portrait artist, your task is to portray your subject with a still image in a way that tells a story that reveals a particular aspect of a moment in life.





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April 28 - May 3, 2013



Don Dickson, Director
Texas School of Professional
Photography

We're down to the wire for Texas School registration and, already, many classes are filled. However, if you haven't registered, there are still some classes left, although they are going fast!

In 2012 we had over 1,000 photographers attend the Texas School of Professional Photography with 35 classes from which to choose. In 2013, we expect enrollment to bust 1,000 again! The cost? Only \$495 for TPPA members and \$590 for non-TPPA members... and that includes all evening meals. Also, at the 2012 school, we gave away over \$45,000 in door prizes, lab credits, studio make-over and more. This is the best education value in the country with the finest instructors in the industry.

We are excited about the room rate at the Intercontinental Hotel this year. This 5 Star Hotel has agreed to keep the room rate only \$112 and has 523 rooms available, so more people will be able to stay at the host hotel. More information is available on the Texas School website at www.texasschool.org. You might want to go ahead and book your room because they will sell out prior to the school.

If you've never experienced Texas School, you've missed out on one of the best learning experiences available to photographers in the world. There will be at least 35 classes covering every topic imaginable and all are designed to help your business grow and be successful. As everyone knows, the photography industry is changing. You have to be on top of your game. Texas School offers everyone the best education in the country and at the most affordable prices.

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

This will be our 38th anniversary of Texas School and it will be held at the Intercontinental Hotel and Conference Center in Addison (North Dallas), April 28 to May 3, 2013. Registration for The Texas School of Professional Photography began on January 3, 2013. Each year most classes fill within the first 5 minutes and this year was no exception!

So, go to our website: www.texasschool.org, for a list of available classes and reserve your own spot for the photographic event of a lifetime!

A Word About Our Classes

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

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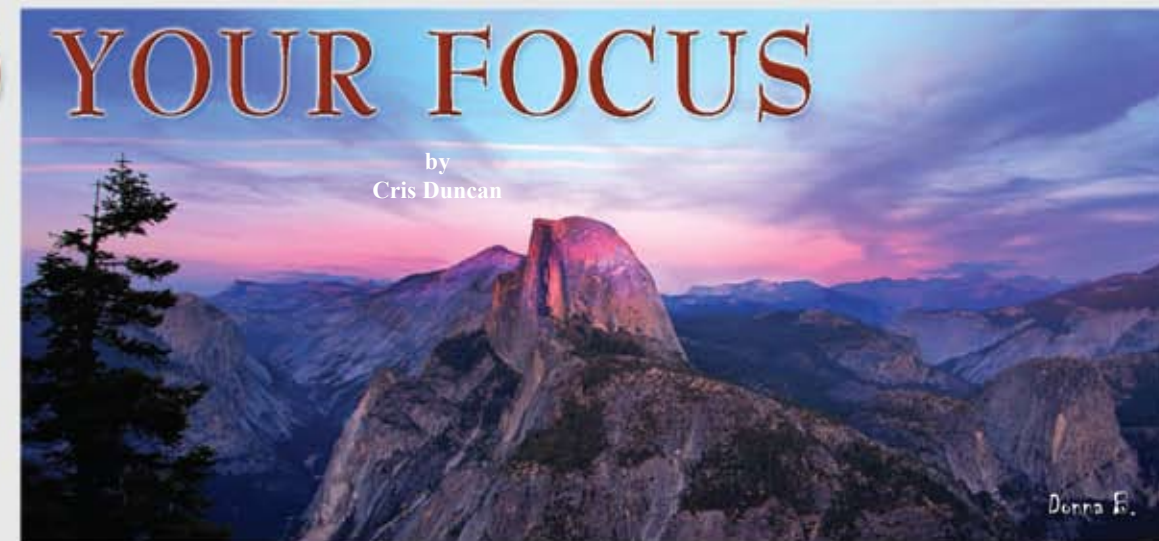
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FIND YOUR FOCUS

by
Cris Duncan



"Pretty in Pink" by Donna Buback

The sun is covering the valley now and the warmth of its light has cut through the briskness of dawn. The shadow and mystery of night has since given way to the majesty of this place. What once was the black canvas displaying the brightest stars that you can only witness in a place like this has dissolved to a living painting of red, orange, and now a glorious blue. My boots are damp from the early dew that has nestled on the blades and leaves that seem to have fallen in a random yet designed fashion. The light reveals each breath as we each return. There seems to be a paradox of fatigue, exhaustion, and exhilaration

