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COVER PHOTO

"Gandalf," was created by Chris Hanoch of Plainview, Texas. The image scored 92 and won a "Judge's Choice" ribbon and a trophy for "Best Portrait of an Animal" at the 2013 TPPA Summer Roundup in Kerrville. Chris captured the image in his living room using a Nikon D300 with an 18-200 lens and a Doug Box Softbox with an SB800 flash.



OFFICIAL PUBLICATION OF THE TEXAS PROFESSIONAL
PHOTOGRAPHERS ASSOCIATION, INC.

VOLUME 49 No. 3 Apr/May 2014

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

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PHOTOGRAPHERS ASSOCIATION IS AVAILABLE TO ANY
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CALENDAR OF EVENTS

- April 27 - May 2, 2014 **Texas School**
Addison, TX
- June 22-25, 2014 **TPPA Summer Roundup**
Kerrville, TX
- September 14-19, 2014 **TPPA Road Trip**
Yellowstone National Park
- January 7-11, 2015 **TPPA Convention & Trade Show**
San Marcos, TX

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phone numbers from the TPPA Membership Directory
or visit our website at www.tppa.org

A Message from the President

Mark McCall, President TPPA



Finding Inspiration

Where does inspiration come from? Where do you get your ideas for a cool background, pose or location? What is the trigger that unleashes your creativity?

About thirteen years ago, I was to speak to a group of photographers in Central Texas. I always try to visit other studios when I'm on the road to get ideas for backgrounds, wall colors, or camera room tricks. This trip was no different. At the time, I didn't know John Pack but I saw the sign advertising his studio as I drove through Waco. I stopped in to introduce myself and to look around. John's assistant was there and let me know he would be there shortly, and to make myself at home. I saw beautiful portraits of all genres with the ever-present stacks of frames and equipment here and there.

After awhile, John arrived and was gracious enough to show me around. One of the first things that drew my attention in the camera room was a bunch of aluminum cans stuck to a wall. Tops were adhered to the wall with the bottoms facing the camera position and they were very tightly grouped. No mention of the cans was made at the time because John was busy showing me all aspects of his operation... props, backgrounds, etc. We walked through the camera room several times but my attention kept going back to that aluminum can wall. I couldn't stop thinking about it.

Soon the tour was over and I was about to leave. But curiosity got the best of me and I asked, "John, what's with the cans glued to the wall?" He replied that it was his most popular and most requested background. I stood there in

stoned silence. Seeing the blank look on my face, he proceeded to present to me several outstanding portraits with the soda can background. The bottoms of the cans provided a series of circles that were very abstract due to the wider aperture he had used to create the portraits. The silver aluminum circles seemed to go with every senior outfit he photographed with that set. I was completely amazed.

I left John's studio that day with the best idea for a background idea ever! When I got home, I started gathering cans. It took awhile. I used a product called Liquid Nails to adhere the cans to a 4x8 piece of heavy plywood but I took the idea to a new level by painting the bottom of the cans flat black. Used with Gels, I could make the cans appear any color I wanted, even using school colors on the cans. I still have that background.

The moral of the story is "Never shrug off a good idea." When attending a convention or seminar, listen to the guy or girl next to you. You might learn just as much from them as you do from the speaker. They might just give you the best idea ever.

Shoot what is in your heart,

Mark McCall
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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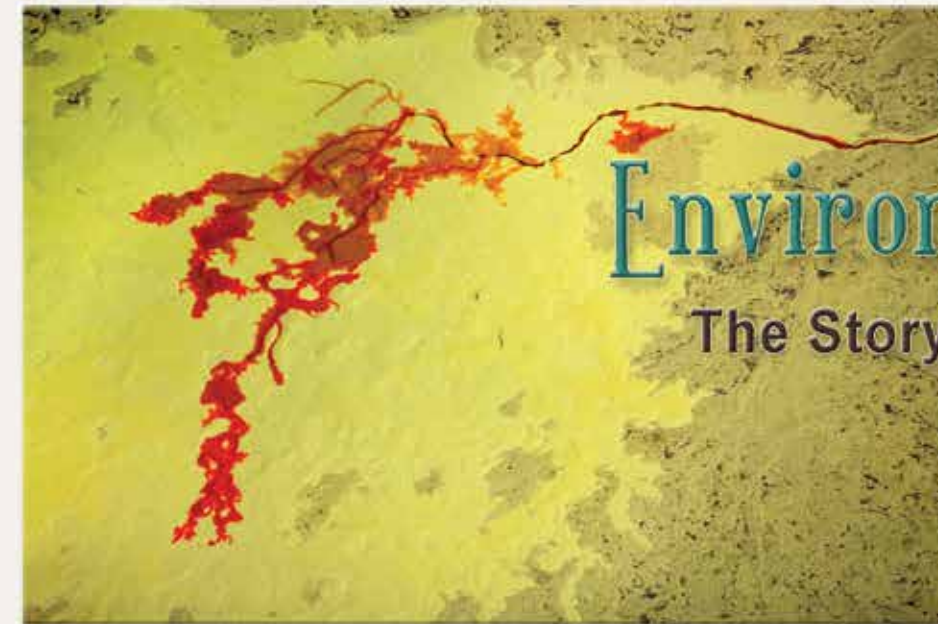
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Out of State \$65 - Note: Only Professional Active members have all membership rights. Spouses of Professional Active members are exempt from dues, unless they elect to become a Professional Active member in order to vote or exhibit prints. Limited 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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Environmental Art

