

WINTER 2021

THE OKLAHOMA
PHOTOGRAPHER

A MAGAZINE OF THE PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

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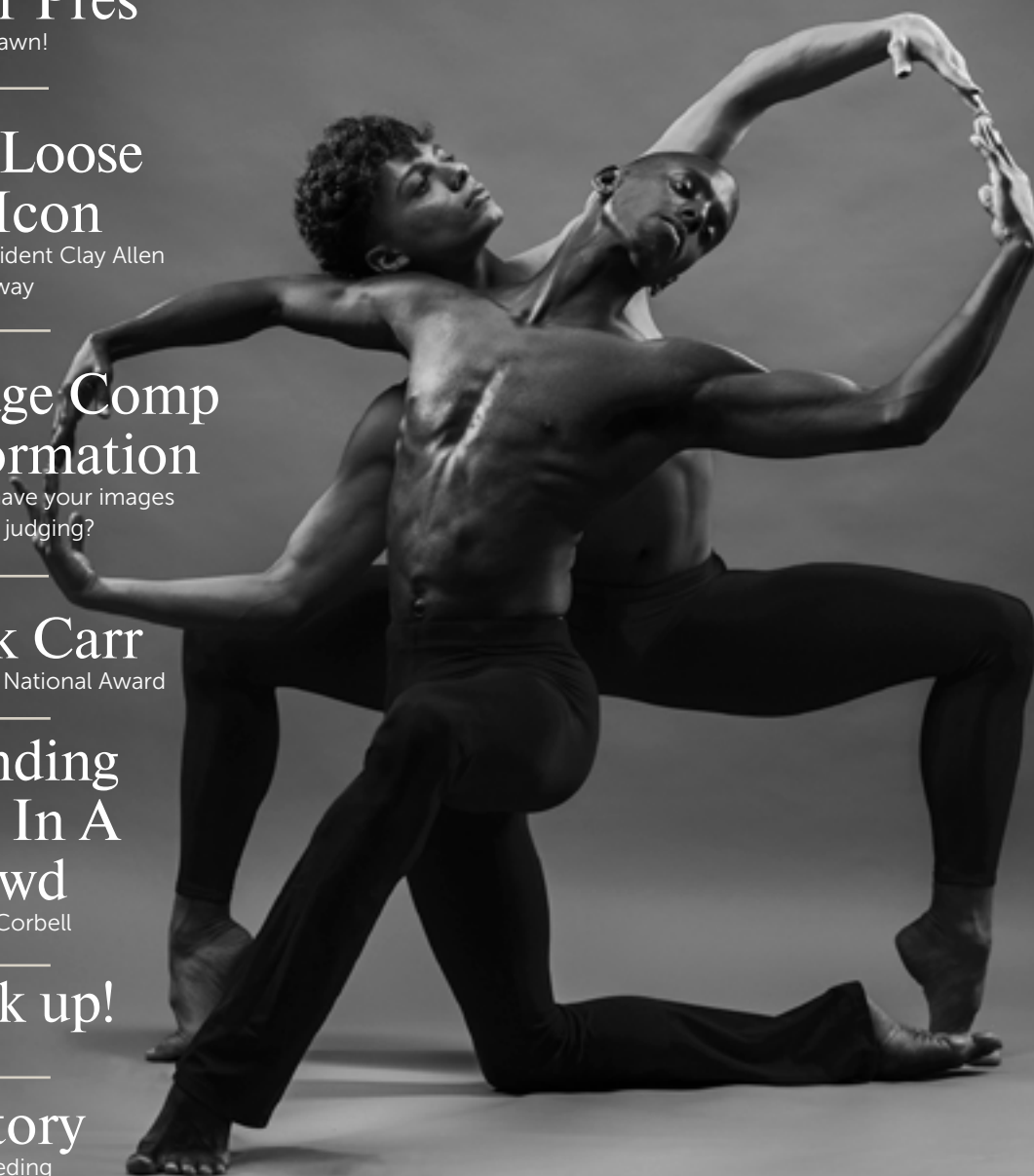
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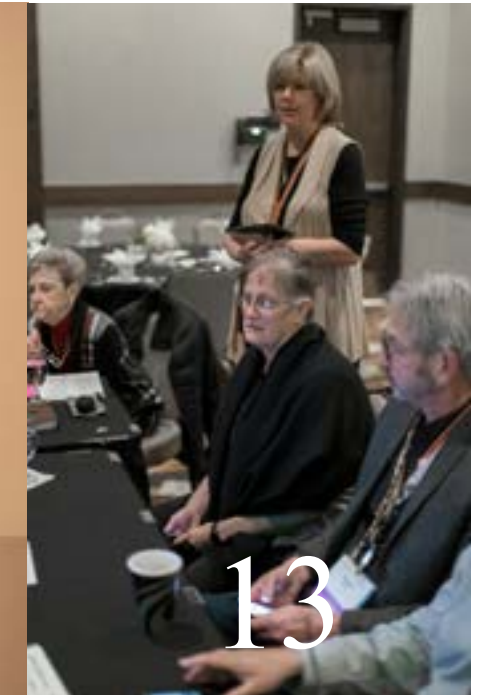




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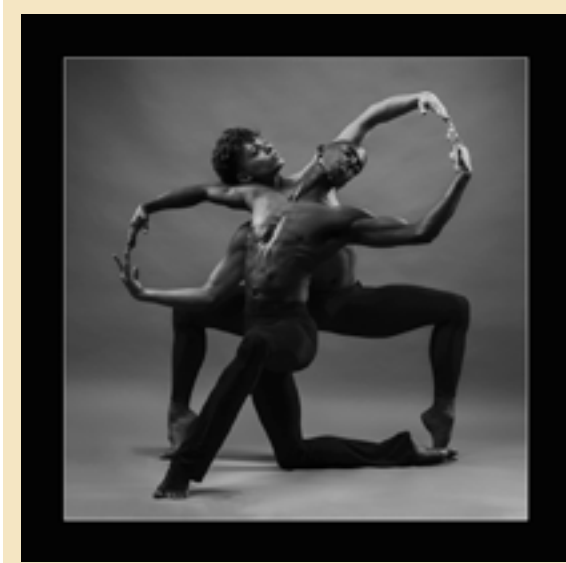
To mask or not to mask. One of the many questions and choices we have had to make this year that we've never had to deal with before. Despite starting like a normal year, 2020 had some surprises in mind for us. A virus that nearly shut down the world, has taken many lives too soon and had us all asking "Am I essential?"

Times like these can be a real eye opener to our own life and business structure. Are we strong enough to weather this storm? The events this past year made me very happy to have a disbelief in debt. Many who went into this year in

a weak financial position have been impacted the worse. Those without the pressure of debt, were able to handle it a little better. Maybe a wakeup call for everyone that we need to keep our own houses in better order and be ready for rougher times. What changes are you making in your own life after this year? Change isn't always bad.

