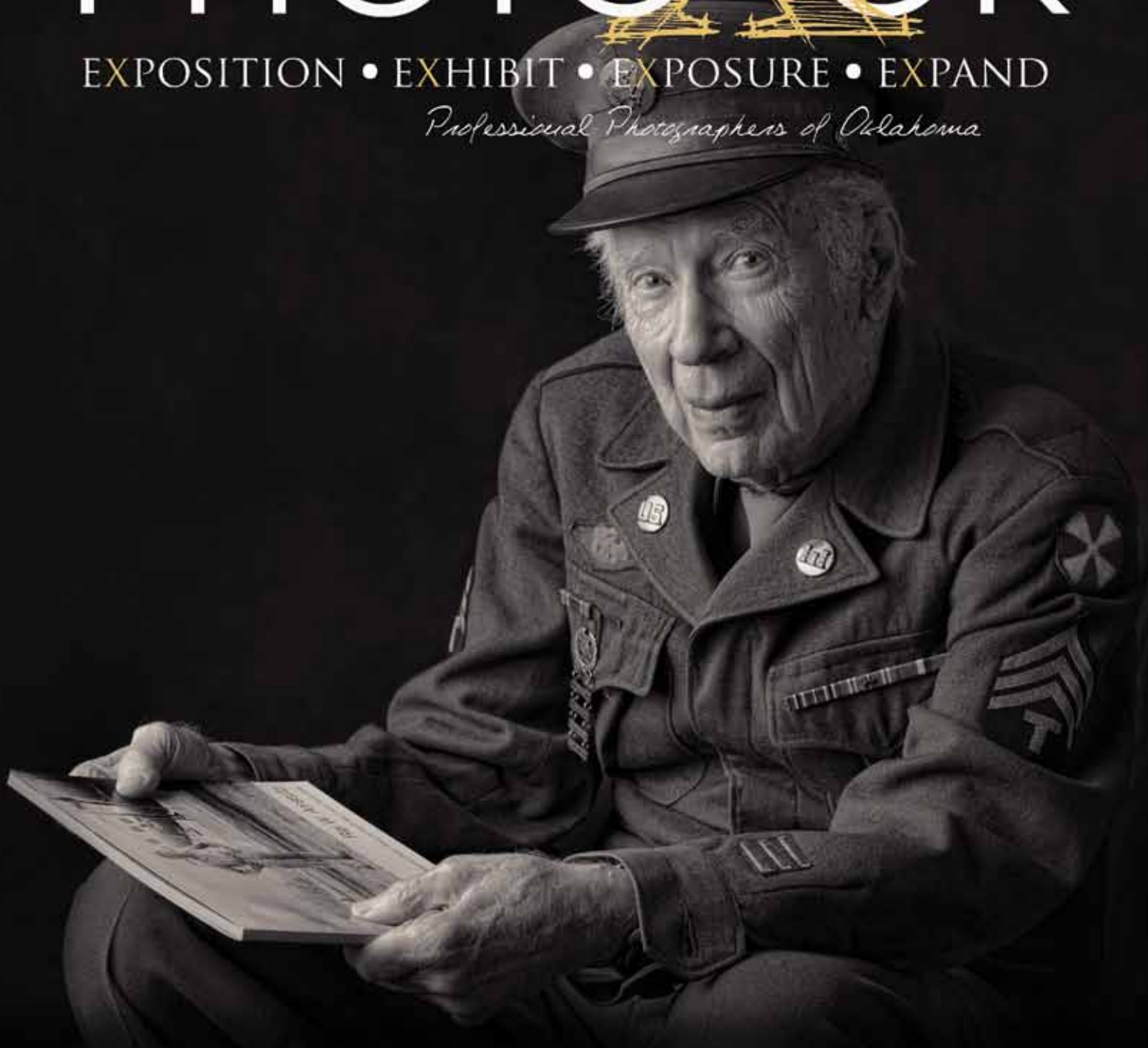


Spring 2018

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Professional Photographers of Oklahoma

