

PHOTO EXPAND

A PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA PUBLICATION

SPRING 2017

P.6 PRINT
RULES

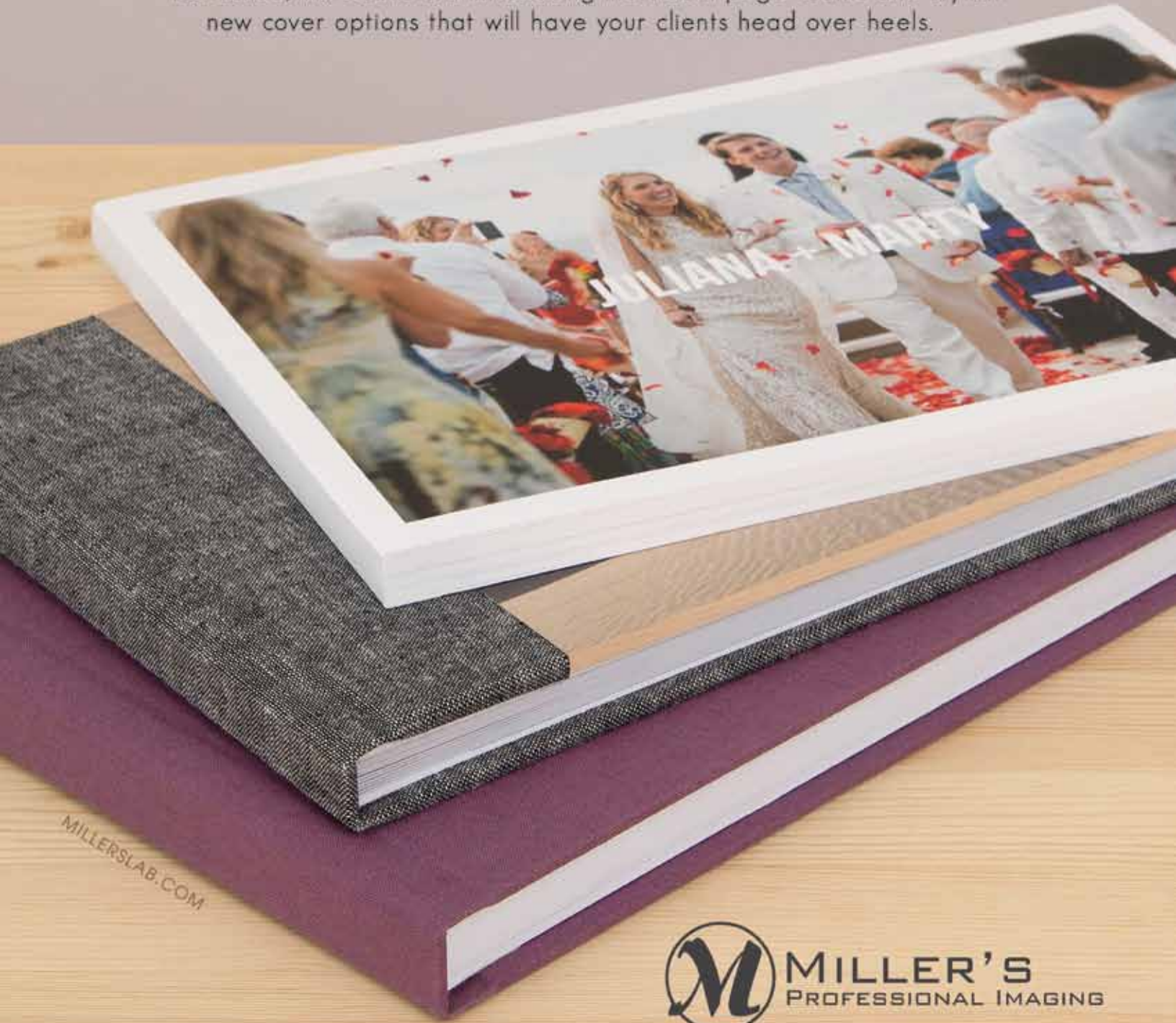
P.14-15 MEMBER
IMAGES

P.17 PROGRAMS
BEGIN

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THE OKLAHOMA PHOTOGRAPHER

2017 SPRING ISSUE Volume 41, Number 1



www.photoxok.org

About the Cover . . .



“Intensity” by Leslie Hoyt of Tulsa scored 84 points and took a Distinguished Print. Ribbon at the annual print competition during the state convention of the Professional Photographers of Oklahoma in September at the Hyatt Regency Tulsa Hotel.

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Complete financial information and the 990 forms for the Professional Photographers of Oklahoma are available to any member of our regional states by contacting Michael Scalf Sr, Executive Director at P.O. Box 1779, Blanchard, OK 73010

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If you are moving, please let us know. Send your **old as well as new address as well as new e-mail address** to:
Michael Scalf Sr, Executive Director at
P.O. Box 1779, Blanchard, OK 73010
Allow six weeks notice.

Magazine Ad/Copy Deadlines

Spring Issue	Feb. 1
Summer Issue	June 1
Fall Issue	Oct. 1

Presented three times annually as the official publication of the Professional Photographers of Oklahoma Inc., the magazine’s purpose is to better inform and prepare the photographers of Oklahoma and to seek their active support and participation in PP of O activities.

Acceptance of advertising, press releases and other material does not imply endorsement of such by the association or editor/publisher. Permission is granted to similar photographic industry publications to reprint contents provided both the author and *The Oklahoma Photographer* are credited as the source.

Articles and photographs are welcomed, but the editor reserves the right to revise or refuse material.

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OF OKLAHOMA INC.

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From the President's Desk . . .

It's All About Friendship and Commitment . . .

By Eldora Horton, F-PPO



It is exciting to write this article, it means that my Presidential year has arrived. What does PPOK mean besides Professional Photographers of Oklahoma?

To me it means friendship and so much more.

Southwest Professional Photographers Association is coming to Oklahoma City on March 24-27. SWPPA has not been held in Oklahoma since Jackie Patterson (PPOK President 1991)

was president of SWPPA in 2004! PPOK members will get the opportunity to attend a 8-state district event without having to leave the state.

Grab your sunscreen, Fun in the Sun will be held on June 10th (Saturday this year). The location has not been determined in time for magazine deadline, information will be posted on facebook and the website when it becomes available. A new Corn Hole Board will be in attendance.

Fun in the Sun speakers will be Keith Branch of Fayetteville, Ark. and our own Mandy Lundy of Fort Gibson.

Print Competition time is almost here! PPOK will be hosting a workshop on July 29th at the Cattle Country Lodge in Stroud.

Fall convention will be in Oklahoma City this year at the Best Western Saddleback Inn on Sept 21-24. (Print judging on Friday-awards banquet on Saturday) The event will start on Thursday afternoon and end on Sunday at noon, allowing all of us time to get back to work on Monday!



Eldora Horton

There is not any information about speakers in this article because none of the contracts have been signed yet. When contracts get signed and more information becomes available it will be put on Facebook and the website (www.photoxok.org).

I'm looking forward to a great year, but it can only be great if you make the commitment to join in. Mark your calendars now, and we will see everyone in March in Oklahoma City!



2011 Past President Fran Wehner & Clem with Convention Manager and 2010 Past President Wayne Reese & Barbara cut up with Dwaine and Eldora.

The Oklahoma Photographer

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By Don Hayden
Cr. Photog., F-PPO

About five or six years ago one of our local photography guild past presidents came out with a list of things which might disqualify a person as a professional photographer.

It was a list that started out "You might not be a professional photographer if . . ."

First up on the list was "if your camera rings during a portrait session."

Of course this was a facetious statement about a would-be photographer using a cell phone.

Back then cell phone cameras were pretty limited, but now, holy you know what!

I now have an LG 4g smart phone with which I can take photographs which rival those of my Nikon D5300.

In face, there is a comparison on U-Tube between a

Canon Mark D and my particular phone.

Just like my Nikon, the cell phone can photograph in automatic.

But also like my Nikon, it can shoot in manual and has all the bells and whistles of the SLR:

Things like histograms, white balance and even the capacity of shooting in RAW.

Really? Are you kidding me?

The front lens of the cell phone is rated at 18 megapixels while the back (or is it the other way around) is 8 megs.

My Nikon is rated at 24 megapixels and has an ISO range from 100 to 12,800.

The cell phone only goes up to 2700 ISO - definitely not needed for portraits.

Another comparison :

Nikon shutter speeds - 30 seconds to 1/4000th

LG 4g shutter speeds - 30 seconds to 1/6000th

I'm not sure my old eyes can blink that fast.

With attachments you can mount one of the communication wonders on a tripod just like an SLR.

Plus I can take video, just like on my Nikon.

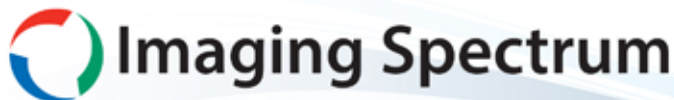
But like I have always said: It's not just about the equipment. It's the person holding it.

My first digital SLR was a Fuji S1 Pro with an effective pixel count of 3 million.

And with it I was able to produce quality photographs up to 20x24.

