

RICK AVALOS has been practicing his craft for 33 years. He has lectured and judged in the U.S. at the regional and national levels as well as in Mexico and Spain. His images have received a number of Kodak “Gallery Awards” and Fuji “Masterpiece Awards”. In addition, Rick’s photographs have been displayed at Disneyworld’s EPCOT Center, Photokina in Cologne, Germany and in Korea at Imaging Asia 2005. In 1986 Rick was certified by the PPA and received the Master of Photography degree in 1992. In 1994, he was awarded the Photographic Craftsman degree. He holds the Photographic and Educational Fellowship degrees from the Professional Photographers of Colorado. Rick’s service to the photographic industry has been acknowledged by his peers who have awarded him the coveted National Award from the Professional Photographers of Colorado and the Duncan MacNab Service Award from the Rocky Mountain Professional Photographers Association.

Profit Building for the Digital Photographer – This program will walk you through various proven strategies and promotions that will keep your studio busy and your profits high. Putting these ideas to work can make the difference so many studio owners are looking for. Rick’s programs are well received and are designed to elevate the level of technique as well as professionalism. The content is covered in a concise but casual environment which facilitates the best opportunity for learning.

NANCY EMMERICH sees photography as more than just a job. For her, it is a passion, a way to capture life. Nancy is well recognized in her profession, having been awarded the Master of Photography and Photographic Craftsman degrees from the Professional Photographers of America. She has traveled the world, both as a teacher and student. In the past year alone, she visited such locales as Honolulu, Las Vegas, Canan Beach, Monument Valley, and Soul. Korea, where she was one of six Americans asked to judge Korea's National Photographic Print Competition.

Re-Design On a Dime and Finish In Photoshop - Come see Master Photographer, Nancy Emmerich, share her secrets to keeping her studio image fresh! With a "Fashion-Forward" feel, her clients are never behind the times in what it takes to make creative images. This is all about New Sets that won't cost you a fortune and how she finishes the final look in Photoshop. Save Time and Money... Come see how!

Hanson Fong of San Francisco, California, is globally recognized as one of the premier wedding photographers in the industry today. Hanson is a Master of Photography and a Photographic Craftsman; his work has been displayed in the Hall of Fame, Epcot Center, and the ASP Traveling Loan. He is also a member of the prestigious and world-renown Society of XXV. Hanson has lectured at every major school of photography across America and has been invited to speak at various national and international conventions. His work and talent are recognized throughout the United States, Canada, Mexico and Europe.

Mastering the Techniques – How to be a Complete Photographer - With over 30 years in the Art of Photography, Hanson will share his techniques that apply to both portrait and wedding photography. He will demonstrate the 10 classic pose techniques that he pioneered, which will allow you to handle any body types. Hanson will help you analyze different body sizes resulting in a proportional balance to each other. If you've ever struggled with placing a large body next to a small one, or a tall person next to a short person, Hanson's techniques will make you more confident in positioning your subjects and making them all look good. What makes his techniques unique is that they can be applied to both portrait and wedding, and they only take seconds to do! Lighting and metering techniques will also be covered. Photograph under any lighting conditions, indoors and outdoors - any place, anytime. Hanson's approach to finding the proper light outdoors is simple and uncomplicated, yet helps you create those highly desirable beautiful and timeless portraits. Program highlights include: 10 Classical Bridal Poses, Fashion Lighting Control, Flow Posing Photojournalism, Window Lighting, Illustrative Posing, Infrared B&W, Hi Key Lighting, Group Posing & Family Body Proportion, Balancing Facial Analysis

Alfred Gordon, recognized as one of Florida's TOP TEN photographers in 2001, 2002, and 2003, Al specializes in all types of people photography including studio, environmental, business portraiture, and especially wedding and social event photography. Alfred has operated a full service studio in Bradenton for over 15 years, and has photographed weddings throughout the Southeast. He is one of a small group of photographers in Florida that holds the Master Photographer and Photographic Craftsman degrees from the Professional Photographers of America, and the equivalent from the state of Florida, the FDPE and the FSA. He is also a Certified Professional Photographer from the PPA, and has earned the AOPA degree from Wedding and Portrait Photographers International. He has won awards for his photography on the local, state, and national levels. He received the coveted Kodak Trylon Gallery Award twice, and has images in the coveted ASP Masters Loan Collection. He gives lectures on wedding photography and is a photography judge for professional photography competitions throughout the United States.