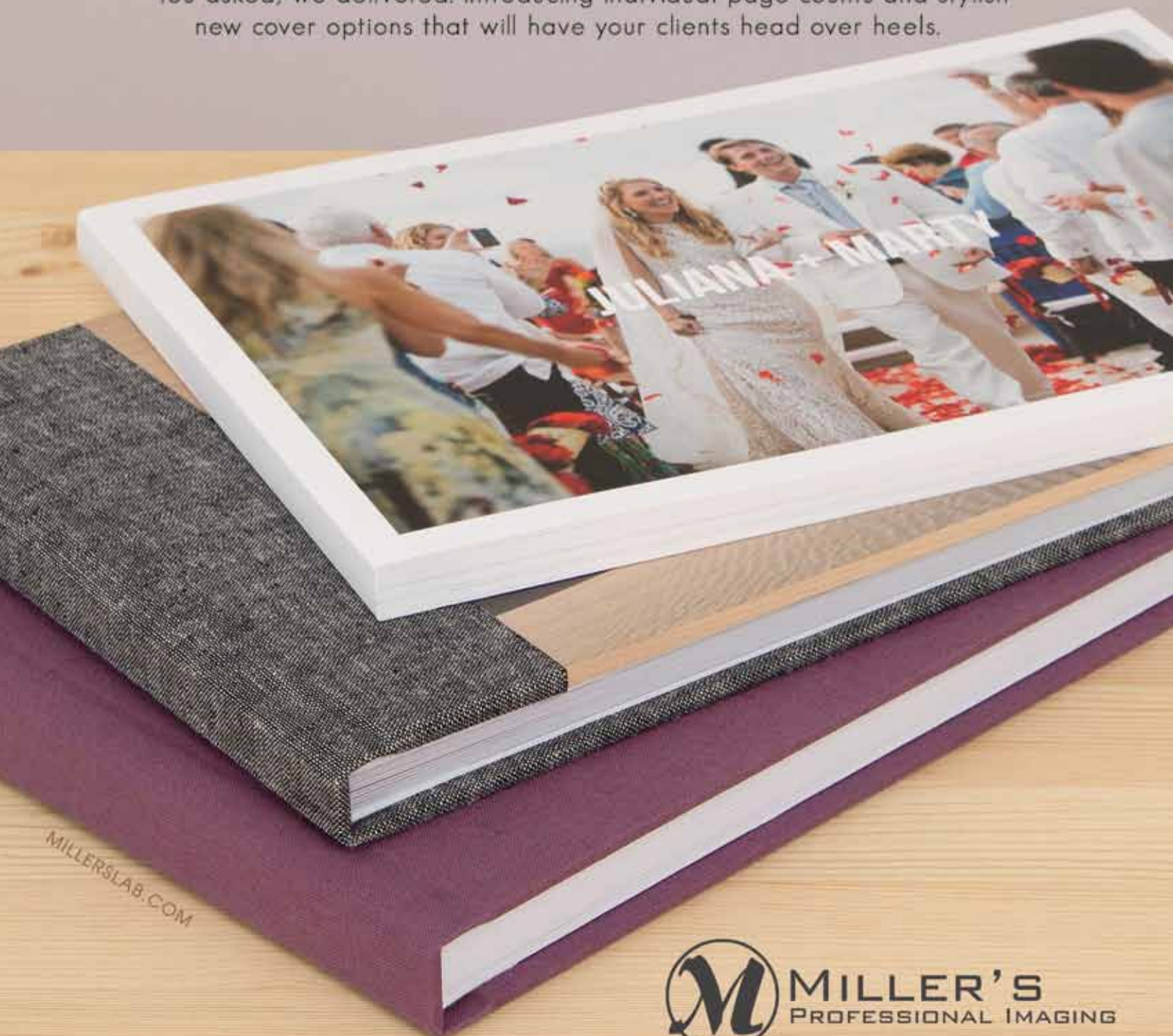


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THE OKLAHOMA PHOTOGRAPHER

2018 SPRING ISSUE Volume 42, Number 1

About the Cover . . .



“His Legacy,” by Shannon Ledford of Sapulpa scored 94 points out of a possible 100 at the 2107 state convention of the Professional Photographers of Oklahoma. At the PPO print competition, held in Oklahoma City, Ledford received a first place trophy in the men’s portrait category - Master division - as well as a judge’s ribbon from Rick Avalos from Pueblo, Colo. The trophy was presented to Ledford by PPO President Eldora Horton.

PHOTOXOK

www.photoxok.org

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EDITOR NOT CLAIRVOYANT!

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 . . .

Fresh Ideas . . .a Fresh Point of View

By Gary Box, M. Photog., Cr.

Professional Photographers of Oklahoma I joined back about 1991. I was young and in need of direction. I think Mr. Ted Lane is the one that encouraged me to join.

