

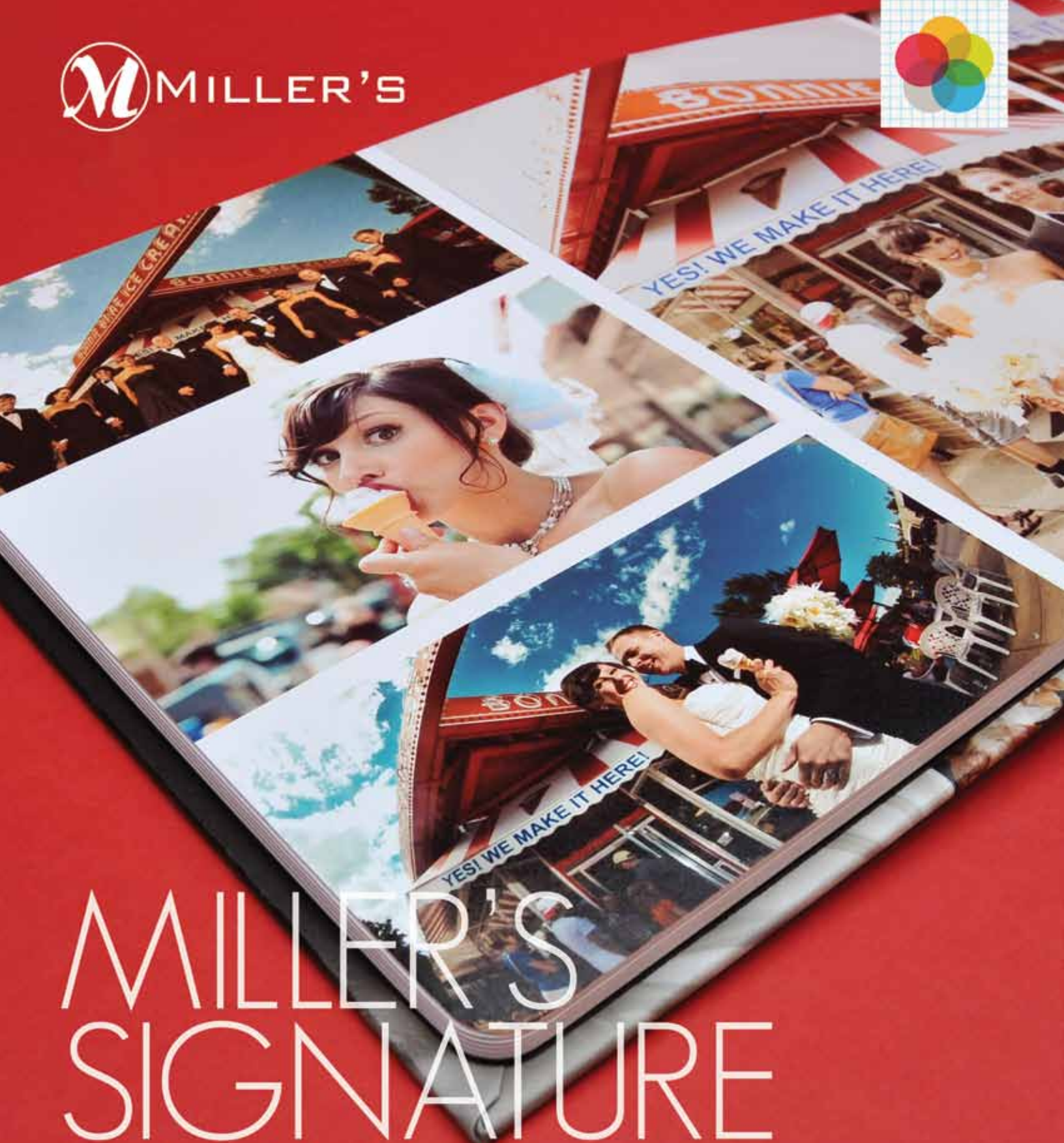
THE OKLAHOMA PHOTOGRAPHER

Spring 2013

“Monet’s Garden” by Ann Naugher



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THE OKLAHOMA PHOTOGRAPHER

2013 SPRING ISSUE Volume 37, Number 1

About the Cover . . .

www.ppok.org



“Monet’s Garden” by Ann Naugher of Tulsa took the Director’s Trophy (Master Exhibit Best of Show) at the annual print competition during the state convention of the Professional Photographers of Oklahoma in August.



Ann Naugher

The print also took the Child’s Portrait Trophy in the master’s division as well as a Judge’s Choice ribbon from Mark McCall.

The image, which scored a perfect 100 points, helped her have the high print case (543) in the master’s division and the title of Photographer of the Year.

The image also garnered the Oklahoma ASP Elite Award.

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If you are moving, please let us know.
Send your old as well as new address to:
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Allow six weeks notice.

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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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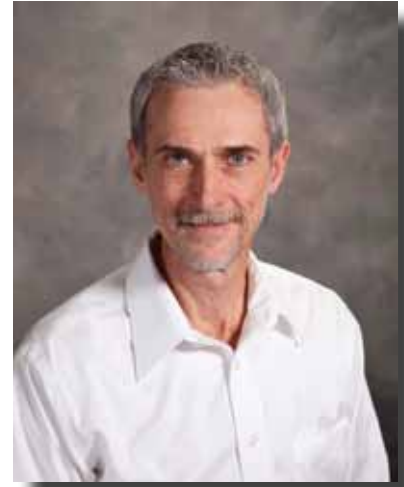
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From the President's Desk . . .