Weddings – “Love Em or Leave Em” - Are you in the Saturday rut? Do you still enjoy making photographs, or is it the same old shots every weekend? Do your images look like

all the rest? Al will show you how to go back to the reasons you enjoyed photography and challenge yourself to have fun at your weddings. He will show you how to push yourself to reinvent your images, a little at a time. Try a different lens, find a new angle, and let your wedding coverage reflect the love of each bride and groom. You will learn Posing to flatter all body shapes; Lighting for detail and depth; Capturing romance on a stressful wedding day; Getting out of the rut; Merging Photojournalism with Posed photos; Keeping your sanity; Workflow; Separating yourself from your competitors; Marketing, Sales, and More!

Kalen Henderson purchased her photography studio in 1987, opening the business in her home and growing it through four building expansions to its current location just off the town square in Mt. Pleasant, a county-seat community of 8,000 in Southeast Iowa.

Kalen received her Photographic Craftsman Degree in 1996, the Master of Photography Degree in 1998, the Master of Electronic Imaging Degree in 2000, and the ASP Educational Associate in 2003 and is PPA Certified Photographer and PPA Certified Electronic Imager as well as a PPA Approved Photographic Instructor. She was honored by the Professional Photographers of Iowa with their Fellowship of Photography degree in 1997 and served as the state CPP Commissioner and as a representative to the PPA Council. She has won numerous state and national photographic awards including the Kodak Gallery Award, Fuji Masterpiece Award, EPCOT Collection and acceptance into the PPA Loan Collection and ASP Traveling Loan Collection. She has earned PPA print merits for both her photographic work and in the Electronic Imaging area for video writing, production and direction. Four times she has been named to Iowa's Top Ten Photographers and has twice had the winning prints in Iowa's Mr. Photogenic print competition. Kalen is a PPA Affiliate Juror (Portrait & EI) and has served as a juror for the PPA International Print Competition. She is a former member of the PPA Standards Committee and was Chairman of the PPA Senior Group in 2003.

Her list of speaking appearances ranges from lab seminars to state and regional conventions and PPA-affiliated schools. Kalen has taught at the Kansas School of Professional Photography, the Golden Gate School of Professional Photography, Florida School of Professional Photography, Triangle School of Professional Photography, the Texas School of Professional Photography, Great Lakes Institute of Professional Photography and The Colorado Workshops. She has been the headline speaker at Senior Photographers International and for the Professional Photographers of America Imaging USA International Convention. In the fall of 1999, Kalen was invited to tour Japan where she was a guest of honor and keynote speaker at the Kyushu Professional Photographers

International Convention.

Also in 1999, Kalen saw the first of her series of photography books published, “*12 Money Making Promotions for Your Studio*”, kicking off her accomplishments as author, as well. Her second book, “*101 Great Ideas*”, sold half of its first printing run prior to coming off the press in early 2000. Both books sold out their first print run in less than 18 months. She has been a contributing writer to the Professional Photographers of Japan international magazine as well as to numerous state and national journals.

The Return of SAFARI! - Hit the road again with Kalen Henderson to learn how to choose locations and backgrounds in various locations. Kalen will explain how to pose and shoot in all types of situations from shade to full sun, busy streets to secluded spots. Bring your camera and your light meter to help 'learn as you go' during this 'hands-on' program. Kalen will stop along the way to discuss various aspects of selling portraits and how to make clients feel like buying. Check back for the location - but you can bet that you'll learn plenty during this SAFARI.

