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by Dominique Harmon

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The cover image, "Rock of Ages," was created by Dominique Harmon of Lubbock, Texas. The image was made in the studio using a 4x6 softbox and a Canon 5D MkIII with 24-70mm lens. The client, hoping for his big break in Nashville, commissioned the image for a record album cover.

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OFFICIAL PUBLICATION OF THE TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION, INC.

VOLUME 50 No. 4 June/July 2015

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

COMPLETE FINANCIAL INFORMATION ON TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION IS AVAILABLE TO ANY TPPA MEMBER BY CONTACTING DOUG BOX, EXECUTIVE DIRECTOR, P.O. 1120, CALDWELL, TX 77836 DOUGBOX@AOL.COM.

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CALENDAR OF EVENTS

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| June 28 - July 1, 2015 | TPPA Summerfest
Lake Conroe, Texas |
| Sept. 19 - Oct. 18, 2015 | Texas 10 Fall Workshops
Locations to be Announced |
| Sept. 30 - Oct. 2, 2016 | TPPA PhotoGenesis '16
San Marcos, Texas |

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

Inspirations...



Texas PPA and You

The 40th annual Texas School of Professional Photography was nothing short of incredible! If you were there, I don't have to tell you what it was like to be with a thousand other photographers, study with the finest instructors in the nation, and fellowship with others who share your same interests and passions. If you weren't there, start planning for next year's event!

The Texas Professional Photographers Association is all about "education" with a significant amount of "fun" thrown in for good measure. For over 117 years, this association has been serving photographers who want to improve their skills and become more profitable in their business. Members love to share what they've learned so that everyone benefits.

To accomplish all of that, we have an amazing group of officers and staff members who spend an extraordinary amount of time making sure that you get your money's worth from this association. Of course, if you attended Texas School, you already realize what Don Dickson, Director of the Texas School of Professional Photography, and his staff do in order to produce the best and largest school of its kind in the nation!

For over two decades, Doug Box has been the TPPA Executive Director who heads this association and takes care of the many details of putting on the other events throughout the year. He has been the driving force that has helped TPPA lead the nation and set the standards for everyone else.

Also, in case you haven't noticed, we have one of the finest magazines in the entire country, thanks to the hard work and dedication of Bill Hedrick, our magazine editor. The magazine you receive every other month is something

that he has dedicated his life to providing for our association and it has evolved into what it is today due to his efforts. Not only does it inform you about the many events your association has to offer, it provides you with educational articles written by industry experts.

However, the officers of the Texas Professional Photographers Association are also some of the most dedicated and motivated individuals who give of their own time to serve this association. By the time each one serves as TPPA President, they will have already served on the Executive Council for four years. It is not a commitment to be taken lightly!

I tell you all of this to say that we have the finest state affiliate in the country with the best of the best of everything. Throughout the year, we have a variety of activities designed with you in mind. Now it is up to you to take advantage of what all your association has to offer.

The next event, this very month, is Summerfest '15 to be held at the beautiful La Torretta Resort in Conroe, Texas. This is a new event and a new location and you will be totally blown away by this place! There is more information in this magazine, so sign up today. I hope to see you there!

Keep in focus,

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

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.



Gregory Daniel
FDPE, FSA, M.Photog. CR., CPP, F-ASP

STAY TRUE TO YOURSELF

Today, more than any other time in our industry, being unique is critically important to the success of both our businesses and personal sanity. Distracting noise in the marketplace is what I hear and experience everyday. Anywhere you turn, there are ads from all walks of life competing for our attention. Many of these ads appear to be attempts at price reductions with an underlying core of desperation or specials as a means to differentiate and stand out from the proverbial crowd. Producing products, services, branding, and experiences like everyone else will land you in the wading pool of commodity. Therefore we arrive at the question on how to rise above the noise and be noticed. I will share with you several concepts and principles that have shaped my path for the past 36 years in business.

Stay True To Yourself – I have found this to be the foundation for our success. If you are interested in being different, looking unique and standing apart, look no further than yourself. There is only one you and no one else can be you! Fortunately, early on in my career I found my uniqueness through my undying love of art museums. You could find me in the library poring over books about artists or in galleries observing beautiful pieces during family vacations. Since the late 80's these art galleries have been a beacon of light for my vision to fuse my love for photography with painterly classics. Staying true to this personal love and vision has not only been incredibly satisfying artistically, but also has set my business apart from the commodity.

Your Audience – Certainly it goes without saying that if you want a business to be successful you definitely need to identify who your buyer will be. Commodity is for the world of mass marketing, which is not only expensive but also difficult. Identifying who your specific client is will narrow the wide marketing beam to that of a laser. In our case the audience is comprised of families who appreciate unique handcrafted works of art. This could stand true from shaving products, dining experiences, tailored clothing, interior design, to high-end vacations. Here's the thing, it is a must to know who to make sure is aware that you exist!

The Product – Now here is an area that I commonly see as an issue during my many mentor sessions with students. I truly believe starting with creating one single product that defines who you are is paramount to clearly being able to communicate to your audience. Developing your unique product and seeking feedback from your audience is critical in business success. Clearly our audience recognizes a Gregory Daniel Mixed Media Portrait as our signature commissioned product. These are uniquely designed pieces to fit in the lifestyle of their beautiful homes. Once your defining product is mastered, the lines of communication with your audience are much clearer.

I encourage each of you to dig deep inside to find the true you. There is wonderful joy in knowing that the business you have created was built on the foundation of your core desires. Communicating through this beautiful art form with your personal language is a gift to yourself and your audience.

Greg and his wife Lesa Daniel are internationally recognized for their artistry. Though he is one of the most awarded photographers in the United States, Greg has the utmost privilege of living out his passion every day alongside Lesa in operating their portrait photography galleries in both Indialantic and Titusville, Florida. He has achieved both the title of Master of Photography and The American Society of Photographers Fellowship. In addition, Greg is was one of the youngest members to be inducted into the prestigious Cameracraftsmen of America in 1991, proud founding member of the International Society of Portrait Artists (ISPA) and on the Board of Directors for the Professional Photographers of America.



Professional Photographers of San Antonio

Sharing the Vision

Andrew Funderburg
June 17
Album Design & Sales

Mark McCall
July 15
Competition for Dummies

Doug Box
August 19
How to Master off Camera & On Camera Flash

Meghan Garner & Ashley Diamond Seigert
September 15
The Autonomous Partnership

Jenny Eisenhauer
October 21
Winning with High School Sports

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6:30pm Dinner
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Spotlight Pics

A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to TexasProPhotoMagazine.com or email the Editor at Editor@cablelynx.com.



