



TEXAS

PROFESSIONAL

Photographer

Texas • N. Mexico • Oklahoma • Colorado • Arkansas • Louisiana

Oct/Nov 2011 \$4.50



Fine Art Fantasy with Jenny Hollis

PUT THE PIECES TOGETHER



HARMONY GROUPING

GALLERY WRAP CLUSTERS MADE EASY AT H&H



MAKE SELLING A SNAP!

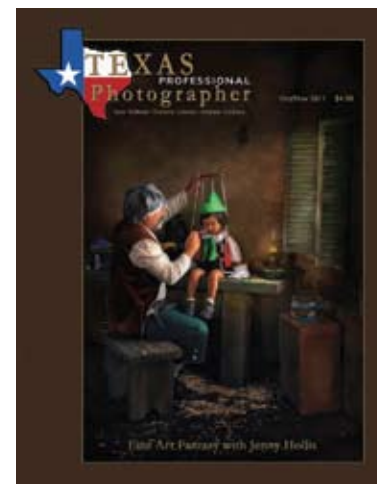
SEE THE PHOTOGRAPHERS WALL DISPLAY GUIDES ESPECIALLY DESIGNED FOR H&H BY WWW.ARIANAFALERNI.COM/DESIGN

CHOOSE FROM 13 CANVAS GALLERY CLUSTER GROUPINGS
EASY DRAG AND DROP ORDERING THROUGH EZSUITE
FREE ORDERING SOFTWARE - FREE SHIPPING
FREE FINISHED BACK/READY TO HANG
FREE HANGING GUIDE INCLUDED WITH EACH CLUSTER
SAVE ON GALLERY WRAP CLUSTER GROUPINGS - CHECK OUT OUR LOW PRICES

H&H
COLOR LAB

800.821.1305 | WWW.HHCOLORLAB.COM

SUBSCRIBE to the Texas Professional Photographer TODAY! 6 issues for only \$14 a year. Email Bill Hedrick at Editor@cablelynx.com.



COVER PHOTO

"Gepetto's Boy" was created by Jenny Hollis, of Mission, Texas. It won Best Overall Portrait by a Master at SWPPA last year and is a PPA Loan Image. Jenny spotted "the perfect Pinocchio" during a studio Halloween special. "It took almost ten months to get the set, costuming, props and image clear in my mind. I photographed him and his father, playing the part of Gepetto and knew it raised the bar for my personal goals in creating art," she explains. Read more about Jenny on page 8.

IN THIS ISSUE

- 6 Fine Art Fantasy**
Featured Photographer: Jenny Hollis
by Bill Hedrick
- 9 Reading Exif Data Automatically**
Cool Software for Viewing & Editing Image Data
by Mark McCall
- 10 Experience Texas School 2012**
Scholarships are Available
by Don Dickson
- 15 Payment Plans for Your Customers**
Works for Your Studio, Works for Your Customers
by Mary Fisk-Taylor
- 16 Move the Sun**
Great Outdoor Lighting Any Time of the Day
by Cris J. Duncan
- 21 Econo Rotating Camera Bracket**
One Photographer's Easy Fix
by Bill Hedrick



OFFICIAL PUBLICATION OF THE TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION, INC.

VOLUME 46 No. 6 October/November 2011

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

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

Printed by Complete Printing
1501 W. Panola
Carthage, TX 75633
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.

DEPARTMENTS

- 4 Texas PPA Staff & PPA Councilors**
Who's Who In Texas PPA
- 5 It Has Been an Honor**
A Message from TPPA President, Cliff Ranson
- 5 Join Texas PPA Today**
If You Are Serious About Photography
- 23 Guild & Supplier News**
What Is Happening Around The State

CALENDAR OF EVENTS

- April 29 - May 4, 2012** Texas School 2012
Addison, TX
- June 24 - 27, 2012** TPPA Summer Roundup
Kerrville, TX

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

Articles, with or without photographs, are welcomed for review for inclusion in this publication; however, the editor reserves the right to refuse publication, or if accepted, the right to edit and use on a space available basis. Send all communications, articles, or advertising to:
Editor, *Texas Professional Photographer*, 1506 E. Leach St., Kilgore, Texas 75662. Telephone (903) 985-1080, or Editor@cablelynx.com.

edi•books™

Designed by a photographer,
for photographers.



Introducing a beautiful new line
of completely editable,
handmade expandable books.

Edi•books™ are different because YOU make them different. With a variety of styles, colors, textures, sizes and binding options, these books make the perfect sales tool, presentation piece, or treasured family keepsake. Make a big impact in a small package. Go to bwc.net and follow the Edi-book link to order yours today!



dallas | 1.800.445.0264 | bwc.net



2011 TEXAS PPA EXECUTIVE COUNCIL

President Cliff Ranson
cranson@rgv.rr.com

4909 N. 10th St., McAllen, TX 78504 (956) 631-6843

Vice-President Walter Eagleton
walter@eagletonphotography.com

1710 N. Elm St., Denton, TX 76201 (940) 891-1534

Treasurer Judy Dumas
dumasfoto@hotmail.com

1211 Coggin Ave., Brownwood, TX 76801 (325) 646-1773

Secretary Mark McCall
mmphotography@suddenlink.net

602 Broadway, Lubbock, TX 79401 (806) 783-3003

Councilman-at-Large Steve Kozak
Steve@SteveKozak.com

5323 Fig Tree Ln., Grand Prairie, TX 75052 (972) 601-9070

Councilman-at-Large Richard Sturdevant
sturstudio@aol.com

1529 E. I-30, Ste. 104, Garland, TX 75043 (972) 240-1234

Chairman of the Board Lewis Kincheloe
posimage@texas.net

606 S. Church St., Georgetown, TX 78626 (512) 930-4250

Executive Director Doug Box
dougbox@aol.com

P.O. Box 1120, Caldwell, TX 77836 (979) 272-5200

Texas School Director Don Dickson
ddickson@lonestarbbs.com

1501 West 5th, Plainview, TX 79072 (806) 296-2276

Magazine Editor Bill Hedrick
Editor@cablelynx.com

1506 E. Leach St., Kilgore, TX 75662 (903) 985-1080

PPA COUNCILORS

Gabriel Alonso (Ft. Worth), Sharon Baker (Mansfield), Don Barnes (Denton), David Boeck (San Antonio), Walter Eagleton (Denton), Charles Foster (Stafford), R. Dean Grimes (Webster), Elizabeth Homan (San Antonio), Trey Homan (San Antonio), Stephanie Ludlow (Round Rock), Lewis Kincheloe (Georgetown), Dwayne Lee (Arlington), Buz Marvins (Houston), Cliff Ranson (McAllen), Cindy Romaguera (Metairie, LA), Debbie Scott (Houston), Paul Skipworth (Dallas), Robert Suddarth (Lubbock), Gayletta Tompkins (Nederland), Bill S. Weaks (Plainview), John Wilson (Ft. Worth), Don Dickson (Plainview) PPA President, Doug Box (Caldwell), PPA Board of Directors.

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



A MESSAGE FROM THE PRESIDENT

Cliff Ranson, President TPPA



It Has Been an Honor

It has been an honor to serve this great organization for the last five and a half years. Thanks again to Dwayne Lee for selecting me as his Councilor-at-Large when he was TPPA President. His kind words and encouragement throughout these last few years have been most appreciated.

Despite the national economy, I can tell you that Texas PPA is in great shape. We are not trillions of dollars in debt and we aren't giving entitlements to bail out photographers who give away their work and who make things difficult for those of us who make our living with a camera. Texas PPA is here to support professional photographers with educational opportunities that help set them apart from the amateurs. It is one of the most cost-effective investments you can make in your business.

There has been a significant amount of discussion lately on various forums and social sites concerning competition from shoot-and-burn photographers who charge a reasonable session fee but then give away their images on a CD. This reminded me of a personal experience earlier this year when I photographed a wedding for one of my relatives. You can imagine my shock when she told me that it took her two months to get over the "disappointment and devastation" from the work I did for her. After several attempts to nail down the exact nature of her disappointment, she finally explained that, when her friend got married,

the photographer gave her 3,000 images and that I had only given her 400. I had no idea that quantity was more important than quality. It's just another challenge we face in our profession today.

It is a fact that record numbers of hobbyists are entering our field and calling themselves professionals. This is changing the perception of professional photography in the eyes of the general public, which is why we must continue to educate ourselves, attend conventions, enter print competition, and network with other professionals. I will admit that I've considered buying a copy of "Heart Surgery for Dummies" and trying my hand at heart surgery on the weekends but, instead, I'll continue to educate myself and my clients as to what professional photography is all about.