At my first PPOK convention, the legendary Mr. Glen Nelson encouraged me to sit with him. Yes, THE Glen Nelson. Someone like that took notice of the new guy and it made an impact. I probably thought I knew more than I did at that point, but I was welcomed into association anyway. Others like Les Petersen helped push me in my early journey.

I've tried to remember that. And pay it forward, helping and accepting others, especially the newer in our industry. Teaching and lifting up others in our industry has become a strong passion of mine. I love helping the experienced with a problem they might have, or the new photographer with direction. now I get to serve as President of the association that means so much to me.

For many of you, you are more than mentors, you are friends and a part of my photographic family. I want to encourage every member to be receptive to new members and make them feel like a part of this family.

I chose a theme of FRESH for the year. I believe in a fresh point of view whenever possible. We need fresh ideas and fresh new people in our organization to keep it alive. So I am planning some changes this year. My focus is on the needs of the new members. This in no way means I don't care about the needs of the long term members; I do.

But I firmly believe that the continued strength of our organization lies in new talent, guided by the experience of our more mature members. Invite them. Embrace them. Guide them.

Try not to judge some of the new ways too harshly. Remember when you started? Look how far you have come on your journey. For many, their journey is just starting. Theirs might lead in a direction similar to ours. It may lead in a different direction. Our guidance means more than our judgment.

We kick off my year in Edmond, April 7-8. Centrally located, a fresh place with fresh talent.

The Oklahoma Photographer



Gary Box

Well, except for one guy, haha. Three great programs and a great shootout at the Railroad Museum. I hope to see every member there and a number of fresh faces as well. Come. Be inspired and maybe help inspire someone else.

An advertisement for 'Imaginique Series' glass cover flush mount albums. The ad features two black album boxes with a wedding photo of a couple on the cover. The text includes the company name 'michel COMPANY', address '1151 S. Northpoint Blvd. Waukegan, IL 60085', contact info 'info@michelcompany.com' and '1.800.621.6649', and the website 'www.gomichel.com'. Pricing is listed as '10x10 album starting at \$155' and 'Designing Starting at \$99'. A promotion states 'FREE Album Box with album purchase Image mounted under glass value \$50-\$100'. The word 'Imaginique' is written in a large, stylized font, and 'Series' is in a smaller, red font. 'GLASS COVER Flush Mount Albums' and '10x10, 12x12, 11x14' are also prominently displayed.



By Don Hayden
Cr. Photog., F-PPO

Although I am no longer the editor of Southwest Image - the official publication of the Southwest Professional Photographers Association - I was so looking forward to attending its annual convention in New Orleans in 2018.

Reason being after being the editor for 40 issues from 2005 to 2017 and resigning the board of directors voted to give me an honorary life membership in the organization allowing me to attend conventions without paying a registration fee.

It was a lot of fun being the Southwest editor, with all the perks I got especially around convention time.

In addition to having a free room (usually over a hundred dollars a night) and mileage and per diem I would have been foolish not to attend.

I think I only managed to garner the ire of a handful of Texans over the wording about hosting the convention.

I got to meet and rub shoulders with a lot of incredible photographers along the way.

One that stands out is Robert Sturdevant who once scored 100 points on all of his four prints. He used to live in Garland, Texas but moved to Tennessee.

Another is Mark McCall of Lubbock, Texas who, when called upon, never failed to produce stories and photographs for the magazine.

I would be remiss to omit another Texan Bill Hedrick of Kilgore who always shared information and (darn it) always scored better in PPA national publication contests.

Not all were Texans.

Like the Meeks in Arkansas, Rick Massarini in Louisiana, Jill Bailey in Colorado and the Lazoyas in New Mexico.

And in my own state - Ted Lane (with whom I shared studio space for more than a dozen years) and probably at least half of those in our last directory.

The convention used to meet every year in Texas - usually in Arlington - with the host duties alternating each year between Texas and SWPPA.

That was until Texas decided it wanted to have a convention of its own every year and the SWPPA board decided to hold conventions in one each of its eight state region each year.

Oklahoma was first with Louisiana being next.

So my first fee-free convention not being editor was going to be to the Big Easy.

Oops.

On Jan. 1, 2018 SWPPA officially went out of business, two years short of 100.

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Hot Breakfasts Await PPO Seminar Hotel Lodgers

Attendees to the PPO spring seminar who stay in the Holiday Inn Express can start their day with a hot breakfast bar.

