

THE OKLAHOMA PHOTOGRAPHER

Summer 2012 - Convention Issue

“Rich Bitch,” By Kimberly Smith



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THE OKLAHOMA PHOTOGRAPHER

2012 SUMMER ISSUE Volume 36, Number 2

About the Cover . . .

www.ppok.org



“Rich Bitch,” by Master Photographer Kimberly Smith of Muskogee, Okla. scored a perfect 100 points at the PPO State Convention print competition last August.



Kimberly Smith

The print, presented by then-President Fran Wehner, also garnered Smith a first Place Trophy in the Unclassified II category, master division.

The print later scored an 87 in the print competition of the Southwest Professional Photographers Association.

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In This Issue . . .

| | |
|---------------------------|-------|
| President's Message | 3 |
| The Editor's Desk | 4 |
| Remembering Jon Smith | 4 |
| Hotel Amenities | 5 |
| Convention Schedule | 6-7 |
| Jairaj & Alvaraz Program | 8 |
| Box & Sturdevant Programs | 9 |
| Print Rules | 10-11 |
| Print Labels & Forms | 12-13 |
| Print Judges | 14 |
| Party Lineup | 16 |
| Wehner Program | 17 |
| Images Gallery | 18-19 |
| Romaguera Programs | 20 |
| McCall Program | 21 |
| Trawick & Felder Program | 22 |
| Scholarship News | 23 |
| Convention Registration | 24 |

EDITOR NOT CLAIRVOYANT!

If you are moving, please let us know. Send your old as well as new address to:
Editor, The Oklahoma Photographer
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Tulsa, OK 74114-5225.
Allow six weeks' notice.

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

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

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

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From the President's Desk . . .

Evolve or Evaporate . . . Usher

By Celia J. Moore, F-PPO

It's crazy...after all these months of work.

It's finally here.

Man. . . I've really given my heart on this one!!

Evolve or Evaporate - That is what one of my all time favorite artist, Usher, said about his new album, "Looking 4 Myself."

"Looking 4 Myself" - Aren't we all doing that?

And that is whether we are new in this business and trying to find our style or we have been in this business many years trying to look for ourselves in this new ever changing digital photography.

"Evolve or evaporate" - that is where we are as photographers.

This profession is changing so fast and so quickly that we must keep up or we will evaporate along with our photography business.

This year's Professional Photographers of Oklahoma's Fall Convention is going to ROCK and help us all to "evolve."

You do not want to miss out; that I can promise you!!

We have some great talent coming who are at the top of our profession!!

Our tradeshow will help you "evolve" as the vendors show you the latest equipment and technology while they answer any questions you may have.

Man. . . I've really given my heart on this one.

Doesn't that describe each of our images we enter in print competition?

I believe print competition is one of the best ways a photographer can learn.

We have a great set of judges - several of them are PPA affiliated judges.



Celia J. Moore

I encourage everyone to sit in on the actual judging or join us at our "Print Competition Rocks Party," which will have a live feed of the judging.

It will be a blast along with everyone learning more about print judging.

We also are going to **Parrrtay!!!**

Plan on attending our Friday night's "CJ's White Party!"

If anyone knows P. Diddy, you will know what I am talking about - fun, fun for everyone! Wear white!!

On Saturday night we will have "Lady Cj's Poker Face Party!"

You can play poker and not lose a penny or you can dance the night away!

Sunday night we will have our banquet on the 18th floor which has the most totally amazing view you have seen for a long, long time.

After the awards are presented, the "Photography Rocks Awards Party" begins!

I want to personally invite each and every one of you to the Hard Rock Casino & Resort for one of the most fabulous weekends of your life!

Don't miss out; you will regret not learning how to "evolve!"

Photography Rocks!



Celia and daughter Kortney with Usher



Views of the Hard Rock Hotel & Casino



By Don Hayden
Cr. Photog., F-PPO

I am having a serious case of “Déjà vu . . . all over again.” In this case, I am writing about my appointment to the editorship of *The Oklahoma Photographer* – official publication of the Professional Photographers of Oklahoma.

Following the demise earlier this year of long-time editor Jon R. Smith of Moore, members of the PPO executive board asked me if I would reprise my earlier role.

For those members who weren't around in the last century, I served as editor and advertising manager of the PPO magazine from 1989 to 1997.

I also serve as the newsletter editor for the Indian Nations Professional Photographers Association, headquartered in Tulsa.

This time around is almost as difficult as the first time.

But at least, since I also am the editor of *Southwest Image*, official publication of the Southwest Professional Photogra-

Remembering Jon Smith

More important than a person's birth date and death date is the “dash” in between.

How the dash was done defines the person.

The dash of Jon Smith, Cr., Photog., F-PPO, of Moore, Okla., who died Jan. 31, was filled with unflinching service to his church, his clients and especially to the Professional Photographers of Oklahoma and the Southwest Professional Photographers Association members.

In recognition for these services, the latter two presented him with the National Award from the Professional Photographers of America.

Smith, 57, had been the editor of *The Oklahoma Photographer* magazine since early 1997 and later became the webmaster for the state association's webpage.

He also served as editor of Focus on MPPA – the newsletter of the Metro Professional Photographers Association of Oklahoma City.

Smith worked tirelessly, mostly behind the scenes, at Southwest conventions (as well as Oklahoma) for many years.

He had been involved in the cataloging of images in print competitions for both organizations as well as being instrumental with audio and visual equipment.

The Oklahoma Photographer

phers Association, I have a magazine template to start from.

When I first became editor of the Oklahoma magazine, I had nothing but a few ideas and well-grounded education in journalism.

No stranger to writing and editing, I began my career of the former at the Tulsa World (now the only major newspaper in that city) in December 1965.

After seven years there, I worked for the now defunct Tulsa Tribune or about eight more, before being employed by The Daily Oklahoman.

After “wearing out my welcome” at the latter, I began a career in professional photography, calling upon skills I'd learned by taking images to accompany his news and feature articles.

In 1990, I returned to the Tribune as photo editor where I stayed until the paper closed in September 1992.

While president of PPO, I became employed as news editor for the Sand Springs Leader – a twice-weekly suburban paper and later the Tulsa County News.

In the summer of 2005, I was named editor of Southwest Image.

Now, let's go back to my original PPO job.

I have to give a lot of thanks and credit to Dwayne N. Moore of Oklahoma City who helped me design my first issue – Winter 1989.

And we did it on a Mac Plus with a screen of about seven inches (the monitor I use now is a 24-inch one).

I had to make three trips to his home to get that one done.

He also has served on the PPO board of directors for many years.

A native of Pawhuska, Okla., he had been in and around print shops since 1974 when he graduated from Oklahoma State Tech at Okmulgee with a degree in technical drafting and design

Smith also attended Rose State College in broadcasting and journalism and the University of Oklahoma.

His first job out of school was in the print shop of W & S Steel, where he also began to take photography seriously.

He said his boss told him if he was going to carry a camera around he should start making money with it.

He took the boss' advice and opened his own photography business in 1985.

Time Inc. purchased and published several images from submitted photographs taken at the Murrah Federal Building bombing in April 1995.

A graphic artist and printer for the First Baptist Church in Moore, he leaves behind a wife, Debbie of 25 years.