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2017 Southwest District Competition Judges



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Jon Allyn
Milwaukee, WI



Cincy Behnke
Mokena, IL



Debra Charges
Richmond, IN



James Charges
Richmond, IN



Greg Daniel
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Michael Mowbray
DeForest, WI



Linda Weaver
Winston-Salem, NC



Bob Zetter
Onalaska, WI





Professional Photographers of America (or PPA)

2017 District Competition

Hosted by SWPPA

March 25 - 28, 2017 Oklahoma City, Okla.

DEADLINES & FEES:

- \$129. for PPA members registered by 5 pm est., Mar. 10, 2017. (non-members: \$65 additional)
- Please note, effect in 2017 any PPA member that entered a 2017 district competition will pay a reduced case fee for IPC of \$50 for PPA members registered by 5 pm est., June 20, 2017
- \$164 for PPA members registering Mar 10, 2017 after 5 pm est., through March 16, 2017 at 5 pm. No registrations accepted after March 16, 2017 at 5 pm est.
- \$39.00 per case for image critiques. Please allow 4 to 6 week following the completion of the competition. Critiques will be posted in your "My PPA" account
- Physical print entry cases must be received by March 16, 2017

Shipped entries must be received by March 16, 2017

Ship to:

PPA SW District Photographic Competition,
Attn: Michael Scalf Sr
617 N Main Ave #1779
Blanchard, OK 73010

Deadline for Hand-Carried Entries

March 23, 2017 between 2 P.M. and 7 P.M. at the Tower Hotel,
Grand Ballroom Salon C, 3233 Northwest Expressway,
Oklahoma City, OK 73112

IMPORTANT INFO:

You may still hand deliver your print case **BUT** you must upload all images, print your forms and prepay for the entry online before the above deadline.

No exceptions!

Return Shipping

Read the enclosed rules carefully if you are having your print case return shipped following the competition!

2017 DISTRICT PHOTOGRAPHIC COMPETITION RULES



Please review thoroughly!
The purpose of this competition is to allow photographers to enter photographic prints, digital

files, physical albums, and/or digital albums to be judged against a standard of excellence using the 12 Elements of a Merit Image. (For more information, go to PPA.com/District) Through this competition, PPA members are also eligible to achieve PPA exhibition merits toward the Master of Photography degree.

These rules pertain to images entered as prints or digital files created by traditional photographic processes as well as those captured electronically with a digital camera or scanner:

1. All entries must be registered at ppa.com.
2. Entrants may submit either prints, digital files or a combination for judging.
3. Entrants are required to upload a digital file for each image (print or file) entered. NOTE: For print entries, the digital file submitted MUST match both the image and presentation. If, for example, the submitted print has a mat and the digital file does not show the mat, the entry will be disqualified.
4. No changes to your entry are permitted once the entry deadline has passed. No refunds will be issued after the entry fee is paid.
5. Entrants do not need to be PPA members to compete in the Photographic Open Competition. Only PPA members who are entering within their home District are eligible to receive PPA Seals of Approval. Only PPA members can earn merits when PPA Seal of Approval images are entered in the PPA International Photographic Competition
6. Entries previously merited at any PPA International Competition are not eligible, including any image from a merited album.
7. Images and prints are not restricted to the previous 16"x20" non-master format. See size requirements below.

ELIGIBILITY

1. Entrant must have captured and created the original exposure or exposures.
2. All processing, manipulation and printing or rendering, were done by the entrant or under their direct supervision.
3. The entrant has obtained and has access to all necessary releases (model or property) and agrees to hold PPA harmless against all claims and liabilities arising out of PPA's display, publication and promotion or other use of each image submitted to PPA.
4. The entrant's name shall not appear anywhere in or on the face of the entry.
5. A maximum of four entries may be submitted per entrant.
6. No entry will be eligible if it has been made under the supervision of an instructor or as a class assignment. All im-

ages submitted must be self-directed. Images created in an educational environment under direct supervision from an instructor are ineligible.

7. Any entry that has been created from an existing photograph, portrait, graphic or any other artwork produced by another person is a violation of the competition rules and will not be judged, accepted or displayed. If an entry, in the good-faith opinion of the IPCC, violates copyright, trademark or any other applicable law, that entry shall be disqualified.

8. No two entries shall be of the same subject.

9. Entries bearing the PPA Affiliated Exhibition Seal of Approval and submitted according to the rules of entry will be automatically accepted for exhibition only when submitted to the next PPA International Photographic Competition immediately following the District competition where awarded. (Entries submitted from within the maker's assigned District are eligible for Seals of Approval and will be validated at registration.)

10. Entry media includes photographic prints, digital files, physical albums, and digital albums.

11. Once an image has been awarded an exhibition merit in any category of PPA competition, it may not be entered again in any other category, at any time, by any entrant. No image that receives a merit may be entered more than once under any condition, including any image from a merited album.

REGISTRATION

Registration opens Feb. 10, 2017. Register at PPA.com/District

PHOTOGRAPHIC OPEN COMPETITION CATEGORIES

You must designate one of the below categories for each entry.

- **PORTRAIT:** Consists of portrait or wedding images.
- **ILLUSTRATIVE:** Consists of commercial/industrial images, scenics, pictorials, digital paintings and similar subject matter. Portraits and weddings are not appropriate for this category.
- **ALBUM: EVENT** albums consist of time-sensitive social events, such as weddings, bar mitzvahs, etc. **NON-EVENT** albums consist of portrait and storytelling albums.
- **MULTI-MAKER ALBUM:** Images in the album must be the work of the entrants (up to three), with a minimum of 20 images per entrant. Each entrant must individually enter the competition and pay appropriate entry fees. Multi-maker albums will be judged as one entry.

PRINT ENTRIES

- Images may submitted in any shape and size on a mount board a minimum of 80 square inches to a maximum of 480 square inches, with the largest dimension no longer than 24".
- Print entries must be mounted on a standard mount material (double weight mat board, gator board, ¼" foam, or

Sintra). Recommended mounting thickness is 1/8" to 3/8". "Float" mounting is accepted at entrant's risk for damage. Images on metal and mounted to another standard material must have rounded corners and smooth edges. No mount that could potentially damage other entries or pose a danger to print handlers will be accepted. Masonite, glass, stretcher frames or conventional frames will not be accepted.

- No material may be added to the front or back of an entry that may damage another entry.

- A digital reference file must be submitted with each print entry. This file must match the submitted print entry, both image and presentation (if a real mat is used on the print, a reasonable facsimile must be used in the digital file). File specifications are the same as under the Digital Submission categories.

- If a print is submitted and correctly entered, the print will be judged.

PHYSICAL ALBUM ENTRIES

- Album cover size must be between 63-400 square inches.
- No multiple volume albums are allowed.
- Each page/spread file may contain as many images as you desire.

- An entry shall contain a minimum of 5 page/spread files up to 36 page/spread files.

- Any studio identification or entrant's name in the album must be covered.

- Each entrant must use the same title when entering a multi-maker album.

DIGITAL SUBMISSION

See Video Tutorial: PPA.com/IPC_Tutorials.

- Files must be sized so the longest dimension is 4000 pixels. Each file must contain an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10. In most cases, total file size should not exceed 3.5 MB. Larger files will be accepted when necessary so long as they are JPEG/10.

- Files are to be named, Image 1.JPEG No underscores or special characters

DIGITAL ALBUM ENTRY

See Video Tutorial: PPA.com/IPC_Tutorials.

- All page/spread files must have the longest file dimension at 4000 pixels, have an embedded color profile of either sRGB or Adobe RGB1998 and saved at a JPEG quality setting of 10.

- Each page/spread file may contain as many images as you desire.

- An entry shall contain a minimum of 5 page/spread files up to 36 page/spread files.

- Files are to be numbered in viewing order using two digits, i.e. 01 jpg, 02 jpg, 03 jpg, etc.

- All individual files must be compressed into a single ZIP file. ZIP file must be named: Album Title.zip (e.g. Summer Wedding.zip).

- Studio identification or entrant's name cannot appear on any file within the album entry.

- Each entrant must use the same title when entering a multi-maker album.

VIEWING CONDITIONS FOR IMAGE REVIEW

For color management help, see Video Tutorial: PPA.com/IPC_Tutorials.

- Prints: LED lighting, 3000K, EV8 (ISO 100, f/16@ 1 sec.)

- Digital Files: Monitor Settings, D65, 120 cd/m2, 2.20 gamma

DEADLINES AND FEES

- \$129.00 for PPA members registered by 5 pm est., Mar. 10, 2017. (non-members: \$65 additional)

- Please note, effect in 2017 any PPA member that entered a 2017 district competition will pay a reduced case fee for IPC of \$50.00 for PPA members registered by 5:00pm est., June 20, 2017

- \$164. for PPA members registering Mar 10, 2017 after 5:00pm est., through March 16, 2017 at 5:00pm. No registrations accepted after March 16, 2017 at 5:00 pm est.

- \$39 per case for image critiques. Please allow 4 to 6 week following the completion of the competition. Critiques will be posted in your "My PPA" account

- Physical print entry cases must be received by March 16, 2017

SHIPPING INSTRUCTIONS

For print entries to be returned, they must be shipped in an approved print case.

Ship to:

PPA SW District Photographic Competition,
Attn: Michael Scalf Sr
617 N Main Ave #1779
Blanchard, OK 73010

PPA assumes no responsibility for damage to entries or print cases.