Tony Hopman has been a professional photographer since 1978; his career has evolved into a very low volume upscale portrait studio. This allows him the time to create portraits that truly grace the walls of his clients as works of art. Tony has received numerous awards and international degrees for his work and frequently teaches photographers throughout the country. He has been teaching Photoshop for years with much praise for his teaching content and the value of his seminars.

Tony is a PPA Certified Professional Photographer, Photographic Craftsman and a current nominee for Master Photographer. In addition, he holds the Florida Degree of Photographic Excellence, has received the Florida Service Award and is deeply involved with both regional and state associations. Tony is the current President of the Professional Photographers Guild of Mid Florida and deeply dedicated to improving his craft and sharing with others. He has distinguished himself with many awards for his photography including; Florida Top Ten Photographers, Kodak Gallery Award, several PPA Loan Collection Awards and his images have appeared in the PPA Loan Collection and Showcase Collection Books.

We are purposely low volume, allowing us every opportunity to be very creative as well as providing each client individualized attention and advice regarding clothing, etc. Sessions are never ‘rushed’ and clients are only photographed by Tony himself. The studio is spacious and pleasant. There are many different backdrops and props as well as a pleasant outdoor area just behind our studio.

The emphasis is on the capture of the client's personality and character, not just a 'picture' but a true artistic portrait that will provide many years of pleasure. All portraits are printed in house using the finest materials. Tony's Studio also offers custom framing and matting. Customer's images are viewed immediately following the session on a large screen.

Photoshop for Portraiture and Merit Winning Salon Entries - Bring your laptop and learn hands-on how to use blend modes, quick masks, adjustment layers and luminosity paint to change your life. The emphasis in Tony's program will be smaller files, non-destructive quality and merit-winning retouching. Having worked in Photoshop since version 2, my workflow has evolved over the years to a level that is geared towards; Highest Quality Images, Faster Workflow, Smallest Possible File Sizes, Total Artistic Control, Total "Edit-ability" of all steps and Easy to Learn Methods.

My program will give you the foundation for reaching this level in your Photoshop work. It is a new and different approach to image enhancement, providing for higher quality, faster workflow and the ability to change anything at any time.

Bring your laptop to work along with me.

Tamara Lackey is an international award-winning photographer in Chapel Hill, North Carolina, operating a highly successful photography storefront studio that employs a Studio Director, Production Assistant, and several full-time associate photographers. Her work has appeared in Parenting Magazine, Inside Weddings, Martha Stewart Living, Town & Country, Premier Baby & Child, and The Knot Magazine, among others. She and her unique studio model were recently featured in Rangefinder Magazine, and her book about Contemporary Children's Photography is being published by Amherst Media and will be available in the fall of 2008.

Contemporary Children's Photography - Tamara reveals some of the secrets to her success as a portrait photographer in this seminar that will leave clients saying, "You're so good with kids!" She will offer tried & true tips on how to quickly recognize a child's temperament and how to best work with the various personality types, including the child in the midst of a 4-hour tantrum. This walkthrough includes educational and high-energy case studies. Plus, you'll learn techniques that prevail when working with kids just doesn't come naturally.

Tamara also covers how to simply re-work your business workflow to maximum your efficiency as a photographer, saving time, effort, stress, and money - in Tamara's case, her studio profits increased tenfold in just three years by employing these exercises. This seminar will also focus on organic directive posing, how to be able to control the look and feel of a portrait session in a spontaneous and expressive fashion. Lastly, Tamara will review pricing for children's photography.

Garrett Nudd - Award-winning celebrity photographers Garrett and Joy are citizens of the world. Formerly based in Orlando, Florida, one of the country's most competitive markets, they have realized that success has less to do with where you live, and more to do with how you market yourself and continually exceeding client expectations. Over the past 12 months Garrett and Joy's wedding assignments have taken them to Scotland, Italy, Norway, France, Switzerland, the Bahamas, Jamaica, Aspen, Key West, Santa Barbara and many other locations across the country. Garrett and Joy photograph about 20 weddings each year and countless children, family, and senior sessions. Their boutique studio is located in Chattanooga, Tennessee, and their satellite office is in Orlando Florida.

