

THE OKLAHOMA PHOTOGRAPHER

Spring 2014

“Cute, But Deadly” By Ann Naugher



PHOTO **X** OK

Miller's Signature Album

NEW FINE LINEN & ITALIAN LEATHER

COVERS



1-2 DAY TURNAROUND
with FREE OVERNIGHT SHIPPING

Visit www.millerslab.com to learn more.

 MILLER'S

THE OKLAHOMA PHOTOGRAPHER

2014 FALL ISSUE Volume 38, Number 1

About the Cover . . .

www.ppok.org



Ann Naugher

“Cute, But Deadly” 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 September 2013.

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

The image, which scored a perfect 100 points, helped her have the high print case (574) in the master’s division and the title of Photographer of the Year. The case score was 31 point

higher than the previous year when she won these awards.

The image also garnered the Oklahoma ASP Elite Award.

Editor & Advertising Manager
Donald Hayden, Cr. Photog., F-PPO
3026 S. Cincinnati Ave.
Tulsa, OK 74114
(918) 743-2924
imagerybyhayden@att.net

Printed by
Spectra Printing
6103 E. Admiral Blvd.
Tulsa, OK 74115
(918) 835-0172

Complete financial information and the 990 forms for the Professional Photographers of Oklahoma are available to any member of our regional states by contacting Michael Scalf Sr, Executive Director at P.O. Box 1779, Blanchard, OK 73010

In This Issue . . .

President’s Message	3
The Editor’s Desk	4
PPA Degrees & Scholarship News	5
Spring Seminar Schedule	6
Bobby Carlsen Program	7
Portrait Gallery I & II	8-9
Cindy Swanson Program	10
Rachael Williams Program	12
Rebecca Eubanks Program	13
Past President Obituary	14
More Scholarship News	14
Making Clients Feel Special	15
Registration Page	16

EDITOR NOT CLAIRVOYANT!

If you are moving, please let us know.
Send your old as well as new address to:
Editor, The Oklahoma Photographer
3026 S. Cincinnati Ave.
Tulsa, OK 74114-5225.
Allow six weeks notice.

Magazine Ad/Copy Deadlines

Spring Issue	Feb. 1
Summer Issue	June 1
Fall Issue	Oct. 1

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

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

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

PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA INC.

EXECUTIVE BOARD 2013



PRESIDENT

Shannon Ledford, M. Photog., Cr.
6737 S. 85th East Ave.
Tulsa, OK 74133
(918) 359-8310
skledford@cox.net



FIRST VICE PRESIDENT

James Butler
3267 E. 2nd St.
Tulsa, OK 74104
(918) 809-2270
sailnut64@cox.net



SECOND VICE PRESIDENT

Kimberly Smith, M. Photog., Cr., CPP
810 Sherwood Lane
Muskogee, OK 74403
(918) 681-0234
ckfineportraits@yahoo.com



SECRETARY

Eldora Horton
23991 E. 930 Rd.
Thomas, OK 73669
(580) 661-2836
hortonej@pldi.net



IMMEDIATE PAST PRESIDENT

Rick Carr, CPP
2629 N. West Oaks Dr.
Newcastle, OK 73065
(405) 392-3929
rcarr@carrportrait.com

