

TEXAS PROFESSIONAL Photographer

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

Oct/Nov 2014



PHOTO

Photo Genesis

January 7 - 11, 2015

1939-2014
75
 YEARS of
 PRINTS
 INNOVATION
 ALBUMS
 SPORTS
 EDUCATION
 STYLE
 SENIORS
 WEDDINGS
 SCHOOLS
 PRESS
LOVE FOR PHOTOGRAPHY
 & PHOTOGRAPHERS



RELAX
 YOU'VE GOT
 IT COVERED

Miller's Signature Albums are available with Acrylic, Custom Image, Leather, Linen, Metal and Silk covers.

1-2 DAY TURNAROUND with FREE OVERNIGHT SHIPPING
 Visit www.millerslab.com to learn more about Miller's Signature Albums.



COVER PHOTO

The cover image was created by Laura Pollard of Victoria, Texas. The truck is a 1928 Ford Pickup belonging to Bobby Sparkman of Victoria, Texas. It was found in a field in Palacios, Texas, where it sat for 30 years. It was restored and the Mk82 bomb was added to honor and support all branches of the military. Join Laura and Randy Pollard on a PhotoGenesis location excursion. Find out more on page 25.



OFFICIAL PUBLICATION OF THE TEXAS PROFESSIONAL PHOTOGRAPHERS ASSOCIATION, INC.
VOLUME 49 No. 6 Oct/Nov 2014

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.

IN THIS ISSUE

- 7** **TPPA Magazine Cover Contest**
 Win Prizes and Be Published!
 by Bill Hedrick
- 11** **Moving to a Small Town**
 It's a Different World
 by Joe Dybala
- 15** **Welcome to Photo Genesis 2015**
 A New Look for Conventions
 by Stephanie Ludlow
- 31** **The Perfect Portable Studio**
 Dare to be Different!
 by Charles Ames
- 34** **Texas School 2015**
 Classes & Instructors
 by Don Dickson

DEPARTMENTS

- 5** **What a Year! More to Come!**
 A Message from TPPA President, Mark McCall
- 5** **Join Texas PPA Today**
 If You Love Photography
- 38** **Texas Off Ramp**
 Kreisches Brewery
- 41** **News from Around the State**
 What is Happening Around Texas

CALENDAR OF EVENTS

- November 21-23, 2014** **TPPA Road Trip**
 Texas Hill Country
- January 8-11, 2015** **Photo Genesis 2015**
 San Marcos, Texas
- January 11-16, 2015** **TPPA Road Trip**
 Big Bend National Park
- April 26 - May 1, 2015** **Texas School**
 Addison, Texas
- June 28 - July 1, 2015** **TPPA Summer Seminar**
 Lake Conroe, Texas

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.

Face Mounted ACRYLIC



Unique

Stand out from the crowd with Acrylic Face Mounted Photographic Prints from BWC. This unique finishing method gives your image the appearance of floating off the wall with a museum style cleat system. It's a clean, modern look your client's will love.



dallas | 1.800.445.0264 | bwc.net



2014 TEXAS PPA EXECUTIVE COUNCIL

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

Vice-President Stephanie Ludlow
stephanielonghorn@yahoo.com
205 N. Mays, Round Rock, TX 78644 (512) 246-0063

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

Secretary Trey Homan
Trey@ehoman.com
17222 Classen Rd., San Antonio, TX 78247 (210) 497-3809

Councilman-at-Large Fonzie Munoz
fonziemunoz@hotmail.com
4501 S. Alameda, Corpus Christi, TX 78412 (361) 834-1974

Councilman-at-Large Angela Pencsak
angela@pencsak.com
16008 N. Evans Rd., Selma, TX 78154 (210) 771-0791

Chairman of the Board Judy Dumas
dumasfoto@hotmail.com
1001 Green Oak Dr., Early, TX 76802 (325) 646-1773

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

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

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

PPA COUNCILORS

Gabriel Alonso (Ft. Worth), Doug Box (Caldwell),
Don Dickson (Plainview), Walter Eagleton (Denton),
Elizabeth Homan (San Antonio), Trey Homan (San Antonio),
Steve Kozak (Grand Prairie), Dwayne Lee (Arlington),
Stephanie Ludlow (Round Rock), Mark McCall (Lubbock),
Cliff Ranson (McAllen), Richard Sturdevant (Garland),
Judy Dumas (Brownwood).

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

Mark McCall, President TPPA



What a Year! More to Come!

Your association has been working overtime to provide you with the best educational opportunities for photographers anywhere. The "Texas 10" Fall Photo Workshops are already underway with workshops at various locations around the State of Texas and the \$95 registration also includes your 2015 TPPA membership dues! How incredible is that?

Then, in January, we have another extraordinary treat... "Photogenesis 2015." If you're tired of the traditional format of conventions, you will be blown away by what Texas PPA has put together for you in this all-new event. First of all, we're going to a new location... Embassy Suites Hotel, Spa & Conference Center in San Marcos, Texas. This new format offers off-site photo excursions to photograph vintage aircraft and antique cars (with models, of course) as well as a location shoot for dance photography with a wine-tasting event.

If you've ever wanted to try your hand at giving a program to a group, the Walk-Up Workshops are your opportunity to give it a try. These will be informal presentations where you'll have your own table and can converse with others as they meet you and you show them what you do. There will also be Test Drive Labs where vendors and representatives will demonstrate their products and services with plenty of "hands-on" participation.

Of course, the program lineup will include some of the finest program speakers in the country as well as the Print Competition and plenty of social events, including a Welcome Party on Thursday and a special party on Saturday sponsored by the Texas School of Professional Photography. Finally, if you are an affiliate member of Louisiana, Arkansas, Oklahoma, New Mexico, or Colorado, you can attend this event at the same rate as Texas PPA members. More information on this event is available in this issue of the magazine. Make plans to attend Photogenesis 2015!

In the spring of 2015, you'll want to be a part of the Texas School of Professional Photography in Addison, Texas. There will be 35 fantastic courses again this year and photographers of all levels from countries around the world will attend. Dates are April 26 through May 1, 2015. We are proud that this is the largest event of its kind in the country.

But more changes are coming in 2015! This year's summer seminar will be held at a new place, La Toreta Resort & Spa, on Lake Conroe, north of Houston. This incredible facility features a huge conference center, spectacular hotel, spa, water park, and more. There are organized activities all day long hosted by the facility, so bring the entire family. Dates are June 28 through July 1, 2015.

Another "first" for Texas PPA is the Magazine Cover Contest and is open to all Texas PPA members who have paid their 2015 dues. Several vendors have donated several thousand dollars worth of prizes for this contest and you could be the winner!

On a personal note, this is my final President's Message for this year. Serving as your president has been an honor and I want to thank you for letting me serve you and this association. We have a great staff of people who are dedicated to serving you and providing you with the best of everything. So, get involved and take advantage of everything that Texas PPA has to offer. In the meantime...

Shoot what is in your heart,

Mark McCall
Texas PPA President

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

Join TPPA

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.



canvas gallery wraps bring your work to life

custom built to your specifications
choice of canvas inkjet paper or beautiful pearl photographic paper
available in split, cluster and mosaic groupings
on sale during October, please visit www.hhcolorlab.com for details

Our gallery wraps have a two-day service time plus FREE shipping!



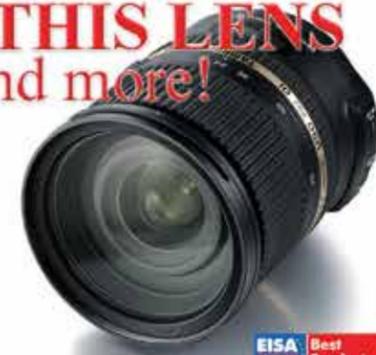
H&H Color Lab | www.hhcolorlab.com | 1-800-821-1305

Texas Professional Photographer Magazine Cover Contest

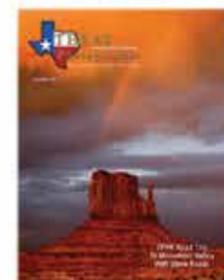
Prizes From: Miller's Professional Imaging • Arlington Camera • Pounds Lab • Tamron • Texas School • WHCC • Virtual Backgrounds • Digital Pro Lab • More

by
Bill Hedrick

WIN THIS LENS
and more!



SP 24-70mm F/2.8 Di VC USD Model A007



If you've ever wanted to have one of your images on the cover of the Texas Professional Photographer Magazine, this is your chance! For the first time in TPPA's history, we are having a "Magazine Cover Contest" and you could be the lucky winner. From now until December 1, 2014, we will be accepting entries for this contest. Then, a panel of judges will evaluate each entry and decide the winner.

In addition to having your image on the cover of an award-winning magazine and distributed to photographers in six states, several vendors have graciously donated some impressive prizes. Prizes include: Tamron SP 24-70mm f/2.8 lens (value \$1,200), Miller's Professional Imaging Signature Album (\$250 value), Three-Day Workshop at Virtual Backgrounds (\$295 value), Pounds Lab \$100 lab credit to the winner and \$50 to the runner-up, a \$100 Gift Card from Arlington Camera, a \$100 Gift Card for each Runner-Up from Digital Pro Lab, and three gift cards from WHCC Lab. But that's not all... The first place winner will also receive a scholarship to the 2015 Texas School of Professional Photography!

Some things to keep in mind when you submit your image. First of all, priority will be given to vertically composed images. That is not to say that you cannot submit a horizontal image but the Texas Professional Photographer's cover is a vertical composition.

Secondly, priority is given to the composition that works well with the magazine logo (located in upper-left portion of the cover). Important elements of your image should not be covered up by the logo nor should elements of your image compete with the logo.