Speaking of change, I have decided to pass on the torch of our PPOK magazine. I need to simplify and slow down my own life a little more. I am certainly not leaving PPOK, in fact I just rejoined the board. But with that new responsibility, something had to go. I am excited to announce that our Past President Elise Breeding has agreed to take on our magazine editor position. I will be working with her to transition our magazine, while keeping some continuity. I hope you've enjoyed my time as editor as much as I have. -Gary Box

EDITORS NOTE



On the Cover.....

Simplicity and Balance - Alonzo Adams

A beautiful portrait of two dancers.



PRESIDENT'S MESSAGE

Dawn Muncy
2021 PPOK President

Greetings PPOK Family!

Has this been a year or what? It certainly wasn't what any of us expected, and there's really no way to know what lies ahead. The one thing that has made it easier for me personally, is all of you. We are truly in this together and seeing your social media posts or running into you at MPPA or INPPA has saved my sanity more often than you know.

While moving "through the chairs" of the PPOK board of directors, I've had a lot of time to think about how I would like my year as president to play out. I've also had a lot of time to reflect on my journey with this amazing organization. My very first PPOK convention was in 2002. Loy Payne was president. I had just purchased my first professional digital camera the year before and I had big big dreams. I stumbled across the Spring Convention and print competition almost by accident. I can't actually remember how to be exact, but I remember it was only a few days before that I actually saw the information and talked my husband, Doug, into going. Our daughter was only 3 years old at the time and the Raddison in Tulsa had a really cool indoor pool area so Doug said I could go to the meetings and he and Paige could swim and play. So Friday we both left our day jobs early, picked Paige up from daycare, piled in the car and headed for Tulsa. Things did not



go according to plan. We had a flat tire west of Sand Springs and no air in the spare. We had to call for help and it took much more time than expected. By the time we made it to the hotel the PPOK registration desk had closed for the evening. I was so disappointed that I was going to miss the first program that night. Just as I was about to go back up to my room, Kent Shirley welcomed me to PPOK and said I could pick up my badge in the morning, just come on in. He introduced me to a bunch of other members and just like that, I felt like I had found my people.

The next morning, I was one of the first ones in the competition room. It was so dark and quiet. I was really disappointed that I had not heard about the event in time to enter images. I mean, I had plenty of photography background in high school and at the Colorado Institute of Art so of course I had great work I could have entered. Oh well, there's always next year... Then the images started to turn one by one on the turntable,

Continued Page 6

President's Message Continued from Page 5

and judges punched in scores. My goodness that first one was gorgeous! And the second, and the third. And...oh my goodness what have I done? Who am I to think I even deserve a seat in this room? Oh man, I really really suck. I have no clue what I'm doing! WHY DID I COME HERE? Oh please, please don't let anyone ask to see my work. I'm not remotely qualified to be here!

It was an eye opener for sure. I wanted to leave, just get out of there before anyone realized my mistake in coming. But, I had paid for the whole event and there were some programs that looked interesting, so I stuck it out and tried to lay low. Little did I know that my life would never be the same. That weekend I met so many amazing photographers. Not just great photographers, great humans. By the time I left I knew I would be back in the fall. I had also met Wayne Reese and Anthony Hart who encouraged me to join MPPA which I did the very next month. And just like that I was part of a family. A big, happy, crazy, talented, fun, supportive family. As with any family we've had our ups and downs. But in the end, we are always there for one another with a helping hand, a new idea, a better option, a hug, a sounding board or a pep talk.

Nineteen years later here I am, your not so fearless leader, in the midst of a global pandemic. Unfortunately, there's no way to know when we can safely move ahead with in-person gatherings. So with that in mind, things are going to be different this year.

Instead of having an in-person convention in February we have decided to scale things way back and only host our annual image competition online, instead of a full

convention. We have an amazing panel of jurors set and I have no doubt their input on your images will help make the rest of your competition year a huge success. Currently we are working on a summer landscape workshop and we will have details on that as soon as we have them nailed down. Then, for fall, I truly hope we can gather again in my amazing little city, Enid, Oklahoma.

As we move gingerly into 2021 I'm sure we will need each other more than ever. If you are new to our family, I hope you feel comfortable reaching out if you need help or advice or suggestions. My door is always open and I welcome you with open arms. If you have missed a few events we hope you find your way back to us. The support and encouragement in this group is only outweighed by the talent of, and experience of, our members. Together we elevate one another as photographers, as business owners and as human beings. I am so grateful for this organization and I am honored to serve as this year's president of Professional Photographers of Oklahoma. We are truly a family, and we are all in this together!

Joyfully,
Dawn Muncy M. Photog., M.Artist., Cr., CPP



2021 Board of Directors

Coming Up!



Summer Landscapes Hands On Workshop June 27th Wichita Wildlife Reserve

We are fortunate to have "JJ" Jeff Johnson to come teach us his techniques for landscape photography. Jeff will show us his approach to his unique style of fine art imagery. Jeff will share his approach to pre-visualization and technique in the field as we all explore the fabulous Wichita Wildlife Refuge. He will cover the big and bold grand landscapes to the smaller, intimate views of nature. Plan on learning about lens selection, the exposure triangle, composition, depth of field and more. Make sure to bring your hiking shoes and leave the heals at home (or at least the hotel!).



The Homewood Suites by Hilton in Lawton is the location for this event. It is located at 415 SE Interstate Dr, Lawton, OK 73501 580-357-9800. There is no room block so each attendee can call to book their room on Saturday night, June 26th, and Sunday, if they wish to stay over that night. I would recommend going online and searching for the best deal to book the room as early as possible. This hotel traditionally books up earlier than most others in Lawton due to events at Ft Sill. \$119.00 is the normal room rate but it can be booked for over \$40 less online.



We will also have some classroom time at the hotel where JJ will share his digital workflow and how he edits and enhances his images. Plan on learning how he uses plug ins from NIK and Topaz to take images to the state of "breathtaking". In short, how to take our images from RAW to AWE!

This workshop is a steal at only \$139! PPA Continuing Education Merits will be available for any PPA member.



PPOK Loses an Icon

Past President, Clay Allen passes away

Clay Allen believed in the power of photography. As a matter of fact, he devoted much of his life to it, ranking it second in importance only to his family.

Clay was born February 29, 1944 and grew up in Picher, Oklahoma. For fifty-eight years he pursued photography, starting in 1962 at NEO A&M College in Miami, Oklahoma. In 1966 he earned a Bachelor of Science degree in Photojournalism at Oklahoma State University. That year he went to work as a professional photographer and reporter with the Bartlesville Examiner-Enterprise, a job he held for three years before returning to his beloved Oklahoma State University family in 1969. At OSU Institute of Technology in Okmulgee, Allen worked as a photographer and technical writer. Then in 1988 he began a new adventure with OSU-IT, building the photography degree program from the ground up. He was made for the job, meticulously organized, hardworking, and wholeheartedly dedicated to helping his students understand not just the mechanics of photography, but also the art of it. After thirty-three years at OSU-IT, Allen accepted a position as a photography instructor at Tulsa Technology Center. For fifteen years there he inspired high school students before officially retiring in 2018.