The pre-registered case hand delivery time is Mar. 23, 2017 between 2 PM and 7 PM

Tower Hotel, Grand Ballroom Salon C
3233 Northwest Expressway
Oklahoma City, Oklahoma 73112

Note: Failure to comply with these rules may result in disqualification of entry. The decision of the International Photographic Competition Committee is final.



2016 DISTRICT MASTER ARTIST COMPETITION RULES

Please review thoroughly!

The purpose of this competition is to allow the entrant to demonstrate their art skills and expertise in pursuit of the PPA Master Artist degree (previously known as Master of Electronic Imaging degree). Entries will be judged for digital, artistic and technical proficiency. Entries can be created using digital or traditional art (such as painting and airbrush) or a combination of both. Through this competition, PPA members are also eligible to achieve PPA Artist Exhibition Merits toward the PPA Master Artist degree.

1. All entries must be registered at ppa.com.
2. Entrants may submit prints, digital files or a combination for judging.
3. Entrants are required to upload a digital file for each image (print or file) entered. NOTE: For print entries, the digital file submitted MUST match both the image and presentation. If, for example, the submitted print has a mat and the digital file does not show the mat, the entry will be disqualified.
4. No changes to your entry are permitted once the entry deadline has passed. No refunds will be issued after the entry fee is paid.

ELIGIBILITY

1. Entries may be reproduced from existing photographs, portraits, graphics or any other artwork so long as the entrant is prepared to provide appropriate written documentation indicating permission for usage. This documentation may be requested by PPA before, during or after the competition. If an entry, in the good-faith opinion of the International Photographic Competition Committee, violates copyright, trademark or any other applicable law and cannot be proven otherwise, that entry shall be disqualified and merits revoked, if issued.
2. All processing, manipulation, artwork or rendering must be done by the entrant. Printing may be done under their direct supervision.
3. The entrant's name shall not appear anywhere in or on the face of the entry.
4. A maximum of four entries may be submitted per entrant.
5. No entry will be eligible if it has been made under the supervision of an instructor or as a class assignment. All images submitted must be self-directed. Images created in an educational environment under direct supervision from an instructor are ineligible.
6. No two entries shall be of the same subject.
7. Entries bearing the PPA Affiliated Exhibition Seal of Approval and submitted according to the rules of entry will be

automatically accepted for exhibition only when submitted to the next PPA International Competition immediately following the District competition where awarded. (Entries submitted from within the maker's assigned District are eligible for Seals of Approval and will be validated at registration).

8. Entry media includes photographic prints or digital files.
9. Once an image has been awarded an exhibition merit in any category of PPA competition, it may not be entered again in any other category, at any time, by any entrant. No image that receives a merit may be entered more than once under any condition, including any image from a merited album.
10. Makers may choose to have their Artist entries judged digitally or with physical prints.
11. Entries in the Artist category shall include any subject and must have guide images.
12. Guide images, must be included on the submitted digital canvas or mounted/included on the face of the print.
13. A maximum of four entries may be submitted per entrant.

14. Entrants do not need to be PPA members to compete, and can enter this Artist Competition. Only PPA members can earn merits when PPA Seal of Approval images are entered in the PPA International Photographic Competition.

REGISTRATION

Registration opens Feb 10, 2017. Register at PPA.com/IPC.

PRINT ENTRIES

- Images may be submitted in any shape and size on a mount board a minimum of 80 square inches to a maximum of 480 square inches, with the largest dimension no longer than 24".
- Print entries must be mounted on a standard mount material (double weight mat board, gator board, ¼" foam, or Sintra). Recommended mounting thickness is 1/8" to 3/8". "Float" mounting is accepted at entrant's risk for damage. Images on metal and mounted to another standard material must have rounded corners and smooth edges. No mount that could potentially damage other entries or pose a danger to print handlers will be accepted. Masonite, glass, stretcher frames or conventional frames will not be accepted.
- No material may be added to the front or back of an entry that may damage another entry.
- A digital reference file must be submitted with each print entry. This file must match the submitted print entry, both image and presentation (if a real mat is used on the print, a reasonable facsimile must be used in the digital file). File specifications are the same as under the Digital Submission categories.

• If a print is submitted and correctly entered, the print will be judged.

DIGITAL SUBMISSION

See Video Tutorial: PPA.com/IPC_Tutorials.

• Files must be sized so the longest dimension is 4000 pixels. Each file must contain an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10. In most cases, total file size should not exceed 3.5 MB. Larger files will be accepted when necessary so long as they are JPEG/10.

• Files are to be named, Image 1.JPEG No underscores or special characters

VIEWING CONDITONS FOR IMAGE REVIEW

For color management help, see Video Tutorial: PPA.com/IPC_Tutorials.

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• Digital Files: Monitor Settings, D65, 120 cd/m2, 2.20 gamma

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PPA SW District Photographic Competition

Attn: Michael Scalf Sr

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Blanchard, OK 73010

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Tower Hotel, Grand Ballroom Salon C

3233 Northwest Expressway

Oklahoma City, Oklahoma 73112

Note: Failure to comply with these rules may result in disqualification of entry. The decision of the Photographic Exhibitions Committee is final.

SWPPA District Judging Awards

Best Portrait – General Exhibit

Best Portrait – Master Exhibit

Best Illustrative – General Exhibit

Best Illustrative – Master Exhibit

Best Wedding – General Exhibit

Best Wedding – Master Exhibit

Best Wedding Album – General Exhibit

Best Wedding Album – Master Exhibit

High Print Case – Arizona

High Print Case – Arkansas

High Print Case – Colorado

High Print Case – Louisiana

High Print Case - New Mexico

High Print Case – Oklahoma

High Print Case – Texas

High Print Case – Utah

High Print Case - First Time Entrant

Best First Time Entry

High Print Case Overall

Best of Show

Kodak Gallery Print Awards

Fuji Masterpiece Print Awards

Canon Par Excellence Award (2)

LexJet “Best Color Image” Award

The 12 Elements for Success in Print Competition

The Twelve elements listed below are in accordance to their importance.

1. **Impact** is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.
2. **Creativity** is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.
3. **Technical excellence** is the quality of the image itself as it is presented for viewing. Retouching, manipulation, sharpness, exposure, printing, mounting, and correct color are some items that speak to the qualities of the image.
4. **Composition** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.
5. **Lighting**—the use and control of light—refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.
6. **Style** is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the

characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.

7. **Image Presentation** affects an image by giving it a finished look. The mats and borders used should support and enhance the image, not distract from it.
8. **Center of Interest** is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.
9. **Subject Matter** should always be appropriate to the story being told in an image.
10. **Color Balance** supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.
11. **Technique** is the approach used to create the image. Lighting, posing, capture, presentation media, and more are part of the technique applied to an image.
12. **Story Telling** refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.



Photographer of the Year (2016)
Kimberly Smith (Oklahoma)
SWPPA High Print Case (387)



SWPPA First Time High Case (2016)
Paul Zellers (Texas)
354 Points



"Shoot-out at the OK Corral"

March 24 – 28, 2017

The Tower Hotel

Oklahoma City, Oklahoma

We are taking extraordinary efforts to ensure that by attending the 2017 SWPPA Regional Convention and Expo that the **return on your investment** (R.O.I.) will put a smile on your face and money in your pocket before, during, and after this extraordinary event.

Here's what's prepared just for you:

- Two Pre-Con Seminars – 1) "Photoshop Toolbox" and 2) "The Art of Compositing"
- One Post-Con Seminar – "PROFITography: Profiting from Photography"
(The Pre/Post Convention seminars above are PPA Merit classes requiring preregistration)

Preregistering for the convention has significant added benefits!

1. You will qualify for a PPA Merit for attending.
2. You can actually earn up to THREE PPA Merits by preregistering for one of the Pre-Con seminars + the Convention itself + the Post-Con seminar. **AWESOME, right?**
3. **Preregister before March 20 to:**
 - Save \$30 off the on-site registration fee
 - Receive an Expo Bonus Coupon Book, estimated valued at over \$600. **This alone is worth approximately 4X the investment of your convention registration!**
 - And we'll buy you lunch inside the Expo on Sunday – **just for preregistering before March 20!**
Go to: www.swppa.com to register on-line today.

➡Wait until after March 20 to register and all of the above benefits go away!➡

There's so much in store for you!

- **Eighteen (18) highly acclaimed & awesome speakers teaching on a variety of topics**
- **A Friday evening FREE Photo Safari**
- **"Ask the Experts" business-building consultations inside the Expo by the experts**
- **A fabulous regional photo Trade Show. Over 30 vendors, some never seen before at this level**
- **A Saturday night Expo party, featuring events, games, and even a shoot-out with lots of prizes and refreshments**
- **Lunch INSIDE the Expo area on Sunday, so there's no need to leave the property for lunch**
- **Door prizes awarded throughout the hours of the Expo**
- **No programming conflict during Expo hours**
- **At the Expo theater, live "Studio Success Stories" mini-presentations on Sunday**
- **Hands-on product demonstrations throughout the Expo**

- PPA's IPC Print Judging - the last time to be held at the local District level
- Individual print critiques by IPC Judges and other ASP Masters
- An inspirational hour with Maria Bernal prior to Awards presentations
- Southwest District & PPA GIA Awards presentations
- A "Celebration Reception" at the conclusion of the Awards presentations

Other Benefits we have arranged for you:

- Hotel room rates are at an amazing \$79 per night - this low rate is almost unheard of these days! (The deadline for your reservation at this very special rate is March 2, 2017.)
- The hotel room rate includes a \$10 voucher for breakfast per room night!
- Free WIFI throughout the hotel
- Free parking

***You have never seen all of the above at one time at any other convention before!
We're serious in trying to make this an experience in which you will be thrilled!***

Bottom line:

Keep in mind -

***It won't cost you to attend the 2017 Southwest PPA
"Shoot-out at the OK Corral" Regional Convention & Expo. . .***

. . . it will PAY you to attend!