"My Sister's Keeper" - Bree Adams, of Arlington, Texas, did a composite on this image and used an assistant to ensure complete newborn safety and control of each baby. Rice bags were placed at the bottom of the baskets to prevent them from being top heavy. The image was photographed at f2.8 using constant light placed to the right. After merging the layers, she brought down the highlights in the background to keep the babies as the center of focus. Bree is a Certified Professional Photographer specializing in newborns and maternity portraiture. "My Sister's Keeper" was accepted into the PPA Loan Collection and Bree earned a Platinum Photographer standing at IPC with this image.

Relationship Images DO SELL

DON MACGREGOR



Years ago I thought that relationship images were awesome. I loved them in competition but sadly I struggled with doing them on sessions with clients. I was the problem. I did not believe clients would invest serious dollars in wall decor if it looked too “candid.” I was so wrong, clients love this style of portrait ... IF DONE WELL.

Today we see a lot of the emerging photographers doing relationship images and sadly most look like candids that clients can do themselves. It is very difficult to command respect and professional compensation if clients think they can do what you are doing.

Successful images (that sell) still must contain key professional elements. Strong lighting that showcases the beauty of the people (and the environment) and dynamic composition are the tools we have to create relationship images that stand out. As always, you must make every effort to insure every person is shown equally unless you are hiding a weight issue. No one wants to pay for a portrait where they are a bobbly head doll sticking out from someone else’s shoulders.

The key to a relationship image is defining the story you are going to tell (planned during consultation). Most commonly, you have the family interacting with each other or with another element (e.g. pointing to something). Once you start down this journey you will surprise yourself and your clients with ideas (family bar-b-cue, skiing together, etc).

After the consultation with the family in the image above, I learned that they all loved the lake and so many of their activities are on the lake. The small sailboat is dad’s passion. They love to have refreshments on the dock and chat about their activities. That planted the seed. Notice that compositionally, each person has their own space and equal representation in the image. This is handheld from a boat that is bouncing around... we had to crank up our shutter speed to insure a sharp image. Flash on-camera was added (skin tones were flat and there was no luminosity) because it was overcast and threatening rain.



The couple to the left live around a vineyard and love taking their “girls” for an evening walk. Notice that we are using the rule of thirds and everyone is showcased (not bunched up into a sardine can style of posing). The subjects are in powerpoint position 4 yet still stand out from a spacious background. Technically this was fun... the couple practiced walking at a slow speed and I practiced along with them (walking backwards and shooting). An assistant, to the left of the camera, was also walking backwards while catching the setting sun (silver reflector) and bouncing light back to the subjects.

After working with this family (top-right) for a while, I could see a wonderful tight knit relationship between them but in the same breath, a unique father/son and mother/daughter relationship. A sensitive photographer is always watching his clients to capture an insight into their personalities. Remember we are not creating road maps of faces ... we are telling stories. This is a sunset image and totally natural light. I intentionally separated the gals and guys to portray what I had seen and gave each an activity. Again note they are all showcased, no one is hidden and people project from a background that has a lot of depth.

Walking and talking is considered the “classic” relationship image (right-center). This is backlit, camera is tripod mounted and an on-camera flash is used for fill. With the zoom lens, I tracked them and used the auto focus capabilities (continuous focus) of the camera to insure sharp subjects. I demonstrated the speed to walk and we practiced. You must “coach” the clients to talk and interact with each other. You also have to project your voice and your enthusiasm while shooting to create that fun atmosphere, remember as a photographer you are a technician, comedian, director, lighting grip and all manner of things. The most important of these is your ability to use your personality to bring out the best of the subjects ... naturally.

The young family in front of the fireplace (right-bottom) were celebrating the first birthday of their twins (significant event in Chinese culture). They had just bought a new home and not moved in (totally unfurnished save one couch). It is VERY important in that culture to celebrate the exact day of the first birthday. In the consultation, I discovered they liked to read to the children and I conveyed my vision of this image (through interpreter) and we have an outstanding story that will be a powerful memory as the kids grow up and the reading stops. Technically this was a challenge. They had no wood for fire in the stove. I put a Canon 580 (warm gel on flash) inside stove and feathered towards them. Once I had that image, I photographed my stove at home and “shopped” the fire into it.



Don MacGregor is from Vancouver, B.C., but is a true Texan at heart. A regular instructor for many years at the Texas School of Professional Photography, Don opened his studio in 1974 and specializes in wall portraits and weddings.



Photography... “For the Birds!”



In a lot of ways, a West Texas ranch is the perfect place for a professional photographer to retire. Others might prefer a lakeside home where they can spend their time fishing or just relaxing on the porch. But, for Rex Enochs, the rugged landscape of his ranch near Eldorado, Texas, is home.

For decades, Rex was the premier photographer in San Angelo, Texas. He is a Master-Craftsman photographer and past president of the Texas Professional Photographers Association. Generations of people in this West Texas town sat in front of his camera at one time or another and his name was synonymous with great photography and his retirement left a void that is not easily filled.

But now it is Rex’s time to sit back and enjoy life, although “sitting back” is not something he does all that often. You see, there’s a lot of work to do when you own a ranch and Rex really doesn’t have time to sit around and listen to the grass grow. But he has found something that makes him take some quiet time and to relax... bird watching.

His fascination with these feathered friends began one day after purchasing one of those “pop-up” blinds that collapses into a manageable backpack. His original idea was to use the blind to photograph deer on the ranch but that is when he noticed some beautiful birds near one of his water troughs. “I couldn’t identify them so I went online to learn about them,” he explains.

The Internet was a valuable source of information and soon Rex learned how to identify their characteristics, native habitats, migration routes, and much more. “I used to think that birdwatchers were a bunch of old folks with not much to do,” he says. “Then, I discovered that it is an enjoyable way to take my mind off the stress of work, the economy, and the scary state of world affairs.”

Some of the species Rex has photographed include the Bullock’s Oriole, Painted Bunting, House Finch, Orchard Oriole, Scissor-tailed Flycatcher, and other species he is still in the process of identifying.