Then it's off to programs to learn about the 5 Ws and an H.

Located just west of I-35 on US 77 (2nd Street), the inn offers 24-hour business center with fax, copy, e-mail and print services and a complimentary high-speed Internet access throughout the hotel.



At day's end relax by the indoor pool or burn off a few extra calories in the 24-hour fitness center and there's always complimentary coffee in lobby and parking is free.

Rooms include black-out shades, hair dryers, mini refrigerator, microwave and coffee maker.

Rooms start at \$99 and can be booked by calling (405) 844-3700 (Room Reservation Deadline is March 17.)



Spring Seminar Schedule 2018

Saturday – April 7, 2018

8 a.m. – 11 a.m.	Registration Open	Lobby
9:30 a.m. – 11:30 a.m.	Gary Box (The Rebirth of Fundamentals) Sponsored by ACI	Meeting Room
11:30 a.m. – 1 p.m.	Lunch on your own	
12:30 p.m. – 3 p.m.	Registration Open	Lobby
1 p.m. – 3 p.m.	Gary Box (cont'd)	Meeting Room
4 p.m. – 6:30 p.m.	Railroad Museum Shootout - Part 1 Sponsored by ACI	3400 NE Grand
6:30 p.m. – 8 p.m.	Dinner on your own	
8 p.m. – 9:30 p.m.	Railroad Museum Shootout – Painting w/light Sponsored by ACI	3400 NE Grand

Sunday - April 8, 2018

7:30 a.m. – 9 a.m.	Board meeting breakfast	
7:30 a.m. – 11 a.m.	Registration Open	Lobby
8:30 a.m. – 11:30 a.m.	Christie Newell (Catering to your Clients) Sponsored by ACI	Meeting Room
11:30 a.m. – 1 p.m.	Lunch on your own	
1 p.m. – 4:30 p.m.	Scott Detweiler (Post Production & Advanced Composition) Have a safe trip home!	Meeting Room

Member Images Gallery I



**“Ranch
With
a View”
by
Melissa
Scott
of
Tecumseh**



**“The Power
of
My Will”
by
Celia
Poenaru
of
Tulsa**

**“The
American
Rancher”
by
Tony
Corbell
of
Fort Gibson**



**“Just a
Little Shy”
by
Leslie
Hoyt
of
Tulsa**



**“Copper
Memories”
by
Laurie
Biby
of
Broken
Arrow**



**“Bonnie”
by
Bob
Ainsworth
of
Norman**

**“Who’s
Your
Momma”
by
Vanessa
Wells
of
Yukon**



**“Athena
Arachnid”
by
Annabel
Valencia
of
Lawton**



Member Images Gallery II



**“Defiant”
by
Vanessa
Wells
of
Yukon**



**“Pensive”
by
Kimberly
Smith
of
Muskogee**

**“Her Own
Wavelength”
by
Dawn
Muncy
of
Enid**



**“SCREW
YOU”
by
Valarie
Clayton
of
Frederick**



**“Bubbles
& Giggles”
by
Willo
Wallace
of
Edmond**



**“Opulence”
by
Jen
Hargrove
of
Big Piney
Wyo.**

**“I Prayed
for You”
by
Judy
Bukowski
of
Stroud**



**“The
Simplicity of
Felicity”
by
Elise
Breeding
of
Piedmont**



Lighting Rules and Tools - *The Rebirth of Fundamentals*



Lighting **Saturday**
is one of **9:30 a.m. – 11:30 a.m.**
the most **and 1 p.m. – 3 p.m.**
valuable
skills a photographer can have. Under-
standing the rules and when to break

them is important for every professional. Understanding lighting does not have to be hard.

Gary Box, M. Photog., Cr., CPP will show some simple to understand approaches to getting great lighting in studio and outdoors. He will also outline the tools he uses (some of his own design) to make the job faster and easier.



Gary Box

Box has been a full time professional photographer for almost 30 years and is currently serving as president of Professional Photographers of Oklahoma.

Having helped serve on the national CPP board, Gary has taught and lectured to professionals all across the country for over 20 years and is known for his ways to understand teaching style.

He also has served as president of the Indian Nations Professional Photographers Association.

