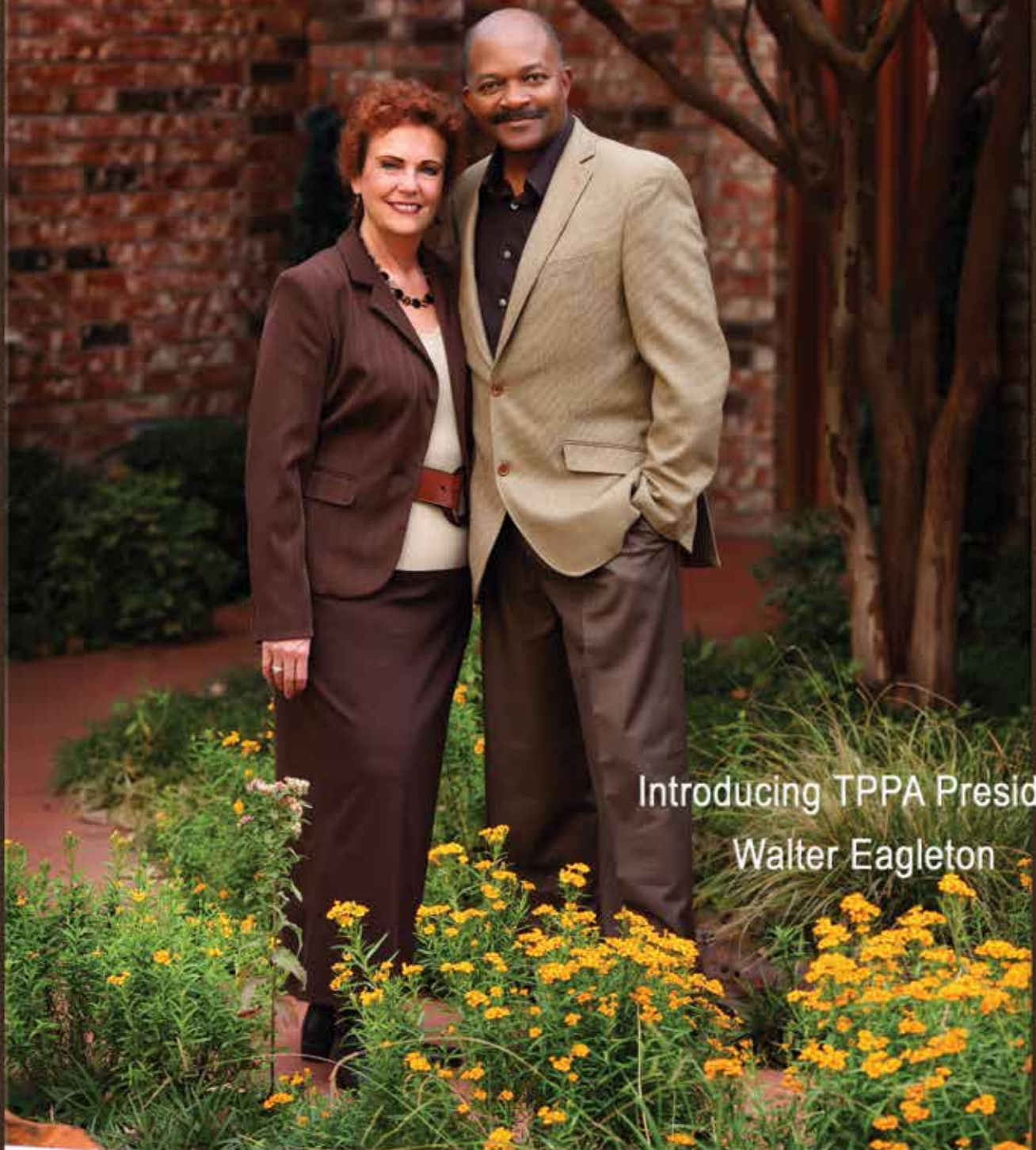




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Introducing TPPA President
Walter Eagleton

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COVER PHOTO

The cover image of TPPA President, Walter Eagleton and his wife, Kim, who is a Women's Health Care Nurse Practitioner at Parkland Hospital in Dallas. The portrait was taken at their home in Denton by Kurt Nelson, M.Photog.Cr., of Innovative Images, Frisco, Texas. You can read more about Walter Eagleton on page 6.



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April 29 - May 4, 2012 **Texas School 2012**
Addison, TX

June 24 - 27, 2012 **TPPA Summer Roundup**
Kerrville, TX

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



A WORD FROM WALTER

Walter Eagleton, President TPPA



The Road Ahead

It seems like only yesterday that I was first asked to serve as a Councilor-at-Large on the Texas PPA Executive Council. It is a humbling feeling to be asked to serve this association and I am proud of the accomplishments that have been made as well as looking forward to what the future holds for TPPA.

One reason we are the largest and most successful affiliate of the Professional Photographers of America is that our association is blessed with a talented staff and a group of officers who give of their own time to help other members. It is a daunting responsibility and one which I take very seriously.

Everyone realizes that our profession has experienced an unprecedented transformation the last several years and many professional photographers are understandably concerned about the future of professional photography. That is where the Texas Professional Photographers Association comes in. Our mission is to help professional photographers by keeping them informed of the latest trends, techniques and to provide educational opportunities to help their businesses.

That is why we put forth a great deal of effort to put on conventions and seminars that showcase talent from all over the country and abroad. That is why we put on the largest affiliate school in the nation, the Texas School of Professional Photography. That is why we have a magazine that won first place in national competition.

In these uncertain times, it is more important than ever that we all work together so that this transformation becomes a positive thing that elevates the standards of our profession. The services we provide to our clients must reflect a standard of excellence that sets us apart from everyone else. In addition, we must strive to ensure that professional photographers are sought out for their excellence and professionalism.

I hope you will take advantage of all of the services that this association has to offer. Along with the other officers and staff members of Texas PPA, I am here for one reason... to serve the needs of our members. What I ask of you is your support in making all of these things happen. This is your association and I am proud to serve as your president.

Walter Eagleton, President
Texas PPA

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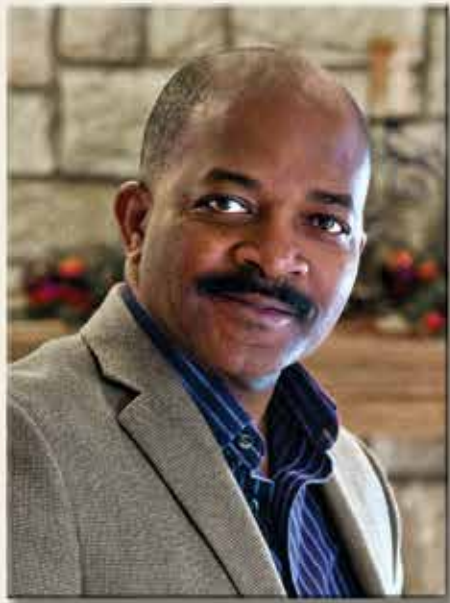
Service Firm \$90 - Open to manufacturers, suppliers, laboratories and businesses supplying photographers; includes one person's membership.

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

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Introducing TPPA's New President Walter Eagleton The Right Man for the Job

by
Bill Hedrick

It's no big secret that professional photography is going through perhaps the most phenomenal transformation since Eastman Kodak introduced the Brownie camera in 1900. By that time, the Texas Professional Photographers Association was in its infancy, having been established just two years earlier. Most likely, a topic of discussion from TPPA members in those early years centered around the survival of the professional photographer in the face of a new technology that threatened to make them all obsolete.

In January of 2012, Walter Eagleton takes the reins of the Texas Professional Photographers Association, an organization dedicated to the advancement of professional photography. Once again, the availability of unimaginable technology to the general public threatens the very livelihoods of many of today's professional photographers. For an association charged with promoting photography as a profession, Walter faces an arduous challenge.

Like so many of us, Walter Eagleton studied for another profession before going into photography on a full-time basis. He earned his Bachelor of Fine Arts degree from Stephen F. Austin University in 1978 with the intention of becoming a high school band director. But, after doing some student teaching, he realized

that teaching was not what he wanted to do for the rest of his life. So, he moved to what was then North Texas State University in Denton and completed his Master's degree in 1981. For the next 15 years, Walter was a professional musician and private teacher in the Dallas area.

During that phase of his life, photography was Walter's hobby. Then, in 1994, he

got anxious to have his own business. At the age of 40, he reasoned that, if he was going to switch careers, it needed to be something he enjoyed. So began his photography career.

After working for a year and a half out of his home, Walter and his wife, Kim, decided to move the business to a free-standing studio. They purchased an 1800 square foot home in a commercial district and worked out of that location until they finally built their dream studio in 2000. It was a 4000 square foot, state of the art studio, built to look like an updated Victorian home which fit the style of their clientele.

"When we built the studio, it was with the idea of providing the ultimate service experience," he explains. "To this end, we included two beautiful dressing rooms, complete with antique vanities and fixtures, custom-made Victorian reproduction

furniture in the Gallery, a comfortable and private projection and sales room, a production room to accommodate a staff of six people, kitchen and break room, a 25x32 foot camera room with north daylight window, rail system to hold several Photogenic lights with Larson soft boxes, an outdoor portrait park with a pond and waterfall as well as a small barn, along with various other outdoor amenities."

The idea behind this plan was not so much to have the biggest studio in town but rather to be able to provide "more than exceptional service and personal attention." For Walter, customer service doesn't end with the session or even when the images are delivered. Even if someone just stops by to inquire about his services, the client receives a handwritten note. If they schedule a session, they receive another handwritten "thank you" note, followed by yet another confirmation letter telling the client how excited Walter is and how he is looking forward to the session. With each step of the process, the client receives something in writing from the studio. "I personally believe the key to it all is the ability to really make people of all backgrounds feel great about themselves," he explains.

