

Summer 2018

PHOTOXOK

EXPOSITION • EXHIBIT • EXPOSURE • EXPAND

Professional Photographers of Oklahoma

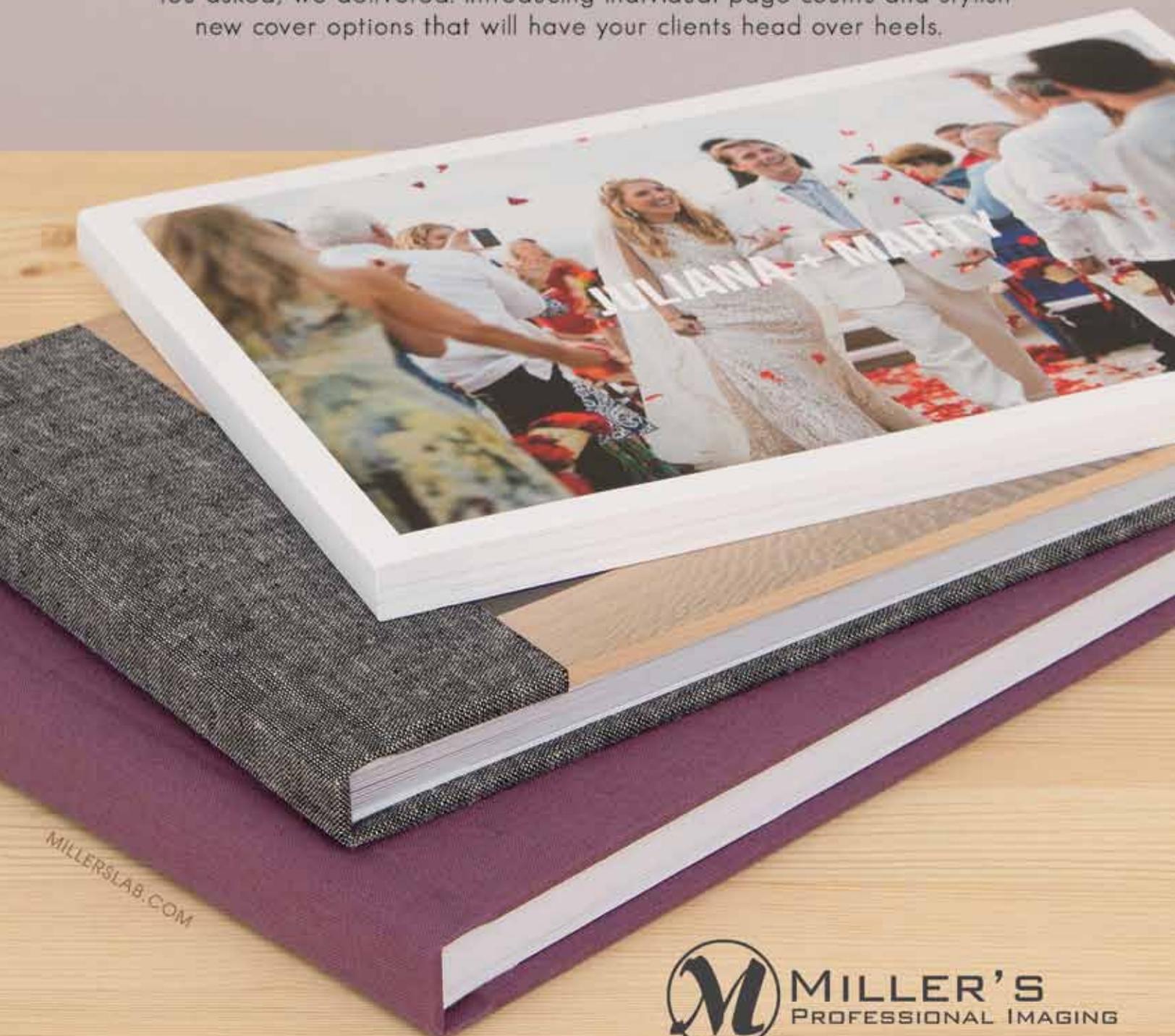


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THE OKLAHOMA PHOTOGRAPHER

2018 SUMMER ISSUE Volume 42, Number II

About the Cover . . .