Just a few hours earlier, the day began, just as the three before, with waking before the sun and the moon have made their daily role reversal. Yet, the exhaustion has long been distinguished as each exposure is captured. Just as before, we set out to do what we do. Create images. Some are young and others old. It is a Wednesday and the time is 7:40 am. This is the final morning of chasing light and shadow in one of the most majestic environments on the planet. This is the final day of Find Your Focus in Yosemite National Park.

Founded in 2010, Find Your Focus is photographic education that hosts an annual event where like minded people can come together and not only create amazing images, but they build friendships for life, learn from top pros and leave better, more passionate photographers.

In September of 2012, 18 photographers convened upon Yosemite National Park to share in the majesty with team leaders Tony Corbell, Joe Glyda and Cris Duncan. The week began on Sunday afternoon at the glorious "Glacier Point" overlook. This is just the first of iconic image opportunities one has. Each passing day brought each of us breathtaking



"Mono Lake" by Pati Bryant



opportunities to not only take in beauty, but to be able to stop, think, compose and 'make' a photograph. That is why we are here. To make something. To create. To surround ourselves with like minded people who want to do the same thing... Create. That creation starts from inside. A calling that many of us have had for years, while others just hours. Yet wherever or however it appears, it is powerful, and the outcome can forever alter one's course.

Inspiration comes in many forms. Some find it in cinema, some in literature, others in nature and some find it in art. Perhaps one of the most recognized names in photography is Ansel Adams. Ansel Adams made his home in Yosemite, not to mention a celebrated career, so it is no surprise that the gallery in Yosemite Valley bears his name. A scheduled trip to the gallery turned into one of the highlights of the trip when it took a surprising turn. The curator of the gallery, Michael,

Image by Melanie Porter, Arlington Camera



"Mariposa Glow" by Mandy Lundy



"Mirror Lake - Yosemite" by Tony Corbell

recognized Tony Corbell from a previous encounter at East Coast School. The conversation ensued and before long we were ushered to a small room behind locked doors. Michael opens a large safe, slips on a pair of white cotton gloves and begins. "Let's start at the beginning. This image taken around 1921 and, as you can see, Ansel has not developed his style yet. The Parmillion Prints of the High Sierra were his attempts to mimic the artist of the day."

Photographers were referred to as button pushers and not true artist. I guess as some things change, the more they stay the same. Ansel simply wanted what we want-- To create something different. This series allowed Ansel to develop his style, the iconic imagery with the deep rich blacks, stunning compositions and unrivaled detail that we know today. The air in that room was amazing, being surrounded by the originals of a master was nothing short of inspiring. We were privileged to have experienced this and then to have learned that these images were valued upward of \$15,000 not based upon size or presentation, but rather on the image and process itself. It was a great lesson for any photographer.



Group Photo of Texas Photographers at Yosemite

Something amazing happens when one is removed from their day to day routine and afforded the opportunity to truly be still and observe the world around them. Kevin joined our group a very accomplished photographer with a long running and successful studio. Although he has had several years of monetary, personal and photographic success, he was exhausted, burnt-out and a self admitted non-creative. When you go to a place like Yosemite you really can't miss. You are immersed in a target rich environment and there are pictures to be made all around... the same images that have been made for years. That is the flip side to the coin. Although it is a canvas unrivaled, it is also a canvas

that has been captured hundreds of times before. The question to each of us was how can you make it special? How can you capture this beauty and make it your own? What subtlety of Yosemite do you want to reveal?

