



Professional Photographers' Association of PA, Inc.
Cultivating the art, science, and business of photography.

Volume 43, Number 1

March, 2013

Spring Convention, April 14,15,16, 2013

Ron Bookwalter, President's Message "Photography..... Reborn"

I want to extend a big, warm welcome to everyone attending the 76th Annual Convention of the Professional Photographers' Association of Pennsylvania. We are looking forward to a great year of education, competition and camaraderie – all at a brand new location – The Comfort Suites in downtown Carlisle.

The Comfort Suites is in the heart of the Carlisle historic district with easy access to scores of boutique shops and eateries. Carlisle is also the county seat for Cumberland County and the old historic courthouse is only a few yards from our hotel. You can even check out where Confederate cannonballs took pieces out of the columns of the old courthouse! I can assure you that the cannons will be silent when we are there! Downtown Carlisle also abounds in many fine-dining establishments within short walking distance from the Comfort Suites. You can walk no more than two blocks and find almost any type of eatery imaginable from hot dogs to sushi! Don't forget if you stay at the Comfort Suites you will receive a deluxe breakfast every morning along with free parking in the parking garage adjacent to the hotel. You can find much more information about Carlisle at <http://www.lovecarlisle.com/>



Our talent chairman, Rodney Clark, has arranged for some of the best photographic talent in the country to be with us in April. Rodney is also doing double duty this year as our Convention Chairman. He and his wife Vickie have given me invaluable help in taking care of all of the logistics that are necessary to stage a great Convention. Bob Howard, has taken on the daunting task of being our Print Show Chairman and has worked very hard with the help of our former Print Chair, Esther Beitzel, to bring in some of the best judges available. I encourage everyone to get involved with print competition because it is an invaluable learning tool. Glenn Gobrecht has taken over as our Trade Show Chairman and he also is working diligently to attract vendors that can provide us with great products to help us increase our bottom line.

Our Sunday night party should be great opportunity to socialize, dance and just enjoy mingling with the great people in our Association. We may even have a special surprise guest show up, too! The Awards Banquet on Monday night will honor everyone that has worked so hard to compete in our annual print and album competition as well as those who have given outstanding service to PPA of PA. We will also have some more great entertainment during the evening on Monday.

Because of our efforts to reach out to more of the photographic community through our new web site and Facebook page we have been able to add many new members this year. I want all of our current members to have our new members and guests feel welcome and show them what a great group we are! We also expect to have many others join us that are paying a separate fee to attend our great seminars I hope that they are also impressed with what we have to offer and decide to make the investment to join us for the rest of this year and beyond. Our new webmaster, Annie Duncan, and Facebook administrator, Rodney Clark are doing wonderful jobs in keeping everyone posted on the latest Association developments almost instantly!

With so much going on from Sunday through Tuesday, we might not have time to sleep! I'll look forward to seeing everyone again on Sunday, April 14th!

Photography as well as PPA of PA is about to be reborn!

— PPA of PA BOARD of GOVERNORS —



2013 OFFICERS

President *Ron Bookwalter*
 Vice-president *Caleb Williams, CPP*
 Treasurer *Robert W. Demmler*
 Secretary *Glenn Gobrecht, M.Photog., CPP*

REPRESENTATIVES

Craig Carl through 2013
Kimberly Cavalari through 2013
Pati Livengood, M.Photog., CPP through 2013
Shelli Sarge through 2014
Maria Sauserman, CPP through 2014
Terry Blain, M. Photog through 2014

PAST PRESIDENTS

2012 *Robert M. Hancock, M.Photog.*
 2000 *Rodney Clark, M.Photog., Cr.Photog., CPP*