BOARD OFFICERS

Term Expiring 2016

Dr. Glenn Cope, Cr. Photog., CPP - Tonkawa
gmcope@sbcglobal.net

Rebecca Eubanks - Tulsa
rebecca@artworktulsaphotography.com

Mandy Lundy - Fort Gibson
mandylynn116@gmail.com

Tracy Provence - Chelsea
tracysphoto@sbcglobal.net

Athena Rainbolt - Coweta
athena@athenasportraits.com

Term Expiring 2015

Gary Box, Cr. Photog. - Sapulpa
photobox@aol.com

Barry Fogerty - Shawnee
bfogerty@sbcglobal.net

Cary Garrison, M. Photog., Cr., CPP - Edmond
cary@garrisonphotography.com

Joey Johnson, CPP - Sand Springs
joey@joeyjohnsonphotography.com

Brad Telleen - Chandler
telleen@telteenphoto.com

Term Expiring 2014

Bob Holder - Broken Arrow
bobholder@cox.net

Johnny Holland - Piedmont
johnnyandcarrie@att.net

Shanna Smith - Seminole
info@shannasmith.com

Carol VanDeventer, M. Artist - Cleveland
bcvand924@aol.com

Marla Wingfield - Oklahoma City
mgwingsusa@cox.net

EXECUTIVE DIRECTOR

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

From the President's Desk . . .

A New Beginning (a Fresh Look)

By Shannon Ledford, M. Photog., Cr.

I want to start my message with a personal thank you to each and every one of you for your prayers for me and my family last September.

Losing my mom was truly one of the hardest moments of my life.

I feel incredibly blessed knowing that my PPO family was there to pray for me and love me through it. An extra special thank you to our current 2nd Vice President Kimberly Smith for stepping up at the banquet in my place and sharing my very emotional story.

Love you, friend!

I'm looking forward to an incredible 2014 with our organization!

We are excited to introduce new things this year that are sure to make a positive impact on PPOK.

Our most recent change, thanks to Gary Box, is our new website that has just been launched.



Shannon Ledford

It looks fantastic!

Please take some time to visit our new site www.photoxok.org

It has such a fresh new look!

Along with our website, please also visit our Facebook page PPOK and join the group!

It is a great outlet to share information, ask questions and promote upcoming events.

I love how the members of our PPOK family share their strengths and talents to continually improve our profession.

It's truly a blessing to be a part of such a sharing group!

Speaking of sharing, I still feel like we are missing opportunities to develop lasting relationships with more photographers in our state.

I have met a few photographers in Tulsa recently that didn't even know what PPOK was.

I encourage all of you now to invite, invite, invite!

Let's show them what our organization is about and help each of them grow in this profession that we all love!

Spring Seminar is coming soon and will be the perfect opportunity to introduce some of our new members to what we are all about!

We have energetic and fun speakers coming in to share with us!

I look forward to seeing all of you soon!



Another Look at Shannon (along with Past President Celia Moore)

Photo by Bob VanDeventer



By Don Hayden
Cr. Photog., F-PPO

It never ceases to amaze me (as an editor, that is) about how many Adobe Photoshop and Corel Painter gurus there are who apparently are so computer illiterate when it comes to other applications.

Translation:

Both Photoshop and Painter are incredible image manipulation programs, probably used as benchmarks for all other similar applications.

But, they are not; repeat not, word processing programs nor layout programs.

Then why does the editor receive jpg "text" documents.

Nothing is more frustrating than to receive a speaker bio and/or program which was typed in Photoshop.

I'm sure the author was thinking "well, I make text overlays, so why can't I just type a story and save it as a Photoshop file?"

Because it's impossible to edit . . . that's why!

What it means is that the editor must open the image in

Photoshop, print the image, scan the product, run it through an optical character recognition program and copy to a word processing application.

Obviously, the author can type so why not make it easy for everyone and do so in a program which supports editing.

Or, at the very least, save it as a .psd (Photoshop Document) file so the layer is editable. Once merged into the background, editing capabilities are destroyed.

For this editor's part, that document wouldn't be edited in Photoshop, but would be selected (highlighted), copied and pasted in the aforementioned word processing program.

Here's an idea for all you Photoshop gurus: get a word processing program and spend a tenth of the time you spend on image manipulation to learn how it works.

Everyone will be better off.

But, if you must continue to use Photoshop solely, at least save the file at 300 dpi or greater so it can be printed on photo paper to make character recognition a bit easier.

I once got a bio and program information from a well known master photographer which was sized at 8x10 inches at the default resolution of 72 dpi!

If I hadn't been under deadline constraints, I would have contacted the "author" and asked for a different format.

