

SPRING 2022

THE OKLAHOMA

# PHOTOGRAPHER

A MAGAZINE OF THE PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

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by Tony Corbell



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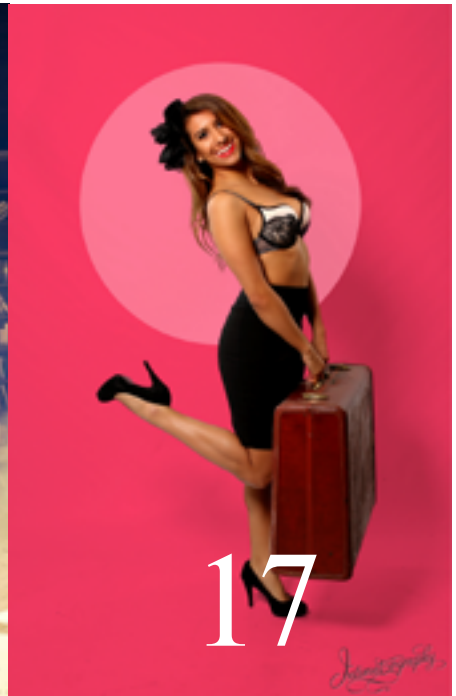
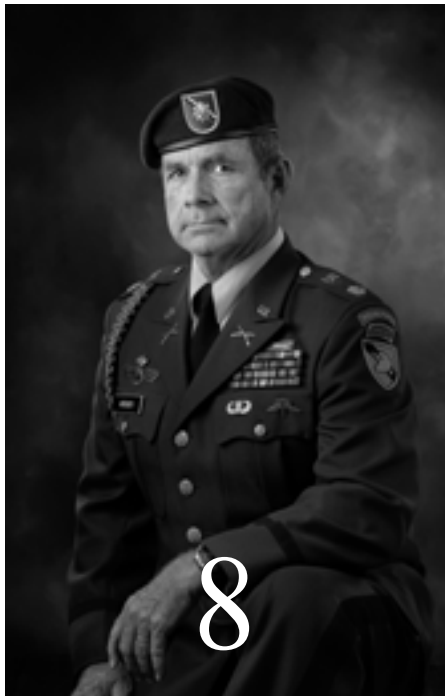


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**The Oklahoma Photographer Magazine - Volume 65, Issue 1**

**Elise Breeding, Editor - editor@ppok.org**

**Printed by Marathon Press (800) 228-0629**

**1500 Square Turn Blvd. Norfolk, NE 68701**



The Oklahoma Photographer is a publication of Professional Photographers of Oklahoma, a 501c6 organization. Complete financial information and 990 forms are available to any member of our regional states by contacting Michael Scalf Sr, Executive Director at P.O. Box 1779, Blanchard, OK 73010

As the current editor for The Oklahoma Photographer magazine, I have enjoyed this first year and have loved the challenges of learning something new. I have also surprisingly enjoyed putting the writing side of my photojournalism degree to good use, and those happened to be my least favorite classes in college.

I keep hearing and seeing people refer to these times as a "new normal", but I truly believe we have *always* been in the process of changing our current "normal". Whether the year was stressful, or smooth and full of growth, we were learning and changing due to the world around us.

Businesses grow, fail or change daily. Family dynamics grow and change. Our craft, as photographers, is ever growing and the available technology changing. Even our health, as healthy or unhealthy as we may feel, can change in an instant.

So whether these past couple of years were hard for you or not, I hope you are aware of all you learned. You did learn something. You did adapt in some way. Maybe you pushed through the hard and just endured the situations that arose. Maybe you had to make hard choices to transition your job into something that would work for the time being. Maybe it worked and has flourished, maybe it didn't and you're making transitions again this year.