If I had just one wedding this year.... - Join top wedding photographer Garrett Nudd as he takes you on a mystical journey and asks the very important question, "what if you had just one wedding this year?" Suppose you had just one wedding instead of 20 or 30 or 40 or 50. What would you do differently? How would you photograph it? How would you process it? How would you market it? The principles you discover may not be too far out of reach. Whether you're excited about shooting weddings or you find them so monotonous you'd rather jump off a cliff, bring an open mind and a willing spirit and you'll do just fine.

David Peters is a Master Photographer, Craftsman and has received his fellowship from the American Society of Photographers. He is also a member of the Camera Craftsmen of America. David has operated his San Rafael, California studio since 1971 when he graduated from the Brooks Institute of Photography with a B.P.A. Degree.

Throughout his career, David has received numerous awards for his photography. In addition, he has lectured internationally and the United States extensively, including a 33 city tour, *In a Whole New Light* and a 40 city tour, *Making Great Things Happen*. In 1987, he was inducted into the International Photographers Hall of Fame. David has also been featured in two Kodak videos; *Dream Maker* and *Portraits of Success* as well as two books; *Camera Craftsmen of America 1990* and *Camera Craftsmen of America 2000*.

How to Reinvent Photography and Your Life - The power tools for success in photography have always existed. By choosing to look at yourself and what you do through brand new eyes you can apply these tools in surprisingly beneficial new ways. Study how Psychographics, Psychology, Communication, and Awareness can lead to new styles, new products, new marketing and if you're ready to make a change, a brand new image. "Everything in photography is changing but having the passion and ability to touch lives with your images will always keep you on top"

Jeanne Richardson started her photography business in 1982 when she began taking photographs of clients at her home in Andrews. Six months later she opened a studio, Jeanne Creations Photography. In 1984, she relocated to historic downtown Georgetown. Then, in 1990, Jeanne purchased land for a studio building and moved the studio to its present location on Church Street. The land in the back has become, "The Outback". She has designed and built many one of a kind props and scenes.

She has been the Executive Secretary of Professional Photographers of South Carolina since the mid-1990s, and is the former president of that group. Jeanne has won numerous awards for her photography and service, including the prestigious National Award for her dedication to the art of photography. She also won the Southeastern Award for outstanding service in South Carolina and the Governor's Award. She has received her Craftsman Degree from PPA. Jeanne also speaks at several different engagements throughout the year on a variety of interests. Jeanne shows people tried and true techniques like suggestive selling to help add major dollars to their bottom line.

Since the beginning of Jeanne's career, high school seniors have been her main focus, and she has now become one of the most widely used non-contract senior portrait photographers in the state. Each summer, Jeanne has average sales of \$1000 and several seniors' orders are in excess of \$4000. Many of these customers return for additional services.

Jeanne has the ability to put her clients at ease and has never known anyone who she couldn't make smile. A natural behind the camera, she truly loves the memories she creates through photography. That is why she devotes much of her time to helping others learn.

Building Styrofoam Props & Untold Secrets of Marketing - Jeanne will present a two part program, revealing her unique marketing secrets—how to retain the clients, easily add EXTRA \$\$ to all your sales, educate your clients so they add \$\$ to your account and much more.

The second part will be Designing and Building Styrofoam Props. She will demonstrate to you, source information, complete design and finishing.

Romaguera Romaguera, Sr. 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.

Presently, the Romaguera family own and operate three studios in the Greater New Orleans area. His exhibition prints have been accepted in the General, Loan and Masters Loan Exhibits of the Professional Photographers of America. Besides the Masters, Craftsman and Certified designations from PPA, in 2007, Romaguera received the Fellowship in the American Society of Photographers.

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. Romaguera has been honored with the coveted National Service Award, the International Service Award, the American Society of Photographers Service Award and the Directors Award from PPA. Currently, Romaguera is a member of the Board of Directors of the Professional Photographers of America.

Romaguera 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.

