



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

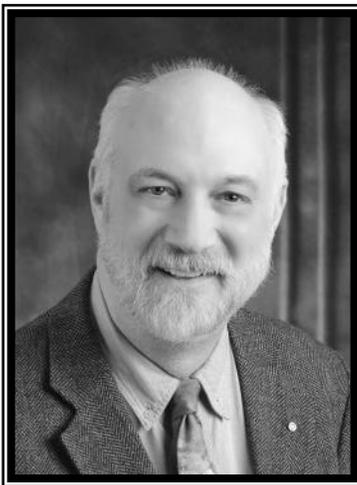
Volume 45 , Number 2

October, 2015

Fall Convention, October 11 and 12, 2015

Caleb Williams, 2015 President

“When is your ship due?”



For more than a century in England when “Britannia ruled the seas,” the way to get wealthy was to invest in a cargo of goods from abroad, and you would reap profits when your “ship comes in.” For those of us who have chosen Professional Photography as a career, the investment in cameras, lenses, lighting equipment, backdrops, computers, internet access, printers and professional delivery materials can add up to the equivalent of a pretty nice car (our modern day ships) rather quickly. How do you make that investment pay off to reward yourself with a return on your investment and an income for your family? That is one of the fundamental questions facing Professional Photographers today.

It is pretty well established that the road to success is not to be found with lower prices and discounts to get business. This downward spiral of price cutting leads to the burn-out and turn-over of photographers in the marketplace, yet few people starting out recognize this simple business fact. On-line forums are full of people whose passion for photography pushes them into the industry, yet it is clear from the questions they ask that they have not had the business training that will allow them to stay in business for the long haul.

PPA of PA has invited one of the top leaders in the field of photography business education, Ann Montieth, to speak at our October meeting. The focus of her talk will be on creating stability in your business to be able to avoid the pitfalls of having too much business and too little income.

On Monday, Ronnie Owens will continue the theme with an all-day workshop called “*Surviving (even THRIVING).....when the phone stops ringing.*” Ronnie will offer a game plan for those times when the business is not flowing in our door.

Over and over again, the leadership of PPA of PA has renewed its commitment to face-to-face education and meetings, even in the face of declining membership and assault from those who confuse the “program” auto mode of camera settings for “professional photography.” Our feeling that the knowledge to use our equipment to create outstanding portraits sets us apart in the marketplace, and the Association’s commitment to excellence in image making, professionalism, and customer service will in time see a pendulum swing towards higher participation of those who claim the mantle of “Professional Photographer.” I look forward to seeing everyone again on Sunday, October 11 and Monday, October 12th, 2015 in Carlisle for two days of great business education! Professional Portrait Photography as well as PPA of PA is having its renaissance!

— PPA of PA BOARD of GOVERNORS —



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From President Elect: Glenn Gobrecht

Save the dates now for our April 10, 11, and 12th 2016 Convention in Carlisle, PA. Location is the Comfort Suites.

Sunday April 10th we are having Steve Kozak, partially sponsored by PPA of America Charities organization, speaking on “The Road to Success is a 4-Wheel Drive!” providing photographers with a road map to successful marketing materials.

Monday April 11th We will be having Alan Berg, a National Platform speaker who is also connected with Weddingwire, a motivational speaker sharing with us how to grow your business through social media marketing methods. Alan is not a photographer, but he can help any type of business become successful in today’s world.

Tuesday April 12th will be twin brother Photographers Jamie and Jason Turner. Their program is to teach us the techniques of off camera flash for any portrait or wedding job you may do. It is a version of one of their PPA Super Monday classes.

Prepare now for print competition at the convention. See how well you are doing in creating beautiful images. This is a wonderful learning process in becoming an even better photographer in your business. Learn the dos and don’ts of mastering your craft of image making. A great opportunity, and so close to home. Don’t miss it!

BECOME A NEW MEMBER, or please do RENEW YOUR MEMBERSHIP by October 2015. This will help us gauge what all to plan for at the July 24th picnic, and the October 16th and 17th meeting in 2016, which is in negotiations with potential speakers now. We look forward to your joining the association for the 2016 year!

Together we learn in so many ways that help us become much better at our trade of photography. To provide the highest quality finished product for our clients is one of the main reasons behind this association, and the hands-on education we receive at all of our meetings, is what we are all about. Not to mention the great friendships that form out of socializing together.