Jon R. Smith

Hard Rock Hotel & Casino Features and Amenities



Sleek, sophisticated luxury Resort hotel containing 350 rooms and suites
All hotel rooms equipped with iPod docking stations, coffee makers, in-room safes and mini bars
Complimentary wired and wireless high speed Internet in guest rooms
Complimentary round trip airport transportation
Complimentary covered self-parking in garage and valet parking
Complimentary fitness center usage
Complimentary USA Today newspaper delivered daily to guest rooms
Live entertainment

A variety of restaurants including Toby Keith's I Love This Bar & Grill, the all-you-can-eat Wild Potato Buffet, fine dining at McGill's On 19, La Cucina Italian Restaurant, Champions Grill at Cherokee Hills Golf Club, and 24 hour room service
Center Bar, Tulsa's newest and coolest ice bar party experience
Dance the night away at Friction (open Thursday, Friday and Saturday evenings)
18-Hole Championship Golf Course, Cherokee Hills Golf Club
Hard Rock Store, Cherokee Art Gallery, Meigs Jewelry Store
24-hour casino with 2,100 electronic games, 70 table games, and high stakes room
35,000 square feet of total meeting space
Non-smoking convention center, seating 1,000 people banquet style
The Sky Room - an upscale reception venue located on the 18th floor with chevron windows from floor to ceiling offering spectacular views of the Tulsa



Professional Photographers of Oklahoma State Convention - August 24-27, 2012 Hard Rock Hotel & Casino, Catoosa, Oklahoma FRIDAY - AUGUST 24, 2012

9:30 a.m.
Noon – 2 p.m.
1 p.m. – 6 p.m.
2 p.m. – 5 p.m.
2 p.m. – 5 p.m.
5 p.m. – 7:30 p.m.
7:30 p.m. – 11 p.m.

Golf Scramble
Print Cases Accepted – Sequoyah I
Registration Desk is Open - Foyer
Richard Sturdevant– “For Chicks Only” Sequoyah II
Pamela Box – Get in Touch with Your Softer Side for “Men Only” Deer I
Dinner on Your Own
CJ’s White Party – Sequoyah V

SATURDAY - AUGUST 25, 2012

8 a.m. – 9 a.m.
8 a.m. – 5 p.m.
9 a.m. a.m. – Noon
8:30 a.m. – 9 a.m.
9 a.m. – Noon
10:30 a.m. – 4 p.m.
Noon – 1 p.m.
11:30 – 1 p.m.
Noon – 1 p.m.
1 – 4 p.m.
1 – 4 p.m.
1 – 4 p.m.
3 – 5:30 p.m.
4:15 p.m.
5:00 – 7:30 p.m.
7:30 – 10 p.m.

Judges Breakfast – Wolf Room
Registration Desk is Open - Foyer
Print Judging – Sequoyah I & VI
Scholarship Event – Sequoyah II
Clem Wehner – “Essential Knowledge for Business” Sequoyah II
Trade Show Opens – Sequoyah III & IV
Judges Luncheon – Wolf Room
Past Presidents Luncheon Meeting – Deer I
Lunch on Your Own
Print Judging Continues – Sequoyah I & VI
Cindy Romaguera – Print Judging Rocks Party - Sequoyah V
Dr. Glenn Cope - Certification Exam – Council Board Room
Robert Trawick & Jim Felder - “Social Light Your Passion” Deer I
Annual Business Meeting – Sequoyah II
Dinner on Your Own
Lady CJ’s Poker Party – Sequoyah V

Our Speakers



Jairaj & Alvarez



C. Wehner



The Romagueras



P. Box



R. Sturdevant



M. McCall



R. Trawick



J. Felder

Professional Photographers of Oklahoma State Convention - August 24-27, 2012 Hard Rock Hotel & Casino, Catoosa, Oklahoma

SUNDAY - AUGUST 26, 2012

| | |
|------------------------------|--|
| 8:30 a.m. – 3 p.m. | Registration Desk is Open - Foyer |
| 8:30 a.m. – 9 a.m. | Scholarship Event – Sequoyah II |
| 9 a.m. – Noon | Mark McCall – “Weddings!!!” – Sequoyah II |
| 10 a.m. – 4 p.m. | Trade Show is Open – Sequoyah III & IV |
| Noon – 1:30 p.m. | Lunch in the Trade Show – Sequoyah III & IV |
| 1:30 p.m. – 4:30 p.m. | Ralph Romaguera – “Separation” – Sequoyah II (Sponsored by ACI) |
| 6 p.m. | Official Portraits |
| 6 p.m. – 7 p.m. | Awards Banquet Reception - Sky Room 18th Floor |
| 7 p.m. – 10 p.m. | Awards Banquet – Sky Room 18th Floor |
| 10:30 – Midnight | CJ’s Rocking Awards Party – Sky Room 18th Floor |

MONDAY - AUGUST 27, 2012

| | |
|-------------------------|--|
| 8 a.m. - 9:30 a.m. | Board of Directors Meeting – Deer I |
| 8:30 a.m. – 9 a.m. | Scholarship Event – Sequoyah II |
| 9 a.m. – Noon | Kevin Jairaj and Alycia Alvaraz– “Rings to Rattles” Sequoyah II |
| Noon – 1:30 p.m. | Lunch on Your Own |
| 1:30 - 4:30 p.m. | Kevin Jairaj and Alycia Alvaraz– “Rings to Rattles” Sequoyah II |
| 4:30 p.m. | Scholarship Event – Sequoyah II |
| 5 p.m. | Convention ends |

2012 CONVENTION AND COMMITTEE LEADERS

| | |
|--|--|
| Convention Chairman – Brenda Martin | Props and Model Chairman – Kimberly Smith |
| Presidential Advisors – Mel and Brenda Martin and Bob and Carol VanDeventer | Past President Meeting – Fran Wehner |
| Trade Show Chairman – Rick Carr | New Member Chairman – Chasity Rozell assisted by Shanna Smith, Marla Wingfield and Kelly Raji |
| Print Judging Chairman – Shannon Ledford | Banquet Script – Eldora Horton |
| Judges/Speaker Hosts – Mel Martin and Bob VanDeventer | Banquet Coordinator and Hospitality – Caroll VanDeventer assisted by Kortney Miller and Julie Norton |
| Audio Visual Chairman – Gary Box assisted by Doug Muncy and Johnny Holland | Presidential Hospitality Chairman – Brenda Martin assisted by Mary Waters and Elise Breeding |
| Print Score Tabulation – Celia Moore and Elise Breeding | Party Chairman – Brenda Martin assisted by Kortney Miller and Julie Norton |
| Registration Chairman – Jim and Lisa Butler; Ken and Nelda Helt | Member Display – Ted E. Lane and Tracy Provence |
| National Award – Loy and Ann Payne | Scholarship Co-Chairmen – Dwaine and Eldora Horton assisted by Caroll VanDeventer and Cary Garrison |
| PPO Directory – Don Hayden and Ken Helt | PPA Certified Liaison – Glen Cope |
| Presidential Portrait – Joey Johnson | Financial Donations – Ken Helt and Celia Moore |
| Event Photographer Chairman – Joey Johnson | |
| Official Executive Board Portraits – Kent Shirley | |
| Fellowship Chairman – Cary Garrison | |

“Rings to Rattles” - All Day Monday with Kevin Jairaj and Alycia Alvarez

Spend the entire day learning how Kevin Jaira and Alycia Alvarez create their award winning images, including all of their lighting setups, posing techniques, studio workflow and marketing.

Unlike other seminars, “Rings to Rattles” will focus not only on one specific genre of photography, but rather on the entire spectrum.



Kevin Jaira and Alycia Alvarez

Some topics to be discussed include defining your niche, creating special products and services that will set you apart from the competition, and several ways to promote your business through many different avenues.

Whether your specialty is weddings or portraits, you will come away from this program inspired and full of new and exciting ideas to grow your business exponentially.

With studios in both Dallas, TX and Tampa, FL, Alvarez is an Internationally Award winning portrait photographer, who specializes in babies and children.