Making a good living with your eyes, heart and a camera! - There is no better profession than that of a photographer. This program will help you understand the business of photography and cover the technical knowledge needed to make a good income while enjoying life.

Topics to be covered range from school photography to executive portraits; lighting and posing as well as marketing to today's internet savvy client. Romaguera will also discuss some of the computer programs necessary for successful studio workflow.

The Romaguera Family owns and operates three successful studios in the Greater New Orleans area. Even with the wrath of Katrina the Romaguera family has had constant financial growth every year.

Monica Sigmon is an award-winning photographic artist who specializes in designing original works of art that represent her subjects with emotion and honesty.

Ask her why her studio has been so successful in just seven short years and she will tell you that is because of the relationships she has built with her clients and throughout her community. Monica's studio is widely known not only for its excellent reputation, but also for her cutting-edge imagery. Her studio fosters an environment where clients become friends; this connection she makes with her subjects is evident throughout her work and has become her signature style.

In addition to running her studio full-time, Monica is a popular speaker and travels to speak to professional photographers around the country. She is a consistent winner of awards at professional photographic competitions, including the coveted Kodak Gallery Award. She has earned the distinction of Certified Professional Photographer and the prestigious Craftsman Degree from the Professional Photographers of America, as well as the Associate Fellow of Photography degree from the state of Virginia. In January 2006, Monica had the honor of being named Kodak's Photographer to Watch.

THE ART OF REINVENTION - See what Monica's been up to this last year as she balances the continued expansion of her business, and a new non-profit venture, all while staying true to the vision she began with seven years ago. Monica will address niche marketing, how to put yourself in the mind of your client, and how to achieve and maintain the business image that best represents your work. Stumped by how to turn your passion into reality? Monica will offer realistic solutions for issues that often paralyze both new business owners and established photographers.

Whether you are just getting started, or just need a jolt of inspiration, this program is for you. Ask yourself what you want to be, what you want your work and your life to look like, and join Monica for this inspirational, high-energy seminar. Get ready to infuse your business with a new level of excitement!

Michael & Tina Timmons own and operate a Fine Art Gallery in Frankenmuth, Michigan and have a number of prestigious clients. Both have lectured on the photography circuit across the United States at state, regional conventions as well as the PPA National Convention. Michael has been awarded nearly every major photographic award in print competition, including, two selections for Epcot Center at Walt Disney

World, Asp State Elite Award on two occasions, Michigan Photographer of the Year twice, Arkansas Photographer of the Year twice, three time Professional Photographer of America, Photographer of the Year, along with an impressive number of Kodak Gallery Awards and Fuji Masterpiece Awards, Best of Show Awards and Judges Choice Awards. Tina has also received numerous awards for her photography, including, Michigan Photographer of the Year, Mid-East States Top Ten, as well as receiving the Illustrative Award on two occasions. In addition, Tina has been awarded the Fuji Masterpiece Award along with many other distinguished awards in Michigan and Mid-East States.

Michael and Tina are both PPA approved international jurors and both have had a number of their images selected for the PPA Loan Collection. They have both served many organizations as officers within the photography and business community. Bottom line is, they are well qualified and evenly matched, with Michael's highest print competition score 100 and Tina's highest a 99. The Timmons are both PPA Masters of Photography and Craftsman.

The Fine Art Side of Photography – is split into two different parts. The first part covers the how and whys they got into this particular niche. In addition, they will share the successes and failures they encountered, while telling you how to avoid making some of the same mistakes. Part two is a demonstration of how to create the fine art pieces in the computer using; Adobe Photoshop, Nik Color Efex Pro and Corel Painter. Tina will also share the marketing and sales techniques that she uses to develop new clients and to sell wall décor to clients across the country.

Rick Trummer is an award winning photographer whose creativity and originality is constantly redefining commercial, portrait and wedding photography. He is also a sought after speaker with his innovative presentations on a wide variety of subjects including digital workflow, color management, commercial, wedding and the business of photography.