COMMITTEES

Assistant Treasurer *Robert W. Demmler*
 Auditor *Roger Brackney, CPP*
 Awards Banquet *Ron Bookwalter*
 Awards Video *vacant*
 Certification Chair *Rodney Clark, M.Photog., Cr, CPP*
 Certification Secretary *Jerry A. Costanzo, M.Photog., Cr., CPP, A-ASP, AOPM*
 Certification PPA Liaison *Jerry A. Costanzo, M.Photog., Cr., CPP, A-ASP, AOPM*
 Convention Chair *Rodney Clark, M.Photog., Cr.Photog., CPP*
 Documents & Database Mgr *Robert W. Demmler*
 Finance Chair *Cathy Madison, M.Photog., Cr., CPP*
 Fund Raising *Pati Livengood M. Photog., CPP*
 Historian *Craig Carl*
 Hospitality *Pati Livengood M. Photog., CPP*
 Long Range Planning Chair *Robert M. Hancock, M.Photog.*
 Membership Chair *Maria Sauserman, CPP*
 Member Relations *Maria Sauserman, CPP*
 Model Chair *Cindy Howard*
 Newsletter Editor & Advertising *Caleb Williams, CPP*
 Nominations Chair *Robert M. Hancock, M.Photog.*
 Northeast Dist. Rep. *Esther Beitzel, M.Photog., M.Artist, MEI, Cr.*
 Parliamentarian *Robert A. Howard, M.Photog., Cr., CPP, EA-ASP*
 Party Chair *Barb Bookwalter*
 Photographer *Terry Blain, M.Photog*
 Print Master *Gene Lista M.Photog. Cr.*
 Print Show Chair *Robert A. Howard, M.Photog., Cr., CPP, EA-ASP*
 Props Chair *Ruben Mills, CPP*
 Public Relations Chair *Rodney Clark, M.Photog., Cr, CPP*
 Recording Secretary *Vicki Carl*
 Registration Chair *Robert W. Demmler*
 Screening & Ethics Chair *Robert W. Demmler*
 State Awards Chair *Ron Bookwalter*
 Supporting Member Liaison *Harry Markel*
 Talent Chair *Rodney Clark, M.Photog., Cr, CPP*
 Talent Hosts *Ron & Barb Bookwalter*
 Trade Show Chair *Glenn Gobrecht, M.Photog., CPP*
 Transportation *Ruben Mills, CPP*
 Trophy Chair *Robert A. Howard, M.Photog., Cr., CPP, EA-ASP*
 Ways and Means *Ron Bookwalter*
 Webmaster *Annie Duncan*

Contents

Page 1	President’s Message
Page 2	Officers & Vice-President Message
Page 3	Convention Chair and Benefits of Competition
Page 4	Print Rules Link & New Member Information
Page 5	Funny Pages!
Page 6	Clay Blackmore March meeting
Page 7	Jane Smith Program Overview
Page 8	Will King Program Overview
Page 9	Salvatore Cincotta Program Overview
Page 10	Save The Dates!
Page 11	Registration Form
Page 12	Convention Schedule

**Vice-President Elect
Caleb Williams, CPP**

During the last meeting of 2012, I was recruited by Ron Bookwalter to step into shoes vacated by the resignation of our Vice-President. I was assured that I would get all the help and support I needed to fulfill my mission as a bridge to a time



when we could train up new leadership in all aspects of the operation of our organization. In our conversations, I expressed my willingness to take on this task as long as everyone recognized that I may very well become a change agent to help the organization move towards a successful future.

Recently, I came upon the work of an organizational consultant by the name of Simon Sinek, the author of “Start with Why.” When we operate from the standpoint of why we do what we do, and how that benefits others, we tap into the emotional decision-making processes that relate to our feelings and come from a place other than the rational mind. It turns out that this is a much more reliable indicator of what we consider to be an appropriate decision. What does this have to do with the Photography Industry? Everything. Because we as individual businesses, affiliate and state organizations, and the whole industry of image-makers and story tellers, are in the midst of a sea change in the market place which will impact our ability to make a living with photography. We have to rediscover our “Why.” The way photography education is delivered is changing. The traditional barriers to entry into “Professional Photography” have become so porous as to be non-existent. Our future members are all around us. What do they need to know that we can teach? How to we make them feel welcome? In this day and age of “virtual communities,” I believe sooner or later we will all discover that face-to-face interactions are vital to our mental health, and that there is still a place for professional organizations that supply that experience. Please come find me during the convention, and let’s talk about that.

2013 PPA of PA Talent & Convention Chairman Message

Rodney Clark, M. Photog., Cr., CPP



Hello everyone! The convention is getting close and will be here before we know it. The dates in case you haven't seen or heard are April 14th, 15th, & 16th at the Comfort Suites in Carlisle, Pa.

We have some Great Speakers lined up for you starting off with one of the top photographers in the country with Clay Blackmore on Sunday. Clay's program is: "How to Photograph Everyone". Anyone that has ever seen Clay work his magic at conventions or trade shows know what I mean. I am glad to have him starting off our convention!

Then on Monday we have an early bird program by Jane Miller. Jane's program is: "Sustainable Business for Profit". Jane's program comes highly recommend by Bob Howard of Howard Studios.