The Lady Who Kept Us “Au Courant”

In Memorium: Cathy Madison



Cathy Madison (Dec 2, 1930- July 8, 2015) was a key member of PPA of PA for many years. She and her husband Jim had a Professional Photography business for about a half century. As Jim’s health deteriorated, she kept the business going as well as caring for him.

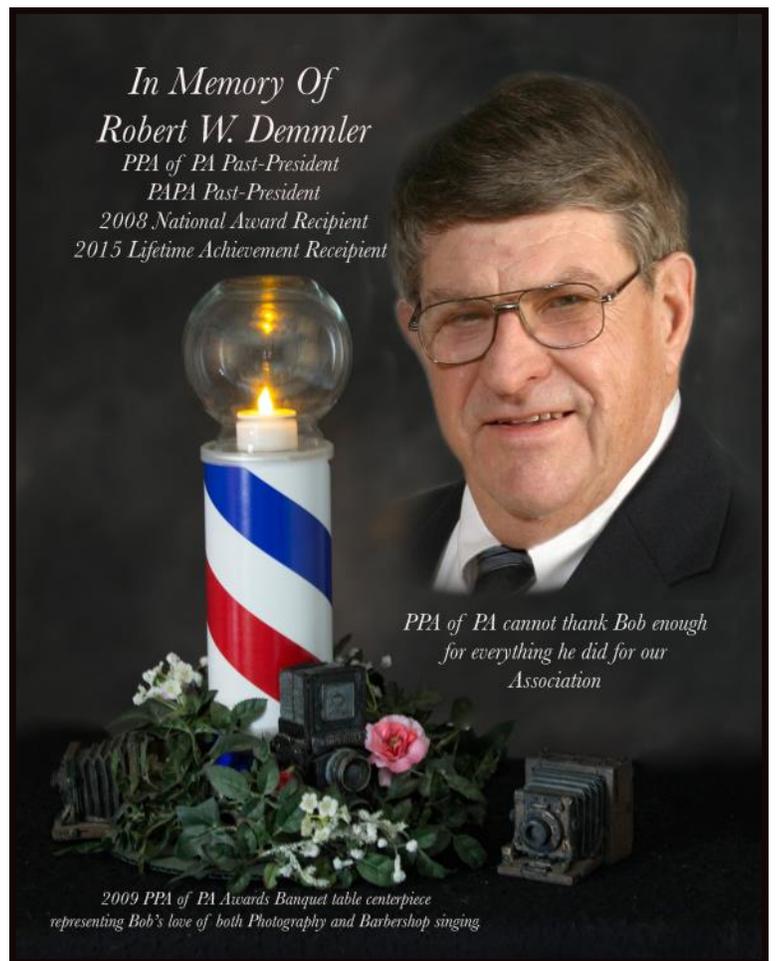
Cathy’s column in this newsletter was for many years called “Au Courant,” and it kept news of members of the organization up to date. Marriages, births, deaths, trouble and success: if it affected a member, Cathy’s encouragement shone thru and kept the members up to date on the lives of their colleagues and friends.

She was a great motherly figure, and will be missed.

In Memory of Bob Demmler

Bob Demmler served PPA of PA for many years, and carried its best interests in his heart. He served over and over again in some capacity or another, and was a mentor to many photographers in the Association.

It was the intention of the Board to present Bob with a plaque during the Annual Banquet in April. However, at the last minute, Bob's health issues made him too sick to come. The photo below was organized as a "Get Well" message to Bob, and a print along with the plaque was delivered to him several days after the Convention. Bob passed away on September 21st, 2015, after being hospitalized for pneumonia. Our condolences to Bev and all the family.



Scenes from the 2015 Print Competition

The Board of Governors of the PPA of PA is committed to encouraging excellence in photography among its members. In addition to our educational programming and fellowship events, another of the more important events is the Print Competition held at the Spring Convention each year. This is a member benefit which is so useful for getting an objective opinion about one's work. Every Artist knows how easy it is to fall in love with your own work. Having someone else say so makes it all the more sweet.



Above, the print judges stand next to the prints on display, (left to right): Ivan Domazet, Nancy Basmann, Darrell Moll and Anthony Marrill. Left, discussing the finer points of a print: Terry Blain and Speaker Ken Whitmire. Below: The judges hard at work.