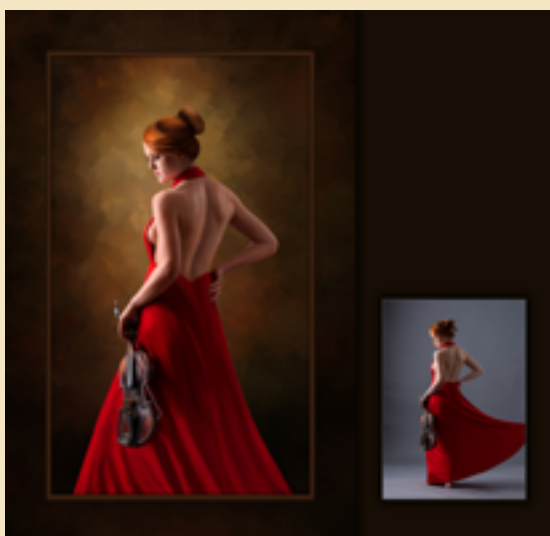
Maybe you dusted off some knowledge that was hidden deep in your brain and committed to something fun and new, like I did. For me, the past couple of years have been full of embracing the unknowns and accepting change.

Whatever your "normal" looks like today, I hope you choose to be aware of, and thankful for, the opportunity for change.

Through change, we grow.  
A monotonous normal, brings boredom.  
As Creative Professionals, I sure hope we choose not to settle for normal.

Elise Breeding, M.Photog, CPP  
editor@ppok.org

# EDITOR'S NOTE



## *On the Cover.....*

Scarlett Symphony - Dawn Muncy



# PRESIDENT'S MESSAGE

*Johnny Holland*  
*2022 PPOK President*

As I prepared to write this convention article, I took a little time to look back at some of our past presidents' messages. I am sure I'm not the first to do this, but I did want to make sure I didn't make a fool of myself when writing my message...smart thinking right?

Well, what I discovered just confirmed to me what I have believed all along. We, as Oklahoma photographers and artists, have a long history of family, making memories, challenging ourselves to become better and to never stop learning.

During Eldora Horton's presidency her theme was "Making Memories – An Oklahoma Tradition", Rick Carr challenged us to combine new and old ways of doing things, and Gary Box said "Never stop learning. Never stop growing."

These are only a small sample of what I read and I feel it speaks true to how most of us feel. Our organization has a strong tradition of building relationships, rising to challenges, and continuing to grow.

Not only do we have a rich history of stepping up to the plate, but we are really good at what we do here in Oklahoma. We consistently rank among the highest

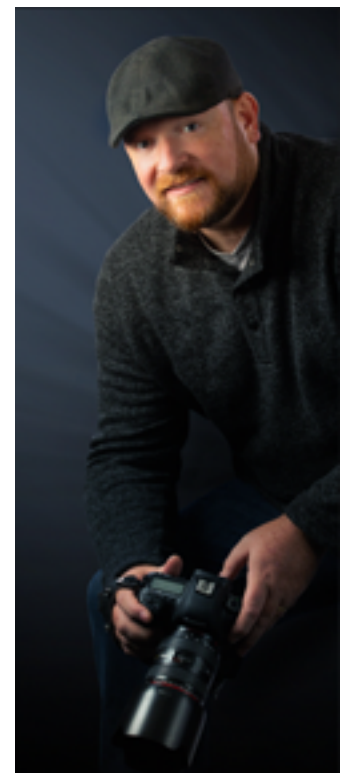
throughout the country in awards and achievements. This is something we should all truly be proud of, it says a lot, especially considering the plethora of amazing talent and everchanging work we see out there today.

Now, everything I just said is not new news to most of our members, especially you old-timers, and you know who you are, lol. But I did want to remind everyone where we come from and where we are going, especially our new members as well as any future members.

New members play a very important role in PPOK in many ways. New members bring new ideas and enthusiasm that can be infectious in a good way as PPOK moves towards the future. We are an organization with a rich and proud past, so I want to encourage all of us to cherish those things and use them to help us look at what's ahead and rise to the challenges of moving forward not only with technology but the way we see the world. Time stops for no one so let's not get left behind.

Besides no one wants to be "that old fart".

*Continued, page 4*



## *President's Message Cont'd*

As for our Convention this year, it's going to be great! I feel we have put together something special and hope you all feel the same.

We have an amazing line-up of speakers. The programs start with Doug & Laura Bennett on Saturday afternoon; on Sunday Cris Duncan will be speaking in the morning, followed by Jeff Dachowski (PPA Pres) and Dixie Dixon in the afternoon; finishing up with our programs on Monday with Mark McCall in the morning and Bard Barton after lunch.

Subjects range from fashion and pin-up, to landscapes & commercial, to even sales and image competition. There is a lot to learn this year.