Now... Get ready to see one of the hottest young wedding photographers on the East Coast!! Will King come's to us from Newport News, Virginia. Will's program is going to be a hands-on Lighting Workshop, so bring your cameras!

On Tuesday we have a very dynamic couple from Saint Louis, Missouri in Sal & Taylor Cincotta! I first meet Sal & Taylor back in September at a seminar in Rockville, Maryland and have been mesmerized by their work ever since! Sal's program will be on High School Seniors and it is titled: Seniors - Offering the Fashion Experience!

Of course... Don't forget Sunday night! We have a Convention party with music and dancing and even maybe a surprise or two, so plan on coming to it.

Monday night is the Awards Banquet; this is the one night that a lot of us look forward too! Great food, Great fellowship, Great time and of course hopefully a trophy or two! See everyone soon!

The "Benefits" of Competition, by *Bob Howard*

Greetings one and all, back in January, upon returning from Imaging USA in Atlanta, I penned a letter about all of the "positive" energy that I experienced while in attendance. Just like many of you, I have spent the past few months getting myself and my studio ready for what I hope is busy retail year. I have also been quite busy working with the members of the new "Oversight" committee as together we embrace whatever the future may bring for the profession of photography and the PPA of PA, Inc.

As they say in the American Express commercial, "Membership has it's privileges," or in this case has it's "BENEFITS." Yes, those of you who have chosen to be part of this great organization have many benefits and privileges that come with your investment of time and capital. Based on a recent survey taken by the PPA of PA leadership, more than half of you are not availing yourself of one of the best membership "Benefits" of all, that being eligibility to participate in the annual photographic print competition.

While it is true that our organization, as well as many others have shifted somewhat from a focus on education to a focus on socializing and casual informational exchange, the benefit of print competition continues to evolve as we adapt to what the future holds in our industry. Entering print competition is so much more than just competing for trophies. The "Benefits" are far more reaching. Statistics prove that those who regularly enter their best works in competition among their peers tend to be the leaders in market share in their communities.

This is true for many reasons, but primarily because being part of competitions helps to hone our creative edges while helping prevent us from accepting that our everyday work is "good enough" for our clients. When you buy a car, a new camera or lens, the latest flat screen TV, do you buy one that is "good enough?" No, human nature requires that we seek the best we can have for the price we can afford. This basis of thought is no different to consumers of photography. Face it, we all pretty much know how high a price our "market share" will bare. In my small town, the consumers know value when they see it and will compare first at that level and then move on to "reputation" before making the call.

Entering print competition not only forces you to continue to improve your skills, but also provides you with a valuable marketing tool when your efforts are rewarded and you share those rewards in a press release and display your ribbons on the studio walls. Savvy consumers are used to hearing advertisements that focus on a product's awards and achievements. It really doesn't matter what level of award you achieve, the fact that you have taken a step to set yourself apart can be the deciding factor when consumers pick up the phone.

So, why not avail yourself of a membership benefit you already are entitled to? There is still plenty of time to get your images selected and prepared for the competition in April. Trust me, once you start looking through your best work, you too will gain a

(“BENEFITS”, Con’t.) measure of excitement. That initial excitement grows into the anticipation of the judging, which in itself is an incredible learning experience that you can watch as it happens. Hearing the panel discuss the images and seeing the scoring process is worth far more than the nominal entry fee. Then comes the reward as your images are displayed, ribbons attached, for all present to enjoy and discuss during the print exhibition that begins following the judging process. This year one of the actual panel judges will be available on Monday to critique your images and for the first time ever will offer to critique images that were not entered in the actual competition.

As with all things, change does eventually happen. This year’s print competition does have a few changes involved. First, we have had to streamline the awards categories so there is a bit less emphasis on the amount of “trophies” available to take home. That said, we do have a very special, one-of-a-kind trophy that will be awarded this year. It is an original piece, sculpted from the parts of old cameras and sponsored by MORE photos. So be sure to purchase a ticket to the awards banquet, after all you may be the recipient.

There are several other minor changes in the rules, so please read them carefully before submitting your images. We are putting the finishing touches on another great panel of judges for this year, even a few faces that you may recognize from the past. The print committee is working very hard to continue the tradition of “top shelf” judging and exhibition. So in conclusion, it doesn’t matter if you are a “newbie” or one of those who takes print competition very seriously; the “Benefits” are just the same. Why not make 2013 the year you ‘Benefit’ from the learning experience called photographic print competition.

[Print Rules can be found on-line by clicking here.](#)

Association Membership News

There is something to celebrate in the air, as our membership appears to be growing!