*Photos Courtesy
Ron Bookwalter and
Cindy Strupp*

Scenes from the 2015 Print Competition

Right: Once again in 2015, Harry Markell of More Photos, a longtime supporter of PPA of PA, offered a custom trophy, hand made of re-purposed camera parts, for excellent performance in the Print Competition. This year, Cindy Strupp of Revelation Photography, was presented with the trophy by Harry Markell (*Right*). Cindy Strupp also won the best Wedding Image and the Kodak Gallery Award (*Lower right*). Patti Livengood won the best Album Award. (*Lower left*).



*Photos Courtesy
Ron Bookwalter and
Cindy Strupp*

Convention Chairman Message By Ron Bookwalter, M.Photog.



It has been an extraordinary year so far for PPA of PA. We hosted the incredible talent and expertise of Ken Whitmire at our 3-day April Convention who showed us how to create and market wall portraits for families. Then, everyone had a great time learning more about posing and the lighting of outdoor family portraits at our 2nd annual Summer Picnic in July. Instructing were our own Terry Blain, M.Photog. and Ivan Domazet, M.Photog., Cr. Photog., CPP. We thank both of them deeply for sharing their knowledge with both members and non-members alike. We hosted at least a dozen non-member guests at our Summer Picnic and many expressed the desire to possibly join as full members in the coming year.

At our upcoming October meeting, October 11-12, at The Comfort Suites in Carlisle, PA we will again host two great photographers and business leaders in the photographic industry - Ann Monteith and Ronnie Owings. Ann Monteith hails from Annville, PA and not only has been a Past-President of PPA of PA but also a Past-President of PPA! She has become one of the foremost authorities on business management for photographers, offering workshops year-round at http://www.annmonteith.com/ann_monteith_2012_seminars.html She will be doing a condensed one-day version of her workshop entitled “**Managing for Business Stability**” on Sunday, October 11. If you want to know the true cost of staying in the photographic business and how to properly price your product then this is a must-see program!

On Monday, October 12 we will feature Ronnie Owings, <http://prostudionet.com/> Ronnie is an Atlanta based photographer who had to make major adjustments in his business plan to survive and flourish in this new age of photography. He will be presenting his seminar entitled “**Marketing and Branding**” to show you how to make your studio stand out above all of the others in your marketplace.

You will find all of the pre-registration forms for the October meeting on our website at www.ppaofpa.org or on our Facebook page at www.facebook.com/PPAofPA If you wish to reserve a room at The Comfort Suites at the discounted rate for PPA of PA you must reserve no later than September 11. Also, keep in mind that non-members can attend the October meeting for both days for only \$99.00 or \$69.00 if they are a member of PPA of a n approved PPA affiliate association.

Looking forward to seeing all of you in October!!

Association Membership News

OUR POLICY

New Member Applications – The firms listed here 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:

Craig Carl
Screening and Ethics Chair, pro tem
486 Mountain Road
Boiling Springs, PA 17007

First Printing

Conway Productions
Leslie Conway
877 Rodgers Ave.
Warrington PA 18976
215.852.6588
leslieconway@aol.com

Steven Francis Photography
Steven Francis
13 W. High St.
Maytown, PA 17550
717.209.1298
stevenfrancisphotography@gmail.com

Second Printing

Henley Photography and Design
Gina Henley
126 Briar Patch Dr.
Carlisle, PA
717-766-9796
www.henleyphotodesign.com
gina@henleyphotodesign.com

Tom Brady
Photographers in Philadelphia
1627 N. 2nd St.
Philadelphia, PA 19111
215-301-8182

Sharon Lantzy
Sharon Lantzy Photography
1372 Glendale Lake Rd.
Patton, PA 16668
814-674-6007
www.sharonlantzyphotography.com

The Saga of the Modern “Woman in the Shoe”

(Who Had so Many Children She Didn’t Know What to Do!)

Ken Whitmire of Yakama, WA, our speaker in April, is without doubt one of the ‘greats’ of worldwide portrait photography, creating wall portraits for people all over the country and internationally. It was a joy to have him come to Pennsylvania for 3 days in the spring to show us how to achieve the finest quality wall portraits we can.

He wanted to do a demonstration photo session on the third day of his visit, and that was the Tuesday. So we had to find a model family. Now, if it had been a Sunday, people were falling all over themselves to apply. When they found out it was a Tuesday, they had jobs, and school, and other commitments. At the last minute, President Caleb Williams of Wellsboro, PA, got a message on Facebook from a neighbor who basically said, “I dare you to take us...”