With this being my final President's Message, I'm feeling some mixed emotions. Like most others, I'm frustrated at times. But then I realize that we are in one of the greatest professions in the world and we belong to an association that is dedicated to our success and happiness... and that makes me proud. So, with that being said, it is time to leave you in the very capable hands of Walter Eagleton, your TPPA President for 2012. Give him the support you've given me and remember, always shoot for the top.

Regards,

Cliff Ranson, TPPA President

Join Texas PPA TODAY!

Professional Active \$85 - Open to members in three categories:

1. Texas Photographers holding a Texas Limited Sales Tax Permit, available for assignments a minimum of 30 hours per week during ordinary business hours.
2. Employees of photographers qualifying for membership under No. 1, who desire full membership rights, including eligibility to enter annual print competition.
3. Industrial photographers employed by a firm whose main business purpose is not selling photographs.

Limited Associate \$75 - Open to individuals seriously interested in photography and are engaged in an occupation other than photography.

Student \$40 - Open to full-time students preparing for a career in photography, in a college or approved vocational/ technical school. Students must list name of school, course, instructor.

Service Firm \$80 - Open to manufacturers, suppliers, laboratories and businesses supplying photographers; includes one person's membership.

Your Professional Active, Limited Associate, Student, and Staff Associate membership entitles you to FREE Convention Registration at the TPPA and SWPPA Regional Conventions each year, providing you pre-register by the deadline for each convention.

Staff Associate \$45 - Open to individuals employed by a Professional Active or Service Firm 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.

Download Your Application From Our Web Site:

www.tppa.org
or call 979-272-5200



Fine Art Fantasy

The Story of Jenny Hollis

by
Bill Hedrick

When Jenny Hollis began her photography career in Mission, Texas, she quickly gained a following of clients who loved her photography. However, when she tried to sell large wall portraits, she kept hearing one comment over and over that bothered her... “We love our portraits but we’re saving our really large wall space for art.”

“That really hurt my feelings and my pride,” says Jenny. “Then, I started listening to what they were really saying. To them, a piece of art was not something that looked like a photograph. Suddenly, I got the message and was determined to find a way to give my clients fine art.” She began studying the Old Master painters and watching cinematography classics to get a feel for the style and look that she could relate to as far as set design and costuming were concerned. What happened next would change her life.

“I loved theatre and wardrobe,” she explains. “Hence, I love my style of fine art portraiture that incorporates those elements. I had already developed a strong relationship with my clients and we shared a mutual trust in one another, allowing me to be able to create artwork in my images that they would appreciate. I wanted to give something back to God in return for how he had blessed me and that is when the image of the lion and the lamb came to mind. I didn’t want to photograph them in a zoo and photoshop them in the image, so I began to search for a taxidermist in my area and found some wonderful people locally who were in that profession and began borrowing lions, tigers and bears. That was about the time of my son’s school gala and I decided to create a piece of art with the children and the animals. Soon, I began acquiring my



own personal pieces. So far, we have a lion, leopard, cougar, gray wolf, momma and baby bear, peacock and a pheasant.

Jenny’s passion for photography began when Jenny was just a child, when her parents opened the first one hour photo lab in the Texas Valley. She was only nine years old but was fascinated by the process of taking a roll of film and bringing it to life. “Disc cameras were big back then,” she relates. “I thought that was cool and different. I was fascinated with darkroom work... making copy negatives, printing, and so

Texas Professional Photographer



forth. I loved looking at the fun images that people brought in. But my favorite part of it all was the customer service. Maybe it was because I was so young or perhaps it was because I was the boss’s daughter, but clients were especially sweet to me. I seriously credit this type of experience to my ease of working with people.”

Years later, after Jenny and her husband, Bill, started raising a family, she made a decision to quit teaching so she could be a stay-at-home mom and soon discovered that this was the perfect opportunity to make the transition to being a professional photographer. “I was shocked at first when I was told the definition of a professional photographer. Basically, I was told it just meant that you got paid for your work. Although I never bought in to that definition, I feel even more strongly against it now. Being a professional photographer is not simply about ‘getting paid.’ It is about ‘paying back.’ To me, it is a moral and ethical obligation and a responsibility and honor that is not to be taken lightly.”

Her next hurdle was to move her business from her dining room to a commercial location. Jenny explains that, although the home studio was a confidence builder, she wanted to be totally certain that she would give the title of “professional photographer” the justice it deserved. “Honestly, it was incredibly intimidating to me. I was amazed that there wasn’t a test I had to take or a way to prove myself. So, I bought every book I could find on the subject, joined Texas PPA and PPA, went to conventions, talked to every photographer I could find, and did a lot of trial and error.” But she soon found the commercial location of her dreams and bought the 3,300 square foot building in 2005.



Today, Jenny Hollis is a success story and a model for artistic photographers everywhere. That original masterpiece, “Lions, Tigers and Bears,” scored a perfect “100” at the Texas PPA Summer Seminar and won Best of Show as well as Best Portrait of a Group, and was selected for the PPA Loan Collection.

To Jenny, success is a mind-set and failure is not an option. “I’ve always had the Pollyanna approach to success and, so far, it hasn’t failed me. That doesn’t mean that you can just coast through life without having to adapt or change course. It just means that I

know I will be successful at what I really want to do. If I’m not successful, I probably didn’t want it bad enough.”



She knows all too well that photography is changing and one has to adapt to those changes without losing their niche or branding. “We must be creative, we must step outside of the box, and we must set ourselves apart from all the rest. And, at the beginning and end of it all, we must provide exceptional customer service!”

This past year, Jenny Hollis and TPPA President, Cliff Ranson, joined forces and combined their studios. Although Jenny definitely knows the technical side of photography, she admits that she is probably more artistic than technical. “This is where Ranson Photography and Jenny Hollis Photography are so seamless,” she explains. “I know my technical stuff... I use a meter and set the camera. That is when my serious face comes on. But, give me tulle and a subject and I’m smiling all day long!”

As for the future of professional photography, Jenny admits that one would be naive to not be concerned about the future of our profession. “I believe that if we can stamp in our minds that taking care of the client is the most important priority, we will be OK. Although it is tough sometimes, look in front of you, not at your feet. It is easy to stumble when you watch for every little crack or pebble. But keep your eyes open and don’t forget to stop and smell the roses.”

re-think

Not sure your lab can deliver during the busy season?
It's time to reconsider Miller's.



COME JOIN US

We're committed to:

SHIPPING YOUR ORDER OUT RIGHT
THE FIRST TIME, EVERY TIME.

HELPING YOU SUCCEED WITH INNOVATIVE,
PREMIUM PRODUCTS.

24-48 HOUR TURNAROUND WITH FREE OVERNIGHT
SHIPPING, NO MATTER WHAT TIME OF YEAR.

MILLER'S
VISIT MILLERSLAB.COM

Reading Exif Data of Online Photos Automatically

by
Mark McCall, M. Photog., Cr., CPP



Have you ever seen a fantastic image online, then wish you could see the camera model used to capture the image? Or, have you wondered what aperture, shutter speed, focal length that was used? Have you ever been curious about what program(s) was used for enhancement and, in some cases, wondered what were the GPS coordinates where the image was taken? Or have you ever wondered what settings you used on some of your old photos on your hard drive?

Most modern digital cameras store this information, known as "Exif Data," (exchangeable image file data) in the file when it is captured. Even if the image is converted to a JPG format from a RAW file capture, the information is retained inside the image during the conversion process. However, in order to read the Exif data of an image on your computer, some type of Exif reader program is required.

But what if you just want to read the image information of an online photograph without downloading the image to your computer and opening it in an Exif Reader? What a learning opportunity that would be! Well, you're in luck. A free browser plug-in from Opanda allows you to do just that by simply right-clicking on an online image in your browser (such as Internet Explorer and Firefox). Opanda even makes a Mac version call Exif Anywhere.

Once the software is installed, all that is required to read all of the available information about any online image in Internet Explorer or Firefox is to right-click on the image>View Exif with IExif. That's it!

You'll get all of the following information: Image Description, camera make, model, any editing software used to edit the image as well as the version of that software, date/time of capture, shutter speed, aperture, focal length, ISO, camera mode, exposure compensation applied, flash used, pixel dimensions and color space.