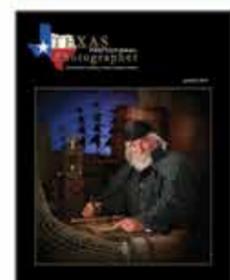
Cover images may be "full-bleed" or matted at the discretion of the editor (do not matte your images, we do that). If we publish a "full-bleed" cover (see sample covers left), the image goes to all edges of the cover. However, consideration is given to whether or not elements of the image compete with the cover logo. In those cases, we typically "matte" an image for the cover (see sample images, right).

Technical quality is also important when selecting an image. The image must be exposed properly and lit properly. Although we are not particularly looking for the "highest-scoring competition print," the 12 Elements of a Merit Print are still important. The subject matter is up to you but the judges reserve the right to reject anything that they consider to be inappropriate for publication. Your submission should convey "professionalism."

The size of your submission needs to be 300ppi for our printing process and should be large enough for the cover. We would much rather have to downsize an image than to up-size it. So, make sure your image is at least 8x10 or so at 300ppi. Mail it as a JPEG on a CD (along with a sample print, no larger than 8x10), to: Texas Professional Photographer, 1506 E. Leach St., Kilgore, Texas 75662. Please include your email, phone number, and mailing address. Entries will not be returned.

Entry Rules & Information

Different from Traditional Judging - First of all, just because a print scores 100 at print competition does not mean it is the best image for the magazine cover. For one thing, the cover of the magazine is a "vertical" format. Although we can sometimes use a "square" format, any image that is "horizontal" will be too small to display on the cover. Secondly, we have a magazine logo on the cover and do not want that logo to conflict with key elements of the image and don't want elements of the image to conflict with the cover logo.





Who are the Judges? - The judges for this contest are a combination of print judges as well as experts in the publishing industry. As their criteria, they will use a combination of the 12 Elements of a Merit Print and publishing requirements and criteria for the cover of the magazine. All results are final.

What about composition? - First of all, vertical images have the best chance of winning. Next to that, a square format that can be used as an inset on a matter background in the center portion of the cover. Unfortunately, horizontal images are usually too small once they are reduced to fit on a vertical cover format and therefore have the least chance of winning, although this is not absolute.

Who is eligible? - Any Texas PPA member in good standing is eligible to enter this contest! Your 2015 Texas PPA dues must be paid (in advance) before you enter. All entries will be checked when submitted and, if 2015 dues are not paid, these entries will be rejected. You can renew your membership online at www.tppa.org.

What is the entry fee? - There is NO ENTRY FEE for TPPA members in good standing.

How many images may I submit? - You may submit only one image.

Is There a Theme? - No.

Can I enter something that has been judged? - Yes. However, we cannot accept images that have been published on the cover of any other publication or that are being considered by another publication.

What size file do I submit? - Generally, an image that is large enough for your lab to print an 8x10 (without having to "rez-up" the file) is large enough for publication on the cover of the magazine. More specifically, your submission must be "at least 2400 pixels" (at its shortest length) and "no more than 4200 pixels" (at its longest length). In other words, somewhere between an 8x10 and an 11x14 at 300ppi. Submissions that are too large or too small will automatically be rejected.

MAIL your CD entry TODAY to: (deadline is Dec. 1, 2014)

Texas Professional Photographer
1506 E. Leach St.
Kilgore, TX 75662



FALL *underclass*

Make your images **POP** with new Photo Stamps!

Cool Fun Fact Packs
Themed, laminated, die-cut products with cool fun facts!

VISIT US ONLINE FOR MORE GREAT PRODUCTS!
altcolorlab.com

Ark-La-Tex COLOR LAB
CORPORATION
800-448-6171

© Laura Risco



Drawing on the beauty of light.

SP 24-70mm F/2.8 Di VC USD Model A007

The world's first F/2.8 full-frame standard zoom lens with image stabilization. Play with light as you explore the subtle aspects of beauty with Tamron's all new, high-speed standard zoom gives you top in class optical quality while featuring VC anti-shake mechanism, fast, accurate and quiet USD AF system with full-time manual focus, rounded 9-blade diaphragm for beautiful bokeh, moisture-resistant construction and Di design for use with full-frame DSLR cameras for excellent format versatility.

For Canon, Nikon and Sony* mount (*without VC)



www.tamron-usa.com

TAMRON
New eyes for industry

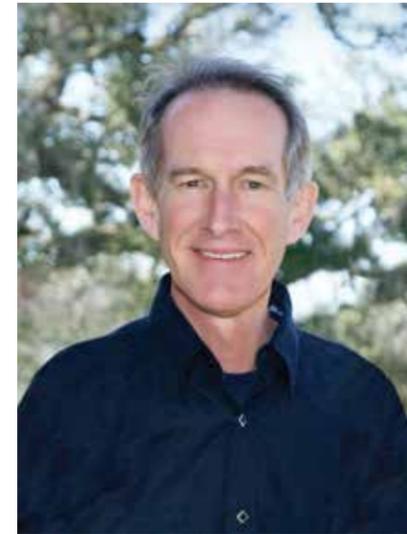


The Image is Everything

If you don't look good, we don't look good. It's that simple. The quality of the finished products you deliver to your clients plays a big role in your success. We don't take that lightly. That is why we make your images look as good as possible—we know you'll look great as a result. And that is all we care about.



Learn more about who we are and what we believe at whcc.com



Moving to a Small Town

by
Joe Dybala, M.Photog., CPP, TPPA Fellow

In 1974 I began my professional photography career working at a photography studio in Rosenberg, about 34 miles southwest of Houston, Texas. In 1981, my wife, Addie, and I opened our own freelance business, Dybala Photography, out of our home. With much encouragement from others, we rented a space in a small shopping center in 1983. In 1987 we purchased a building with an additional lot and continued to run a successful portrait and wedding business for many years. We also offered copy and restoration services as well as custom framing.

After much consideration, we chose to stop photographing weddings at the end of 1999 so we could be there for our son, cheering on from the sidelines like all the other parents. We always knew we could go back to photographing weddings but never did. A few years later, we were fortunate to get the senior contract for our school district. This included three high schools with approximately 1,500 seniors and that kept us very busy for the next seven years.

In 2012, an opportunity presented itself that we could not turn down. Since we were not getting any younger, we decided to go for it! We downsized our house, building our dream home (or I should say cabin) on the family farm outside of historic Fayetteville, Texas, population 258. Fayetteville is on the National Register of Historic Places with 345 historic structures. This makes me the fourth generation Dybala to call Fayetteville home. After having the shell constructed, Addie and I did EVERYTHING else. This included all the electrical wiring, plumbing, woodworking, etc. It was definitely a labor of love.

At that same time, a commercial space on the town square became available for rent. It was perfect for a studio. In March of last year, we reopened our door for business but chose to be open Thursday, Friday, and Saturday instead of a five day work week as before. That has been wonderful! In August, we finally sold the

Rosenberg real estate along with the master rail system, most of the backgrounds, sets and props, keeping only a few muslins and the high key if someone wants a portrait taken in the studio. Why? In our little town, there are so many historic buildings with many facades that become natural sets. All of the buildings have wide sidewalks/porches with extra wide porch awnings that provide exceptional directional lighting, north, south, east or west. Direct sunlight is no longer an issue. It's still my light source but becomes wonderfully diffused. Fill flash is seldom necessary.



All of the buildings have wide sidewalks/porches with extra wide porch awnings that provide exceptional directional lighting, north, south, east or west.

High school seniors from the Rosenberg/Richmond area still come to us in Fayetteville. Our clients love the many options our town square provides, including two great restaurants on the square. We even have long-time customers who still come to us for copy and restoration work as well as custom framing.



THEN



NOW

Oct/Nov 2014



Our daughter-in-law, Catherine (Cat) Dybala, has been our fulltime artist since 2008. Cat received her Master of Photography degree this year in Phoenix. She also received the trophy for Best Photo Restoration in Kerrville this year. That makes seven years straight. We're so glad she's our artist! Since Cat and our son, Brandon, still live in Richmond, we now put all our portrait files on Dropbox for her to access for retouching and our copy files to

After completing the project, I realized that all the pictures on exhibit in the museum are the originals. I felt these images all should be copied and archived off premises. To make a long story short, I am now president of the museum. My plans are to scan all the old original photos and display copies of each original, putting away all the originals for safe keeping and preservation. I plan to tag all the people on each photo. When someone comes in to research their genealogy, they will be able to easily find each photo their ancestors are in. I still have a long project ahead of me but I look forward to it.



restore. She then puts the finished files back on Dropbox for us to ftp to the lab for printing. Technology is a wonderful thing!

Shortly after opening our studio, we were approached by the local bank about making copies of many of the early Fayetteville town photos which are housed in the Fayetteville Area Heritage Museum. The bank was constructing a new facility and wanted all the walls to be covered with local historic photos. I made 11x14's and 16x20's, then matted and framed them for the walls throughout the bank. It was a large project, over thirty different pictures, but it has been great publicity for our studio.

Our studio has been open here for a little over a year now. It's been a slow process but we knew it would. However, we're getting more and more business as time passes. The hustle, bustle life we had in Rosenberg won't be missed at all and we welcome the slower pace of a small town. The slower pace is good for the body and the soul and it is so wonderful to slow down a bit and still be able to do what we enjoy doing for a living.

websites
for
the world's
most
creative
people

WORK WITH OUR DESIGNERS
TO GET A PORTFOLIO WEBSITE
THAT TELLS YOUR UNIQUE STORY



EXPECT MORE

- MORE INNOVATIVE PRODUCTS**
- MORE CUSTOMER SERVICE**
- MORE EDUCATION OPPORTUNITIES**

At Pounds we take pride in providing unsurpassed customer service and creating innovative, creative products. We strive to share our insights and be a true partner with our photographers.

If you're looking for a lab that provides every resource needed to achieve your professional goals and does so with the highest standards and integrity, you're looking for Pounds!