He uses a Nikon with a 70-200mm f2.8 lens with a 2X converter. “I always thought an expensive and fast 600mm lens would be needed but I discovered I could get some nice images with what I had,” he explains.

The “bird bath” in the photographs is nothing more than a watering trough for cattle and sheep. It is one of three watering troughs and sources of water for a mile radius. However, it is about two feet deep and not fully suited for a “bird bath,” so Rex is now building a bird bath for the back yard of his ranch home so he can observe the birds from the comfort of his back porch.



Image by Karen Goforth



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Rex's ranch has been in his family for 107 years and was homesteaded by his great-grandfather in 1902. At one point, Rex and his father were operating over 4,000 acres. "We survived the drought of the 1950's and other hardships, as well as the ups and downs of the agriculture and livestock markets. I even had to pick wool off dead sheep, put it into sacks and sell it to help make ends meet. But I would not trade my experiences for anything," says Rex.

Life has pretty well come "full circle" for Rex now. He was raised on a ranch, enjoyed a successful career as a professional photographer and is now sitting back and taking things a little easier. "As an only child growing up on a ranch, I developed quite an imagination that has aided me in my photography," he explains.

"My mind was always filled with wonderful visuals but nothing lately has been as beautiful and soul pleasing to me as watching and photographing God's creatures," says Rex. "Photography should not be all work and no play."



Rex uses a "pop-up" blind that collapses into a manageable backpack. His original idea was to use the blind to photograph deer on the ranch but that is when he noticed some beautiful birds near one of his water troughs.



Rex Enochs is a Master-Craftsman photographer from San Angelo, who served as President of the Texas Professional Photographers Association in 1992.

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quick tips on WINDOW LIGHT

DOUG BOX

When photographing outdoors, light is coming from every direction. This can make it difficult to “read” the effects of overhead light, side light, or any added fill light. When working with window light, it is much easier to recognize good lighting. So, working with window light makes for a good starting point for learning to produce great available-light images.

The first thing to consider when creating a window light image is the quality of the light. My favorite window light comes from an open sky... a beautiful blue or gray sky that is not obscured and affected by trees, buildings, or other structures which can change the color and quality of that light. When open sky light comes through an opening like a window, its softness is maintained. Soft light tends to be flattering for portrait subjects.

In some cases, the light coming through a window will be hard, direct sunlight. For example, you might encounter hard light if you are shooting at noon on a day when the sun is shining brightly and there is not a cloud in the sky and no trees or curtains to diffuse the light or buildings to block or bounce the light. Hard window light can be beautiful, too.

So, in a typical portrait session, I may decide to take advantage of open sky window light. I would check to make sure that, with the subject positioned at the window, he or she could see open sky, not trees or buildings. These things can add a green cast to the lighting and can change the overall quality of the light. Once the subject is able to see open sky, I will determine where to place the camera.

Adding a reflector can lighten the shadow side of the subject and reduce the contrast range. The portrait to the left was made at f4.5 and 1/20 at ISO 800.

As you start using window light, one of the first things you will notice is the contrast created by the light on the

subject. Simply put, when the diffused highlight area is very bright, the shadow areas are black, and there is a swift transition from highlight to shadow. Also, the light is hard and there is a high range of contrast. So, when the window light is soft, we will see a less dramatic contrast range on the subject. For example, the light may fall gently on the side of the subject that is closest to the window and then slowly transition to a soft shadow.

There are several factors that control contrast:

- *The size of the window* - The light from a large window will have a lower contrast range than the light that comes from a small window.
- *The reflectivity of the walls in the room* - If the walls of the room in which you are working are white or light in color, the contrast range in your image will be lower. When shooting in a room with dark walls, the contrast range will be higher. The size of the room will also affect the contrast. If a woman is posed against a wall and there is a window across the room... 10 feet or so from her, the light will be harder than it would be if you posed her in a room in which the window was 30 feet away. This is due to the fall-off.
- *Other windows or lights in the room* - If there are lamps or other lights or windows in the room, that light will strike the shadow side of the subject and lower the contrast ratio (the other light may have a different color balance that could also impact the overall look of the image).
- *The subject-to-window distance* - As you move the subject away from the window, the light falls off and is less intense on the highlight side. However, the shadow side remains relatively the same because it is lit by the light bouncing around the room. The farther the subject is moved from the window, the lower the contrast range. Keep in mind that, with less light striking the highlight side of the subject, you will need to make the appropriate exposure adjustments).

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Brad specializes in art portraits and actor headshots. Over the last ten years he has worked to establish himself as one of the premier headshot photographers in the Dallas area and has images published in a number of books and magazines.

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Grandville, MI



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Join Kari as she shows you how she prepares for and photographs every family session. She will show you how careful planning with the family plays not only a part in the session, but in the final sale as well. From the planning meeting, to lighting and photographing, to the sales room, you will learn to create a final product that your client will love, and a sale that you will be happy with!

Kari Douma has earned her reputation as one of Michigan’s premiere wedding and portrait photographers. Families are an important part of her business and she has developed her passion of photography into a distinctive craft through her discriminating eye and commitment to excellence.

CPP Summer Camp

GARY & KATHY MEEK

Hot Springs, AR



Photographer program. Professional credentials are not just handed out. They are EARNED. Photography credentials are no different, and any Certified Professional Photographer (CPP) can tell you that... “There’s a lot of effort that goes into preparing for the CPP exam alone (let alone the image submission review), and that’s why the Certification Preparation Class is so important.”

Join Gary and Kathy Meek as they spend the day reviewing and going over some of the highlights of the PPA Certification test specifications. Math formulas and color theory are often some of the harder things for some to grasp but they will explain it in a way anyone can understand.

Landscape Photography
The Craft & The Art

DOUG & LAURA BENNETT

Colorado Springs, CO



Doug and Laura Bennett have learned that Landscape Photography must demonstrate not only mastery of craft and technique, but also a mastery of vision and expression. They will share elements of photographic craft and technique for landscape photography that are essential to the technical excellence for high quality large landscape prints and for PPA Competition entries.

This presentation will also include some outdoor shooting sessions to put into practice the things you will learn. As a special bonus, Doug and Laura will be doing two guided sunrise sessions on the shores of Lake Conroe starting at 6:00 am on Monday and Tuesday.

What Lies Underneath...