In addition, Alvarez’s work can be seen in many publications, including *Rangefinder* and a feature spread in *Professional Children’s Portrait Photography*.

For every picture taken, a moment in time is remembered. Alvarez’s objective with each person she photographs is to create an image that will reveal something truly unique about the individual. . . sharing a little bit of “who” they are, instead of just “what” they looked like.

Capturing true and genuine personality is Alvarez’s pas-

sion.

Her style relies very little on props to uncover the true essence of her subjects and the many aspects of their character.

Her goal is to create portraits that are not only loved and cherished by friends and family, but to create works of art that make complete strangers stop and admire.

In just a few short years, Jairaj has not only become one of the most sought after photographers in the U.S., but also worldwide.

Jairaj is known for his dramatic use of lighting and color and his ability to create some of the most stunning wedding



artistry for his clients.

He has been commissioned to shoot weddings and events

in London, Hawaii, Trinidad and Tobago, The Bahamas, Mexico, Jamaica, Anguilla, and Aruba in addition to the many weddings he shoots in the Dallas/Fort Worth Area and the rest of the U.S.

Jairaj is also a favorite among the celebrity crowd and has shot weddings and events for many musicians, actors, and famous athletes.

He has also won numerous first place awards in the very prestigious WPPI (Wedding and Portrait Photographers International) 16x20 and 8x10 print competitions in addition to having several prints selected in the PPA Loan collection.

He was also named a Top Knots of Wedding Photography by the very well respected *Photo District News* magazine and his work has been published in countless books and maga-



zines such as *TV Guide*, *Photo District News*, *American Photo*, *Rangefinder*, *USA Today*,

Professional Photographer, *Destination Weddings*, *Sports Illustrated*, *ESPN The Magazine*, and many major newspapers.

Get in Touch with Your Softer Side “Men Only Program”

This program is designed to teach the men of photography how to get in touch with their softer side.

Let’s face it; the photography industry is no longer a “Man’s Profession.”



Pamela Box

And how better to learn the ins and outs of marketing, selling and appealing to women, than a program specifically written and presented by a woman!

Pamela Box, M. Photog., Cr. of Box Portrait Gallery in Sapulpa, Okla., started her photography career in 1991, in Sioux City, Iowa.

About ten years ago she sold her Iowa studio, moved to Oklahoma and blended families and business with Gary Box.

Together they have five kids and own and operate a very busy and successful portrait studio.

Pamela’s program will touch on the following topics:

- Marketing to women

Creating a selling

environment that appeals to women

- Decorating a female friendly studio and gallery
- Posing the female body to flatter

This will be an entertaining and informative program, sure to get the men of photography in touch with their softer side!



The Oklahoma Photographer

“For Chicks Only”

Richard Sturdevant, M. Photog., Cr., M. Artist is a leading expert in photographic artistry and creative composites.

His award winning work, style, and techniques have earned him high praise in the photographic industry.

Sturdevant is known for an impressive track record in PPA print competition - receiving 14 prints with a perfect 100 point score in both state, regional and district competitions.

He also made history with PPA at SWPPA District competition in September 2010 for the highest print case ever scored in the USA, receiving a 100 print score on all four of his prints.

He is the Grand Imaging Award (GIA) Winner for 2011 with best print in PPA.

Sturdevant’s fluid combination of photography with fine art skills stems from his original artistic roots.

Prior to becoming a photographer, he made his living as a classic and award-winning artist and also was a national art instructor and a published subject matter expert.

Using airbrush and oil, his unique but photorealistic style made for a natural transition to photography.

Today his passion for painting comes alive in his creations of photographic art.

As a photographic artist, Sturdevant received the prestigious title of 2010, 2011 and 2012 Southwest Photographer of the Year with SWPPA, 2009 and 2010 Texas Photographer of the Year with TPPA and 2008-2010 Dallas Photographer of the Year with DPPA.

He also achieved International Gold and International Platinum Photographer of the Year with PPA in 2007, 2008, then went double Platinum Photographer of the year for Photographic Open and Electronic Imaging in 2010.

This Year he is the 2nd photographer to go Double Diamond Photographer of the Year in PPA’s International Print Competition. From 2005 to 2011, he received 11 Kodak Gallery Awards as well as 15 Fuji Masterpiece Awards.

Sturdevant owns and operates Sturdevant Studio - a thriving portrait studio in Garland, Texas.

He specializes in fine art composites, seniors, families, wedding, and commercial photography.

With over 20 years of experience as a creative artist, Sturdevant brings a unique eye to the world of photographic education.

Sharing his knowledge and experience with others in the industry is something that he enjoys.



Richard Sturdevant

2012 PRINT EXHIBIT RULES

PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

READ CAREFULLY! PLEASE FOLLOW THE RULES

I. ELIGIBILITY & ENTRY FEES

A. All members of the Professional Photographers of Oklahoma, Inc., (hereafter: PPO) are eligible to enter the annual Exhibition. PPO members who are residents of Oklahoma may enter the General Exhibition or, if qualified, the Masters' Exhibition. Members who are not residents of Oklahoma may enter the Out-of-State Exhibition. Residents of Oklahoma who are not members of PPO must join the PPO to enter the exhibition.

B. Non-resident members of the Professional Photographers of America, Inc., (hereafter: PPA) or out-of-state PPA affiliate associations may enter the Out-of-State Exhibition. In addition, those entering the Out-of-State Exhibit must be registered at the convention.

C. The case entry fee for all Exhibitions is \$55.00 except for the Student Exhibition, which will be \$35.00. The entry fee must be enclosed within the case with the Print Exhibition Entry Form. Discount of \$10.00 from print case fee if a CD of the images are included in with the print case.

(a) A return-shipping fee of \$30.00 and should be included in case if the case needs to be returned by shipping. For Out of State entries that need print cases returned by shipping, please include a pre-paid shipping label from FedEx or UPS. Other requirements as herein contained must be met to remain eligible.

II. EXHIBITIONS & PRINT CATEGORIES

A. EXHIBITION DIVISIONS

An entrant may enter up to six entries in one of the four exhibitions for which he or she qualifies.

1. GENERAL EXHIBITION— This exhibition is open to all members who do not hold the PPA Master of Photography degree. Entries may be made in any of the print categories.

2. 1st TIME ENTRANT—(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.

3. MASTERS EXHIBITION — This exhibition is open to members who hold the PPA Master of Photography degree. Entries may be made in any of the print categories.

4. OUT-OF-STATE EXHIBITION — This exhibition is open to persons living outside Oklahoma. Out-of-State entries are eligible only for the "Out-of-State" plaque.

5. STUDENT EXHIBITION — This exhibition is open to current, qualified student members of PPO. The entry cannot be made as a class assignment or under the supervision of an instructor. Student entries are eligible only for the "Student Photographer" plaque and scholarship.

B. PRINT CATEGORIES

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. GP – Group Portrait – two or more subjects, including pets
5. WE – Weddings – pertaining to brides or candid weddings
6. C/I – Commercial/Industrial – commercial or industrial subject matter
7. EI – Electronic Imaging – created, manipulated, or enhanced by electronic/digital means
8. U1 – Unclassified 1 – scenics, landscapes, and still life photographic art
9. U2 – Unclassified 2 – people and animate objects not fitting the portrait category
10. EA – Event Albums – All photographs from one event
11. Classic Portraiture - Follow Classic Portraiture guidelines.

III. SPECIFIC CONDITIONS FOR EXHIBITIONS

A. Entries will be judged for the quality of the photographic image including composition, technique, lighting, subject interpretation and presentation. All entries must be "original work."

B. Six (6) entries may be submitted by each person, but not more than four (4) in any one category, except by students and out-of-state entrants who may enter six (6) in a category.