Gary also will be conducting a painting with light program at the Oklahoma Railroad Museum Saturday evening





Catering to your Clients

Sunday
8:30 a.m. – 11:30 a.m.

professional photographer. As legitimate professional photographers, we need to set ourselves apart and give our client something more. Christie Newell, M. Photog., Cr., CPP of Germantown Hills, Ill will show you how to cater to your client and a new approach to baby photography. Let's dream a little like our clients, the babies.

It seems like in this day and age, anyone with a camera thinks they are a



Christie Newell

Newborn photography is beyond just a cute fluffy blanket with a baby sleeping.



Christie creates an art piece for her clients. She will show how to take your portraits and make them into personalized products your clients have never seen before.

Christie will walk you through the process of catering to your client from the beginning to end including different

techniques in posing, lighting and composition.

A second generation photographer Christie's passion for photography started at an early age working with her mother who established the studio in 1977. Now a co-owner with her mother, Christie took over the shooting in 2002. Growing up surrounded by the love of photography, Christie is proud to carry on her mother's dream.

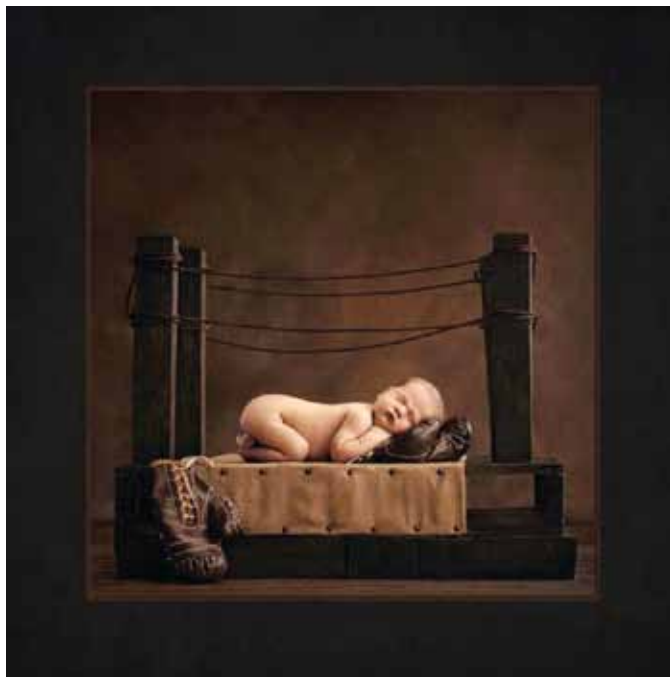
The studio - "Sonshine Portrait Design" - is located in a one-of-a-kind working area built in 2006. While babies and children are the studio's specialty, it serves a broad range of clients. Christie feels that by getting to know each client individually, she can create a product as unique as they are. The end result is a portrait tailor made for each client.

Christie's talent for design, light and final composition sets her apart from her competition. Her personality and attention to detail keeps her clients coming back.

She is a member of Professional Photographers of America, Northern Illinois Professional Photographers and Professional Photographers of Illinois. She serves on the American Society of Photographers Board of Directors and The International Photographic Competition Committee.

Since 2006, Christie has won numerous awards for her photography on a local, state, district and international level. These awards include the prestigious Fuji Masterpiece Award, 5 Kodak Gallery awards, 2 Lexjet, 1st place National Sunset Award, 2 CPP, 2 District 1st Place and others. Her work has been featured and published in the PPA International Loan Collection. She has also been named in the top ten photographers for Illinois the past six years as well as top photographer in Illinois and North Central District over the past couple years.





Master Painting Concepts

Scott Detweiler has been an artist and painter since he was quite young but has only been a serious photographer for a few years. He became interested in Photoshop when it still came on floppy disks. His motivation to actually focus on photography came when he realized that no matter how he modified an image it was never truly his own, mentally or legally.



Scott Detweiler

**Sunday
1– 4:30 p.m.**

What takes an image from a good one to a great one? Deep understanding of subjects like the crop, colors, lines, and other details can take your photography to the next level. Detweiler advises not to get stuck on the plateau thinking that the “rule of thirds” is the best way to layout an image, as it is only the beginning!



In this class we will cover many topics that will open your mind and allow you to create a higher level of art. We will look at examples from some of the great master painters and photographers, break down those concepts, and then apply them to our photography. It will be eye opening to say the least!

Explore post production techniques to handle the most common problems you run into while shooting portraits. Help to streamline those 20 percent of problems that take 80 percent of your time.