- EXPECT MORE THAN A PRINT**
- EXPECT THE BEST**
- EXPECT POUNDS**

pounds
LABS **MORE THAN A PRINT**



Open an Account



Products & Services

www.poundslabs.com | 800.350.5671



PoundsLabs



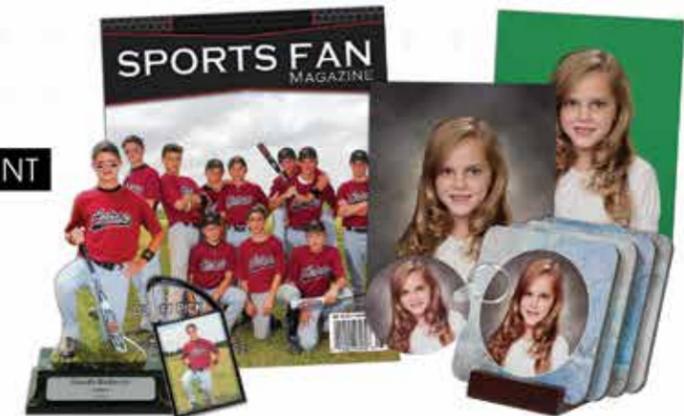
@poundslabs



wedding and portrait



seniors



school and sports

SIGMA

EXEMPLARY.

The new standard for high performance zoom lenses.

With a constant F4 aperture and Optical Stabilization, this highly requested lens with a versatile zoom range yields gorgeous images.

A Art 24-105mm F4 DG OS HSM

Case and Hood LH876-02 included.
USA 4 Year Service Protection



SIGMA USB Dock
Update, adjust & personalize. Customization never thought possible. Sold separately.



SIGMA Corporation of America | 15 Fleetwood Court | Ronkonkoma, NY 11779, U.S.A. | Tel: (631) 585-1144 | www.SigmaPhoto.com
Follow us Twitter @sigma_photo and Facebook.com/sigmacorporationofamerica



A teal event poster for 'PHOTO genesis' in San Marcos, TX, from January 8-11, 2015. The poster features the event title in a stylized font, the location and dates, and the logo for the Texas Professional Photographers Association, Inc. The logo includes a map of Texas with a star and the text 'TEXAS PROFESSIONAL Photographers Association, Inc.'.



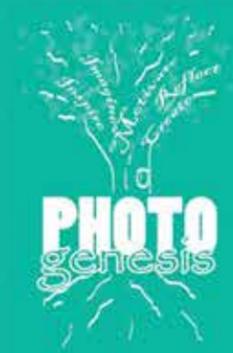
REGISTER ONLINE AT TPPA.ORG



WHAT IS PHOTO GENESIS?

Texas Professional Photographers Association Convention January 8 to 11, 2015 San Marcos, Texas

Come experience a new look for conventions. Spend time rejuvenating by exploring the roots of your origins in photography. Develop your inner artist by exploring other artists who have the same passion. Feel good about a new you by exploring the large outlet mall that is almost next door. Relax in the large, comfortable rooms of the Embassy Suites. Enjoy a free hot breakfast every day to stoke your creative fires. Experience new products by sharing in hands-on product training. Share your passion with someone else. And leave refreshed. PHOTOGENESIS is for YOU!



The PhotoGenesis Experience



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



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



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



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



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



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



Embassy Suites San Marcos Hotel, Spa & Conference Center

1001 E. McCarty Lane
San Marcos, Texas
512-392-6450
Room Rate: \$132 plus tax





ON THE PROGRAM

PhotoGenesis offers you the incredible opportunity to learn from an A-list team of photography, lighting and Photoshop experts. This year's stellar roster includes...



CAROL ANDREWS



TIM BABIAK



ELIZABETH & TREY HOMAN



LAURA & RANDY POLLARD



TED & JENNIFER PENLAND



MARK BARNETT



MANCEL BOLTON



RYAN BROWN



CARL CAYLOR



BOB COATES



MARK HEAPS



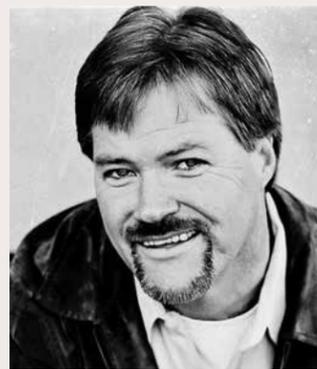
RANDY KERR



LAURIE KLEIN



JIM LANDERS



MARK MCCALL



DUSTIN MEYER



GAIL NOGLE



KEN SKLUTE



J. GRIFFIS SMITH



DAVID TRUST



DAVE WILSON



PHOTOGENESIS Thursday, January 8



Embassy Suites San Marcos Hotel, Spa & Conference Center

1001 E. McCarty Lane
San Marcos, Texas
512-392-6450
Room Rate: \$132 plus tax

PRINT JUDGING

9:00 am - Noon
PRINT JUDGING
Everyone Welcome!
Spring Lake A

1:30 pm - 6:00 pm
PRINT JUDGING
Everyone Welcome!
Spring Lake B

PRINT COMPETITION BOOT CAMP

1:00 pm - 6:00 pm
(continues Friday, 8:30 am to 11:00 am)
PRINT COMPETITION BOOT CAMP
FREE to Everyone!
*Take the mystery out of print competition.
Learn how to make those award-winning images.*

WELCOME PARTY!

8:00 pm - 10:00 pm
WELCOME PARTY
We want YOU there!
*All aboard! Party on a vintage 1940's railroad car
at the Old Mill in San Marcos, sponsored by
Virtual Backgrounds and Texas PPA*

PHOTOGENESIS Friday, January 9

LOCATION EXCURSIONS

8:30 am - Noon
VINTAGE AIRCRAFT EXCURSION
Tim Babiak and Mark McCall
-extra fee required-

9:30 am - 12:30 pm
VINTAGE CARS & PIN UP EXCURSION
Randy and Laura Pollard
Ted and Jennifer Penland
-extra fee required-

1:30 pm - 5:00 pm
VINTAGE AIRCRAFT EXCURSION
Tim Babiak and Mark McCall
-extra fee required-

2:30 pm - 5:30 pm
VINTAGE CARS & PIN UP EXCURSION
Randy and Laura Pollard
Ted and Jennifer Penland
-extra fee required-

3:00 pm - 6:00 pm
**WINE TASTING & BALLERINA
PHOTO EXCURSION**
Elizabeth and Trey Homan
-extra fee required-

PRINT JUDGING

9:00 am - Noon
PRINT JUDGING
Everyone Welcome!
Spring Lake A

9:00 am - Noon
PRINT JUDGING
Everyone Welcome!
Spring Lake B

1:30 pm - 6:00 pm
PRINT JUDGING
Everyone Welcome!
Spring Lake A

1:30 pm - 6:00 pm
PRINT JUDGING
Everyone Welcome!
Spring Lake B

MORE COOL STUFF

10:00 am - 11:30 am
TEST DRIVE LABS
Hands-On Products & Services
With Vendor Representatives

5:00 pm - 5:45 pm
WALK UP WORKSHOPS
10 Speakers in Various Locations
In Convention Center Corridors

*These are informal presentations where
you share what you know with others.
Please sign up in advance to get your
own table and see how much fun
it can be to share your knowledge
with other photographers.*

1:30 pm - 3:00 pm
TEST DRIVE LABS
Hands-On Products & Services
With Vendor Representatives

3:00 pm - 6:00 pm
TEST DRIVE LABS
Hands-On Products & Services
With Vendor Representatives

7:30 pm - 9:00 pm
PARTY with LIVE BAND
Everyone Welcome!
*-sponsored by-
Texas School of
Professional Photography*

PHOTOGENESIS Saturday, January 10

TRADE SHOW

11:00 am - 4:00 pm
REGIONAL TRADE SHOW
Spend Your \$50 Trade Show Bucks!

-Shop For-
Photo labs
Equipment Manufactures
Background Systems
Frames & Albums
Props
Education
Software
Cameras & Lenses
Camera Accessories
Camera Cases
Tripods
Light Stands
Strobes
Lighting Systems
Light Modifiers
Printers
New & Used Equipment
Equipment Repair
and More!

-plus-
TRADE SHOW TRAINING CENTER
Revolving Programs in the Trade Show
Products • Demonstrations • Information

INSPIRE WORKSHOPS

7:30 am - 9:15 am
BEFORE, AFTER... HOW TO GET THERE
Carl Caylor
WHCC

7:30 am - 9:15 am
REINVIGORATE YOUR PHOTOGRAPHY
Mark Barnett
Virtual Backgrounds

8:00 am - 9:15 am
THE POWER OF PHOTOGRAPHY
Jim Landers
Landers Photo School

8:00 am - 9:15 am
ILLUMINATI OBSCURA
Randy Kerr
Nikon Fellowship & Wescott

ALL CONVENTION PROGRAM

9:30 am - 11:00 am
FINDING YOUR VISUAL VOICE
Laurie Klein

4:15 pm - 6:15 pm
PRINT AWARDS PRESENTATION

Special Presentation:
"Importance of Photography in Our World"
David Trust, CEO of PPA

Special Presentation:
Winner of the Magazine Cover Contest
Bill Hedrick, Editor

8:00 pm - 9:30 pm
PHOTOGRAPHING TEXAS
J. Griffis Smith
Sponsored by
Texas Highways

MORE COOL STUFF

8:30 am - 9:15 am
WALK UP WORKSHOPS
Your chance to share!

*These are informal presentations where
you share what you know with others.
Please sign up in advance to get your
own table and see how much fun
it can be to share your knowledge
with other photographers.*

*If you've ever thought about doing
a program, this is your chance to
get a feel for what it's like.*

10:00 pm - Midnight
FLASH PARTY SHOOTING BAYS
Everyone Welcome!
*-sponsored by-
Sweet Light*

PHOTOGENESIS Sunday, January 11

TRADE SHOW

11:00 am - 4:00 pm
REGIONAL TRADE SHOW
Spend Your \$50 Trade Show Bucks!