You know, like something generated from Microsoft Word or Word Perfect or even notepad in a .txt (text) format.

There doesn't have to be a great outlay of money for a word processing program; in fact some are free.

Where The Pros Go For Inkjet Printers.

Digital Printers and Supplies for the Professional Photographer

At **Imaging Spectrum**, we don't just know printing, we know photographic printing. For twenty years, we've given our clients real advice from real pros that will help you choose the right products for your particular needs. You see, we're not here to just make a sale; we're here to make you a lifetime customer. No one offers you better values on a larger inventory of photo-quality inkjet printers, inkjet papers and ink, as well as dye-sub printers and supplies - all ready for immediate shipping.

Large Inventory • Highly Competitive Prices • FREE UPS Ground Shipping

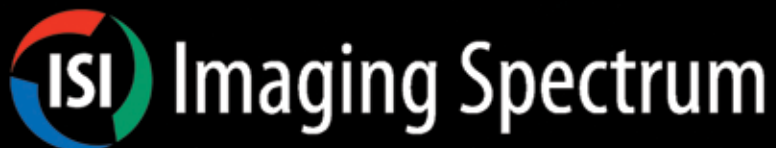


Photo Printing Solutions & Supplies

800.342.9294 • www.imagingspectrum.com • dallas, texas



Seven Members Get PPA Degrees, Two are Certified

Seven 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 2013

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

Receiving Masters degrees were James and Lisa Butler, both CPPs and owners of Luce Bella Photography in Tulsa and Dr. Glenn Cope, Cr. Photog., CPP, API, owner of Cope

Photography in Tonkawa.

Receiving Master Artist degrees were Joe Glyda, M. Photog., Cr., CPP, who, with his wife, owns Photographic Designs by Rachael Williams; Dwaine Horton, M. Photog., Cr. of Thomas, owner of Horton Studios and Ann Naugher, M. Photog., Cr., CPP, owner of Hoplins Fine Portraits in Tulsa.

Receiving a Photographic Craftsman degree was Jen Basford of Edmond.

Tracy Provence, owner of Tracy's Photography in Chelsea and Mary Waters, owner of the Photo Shoppe of Perry received their certification from PPA.



James Butler



Lisa Butler



Glenn Cope



Joe Glyda



Dwaine Horton



Ann Naugher



Tracy Provence



Mary Waters

A Pair of Scholarships Handed Out at Past Presidents' Seminar



At the Past Presidents' Seminar Jan. 19 in Edmond, a pair of names were drawn for PPO scholarships.

Leslie Hoyt, M. Photog., CPP of Tulsa (Left) opted for the one for Spring Seminar registration while Mary Waters of Perry opted for the scholarship for PPO School tuition.



2014 Spring Seminar Schedule

SpiritBank Event Center

Friday - March 28, 2014

4:00 PM – 7:30 PM	Registration Open	N Ballroom Lobby
4:00 PM – 6:00 PM	Opening Mixer w/Tea	N Ballroom Lobby
6:00 PM – 8:00 PM	Program (Cindy Swanson) (<i>Sponsor WhiteHouse</i>)	North Ballroom D & E
8:00 PM – 11:00 PM	Dinner Social at Savastano's (<i>Sponsor WhiteHouse</i>)	Restaurant

Saturday - March 29, 2014

9:00 AM – 11:00 AM	Registration Open	N Ballroom Lobby
9:00 AM – 12 Noon	Program – (Bobby Carlsen) (<i>Sponsor H & H Color</i>)	North Ballroom D & E
12 Noon – 1:30 PM	Lunch on your own	
1:00 PM – 4:00 PM	Registration Open	N Ballroom Lobby
1:30 PM – 5:00 PM	Program – (Bobby Carlsen – con't)	North Ballroom D & E
5:00 PM – 7:00 PM	Dinner on your own	
7:00 PM – 9:30 PM	Tulsa 66ers Basketball Game	Event Center Arena
9:00 PM – 12 Mid	Hospitality Social @ Hampton Inn	Indoor Pool Deck