The answer to those questions was different for each of us. To drop 18 photographers in the same location, at the same time with relatively the same equipment and to not see one image like another was truly remarkable. No,



"Pillars of Strength" by Cris Duncan



"Rustic Roots" by Joe Glyda

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"Yosemite Tunnelview" by Sherry Braden



Image by D. Lanier

maybe it is not remarkable. That is our job. That is what we do. To capture people, places and things in a way that only we can see. To put our influence into each capture. To portray what we want the world to see. This is every photographers goal and every photographers struggle. To create something different than before. To show the world what it has yet to see and to show it well. This is what makes our profession so rewarding and so difficult.

When we left Kevin he was struggling to find his creativity, to have his fire back. On the final day as we rendezvous following the morning shooting, we all see Kevin in the distance. He is the last one to return this day, and there was something different about his walk. He had an epiphany. He had broken through. The enthusiasm in which he shared with us was evident. This was not the same photographer that joined us just a few days before. This was not even the same man that left this morning in one final attempt to discover what he needed. While he could not adequately describe the transformation he experienced, we all knew something happened. Something that can only take place in the solitude of man and nature. Perhaps it was the quiet that brought clarity to thought? Maybe it was the way the waking sun began to sculpt the landscape? Could it be that just stepping away from our daily life is all that is needed to be refreshed? Whatever the cause, the effect was the same. Kevin, like the others, left Find Your Focus a better photographer, a refreshed man and I believe a better person.

Sometimes, perhaps more often than not, we just need to put down the phone, log out and go on an adventure. A place to learn and grow and discover what is truly important. Sometimes all we need to break through is an hour to be alone with a camera in hand. Sometimes all we need is for one person to tell us that we can do it. One person to tell us they have been there too. Sometimes all we need is sit still and watch. Watch light and shadow, watch motion and texture, watch creation reveal something that we have yet to see before. Perhaps, sometimes, we need to just be somewhere different than where we are today. The lake, the gym, the backyard or immersed in creation. Sometimes, all we need to do is create.



"Half Dome" by Kevin Hurley

If you are interested in learning more about Find Your Focus and this year's event in Grand Teton and Yellowstone National Parks, September 15th-19th, visit www.findyourfocus.org

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



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Communication ...is the Key

by
Joe Glyda

Technology today has effectively impacted the way in which we communicate with each other. In this world of texting and emailing, many feel that we are more connected to each other than ever before. We hear about events around the world almost immediately through our PDA's, with text messages from loved ones, and news posted through avenues such as Facebook and Twitter.

This technology has made our communication instant and all businesses, including the photography industry, rely on these technological advances. These business communications are moving at faster speeds everyday and yet our basic ways of human contact and personal one-on-one communicating skills are not improving. While technology should be embraced, there needs to be a balance with good personal face-to-face communication skills, which can then create successful businesses.

With all this technology, photographers are not communicating enough with their clients and with each other. It is more important than ever before for those who are "in business" to visually connect with their clients and to communicate with them on a much broader scale. Talking and "face-to-face" communication with the client is far better than just texting quick messages back and forth. Businesses are built on relationships and trust, and the best way to gain that trust is one-to-one contact.

Learn to build a relationship with clients, customers, art directors, and others in the photography industry by listening and reacting to their needs. Listening is important, but learning to ask the right questions is just as important.

Discussing the individual's preferences can help define how the portrait is taken. A high school senior's hobbies or interests might help determine a prime location to represent the style of their image. Discussion of clothing and style can determine whether the family portrait will be traditional or modern. How many children are going to be at the session and their ages are essential questions. Are the grandparents mobile enough to take on a small set of stairs or do they need a wheelchair? Is there a handicap ramp accessible? These are all discussions that need to take place prior to the client showing up for their session. This is called a consultation and yes, they can be done over the phone. However, having the client at the consultation will have more impact when they can visually see samples from previous sessions. These face-to-face communications also help form an initial relationship.

In Commercial Photography, discussions with an art director are imperative. The art director presents an idea to the product brand manager and gets an approved layout from the client. Then it's the photographer's turn to ask the right questions and to transform the art director's idea into an image.