Opanda IExif can also run as a stand-alone program, allowing you to view the Exif information of photos stored on your computer. The program also allows you to edit every value of the Exif information, changing the focal length for example, or can change the model of camera you used to create the image.

Let's say you're afraid that your friends will rib you about shooting with that Canon Rebel? No problem. Just change the text from Canon Rebel to Canon 1Ds Mark III.

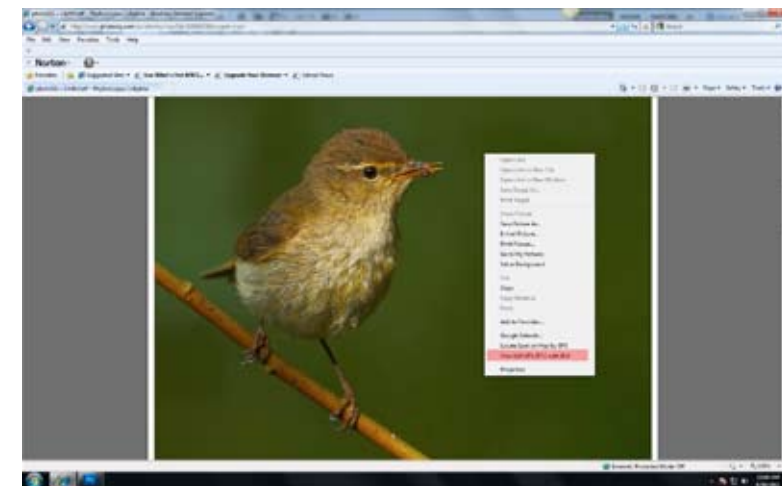
IExif only allows you to edit the Exif information of one image at a time. For batch processing of multiple images, you'll need Opanda's sister program, PowerExif, a \$50 program also available at Opanda.com.

Opanda even allows you to strip an image of its Exif information altogether, thereby erasing all of the data from the image. A batch feature in PowerExif allows you to apply this task to an entire image folder.

If you're doing commercial work, be advised that your client can read the Exif data as easily as you can. For example, if you are billing them for 4 hours worth of work, they have the ability to see the date/time of each image if they have access to the original file, as well as any work done to it in a photographic editor.

A few things I noted when working with Opanda... For one thing, it did not work with Google's browser, Chrome. I had to download a different version for Firefox. The Mac version is called Exif Anywhere and it will not read the Exif data in photos inserted into a flash slide show.

All other operating systems and browsers worked great. It's a great, quick reference to the Exif data buried in online images, or photos stored on your studio computer and drives.



Once the software is installed, all that is required to read all of the available information about any online image in Internet Explorer or Firefox is to right-click on the image>View Exif with IExif. That's it!



Experience... **TEXAS SCHOOL**

Best Little Photography School in the World

April 29 - May 4, 2012

by
Don Dickson

The 2012 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 29 through May 4, 2012.

The School had over 1000 photographers in 2010 and 2011 and we look forward to another great year in 2012. Mark your calendar now! The hotel, located north of Dallas, just off the North Dallas Toll Road, will host 26 of the classes with 10 more classes being held just blocks (walking distance) away.

We are excited about the room rate at the Intercontinental. The hotel has agreed to keep the room rate only \$109 and the hotel has 523 rooms, so more people will be able to stay at the host hotel. More information is available on the Texas School website at www.texasschool.org. You might want to go ahead and book your room because they will sell out prior to the school.

Online registration for the 2012 Texas School begins at 11pm on January 3, 2012. Last year the first class booked in only 3 seconds with several others within 2 minutes! Mark your calendar now for January 3rd and don't miss out on the opportunity to register early. 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 36 classes covering every topic imaginable and all are designed to help your business grow and be successful.



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 29 - May 4, 2012 and come and see what the "Texas School Experience" is all about.

Also, keep in mind that we have a number of scholarships available and we also need "wranglers" to assist instructors. This could be your ticket to Texas School! Applications for scholarships and wrangler applications are on page 13.

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,



mobile · customization · drag/drop
passionate support
online in minutes · security
be who you want to be · access your store anywhere
social media · mac & droid friendly
be innovative · always sell
anything · cloud computing
web experts · HTML5
reliable · seo friendly
collaborative · user friendly · social
market yourself

Jump into The Store
that's like no other!

It's here! The most innovative, auto SEO,
customizable, searchable, multiple template
and mobile e-commerce web solutions in the industry.

Scan me!



photobiz
web solutions

photobiz.com/store · 866-463-7620

Super! Incredible! Coming Soon!



2012

Scholarships Available

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

Two types of scholarships are available. The first is a classroom scholarship that pays the week’s tuition to a class. To be eligible for this scholarship, you must be a member of TPPA by July 1, 2011, and you must renew your 2012 membership prior to attending the 2012 Texas School. In addition, you must not have received a Texas School scholarship during the previous ten years. Also, you must not have been in photography for more than five years, or if you have been in photography for more than five years, you must have earned a minimum of 20 Fellowship Points from TPPA. The final requirement is that only one application per studio or firm will be accepted.

The second type of scholarship is a “Wrangler Scholarship.” To be eligible, you must have attended the Texas School in the past, willing to work, able to get along well with people, able to take directions well, must have a car, must have satisfactory computer skills, and must be available by 9:00 a.m. on April 29, 2012.

If you want to be a part of a very elite, fabulous, hard working group of people who are a very important part of the success of Texas School, and would like to be considered as a wrangler, then send in your application today!

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

37th Annual Texas School
April 29 - May 4, 2012

by Don Dickson

The 2012 Texas School of Professional Photography will be held at the Intercontinental Hotel & Conference Center in Addison, Texas, April 29 - May 4, 2012, from noon Sunday to noon Friday. Catalogs with additional course information will be mailed out in a few weeks. The first day to register is January 3, 2012 at 11 pm.

There are several convenient hotels in Addison, so be sure to check the next issue of this magazine for more details or go to the Texas PPA website. Registration forms will be in the December/January issue of the Texas Professional Photographer Magazine and will also be available on the Texas School website (www.texasschool.org). Wrangler and scholarship applications are on page 13 of this publication. The 2012 instructors are:

Suzette Allen
Ross Benton
Doug Box & Randy Kerr
Carl Caylor
Tony Corbell
Bry Cox
Dave Cross
Jim Cunningham
Gregory & Lesa Daniel
Mitch Daniels & Billy Welliver
Kay Eskridge
Robert Faust
Hanson Fong
Joe Glyda
Colleen Gonsar & Darty Hines
Martin Grahame-Dunn
Joel Grimes

Jennifer Hillenga
Elizabeth & Trey Homan
Julie Klaasmeyer
Steve Kozak
Scott Robert Lim
Don MacGregor
Clark & Rachel Marten
Larry Peters & Brian Killian
Authur Rainville
Ralph Romaguera
Robert Seat
Richard Sturdevant
Mary Fisk-Taylor & Jamie Hayes
Michael & Tina Timmons
John Wilson
Janice Wendt
David Ziser

(More classes to be announced)

Texas School of Professional Photography
Scholarship Application

Cutoff Deadline: October 31, 2011

Scholarships are open to all members of Texas PPA who meet all of the following requirements:

1. You must be a member of TPPA by July 1, 2011, and you must renew your 2012 membership dues prior to attending the 2012 school.
2. You may not have received a Texas School Scholarship during the previous 10 years.
3. You have not been in the profession of photography for more than 5 years, or if you have been in photography for more than 5 years, you must have earned a minimum of 20 TPPA Fellowship Points.
4. Only one application per studio or firm will be accepted.

Number of years in professional photography: Full Time _____
Part Time _____

Are you active in TPPA Fellowship Program? Yes _____
If “yes,” give number of points: _____ No _____

Why do you feel you should be awarded this scholarship? _____

If you are selected, which class would you like to attend?
(Please indicate 1st, 2nd, 3rd choices)

1st Choice: _____
2nd Choice: _____
3rd Choice: _____

Name: _____

Address: _____

City/State/Zip: _____

Daytime Phone: _____

Mail or FAX to: **Texas PPA** **FAX: 979-272-5201**
P.O. Box 1120
Caldwell, TX 77836

Texas School of Professional Photography
Wrangler Application

“A Working Scholarship”

Cutoff Deadline: October 31, 2011

Attach Photograph
of Yourself Here
(required)

Mail to: **Cindy Romaguera**
2319 Metairie Road
Metairie, LA 70001

Or Email: Cindy@Romaguera.com

Must be
Postmarked
by 10-31-11

NOTE:

1. Entrants must be a member of Texas PPA.
2. Wranglers must be available by 9 am on April 29, 2012.
3. Must have attended Texas School previously.
4. Remember, this is a “working scholarship.”
5. You must have a vehicle to drive while at the school

What years and courses have you had at Texas School?