Rick has considered himself a photographer all his life, and his passion has enabled him to develop and also learn as a photographer even through some very difficult hardships. He has received numerous awards for his photographic talent including numerous "Best of Show" honors from the Wisconsin Professional Photographers Association, several "Court of Honor" awards, three prestigious "Kodak Gallery Awards" and twelve "Fuji Masterpiece Awards". In his twenty-five-year career he has received 32 Grand Awards from the South Central Photographers Association and over 300 blue ribbons from the SCPA, WPPA and the Professional Photographers Association. He has received six "Outstanding Service Awards" from the SCPA as well as the "Special Service Award", the "Meritorious Service Award" and the National Award from the WPPA. In 2002 he was presented with the "Lifetime Achievement Award" from the SCPA, the first ever to be presented with this award. He was just presented the National Award from the ASP at

this last Imaging Convention.

Rick is a two time President of the South Central Photographers Association as well as a Past President of the Wisconsin Professional Photographers Association. He has been serving the ASP on the Executive Board of Governors and credited with the creation of the ASP website as well as the committee chairman of the Budget committee. He continues to share his knowledge and professionalism with fellow photographers and students of photography, and continues to strive to better the photographic industry.

You Broke it, You Fix It!- In this fast pace Photoshop and digital workflow program, Rick will discuss the color tools inside the Photoshop application and show examples of when to use them. He will show ways of color correction, exposure compensation and advanced retouching techniques to use when it just doesn't look right on your screen and how to achieve proper screen calibration. Last but not least show the proper way of capturing exposure correctly and proper white balance techniques in the camera. It's everything that the working digital photographer should know in today's digital age.

Paul Wingler

Paul Wingler received a Certificate of Graduation from the New York Institute of Photography in 1987. Since then, he has been providing brides, children, families and high school senior's unique and creative portraiture. Paul also completed a five year study with Jay Stock. Paul has won numerous awards in General Commercial, Commercial-Fine Art, Wedding Candid and Photojournalism. Besides having images selected for Professional Photographers of North Carolina's Loan Collection, he has also received the prestigious *Fuji Masterpiece Award* and has had images selected to appear in the Professional Photographer's of America's *Photo Showcase Book*. In February, 2003, several of his images were introduced in exhibition at the Chilean Embassy, Washington, D.C. The exhibition opening was in connection with the Smithsonian Association's lecture on Chile. It was the first total digital exhibition ever held in any Chilean Embassy in the world. In March, 2005, Paul received his Honorary Degree of Fellowship in Photography from the Professional Photographers of North Carolina (PPNC). In July of 2006, Paul completed the Professional Photographers (PPA) Affiliate Judges Workshop in Daytona Beach, Florida. In January, 2007 he earned his Photographic Craftsman Degree and in January, 2008, Paul received his Master of Photography Degree from Professional Photographers of America.

Paul is a charter member of Senior Photographers International and is an active member of Professional Photographers of North Carolina (PPNC), where he has served as *Central Guild Chairman* and the State Convention's *Model Chairmans* and *Central Guild Director*. As a member of Professional Photographers of America (PPA), he has participated as an instructor for the PPA's "*Super Monday*" *Seminars*. He continues to be invited into Central America to lecture on topics from basic lighting to travel

photography. He is also an instructor at the Durham Arts Council in Durham, North Carolina.

Pursuing the Passion- is a program that inspires and encourages the photographer to get out of their comfort zone, look around them and find what passionately drives them to a higher level of photography. Various images will be shown depicting the type of work Paul does on a daily basis...the “bread and butter” work and then show images that would not be “in the norm” yet discuss the necessity of doing this type of work because it pushes one’s work outside an area of comfort...making you look and think a little harder about the image you are about to take, thus making you a stronger, more efficient, creative photographer. It will then be discussed how to apply this type of work to your marketing strategies to make you and your work more unique and stand apart from the other photographers in your area. Paul will also be pointing out the importance for us, as image makers, to document to preserve our ever changing area for historical reasons, as well as bringing an awareness of needs throughout the world.