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COVER PHOTO

The cover image of incoming TPPA President, Stephanie Ludlow, was created by Richard Sturdevant. The image illustrates "the many things that shaped my life," according to Stephanie. Read the story, written by her husband, on page 6.



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CALENDAR OF EVENTS

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| January 7-11, 2015 | PhotoGenesis 2015
San Marcos, Texas |
| January 11-16, 2015 | TPPA Road Trip
Big Bend National Park |
| April 26 - May 1, 2015 | Texas School
Addison, Texas |
| June 28 - July 1, 2015 | TPPA Summer Seminar
Lake Conroe, Texas |
| September 13-18, 2015 | TPPA Road Trip
Yellowstone National Park |

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Judy Dumas (Early).

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

Inspirations...



After the busy holiday season, I don't know about you but I feel like every ounce of energy has been zapped out of me. Just how many screaming kids in family sessions can one photographer survive? It is the beginning of the year when my photography has less spark, I'm just worn out and I need a break from my camera. What if this was the time to actually recharge your creativity? How do we find creative inspiration? Artists inspire artists and inspiration will lead to inspirational photographs. We do our best work when we have ignited our inner creativity. Get back to the passion you have for photography.

I remember when I got my first new camera, an Olympus OM3, twenty-seven years ago. I can remember that new lens smell--it made me feel like I was holding a prized possession in my hands. That camera has not been used in twenty years but it still takes up a place on my camera shelf as a remembrance of how inspired I was just from opening the new box it came in.

Texas PPA has lined up the place to inspire your 2015. PhotoGenesis will awaken your creativity for photography again. Get back to the passion you have for photography. Learn from other photographic artists and hear about what inspires them.

In the nineties, I had the chance to hear Yousuf Karsh speak and show his work. He had a deep, raspy voice and amazing portraits with exquisite lighting. Karsh said, "Look and think before opening the shutter. The heart and mind are the true lens of the camera."

You never know who will motivate you next and what kind of impact their words may have upon you for the rest of your life. Start this year by doing something for yourself. Photography....why we do what we do....because we love it, we breathe it, and we walk around and look with our eyes as if we were framing the next shot. Take control, set your goals, get your spark back, and join us for PhotoGenesis.

Keep in focus,

Stephanie Huebinger Ludlow, Master Cr. Photographer
Texas PPA President 2015

P.S. Special thanks to Richard Sturdevant for his masterful cover photo illustrating the many things that shaped my life.



Set Yourself Apart From The Rest
Be A Part Of The Best

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TPPA.org



Membership Categories & Rates

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

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

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

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

Staff Associate \$55 - Open to individuals employed by a Professional Active or Service Firm member or the spouse of a Professional Active member. Staff Associate membership may be accepted only if employer is current member.

Out of State \$65 - Note: Only Professional Active members have all membership rights. Spouses of Professional Active members are exempt from dues, unless they elect to become a Professional Active member in order to vote or exhibit prints. Limited Associate, Out of State, Student, Service or Staff Associate members may not vote, hold office or enter photographs in competition, unless a special category has been established for them.



The Evolution of an Artist

by
Roger Ludlow

Stephanie Huebinger Ludlow, TPPA's incoming President, started in photography while attending the University of Texas. "While working on a degree in the Fine Arts department I stumbled upon a class being taught by Charlie Guerrero. Little did I know that this would put me on the path that I followed in my career. In 1988 Charlie introduced me to TPPA, PPA, and the Austin PPA," says Stephanie. Upon graduation Stephanie started working for Charlie and took over the commercial photography division in his business.

It wasn't long before it was time to spread her wings and fly. In 1991 she ventured off into opening her own studio. The boom of the high-tech industry kept Huebinger busy getting to go places that you only dream about getting to see, like the time when she photographed the space shuttle. She was not afraid to get her hands dirty or crawl up on the tallest ladder from dirty foundries to photograph steel pipe being manufactured with molten metal to pristine clean room environments that required multiple steps to entering in white suits. It was like being on an episode of "How is that Made?"

In 1996, after being on the search for a commercial location for a couple of years, Huebinger purchased a building in downtown Round Rock, a small sleepy town suburb of Austin. Little did she know that once again this would change her path in her career from being a commercial photographer into a people photographer. Huebinger quickly became involved with giving her time to organizations that helped others. The first fund-raiser that she did for Lion's Club at her studio was on Halloween in 1997. Nobody expected over 500 families to show up to have their kids photographed. Quickly Huebinger Studios became the household name to have your family and children photographed at.

On a personal level, Huebinger is the one with a kind heart, going out of her way to help others to better themselves. Maybe it was a homeless person or high school senior who needed a job. One of her employees once told her that they never knew they could accomplish any of the things that she had inspired them to do... not only photography, but learning to be more independent. Huebinger was raised not knowing any boundaries when asked to do something. She thanks her parents for instilling these principles in her. Whether it be fixing the toilet or remodeling a building, there is never any obstacle that cannot be overcome with a "Can Do" attitude. "You have to always believe in the good in people. Sometimes you just need a chance."

In 2006 Stephanie met Roger Ludlow. No one ever would believe that she would find the male version of herself with the same views of helping people, endeared to the Texas Longhorns, and who would spend countless money to save their furry friends. It was yet another path that would define her as a person. We were married in October of 2007 at the same chapel where Stephanie's parents and grandparents had wed.

With her personal mission for helping others, it is not surprising that she has dedicated a large amount of her time to education. "Education changes your life, it can take you to places that you never thought you could go, or do things that you never thought that you could learn." For the past twenty years, Stephanie has been a trustee for Texas School. Why does she do what she does? Because it is about education and what it can do to inspire others. Over the past twenty years, she has been a part of thousands of photographers experiencing education and learning to enhance their careers.

As the photography industry started changing in the mid 2000's, I embraced Stephanie's goal of pursuing her Master's degree in secondary education. Her background of art, along with her passion for helping others, led the focus of much of her research during her graduate studies at Texas State University on art therapy with special needs children. In her third year of teaching in the Round Rock Independent School District, she not only teaches art to the general education population but started art time for special needs students. She is currently compiling research that will help in sharing a plan with other districts to implement similar classes. She also started a club that is based on social time between special needs students and general ed students. The club has grown to be one of the largest clubs on campus. "It is the highlight of my day when we have Circle of Friends, amazing relationships are formed. I truly believe that letting the students find a greater understanding and compassion for others no matter what their cognitive level maybe will create positive lessons that will have a lasting impact on them as adults," says Stephanie.

Stephanie is well qualified to lead Texas PPA in the coming year. A former employee, Kevin McGehearty, commented, "Stephanie was a wonderful boss. I learned a lot from her about running a studio and how to treat clients with respect and integrity. She has a really big heart and is willing to help anyone out." Angela Murray, FCC Teacher at Walsh Middle School, commented, "Stephanie Ludlow amazes her fellow teachers while she shares her unique talents in art combined with her genuine compassion for her special education students to express their feelings of art from the heart." Don Dickson, Director of the Texas School of Professional Photography, says, "Stephanie is creative and fun, but most important she can get any job done and done well." Steve Kozak commented, "It is refreshing to see how Stephanie is bringing big ideas and her commitment for success to TPPA. Having worked with the unbelievably successful Texas School for so many years, the knowledge that she brings to the table will be a much needed boost to growing TPPA and getting us headed in new directions."

Most recently, Stephanie has created PhotoGenesis, a new look for conventions. The January 2015 event features a Test Drive Product Lab, Photo Excursions, a Trade Show Training Center, Walk-up Workshops, Inspire Workshops, and more.





The Image is Everything

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what we believe at whcc.com



April 26 - May 1, 2015

The 2015 Texas School of Professional Photography will once again be held at the Intercontinental Hotel and Conference Center in Addison, Texas. Classes will be held April 26 through May 1, 2015. Over 1,000 photographers attend Texas School and we look forward to another great year in 2015. The hotel, located north of Dallas, just off the North Dallas Toll Road, is the setting for this event.

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



*Don Dickson, Director
Texas School of Professional Photography*

Online registration for the 2015 Texas School begins at 11pm on January 3, 2015. Last year the first class booked in only three seconds with several others within two minutes! If you've never experienced Texas School, you've missed out on one of the best learning experiences available to photographers in the world. There will be at least 36 classes covering every topic imaginable and all are designed to help your business grow and be successful. In addition, we are going to repeat the Big Texas Shootout where every student will be able to practice what you have learned in class and compete for over \$5000 in prizes and cash.

As everyone knows, the photography industry is changing. You have to be on top of your game. Texas School offers everyone the best education in the country and at the most affordable prices. Along with classroom instruction, there is a fun and exciting social life at Texas School with parties, meal events, entertainment and an impressive trade show. Another good reason to attend is that all evening meals will be FREE, thanks to our many sponsors. So, mark your calendar now for April 26 - May 1, 2015, and come and see what the "Texas School Experience" is all about.