-Shop For-
Photo labs
Equipment Manufactures
Background Systems
Frames & Albums
Props
Education
Software
Cameras & Lenses
Camera Accessories
Camera Cases
Tripods
Light Stands
Strobes
Lighting Systems
Light Modifiers
Printers
New & Used Equipment
Equipment Repair
and More!

-plus-
TRADE SHOW TRAINING CENTER
Revolving Programs in the Trade Show
Products • Demonstrations • Information

INSPIRE WORKSHOPS

7:30 am - 8:30 am
STUDIO PORTRAITS MADE EASY
Ryan Brown
Sigma

SHE MADE THAT WITH WHAT?
Carol Andrews

WESTERN PHOTOGRAPHY
Mancel Bolton

MAKE YOUR IMAGES SPEAK LOUDER
Mark Heaps
Precision Camera & Nikon Fellowship

1:00 pm - 3:00 pm
WHY HDR IMAGES SUCK
Dave Wilson
Precision Camera & Nikon Fellowship

FINE ART PHOTO-SYNTHESIS
Bob Coates
Lumix

SEEING WHAT'S HIDDEN IN PLAIN SIGHT
Gail Nogle

WEDDINGS: INSPIRE, GROW, THRIVE
Dustin Meyer
Precision Camera & Nikon Fellowship

ALL CONVENTION PROGRAM

3:15 pm - 5:00 pm
SEEING THE UNSEEN
Ken Sklute
Sponsored by
Canon, Delkin, and Datacolor

MORE COOL STUFF

2:15 pm - 3:00 pm
WALK UP WORKSHOPS
10 Speakers in Various Locations
In Convention Center Corridors

*These are informal presentations where
you share what you know with others.
Please sign up in advance to get your
own table and see how much fun
it can be to share your knowledge
with other photographers.*

*If you've ever thought about doing
a program, this is your chance to
get a feel for what it's like.*

Stand Out from the Crowd Create Amazing Sports Memorabilia with Full Color Sports

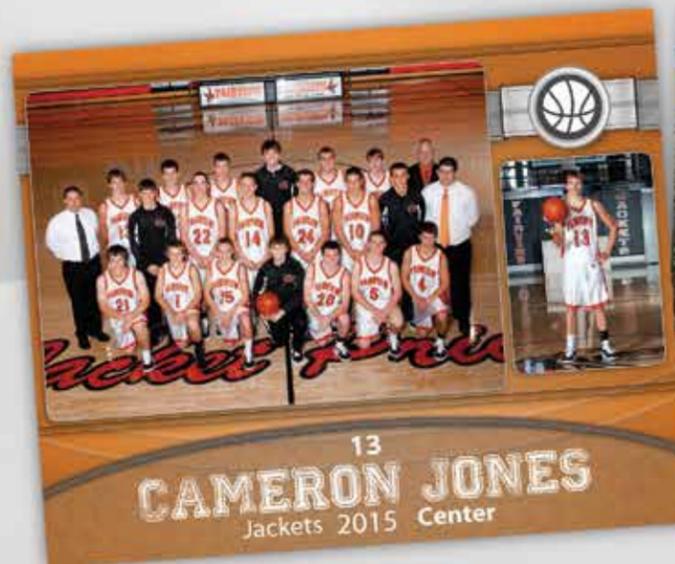


standUP® w/Base

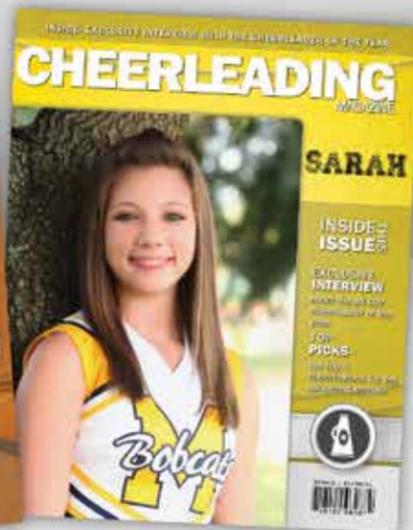
Graphite and Summit Graphics Lines

Sports Overview

- ▶ Choose from 7 different graphic lines
- ▶ Over 30 different sports are available
- ▶ Over 25 colors to match team colors
- ▶ Easy and flexible ordering
- ▶ Ultra fast order delivery
- ▶ Great customer service
- ▶ Sports Guide Available
- ▶ Details at fullcolor.com/sports



Memory Mates



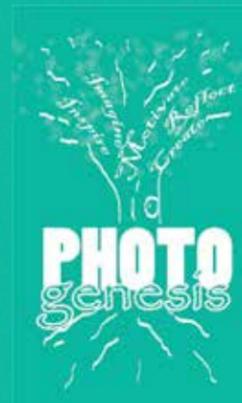
Magazine Covers



Trading Cards

Dog Tags

On Location Excursions Friday



TIM BABIAK & MARK McCALL "Excursion: Vintage Aircraft"

Friday, January 9 at 8:30 am to Noon
Friday, January 9 at 1:30 pm to 5:00 pm

-additional fee required-



When Tim Babiak got his first digital SLR in 2007, he was hooked. Before long, he was reading everything about photography he could get his hands on and shooting everything and anyone who would let him. In no time, his images were winning awards and appearing on magazine covers and billboards. Today, Tim is a full-time working photographer in Austin, Texas, and the recipient of the 2013 Photographer of the Year award from the Austin Professional Photographers Association.

Mark McCall is the President of Texas PPA and is well-known for his award-winning images of vintage aircraft. Join these two amazing photographers on a "Photo Excursion" where you will have your own chance to photograph vintage aircraft under their direction. There is an additional fee for this excursion and transportation and models will be provided.



ELIZABETH & TREY HOMAN "Excursion: Wine Tasting & Ballerina Portrait"

Friday, January 9 at 3:00 pm to 6:00 pm

-additional fee required-



Join Elizabeth and Trey Homan to get your creative juices flowing with beautiful ballerinas. Elizabeth will guide you in posing and lighting while encouraging YOU to create some artistic masterpieces. Her vast knowledge of Ballet and 22 years of experience as a portrait photographer will blend well together to educate you in the Art of Dance Photography. This is sure to be a fun and inspiring excursion at this famous Texas Dance Hall!

Elizabeth has had her studio, Artistic Images, in San Antonio for the past 22 years. She has her BFA in Ballet from TCU and has taught, danced and choreographed professionally.



She has won many, many awards, including Master of Photographer, Photographic Craftsman, Photographer of the Year and one of the Top 10 Albums in PPA. Her most coveted award, so far, is earning the designation of 2014 PPA Elite Member, given to 26 photographers out of 27,000 members.

TED & JENNIFER PENLAND LAURA & RANDY POLLARD "Excursion: Vintage Cars & Pin-Ups"

Friday, January 9 at 9:30 am to 12:30 pm
Friday, January 9 at 2:30 pm to 5:30 pm

-additional fee required-



Join Laura and Randy Pollard and Ted and Jennifer Penland during this three hour "on location" event. You will be working side by side with true working professional photographers and models. After a demonstration, you will be shooting your own images, exploring more high fashion poses to increase your own portfolio. You will explore creative lighting techniques that don't have to be complicated to be beautiful. This is an on-location and shooting excursion. There will be gorgeous models lined up and an array of beautiful,



museum quality cars. All images CAN be used in your portfolio.

The fee includes transportation, model fees, entrance and instruction. This class is limited to 20 people and will fill up fast. It is repeated in the afternoon.



www.fullcolor.com
800.382.2101

To find out more about our sports products, please visit fullcolor.com/sports. And don't forget to check us out on Facebook and Twitter!



CAROL ANDREWS

“She Made THAT With WHAT?”

Sunday, January 11 at 7:30 am to 8:30 am



Bring your coffee and come see what Carol Andrews is up to in the fun, fine art world. She's creating digital abstracts and “Altered Inks” originating with a household cleaner and magazine pages! Come learn the easy process, then discover the creativity behind producing and selling them. Carol is selling these as limited edition prints, for her personal collectors, and corporate décor as well. Carol loves to create the magic of a photograph and also works in various mediums including acrylics, encaustics and digital altered inks. Over the last 25 years, her award winning photographs have included exhibitions at Photokina (Cologne, Germany), Disney's EPCOT, the International Masters Loan Collection of PPA, and Fotofest. She was inducted into Cameracraftsmen of America, an international photographic society of which there are only 40 members, and was only the fourth woman in the society's 95 year history to be admitted. She is the Visual Arts Director for three Newspring Art Studios of Houston.



Carol Andrews is a visual artist and photographer. She has been featured in various publications and exhibitions. Her work is characterized by vibrant colors and intricate patterns. She is currently working on a new series of digital art pieces.

MARK BARNETT

“Reinvigorate Your Photography”

Saturday, January 10 at 7:30 am to 9:15 am

Sponsored by Virtual Backgrounds



Reinvigorate your Photography! “How?” Be different! Be fresh, imaginative, creative, and don't do what everyone else is doing. That is exactly what Mark is going to show you. Ask yourself these questions...



How do “YOU” separate your work from everyone else's work? Do you use the same backgrounds over and over, or the same park as everyone else for location? Do you put clients at risk with illegal portraits on RR tracks because it is cool? Ask yourself, “Why should clients come to me?” Mark can help you with some creative and modern ideas.

Mark Barnett is based in Charlotte, NC and currently works as a Field Consultant for Virtual Backgrounds Systems. He regularly teaches a comprehensive, 3-day Workshop in San Marcos, Texas, travels around the country giving in-studio consultations. Having learned from his own experiences of owning and running a successful studio for 18 years, Mark is able to share with others his experiences and knowledge.