Such discussions need to take place at a pre-production meeting. Asking the right questions and discussing the layout with the art director can produce a superior image that will match the original idea.

In Fashion Photography, communication with the model keeps the session from going over time and over budget. It is important to talk to the model and discuss what the expectations of the session. Before digital photography, it was typical to shoot two or three rolls of film at a time for each outfit. Today, photographers are taking thousands of images without relaying to the model why they really need them. By showing the model the correct pose or action, the model can then recreate those moves to make the session run smoothly, thus building a trust with the model and making the model more responsive to the photographer's requests.

Most of this is common sense, but there are more issues with the lack of communication in today's photography business than ever. Many photographers today use the camera as a device to hide behind and tend to not talk to people. They seem to be looking for that "I caught this while they weren't looking" effect. Talk to the subject. Ask questions. Don't be afraid to reach out and connect with someone.

I was recently on a video shoot for Kelby training, working on a project called "The Self-Assignment." The premise is to give yourself an assignment to photograph some kind of subject for a limited amount of time, for example, two hours. The subject can be anything you choose, whether it be a particular shape... circle, square, triangle, etc. It could be shadows, reflections, or park benches. In this case I was photographing mailboxes and



Texas Professional Photographer



Discussions with an art director are imperative. The art director presents an idea to the product brand manager and gets an approved layout from the client.

the alphabet for the video project. The Kelby video crew was following me around as I completed the assignments. While we were out, I was talking to the lead video producer, Adam. As we were discussing the process in which I go about creating the self-assignment, he mentioned that someone was painting oranges on storefronts and buildings in his town of Dunedin, Florida. He said that they just keep appearing in new places everyday and the people in town had no idea who was painting them.

We decided it would make a great assignment to photograph these artwork oranges that seemed to be popping up around town. I walked around downtown photographing multiple paintings on storefronts and walls and was getting pretty excited that we had found this cool little treasure. As we were driving out of town, we stopped at a light and I noticed a door on the corner that was labeled "Chamber of Commerce" for the town of Dunedin. I said, "I'm getting out here and I'm going to ask about the oranges and see if someone here can shed some light on the mystery."

I walked in and told the receptionist that I was a photographer and asked if I could get any information regarding the painted oranges. She smiled at me and said, "Sure, would you like to meet the artist?" I was shocked, and of course I said, "Yes, I would love to." She told me that he was in the back room and would bring him out to meet me. He came and introduced himself to me as Steve Spathelf. He explained that he and a friend Marsha Goins, both of Dunedin, painted the oranges because they figured their work would bring attention to public art and help promote area commerce.

We talked about his orange project and I asked if we could record his story on our video and he agreed. You should have seen the look on Adam's face when I walked out of the Chamber of Commerce with the Artist wearing a T-shirt displaying one of his oranges. On that same day, he was working on a new painting just across the street, so that's where we interviewed him. I think Adam was more thrilled to meet the mystery orange man, and I was thrilled that this self-assignment was a success.

As we were leaving town I saw a few more oranges down the block and decided to stop and take a few last shots for the video. As I was taking the last image of a painted orange, I saw the inquisitive store owner approaching me. He asked what we were doing and I explained about the project and asked how he felt about having this orange painted on the side of his building. He told us that he had requested Steve to paint this orange and waited up to 4 months before the orange was started.

The store owner also pointed out that this was a very special painting because it was the 100th orange that Steve had painted. Steve had even painted a special mark on this particular artwork by creating the numeral "100" using dew drops on the leaf. We then decided to feature the store owner in the video as well and he agreed. I had gained the trust from Steve, the artist, and the store owners by talking with them and asking questions.

The moral of the story here is to ask questions, communicate with others, don't be afraid to talk to people. Whether you're photographing a client or just out by yourself, you will be surprised how much more you will learn just by engaging in conversation.

To see the video in its entirety, go to Kelbytraining.com and look for "The Self-Assignment." There are many other videos on Kelby training site that will inspire you and help you become a better photographer as well.