**Registration Form and More Texas School Information at
www.TexasSchool.org**



Course #1 - Beginning to Intermediate
Get Moving with Hybrid!
 Integrating Video Into Your Portraits



Suzette Allen & Jon Yoshinaga
 Sacramento, CA
 SuzetteAllen.com

Join the Hybrid Revolution with your DSLR or mirrorless camera and learn to harness the power of movement

(video) to bring life and excitement (+ sales) to your photography and marketing! Learn to capture video, edit in Lightroom 5, and create short, compelling hybrid eproducts profitably. It is ideal for seniors, family, business, children and any storytelling topic! Suzette is a pioneer of the Hybrid Revolution and a well-respected teacher of Photoshop for 13 years. With her down-to-earth style and easy going humor, Suzette and her "techie" husband, Jon, will help you embrace the new video technology and techniques to build your skills to thrive in your photographic future!



Course #2 - Intermediate
The Real Wow Factor



Ross Benton
 San Antonio, TX
 StudioBenton.com

Are you ready to change the way your images look? This class is an intensive study of outdoor strobe lighting, working with subjects, posing techniques and the secrets to finding amazing backgrounds. Once the images are created, you will focus energy on creating a complete Photoshop workflow for dramatic images. You will be challenged to explore simple yet creative techniques to increase the appeal of your photography. So, get aggressive in building on your style.

Topics include:

- Powerful & simple environmental strobe lighting.
- Image workflow designed to maximize your photography WOW Factor.
- Finding and shooting in the ultimate locations.



Course #3 - Beginning to Intermediate
Easy Outdoor, Location, Home Portraits



Doug Box
 Caldwell, TX
 DougBox@aol.com

Learn to take great photos anytime, anywhere, indoors, outdoors... even when it is overcast and you can't find any direction of light. You will learn easy techniques for window

light, available light and using off-camera flash. This is a hands-on class where you will have several opportunities to practice your new lighting skills and get critiques of your images. You will also learn pro techniques for using translucent scrims and reflectors to supplement available light for better portraits, with emphasis on off-camera flash techniques. Other topics include: manual and TTL flash, painting with light, sales and marketing techniques, and more. If you want to take your business to the next level, join Doug Box at Texas School!



Course #4 - Intermediate to Advanced
Setting Yourself Apart from Your Competition
 And Finally Getting the Income You Deserve!



William Branson III
 Durham, NC
 wbranson.com

Wouldn't it be great to be different from the photographer down the street and be able to offer something that only you can provide? Learn how William transformed his high volume wedding and portrait studio to a low volume portrait studio that generates sales from \$5,000 to \$20,000 and more. In addition to "hands-on" learning of his posing techniques, William will also teach his lighting and metering process, how to interact with clients, how to create beautiful portraits, how to find your niche, studio design, marketing, selling rather than taking orders, and his portrait finishing process. When you walk out of this class, you will be on your way to earning the money you deserve!



Course #5 - Intermediate
"Hands-On"
 Natural Light Portraiture That Sells



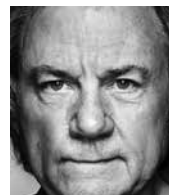
Carl Caylor
 Iron Mountain, MI
 photoimagesbycarl.net

This is a hands-on class in which Carl shares how he creates portrait style lighting in a natural light environment. You will learn about forms of light, dynamic psychology of light,

composition, color harmony, workflow, and digital darkroom techniques. You will also get extensive time creating with models. Other topics include: finding light that will allow you to create portrait lighting in a natural environment indoor and out, finding backgrounds and location that will create depth and dimensions to your work, learning how to create saleable images that take little to no artwork... freeing you up to move on to other guests or your own family time.



Course #6 - Advanced
Between Light and Shadow

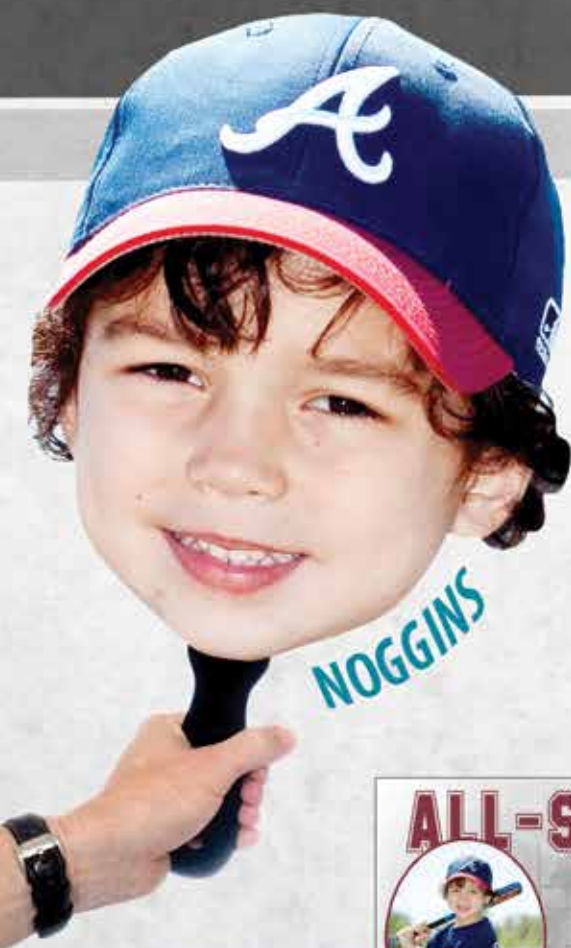


Tony Corbell
 Little Elm, TX
 CorbellProductions.com

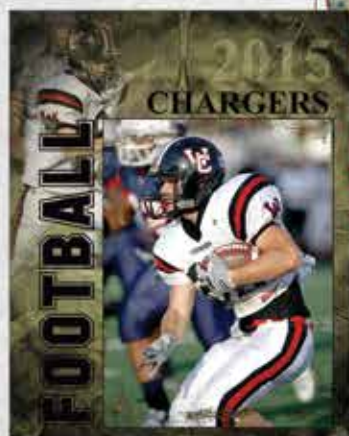
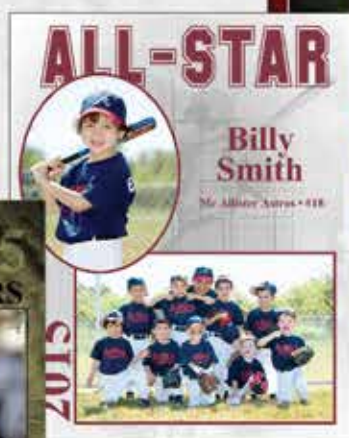
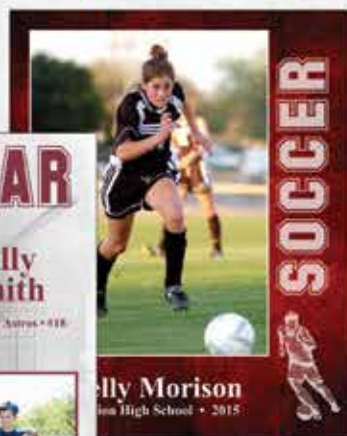
Tony's class is designed for photographers who are ready for the next step... working pros who already know the four light patterns. This is NOT a beginning lighting class. It is for pros who are willing to try something new, who are ready to stretch, and who are not afraid of trying something out of the box. You are required to know shutter speeds, apertures, ISO's camera functions and will be given real-world assignments each day. You will examine the work of the world's top photographers and discuss mixed lighting, using numerous unique lighting tools for primary and secondary sources and work to replicate those results. We will learn to think like a photographer and it will NOT be an easy class. Sound interesting? Come along and join Tony in his 20th year teaching at Texas School.



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Course #7 - All Levels
Celebrity Style Imaging



Bry Cox
West Point, UT
 brycox.com

Photographers need to be both naturally creative and naturally technical in order to create the best possible images and to handle any photographic situation. In this class, Bry will share his system to create images that are creative and emotional while being technically awesome. Your images will be different, fresh, and won't require a lot of post-production work. "Celebrity Style Imaging" is the trademarked name of Bry's studio because he photographs everyday clients the same way as VIP clients. You will learn his system using live models and learn the secrets for obtaining real emotion and believable expressions, and learn new poses that flatter and change from one shoot to the next. Take the work out of workflow and invest your time into sales instead of correcting images.



Course #8 - Advanced Beginner to Intermediate
Corel Painter
 The Artist Within



Jim Cunningham
Little Rock, AR
 jeCunningham.com

As digital photography becomes easier with new technology, it is imperative that professional photographers differentiate themselves from everyone else. Corel Painter provides a tool that can be used to transform photographs into art that clients will want hanging on their walls. Jim takes you step-by-step through the creative process, from getting familiar with the Painter interface to creating true works of art. Students should have a working knowledge of Photoshop, including layers and layer masks and are encouraged to bring at least five images of their own to work on in class. Learn to paint portraits and landscapes and how to market your images. Become as comfortable with the Painter Interface as you are with Photoshop and let Jim unleash your inner artist.



Course #9 - Beginning to Intermediate
Taking Your Studio to the Next Level



Gregory & Lesa Daniel
Titusville, FL
 gregorydanielporraits.com

Today's portrait market presents the seasoned pro and the "newbie" alike with great challenges as well as great opportunities. Have you ever wished for a mentor to take you by the hand and lead you to some solid ground? Greg and Lesa are such mentors and have the track record to prove it. They've "been there, done that" and want to share what they've learned. Greg combines an incredible business mind with wonderful artistry. Lesa is a natural people person who genuinely cares for all her clients. To succeed in today's marketplace, you need a plan that works from start to finish. Greg and Lesa have honed their processes like no one else. Let them hold your hand while stepping into your next level of success. They'll leave you begging for more.