We will also cover style, artistic, and branding vision and how to discover and nurture it in your work. Finally we will cover some super charged techniques to help you in high-volume situations.

The decision to start shooting his own stock started him on the journey he is on today. His initial challenges were basically lighting related. He could envision the image he wanted, but getting the lights to cooperate was a constant source of frustration. To get past this he shot as often as possible, and by changing small variables each time he learned how the alterations were affecting his images.

Most of his work is now commercial photography and retouching as well as shooting fashion. He does corporate headshots as well as catalog and magazine work, but loves the occasional commission for something much more artistic. His studio is in the Milwaukee area.





Hey , Lookie Yonder Comin . . .

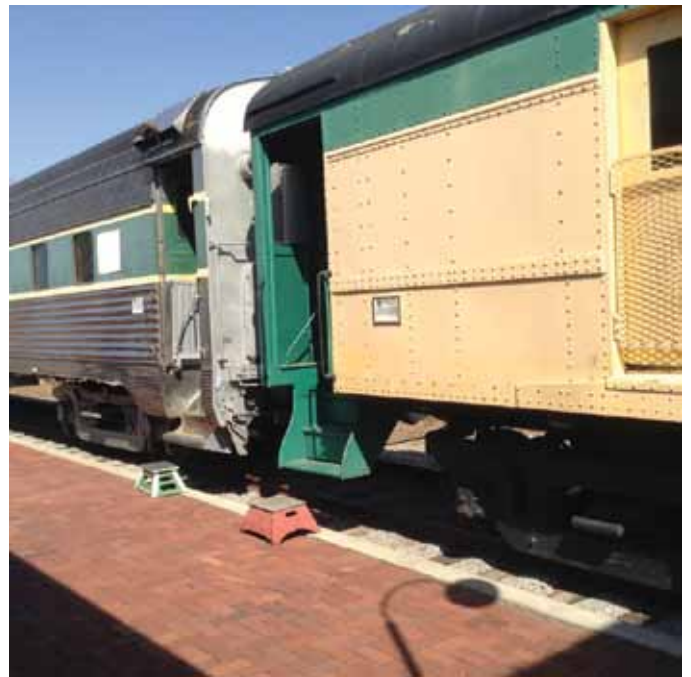
There is something magical about trains and train yards.

In fact the editor gets a little teary when he hears Arlo Guthrie sing about the train “they call the City of New Orleans” as his father-in-law was a draftsman for its design.

Spring seminar attendees will have a treat Saturday evening visiting the Oklahoma Train Museum.

Our president will reprise his role of painting with light at the museum grounds.

Interesting to know is that members have produced merit prints from this facility so who knows?



News from . . .



Top Honor - Oklahoma's own Caroll VanDeventer of Cleveland was one of two recipients of the Director's Award conferred in January at the National Convention of the Professional Photographers of America. Standing with Caroll are Rob Behm, President of PPA: Lori Craft Chairman of the Board of PPA and far right is Jamie Hays, a second recipient of the same Directors Award.

The Directors Award is conferred by the Board of Directors of the PPA to individuals in recognition of outstanding service to professional photography performed usually through Association service. This award was established in 1958, and is not necessarily awarded each year.

Five Photographers Receive Degrees at National - Nancy Emmerich, M. Photog., Cr., API, F-ASP of Oklahoma City received her Master Artist degree

Shana R Davis, CPP of Owasso and Heather Beadles, CPP of Stillwater received their Master of Photography degrees.

Receiving their Photographic Craftsman degrees were Leslie Hoyt, M. Photog., CPP of Tulsa and Mary Waters, M. Photog., CPP of Perry.



PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

PhotoEXPAND - Spring Seminar Registration - April 7-8, 2018

First Name: _____ Last Name: _____
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Online Registration Closes at Midnight April 3, 2018

\$ 95.00 Early Full Registration \$ _____
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 \$ 129.00 Non-Member Full Registration \$ _____
 \$ 69.00 One Day Only Registration (Members): Sat Sun \$ _____
 \$ 89.00 One Day Only Registration (Non-Members) Sat Sun \$ _____
 Amount Included With This Registration \$ _____

Make checks payable to PPOK Check # _____

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• PHONE: (405) 844-3700 •

The Hotel provides a FREE Hot Breakfast to each room guest.