“The Bear Necessities” by Kimberly Smith of Muskogee scored 96 points out of a possible 100 and received a distinguished print ribbon along with a judge’s ribbon from Adilfa Ford.

The award helped Smith receive the President’s Trophy - Highest Total Points - 517 points and become PPOK Photographer of the Year - Master Exhibit.

Among Smith’s image awards was one (“Hanging’ with my Peeps”) which received a perfect (100) score.

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PHOTOXOK

www.photoxok.org

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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

EDITOR NOT CLAIRVOYANT!

If you are moving, please let us know. Send your **old as well as new address as well as new e-mail address** to:
Michael Scalf Sr, Executive Director at
P.O. Box 1779, Blanchard, OK 73010
Allow six weeks notice.

Magazine Ad/Copy Deadlines

Spring Issue	Feb. 1
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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.

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From the President's Desk . . .

Never stop learning; Never stop growing

By Gary Box, M. Photog., Cr.

Never stop learning. Never stop growing. That's something I have always lived by. I was fortunate to have had a dad who pushed me to learn when I was young. He kept giving me things to do and try to figure out. Later in life, he admitted to me that he was just trying to shut me up, LOL. He kept giving me things he thought I would not be able to do. It didn't work. Every challenge he gave me, I got it. With each challenge that I overcame, it just made me hungry for more.

I am still that way today. No matter how much I know, I don't know it all. And I keep trying to learn and grow. From a technical standpoint, an artistic point of view and as a business as well.

I see a lot of experienced photographers at conventions that don't attend many programs. That's not me. I am in most programs, iPad in hand, taking notes. Although few concepts are Earth-shattering to me now, I can always find some little nuggets of info in almost every program I attend. Maybe it's a portrait idea. A new marketing spin. Or simply a different way of looking at something I have been looking at for years.

So far this year, I have attended about 30 programs at conventions. I have gone to Imagin-gUSA, SYNC, PPOK. I took a video workshop and a PPA Super Monday with Heather Beadles and Jeremy Ridout. So I am not only a teacher, but a student as well.

I have pages of notes that I go back through when I get home. I love the act of taking notes. It seems like my brain processes the information better if it goes in my ears and out through my hand in the form of notes, so more sinks in as I hear it. And then I can review again later.

We are fortunate today with all the learning opportunities we have. Many years ago, we only got to really learn 3 or 4 times a year at state, regional and national conventions. Now the information flows non stop on line, many workshops, traveling shows, etc. But I still find that one of the best is meeting together with other photographers at conventions.

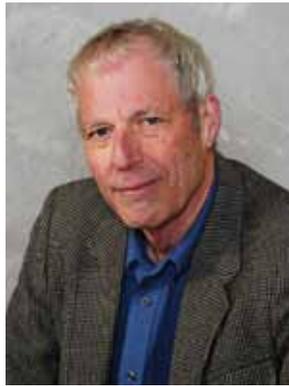


Gary Box

Not only is there great programming over a variety of topics, but the camaraderie with fellow pros.

Our annual convention, Photo-Expo and our print competition are right around the corner. I hope to see everyone there learning right along with me.

An advertisement for Imaginique Series Glass Cover Flush Mount Albums. The ad features two black album boxes with a wedding photo on the cover. The text includes the company name 'Imaginique Series', 'GLASS COVER Flush Mount Albums', and sizes '10x10, 12x12, 11x14'. It also lists contact information for Michel Company: '1151 S. Northpoint Blvd. Waukegan, IL 60085 info@michelcompany.com 1.800.621.6649'. The website 'www.gomichel.com' is provided for online orders. Pricing is listed as '10x10 album starting at \$155' and 'Designing Starting at \$99'. A promotion states 'FREE Album Box with album purchase Image mounted under glass value \$50-\$100'.



By Don Hayden
Cr. Photog., F-PPO

When I think about even a low level teckie like myself (compared to millennials) being able to hold a tablet or cell phone in my hands and watch a movie I think of days gone by where I would have scoffed to think that possible.