Course #10 - Intermediate
Lighting for Sales



Cris & Deanna Duncan
Lubbock, TX
 cjduncan.com

Photography is an art that melds light and subject to create an unforgettable image. By combining your artistic vision with the mastery of the technical science of photography, you can create the images that you see in your dreams. Join Cris and Deanna for a week of interactive, hands-on experience where you will learn lighting, lighting principles, and how to make a living with profitable sessions. You will stretch, laugh, be refreshed and discover new tools to add to your photographic skill set. In a relaxed environment, you will explore the psychology behind the sales process. After this class, you will be able to combine technical skills with design and compositional elements to confidently deliver your very best for clients.



Course #11 - Intermediate to Advanced
"Boudoir-Licious" Photography



Kay Eskridge
Phoenix, AZ
 imagesbykay.com

Are you interested in bringing a 'little something sexy' to your photography business or ramping up an existing boudoir line? If so, this class is perfect for you! Learn to balance a family-friendly business with the Art of Boudoir, to place appropriate value on what you offer, to market this exciting photography trend, to create unique product lines and the sales techniques used to make them successful. Learn to communicate with your clients and to make any woman feel comfortable while using a variety of lighting techniques during the hands-on sessions. This class will give you the knowledge, tools and confidence you'll need to provide an experience your clients won't be able to stop talking about.



Course #12 - Beginning to Intermediate
The Best of Both Worlds



Mary Fisk-Taylor & Jamie Hayes
Richmond, VA
 hayesandfisk.com

A week with Jamie and Mary will be the perfect blend of hands-on photography and extensive marketing and sales information, with a dash of fellowship and a lot of fun. They own and operate two extremely successful photography studios in their market area of Richmond, Virginia. Their small home studio specializes in high-end wall portrait installations and custom designed weddings and their newer addition is a higher volume high school senior and boutique event business. They gross well over one million dollars a year and are very proud of their sustainable and profitable brands. Whether you are a seasoned professional or just starting out in the professional photography industry this is a week of priceless knowledge and information.



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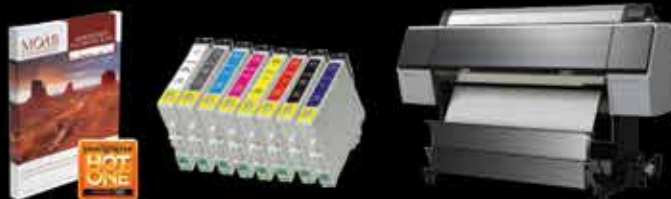


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Course #13 - Intermediate
Harmonizing the Art of Posing & Lighting



Hanson Fong
 South San Francisco, CA
hansonfong.smugmug.com

The key element to being a successful photographer is to make people look great. Hanson demonstrates his successful techniques that apply to both portrait and wedding photography, balancing the art of lighting with the art of posing. You will learn to create perfect photographic harmony regardless of the subject's body size and type and under any lighting condition, any place and anytime, with Hanson's "Classic 10 Poses." The class will also include lighting and metering techniques for groups, couples, and brides, enabling you to create highly desirable and timeless portraits. The legendary Rocky Gunn was Hanson's mentor and teacher who inspired Hanson creation of "Flow Posing" which is now acknowledged and recognized internationally.



Course #14 - All Levels
Successful Senior Biz
 From A to Z



Beth Forester
 Madison, W. VA
foresterphoto.com

Are you tired of shooting a marathon session only to be disappointed by a puny order? If so, let Beth show you how she garners a \$2,000 average senior sale in one of the most depressed economic areas in the country... West Virginia. She will share with you how she "shoots to sell" and what seniors want most in lighting, composition, and design. Beth will be your guide as you learn to analyze your sessions and use proven business strategies to create a pricing structure that ensures profitable orders. From setting minimums based upon session type to using "desirable" products to guide your clients to targeted price points, this class will demonstrate "real world" strategies for a lucrative senior portrait campaign.



Course #15 - All Levels
Building Your Boutique Studio
 PLUS a Boutique Approach to Private Schools



Britney & Kirby Fullgraf
 Lakeland, FL
BelvedereStudio.com

Learn the details of running an Effective Boutique Studio... branding, marketing, sales, and pricing. Whether you are just getting started or if you are a seasoned pro, whether you have a home studio or retail space, this model is designed to provide you with a steady stream of income. Then, forget everything you think you know about school portrait photography and learn Britney's high-end approach to private schools and her own "Top 7 Tips for Securing Your Own Private School." Along with amazing special event sessions and wall portraits at schools, you'll have a model for approaching private schools, dance schools, and other volume events while protecting your high-end brand and your growing business.



Course #16 - Intermediate to Advanced
Cutting Edge Lighting Techniques
 Wireless Speedlite & Strobe Methods



Mike & Suzy Fulton
 Lake Jackson, FL
TriCoastPhoto.com

TriCoast Photography will show you the simple but effective way to have studio lighting anywhere or anytime. Learn to see and capture light visually and to effectively use wireless flash and strobe techniques to create light and shadows in any lighting situation without all of the "techno-geeky" talk. TriCoast Photography believes in NO SECRETS because we are all here to learn and to receive information to help us become better photographers. This is a straightforward class for the fast-paced action world of wedding photography but the techniques learned apply to high school seniors, children, family, and other situations as well. Their unique style has been adopted by photographers around the globe.



Course #17 - Intermediate
The Dramatic Portrait



Joel Grimes
 Pasadena, CA
JoelGrimes.com

This class is a must for anyone wanting to take the mystery out of using strobe lighting. You will learn to become a creative force and to THINK LIKE AN ARTIST. This class will cover using all sorts of modifiers (soft boxes, beauty dishes, octagon banks, umbrellas, etc.) while working from an intuitive approach. You will be presented with ways to develop your personal creative vision. Models will be used for hands-on lighting demonstrations and students will have ample opportunity to experiment with various lighting techniques. In addition, you will learn a number of Photoshop techniques, including HDR for backgrounds. According to Joel, a technical instrument can never make a creative, artistic decision. This is reserved for the human mind.



Course #18 - Intermediate to Advanced
Growing Your Studio
 Through Marketing & Innovation



John Hartman
 Stevens Point, WI
jhartman@coredcs.com

Join John Hartman as he brings his Marketing Boot Camp to Texas School. If your marketing isn't bringing you enough sessions, if your sales aren't where they should be, or if your photography seems to be stuck in the mud, this class is for you. John has been called the "Marketing Guru" for over 25 years because his marketing works! One of the industry's top presenters, he continues to innovate and grow his business by providing creative photography and properly priced products to a qualified client base. You will go home from this class with a notebook (or iPad) full of new ideas that will increase your studio traffic. You will learn how to find the pricing "sweet spots" for your products that will maximize your sales.



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Model B016

For Canon, Nikon and Sony* mounts

*Sony mount without VC

¹As of March 2014 Source: Tamron



Course #19 - Intermediate
The Portrait Studio... Refined!



Elizabeth & Trey Homan
San Antonio, TX
PortraitsByElizabeth.com

Elizabeth and Trey run a successful children and family portrait studio in San Antonio. In this class, they will discuss how they create, market and sell wall portraits and portrait albums to nearly every client. Topics include: posing individuals to large families; environmental lighting using reflectors, off-camera flash, studio lighting; and marketing to keep your studio busy year round; selling to make your sales sky-rocket; and workflow, from camera to sales room. If you are ready to take your photography business to the next level, bring a big note pad because this class will be full of great ideas and inspiration for the intermediate through advanced photographer. Basic photography skills are a MUST.



Course #20 - Intermediate to Advanced
Newborns from Image to Art



Julia L. Kelleher
Bend, OR
jewel-images.com

There is no greater moment than becoming a parent, giving one a new reason to live and to love. Join Julia Kelleher and learn how to create your own artistic style and to capture the love of new parents as a newborn photographer. She will teach you how to stand out by honing your unique voice and artistic point of view and to connect with clients and capture the spirit of the parent-child relationship in every image. You will gain a comprehensive understanding of all the composition elements that make infant portraits more personal, vibrant and evocative. Your newborn portraiture will skyrocket to a whole new level, offering soul-stirring, fine art that new parents will covet.



Course #21 - Beginning
Taking Your Photography to the Next Level
 Creating Fine Art that Sells



Laurie Klein & Kyle Klein Perler
Brookfield, CT
LaurieKlein.com

If you are a creative photographer who continues to develop your own style and visual voice and you want to find the market to match your evolving work, join Laurie and Kyle in this hands-on class centered around daily shooting opportunities and scenarios. Learn how to break away from old patterns and to experiment with exciting new insight into what truly motivates the artist within you. Understand and own your creative process in a way that makes your work more authentic and more marketable. What makes a million dollar photo? Why does one photo strike the heartstrings while another doesn't? Find answers to these and more questions in this fun and informative class.



Course #22 - Beginning
The Secrets to Success
 When Turning Pro



Steve Kozak
Grand Prairie, TX
SteveKozak.com

Merely owning a camera does not make one a photographer any more than owning a pencil makes one a poet. A successful career in professional photography is built upon a foundation of lighting, posing and good business practices. If you are new to professional photography, or if you are considering portrait or wedding photography as a career, this class is where it all begins. Steve has helped countless numbers of photographers turn their passion into a profession and their photography into profits. You will gain a wealth of knowledge and a unique insight into creating images at a professional level. If you desire to stop "taking pictures" and start "creating images," this class will forever change the way you look at professional photography.