CARL CAYLOR

“Before, After... How to Get There”

Saturday, January 10 at 7:30 am to 9:15 am

Sponsored by WHCC



This program will show many different images from the initial vision to the finished portrait. Carl's goal is to open your mind to the thought process that goes on when creating an image. He will discuss light, posing within the light, color harmony, composition, and more. Using his own images, Carl will show you how the normal client sees an image. He'll help you mess with their mind so they like your images more. When you leave this program, you will instantly look for backgrounds in obvious places you walked by in the past. You will see usable light, depth and dimensions like never before. You will understand how to work without strobes. It is a lot to take in, but you can't help but learn with the real stories and straight forward explanations of each and every detail.



Carl began his photographic career in the darkroom as a custom printer and technician and is one of the most sought after instructors in the country because of his “Hands-On” coaching approach.

BOB COATES

“Fine Art Photo-Synthesis”

Sunday, January 11 at 1:00 pm to 3:00 pm

Sponsored by Lumix



Taking your images to another level is one way to set yourself apart from other photographers. About five years ago Bob began studying paintings, painting techniques, art and color through books and visits to museums.



Afterwards, he chose to move his images to a more-painterly feel. He accomplishes this by fusing many images together utilizing a single subject blended together with many textures from nature, decaying man-made items and everyday items found through serendipity. The end result is an image that has depth and dimension and will often reveal different things no matter how many times it is viewed.

Join Bob as he shares many of the ways to accomplish the ‘Photo-Synthesis’ look and move it into your business. Setting yourself apart by creating imagery that is only available through you is a way to stay ahead of your competition, get more work... And bring some fun back to your photography business.

MANCEL BOLTON

“Western Photography”

Sunday, January 11 at 7:30 am to 8:30 am



Mancel Bolton was raised around cattle, horses, and working dogs. With this as a backdrop, Mancel learned at an early age how to read and handle horses and cattle. He also learned the lessons of honesty and respect, not only for the animals, but also for the hard-working men and women in the ranching community.

During most of his adult life, Mancel has been involved in the art and science of photography. He has pursued the magic of the light and the lens through extreme hard work, determination, and continuous education. All in an effort to constantly improve his technical skills both from behind the lens and in post production and printing processes.



He transitioned through photography mediums from film cameras to his present day work in digital photography. In 1990, he established his commercial photography, audio, and videography production studio, Valley Arts Studio in Belton, Texas.

RYAN BROWN

“Studio Portraits Made Easy”

Sunday, January 11 at 7:30 am to 8:30 am

Sponsored by Sigma



Join Master Photographer Ryan Brown and discover the art of creating a studio portrait. In this course, Ryan will discuss studio flash as well as constant light and how to trip the lights and create the exposure. He will also discuss the best lighting and posing techniques as well as lens choices to flatter your subject. Bring your camera!



Ryan Brown has been a professional photographer in the Kansas City area, photographing weddings and portraits domestically and internationally for 10 years. He is a member of PPA and is currently the Vice President of the Missouri Professional Photographers Association.

Ryan has been a Technical Representative for Sigma Corporation since 2012. Most recently, he has presented programs for professional photography organizations and schools in Arizona, Nevada, Kansas, Montana, Texas, Missouri, and appears frequently at industry trade shows and conventions.

MARK HEAPS

“Make Your Images Speak Louder”

Sunday, January 11 at 7:30 am to 8:30 am

Sponsored by Precision Camera & Nikon Fellowship



Taking your images to the next level involves understanding how the camera captures a great image as well as using modern-day digital darkroom techniques to enhance the images. Film makers use these techniques to create cinematic experiences to connect you with the scene. Professional audio engineers capture the performance of a musician and then polish with a technique called “Mastering.” The greatest photographers of our time all understood that setting up the shot, capturing the right ingredients, and masterfully editing is a part of the process for telling the story. Enhancing your photograph and designing for the viewer experience is where post-production comes into play.



Mark will demonstrate some powerful but quick techniques and recipes that will have your images speaking more than a thousand words. All of these techniques are the evolution of going beyond Lightroom and using techniques not commonly replicated by others.

RANDY KERR

“Illuminati Obscura”

A Guide for Global Travel, Landscapes, Portraits

Saturday, January 10 at 8:00 am to 9:15 am

Sponsored by Nikon Fellowship & Wescott



From black sand beaches, rain forest and small villages, photo tour guide and storyteller, Randy will discuss light, location scouting and blending within cultural diversity. Concepts and techniques during this discussion are from Randy's latest workbook and study program titled Illuminati Obscura. Learning what creates light quality and encouraging photographers to interface with light is at the core of this discussion. Imagery includes Leatherbacks sea turtles, rain forest exploration, native Carib Indians offering you a virtual trip through Dominica West Indies.



Randy's focus is to educate film-makers and photographers on how to achieve quality light in image capture, while exposing meaningful humanitarian topics and the environmental necessity of green living. Randy has photographed Texas and national public servants along with many Texas families and friends and his photographs hang in 27 countries around the world.

LAURIE KLEIN "Finding Your Visual Voice"

Saturday, January 10 at 9:30 am to 11:00 am



Join Laurie Klein on an inspirational adventure in photography. Every successful photographer has had to find a way to distinguish themselves from others. Defining that difference, or that niche, requires an in-depth examination of a photographer's art and where it fits into the market. Come and learn how to discover and access your market and the myriad ways to become successful.

Laurie Klein is an award-winning fine art, commercial wedding and portrait photographer as well as educator. Her work is held in private collections and museums. Laurie is recognized worldwide for her photography, shooting almost exclusively in the arresting infrared spectrum. Her work embodies a soft passionate style that most often depicts the feminine experience, relationships and landscapes. Laurie has committed herself to mentoring young photographers, just as she was mentored by Ansel Adams.



Laurie Klein is an award-winning fine art, commercial wedding and portrait photographer as well as educator. Her work is held in private collections and museums. Laurie is recognized worldwide for her photography, shooting almost exclusively in the arresting infrared spectrum. Her work embodies a soft passionate style that most often depicts the feminine experience, relationships and landscapes. Laurie has committed herself to mentoring young photographers, just as she was mentored by Ansel Adams.

JIM LANDERS "The Power of Photography"

Saturday, January 10 at 8:00 am to 9:15 am

Sponsored by Landers Photo School



Photographing people is an act of love. This presentation will take you on a brief journey to the past and then rush you right into the present and back again through comparisons. We don't take pictures. We create images that have long-term impact. Jim will cover the most popular functions on the camera... what they do and when to use them. You will walk away with a new sense of purpose and a foundation from which to build it.



Photographing people is an act of love. This presentation will take you on a brief journey to the past and then rush you right into the present and back again through comparisons. We don't take pictures. We create images that have long-term impact. Jim will cover the most popular functions on the camera... what they do and when to use them. You will walk away with a new sense of purpose and a foundation from which to build it.

Since 1991, Jim has been a full-time professional photographer who specializes in photographing business portraits and family portraits as home decor. One of his portraits is on permanent display at the Smithsonian Institute. Since 1997 an increasing amount of time is being spent on teaching photography and mentoring those who want to start or enhance their photography business. With five highly qualified teachers, Landers Photography School has seen over 1500 photographers in their classes, workshops, and seminars. For more info: www.LandersPhotoSchool.com.

KEN SKLUTE "Seeing the Unseen"

Sunday, January 11 at 3:15 pm to 5:00 pm

Sponsored by Canon, Delkin, and Datacolor



Learn to bring to life what your mind sees and imagines and break the barriers needed to take you beyond your comfort zone. Ken Sklute, a Canon Explorer of Light has had a diverse and long career in photography and



continuously challenges himself to learn new techniques to create images he's imagined first. Ken will teach you the tools to accomplish your goals as well as better see clearly your abilities and talents. He will help you get closer to creating award winning images. Ken will share various images and the techniques used to create them. There is no fluff in this seminar!

Ken Sklute has been honored as one of Canon's Explorers of Light, a designation shared by only 42 top photographers worldwide. Ken has enjoyed a diverse career photographing people, professional sports, architecture, weddings and landscapes. Ken spends much of his time photographing, teaching and lecturing both Nationally and Internationally.

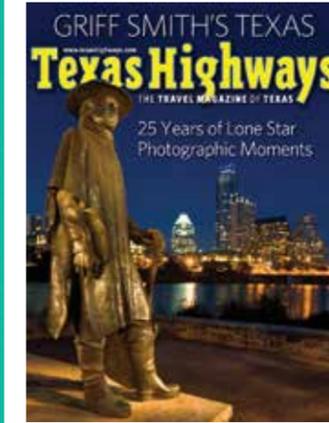
J. GRIFFIS SMITH "Photographing Texas"

Saturday, January 10 at 8:00 pm to 9:30 pm

Sponsored by Texas Highways



In a short line of Texas Highways distinguished photo editors, J. Griffis Smith has been described by a fellow photographer as a "galactic force," reveling in taking pictures of everything Texas wherever the magazine's assignments took him, all with the goal of inspiring "folks to travel."



An essay by E. Dan Klepper conveys a sense of how photo editors have worked at Texas Highways and how Griff Smith's quirky, creative nature has helped to shape the magazine's style and message. J. Griffis Smith is the photo editor at Texas Highways magazine in Austin, where he has worked for thirty years.

Learn what it's like to travel and photograph memorable images and to have them published. It is a journey that is uniquely "Texas" and one that will inspire you to move beyond those "usual" things and to do something "extraordinary" with your talent.

DUSTIN MEYER "Wedding Photography: Inspire, Grow, Thrive"

Sunday, January 11 at 1:00 pm to 3:00 pm

Sponsored by Precision Camera & Nikon Fellowship



Become inspired and educated on the inner workings of the ever-growing and profitable wedding photography industry. Learn about how to shoot better, work with brides, and grow your business. This program gives you the opportunity to get an inside view on how

to help your wedding photography business stand out from the competition and stay there.

Dustin Meyer is an internationally recognized wedding and portrait photographer based in Austin, Texas, with over 10 years experience in the wedding and portrait photography industry. Dustin earned his degree in Photography from St. Edward's University in 2002 and immediately began growing his photo business. His work has been displayed by Kodak in Times Square NYC and featured in USA Today and published in numerous magazines, including Southern Weddings, Style Me Pretty, Tribeza, Austin Bride, the Knot, Edible Austin, Austin Monthly, Rangefinder Magazine, Professional Photographer Magazine, and more.