When I was a lad of about eight and spent my summers with my uncle and grandmother, I got to see a movie once every couple of weeks when this big truck would roll into town and back up to an open lot next to the feed store.

The store had an "L-shaped" brick wall which was painted white to project the movie onto and the open lot would be filled with folding chairs.

Large sheets of canvas covered access to keep non-payers out.

The switchboard office (more about this later) was inside the movie so the operator go to see the movie for free.

I think we grumbled about having to pay 15 cents to attend the show.

But it didn't matter what it was - a western, a romance, a mystery, whatever.

About once a month we'd get to go to a bigger town and could be a little more choosy about to watch.

I don't have to go back to my childhood to realize what a boon the cell phone is - just back to my newspaper days - especially The Tulsa Tribune (an afternoon edition).

Most stories were published around noon which meant calling stories in by whatever means you could find (usually a pay phone).

Wow.

With a cell phone you could just go to a park, put it on speaker phone and dictate a story.

When I was that kid I was talking about earlier, it was all "party line."

However you could determine if a call was for you depending on how many rings there and what duration they were.

If the phone rang three long times, it was for my uncle (Frank) and grandmother. If it was two longs and two shorts, it was for my other uncle (Delmar).

If you wanted to make a long distance call you would make a really long ring (hand crank); the operator would ask who you wanted to call and she would make the connection.

I have one of those dinosaurs - all the contacts shown on a piece of paper on a little shelf below the mouthpiece.

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HARD ROCK HOTEL and CASINO

Wow! What a difference six years can make.

The last time the Professional Photographers of Oklahoma had its state convention at the Hard Rock there were just over 350 rooms.

- Now, each of the 454 rooms and suites at Hard Rock Hotel & Casino Tulsa offers some of the best state-of-the-art amenities in Oklahoma. Posh, sleek and stylishly comfortable, it's no surprise that some guests never want to leave. Wrap yourself in the soothing touch of high thread count linens. And our beds are triple-sheeted to provide a delightfully cozy sleeping experience. Beyond the bed, each room is full of amenities specifically designed to make your stay a hit. All hotel rooms and suites are non-smoking
- 37" plasma TVs
- Complimentary high-speed wired and wireless Internet connection
- iPod® docking station alarm clock
- In-room safe

STANDARD ROOM

There's nothing standard about our standard guest rooms. Each is a modern sanctuary that provides a respite from all the exciting things we have to offer.

- King Bed – Cherokee Tower
- Double Queen Beds – Cherokee Tower
- King Bed – Hard Rock Hotel Tower

Double Queen Beds – Hard Rock Hotel Tower Coffee makers with coffee and assorted teas

Our complimentary services go beyond the property. We offer transportation to and from Tulsa International Airport. The shuttle leaves Hard Rock Hotel & Casino Tulsa every hour, on the hour, upon request from 5 AM to 10 PM. To arrange a pickup, call our valet service at 918.384.7673.

Hard Rock Hotel & Casino offers free valet service 24/7. Located on the East and West side of the property.

Since the editor is "food-driven" - here are some eating places to try - HWY 66 Dine - All-American classics get a rock-and-roll twist at the HWY 66 Diner. This fan-favorite dishes up breakfast, lunch, and dinner 24/7/365.



McGill' on 19 - Go from deliciously tempting stakes on the casino floor to deliciously tempting



steaks at McGill's on 19, located on the top floor of the Hard Rock Hotel. With an upscale menu, expanded wine offerings and a breathtaking panoramic view unequalled in the state of Oklahoma, it truly is the ultimate fine-dining experience.

Enjoy your meal in one of four

private dining booths located in the center of the restaurant. Each is elevated to provide an unobstructed view. And be sure to take in the sights from the outdoor balcony with beautiful landscapes to the east and west.

McGill's on 19 also includes two private dining rooms for business or dinner meetings that include state-of-the-art audio-visual technology.

When it comes to the finest fine-dining experience, there are many options. But only one choice. Join us Tuesday through Saturday. Call 918.384.7500 for reservations.