Image competition begins bright and early on Saturday, be sure not to miss this. The judging can be viewed from the judging room (quiet please) or our Club 79 room hosted by Tony Corbell (that'll be a hoot) for a little more entertaining and educational experience.

And of course, there are the parties, who can forget those. Saturday night will be a great time with raffles, auctions and maybe even a little entertainment from those that hit the juice a little too hard, lol.

On Sunday evening we will have our awards banquet with dinner and all the fun stuff. You definitely don't want to miss that.

Everything kicks off Friday evening with our PPOK Photo Gear Marketplace --- Re-USE, Re-NEW, Re-FRESH --- .

This will be a great opportunity to come do some shopping. We will have several photographers selling used gear, backgrounds, props and all things photography related at great prices. For those looking for new gear, Bedford Camera will be there with the latest and greatest.

Hey, and if you are a PPOK member and have some gear you want to sell there is a table with your name on it at no charge. All you have to do is follow the instructions on our website to claim your spot.

Not a member? Not a problem. You can have a table too for only \$50. But more than that, and probably the coolest thing about the Marketplace is that it is open to the public! So invite your friends.

This should be a great way to kick the weekend off, so don't miss out.

I look forward to seeing everyone at our State Convention this year! And remember, time stops for no one. So let's all continue to *move forward!*

Johnny Holland, M.Photog. Cr.  
PPOK President – 2022

# PHOTO GEAR MARKETPLACE

RE-USE  
RE-NEW  
RE-FRESH

March 11, 2022  
FREE & Open to the public

# Shared Studios Becoming Commonplace

**Elise Breeding, M.Photog. CPP**

A creative professional, needs a space to create.

There are portrait photographers across the world with studios that are decades old, as well as photographers who utilize whatever space is currently available to him/her.

One thing that has become more common place over the past 5-10 years is photographers who share their spaces with their competitors.

A recent social media poll among photographers in Oklahoma showed a surprising 52% used a rented or shared space. For some, it was a single studio with 2 or 3 separate businesses who shared it and just avoided overlapping its use. For a few, it was their own space that they rented out to other creatives when it was not in use for themselves. Only 11% of the poll takers stated they never used a studio for their business. The majority of those that answered the poll within the first week, stated they simply rented a studio location as needed and did not own one themselves.

I imagine many of those are like myself. It provides me an opportunity to still utilize a creative space, while decreasing my overhead expenses. There are several rentable studios in the central OK area. Most are remodeled warehouses, businesses or even houses, all of which I just pack up my own lights, props, and/or backgrounds and set them up at the location of choice.

Scott Vo, a photographer in the Oklahoma City metro owns a studio which he says



is his own personal workspace, but it is available for rent as his schedule allows. He has had photographers, videographers, dancers, and painters utilize his studio. When asked why he made his space available to others, Scott said, "The space was created with an open concept in mind and it can be flexible to accommodate any creative's imagination. I really enjoy meeting other creatives and seeing their vision come to life in my space."

Although, she too rents her space, when available, to others, Andrea Murphy of Tulsa shared she loves the comfort of having her own studio. She also mentioned the conveniences of already knowing what lighting looks like in each room of her studio, and her equipment is ready at anytime.

Tavia Redburn shares a studio in Yukon with Keshia Kastl. They each have their own photography businesses and simply share the expense of the space. Tavia said, "Being the only one on my team can feel lonely sometimes and by sharing a space, we could work collectively to bounce ideas off of each other and work together to make a beautiful space that our clients would love."

It may not seem "right" to share with your competitors, but it seems like-minded people simply love being around each other. Photographers continue to amaze me with their generosity and willingness to help each other.

# 2022

# PHOTO EXPOSITION and PHOTO EXHIBIT

## Convention Event Registration

Professional Photographers of Oklahoma March 11-14, 2022

*ways  
to  
register*

- 1) on-line at [www.photoxok.org](http://www.photoxok.org) by Mar 9th
- 2) Mail this form to: Michael Scalf Sr, P.O.Box 1779  
Blanchard OK 73010 postmarked by Mar 1st
- 3) At the door (Options 1 or 2 saves you \$\$\$)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Name of Business: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Bus Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