Course #23 - Intermediate to Advanced
Environmental Portraiture
 In the Real World



Don MacGregor
Vancouver, BC
MacGregorStudios.com

Join Don in an intense week which focusses on defining skills that enable you to tackle virtually any portrait project, with any equipment, in any condition. "Real World" refers to creating images that command excellent sales from clients that are prepared to pay professional rates. You will study and practice posing and composition for individuals and groups, lighting with ambient conditions using reflectors and portable flash, and the process of building a "purchasing desire" from initial contact to the closing of the sale. Each day will be split into two modules. One half will be lectures and demonstrations in classroom and the other half will be demonstrations and live sessions with models. Don's class is grounded on building confidence and skills rather than flashy Photoshop images.



Course #24 - Beginning
Don't Gamble with Your Certification
 Prepare, Prepare, Prepare



Gary & Kathryn Meek
Hot Springs, AR
GaryMeekPhotography.com

Professional credentials are not just handed out. They are EARNED and Photography credentials are no different. A lot of effort goes into preparing for the CPP exam (not to mention the image submission review) and that's why the Certification Preparation Class is so important. Gary and Kathy can help you discover your weaknesses and concentrate on strengthening your knowledge on those points. Each student will receive about a hundred pages of handouts and study guides prior to attending the class, as well as sample tests. There's actually a lot of physics and math in photography but Gary and Kathy will explain it in a way anyone can understand. Having taught preparation classes since 1991, they know their stuff.



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Course #25 - Intermediate to Advanced
Outdoor, Location, & Underwater
 Senior Portraiture



Larry Peters & Brian Killian
 London, OH
 PetersPhotography.com

Expect something new from Larry and Brian this year. This course has been expanded to include outdoor and location, with creative lighting. Now you can learn how the Peters Photography staff keeps clients coming in the door, even in a down economy. The class includes marketing, location and outdoor imaging, basic and advanced studio lighting and how to sell your work for top dollar. Brian and Larry have been working hard to give you the most current ideas available and your photography will hit a new level of professionalism after learning the creative side of senior work. Whether you have a studio or not, there is something for everyone with plenty of hands-on experience to help you understand the techniques being taught.



Course #26 - All Levels
Bulletproof Business

For Newborns, Seniors, Families, Children, Weddings & Volume



Blair Phillips
 Landis, NC
 BlairPhillipsPhotography.com

Blair's business began nine short years ago in a small, economically deprived mill town of just 3,000 people in North Carolina. Since then, Blair Phillips Photography has become a household name that people in his community and from several states away have come to know and love. He is known for his innovative lighting, fashion forward posing and unique locations and sets. Each day of classroom instruction will cover a new studio genre and Blair will teach the simplicity of his off-camera lighting, posing, set building, marketing and his pricing structure that make his business rock. He has a passion to teach other photographers how to express themselves in ways not found in traditional training.



Course #27 - Advanced
Studio Lighting & Posing Techniques



James Schmelzer
 Shelby Township, MI
 elitfoto.com

James Schmelzer will take you step-by-step through the theory and techniques behind great studio lighting and will explain how versatility can grow your business. Go behind the scenes in a variety of different lighting setups and find out where to place your lights, how far away, and how high. Get an in-depth overview of the seven different patterns of light (split, broad, short, Rembrandt, butterfly) and when to use each pattern. Then, utilize those same lighting skills in a boudoir session as well as a senior portrait session to double your clientele. After attending this seminar, you will have the confidence and understanding of how to take studio portraits to the next level using constant lighting.



Course #28 - Intermediate to Advanced
Get Photoshop Smart



Robert O. Seat
 Batesville, AR
 photobyseat.com/classes

Photoshop is the ultimate creative tool in our industry but Photoshop has changed forever with Creative Cloud. We no longer wait for a year or more for updates and Photoshop can change daily with new tools and features added as soon as they are ready to release. Don't fall behind on the learning curve. Get Photoshop smart and take your skills to a new level. Transform your images into true works of art by creating images with the impact that today's clients demand. Creativity, efficiency, and managing problem images will be key topics. You will need to bring your computer with Photoshop installed, tablet or mouse, camera (optional), and all your creative juices.



Course #29 - Advanced
Over the Top
 Photographic Artist Composites



Richard Sturdevant
 Garland, TX
 SturdevantStudio.com

Do you want to take your work to a level that will separate you from the average photographer? Richard Sturdevant's Over The Top Photographic Artist Composites will help you to do so. This class is for advanced photographers with a strong understanding of Photoshop. Get ready for a week of creative inspiration, sound creative Photoshop techniques, and introduction to Corel Painter. This is not just a Photoshop class. You will learn creative lighting for compositing, composition techniques, color theory and superb blending techniques to finish off an image. Richard is known for his creative composite abilities, sound lighting techniques, and passion for teaching others.



Course #30 - All Levels
Art Décor & Image Enhancement



Michael & Tina Timmons
 Vassar, MI
 ThePortraitGallery.com

Join Michael and Tina Timmons as they explore opportunities in photography. They will demonstrate new techniques, manipulations and processes, and will help take the mystery out of print competition while teaching you how to use those skills in your everyday work. This week-long class will cover how to photograph for commercial interior décor sales, how to manipulate and enhance for print competition quality image results, artistic research and creativity, relaxation techniques and personal assignments. There will be lecture, demonstration, hands-on activities, music and fun during the entire class. So bring your computer and your camera gear.



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Course #31 - Intermediate
The Art of Illustrative Portraits



Woody Walters

Waukeg, IA
 WoodyWaltersDigitalPhotoCandy.com

Style and design is the key to separating yourself from the "good enough" generation. Woody will teach you how to take what you are seeing and feeling to transform your subject and emotion into a one-of-a-kind vision of art. Only when we can create photographs that reach so far beyond what our competition is doing, both emotionally and artistically, will we create the desire and the need for our clients to come to us. Take your photography to the next level and learn to apply color theory, montaging, and storytelling to your images while capturing the passion of your clients. Students must already be proficient in making selections, understanding layers, and strong foundation in photography. A major portion of this class will be one-on-one with Woody as you create images.



Course #32 - Beginning
Video Production



Billy Welliver & Mitch Daniels

Metairie, LA Houston, TX
 Welliverpr@aol.com mitch@mdivideo.com

Often described as "The Class That Has the Most Fun at Texas School," the Video Production Class has become a tradition the entire school looks forward to every year. You'll spend the week with two of the top videographers in the country as they produce the infamous "School Video." If you are serious about making money and want to do it while working at one of the coolest jobs around, this class is a must for you. Learn from two instructors, each with a proven and repetitive success record. Course topics include: Basic and advanced camera techniques on traditional Video Cameras and using DSLR cameras for video; Non-linear editing skills on Macintosh computers; Lighting and sound for video; Computer graphics; Wedding, Industrial, and Corporate video ideas. This fun, informative hands-on course has been designed for anyone interested in increasing their production skills with video and is intended for the beginner. Billy and Mitch will demonstrate over the course of the week a "script-to-screen" class project that will be produced to expose students to all aspects of video production. The hours are long but the results are worth it.

Course #33 - Intermediate
Amazing Image Secrets



Janice Wendt

Vallejo, CA
 wendtjanice@gmail.com

Retouching is the secret to creating images that have that WOW factor. This hands-on class will have you creating amazing art from your own images. Learn how you can develop an emotional appeal into your images to make them memorable. Develop retouching techniques that can direct your viewers with artistic "Light" pathways that enhance the viewing experience. To allow for a greater focus on learning retouching techniques, a series of free videos will be provided one month before class to bring students up-to-date on how to use many of the tools that will be covered in the class. Janice is well-known as the "Trainer to the Trainers" with more than 30 years experience in nature, commercial, wedding and portrait photography.



Course #34 - Beginning
A.B.C.'s of Photoshop



John Wilson

Fort Worth, TX
 JohnWilsonStudio.com

This course is designed for the person with very little or no experience with Photoshop but each student is expected to know computer basics (how to locate, open, save, move files, etc.). This is a "Hands On" Basic Photoshop CS6 class, not a basic computer class. A DVD containing all project images for the week will be provided for each student. This is a "stress free," hands-on workshop, facilitated by a patient instructor. Students will learn to use the tools and multiple methods needed to enhance, correct and polish their images... saving time and money! You will learn "Real World", everyday techniques used by the best Photoshop users empowering you to communicate more intelligently with your lab and in-house retouchers.



Course #35 - Intermediate
Gorgeous Weddings & So Much More



Steve Winslow & Sophie Lane

Bozeman, MT
 WinslowStudio.com

In part one of this action packed, two-part, Wedding/Portraiture class you will learn to see behind the glitz and glamour of a Bride's big day and to uncover the nuts and bolts of professional wedding photography. Steve and Sophie will show you how to carefully, professionally and charismatically photograph the most important day of someone's life as well as the business of weddings and how to succeed financially in the wedding industry. In part two, you'll gain unique insights into successfully transitioning your wedding clients to your life-long client base and discuss ways to be involved in your clients' lives and in the community, garnering the respect and admiration of your market.