Allen was an accomplished teacher and freelance photographer, and he especially

loved sports. He used his photography skills to cover high school teams in Okmulgee and Coweta for decades. As a matter of fact, thousands of players over the years have known Allen as the sideline photographer who was always there to shoot and report on the games. He wrote about and photographed sports starting in 1969 for local papers including the Okmulgee Daily Times, the Coweta American, and the Wagoner County American Tribune.

Allen served as a mentor and friend to countless photographers over the years. He served in various roles with the Professional Photographers of Oklahoma and Southwest Professional Photographers Association, including serving as the president of the Professional Photographers of Oklahoma for a time. He also supported his students in their professional association, SkillsUSA, serving as photographer for the association for 47 years. Allen earned high awards for his dedication to his profession. He earned a certification from the Professional Photographers of America in 1982 and then the Craftsman Degree from the same association in 1999. In 2002, the PPA again celebrated his dedication to his profession by honoring him with the highest award they offer, The National Award.

Allen would say his greatest reward for a life well-lived was his family. He married the love

of his life, Mary Kay Allen in 1964. Their son, Scott Allen, lives in Edmond with his wife Jennie and their children, Maddie and Ryan. Their daughter, Missy Adam lives in Houston with her husband, Dr. Todd Adam, and their children Kayleigh and Taylor.

Many photographers love what they do, and they are good at it. Clay Allen was not just a master photographer, but someone wholeheartedly devoted to teaching, mentoring, and inspiring other photographers. He often passed on the saying "Choose a job you love, and you will

never work a day in your life." Allen passed away on December 30, 2020 in Tulsa, Oklahoma. His legacy will live forever in the thousands of photographers whose lives he influenced.

Our hearts go out to his family, friends and all of his past students. Rest in peace Clay.

Article and photos submitted by long term friend and teaching assistant, Joey Johnson



Clay Allen 1944-2020



Clay Allen and Joey Johnson, PPA Award Ceremony, 2015

Standing Out From A Crowd

By Tony
L. Corbell
Cr. Photo,
CPP



Living and working in a landscape filled with new photographers delivering average or maybe even “really good” work at average or low pricing, has presented many working professional photographers with a big challenge in terms of their businesses. How to overcome the difference in what they do when compared to what you do? What might you do to stand out? What can you do to be in the best position in order to be noticed for the work? How can a photographer working full-time today operate a profitable business when sub-par images online get comments like, AMAZING, FABULOUS, and BREATHTAKING?

Let's examine a number of things that can be done with very little effort to ensure your success within the community as your potential clients begin the process of selecting a photographer. We'll also include a few things that will help to secure your place in obscurity.

A few years ago, I was interviewed by my friend and former boss, Skip Cohen for a blog entry and he asked what the one, single message should be to pass along to new photographers hoping to become the established pros of tomorrow. It took me about three seconds to blurt out the word QUALITY! When I said the word quality, I meant quality in everything that you do and everything that you are. It took me a few minutes to express to him that I what I was trying to say was that, you have to have the utmost quality in your photography work, of course. But you also have to possess an unmatched quality in your proposals and presentations, your marketing and packaging materials, your clothing and appearance, the look of your studio or office space. Quality must stand out in how you treat others, clients and competition. Everything combines all of these above elements to give a complete picture of you within your community. I know photographers who will make a new handyman tool for their lighting, made from parts from one of the great home improvement centers. And while I can appreciate saving a little money from time to time, you cannot have a lighting tool in your studio made of PVC pipe and any color of duct tape. Imagine the message you are quietly sending to your client. Listen, I am not saying you have to only use the most expensive gear in the industry. That is not practical for everyone. However, it is required that as a professional, you



use quality equipment that does what it is supposed to do, and not come across as one who always cut corners by cutting cost or going “cheap.”

My wife, Mandy (a PPA Master photographer herself) and I were talking about the topic of this article on a long road trip a while back, and she said to be sure and bring up the importance of follow-through. Following through on your promises to a client are really not as big a deal as you might think. However, the minute you fail to follow through, the deal gets a lot bigger and more critical to the future of your business. Word will spread and before you know it, the phone stops ringing. You have to be on top of every order at the lab, know where each SD card is from this week's work, and what has and has not been moved off the card(s) and backed up. You have to know exactly what is due to be delivered and when it was promised, and I beg you to give the lab a few days grace to allow for shipping issues.

There is a local photographer in our town that I have come to know, and she is really well-liked by many in our community. However, she hardly ever delivers anything when promised and people all over town have exhibited their frustration. She is about

to run out of her limited clientele. Sadly, the word has spread, and it is very hard to change opinions once they are established.

I feel that many photographers put themselves out of business, while they are busy blaming it on “shoot and burn” new people on the scene in their areas. One of my mentors once said that it was ok if you lose business to someone else. But it was not ok to go give it to them due to your own minor and easy-to-overcome mistakes.

Here are a few things to think about:

Top Things to Help Stand Out

- Develop QUALITY in everything you do, shoot, touch, show.
- Clean Working Studio or Home Studio with Professional Equipment
- Become knowledgeable about ALL of your equipment (Don't get distracted from the client because of equipment issues. Know It!!).
- Follow Through. Understand that creatives NEED deadlines. You must know them and not miss them. Ever!
- Do NOT be your own worst enemy but be known as the leading PRO in your community.



Top Things to Help Ensure Your Failure

- Spend time complaining about your competition assuming they are responsible for your bad fortune.
- Use inexpensive equipment that fails during use occasionally.
- Do little or no marketing within the community. Do NOT get involved in the Chamber of Commerce, Better Business Bureau or any other, local civic groups.
- Stop growing as an artist. After a few short years in the photography industry, you pretty much know everything.
- "If you always do what you've always done, you'll always get what you've always got." So, play it safe. Don't try anything fresh or new.

Pricing for your work can be individual and personal. It's an important area we should discuss, even briefly, and if nothing else we should agree that we are to be paid for our time and our talents. The actual specifics of your pricing and the amounts for your albums and prints are not nearly as important as you might think. However, the term "perceived value" matters and your clients will usually add to your proven business practices by helping to spread the word that you are not cheap, but the work is worth the cost. A great friend and master photographer from Kentucky, Mr. Tim Walden, once made the comment to me that in order to be paid what is appropriate for our work, that we need to work to create larger gaps. Gaps between us and the other folks. Gaps in how we market ourselves, gaps in the quality of our business cards, gaps in EVERYTHING. Setting ourselves apart is very difficult for

some and it might come easy to others. Just know that being a stand-out or being memorable is vital to your success.