But another key factor in the continued growth and success of Eagleton Photography is Walter's marketing style, which he refers to as "Community

Involvement and Partnership." For example, Walter has spent his entire career on at least two Boards of Directors, such as United Way of Denton, the Denton Public School Foundation, Greater Denton Arts Council, not to mention the Planning and Zoning Commission for the City of Denton, serving three of the last five years as its chairman.

as the 2012 President of the Texas Professional Photographers Association. He is keenly aware of the challenges faced by our association, our members and our profession as a whole. "I realize that many long-time photographers are now struggling to keep their businesses viable and profitable. But I also feel like our profession has fallen victim to the public's acceptance of sub-par quality, service and professionalism. Our profession has changed forever and, to survive, we may need to discover new and/or different ways to promote ourselves. This might require downsizing our large studios or expanding into different areas of photography than we currently practice."

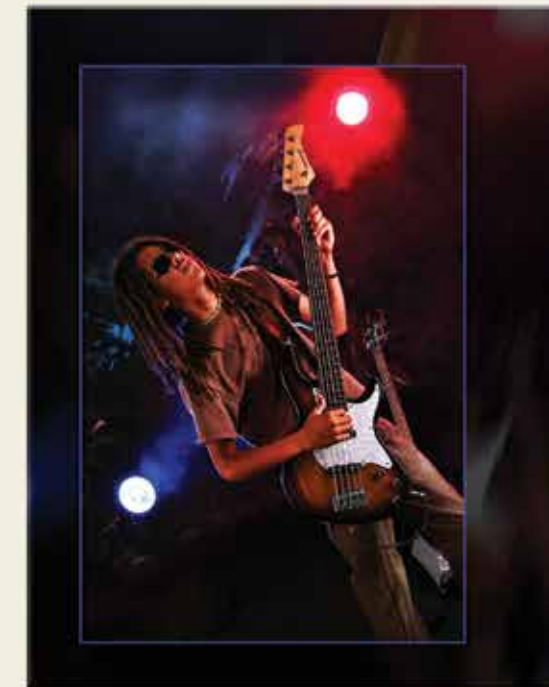
As incoming President of the Texas Professional Photographers Association, Walter Eagleton is truly concerned about the future of our profession and is cautiously optimistic about the days ahead. He views the future as a challenge and is eager to face those challenges head-on. In his words, "I truly believe that photographers who connect on more than just a 'picture taker' level with their clients are the ones who will survive. The pie has definitely been divided into more pieces and each of us has to find the pieces we want to keep and do all we can to keep them satisfied and coming back for more."

As he says, "We have the best state affiliate in the country and a lot of hard work ahead. But, if we all work together as a team, we can make it all happen."

Over the years, Walter's clientele has changed to a more mature, established family, usually with two or more children of high school or college age. Another part of his client base includes small to medium sized corporate work, a direct result of his community involvement. Even so, any successful businessman knows that you must constantly set new goals and strive to achieve each one.

"In my quest to reach excellence in my profession, I have consistently entered PPA Print Competition for the past 7 years, achieving my Master of Photography in 2010. Reaching this goal was even more special to me because the final merit needed to earn my degree was from a portrait I made of my 85 year old father, only months before his death." The image was accepted into the PPA Loan Collection as well.

Without a doubt, Walter Eagleton has all the credentials for serving



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April 29 - May 4, 2012



Don Dickson, Director
Texas School of Professional
Photography

What happens when you gather 1,000 photographers together in one place and tell them to have a blast for one week? Answer: TEXAS SCHOOL!

In 2011 we had well over 1,000 photographers attend Texas School with 36 classes from which to choose. Every year, attendance tops the numbers from the previous year and, in 2012, we expect enrollment to bust 1,000 again! The cost? Only \$495 for TPPA members and \$590 for non-TPPA members... and that includes all evening meals. Also, at the 2011 school, we also gave away over \$50,000 in door prizes. This is the best education value in the country with the finest instructors in the industry.

If you've ever attended our school, you know just how much fun it can be. Just being able to spend five days with the instructor of your choice is worth it all. However, in addition to the intense instructions, there are social events every night throughout the week with plenty of fun, food, and fellowship.

The Big Texas School Shoot Out will also be back. Bring your camera and you'll be able to photograph top models, cars, motorcycles, and much more. In addition, there will be an awesome Trade Show with prices that are only good at this one event. This will be our 37th anniversary of Texas School and it will be held at the Intercontinental Hotel and Conference Center in Addison (North Dallas), April 29 to May 4, 2012. Registration for The Texas School of Professional Photography will begin at 11 pm, January 3, 2012. Each year most classes fill within the first 5 minutes! So, watch the website www.texasschool.org for updated information.

Class Number	Instructor(s)	Type of Class	Level
1	Suzette Allen & Jon Yoshinaga	Photoshop	Intermediate
2	Ross Benton	Photoshop & Portrait	Intermediate
3	Doug Box & Randy Kerr	Portrait	Basic to Intermediate
4	Carl Caylor	Portrait	Intermediate to Advanced
5	Tony Corbell	Portrait	Intermediate
6	Bry Cox	Portrait	Intermediate to Advanced
7	Dave Cross	Photoshop	Intermediate
8	Jim Cunningham	Painter	Basic to Intermediate
9	Gregory & Lesa Daniel	Portrait	Intermediate to Advanced
10	Mitch Daniels & Billy Welliver	Video	Basic to Intermediate
11	Kay Eskridge	Portrait	Intermediate
12	Robert & Leslie Faust	Wedding & Portrait	Intermediate to Advanced
13	Hanson Fong	Wedding & Portrait	Intermediate
14	Joe Glyda	Lighting	Basic
15	Colleen Gonsar & Darty Hines	Senior Portraits	Intermediate
16	Martin Grahame-Dunn	Portrait	Basic to Intermediate
17	Joel Grimes	Portrait	Basic to Intermediate
18	Jamie Hayes & Mary Fisk-Taylor	Portrait & Business	Intermediate
19	Jennifer Hillenga	Portrait	Intermediate
20	Elizabeth & Trey Homan	Portrait	Intermediate to Advanced
21	Julie Klaasmeyer	Portrait	Intermediate
22	Steve Kozak	Portrait & Business	Basic
23	Scott Robert Lim	Fashion Photography	Advanced
24	Don MacGregor	Portrait	Intermediate to Advanced
25	Clark & Rachel Marten	Portrait & Business	Advanced
26	Gary & Kathryn Meek	Certification	Basic
27	Larry Peters & Brian Killian	Senior Portraits	Intermediate to Advanced
28	Arthur Rainville & Anne Clay	Portrait	Intermediate to Advanced
29	Ralph Romaguera	Portrait	Basic to Intermediate
30	Robert Seat	Photoshop	Intermediate to Advanced
31	Richard Sturdevant	Photoshop	Advanced
32	Michael & Tina Timmons	Photographic Art	Intermediate
33	Janice Wendt	Photoshop/Nik Software	Intermediate
34	John Wilson	Photoshop	Basic
35	David Ziser	Portrait	Advanced



Classes & Instructors 2012

(Please be sure you qualify for Category of Class)

Basic Level - Designed for students with very limited photographic experience or for a refresher course for experienced students.
Intermediate Level - Designed for students with at least two years experience.
Advanced Level - Designed for students with at least five years of experience or those well grounded in most aspects of photography.

Course #1 Level: Intermediate



Photoshop Fashion! Accessorizing Photoshop for Efficiency and Style

Suzette Allen & Jon Yoshinaga
 Sacramento, California
 SuzetteAllen.com



This fun class will take you through the core features of Photoshop CS5 and will also teach you how to integrate Lightroom with Album DS for speed and efficiency as well as some really cool and stylish “looks” to keep you in the limelight with your imagery! A Wacom tablet is required for this class to utilize the CS5 Mixer brush capabilities since you will be doing some paintings on landscapes as well as Pinup Style images! Suzette Allen is best known for her down-to-earth teaching style and extensive knowledge of Photoshop. Jon Yoshinaga has been in the photographic industry for almost 30 years. His experience gives him the insight and understanding to help the photographers navigate their way in the new territory that “Digital” has created.

Course #2 Level: Intermediate



The Real WOW Factor

Ross Benton
 San Antonio, Texas
 StudioBenton.com



This intensive, hands-on class focuses on outdoor strobe lighting, client interaction, posing techniques, and secrets for dramatic background selection. Beyond image capture, you’ll also delve into creating a complete Photoshop workflow for dramatic proofs, prints, and albums. You’ll explore how to illuminate your artistry by applying creative design to compelling products and albums and finish with proven aggressive marketing concepts to strengthen your business cycle! Ross’s laid-back, approachable style creates a relaxed environment for his clients and spills over into the classroom as well. This class is chock-full of time-saving shortcuts, and packed with money-making tips. Bring your camera, lenses, camera flashes, computer loaded with Photoshop and Bridge, 12 all-time favorite images, and business cards.

Course #3 Level: Basic to Intermediate



Environmental Portraits

**On-Location, In-Home Portraits
Using Off-Camera Flash,
Reflectors and Continuous Light
plus... Combining Stills and Full Motion Video**

Doug Box & Randy Kerr
 Caldwell & Smithville, Texas
 DougBox.com



Can’t always shoot during the “sweet light” time or find “great light” outdoors? Hate that “on-camera flash” look? Tired of taking too much equipment on location or buying the wrong equipment? Want an easy system for twin lighting and a better way to utilize the flash you already own? Want an easy set up for in-home sessions with distinctive lighting? In this intense but fun-filled class, you will learn easy techniques for using continuous lights to create beautiful portraits. Doug has taught at seminars and programs in 48 states and 8 other countries and is one of only 20 Kodak Mentors. Randy’s images hang in 27 countries and have been seen on ABC World News Tonight with Peter Jennings along with NBC’s Today Show. This is one class you can’t afford to miss!

Course #4 Level: Intermediate to Advanced



“Hands-On” Portrait Lighting Using Natural Light

Carl Caylor
 Iron Mountain, Michigan
 caylorc@chartermi.net



This is a “Hands-On” class and you will be learning from lectures, demonstrations, critiques, and “self assignments” with “Real Life” subjects. This is not a class to learn how to use your camera—it is a more advanced class about creating artistic portraits. You should understand the technical workings of your camera, conversion software, and editing software (Photoshop) before coming to this class. This is also a “Natural Light” class. All images will be created using window light, reflectors, or existing light outside. You will all learn to find areas that create portrait style forms of light and at the same time produce backgrounds that are simple, powerful, and show depth. Join Carl as he demonstrates how all of the pieces work together to create artistic imagery that will set you apart from all the rest.