OUR POLICY

New Member Applications – The firms listed below have applied for membership in the PPA of PA, Inc. In accordance with the By-Laws concerning membership, the fact of their application is to be published twice in the newsletter prior to acceptance for membership to allow any member to voice objection to an applicant’s possible non-compliance with the requirements or any unethical practices of which a member might be aware. The screening committee then must determine the legitimacy of the complaint and follow the proper procedure. Any objections must be in writing and addressed to:

Bob Demmler
Screening and Ethics Chair
801 Oakwood Rd.
New Freedom, PA 17349

Second Printing

Bernie’s Photography
10116 Parkersburg Rd. NW
Frostburg, MD 21532
Bernie Henaghan
301-689-0502

J. Paul Simeone Photography
157 Portsmouth Cir.
Glen Mills, PA 19342
J. Paul Simeone
610-455-0778

First Printing

Annie Duncan Photography
470 Million Dollar Rd.
Halifax, PA 17032
Annie Duncan
717-350-2515

Cameronia Photography
159 Main St.
Montandon, PA 17850
Chris Stratton
Nancy Stratton
570-524-2315

Cindy Crossley Photography
4510 Enola Rd.
Newville, PA 17241
Cindy Crossley
717-776-4815

Flawless Fotos Photography
706 Orley Pl.
Bel Air, MD 21014
Kym Griffin
410-652-2371

Harry Coleman Photography
1373 McLaughin Run Rd.
Pittsburgh, PA 15220
Harry Coleman
Charlotte Coleman

Jessie Geesey
2456 Furnace Rd.
Felton, PA 17322
Jessie Geesey
Mark Geesey
717-309-4074

First Printing (Cont’)

Photography by Doree
106 Yorktown Rd.
McMurray, PA 15361
Doree Baumgart
412-860-0306

Pop’s Mugshots Photography, LLC
252 W. Walnut Tree Dr.
Blandon, PA 19510
Joel Seidel
717-256-0564

Revelation Photography
1935 Spring Rd.
Carlisle, PA 17013
Tim Strupp
Cindy Strupp
717-249-9374

Schlegel Photography
733 Paxton Drive
Dalmatia, PA 17017
Kimberly Schlegel
717-692-1542

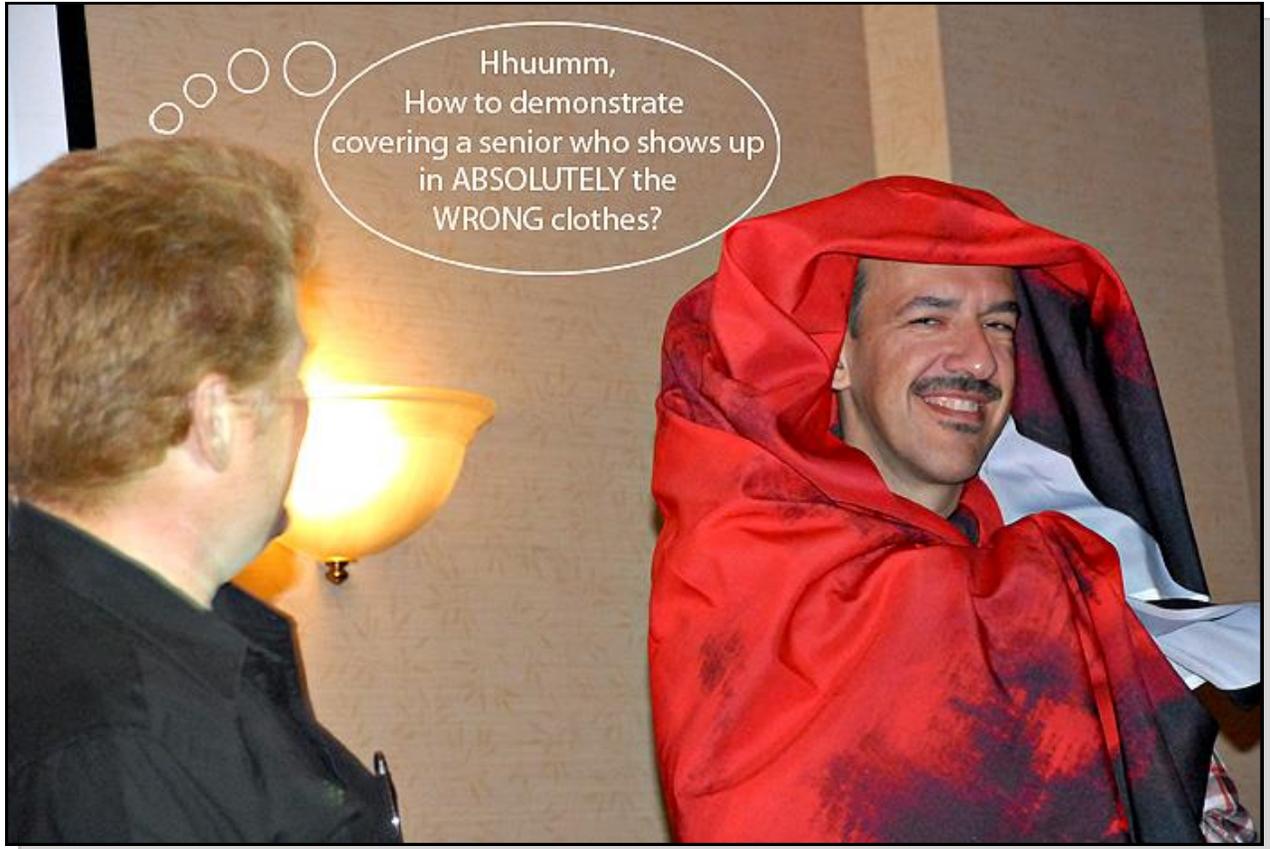
Snapshot 47 Photos
529 Broad Ave.
Belle Vernon, PA 15012
Dan Codeluppi
Jennifer Codeluppi
724-929-3566