Champions Grill - overlooking the beautiful golf course at Cherokee Hills Golf Club, it's the ideal retreat to snack at the turn. But you don't need your golf clubs to indulge in the tempting choices you'll find on the breakfast and lunch menu. From fresh fruit and muffins to cheeseburgers and sandwiches, Champions Grill will help you forget all about your scorecard.

Toby Keith's I Love This Bar and Grill - It's easy to lose track of time at Toby Keith's I Love This Bar & Grill. Casual fare feeds a casually fun atmosphere, where flat-screen TVs feature sporting events throughout the restaurant.



Enjoy a wide variety of menu items like rotisserie chicken, meatloaf, fried bologna sandwiches, and Toby's very own chicken-fried steak and country gravy recipe.

It's the ideal place to find homestyle food at Hard Rock Hotel & Casino Tulsa. And be sure to stop by the Toby Keith shop to add some merchandise to your collection.

The Perfect Cup - Looking for a place at Hard Rock Hotel & Casino Tulsa to stay well grounded? The Perfect Cup proudly brews Starbucks® coffee. Here, something is always brewing. Looking for a place at Hard Rock Hotel & Casino Tulsa to stay well grounded? The Perfect Cup proudly brews Starbucks® coffee. Here, something is always brewing.



PHOTO EXPOSITION

State Convention - August 11-13, 2018

Hard Rock Hotel & Casino, Tulsa, Oklahoma

Saturday - August 11, 2018

7 a.m. – 5 p.m.	Registration Desk Open
7:15 a.m. – 8:30 a.m.	Judges Breakfast.....Bear Room
8 a.m.	Print Committee.....Sequoyah 3
8:30 a.m. – Noon	Print Judging.....Sequoyah 3
8:30 a.m. – Noon	Club 79 Hosted by Steve Ervin Sequoyah 4
Noon – 1:15 p.m.	Judges Luncheon.....Bear Room
Noon – 1:15 p.m.	Past Presidents Luncheon.....Council Board
1:15 p.m. – until ??	Print Judging resumes.....Sequoyah 3
1:15 p.m. – until ??	Club 79 Hosted by Steve ErvinSequoyah 4
2 p.m. – 4 p.m.	Trade Show OpenSequoyah 4
3:30 p.m. – 3:45 p.m.	Grand Opening of Convention 2018.....Sequoyah 4
3:30 p.m. – 3:45 p.m.	Welcome New Members and Mentors.....Sequoyah 4
3:30 p.m. – 3:45 p.m.	Business Meeting - All Members Attend.....Sequoyah 4
4 p.m. – 6 p.m.	Speaker Cindy Shaver – Sponsored by ACI Sequoyah 4
6 p.m. – 7:30 p.m.	Dinner on your own
7 p.m. – 10:30 p.m.	Trade Show OpenSequoyah 4
7:30 p.m. – 10:30 p.m.	Cash Bar, Live Auction Black and White PartySequoyah 4
10:30 p.m. – 11:59 p.m.	Hospitality

Sunday - August 12, 2018

7 a.m. – 4 p.m.	Registration Desk Open
8 a.m. – 10 a.m.	Speaker Cris Duncan – Sponsored by Miller’s.....Sequoyah 4
10 a.m. – Noon	Trade Show OpenSequoyah 4
11 a.m. – Noon	Speaker Cris Duncan – Sponsored by Miller’sSequoyah 4
Noon – 1:30 p.m.	Lunch on your own
1:30 p.m. – 2 p.m.	<i>NILMDTS</i> Presentation Speaker Lorri SisemoreSequoyah 4
2 p.m. – 5 p.m.	Speaker Erin Hernandez-ReisnerSequoyah 4
5:30 p.m. – 9:30 p.m.	Cash Bar
5:30 p.m. – 6:30 p.m.	Reception & Officer Portraits.....Sky Room
6:30 p.m. – 10 p.m.	Awards Banquet.....Sky Room
10 p.m.– 11:30 p.m.	Hospitality