Michelle Showers of Wellsboro soon became Caleb and Ken’s “hero.” She has risen to the call to serve the needs of eight special needs children, ranging from ages 7 to 32, all of whom she has adopted, with seven still living at home. This family made the 3-hour trip to Carlisle to have a free portrait made by Ken Whitmire. It was a great way to demonstrate to the participants how to work with all



Ken Whitmire rolls up his sleeves as he visualizes how the portrait will be arranged, while President Caleb Williams waits to assist.

kinds of families to create lasting memories. A new Sustaining Member, Filmet Labs from the Pittsburgh area, stepped up to create 2 Gallery Wrap prints from the session for this special family. President Caleb then followed thru and facilitated the production and delivery of the finished portraits.



Clockwise from above: The workshop participants observe Ken at work as he tries to elicit an expression; One of the finished wall portraits chosen by the family because of its story-telling; PPA of PA Board joins the family for a portrait together; the Showers Family in their home with one of two finished portraits on the wall.



Thank you, Filmet!

As a Supporting Member, Filmet generously created the two Canvas Wraps that were presented to the Michelle Showers Family of Wellsboro, PA after their 3-hour drive to Carlisle to be models for our demonstration photo session with Speaker Ken Whitmire on the Tuesday of our April Convention!

WELCOME PPA OF PA MEMBERS

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These offers are valid for PPA of PA members only. PPA50 offer excludes gallery wraps, albums, books, gallery blocks, usb drives. PPA1114 offer is valid on Select and Value services only.

The Clothing Debate for Family Portraiture Explored

Some have called it “The Great Clothing Debate.” For us, it was an experiment. At the Summer Picnic at the end of July, there was a question about what the model family should wear. President Caleb Williams told Kim Schlegel of Schlegel Photography in Millersburg, PA to bring her extended family and come prepared to dress both casually, and tone coordinated. The results would be published in the newsletter, and everyone would be able to see. What do you think? Which do you think looks best? We’ll take a vote at the October meeting. *(Photos by Caleb Williams)*



A nn Monteith

“Managing for Business Stability”

In this fast-paced program, created specifically for PPA of PA attendees, Ann Monteith will demystify the business issues that have fundamentally changed the professional photography industry over the last decade.

“If you intend to earn your living in photography in the digital age,” she says, “you must first recognize that the digital transition has created an entirely different business model that must be managed much differently from the film-based model. So I have designed this full-day class to help you come to grips with the seismic changes that are keeping far too many studios from moving forward.”

The topics she will address include:

- **How to truly accomplish “working smarter, not harder.”**
- **Why quality still counts.**
- **Learning to manage your business “by the numbers,” including what numbers you need to know and to monitor each month.**
- **Pricing profitably when competitors are giving away the store.**
- **Establishing habits and systems that allow you to thrive in a consumer-driven digital world.**

Options for handling the digital files issue.

A highlight of the class will be Ann’s demonstration of how a financial plan can lower your stress level by putting you in charge of your business.

“I’m well aware that many photographers really hate to deal with management issues, especially financial ones,” Ann says, “but I can promise you this: I’ve designed this class to help you simplify, not complicate, your business! And don’t worry, I’ll keep you awake!”

About Ann K. Monteith CPP, M.Photog.Cr., Hon.M.Photog., A-ASP, Hon.A-ASP, ABI, API, Fellow-IrishPPA...

Ann Monteith is the industry’s leading authority on marketing and studio business management, and she was instrumental in the development of PPA’s Studio Management Services. Her Get Down To Business! Workshops and Guerrilla Management Workshops are credited with setting some of the country’s most successful studios on the road to profitability, and she is a widely read author on subjects of interest to studio owners and managers.

A former chairman of the board of the PPA International School of Professional Photography and a past president of PPA, she received the Gerhard Bakker Award for excellence in teaching, the Charles H. “Bud” Haynes Award “for distinguished service to PPA and its members for encouraging business awareness and practices in the field of professional image-making,” and a 2008 Leadership Award from the International Photographic Council, which was presented at the United Nations. In 2010 PPA presented her with the Helen K. Yancy Award, given for distinguished service to photography that represents “an achievement of service of far-reaching value.”