Course #36 - Intermediate
Follow Your Heart



Lora Yeater

Alma, W. VA
 memoriesbylora.com

This course covers how Lora Yeater started her business in the basement of her home and soon had to build a larger studio to accommodate the growth of her business. It provides tips on how to set yourself apart from other photographers and how to stay resilient even through the inevitable storms that life sends your way. As a predominantly senior portrait photographer, Lora takes special care to learn each individual's personality before they even come in for a session. She feels blessed with the ability to help others see the beauty within themselves and to capture that beauty in a portrait that will be cherished by the family for generations.



REGISTRATION INFORMATION

All payments received after February 15, 2015
will be assessed a late fee of \$25

TSPP Cancellation Policy: Any class cancellations must be made in writing and addressed to:
TSPP Director, Don Dickson, 1501 W. 5th St., Plainview, TX 79072

Please observe the following:

January 3rd - January 21st...	Full Refund
January 22nd - March 21st...	\$100 Penalty
March 22nd - April 1st.....	\$200 Penalty
After April 1st.....	No Refund

The Texas School of Professional Photography reserves the right to cancel courses, change faculty, or refuse admission to any student. Please note: **You must be 21 years old to attend Texas School.** You must be able to show a form of identification at registration proving your age. Please fill out the application on this page. List a first, second and third choice of classes. Mail or FAX (do NOT send a cover page with your FAX) your application on **January 3rd, 2015, at 11 pm or later.** OR, take advantage of our ONLINE REGISTRATION at www.TexasSchool.org. Classes will be filled on a first-come, first-served basis as postmarked or received online.

If registering by mail, send to: Don Dickson, 1501 W. 5th St., Plainview, Texas 79072. Don's phone number is 806-296-2276 (9-6, M-F Only). Don's FAX number is 806-291-8669 and his email is don@dondickson.com. Do not call until three weeks after applying. All correspondence must be in writing with full name. If your choices are not available, you will be placed on standby and notified. If you are not placed on standby, your check will be destroyed on April 5th. If your first choice is not available, you will be placed in a class of your second or third choice, if available.

Print or type all information. Incomplete applications will be returned.
No postmark prior to January 3rd will be accepted.

Last Name: _____ First name: _____ Email: _____

Mailing Address (St. or P.O.): _____ City: _____ State: _____ Zip Code: _____

Ph: Bus: () _____ Ph: Res: () _____ Ph: Cell: () _____

Member PPA? YES _____ NO _____ Your PPA #: _____ Years in Photography: _____ Full-time: _____ Part-time: _____

Is this your first time to attend Texas School? Yes _____ No _____ Shirt Size: _____

1st Choice # _____ Instructor _____

2nd Choice # _____ Instructor _____

3rd Choice # _____ Instructor _____

Method of Payment: Check # _____

Credit Card # _____ Exp. Date _____ If using credit card: VISA _____ MC _____ AmExp _____

If using Credit Card: Signature _____

I certify that I am at least 21 years old. Signature _____

If attending on Scholarship, please state source of Scholarship _____

NOTE: Scholarship recipients still need to guarantee class with credit card.

TUITION for TPPA MEMBERS is \$525 (TPPA dues **MUST** be paid **before** submitting application)

TUITION for non-TPPA MEMBERS is \$620 (This includes 2015 membership in Texas PPA!)

ADDITIONAL FEES: Some classes have extra materials fees, payable to the instructor.

Amount of Tuition \$ _____

Texas PPA Membership (\$95) \$ _____

Late Payment Penalty *(\$25) \$ _____

TOTAL ENCLOSED \$ _____

(Checks Payable to: Texas School of Professional Photography)

ONE STUDENT PER APPLICATION, PLEASE

*(If payment made after February 15, 2015, a penalty of \$25 must be included)



For more information or to register online, go to
www.TexasSchool.org



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TPPA Road Trip

Yellowstone National Park

September 13-18, 2015



Your
Host
Cris Duncan

Do you ever feel like just unplugging the phone, logging off your email, setting all of that retouching aside, and just getting out of town? Are you ready for a break from the everyday monotony of running a business? If this describes you, look no further than Find Your Focus 2015 for an adventure into the heart that will leave you refreshed and inspired about the craft you love so well.

In September, Cris Duncan will host a Texas Road Trip to Yellowstone National Park in conjunction with his Find Your Focus workshop, an event that promises to motivate you to chase your dreams in one of the most picturesque locations on earth.

This is not your ordinary landscape workshop but rather a photographic retreat designed to make you fall in love with photography all over again. It's all about creating amazing images, developing leadership skills, building relationships with other photographers, and creating a network of friends for a lifetime.

When one travels to Yellowstone, he is immersed in a target rich environment where photographic opportunities abound. It is an amazing event when you are able to remove yourself from the everyday routine and simply observe the world around you. Yellowstone is an unrivaled canvas where you will be able to capture its beauty in your own unique way.



This 5th annual photographic experience will be led by legendary professionals like Tony Corbell, award-winning wildlife photographer Laurie Rubin, and Find Your Focus founder, Cris Duncan. As a Texas PPA member, you will receive \$50 off as well as a PPA Service Merit, meaning that it will count as credit if you are working on your degrees or recertification with PPA.



Sometimes we just need to put down the phone, log out, and go on an adventure. Yellowstone is a place to learn and grow and to discover what is truly important. Perhaps all we need is an hour to be alone with a camera in hand and for one person to tell us that we can do it. Maybe we just need to sit still and watch the light and shadow, watch motion and texture, and watch creation reveal something that we have yet to see. There are those times when we just need to be somewhere different than where we are today or to simply get away and create.

If you are interested in attending Find Your Focus in September, visit www.findyourfocus.org. Space is limited and will sell out fast. Use coupon code : FYF-TPA-ROADTRIP to save \$50.



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Living Room "studio"

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WHAT IS PHOTOGENESIS?

Texas Professional Photographers Association Convention

January 8 to 11, 2015
San Marcos, Texas

Come experience a new look for conventions. Spend time rejuvenating by exploring the roots of your origins in photography. Develop your inner artist by exploring other artists who have the same passion. Feel good about a new you by exploring the large outlet mall that is almost next door.

Relax in the large, comfortable rooms of the Embassy Suites. Enjoy a free hot breakfast every day to stoke your creative fires. Experience new products by sharing in hands-on product training.

Share your passion with someone else. And leave refreshed. PHOTOGENESIS is for YOU!



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



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



Trade Show Training Center - Located in the Trade Show, these 30 minute revolving programs showcase products by providing demonstrations and information. These are sponsored by vendors in the trade show.



Walk-Up Workshops - Come to the ultimate share-and-learn workshop. Learn a new technique or see an idea demonstrated by one of your peers. This is a very casual and informal learning environment where you walk up to a table that is hosted by a fellow photographer and see techniques, new concepts, or ask for advice. You can spend a couple of minutes checking things out or the entire 45 minutes of the host's assigned time. These are not sales tables. Everyone is there to assist you in becoming a better photographer.



Inspire Workshops - Be inspired, be motivated, and get recharged! Listen as these photographic artists speak about their lives as photographers. These are relaxed programs that will change the way you think and feel about photography. Some workshops will also include hands-on art projects.



All Convention Series - Listen to high impact speakers who will change your life. Discover your inner artist and truly find your passion as a photographer.





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More Information at
www.TPPA.org

PhotoGenesis Registration

Pre-Register by December 15, 2014 and SAVE!

Yes, you heard right.... your \$97 Convention Registration includes \$50 TRADE SHOW BUCKS!
Spend it any way you wish in the Trade Show.

	<u>Before Dec. 15, 2014</u>	<u>After Dec. 15, 2014</u>
Register <input type="checkbox"/> Current 2015 TPPA or SWPPA Member*.....	\$97 (includes \$50 Trade Show Bucks!)	\$122 each \$_____
Register <input type="checkbox"/> Spouse of 2015 TPPA or SWPPA Member.....	\$97 (includes \$50 Trade Show Bucks!)	\$122 each \$_____
*NOTE: Your 2015 state affiliate dues MUST be paid to register at this price... Texas, Louisiana, Arkansas, Oklahoma, N. Mexico, Colorado.		
Register <input type="checkbox"/> Non-Member.....	\$179 (includes \$50 Trade Show Bucks!)	\$204 each \$_____
Register <input type="checkbox"/> Print Competition BOOT CAMP.....	No Charge (Thursday & Friday - see schedule)	No Charge \$ -0-
Register <input type="checkbox"/> Trade Show Only (No Convention Registration).....	\$10 (sorry, No Trade Show Bucks.)	\$10 each \$_____
NOTE: Yes, the Trade Show IS INCLUDED with regular \$97 Convention Registration)		

Photo Excursions on Friday (Excursions limited to the first 20 people registered for each class.)

NOTE: You must be registered for PhotoGenesis to attend these Photo Excursions.