ELENA HERNANDEZ

Dallas, TX



Join Elena Hernandez as she demonstrates the art of creating underwater portraits. This will be a hands-on class where participants are encouraged to join Elena in the pool to create underwater portraits of a model. There will be a poolside discussion before the underwater demonstrations to discuss safety issues and techniques required for capturing images. Bring an underwater camera or underwater bag to use with your camera.

On Tuesday, join Elena as she shows you how she finishes her images in Photoshop. Bring your laptop computer and work on your images during this classroom presentation. This program is sure to make you addicted to fun fine art!

Shoot to Thrill

MICHAEL MOWBRAY

De Forest, WI



Sponsored by American Color Imaging

It’s not enough in today’s ultra-competitive market to create quality, standard portraits. You have to separate yourself from the competition and motivate the client to choose you over their other options. You must amaze, stun, and astonish your market with breath-taking portraiture and you must use cool and dramatic lighting. In addition, you must nail your posing and direction and make your client look awesome.

Michael claims to be “light-hearted and fun without any fluff.” His primary areas of specialty are high school seniors, weddings, and Speedlites. Michael Mowbray will also show you how he leverages Speedlites to create images that thrill his clients.

Photo-Synthesis Live

BOB COATES

Sedona, AZ



Sponsored by LUMIX

Bob begins his presentation with thoughts on creating artistic images including how working with textures can take your images to another place. Next, he will capture some photos to use from right there on the property. Then it’s back to the classroom to download those images and work side by side, step by step, on creating something new and different.

You might want to bring your camera, a laptop loaded with Photoshop, a Wacom (or other similar) Pen Tool, a way to download your images to your computer, and an open mind. You will have a blast trying some new ideas and experimenting with techniques to take some of your images to a new depth and dimension.

Successful Strategies
For Maximum Profits

ELIZABETH & TREY HOMAN

San Antonio, TX



Sponsored by Miller's Professional Imaging

Elizabeth and Trey have learned that to be consistently successful in today’s photography industry you need to have a plan. Success doesn’t just happen! You need to plan your portrait session, your products and your sales presentation.

In this Summerfest 2015 original program, Elizabeth will explain her thought processes and methodology for when she is photographing a portrait session. Next, Trey will discuss how to guide your clients to purchase the products you want in order to maximize the sales experience. To tie it all together, they will show you how their marketing keeps sessions coming in their door all year long.

The Power of Art

CINDY ROMANO

Surprise, AZ



Sponsored by American Color Imaging

For Cindy Romano, art is a language. According to Cindy, “It is a place to find ourselves and show our souls. It is an escape.” In her presentation, Cindy will talk about how she came into her art and the hurdles she went through to get there. She will touch on topics such as: working together, what to look for when creating your art piece, hands-on photographing showing different light, posing and working with clients, and some Photoshop. Participants will photograph a model and work on those images in class.

Some items you might want to bring include: camera, Pocket Wizard, and a laptop with portable hard drive.

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Schedule of Events

Sunday, June 28

7:00 AM	Print Committee Meets
8:00 AM	Judges Breakfast
8:30 AM	Registration Desk Opens
9:00 AM	Deadline for Hand Carried Print Cases
9:00 AM	Print Competition Summer Camp
10:00 AM	Print Judging
12:30 PM	Lunch
2:00 PM	Print Competition Summer Camp Resumes
2:00 PM	Print Judging Resumes
6:00 PM	Dinner
7:30 PM	Print Committee Meets

Monday, June 29

6:00 AM - 7:15 AM	Sunrise Photo Session hosted by Doug & Laura Bennett
7:30 AM - 9:00 AM	"Landscape Photography - The Craft & The Art" – Doug & Laura Bennett
7:30 AM - 9:00 AM	"What Lies Underneath..." - Elena Hernandez
7:30 AM - 9:00 AM	"Simply Be: Lifestyle Seniors" - Brad Barton
8:30 AM	Registration Desk Opens
9:30 AM - 11:30 AM	"Families: Are You and Your Client Prepared?" - Kari Douma <i>Presented by ACI Lab</i>
9:30 AM - Noon	"CPP Summer Camp" - Gary and Kathy Meek
11:30 AM	Working Lunch: Portfolio and Image Mentors
12:00 PM	Lunch
12:30 PM	TPPA Annual Golf Tournament (MUST Pre-Register... <i>contact Steve Armstrong</i>)
1:30 PM - 5:30 PM	"CPP Summer Camp" Resumes
2:00 PM	Working Lunch ends
2:00 PM - 5:30 PM	"Photo-Synthesis Live" - Bob Coates <i>Presented by Panasonic</i>
6:30 PM	TPPA Family Fun Night
10:00 PM	President's Hospitality

Tuesday, June 30

6:00 AM - 7:15 AM	Sunrise Photo Session hosted by Doug & Laura Bennett
7:30 AM - 9:00 AM	"Landscape Photography - The Craft & The Art" - Doug & Laura Bennett
7:30 AM - 9:00 AM	"What Lies Underneath..." - Elena Hernandez
7:30 AM - 9:00 AM	"Simply Be: Lifestyle Seniors" - Brad Barton
8:00 AM -10:00 AM	CPP Exam
8:00 AM	Past Presidents Breakfast
9:00 AM	Registration Desk Opens
9:30 AM	Past Presidents Spouse Breakfast
9:30 AM - 11:30 AM	"The Power of Art" - Cindy Romano <i>Presented by ACI Lab</i>
11:00 AM	Working Lunch: Marketing 1 on 1 Mentoring
12:00 PM	Lunch
1:30 PM	General Membership Meeting
2:00 PM	Print Committee Meets
2:00 PM	Photoshop Theater: Preparing Landscape Images – Doug & Laura Bennett
2:00 PM - 5:30 PM	"Shoot to Thrill" - Michael Mowbray <i>Presented by ACI Lab</i>
4:00 PM - 5:30 PM	Photoshop Theater: Elena Hernandez
5:45 PM	Group Photo
6:00 PM	Dinner On Your Own
7:30 PM	Awards Presentation and Dessert Reception
10:00 PM	Print Committee Meets
10:00 PM	President's Hospitality

Wednesday, July 1

7:30 AM	Pick up Print Cases
8:30 - Noon	"Successful Strategies for Maximum Profits" - Trey & Elizabeth Homan <i>Presented by Millers Professional Imaging</i>
12:00 PM	End of Event

Check for Schedule Updates at TPPA.org



22nd Annual TPPA Golf Tournament - Monday, June 29th
To Pre-Register, contact Steve Armstrong at 512-892-7911 or email: saphoto@austin.rr.com

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New Event... New Location!