***But remember – register by March 20 to qualify for the Merit(s),
Expo Coupon Bonus Book, Expo Lunch, and savings!***

To register on-line or view the Convention schedule and Expo floor plan, go to: www.swppa.com

It's been about a dozen years since a Southwest Professional Photographers Association convention was held in Oklahoma.

This new event will take the place of or coincide with the Professional Photographers of Oklahoma's Spring Seminar (PhotoExpand).

While the pre-registration cost is more than a separate spring seminar, there are so many "perks" included with registration it's almost like being paid to attend.

A case in point is a Trade Show Coupon Book valued at \$600! There also will be free food for those preregistering as well as instruction from a dozen nationally acclaimed speakers with no overlapping of programs.

Information about the 16-plus programs begins on Page 17. A rooster denotes early bird programs.

In addition to free food and a trade show party will be the Southwest PPA and District GIA award presentations.

There's even a 1½-day post convention workshop.

Member Images Gallery I



**“The Grand
Tetons”
by
Rhonda
Smith
of
Edmond**



**“Bubble
Trouble”
by
Melissa
Scott
of
Tecumseh**

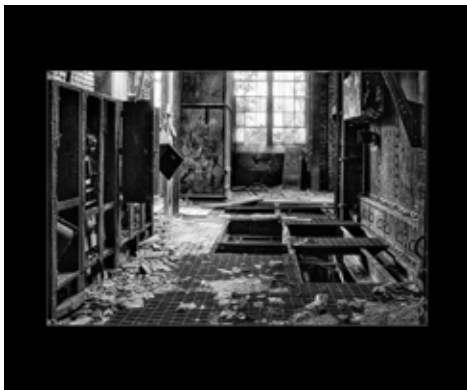
**“Kaitlyn”
by
Tony
Corbell
of
Muskogee**



**“Right
of Way”
by
Donald
Morris
of
Edmond**



**“Wrecked
Angles”
by
Rick
Cotter
of
Jones**



**“The
Coast is
Clear”
by
Joe Glyda
of
Jenks**

**“Afternoon
Affair”
by
Andrea
Murphy
of
Tulsa**



**“Prairie
Dolls”
by
Shana
Davis
of
Owasso**



Member Images Gallery II

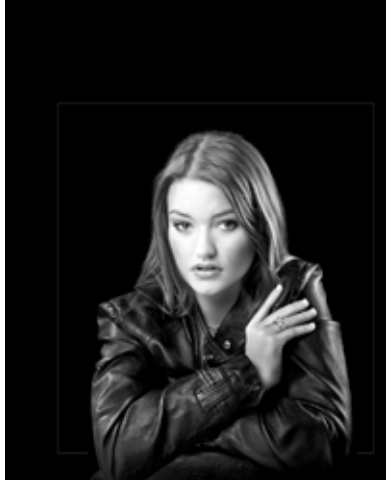


**“Determination”
by
Willo
Wallace
of
Edmond**



**“Oldtimers”
by
Carrie
Holland
of
Oklahoma
City**

**“Harley’s
Angel”
by
Shana Davis
of
Owasso**



**“Believe”
by
Celia
Poenaru
of
Tulsa**



**“Italian
Coastline”
by
Leslie
Hoyt
of
Tulsa**



**“Commercial
Reflections”
by
Mickey
Staudt
of
Guthrie**

**“Cerise”
by
Mary
Waters
of
Perry**



**“The
Innocent
Heartbreaker”
by
Tracy
Provence
of
Chelsea**



Sponsors - For Speakers, Parties, etc.

Many of these sponsors have a trade show presence.
Be sure to thank them for their support!



SONY



PPO Convention Auction - Raising the Bucks



The Trade Show will be held in the Grand Ballrooms D-H
Hours will be: Saturday, March 25 - 7 to 10 p.m. & Sunday, March 26 - 11 a.m. to 4 p.m.

Recruits Needed for Print Competition Boot Camp

The 2017 convention of the Southwest Professional Photographers Association will begin with two extra fee programs dealing with Adobe Photoshop and Corel Painter and

Friday Hands-on Workshop
9 a.m. to Noon
1:30 to 5 p.m.

Follow Mark McCall's all-day journey into the often scary world of PPA Print Competition.

Nothing will increase the level of your work more quickly than competing in print competition and this workshop will give you the tools and confidence to score, and score big!

Learn the ins and outs of the competition world and why things work the way they do.

Watch as McCall, M. Photog., M. Artist, Cr., CPP rearranges the 12 Elements of Print Competition into the order of real life importance, and to what the Jurors react to most. Who knew??

We'll take a field trip to watch the print competition, LIVE, then discuss the process afterward.



His studio was one of the first fully digitally integrated studios in Texas and he is an industry expert at file handling, manipulation and processing.

His client list is a cross section of business; Texas Tech University, Nike, JBL, Huggies, Dell, Taco Villa Corp., Yamaha, Harley Davidson, Coca Cola and many more.



Mark McCall

Watch the Juror's Charge, the video every Juror must watch right before sitting on a panel.

McCall is one of Texas PPA's most decorated photographers.

Beginning his photography career at the tender age of eight, McCall's professional imaging now resides in a boutique New York style studio in the historic district of Lubbock, Texas.

a limited seating presentation of the ins and outs of print competition.

Mark is chairman of TPPA's Print Competition Committee and holds all three Degrees from PPA. He has judged in PPA Affiliate Photographic Competitions in Texas, Oklahoma, Colorado, New Mexico, Arkansas, New Hampshire, Mississippi, Alabama and Virginia.



In his class you will learn:
*One type of image almost always merits. Find out what it is and how to create it. Better yet, learn how to get others to pay for it.

*See Mark's

"Secret Weapon" for getting those merits.

*Two subjects in your image are usually better than one, find out why.

*One thing will drive down the score of any competition print. Find out what it is. See sample images.

*Client image or shoot specifically for competition. Which is best?

*Learn how to squeeze an extra point or two by paying more close attention to an often overlooked area...the mat!!!

*Learn the difference between the degree plans and how to shoot for each.

*Storytelling goes a long way. Learn to tell or create a story within your image that can make a less-than-perfect image score much higher.

*Judges are human. Use the human element to your advantage.

*Prints vs. Digital Images, which should you enter?

*Find out what type of paper to use with what type of image.

*Learn about printing, subject matter, where to find inspiration and most importantly, learn what the judges are looking for and what they'll ding you for.

....and much more!!!

Mark McCall operates a boutique studio in historic downtown Lubbock specializing in wedding, portraiture, event and aviation photography.



The Art of Compositing

Friday Hands-on Workshop

9 a.m. to Noon

1:30 to 5 p.m.

One of the two fee-based programs will be about composites by SWPPA past president Jim Cunningham, M. Photog., Cr. of Little Rock, Ark.

A registration fee of \$99 is required for this all-day program.



- Design Dynamic Realistic Composites
- Blending your subject with the background
- Texture Overlays and Creative Finishing Techniques
- How to Light for Compositing
- Using Corel



Jim Cunningham

Compositing and using digital backgrounds has become a way of life for many digital photographers. But extracting an image and placing it on a background is not as easy as one might think ...

... Actually, it is easier than you might think, if you know how to use the right tools.

Join Jim Cunningham, M. Photog., Cr. for this informative hands-on workshop on how to extract your images and blend them using Photoshop.

You will not only learn how to get good clean extractions, but a few tips and tricks on how to blend your images for a realistic composite image.



With 41 years of experience as a professional photographer, Jim has spoken at state and regional conventions and has presented workshops at Imaging USA twice. In 2010 Jim had the honor of teaching Corel Painter at Canada's National Convention.

Since 2001, Jim has enjoyed teaching Photoshop and Painter workshops. Jim feels that digital imaging gives the photographer the ability to create what we see in our mind's eye.

Some of the items that will be covered:

- Learn how to create flawless extractions



Painter to add an Artistic look to your images

Cunningham will help you visualize how to use Photoshop as a creative tool, rather than just a way to fix problems in your images.



Photoshop: The Ins, the Outs, the Tips, the Tricks

Friday Hands-on Workshop

9 a.m. to Noon

1:30 to 5 p.m.

The other of two fee-based programs will be the Photoshop presentation by immediate SWPPA past president Robert O. Seat, M. Photog., CPP of Batesville, Ark.

A registration fee of \$99 is required for this all-day program.

There will be an emphasis on the many facets of the Photoshop Toolbox.

Photoshop® is a vital link that affects the quality of your final image and also your quality of life. Join Seat in this day long “hands on” workshop and expand your knowledge of Photoshop’s® tools and their hidden powers.

You will also be shown

how to add more tools to your bag of tricks to save you time and enhance your work with the least amount of effort.