She and her husband, Jim have owned and operated four different studio businesses. Presently they are directors of Monteith’s Countryhouse Studios in Annville, PA, and also see clients at their vacation home and studio in Deep Creek Lake, MD. In 2009 they opened Persnickety Pet Portraits as a “warm fuzzy division of Countryhouse Studios.”



Special thanks to Marathon Press for sponsoring Ann at our meeting!



Marathon Press
1500 Square Turn Blvd.
P.O. Box 407
Norfolk, NE 68702-0407
P: 800/228.0629
F: 402/371.9382

Ronnie Owings

“Marketing and Branding Your Studio”

All-Day Seminar — Sponsored by H&H Color Lab

Surviving (even THRIVING).....when the phone stops ringing

- Getting Inspired without Becoming a Copy Cat
- How to design a first class Studio that will attack the right costumers
- Making interesting backgrounds to draw a crowd
- Marketing Like the Pros
- Children’s Promotions to Generate Year-round Income
- Treating Seniors Like Models
- Creating a Price List that Works for You



About Ronnie Owings

Ronnie Owings’ photographic career jump started about 30 years ago, when the Robert Kennedy family hired him to photograph family functions. Almost overnight, Ronnie leapt from amateur to professional status, embarking on a career highlighted by award-winning work in just about every photographic genre. Experience in fashion, travel and interior photography not only refined his natural talent, but improved his technical expertise. Ronnie is frequently sought after by his peers for speaking engagements and workshops around the country.

Ronnie’s images have appeared in numerous national magazines, including Better Homes and Gardens, Arts and Antiques, Country Inns and Elegant Bride, to name just a few. He is the featured photographer in three international coffee table books: Cottage Style, Amish Cookbook, and Sanctuary of the Soul. Many of Ronnie’s award winning images have been exhibited overseas by the Professional Photographers of America as part of their Traveling Loan Collections, and a number of his children’s portraits have been displayed at Disney’s Epcot Center. After only being in business for four years, Ronnie was awarded with the title of Master Photographer.

In his family and children portraits, Ronnie often draws inspiration from his college degree in child and family development – such as photographing a child with a favorite toy, instead of a generic prop, or keeping a toddler secure and comfortable in his father’s lap during a family portrait in the garden. Ronnie’s reassuring demeanor, combined with the welcoming spirit of The Garden Cottage, instantly sets clients at ease, encouraging natural timeless portraits.

For more, see Ronnie’s website:

www.prostudionet.com

Special thanks to H+H Colorlab for sponsoring Ronnie at our meeting!



H&H Color Lab
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Raytown, MO 64133

800-821-1305



Professional Photographers' Association of
PENNSYLVANIA
Cultivating the art, science and business of photography

OCTOBER 2015 MEETING & SEMINAR REGISTRATION

SUNDAY & MONDAY, October 11 – 12, 2015

• **ANN MONTEITH** – *“Managing for Business Stability”*

• **RONNIE OWINGS** – *“Surviving (even THRIVING).....when the phone stops ringing”*

~~ Visit www.ppaofpa.org for complete information ~~

The Comfort Suites Hotel

10 South Hanover Street Carlisle, PA 17013

Call **717-960-1000** or **800-704-1188**

For Room Reservations

(Mention **PA Professional Photographers** for special rate)

DEADLINE FOR GUARANTEED RATE: Sept. 11

MEETING & SEMINAR is FREE to members in good standing of:

• Pennsylvania Professional Photographers' Assoc. (PPA of PA)

NON-MEMBER PHOTOGRAPHERS...

• Attend BOTH seminars (2 days) for ONLY \$99 per person!