La Torretta Resort and Spa

This incredible facility features a water park, a beautiful 18 hole golf course, an incredible full service spa, and much more. This resort is a family vacation destination on Lake Conroe.

The Aqua Park is home to La Torretta's multiple pools featuring an elegant heated upper pool with an infinity edge that cascades down into a 6,400 square foot Mediterranean pool. Other pools include the Breeze Buster pool, Lay-Z River™ Rapids and the Splash Scape pool with an in-water playground, and the Pollywogs pool for the youngest of water lovers. Dining options include the Coco Cove Poolside Grill, the Yoi Sushi Bar and the Lakeside Restaurant and Bar, just to name a few! There is a piano bar, a coffee shop and the Energie Lounge. Check out: www.latorrettalakesort.com.

When it's time for some dry fun away from the pool, there is an arcade, miniature golf, and movie nights by the pool. Kids will enjoy putt-putt, a teen hang-out with video games, making s'mores and other organized activities and games throughout the day led by the La Torretta staff.

Adults will still enjoy evenings with friends sitting by the pool or on the banks of Lake Conroe. There is a coffee shop, food grill, sushi bar and piano bar just a few steps from the pool. At the end of the day, enjoy your beautifully decorated suite! That's right – every guest room is a suite! The room rate for TPPA Summerfest attendees is an unbelievable \$109 per night. As an added bonus, if you book your room by June 1st, you will get your La Torretta Resort Fee (normally \$30) ABSOLUTELY FREE with your stay! Don't miss out on this huge money-saving offer. Register now and reserve your suite at www.TPPA.org. Just staying in your suite is a vacation in itself.

Family Fun Night

After a hard day of water slides, golf, hanging out in the lazy river, going to the spa and learning photography, you and your family are going to need to find something fun to do! That is why we have put together the TPPA Family Fun Night! You and your family are invited to join us at the TPPA Villa for an evening of fun, food and fellowship! Bring your lawn chairs and your coolers – we will supply the sandwiches, hot dogs, chips and more for an old fashioned summer picnic on the shores of Lake Conroe. Admission to the TPPA Family Fun Night is included with your registration and includes the picnic meal. There will be games and fun and surprises for everyone. The fun starts at 6:30 PM.

Awards Presentation & Dessert Bar

We have had it with boring banquet food! Join us on Tuesday at 7:30 pm for an evening of sweet satisfaction! We will begin with the children's awards for the Kids Foto Kontest. Every kid who participates will be recognized and we will announce the winners from each category. The excitement continues as we announce and unveil the winners from the TPPA Annual Print Competition. Then, be sure to hang around for something sweet at the "Dessert Reception." The dessert bar is included with your registration. Kids and guest can purchase a ticket for the dessert reception for only \$12. This will be an event to remember. So, make plans to attend and bring the entire family!

Make Your Room Reservations & Summerfest Registration at
www.TPPA.org

IMPORTANT: Hotel Registration Deadline is June 5th





Texas PPA Annual Print Competition



The purpose of this competition is to allow photographers to enter photographic prints to be judged against a Standard of Excellence and to assist the entrants in preparation for PPA District or International Print Competition.

The 12 Elements of a Merit Image (For more information, go to www.ppa.com/ipc.) will be used in accessing each image and applying a final score.

With this competition, TPPA members are also eligible for awards and TPPA Points that count toward the Associate and Full Fellowship Degrees within TPPA.

Rules:

- Entrants may submit up to 4 physical prints or digital entries and one album (any event) physical or digital. Album scores are not tabulated for overall print case scores, ie: Texas Top 10 or 4 for 4.
Size uploaded images at 4,000 pixels on the long side. That includes album spreads. Digital Albums must have an embedded color profile of either sRGB or Adobe RGB1998 and saved at a JPEG quality setting of 10.
- All entries must be uploaded/registered at www.printcompetition.com. Click on "Free Registration of a New User" or simply log in if you already have an account. Album entries must be in their own zipped folder before uploading. You will then need to deliver your physical prints and/or album to the print room in the La Torretta Conference Center by 9am on Sunday, June 28th.
- Prints/albums must be named before uploading in the following format: 001, 002, 003, 004, 005 (005 if entering an album).
- No changes to your entry are permitted once the entry deadline has passed. No refunds will be issued after the entry fee is paid.
- Prints must be a minimum of 80 square inches (8×10) and a maximum of 480 square inches (20×24) and a recommended thickness of 1/8th inch. The longest dimension of any print cannot exceed 24 inches.
- The entrant's name shall not appear anywhere in or on the face of the entry.
- No texture or sharp edges that may damage another maker's print is allowed. Images on metal are allowed if corners are rounded. A thickness exception will be made for metal images.
- No entry will be eligible that has been made under the supervision of an instructor or as a class assignment of any kind.
- No two entries shall be of the same subject, even if the subject is not a dominate subject in the image. This also applies to images entered while also appearing in an album of the same case.
- Once an image has been awarded a score of 80 or above, it cannot be entered again at the TPPA Summer Seminar Print Competition.
- Entries under the Master Artist category must have guide prints on the face of the overall canvas.

Registration:

Registration closes on June 27th, 5pm. After that, your case must be registered on site.

On site registration closes on Sunday, June 28th, 9am.

Registration is \$39 per case until the June 27th deadline. \$59 if registering on-site.

Eligibility:

- Entrant must have captured and created the original exposure with the exception of Master Artist Entries. For these entries, the entrant is being judged on his/her ability to combine different elements/images. The entrant does not have to be the original creator of the elements in the final image.
- All processing, manipulation and printing or rendering, were done by the entrant or under their direct supervision.
- The entrant has obtained and has access to all necessary releases (model or property) and agrees to hold TPPA harmless against all claims and liabilities arising out of TPPA's display, publication and promotion or other use of each image submitted to TPPA. (continued)

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Focal length: 15mm Exposure: F/11 0.6 sec ISO400 © Ian Plant

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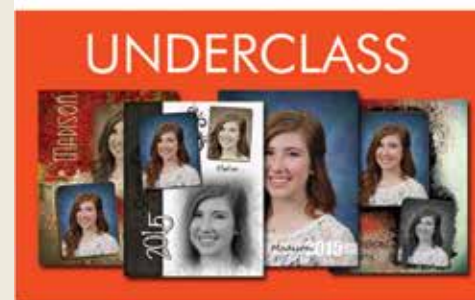
4. The entrant's name shall not appear anywhere in or on the face of the entry.
5. Entrants may enter a maximum of four entries + one event album, physical or digital.
6. No entry will be eligible that has been made under the supervision of an instructor or as a class assignment.
7. No two entries may be of the same subject. Includes prints and albums.
8. Entrant may enter a maximum of 4 prints and one album.
9. Entry media is physical prints only, but albums can be entered physically or digitally.
10. Entrant must enter under the following categories.



club 79

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Registration Form

Registration for TPPA Summerfest is only \$149. This includes the picnic meal on Monday evening and the dessert reception after the awards presentation on Tuesday. Register here or online at www.TPPA.org.