Course #5 Level: Intermediate



The Power of Light In the Digital World

Tony Corbell
 San Diego, California
 corbellproductions.com



Understanding and controlling light quality is at the core of all of Tony’s presentations. Attendees will learn how to see a unique perspective and not be afraid to push the limits of their experience and talents. Corbell will discuss all types of lighting and its tools in depth. Lighting tools include portable flash, studio strobes, sunlight and ambient light. Lighting applications include additive, subtractive, reflective and transmission. Each combination of tool and application will be shown and discussed in detail. Tony has been teaching lighting concepts, theories, and techniques for over twenty years and has spoken to over 9,000 photographers worldwide on the topic of light control.

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www.precision-camera.com/rentals

Course #6

Level: Intermediate to Advanced

Creativity, Fashion and Success



Bry Cox

West Point, Utah
brycox.com



In this jam-packed and high-energy workshop, Bry will show you the secrets of continual artistic and financial success! You will learn how to separate yourself and vamp up your individual style, both creatively and technically. In a hands-on way, Bry will show you his complete and sleek system, from beginning to end. You'll be a part of the initial image creation, the quick and streamlined workflow, and even dissect the most powerful and rewarding sales presentation possible. This is the entire system, from producing stunning and emotional images, to working with software in the quickest possible manner, to the psychology of sales and pricing. It is everything you need to be a better artist and storyteller and work more efficiently.

Course #7

Level: Intermediate

Photoshopotography

Using Your Camera and Photoshop
To Work Faster, To Be More Creative,
and To Make More Money



Dave Cross

Odessa, Florida
davecrossworkshops.com



Photoshopotography is the idea of embracing Photoshop as a creative tool, rather than thinking of it only as a way to "fix things." This class will cover different styles of Photoshopotography from simple sky replacement to more complex compositing of multiple images. Topics include: Lighting for Photoshop, Selections and masking, Green screen extractions, Smart objects and smart filters, Camera Raw smart objects, Overlaying textures & finishing touches, Making realistic composite images that sell, and more. Students should bring camera, cards, batteries, etc., as well as laptop with Photoshop CS5. For close to 25 years, Dave is well-known for his engaging style, his humor and his ability to make complex topics easy to understand.

Course #8

Level: Basic to Intermediate

Corel Painter The Artist Within



Jim Cunningham

Little Rock, Arkansas
jecunningham.com



There is a frustrated artist inside all of us and Painter gives us the ability to release that creative side that has been trapped for so many years. Jim will take you step by step through the creative process, from getting familiar with the Painter desktop to creating knockout images, to the marketing process. You will be amazed at how quickly you will be creating images that your customers will want hanging on their walls. Each student is encouraged to bring at least 5 of their own images to work on in class. Topics include: Getting familiar with Painter, How to paint faces and eyes that will take customer's breath away, Creating a watercolor print, Creating an oil painted look, Pastel Portraits and Prints, Fine Art Landscapes, Marketing your Images, and more.

Course #9

Level: Intermediate to Advanced

Taking Your Studio To the Next Level



Greg & Lesa Daniel

Titusville, Florida
gregorydanielporraits.com



Today's portrait market presents both the seasoned pro and new photographers with great challenges as well as great opportunities. Do you ever wish for a mentor or two to take you by the hand and lead you to some solid ground? Greg and Lesa Daniel are such mentors and have the track record to prove it. Greg combines an incredible business mind with wonderful artistry while Lesa is a natural people person who genuinely cares for all her clients. Topics include: Road map on building a successful business, How to create the buzz in your marketplace, Unique low cost and highly effective marketing, Greg and Lesa's "Trigger Marketing," Creating stunning images with available light, Natural group posing, Easy painter techniques, Building an Experience Base Brand, Photographing for large sales, and more.



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Course #10
Level: Basic to Intermediate

Video Production



Mitch Daniels & Billy Welliver

Houston, Texas & Metairie, Louisiana
mdivideo.com welliverpr@aol.com



Often described as "The Class That Has the Most Fun at Texas School," the Video Production Class has become a tradition the entire school looks forward to every year. You'll spend the week with two of the top videographers in the country as they produce the infamous "School Video." If you are serious about making money and want to do it while working at one of the coolest jobs around, this class is a must for you. Learn from two instructors, each with a proven and repetitive success record. Course topics include: Basic and advanced camera technique, Non-linear editing skills on Macintosh computers, Lighting and sound for video, Computer graphics, Wedding, Industrial, and Corporate video ideas. Although not required, you are welcome to bring your own camera and/or computer editing system.

Course #11
Level: Intermediate

Boudoir Photography

Texas Style! ...Bold & Beautiful



Kay Eskridge

Phoenix, Arizona
celebratesexy.com



By creating "CelebrateSexy," Kay Eskridge is taking advantage of an untapped market that has provided her with a rewarding revenue stream and an experience her clients can't stop talking about. You'll work with a variety of lighting techniques and learn which poses sell and make women feel comfortable. You'll learn creative set designs and ways to stay organized in the camera room. During the business portions of the program you'll learn marketing and promotional concepts and techniques guaranteed to drive your sales to a much higher level. You'll also enjoy learning about the psychology of 'sexology' and how to communicate with a client well before the session. If you're interested in bringing a little 'sexy' back into your studio, then this program is perfect for you.

Course #12
Level: Intermediate to Advanced

Love

+ Weddings = Success



Robert & Leslie Faust

New Orleans, Louisiana
robertfaustphotography.com



Robert and Leslie's class will cover every aspect of wedding photography derived from over 30 years of experience as a wedding photographer in this ever-changing market. Covered in detail will be equipment selection, marketing and all necessary paperwork and forms that go with it. From the initial contact through work flow, you will learn to keep yourself protected and organized throughout the entire wedding process until the final delivery of the completed album. They will show you how to use all manual settings on your camera and flash, how to balance off-camera flash with available light, and how to use a hand-held light meter. A lot of emphasis will be placed on photographing live models from engagement sessions to bridals and first look sessions.

Course #13
Level: Intermediate

Harmonizing

The Art of Posing & Lighting



Hanson Fong

San Francisco, California
hansonfong.com



With over 31 years practicing the Art of Photography, Hanson will demonstrate his successful techniques that apply to both portrait and wedding photography. Balancing the art of lighting and posing, Hanson will teach you how to create perfect harmony, which will allow you to handle any subject's body size and type. The "Classic 10 Poses" that Hanson mastered and pioneered will help you analyze different body sizes and types. You will learn to recognize the poses that will result in a proportional balance of the various body sizes to each other. This technique will enable you to pose any family grouping or any couple. You will be learning how to photograph under any lighting condition... indoors and outdoors... any place, any time.

Course #14
Level: Basic

Light Beyond the Camera



Joe Glyda

Tulsa, Oklahoma
jglyda.com



This class is designed for the beginning photographer who has little to no experience with the use of lights or is accustomed to solely using their on-camera flash. Joe will help you understand how lighting for photography can vary, depending on the subject matter and the available shooting conditions. He will demonstrate studio lighting variations, as well as possibilities of location lighting. A variety of lighting techniques will be covered, such as the use of reflectors, off-camera flash, scrims, as well as available and studio lighting possibilities. Each student will learn how to use these tools in their daily photography business. Joe's lighting techniques and experiences will inspire and strengthen you, increase your technical knowledge, and push your creativity, setting you apart from your competition.

Course #15
Level: Intermediate

Studio Success



Colleen Gonsar & Darty Hines

Halifax, Pennsylvania
colleenandco.com



Colleen and Darty are back at Texas School to share their award-winning marketing, photography and sales techniques. In this week-long course, you'll find in-depth education and demonstrations to push your senior photography and other parts of your studio to the next level. This class begins with instruction and demonstrations to push your senior photography to the next level. They will also cover other aspects of running a portrait studio; including newborns, children, family, post production techniques, and more. Their straightforward style of teaching will leave you fired up to make changes for success in your own studio. Colleen and Darty's Texas School class always sells out... so reserve your spot today!

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Course #16 Level: Basic to Intermediate



Let's Shoot with Passion for Fashion

Martin Grahame-Dunn

London, England
images2inspire.com



This one-week course is designed as an intensive precursor to three individual programs under the three distinct headings: Pin-Up and Retro in the world of Boudoir Photography, Seniors to Young Professionals in Vogue, and Sexy Couture Bridal. "Pin-Up & Retro" is Martin's first intensive training program to help you meet the needs of this fun, creative and challenging medium. "Seniors to Young Professionals in Vogue" is for those looking for some kind of innovation to simply make a difference in a universal market, and if possible, expand it. "Sexy Couture Bridal" is ideal for those who want to compete with the "in crowd" or the new generation of photographers. Join Martin and learn to shoot with passion and for fashion.

Course #17 Level: Basic to Intermediate



The Art of Creating

Joel Grimes

Pasadena, California
joelgrimes.com



This course will cover topics such as "Building on a Solid Foundation" as well as "Surviving in Today's Market Place." Joel will also cover techniques he uses as an artist from lighting to retouching while keeping everything in the context of the creative process. Joel believes that most people have a built-in inherent desire to create and his goal is to inspire others to do just that and to fulfill their passion as artists. For 26 years, Joel has worked with many of the top advertising agencies across the globe including AARP, AT&T, Febreze, Discovery Channel, Hewlett Packard, Honda, Phillips 66 Aviation, Sony, Volvo and many others. In 1990, he produced his first coffee table book, "Navajo, Portrait of a Nation" which received a number of photographic and design awards and was exhibited at the Smithsonian.