A New Beginning

By Rick Carr, CPP

It was my intention to never make our magazine editor sweat a deadline.
From what I hear, most president's have a tendency to do that.
I think I understand why.
It isn't just because you don't make it a priority.
It's because you really want to say something profound.
You want to find just the right words.
You don't want to sound corny.
You don't want to sound just like every other article that's ever been written, and you really want to set the tone for the whole year in a way that will get everyone fired up to participate in every event the organization offers.
It's a little intimidating.
You can relate.
If you really believe you can accomplish a goal, if you have no doubt about success (even if you know there will be challenges), you find it much easier to act.
We all had our reasons for getting into photography:
The fun of taking pictures,
The challenge of making an image that not just everyone could create,
The love of art and the ability to create it with lens and light,
The joy of interacting with clients,
The opportunity to use your awesome business skills doing something you enjoy
Different people have different reasons for getting into photography.
But whatever your motivation or passion, bottom line, there was one reason we all share - we believed we could do it.
So, whatever passion moved you to pursue photography, let's fuel it.
We'll start at Quartz Mountain, March 1-3.
A basic principle of business is that if all else is equal, consumers will choose the cheapest option. You've got to be able to set yourself apart and give your clients and prospects a clear reason to choose you.
One way to do that is through creating "wow" images.
Spring Seminar is about hitting that target.
Never again wonder if you have something great to offer your clients.
Friday night, meet the master, as Don Emmerich will offer a question and answer Photoshop program.
On Saturday, we'll have three great programs.
Anthony Hart will show us how to frame our way to bigger sales.
Randy Taylor will give us a master's approach to posing and lighting.
Berry Nelson and Dominique Harmon of Captivated Images of Lubbock, Texas, will be doing a program on seniors.
Sunday's program with Mark McCall on creating competition images will not only help those who want to compete (which should include all of us), but will help



Rick Carr

us all learn what it takes to move our client images to a higher level.

So, join me at Quartz Mountain Lodge and Fuel Your Passion.

More about Rick Carr

Rick Carr is president of Portraits of Encouragement Inc. - a non-profit corporation he established to raise awareness and funds for charitable needs (primarily cancer related) through photographic projects.

As a three-year survivor of cancer, Rick's first project, called "Portraits of Hope" was a series of images of cancer survivors to raise money for the Stephenson Cancer Center in Oklahoma City.

Rick got his first camera, a Kodak Brownie Chiquita, when he was 8 years old.

Photography became a hobby he shared with his dad.

Together, they built a darkroom in their home, where they developed and printed black and white and color film.

After college, Rick worked primarily in the Christian publishing industry as a retailer and then as salesman for a music company.

After several years of traveling, he decided to turn his hobby into a career.

He began Rick Carr Photography in 1995, photographing mainly high school seniors, families and children.

Rick and Trish have been married 35 years, have 4 children and 9 grandchildren (with two more on the way).



Convention Photos by Bob VanDeventer



By Don Hayden
Cr. Photog., F-PPO

Now that I don't photograph weddings anymore, I look back at how I helped those celebrations run smoothly and lessened the stress of the participants.

I think it was about the fourth wedding I covered and I was back with the groom and his guys, all dressed except for their boutonnières.

I observed that they appeared totally outside their element and couldn't figure out how to pin them on.

Then one said "Hey, I'll bet the photographer knows how these go," and proceeded to come over to me and hand me the flower and pin.

Although I had also never performed this action I ascribed to the theory "fake it 'till you make it."

Fortunately, it was relatively easy and shortly thereafter I had them all pinned and ready for photographs.

I realized at that point that I could not only make things smoother for the wedding party, but also speed things up for me.

It also ensured that the flowers would be on the correct side of the tuxedo.

I never did corsages for the ladies - it was just too risky.

Upon relating this story to some of my photo buddies, I was chastised and told this wasn't what I was hired for.

Seeing this as good customer service, I ignored them.

And, for the next 500-plus weddings, I kept pinning and winning.

It was about that time some photographer talked about an "emergency kit" he carried containing pins, needles,

thread, etc.

Being a gadget sort of person - long before I got into photography - I probably overdid my own kit.

In addition to the above, I crammed bobby pins, safety pins, buttons and a small pair of scissors into an old coin purse my wife had discarded.

I even thought about hiring a crying baby just in case a wedding didn't have one.

My friends joked that "Hayden has enough stuff in his emergency kit to perform battlefield surgery."

It seemed I had immediate cause to use these items.

In one wedding, the groom wound up with a shirt that had a neck size smaller than his neck and couldn't fasten the top button without strangling himself.

The solution was to slip the button into a safety pin and run the open end through the opposite hole (and fastening it) allowing his some breathing room while being able to hide the gap with his bowtie.

On another occasion, the cummerbund of one of the groomsmen was way, way too big and couldn't be cinched up tight enough to stay around his waist.

Another safety pin to the rescue!

Back in the flower-pinning business at another wedding, we realized that while the flowers looked great, there were no pins with which to attach them.

Enter Hayden with his emergency kit and lots of straight pins.

After that, I guess I went a little crazy and started carrying all sorts of things in my camera bag.

I had a take-apart cake cutting knife (yes, there was a bride and groom who forgot theirs), a "stunt double" garter and some Scotch Tape.

The latter came in handy when some pew bows drooped too low and had to be raised.