C. PRINT SIZE: Masters, General, Out-of-State and Student Exhibit prints shall be a maximum size of 20"x 24" or 480 square inches including the border, or smaller photographs of any proportion or shape with a minimum overall print area of not less than 80 square inches. Prints and mounting

exceeding the maximum or below the minimum thickness may not be displayed due to PPO display racks. Borders are acceptable.

D. All prints in the Photographic competition must be permanently mounted on the appropriate size mount board for the Exhibition Division entered. Masonite is not allowed. It is recommended that entry thickness be a minimum of 1/8" and a maximum of 3/8" at any point on the entry. The prints must not be framed or under glass. Plastic covering is permitted but not recommended. Overlays, underlays and Polaroid transfers are acceptable. Images with a thickness over 1/4" may not be displayed due to PPO display racks. To prevent damage to other prints, no foreign material may be added to the surface of the print other than standard retouching material. Expanded PVC (such as Sintra) is permissible; for the material, 3 mm is the minimum recommended thickness and 4 mm is the maximum recommended.

E. Transparencies have been eliminated.

F. Electronic Imaging entries are created manipulated or enhanced by electronic means and may include computer graphics or electronic still images.

G. Wedding and or Event Albums will be judged on their impact, creativity, style, print quality, technique, story content, expression of subjects, lighting presentation and salability of work. Any album, meeting the following rules, are now eligible to be entered at the SWPPA or PPA International Print Competition.

a) Submission of an album will be counted as one entry; however, you may submit up to FOUR individual albums as any part of your six total allowed entries.

b) Album size is limited to an 11" x 14" or smaller album. However, images within the album can be of any size for the purpose of enhancing creativity and the story telling aspects of the album.

c) Entrant must have photographed all images in the album. No other photographers' images are allowed.

d) All images must be from the same Wedding or Event.

e) No multiple volume albums are allowed.

f) An image entered in an album cannot be entered as an individual submission.

g) Albums must be shipped in a well-protected, reusable fiber, plastic or metal case. Cases may be available for purchase, contact Ken Helt.

h) A certificate label (or exact copy) must appear on the back in the center indicating vertical or horizontal of each entry and one print exhibit entry form enclosed with shipping case.

i) Entries will be judged under current PPA lighting conditions, which is 2 – 3200K, 150 watt mini-spots. (Equaling 75-foot candles.)

j) Transparencies have been eliminated.

k) Juries will judge in open session and follow the PPA affiliated association judging procedure. The point system is used with scores ranging from 100 to 0 as follows: Exceptional 100-95, superior 94-90, Excellent 89-85, Deserving of Merit 84-80, Above Average 79-76, Average 75-74, Acceptable 73-70, Below Exhibition Standards 69-0. The final score shall be the official score on these and on any challenged photograph.

l) Entries will be disqualified if the photographer's name, studio name or title appears on the front of the entry.

m) All entries must be enclosed in a salon print case. Cases may be available for purchase, contact Ken Helt.

n) No two images shall be of the same subject (i.e., same model, models, subject, etc.) Each entry must be distinctly different. This includes the same model in different clothing or in separate sittings.

o) All entries must be titled to be eligible.

p) In order to protect the prints, please indicate if the print is an inkjet print and whether it is sprayed or non-sprayed.

q) Classic Portraiture for the maker who enters the best classic portrait of a man, woman, child, or animal, having used very little or no Photoshop or Painter enhancements.

IV GENERAL CONDITIONS FOR ALL DIVISIONS

A. The PPO 2nd Vice President has complete responsibility for the exhibition and is assisted by the print committee. They are the only ones authorized to handle prints.

B. Inquiries should be directed to the 2nd Vice President, before and after exhibition.

C. General, Masters, Student, and Out-of-State Exhibitions will be judged at the same time for points, but will be separated for awards and trophy judging.

D. All entries must have a Certification Label on back and each entrant must send a Print Exhibit Entry Form in his case.

E. The definition of "original work" is:

- (a) The entrant created, composed, and made the original exposure.
 - (b) The entrant may have negatives, prints, commercially produced; the entrant must immediately supervise all functions in producing the finished result.
 - (c) All EI entries must demonstrate your proficiency in electronic/digital imaging and the electronic/digital enhancements and effects must be the work of the entrant.
 - (d) If the print was hand colored, then all coloring must be done by entrant.
 - (e) Work done under the supervision of an instructor or mentor is not eligible.
- F. Entries in frames or under glass are not acceptable. Plastic covering is permitted but not recommended.
- G. Entries previously entered in a PPO Exhibition are not eligible.
- H. No entries may be removed from the judging exhibit area without approval of the 2nd Vice President.
- I. Once the case has been received by the Print Committee, categories checked on the Certification Label may not be changed unless the original marking was in direct violation of the rules due to accident or misunderstanding. The 2nd Vice President may make the correction.
- J. The PPO reserves the right to select entries for its use and publication.
- K. The entrant's signature on the Certification of Print Exhibition form acknowledges consent to all rules herein.
- L. The PPO is not responsible for loss, damage, or failure to judge or exhibit for any reason.
- M. In situations not covered by these rules, the decision of the 2nd Vice President is final.

V. AWARDS FOR EXHIBITING

- A. 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 hanging is determined at that time.
- B. The best entry in each category in the General and Masters divisions accepted for hanging will be awarded a First Place plaque. A First Place plaque will be awarded in the Student Division for the best print in the division. Awards will be given to the best entries of the various categories and divisions by the majority vote of the judges in closed session.
- C. The judges may also, at their discretion, give as many as two blue Distinguished Print ribbons and as many as two red Honorable Mention ribbons in each category in the General and Masters divisions.
- D. Entries displayed (hung) at the convention will receive a corner indicating the entry is "Accepted for Exhibition."
- E. Plaques will be given for the most outstanding work submitted. Plaques awarded for total points are determined by adding together the scores of all entries by each entrant in his or her case with the highest number winning. In case of a tie, the majority vote of the judges decides the winner.
1. Past President's Plaque for the best entry in the General Exhibition.
 2. The Directors' Plaque for the best entry in the Masters Exhibition.
 3. 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."
 4. "Oklahoma Certified Professional Photographer Trophy" will be awarded to the PPA Certified entrant with the highest case score.
 5. The "Out-of-State Trophy" will be awarded to the person with the most total points from his or her entries in the Out-of-State Division.
 6. Nelson-Helt Memorial Scholarship for total points for the 1st time entry in General Division.
 7. A plaque and a PPO School scholarship will be awarded for total points in Student Division.
 8. "Members' Choice" plaque for the print with the most votes by registered convention attendees.
- F. Judges may give "Judges' Choice" ribbons for prints selected by individual judges at their discretion.
- G. "Classic Portraiture" plaque will be awarded for the best classic entry.
- H. PPO will not give awards other than those already stated without prior approval of the Board of Directors. Awards provided by major benefactors of PPO will be allowed.

VI. PACKING

- A. The PPO is not responsible for loss, damage, or failure to judge or exhibit for any reason.
- B. Entries must be packed in standard salon cases. Wedding Album entries must be attached to the print case. One entrant's work packed per case. If two or more entrants are packed in the same case, neither entry will be judged. Entries packed by any method other than salon cases will not be accepted. They may be shipped or delivered by any method, but will be returned freight collect if indicated on Entry Form

ALBUM ENTRIES

Album entries may be submitted in the form of a Traditional Album or a CD Format Album.