Course #18 Level: Intermediate



The Best of Both Worlds

Jamie Hayes & Mary Fisk-Taylor

Richmond, Virginia
hayesandfisk.com



By combining their efforts and talents, Jamie Hayes and Mary Fisk-Taylor will teach you how to create beautiful images AND how to maximize your profits and sales with proven techniques that really work. Don't miss this great opportunity to spend a week with two of the top professional photographers who will share their path to success in the world of professional photography. If you are striving to refine your existing business or take your part-time business to the next level, this is the class for you! There will be hands-on photography workshops each day using models and Jamie and Mary will share key elements to building a very streamlined studio, along with the basics of lighting and posing. There will be plenty of discussion of business planning as well as the fundamentals of pricing.

Course #19 Level: Intermediate



Children, Families, Seniors Contact, Creation, Closure

Jennifer Hillenga

Savage, Minnesota
momentoimages.com



Jen focuses on the story behind each image and the internal as well as external beauty of each subject, by relating to her clients with sensitivity and humor. She strives to create imagery that moves the viewer by experimenting with imagination and by drawing inspiration from fine art, music, fashion and other photographers. She believes in scheduling "artist days" for the purpose of "photographing for yourself" so you can be "true to your art" by creating images that make YOU happy. Jen creates moments of poetic expression that touch your emotions and creates images that are a feast for the eyes and a journey for the mind. In her class, Jen will discuss different facets of a portrait business and will speak to you about seeing the world with new eyes.

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Course #20
Level: Intermediate to Advanced



The Portrait Studio
Refined!

Elizabeth & Trey Homan
San Antonio, Texas
portraitsbyelizabeth.com



If you are ready to take your photography business to the next level, this is the class for you! Designed for the intermediate to the advanced photographer, this class includes topics such as posing, lighting, marketing, selling and workflow. Basic photography skills are a must before taking this class. Elizabeth and Trey own Artistic Images in San Antonio, Texas, located on 2 1/2 wooded acres and includes a beautiful portrait garden. Elizabeth is well known for her artistic portraiture of families, children, and seniors as well as dynamic images of brides. Her images have won top awards throughout the country and her wedding albums have been selected in the top 10 albums in PPA. Trey manages the studio, computer systems, album design, and creates all the marketing pieces. Don't miss this dynamic couple's class!

Course #21
Level: Intermediate



The Cherished Baby

Julie Klaasmeyer
Poala, Kansas
jklaasmeyer.com



Learn the secrets to working comfortably and swiftly with newborns. From pricing and planning your perfect baby plan, to perfecting every detail of your newborn portrait session, Julie will guide you through the entire process. Julie believes that perfecting your newborn portrait session is the key to a long and happy relationship with your client. According to Julie, it is highly unlikely that your client will stray once you've formed a bond with your client from the very beginning. In this class, you will photograph newborn children and create artistic images and products that impress your clients so much that you will rarely be asked for a "CD" of the images. Julie owns J. Klaasmeyer Photography & Design Studio in Paola, Kansas. She uses primarily natural light and incorporates digital art into her workflow.

Course #22
Level: Basic



The Secrets to Success
When Turning Pro

Steve Kozak
Grapevine, Texas
stevekozak.com



Merely owning a camera does not make one a photographer anymore than owning a pencil makes one a poet. A successful career in professional photography is built upon a foundation of lighting, posing, and good business practices. If you are new to professional photography or if you are considering portrait or wedding photography as a career, this is where it all begins. This class will show you how to turn your passion into a profession and your photography into profits. Steve will have you examine your career from three aspects: Fundamentals, Business, and Art. Topics include: Creating Portraits with Natural Light, Seeing and Measuring Light, Flash Photography for Perfect Exposure, Studio Lighting Made Simple, Posing, Business & Marketing, Finding Clients, Pricing Strategy and more.

Course #23
Level: Advanced




Amazing Light
Anytime, Anywhere

Scott Robert Lim
Monrovia, California
scottrobertgallery.com




In this advanced level class, Robert Lim shares his off-camera lighting and glamour posing techniques that have turned him into an international superstar. Scott will teach simple techniques using available light and portable strobes that will allow you to create amazing on-location images almost anywhere within minutes. You'll learn how to shoot in extreme bright sun as well as low light situations and how to either create or find the best light. In addition, you will discover how to maximize shooting time to create a wide variety of stylized images. This course is geared for the advanced student who is committed to getting to that next level. Students are expected to know how to shoot in manual mode before taking this course.

Course #24
Level: Intermediate to Advanced




Don MacGregor
Vancouver, B.C., Canada
macgregorstudios.com

Lifestyle Portraiture “Naturally”




Creating beautiful portraits outside of a studio setting presents many challenges as well as opportunities for greater sales. This class will focus on creating dynamic portraits with total confidence of light control and composition in almost any situation. Join Don and explore all the possibilities of making images with natural light and with the use of electronic flash and reflectors. Each day will be a balance of lecture time and actual sessions done by Don as well as students. Family group posing, composition and light control will be a major part of the class as well. The process of “selling” portraits as opposed to “taking orders” will be a key part of each day, along with consultations and projection sales. Don’s “high energy” approach will keep you motivated all week long.

Course #25
Level: Advanced




Clark & Rachel Marten
Columbus, Montana
clarkmarten.com

How to Build a Business that SUPPORTS Your Life, Not IS Your Life!




In this class, Clark and Rachel will show you how to run a business, how to create products that sell, how to sell those products, and how to build a business that gives you the life you want. Your time with them will be REAL... real teaching, real examples, and real results. Their four-man studio specializes in high school seniors, families, and children. Rachel will show you in great detail what to do and what to say to get top-dollar sales using emotion, control, and suggestion. Clark will share his shooting style and relaxed approach to working with clients that has earned him a trusted and comfortable reputation in their market. This class promises to be the “meat and potatoes” of what works. Come ready to examine where you are and where you want to be... and be open to the steps it takes to change.

Course #26
Basic




Gary & Kathryn Meek
Hot Springs, Arkansas
garymeekphotography.com

Preparing for the Certification Exam




In difficult and uncertain economic times, we all need something to separate us from the competition. Perhaps the time has come for you to become a Certified Professional Photographer. This in-depth study of the technical side of photography will help you gain the knowledge that is equivalent to a semester of college. Students will cover lenses, lighting, light ratios, H&D curves and color theory, as well as a multitude of other topics. It is likely to be the most intense photographic learning experience you will ever encounter. Gary and Kathy own Gary’s Studio of Photography in Hot Springs, Arkansas. Both of them are Master Photographers, Photographic Craftsmen, and Certified Professional Photographers and their work has earned them international acclaim.

Course #27
Level: Intermediate to Advanced



Larry Peters & Brian Killian
London, Ohio
petersphotography.com

Senior Photography Refined!



This course combines the talents of Larry Peters, M.Photog.Cr., MEI, and Brian Killian, M.Photog.Cr., CPP, to demonstrate first-hand how a successful studio operates and is designed for studios that have been in business for a few years. From cutting edge photography to great marketing and sales techniques, you will go home with the successful formula to make a good living and to enjoy what you do. Larry Peters has become a household name when it comes to Senior Portraiture. He is a leader in the industry and has always been on the cutting edge of new techniques. Brian Killian is a vital part of the business and works closely with Larry. Come and see how these two Masters of Photography work their succesful photography techniques that have made them so well known and respected.

Course #28
Level: Intermediate to Advanced




Arthur Levi Rainville & Ann Clay
Minneapolis, Minnesota
studiorainville.com

ROMANTICISM in the AGE of ENLIGHTENMENT




Join our resident Poet Lauréate, Arthur Levi Rainville, and creative cohort, Anne Clay, on a Closed Set... a path to a new Cultural Movement offering emancipation from the faded glory of a bygone era in professional portraiture. These “Creative Messengers” will conjure up spells from a Hogwart’s sequel... Genry Epic Visual Eloquence Portraiture on a Grand Scale... Casablanca, baby. Wanderlust “Proper” environmental portraiture for a less than proper generation. Carnevale “Stylized Storytelling”... Nostalgia meets fantasy. Hitchcock meets Shakespeare. Mesmerizing Muses Creating a “tres Romantique” signature style to call your own. Cutting edge Photography Sessions, Magical Marketing Concepts, and, as always, a trademark of Arthur’s classes... Heartfelt talks.

Course #29
Level: Basic to Intermediate




Ralph Romaguera
Metairie, Louisiana
romaguera.com

Making a Good Living With Your Eyes, Heart, and a Camera




If your ultimate goal is to distinguish yourself among other photographers and to manage a successful studio, Ralph personally invites you to spend a few days with him as he engages you in the exciting world of digital photography, while providing you with the necessary tools to manage a successful studio that makes money in today’s competitive world of photography. Ralph believes that a photography class should make you SEE the world rather than to simply LOOK at it. There is much more to photography than simply snapping an image. A photographer must know how to relate to potential clients, something that involves a caring nature, a trusting heart, and a passion for photography.. the vocation you have chosen to spend your life doing!

Course #30
Level: Intermediate to Advanced




Robert Seat
Batesville, Arkansas
photobyseat.com

Crossing the Line with Photoshop




The days when Photoshop intimidated you are long gone and it is time to pump up your skills and to create images that cross the line toward perfection. Take your portraiture to the next level by discovering methods that will speed up processing your RAW images. Learn beautiful eye enhancement, skin grafting for complexion problems, body sculpting, and more. Learn to design your own brushes for embellishments and grunge, make papers, underlays, and textures that are unique to you and your studio. Get the scoop on creating HDR images, master Refine Edge Tool for quick and clean knockouts to combine with other images for powerful senior, sports, or competition prints. Robert has been a full-time photographer for over 35 years and has taught digital imaging since 2001.

Course #31
Level: Advanced



Richard Sturdevant
Garland, Texas
sturdevantstudio.com

Advanced Photographic Artist Composites



Do you want to take your work to a level that separates you from the average photographer? Richard’s Advanced Photographic Artist Composites will help you do so. This class is for advanced photographers with a strong understanding of Photoshop. Topics include: Photoshop for Compositing, Corel Painter for Finishing, Composition Theories & Techniques, Color Theories for Dynamic Impact, File & Image Prep, Extracting the Image with Flawless Edges and Hair, Bringing an Idea to Life and How to Photograph for it, How to Incorporate Art into Your Studio and Make Money With It, and How to Teach Yourself to Think Like an Artist. Richard Sturdevant is a leading expert in photographic artistry and creative composites. He has received 13 prints with a perfect score of 100.