Through the years, I received many "attaboys" for these non-photographic "services."

And after all, if the day ran smoothly for them, it would for me also.

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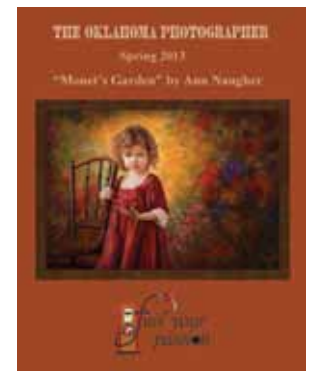
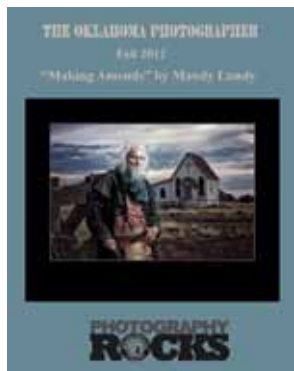
That's right! With a circulation of 500 copies and ads starting at just \$108 per issue, you are spending less than 22¢ per issue to advertise your products and services to photographers in Oklahoma.

For more information, contact:

The Oklahoma Photographer

Don Hayden, Editor

(918) 743-2924 or imagerybyhayden@att.net



Michael Scalf Named Executive Director

When you go to Southwest PPA photography conventions, look for a man with dark hair, but greying hair, which he claims to have definitely earned, running around making sure everything is running smoothly and you will have found Michael Scalf Sr., M. Photog., Cr., CPP, API of Blanchard, Okla.

Scalf, executive director of the Southwest Professional Photographers Association since 2003, was recently named to a similar position for the Professional Photographers of Oklahoma.

He replaced Ken and Nelda Helt of Stillwater who who just retired after serving in that position for six years.

Born in Connersville, Ind., Scalf moved to Houston in 1975 to work in the oil fields. His degree work was in Hydro-Mechanical engineering and he worked many years in the offshore and subsea research and development areas of oil exploration.

By Don Hayden, Cr. Photog., F-PPO

While working in the oil field, Scalf became involved in photography as the lead designer on a project being built out of town and was asked to photograph the fabrication and construction progress.

Consequently, he bought a new Canon AE1 system, several photography how-to books and studied the instruction manual to do the job.

He operated a storefront studio in the Clear Lake area of Houston from 1988 until 2005 when the studio was sold.

Scalf said he underwent major retinal detachment surgery in both eyes and he retired from full time photography.

He moved to Oklahoma two years later.

He served on the board of the Houston Photographers Guild for eight years and was president in 1996.

He also served on the Texas Professional Photographers Association's board for six years and became president in 2003.

Scalf also served six years on the Bylaws, Rules and Ethics committee for PPA and also served two years on the Board Of Governors of ASP. (American Society of Photographers).

For more than three years, he served as part time executive director of the International Photography Hall of Fame and Museum.

He has received his Approved Photographic Instructor degree and provides programs at various conventions, seminars and workshops around the country.

He received the PPA National Award from SWPPA in 2008.



Michael Scalf Sr.

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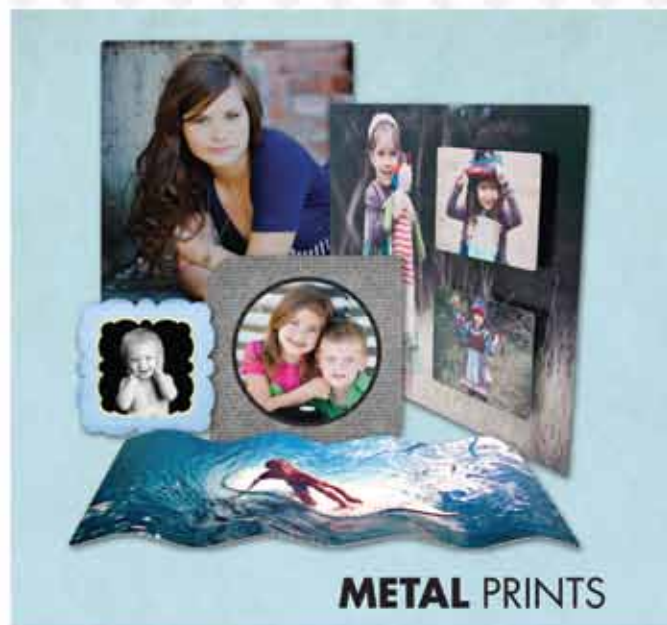
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2013 PPO Spring Seminar Schedule

Friday - March 1

| | | |
|------------------|-------------------------|----------------|
| 4 p.m. – 8 p.m. | Registration Open | Pavilion Entry |
| 4 p.m. – 6 p.m. | Social Mixer w/cash bar | Pavilion |
| 6 p.m. – 9 p.m. | Don Emmerich Program | Pavilion |
| 9 p.m. – 11 p.m. | Hospitality | Red Rock Room |

Saturday - March 2

| | | |
|------------------------|---------------------------------------|------------------|
| 7:30 a.m. – 9 a.m. | Hospitality (BWC Sponsored) | Red Rock Room |
| 9 a.m. – 11:30 a.m. | Registration Open | Kiowa Room Foyer |
| 9:30 a.m. – 11:30 a.m. | Anthony Hart Program | Kiowa Room |
| 11:30 a.m. – 1 p.m. | Lunch on your own | |
| 12:30 p.m. – 5 p.m. | Registration Open | Kiowa Room Foyer |
| 1 p.m. – 3 p.m. | Randy Taylor Program | Kiowa Room |
| 3:30 p.m. – 5:30 p.m. | Dominique Harmon/Barry Nelson Program | Kiowa Room |
| 6 p.m. – 7:30 p.m. | Cookout (Hamburgers/Hot Dogs, etc.) | Pavilion Deck |
| 7:30 p.m. – 10 p.m. | Party w/cash bar | Pavilion |