CD Format Album Entry

See TUTORIAL at <http://competitions.ppa.com>

1. All files MUST be a horizontal canvas size of 2560 x 1600 pixels color space sRGB, JPEG at Quality setting 12.
(That doesn't mean you can't have vertical images. See tutorial)
2. Each canvas/file may be a single album side or a spread with as many images as you desire.
3. An entry may contain up to 71 "Canvases/files"
4. Canvas/file 01.jpg MUST be blank - filled with BLACK
5. Identify Canvas/files in the order to be viewed using two digits (i.e. 01.jpg, 02.jpg, 03.jpg, etc.)
6. All Canvas/files for one entry must be in one folder named with your PPA#, Entry #, Title of Entry. (i.e. 49881-1 Endless Love) (use your last name if you don't have a PPA #.
7. Limit one (1) album entry per CD.
8. Entrant's Name/s plus PPA#/s, Entry #, Title MUST be written directly on the CD for identification. NOTE: In order to prevent jamming, NO labels can be affixed to the CD. **Please place CD in a paper envelope or case**

PLEASE INCLUDE CD OF YOUR IMAGES IN YOUR PRINT CASE

Please, include a CD of digital files of your entered images and include them in your print case. For album entries, use your favorite two page spread. A folder on your CD must be named with YOUR NAME and contain each entered image, numbered same as entry form and named with that image title. Each image file MUST be sized as a 8 x 10 at 300 dpi, jpeg set at 12 quality. It will make the time shorter for your print committee to produce the slide show for the Awards Banquet. These images will be used for the Awards Banquet, for Web Site & Magazine use.

Example: Don Hayden 01 My Fair Lady
Don Hayden 02 I've Fallen and I Can't Get Up
Don Hayden 03 I Love a Parade

PRINT CASE DROP OFF

If entries are to be shipped or hand delivered to any of the drop off spots other than the hotel, they must be delivered during business hours by Wednesday, August 22, 2012

Drop Off spots for your print cases are:

TULSA: Lane Photography, 3414 S. Yale Ave. Ste. B, Tulsa, OK 74135
Phone: (918) 742-7443 or Cell: (918) 344-2356

OKLAHOMA CITY: Garrison Photography, 715 SW 15th, Edmond, Ok 73013, Phone: (405)-341-5088.

HOTEL PRINT CASE DROP OFF

If print cases are going to be hand delivered to the convention print sorting room, they must be delivered between Noon and 4 p.m. Friday, August 22, 2012 at: Hard Rock Hotel & Casino, 777 W. Cherokee St., Catoosa, OK 74015 (800) 760-6700. (Do not ship cases directly to the hotel; do not drop them off at the hotel prior to Noon on Friday.

NOTICE

Print Entries will be accepted from Noon to 4:00 p.m. Friday, August 24, 2012 regardless of reason. Please have your entries in the Print Room on time. No exception will be made to this rule except by vote of the Board of Directors.

Dues Must Be Paid 14 Days Prior to Convention

— To help speed up handling in the print room —
Please use **Category Codes** when completing your
Print Exhibition Entry Form.

Category Codes for PPO Entries

| | |
|------------------------------|------------------------------------|
| MP - Man's Portrait | C/I - Commercial/Industrial |
| WP - Woman's Portrait | EI - Electronic Imaging |
| CP - Child's Portrait | U1 - Unclassified 1 |
| GP - Group Portrait | U2 - Unclassified 2 |
| WE - Weddings | EA - Event Albums |

▲ TOP OF IMAGE ▲

Title of Entry: _____
 (PLEASE PRINT OR TYPE)

Entrant's Name: _____
 (PLEASE PRINT OR TYPE)

| | | | |
|---------------------|----------------------|--|---|
| ENTRY NUMBER | INITIAL SCORE | <input type="checkbox"/> STUDENT ENTRY <input type="checkbox"/> FIRST TIME ENTRY <input type="checkbox"/> ASP MEMBER <input type="checkbox"/> OUT-OF-STATE EXHIBIT All entries from out-of-state <input type="checkbox"/> PPA Certified Entry | Please check proper classifications for this entry. <input type="checkbox"/> GENERAL EXHIBIT <input type="checkbox"/> MASTERS EXHIBIT <input type="checkbox"/> KODAK GALLERY <input type="checkbox"/> FUJI MASTERPIECE Fuji must be Fuji Product |
| | | <input type="checkbox"/> THIS ENTRY CLASSIC PORTRAIT | |

| | |
|---|---|
| <input type="checkbox"/> MP - Man's Portrait One subject only | <input type="checkbox"/> C/I - Commercial/Industrial Com./Ind. subject matter |
| <input type="checkbox"/> WP - Woman's Portrait One subject only | <input type="checkbox"/> EI - Electronic Imaging Elect. Imag. subject matter |
| <input type="checkbox"/> CP - Child's Portrait One subject only | <input type="checkbox"/> U1 - Unclassified 1 Scenic - Photographic Art |
| <input type="checkbox"/> GP - Group Portrait Two or more subjects | <input type="checkbox"/> U2 - Unclassified 2 People - Animate objects |
| <input type="checkbox"/> WE - Weddings Brides or candid wedding | <input type="checkbox"/> EA - Event Album All from one event |

▲ TOP OF IMAGE ▲

Title of Entry: _____
 (PLEASE PRINT OR TYPE)

Entrant's Name: _____
 (PLEASE PRINT OR TYPE)

| | | | |
|---------------------|----------------------|--|---|
| ENTRY NUMBER | INITIAL SCORE | <input type="checkbox"/> STUDENT ENTRY <input type="checkbox"/> FIRST TIME ENTRY <input type="checkbox"/> ASP MEMBER <input type="checkbox"/> OUT-OF-STATE EXHIBIT All entries from out-of-state <input type="checkbox"/> PPA Certified Entry | Please check proper classifications for this entry. <input type="checkbox"/> GENERAL EXHIBIT <input type="checkbox"/> MASTERS EXHIBIT <input type="checkbox"/> KODAK GALLERY <input type="checkbox"/> FUJI MASTERPIECE Fuji must be Fuji Product |
| | | <input type="checkbox"/> THIS ENTRY CLASSIC PORTRAIT | |

| | |
|---|---|
| <input type="checkbox"/> MP - Man's Portrait One subject only | <input type="checkbox"/> C/I - Commercial/Industrial Com./Ind. subject matter |
| <input type="checkbox"/> WP - Woman's Portrait One subject only | <input type="checkbox"/> EI - Electronic Imaging Elect. Imag. subject matter |
| <input type="checkbox"/> CP - Child's Portrait One subject only | <input type="checkbox"/> U1 - Unclassified 1 Scenic - Photographic Art |
| <input type="checkbox"/> GP - Group Portrait Two or more subjects | <input type="checkbox"/> U2 - Unclassified 2 People - Animate objects |
| <input type="checkbox"/> WE - Weddings Brides or candid wedding | <input type="checkbox"/> EA - Event Album All from one event |

PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA 2012 PRINT EXHIBITION ENTRY FORM

PLEASE PRINT CLEARLY

NAME: _____

STUDIO/SCHOOL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL: _____

For Office Use Only:

This form must be filled out, signed and placed in your print case with the prints. Circle the category of EACH entry on this form. Affix the **\$55.00** entry to this form, unless you are a student which is a **\$35.00** entry. Read and understand the revised print rules. Shipping fee is **\$30.00**. For Out of State entries that need print cases returned by shipping, please include a pre-paid shipping label from FedEx or UPS.

- Check here if STUDENT
- Check here if FIRST TIME ENTRY
- Check here if INK-JET ()Sprayed ()Not Sprayed
- Check here if MASTER
- Check here if OUT OF STATE
- Check here if PPA Certified
- Check here if ASP

ENCLOSE A CD OF YOUR IMAGES IN YOUR CASE AND RECEIVE A \$10.00 DISCOUNT ON YOUR CASE FEE!