The Story of J. Henry Fair

by
Bill Hedrick

Photo of molten sulphur from tar sands upgrader in, Fort McMurray, Canada. The tar sands upgrading process produces much sulphur waste, and though it has many industrial uses (fertilizer, gun powder, matches, insecticides, fungicides), the market is over-supplied. After it is removed during the “upgrading” process, it is pumped in a liquid state onto large waste stacks. Sulphur melts above 240 degrees F, and turns to a deep red liquid above 392 degrees F. The USA gets about 10% of its gasoline from the tar sands in Alberta, one of the largest petroleum reserves in the world, as well as being one of the largest environmental disasters. The tremendous amount of sulphur contamination must be removed prior to refinement.



Photo of commercial photographer, J. Henry Fair, courtesy of Matthias Hannemann.

He was 14 years old when he picked up his first camera, a Kodak Retina, and learned darkroom techniques as a teenager working in a camera store in Charleston, South Carolina. Some of his first subjects were people on the streets and rusty machinery that he felt captured society in decay. But as J. Henry Fair’s eco-consciousness rose in the 1990’s, his attention once

again turned back to that rusty machinery, industry and pollution.

J. Henry Fair is a commercial photographer who has photographed everything from expensive jewelry to some of the world’s greatest opera singers. However, he is well-known in artistic and environmental circles for his unique photographs of “industrial scars” that more closely resemble abstract paintings by Georgia O’Keeffe than the disturbing scenes of reality that they actually depict. His work has been featured on the TODAY Show, CNN, FOX News, and in many major publications, including National Geographic, Harper’s Magazine, TIME and others, and his work is displayed in galleries and fine-art museums around the world.

“My work is a response to my vision of society,” says Fair. “I see our culture as being addicted to petroleum and the unsustainable consumption of other natural resources, which seems to portend a future of scarcity.” But his goal is not to indict or to identify polluters by name, but to raise public awareness as to the costs of our choices.

When he began his mission, Fair was somewhat frustrated that he could not see and photograph whatever was hiding behind the walls and fences of industrial plants. Then, on a cross-country flight several years ago, he looked out the



Oil from BP Deepwater Horizon spill at the Gulf Macondo well floats on the Gulf of Mexico. The crystal waters of the Gulf of Mexico, endless and pure, morph into art with the vagaries of wind and tide on the drifting clumps of oil from the Deepwater spill.

window of the plane and noticed a series of cooling towers poking through a low-flying fog and recalls thinking, “Just get a plane!”

Since that time, he has traveled from Canada to the Gulf of Mexico and other locations around the world, photographing from the open window of a small plane, getting just close enough to document the frightening realizations of the true costs of our heavily industrialized society. His images are both stunning and horrifying.

The photograph of the “tar sands upgrader” should be of particular interest to Texans considering the controversy over the Keystone Pipeline. Fair explains that the tar sands upgrading process produces much sulphur waste, and though it has many industrial uses (fertilizer, gun powder, matches, insecticides,



Photograph of bauxite waste from aluminum production. Aluminum is the largest industrial consumer of electricity and produces large quantities of "red muc" bauxite waste, which contains significant amounts of heavy metal contamination.



Ruins and waste pit at an old paint factory look more like images of another planet. "Over time, I began to photograph all these things with an eye to making them both beautiful and frightening simultaneously, a seemingly irreconcilable mission, but actually quite achievable," says Fair.

fungicides), the market is over-supplied. After it is removed during the "upgrading" process, it is pumped in a liquid state onto large waste stacks. Sulphur melts above 240 degrees F, and turns to a deep red liquid above 392 degrees F. The USA gets about 10% of its gasoline from the tar sands in Alberta, one of the largest petroleum reserves in the world, as well as being one of the largest environmental disasters. The tremendous amount of sulphur contamination must be removed prior to refinement.

He has flown over paper mills in Ontario, West Virginia mountaintops ravaged by mining, oil refineries in Texas, oil spills in the Gulf of Mexico, coal ash disposal sites, and a string of factories along the Lower Mississippi River known as "Cancer Alley," as well as other locations around the world.