\$189.00 Non-Member Full Registration .....	\$ _____
\$149.00 <b>Best Value</b> Early Full Registration + Banquet .....	\$ _____
\$129.00 Early Full Registration .....	\$ _____
\$139.00 Full Registration (After Midnight March 9th) .....	\$ _____
\$ 45.00 Awards Banquet Ticket (\$50 On-Site) .....	\$ _____
\$ 25.00 Social Only.....	\$ _____
\$ 99.00 One Day Only ___ Sat ___ Sun ___ Mon (\$110 after Mar 9th).....	\$ _____
\$ 115.00 One Day (non-member) ___ Sat ___ Sun ___ Mon (\$125 after Mar 9th).....	\$ _____
Total Amount Included With This Registration .....	\$ _____

Check made out to PPOK enclosed -or- Bill my card

Card number \_\_\_\_\_

Expires \_\_\_\_\_ CVV# \_\_\_\_\_ Billing Zip \_\_\_\_\_

Got Questions? Call or Text 405-485-4456  
or email [michael.scalf@ppok.org](mailto:michael.scalf@ppok.org)



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# 2022 PHOTO EXPOSITION

## Annual Convention

March  
11-14

Professional Photographers of Oklahoma's Annual convention, PhotoExpo is back, and in central OKC! Don't forget we have our annual PhotoExhibit image competition. Do you have your images ready?? Plus, a free and open to the public equipment sale held by our members! AND a newly renovated hotel close to all the major highways and crossroads in the OKC Metro area. This is our biggest event of the year and one you will not want to miss! Along with a great lineup of programs, we also have our awards banquet and several social events, which are prime opportunities for fellowship and networking with other pros from around the state. We hope to see you there!

### 2022 PhotoExposition Schedule

#### Friday – March 11, 2022

4:00p	Print Room Set up	Salon A
4:00p - 9:30p	Registration	Open Foyer
7:00p - 9:30p	Photo Gear Marketplace w/ Bedford Camera	Salon B & C

#### Saturday – March 12, 2022

7:00a - 8:00a	Judges Breakfast	Breakfast Area Rm
8:00a - 5:30p	Registration	Open Foyer
8:00a	Print Committee arrive	Salon A
8:30a - Noon	Jury Charge/Print Judging	Salon A
8:30a - Noon	Club 79 Hosted by Tony Corbell	Salon C
Noon - 1:15p	Lunch on your own or with a group	
Noon - 1:15p	Judges Luncheon	Boardroom 2nd Flr
1:15p - until ?	Judging Resumes	Salon A
1:15p - until ?	Club 79 Resumes Hosted by Tony Corbell	Salon C
3:30p - 3:45p	New Member Orientation	Salon B
4:00p - 6:00p	Program: Doug & Laura Bennett	Salon B
6:00p - 7:30p	Dinner on your own or with the group	
7:30p - ?????	Social Party, Raffles, Auction, Hospitality	Salon B & C

#### Sunday – March 13, 2022

7:30a - 9:00a	Board Meeting Breakfast	Breakfast Area Rm
8:30a - 5:00p	Registration Open Foyer	
9:00a - 11:30a	Program: Cris Duncan (Spons'rd by Millers)	Salon B & C
11:30a - 1:00p	Lunch on your own or with a group	
1:00p - 2:15p	Program: Jeff Dachowski (Spons'rd by PPA)	Salon B & C
2:30p - 5:00p	Program: Dixie Dixon (Spons'rd by Nikon & Profoto)	Salon B & C
6:30p - 7:30p	Pre Banquet Reception Social	Foyer
7:30p - 10:00p	Awards Banquet	Salon B & C
10:00p - 11:30p	Hospitality	Hospitality 2nd Flr

#### Monday – March 14, 2022

9:00a - 2:00p	Registration	Open Foyer
9:30a - Noon	Program: Mark McCall	Salon B & C
Noon - 1:00p	Lunch on your own or with a group	
1:00p - 3:30p	Program: Brad Barton (Spons'rd by Color Inc ProPhoto)	Salon B & C
3:30p	Have a Safe Trip Home!	



# Selling for Success

## Overcoming Mental Roadblocks

*Jeff Dachowski* Bedford, NH

2022 EXPO speaker

Success in the salesroom has nothing to do with luck and everything to do with effort on the part of the salesperson. Join Jeff for a fast paced discussion on how to build and achieve great sales.

Selling for Success will cover the psychology of sales, increasing client engagement, enabling customer buy in, closing the sale and a lot more. Jeff will teach solid approaches to help you get over many of the mental roadblocks we as portrait artists put in our own way that can have detrimental effects on sales and profitability.