But wait, there's more! With the TPPA Summerfest "Buddy Pass" where TWO can register for only \$199. Register your spouse, a friend, a studio employee or invite someone who has never been a part of TPPA. You BOTH get full registration and can enjoy all of the evening activities.

We invite you to bring your kids to Family Fun Night on Monday. Enjoy the free picnic, games and fun on the shores of Lake Conroe. The dessert reception on Tuesday is also included with your registration. Unregistered kids and guests can enjoy the desserts for only \$12 per person.

IMPORTANT: Hotel Registration Deadline is June 5th

- ☐ One Summerfest Registration for one person only (includes Dessert Bar Reception) \$149
- ☐ One Summerfest "Buddy Pass" any two people (includes Dessert Bar Reception) for only \$199
- ☐ One Summerfest "Non-member" Registration (includes Dessert Bar Reception) \$199
- ____ Student Registration (includes Dessert Bar Reception) @ \$50 per student ____
- ____ Dessert Bar tickets for Guest and/or Child (if NOT registered above) @ \$12 per person..... ____
(Paid Registration INCLUDES the Dessert Bar Reception)
- ____ Annual TPPA Golf Scramble: Monday, June 29, La Torretta Resort @ \$65 per person..... ____
- NOTE: (please complete Golf Registration form online)

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Is this your first TPPA Summer Seminar? ☐ yes ☐ no

Would you like to work on the Print Committee?

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

Mail Your Registration TODAY to:

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Caldwell, TX 77836

fax 979-272-5201..... or Register Online at www.tppa.org

La Torretta Lakeside Resort

Conroe, Texas

Rates: \$109 All Rooms are Suites

Reservations: 936-448-4400
or book online at
www.TPPA.org

*****ATTENTION*****

Cut-Off Date for These Rates

June 5, 2015

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Seminar Dates...

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A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to TexasProPhotoMagazine.com or email the Editor at Editor@cablelynx.com.



“A Pirate’s Life for Me!” was originally created by Cristie Reddehase for there family’s Christmas card. According to Cristie, everyone in her family is a Disney fanatic, so they decided to do a portrait inspired by one of their favorite rides, “Pirates of the Caribbean,” at Disney World.

“Instead of a dog holding the keys, as seen on the ride, our cats are the ones that have the control. Being an integral part of the family, they are included on every Christmas card. I really didn’t have print competition in mind when I made this print, but at the last minute, I decided to turn it in to be judged at SWPPA,” explains Cristie.

The portrait was made in the studio on a white background using a Canon 5D Mark III with a 24-105mm lens and an exposure of f14 at 1/60 at ISO 200. Various components were then composited together with images from shutterstock and finished in Corel Painter X3. The image received First Place in the Artist category at SWPPA Judging.

Cristie Reddehase holds a BA in Photography from Sam Houston State University and has owned Silver Image Photography with her sister since 2001. Their studio is a high-end boutique studio focusing on high school seniors, babies and families. Cristie and Melinda earned their Craftsmen Degrees in 2012 and three years ago, they started their journey toward their Masters Degrees, which they received this year at Imaging USA in Nashville. Cristie is now working on earning her Master Artist Degree.



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Creativity vs Technical

It's All About NOT Being Boring

by
Bry Cox

The creativity I see coming from some of the newer photographers joining our industry is amazing. However, despite the fact that these newer photographers may feel very creative and have plenty of ideas, they tell me that they don't know how to always implement their ideas technically. At the same time, these same photographers will tell me that while they want to have more technical abilities and be able to understand their trade, they don't want to be boring photographers – they worry that learning will change that.

If you think about it, this is true of artists in many artistic fields. However, it doesn't have to be one or the other, creative or technical. In fact, the best artists in any medium have both creative and technical characteristics and that's what separates them as true artists and as industry leaders and experts. A true balance of the creative and technical should be our constant goal.

We need the creative side to stand out from the crowd, to see things differently, to create and find our own niche, and to really be able to

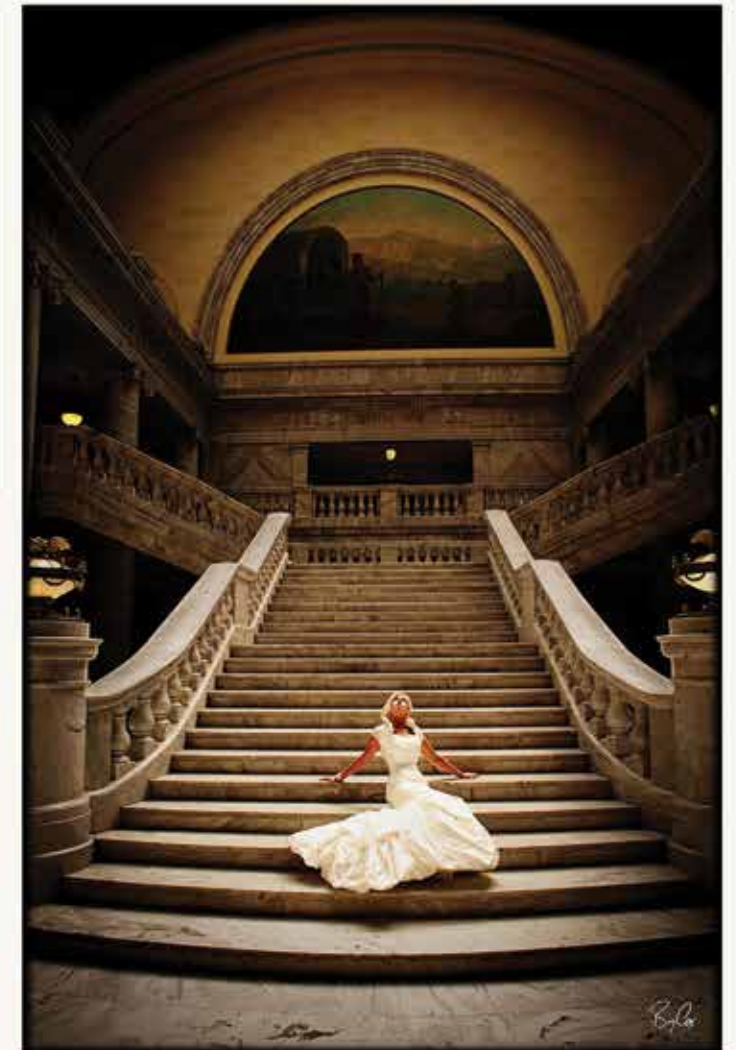
solve problems in an artistic and positive way that makes the client look amazing... but also we need the technical side in order to really be creative, to be able to solve technical problems, and to be able to get things right from the first, and to be quick about our work.