Trudy Roney Photography
348 Montgomery Run Rd.
Amity, PA 15311
Trudy Roney
Scott Bradford
724-825-3841

A Moment from Kirk's Seminar, With Darty Hines as Model

From October, 2012 meeting with Kirk Voclain

(Note that Darty is wearing one of his own Backdrops!) <http://www.colleenandco4pros.com/>



Sunday, April 14, 2013
1:00—5:30 PM

Clay Blackmore

Clay Blackmore is one of the most influential and sought-after photographers in the world, with a clientele that includes celebrities the likes of Larry King, Forest Whitaker, Jenna Elfman, and Maria Sharapova. His photographs are routinely featured in *Washington Life Magazine*.

A protégé of the legendary Monte Zucker, Clay is a legend in his own right. Clay meticulously developed his photographic, teaching, and business skills during this 25-year association with Monte, first as an assistant, then as a co-educator and business partner.

In addition to his mastery of lighting and classic portraiture, Clay is at the forefront of HD-DSLR cinema, pushing the limits of the latest innovations in filmmaking to create timeless pieces of cinematic storytelling.

His world-class studio in Rockville, Md., supports a team of passionate photographers and filmmakers working with the newest technologies in the field. Collaborating with companies such as Canon, Tiffen, and Quantum, Clay has been among the first to test and evaluate new products for photography and HD-DSLR cinematography. He is a distinguished Canon Explorer of Light and a member of the elite Cameracraftsmen of America.

Clay's passion for photography is only rivaled by his passion for education. He is an integral part of Monte Zucker Photographic Education, formed in 2007 to continue Monte's educational legacy. Clay lectures around the world, and his nationwide tours include "How to Photograph Everyone" (2012), "Photo-Fusion Revolution" with Jeff Medford and Ross Hockrow (2010), and "Capture & Creativity" with Jane Conner Ziser (2008).

In addition, Clay is passionate about helping at-risk kids. He volunteers with the Leadership Empowerment & Action Program (LEAP), teaching photography to middle-school children in Montgomery County, Maryland, who are adopted or in foster care. Clay believes that the best way to teach is by example. "Confidence comes from success, and success comes from practice," he says.



"How to Photograph Everyone"

Fun and engaging, Blackmore has developed a new program for those who wish to learn how to create great portraits of everyone.

Consistent results are at the heart of this new program with an emphasis on posing, lighting, composition, and expression. Working outdoors or in the studio, Blackmore will show you how to harness the light and create beautiful images of men, women, children, families, brides, individuals, couples and groups.



Confidence is key, explains Blackmore. I can help anyone gain a better understanding of what people like and don't like in their portraits. We concentrate on a few simple thoughts each time we get behind our camera. By committing these techniques to memory, by training our hands to find the shot, we free our hearts to capture the moment.

DSLR Video techniques will be discussed in full detail. See how Clay has turned his wedding business into a full service studio that has elevated videography to cinematography.