PPA members or PPA Affiliate members on \$69.00 for both days!

~~~~ 2015 October Meeting and Seminar Registration ~~~~

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

Studio / Bus. Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City / State / ZIP: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Non-member– \$99: (per person) \_\_\_\_\_ PPA or Affiliate member - \$69.00 pp \_\_\_\_\_

**PERSONNEL ATTENDING Seminar and Meeting (Required for ID badge)**

PLEASE list all who will be attending from same studio.

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

MAIL or FAX REGISTRATION FORM WITH PAYMENT, if applicable, to:

Ronald Bookwalter/Assistant Treasurer

3280 Spring Road Carlisle, PA 17013

Fax: 7172496366 or email: [ppaofpa.org@gmail.com](mailto:ppaofpa.org@gmail.com)

Amount Paid: \$ \_\_\_\_\_

By Check: No. \_\_\_\_\_ By Credit Card Authorization: \_\_ VISA \_\_ MC \_\_ Discover

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

## 2015 PPA of PA October Meeting Schedule

### Sunday – October 11, 2015

|                 |                |                                                                  |                     |
|-----------------|----------------|------------------------------------------------------------------|---------------------|
| 9:00AM -        | 11:00AM        | Trade Show Setup                                                 | Dickinson           |
| 9:00AM -        | 12:00PM        | CPP Exam .....                                                   | Library             |
| 10:00AM -       | 5:00PM         | Registration Open - PPA of PA and Trade Show                     | Heritage Room Lobby |
| 11:30AM -       | 6:00PM         | Trade Show open                                                  | Dickinson           |
| 1:00PM -        | 3:00PM         | <b>Ann Monteith....."Managing for Business Stability".....</b>   | <b>Dickinson</b>    |
| 3:00PM -        | 3:30PM         | Soda Break - Trade Show                                          | Dickinson           |
| <b>3:30PM -</b> | <b>5:00PM</b>  | <b>Ann Monteith ....."Managing for Business Stability" .....</b> | <b>Dickinson</b>    |
| 5:00PM -        | 7:00PM         | Dinner on your own .....                                         | Downtown Carlisle   |
| <b>7:00PM -</b> | <b>10:00PM</b> | <b>Dessert Bar and Social Party</b>                              | <b>Dickinson</b>    |
| 8:00PM -        | 9:00PM         | Print Critique .....                                             | Wilson/Blaine       |

### Monday – October 12, 2015

|                  |                |                                                                                |                     |
|------------------|----------------|--------------------------------------------------------------------------------|---------------------|
| 8:00AM -         | 10:00AM        | Board of Governors Meeting                                                     | Wilson              |
| 9:00AM -         | 4:00PM         | Registration Open - PPA of PA and Trade Show                                   | Heritage Room Lobby |
| 9:00AM -         | 5:00PM         | Trade Show open                                                                | Dickinson           |
| <b>10:00AM -</b> | <b>12:00PM</b> | <b>Ronnie Owings.....</b>                                                      |                     |
|                  |                | <b>..... "Surviving (even THRIVING).....when the phone stops ringing".....</b> | <b>Dickinson</b>    |
| 12:00PM -        | 1:00PM         | Lunch on your own                                                              | Downtown Carlisle   |
| <b>1:00PM -</b>  | <b>2:30PM</b>  | <b>Ronnie Ownings..... continues</b>                                           | <b>Dickinson</b>    |
| 2:30PM -         | 3:00PM         | Soda Break - Trade Show                                                        | Dickinson           |
| <b>3:00PM -</b>  | <b>4:00PM</b>  | <b>Ronnie Owings..... continues</b>                                            | <b>Dickinson</b>    |
|                  | 4:00PM         | <b>HAVE A SAFE TRIP HOME AND SEE YOU IN 2016!!</b>                             |                     |



Professional Photographers' Association of  
**PENNSYLVANIA**

*Cultivating the art, science and business of photography*

**FALL MEMBERSHIP DRIVE GOING ON NOW**

**SAVE \$25 WHEN DUES ARE PAID BY  
OCTOBER 30, 2015!**

## **SAVE THE DATES!**

**2016**

Dues: \$150.00/ year (**\$25 discount during the Fall Membership Drive**) **HAPPENING NOW!**

3 Meetings per year:

Spring Convention and Print Competition!

Summer Picnic and shoot-out!

Fall Meeting on getting down to business!

### **SPRING Convention:**

**April 10, 11, 12, 2016; Carlisle, PA.**

**Summer Picnic July 24, 2016, Carlisle, PA.**

**Shoot-out!**

### **Fall Meeting:**

**October 16 and 17, 2016; Carlisle, PA.**

**ALL MEETINGS IN 2016 TO BE HELD AT**

**COMFORT SUITES,**

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



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~ and ~

**#2 Photographers Tool Kit ~ Template DVD**

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**Giving You the Tools to Amaze**

Whether you need a website, shopping cart or both, we have the tools that you need to amaze your customers. We have plans that fit your needs... what are you waiting for, come join MorePhotos today!

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Kellie - West Coast Sales: 503.806.3188, [kellie@morephotos.com](mailto:kellie@morephotos.com)