Sunday - March 30, 2014

7:30 AM – 9:00 PM	Board Meeting Breakfast @ Hampton Inn	Tuscany Room
9:00 AM – 11:00 PM	Registration Open	N Ballroom Lobby
9:00 AM – 12 Noon	Program – (Rachel Williams)	North Ballroom D & E
12 Noon – 1:30 PM	Lunch on your own	
1:30 AM – 4:00 PM	Program – (Rebecca Eubanks)	North Ballroom D & E



THE PSYCHOLOGY OF A GREAT PORTRAIT SALE

An All-Day Saturday Program (9-11 a.m. and 1-5 p.m.)

Join Bobby Carlsen, Ph.D., Cr. Photog., CPP for this program that is all about the psychology of the sale . . . how to overcome client objections, read body language



Bobby Carlsen

and what YOU can do to be in control of the sales session.

His program is sponsored by H&H Color Lab.

Drawing upon his Ph.D. in psychology, Carlsen will teach you how to strategically and proactively maximize the dollar amount of each portrait sale by outlining some key psychological concepts to use with your clients.

With practical examples in a

high energy presentation, he will excite you about the art of selling.

If you want to earn more money from each session you photograph, then you definitely don't want to miss this!

Carlsen is an international award-winning photographic artist who specializes in designing original works of art that represent his clients with emotion and honesty.

He opened his Danville, Va. studio in 2005 and it has quickly become the area's premier photography studio.



The Oklahoma Photographer



The Bobby Carlsen Photography studio is widely known not only for its excellent customer service, but also for his cutting-edge imagery that captures the essence of his subjects.

His studio fosters an environment where clients become friends; this connection he makes with his subjects is evident throughout his work and has become a large part of his signature style.

In addition to running his studio full-time, Carlsen is an educator and popular speaker who travels to speak to other professional photographers around the nation.

He is actively involved in several professional organizations, including the Virginia Professional Photographers' Association, the Professional Photographers of North Carolina, the Professional Photographers of America, and is an area coordinator for the non-profit organization Now I Lay Me Down to Sleep.

A winner of honors and awards at professional photographic competitions, he also holds an M.A. in Experimental Psychology from East Carolina University, and a Ph.D. in Psychological Sciences from Virginia Tech.



Often while traveling with a camera we arrive just as the sun slips over the horizon of a moment, too late to expose film, only time enough to expose our hearts.