Register <input type="checkbox"/> Babiak & McCall - Vintage Aircraft Excursion.....	Friday, 8:30 am to Noon	@ \$95 each.....	\$_____
Register <input type="checkbox"/> Babiak & McCall - Vintage Aircraft Excursion.....	Friday, 1:30 pm to 5:00 pm	@ \$95 each.....	\$_____
Register <input type="checkbox"/> Homan - Wine Tasting & Ballerina Photo Excursion.....	Friday, 3:00 pm to 6:00 pm	@ \$95 each.....	\$_____
Register <input type="checkbox"/> Pollard & Penland - Vintage Cars & Pinup Excursion.....	Friday, 9:30 am to 12:30 pm	@ \$95 each.....	\$_____
Register <input type="checkbox"/> Pollard & Penland - Vintage Cars & Pinup Excursion.....	Friday, 2:30 pm to 5:30 pm	@ \$95 each.....	\$_____
Order Me <input type="checkbox"/> Long-Sleeve "PhotoGenesis" T-Shirt (circle size) S M LG XL XXL XXXL	@ \$15 each.....	\$_____	
(shirts to be delivered at PhotoGenesis)			

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Signature _____

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Composites For Profit

by
Barry Nelson



Adding multi-image composites can mean big money for your business. There are two main reasons this is true. First a good composited image sets you apart from the myriad of photographers who do not possess the knowledge and skill to create a convincing composite. Second, and more importantly, composited images are incredibly compelling. Clients, particularly parents, find it almost impossible to pass up a well-crafted composite, so they buy it and they buy large prints of it. We'll discuss the basic lighting setup, photographing the images, and resources that will increase your ability to create a great composite and sell it.

First let me preface things by saying the overarching emphasis of this article is to make money selling easy to do composites. This is not an article about doing the kind of amazing art that someone like Richard Sturdevant creates. Richard is on a completely different level, or more accurately he is on a completely different planet. In no way will we be creating that kind of intricate detail and artistry. We will focus on a fast defined process that will help you make more money.

The basis of any good photographic image is lighting. It is no different for shooting images for a composite. Lighting is your tool for sculpting the subject. If it isn't lit well, the chances for a successful composite is low.

We light almost all composites with a three point lighting scheme shown in the illustration on a white paper background. I first came across this type of lighting admiring the work of Joel Grimes. Joel didn't invent it, but he was creating such compelling images I was hooked. It's actually a pretty simple setup and you do not need studio lights to create it.

You can use speed lights or even constant lights to achieve the effect. The essence of the three point lighting is pretty simple. One

overhead light coming in from and above the subject, what we would call butterfly lighting, and two back lights creating a strong rim light around the subject. What we try to create is drama with this type of light. So we treat the two rim lights as the main light and expose for that, typically at f/8.0. Then the overhead light (we use a beauty dish) is much darker. In fact many times it is just enough to put a tiny bit of light on the subject. It would be 3 or 4 stops lower than the back lights. Position the camera just under the overhead light and fire away.

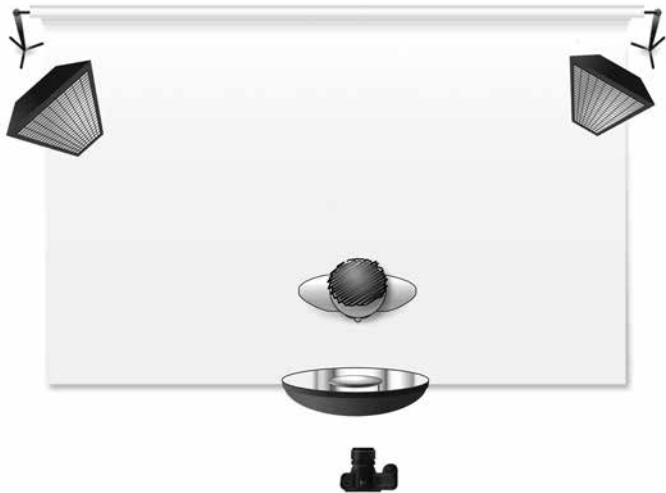
Now it's on to Photoshop. You need to extract your subject out of the background so you can then place it on any background you choose. It is beyond the scope of this article to explain all the ins and outs of Photoshop that will help you accomplish a good extraction. But Photoshop has dramatically improved its selection and masking tools. There are also excellent software tools that can really help with a great extraction. I use both. If it is a subject with short hair or an athlete with a cap or helmet, I will use Photoshop's selection and refine edge tools.

If it's a little more complicated, my tool of choice is Topaz Labs Remask 4. It is an incredibly simple and tremendously effective piece of software. It does take a little practice to get proficient at extracting subjects from the

background. What once took me several hours to do, now takes me just a minute or two. Once I became skillful at extraction, this opened the door to being able to do a composite for every client and that opened the door to more sales.

I'm of the firm opinion that great backgrounds make great composites. Do I go out and shoot an HDR background for every new client? Well, I could do that, but remember what we're doing here. We're making composites that are fast and easy and will sell. So why would I take two





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Barry Nelson lights almost all of his composites with a 3 point lighting scheme on a white paper background... something he learned from Joel Grimes, an instructor at the Texas School of Professional Photography.

or three hours to shoot and edit an HDR background when someone has already done that and I can just buy them? Time is money in the photography business. We almost exclusively use Imagescapes digital backgrounds by Jim Cunningham. They are amazing and all I have to do is find the one I want to use in my composite and it's done.

Finally, after extracting my subject and choosing my background, all I have to do is combine them and do some color correcting to tie it all together. There are two main ways I do this. Most often, I will use a color balance adjustment layer above all my other layers and adjust it to taste. Usually all you need to adjust is the mid tones.

If I want to make a cool image, I will increase the blues and cyans. If I want it warm, I will adjust the reds and yellows. It doesn't take much to achieve what you want. The other method I use is a texture overlay. Using a texture overlay with a blending mode can easily tie things together in a believable way. Don't forget to adjust the light and dark of the different layers. One sure giveaway that an image is composited is your foreground subject and background are vastly different in tonal range. So lighten and darken each as needed.

You will be pleasantly surprised to know that selling a composite is easier than selling anything else in your product line. When we started doing composites, I just did them hoping people would buy them. Now clients have seen our work and come in specifically asking for a composited image. That's a 100% guaranteed sale! We tell clients that these look best when large and that's what we sell them, typically a 20x30 metal print. We love the metal because the images jump off the page. A composite can mean an extra \$600 or more to every session you shoot. If you aren't doing them now, it's time to start.



Barry Nelson describes himself as "just a creative guy who's trying his best to be successful. Not so much for me, but for those I love." He started out as a guitarist wanting to be a rockstar, transitioned into owning a production studio, and has now become a photography rockstar in the Lubbock, Texas area.

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The Merging of Art Forms Photographing Dancers

by Elizabeth Homan

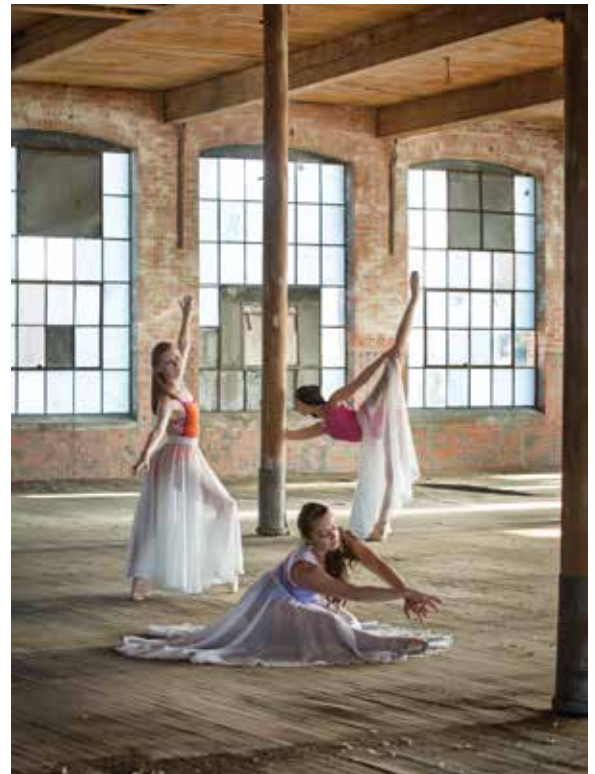
One of the questions I am often asked is how to best photograph dancers. The answer is complex, as I spent twenty-five years of my life as a dancer in a ballet class each and every day. It is part of me, my muscle memory, my heart, and my soul. I no longer dance that way, except in my head, and an occasional demonstration pose that reminds me that I am twenty years older! When asked what is my FAVORITE subject to photograph, without hesitation I can honestly reply it's DANCERS! Photographing dancers is like capturing moving art and freezing it in time.

I am excited to share my knowledge of dance with other photographers so they can experience success with this beautiful art.

Dancers come in all ages, sizes, and abilities. Young, inexperienced dancers just beginning to learn usually do not have the ability to execute more advanced or

challenging poses. It is important for you to have a basic knowledge

of a few fundamental poses that a young dancer is able to perform for the camera. You will become more proficient at this as you continue to gain experience. As much as I would like to, I'm not able to teach, in one article, what took me twenty years to learn. Following are some tips to help you in photographing dancers of all abilities:



Have a dance professional assist during the portrait session. Let's say you are photographing a dance school. You will have students ranging in age from three to adult, beginning to advanced. Unless you have extensive knowledge of dance I recommend an instructor or advanced student be available during the portrait sessions to pose the dancers for you. Then you will be assured of proper positioning that will result in a portrait sale for you! I can tell you for certain, without fail: NO dancer will purchase a photograph of them in improper positioning.