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Course #32
Level: Intermediate

Beyond Image Capture



Michael & Tina Timmons

Vassar, Michigan
tina@mich1.net



Have you ever wondered what it would be like to sell your photography over and over again? ...taking one image and having multiple sales to multiple clients?... or being hired to create “one of a kind” fine art for a client who may not have ever needed your services otherwise? ...how about adding thousands of dollars to your bottom line without having to make a huge investment? What would happen if you learned that you already have all of the tools and experience necessary to get into this lucrative line of work? If all of this sounds too good to be true, this class is designed just for you! Michael and Tina have been in photography since 1983, joining forces in 2000. They own The Portrait Gallery and Gallery 143 in Michigan, specializing in families, children, seniors and events.

Course #33
Level: Intermediate

The Image Whisperer

Perfect Your Images by Listening
To What They Need



Janice Wendt

San Diego, California
JWendt@niksoftware.com



Learn retouching techniques that bring back the “alive” feeling, the mood, and all that inspired you when you committed to capture the image. A leading retouch artist, Janice will teach you how to “listen” to your images and bring them back to the vision you had with minimal time using the latest time-saving tools from Nik Software. You will learn the steps to creating award-winning black-and-white prints from RAW to final presentation, exploring High Dynamic Range (HDR), and how to blend this high texture medium with your portraits. Also included will be a bonus lesson on how to set and use your Wacom tablet. Tools to be used in this class include: Photoshop CS5 and the full suite of Nik Software products including the latest software releases.

Course #34
Level: Basic

The A.B.C.'s of Photoshop CS5



John Wilson

Fort Worth, Texas
johnwilsonstudio.com



This course is designed for the person with very little or no experience with Photoshop. Each student is expected to know computer basics: open, save, move files, etc. It is a hands-on, basic Photoshop CS5 class, and not a basic computer class. A DVD containing all project images will be provided to each student upon completion of the course. Topics include: Color Monitor Calibration Overview, Setting Preferences, File Formats, To Compress or Not, Bridge Basics, ACR Basics, Navigation Techniques, Tools Basics, Using Selection Tools, Curves, Levels, Layers, Adjustment Layers, Converting Color to B/W, Touch of Color Techniques, Creating Backgrounds, Color Corrections, Blending Backgrounds, and more. Please see the Texas School website for details on computer specs and what you'll need to bring.

Course #35
Level: Advanced

Eat, Sleep, Breathe Digital Photography



David Ziser

Edgewood, Kentucky
davidziser.com



David's class is jam-packed with information on lighting, photography and composition and will show you how to create dramatic images on location. He will walk you through locations, looking for leading lines and interesting compositional elements to be used in the final image. This class is an exercise in learning to see things creatively before you ever push the shutter button. This fast-paced class will broaden your photographic horizons and will be both informative and entertaining. Don't miss your chance to study under one of the most creative minds in the country. This educational experience is the most exciting and complete digital workshop being offered anywhere and is designed for the advanced student.

REGISTRATION INFORMATION

All payments received after February 15, 2012
will be assessed a late fee of \$25

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

Please observe the following:

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

The Texas School of Professional Photography reserves the right to cancel courses, change faculty, or refuse admission to any student. Please note: **You must be 21 years old to attend Texas School.** You must be able to show a form of identification at registration proving your age. Please fill out the application on this page. List a first, second and third choice of classes. Mail or FAX (do NOT send a cover page with your FAX) your application on January 3rd, 2012 at 11 pm or later. OR, take advantage of or ONLINE REGISTRATION at www.TexasSchool.org. Classes will be filled on a first-come, first-served basis as postmarked or received online.

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

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

Last Name: _____ First name: _____ Email: _____

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

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

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

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

1st Choice # _____ Instructor _____

2nd Choice # _____ Instructor _____

3rd Choice # _____ Instructor _____

Method of Payment: Check # _____

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

If using Credit Card: Signature _____

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

If attending on Scholarship, please state source of Scholarship _____

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

TUITION for TPPA MEMBERS is \$495 (TPPA dues **MUST** be paid **before** submitting application)

TUITION for non-TPPA MEMBERS is \$590 (This includes 2012 membership in Texas PPA!)

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

Amount of Tuition \$ _____

Texas PPA Membership (\$95) \$ _____

Late Payment Penalty (\$25) \$ _____

TOTAL ENCLOSED \$ _____

(Checks Payable to: Texas School of Professional Photography)

ONE STUDENT PER APPLICATION, PLEASE

(If payment made after February 15, 2012, a penalty of \$25 must be included)



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The Regional Trade Show had everything a professional photographer could ever hope to find. Texas PPA wants to thank all of the Trade Show Vendors for their participation in this year's show. Your hard work and generosity is very much appreciated.



CONVENTION 2011

Print Winners and More!

by
Bill Hedrick

Arlington, Texas, was a busy place during the first weekend of October with plenty of ball games. But the main attraction for professional photographers was the Texas PPA Regional Convention, held at the Arlington Sheraton and Convention Center. If you didn't attend, you may have missed a golden opportunity to advance your skills and your business.

This year's lineup of talent covered all the bases. Ross Benton kicked things off on Friday with an all-day program on Photoshop. That evening, Thom Rouse, sponsored by ACI Lab, showed us that "visual literacy" is more than just image capture. Saturday's program got an early start with Julie Klaasmeyer, sponsored by White House Custom Colour, with her unique style of children photography.

Our own Richard Sturdevant, sponsored by BWC Lab and Virtual Backgrounds, shared his talent for creating and selling "out-of-this-world" senior sports art while Barry Rankin, sponsored by Allied Photographic, shared how photographers in Michigan make a living in today's economy.

Then, since laughter is by far the best medicine nowadays, we enjoyed a real treat on Sunday night with Aaron Johnson, creator of "What the Duck." If you haven't seen this comic strip that was created for professional photographers, you don't know what you've been missing. It was the finishing touch to a great day.

Monday's program was an all-day event with Alex Buono, a 10 year veteran of Saturday Night Live. Alex, who was sponsored by Canon USA and Lexar Media, gave everyone a step-by-step account of how he uses his Canon DSLR to shoot segments for the hit TV show. Then, to top off a great lineup of program talent, Eric Curry kept everyone spellbound on Tuesday morning with his photographic celebration of our American spirit, titled "American Pride and Passion." Eric's unique style of photographic art involves painting with light. It was spectacular!

During all of this, vendors from around the nation participated in the TPPA Regional Trade Show held at the Arlington Convention Center. Everything you need for your business was represented at this show with company representatives there to talk to you one-on-one. With the tough economy and the changes that are taking place in our profession, this was an essential part of the convention. Not only do these people display their services, they also

sponsor speakers and other functions of the convention, thereby keeping the costs low for all of us. We appreciate their time and effort!

But the center of attraction for many was the SWPPA Print Competition. Although it was the Texas PPA Regional Convention, SWPPA is the one who conducts the print competition each year. This is the annual affiliated judging and participants competed for PPA merits that go toward a PPA degree and also for trophies and ribbons. An amazing variety of images were on display at the Arlington Sheraton.

There were a total of 208 print cases with a total of 803 entries this year. Our hats are off to all of the fantastic volunteers in the print room who went above and beyond to make it all happen. This year's awards were as follows:

SWPPA Judges Ribbons went to: "Dumbeldore's Army" by Kris Doman, "Trees" by Derris Lanier, "My Favorite Son" by Jacklyn Patterson, "The Bennett Sisters" by Kris Doman, "Through the Morning Mist" by Katherine Dybala, "Fight Night" by Richard Sturdevant, "The Recital" by Paul Ernest, "Stuck Up" by Timothy Eddington, "Letters to Grandma" by Tracye Gibson, "Ice Princess" by Dawn Muncy, "Stirling" by Susan Hoermann, "Homeward Bound" by Nancy Emmerich, and "Almost Home" by Kathryn Meek.

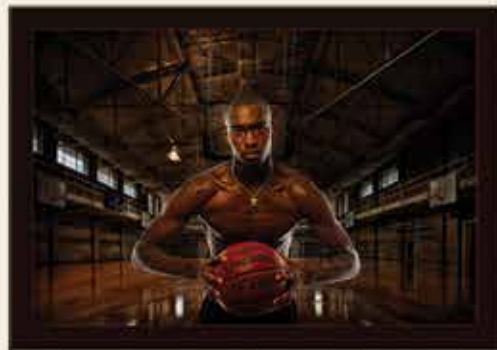
Distinguished Print Ribbons in the Wedding (General Exhibit) category included: "At Last" by Laura Popiel, "Sher-Lawn" by James Whigham, "Phantom of the Opera" by Terri Eddington, and "Equal Partners" by Terri Eddington. The trophy in this category went to "La Bella Spousa Halina" by Cris Duncan.

In the Master Exhibit, Wedding category, Distinguished Print Ribbons went to: "Never Say Never" by Mark McCall, "Stairway to My Love" by David Sixt, "ABBI" by Gabriel Alonso, "Wrapped in Love" by David Sixt, "Chamber of Love" by Elizabeth Homan, and "Still Together" by Oscar Lozoya. The trophy went to "Sweet Tenderness" by David Sixt.