~Minor White

Member Images Gallery I



"Time Again to Hay"
by
Leslie
Hoyt
of
Tulsa

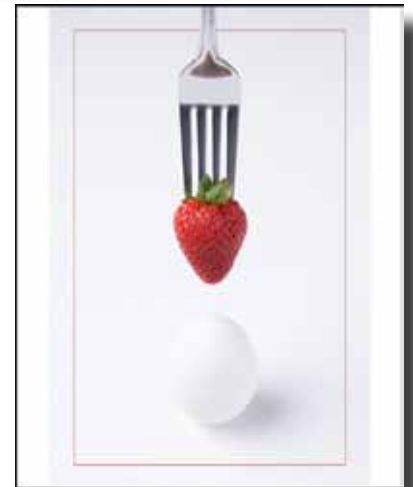


"The Many Adventures of Pippi and Pup"
by
Kimberly
Smith
of
Muskogee

"Deco Diva"
by
Andrea
Murphy
of
Tulsa



"Strawberry Quiche"
by
Rick
Cotter
of
Jones



"Majestic Mesa"
by
Wayne
Reese
of
Choctaw



"The Lime Light"
by
Lisa
Butler
of
Tulsa

"Paper Doll"
by
Dawn
Muncy
of
Enid



"Old Friends"
by
Amanda
Lundy
of
Fort Gibson



Member Images Gallery II



**“My Boardroom”
by Gary Box
of Sapulpa**



**“Natures Beauty”
by Dwaine Horton
of Thomas**

**“Trapped”
by KC
Montgomery
of Fairview**



**“Tea For Three”
by Jacklyn
Patterson
of Wewoka**



**“Missouria Princesses”
by Mary Waters
of Perry**



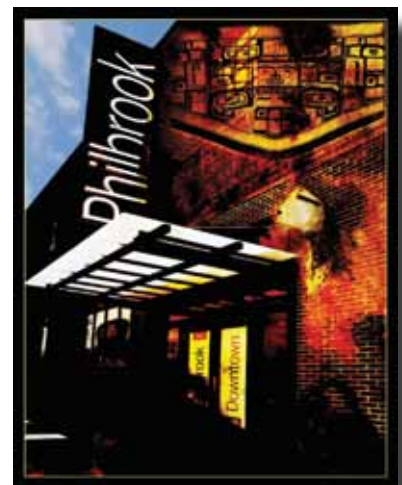
**“The Valley Road”
by Leslie Vines
of Noble**



**“Tarzan Left Behind”
by Lori Zeller
of Tulsa**



**“Philbrook Downtown”
by Joe Machado
of Tulsa**



Taking Your Senior Photography Business From “Good To Great”



Cindy Swanson specializes in senior portrait photography and has built the “go to” brand in Rockwall, Texas, just east of Dallas. The program is sponsored by White House Custom Colour.

Friday 6-8 p.m.



Cindy Swanson

She strives to give her seniors a fun experience from start to finish - starting with the consultation, the welcome packet, styling their wardrobe, getting hair and makeup done, working with them on the poses and angles that will best suit them, as well as helping the real person shine through in their photographs, and their own Luxe ordering session in her home studio.

Seniors these days want some-

thing different; they want to belong to something!

She will show you how to stand out from the crowd and make your brand the “go to” senior photography experience.

She will cover things such as how to interact with seniors, posing tips and why getting the posing right is so important, rep programs, special events, maxing out a location, marketing and more!



Location! Location! Location!

By Don Hayden, Editor

A really neat thing about the location of this year's spring seminar is that all the facilities involved are within a short distance – whether it's for lodging (Hampton Inn & Suites), programs (Spirit Bank Event Center) or after-hour activities.

Speaking of after-hour activities, the first of which will be a "food function" on Friday night at Savastano's Pizzeria, 8211 SE Regal Blvd #109 denoted by the upside down teardrop on the map below.

This function, which is included with full registration payment, is sponsored in part by White House Custom Colour.

Savastano's is all about Chicago-style pizza – both thin and deep dish crusted varieties. It may take some time to make a decision as the menu is about five pages.

The editor has a real connection with the Windy City – the

hometown (or thereabouts) of his wife and as far as he is concerned, no better pizza is made than Chicago-style.

You might want to get a head start by downloading their menu at www.savastanospizzeria.com

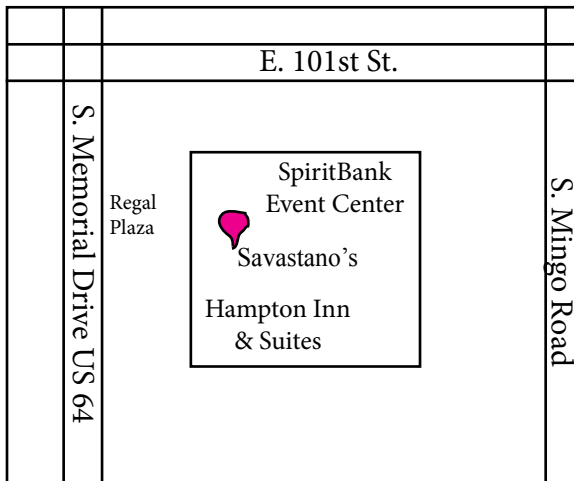
And it's not just pizza. There also are sandwiches, calzones, pasta, meatballs, you name it.