When working with your clients there are a few things that might seem elementary and so sensible, and yet they are critical to your overall success. Being upbeat and friendly, being professional, being on time, being prepared, being well-dressed, having a photographic vision or direction, even when following a creative approach, knowing your equipment inside and out. Being respected as the photographic leader/expert in your area takes time and more importantly, it takes patience. But it can be done and there are a lot of community leaders quietly hoping for your success.

Folks, this work is fun, and we all love being known as a photographer. We are all driven to do well and create great work that is creative and well-received. But we cannot allow ourselves to be sidetracked or take our eye off the ball for even a minute. Stay professional day in and day out and trust me, you'll do great things, and enjoy a long and successful career.



BIG CHANGES IN PPOK IMAGE COMPETITION!

Chris Urias
2021 Image Committee
Chairman

I hope you are as excited as I am to say so long to 2020 and welcome to 2021. I wanted to remind you that last year the PPOK image competition was moved to the Spring Image Competition to fall in line with the PPA district competitions and IPC.

Using that format again this year, the Spring convention's deadline for image submission is Thursday, Feb. 25th at 11 p.m.

The actual judging will take place Saturday, Feb. 27 beginning at 9 a.m. Entries are only \$10 each with a case consisting of 6, just as in the past, but please feel free to enter as many as you like in both the Photographic Open or Artist Cases. Your top 6 scores in each case will determine your overall case score. We strongly encourage you to not miss this deadline.

Changing over to an all virtual format will require more time for us to prepare so an extension is unlikely. You can upload your images to www.printcompetition.com listed under upcoming events, PPOK Spring Image Competition as soon as Jan. 15. Images that have scored above an 80 in any state, district or IPC competitions cannot be entered in the PPOK image competition. Out of state en-

tries are welcome but will only be eligible for the out of state trophy. The entry categories resemble award categories at IPC. We have listed the categories below along with a brief description. If you need more info, such as the 12 Elements of a Merit Image or have questions, please refer to the official image competition rules, on the PPOK website, photoxok.org. Also look in this magazine for submission rules, including

files size and specifications for digital submissions.

This year's judges are Larry Lourcey, Jeff Johnson, Bob Coats, Michael Mowbray, Kari Douma, Toni Harryman.

Considerations to keep in mind when selecting a category...

Definition of a Portrait - A portrait is an artistic representation of a person, in which the face and its expression is predominant. The intent is to display the likeness, personality, and even the mood of the person. For this reason, in photography a portrait is generally, not a snapshot, but a composed image of a person in a still position.

READ THIS
IF YOU ARE
ENTERING
IMAGE
COMPETITION!

Continued

This definition can be flexible with certain subject matter and storytelling situations so use your best judgment.

**PPOK 2021 Image Categories
Photographic Open**

- Men's Portrait - Portrait of a man**
- Women's Portrait - Portrait of a woman**
- Children's Portrait - Portrait of a child**
- High School Senior Portrait - Portrait of a High School Senior**
- Animal Portrait - Portrait of animal**
- Group Portrait - Portrait of more than one subject**
- Classical Portraiture - Portrait presented with minimal post processing or Photoshop work.**

Wedding - Artistic representation of a Wedding individual, group, couple or wedding detail. The intent is to display the likeness, personality, and even the mood of the wedding.

Landscape & Nature - Images include landscapes, outdoor scenic, nature images, animals in their natural environment, sunsets, urban landscapes, seascapes, environmental images, cityscapes, and farms. These images showcase outdoor beauty both natural and man-made.

Illustrative & Commercial - An image that is designed to illustrate a story, or help sell, advertise or market a product, service, person or persons.

Album - A photographic album, is a collection of photographs. Subject matter could be any event, milestone, wedding or any other subject. The album is judged as a whole but

every image within the album is evaluated using the 12 Elements of a Merit Print.

Creative Open - This category consists of images that have additional photographic elements not created by the maker. All the other PO rules still apply with the exception that an entrant may choose to use photographic elements in the image not created by the maker. These photographic elements must be shown in a guide image. The purpose of this category is to allow makers to enter everyday images that may contain digital backgrounds or other photographic elements not created by the entrant. All necessary releases are required. The jurors will evaluate the entire image, but the photographic elements that were created by the maker must still be merit worthy as well as the overall image

Artist - Artist images are a separate case with no sub categories. Images displaying technique proficiency and artistic skill. These images typically include painted and composited images to convey a story, theme or message. In this category, it allows the maker to use purchased images/elements in their entries that are not created by themselves. These entries must display a guide image(s) of original work(s).

**Chris Urias
2021 Image
Committee
Chairman**



2020 Image Awards

Judges Choice Awards

- Day Dreaming by Kimberly Smith
- Family of Three by Kimberly Smith
- You're Both Grounded by Kimberly Smith
- Enchanted Forest by Deborah Eckroat
- Simplicity and Balance by Alonzo Adams
- Madame Butterfly by Dawn Muncy

General Division Trophies

- Men's Portrait - Lines of Strength and Beauty by Alonzo Adams
- Women's Portrait - She Chose to Fly by Jennifer Biddle
- Children's Portrait - Style and Panache by Elise Breeding
- Senior Portrait - Golden Boy by Curtis Sprague
- Animal Portrait - Her Master's Voice by Curtis Sprague
- Classic Portraiture - Demi by Tony Corbell
- Creative Open - Rainbow Blessing by Judy Bukowski
- Illustrative/Commerical - Thunderbirds, Ready, Set, Jet by Mandy Womack
- Nature/Landscape - Oklahoma City National Memorial by Alonzo Adams
- Artist - Enchanted Forest by Deborah Eckroat

Master Division Trophies

- Men's Portrait - Not On My Watch by Valarie Clayton
- Women's Portrait - Masking Her Pain by Kimberly Smith
- Children's Portrait - The Story Keeper by Valarie Clayton
- Senior Portrait Always a Bridesmaid by Kimberly Smith
- Creative Open - Shady Lady by Valarie Clayton

- Illustrative/Commercial - You're Both Grounded by Kimberly Smith
- Nature/Landscape - Oh No, I Really Shouldn't Say by Valarie Clayton
- Artist - Are You Calling Me Fat? by Kimberly Smith

Overall Trophies

- First Time Entry - Beautiful Soul by Brandy Moton
- Out of State Entry - The Climb by Michelle Kellis
- CPP Award - You're Both Grounded by Kimberly Smith
- ASP Elite Award - Come Out, Come Out, Wherever You Are by Kimberly Smith
- Nelson Helt Scholarship - First Time Entry
- Highest Print Case - Brandy Moton
- People's Choice Award - Oh No, I Really Shouldn't Say by Valarie Clayton
- Artist High Print Case General - Deborah Eckroat
- Artist High Print Case Master - Kimberly Smith
- Best Of Show General Division - Simplicity and Balance Alonzo Adams
- Best Of Show Master Division - Are You Saying I'm Fat? By Kimberly Smith
- Highest Total Points General Division - Tony Corbell 489
- Highest Total Points Master Division - Kimberly Smith 564
- National Award - Rick Carr

And an **Honorary Lifetime Membership** was given to Tony Corbell for his continuing contribution to our Association!