April/May 2013

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by Bill Hedrick



*As if taking a cue from Henry Ford,
Ty Guillory will make your camera
out of any wood you want...
as long as it is cherry wood.*

Meet Ty Guillory: He Builds Cameras

If you’ve ever wondered what it would be like to leave behind the city lights and move to a quiet, country setting, far off the main road, and pursue your dream, then maybe you need to pay a visit to Ty Guillory. His address says, “Mineola, Texas,” but even the postman knows that Ty and his family live, literally, at “the end of the road.” With a teaching degree from McNeese State University in Lake Charles, Louisiana, Ty moved to East Texas and taught high school English for a few years but that kind of work just never suited him. He even tried his hand at some other jobs, including working in a cabinet shop and even driving an 18-wheeler, but none of it seemed to satisfy his creative side.

It was about that time that Ty saw an old tintype photograph and he was struck by the art form and wanted to learn more. He really had no knowledge of how a modern darkroom worked, much less one from 150 years ago, so he began doing some research. Before long, he had a crash course in chemistry and, with his cabinet-making skills, soon began making his own cameras and producing his own images, not unlike those taken by Matthew Brady and others of that bygone era.

The logical place to peddle his wares was a Civil War reenactment event. However, he soon discovered that competition was pretty tough and decided that, “...if I can’t beat them, I’ll supply them” and turned from the photography end of the business to the supply end and began selling custom-made, Civil War era cameras.

His first one sold for \$600 and his second one for \$1,400 and then Ty Guillory realized he had something going. Today, his cameras are sold around the world and he is one of

only a handful of people in the nation who are considered expert craftsmen of such cameras.

His attention to detail is incredible and he is quite particular about his tools and his little shop, located just behind his country home where all you hear is the gentle breeze whistling through the towering pine trees. Visitors to his shop quickly learn the “rules of the house” such as, “Never put fingerprints on the table saw and, if you ever want to drive a wood craftsman crazy, just try setting a Coke down on it!” He says this with a smile, but somehow you realize it is a gentle “fair warning.” These are, after all, the tools of his trade.

He uses only the finest cherry wood, trucked in from New York State, and borrows a page from industrialist Henry Ford, who was quoted as saying that customers could buy his Ford automobile in any color they wanted... as long as it was black. Likewise, Ty Guillory says, “I’ll make your camera out of any wood you want... as long as it is cherry wood.” He even made his own bellows at one time but decided to farm out that portion.

Even so, he had a tough time finding a company in the United States who could produce the quality he demanded and now imports his bellows from England. The only thing he doesn’t make are lenses. Although he has several lenses from the mid-1800’s and later, customers must find them on their own. They are few and far between.

The process used in making tintypes and glass plate photographs is called the “collodion process.” It was

invented by Frederic Scott Archer in 1851 and, by the end of the decade, totally replaced the daguerreotype. Often referred to as the “wet plate process,” the collodion process required photographic material to be coated, sensitized, exposed and developed within a span of about fifteen minutes, making it necessary to have a portable darkroom for use in the field. Matthew Brady and others had their portable darkrooms in covered wagons as they documented the Civil War.

Collodion processes were capable of recording microscopically fine detail, which is one reason it was still used in the printing industry up until the 1960’s. The process itself is relatively simple: a bromide, iodide, or chloride is dissolved in collodion (a solution of pyroxylin in alcohol and ether) and the mixture is poured on a cleaned glass plate. The plate is then allowed to sit until the coating gels but is still moist. The plate is then placed in a silver nitrate solution, which converts the iodide, bromide, or chloride to silver iodide, bromide, or chloride. Once the reaction is complete, the plate is removed from the silver nitrate solution and exposed in a camera while still wet. After the exposure, it must be developed while still moist, using a solution of iron sulfate, acetic acid and alcohol in water.

The final result is a negative image on a transparent support (glass), although the collodion process was also commonly done on tin. What “wet plate” really did was to make portraiture available to the average folk. It was faster and more affordable. Wealthier families would often have a glass negative made and saved by the studio for albumen prints while the common families would have one image done on either metal or glass with the back painted black to be viewed as a positive.