What years, if any, were you a wrangler? _____
Which instructor(s)? _____

Are you familiar with the Intercontinental Hotel? _____

What is your level of computer expertise? _____

Do you know how to rename files and format per
instructions from the lab? _____

If selected, for which class would you prefer to wrangle?
(top 3 choices)

1. _____
2. _____
3. _____

Name: _____

Address: _____

City/State/Zip: _____

Daytime Phone: _____ Cell #: _____

PPA#: _____ Email: _____

Birthdate: ____ - ____ - ____ T-Shirt Size: _____

Position/Skills in Studio: _____

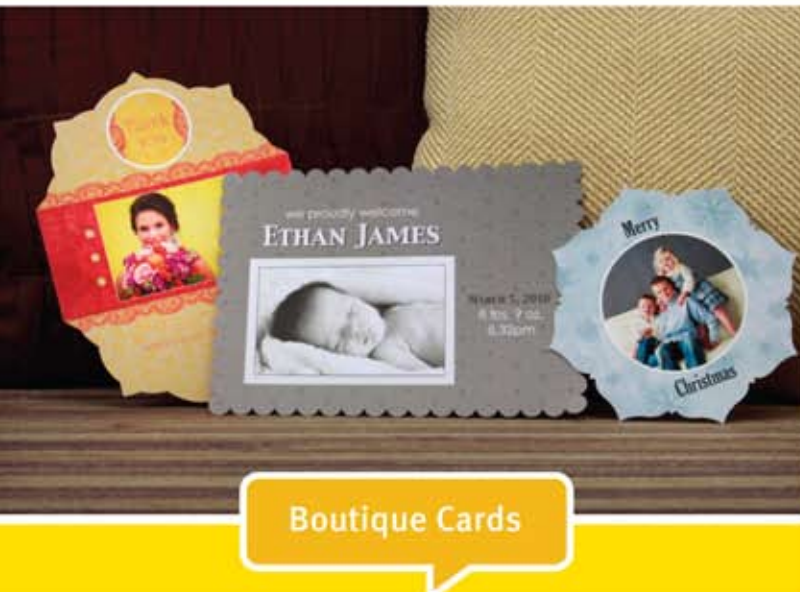
If you are a photographer: How many years? _____

Your specialty or favorite kind of photography? _____

whcc



White House Custom Colour, Your Professional Photographic and Press Printing Partner



Boutique Cards

Take your Press Printed Cards to a new level of distinction with over 50 shapes of Boutique Cards. Boutique Cards are available in 2x3.5, 3x3, 5x5, 5x7, 4x8, and 5x10 flat sizes in six press paper options and can be ordered as stickers, magnets or with pre-cut holes.



Premium Packaging

Your clients will receive their beautifully packaged order presented in chocolate brown boxes finished with eco-friendly natural cloth ribbon. Currently available for print sizes up to 11x14, Press Printed Cards, Books, and Albums. WHCC's Premium Packaging is the perfect impression you want to leave with your clients.



Framed Prints

Order your next photographic print with a frame! Choose from one of our eight frame moulding options and seven mat colors. These wooden frames are manufactured by GNP Frame and are available in six sizes with various print and mat opening options.



Accordion Mini Books

Accordion Mini Books are the perfect gift item for your clients to use as mini folios and brag books. Available in a wallet and a square 3x3 size, order an Accordion Mini Book on any of our press printed papers. Cover options include fabrics, leathers, suedes, or a personalized custom photo cover in lustre or metallic.



Providing PAYMENT PLANS For Your Customers

Mary Fisk-Taylor, M. Photog., Cr., CPP, ABI, API



My business partner, Jamie Hayes, and I own a small home based studio in Richmond, Virginia. We specialize in high-end wall portraits and have been in business for over fifteen years. As our business has grown over the years so has our market area and client list. However, with growth comes growing pains and several years ago I started to notice our average sales were down. After doing some research I realized that as our session numbers grew, our sales average was decreasing.

I was very excited about our session numbers increasing. However, I did not want to lose our average sale numbers. As I looked through the last few appointments I realized that our "committed" client sessions were right on the money, literally. These "committed" clients are the ones that came to us through a referral or marketing display. However, many of our "uncommitted" client sessions had lower sales averages. These are the sessions that came to me through an auction, gift certificate or partnership marketing campaign. So, these clients did not come to me because they already knew what they wanted, they came to us for something discounted or free.

I realized that when I stopped and listened to many of these clients in the sales room they were not telling me they did not want more, they were telling me they could not buy more now. So, I found that they would purchase less images, a smaller size portrait or a lesser finish. I knew that they were not getting what they wanted and I was certainly not getting the results that I wanted. So, I decided to offer these "uncommitted" clients a payment plan to assure the highest possible sales and hope this would make all of us happy. During the portrait consultation and the sales room process I will just casually mention that we have a great payment plan option if they are interested. If they decide to ask more about it or refer to it then I know that this is something I should discuss with them further. It is truly a win-win situation because I know that they are buying exactly what they want and I can offer them a way to get it and not over extend their current budget.

Payment plans have been a wonderful tool for our studio. It is a very satisfying feeling on the first of each month to process several thousand dollars in payments! This is an awesome feeling every month but especially in our slower months, like the first quarter of the year. I know that I have



"When I stopped and listened to many of these clients in the sales room, they were not telling me they did not want more, they were telling me they could not buy more now."

those payment plan dollars coming in to my studio that month and I can meet my general expenses.

The way the payment plan works is that clients agree to accept either a 6 or 12 month payment option. I take the initial payment that day and the client signs an agreement that allows me to process a credit card payment on the first business day of each month. I keep two credit card numbers on file to reduce the likelihood of a "credit declined" situation.

Our studio has found great success by offering this option. Clients that have come to us with either a gift certificate or a different budget in mind suddenly find themselves in a position to spend dollars that they

did not expect. The payment plan option eliminates the objection of a large, unexpected investment up front.

My clients really appreciate the option to spread their order payments out over an extended period of time. I decided to not charge my clients any additional charges for this service. I will tell you that most clients will ask about this in the sales room and when I explain that there are no extra fees they are pleasantly surprised. I also will deliver the portrait order when it is ready and we do not hold it until the payments are completed. I wanted to make this payment option as easy as possible for my clients. These clients are the ones who would have probably placed a much smaller order if this was not made available to them.

My average portrait delivery time is 4 to 6 weeks. I have usually collected two or three payments before the client picks up their order. This, at a minimum, covers the cost of processing the portraits. I understand there is a certain amount of risk involved in payment plans, but, luckily, I have never experienced an issue with a client not completing their payment agreement. Having a secondary card on file is a must; it is your backup in case you encounter a payment problem.

One word of advice: When using a payment plan, it's best to have no more than one-third of your clients making payments. The cash flow on a monthly basis is great, but to assure financial stability, keep the majority of your clientele paying either all or half of their payments up front. This way your cash flow is consistent throughout the month.

The Answer to Great Outdoor Lighting Any Time of the Day

“Move the Sun”

Location Lighting Tips

by
Cris J. Duncan, Cr. Photog.CPP

Light is the foundation of photography and, without it, our images just wouldn't be the same. Light has the power to create emotion, direct the viewer's eye, show or diminish texture, color and depth and the list goes on. Whether it be studio strobes, portable flash, ambient conditions or daylight the same principles apply. Simply stated-Light is light.

I want to challenge you to expand your box of lighting skills and move the Sun. Every light source provides three properties: Quantity, quality and direction. Our job as photographers is to manipulate each property to suit our creative inclination as well as our client's needs. Observe (Figure 1) below. This image was captured late in the day where the three properties are naturally pleasing. There is sufficient light (quantity), the light is of a soft quality and the direction is very manageable... the “Sweet” light. I can't argue the fact that this time of day provides great light with little effort on our part. I can point out that there is only one of these times in each day. As a husband, father and business owner I can't afford to only schedule clients at this time, much less work that late each day. It doesn't make sense. So what is the solution? Move the Sun.



Figure 1

Using a few different techniques and a couple of great tools from Arlington Camera, we can capture great images anytime of the day, in any lighting situation. First, let's begin with a very basic, yet effective transmissive application. You can see below (Figures 2-4) that we had direct overhead sunlight. By placing a 1.5 stop translucent diffuser overhead at a 45° angle, we produced a flattering lighting pattern on the model's face.