2020 in Review

**They say hind-site is 2020.
We are glad it's behind us.**

What a year! 2020 was a train wreck for so many people. Covid, politics, and so much more. Many photographers we hurt by the shut-down and economic impact that we encountered. PPOK was fortunate in one aspect, our Spring Convention was one of the last photographic gatherings in the state before the shut-down. We squeezed that one in!

The good news? We had an awesome time! Past President Leslie Hoyt did a great job of putting on a good convention for us. The talent there sharing with us was quite impressive! We were able to learn and grow no matter what level we are currently at.

Roberto Valenzuela gave us a great program with off camera lighting, creating some amazing images. PPA President Gregory Daniel shows us talked to us about having an Artist Project and other creative aspects, then photographed a young dancer for us. Thom Rouse talked to us about art and creativity. Tracy Page and Lisa Dillion also shared some tips and tricks with us.

For some fun, the Roaring 20's party was a success. We didn't know how loud 2020 would roar! Image competition went well with many excellent images under the direction of Johnny Holland. No 100's awarded this year, but we had quite a number in the 90's Congrats to those who worked hard for their scores!

Several of those images were available

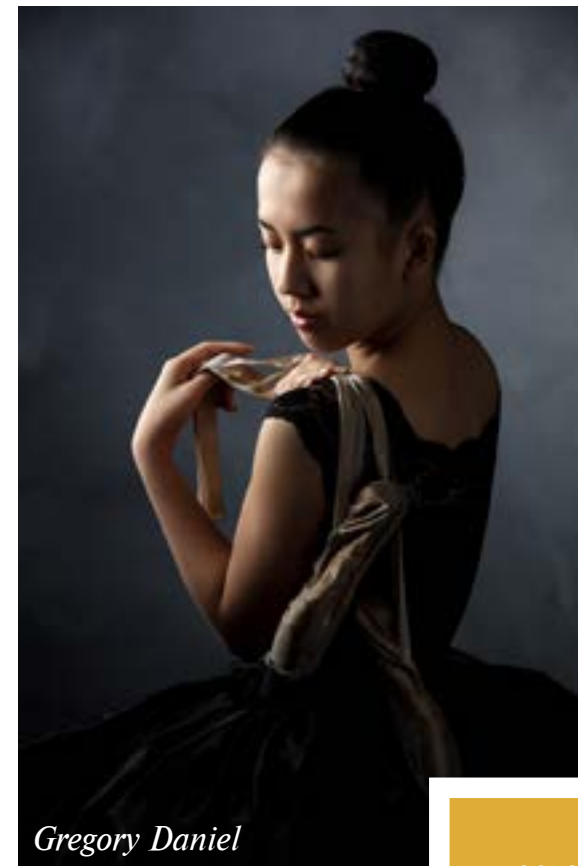
during our Silent Auction. Fund-raisers like this are important for our association as it helps provide funding for education, both individual scholarships as well as sponsoring platform speakers. Thank you to all who donated images as well as those who purchased the artwork.

There was also a fun social time with our Roaring 20's party. People got to dress up in a style from 100 years ago and have a great time in the process. The fellowship and social time is another important part of our association.

For fall, like every other photography group, we had to switch to a virtual meeting. But there was no shortage on talent being shared through your own screen! Leslie Kitten, Sandra Pierce and our own Gary Box and Tony Corbell gave programs on Santa portraits, sales, Photoshop painting and one light portraits. If you missed it, you definitely missed out on a very low cost opportunity to learn from some talented people. We had zero travel cost or hotel and you didn't even have to get dressed!

Looking forward to 2021, many events are still happening virtual. Our Past Presidents seminar and our Spring Image Competition will both happen, just through your screen instead of in a meeting room somewhere.

Our best wishes to incoming President Dawn Muncy on navigating these still largely uncharted waters of not meeting in person. But here's to a good year no matter what we face!

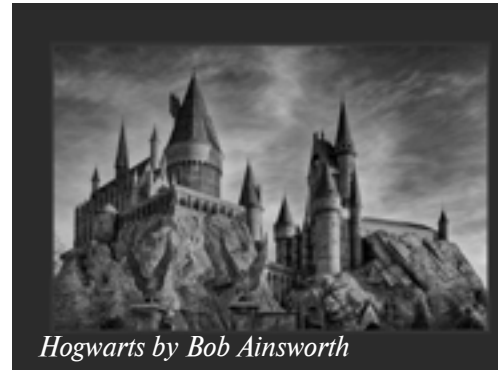


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PPOK Images

Some beautiful art from 2020 Image Competition



Hogwarts by Bob Ainsworth



Shady Lady by Valarie Clayton



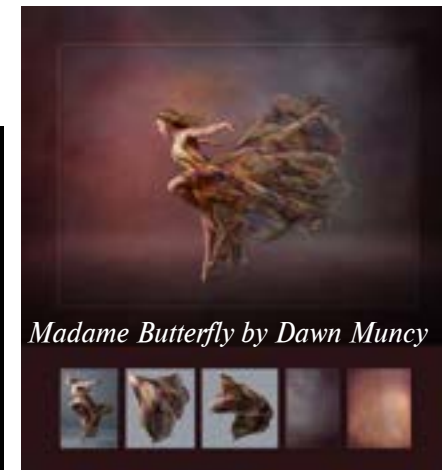
Black Gold by Heather Beadles



Faded Glory by Steve Ervin



Her Master's Voice by Laurie Biby



Madame Butterfly by Dawn Muncy



Contours by Dwaine Horton



Thunderbirds Ready Set Jet by Mandy Womack



When Darkness Calls by Kimberly Smith



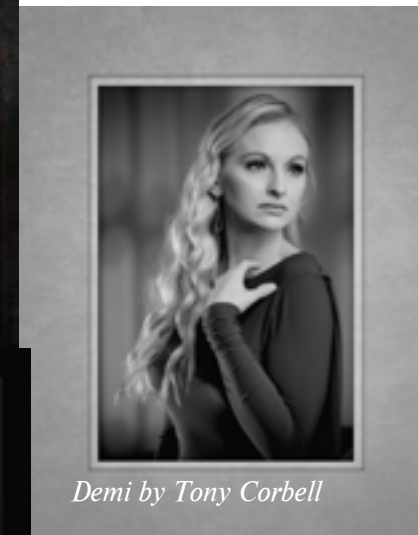
Passing Judgement by Curtis Sprague



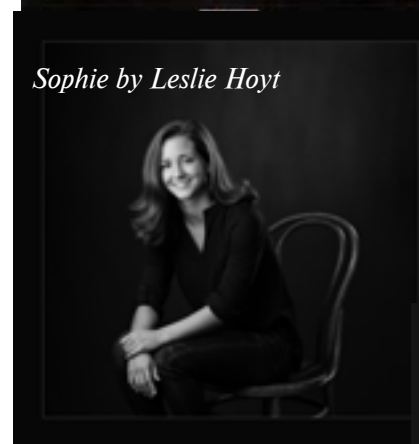
Come Out, Come Out, Wherever You Are by Kimberly Smith