Sunday - March 3

| | | |
|---------------------|-------------------------------------|------------------|
| 7:30 a.m. – 9 p.m. | Board Meeting Breakfast | Restaurant |
| 8:30 a.m. – Noon | Registration Open | Kiowa Room Foyer |
| 9 a.m. – Noon | Mark McCall Program (BWC Sponsored) | Kiowa Room |
| 12 Noon – 1:30 p.m. | Lunch on your own | |
| 1:30 a.m. – 4 p.m. | Mark McCall Program (BWC Sponsored) | Kiowa Room |



Don Emmerich



Anthony Hart



Randy Taylor



Harmon & Nelson



Mark McCall

Print Competition for Dummies

All-Day Sunday Program

Print Competition.

No other words strike fear into the hearts of photographers like these word do.



Mark McCall

It's scary, humiliating, embarrassing, and nerve wracking.

Why would anyone want to put themselves through that?

Absolutely nothing will take your work to another level faster than print competition. And if you think an image has to be perfect

to score in print competition, you'd be wrong. A strong STORY can carry an image a long way.



find out what it is.

- Find out how to use the Mat for an extra couple of points. Colors and textures are easy and add that little extra "umpfffff."
- Learn why the subject of the image can often carry an otherwise weak image and why two subjects are better than one.
- Scores are calculated differently at the district level than they are at International level. Learn how to exploit that fact to your advantage.
- Artwork - what's allowed and by whom?
- Learn where to find inspiration for your print competition pieces.



This exciting and informative program will give you the tools you need to compete, score, score well, and score often.

In this program - sponsored by BWC - Mark McCall, M.

Photog., Cr., CPP of Lubbock, Texas will share his tips and tricks that have made him a five-time Photographer of the Year.

- Learn Mark's "formula" for a high scoring piece.
- Find the single item that drives the quality of an image down, and how to avoid it.
- One type of image almost always merits -



The Oklahoma Photographer

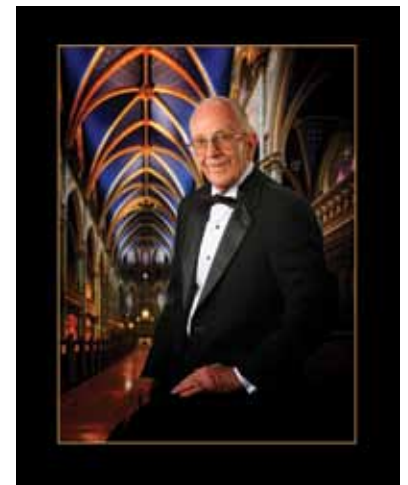


And much more!!

McCall operates a boutique studio in downtown Lubbock specializing in wedding and portrait photography.

He completed PPA's Judging School in 2011 and has judged at the state level in Texas, Colorado, New Mexico, Oklahoma, Kansas, Arkansas, New Hampshire and Alabama.

He has placed numerous images into both Loan and Showcase Collections.



See McCall Page 14

Just Do It!

If you're serious about making money in photography . . . if you want a class that will cover all aspects of portrait photography, high school seniors, children, and families . . . if you want to learn how to shoot it, process it, romance it, sell it, and, well, everything else . . . then this is your class.

If you want to learn Photoshop from the best, then Don Emmerich, M. Photog., M.Art, M.EI, Cr., API, Hon-EA, F-ASP is the man you want.



Don Emmerich

Emmerich has been on the leading edge of all things digital. His understanding of this media is unmatched.

In his program, he will discuss using both Lightroom and Photoshop.

As this country's foremost authority on all things digital, he has been in digital since Photoshop version 1.0 - 1990.

His passion for photography is legendary.

Emmerich has been on the lead-



He was the technical editor for Professional Photographers of America magazine for 16 years.

He is the current past president of

the American Society of Photographers and is an ASP Fellow. He is also one of only 40 members of Cameracraftsmen of America



The Oklahoma Photographer

He lives in Oklahoma City and owns Studio Art Photography with his wife Nancy.

Emmerich consults for companies across the US and continues to teach worldwide most recently the Philippians.

He helped pioneer the integration of digital imaging with conventional photography.

For the past several years, he has traveled the world advocating and

teaching these technologies to various companies and individuals.

His teaching has taken him to 27 countries on four continents and has earned him such foreign honors as the Master of Photography degree from China.

Emmerich fell in love with photography in 1974 and has devoted himself to the profession ever since.

He has earned all four degrees offered by the Professional Photographers of America: Master of Photography, Master Artist, Master of Electronic Imaging, and Photographic Craftsman.

He has received two PPA National Awards, 23 Kodak Gallery Awards, 27 Fuji Masterpiece Awards, the Gallery Elite Award, seven loan wedding albums, and 143 PPA Merit Prints (37 of which were loan images).

Today he continues to monitor and evaluate the ongoing advances in the digital imaging sciences, looking for ways to apply these empowering technological advances to the profession he loves so much.