NOTICE: Entry deadline is 4:00 p.m. Friday August 24, 2012 at the Hard Rock Hotel & Casino

| Print No. | Title of Print | Circle Category | Score |
|-----------|----------------|--|-------|
| 1 | _____ | MP - Man's Portrait C/I - Commercial/Industrial | |
| | _____ | WP - Woman's Portrait EI - Electronic Imaging | |
| 2 | _____ | CP - Child's Portrait U1 - Unclassified 1 | |
| | _____ | GP - Group Portrait U2 - Unclassified 2 | |
| 3 | _____ | WE - Weddings EA - Event Albums | |
| | _____ | Classic Portraiture | |
| 4 | _____ | MP - Man's Portrait C/I - Commercial/Industrial | |
| | _____ | WP - Woman's Portrait EI - Electronic Imaging | |
| 5 | _____ | CP - Child's Portrait U1 - Unclassified 1 | |
| | _____ | GP - Group Portrait U2 - Unclassified 2 | |
| 6 | _____ | WE - Weddings EA - Event Albums | |
| | _____ | Classic Portraiture | |

Certification: This is to certify that this entry is my own work as defined in the Professional Photographers of Oklahoma Inc. print exhibition rules, which comply with PPA rules. I also give permission for PPO to publish my work in the PPO publications and web site.

Signature: _____ Date: _____

PLEASE PRINT CLEARLY

PPO CREDIT CARD PAYMENT OPTION:

VISA _____ OR MASTER CARD _____ DISCOVER _____ AMERICAN EXPRESS _____

NAME ON CARD: _____

BILLING ADDRESS OF CARD: _____

CITY: _____ STATE: _____ ZIP: _____

CARD # _____

EXPIRATION DATE OF CARD: _____

- Check here if you will pick up your print at close of convention
 - Return shipping fee per case enclosed: \$30.00
- Please include payment with your entry.
- Case Fee Member: \$55.00
- Case Fee Student: \$35.00
- Return Shipping Case Fee: \$30.00
- CD IN CASE DISCOUNT: -\$10.00
- Total Payment Included: \$ _____**

2012 PPO Print Competition Judges



Ralph Romaguera Sr.
Jury Chairman



Gabriel Alonso
Judge



Mark McCall
Judge



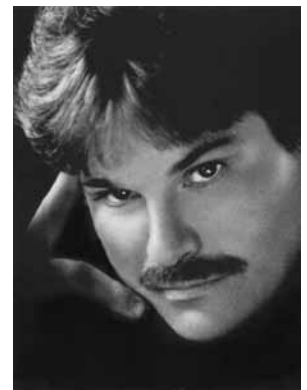
Cliff Ranson
Judge



Richard Sturdevant
Judge



Steven Thetford
Judge



Rick Trummer
Judge

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Party – Party – Party

Friday, August 24
7:30 – 11:00 p.m.

“CJ’s White Party” will be a fun filled evening with music provided by the DJs from Infinity Music.

They will provide colorful lighting, 20,000 choices of songs that can be requested by the attendees who want to just listen or dance a little or a lot.

This party will be a time to introduce and honor this year’s new PPO members.



The dress for the evening will be “White.”

There will be hors d’oeuvres served along with a cash bar.



Saturday, August 25
7:30 – 11:00 p.m.

“Lady CJ’s Poker Party” will be another fun filled evening with music provided by the DJs from DJ Connection Entertainment.

They will provide colorful lighting which is coordinated with the music being played.

The attendees can request songs from over 30,000 choices, truly something for everyone wanting to just listen or do some dancing.



This evening will be a time to acknowledge our speakers, judges and trade show vendors.

Along with the music there will be poker tables with professional dealers to provide the attendees the opportunity to learn to play poker or try their hand at playing poker.



This is an evening to play poker without losing a dime, no matter how long you play.

To keep everyone refreshed there will be hors d’oeuvres along with a cash bar.



The Oklahoma Photographer

Sunday, August 27
6:00 – 7:00 p.m.

The Awards Pre-Banquet Reception will be held in the beautiful Sky Room on the 18th floor of the Hard Rock Hotel & Casino.

This room will provide a beautiful skyline view for everyone to enjoy while they enjoy beverages from a cash bar.



How “The Sky Room” earned its name - with floor-to-ceiling chevron glass, guests will enjoy 180-degree panoramic views of Tulsa’s beautiful countryside.

How about a look down from the Sky Room.

Sunday, August 27
7:00 – 10:00 p.m.

The Awards Banquet will also be held in the beautiful Sky Room on the 18th floor of the Hard Rock Hotel & Casino.

Along with a delicious dinner the attendees will be able to watch as awards are presented to the recipients of the Print Judges choices of award winning pictures.

In addition, the National Award will be presented to the PPO member selected for their on-going meritorious contribution to professional photography.



Sunday, August 27
10:30 – Midnight

“CJ’s Rocking Awards Party” will be a time to visit with old and new friends.

Page 16

“E\$\$ential Knowledge for a Successful Business”

Working too hard and not making enough money? Whether you are just starting or have been in business for years, this program will help you make and keep more money.

In this information-packed class, presented by Clem Wehner of Lawton, Okla., you’ll learn essential financial and legal considerations to successfully operate your business and stay out of trouble.

Some of the topics include:

- The all-important financial elements of business and why you will fail if you don’t understand them.
- Determining your cost of sales and estimating general expenses.
- Determining your markup and how much to charge.
- How much you can pay yourself and not kill your business.
- How to manage the financial health of your business.
- Controlling cash flow to avoid stupid money mistakes.
- Using projections to avoid money surprises.
- How to know if you can afford employees.
- Business employer taxes, insurance, worker’s comp, and benefit costs.
- Wehner’s 13 alternatives to reduce employee costs.
- What pricing structure is best for you.
- How to figure package prices, ala-carte pricing, and other approaches.
- The 21 lessons about pricing we learned the hard way.
- How other photo businesses in PPA are doing.



Clem Wehner

- All about business taxes.
- Understanding the IRS definition of “in business.” and why that’s so important to you.
- The 31 things to show your “business intent” to an IRS auditor.

- Legal tax deductions of a photo business.
- Special Oklahoma taxes just for photographers.
- Contract workers and when the IRS considers them your employees.
- Required state and federal paperwork.
- Six things you must know about collecting Oklahoma sales tax.
- The Oklahoma “Use” tax and avoiding the crackdown on violators.
- All about copyrighting, registering images, and model releases.
- Avoiding stiff fines for illegal use of software even when you own the software.

Don’t miss this program if you want to succeed in business and stay out of trouble—it’s essential!

Wehner is a photography business owner with a solid background in business, management, and teaching.

After a 21-year career as an Air Force pilot, master instructor, and educator, he retired as a Lieutenant Colonel. Wehner was on the faculty of the Webster University Graduate School of Business, teaching business management at the post-graduate level.

He later moved to the aerospace industry for 17 years as an executive Business and Program Manager.

He also concurrently owned and operated a successful photography studio in Lawton for 15 years.

He has served on several photographic organization boards of directors, is very active in the Professional Photographers of Oklahoma, and is the six-term president of the Photographic Society in Lawton.

He frequently teaches at the Oklahoma School of Professional Photography and PPO seminars, and has been an instructor of business and digital photography for more than 10 years at the technology center in Lawton.

He holds a Bachelor’s degree in Public Speaking and Journalism, a Bachelor’s degree in Education, and a Master’s degree in Business Management.

Tradeshow - Vendors Have What You Need

This year’s tradeshow will have about 20 booths for your shopping and browsing pleasure and maybe more will be in the offing.