In high school Jeff quickly fell in love with photography. After pursuing every class related to photography, Jeff attended the Hallmark Institute of Photography. In 2003 Jeff and his wife Carolle opened their studio in Manchester, and have seen meteoric growth since opening. They enjoy a loyal following of children, senior, family and commercial commissions.



Jeff has photographed events throughout North America, the Caribbean and Europe since 1992. His work has been featured in Seacoast Bride, New Hampshire Bride, Woman Engineer, Woman's World and Rolling Stone. He has received many accolades for his photography. Jeff is the Vice President of The Professional Photographers of America (PPA), a PPA International Approved Juror, a Vatican Approved Photographer and the Past President of the Society of XXV.

In 2012 Jeff and Carolle purchased a building with a storybook past in the small village of Bedford, NH. They are also the authors of two titles for Amherst Media: "Lighting on Location" and "Profit building for the professional photographer".



**Professional Photographers  
of America**



# The Portrait Photographer's Guide to Commercial Photography

2022 EXPO speaker

*Cris Duncan Lubbock, TX*

Cris and Deanna Duncan operate CjDuncan Photography, a high-end portrait and commercial studio in Lubbock, TX. CjDuncan Photography has flourished for almost two decades in a competitive market and

continue to be regarded as one of the top studios in Texas. Cris is a Master Photographer, Master Artist, Certified Professional Photographer and a Photographic Craftsman.



Since turning pro in 2002, they have photographed Presidents, Vice Presidents, dignitaries and countless others. Cris has worked for such companies as Armenta Jewelry Design, Bahama Bucks, Stephen Joseph, Frito-Lay and Bayer CropScience and been honored to photograph numerous weddings, portraits and commercial assignments of great people all over this land.



Join award winning portrait and commercial photographer Cris j Duncan through some of the "rules," techniques and pricing procedures of commercial photography for table-top products, food and architecture along with editorial ad-copy.

The world of commercial photography is a very lucrative and volatile market. Not only is the capture and design different, the pricing and delivery of products is as well.

Do not be confused or intimidated anymore. Before you venture out into this field you will need to be prepared, and this class will help you get started.



Commercial photography comes with its own set of rules, idiosyncrasies and techniques.

Many times, these are not the same as they are in portrait and wedding photography.

We will have a commercial shoot during this class, Live. Lighting techniques, design theory and creation, along with proper capture will take place. You will also learn the questions to ask a prospective client to help you not only be prepared but also be able to price the job accurately.



# Landscape Photography

## Achieving Technical Excellence and Crafting Artistically Expressive Images

2022 EXPO speaker

*Doug & Laura Bennett*  
Colorado Springs, CO

The Bennetts will first share elements of photographic craft and technique essential to landscape photography and to making high quality large landscape prints for high-end sales and for PPA Competition entries.

In sharing these techniques, attendees will learn the underlying “whys”.

The Bennetts will then share techniques essential to the heart of landscape photography - the goal of communicating emotions and artistic vision in an image.

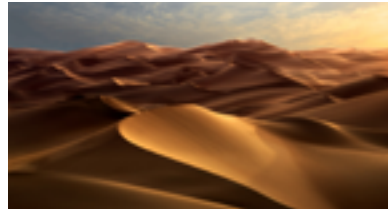
Great landscape photography is about making images that connect with viewers making them feel something about the subject. Doug & Laura will delve into “Dynamic Symmetry” sharing knowledge on how to design and compose your images. This program will also explore the unconscious psychological factors that make



for appealing landscape photography.

Doug Bennett has been a member of PPA since 2011. He earned his Masters Degree

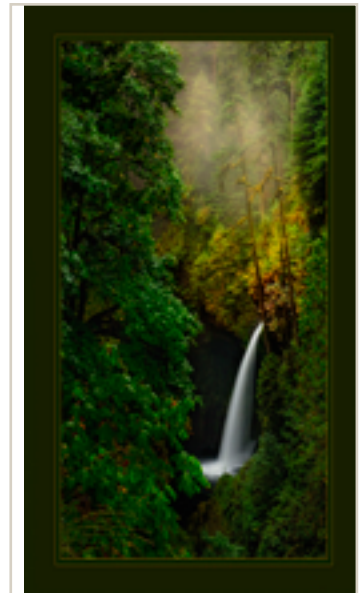
in 2015 along with his Craftsman Degree and his first Imaging Excellence Award in 2016.