Blackmore is one of the most passionate photographers working in the country today. One of Canon's Explorers of Light and a member of the elite Cameracraftsmen group, every image he creates reveals a master photographer committed to his art. A mentor, and veteran instructor, his lectures have been embraced worldwide.



Jane Miller

Monday, April 15, 2013
8:00 - 10:30 AM



Unleash your potential and BELIEVE!

Jane Miller engages her gifts and talents to facilitate others toward their desired outcomes. Through her company, MILLER INSTITUTE, Jane works with entrepreneurs and small businesses who want improved results – who want to make more money! Making more money is accomplished through correct MONEY MAKING Marketing – not just Marketing.

Jane, well known for her motivational and dynamic research and analytical plans and presentations, has worked in the field of sales and marketing professionally for over 25 years. Her first sales job at age 16 was as an AVON® representative where she consistently earned enough to cover her Fashion Bug™ habit. Whether working for others or as an entrepreneur, Jane has developed an attitude and an aptitude for developing potential by highlighting strengths and talents.

A graduate of Bloomsburg University with a degree in Marketing, Jane continues her education with ongoing seminars, workshops, and online learning... both as teacher and student. She is the author of several books and e-books focusing on topics from ADHD to SALES to AUTHENTICITY. Her marketing expertise provides innovative marketing and communications services to businesses who are struggling to find and reach new prospects.

Focusing on an inside-out development process, Jane concentrates on unleashing the power of the mind. Ultimately, clients amplify their potential, meeting personal and organizational goals while enjoying a gracious attitude.

MorePhotos®

Internet Photo Sales Solution

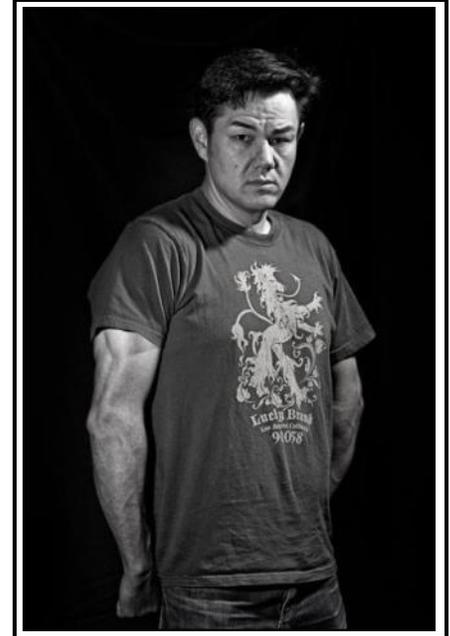
“MorePhotos is offering PPA of Pa Photographers a special discount of 50% off start-up towards a new Website with Shopping Cart, or the addition of a new shopping cart/proofing service to your existing website for just \$99.00. Includes unlimited image uploads and unlimited tech support. Check design offerings at www.MorePhotos.com .

New features include a Lightroom Export Plug-in and a new Facebook App connecting your website like nothing you have seen before!

To get these savings you must contact your local rep Harry Markel
at harry@morephotos.com or direct at 302-384-2870

Will King

Monday, April 15, 2013
10:30 AM—5:00 PM



Will King was born in Seoul, South Korea in 1971. The United States Air Force moved the family several times allowing Will to see and experience the visual and cultural beauty around the globe before finally settling in Coastal Virginia in 1985. It was there that he married his beautiful wife Michele and soon after they were blessed with a son who they welcomed into the world in late 2003.

In 2006, Will began to explore landscape photography as a hobby. His early inspirations included noted photographers such as Marc Adamus and Galen Rowe. As an amateur, Will immersed himself into learning all he could about his craft was quickly recognized for his results with publication in Parade Magazine in 2007, Digital Photo Pro in 2008, and numerous times with several local newspapers. Will was also awarded 1st, 2nd, and 3rd place in the City of Newport News Department of Tourism Annual Photo Contest. By this time, his work had expanded greatly as he was now exploring many other aspects of the industry...including lighting (inspired by Joe McNally), commercial and wedding photography.

After 2 years of methodical learning his craft and defining his dramatic lighting style, he began to experience notability with a wider audience, attracting the attention of both clients and photographers from all over the region.

In 2010, at the request of many local photographers, Will began to share his knowledge and experience as a mentor. That same year Will was highlighted in Photoshop User Magazine. In mid 2011, he was chosen as the exclusive photographer for Hampton Roads' Premier Bride Magazine and after months of planning and work his images came to life on the cover (as well as a 16-page fashion feature) of the Spring/Summer 2012 issue. During this time, Will's work was also recognized by regional publishing company Advertising Publications Inc. and he was chosen to once again create another bridal publications cover and fashion feature. His stellar results debuted on the cover of The Wedding Planner Magazine of Hampton Roads in the late summer of 2012.