Member Images Gallery I



**“Caught
in a Web”
by
Shana
Davis
of
Owasso**



**“The
Mother
Road”
by
Jacklyn
Patterson
of
Wewoka**

**“Golden
Rain”
by
Craig
Smith
of
Ardmore**



**“Humble
Beginning”
by
Kathy Sue
Roberts
of
Bixby**



**“Girl
With the
Dragon
Tattoo”
by
Dwayne
Horton
of
Thomas**



**“Island
Native”
by
Sonya
Petre
of
Morrison**

**“Remains
of the Day”
by
Mickey
Staudt
of
Guthrie**



**“Letting
Go”
by
Shanna
Smith
of
Ardmore**

Member Images Gallery II



**“With Honor”
by
Melissa
Jeffcoat
of
Tecumseh**



**“Morning Sun
at the Pier”
by
Rick
Cotter
of
Jones**

**“The
Bell Tower”
by
Rhonda
Smith
of
Duncan**



**“Tangerine”
by
Lisa
Butler
of
Tulsa**



**“Inside
Her Art”
by
Dawn
Muncy
of
Enid**



**“Family
of Fve”
by
Ken
Helt
of
Stillwater**

**“New
Beginning”
by
Chris
Urias
of
Guymon**



**“Sin
City”
by
Kimberly
Smith
of
Muskogee**



PORTRAIT FRAMING WHY AND HOW

The truth is, if you don't supply your clients with frames for their portraits, someone else will. Someone else will gladly take your clients; I mean, your money!

In this program you will learn how Stillwater photographer Anthony Hart successfully sells a frame with every wall portrait!

He will demonstrate the techniques for selling and actually frame and finish wall portraits with both open frames and frames with matting.



Anthony Hart

Hart started his professional photograph career in 1985 and opened his studio in 1989 in downtown Stillwater. His wife Holly joined him in both marriage and business in 1999. They were both PPA certified in 2002.

They started Hart Portrait Frames in 2006 to supply and help other photographers with their framing needs. They purchased, remodeled and moved to their current location in 2007.

The 4,200-square-foot building contains both the studio and frame shop. The studio focuses on family, senior and children's portraiture.



Anthony is a former PPO board of directors member and past president of the Metro Professional Photographers Association in Oklahoma City.

You will learn the tools and skills needed to be confident in framing your portraits.

Hart will discuss proven techniques for pricing and pricing strategies to help you make more money!

This program is a must for anyone searching to improve their bank account and their level of expertise.

As always when Anthony is teaching, there'll be plenty of laughs and lots of questions and answers! Don't miss it!!!

Posing and Lighting Back to the Basics

Randy Taylor, M. Photog., Cr., CPP of Edmond, will present a program in the early afternoon Saturday on basic lighting and posing.

Taylor, who served as PPO president in 2000-01 and is a past president of MPPA – the Metro Professional Photographers Association in Oklahoma City currently serves as vice president of the Southwest Professional Photographers Association.



Randy Taylor

He has owned and operated Taylor Made Photography in the Oklahoma City suburb for more than 27 years.

Taylor's ties to photography go back to college days when he learned the craft only to record class work.

"I was studying art and our instructors required us to keep photographs of our work. Somehow, I ended up as one of the yearbook photographers," he recalled.

After he graduated, he taught art in high school, college and vocational schools from 1976 to 1984.

"During that time, I took over as the yearbook instructor and again started using my camera," he said.

He said his first studio in the Tulsa suburb of Sapulpa was in his garage, outside or anywhere else he could photograph, eventually moving to a storefront location in downtown.

Since he was still teaching, his photography was limited to after school.

In 1984, he moved to Edmond and opened his first full time studio.

He has won many photography awards and presents programs at the state, regional and national levels.

He received the coveted Professional Photographers of America's National Award at the PPO convention last August.



Senior Photography - Breaking in & Breaking out

Starting their successful photography business less than five years ago, Barry Nelson and Dominique Harmon, owners of Captivated Images in Lubbock, Texas, focused their business from the very beginning on the lucrative senior market.



Dominique Harmon and Barry Nelson

Having been named one of the top senior photographers in the country by Senior Photographers International, Captivated Images will inform and entertain your group by sharing details about the quick rise of their business and how it was the senior market that allowed this to happen.

Learn the ins and outs of senior photography and marketing. Both award-winning photographers, Nelson and Harmon will outline in detail how to go after the senior market and how to profit from it.

Among topics to be discussed will be:

Seniors are THE most lucrative market a photographer can pursue

Marketing to the senior

The importance of being different

The rock star treatment

Composites are HOT

Selling to the senior

The importance of social media to the senior

The referral program

Products that seniors want

Price it right

With a love for photography and creativity, Harmon started off with classes in high school and college.

“I was always wanting something different that no one else

was doing and it seemed that I was always searching for that one photographer to shoot my family in a creative and different way and never finding that someone,” she said.

So she decided to start doing it herself, starting off with her

son’s sports when he was four and couldn’t get enough of those action shots.

Through the years she photographed other teammates, groups and then onto high school seniors.

“After 23 years as a legal secretary, I was lucky enough to find a partner to team up with that was just as creative and eager to start a photography business as I was.

“After four years and the hardest I’ve ever worked in my life, we have finally created an amazing business and I couldn’t be happier,” she said.

Nelson, CPP said in truth, he is just a creative guy who’s trying his best to be successful.

“I rarely do hard work, creativity, and smart marketing go together,” he said.