Menu items have names of Chicago places.

The editor plans to opt for the Wrigley Field (home of the Chicago Cubs) – a thin crust variety with Italian sausage and pepperoni.

The second after-hours function is steps away (and also included in full registration) on Saturday evening - Tulsa 66ers Basketball Game at the Event Center.

Whether or not you are into round ball competition, it will be a fun time to mix with friends.



The Business of Newborn and Family Portraits

Rachel Williams, M. Photog., Cr., CPP has been working in the photography industry since 2000 after completing courses at the Oklahoma School of Photography.

After several years working with various photography studios in both Texas and Oklahoma, she opened her own business - Photographic Designs by Rachel Williams in 2006 located in Tulsa.

The primary focus of her business is on newborn, child, family, and high school senior portraits.

Quality products, client relationships and a creative drive has

Sunday 9 a.m.-Noon



Rachael Williams

been the basis of her growing and successful business.

Williams has been a member of the Professional Photographers of Oklahoma and Professional Photographers of America since 2003.

She has been a speaker on many occasions with topics ranging from Portraiture, Marketing, Sales, Business practices, and Photoshop techniques.

In her upcoming presentation, "The Business of Newborn and Family Portraits," Williams will touch on some of the tips behind working with newborns and families to create sales for Wall Portraits and Albums.

She will cover topics ranging from scouting and securing ideal locations, newborn safety, to important business basics creating a clientele that will continue to come back throughout the years.



Did You Know?

The first portrait by the electric light was made in 1879 by Levitsky, which required the exposure of 15 seconds.

The basis of a digital camera was invented in 1973. It was a charge-coupled device, with which it was possible to obtain an image size of 100x100 pixels.

The first astronomical electronic photo was taken with the help of this device the following year.

Business: The Dreaded Word in Photography

Owner of Artworks Tulsa Photography, Rebecca Sproles Eubanks will be speaking on the business side of photography!

Sunday 1:30-4 p.m.



Rebecca Eubanks

Jacksonville State University in 2002 with a bachelor of arts in communications and public relations and a minor in photography.

YES, the dreaded word “business” makes most of us artists cringe!

With the right systems and goals you can achieve the level you want!

Eubanks has a passion for elevating simple images to works of art.

She has been photographing weddings since 1999 and graduated from

Her minor became a major part of her life when she founded Sproles Photography in 2002.

She married Jimmy Eubanks in 2007 and the two co-founded Artworks Tulsa Photography, which is now one of Tulsa’s leading wedding and lifestyle photography studios, serving over 200 clients in the last year.

She currently serves on the PPO board of directors in a term expiring in 2016 as well as vice president of the Indian Nations Professional Photographers Association.



When words become unclear, I shall focus with photographs. When images become inadequate, I shall be content with silence. ~Ansel Adams

The Oklahoma Photographer

Past President I.G. Earp Jr. Dies

Ira Grady Earp Jr. (affectionately called I.G.) was born March 9, 1927 in White Oak Township, Ark.

He died Jan. 8, 2014.

Funeral services were held Jan. 13 at the Woodlake Assembly of God in Tulsa where he had served as a deacon for many years and on every committee imaginable.

Interment was at Floral Haven Memorial Gardens in Broken Arrow.

He served as president of the Professional Photographers of Oklahoma in 1996-97.



I. G. Earp Jr.

Earp began taking photographs at age 12 when his mother gave him a 127 Candid Camera she won at a Bingo game.

In 1949 he purchased his first professional camera -- a 4x5 Crown Graphic -- and began charging for his work.

In the late 1950s and 1960s he worked for the then-Tulsa Camera and Record Co. and for Rochester Photo supply which became Knox Camera.

Later he went to work for what is now Rockwell International, met Ace Mulliner (PPO president 1984-85) and the two designed a full-service photo lab there.

Earp joined AMOCO in December 1968 and remained there for 20 years in the photography department.