The Exposure Triangle

- A quick overview of Aperture, Shutter speed, and ISO
- One of these is the secret ingredient to making magic

Lighting Principles

- How to create depth, dimension, and detail with light.
- Size does matter
- Hard light vs soft light
- Diffused light and focused light
- Light placement
- Angling and feathering light
- Modifying and shaping light
- Adding color

Equipment Options

- Speedlights
- Strobes
- Constant Lights
- Reflectors
- Light shaping tools/modifiers
- Getting your light off of the camera

Tips and Techniques

- Mixing ambient with flash
- Finding a balance or being bold
- Shutter speed is the variable
- Cheating the sync speed
- High Speed Sync
- ND Filters make the impossible possible
- Overcoming challenges specific to outdoor lighting



Salvatore Cincotta

CREATIVE | STYLISH | AWARD-WINNING

Tuesday, April 16, 2013

9:00 AM—4:30 PM

Sal and his wife Taylor Cincotta are committed to raising the bar of professional photography through their talent, passion, and business savvy. From real-world experience, corporate senior leader turned image-maker, Sal shares the secrets to



his successful rise in the notoriously tough photo industry. His easy-to-understand techniques and business background allow his workshop participants to implement his teachings and transform their studios into profitable businesses.

Sal and Taylor are the owners of several successful photo properties:

Salvatore Cincotta Photography: *a high-end studio focusing on weddings and seniors*

Studio C: *a mid-range studio focused on seniors, families, and babies*

BehindtheShutter.com: *a website dedicated to training professional photographers and sharing the secrets to his success in a real and actionable way.*



“Senior Photography // Offering the Fashion Experience”

High School Senior photography has evolved beyond the cap and gown. Today's kids want to look and feel like celebrities. They demand that model experience. In fact, what better way to differentiate your studio than by offering a service that truly stands out? Today's teen does not want to be photographed with fake backdrops, with ivy, and Styrofoam props. They want personality. They want different. They want to be wowed.

Topics will include

- // an analysis of the senior market -
determining the size of the opportunity
- // marketing to this demographic
- // developing a sales rep program
- // using social media with seniors
- // creating a pricing model that works
- // products seniors and their family want
- // post production workflow
- // the sales process - online vs. in-studio
- // much more including plenty of Q&A



SAVE THE DATES!

Changes for 2013

Dues will be lowered to \$125.00 if paid by 10/31/12
2 Meetings per year Fall and Spring!

Fall Meeting: October 13-14 2013 Carlisle, PA.

ALL MEETINGS IN 2013 TO BE HELD AT

COMFORT SUITES,

**10 S. Hanover Street,
Carlisle, PA, US, 17013**

**Phone: (717) 960-1000
Fax: (717) 960-1010**



Proud sponsors of Clay Blackmore



**CANON
EXPLORERS
OF LIGHT**

The 76th Annual Convention of the Professional Photographers' Association of Pennsylvania, Inc.
Sunday, April 14 through Tuesday, April 16, 2013
The Comfort Suites • 10 South Hanover Street • Carlisle, PA 17013

Registration Form

The PPA of PA Convention is FREE to all PPA of PA members that currently have their dues paid and up to date. Members of PPA or one of their affiliates may attend the 3-day Convention for \$69.00. Non-member Photographers are welcome to attend for all 3-days for just \$99.00. Join the PPA of PA now for just \$125.00 and attend the October meeting at no additional cost. The Trade Show, all Seminars and the Convention Party are included. OPEN HOUSE 4/14/13 -- FREE ALL DAY

2013 Convention, Seminar & Awards Banquet Registration

The Awards Banquet Registration Deadline this year is March 31, 2013. The cost for the Awards Banquet Dinner is \$35.00 per person. The Banquet is Monday, April 15th.

PLEASE COMPLETE & RETURN so we can prepare an identification badge before your arrival.

Studio / Bus. Name: _____ Phone Number: _____

Mailing Address: _____

City / State / ZIP: _____

Email Address: _____

Name of Affiliate Organization: _____

PERSONNEL ATTENDING Seminar and Meeting (Required for ID badge)

PLEASE list all who will be attending any event.