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"At first, I photographed 'ugly' things; which is, in essence, throwing the issue in people's faces," he explains. "Over time, I began to photograph all these things with an eye to making them both beautiful and frightening simultaneously, a seemingly irreconcilable mission, but actually quite achievable given the subject matter."

J. Henry Fair, who lives in New York State, often consults scientists to better understand the images he captures from the air. Advocacy groups such as Rainforest Alliance and Greenpeace have used his images to advance their causes. "He is a real asset to the national environmental movement," says Allen Hershkowitz, a senior scientist at the Natural Resources Defense Council, who contributed to Fair's book, "The Day After Tomorrow."

Years of documenting industrial scars has also influenced Fair's personal life as well. He conserves electricity and drives a hybrid car but he also admits to hitchhiking to a train station miles away. "People first think I'm crazy," he explains, "then they think about it a little bit."

He views his work as a catalyst. "My pictures should make something happen, whether it's saving 100 acres of precious wildlands in the middle of suburbia or illustrating for Steinway the one-of-a-kind assembly of their instruments," he explains. "My vision is of a different possibility, arrived at through careful husbandry of resources and adjustment of our desires and consumption patterns toward a future of health and plenty. To gear our civilization toward sustainability does not necessitate sacrifice today, as many naysayers would argue, but simply adjustment. There are many societies existing at present that have a standard of living at least as high as ours while consuming and polluting a fraction of what is the norm in the United States."

J. Henry Fair's book, "The Day After Tomorrow: Images of Our Earth in Crisis," is published by PowerHouse Books in cooperation with Random House. The book contains 80 color images from his Industrial Scars project with accompanying scientific data. Fair is also co-founder of the Wolf Conservation Center in South Salem, N.Y., an organization dedicated to the protection of and education about the world's wolf population. Learn more about Fair at www.jhenryfair.com.



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Welcome to Kerrville



Welcome To The 2014 Texas PPA Summer Roundup

by
Mark McCall, TPPA President

Welcome! Let me be the first to invite YOU to the 2014 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.

This year's TPPA Summer Roundup will begin on Sunday, June 22, with the TPPA Print Competition so be sure to have your prints there on time and be prepared for a great learning experience. At the same time, Christi and Melinda Reddehase will present a super program called "Beyond the Baby." Learn how to create your own baby program and how to make it successful.

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 Monday at 8:00 am but you must contact PPA at least two weeks PRIOR to the Summer Roundup! For more information, please contact Daniela Weaver at 979-571-2778 or email her at daniela@danielaweaver.com.

More Great Programs - On Monday morning, Michael Dill will present a program on "The Basics of Sports Photography." Sponsored by Miller's Professional Imaging, Michael will share the basic principles for sports photography and what kind of equipment you'll need for any job.

On Monday afternoon, Kimberly Smith, sponsored by Miller's Professional Imaging, will present "Be Creative, Be Inspired, Be You." You'll learn how to find inspirational settings for original works of art that will amaze your clients and put dollars in your pocket (or purse).

On Tuesday, Helene Glassman will present "Great Portraits are More than Just Good Lighting." You'll learn classic patterns of light and how this, combined with proper posing, can take your portraiture to the next

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Memories from Last Year's Roundup





level. Then, on Tuesday afternoon, Laura and Randy Pollard will present “Bellezza,” their own style of boudoir photography. This new trend is designed to “bring out the sexy” in all women. It will be fun and educational. On Wednesday morning, their program will continue.

Going Back to The Farm! One of the most popular events over the years has been our annual “field trip” to a place called The Farm. With a huge, covered pavilion, swimming pool, club house, and more, there will be plenty of entertainment for the whole family. Did we mention BBQ? Yes! You’ll love Buzzie’s BBQ, some of the most mouth-watering food you’ll ever experience. Then, as the afternoon sun begins to cool off a bit, you’ll get to hear more from some of our program speakers... Christi & Melinda Reddehase, Michael Dill, and Kimberly Smith. These three “mini” programs are 20 minutes long and will be repeated three times so you can catch all of them.



Texas Pride Trophy - Three years ago, 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 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 Wednesday.

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](http://www.facebook.com/TexasProfessionalPhotographersAssociation), 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 Sunday morning at 11:00 am. 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 Monday 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, Stephanie Ludlow, at 512-246-0063 or email her at stephanielonghorn@yahoo.com.

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 Kim Christensen at 713-408-0965 or Macon Leiper at 713-598-7530.

Awards Dinner - The highlight of the entire event is the Awards Dinner on Tuesday evening. 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 \$89 for single or double are available if you make your reservation by May 21, 2014. 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 immediately after the Pollard program on Tuesday afternoon. 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 “Flying.” Keep that in mind when selecting your entries.

So, join us! That’s June 22-25, 2014. See you there!