Remember, this is a hands on workshop for both beginning and veteran Photoshop® users. It is BYOC, so bring your computer and join in for a great learning experience. Wacom tablets are highly recommended “even if you are still adjusting to using one”.

Just a few of the things that will be covered will be:

- A brief overview of changes and new additions to Photoshop® and how they fit in to your daily work flow.
- Create a proper work area and make custom work spaces in Photoshop® and Bridge® to



Robert O. Seat



make you more comfortable, consistent, and productive.

- Replace a sky with no masking or selections... just like magic.
- Improve how you extract images for changing backgrounds.
- Master Frequency Separation Retouching. Retouch even difficult images like a Pro.
- The secret to consistent, and beautiful color.

- Add logos to your images with a palette of “Sticky Logos”, rather than a “Stamp”

Robert has been teaching Photoshop® workshops on both the beginning and Intermediate/advanced levels since 2000.



The Oklahoma Photographer



Lights, Camera, Tripod WALK

Friday 7:30 to 10 p.m.

Have you ever sat quietly during an inspiring speaker just itching to go outside and practice the techniques learned? If you are thinking to yourself “Yes! That happens all the time” - then we have the cure. And we will throw in some easy cardio workout for free!

Join Robert Trawick and crew at the registration desk for the social photography event of the convention. We will start with a funny spirited introduction outside the hotel entrance before beginning our Photo Walk Safari hoping to spot fabulous models and maybe some “steel” horses.



Robert Trawick

Robert is self professed “time traveler” and “available” light photographer.

Experienced in all aspects



of the craft, from large format cameras to 70mm motion picture film processing, there is lots of information stored inside his head just waiting to bubble out. And once it’s flowing, stand back ‘cause something is going to power your light bulb! Robert is easily approachable, enjoys hugs and always willing to answer any questions on practically any subject.



Combining real world stories, extensive photographic processes and spiced with some humor, Robert works to create a fun atmosphere where learning and building confidence dance together. His experiences as a USAF Photojournalist coupled with extensive worldwide travels and interactions with diverse cultures provide Robert with unique abilities to reach and teach anyone at any level.

Specializing in weddings, bridal fashion and commercial advertising, he constantly strives to balance light, shadow, fo-

cus and color into images that magically transports the viewer to the emotion of the moment.

Robert is the co-host for FotoFacts Podcast, a casual iTunes audio show highlighting photo education, industry leaders and charities.

The walk will happen regardless of the weather, just like if you had to shoot to stay on schedule with clients. In fact, some of the most dramatic images will be created when you choose to work “outside the box” or your comfort zone in difficult lighting or weather.

Of course, your safety is paramount, so we will stay indoors if the lighting strikes are within 3 miles or a tornado is spotted a few blocks away. You are in Oklahoma, Dorothy.

We will discuss lighting on the go using the InterFit Photographic systems, modified by XP PhotoGear Speedboxes while stabilized on a Vanguard USA tripod. This is the gear Robert uses daily for everything from commercial to portraits and from “dragging the shutter” to “High Speed Sync.”

Regardless of what camera brand you choose to use, Robert has a solution for your shooting problems.

Bring your favorite camera, lenses, flash and tripod. Please dress according to your needs for the local conditions. Some people are happy in shorts and T-shirt at 50 degrees, while others need an arctic jumper suit to stay warm.

Don’t forget your comfortable walking shoes, but choosing to wear “fashionable” heeled boots or 6” stilettos will garner extra praise and attention. When in doubt, be sure to contact Robert directly with questions and/or creative images of the heels.



“Fine Art Santa Portraits - A New Take on Tradition”



Chris Smith

Saturday 7:30 to 9 a.m.
 Santa Claus is a Christmas icon, of course. And “pictures with Santa” are a childhood tradition for kids and parents alike. In his program - Fine Art Santa Portraits - Master Photographer Chris Smith will cover how he is breaking tradition with Santa



portraits and making a year’s income in two months.

He’ll cover his Santa set, lighting, posing, retouching, storytelling and sales and, if nothing else, said when you leave you will believe again.

Smith, who holds a master’s degree in fisheries biology from Texas Tech University, had the 2015 Best of Show from the Southwest Professional Photographers Association with a perfect 100 score.

He also holds an IPC Gold from 2014 and Bronze last year.



The Heart of Creativity – Art, Photography and Photoshop



Saturday 7:30 to 9 a.m.
 This presentation summarizes how the findings of creativity research can help you in photography and Photoshop. Researchers agree that we all have extensive creative potential. For those of us who feel we are not very creative, the good news is that our creative potential lies just below the surface – the key is to chip away at the barriers that are blocking us from reaching the creative states of mind that are ever-present.

Dennis Chamberlain M. Photog., Cr., CPP specializes in Southwestern Art photography, selling his work at art shows as well as four art galleries in Northern New Mexico. His photograph-



Dennis Chamberlain

Chamberlain grew up in an Eastman Kodak family in Rochester, New York and had his first medium format camera (a “hand me down” from his father) when he was seven.

He worked at Kodak’s Dallas Processing Lab while he was in college, gaining an



uncensored view into some of life’s most private moments as recorded on 35mm Kodachrome film.

Chamberlain is the New Mexico Councilor for PPA, and is a member of ASP. He was PPA’s New Mexico Photographer of the Year for 2011 and has been a medalist in PPA’s International Photographic Competition for four of the past five years, including being a diamond medalist in the Master Artist Category for 2016.

The presentation will include specific suggestions from scientists, researchers and psychologists, as well as techniques for getting into the right frame of mind for creative thinking. Intermingled with the theories and studies and suggestions for creativity will be my favorite creative Photoshop ideas for expressing those creative thoughts.

“He owned an expensive camera that required thought before you pressed the shutter, and I quickly became his favorite subject, round-faced, missing teeth, my thick bangs in need of a trim. They are still the pictures of myself I like best, for they convey that confidence of youth I no longer possess, especially in front of a camera.”

— Jhumpa Lahiri, *Unaccustomed Earth*

ic art ranges from pure unedited photographs (including street shooting) to extensive Photoshop composites. He is a student of the science of creativity, and focuses on the theories of Shelley Carson of Harvard University.



Follow Your Heart



**Saturday
9:30 a.m. to Noon**

As a predominantly senior portrait photographer, Lora Yeater, M. Photog., takes special care to learn each indi-

vidual's personality before they even come in for a session.

She feels that she has been blessed with the ability to help others see the beauty within themselves and to capture that beauty in a portrait that will be cherished by the family for generations.

Her program - "Follow Your Heart" - covers how she started her business in the basement of her home and soon had to build a bigger studio because of how quickly things grew.

It also gives tips on how to set yourself apart from other photographers. She will discuss how to stay resilient even through the inevitable storms that life sends our way and how to use that resiliency to help others.

Yeater is a member of the Professional Photographers of West Virginia, the Professional Photographers of America, and the American Society of Photographers.



She began her professional career in 2008, and in her first year of competition she earned West Virginia's Photographer of the Year. She repeated her success as Photographer of the Year again in 2010, 2011, and most recently in 2013.

As a competitor by nature against others, but also herself, she has earned the 2014 Grand Imaging Award as well as the ASP's Gold Medallion. This competitive spirit was evident even as she was just beginning, as she obtained her Masters of Photography within her first three years of competition.

This fire to continually improve and hone her skills sets her apart and is sure to keep her engulfed in the photography world for years to come.



Light and the Evocative Portrait

It has been said that photographer and educator Gregory Heisler possesses “the eye of an artist, the mind of a scientist, and the heart of a journalist.” Renowned for

Saturday 1 to 3 p.m.



Greg Heisler

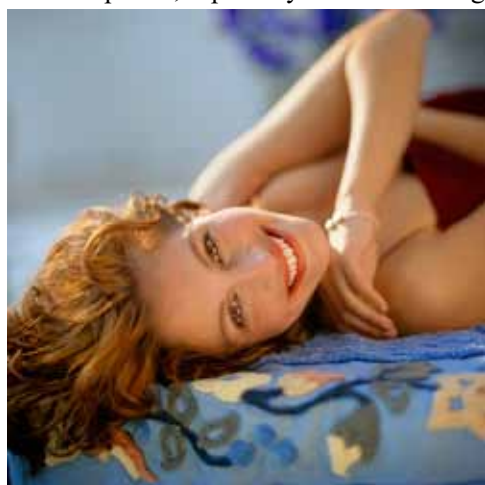
his technical mastery and thoughtful responsiveness over a career spanning more than 35 years, his enthusiasm, curiosity, and drive are manifested in his hands-on approach to all aspects of the image making process.

Having photographed luminaries ranging from Bill Clinton to Bruce Springsteen, he is perhaps best known for his more than 70 cover portraits for TIME magazine. His iconic portraits and innovative visual essays have graced the covers and pages of many other magazines, including LIFE,

ESQUIRE, FORTUNE, GQ, GEO, SPORTS ILLUSTRATED, ESPN, and THE NEW YORK TIMES MAGAZINE. He has also photographed major advertising campaigns for such clients as American Express, Benson & Hedges, Dewar's, Ford, Guinness, Marlboro, Merrill Lynch, Nike, Pfizer, Reebok, and United Technologies.

He is a Canon Explorer of Light, an Ilford Master, and an X-Rite Coloratti.