• Each PPA Member who attendees this event will earn (1) PPA Educational Merit. •



**Pre-registration
Deadline
Postmarked By
March 29, 2018**

ROOM RATE: \$99.00
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**ROOM RESERVATIONS MUST BE MADE
BY March 17 TO OBTAIN DISCOUNTED RATE**

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 Phone (405) 485-4456
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michael.scalf@ppok.org

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

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



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.**



PPO Member: _____

Category	Points	Service/Print	Verified By

Service Points _____ Print Points _____ Verified By _____

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

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 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.

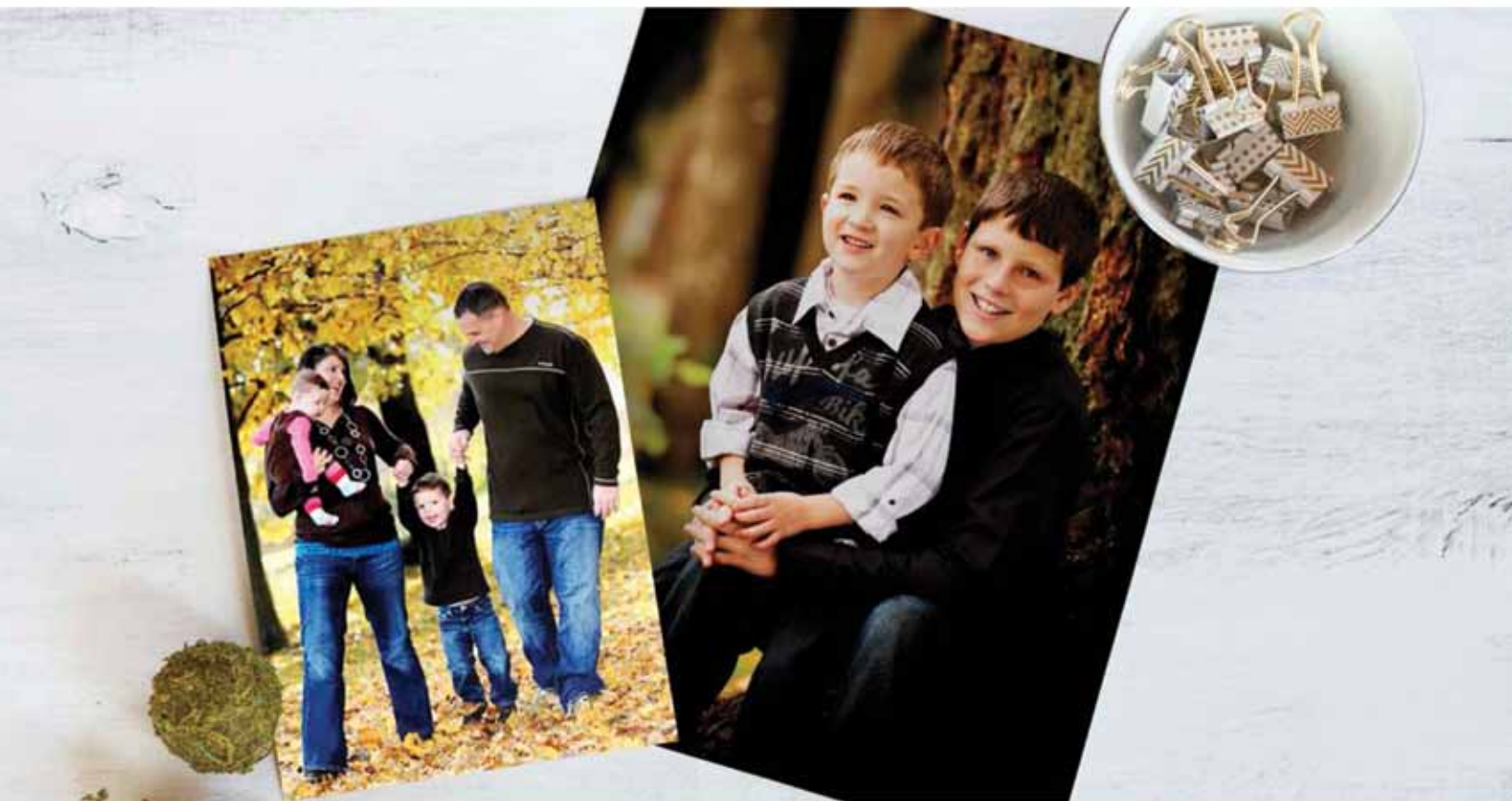
*** Includes: Exec. Office, Board of Directors, Chairperson, Committee Member

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