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Christi & Melinda Reddehase "Beyond the Baby"

Sunday 1:30 pm - 4:30 pm

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Melinda & Cristie Reddehase are sisters with a passion for both photography and marketing! Unlike many photographers, they both hold Bachelor's degrees in photography as well as Photographic Craftsman degrees from PPA. Their studio began in a modest commercial space and has since grown exponentially and upgraded to a beautiful custom built studio on three acres. Their intense creativity and



thirst for knowledge has kept their business growing each and every year. The studio's "Bebe" Program has been wildly successful and a top seller! The problem is... how do you get clients to come back for photos after they aren't babies anymore?

This program will show how to create a program that makes a plan for what to do beyond babies. We'll show you how to implement a consistent and effective marketing program along with incentive offers for frequent bookings.



Michael Dill "Basics of Sports Photography"

Monday 9:00 am - Noon

Sponsored by Miller's Professional Imaging



Michael Dill is an internationally recognized, award-winning photographer, who specializes in sports action photography. He has spent nearly two decades fine-tuning a process that has produced thousands of custom prints and collections of widely renowned, superior images. Michael has captured crowning moments for several high-profile players and their franchises, to include the Philadelphia Eagles, the Philadelphia Phillies and the New York Yankees.



This program will provide you with the basic principles for photographing sports that you can use from the youth leagues to the pros. Topics include: exposure, lighting, depth of field, workflow, marketing and camera operation. Michael will discuss what to photograph, equipment needed, positioning and photographing remotely in the sports of baseball/softball and football. You will be introduced to products that you can create that will set you apart from your competition and make a lasting impression on your customer.



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Kimberly Smith "Be Creative, Be Inspired, Be You"

Monday 1:30 pm - 4:30 pm

Sponsored by Miller's Professional Imaging



With seven children, Kimberly Smith describes her life as "beautiful chaos." She attributes her success to her love for her family and a wonderfully supportive husband who allows her to be "an artist." She has always loved art. But Kimberly's passion for photography began when she started having babies and wanted to document everything by scrapbooking. So, she bought a better camera and was "hooked." She began taking classes and entering competitions

and, by 2008, she received her Master of Photography degree from PPA. "To be able to capture life in such a fun and beautiful way is such a blessing," she explains. "You can never have too many pictures or too many memories."

Kimberly will talk about how to find inspiration for original works of art, whether it be for competition or for personal portraiture. You will learn how to see things from a different perspective and to give your own special touches to your portraiture.



Helene Glassman "Great Portraits are More than Just Good Lighting"

Tuesday 9:00 am - Noon

Helene Glassman is an award winning photographer and business woman from Santa Barbara, California, and Atlanta, Georgia. Her company, Imagery Photography, has been a successful portrait-event studio since 1982. Educated in music and art at the University of Memphis, as well as a degree in photography at the Brooks Institute, Helene is especially well known for her skill in posing large groups and for a storytelling and intimate style.

Helene will demonstrate classic patterns of lighting, why they are important to shape the face, and how they combine with correct posing to enhance each subject. She will also discuss proper clothing for the specific session. Learning the basics and applying them to contemporary portraiture gives the professional photographer a distinctive advantage. Posing for individuals and both small and large groups will also be demonstrated as well as working with available and studio lighting and more. Putting all these elements together will help make our portrait sessions more successful for both the client and the photographer.



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Laura & Randy Pollard "Bellezza... Capturing the Sexy"

Tuesday 1:30 pm - 4:30 pm
continues Wednesday 9:00 am - Noon

Sponsored by Pounds Labs
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The Italians call it "Bellezza" - beauty.... It is a fact that women want to be beautiful. They chase it all their lives. Laura Ann Pollard of L-Ann Imaging, believes all women ARE beautiful if they allow their inner beauty to shine. Shooting "Pin Up" and what she calls "Bellezza" sessions allows

her clients to release that inner beauty, to let them giggle and flirt, to blush and play, and then to be amazed at the results! Laura Ann also understands that not every woman is size 2... but they are just as sexy!

Laura Ann and Randy will cover what you need to know, including: marketing, pricing

strategies, session preparation, the session, the Pin Up Party, and making it all an experience to remember. Laura Ann and Randy will conduct a live session to demonstrate posing, lighting, retouching, and simple tricks that can help take your boudoir and pin up images to the next level.

Laura and Randy specialize in weddings, children, seniors, Bellezza (their version of boudoir), pin up, and commercial. Their philosophy is simple... work hard and with integrity, make your clients your friends, and give an experience... not just a photo.



Monday Outing to the Farm More Fun Than You Can Stand!

For our Monday excursion, we are returning to a familiar and popular place called The Farm. 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, take a cool swim, or just relax and visit with good friends.

It is located in the rustic Texas Hill Country between Kerrville and Bandera and has been a favorite destination for TPPA since the early 1990's. If you've never been there, just follow the crowd or ask for directions at the

registration desk. Along the way, you might even spot some deer or other wildlife, so be sure to take a camera!