At press time, vendors (in alphabetical order) are:

- ACI
- Arlington Camera
- BWC
- Dragon Fly Frames

- Excel Frames
- Full Color Inc.
- Hart Frames
- KEH (buying used equipment)
- Pounds Labs
- Topaz
- WHCC

Member Images Gallery I



**“Walking
in a
Winter
Wonderland”
by
Athena
Rainbolt**



**“Rusty’s
Auto
Mall”
by
Debbie
Fimple**

**“Mocha
Brown
Eyes”
by
Shanna
Smith**



**“Constant
Companion”
by
Mary
Waters**



**“Sack
‘em”
by
Craig
Smith**



**“Pretty
Please”
by
Connie
Palmer-
Dodson**

**“Don’t
Have
To”
by
Lisa
Butler**



**“Just
the Two
of Us”
by
Tamara
Tigner**



Member Images Gallery II



**“My Rope
...
My Ride”
by
Rick
Cotter**



**“Storm
Across the
Valley”
by
Dwayne
Horton**

**“Mystical
Serenity”
by
Kim
Puga**



**“Gorgeous
in a
Fedora”
by
Glenn
Cope**



**“Got
Cake?”
by
Emily
Hernandez**

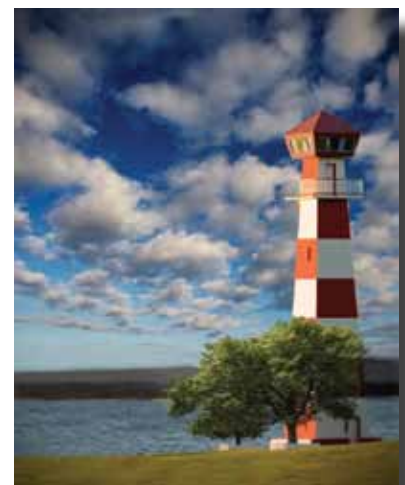


**“Passage”
by
James
Butler**

**“My
Husband
is my
Hero”
by
Joey
Johnson**



**“Lonestar
Lighthouse”
by
Rhonda
Smith**



"Separation"

In this exciting world of digital, what separates you from your competition?

This program, presented by Ralph Romaguera Sr., M.



**The Romaguera
Ralph Sr. & Cindy**

Photog., Cr., CPP and sponsored by American Color Imaging, will show you how, even through the adversity of Katrina and the recession, the Romaguera Studios have had constant growth.

Lighting and posing as well as marketing to today's high school senior will be shown. Romaguera will also discuss some of the computer programs necessary for successful studio workflow and competing with the large nation-wide studios.

Three bullet points will be:

- How we get'em.
- How we shoot'em.
- How we sell'em.

Whether you are a contract photographer or the biggest



Senior-napper, a seasoned studio owner or new in the business; this is the program for you.

The class of 2013 is going to be a great year!

Cindy Romaguera, Cr. Photog. will present a program on print competition.

Romaguera began his photographic career at the age of 18 in the U.S. Naval Reserve.

Following active duty at the Naval Photo School, he obtained a part time position with United Press International and later became a full time photojournalist for the Times Picayune Publishing Corporation in New Orleans, LA.

In 1971, Romaguera opened his first portrait studio. The Romaguera family now owns and operates two studios in the Greater New Orleans area.

Romaguera's exhibition prints have been accepted in the

The Oklahoma Photographer

General, Loan and Masters Loan Exhibits of the Professional Photographers of America.

He also holds a Fellowship in the American Society of Photographers.

Recently, Romaguera was one of eight photographers worldwide to receive the "Leadership" award from the United Nations.



Romaguera has served as President of the Greater New Orleans Guild, the Professional Photographers of Louisiana, the Southwestern Photographers Association and the American Society of Photographers.

He has been honored with the coveted National Service Award twice,

the International Service Award, the American Society of Photographers



Service Award and the Directors Award from PPA.

Currently, Romaguera serves as the Vice President the Professional Photographers of America.

He has lectured throughout the United States, Canada, Mexico, Germany, Korea, China and Great Britain.

Romaguera was chosen to represent portrait photographers on the



NBC Today Show in a series celebrating the 150 Years of Professional Photography.

Cindy is a Past President of the Texas Professional Photographers Association, one of the three trustees who organize and run Texas School, and serves on the board of directors of the PPLA and SWPPA.

Production Supervisor for Romaguera Photography, she has



received the National Award from Texas.

Weddings!!!

Join Mark McCall in this exciting and informative program and share his tips, tricks and techniques that have made him a four-time PPA Photographer of the Year.

Learn McCall's trick for capturing award-winning wedding images and portraits using a single, inexpensive, automatic flash.

That's right; **AUTOMATIC!**



Mark McCall

It's not TTL, but it is magic – providing simple, quick and effective posing that works on men and women.

Learn McCall's tricks:

- * Off camera lighting, without external batteries, umbrellas or other equipment and No Metering.
- * Special effect flash tricks using the same automatic flash.
- * Quick wedding posing.
- * Getting the couple to do their "posed photos" before the wedding. It's easier than you think.

* Cheap insurance to protect you and your equipment from unforeseen problems.

* Raising your worth in the eyes of the client.

* What makes the MWAC your competition, and how to change it.

* Sell the CD or not? Which makes the most money? You'll be surprised.

* Simple and easy ideas for creating quality portraiture.

* Get those clients in the door using promotional and incentive based strategies.

Mark McCall, M. Photog., Cr., CPP operates a boutique



studio on Broadway Avenue in historic downtown Lubbock, Texas.

McCall Photography was one of the first fully digital studios in Texas and Mark is TPPA's resident expert on digital imaging, capture, post production and workflow.

McCall is also widely regarded a master of the business of photography as well.

His work has been published in over 20 national magazines and he is a 5 time national An-Ne Award winner for excellence in photographic marketing.

He has placed numerous images into the Loan and Showcase Collections for three consecutive years, and his case contains over 200 awards from every level of print competition.



Social Light Your Passion

Whether you are new to business or an established brand, where is your voice on the internet?

Social media can help energize even the slowest bunny by helping like-minded people follow you, want to know about you and want to buy from you.

As you already know, people are more apt to purchase services or goods from someone we are already comfortable with.

You do it every day.

Think about the relationships created in your neck of the woods and some of the more “personal” details shared during business transactions.

Now supercharge those interconnections with technology and watch your social net grow.

The internet is the new neighborhood everyone is talking about and the World Wide Web has made the world a smaller place.

The vast majority of those under 30 have never lived without being “plugged-in” to the internet and over 75 percent of the United States population uses the internet for information, communication, shopping, etc.



Robert Trawick

But how can you become a social-light and have clients flocking like moths?

Shine a light on free internet opportunities to engage customers in a casual conversation style much different than traditional paid static advertising.

We will touch a light on brand awareness, client relations, networking, advertising and just being the overall nice guy/gal in your community through

FaceBook, Twitter, LinkedIn and Google+.

Sit back and enjoy the humorous antics of Jim Felder and Robert Trawick as they take you on a short ride of the informational highway and learn the basics of selling the sizzle online with social media.

Trawick is passionate about the craft and is a self professed “time traveler” and “available” light photographer.

While the beginning years of Trawick’s instruction were self-taught through the local library and correspondence courses, the training received as a military photojournalist

The Oklahoma Photographer

was paramount in understanding of light and his photographic craftsmanship.

Leading one of the first local online forums - Oklahoma Photographers, originally created in 2004 - he sought out to share information with its over 750 members.

Trawick also created the Dare2Share website that aims to provide valuable articles and information for new photographers.

He is the organizer and leader of the ever popular World-wide PhotoWalk for Oklahoma City, four years in the running.