Two things occur. First, the light quality is improved as the shadows are softened. Second, the background brightness increased by 1.5 stops because the diffuser removed 1.5 stops of light from the subject. This phenomenon, known as key-shifting, is an important factor to remember when selecting your background. If at all possible, try to place the subject in front of a darker background, knowing it will be 1.5 stops brighter in the final image.

Another way to photograph in direct light is to use strobe. When using a strobe you must first understand that strobe output will determine your aperture and the ambient lighting will be controlled with the shutter speed. No longer are these reciprocal values. They are now independent of each other. A great way to begin adding strobe in direct sun is to base your initial exposure off of the “Sunny 16” rule which states that your shutter speed will equal your ISO at f/16 (ex: ISO 200 1/200 @ f/16). To obtain a balanced exposure, simply set your flash output to f/16.



Figure 4

Capture great images, even in direct, overhead sunlight. By placing a 1.5 stop translucent diffuser overhead at a 45° angle, we produced a flattering lighting pattern on the model's face.



Figure 2



Figure 3

When working on location, I use a Profoto® D1air head with a beauty dish powered with the Profoto® BatPac. (Figure 5)



Figure 5



Figure 6

By adding light with the Profoto® D1, I can control my exposure of the entire scene.

Figure 7

The image above-right (Figure 6) is an ambient exposure using the Sunny 16 rule. The exposure is correct. However, the background is bright and the detail in her hair is blown out. By adding light with the Profoto® D1, I can control my exposure of the entire scene. The D1 output determines my aperture and I can then shoot at a faster shutter speed to make the background darker. The sun is positioned to her left to act as a hair light and the D1 head is now my main light. Below is another example of using a strobe in daylight to create light direction and drama. I use the D1 over a speed-lite solely for the power output advantage. I can overpower, move, the sun with the power of the Profoto® D1 heads.



Figure 8



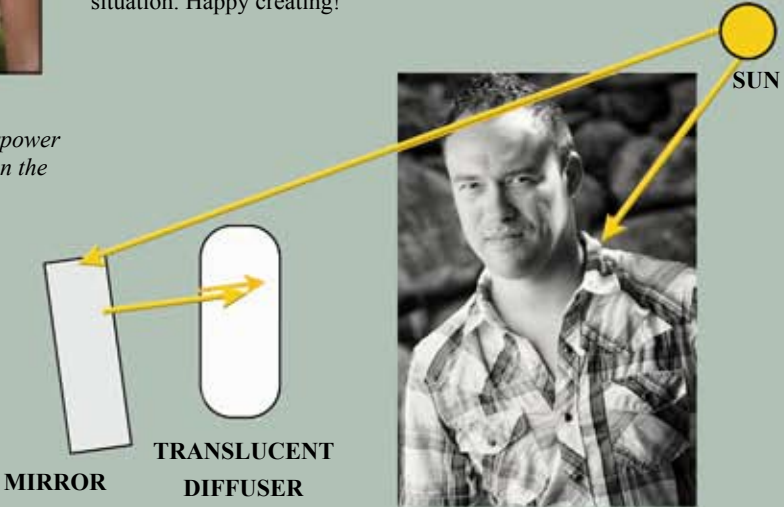
Figure 9

In Figures 8 and 9, a strobe is used with the Sunny 16 Rule to overpower the sun and to create a studio lighting look and lighting pattern on the face to the taste of the maker and client.

Another technique is to use a flash on the camera. In figures 8 and 9, a strobe is used with the Sunny 16 Rule to overpower the sun and to create a studio lighting look and lighting pattern on the face to the taste of the maker and client.

One final technique to move the sun is by reflecting the sunlight. In the diagram below, a plexiglass mirror was used to reflect the sunlight toward the subject's right through a translucent diffuser. Notice how this technique has allowed us to produce a lighting pattern on the face to suit our taste.

I hope this will help you in your next outing and equip you with some simple techniques that will give you more control in any lighting situation. Happy creating!



Cris J. Duncan, Photog. Cr. CPP - Sometimes called the “McGyver of Light,” Cris creates his signature style by redefining traditional and non-traditional lighting techniques. He is a Certified Professional Photographer, a Photographic Craftsman and will be receiving his Master of Photography degree in January 2012, where he will also be a platform speaker at Imaging USA in New Orleans. Since turning pro in 2002, he has photographed presidents, vice presidents, dignitaries and countless others. Cris has also worked for such companies as Frito-Lay and Bayer CropScience and has been honored to photograph numerous weddings, portraits and commercial assignments for great people all over this land. He is the recipient of several awards and honors, including “The Carpenter’s Masterpiece,” which was awarded a perfect 100 as well as Album of the Year. Cris is also the President of the SPPA and founder of “Find your Focus” photographic education experiences. To see more of Cris’s work visit www.cjduncan.com

TIMELESS

With more unique and classic holiday products than ever before, it's a perfect time to capture the magic of the season and spread the joy.

Our easy-to-use holiday templates for Press Printed and Photo Cards make it simple to express yourself, especially when paired with a matching Ornament! Go to bwc.net to order yours today!



For every emotion, there's an image —
visit bwc.net for a full range of products.



dallas | 1.800.445.0264 | bwc.net

© Ross Benton — studiobenton.com

Your Standard For Quality

Prints & Products backed by our Monitor Match Guarantee™



Monitor Match GUARANTEE™

Photo Express Digital Pro Lab is a fully color-managed environment where all systems are calibrated and utilize custom ICC color profiles when printing. Our products are printed to an industry standard of color and guaranteed to match your properly calibrated monitor.

- Professional Online Ordering & Pricing through **DPL ROES** or **Express Digital**
- Kodak Professional Papers
- Wide Range of Sports & Specialty Products
- Custom Album & Collage Design
- Gallery Wrapped Canvases
- Full Line of Press Printed Cards and much more...

50% Off Your FIRST ORDER

Get 50% off your first order through any of our **DPL ROES** ordering software systems. Before you send the order, enter the *Promo Code* below under the *Options* panel in the *Shopping Cart*. **Expires November 30, 2011**. Limit one per customer. **Promo Code: TPPA2011**

Conveniently Located in
San Antonio



Deep in the Heart of
TEXAS



10103 San Pedro Avenue | San Antonio, TX 78216 | www.DigitalProLab.com | 210.377.3686 | 888.820.3686

Rotating Camera Bracket

Econo "Use What Ya Got" Version

by
Bill Hedrick



The Stroboframe Flip 350 Bracket combined with the Stroboframe 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.

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 Stroboframe Flip 350 Bracket that did a pretty fair job of allowing me to rotate the camera (from 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 Stroboframe 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 Stroboframe Vertaflip PHD Camera Rotator to the Stroboframe Flip 350 Bracket with some screws.

The mounting plate on the Stroboframe Flash Bracket can be adjusted for a variety of camera formats so that the camera and the flash head are vertically aligned and 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 Stroboframe Flip 350 retails for about \$50 (medium format version slightly more) and the Stroboframe Vertaflip Camera Rotator retails for about \$60. 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. After all, times are tough right now.

The Stroboframe Vertaflip allows you to rotate the camera without rotating the tripod head while the flash bracket itself remains directly overhead.

OUR CUSTOMERS HAVE BUT ONE REGRET:

Not Seeing Us Sooner

Virtual Backgrounds

512-805-4844

www.virtualbackgrounds.net

Scan this to see more
images like these on our
YouTube channel.



Images Created by Trevon Baker Using Virtual
Backgrounds Image Enhancement Technology

GUILD & SUPPLIER NEWS

Dallas News

by Margaret Bryant
Photos by Edward Holmberg

The Dallas PPA July meeting hosted wedding and portrait photographer Jim Davis Hicks as our speaker. His talk was very inspirational and thought provoking as he talked about finding purpose in our photography and in our lives. Jim spoke about ways to find our passion in photography and then ways to give back to others. He made us think about how giving back to others doesn't always have to be done all at once, but in small steps over a lifetime. Jim is the founder of Thirst Relief International and he spoke about the organization and how photographers and others are working to provide potable drinking water to people all over the world.

Winners for the July Print Competition: Rebecca Blacker, first place in Portrait; Hoang Vu, first place in Wedding Album; Dorothy Gautreaux, second place Wedding Album; David Edmonson, first place Wedding; and Kelly Olivares, second place Wedding.