There are plenty of activities for the whole family including a hay ride and a petting zoo for the kids, not to mention a game room and swimming pool. But one of the major highlights of the event will be Buzzie's BBQ, something you'll not want to miss.

After the meal, you'll get a chance to hear more from three of our program speakers... Christi and Melinda Reddehase, Michael Dill, and Kimberly Smith. These three programs will be 20 minutes long and will repeat three times, giving everyone a chance to hear all of them.



Christi & Melinda Reddehase



Michael Dill



Kimberly Smith



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Schedule of Events



Check Out Our Schedule of Events!

Go to www.TPPA.org for Updates & Schedule Changes
(Don't forget, the President's Theme this year is "FLYING.")

Sunday, June 22

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

Monday, June 23

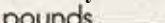
8:00 am	CPP Exam - <i>Boone/Crockett</i>
8:00 am - 2:30 pm	Registration Desk open
9:00am - Noon	"Basics of Sports Photography" <i>Michael Dill - Cypress</i> <i>Sponsored by Millers Lab</i> 
10:30 am	Leave for 21st Annual Golf Tournament - <i>Schreiner</i> (pre-registration required)
Noon	Lunch on your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

Tuesday, June 24

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

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

Wednesday, June 25

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

Have a Safe Trip Home!

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June 23rd**

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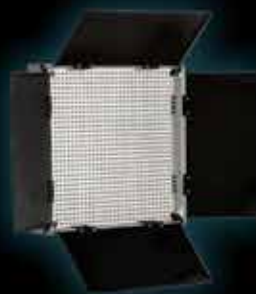


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Virtual Backgrounds Unveils New Digital Projector System

by
Bill Hedrick

One of the most innovative photographic tools on the market today was developed right here in Texas. Virtual Backgrounds, based in San Marcos, Texas, was founded in the 1980's by Dr. Henry Oles, a professional photographer who perfected a system to project backgrounds in a studio environment that would give professional photographers a decisive edge when it came to providing a variety of backgrounds.

Since it's inception, the Virtual Backgrounds system was based on projecting slides of backgrounds onto a special ultra reflective screen positioned behind the subject instead of using canvas backgrounds, polystyrene sets, or going on location. The special projector is attached to the camera and projects the background image onto the background through a beam-splitter. Those who use the system say it provides flexibility and variety and sets them apart from their competition.

The slide technology has worked fine for many years but Virtual Backgrounds was often criticized for using "old technology" in a digital world. Today, all of that has changed with the recent introduction of a new HD quality projection system that can be integrated into any of the existing Virtual Background machines or purchased with a new machine. "We didn't want to leave our past customers behind, so we designed the system so it could be added to many of the slide-based projectors, enabling our customers to work with both slide projection and digital projection," says Dr. Oles.

With the new system that has recently been announced, backgrounds are now digital files that can be created with a DSLR, I-pad, or even a cell phone camera. The files can be manipulated in size, position, color, and focus. Text can even be added to the background. A subject can be photographed and then that image can be almost instantly projected as a background for that subject or a school mascot can instantly become a background. "A digital based background projector enables the photographer to essentially immediately project a captured background that may be customized for a particular subject at zero cost," says Oles.

The Virtual Backgrounds system was primarily designed for professional photographers to provide them with a tool that enables them to provide backgrounds that others cannot create, providing customers with a unique experience and giving them a specialized product. Many of the components of the system, excluding the actual digital video projector, are manufactured in Texas and are assembled and shipped from the San Marcos facility.

Fundamental to the success of Virtual Backgrounds has been their educational programs. In addition to the workshops held at the San Marcos facility, Dr. Oles has written a number of books including

"Background Power!" and "The Professional Photographers Perfect Storm," which predicted the digital revolution long before it took place and suggested ways for the professional photographer to prosper during and after the digital revolution. Another one of his publications, "How to Make Money with Virtual Backgrounds," outlines creative ways for the users to set themselves apart from their competition.

Dr. Henry Oles and his wife Marian are professional photographers who have photographed over 1,000 weddings during their photographic careers and are dedicated to the survival and the success of the profession. Before becoming involved in professional photography and Virtual Backgrounds, Marian worked as a surgical nurse with an RN degree. Henry holds a PhD in psychology from the University of Pittsburgh and taught psychology for 20 years at two different universities. This part of his life caused him to place extraordinary emphasis on customer education and on the principles of marketing.

The recent announcement of the new digital projection system for Virtual Background is the latest advancement in a system that has proven itself to be one of the most innovative tools for professional photographers in an ever-increasingly competitive market. For those who want to learn how to convert their current systems to the digital technology or anyone wanting to learn more, go to their website: www.virtualbackgrounds.net.



"Background possibilities are limited only by your imagination," says Dr. Henry Oles. "With the new digital projector, those possibilities are now quick and easy to make yourself."