GAIL NOGLE "Seeing What's Hidden in Plain Sight"

Sunday, January 11 at 1:00 pm to 3:00 pm

For the first 14 years of her professional life, Gail Nogle worked for the prestigious Gittings/Neiman Marcus Studio photographing people of all ages. But children were her specialty and remain so to this day. She studied under her mentor, Jay Stock, who taught her



that "the more you see, the more you SEE." It is a concept that has been the driving force behind her career and Gail has traveled around the world seeking new situations, adventures, and visual delights. Over the years, Gail has become an expert on how to approach people to get them to let you into their world in a very short time. Her favorite quote is, "If you don't ask, the answer is always no." Join Gail Nogle in a fascinating walk through a world of artistic imagery that only comes from a lifetime of experiences. You will embrace the art of photography with a new zeal and desire to get outside the box and "see" the world as you've never seen it before.

DAVID TRUST "Importance of Photography in Our World"

Saturday, January 10 at 4:15 pm to 5:00 pm

Sponsored by Professional Photographers of America



The world keeps telling you that professional photography is going the way of the Dodo bird. But is that true? Business and marketing expert, and CEO of Professional Photographers of America, David Trust says it's time to turn our thinking around and recognize that success in professional photography is not out of our reach.

David has led PPA to unprecedented success by focusing on numbers and understanding the customer. If you want rock solid, proven information that professional photography is alive and well, then you'll want to make sure you attend Photogenesis 2015 in San Marcos, Texas. He'll also help you understand how to navigate the new competitive battleground for pro photographers. So stop moping around, get a good night's sleep, and let's get back in the game. There is money to be made!



DAVE WILSON "Why HDR Images Suck"

(and how to make sure yours don't)

Sunday, January 11 at 1:00 pm to 3:00 pm

Sponsored by Precision Camera & Nikon Fellowship



High Dynamic Range photography has earned a bad reputation among many photographers who immediately think of over-saturated colors, flat tonal range and hideously haloed skies. These wild, impression-forming images tend to overshadow the many other beautifully-crafted HDR images that people are seeing every day. If you find yourself in challenging lighting situations where your camera can't capture the whole scene using a single exposure, having HDR in your toolbox can make all the difference. Dave Wilson will give a basic introduction to HDR workflow and illustrate common problems in shooting and processing that yield poor HDR images. Dave Wilson's photographic passion was enhanced by a move to Texas in the mid 1990's where his love for Americana and things Western meant that exciting subjects were never far away. An interest in multi-exposure digital techniques was spurred by a visit to Hamilton Pool in 2004 and, since then, Dave has spent a lot of time shooting brackets, twiddling sliders in Photomatix and playing with Lightroom and Photoshop.



Turn ANY room into a Studio that has INFINITE Creative Opportunities!

Both images taken a few minutes apart... in the living room "studio"



SIMPLICITY...
A POWERFUL CONCEPT!

How about a portrait of 13 people on a 9 ft. background... without shadows?



This GROUP PHOTO can be done with Virtual Backgrounds

With the Digital System...
You can instantly use Backgrounds from your Phone, Tablet, or Computer... PLUS, have the ability to use Video!

Learn more about the NEW Digital Systems at www.virtualbackgrounds.net
Ask about one of our "starter systems"

Isn't it time for YOU to be DIFFERENT?

Why drive to the park?
Why fight the weather?
Why not use your time more wisely and make more money?



The Perfect Portable Studio Dare to be Really Different

by
Charles Ames, CPP



Brick and mortar overhead for a studio facility is becoming more and more of a financial challenge for owners and a prohibition for newcomers to the industry. So, the question often becomes: How to produce a saleable, quality product and compete with everyone else that is trying to do the same thing? Solution: Be really different and attention grabbing with a product that your competitors don't have!

Whether you are a newcomer, freelancer working from home, or a seasoned studio owner, looking for something new to add to the facility or seeking to downsize, there is an ideal solution... the Perfect Portable Studio. What makes the studio perfect and portable is the elimination of the multitude of canvas and paper backgrounds. These endearments are replaced with just one portable projection screen and limitless projected digital backgrounds from the photographer's iPhone, laptop, DSLR, scanner, screen capture, iStockPhoto library... constrained only by your imagination!

Hollywood has used film/slide projected backgrounds for years and we have used the strobe system in our studio as well. But the new constant light High Definition Digital Background Projectors were first shown this year at ImagingUSA. Understanding the original film slide system, we saw the unlimited possibilities of High Definition digital projection, for still and video. To be ahead of the competition, we upgraded our film slide system with the new technology a few months ago.

The digital background projected portable studio is ideal for on-location events or a residential based studio. The jpeg background library and image management from a laptop is "a piece of cake." The portable background screen is a 5'x7' (or larger) roll-up that takes about five minutes to set up. The camera and projector stand is a fold-up three point roller stand with camera mount and laptop table. Our two main/fill light sources now are different than the lights that we used for the film slide projector system. Because of the constant light of the projector (no more strobe), we have converted to source subject constant light LEDs to do both still and video. If video is not your next upgrade, then existing strobes still work great. For cameras, we used our existing DSLRs that capture both still and video. For software, we use Photoshop CS6, particularly for editing video clips. The whole package is simple, easy to set up, packable, movable and storable.

The Transition - We upgraded our strobe/slide system to a new technology three chip digital projector in about 15 minutes. The transition involved swapping out the strobe box with the projector. From there, it was basically "plug and play." The background jpeg or tiff image can come from an iPhone, laptop or any image device that has either an HDMI or VGA output. The projector we selected even has a WiFi input.

The camera exposure settings for the constant light, digitally projected backgrounds are somewhat different than our previously used strobe slide exposure settings. This is where a light meter is an absolute necessity. Based upon your own studio lighting setup and color temperature, you will probably need to make adjustments to fit your style. Neutral density and

The Windows slideshow software can be used to automate swapping of backgrounds.



color filters on the projector help with background light adjustments and special effects.

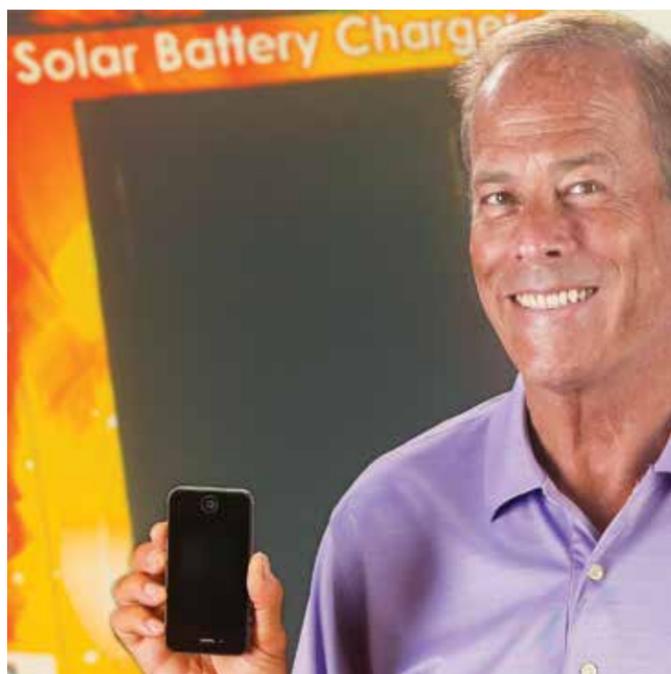
Results Count - The use of a laptop PC to select the desired background makes image management simple. No special software is needed... just use Windows Photo Viewer or the Mac option.

At a business trade show, we set the background images up in an automated slide show and captured poses with the changing backgrounds. The images were great and the attendees loved the results and, no one saw us swapping backgrounds... magic!

Location and Setup Variables - In making the transition to digitally projected backgrounds, the variables that the photographer introduces include ambient room or location light, source and position of the subject lights, and camera settings. All of these need to be managed to achieve a harmonious exposure and color temperature balance between the subject and the projected background. The starting place is with the projector instruction manual as a "standard" for settings. Using these "standards," everything else becomes an adjustable variable depending on location setup, lighting and camera settings.

When selecting a digital projector, the most important consideration is selecting one with the new three-chip technology. Older technology projectors tend to have sync issues that cause horizontal lines to appear across the background screen, like in the days of early television. This is particularly important if you plan to use moving video projected backgrounds.

Going Live - There are probably three key factors to consider... source lighting on the subject, spill from the source lighting onto the background screen and the brightness of the projected background. The first two factors deal with management of the studio lighting source. This is controlled by source light output, and position and distance of the source related to the subject. The last factor concerns management of the brightness of the projector. Projector brightness is controlled by menu settings in the projector and the use of neutral density filters that come with the system.



The client's advertising material may be used to create the projected background for promotional pieces and video infomercials.

The combination of source light brightness and projector brightness should result in a harmonious ratio between the subject and the background. The color temperature of the studio lights and the projector menu setting should be approximately the same.

In our studio and for portable location events, we have switched from strobe to daylight LED's. This permits us to capture still images using a projected still jpeg, or video images with either a still or video background. Yes, video capture of a talking, moving subject with a moving background... that is the next horizon.

Still... Motion... Sound... The projected background system, without the clutter of cloth and paper backgrounds, offers the perfect solution for portrait, family, sports and business still images that are unique to the client. With the new DSLRs, motion can easily be captured using a still projected background. But, imagine the impact of adding a moving background with sound to a DSLR video clip. There lies significant emotion and impact. One of the new tools now available to savvy photographers is the Electronic Business Card called an ECard.

Dare to be Different - We have all seen the television bank ad that asks the question... What's in your wallet? Well, the High Definition Digital Projected Background System gives photographers a tool to be different for their clients and put money in their wallet.