For today’s photographers who prefer to set their digital cameras on “automatic” and take pictures, the

historic significance of a past era might hold little interest. Ty Guillory, on the other hand, is living his own dream while preserving an important part of our past. He is quite proud of that.

While his wife, Tina, works at “a real job,” Ty is a stay-at-home-dad. But he wouldn’t have it any other way. After all, it’s the perfect place to raise kids... in a quaint, country setting, far from the busy streets and highways and in tune with nature. His two children, 5 year old Kyle and 18 month old Kohl, are quite content to play just outside with their toys,” he explains.

Perhaps Ty’s only association with modern technology is the Internet and samples of his masterpieces can be found on his website: www.GuilloryCameras.com. However, for a first-hand look at a trade known by only a few and mastered by even fewer, a visit to his shop is well worth an afternoon drive. He’ll give you directions, too. Just go several miles here and turn there and go until the road ends and you’ll see his mailbox. You won’t see his house just yet, but it’s a little way beyond the barn and the trees. One visit and you’ll wonder why all of us don’t slow down and smell the roses.



Ty Guillory’s shop has all of the necessary tools for crafting these working replicas of Civil War era cameras. His attention to detail is incredible and he is quite particular about his little shop, located just behind his country home in East Texas.

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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 - Kim Christensen; San Antonio - John Vega; South Plains - Jody B. Smyers

Austin - The January meeting of the Austin Guild hosted Doug Box who spoke on "Family and Group Photography" and presented posing and lighting tips as well as marketing and sales secrets. Doug demonstrated that portrait photography is more than just "taking a shot." It involves working with people to make them comfortable and to look their best. As Doug states, "A camera is a photographer's tool and is not just something you hide behind."

It was a packed house when the January print winners were announced. They included: John Rogers, first place; Bill Ledbetter, Jr., second place; and Brandi Nellis, third place.

Edward Povey, a local artist whose work has been displayed all over the world, presented "The Twins Are Fighting: Art and Photography" at the February meeting. He discussed the tough tasks faced by both photographers and artists when creating powerful and profound images. "Photography and Art are siblings with their own rivalry and affections," he stated. He also stressed the importance of composition, color, symbolism, and tonal balance and displayed samples from artists throughout the ages.

Finally, the February print winners were announced. They included: Bill Ledbetter, Jr., first place; Stephanie Sharif, second place; and a tie for third place between Marta Gulbe and Jenny Rhea Eisenhauer.

Brazos Valley - The Brazos Valley Guild hosted Dominique Harmon and Barry Nelson of Captivating Images in January. Their program, "Breaking In and Breaking Out," concentrated on how senior photography can change the face of your business. Key points of the program were: how to market to seniors, the importance of being different, providing the rockstar treatment, offering products they want, selling, using social media, and an incredibly simple referral program. Print winners were: Melanie Hall, first place; Kathy Norwood, second place; and Ashley Siegart, third place.

The February meeting featured Angela Lynn Pencsak, the "Happiest Baby Photographer on the Block." Her program covered the consultation, shooting, workflow, and selling. One thing she firmly believes in is "word-of-mouth" advertising and letting her products and services speak for themselves. She also

judged the print competition and the winners were: Melanie Hall, first place; and Ashley Diamond Siegert, second place.

Dallas - Dallas PPA has a new home. For 2013, they will be meeting at the Addison Artisan's Center, home of the multi-media Craft Guild of Dallas. Plans are already underway for the Little Red Schoolhouse to be held in Fredericksburg, Texas, in August. The speaker for the January meeting of the Dallas PPA Guild was Scott Robert Lim who presented "Crazy, Stupid Lights." He focused on control of flash for the desired effect. The highlight of the evening was the introduction of DPPA's use of social media to promote the guild. Kelly Olivares and Melissa Vaughn urged the use of Twitter and Facebook to build guild awareness. As a side-note, Dallas PPA's membership has grown to 203 members, up 16% since 2011.