Don't ask or expect them to execute a pose or a leap that is beyond their ability. Some dancers THINK they can achieve advanced poses and leaps when in fact they can NOT. This will result in poor technique and quite possibly, injury. I have had many instances when a teenage dancer wants to be photographed in a particular pose, but when she makes the attempt, it is awkward and not at all like the photo she showed me on Pinterest. Trust me, simple poses will create beautiful images too! If the subject's foot isn't pointed properly, their turnout is not ideal, or their knee is bent, they will immediately reject an image fearing someone will see them in incorrect position.

Be sure to get their entire body within the frame of the image. Few things will annoy a dancer more than an image of a beautiful leap or arabesque and you cut off their feet! Dancer's feet (and hands, too) are an extremely important part of the overall pose. They complete the line of the whole body. So, be sure to back away and never, EVER crop a part of the body off.

Don't make your dancer repeat the leap or extension too many times. Dancers will usually listen to their bodies and know when they have had enough. However, there are situations where a less experienced dancer, in an effort to please you, will keep trying and end up with an injury. I realize capturing a leap at its maximum height is challenging, and usually takes more than one time to achieve. But if you haven't got it by take five, take a break. Their bodies will get tired and they will not be able to jump or lift their leg as high as they did on take one or two.

Dancers cannot go en pointe on every surface. Be careful what you ask your dancer to do. If she is adept at being en pointe, she will know what she

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can and cannot do. But the newer dancers may be more confident than they should be. If the surface is slippery or rocky, this can be dangerous for those wearing pointe shoes. Allow them to rehearse the pose on the surface and then let you know if they can safely dance there. Otherwise, stationary poses may be the best choice in those situations.

Now that we have gotten the do's and don'ts out of the way, here are some photographic tips to help you on your next portrait session with a dancer. Dance is a very romantic, soft, and beautiful art. Yet it can also be strong and dramatic. I most often choose to light my advanced dancers with a fairly strong directional light, and if possible a kicker light as well. This creates drama in the poses and shows off the muscular legs, arms, and back of the dancer.

The sample images in this article were all taken during our Texas School Class 2014. I received permission to photograph at this stunning location where I brought my three gorgeous ballet dancers from the Texas Christian University Dance Department. These dancers are considered advanced, professional level dancers. I asked them to wear long skirts to capture the movement and beauty of dance in such an old, abandoned location. Some of these images were captured with natural window light and some using off-camera flash, taking into consideration each individual dancer, pose, and setting.

Every year during our class at Texas School, we teach a mix of photography, lighting, posing, marketing, and selling. But we always have ONE INSPIRATIONAL session to just play and get inspired by lighting and the subjects we are photographing. My choice is to always photograph dancers. I am hoping to continue our tradition at Texas School 2015!



Also, I will be teaching a hands-on PHOTO EXCURSION with dancers and WINE at PhotoGenesis! Friday, January 9 from 3-6 pm. Hope to see you there!

Elizabeth and Trey run a successful children and family portrait studio in San Antonio. In this class, they will discuss how they create, market and sell wall portraits and portrait albums to nearly every client. This class will be full of great ideas and inspiration for the intermediate through advanced photographer. To learn more about Elizabeth and Trey Homan or their class, visit their website at www.PortraitsByElizabeth.com or read about them on page 16.



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Fashion Posing for Women

Part 1: The ONE Rule of Posing

by
Bry Cox

Posing in general is hard, let alone fashion posing. But everyone wants to break the rules and be different, and that usually means wanting to shoot fashion-style images. However, fashion photography doesn't mean that you don't pose. If anything, it means that you understand posing so well, that you can work from a distance. It means seeing all the details of a person so quickly, that you can stand back and direct from behind the camera.

If you understand how to pose with a fashion mindset, you will be better at every other type of shoot.

Bry Cox's One Rule of Posing - I have simplified all the rules of posing for all genres from fashion to traditional, into one hard-fast rule. It is easy, simple and powerful. This is my one rule of posing:

Visually, women need to conserve space and men need to take up space.

That's it. This is my Bry Cox Rule of Posing, the key and number one overwhelming rule that trumps everything. It is easy to understand, but it takes some time and practice to really get it on a subconscious level to where you notice everything about a person as you're shooting.

But when you do, photo shoots will flow, you won't need posing guides, and when you critique your photos afterwards or see other people's images, you'll instantly know why a pose works or doesn't. Constantly critiquing using this rule after a shoot will help you think differently and do better on each shoot as you move forward.

How does this rule work? There are lots of posing rules for every detail of a person, from their toes, knees, hips, waist, shoulders, arms, elbows, wrists, fingers, and chin. And these can change depending on your angle, or if the person is sitting, standing, or lying on the ground.

Let's say we are photographing a woman who is standing and we know that she must visually conserve space, so we twist her waist to the side instead of straight on with the camera. This makes her look smaller because she is taking up less space visually. That means she will look thinner, more feminine, and we are removing a distraction.

Everything either works for the image, or it works against the image by default and becomes a distraction. We are always looking to eliminate distractions by making every part of the woman look smaller visually.



Now we look at her wrists. Let's say she naturally has a straight hand, and instead we bend her wrist and turn her hand in. Her entire hand area now looks smaller and more feminine because we have conserved visual space in that area, and we've removed another distraction. This is how it works, and we do this for every area of her that is in frame before we take the shot.

"But I don't want to pose. I just want to shoot reality."

How much you should or shouldn't pose is an ongoing argument amongst photographers. But it's the wrong thing to focus on. What actually matters is flattering people and making them look better in a photo, and that means being aware of every detail of why each part works or doesn't work – in other words, understanding posing.

Sometimes I can direct from a distance back behind my camera, and other times I am right up by someone, physically moving them. The level at which I need to pose a person versus directing them from a distance has to do with their levels of comfort and coordination in front of a camera. But posing is a part of every shoot.

As the artist, you are in control and you must take control. Remember that even movie stars have directors. Movie stars go to finishing school, get training on how to pose and be comfortable in front of a camera, but in the end they always need the outside help of a director who understands angles and light, and how all that gets recorded in the camera. That's your job.

I'll train you on this and more at Texas School. When the time comes, sign up quickly and in the meantime, check out more of my tutorials at BryCoxWORKSHOPS.com.

Good Luck and Happy Shooting!



In his class at the Texas School of Professional Photography, Bry will share his system to create images that are creative and emotional while being technically awesome. Your images will be different, fresh, and won't require a lot of post-production work. "Celebrity Style Imaging" is the trademarked name of Bry's studio because he photographs everyday clients the same way as VIP clients. Read more on page 12.

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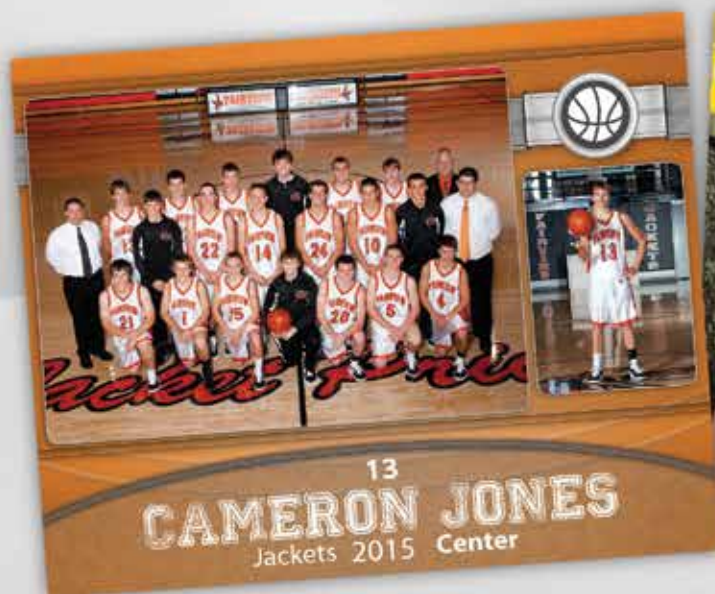


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Credit Card Changes in U.S. Could Affect Your Business

courtesy of Town Square, the Official Square Blog

Credit card technology in the United States is about to change. The old “magnetic strip” is being replaced by something called EMV Technology, which stands for “Europay, MasterCard, VISA.”

These new credit cards will be equipped with a small computer chip that is extremely difficult to counterfeit. If you’ve recently received a new card, chances are that it is already souped up with this new technology. So why are they changing everything?

Statistics tell the story. Almost half of the entire world’s credit card fraud takes place right here in the United States, even though only about a quarter of all credit card transactions take place here in the United States. That’s a tough pill to swallow. What the banks want to do is to stop a great deal of this by doing away with the old magnetic-strip cards which are much easier to counterfeit. This comes in the wake of several major department store security breaches that include Neiman Marcus and Target.

So, can this change affect your own business? Yes, indeed! To begin with, business will need a new device to read the information on the new EMV chips. This could potentially be an expensive issue. However, the worst part is that, beginning in October of 2015, businesses that don’t have the EMV processing device could very well be “on the hook” for fraudulent transactions using EMV chip cards. It’s an issue that has small businesses nationwide on edge right now.