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

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

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

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

This will be our 39th anniversary of Texas School and it will be held at the Intercontinental Hotel and Conference Center in Addison (North Dallas), April 27 to May 2, 2014.

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

A Word About Our Classes

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

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



Don Dickson, Director
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BASIC DAYLIGHT EXPOSURE

by Tony Corbell

Basic daylight exposure, also called the “Sunny 16 Rule,” is a simple approach that allows photographers to produce a correctly exposed image during daylight hours (when the sun is more than 20 degrees above the horizon), anywhere in the world and without using a meter or taking test shots.

The formula is simple. Any front-lit subject or object should be photographed at 1/ISO at f/16. For example, at ISO 125, your exposure would be 1/125 second at f/16. With an ISO of 125, you could also use: 1/4000 at f/2.8, 1/2000 at f/4, 1/1000 at f/5.6, 1/500 at f/8, 1/250 at f/11, 1/125 at f/16, 1/60 at f/22, 1/30 at f/3.5, or 1/15 at f/45.



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Palo Duro Canyon & Quanah Parker



It is the second largest canyon in the United States and has been named “The Grand Canyon of Texas” both for its size and its dramatic geological features. It is 120 miles long, as much as 20 miles wide, and reaches a maximum depth of 800 feet. Georgia O’Keeffe described Palo Duro as “a burning, seething cauldron, filled with dramatic light and color.”

As far as grand canyons go, Palo Duro is a geological baby, born near the end of the last glacial retreat some 20,000 years ago. It is still inventing and molding itself from water erosion from the Prairie Dog Town Fork of the Red River which initially winds along the Llano Estacado of West Texas and dramatically runs off the Caprock Escarpment. The steep mesa walls and multi-colored layers of rock in Palo Duro closely resemble that of the Grand Canyon and many of the formations include caves and hoodoos throughout the 29,182 acre Palo Duro Canyon State Park, located on the northern most portion of the canyon.

The first European explorers to visit Palo Duro were members of the Coronado expedition back in 1541 but evidence of human habitation of the canyon goes back some 10,000 to 15,000 years. Apache Indians lived in the canyon at one time but were later displaced by the Comanche and Kiowa tribes who had the advantage of owning horses brought over by the Spanish.

With plenty of game, edible plants, fresh water from the Prairie Dog Town Fork, and the protection from the weather that the canyon provided to the Comanche and Kiowas, life was good. But the Plains Indians’ way of life was under constant attack by expansionist politicians, desperate farmers and ranchers, powerful railroads, and persuasive missionaries. In response to them, the Plains Indians had raided settlements and sometimes took captives who could be sold into slavery or adopted into the tribe. Soon, Anglo Texans demanded that this “menace” be eradicated.



It was during this era that Quanah Parker emerged as a dominant figure in the history of Palo Duro and of the entire Indian Nation. He was the son of Comanche Chief Peta Nocona and Cynthia Ann Parker, an English-American who, in 1836, had been kidnapped at the age of nine and assimilated into the tribe.

In 1874, a Comanche medicine man named Isa-tai called for a Sun Dance and, at that gathering, he and Quanah Parker recruited warriors for raids into the Texas Panhandle to avenge slain relatives. Although the party was repelled by long-range Sharps rifles, Quanah Parker’s horse was shot out from under him at a range of over 500 yards and he was hit by a ricocheting bullet that lodged in his shoulder. The incident would lead to the Red River War which culminated in a decisive Army victory in the Battle of Palo Duro Canyon that same year.

As with many military campaigns against the Indians in those days, this expedition was quite one-sided. Surrounded on all sides by MacKenzie’s troops, the Indians knew they were outnumbered and out gunned. Although a shoot-out ensued, casualties were light and Quanah Parker and the Indians surrendered. But surrender was not enough for the U.S. Cavalry and, in a move designed to demoralize and to deny the Indians of their main weapon and source of livelihood, MacKenzie and his troops rounded up over 1,000 horses and slaughtered them in a hail of bullets. It was a tactic used by George Custer a few years earlier and signaled the end of a way of life for the Plains Indians.

After the Indians were relocated to reservations in Oklahoma, the U.S. Government appointed Quanah Parker as principal chief of the entire nation and he earned the respect of government leaders as he adapted to the white man’s way of life and eventually became a prosperous rancher in Oklahoma. It is reported that Parker helped celebrate President Theodore Roosevelt’s inauguration by appearing in a parade and, in April of 1905, Roosevelt visited Parker at his home in Oklahoma.



Although he adopted many of the European-American ways, Quanah Parker always wore his hair long and in braids and refused to follow U.S. marriage laws by taking up to eight wives at one time. He died in February of 1911 at his home in Oklahoma.