New officers for 2013 are: David Edmonson, President; Janice Eddington, Treasurer; Kelly Olivares, Director of Membership; Stephanie Rippe, Director of Seminars; John Hudson, Director of Communications; Lucy Huffstetter, Director of Skills; Luke Edmonson, Director of Education; Brooke Casper, Director of Records; and Charles Ames, Past President. Print winners for January included: Paul Ernest, Gaby Pruit, Brooke Kasper, David Stana, Lee McDaniel, Dan Ferguson, Katherine Robertson, Shannon Hock, J.B. Salle, Hoang Vu, and Charles Ames.

At the February meeting of Dallas PPA, Cris Duncan spoke on "The Art and Science of Light." A crowd of 117 members and guests enjoyed a steak dinner catered by Outback Steakhouse. At the event, Margaret Bryant presented some well-practiced tips on planning, executing, and winning print competition.

In keeping with a long tradition, we honored Past Presidents of the guild for their continued service. Present were: Doris Ford, Jim Herndon, Hula Neve, Jackie Pendleton, Larry Neve, Charles Ames, Edward Holmberg, Margaret Bryant, and Jule Bovis. Finally, out of 31 entries, the February print competition winners were: Yosef Yetimigeta, Katherine Robertson, Dan Ferguson, Natalie Robertson, David Edmonson, Luke Edmonson, Hoang Vu, and Lucy Huffstetter.



Barbara Berry
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Sherry Braden
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NEWS FROM AROUND THE STATE



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Fort Worth - Master Photographer Scott Robert Lim was the January speaker for the Fort Worth Guild. His program, "Crazy, Stupid Lighting," was a demonstration of using flash correctly in various situations. There was a good turnout for the meeting and some impressive, winning prints for the monthly competition. Winners in the Portrait category were: Victoria Kemp, first place; Steve Bomar, second place; and Keith Evans, third place. Winners in the Illustrative category were: Brad Barton, first place; Terry Ip, second place; and Tracye Gibson, third place. Kerri Brookins was the winner in the Album category and Victoria Kemp was the Member's Choice winner.

The February meeting hosted Cris Duncan with "Table Dancing: The World of Commercial Photography." The program included a live demonstration of some typical lighting setups and tips on how to envision the concept to create what the client needs. At this same meeting, Mary Alice Cretsinger was unanimously voted to receive Lifetime Membership status. Also, several door prizes were handed out, courtesy of generous vendors. Finally, the print winners in the Portrait category were: Brad Barton, first place; Phyllis Kuykendall, second place; and Keith Evans, third place. Janel Randall was the first place winner in the Illustrative category as well as winner of the Member's Choice award.

Heart of Texas - The Heart of Texas Professional Photographer's Guild met for their first meeting of 2013 at Bob Smith's studio in Waco on the 8th of January. Guild President, Rhonda Williams, began with a business meeting for the upcoming year and, afterwards, presented a short program on some of the things she does in her studio to make it successful.

Next, Tom Sergent presented a short program on things he does in his studio as well as a display of antique film cameras... a "trip down memory lane." The last speaker was Bob Smith, the host, who presented a program on shooting "tethered" while using Lightroom 4 and/or EOS software. The meeting was a great "sharing" experience for everyone. Also, at the January meeting, the guild held their monthly print competition and winners were: Rhonda Williams, first place; Tom Sergent, second place; and Darrell Vickers, third place.

Showing no fear and taking on the State of the Union address, the Heart of Texas Professional Photographer's Guild held its February meeting at the same time as President Obama's address to the nation. Most agreed that the guild got the best deal!

The February speaker was Richard Dalton who presented an excellent program on "Commercial Photography for Portrait and Wedding Photographers." It was a fresh and informative presentation that provided information on how to properly price commercial photography. The Heart of Texas also held its monthly Print Competition in February and the winners were: Tom Sergent, first place; Darrell Vickers, second place; and Billy Lauderdale, third place.

Houston - In January, the Professional Photographers Guild of Houston held its first meeting of the year to meet the new president, Greta Jacobs Mee, at her studio, Lakewood Photography. In conjunction with the reception, the monthly topic of discussion was "How to Become CPP Certified" with a talk from Francie Baltazar Stonestreet.