He started out as a guitarist wanting to be a rock star and transitioned into owning a production studio. “Now I am pursuing becoming a photography rock star.

“So here I am, lucky enough to get to do what I love every-day and people pay me for it,” he said.

Nelson is a member of Texas PPA, South Plains PPA and the National Association of Photoshop Professionals.



PPO Past President Don Jurick Dies

Long time Tulsa photographer Don Jurick, M. Photog., CPP and a past president of the Professional Photographers of Oklahoma died Jan. 8 in a Sapulpa nursing home where he had been for quite some time.

According to Jurick's daughter – Jacki Coffey – her father had had a stroke about a week prior and was not able to eat.

She also confirmed that her mother Wanda died last June.

Coffey said there would be no announcement nor funeral services as both Juricks had wanted it that way.

Burial was in Rose Hill Cemetery in Tulsa.

According to a book penned by Tulsa photographer Jerry Cornelius in 1980 entitled "Professional Photography in Oklahoma, Donald L.

Jurick was the 36th president, 1971-72, following Ed Lobit.

"The young retoucher who came from Milwaukee to Tulsa with Wes Carolan in the middle 50s was now the PPO president," Cornelius penned.

A native of Watertown, Wis., Jurick served in the National Guard there prior to moving to Oklahoma.

For the first time the convention (Jurick's) was to be casual, including the not-formal banquet. Jim Carey was vice president, Hal Owen treasurer, and Roger M. Myers, Oklahoma

City, the secretary.

The Hilton Inn in Tulsa hosted the convention that featured Jay Stock and Doug Paisley with Professional Photographers of America president Rudy Guttosch as a special guest.

Ray Utt was made a Master that year and Marvel Nelson received her Craftsman and combined degree. Roy Kendrick received the National Award."

Jurick received his Master of Photography degree in 1976 and the National Award in 1980.

He was one of the first class of twelve Oklahoma photographers to be named Certified Professional Photographers (CPP).

He won the Carson Trophy for the best entry in the show in 1964 and 1968.

This was a traveling trophy until won by one person three times which occurred when Bob McCormack – a contemporary of Jurick – won it three times.

Jurick won the Director's Trophy for Best Entry-Masters Division in 1978 and won the President's Trophy for highest total score in 1968.

For those not familiar with Wes Carolan, he's the photographer to set the standard for portrait photography in the 1950-75 era.

The photographic style of Don Jurick, Glen Nelson, Harold Woolwine, Mel Newsom, and many others was greatly influenced by Wes. No one was in his class when it came to men's portraits.

In addition Coffey, Jurick is survived by two granddaughters and four great-grandchildren. He was predeceased by a brother and sister.



Don Jurick

McCall

Continued from Page 8

His Recent Awards include:

Best Illustrative, Best Photographic Open, SPPPA, 2012

Presidential Award, (high print case) SPPPA, 2011 and

2012

Fuji Masterpiece Award 2009, 2011

Best Groom, 2011, TPPA



The Oklahoma Photographer

Best Bride and Groom, 2003, TPPA

Eight time Best Out of State Award from various PPA state affiliates

24 Judges Choice Awards

Five Time PPA Photographer of the Year

30 Distinguished Print Awards



PPO Members Get Taken for a (Educational) Ride

FUEL YOUR PASSION STUDIOS TOUR



The “Fuel Your Passion” studios bus tour held Oct. 21 offered indoor lighting, outdoor portraiture, work flow, and a live auction of backgrounds.

Participants traveled on a “Provost Bus” driven by Arlen and Donna Lee Baldwin and went from Randy Taylor’s Edmond studio – Taylor Made Photography

to Rick Carr’s Carr Portrait Art in Newcastle to Tom Flora Photography in Shawnee and back again..

Taylor spoke on indoor lighting while Dwaine Horton of Horton Studios of Thomas on outdoor portraiture.

In Newcastle, Carr spoke on indoor lighting while Elise Breeding (of Carr Portrait Art) spoke on outdoor portraiture.

In Shawnee, Tom Flora spoke on work flow and Mandy Womack of Lawton on outdoor portraiture.

Photos on this page courtesy of Bob VanDeventer.



Scholarship Committee Auction Items

Raise \$400 at Past Presidents' Seminar

The Past Presidents Seminar enjoyed some hot items from the Scholarship Committee;

By Eldora Horton, PPO Scholarship Chair

Photos by Don Hayden

Smith, donated by Tom Flora and friends) was won by James Smith of Shawnee.

there were Hot Tamales and Cinnamon Disks guesses, an auction and two PPO Scholarships were awarded.

Just for fun, in honor of Immediate Past President Celia Moore's love of Hot Tamales, we had a "Guess How Many Hot Tamales Are in the Glass" contest.



The actual count was -227 and Dawn Muncy was the closest with her guess of 231.

We thought that Cinnamon Disks needed their own spotlight so we guessed on a filled bottle.

157 and Fran Wehner was the closest with her guess of 155.

To help raise money for scholarships, Dwaine Horton auctioned off three donations - a green muslin background from Kristin Lloyd, an Ansel Adams coffee table book, donated by Michael and Twana Scalf and a 16x20 frame donated by Anthony Hart.

The winning bidder for the muslin was Clem Wehner, Sherry Braden got the Adams book while Brother George Hubl got the frame.

In honor of Moore, who volunteers at a Ronald McDonald House, pop tabs were collected to participate in the drawing.

Attendees that forgot to bring any pop tabs, but wanted a chance to participate, donated \$5 to the Fund.