Palo Duro Canyon and Quanah Parker are an integral part of the rich history of the State of Texas. Located just south of Amarillo, Palo Duro State Park offers guided tours, stables, wagon rides, campfire breakfasts, souvenirs and a variety of services and events for the whole family. During the summer months, Palo Duro hosts an outdoor musical drama in the Pioneer Amphitheater against an authentic tapestry of rich history, documenting the struggles and triumphs of settlers during the 1800’s. For more information, contact the Pioneer Amphitheater Box Office at 806-655-2181 or go to www.texas-show.com.

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NEWS FROM AROUND THE STATE



Contributors: Austin - Jim Debth; Brazos Valley - Kathy Norwood; Dallas - Debra Klawetter; Ft. Worth - Tom Thompson; Heart of Texas - Tom Sergeant; Houston - Nicki Evans; San Antonio - Daniel Holman; South Plains - Barry Nelson

Austin - The Austin Guild had their business meeting in January to discuss and approve the budget for the coming year presented by Jim Debth, the 2014 President of Austin PPA. At the meeting, Maria Bernal spoke to the group about the benefits of PPA, entering print competitions, Texas School, Kerrville, and earning PPA degrees. Guest speaker for the meeting was Melanie Hall, from Willis, Texas, who spoke on "Off Camera Flash... My Way." The presentation included auto and manual camera and flash settings and the pros and cons of each. Monthly print competition winners included: Tim Babiak, first place; Kate Caudillo, second place; and Keith Mitchel, third place.

The speaker for the February meeting was Jim Cunningham from Little Rock, Arkansas. His presentation, "Cut It Out!!!" demonstrated how to create flawless extractions using Photoshop. After extraction, those images were inserted into different backgrounds and Jim discussed ways to make them fit into different proportions. He also showed how shadows and a glow enhanced the extraction and made them seem as though they were an original part of the image. He calls the process "selling realism." Monthly print competition winners were: Kate Caudillo, first place; Tim Babiak, second place; and John Rogers, third place.

Brazos Valley - At the January meeting of the Brazos Valley Guild, a new lineup of officers for 2014 was announced that included: Daniela Weaver, President; Melinda Reddehase, Vice-President; Cristie Reddehase, Secretary; Dennis Grimes, Treasurer; and Robert and Kathy Norwood as Directors of Education and Communications. The January speaker was Jenny Eisenhauer who shared her techniques on how to get in the front door and how to speed up your workflow and turn orders around quickly. Winners of the print competition were: Meghan Garner, first place; Kathy Norwood, second place; and Ashley Seigert, third place.

Mark McCall was the guest speaker at the February meeting. He showed the group how to use Auto Flash in a variety of photographic situations. Because exposure latitude with digital is very narrow, it is important that exposures be accurate in order to maintain detail in the images and Mark has been experimenting with various types of flash units and how to obtain consistent results at weddings. Used properly, Auto Flash provides amazingly consistent results. The February meeting included a digital print competition with three competent judges. Winners were: Melanie Hall, first place; Ashley Seigert, second place; and Meghan Garner, third place.

Dallas PPA - On January 21, the Dallas Guild celebrated its 60th anniversary. Joined by twelve past presidents, their guests, and over 100 attendees, the guild reflected on its history as well as the photographic industry as a whole. Don Dickson, Tony Corbell, and Steve Kozak represented Texas PPA at the event. Guest speaker was Maria Bernal who spoke on how to add a fine art line to your services. Monthly print competition winners in the Illustrative category were: Angela Navarette, first place; and Janelle Twyford-Silvas, second place. Portrait winners were: DeEtte Sallee, first place; and David Edmonson, second place. Scenic winners were: Kathy Ames, first place; and Lucy Huffsetter, second place. Wedding winners were: J.B. Sallee, first place; and Debra Klawetter, second place. Wedding Album winner was Zak Zatar, first place. J.B. Sallee took Top Score Trophy with a score of 438 for his print, "Prada Marfa."

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At the February meeting, the guild enjoyed an outstanding live and mock print competition. Margaret Bryant presented the "Twelve Elements of a Merit Image" and discussed competition rules. Judges were Paul Earnest, David Edmonson, Luke Edmonson, Elena Hernandez, Jim Herndon, Edward Holmberg, and John Murray. To sum up the meeting, John Murray commented, "When I joined DPPA in 1977, I could never have imagined such a great support, a deep willingness to help others, a spirit of caring communication, and a unity of betterment goal for all. I'm both amazed and grateful."

Ft. Worth - The January meeting of the Fort Worth Guild featured Elizabeth Homan with a program entitled, "Creating Beautiful Family Portraits." Print competition winners in the Portrait category were: Tracey Gibson, first place; Phyllis Kuykendall, second place; and Paul Marlin, third place. Wedding category winners were: Victoria Kemp, first place; Brad Barton, second place; and Larry E. Embry, third place. The Members Choice Award went to Tracey Gibson. The February meeting featured a mock print hanging.