Light has the power to communicate beyond words. As photographers, we need to understand and harness this incredible power, especially as we are living at a time when the



photograph has truly superseded the written word as the world's most ubiquitous form of communication.

Lighting can seem overwhelming: too many tools and too many techniques. But once

your intention is clear, all those choices quickly narrow to just a few. This is where the fun begins: creating photographs with

a sense of intention. Deliberateness. Purpose. It's what separates the casual or candid snapshot

from the truly evocative portrait: one that can outlast the flick of a finger on a phone to live on in the mind and memory.

In this stimulating presentation, Heisler will inspire you to think more about “why” than “how” as you create your images. His choices aren't based on tips, tricks or gimmicks. They are always mindful responses to specific subjects and circumstances. He will explain his philosophy and methodology of photographing people, balancing this conscious process of decision-making with the intuitive, unpredictable



shifts that inevitably occur during the making of a portrait.

Employing an incredibly broad array of photographic skills, he has always sought fresh and innovative approaches to his portrait assignments and commissions. As a “Canon Explorer of Light,” he's worked with the latest 35mm digital cameras, yet he still loves his vintage Graflexes and Deardorffs.

He has enjoyed working with formats from half-frame 35mm all the way to the 20x24-inch Polaroid, optics ranging from 19th-century portrait lenses all the way to the latest multicoated glass optimized for high resolution digital capture. He's worked with every type of light available, from LED and HMI to DIY. He's used sophisticated strobe setups and myriad combinations of tungsten and fluorescent illumination, as well as gear from Home Depot... even the headlights of his car.

Private portrait commissions are another important focus of Gregory's work. The first photographic portrait for New York's City Hall was his lithographic print of Mayor Edward I. Koch.

He is a Canon Explorer of Light, an Ilford Master, and an X-Rite Coloratti.

Empowering Young Women: Tap into the Lucrative World of Photographing ‘Tweens’

If you are a professional photographer looking to offer a portrait experience that will bring year round cash flow, allow you to feel good about what you do AND give your clients something to RAVE about . . . this is a perfect program for you.

Saturday 3 to 5 p.m.



special events, from maternity to newborns, tots to ‘tweens’, high school seniors to summer family vacations and even intimate images captured through the CelebrateSexy division of her studio.

Her focus on relationships, creative approach to portraiture, unique perspective on customer service and clear vision about business has provided her with much success doing something she loves.

“I’ve hit the jackpot focusing on offering photography options for tween-agers (9-12 years old). Especially with young ladies as it’s providing me a platform to become their photographer of choice when it comes to their High School Senior portraits.

“It also leads to family portrait opportunities as a parent is always involved with the session or event scheduling, transportation and image ordering,” Eskridge says.

The portrait experiences she covers are:

- Model for a Day is great for helping a young lady decide if she’d like to pursue a modeling career
- Primp & Pose is an awesome group Portrait Party where they also learn age appropriate makeup
- U R Unique is similar to a senior session but focuses more on their individual interests
- M & M (Me and Mom) has become a huge hit for a mother/daughter bonding experience

Partnership Marketing Campaigns are also covered as they play a big role in all of the programs. Photographers attending this presentation will be able to plan and implement these programs, set up marketing strategies, feel confident in the camera room and increase their sales with this very lucrative and unique target market.



Kay Eskridge

Eskridge, M. Photog., Cr., CPP is a member and Past President of the Arizona Professional Photography Association and is one of Kodak-Alaris’ approved speakers and holds numerous awards, including the National Award, the Arizona Photographer of the Year, the Kodak Gallery Elite Award, the Phoenix Portrait Photographer of the Year, and the Arizona Illustrative Photographer of the Year.

Social media has changed the face of how today’s woman deals with self image, especially girls in their tweens and teens. Body positive messages are becoming very popular and it is her goal to become a part of this movement with my photography and the experience that comes with these programs.



Combining her passion for photography and her love of people, Eskridge’s studio, Images by Kay & Co. has earned a sterling reputation for high-quality lifestyle portraiture.

Specializing as a lifestyle portrait artist, Kay’s clientele has come to rely on her to capture images from all of life’s



Wedding WOW!

Join international-award-winning Michael Mowbray, M.

Photog., Cr. in this fun and informative program as he spells out the game plan



Michael Mowbray

Sunday 7:30 to 9 a.m.

for wowing your wedding couples. His valuable tips



will help you wow your clients every step of the way, from first contact to the final delivered products...and beyond.

Mowbray has received scores of awards for his wedding photography, include Best of Show in Wisconsin 8 times in the past decade.

He is the best-selling author of the speedlight photography books "Shoot to Thrill" and "The Speedlight Studio." Michael also owns MoLight, an online-store featuring innovative speedlights, softboxes and accessories.

Since opening Beautiful Portraits by Michael in 2001, he

PJs & Pixels - Boobs, Boys and Bokeh



Get ready to laugh and learn in a casual "Girls' Morning" surrounded by

comfortable PJs, good coffee and bagels with the talented boudoir photographer, Terri Traywick of Audacious Images.

Terri will review the top 10 things to know as a professional to help you succeed, as well, as dispel photography myths that hinder our happiness.

She will explain some of the best bokeh gear, girlie gorilla marketing, and secrets to boudoir business. How about learning the easiest way to shoot with flash? Yeah, it's covered

The Oklahoma Photographer

Sunday 7:30 to 9 a.m.



Terri Traywick

has gone on to win many awards for his portraiture and was named a medalist in the PPA International Photographic Competition in 2011, 2012, 2013 and 2015.

He has had the highest scoring wedding portrait in Wisconsin eight times in the past decade, including Wisconsin Best of Show-Wedding 2007, 2008, 2009, 2011, 2012, 2013, 2014 and 2015.



He has won the prestigious Kodak Gallery Award five times, and the Fuji Masterpiece Award for Outstanding Wedding Portraiture three times.

Michael has also been named one of the Top 10 photographers in Wisconsin multiple times and "Best of Madison" by the readers of Madison Magazine.

Michael gives back to the photographic community by sharing his expertise in classes, seminars, educational videos, and his weekly live Periscope show "Monday Morning Cup of Mo."

Michael also owns MoLight, an online retailer of high performance yet economical speedlights and softboxes.

Michael gives back to the photographic community by sharing his expertise in classes, seminars and educational videos.

and takes less than 10 minutes to review.

I encourage you to wear your favorite PJs, but remember that we are still in a public place so go for loose and comfortable. Bring your favorite morning drink or enjoy some great coffee we will provide with some



bagels. Boys are welcome to attend in a special "cry room" in the back. You might just find a pearl or two learning how women think. Girl Shooters Rule!

Terri is not your normal "soccer mom" turned professional photographer. Her journey is a long passionate one searching for the best outlet to express her creativity. Terri has lived a life of purpose and been called many names, such as band

geek, world traveler, daughter, sister, wife, mother, friend, and confidant.

See Next Page

Her jaunt into professional photography started almost by accident while taking some classes to improve the captured moments of her girls involved in sports. Terri didn't take herself too serious when asked to help second shoot a wedding and then assist during a bridal boudoir session.

After contemplating the importance of beautiful images at one of the happiest day of your life, and the most vulnerable moments of a woman, she was hooked into working to be the best. Terri comments that she can't remember the exact moment it clicked, but before she could realize what was happening, she was already in the middle of buying more gear, making a website and starting a new life chapter.

Thanks to this accidental detour of life, she met and married the only person more passionate about life, Robert. I never thought two voids in my life would be filled in a chance meeting. We are partners in life, love and photography.

It's important to know you are not alone and someone has your back when the chips are down.

I never saw myself being a professional photographer, much less specializing in boudoir, but I love it. My mission is to show each and every woman they are beautiful exactly

how they are, right here and right now. Beauty doesn't lie in the size of the exterior but the welcoming charm of the heart within.



My sessions include a pinch of laughter, determination, passion, courage - all mixed well until the true image of yourself is presented to be captured.

Creatively Fresh: a new take on newborn photography



Sunday 9 to 11 a.m.

In this class, Lindsey Boler, owner and photographer of Red Elephant Studio in Scottsville, Ky. will take you through her whole newborn workflow. She will discuss marketing and advertising to

get clients to notice your work, gaining the trust of new mommies, planning a unique newborn session with the perfect experience, and selling your work. She will briefly discuss newborn safety and posing.



Lindsay Boler

This class will be fun and interactive for all

photographers of newborn and include:

- Planning the perfect newborn session for your clients
- Marketing and advertising to the "right" market
- Creating a comfort zone for new mommies
- Safely posing newborns

Bohler, a graduate of Western Kentucky University has been in business for almost seven years. She serves on the PhotoPro Network Board of Directors and is currently pursuing her masters in photography.

The Oklahoma Photographer

Each and every day, Lindsey gets to wake up and pursue her passion of newborn, baby, and children photography.



Super Carriage Trade - Celebrity Weddings

“My interest in photography started around age fourteen. At nineteen, I knew it was the career I wanted to pursue. By twenty-six it had become my passion and I realized it was my

SONY

calling – what I was placed on this earth to do.”

Robert Evans is one of the most highly acclaimed photographers in the world. Jason Aldean and Brittany Kerr, Miranda Lambert and Blake Shelton, Shania Twain, Tom Cruise and Katie Holmes, Brad Pitt and Jennifer Anniston, Jim Carrey and Jenny McCarthy, Christina Aguilera, Trent Reznor, and Yahoo CEO Marissa Meyer are just some of the couples that have sought out his services to photograph their private events.