He achieved his second Imaging Excellence Award in 2021. He is a five-time Diamond

Photographer of Year, Platinum Photographer of the Year, and a two-time Gold Photographer of the Year. Lastly, Doug is a two-time Grand Imaging Award Finalist finishing 1st in 2017 and 2nd in 2015 in the Landscape/Nature Category. Earlier this year Doug achieved his ASP Fellowship.

Laura Bennett, a PPA member since 2012, earned her Masters Degree in 2015, Craftsman Degree in 2017, and her first Imaging Excellence Award in 2018. She is a three-time Diamond Photographer of the Year, two-time Platinum Photographer of the Year, and two-time Gold Photographer of the Year. Laura is a seven-time Grand Imaging Award Finalist winning 1st Place in Illustrative Category in 2013. Laura achieved her ASP Fellowship in 2020.



# Fashion, Lifestyle & Advertising Photography

## Techniques and Tools of the Trade



*Dixie Dixon* Dallas, TX

2022 EXPO speaker



Commercial Photographer/Director Dixie Dixon, a Nikon Ambassador based out of Texas, will be showcasing an in depth look at fashion photography and video as well as her creative process in this live event.

Dixie will go into detail about her specific DIY photography techniques and gear used to get to the location, compose the shot, how to pose subjects in an effortless way, how to light for the best results, and her favorite post-production and editing techniques.

She will also be sharing insights into her career in the fashion and commercial advertising industry, how to get published, and how you can build a name for yourself in the industry.

Dixie Dixon is an internationally renowned fashion, lifestyle, and commercial advertising photographer and film director based out of Dallas, Texas. She travels worldwide working with brands ranging from Disney to Virgin to People and has spent the last decade bringing creative visions to life for brands, ad agencies, fashion, and commercial clients.

As a Nikon Ambassador of the United States, she brings a wildly positive energy to set that creates a one of a kind experience for her clients. Dixie's style embodies an idealistic approach to photography and motion work with a touch of soulful realism. As a full-service production company, she and her team regularly create refreshingly upbeat campaigns for lifestyle brands, beauty companies, and high fashion advertising campaigns.

"For me this isn't a job, this business is a labor of love. Telling stories is one of my biggest passions. The truth is that the technical part of the job is such a small percentage of what we do. The majority of what we create involves a high level of optimism, being able to solve problems on the fly, assembling the right team of hard-working crew aka "the Dreamteam", and most importantly diving deep into that ultimate creative vision. That is where the magic happens!!"



**NIKON AMBASSADOR**  
UNITED STATES

# GREAT CHANGES IN PPOK IMAGE COMPETITION!

Mandy L. Corbell,  
M. Photog, Cr.

Happy New Year to all of our PPOK members. I hope this new year brings you hope, health, and inspiration. Speaking of inspiration, this year's print competition is going to be here before you know it. Be looking for **NEW OPPORTUNITIES, NEW CATEGORIES, and NEW TROPHIES!**

The Spring convention print competition deadline for image submission is Thursday, March 10th at 11 p.m.

Bedford Camera and Video has graciously offered to print our competition images this year for display at the convention. **IF YOU WANT YOUR IMAGES PRINTED AND ON DISPLAY, you must have your entries submitted earlier by Tuesday March 8th at 11 p.m.** The actual judging will take place Saturday, March 12th 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.

You can upload your images to [www.print-competition.com](http://www.print-competition.com) listed under upcoming events, PPOK Spring Image Competition as soon as Feb. 1. 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 entries 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](http://photoxok.org). Also look in this magazine for submission rules, including files size and specifications for digital submissions.

READ THIS  
IF YOU ARE  
ENTERING  
IMAGE  
COMPETITION!

This year's judges are Brad Barton, Doug Bennett, Cris Duncan, Deanna Duncan, and Mark McCall. Jury Chairman is Nancy Emmerich.

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.

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

**New Non-portrait categories** – You'll notice that Landscape/Nature has now split into two categories, as well as Commercial/Illustrative. RAW is a brand-new category, and

Creative Open has gone away.

**READ THE DESCRIPTIONS CAREFULLY!!** If your image is entered into the wrong category, the print committee will contact you about switching to the correct category.