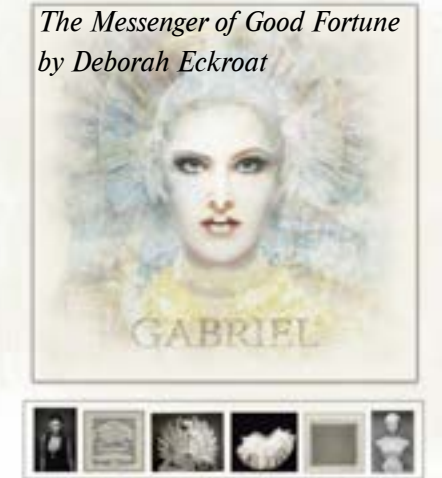
Vintage Kentucky Legend by K.C. Montgomery



Demi by Tony Corbell



Sophie by Leslie Hoyt



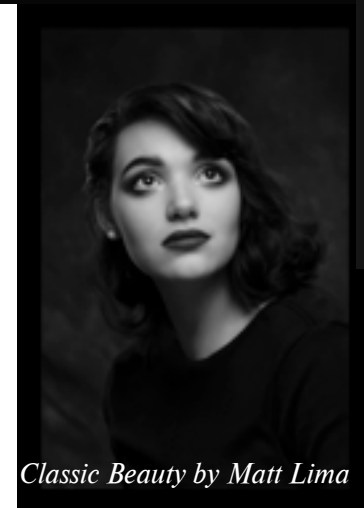
The Messenger of Good Fortune by Deborah Eckroat



Hiding my Reality by Judy Bukowski



Chairs of Honor by Rhonda Smith



Classic Beauty by Matt Lima



A Willing Captive by Mandy Corbell

2020 PPA NATIONAL AWARD

One of the highest honors that can be rewarded in our industry is the Professional Photographers of America's National Award. Affiliates can choose one of their members to receive this award. The plaque simply states "For meritorious contributions to professional photography". Generally, this award is given to a member for all they have done for the association and for professionals. It's an award based on sweat, and sometimes tears, working tirelessly to help our industry.

Upon presentation, all of those attending who have previously received the award from any

affiliate, stand at the front and welcome the new winner. A traveling trophy is rewarded for the year, as well as a plaque that the recipient gets to keep.

This year's recipient is Past President, Rick Carr was chosen for his years of service to our association. Even though Rick is officially retired from photography, he still remains an active part of our association.

Rick is a quiet guy with a huge heart, always friendly and caring about others. Nobody better deserving. Congrats Rick!



2021 NATIONAL AWARD RECIPIENT RICK CARR WITH PPA PRESIDENT GREGORY DANIEL, PPOK PRESIDENT LESLIE HOYT AND PREVIOUS NATIONAL AWARD WINNER GARY BOX

Back It Up!

Gary Box, M.Photos. Cr. Photog. CPP
Oklahoma Photographer
Editor

Barely a week goes by without my hearing about a photographer needing to recover images from either a camera card or a crashed hard drive. As professionals, we really should have systems in place to prevent this from happening. So let's look at some data protection strategies.

First, let's look at some common mistakes. The biggest mistake is trusting external hard drives, the number 1 choice of photographers. Heat is the biggest enemy of hard drives and the main reason for failure. External drives, especially those without cooling fans, tend to run hotter and more susceptible to failure. Especially if you work them hard. Personally, I would never buy an external drive that did not have a cooling fan. The exact same hard drive in a computer housing with lots of fans, will be much more dependable.

Another huge mistake is only having one copy of your data! ALWAYS have multiple copies! A good backup strategy is **3-2-1**. At least **three** copies, on **two** different kinds of media, with **one** off site. At least three copies explains itself. Two kinds of media, well a hard drive is only one. With one off site, such as a cloud backup.

3 - 2 - 1
Copies Medias Off Site

If you don't have a good system and something fails, it's YOUR fault! I always told

my kids, if you are doing something you should not be doing and something bad happens, was it really an accident???

So how do I approach it? When I download my camera card, it downloads to my server running a RAID. What's a RAID? A Redundant Array of Independent Disks. A simple RAID uses two hard drives. It saves your files to both at the same time. If one crashes, there is a second copy right there on the other drive. There are different configurations of RAID that I won't dig into here, but most use two or more drives so you have two copies. But, beware! Even RAID can fail! About 12 years ago, I had an Intel server and one of my drives crashed. No problem. Put a drive in and the RAID will copy the good drive over to the new one. But, while copying, a second drive FAILED! Total loss of about 60-80 sessions! So even a RAID isn't enough to truly be safe.

So, what did I do? Fortunately, I have a good plan. In addition to the two copies automatically on the server, I also burn an archival grade DVD of every session. Now, don't even waste your breath telling me that CDs and DVDs are old school. Yes they are, but they are my second kind of media and with good disks and proper burning, they are FAR more dependable than hard drives. I have CDs that I burned in the 90s that I can still open. I've never had one that I can't.

So what are the advantages of a DVD? 1) they can't be corrupted by virus or ransomware. 2) they don't crash and 3) you can't accidentally erase files off of it. I trust these 10x more than a hard drive. Now they

are slower. It took forever to download all those DVDs back onto the new server. But it's not what I work from, it's a BACKUP. What kind of discs do I use? Mitsui Gold MAM DVDs from mediasupply.com. Instead of plastic mylar like your office store DVDs, they use a thin layer of 24k gold as the reflective layer. It does not oxidize (the main source of failure of disks).

Cloud services are good for off site. But I don't solely depend on that either. They can still be deleted by you or someone else. A couple of years ago, I went to get my marketing stuff in my Dropbox. All the folders were there, but they were all EMPTY! They told me I must have deleted nearly 5000 files. Wait. I deleted 500 files from about 40 folders, but left the empty folders there? Ummm, I don't think so. Since I don't access that frequently, it had been over 90 days and was no longer available for recovery. Sadly, that was the only place I had those and had to start from scratch. And a couple of years ago, one of the cloud companies went belly up. Oh well, you probably didn't need those files anyway, right?

These are the reasons you have multiple copies on different media. Off site, whether it's a cloud, or duplicate drives you take home from the studio, or store somewhere else, is a good backup in case there was ever a fire.