Several pop tabs were collected to be donated to the Ronald McDonald House. The Ronald McDonald House Charities recycles the tabs to generate necessary income to allow them to continue to serve children and families in Oklahoma.

Two Scholarships were awarded at the seminar.



The \$399 PPO School Scholarship (In Memory of Jon

The PPO Spring Seminar pre-registration scholarship was won by Mandy Womack of Lawton.

Through member support more than \$400 was raised for future scholarships.

At our Spring Seminar, to be held March 1-2 at Quartz Mountain Lodge, scholarships to be awarded will be:

A \$399

PPO School pre-registration scholarship and a PPO State Convention Pre-registration scholarship.



The Spring Seminar scholarship event will be a "test" with multiple choice photography-related questions.

All questionnaires that have all answers correct will be entered in the scholarship drawing.

Members will pick up their questionnaires at the scholarship table and be returned by 11:59 a.m. on Sunday - the final day of the seminar.

The drawing will be held that afternoon at the end of the seminar and participants must be present to win.



Scholarship Winners - Mandy Womack, left, James Smith and Eldora Horton.

- Breaking News -

Randy Taylor, M. Photog., Cr., CPP of Edmond has recently been named the new vice president of the Professional Photographers of America's Charities. Taylor will serve a two-year term.



Past Presidents at Past Presidents’ – Attending the Past Presidents’ Seminar in Stillwater (seated right to left) were Bob VanDeventer (1979-80), Tom Flora (1985-86), Ted E. Lane (1991-92), Sam Hyden (1995-96), Dwaine Horton (1997-98), Don Hayden (1998-99) and Randy Taylor (2000-01). Standing right to left were Loy Payne (2001-02), Caroll VanDeventer (2005-06) Steve Ervin (2006-07), Cary Garrison (2008-09) Wayne Reese (2009-10), Fran Wehner (2010-11) and Celia J. Moore (2011-12).
Photo by Anthony Hart

Five Members Get PPA Degrees

Five members of the Professional Photographers of Oklahoma received degrees from the Professional Photographers of America.

PPA salutes the photographers that met the requirements to earn their degrees in 2012

The degrees were conferred by PPA Council and the degree recipients were honored at the PPA Award and Degree ceremony in Atlanta, Ga.

Receiving both a Master’s and Photographic Craftsman degrees was Dawn Muncy, CPP of Enid.

Receiving a Master’s Degree were Leslie Hoyt, CPP of Tulsa, Chasity Rozell, CPP of Edmond and Rachael L. Williams, Cr. Photog., CPP of Jenks.

Kimberly J. Smith, M. Photog. of Muskogee received her Photographic Craftsman Degree.

Muncy is the owner of Muncy Photography; Hoyt is the owner of Leslie Hoyt Photography; Rozell is employed by Taylor Made Photography; Williams is the owner of Photographic Designs by Rachel Williams and Smith is the owner of CK Fine Portraits.



Dawn Muncy



Leslie Hoyt



Chasity Rozell



Rachael L. Williams



Kimberly J. Smith

Creating a Photoshop History Log to record everything you do to an image

By Mark McCall M. Photog. Cr., CPP

Ever wonder how much time you spent retouching an image?

Or want to remember all the things you did to it?

Or want to remember the steps you took to create a particular look?



Mark McCall

If you're like me, you probably don't want to know how much time is invested into a competition print.

But knowing what you did, or recording the steps taken can be really handy if trying to replicate the look later on.

Photoshop CS5 allows you to create a logbook of things you do to an image.

Every action, every filter, every open and save is recorded, in real time, right in the log.

The log can be created as a text file, or buried right in metadata of the image itself.

Once set up, the log will continue to record everything you do, to every image, until you disable it.

The log can then be reviewed/printed at any time when you are trying to remember the steps taken on an image or if you would just like to know how much time you spent on it.

This is also handy if you'd like to know how long your employees are spending editing each image they work on.

To create the History Log, follow these steps:

Before opening Photoshop, create a new document in any word processor, Mac or PC, and save it as a .txt file or "plain text" file. Rich text files will not work.

Give it any name you desire. Close document as Photoshop will not save data to it if it's still open in your word processor.

Open Photoshop.

Click Edit>Preferences>General. Inside the Preferences dialog box, check History Log check box.

(See graphic 001 below.)



You'll have the option to save the things you do to an image in one of two places, or both.

To save the data to the text file you created earlier, select Text File, then click Choose or Browse.

Browse to the text file, then click OK or Save.

You have three degrees of information the log will save under "Edit Log Items."

"Sessions Only" will just save the date and times an image was open or closed.

"Concise" will save date and times an image was open or closed as well as a few edit items.

"Detailed" will save the most amount of data, recording every single thing done to an image from opening until closed, even dates and times.

To save the log in the metadata of the image itself, follow the instructions above, but select Metadata under the History Log dialog box.

(See graphic 002 below.)



You can also save the data in both places, if you wish. Take caution when reading the History Log later.

You may not want to know how much time you have in the image!

Mark McCall operates a boutique studio in historic downtown Lubbock specializing in wedding, portraiture, event and aviation photography, and is a regular contributor to several photographic publications.

Photographers deal in things which are continually vanishing and when they have vanished there is no contrivance on earth which can make them come back again.

~Henri Cartier-Bresson

Making Lemonade

By Clem Wehner

Several people at the 2012 PPO Spring Seminar were complaining about amateur photographers who do inferior work while claiming to be professionals.