Before I was a photographer, I was a jazz musician playing the sax and guitar. I found that my creative approach to photography is similar to my jazz approach to music. To use this analogy of music and photography, I relate creating images to jazz improv. In jazz improv the music is not written down like it is with classical music. Instead the musician must improvise and create off the cuff, while on stage performing.

Now, any musician can play music knowing the right notes, but improvising while playing the right notes creates a melody that is lukewarm, boring, and that sounds like every other tune. A song created and played from the heart however has soul and interest, but can't truly be created if you're thinking about what the right notes should be.



We create images in effect by saying, "This is what I see as a finished art piece in my mind and heart."



The Beatles are an excellent example of this balance. They wrote songs that are still captivating today, yet they didn't write using theory but instead they wrote from the heart creatively. They created beautiful ideas in their mind and in effect said, "Here is a song I hear in my mind. I need to write this down!" They needed the theory and a technical background in order to implement their creative ideas.

Similarly with photography, we create images in effect by saying, "This is what I see as a finished art piece in my mind and heart." We then use our technical background that we have built up over the years to correctly implement our creative ideas in a fast, accurate, and quick manner before the moment is gone.

It is true that we may become more boring if we begin to create strictly from a technical standpoint every time for every client: Pose-A, Pose-B, Pose-C... and Lighting Pattern-A, Lighting Pattern-B, Lighting Pattern-C. However, this is why we need to balance the creativity and the technical. We need both to be successful in our field. Learning more of the technical side doesn't mean that we become boring, but it means that we actually become more creative. We become better artists!

I believe that there are three areas for which our success is dependent: Creativity, Technical, and Business. I also believe that the area in which we are weakest will stunt the total results we see. We therefore should always be on the path of training, reading and learning in all three areas, constantly

raising the areas in which we are the weakest. That's why a hands-on and week-long workshop like the Texas School of Professional Photography is pure genius. It really is a shortcut to success.

At the Texas School of Professional Photography we can learn from the best in the industry in a short amount of time rather than making and learning from our own mistakes. We get specific and hands-on training in the areas we need most. Continual learning in all three areas of success makes us well-rounded and more successful artists, and not at all boring!



Bry Cox is a frequent instructor at the Texas School of Professional Photography. He is a PPA Master-Craftsman with a Bachelor Degree in Business.

Spotlight Pics

A gallery of images submitted by members of TPPA and others, Spotlight Pics is a means of sharing great images, ideas, and techniques with fellow photographers. To submit an image, go to TexasProPhotoMagazine.com or email the Editor at Editor@cablelynx.com.



“Alone at Last” According to David Edmonson, “In the late 1800’s, the only way to get alone on a Sunday afternoon without a chaperon was to have a small boat that only two people could get on.” This image is one of a series that David has made of his daughters and granddaughters.

David Edmonson was originally a commercial photographer. After joining forces with his son, Luke, in 2002, they both realized that commercial photography did not accomplish their goal of being able to work together, so they made the transition to portrait and wedding photography.

The father and son team are quite humble about their success and their passion for photography. “Personally,” explains David, “I see God as the author of all creativity. His light is the best light.”

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NEWS FROM AROUND THE STATE



Contributors: Heart of Texas - Tom Sergent; Houston - Dixie Dobbins; South Plains - Barry Nelson

Heart of Texas - In March, the team of Steve Armstrong and Don Rogers presented their program "The ABC's of Print Competition." They covered the "12 Elements of a Merit Print" and showed great examples of each of the elements. Afterwards, Don presented a live demonstration on how to do an executive head-shot from start to finish, including photoshop work and client interaction. The two hour program flew by and both presenters ended up staying another hour or so after the end of the program to answer questions and socialize.

The March print competition winners in the Professional Photographer division were: Rhonda Williams, first place; Cecy Ayala, second place; and Jill Hubbert, third place. Winners in the Associate Photographer division were: Darrell Vickers, first place; Tim Williams, second place; and Billy Lauderdale, third place. Winners in the People's Choice division were: Rhonda Williams, first place; Tim Williams, second place; and Darrell Vickers, third place. Black and White "Challenge" division winners were: Darrell Vickers, first place; and Rhonda Williams, second place.

In April, the Heart of Texas welcomed Jenny Eisenhower who presented her program on "Winning with High School Sports." Jenny's enthusiastic and eye-opening presentation offered a common sense approach to all photographic projects, not just high school sports.

The monthly print competition included a challenge on the topic of "patterns and textures" and those winners were: Rick Duhrkopf, first place; Jill Hubbert, second place; and Heather Hitt, third place. Winners in the Professional Photographer division were: Cecy Ayala, first place; Heather Hitt, second place; and Rhonda Williams, third place. Associate winners were: Billy Lauderdale, first place; Darrell Vickers, second place; and Rick Duhrkopf, third place. The People's Choice winners were: Heather Hitt, first place; Cecy Ayala, second place; and Jill Hubbert, third place.

Houston - The March speaker for the Professional Photographers Guild of Houston was Earl Nottingham, chief photographer for Texas Parks and Wildlife. Earl gave a history of how he worked his way up through the photography world, discussed the various aspects of working for Texas Parks and Wildlife, and shared images and videos he has created.