Heart of Texas - Jenny Eisenhauer presented a program on "Pre-Schooler Photography" at the January meeting of the Heart of Texas Guild. Carl Clark, representing Pounds Labs, was on hand to support Jenny and to provide product information and a door prize. The monthly print competition for 2014 now includes both "Professional" and "Associate" divisions. January winners in the

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NEWS FROM AROUND THE STATE



Contributors: Austin - Jim Debth; Brazos Valley - Kathy Norwood; Dallas - Debra Klawetter; Ft. Worth - Tom Thompson; Heart of Texas - Tom Sergent; Houston - Nicki Evans; San Antonio - Daniel Holman; South Plains - Barry Nelson

Associate Division were: Darrell Vickers, first place; Richard Duhrkopf, second place; and Billy Lauderdale, third place. Winners in the Professional Division were: Cameron Akin, first place; Jill Hubbert, second place; and Rhonda Williams, third place.

The February meeting featured TPPA President Mark McCall. He shared his print competition knowledge as well as an informative critique of the monthly print competition images, which also included a black and white print entry. Winners of the Professional Division were: Tom Sergent, first place; Heather Hitt, second place; and Cecy Ayala, third place. The black and white entry winners were: Jill Hubbert, first place; and Rhonda Williams, second place; and Tom Sergent, third place.

Houston - In January, the Houston Guild started off the year with over 50 attendees and tons of awards. Presentations included: Kim Hartz, Photographer of the Year; Curley Marshall and Mitch Daniels, Lifetime Membership Awards; Mitch Daniels, Executive Director Award; Greta Jacobs, President's Gavel; Karen Butts and Teri Whittaker, President's Awards; Armando Chacon, Photographer of the Year in the Master's Division; Curley Marshall, Fellowship Award Bar; and Greta Jacobs Mee and Karen Butts, Executive Directors Award for Excellence. Winners of the monthly print competition were: Karen Butts, first place; Kathy Kinser, second place; and Karen Butts and Kim Hartz, tied

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for third place. In addition, President Kim Christensen gave a preview of upcoming events for 2014 which include a DVD rental library of past speakers, mini-workshops open to the public, more involvement in social media, and two mentoring programs.

In February, award-winning photographer for the Dallas Morning News, Evans Gaglage, presented a program which included numerous photos to display his wide array of work in food, fashion, and portrait photography. He spoke about his lighting technique, time constraints when working with celebrities, and the changes in photojournalism over the years. Image competition winners for February in the Masters Division were: Cat Dybala, first place; Armando Chacon, second place and third place. Active Division winners were: Karen Butts, first place; Curley Marshall, second place; and Orpha Garcia-Labohm, third place.

San Antonio - The January speaker for the San Antonio Guild was Jenny Rhea with a program on "Daycare Photography" and how to tap into the market and to keep your schools happy. She shared tips on printing, business, marketing, and tactics she uses to get clients. Jenny also showed how to increase sales with preemptive flyers, how to deal with kickbacks, and how to create an effective way to proof and deliver the next day. It was a valuable session for anyone looking to get into the daycare market. The January print winners were: Randy Pollard, first place; Javier Barrera, second place; and Kay Harmon, third place. The Best Album Award went to Ross Benton.

South Plains - In January, the South Plains guild welcomed Conner Fuller as its featured speaker. Conner, who specializes in senior photography, told attendees about the necessity of being different from the competition. He spoke about his "rain stage" and his workflow and how he prices his work. His seniors can purchase a 20, 30, or 40 proof session and this method allows him to stop "over-shooting" and to save time. It was also announced that, at Imaging USA, Chris Hanoch was awarded the Gold Photographer of the Year and Barry Nelson and Dominique Harmon each earned their Photographic Craftsman degree.

At the February meeting, Cliff Ranson was the featured speaker. He presented a program entitled, "First Three Songs, No Flash," which detailed his excellent concert photography over the past 11 years. Cliff has photographed some of the biggest music acts in the world including ZZ Top, Carrie Underwood, Carlos Santana, Janet Jackson, and dozens more. Cliff shared how he began doing this work as well as some of the "rules of the game." The industry standard protocol for photographers shooting a concert is that they can only photograph the first three songs of the set and then flash is never allowed after that. He discussed the process of obtaining the proper credentials and how flexibility is the key for being successful. After his program, guild business shifted to the importance of print competition and how it opens you up for criticism which ultimately makes you a better photographer.

Sam Hollis Closes Studio - Studio closings are not usually something we like to talk about but this one is different. After more than 55 years of operation, Sam Hollis of Midland, Texas, has finally decided to retire from the studio business. Although he's not admitting his age, it is plain to see that Sam has outlasted a lot of other studios.

What makes it even more newsworthy is that Sam was still using film! The Texas Professional Photographer and Texas PPA wish Sam all the best in his retirement. Way to go, Sam!

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