Distinguished Print Ribbons in the Portrait (General Exhibit) category included: "The Letter to Grandma" by Tracye Gibson, "Day Dream" by Luke Edmonson, "Eternal Hope" by Sherry Braden, (continued page 30)

SWPPA Trophy Gallery from TDDA Regional Convention

Courtesy of SWPPA



"Not in My House"
Ralph Romaguera



"Abduction"
Richard Sturdevant



"Elijah's Senior Year"
Robin Weerts



"A Vision of Love"
Elizabeth Homan



"The Recital"
Paul Ernest



"Alaskan Sunset"
Nancy Emmerich



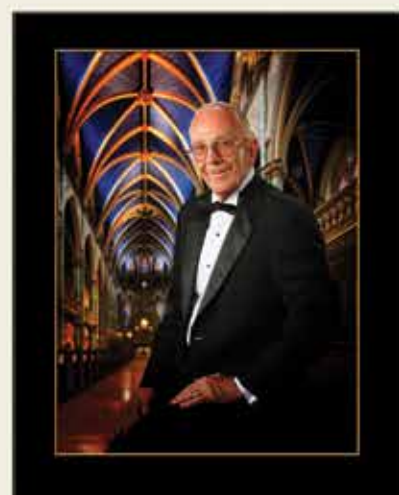
"School Spirit"
Larry Lourcey



"Sweet Tenderness"
David Sixt



"Victoria"
Maria Bernal



"Never Say Never"
Mark McCall



"La Bella Spousa Halina"
Cris Duncan



"Ice Princess"
Dawn Muncy



"Refined"
Fonzie Munoz



CONGRATULATIONS TO ALL THE SWPPA WINNERS!

Keep the Print in Competition!

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Richard Sturdevant
Photog. of the Year 2011, '10, '09
High Print Case Award of 383
ASP District Medallion Award
Best Illustrative Master Exhibit
Judges Choice Ribbon
4 for 4; Distinguished Ribbons



Maria Bernal
Best Portrait
General Exhibit
2011 and 2010



Paul Ernest
LexJet Best Color
Imaging Award
Judges Choice Ribbon
Distinguished Ribbons



Mark McCall
Fuji Masterpiece
Distinguished Ribbon
4 for 4



Distinguished Ribbons
Luke Edmonson
David Edmonson



Margaret Bryant



Cris Duncan
Best Wedding
General Exhibit



Derris Lanier
Judges Choice
Ribbon



Fonzie Munoz
First Time Entry

“Last Glance” by David Edmonson, “Oh Sugar Sugar” by Suzy Roberts, and “Black Widow” by Suzy Roberts. The trophy in this category went to “Victoria” by Maria Bernal.

In the Master Exhibit, Portrait category, Distinguished Print Ribbons went to: “Not In My House” by Ralph Romaguera, “Harper at Three” by Ann Naugher, and “Shark Attack” by Richard Sturdevant. The trophy in this category went to “School Spirit” by Larry Lourcey.

Distinguished Print Ribbons in the Illustrative (General Exhibit) category included: “Maple Tree” by Jack Puryear, “Home” by Paul Ernest, “Through the Morning Mist” by Katherine Dybala, “The Recital” by Paul Ernest, “Quick Strike” by Timothy Eddington, and “Stuck Up” by Timothy Eddington. The trophy in this category went to “Ice Princess” by Dawn Muncy.

In the Master Exhibit, Illustrative category, Distinguished Print Ribbons went to: “Flying to the Sun” by Doug Box, “Defenders of the Realm” by Richard Sturdevant, “Fight Night” by Richard Sturdevant, “Alaskan Sunset” by Nancy Emmerich, and “Homeward Bound” by Nancy Emmerich. The trophy in this category went to “Abduction” by Richard Sturdevant.

In the Event Album category (General Exhibit), the trophy went to “Elijah’s Senior Year” by Robin Weerts. In the Event Album category (Master Exhibit), Distinguished Print Ribbons went to “Bethany” by Terri Quance, “Whispers of Love” by Ann Naugher, and “Miss Daize” by Margaret Bryant. The trophy in this category went to “A Vision of Love” by Elizabeth Homan.

Fuji Masterpiece Awards went to: “Not In My House” by Ralph Romaguera and “Never Say Never” by Mark McCall. Kodak Gallery Awards went to: “School Spirit” by Larry Lourcey, “Sweet Tenderness” by David Sixt, “Alaskan Sunset” by Nancy Emmerich, and “A Vision of Love” by Elizabeth Homan.

SWPPA’s “4 for 4” Awards went to: Terri Eddington and Timothy Eddington (Louisiana); Oscar Lozoya (New Mexico); Don Emmerich, Dwaine Horton and Ann Naugher (Oklahoma); Amy Johnson (Colorado); Melinda Reddehase, Tracey Gibson, Mark McCall and Richard Sturdevant (Texas).

Canon USA presented their “Par Excellence Award” for the best body of work for a four for four to Don Emmerich who will also receive an EOS Professional Camera Kit. Lexjet presented their “Best Color Image” award to “The Recital” by Paul Ernest.

In the First Time Entry exhibit, Distinguished Print Ribbons went to “Overflow” by David Forehand, “Freedom Is Not Free” by Cristie Reddehase, and “Transporter” by John Rogers. The trophy for this category went to “Refined” by Fonzie Munoz. There was also a First Time Entry “High Print Case” trophy that went to Cristie Reddehase who had a total of 326 points. The “State High Print Case” awards went to: Katherine Meek (Arkansas), Andrew Faulds (Arizona), Timothy Eddington (Louisiana), Oscar Lozoya (New Mexico), Nancy Emmerich (Oklahoma), Richard Sturdevant (Texas), and David Bailey (Colorado).

The American Society of Photographers presented their Regional Medallion Award for the highest scoring print of an ASP member to Richard Sturdevant with a perfect score of 100.

SWPPA’s High Print Case “Photographer of the Year” was Richard Sturdevant with a total of 383 points, and the SWPPA “Best of Show” went to “Ice Princess” by Dawn Muncy. Congratulations to everyone who entered this year’s competition.

The next TPPA event will be the annual Texas School of Professional Photography, to be held April 29 - May 4, 2012, in Addison, Texas. Then, get ready for the annual TPPA Summer Roundup, to be held June 24 - 27, 2012, in Kerrville, Texas.



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Auto Focus Micro-Adjustments

Fine Tuning Your Lens With Your Camera

by
Julie Nabours

Simply put, Micro-Adjustment is an option in the newer DSLRs that will allow you to calibrate your lens in camera, saving you time and money by not sending your lens and body to the manufacturer for fine tune adjustments. Cameras with micro-adjustment (or AF fine tuning) currently include: Canon 1DIII, 1DIV, 1DsMkIII, 5D MkII, 50D, 7D, Nikon D3, D3x, D300, D700, Sony A900, and Pentax K20 (note that the Canon 60D does not include this feature.)

Sometimes, different lenses might consistently not focus perfectly, which will result in “front focusing” or “back focusing.” For example, let’s say that you set your auto focus point for the center focal point, you placed that point on your subject’s eye, pressed the shutter halfway to focus, then fully pressed to take the picture. The LCD screen, being the dirty little liar that it is, made you believe that proper focus was achieved. But when you load the picture into your computer and look at it full size you realize that the focus was actually on the ear (back

focusing) or the nose (front focusing) of your subject. And unless your intention is to capture improperly focused pictures, this can be very frustrating!

Sound familiar? Happening too often for you? Think you’re losing your mind and are ready to bash that expensive piece of equipment into millions of pieces with a bat Office Space style? Well, before you release your anger gangsta style, be sure you’ve got your basics of focusing down.

•**Toggling your focal points and using them properly** - There’s a tutorial for this if you’re unsure how. For Nikon, go to <http://rachelbrenke.blogspot.com/2011/08/video-tutorial-manually-toggling-focus.html> and for Canon, go to <http://jewelsavenuephoto.blogspot.com/p/toggling-focal-points-canon-farthest.html>.

•**Set your focus mode to One Shot/AF-S** - Your camera has the ability to assist your focusing on moving subjects. These focusing modes are AI Focus & AI Servo (Canon), and AF-A & AF-C (Nikon). Set your camera to One Shot AF (Canon) or AF-S (Nikon) to ensure your focus doesn’t change from the area you selected.

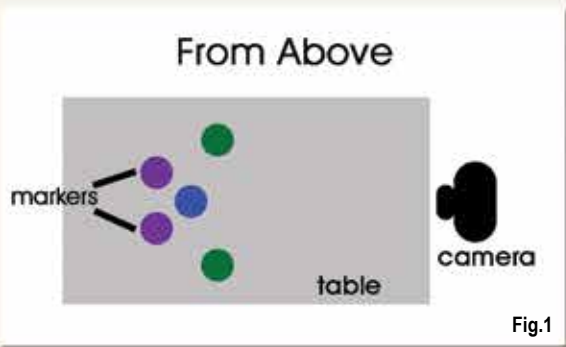
•**Your fstop, ISO and shutter speed are set accordingly** - If you’re not shooting in manual, or unsure of how to decide what settings to select for optimal output no matter what condition or equipment, STOP RIGHT HERE! READ NO FURTHER! Knowing how to use these settings is crucial to your photography. Proper settings will eliminate blur and/or camera shake – which can be confused for improper focusing.

So, you’ve got everything in camera correct, but still having that irritating focusing problem? Put down the baseball bat and take a deep breath -you may just need to fine tune your lens with your camera. It sounds difficult and scary, but it’s really pretty simple... I promise.

- Find a subject with high contrasting colors, preferably something with black and white. I could go on and bore you with the technicalities of how a camera auto focuses, but trust me on this.
- Use consistent, bright light. The on camera flash works great, but make sure you have enough ambient light for the AF system to work reliably.
- Disable all in camera sharpening and contrasting by setting them to “0”. This will ensure you don’t receive a false sharpness by enhancing edges.
- Mount your camera on a tripod at the same height, perpendicular to the subject.
- Set your lens to it’s widest aperture, and shutter speed accordingly. In my case it was f1.4 and 1/250. Use a low ISO.
- Set your focal point to the center point, and focusing mode to One Shot (Canon) or AF-S (Nikon).
- Use the camera’s self timer or a remote to eliminate camera shake.
- Focus on the same spot for each picture, and deliberately unfocus the image between each shot.
- Take a test shot to ensure proper lighting

Here’s my setup (Fig.1). I used the closest thing to me – crayola markers. I stood five of them up in the middle of my kitchen table and set my tripod up at the end of the table (about 3ft away). I made sure the markers were on three different planes, or distances.

And here’s the first shot (Fig2):



Here’s the close up, with the focus area in red (Fig.3).