During the meeting, there were 45 entries in the image competition. Winners in the Active division were: Sandy Buller, first place; Blanca Duran, second place; and Melanie Hall, third place. Winners in the Masters division were: Armando Chacon, first and second place; and Buzz Marvins and Aileen Harding tied for third place. On March 29, the guild also hosted a mixer and wine tasting at the Haak Vineyard and Winery in Santa Fe, Texas.

Gabriel Alonso was the featured speaker for the April meeting. He presented an insightful program on "Exceptional Artistry, Endless Passion," with his views on Classical Portraiture in the current business environment. He explored historical references and compositional tools as well as lighting techniques.

Print competition winners in the Masters division were: Dixie Dobbins, first place; and Buz Marvins, second place. Winning first place in the Aspiring division was Steven Kroll. Winners in the Active division were: Kelly Willis, first place; Curley Marshall, second place; and Teri Whittaker, third place.

South Plains - The South Plains PPA greeted "The Lightroom Dude," Nick Tsakiris, for the March meeting. Nick has a complete understanding of Adobe Lightroom. He spent a great deal of time stressing the need for good file organization in order to keep a streamlined workflow and stay organized in order to save time later when retouching in Lightroom. Nick showed the capabilities of Lightroom and was able to demonstrate how using Photoshop isn't always necessary to a retouching workflow. Lightroom has many of the same features that Photoshop has so it isn't always necessary to use Photoshop in order to get an image retouched completely. Members of the guild were very focused on his teaching and were excited to learn from Nick.

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The First President Of Texas PPA



by Bill Hedrick



The year was 1896 and the Missouri-Kansas-Texas Railroad, popularly known as “The Katy,” was going through some tough times and the entire nation was in the midst of an economic depression. That’s when a ticket agent named William George Crush devised a plan to create a renewed interest in the railroad and to boost ticket sales.

Crush was a keen observer of human nature and noticed that people of the time had a morbid fascination with train wrecks. So, he proposed a plan to stage a head-on collision between two locomotives and invite the public to witness the event. The location for the “disaster” would be just north of Waco, a few miles south of the town of West, and it would take place on September 15, 1896.

An estimated 40,000 people showed up to view the spectacle. In preparation for the crash, a 500 man crew had constructed a four-mile spur and piped water from two water wells and brought five tank cars to supply drinking water for the spectators. Grandstands were built, press platforms were in place, and there was even a carnival midway.

The plan called for each of two locomotives to have a one mile “head start” and for each engineer to throw their throttles wide open and then jump clear and let physics take care of the rest. Experts assured Crush and “The Katy” that the two locomotives would not explode but would “jackknife” upwards and come crashing down again. Even so, spectators were kept a good 200 yards away from the site of the collision.

The only exception was a special platform built much closer to the track where a Waco photographer named Jervis Deane would capture the event on film with several cameras placed at precise intervals and strategic locations. Little did he realize what was in store for him.

At 5 pm, both locomotives steamed slowly down the track and stopped face-to-face in the middle for a “salute.” Then, they both backed to their respective starting points. As Crush raised his hat, the crowd roared and the trains started down the hill toward one another. Crews had fastened “track torpedoes” (small charges used as warning signals) at strategic points along the tracks to add to the drama.

Onlookers had only seconds to absorb what happened next because Crush and his team of experts had predicted that the locomotives would “rise together in an inverted V” while the cars behind them would crumple like an accordion. Instead, the two locomotives “telescoped” into one another and the boilers exploded, hurling “flying missiles of iron and steel, varying in size from a postage stamp to a half a driving wheel” and thousands of people scrambled to avoid the flying debris that was hurled as far as 300 yards... well past the platform where Waco photographer, Jervis Deane, was positioned.

Several people were killed and others injured. Jervis Deane lost his right eye and remained in a coma for several months following the event. But he eventually recovered and returned to his Waco studio. The railroad settled all claims and Deane himself received a \$10,000 settlement and a lifetime pass on “The Katy.”

Upon returning to work, Jervis Deane posted a notice in the Waco newspapers stating, “Having gotten all of the loose screws and other hardware out of my head, am now ready for all photographic business.”

Just two years after the “Crash at Crush,” in 1898, Jervis Deane became the first President of the newly organized Texas Professional Photographers Association... and now you know the rest of the story.



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Rotating Camera Bracket

by BILL HEDRICK



If you're like me, you're always looking for economical solutions for problems. One of them for me was coming up with a flash bracket that allowed me to rotate the camera while the camera is mounted on a tripod. Sure, there is a gadget for everything... but I'm tight with my money and prefer to utilize some of the gadgets I already own.

I already had a Strobframe Flip 350 Bracket that did a pretty fair job of allowing me to rotate the camera (horizontal to vertical) while keeping the flash directly above the camera lens. However, the bracket is really not much use if the whole thing is mounted on a tripod because you still have to rotate the tripod head to turn the camera from horizontal to vertical.

So, after rummaging through my treasure chest of gizmos, I found a Strobframe Vertaflip PHD Camera Rotator. This little device is designed to mount on a tripod and allows you to rotate the camera without having to

rotate the tripod head itself. Yes, there are other such devices out there and I will admit that some of them are a bit more "heavy duty" (and some are not), but this one was paid for and collecting dust.

It didn't take long to see that a combination of these two pieces of equipment was an economical solution to my problem. So, with a little bit of ingenuity and some screws from the hardware store, I was in business. All I had to do was drill some holes and attach the Strobframe Vertaflip PHD Camera Rotator to the Strobframe Flip 350 Bracket with some screws.

The mounting plate on the Strobframe Flash Bracket can be adjusted for a variety of camera formats so that the camera and the flash head are vertically aligned. All I needed at that point was to connect my Canon "off-camera shoe cord" since the flash is not mounted directly to the camera.

Heavier devices might be a bit more stable than my contraption but this one is light-weight and easier to carry... and the price was in line with what I wanted to spend. The Strobframe Flip 350 retails for about \$60 (medium format version slightly more) and the Strobframe Vertaflip Camera Rotator retails for about \$70. Other systems can cost several times that amount.

Sometimes it pays to take a quick inventory of the stuff we already have instead of running out and buying even more. You might be surprised at what you have stored away in a closet.

The Strobframe Flip 350 Bracket combined with the Strobframe Vertaflip Camera Rotator provide an economical solution to the problem of needing to rotate the camera from horizontal to vertical while mounted on a tripod while keeping the flash directly above the camera lens. The Bogen "quick release" allows the bracket to be detached from the tripod.



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