Charles Ames is a Certified Professional Photographer with over 50 years of commercial photography experience. His video production experience dates back to 1990. He and his partner, Kathy, own the Carrollton based studio, aPerfectFOTO. For more information, contact Charles@ aPerfectFOTO.com



Texas Professional Photographer

NOW get your Savage Seamless Backgrounds from

michel COMPANY
An Official Authorized Dealer

SAVAGE
Authorized Dealer

In stock and ready to go:

Super White #01 53"x12 yds only \$25.00 107"x12 yds only \$49.95	Black #20 53"x12 yds only \$25.00 107"x12 yds only \$49.95	Thunder Gray #27 53"x12 yds only \$25.00 107"x12 yds only \$49.95
---------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------

plus many other colors available!

www.michelcompany.com
800.621.6649 • 847.887.9066
1151 S. Northpoint Blvd. Waukegan, IL 60085

INTRODUCING **NEW SPORTS** PRODUCTS & GRAPHICS



GRAPHIC PRINTS & PRODUCTS

NEW iMod Graphix

- FREE modify-able templates in DPL ROES
- Over 25+ sports, music & dance themes
- Scalable player silhouette graphics
- Interchangeable backgrounds

DigitalProLab

For access to our full line of Sports graphic prints & products, download our DPL ROES Professional ordering software.

Super! Incredible! Coming Soon!



2015

40th Annual Texas School April 26 - May 1, 2015

by
Don Dickson

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

out on one of the best learning experiences available to photographers in the world. There will be at least 36 classes covering every topic imaginable and all are designed to help your business grow and be successful. In addition, we are going to repeat the Big Texas Shootout where every student will be able to practice what you have learned in class and compete for over \$5000 in prizes and cash.

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

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

Online registration for the 2015 Texas School begins at 11pm on January 3, 2015. Last year the first class booked in only 3 seconds with several others within 2 minutes! If you've never experienced Texas School, you've missed

2015 Texas School Instructors

Suzette Allen & Jon Yoshinaga	Mary Fisk-Taylor & Jamie Hayes	Gary & Kathy Meek
Ross Benton	Hanson Fong	Larry Peters & Brian Killian
Doug Box	Beth Forester	Blair Phillips
William Branson III	Britney Fullgraph	Jim Schmelzer
Carl Caylor	Mike & Suzy Fulton	Robert Seat
Tony Corbell	Joel Grimes	Richard Sturdevant
Bry Cox	John Hartman	Michael & Tina Timmons
Jim Cunningham	Elizabeth & Trey Homan	Woody Walters
Gregory & Lesa Daniel	Julia Kelleher	Janice Wendt
Mitch Daniels & Billy Welliver	Laurie & Kyle Klein	John Wilson
Cris & Deanna Duncan	Steve Kozak	Steve Windslow & Sophia Lane
Kay Eskridge	Don MacGregor	Lora Yeater

(More classes may be announced. Check website regularly.)

Scholarships Available for Texas School of Professional Photography

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, 2014, and you must renew your 2015 membership prior to attending the 2015 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 be a current (2015) member of Texas PPA, 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 26, 2015.

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 apply online today at www.texasschool.org or scan this code to obtain a Texas School Scholarship or Texas School Wrangler application.

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.

Sign up now and check the website and this magazine for further Texas School updates.



WHERE THE PROS GO FOR INKJET PRINTERS.

Digital Printers and Supplies for the Professional Photographer

At Imaging Spectrum, we don't just know printing, we know photographic printing. For twenty years, we've given our clients real advice from real pros that will help you choose the right products for your particular needs. You see, we're not here to just make a sale; we're here to make you a lifetime customer. No one offers you better values on a larger inventory of photo-quality inkjet printers, inkjet papers and ink, as well as dye-sub printers and supplies - all ready for immediate shipping!



ISI Imaging Spectrum
INCORPORATED

800-342-9294 | Dallas, Texas

www.ImagingSpectrum.com

EPSON **NORITSU** **Canon**

Hahnemühle
FINEART

FUJIFILM

NIKON D810

ELEVATE EVERY PRODUCTION

36.3MP FX-Format CMOS Sensor
No Optical Low Pass Filter
3.2" 1,229k-Dot LCD Monitor
Full HD 1080p Video at 60/30/24 fps
Continuous Shooting to 5 fps in FX Mode
Multi-CAM 3500FX AF Sensor w/ 51 Points
Electronic Front Curtain Shutter

Body Only
\$3299⁹⁹
Filmakers Kit
\$4999⁹⁹



At the heart of the image.

Nikon Authorized Dealer

All Nikon products include Nikon Inc. USA limited warranty.

For Stills & 4K Video



Panasonic GH4 Body
16.05 MP Digital Live MOS Sensor
UHD 4K 3840x2160 at 30p/24p
Magnesium Alloy, Weather-Sealed Body

\$1699⁹⁹



Profoto B1 Air
Up to 20 flashes per second
New AirTTL technology
Battery-powered and wirelessly synced

\$1995⁰⁰



Canon XF200
1920 x 1080, 1/2.84" CMOS Sensor
20x Zoom with Zoom, Focus, Iris Rings
50Mbps MPEG-2 & 35Mbps MP4 Recording

\$3499⁹⁹



THE PROFOTO B1. NOW WITH TTL FOR NIKON.



"Trying to take a studio quality portrait on the busy streets of New York City would be impossible without the B1. Now I can set up, take great pictures, and finish in a New York minute."
- Brian Marcus

Watch "In a New York Minute with Brian Marcus" at www.profoto.com/us/b1

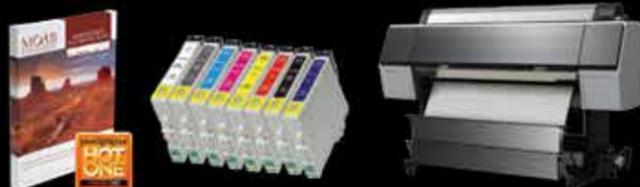
LARGE SELECTION OF VIDEO ACCESSORIES!



Zoom H5 Handy Recorder
Large backlit LCD display
Records directly to SD/SDHC
Chromatic tuner
\$269.99



LOW PRICES ON INK, PAPER & PRINTERS.



Epson and Canon Pro Printers, Paper and Ink.



PRO DISCOUNTS
Contact: Park Street
800.677.1023 Ext. 360
pstreet@precision-camera.com

In West Anderson Plaza
2438 W. Anderson Ln & Burnet Rd
Austin, Tx 78757 512.467.7676 800.677.1023
M-F: 10-7 Sat: 10-6 Sun: 1-5

PRECISION
CAMERA & VIDEO
www.precision-camera.com

NOW AVAILABLE AT

PRECISION
CAMERA & VIDEO
www.precision-camera.com
West Anderson Plaza
2438 W. Anderson Ln & Burnet Rd, Austin, Tx 78757
512.467.7676 / 800.677.1023
M-F: 10-7 Sat: 10-6 Sun: 1-5

Profoto
The Light Shaping Company™



by Bill Hedrick



Heinrich Kreische's home, built in 1849, stands today on the bluffs above the Colorado River just south of La Grange.

Kreisches Brewery

If you're not careful, you'll drive right by Kreisches Brewery, along Highway 77 just south of La Grange, Texas. Maybe that's because most folk recall another famous landmark in this small Texas town or maybe they are just in too much of a hurry as most people are nowadays.

You won't see any giant billboards with pictures of cold beer and you won't see "Kreisches" in the cooler at your corner 7-11 store. That's because Kreisches was around long before all of today's popular brands... by at least 100 years.

Before the Civil War, people were attracted to this part of Texas because of the mild climate and cheap, fertile farm land. Among those who settled were a number of Czechs and Germans who seemed to like the hilly, tree-covered landscape because it reminded them of their homeland.

It was in 1849 that a German immigrant named Heinrich Kreische purchased 172 acres along the bluff of the Colorado River and, in 1860, began building his brewery. He was a master stonemason and a prominent member of the community and had constructed numerous buildings in the area.

The brewery was located in the ravine below his house so that he could utilize the clear, spring water. He was a smart businessman and realized there was a good market for such a product and soon became a recognized brewmaster. By the middle of the Civil War, "Kreische's Bluff Beer" was being produced on a commercial scale. His ingenious water system aided by gravity transferred ingredients through a nine-step brewing process. By 1879, Kreische's Bluff Beer was the third largest brewery in the State of Texas.

Whenever a new batch of beer was ready, Kreische raised a banner emblazoned with the traditional German phrase "Frisch Auf!" which meant "Freshen Up!" This served as an invitation for social events with people gathering on Kreische's grounds to enjoy the beer, shooting competitions, picnics, and dances.



Kreische wisely took advantage of the topography of his property in locating and designing his brewery astride a small stream, fed by a spring. He manipulated the natural flow, letting gravity do the work of moving the water from one level to the next.



But there's another side to Kreische's story. Before he acquired the land, it was already "hallowed ground" where the remains of men who perished in the struggle for Texas independence are entombed in a granite crypt. Their names are etched in stone and marked by a towering monument.

It is a memorial to the men who died in two separate events in the 1840's; the Dawson Massacre and the infamous Black Bean Death Lottery. In 1842, Texan forces battled at Salado Creek to repel the Mexican invaders who had captured nearby San Antonio. Nicholas M. Dawson's advance militia company of 54 men marched toward San Antonio to join the fight. As they approached the battlefield, 500 Mexican soldiers attacked, killing 36 men in what became known as the Dawson Massacre. Only three men escaped and the rest were marched over 1,000 miles toward a prison near Vera Cruz, Mexico.

For the remainder of his life, Heinrich Kreische maintained the Dawson/Mier tomb that became known as Monument Hill. By 1884, modernization of the brewing industry and Kreische's death spelled the doom for the brewery. Today this little-known site is a peaceful reminder of the life and struggle of those early settlers who built our fine state.