So what about those Camera cards? I keep all of mine numbered. After a photo shoot, I write the number of that card on my daily schedule. That card goes in a small bin that says DO NOT USE. So initially, I have two copies on the server RAID, plus still on the card. 3 copies on two media. Once I have that backup DVD burned, I move the card to another bin and I can reuse it. Because I have 2 copies on the server plus the DVD.

A server like I have might be overkill for many, but there is a great alternative. It's called a NAS, a Network Attached Storage device. Think of it like a mini-server. These NAS units usually offer several RAID options. A very popular brand that is super dependable is Synology. These provide a LOT of storage and are far more dependable than an external drive. Many come without disks, so you can buy separately to fit your size needs. They hold anywhere from 2 hard drives to 12 or more. You could look at investing between \$350 to \$2500 depending on your model and drives. A cool aspect of some of the Synology is that you can log in remotely! So if you have the NAS at the studio, you can easily log on from home and download any files.

There is always a potential risk of failure. A card can fail in camera. Many pro level cameras have 2 card slots so you can even have two card burning at once. But overall, if you have a good system in place, you greatly decrease your likelihood of having to say "Oh no! My hard drive failed and I lost 4 weddings!" I hope none of you are ever in that position.

One note, if you are a PPA member, their insurance can help with the high cost of recovering a crashed drive!

2021 PHOTO EXHIBIT

PPOK ANNUAL IMAGE COMP!

The Professional Photographers of Oklahoma (PhotoXOK) annual photographic competition offers two separate divisions for entries. The divisions are Photographic Open and Artist. Participants, also referred to as makers or entrants, can enter cases in one or both divisions. The term "case" consists of the combined 6 top scoring entries entered by that maker for each division. Only digital entries will be judged.

GENERAL INFO AND RULES

ELIGIBILITY

1. All members of the Professional Photographers of Oklahoma, Inc. (PPOK) are eligible to enter the Photographic Competition. PPOK members who meet the requirements defined below may enter the General Exhibition or, if qualified, the Masters' Exhibition.
2. Non-resident (out of state) members of the association can compete in the Photographic Competition and are eligible to win any award, under which category they might qualify, as long they have paid registration fees and physically attend the event.
3. Participants who are not PPOK members, and who live outside of Oklahoma may enter the Out-of-State Exhibition.

DEADLINE

1. ALL ENTRIES MUST BE UPLOADED ONLINE at www.printcompetition.com BY

COMPETITION RULES - READ CAREFULLY!

ALL ENTRIES MUST BE SUBMITTED AND REGISTERED AT WWW.PRINTCOMPETITION.COM

- 11 PM (CST) THURSDAY, FEBRUARY 25th, 2020. No exceptions will be made except by the Print Chairman, and only in extreme circumstances.
2. No changes to your entries are permitted once the entry deadline has passed. No refunds will be issued after the entry fee is paid.

FEES

1. \$10.00 per image/album for PPOK members, including PPOK out of state members.
2. \$15.00 per image/album for non-members of PPOK. Non-member residents of Oklahoma are NOT eligible for awards, but will receive print scores. Non-member out of state entrants are only eligible for the Out of State trophy.

SPECIFICATIONS FOR DIGITAL ENTRIES

1. 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 MP. Larger files will be accepted when necessary so long as they are JPEG/10.
2. Files are to be spelled and capitalized the way you want it printed and the title announced.
3. There is not a limit to the number of entries submitted by each maker.

Continued

VIEWING CONDITIONS FOR JUDGING

Monitor Settings: D65, 120 cd/m², 2.20 gamma

SCORING ENTRIES:

Juries will judge in open session and follow the PPA affiliated association judging procedures. The point system is used with scores ranging from 100 to 65 as follows:

- Exceptional 100-95
- Superior 94-90
- Excellent 89-85
- Deserving of Merit 84-80
- Above Average 79-75
- Average 74-70
- Below Exhibition Standards 69-65

The final score shall be the official score on these and on any challenged entry.

PHOTOGRAPHIC OPEN SPECIFIC RULES

The purpose of this competition is to allow photographers to enter digital images and/or digital albums to be judged against a standard of excellence using the 12 Elements of a Merit Image.

1. Entrant must have captured and created the original exposure or exposures.
2. All processing, manipulation and rendering, must be 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 PPOK harmless against all claims and liabilities arising out of PPOK's display, publication and promotion or other use of each image submitted to PPOK.
4. The entrant's name shall not appear anywhere in or on the face of the entry.
5. Makers may enter any number of entries. Their "case" will consist of their top six images they entered in Photographic Open. An album entry counts as one entry in the Photographic Open case.
6. 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.

7. Any entry that has been created from a 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 PPOK, violates copyright, trademark or any other applicable law, that entry shall not be displayed or published.

8. Entries of the same subject in multiple images will be allowed, as long as the images are entirely different concepts. 9. Entries previously entered in a PPOK Photographic Competition will be disqualified. An image that has been awarded a merit in PPA or a PPA District will be disqualified, including any image from a merited album.

EXHIBITION DETAILS

A maker may enter unlimited entries in the exhibition for which he or she qualifies. The entrant may also enter a case in the Artist Exhibition/Division.

1. **GENERAL EXHIBITION**— This exhibition is open to all members who do not hold the PPA Master of Photography and/ or Master Artist degree. Entries may be made in any of the print categories (see below).
 - a) **FIRST TIME ENTRANT**—(special subset of the GENERAL EXHIBITION) Any member who is entering 1st time in any State, Regional, or National photographic competition which is affiliated with PPA is eligible for this category. First time entrants in this division are eligible for a special trophy and entry forms should be marked accordingly.
2. **MASTERS EXHIBITION** — This exhibition is open to members who hold the PPA Master of Photography and/or Master Artist degree. Entries may be made in any of the print categories.
3. **OUT OF STATE EXHIBITION** — This exhibition is open to entrants living outside of Oklahoma. Out of State entries are eligible only for the "Out of State" plaque unless the entrant is a PPOK member, has paid registration fees and physically attends the event, in which case they will be eligible for all state awards.
4. **NON-MEMBER EXHIBITION** — This exhibition is open to Oklahoma residents who are not members of PPOK. These entries will be

judged for scores only; they are not eligible for awards.

5. **ARTIST EXHIBITION** — This exhibition is open to general or master members and is a separate entry case. Note: a maker may enter a case for the Artist Exhibition (Artist Division) in addition to (or instead of) their case for Photographic Open. See Artist Exhibit Rules for details.

AWARD CATEGORIES

Note: Black & White or Color may be entered in the same category.