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

MAIL REGISTRATION FORM or CALL OFFICE WITH PAYMENT INFO

PPA of PA, Bob Demmler, PPA of PA Treasurer
801 Oakwood Rd. / New Freedom, PA 17349-8315
Phone: 717-235-0444 Email: bob@oakwoodmanor.net

Convention Attendance Fee: \$ _____ + Banquet Ticket Total: \$ _____ = Total: _____

By Check: No. _____ By Credit Card Authorization: VISA MC Discover

Card Number: _____ Expiration Date: _____

Billing Address & Zip Code: _____

Signature _____

Professional Photographers' Association of Pennsylvania, Inc. Comfort Suites Hotel, Carlisle, PA.

2013 PPA of PA Convention Schedule

Convention Floor Plans can be found on the PPA of PA Website: [CLICK HERE](#)

Saturday – April 13, 2013

12:00 PM - 2:00PM	Hand Delivery for all PRINT CASE and CRAFT Entries	Hotel Lobby
1:00 PM - 5:30 PM	Open Print Cases - Print Committee	President's room

Sunday - April 14, 2013

6:00 AM - 11:00 AM	Trade Show Setup	Heritage Ballroom
7:30 AM - 9:00 AM	Breakfast - Judges & Print Committee	Gaslight Grille
9:15 AM - 9:45 AM	Judges Orientation	Gaslight Grille
10:00 AM - Noon	Open Print Judging	Wilson/Blaine
10:00 AM - 6:00 PM	Registration Open - PPA of PA and Trade Show	Heritage Room Lobby
11:30 AM - 6:00PM	Ribbon Cutting Ceremony	Heritage Room Lobby
11:45 AM - 12:15 PM	Trade Show open	Heritage Ballroom
1:00PM - 3:00 PM	New Member Orientation	Gaslight Grille
1:30 PM - 5:00 PM	Clay Blackmore "How to Photograph Everyone"	Heritage Ballroom
3:00 PM - 3:30 PM	Open Print Judging - Continues	Wilson/Blaine
3:30 PM - 5:30 PM	Soda Break - Trade Show	Heritage Ballroom
6:00 PM - 8:00 PM	Clay Blackmore - Continues	Heritage Ballroom
6:30 PM - 7:00 PM	Dinner on your own	Downtown Carlisle
7:00 PM - 9:00 PM	Executive Board Meeting	Library
8:00 PM - 9:00 PM	Board of Governors Meeting	Library
9:00 PM - Midnight	Social Get Together	Heritage Ballroom
	Convention Party	Heritage Ballroom

Monday - April 15, 2013

8:00 AM - 10:30 AM	Jane Miller - "Sustainable Business for Profit"	Wilson
9:00 AM - 9:45 AM	Supporting Members Meeting	Heritage Ballroom
10:00 AM - 4:00 PM	Registration Open - PPA of PA and Trade Show	Heritage Room Lobby
10:00 AM - 4 :00PM	Trade Show open	Heritage Ballroom
10:30AM - 12:30 PM	Will King "Lighting Workshop".....	Heritage Room
10:00 AM - 4:00 PM	Print Exhibit Open	Blaine
11:00 AM - 1:00 PM	Print Critique - Print Exhibition Area	Blaine
12:30 PM - 1:30 PM	Lunch on your own -	Downtown Carlisle
1:30 PM - 5:00 PM	Will King - Continues.....	Heritage Ballroom
5:00 PM - 5:30 PM	General Membership Meeting	Heritage Ballroom
6:00 PM - 7:00 PM	Executive Board and Spouses, Official Portrait	Hotel Lobby
7:00 PM - 11:00 PM	President's Cocktail Reception	Heritage Room Lobby
11:00 PM - Midnight	Awards Banquet	Wilson/Blaine
	Hospitality	Presidential Suite

Tuesday - April 16, 2013

9:00 AM - 1:00PM	Print Case Pickup.....	Blaine
9:00 AM - Noon	Sal Cincotta "Seniors – Offering the Fashion Experience"	Heritage Ballroom
10:00 AM - 3:00 PM	Registration Open	Heritage Room Lobby
Noon - 1:00 PM	Lunch on your own	Downtown Carlisle
1:00 PM - 2:30 PM	Sal Cincotta - Continues	Heritage Ballroom
2:30 PM - 3:00 PM	Soda Break - Trade Show	Heritage Ballroom
3:00 PM - 4:30 PM	Sal Cincotta - Continues	Heritage Ballroom
4:30 PM	Have a safe trip home !!!	