Typically, they have a business card or website with images that may be well composed, but are poorly exposed.

This is usually the result of using auto exposure mode and not understanding light and shadow.

I commented that this can actually work to our advantage by giving the public something to compare our beautiful work to.

I said if everyone was a great photographer, then we'd have no competitive advantage.

So, in a sense lousy photographers help us.



Clem Wehner

This immediately evoked a comment that the public does not know the difference between lousy photography and good photography, so they'll just buy the poor pictures and not come to us.

Think about that for a moment.

Almost every business has the same problem - educating potential customers to the advantages of their product over that of the competition.

This is called marketing.

Unfortunately, too many professional photographers don't spend the needed effort marketing their business.

Remember, the photography business has two parts — photography and business! We've got to do both equally well to survive.

If the amateur-pros are producing poor work, then this presents us with a golden opportunity to educate the public.

We need to do marketing that shows our images and our abilities.

Public displays, business cards and websites with beautiful images, image postings on Facebook, etc., will readily show the difference.

All businesses have to do this. Think about the last time you bought a cell phone. You learned about the new technology and which phone was better because the company marketed to you.

They educated you about the advantages and made you want to buy their product over that of their competition.

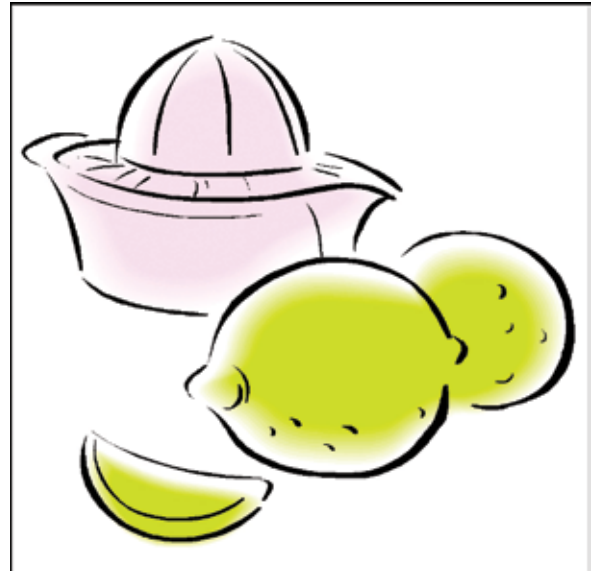
Photographers have had it pretty good for a long time.

It used to be if someone wanted professional photos they went to a photographer who was a "professional."

Those days are gone.

Now, everyone calls themselves professional and technology lets them make decent pictures without having to know anything.

To adapt to this changed business environment, we'll have to market our superior product like never before if we want new customers.



The wanna-be's aren't going away.

In fact, continually improving technology will make them better and better, closing the gap between them and us.

To keep a competitive advantage, we'll have to more aggressively market ourselves, teaching the public and creating a demand for our better products.

All of this is not new or unique to photography—it's Business 101.

Remember the old adage, "If life hands you lemons, then make lemonade."

It's time to start squeezing.

Did You Know?

Color photography was developed by August and Louis Lumiere in 1907.





PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

Spring Seminar Registration - March 1-3, 2013

First Name: _____ Last Name: _____
 Name of Business: _____
 Business Address: _____
 City: _____ State: _____ Zip: _____
 Hm Phone: _____ Bus Phone: _____
 E-Mail: _____ Cell Phone: _____

EARLY REGISTRATION MUST BE POSTMARKED BY Feb. 18, 2013

| | | |
|----------|---|----------|
| \$ 80.00 | Early Full Registration | \$ _____ |
| \$ 90.00 | On-Site Full Registration | \$ _____ |
| | (Full Registration includes Social Functions) | |
| \$ 15.00 | Social Only | \$ _____ |
| \$ 35.00 | Student Registration.... School _____ Adviser _____ | \$ _____ |
| \$ 80.00 | Out-of-State Registration (Affiliated Member) | \$ _____ |
| \$125.00 | Non-Member Registration | \$ _____ |
| | Amount Included With This Registration | \$ _____ |

Check # _____

Make checks payable to Professional Photographers of Oklahoma (PPO)

- I WILL BE STAYING AT Quart Mountain Lodge Lonewolf : FRI ___ SAT ___
- ASK FOR PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA GROUP RATE
- PHONE: 1-877-999-5567 •

Have you paid your 2013 PPO Dues?

YES ___ NO ___
 IF NO, CONTACT
 Michael Scalf

**PRE-REGISTRATION
 DEADLINE
 POSTMARKED BY
 FEB. 18, 2013**

ROOM RATE: \$74.00

**ROOM RESERVATIONS MUST BE MADE
 BY Feb. 15, 2013 TO BE GUARANTEED
 HOTEL STANDARD RATES \$169 to \$189 PER NIGHT**

PPO CREDIT CARD PAYMENT OPTION:

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 NAME ON CARD: _____
 BILLING ADDRESS OF CARD: _____
 CITY: _____ STATE: _____ ZIP: _____
 CARD # _____ CVV # _____
 EXPIRATION DATE OF CARD: _____

**RETURN COMPLETED
 REGISTRATION FORM**

WITH \$\$\$\$ TO:

Michael Scalf Sr.
 M. Photog., Cr., CPP,API
 P.O. Box 1779
 Blanchard, OK 73010
 Phone (405) 485-4456
 E-Mail:

michael.scalf@ppok.org

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