At the 1989 PPO state convention, he received the prestigious National Award for Meritorious Service to Professional photography.

His daughter Marilyn Winesburg, also a photographer, received the National Award in 1994.

Survivors in addition to Marilyn include the widow Elaine and son Ricky.

Scholarship Committee Continues to Stay Busy

By Eldora Horton, Scholarship Chair

The Scholarship Committee is presenting awards in 2014 already!

A membership drive was held in December by the Scholarship committee.

All members who joined or renewed their memberships before Dec. 31, 2013 were entered in a drawing for a free 2014 PPO School pre-registration - valued at \$399.

The lucky name drawn was Rebecca Eubanks.

Congratulations Rebecca; have fun and learn a bunch at PPO School compliments of the Scholarship Committee.

The Nelson-Helt Memorial Fund received a donation from Bob and Caroll VanDeventer in memory of Caleb Garrison - Cary Garrison's son.

The Nelson-Helt Memorial fund was started in 1999 to award a scholarship to the First Time High Print Case entrant.

The initial money for this fund was raised from donations in remembrance of Glen Nelson and Roy Helt and has continued with contributions in memory of other deceased members of PPO family.

More scholarships were awarded at the Past Presidents meeting held in January.

Kelly Raji headed the event in the absence of the Scholarship Chairman.


There were over 25 entries; unfortunately some were disqualified for not putting their names on the forms.

A drawing was held with the correct entries and the winners were Mary Waters and Leslie Hoyt (see page 5).

The Scholarship committee will be awarding one PPO School Pre-registration and one PPO Fall Pre-registration at Spring Seminar.

There will be a form which can be picked up at the registration desk that participants can fill in the answers and return to the Scholarship Container (at the registration desk) by 11:59 a.m. on Sunday (the final day of the seminar).

Scholarships will be awarded Sunday afternoon and you must be present to win.



Membership Spotlight

Member Spotlight Seeks Candidates

If you would like to have your photographic operation featured in an upcoming issue of *The Oklahoma Photographer*, please contact editor Donald Hayden, 3026 S. Cincinnati Ave., Tulsa, OK 74114 or call (918) 743-2924 or e-mail to imagerybyhayden@att.net.

MAKING CLIENTS FEEL SPECIAL

By Mark McCall, M. Photog., Cr., CPP



Mark McCall

Everyone likes to feel special no matter what they're doing. Everyone likes to be called by name. Addressing a client by name puts them at ease, and makes them feel more comfortable doing business with you.

Besides being smart business, it's just downright polite.

Having grown up in the country, I was taught to call my elders Sir or Ma'am, and then by their first name as I grew older.

Years ago, I was visiting the studio of Dixie Dobbins in Wichita Falls.

Her studio was definitely upscale with crown moldings, nice furniture, a fireplace and hardwood floors.

It had that expensive "feel" to it.

I'd often tapped her brain on sales and marketing ideas, so it was no surprise to see a marquee just inside the door with the names of that day's clients. It was framed in a nice, Victorian style metal frame, with a post that held it up. It looked a bit like a New Orleans street sign.

The marquee itself was a simple piece of paper, with the names printed in a nice upscale font, then dropped into the frame. Every morning, a studio employee would print out the new "marquee" then drop it into the frame.

Clients loved seeing their name on the marquee. It made them feel special and usually resulted in an increased photo order. I loved the idea.

I wanted to do the same thing in my studio, but being a gadget guy, I thought there had to be a way to put my client's "name in lights," quickly and easily, with the ability to change out the names every day without too much fuss.

We tried several things, even converting an older, discarded LCD computer monitor into a sort of "digital marquee," ran from a laptop attached to the underside of the table.

Eventually, I settled on the technique shown in the photo.

I purchased a medium sized digital photo frame that would run on rechargeable batteries. If you're familiar with these frames, they play a slide show of images on the removable memory card.

The Oklahoma Photographer

I created a simple background in Photoshop, adding my studio name, then listing the names of the day's appointments.