Monument Hill Park sits on a sandstone bluff above the Colorado River. It is a crypt and memorial to the men who died in the Dawson Massacre and the Black Bean Death Lottery of the failed Mier Expedition.



Texas Professional Photographer

PRESS PRINTED GREETING CARDS

FREE TEMPLATES | FLAT, FOLDED & ARTISTIC EDGE | PAPER OPTIONS

BUY 1 GET 1 FREE

5X5 & 5X7 PRESS CARDS

USE PROMO CODE
GC55362

OCTOBER 3 - DECEMBER 3

VALID ON MULTIPLE SETS OF THE SAME CARD FROM THE SAME FILE. ORDER THE NUMBER OF SETS NEEDED.

VALID ON ALL 5X5 AND 5X7 PRESS GREETING CARDS: FLAT, FOLDED, AND ARTISTIC EDGE.



PRINTED WITH OUR EXCLUSIVE
HDink Xtreme

PRINTS & FINISHING • PHOTO ALBUMS & PRESS BOOKS
GALLERY WRAPS & FINE ART • METAL PRINTS
PRESS PRINTED PRODUCTS • PHOTO GIFTS • SPORTS

www.fullcolor.com
800.382.2101



Never go unnoticed.™





800.313.6748
www.dfwphotoexpo.com

4th Annual DFW Photo Expo

Arlington, TX • November 22nd & 23rd, 2014 • 10am - 6pm

Located at the Arlington Convention Center in Arlington, TX. The 4th Annual DFW Photo Expo is an incredible and FREE trade show that includes:

- Ongoing Seminars throughout both days
- Trade Show Specials available only at the DFW Photo Expo
- Door Prizes and Early Bird Giveaways
- Factory Representatives available to answer questions and offer information and advice
- Special Product Demonstrations
- Exclusive Photo Chicks Boutique for the female photographer

If photography is your passion, then DFW Photo Expo 2014 is where you want to be. It's a gathering of the brightest minds, breakthrough products, and a cast of the industry's leading trailblazers. A community event to celebrate our customers and to hold our biggest annual sale.

Presented by:









544 West Randol Mill Road
Arlington, TX 76011
817.261.8131 • 800.313.6748








Panasonic PHOTODEx PocketWizard SIGMA SONY TAMRON Awestcott



NEWS FROM AROUND THE STATE



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

Austin - Fonzie Munoz was the guest speaker for the Austin PPA in July with a program on how to "Start Your Business from Scratch... the Dos and Don'ts and Everything in Between." He outlined the 7 Stages of a Business Life Cycle that are to be made in order to be successful in business. They are: Seed, Startup, Growth, Establishment, Expansion, Maturity, and Exit. Fonzie also discussed finance and marketing and the power of knowing the demographics of your market. Winners of the August print competition were: Lewis Kincheloe, first place; John Rogers, second place; and Doc List, third place.

Randy Kerr was the August speaker. He is the great grandson of turn-of-the-century portrait artist Cyrus Kerr. Contending with light and relating with subjects is the center of focus for Randy and his photographs hang in 28 countries around the world and have been seen on ABC News Tonight, NBC Today Show, and the History Channel. Randy provided an uncensored personal view of surviving as a veteran photographer for 35 years.

Brazos Valley - The Brazos Valley PPA guild met in July at a new location, the newly renovated Southwood Valley Community Center in College Station. The July speakers were Curley Marshall and Marsha Anderson with a program on "Lights, Camera, Action" and "Social Media... Friend or Foe?" Curley shared some practical applications of

lighting technique and how to control light using lighting ratios. Marsha shared the ins and outs of social media and answered the questions such as why we use social media, its benefits, which one fits your target market, and how to set up a workable and consistent schedule.

The August speaker was Ester Fuller with a program that covered the basics of painting in Corel Painter. She shared how she liked to paint and how she sells her portraits and took the group on a step by step of how she achieves her style of painted portraits. August print winners were: Cristie Reddehase, first place; and Melinda Reddehase, second and third places.

Heart of Texas - At the July meeting of the Heart of Texas PPA in Waco, the group had its regular competitions plus a make-up competition from June. The Photographer of the Year division was won by Tom Sergent with Rhonda Williams taking second place and Heather Hitt with third place. The Associate Photographer of the Year division was won by Darrell Vickers with Rick Duhrkopf in second place and Cathy Steed in third place. The makeup competition was a "challenge competition" with the subject being "reflections." Winners were: Tom Sergent, first place; Rhonda Williams, second place; and Darrell Vickers, third place. The July meeting was also the annual "Round-Robin" where members make presentations and share with others. It was an interesting presentation with lively discussion.



Sharing the Vision

Scott Robert Lim

Crazy, Stupid Light






One Day Only
Sunday, October 26th
www.PPGSA.org

Members of any PPA Affiliated Guild receive member price. Go to www.PPGSA.org for more information and registration.



NEWS FROM AROUND THE STATE



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

The August speaker was Brady Good of Instagram and MTV fame. This 18 year old is an accomplished Internet user and coach with a following of a quarter of a million people and has appeared on the show Real Life. Brady shared his knowledge of how to build your social media following and how to apply those skills to improving your business. The guild also held its regular image competitions plus a "challenge competition." The professional division was won by Jill Hubbert with Tom Sergent taking second place and Rhonda Williams placing third. The associate division was won by Darrell Vickers with Billy Lauderdale placing second and Rick Duhrkopf placing third. The subject of the challenge competition was "Going Around in Circles" and winners were: Rick Duhrkopf, first place; Heather Hitt, second place; and Tom Sergent, third place. In addition, the winners of the annual "shootout" from June were announced. They were: Luke Stokes, first place; Jill Hubbert, second place; and Rhonda Williams, third place.

Houston - The July meeting of the Professional Photographers Guild of Houston featured Suzette Allen who presented an all-day workshop on Hybrid Photography, mixing still images with video clips. During the workshop, Suzette shot and filmed a session and then created a video to demonstrate the process from beginning to end. She also discussed how she photographs the session, films the clips, records audio, and compiles

everything into a hybrid e-product. For the monthly print competition, the guild used PrintCompetition.com for the first time. This allowed guild members to follow along on their phones, tablets, and computers and see images as they are scored. Winners in the Masters division were: Cat Dybala, first place; Armando Chacon, second and third places. Winners in the Active division were: Tom Hathcock, first place; Karen Butts, second place; and Blanca Duran, third place.

The August meeting attracted a large crowd, some of which had already been attending the full-day workshop by Dave Cross on Photoshop. Dave showed a number of helpful shortcuts and explained some of the lesser-known and newer techniques, some of which no one has dared to try before. Armando Chacon was the first and second place winner in the Master's division competition. Winners in the Active division were: Curley Marshall, first place; Francie Baltazar Stonestreet and Curley Marshall tied for second place; and Francie Baltazar Stonestreet winning first place in the Album category.

South Plains - In July, the South Plains PPA guild welcomed Greta Jacobs Mee from League City, Texas, as guest speaker. Her program, "Number Without Napping," focused on pricing methods, the challenges of owning a studio with its accompanying overhead, transitioning out of low margin products, and handling price increases. She has a master's degree in Mechanical Engineering and a bachelor's degree in Fashion Design. Greta described how she made a studio work with overhead of \$17,000 per month and the steps she takes to be able to meet that overhead. Other than wedding photography, Greta photographs all kinds of clients including families, children, newborns, seniors, and commercial. Her program sparked one of the largest turnouts the guild has seen in some time and three new members were added.

In August, the guild hosted a full-day workshop featuring Jessica Edward with "Profitable High School Seniors." In the first half of the workshop, Jessica spent time showing different lighting techniques using anywhere from one to four lights. She used different setups and poses and even used a fan for a high-fashion look. The afternoon was spent retouching the images that were taken earlier. Jessica also covered business practices including marketing, pricing, and sales.

TPPA Gallery Collection Books Available - If you've not ordered your TPPA Gallery Book, you can still do so online at www.TPPA.org. The 64 page 2014 TPPA Gallery Book includes trophy and ribbon winners as well as all prints scoring 80 or above at the 2014 TPPA Summer Seminar. This 8x8, soft-cover book is the perfect memento from the annual print competition and makes a terrific promotional item for your studio. The price is \$34 plus shipping.

In addition to the 2014 TPPA Gallery Book, you can also purchase a 2013 book. This one has the print and ribbon winners from the 2013 competition but not the 80 or above scored prints. The 2013 book is also \$34 plus shipping. Order either or both at www.TPPA.org.

Order Your TPPA Gallery Book Today!



2013 or 2014... \$34 each (plus shipping)
Order ONLINE at www.TPPA.org

Show the world what you see

BUILD A PHOTOBIZ
PORTFOLIO SITE.
WEBSITES EXCLUSIVELY
FOR PHOTOGRAPHERS.



 **photobiz**
powered by passionate
people
photobiz.com | 866.463.7620

The Only 40" 6-Color Press in the Ark-La-Tex!

& Full Color Short Run Digital Printing Services

Other Services Include:

- E-Commerce Online Ordering Service • Web Proofing
- Award Winning In-House Graphic Design
- Full Service Bindery & Finishing • Mail Processing • Total Digital Workflow
- Customized Order Fulfillment Services
- FTP Server For Large File Transfer

FREE QUOTES! FAST TURNAROUND!
GUARANTEED 100% CUSTOMER SATISFACTION!



Proud to print
the Texas Professional
Photographer
Magazine!

**COMPLETE
PRINTING & PUBLISHING**

1501 W. Panola Carthage, TX 75633
800-964-9521 • 903-693-9306 • Fax 903-693-4780
www.CompletePrinting.com

The Fine Art of PRINTMAKING



© David Edmonson — edmonsonweddings.com

*"We would never even consider having our work
printed anywhere but BWC, it's always right."*

— David & Luke Edmonson



BWC has been making Fine Art Prints since 1975.
Make us your Personal Printmaker today.

dallas | 1.800.445.0264 | bwc.net