Trawick recently partnered with Jim Felder to create the FotoFact Podcast, an impromptu weekly audio show highlighting photo education, local industry leaders and charities.

Felder is a passionate, sensitive visual artist who combines all aspects of design into a single image.

He is just as comfortable creating a portrait, designing a commercial logo, coding a website or wrangling a T-shirt sketch.

His natural ability to learn, eagerness to excel and his disarming personality, quickly helped him rise through the technical departments at Teleflora Inc.

He has done it all, from individuals custom websites, editing images, corporate portraits, advertising, brochure layout, Macintosh hardware / software tech support, client satisfaction, etc.

Since retiring last year, Jim has been able to dedicate all his energy to working as a fulltime professional photographer and graphic artist.

He is an active contributor to Dare2Share website and recently started a casual weekly podcast called FotoFacts Podcast.



Jim Felder



Scholarships Won and Those Yet to Come

By Eldora Horton, Scholarship Committee Co-Chair

The Scholarship Committee had a three challenging contests for the scholarships that were presented at the Spring Seminar.

On Friday, the pink membership directory was well used in finding the answers for awards that PPO members have received.

On Saturday, the president's theme of the March madness party was carried out in matching Oklahoma universities and colleges with their mascots.

The Sunday competition was learning who the PPO's officers are.

Congratulations to all participants!

A \$399 Memorial scholarship to the 2012 PPO school - donated by friends of Jon Smith, Cr. Photog., F-PPO - was awarded to Don Hendrix.

To be eligible for this scholarship, contestants had to participate in all three contests.

The second scholarship - \$399.00 to the 2012 PPO school - was awarded to Nina Chappel.

The two Fall Convention Pre-registrations recipients were Nancy Poole and Lilibeth Legrand.

5 Card Draw Scholarship Event

For the Fall Convention, you will not have to do any research, but you will have to gamble!

On Saturday, Sunday and Monday from 8:30 to 9 each morning, the scholarship committee will be hosting a Five Card Draw event.

Here is how this will work:

You will be dealt five cards; look at your hand and choose what card(s) you want to get rid of and be dealt new cards.

This will be your final hand for that event.

You may choose to keep that hand or gamble at the next scheduled event for a better hand.

If you so choose to play again, you will forfeit the previous hand.

The winners will be announced on Monday afternoon during the program break.

You must be present to win!

Available Scholarships:

Best Hand: \$500.00 to any PPA affiliated school

Second Best Hand: \$399.00 to PPO School

Third Best Hand: 2013 PPO Spring Pre-registration

Worst Hand: 2013 PPO Spring Pre-registration

Special Memorial Scholarship Award

All participants in the Scholarship event will be eligible for the drawing of a \$399.00 PPO School (2013) in Memory of Jon Smith.

You must be present on Monday afternoon to win.



Scholarship Winners, etc. - With the best scores (l-r) were Nina Chappel of Broken Arrow, Nancy Poole of Broken Arrow, Cary Garrison of Edmond, Eldora Horton of Thomas, Lilibeth Legrand of Harrah and Don Hendrix of Jenks.

Photo by Bob VanDeventer

The departure of our boys to foreign parts with the ever-present possibility that they might never return, taught the real value of photography to every father and mother. To many a mother the photograph of her boy in his country's uniform was the one never-failing consolation. ~Louis Fabian Bachrach



Professional Photographers of Oklahoma Fall Convention Registration - August 24-27, 2012

First Name: _____ Last Name: _____
 Photography Degrees Held: _____
 Home Address: _____
 City: _____ State: _____ Zip: _____
 Hm Phone: _____ Business Phone: _____
 Name of Business: _____
 Business Address: _____
 City: _____ State: _____ Zip: _____
 Email: _____ Web Site: _____
 PPA Number: _____

EARLY REGISTRATION MUST BE POSTMARKED BY AUGUST 10, 2012

\$115.00 "BEST VALUE" EARLY FULL REGISTRATION + BANQUET \$ _____
 \$85.00 EARLY FULL REGISTRATION..... \$ _____
 \$95.00 FULL REGISTRATION \$ _____
 \$40.00 AWARDS BANQUET TICKET \$ _____
 \$30.00 SOCIAL & TRADE SHOW ONLY \$ _____
 \$35.00 STUDENT REGISTRATION.... School _____ Adviser _____ \$ _____
 \$95.00 OUT-OF-STATE REGISTRATION (AFFILIATED MEMBER)..... \$ _____
 \$155.00 NON-MEMBER REGISTRATION..... \$ _____
 \$15.00 BOARD OF DIRECTORS BREAKFAST \$ _____
 \$15.00 PAST PRESIDENT'S LUNCHEON..... \$ _____
 AMOUNT INCLUDED WITH THIS REGISTRATION..... \$ _____

CHECK # _____

Please make checks payable to Professional Photographers of Oklahoma (PPO)

I WILL BE STAYING AT HARD ROCK HOTEL: ___ FRI. ___ SAT. ___ SUN. ___

HARD ROCK HOTEL PHONE: (800) 760-6700

Have you paid your
2012 PPO Dues?

YES ___ NO ___
IF NO, CONTACT
KEN HELT

**PRE-REGISTRATION
DEADLINE
AUGUST 10, 2012**

ROOM RATE:\$114.00

**ROOM RESERVATIONS MUST BE MADE
BY AUGUST 10, 2012 TO BE GUARANTEED**

PPO CREDIT CARD PAYMENT OPTION:

VISA ___ MASTER CARD ___ DISCOVER ___ AMERICAN EXPRESS ___

NAME ON CARD: _____

BILLING ADDRESS OF CARD: _____

CITY: _____ STATE: _____ ZIP: _____

CARD # _____

EXPIRATION DATE OF CARD: _____

**RETURN COMPLETED
REGISTRATION FORM
WITH \$\$\$\$ TO:**

Ken Helt

CPP, M. Photog., Cr., F-PPO

Executive Director

910 W. 7th

Stillwater, OK 74074

405-372-2670

heltphoto@suddenlinkmail.com

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Wall Displays



Metal Prints

Clients looking for a modern way to display their favorite images will love our line of Metal Prints! Your images are printed directly onto high quality aluminum with 1/8" rounded corners through a dye sublimation process, creating a product with clean lines and unique appeal. Several mounting options are available, including an easy to hang gatorboard block or ultra-sleek metal posts. Add 1/4" or 1/2" acrylic with metal posts to finish an impressive display.



Image Blocks

Available in 26 configurations and multiple single block sizes, Image Blocks allow your creativity to run wild. Each image block is created by wrapping a photographic Lustre or Metallic print around a 1" thick base block -- multi-blocks are designed to appear that they are floating off the base block. Create a custom display that commemorates the arrival of a new bundle of joy! Design fun borders, add a block with a birth date and baby's name and arrange multiple images of the child to create an Image Block that new parents and grandparents will love!

Books & Albums



Combo Covers

Complete the look and feel of any Press Printed Album or Press Printed Book by creating a fully customized Combo Cover. Combo Covers marry your images with your choice of our full line of cover fabrics. Choose where the image appears, add your favorite cloth, vintage leather, suede or basic leather option, and select the stitching that best finishes the look. With so many material and image placement options available, Combo Covers give you the ultimate freedom in finishing fully personalized Albums and Books!

Folios, Boxes & Cases



Printed DVDs

Complete your custom DVD case or Image Box presentation by adding a matching Printed DVD! Your images and design are printed directly onto a blank DVD-R disc, allowing you to add image files or a slideshow at your convenience. You will even receive a discount on any Printed DVD added to a CD or DVD case order! Printed DVDs can be mixed and matched in a single order, allowing you to create multiple custom discs for a single event or fulfill several clients' orders with ease.