### **PPOK 2022 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.**

**RAW - Images displayed as they were captured, with no alterations other than presentation (mat and stroke around image). Maker will be required to submit RAW file for verification to Print Chairman after uploading JPEG file to [printcompetition.com](http://printcompetition.com).**

**Nature - Images include nature images, animals in their natural environment, flowers, and insects.**

**Landscape – Images include landscapes, outdoor scenic, sunsets/sunrises, urban landscapes, seascapes, and cityscapes.**

**Note: Nature and Landscape were previously one category, and occasionally there may be**

**an image that the maker isn't sure which category to use. For example, if you have an elk standing in a meadow, and the elk is prominent and the subject of the scene, it would go in Nature (an animal in their natural environment). If the elk were a part of the entire scene and the main subject is the landscape, enter it in Landscape. The title of your image should reflect the main subject of course.**

**Commercial - An image that is designed to help sell, advertise or market a product, service, person or persons. Also included are industrial subjects.**

**Illustrative - An image that is designed to illustrate a story. This category would include any images that do not fall into the Portrait, Landscape, Nature, Commercial or Artist categories.**

**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.**

**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).**

**Mandy Corbell  
2022 Image  
Committee  
Chairman**



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# Print Competition

Not as difficult as you think once you know this!

*Mark McCall* Lubbock, TX

2022 EXPO speaker



“What are the Judges looking for”? How many times have you caught yourself saying that? This lighthearted and entertaining program will

show you exactly what Jurors are looking for. Even better, show you things that will get dinged so you can avoid them. Jurors use 12 Elements when judging your image, but did you know that 3 of the elements are more important than the other 9? Mark shakes up the 12 Elements placing them in the exact order the human brain reacts to them. Concentrate on 3 Elements instead of 12 to get those higher scores.

You'll leave with the knowledge and confidence to get those print merits...and get them regularly. Learn the tricks and the thought process Mark brings to each competition, and take advantage of the same things yourself!

A few of the things You'll learn:

- \*#1 thing that drives a score down, and how to stop doing it!
- \*One type of image almost always merits. Find out what it is and how to create it. Better yet, find out how to get others to pay for it.
- \*See the completely new 12 Element List, placed in the order that Jurors mentally

apply the Elements to your images. {This one item will be worth the trip!}

\*Learn to tell or create a story within your image that can make a less-than-perfect image score much higher. Storytelling is listed as #12 on the list of 12 Elements you're being judged on but Mark has it ranked #2 in order of importance!!! Find out how to emphasize the story in your image and see the true order of how the human brain reacts to each element.

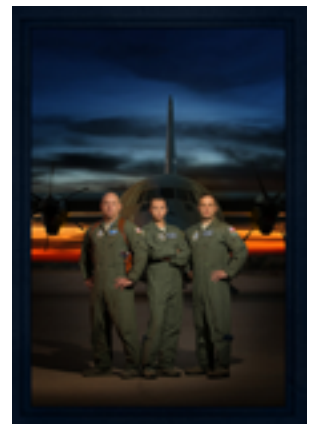
\*See Mark's SECRET WEAPON he uses in many of his competition works.

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

\*Why do images score differently at different competitions? You'll leave with a complete understanding of why this happens.

\*Hear a few of Mark's funny print competition stories....real things that have happened in Print Competition.

Mark has a background in Human Behavioral Studies, as well as hundreds of hours sitting on Judging Panels across the nation. His experience as well as working behind the curtain at Texas PPA and Southwest PPA has given him a unique insight as to what will merit, and what will not.



# Tony's Tech Tips

## Top Do's & Don'ts for Professional Photographers

**By Tony L. Corbell**

**M. Photog, Hon. M. Photog, Cr.**



There are so many things to think about when photographing people that we don't have the space for all I would want to say. However, there are a few do's and don'ts that might help to keep you out of trouble and possibly improve your work and client relationships.

In the studio, try to NEVER leave your lights set-up overnight. The problem is that if you do, the last session of the day will look a lot like the first session tomorrow. Is that what you want? If so, fine. But if you advertise creativity, don't give your client today the same session you did yesterday.