In lieu of our regular monthly meeting in August, the Dallas PPA hosted its day and a half seminar, "Little Red Schoolhouse."

The "Big Results from Small Lights" program was presented by David Tejada. Opening this year's event was Richard Sturdevant who presented his workflow techniques for his wonderful composite portraits. Later in the afternoon, David Tejada started his presentation that discussed using small hot-shoe flashes off camera. That evening, we were treated to a very informative hands-on photography session with several different locations and models around the historic Stage Coach Inn.



July Speaker for Dallas PPA was Jim Davis Hicks



July winners: Kelly Olivares, Dorothy Gautreaux, Rebecca Blacker, David Edmonson, Hoang Vu.



David Tejada speaking to Dallas Guild..

During the Monday program, David's lecture continued and included several video segments of instructional lighting techniques filmed just for this year's program. Topics shown in the video ranged from how to set up perfect golden hour window lighting anytime of the day to edgy new lighting techniques used for promotional material by Skydiving Temple.

Poster from Little Red Schoolhouse.



Austin News

by Maria Bernal

Austin PPA had a great meeting in July, one of the biggest months that we have ever had, with 15 new guests. Richard Sturdevant did a special Virtual Backgrounds demonstration with a live senior photo shoot. Our members were able to experience the entire system and see how to change the backgrounds within seconds. After dinner, Richard demonstrated his typical senior composite shots that he does every day.

WE ARE HERE TO SERVE YOU!

Our shelves are stocked! IMMEDIATE SHIPMENTS!

TAP
PROFESSIONAL

RENAISSANCE[®]
RENAISSANCE ALBUMS

flora
PROFESSIONAL ALBUMS

LA

Topflight

www.michelcompany.com

1-800-621-6649

michel
COMPANY
for over 56 years

1151 South Northpoint Boulevard, Waukegan, IL 60085 • email: info@michelcompany.com

Precision Camera & Video

NEW & USED CAMERAS/LENSES PHOTO LAB RENTALS REPAIRS PRO EQUIPMENT

Get Your Studio Going with Profoto!



D1 Profoto Studio Kit



One Day Ground on Seamless Backgrounds for most of Texas.



Check out our used cameras and lenses! Give us a call. 800.677.1023



Nikon

Canon

RENTALS

Nikon
D700 & D300
Nikkor Lenses:
300/2.8
70-200/2.8

Profoto
7B, D4 &
Acute Systems

Canon
7D & 5D Mark II
L Lenses:
24TS-E & 300/2.8
XH-A1 Video



precision-camera.com/rentals

You may be paying too much if you're not buying your EPSON products from us.

FREE SHIPPING ON ALL PRO PRINTERS



Epson Pro Inks

Epson Pro 9900 Printer

www.precision-camera.com

Pro Discounts Available



Professional Sales Associate
PARK STREET - winner of an ASMP Best of 2009 award - can help you with anything you might need.

Call him at 800.677.1023 Ext. 360 or email him at pstreet@precision-camera.com.

Order Today & We Ship Today
Free Shipping on Orders Over \$200



3810 N Lamar Blvd Austin, TX 800.677.1023
Store Hours: M-F 9am-6pm; Sat. 10-6; Sun. 1-5

PRECISION
CAMERA & VIDEO
www.precision-camera.com



GUILD & SUPPLIER NEWS



We had our monthly competition and John Rogers won first place. We had a tie for second, with Laura Wooten and Ed Kelley, and third place went to Karen Andrews. In other news, the Austin Guild received the TPPA Texas Pride trophy at the 2011 Summer Roundup in Kerrville and we are very pleased to have been the first guild to receive this trophy.

Austin welcomed Margaret Bryant in August for a really cool, dual program that she created for us on pet portraiture and copyright. Margaret was a wonderful speaker who had us laughing all night long! Our monthly competition went well with a large turnout of prints. First place went to Jennifer Hitt, second place went to Maria Bernal, and third place went to Karen Andrews.



July winners: John Rogers, Laura Wooten, Ed Kelley and Karen Andrews.

South Plains News

by Cris Duncan

The members of the South Plains Professional Photographer's Association celebrated the end of summer with a wedding at St. Paul's Church on the Plains. The fall seminar brought together a florist, a baker, a decorator, a church lady and scores of brides and grooms to create a mix of instruction and hands-on portfolio building experience. Guiding the whole process was Texas' own Mike and Suzy Fulton. Each brought their own lighting style to the day. Mike appreciated that he got to shoot with the one tree in Lubbock.



Mike Fulton demonstrates lighting technique at St. Paul's Church for South Plains Guild.

Mike Fulton guided one group through off-camera flash and lighting while Suzy Fulton focused on the fine art of posing and studio lighting. From the sanctuary to the garden to the reception hall, the thirty plus attendees were click happy. Mike prefers radio poppers for high speed synch and shared that lighting up the nose is not flattering. However, one of his most popular tips was the light wand. The indoor reception setup included an elegant dinner table and then a cake table. Here, Mike used a popsicle or light-saber-like light to illuminate details on the table. A huge kudos to Mike. He divided the groups into Canon and Nikon flash users to keep everything easy for the attendees.

Suzy shared some great tips for posing males. She talked about standing in an "unnaturally wide stance." When sitting, she has males make a fist with one hand and then grab it with this other. Having worked as a retoucher for years, Suzy is focused on the finer points of portraits. She demonstrated some of her favorite techniques including the do's and don'ts of the "Liquefy" tool.



Suzy Fulton shows how to properly pose a bride.

UP TO
40% DISCOUNT!
ON 14 POPULAR ITEMS

ON SELECT SPORTS & UNDERCLASS ADD-ON ITEMS

Ark-La-Tex COLOR LAB CORPORATION

800-448-6171 altcolorlab.com

FOLLOW US ON FACEBOOK

Wanted: Sales Consultant

Virtual Backgrounds is seeking professional photographers to become sales consultants for Virtual Background products. May not have to work from the VB San Marcos office.. For further information, contact Crystal at Virtual Backgrounds, 512 805 4844 or info@virtualbackgrounds.net



During the lunch break, the wedding vendors set up a second reception look outdoors in the courtyard. More romantic, this setup provided the attendees with more details to include in their portfolio. We truly thank Mike and Suzy Fulton for their commitment to photography education. Due to their work, the fall seminar was a success both financially and practically. New members joined that day and others plan to come to the next meeting. A special thanks also goes to the board and guild members who volunteered their own clients as models, found dresses and suits and then coached the models. Everyone did an incredible job.

In July, the SPPPA members came together for an informal potluck and swap meet. Members brought frames, lenses, flashes and other tools to sell or trade. After the deals were made, the members settled in for an evening of cards, games and fellowship.



Beautiful floral arrangements were just a part of the wedding seminar for South Plains.

Margaret Bryant is the “dog whisperer.” She knows how to meet and greet and control a K-9 photo session and that’s what she taught us at July’s Guild meeting. She stressed the importance of a planning consultation with the owner and the animal. By asking pertinent questions, the photographer learns what is important to the owner.

Houston News

by Tom Bailey



PPGH Print winners: Karen Butts, Denise Lovelace, Kim Christensen, Cesar Vargas, Leslie Cervantez and Jenna Whidby

DIGITAL PRINTERS AND SUPPLIES FOR THE PROFESSIONAL PHOTOGRAPHER

In Stock. On Time.

For over 10 years Imaging Spectrum has been the biggest and best source for Photo-quality Digital Printers and Supplies. We carry a huge inventory of dye-sub supplies, inkjet papers and ink in our large Dallas warehouse. We also have printers in stock ready for immediate shipping.

COMPETITIVE PRICES • LARGE INVENTORY • FREE UPS GROUND SHIPPING



800.342.9294 • www.imagingspectrum.com • Dallas, TX

EPSON
authorized
professional
graphics
reseller

Kodak Professional
SONY
SHINKO

MITSUBISHI ELECTRIC
PHOTO IMAGING
Canon



Embrace Elegance

with our Photo Album collection



Choose from a selection of high-quality, hand-assembled photo albums. Albums include the award winning **Premira** album, the **Flush Mount** album - either with or without an aluminum Metal Print cover, the **Summit** - with an aluminum Metal Print cover, or the **Platinum** - an economical album with a small metal insert.



Visit fullcolor.com/albums to learn more about each album in our expanded Photo Album collection.

FULL COLOR

fullcolor.com
800.382.2101



One of the most important things the owner must accomplish before arriving for the session is to make sure the animal is tired and hungry. And, after placing the animal in a pose, she uses a variety of noise makers to catch the attention of the animal for that perfect expression. She also points out that it is counter-productive to get down on the dog's level. Your height is intimidating and necessary to get the dog to obey.