The presentation was very informative and provided examples and how to ace the CPP exam. She also expressed the importance of becoming CPP certified and how it will benefit your photographic career. The January competition winners were: Greta Jacobs Mee, Francie Baltazar Stonestreet, Vickie Longoria, and Karen Butts.

The February meeting was held at The Black Labrador, in Houston, with Suzy Roberts-Fulton of TriCoast Photography. In her program, titled "Senior Sessions," she explained the ins and outs of her senior business from lighting to posing to selling. She showed how effective social media marketing can be as well as delivering an outstanding product to streamline the photographic experience. The room was packed with past presidents and past executive directors as well as regular members who were excited to learn new information and enjoy socializing with the members. February print competition winners were: Kim Hartz, first

place; Vicki Longoria, second place; and Karen Butts, third place. There were also eight Honorable Mentions with scores of 80 or above which included: Karen Butts, Francie Baltazar, Kim Hartz, Kelly Willis, Rhonda Floyd, Aileen Harding, Jennifer Heylmun, and Teri Whittaker.

San Antonio - In January, the San Antonio Guild began meeting at a new venue, Dave & Busters, where they welcomed Paul Ernest as guest speaker. When asked to describe himself, Paul sums it up with 5 words: design, photography, people, art, and commitment. These qualities definitely come to light through Paul's work which has been honored with many WPPI and PPA awards. His background in marketing and advertising and taking a cinematography perspective has been a successful ingredient for a Fine Art Illustrator. Paul also shared the key elements to his approach: composition, light, and a story. He then demonstrated his workflow from vision to final product. With the use of Photoshop and his mastering of layering, the guild got a glimpse of Paul's creativity.

January Print Winners were: Sam Roberts, first place; Laura Ann Pollard, second place and Member's Choice; and Jorge Velazco, third place. The Album category winner was Angela Bartels.

The February speakers were David and Luke Edmonson who began their careers in Commercial Photography. In 2003, they launched Edmonson Weddings so they could work closer together. Throughout their presentation, their admiration for one another as individuals and photographers was evident. David shared his views on everyone needing to start somewhere, growing with the industry, and mentoring. Luke was equally enthusiastic and passionate about listening to your client, and promoting ideas they can buy into. Both of them provided guidance through demonstrating that your most powerful tool as a photographer is not your camera or lighting equipment. It is your voice.

February Print Winners were: Michael Plumeyer, Dane Miller, Randy Pollard, Laura Pollard, Jorge Velazco, Michelle Kobell, and Lisa Blaschke.

South Plains - The South Plains guild held its first meeting of 2013 with Cris Duncan being presented as the Photographer of the Year. Guest speaker was Brad Barton with a presentation on "What Are You Afraid Of?" His program detailed how print competition can improve your photography and boost your business as well. He encouraged everyone who is not active in print competition to stop making excuses and get involved.

At the February meeting, the guild encouraged attendees to bring up to three images to be evaluated and a few CPP volunteers arrived a half hour early to review the images. This was not actually a critique or a print judging but rather a "constructive evaluation" of the images. It was a rousing success with plenty of participation and the guild is planning on doing this in the future as well. The February speaker was Walter Eagleton who performed a live photo-shoot with his presentation on studio lighting of different skin tones. It also including posing as well as sales. Walter's sponsor was White House Custom Colour who provided some super door prizes.

Guild News Changes - You've most likely noticed the change in the Guild News format. These change were initiated as both a cost-saving feature as well as a way to take pressure off the guilds when submitting Guild News to the Texas Professional Photographer. Although news must still be submitted "within 72 hours of each monthly meeting," we will, unfortunately, no longer be able to publish photographs.

When submitting future Guild News, you may be as descriptive as you wish in the content submitted but the TPPA Editor will edit all submissions for space and content. This new move is an effort to keep Guild News in the magazine in a cost-effective manner and the Texas Professional Photographer appreciates the dedicated effort of Guild representatives who give freely of their time in order for their guilds to be represented. If your guild is currently not represented in this publication, please contact the Editor for information on being included.

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