Don't look through your camera too long. Here is the situation; You are looking at your subject, maybe focusing, maybe looking at your digital LCD numbers for aperture, shutter speed or setting in the viewfinder, etc. Remember that once you "connect" with your client, do not disconnect until the end of the shoot. Don't let your equipment dominate.

Don't be distracted by other family members or an assistant. Again, the client is number one. Stay connected at all costs. Make them feel like they are the most important thing going on, not you, and keep their energy up.

Don't be unsure of your exposures or color balance. Do all of your testing before your client is on set and project professionalism. Remember, "if you project a sense of confidence, they will project a sense of trust."

Don't underestimate your client's knowledge of things digital. Our clients of today recognize that you are using digital.

They also have in many cases, better printers than some photographers. So be careful and don't talk down to them about technology.

Do be truly creative with your sessions. Talk to your clients. Really talk to them and find out about them, their families, their past. Find out if you are working in their home what is the most important room in the house, not the prettiest. What are they most comfortable wearing, where do they spend family time outside, etc. Give them a true portrait of them, not what you think is a good portrait.

Always have your equipment ready to go. I am amazed at how many photographers have low batteries when they start a job, only to have to stop and change. Folks, be ready and take care of your clients.

Do work as a team with your client. Guide them to make the right purchase just like you will let them guide you to make the right portrait.

When stuck on posing and lighting, always go back to the basics. Go back to the first female or male pose you know with basic lighting. From this your creativity will start up again. Then you'll get on a roll.

# Postmodern Pinup

Sexy, Flirtatious, Fun - Today's Pinup..



**Brad Barton** Grand Prairie, TX

2022 EXPO speaker



The Pinup style has been around for a century and has seen a resurgence of popularity in recent years.

This program covers the evolution of Pinup, from it's early days as

covers for naughty magazines to the War Years of posters "pinned up" above bunks and painted on the noses of bomber aircraft to the present day.

We will discuss the psychology of pinup, how to style your own sessions, and how to market them.

Brad Barton is a North Texas based artist who tells people's stories and captures their emotions in sometimes fantastical, sometimes bizarre, sometimes surreal ways.



Using his imagination, camera, and digital tools, he has created work for clients big and small. His work has been published in nationally distributed books and magazines, has been featured in feature length motion pictures, and has won numerous awards.

His book from Amherst Media titled *Retro Glamour & Pinup Photography* was published in January 2017. His second book, *Beautiful Monsters* was published in May 2018 and his third, *Seven Seas*, was published in December 2019. He published a card game in 2021 titled *Fairy Bargains*.



He is a Certified Professional Photographer and holds Master of Photography, Master Artist, and Photographic Craftsman degrees from Professional Photographers of America.

Brad loves to teach and write about both art and photography. #ImaginationCaptured

Brad is proudly sponsored by Color, Inc.

# 2022 PHOTO EXHIBIT

## PPOK ANNUAL IMAGE COMP!

### COMPETITION RULES - READ CAREFULLY!

**ALL ENTRIES MUST  
BE SUBMITTED AND  
REGISTERED AT  
[WWW.PRINTCOMPETITION.COM](http://WWW.PRINTCOMPETITION.COM)**

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](http://www.printcompetition.com) BY 11 PM (CST) THURSDAY, MARCH 10th, 2022. 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.

#### FEEES

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.

## VIEWING CONDITIONS FOR JUDGING

Monitor Settings: D65, 120 cd/m<sup>2</sup>, 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

*Continued*

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

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. **RAW** - Images displayed as they were captured, with no alterations other than presentation (mat and stroke around image). Maker will be required to submit RAW file for verification to Print Chairman after uploading JPEG file to [printcompetition.com](http://printcompetition.com).
10. **L** - Landscape - Images include landscapes, outdoor scenic, sunsets/sunrises, urban landscapes, seascapes, and cityscapes.
11. **N** - Nature - Images include nature images, animals in their natural environment, flowers, and insects.
12. **C** - Commercial - An image that is designed to help sell, advertise or market a product, service, person or persons. Industrial images are included in the category.
13. **I** - Illustrative - An image that is designed to illustrate a story. This category would include any images that do not fall into the Portrait, Landscape, Nature, Commercial or Artist categories.

14. **ART** - Artist - 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).

15. **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.

## DIGITAL ALBUM ENTRY RULES

See Video Tutorial: [www.ppa.com/ipc\\_tutorials](http://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 photographers 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 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 photographers 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



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