Houston, we have a problem!

This is a perfect example of back focusing. Now, how to fix it!



For Canon, select your Menu and go to Autofocus/Drive (Fig.4).



Then submenu 7 – AF Microadjustment (Fig.5).



Now highlight Adjust by lens with the select button, and press INFO to change (Fig.6).



You should see this screen (Fig.7).

Your camera will register your lens. Use the wheel (Fig.8) to select an adjustment and take a test shot. I selected +13 for my first try



And it resulted in this (Fig.9).



Which was the opposite of what I wanted. The purple markers are now in complete focus. So I then tried -13. (remember to unfocus the image between shots)

Better (Fig.10), but now the green markers are almost completely focused.



After several shots at different adjustments, I found that -7 was my sweet spot

The blue marker is in sharp focus while the green and purple are properly out of focus (Fig.11).

Ah, Much Better!!

For Nikon, the process is practically the same, just different menu options to get there.



Go to your Setup menu, then AF fine tune, turn AF fine tune on, then select the Saved Value. The camera should register your lens and display it’s info on the adjustment screen. Make similar adjustments and take test shots to find the correct adjustment number. You then can save the adjustments to an identifying number for the lens. If you leave the fine tuning setting ON, your Nikon will store the adjustment information for up to 12 lenses and recognize each lens as you mount it.

Now, go take some accurately focused pictures!

Julie Nabours is a family, senior, and wedding photographer located in Belton, Texas, who always finds the fun and beauty in everything that she does. There is never a dull moment when with her! Growing up in a family full of teachers and artists, she knows the importance of helping others learn. Offering basic photography and ‘How to work that camera’ classes for new photographers at her studio, she hopes to pass along the knowledge to help others find their inspiration for fun and beauty.





THE LIGHTROOM DUDE

Nick Tsakiris

How to Colorize in Lightroom 3

I am going to show you how you can colorize an image using Lightroom 3. That's right, no layers, no Photoshop! How is this possible? Let me show you just how easy this can be accomplished.

When choosing an image make sure you pick one that will benefit from this technique. We don't want to just do it to any image. Here I have a beautiful model wearing a red dress that screams for this technique to be applied (fig. 1).



fig. 1

Click on the Develop Module or use shortcut key "D". Now we need to click on the Adjustment Brush Tool. Once it is activated you need to choose "Saturation" from the "Effect" drop down menu. Click and drag the "Saturation" slider all the way to the left until it shows a setting of -100. Go down to the "Brush" section and set your brush size so that it can cover a good portion of the image. Then change "Feather" to 0. Set "Flow" to 100. Make sure Auto Mask is unchecked (fig. 2).



fig. 2

(TIP: for more workspace you can hide the top, left and bottom panels just leaving the right panel.)



fig. 3

Now for some magic! In the "Brush" section, click the word "Erase" and set your brush size to fit the area where you want to paint color back in. Set the "Feather" to 85 or a number to fit your needs. Leave "Flow" at 100 (fig. 4).

Now use the brush to paint back in color. In this case it is her red dress. Take your time and adjust the brush and the feather so that you get a clean edge.



fig. 4

(TIP: you may need to adjust the feather multiple times while brushing desaturation out or erasing the color in to get clean edges)

If you want to see the mask, just place a check mark in the toolbar at the bottom, "Show Selected Mask Overlay." (fig. 5)



fig. 5

Switch your brush from the "A" brush setting to desaturate the image or click "Erase" to paint the color back so you clean up any rough edges.

(TIP: you can still make tweaks using raw adjustments to acquire the final look overall.)

WOW! No Photoshop layers or masks! We are ready for the client to preview and we did it in no time at all! (fig. 6)

Get ready for my next installment: "Painting with Light"



fig. 6

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HOLIDAY SIZZLE

Ken Porter Receives Posthumous National Award



National Award from Texas presented posthumously to Ken Porter.

His funeral was a celebration of his life and professional photographers from throughout the state attended the funeral in his honor.

Therefore, it was only fitting that Ken Porter be remembered once again as the recipient of the National Award from Texas.

Brazos Valley News

by Jim Greenlee

On Monday, September 12, the BVPPA was graced with the presence of Melinda and Cristie Reddehase of Silver Image Photography. Melinda and Cristie led a wonderfully informative program entitled, "A Little Bit of This and a Little Bit of That." The content of the program focused primarily on marketing and organization of your photography business. The sisters began their program with the ins and outs of partnership marketing and the benefits this can bring to your business. They talked specifically about what businesses to approach and how to get your foot in the door. They also presented



Daniela Weaver, BVPPA's Director of Education presents Melinda and Cristie Reddehase with their merit after a wonderful program.

practical ideas on how to maximize the benefit of partnership marketing for both your business and the businesses that you partner with. They also shared with us some of their specific marketing approaches that have been

successful for them through partnering with local businesses who share their ideal clients. The sisters then spoke about other ways to market your business for free and the power of the client referral. By having a successful referral program, you are able to take advantage of your best marketing team, your clients. By setting in place incentives for your clients and focusing on an excellent client experience, they will help to spread the word to your community and will also prequalify your clients, by naturally sharing with their friends. Melinda and Cristie represent the importance of thinking of your photography business as just that, a business, and being organized and creative to ensure that you have every advantage in today's busy marketplace. Melinda and Cristie also judged our local print competition. Learn more about the Reddehase sisters at www.silver-image-photo.com.

On Tuesday, October 11, the BVPPA hosted Ross Benton for a full day seminar on off-camera TTL flash, and much more. Ross began by explaining to us some of his basic photography techniques such as using specific focus points and shifting those throughout your shoot. He then moved on to the basics of using TTL flash to light a portrait, specifically in an outdoor setting. He explained his primary techniques, including when to use the flash as a fill-in conjunction with natural sunlight, and when to use the flash as your main light. Next, we went outdoors to shoot a live "engagement" session. During this time, Ross was full of specific advice on ways to pose the couple individually and together. He also explained, in-depth, the technical side of using TTL during the session, thereby cementing the techniques for all the attendees. After the shoot and lunch, we moved back into the classroom and dove even deeper into the technical side of off camera flash and then moved onto the business and marketing side of photography. Ross was full of great ideas on how to keep your business steady through marketing and encouraged us all to Facebook and Tweet during his class! Ross had some wonderful ideas on referral systems as well as some other business tips. He took us through his frame of mind and business plan as he



Members of the BVPPA look on and listen as Ross explains the fundamentals of off-camera TTL portraiture.

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moved from Dallas to San Antonio and the adaptations he had to make to his business to continue to thrive as a photographer. Overall, the day was hugely insightful and everyone should make the time to catch one of Ross' programs. It is well worth it. Find out more information at www.bvppa.com.

Heart of Texas News

by Tom Sergent

The Heart of Texas Professional Photographers Guild held our annual "picnic in the park" in September. In October we were fortunate to have Randy Kerr, from Austin (and around the world), as our guest speaker. Randy is a fantastic photographer and a gifted speaker as well as a Texas School instructor. He shared some of his photos with us as well as an introduction to his "Westway Method of Photography," about which he has written a book and produced a DVD called the "Congo game of light."

Randy spent some time explaining the Westway method and it's ten-step approach to better photography. He then took us on an International

tour of the Congo and Dominica Island. We had a glimpse into the many charitable activities which Randy is involved with as well as his concerns about our ecological stewardship of our planet and his concerns for humanity around the world. Randy's philosophy about photography and how it fits into all of those issues gave us much material to think about. His use of his considerable skills to bring these issues to light will certainly be of benefit to countless individuals.

Our October image competition winners were: Tom Sergent, first place; Billy Lauderdale, second place; and Darrell Vickers, third place.



October winners: Billy Lauderdale, Tom Sergent and Darrell Vickers.

Professional Photographers of San Antonio Look who is coming to see us in 2012! We have a lot more to come



David Hakamaki
January 25



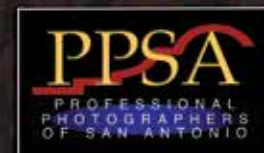
Kirk Voclair



Melinda & Cristie Reddehase



Martin Grahame-Dunn



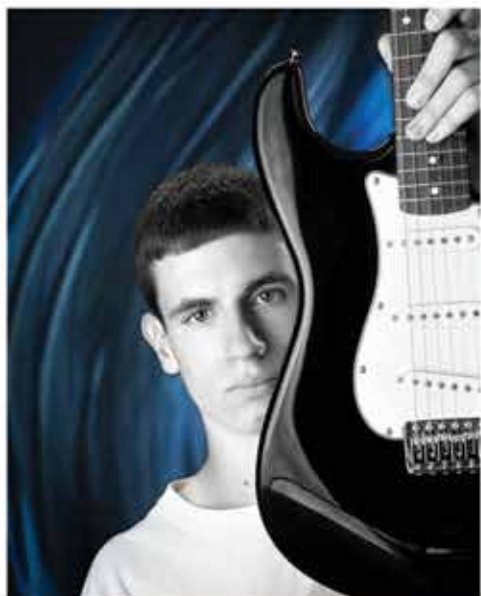
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Images by (top left to bottom right): Dave Filler, Cindy Cofer, Lora Yeater, Chandler Studios, Elma Flores, Richard Sturdevant & Joseph and Louise Simone

Dallas News

by Margaret Bryant
 Photos by Edward Holmberg

Bob Davis was the speaker for the September meeting of the Dallas PPA. His presentation was a question-and-answer format where Bob took questions from the audience. Bob told stories about his experience with photographing an airplane using more than 40 speedlights, clipping a camera to the trunk of a taxi for a bride and groom shot inside of a moving taxi and photographing celebrities. Bob has a lot of photographic experience and we loved hearing his stories about those experiences!

This month's print competition was quite special. Not only was it their first year of competition for some of our members, it was one of those "first year" participants who was the trophy winner!



October 2011 print competition winners: Robin Weerts, Kelly Olivares, Margaret Wolfe, Luke Edmonson, David Forehand, Paul Ernest, and David Edmonson.