Robert Evans

Don't let the celebrity weddings intimidate you from experiencing Robert's humility. Robert often shares his favorite clients are the everyday couples where he connects and continues a friendship long after the event has passed. “Celebrity



weddings is something that chose me; every client of mine is treated with the same passion and detail.”

Robert's beliefs aren't so much of “having a style” as they are “capturing a moment”. It is this philosophy that influences his work. His patient, disciplined approach results in photos of moments that touch people's hearts.

“If I can do that...if I can really touch someone through my photographs,

then I accomplished what I have always set out to do. When I am on location, I shoot the images and moments I would be pleased with. I know that if I can please myself, my clients expectations will be exceeded.

“At the end of the day, I know I am being trusted to freeze time and moments that will forever bring back feelings

people want to remember forever.”



“I often get asked what my favorite moment is at a wedding. I consider myself a pretty emotional person. I have two daughters of my own. My favorite moment in the day is the twenty minutes before the ceremony starts. The bridesmaids are pulled from the bride room and all that is left is the bride and most often her dad.

The nervous laughs, the fidgeting fingers, the father looking at his daughter and questioning when his baby girl grew up and found someone to replace him. It is the moment just before they walk down the aisle and he leans in and tells her something and capturing the look in her eyes just before she takes the first step towards her future husband. It is that moment...the final few minutes shared as a single woman and all the emotions that spill out in anticipation. Being a part of these twenty minutes is an honor and something I never take for granted.”

Robert's work has been showcased on The Oprah Winfrey Show, Good Morning America, Entertainment Tonight, Access Hollywood, Extra, MTV, CNN and Late Night with Jimmy Fallon, amongst others. His photos have graced the covers and been featured in the content of publications including: USA Today, People magazine, Playboy magazine, Us Weekly magazine, HELLO! magazine, OK! magazine, Life&Style Weekly, In Touch magazine, Martha Stewart Living magazine and Grace Ormonde Wedding Style magazine.



Maternity and Newborns

Monday 8 to 10 a.m. Bree Adams, M. Photog., Cr., CPP of Mansfield, Texas started as most photographers do in this new digital arena. She bought a Canon Rebel and became an underpriced self-taught shoot and burn MWAC. (Mom with a Camera).

She was shooting in auto and buying presets and actions to make her photos magical while copying the style of photographers she admired.

She was booked solid around the clock and turning away clients and earning a huge paycheck of... practically nothing.



Bree Adams

Then something happened. She realized there could be so much more to this photography journey with some education, finding her own niche and style, charging a respectable amount for what she offered and creating who she was as a photographer verses following the crowd and most importantly tapping emotion!



Bree Adams evolved from a shoot and burn \$85 per disk weekend warrior to a studio established and award winning photographer in 18 months specializing in the niche of Newborns and Modern Maternity. Her average client going from \$85 for a full disk to averaging \$4,000 for the

same client and taking the print competition arena by storm and earning her Master of Photography and Photographic Craftsman in just 2 years.

Bree runs a successful studio bringing back the revival of maternity and newborn artistry. Her newborn style consists of minimal props and distractions with pure focus on the beauty of posing and light from both organic to dramatic light.

The Oklahoma Photographer

Her maternity sessions step away from the frumpy “been there and done that” belly posing and traditional feel to a stylish and fresh approach that ranges from organic, to sexy and even timeless high-end art.

In a short amount of time she has accomplished being named Photographer of the Year Dallas, 2016 and Medaling all three years of IPC with PPA



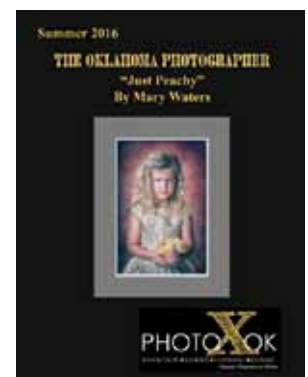
In this program she will take you through how she tore her entire business apart to start over and do it right. Attendees will learn exactly how she runs her hybrid studio pricing, online marketing, new ways to market, how to think outside of the box to connect, how to take their studio to a new level and how to accelerate any genre.

ADVERTISE Your Services for only 22¢

That's right! With a circulation of 500 copies and ads starting at just \$108 per issue, you are spending less than 22¢ per issue to advertise your products and services to photographers in Oklahoma.

For more information, contact:

The Oklahoma Photographer
Don Hayden, Editor
(918) 743-2924 or imagerybyhayden@att.net



EVOKE - CAPTURING IMAGES WITH EMOTION



Photog., Cr, CPP who, according to her website, returned to her original passion of photography after a successful career as a corporate consultant, trainer and author.

What distinguishes a nice image from an impactful image which tells a story is emotion. When an image has evokes emotion it captures us and creates a feeling within in us.

Images which tell stories sell.

In today's digital age many can take a pretty picture, but it takes skill and experience to create an image with emotional impact.

In this program we will explore what emotion is and how is conveyed in an image, how to ask questions to evoke emotion, four steps to creating emotional images, when to step back and observe, why timing is critical in capturing the emotional images and how post production can enhance the emotion.



- Understanding how your voice can change a mood or help create the emotion
- Why anticipation is the key to capturing emotional images
- Why your vision pre-photograph is important to creating post capture success

Her journey with photography began in high school when she received her first Canon 35 mm camera.

She studied art and photography in college while photo-

Monday 10 a.m. to Noon

The more emotional a portrait the more it stirs our senses.

So says Francie Baltazar Stonestreet M.



Francie Baltazar Stonestreet

graphing rock concerts on the weekends and became a full-time professional photographer in 2004.



I am an "on location" photographer which means I go to my clients and interesting locations instead of having them come to me.

"New places challenge me creatively and I have fun creating images which look like they could have been taken in a studio," Stonestreet says.

"Through continuous education I have learned techniques that do not limit the time of day, location or weather in order to achieve amazing results.

"All of my equipment is Canon Professional and I use the most modern computer equipment for editing, saving and backing up images, she said.



Did You Know?

The story of a digital photo begins with camera Mavica, produced by the company Sony in 1981. Mavica is almost a full SLR with interchangeable lenses and resolution of 570h490 pixels.

But then it was considered a "static camera," the result of which was not the video but static images - shots.

Officially the world's first digital camera is the development of the company Kodak, Stephen CESSON. The invented camera recorded an image on an audio cassette tape. Time of recording images from the moment you press the button was 22 seconds.

Get Started Becoming a PROFITographer

Opening a photography business requires more than a digital camera and a great eye for photography. To compete with the thousands of professional photographers flooding the market, photog-



Melissa Escaro and Paul Pruitt

raphers need to know es-

ential business basics. Statistics show that most small businesses fail within two years, and a lack of business knowledge is a problem that



contributes to business failure. Whether you are preparing to start a photography business or you have recently started a business that is struggling, PROFITographers: Creating a Successful Photography Business, will teach you the business basics you need to know to achieve success.

Paul Pruitt has personally taught tens of thousands of sales people around the world in the past 24 years about marketing, sales, branding, positioning, in person sales, presentations, handling objections, and more. Business is business and the concepts, tools and ideas he shares with you you can apply in any industry.

First, you need to be open minded to know he is starting from the ground up to help you build a solid foundation to work. There are no shortcuts to long term success, so if you put in the time and effort you will find yourself on the right path.

“In 2008 I was flat broke living on a friend’s sofa, as I had just lost everything financially. No one knew me as a photographer,” Pruitt said.

“I started from zero and in less than 5 years, I took the knowledge I acquired throughout my business life and was successfully able to position myself as the number one photographer in my marketplace,” he said.

In 2015, he photographed over 800 professional headshots, 35 weddings which were booked out by March of the previous year.

“The information I give you isn’t about buying the latest Lightroom Preset or Ipad Presentation software or about buying the latest lens or camera. It is about building a successful and profitable business in photography. And I am so excited to diving deeper into topics that are most important to you!”

The Oklahoma Photographer

**Monday 1 to 5 p.m.
Tuesday 9 a.m. to 4 p.m.**

Pruitt said.

Melissa Escaro has always had a huge curiosity about personal development, interpersonal communication, and the desire to live our best lives. She fulfilled this curiosity by pursuing a Masters degree in the human psychology field, as well as certification Neuro Linguistic Programming.

“My coaching incorporated stress reduction methods and I shared one variation of these in my book In10tions: A Mindset Reset Guide to Happiness, which is a 90 day guide that teaches you how to shift your mindset to one that is more positive and powerful.

“When the two of us met, we had an instant connection and were even more thrilled that we shared a similar perspective on best business practices. We really wanted to create something unique and helpful for photographers and their business,” Pruitt said.

“Whether you are just starting or have been in this field for some time, we hope that what we have created will impact you in a positive way, open up your eyes and mind to new ideas, create curiosity on how you can improve your business even more, and become part of a tribe of amazing, like minded individuals who want to be profitable in all areas of their life.