1. **MP** - Man's Portrait - one male subject only
2. **WP** - Woman's Portrait - one female subject only
3. **CP** - Child's Portrait- one subject only
4. **HS** - High School Senior Portrait - Portrait of a High School Senior
5. **AP** - Animal Portrait - Portrait of an animal
6. **GP** - Group Portrait - two or more subjects, including pets
7. **CL** - Classical Portraiture - Portrait presented with minimal post processing or Photoshop work.
8. **WED** - Weddings - pertaining to brides or candid wedding images
9. **L/N** - Landscape & Nature - Images include landscapes, outdoor scenic, nature images, animals in their natural environment, sunsets, urban landscapes, seascapes, environmental images, cityscapes, and farms. These images showcase outdoor beauty both natural and man-made.
10. **I/C** - Illustrative & Commercial - An image that is designed to illustrate a story, or help sell, advertise or market a product, service, person or persons.
11. **ART** - Images displaying technique proficiency and artistic skill. These images typically include painted and composited images to convey a story, theme or message. In this category the maker may use images that are not created by the themselves. These entries must display guide image(s) of original work(s).
12. **ALB** - A photographic album, is a collection of photographs. Subject matter could be any event, milestone, wedding or any other subject. The album is judged as a whole but every image within the album is evaluated using the 12 Elements of a Merit Print.

13. **CO** - Creative Open - a sub-category that allows the maker to use elements they did not create themselves, but these must be displayed as a guide print. Otherwise all other entries, with exception of those in Artist, must be the makers own images.

DIGITAL ALBUM ENTRY RULES

See Video Tutorial: www.ppa.com/ipc_tutorials
1. 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.

2. Each page/spread file may contain as many images as you desire.
3. An entry shall contain a minimum of 5 page/spread files up to 36 page/spread files.
4. Files are to be numbered in viewing order using two digits, i.e. 01jpg, 02 jpg, 03 jpg, etc.
5. All individual files must be compressed into a single ZIP file. ZIP file are to be spelled and Capitalized the way you want it printed.
6. Entries will be disqualified if the photographer's name, studio name or title appears on the front of the entry.
7. Albums are only allowed in the Photographic Open division.

ARTIST SPECIFIC RULES

The purpose of this competition is to allow the entrant to demonstrate their art skills and expertise. Entries will be judged for digital, artistic and technical proficiency. Entries can be created using digital compositing or computer graphic (such as digital painting or both) techniques or a combination of both. Entries will also be judged on the presentation of the final artwork, as defined in the 12 Elements of a Merit Image. All entries must be "original work."

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 PPOK before, during or after the competition. If an entry, in the good-faith opinion of the Professional Photographers of Oklahoma Second Vice President, violates copyright, trademark or

Continued

any other applicable law and cannot be proven otherwise, that entry shall be disqualified.

2. All processing, manipulation, artwork or rendering must be done by the entrant.
3. Entries will be disqualified if the photographer's name, studio name or title appears on the entry.
4. Entries previously entered in a PPOK Exhibition will be disqualified. Any image that has been awarded an exhibition merit in PPA or a PPA District will be disqualified.
5. There is no limit to the number of entries submitted per entrant. The 6 top scoring Artist images by the maker will define the Artist "print case".
6. No entry will be eligible that has been made under the supervision of an instructor, during class time or as a class assignment.
7. Entries of the same subject in multiple images will be allowed, as long as the images are entirely different concepts.
8. Entries in the Artist category can include any type of subject. There are no subcategories in this division.
9. All Artist entries must include at least one guide or reference image to show the work performed on the resulting entry. The guide images must be included on the submitted digital canvas.

AWARDS FOR EXHIBITING

1. Selection of entries to be exhibited will be made by the 2nd Vice President and the print committee when judging is completed. The number of points necessary for viewing is determined at that time.
2. The best accepted entry in each the General and Masters category within the Photographic Open division will be awarded a First Place plaque. The best accepted entry in the Artist division will be awarded a First Place plaque. Awards will be given to the best entries of the various categories and divisions by the majority vote of the judges in closed session.
3. The judges may also, at their discretion, give as many as two Distinguished Print ribbons and as many as two Honorable Mention ribbons in each division.
4. Plaques will be given for the most outstanding body of work submitted. Plaques awarded for total points are determined by

adding together the top 6 scoring images of all entries by each entrant in his or her case with the highest print case total winning. In case of a tie, the majority vote of the judges decides the winner.

- a) Past Presidents' Plaque for the best entry in the General Exhibition.
- b) The Directors' Plaque for the best entry in the Masters Exhibition.
- c) Two Presidents Plaques for the persons with the most total points from all his/her entries in the General and Masters Exhibitions. These awards will be designated as the "Oklahoma Photographer of the Year—General Division" and "Oklahoma Photographer of the Year—Masters Division."
5. Oklahoma Certified Professional Photographer Trophy will be awarded to the PPA Certified entrant with the highest scoring entry.
6. The Out of State Trophy will be awarded to the person living outside Oklahoma with the most total points from his or her case in the Out of State Division, unless that entrant is a PPOK Member who has paid the convention registration fees and is in attendance at the convention, in which case they are eligible for any member awards.
7. Nelson-Helt Memorial Scholarship for total case points for the First time entry in General Division.
8. Members' Choice plaque for the print with the most votes by registered convention attendees.
9. Judges may give "Judges' Choice" ribbons for prints selected by individual judges at their discretion.
10. Classic Portraiture plaque will be awarded for the best classic entry.
11. PPOK will not give awards other than those already stated without prior approval of the Board of Directors

Our History

By Elise
Breeding
M.Photos CPP

I love history. Learning about the past is captivating to me. I spent a year in college as the intern for the International Photography Hall of Fame when it was headquartered in Oklahoma City. I think that's when I truly fell in love with photography and appreciated ALL that went into its craft.

At the end of 2018, I made a comment before the start of a PPOK board meeting, that I was looking for any fun facts about the organization. I wanted some information to share with our members at 2019 events throughout the year. Randy Taylor approached me later and said he had a little booklet that he'd let me borrow for a few weeks. This little book encompasses PPOK's history from 1931-1980. Caroll VanDeventer later gifted me with her last extra copy of the book (stamped 3/500), so I have tasked myself with filling in the pieces to create a new book.

However, I can not simply find the information from 1981- 2021 and be done... because we only have this physical, printed copy of our early history. Whatever program used to create this book in 1980, is most likely not being used today. I am most certain it would be far-fetched to even find a digital format of this book, and it is highly likely it is on a forgotten floppy drive or an old IBM, if in fact it does exist

somewhere.

Therefore, I am thankful for today's technologies. Each of the 56 pages have been scanned, and OCR software has read the pages and digitized them for me (that took a hot minute!). The results are not perfect, but it will definitely save me time from retyping every single page. I am now on the hunt for copies of the photographs and/or headshots of our past presidents, or other photographs from our nearly 90 years of history (dot matrix printing of photographs in the book, doesn't transfer as well as text does).

Plus, thanks to our great magazine and past presidents who value holding onto them, we have a lot of information to hopefully fill in the gaps to the current year.

I am so excited to dig into our organization's history, bring it up to date, and share it with you!

Then, decades from now, hopefully a cloud still exists for it to remain accessible to the next generation of professional photographers to enjoy and amend.



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