Winning first place in the Landscape category was David Forehand while Robin Weerts was the trophy winner and first place winner in the General Album category. In the Illustrative category, first place went to Paul Ernest and second place went to Courtney Mitchell. In the Portrait category, Marc Friedland took first place and Anne-Marie Shumate won second place. David Edmonson was the first place winner in the Wedding category while Luke Edmonson took second place. Finally, in the Wedding Album category, the first place winner was Hoang Vu.

The October meeting of the Dallas PPA had Nathan Holritz as

our speaker. Nathan was quite knowledgeable about Lightroom and took us through step by step on how we can speed up our workflow in processing our portraits. It was a lively discussion with lots of questions from the members. We also congratulated several of our members who did well in the SWPPA print competition. We had one member go 4 for 4 and several members go 3 for 4. Several members received awards and distinguished print ribbons and Richard Sturdevant again was the member with the most awards and recognitions. Go, Richard!

The monthly DPPA print competition saw several "first year" entries. We are very pleased that so many people are participating for the first time this year! Robin Weerts took some time to tell us about her progression from just starting to compete locally, to being last month's trophy winner, to getting a seal of approval at the SWPPA. Her journey was inspiring to those just starting out.

Winners of the October print competition included: David Forehand, first place in the Landscape category; Luke Edmonson, first place in the Wedding category; David Edmonson, second place in the Wedding category; Margaret Wolfe, first place in the Portrait category; Kelly Olivares, second place in the Portrait category; Paul Ernest, first place in the Illustrative category; and Robin Weerts, second place in the Illustrative category.



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Texoma News

by Kelly DeLong

The Texoma PPA was pleased to host Doug Box for a mini-workshop on September 12th. We met at the beautiful Kemp Center for the Arts at 1:00 pm and had the privilege of learning from Doug until 6:00 pm. His program, entitled, “Don’t Let Your Flash Get You Down,” covered a multitude of subjects such as finding great light outdoors, creating your own directional light, using an easy setup for in-home sessions, avoiding that “on-camera flash” look, and easy lighting setups you can carry anywhere. Since we’re such a special group and since Doug likes us so much, we got a bonus... a program on Marketing, Sales & Making Money in the Digital Age! Doug covered an amazing amount of marketing, sales and business information, and everyone who attended gained a lot from the entire program.

Besides being an excellent photographer, Doug Box is a dynamic speaker and has presented seminars and conventions in 47 states, England, Scotland, Wales, Canada and Mexico. He was also chosen to teach at the International Wedding Institute by Hasselblad University. His articles and images have graced the pages of most professional photographic publications. He is the author of The Photographic Success Newsletter and has written several books including Professional Secrets

of Children’s Photography, Professional Secrets of Photographing Weddings and Natural Light Photography, published by Amhurst Publishing.

To say the least, we feel very privileged to have had Doug give this program for our guild, and we certainly thank him for all the time & effort that went into putting it together for us and traveling so far to help us grow successful as photographers.

Following the workshop, we had a number of items to auction off to raise a little money for the guild and we all left with some exciting new “toys.” Thanks to everyone in the Texoma PPA for donating items for the auction.

October was a busy month for most of the Texoma PPA members, so our meeting was postponed from the second Monday of the month to the 17th. The scheduled speaker was unable to come, so our own Kelly DeLong presented the program. Kelly, along with her husband Larry, own DeLong Digital in Quanah, Texas, but she admits that photography was not her original career choice.

Kelly and Larry both graduated from Texas A&M University with degrees in Floriculture and Animal Science, respectively. About seven years ago, they went shopping for a new camera, so Kelly could get good pictures of their two very athletic, very active daughters. The plan was to get a “really nice” point and shoot digital camera, but the new Canon Rebel caught her eye. It was love at first sight and while standing in line to pay for her new toy, Kelly’s husband unwittingly started her on a new career path. He said, “If we’re going to spend this much money on a camera, you need to figure out a way to make it pay for itself!” It took about two years to learn how to use that Rebel and she’s the first to admit it still hasn’t paid for itself. Fortunately for Kelly, Larry is a very patient man!

Kelly’s program covered the use of overlays, textures and digital backgrounds in creating images that will effectively set your work apart from others. She showed how the proper application of these elements



Doug Box conducts mini-workshop for the Texoma Guild.



October Print Winners: Kelly DeLong, Donna Statham, and Tammey Haynes.

can transform a simple photograph into a piece of artwork that your clients will be happy to hang on their wall.

With the popularity of press products and albums, it has become more important for photographers to get in touch with their right brain to be more creative and artistic. Kelly showed us how to create our own album, storyboard and card templates and how to use digital backgrounds to create one-of-a-kind products for our clients.

Our print competition winners were Kelly DeLong, first place; Donna Statham, second place; and Tammey Haynes, third place.

Houston News

by Tom Bailey

At our September meeting of the Professional Photographers Guild of Houston, Jose Yau presented an all-day seminar on how an NFL sports photographer works. His program was full of tips, tricks and proven methods of “getting the shot.” His tools include Canon cameras, Pocket Wizards, BackRapid (harness to hold multiple cameras)... just to name a few.

“Rule number one for a sports photographer,” he claims, “is to have your credentials. You can’t get those breath-taking, decisive moment shots without being down where the game is being played. Rule number two is to make sure that all of your images show faces and The Ball.” He showed us that, in order to accomplish this, you must know the sport and anticipate the movement of the game. Therefore, Jose focuses on the quarterback, running back and receivers. His advice to us was to hone your skills by practicing at high school events.

When on assignment, Jose is constantly moving up and down the field and the stadium. All exposures are made with available light since rules have changed prohibiting any flash. For basketball games, he arrives early to strap remote controlled cameras above and below the backstop. The ISO setting depends on the lighting conditions. Aperture priority is the method of exposure.

Our September print winners were: Hallie Keller, Cesar Vargas, Eric Hoffard, Jenna Whidby and Leslie Cervantez.

In October, we were lucky to have Nancy Poole making her first presentation before a group of photographers. Her reputation preceded



September Print Winners: Hallie Keller, Cesar Vargas, Eric Hoffard, Jenna Whidby and Leslie Cervantez.

her because she says she was known as the “Queen of Workshops and Conventions.” All of her study she has done is paying off because one of her images was selected for the cover of the Professional Photographer Magazine for

March of 2011. Nancy specializes in high school seniors and makes full use of FaceBook in showing her models.

Houston’s Guild is hosting a 2-Day Winter Convention and Trade Show, Dec. 4th and 5th featuring five national speakers: Doug Box, John Woodward, Doug Gordon, Kirk Volcain and Richard Sturdevant.

Our October print winners were: Aileen Harding, Karen Butts, Cesar Vargas, Jenna Whidby and Leslie Cervantez.



October Print Winners: Aileen Harding, Karen Butts, Cesar Vargas, Jenna Whidby and Leslie Cervantez.

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San Antonio News

by Jeanne Luna

Our August speaker was Leslie Ann Kitten. Her program was, "The New Grapevine: Word of Mouth Marketing through Social Networks." Word of mouth marketing is still the strongest advertising that we can do and it only takes a few minutes a day. Twitter and Facebook provide a powerful platform with search engines. But you must write on them frequently. You can talk about a photo session, its location, and you can even mention how great the session was or your editing of the client's images. Be sure to tag the client and the place in your images. You can also network with other vendors, such as florists and you can even advertise on Facebook. You can also plan an event. It is a great way of letting your clients know what you are busy doing.

Our September competition winners were: Prints: Angela Gonzalez, first place; Sam Roberts, second place; and Elizabeth Homan, third place. Members Choice winner in the Print category was Sam Roberts and Members Choice Album winner was Angela Gonzalez.

Our October speaker was Margaret Bryant. Her program, "How To Talk Dog-Incorporating Dogs Into Your Family & Senior Photography" was very informative. She has been doing photography for a number of years, but five years ago decided to quit her day job and do photography full-time. She talked about the importance of knowing about various breeds of dogs and discussed sporting dogs, hound dogs, and other breeds. Dog language is very important as well and Margaret spoke



September Print Winners: Elizabeth Homan, Angela Gonzalez, and Sam Roberts



October Print Winners: Angela Gonzalez, Jessie Slaten, and Ralph Nordenhold.

about the body language of a dog and how to interpret it. She also spoke about how important it is that your studio be "pet friendly" and how certain foods are dangerous for dogs. In addition, Margaret told how she preps the owners before a session. She also suggested treats for the dogs and talked about various noise makers. Most importantly, she told about how photographing pets requires patience but that it is a lot of fun.

Our October competition winners were: Prints: Angela Gonzalez, first place; K. Jessie Slaten, second place; and Ralph Nordenhold, third place. Members Choice Print was a tie between Angela Gonzalez and Sam Roberts.

Austin News

by Maria Bernal

In September, the Austin guild welcomed Melinda and Christi Reddehouse for a wonderful program on marketing and selling baby portraits. They covered their entire marketing strategy for their baby and senior clients. Some of the takeaways from that meeting are all the little things that these ladies do to go above and beyond other photographers in order to sell a great experience. The program was informative for new photographers and experienced photographers alike.

Austin is very excited to have some representation at the Texas Convention and SWPPA print competition this year and we look forward to that. We held our monthly print competition in September and the winners were: John Rogers, first place; Charles Quinn, second place; and Ed Kelley, third place.

At our October meeting, John Rogers gave us a fun program on HDR. John has been making his mark in PPA this year on his HDR images by going "4 for 4" at Kerrville as a first time entrant all on HDR images and "3 for 4" at SWPPA as a first time entrant... all HDR images. John graduated from University of Texas and has been in film and still photography. John's art has been published locally, within the US and internationally. Some of these works include the cover for Celebrate Austin (visitor's guide) and his work is sold in galleries including the Texas State Capital and the Texas State History Museum. He won first place in our monthly competition this month as well. John covered photomatrix and Topaz in detail and went through his entire process from beginning to end in HDR images. Our October winners were: John Rogers, first place; Laura Larson, second place; and Peter Shugart, third place.



September Print Winners for Austin Guild: John Rogers, Charles Quinn, and Ed Kelley.

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