Treats should be awarded although the size given is small so as not to satisfy the dog's hunger. These tips can help you produce saleable photographs, ones which the owner will gladly purchase. Her style is classic in that she mainly uses either a white or black background and employs the usual four lights (main, fill, background and kicker).

Before a full room of approximately 50 people Lauren Larsen, based in Dallas, spoke quietly and deliberately how she creates her style of photography. She is a fine-art lifestyle and wedding photographer. Her modern approach to weddings and portraits makes a wonderful balance of beautiful, compelling, and awe-inspiring photographs.



Lauren Larsen speaks to the Houston Guild about wedding photography.

Style, class, emotion, life and love motivate Lauren's passion to photograph wedding portraits. Her mantra says, "Modern and Timeless Wedding Photography from start to finish." She wants her clients to be involved in the planning and creation of her images.

She prefers using no flash in her photography, with very few exceptions. The natural look is her noticeable style. Her clients like her style because her images of them do not look artificially posed and lighted. Lens glare is something that just occurs naturally and she makes the most of it. A visit to her web site, www.LaurenLarsen.com, will amply illustrate her fine-art style of photography. Lauren will take between 500 and 800 images at a wedding. Sometimes she will employ extra shooters depending on the size and length of the wedding. In her work flow, she likes to 'tweak' the images before showing them to her clients.



Print winners are Jeff Grass, Francie Baltazar, Stonestreet and Leslie Cervantez

HOLIDAY WALLS

Make an impact this season with Canvas Wraps!



© Ross Benton

Let our specialists assist you in designing your own holiday panel canvas display! Customize an entire wall! Call today or visit bwc.net for more info.



dallas | 1.800.445.0264 | bwc.net

San Antonio News

by Jeanne Luna

The July speaker for the Professional Photographers of San Antonio was our very own Angela Gonzalez. Her program, "Princess Portrait Dairies," was, according to Angela, based a little about herself. When she decided to open her business, she knew exactly how she wanted it to operate. She would drop the kids off to school in the morning, maybe go to the gym occasionally, pick up kids after school and not work weekends. Today, Angela has a very successful studio, doing primarily baby sessions and selling a lot of albums. Angela and her long time employee, Sara, work quite well together, which is why her studio is so successful. Sara shared some of her Photoshop secrets and album designs through ProSelect while Angela showed us how she edits her images lightning fast. She is an amazing photographer as well as a fantastic person. Thanks, Angela, for sharing with us.

Our July competition winners this month: Prints: Jorge Valazco, first place; Angela Gonzalez, second place, Lee Pargmann, third place.



Angela Gonzalez was the July speaker in San Antonio.



Members Choice was Jorge Valazco. We also want to thank our judges, Pamela Wessel, Sam Roberts, Michael Plumeyer.

Our August Speaker was Britney Kirby Fullgraf. Her program was titled "Boutique Studio for Private Schools." Britney started her business with Family & Children Portraits. She then realized that school pictures could be more exciting. So she approached a private school and offered images that parents would look forward to having their children's school pictures done every year. Is taking school pictures a big job? Absolutely. Has Britney worked hard with trial and error to come up with a system that works for her? Absolutely. She shared everything and gave a lot of encouragement. Even if school photography isn't something that interests every photographer, she had some really good information and ideas that were helpful to everyone. Britney also is involved with PPA Charities and even her son is helping with it also.



July winners: Angela Gonzalez, Jorge Valazco second place, and Lee Pargmann.

August winners were: Michael Plumeyer, Angela Gonzalez, and David Sixt.

Our August competition winners were: Prints: Angela Gonzalez, first place; David Sixt, second place, Michael Plumeyer, third place. Members Choice went to Richard Clark. In the Album category, Elizabeth Homan took first place as well as Members Choice. We want to thank our judges, Angela Gonzalez, Trey Homan, Glen Olsen.



Britney Fullgraph receives a merit from Trey Homan.



Celebrate Success!



Leslie Ann Kitten
September 21



Margaret Bryant
October 19



Elizabeth Homan

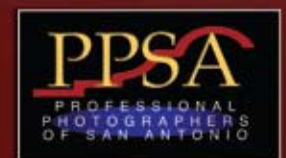


David Sixt
November 16



Ross Benton

*Coming Soon!
Speakers for 2012
It's going to be fun!*



members of affiliate guilds may attend at the PPSA member price www.PPGSA.org





East Texas Forum News

by Donna Cummings

The East Texas Pro Forum got together in July at the home studio of guild president, Donna Cummings, on the lake in Jacksonville, Texas.

Families of all the East Texas Guild members were invited to bring the kids and swimsuits and jump in the lake! Although the weather was hot, some members practiced their shots on the children and even enjoyed shooting a "Trash the Dress" session in the lake. Members enjoyed boat rides on the barge and burgers on the grill! No competition was held in July.

The speaker at our August meeting was Clay Bostian and we met at Shawn Hodges Studio in Henderson. The East Texas Pro Forum meets on the second Monday of each month at alternating members' studios. For more information about the East Texas Pro Forum, please visit our website at: www.theproforum.com.



Forum members enjoy the sights on Lake Jacksonville.

Heart of Texas News

by Sarah Simpson & Tom Sergent

The Heart of Texas PPA hosted Doug Box, the Executive Director of the TPPA, at our July program held at the Klassy Glass in Downtown Waco. Doug's program showed us how to effectively use off-camera flash in both indoor and outdoor settings. Using his wife, LaVelda, as a model, he touched on some basic posing techniques while demonstrating his approach to different lighting techniques. We want to thank Doug for taking his time to come and share his talent with us.

The HOTPPG held a separate print competition from our June shootout which was judged by Doug Box.



June Shootout Winners, from left to right: Janis Jack, Sarah Simpson, Tom Sergent



The shootout image competition winners were: Sarah Simpson, first place; Janis Jack, second place; and Tom Sergent, third place. The monthly image competition was held as well with the winners being: Tom Sergent, first place; Steven Ruud, second place; and Rhonda Williams, third place. Congratulations to all of these photographers on their beautiful images!

In August, we were happy to welcome two new members into our guild, John Randolph and Chasity Blackwell.

Our August guest-speaker was Margaret Bryant from Dallas. She is a Master Photographer who has also mastered the art of handling canines. Her photography is proof of her skills. Margaret presented a great program about adding dogs to our photography programs and what to do when they show up as part of the "Family-Photo."



Monthly Image Competition Winners, from left to right: Tom Sergent, Rhonda Williams, Steven Ruud

She began with a slide show that was one of the best and most entertaining that we have ever seen. In no time, she had us all "sitting up and begging for more." Margaret's program was very well received by our guild and we all learned a lot about not only handling dogs during a session, but about posing and lighting them and, most importantly, what not to do.

Margaret capped off her presentation by giving us a free flashcard that covered such subjects as making your studio dog friendly, and preparing for the dog's visit. This was a great program!

Our image competition winners were: Tom Sergent, first place; Marlo Collins, second place; and Steve Ruud, third place. Our winners photo does not include our third place winner, Steve, who "slipped his leash and escaped" before we shot the photo. However, our guest speaker was gracious to pose with us to make it a trio.

For further information about what is going on with the Heart of Texas Professional Photographers Guild, please visit our website at www.hotppg.org or contact Tom Sergent at 254-716-7813.



Tom Sergent, Marlo Collins and our guest speaker Margaret Bryant.

NEW

Buttons are out. Bracelets are in.

PHOTO CUFF BRACELETS

Available with a Silver or White print surface. Visit us online for more information.

10103 San Pedro Avenue | San Antonio, TX 78216 | www.DigitalProLab.com | 210.377.3686 | 888.820.3686

IT'S TIME TO GET SERIOUS ABOUT PHOTOGRAPHY

SYNC

senior + youth national conference

JANUARY 27 TO 30 2012

Visit our website to register for the best senior and youth educational conference.

facebook.com/syncseniors

WWW.SYNCSENIORS.COM

[@SYNCSeniors](https://twitter.com/SYNCSeniors)



Expert Tools.



Expert Advice.



At Arlington Camera we know photography is becoming more complex and the decisions you make today affect your bottom line tomorrow. That's why we have a staff with more than 250 years experience and knowledge keeping pace with industry advances and technology. You can be sure you'll get the expert advice you need to achieve success in your business. Let us show you how our personal approach to customer service can help you meet the demands of your clients now and for years to come.