This two-day, after convention program will teach photographers the basics of running a successful business, offering step-by-step instructions that can be followed to start earning an income from a photography business. Items covered will include:

- How to set goals for your photography business
- How to create a plan of action to accomplish your business goals
- Tips for figuring out the net amount of money you need to make How to calculate your cost of doing business
- What every photographer’s “perfect day” should include Important photography business mistakes to avoid
- Essential legal and liability issues to consider when starting a photography business
- How to set service and product prices for your photography business
- Tips for presenting photos to clients
- The benefits of photography in-person sales
- Dos and Don’ts of closing a sale
- How to handle client objections effectively
- How to ask for a sale
- Tips for recognizing and using body language when making a sales presentation
- How to identify your ideal client
- The basics of branding
- Marketing/Sales 101

Fun in the Sun Photography - Portrait and Commercial

Fun in the Sun is billed as a fun, laid back, bring the kids, eat way to much food, play games, get wet and learn from some of the best kind of event!

Have you ever been asked to photograph a customer's house and then they decide they want family portraits also? Have you questioned yourself on what is the best way to accomplish that?

Fun in the Sun has the answer, the theme this year is "commercial" and family portraits on location.

Keith Branch, M. Photog., Cr, CPP, Fayetteville, Ark. has been hired to come photograph the buildings for a family. He will show attendees the process that he goes through determining correct time of day, location and what equipment he uses to accomplish this.



Keith Branch

Branch began photography working for a local newspaper while in high school and began portrait sessions and weddings throughout college. He started his first studio in 1986 in his home town of Alamo, Tennessee.

In the early 90's, Keith began giving workshops and seminars to professional photographers across the nation.

He has earned his Photographic Fellowship degree from the Professional Photographers of the Ozarks, Service degree from Senior Photographers Internationals and Certified & Service Degrees from Tennessee Professional Photographers Association.

In 1998, Keith moved to northwest Arkansas.



Mandy Lundy

Mandy Lundy, M. Photog. from Fort Gibson has the assignment of photographing the family with their buildings in the background.

, Mandy has become known as one of the best by her peers throughout the state and southwest region.

Her portraits and editorial work have graced the covers and pages of numerous magazines, CD covers, billboards, and are displayed on the walls of many families

throughout Oklahoma.

"Every face tells a story. Every portrait should say something about the person in it. A good photographer takes the time to capture some essence of who or what is in front of them, with expertise in lighting and composition that comes from vision, experience and practiced study of their craft.

The Oklahoma Photographer

Awards include being named Oklahoma Photographer of the Year in 2013 and 2014 and having Best of Show in 2013. She also took awards in the Grand Imaging Top 10 nature and landscape in 2016 and Top 10 portrait in 2015.

Fun in the Sun begins Friday evening with Keith showing us the best way to photograph in evening light. Saturday starts with Keith showing us morning light, followed by Mandy doing outdoor portraits.

We will break at noon and bring out the food, water guns and games. PPOK will supply bottled water, feel free to bring your own drink choice. Depending on how hot it is, the outdoor portraits may continue in the afternoon.

Friday and Saturday evening will have entertainment of old fashion singing and playing guitars around the campsite. There is a full moon those evenings so there may be some moon light excursions happening.

The location has not been determined in time for magazine deadline; information will be posted on Facebook and the website when it becomes available.

Don't miss out on this fun PPOK outdoor experience, mark your calendar for June 9th and 10th for Fun in the Sun!

Save the date for Image Enhancement on July 29th in Stroud Ok, followed by a PPOK Christmas in July party. Exact location will be determined later, stay tuned for more information on the website and Facebook!



For Muskogee photographer Kim Smith, M. Photog., M. Artist, CPP there apparently are no idle hands.

Just finishing her position of president of the Professional Photographers of Oklahoma, she volunteered to serve as the Oklahoma representative to the board of the Southwest Professional Photographers Association.

She replaces Mike Scott whose term ended. Her term will expire in 2021.

Dwayne Horton, M. Photog., Cr. of Thomas who has served as an Oklahoma representative for the past five years, has agreed to serve as an alternate.



Kim Smith



March 24 Through March 28, 2017

Register Online at www.SWPPA.com

Online Pre-registration deadline date is March 20, 2017

Questions please e-mail Michael Scalf Sr at michael@swppa.com or call 405-485-3838.
 Mail-in Registration Form Below: Send to SWPPA; PO Box 1779; Blanchard, OK 73010
 Visit our website for more information and up-to-date postings.

Earn up to three (3) PPA Merits - Attend Full Convention, Friday Workshop, Post Convention Workshop

Name Registering: _____
 Employee/Spouse Name: _____
 Company Name: _____
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 Cell Phone: _____
 Address: _____
 City: _____
 State: _____ Zip: _____ PPA#: _____
 E-mail _____
 Credit Card: _____
 Exp: _____ CVV: _____
 Name on Card: _____
 Signature: _____

Full Expo Attendee Pre-registration	\$ 149
On Site Full Expo Registration	\$ 179
Friday Photoshop Workshop	\$ 99
Friday Compositing Workshop	\$ 99
Studio Employee / Spouse Full Pre-registration	
Must Accompany a Full Expo Attendee	\$ 99
On Site Employee/Spouse Full Expo Registration	\$ 119
Single Day Pre-registration (Date: _____)	\$ 89
On Site Single Day Registration	\$ 99
Sunday Trade Show only with lunch and Vendor Bonus	
Coupon Book included over \$600 in value	\$ 69
Post Convention PROFIT Workshop	\$129
Total Registration Fees: _____	



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FILL OUT THIS FORM AND TURN IT IN TO CARY GARRISON ASAP!

**Professional Photographers of Oklahoma
Fellowship Program Entry Form**

**Oklahoma
Fellowship
The Pursuit Of...**



It will be your responsibility to list any service or print you would like credited to your file. All entries are subject to fellowship guidelines. Credit for your entries will be verified by the fellowship committee. The fellowship committee will have final authority when crediting entries to your file. **This form must be submitted by Dec. 31st of the same year the points were earned or they cannot be used at all. Please submit this form to the current PPO person in charge.**



Oklahoma Professional Photographers Fellowship Program Outline

The Fellowship Program is a means of recognizing those who have served the membership of the Oklahoma Professional Photographers Association and given freely of their time. It also encourages those in membership, who are always willing to help, to continue to do so.

The Fellowship Degree is divided into three segments:

*** The Associate Fellowship (white ribbon) requires 30 points. This award can be given to Active, Associate, Life, or Sustaining members.

*** The Fellowship (black ribbon) requires 50 points. This award can be given to Active, Associate, Life, or Sustaining members.

*** The Grand Fellowship (red ribbon) requires 100 points. This award can be given to Active, Associate, Spouse, Life, or Sustaining members.

*** For every 25 points over the Grand Master Fellowship shall be issued gold bars.

The Fellowship Program was introduced by Past President Sam Hyden, M. Photog.

PPO Member: _____

Category	Points	Service/Print	Verified By

Service Points _____ Print Points _____ Verified By _____

PPO Fellowship Point Schedule

Category:	Points:	Verified By:
Attending PPO Annual Convention.....	1	*List from Secretary
Attending PPO Seminar, or Day-long Program.....	1	*List from Secretary
Attending PPO School (2-3 days).....	1	*List from PPO School Committee
Attending PPO School (4-5 days).....	1	*List from PPO School Committee
Scoring 78 or 79 in PPO print competition (print points).....	1	*List from Print Committee Chairman
Scoring 80 or above in PPO print competition (print points).....	2	*List from Print Committee Chairman
Best Print in General or Masters competition (print points).....	1	*List from Print Committee Chairman
President PPO.....	4	*List of Officers
Executive Officers (Except Pres) or Member of the Board of Directors.....	2	*List of Officers
Committee Chairman (PPO or SWPPA).....	1	Signature of officer responsible for committee
Committee Workers (PPO or SWPPA).....	1	Signature of Committee Chairman
Publications Editor (Magazine, Newsletter, or Web Editor).....	2	*List from Board of Directors
Published article in a PPO Publication.....	1	Signature of Editor or copy of magazine
Convention Chairman or Co-Chairman.....	2	Signature of President
Presenting a Program for PPO (four hours or less).....	1	Signature of PPO School Committee Chairman
Presenting a Program for PPO (5 to 8 hours).....	2	Signature of PPO School Committee Chairman
Teaching a 2-3 day class for PPO School.....	2	Signature of PPO School Committee Chairman
Teaching a 4-5 day class for PPO School.....	3	Signature of PPO School Committee Chairman
PPO representative to PPA (one per year) **.....	1	*List from Board of Directors
PPO representative to SWPPA (one per year) ***.....	1	*List from Board of Directors
Print Jury Foreman.....	1	Signature of Print Chairman
PPA Degree (You may use each degree one time).....	1	Copy PPA Certificate
PPA Certification (You may use once and once at 5-yr renewal).....	1	Copy PPA Certificate
PPA, API or ABI designation (You may use once).....	1	*List from PPA
Sponsor New PPO member (per new member).....	1	*List from Secretary
Participation in nilmdts (You may use one per year).....	1	*List from nilmdts organization

Note: The Official Person in Charge is:
Cary Garrison
405-341-0734
cary@garrisonphotography.com

*Fellowship Committee will acquire list from appropriate official.

Additional Categories may be added at any time by a majority vote of the Board of Directors.

** Includes: Council, Exec. Office, Board of Directors, Chairperson, Committee Member, Certification Liaison.

*** Includes: Exec. Office, Board of Directors, Chairperson, Committee Member

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