I saved the file to the memory card as a PSD file, as well as a flattened JPG of the same file.

Since the photo frame will only recognize Jpegs, and not PSD's, the PSD never shows on the screen, even though it stays on the memory card. Only the Jpg version of the background shows.

Every morning, I remove the memory card from the photo frame, insert it into my computer and open the PSD.

We add the names of the day's appointments then flatten and save as a Jpg back to the memory card. The card is put back into the photo frame.

When the frame is powered up, the new Jpg appears listing the names of the day's clients. It still plays as a slide show, but it rotates the same image over and over. The viewer never sees the transition.

Only two files stay on the memory card, the editable PSD and the corresponding Jpg of that file.

This keeps everything in one place and easy to find.

Total cost for the marquee: Photo

frame, \$80, 2 gig SD memory card, about \$15. (Far smaller memory cards can be used).

The photo frame had an unintended effect. Clients began asking to take the screen image displaying their name home with them.

Crazy!

No idea is original. Everything is inspired by something else. Make your clients feel welcome, and you'll be rewarded both personally and financially.

Mark McCall of Lubbock, is a regular contributor to several photographic publications and currently serves as president of the Texas Professional Photographers Association.





PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

PhotoEXPAND - Spring Seminar Registration - March 28-30, 2014

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 March 17, 2014

\$ 88.00	Early Full Registration	\$ _____
\$ 99.00	On-Site Full Registration	\$ _____
	(Full Registration includes Friday Night at Savastano's and a group ticket to the Saturday Night Tulsa 66ers Basketball Game at the Event Center)	
\$ 20.00	Social Only	\$ _____
\$ 88.00	Out-of-State Registration (Affiliated Member)	\$ _____
\$129.00	Non-Member Registration	\$ _____
	Amount Included With This Registration	\$ _____
	Check # _____	

Make checks payable to Professional Photographers of Oklahoma (PPOK)

- I WILL BE STAYING AT Hampton Inn & Suites : FRI ___ SAT ___
- ASK FOR PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA GROUP RATE
- PHONE: 1-918-394-2000 •

Have you paid your 2014 PPOK Dues?

YES ___ NO ___
IF NO, CONTACT
Michael Scalf

**PRE-REGISTRATION
DEADLINE
POSTMARKED BY
MARCH 17, 2014**

ROOM RATE: \$74.00

**ROOM RESERVATIONS MUST BE MADE
BY Noon March 17 TO BE GUARANTEED**

CREDIT CARD PAYMENT OPTION:

VISA ___ MASTER CARD ___ DISCOVER ___ AMERICAN EXPRESS ___
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.
P.O. Box 1779
Blanchard, OK 73010
Phone (405) 485-4456
E-Mail:
michael.scalf@ppok.org



Often First Always Best

At WHCC, everything we do is focused on your success. That's why "Often First, Always Best" is our motto for developing new products and services. We constantly strive to be the first to bring great new products and services to our clients. When we're not first, it's because what we have isn't good enough yet. You see, the only thing we want more than being first is giving you the best. Not just our best—the industry's best. It's a high standard, but we wouldn't have it any other way.



Learn more about who we are
and what we believe at whcc.com

THE OKLAHOMA PHOTOGRAPHER

3026 S. Cincinnati Ave.
Tulsa, OK 74114-5225

COMPETITION PRINTS



*Thanks BWC! You are the best!
Could not have done it without your
wonderful printing!*

—Richard Sturdevant

4 FOR THE PRICE OF 3



© Richard Sturdevant

BWC is the lab of choice for Competition Prints. Now you can take advantage of our 4-for-3! Order four prints and only pay for three. Choose from Fine Art or Photographic paper with mounting on Competition Artboard or Competition Gator.



Order today from our improved ROES Ordering System!

ENTER CODE **competition**

Hurry! Only available for a limited time. All four prints must be on the same order to take advantage of this offer.



dallas | 1.800.445.0264 | bwc.net