Texoma News

by Kelly DeLong

The Texoma PPA hosted the very talented Cris and Deanna Duncan for our July meeting at Kemp Center for the Arts in Wichita Falls. The Duncans' program entitled,

"Become a Better Photographer," covered a variety of subjects. But the primary emphasis was on the science and art of light. Although many of us may consider ourselves beyond the need for fundamental or basic instruction on lighting, Cris made it clear that is not the case.

In this era of "photo-journalistic" shooting and "artistic imaging," we often stray far from the classic beautiful lighting that we learned in the beginning. Every once in a while, it is beneficial to go back and review the basics of our profession. As someone once said, "You must know the rules before you can effectively break them."

The Duncans encouraged each of us to "expand your box" or, in other words, get out of our rut and do something different. Then, learn and practice new techniques.

Cris and Deanna operate a studio in Lubbock, Texas, where they specialize in high-end commercial, portrait and wedding photography. Cris is a Certified Professional Photographer, a Photographic Craftsman and Masters candidate and is a highly sought after photographer and educator.

In our July print competition, Kelly DeLong won first place, Joe McClearen took second place, and Tammey Haynes received third place.



Members of the Texoma Guild poses with July speaker Cris Duncan of Lubbock.



July winners: Kelly DeLong, Joe McClearen, and Tammey Haynes.



August winners: Kelly DeLong, Tammey Haynes, and Donna Statham.

The summer of 2011 will long be remembered as one of the hottest and driest summers on record. The record temperatures combined with months of no measurable rainfall have wreaked havoc on lawns, gardens, crops, ponds, livestock and even wildlife. Unfortunately, this summer has adversely affected the income of many Texas photographers, as well.

While many very talented photographers are struggling to "keep the doors open," such is not the case with our August speakers, Kathy Dabbs and Jennifer Cagle, of Drake Design Photography in Lubbock. They have had their best summer ever and we were privileged to hear a little about how they have accomplished such a feat in our present economy.

According to Kathy and Jennifer, the secret to their success is multifaceted. They have discovered 10,000 ways to NOT run a business. They have learned from their mistakes. They maintain a beautiful garden area (which certainly helped them through this summer) and they consistently create excellent images for their clients. Kathy explained that they found direction and education, often through PPA, that now "helps them through the slow times, the recession and yes, even the drought!"

Kelly DeLong won first place in our print competition with a senior portrait. Tammey Haynes won second place with a beautiful image from her recent vacation, and Donna Statham took third place with a lovely bridal portrait.



August speakers for the Texoma Guild were Kathy Dabbs and Jennifer Cagle.

Fort Worth News

by Keith Evans, CPP, AF-TPPA

The Fort Worth Guild made a great showing at this year's TPPA Summer Roundup. The Guild had ten members who entered the print competition and every one of them had at least two images exhibited. We had ten members with 28 prints that received a score of 80 or above and it didn't stop there. At the awards ceremony, Brad Barton received three trophies, Tammy Graham received two distinguished ribbons, Mary Alice Cretsinger received two distinguished ribbons, as well as her full TPPA Fellowship Award, Phyllis Kuykendall received a trophy and Tracy Gibson received four distinguished ribbons for her work. Congratulations to all! Let's carry that momentum on to the TPPA Convention this year.

Our guest speaker for July was Cris Duncan from Lubbock, Texas. His program was called "The Art and Science of Light." Many photographers concentrate so much on Photoshop that they forget the basics such as lighting. It seems as if everyone tries to "fix it" in Photoshop these days. Cris went over the basics of the various types of lighting and how he achieves results in the studio and on location. It was an excellent refresher for everyone.

Our July print competition was loaded in two categories: Portraits



and Illustrative. In the Portrait category, there was a three-way tie for third between Vicki Kemp, Jeanette Wallace and Phyllis Kuykendall. Second place went to Brad Baron and first was won by Steve Bomar. In the Illustrative category, there was a two-way tie for third place with Keith Evans and Wendy Oswood. Second place went to Les Lopez and first place went to Tracye Gibson. Tracye also won the members choice ribbon. Congratulations to all.

There was no speaker for the August meeting, nor was there a monthly print competition for the meeting. However, there was a modified print hanging competition, in preparation for the upcoming TPPA Convention. Each member brought up to four finished or unfinished prints, ranging from 8x10 to 16x20. Our guest judges, Gabriel Alonzo, John Murray and Tim Oystermeyer were there to grade each print. It ran almost like a regional print competition. We had three judges seated in the front, the required distance from the prints along with the proper lighting, each judge gave the prints a score with the overall score being announced, then the judges gave their comments on what could be done to improve the print. It was a tough night for some prints but others just required minor adjustments. Overall, the night was a great learning experience, especially for people entering prints for the very first time.

Brazos Valley News

by Jim Greenlee

On Monday, July 11, the Brazos Valley PPA hosted Jose Yau who spoke on "The Basics of Sports Photography" and what is needed to succeed in that line of work. Two of the most important items needed were credentials and the equipment for both indoor and outdoor sports. But, above all, you need lots of energy!

Jose emphasized how important it was to get that special shot that nobody else was able to get and how important it was to get it first. By using members of the group as models, he demonstrated where to be to get those incredible images and where he places his remote-triggered cameras.

He also shared tips on where to be to anticipate certain moments. Besides knowing where to be, Jose also emphasized the importance of knowing the sport you are photographing so that you are able to capture the action. For more info about Jose visit his website at www.josesphotography.com.

We also had some members compete at Kerrville's print competition. "Veiled Beauty" by Robert Norwood received an 82; "Nostalgic Elegance" and "My Highland Home" by Kathy Norwood each received an 81; "Fated for Eternity" by Melanie Hall received an 87; "Crossing



Jose instructing the BVPPA on sports shooting techniques.

the Threshold" by Melanie Hall received an 80; and the President's Trophy went to "Waiting on the Gate" by Melanie Hall.

Our August speaker was Teri Quance who is based out of the Cypress area. Her program, "Senior Portrait Success," was a great overall look at how she runs her very successful studio. She began by showcasing some of the different ways she gets involved with high schools in her area. Teri has found that by volunteering and giving back, she is able to become well-known among the students, leading to sessions throughout the year.

One of her more successful promotions is "Senior Faces" where she photographs the members of the different extracurricular groups at each school and lets each group choose the theme and dress accordingly. Teri then photographs them on a white seamless background and creates their themed image in Photoshop with custom digital backgrounds that she creates. Afterward, each group sells calendars, playing cards, posters, etc., as a fund-raiser for the group. What a creative way to get your work in front of your target market!

Teri also spoke to us about her consultations, sessions and sales methods that are specifically targeted for high school seniors. Everyone left the meeting informed and inspired. Then, after her presentation, Teri judged our print competition. To find out more about Teri Quance, visit her website at www.quancedesign.com and, to find out more about the Brazos Valley PPA, visit our website at www.bvppa.com.



Jose judged our July competition. Melanie Hall received first place, Robert Norwood received second, and Cindy Kovar received third place.



August winners: Kathy Norwood, first place; Melanie Hall, second place; Dara Neyland and William Cooper, tie for third place.



Our group image posed by Teri!

NEW



Wallet Tins

Metal wallet tins are ideal for many different uses. Holds up to 75 wallets.

Order Today!
ONLY \$5.99 ea.

Free Shipping

aci

NEW



Allori Photography

Gallery Wrap Float Frames

NEW Gallery Wrap float frames now available on all single panel gallery wraps.

Press
Artistry Cards

Check Out The NEW Artistry Minis at www.acilab.com



5x7

Shooting Star Photography



Mini

Mark Garber Photography



5x7

Trunk Treasures

**MORE products, MORE options, MORE service,
Think MORE.**



american color imaging • www.acilab.com • 800-728-2722



PRESS BOOKS & CARDS
ALBUMS
GALLERY WRAPS
FINE ART
METAL WAVE
PRINTS & FINISHING

More about Pounds'
Products & Services



MORE THAN A PRINT

MORE SERVICE

MORE PRODUCTS

MORE EDUCATION

POUNDS is a full service lab with every resource Sports, School, Wedding and Portrait Photographers need. We keep our customers up to date with the latest information and on trend with the most current products. You can rely on POUNDS to anticipate your needs and exceed your expectations.

pounds

LABS

MORE THAN A PRINT

www.poundslabs.com | 800.350.5671



Pounds Photographic Labs



@poundslabs