Here is the situation. Currently, if you run a fraudulent card at your studio, the banks absorb the cost. Beginning in October of 2015, all of that will change. If someone pays with a fraudulent chip card and your studio is not set up with the EMV card reader, the banks will no longer be liable and you will be forced to absorb that loss. This could be potentially devastating to a small business.

EMV technology isn’t really “new” technology. Most of the rest of the world, including Europe, has been using chip cards for years. The United States is actually the last major market still using magnetic-strip technology on credit cards. In fact, you won’t even “swipe” the card anymore. Instead, you will insert the card into the payment device and leave it in place for the entire transaction while the card and the card reader “talk” back and forth.

The total changeover from magnetic-strip cards to EMV cards probably won’t happen overnight. Industry experts estimate that the card rollout may take three to five years to complete. In the meantime, small businesses should be contemplating the transition to protect themselves against liability and fraud.



Beginning in October of 2015, the current “magnetic-strip” credit cards in the United States will be replaced with EMV chip technology requiring a new credit card reader machine. Business owners who have not converted to new reader by that time could find themselves “on the hook” for fraudulent credit card transactions instead of the banks absorbing the loss.

A colorful advertisement for Complete Printing & Publishing. At the top, a rainbow-colored dashed line separates the header from the main text. The header reads "The Only 40" 6-Color Press in the Ark-La-Tex!" in large, bold, blue letters, followed by "& Full Color Short Run Digital Printing Services" in smaller blue text. Below this, a list of services is provided: "Other Services Include: • E-Commerce Online Ordering Service • Web Proofing • Award Winning In-House Graphic Design • Full Service Bindery & Finishing • Mail Processing • Total Digital Workflow • Customized Order Fulfillment Services • FTP Server For Large File Transfer". A bold statement reads "FREE QUOTES! FAST TURNAROUND! GUARANTEED 100% CUSTOMER SATISFACTION!". The central image shows a large industrial 40-inch 6-color press. To the right of the press, a blue starburst contains the text "Proud to print the Texas Professional Photographer Magazine!". At the bottom, the company logo "CPP" is shown next to the text "COMPLETE PRINTING & PUBLISHING". Contact information is listed at the very bottom: "1501 W. Panola Carthage, TX 75633", "800-964-9521 • 903-693-9306 • Fax 903-693-4780", and "www.CompletePrinting.com". A rainbow-colored dashed line is at the bottom of the ad.



by Bill Hedrick



A darkroom exhibit includes a Kodak Film Tank system with a wooden box used to load film in the daylight for processing as well as a kerosene darkroom light with a red filter.

Texas Museum of Photography

Caldwell, Texas

Museums all over the world keep us in touch with our past and make us aware of the sacrifices of those who came before us. By understanding the past, we are better prepared for the future. Nowhere is this more true than the Texas Museum of Photography, located on a dusty, gravel road outside the little town of Caldwell, Texas.

Doug Box set out a few years back to find a way to preserve some of the rich history of photography in the State of Texas after realizing the virtual treasure chest of old cameras and artifacts he had collected over the years. Some of the cameras and photographs date back to the 19th Century when photography was still in its infancy while some of it dates to the more recent past when everyone still used film. Every piece tells a story.

Some of the more unique pieces in the exhibit include a turn-of-the-century “head clamp” used by photographers to steady the subject during long exposures necessary in those days. There is also a glass plate negative from the first photography studio in Texas as well as an image made by an early Texas photographer who traveled the state in a wagon, going from town to town creating images.

Another priceless item is an early, large format, glass plate camera made by the Blair Camera Company based in Boston, Massachusetts. That company was established in 1879 and, in 1899, Blair became a division of Kodak and relocated in Rochester, New York, where it eventually manufactured the famous Hawk-Eye box cameras for Kodak.



Some of the cameras on exhibit at the Texas Museum of Photography date back to the 1800's while others, including a Hasselblad camera, are from the “not so distant” past.

During that same time period, a group of photographers in Texas decided to form an organization dedicated to elevating the standards of professional photography in the state and the Texas Professional Photographers Association was born in 1898.

“One my primary objectives for this museum was to highlight the impact that professional photographers have had on Texas families by preserving memories and capturing special events,” Doug explains. “But another reason for the exhibit is to pay tribute to many of the Past Presidents of the Texas Professional Photographers Association.”

Doug, who is a Past President of Texas PPA and has served for the last 20 years as its Executive Director, began collecting old cameras and other memorabilia back during the 1960's.

One of the more unusual exhibits at the Texas Museum of Photography includes a working darkroom that gives visitors the experience of traditional film and darkroom techniques with a circa 1950's darkroom donated by the Sheriff's Department of Washington County, Texas.

In preparing this historical exhibit, Doug recently traveled to the Fox Talbot Museum in Lacock



Texas PPA photographers in 1936 posed in front of the Alamo in San Antonio, Texas.


Village, England, to visit with Roger Watson, the museum's director. This museum celebrates the life and work of William Fox Talbot who changed the way photography was done by creating the first-ever photographic negative in 1835. Box was there to celebrate the 175th anniversary of one of the founders of modern photography who changed history with a simple image taken from a small window at his home in Lacock Abbey.

The Texas Museum of Photography is dedicated to nurturing and showcasing images and expert guidance from top photographers from around the State of Texas and the world. As its curator, Doug is on hand to explain photographic history to visitors as well as to critique work done by visitors, making this more than just a visit to the museum.

Anyone wishing to donate photographic equipment, historical photos and documents, or any other historical memorabilia to the Texas Museum of Photography can contact Doug Box at 979-272-5200. It is your opportunity to be a part of the rich history of this profession. But you might also want to call ahead for directions first... just to be on the safe side.






Doug Box (right) shown during a recent visit with Roger Watson (left), director of the Fox Talbot Museum in Lacock Village, England.







Tim Walden

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NEWS FROM AROUND THE STATE



Contributors: Austin - Jim Debth; Heart of Texas - Tom Sergent; Houston - Nicki Evans; South Plains - Barry Nelson

Austin - Lora Yeater was the program speaker for the September meeting of the Austin Guild. She is a highly regarded photographer from West Virginia who specializes in senior portraiture. "Follow Your Heart" covered her beginning in the business and her road to success. She encouraged the group to look at images that your clients look at in order to obtain inspiration for a creative session. Monthly print competition winners for September were: Stephanie Sharif, first place; Nathan Latsha, second place; and Joe McKay and Scott Sitkiewitz, third place.

In October, Austin PPA was fortunate to have two industry leaders, Mary Fiske-Taylor and Jamie Hayes. Jamie started the day with an afternoon workshop on boudoir, focusing on the techniques he uses to capture "sensual, not sexual" images. He demonstrated unique lighting as well as some inexpensive lights to supplement main strobes. The lighting and posing demonstration lasted over three hours. Then, Mary Fisk-Taylor kicked off the evening program called "The Best of Both Worlds" about developing a strong brand, creating successful pricing strategies, and developing a successful partnership marketing. Monthly print winners for October were: Gene Chavez, first place; Scott Sitkiewitz, second place; and Kate Caudillo, third place.

Heart of Texas - The Heart of Texas Professional Photographers Guild held it's annual "social" at Cameron park in Waco in September. The annual social is just that - a social meeting, no competitions, no speaker and no business. It is a chance to have a picnic, bring a dish to share and get to know one another and our families better.

The featured speaker for the October meeting was Ester Fuller, who presented a two-part program. Part one was a three hour class on using Corel Painter to take portraits to another level. Part two was held during our normal evening meeting time slot and reviewed the painting process plus a discussion on how to use a multi-layered sales system to sell the painted products and to boost sales. In addition to the normal Photographer of the Year competitions the guild held a black and white print competition. The winners were: Rhonda Williams, first place; Tom Sergent, second place; with Darrell Vickers and Heather Hitt tied for third place. The Associate division of the Photographer of the Year was won by Cathy Steed with Rick Duhrkopf placing second and Darrell Vickers taking third place.

Houston - Steve Kozak was the guest speaker for the September meeting of the Professional Photographers Guild of Houston. Steve taught a half-day workshop and then was the guest speaker for the meeting. A few lucky members won door prizes at this meeting too!

The monthly image competition had five award-winning images. In the Master's division, Armando Chacon placed first and second. In the Active division, Curley Marshall placed first, Tom Hathcock placed second, and Karen Butts placed third.

South Plains - South Plains Guild hosted a "Shutter Stroll" at the September meeting. Members as well as many visiting photographers were able to photograph models at three different stations. There was a station for using only natural light, another for off-camera flash, and finally in the studio setting designed to demonstrate the use of different lighting patterns. This is a semi annual event and has become extremely popular for area photographers. It gives the guild a great opportunity to share the benefits of being part of the local guild, as well as the TPPA, and PPA. After the end of the sessions, there was a vigorous discussion from the members to the others explaining the particular benefits of Texas School and print competition.

At the October meeting of the South Plains Guild, Randy and Laura Pollard shared their program, "30 Secrets of Wedding Photographers that Shouldn't be Secrets." The Pollards are incredibly engaging and, not only did they share a tremendous amount of information, they did it in a fun and entertaining way. The one thread that was woven throughout the presentation was to make sure the wedding day is the bride's day and to do everything possible to make things run smoothly so that the bride is as happy and stress-free as possible.

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