PHOTO EXPOSITION

State Convention - August 13-29, 2018

Hard Rock Hotel & Casino, Tulsa, Oklahoma

Monday - August 13, 2018

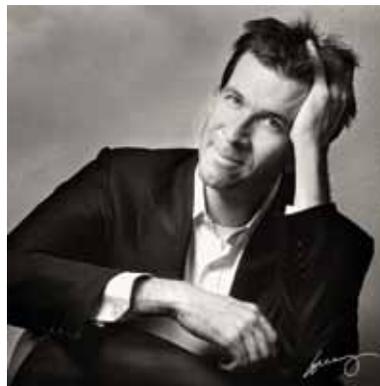
7 a.m. – 4 p.m.	Registration Open
8:30 a.m. – Noon	Heather Beather & Jeremy RidoutSequoyah 4
Noon – 11:30 p.m.	Board Meeting Luncheon.....Bear Room
Noon – 11:30 p.m.	Lunch on Your Own
11:30 p.m. – 4 p.m.	Kimberly SmithSequoyah 4
4 p.m.	Convention Ends - Have a Safe Trip Home

Our Speakers



Cindy Shaver

Saturday 4-6 p.m.



Cris Duncan

**Sunday 8 a.m.- 11 a.m.
Sunday 11 a.m. -Noon**



Erin Hernandez-Reisner

Sunday 2- 5 p.m.



Heather Beadles

Monday 8:30 a.m - Noon



Jeremy Ridout

Monday 8:30 a.m - Noon



Kimberly Smith

Monday 1:30 p.m.- 4 p.m.

2018 PPOK PHOTOGRAPHIC COMPETITION RULES READ CAREFULLY!

All entries must be registered at www.printcompetition.com

The Professional Photographers of Oklahoma (PhotoXOK) annual photographic competition offers two separate divisions for entries. The divisions are Photographic Open and Artist. Participants, also referred to as makers or entrants, can enter cases in one or both divisions. The term "case" consists of the combined 6 top scoring entries entered by that maker for each division. Only digital entries will be judged.

GENERAL INFORMATION AND RULES ELIGIBILITY

1. All members of the Professional Photographers of Oklahoma, Inc. (PPOK) are eligible to enter the Photographic Competition. PPOK members who meet the requirements defined below may enter the General Exhibition or, if qualified, the Masters' Exhibition.

2. Non-resident (out of state) members of the association can compete in the Photographic Competition and are eligible to win any award, under which category they might qualify, as long they have paid registration fees and physically attend the event.

3. Participants who are not PPOK members, and who live outside of Oklahoma may enter the Out-of-State Exhibition.

DEADLINE

1. ALL ENTRIES MUST BE UPLOADED ONLINE at www.printcompetition.com BY 11PM (CST) TUESDAY, AUGUST 7, 2018. No exceptions will be made except by the Print Chairman, and only in extreme circumstances.

2. No changes to your entries are permitted once the entry deadline has passed. No refunds will be issued after the entry fee is paid.

FEES

1. \$10.00 per image/album for PPOK members, including PPOK out of state members.

2. \$15.00 per image/album for non-members of PPOK. Non-member residents of Oklahoma are NOT eligible for awards, but will receive print scores. Non-member out of state entrants are only eligible for the Out of State trophy.

VIEWING CONDITIONS FOR JUDGING

Monitor Settings: D65, 120 cd/m², 2.20 gamma

SPECIFICATIONS FOR DIGITAL ENTRIES

1. Files must be sized so the longest dimension is 4000 pixels. Each file must contain an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10. In most cases, total file size should not exceed 3.5 MP. Larger files will be accepted when necessary so long as they are JPEG/10.

2. Files are to be spelled and capitalized the way you want it printed and the title announced.

3. There is not a limit to the number of entries submitted by each maker.

SCORING ENTRIES: Juries will judge in open session and follow the PPA affiliated association judging procedures. The point system is used with scores ranging from 100 to 65 as follows:

Exceptional 100-95

Superior 94-90

Excellent 89-85

Deserving of Merit 84-80

Above Average 79-75

Average 74-70

Below Exhibition Standards 69-65

The final score shall be the official score on these and on any challenged entry.

PHOTOGRAPHIC OPEN SPECIFIC RULES

The purpose of this competition is to allow photographers to enter digital images and/or digital albums to be judged against a standard of excellence using the 12 Elements of a Merit Image.

1. Entrant must have captured and created the original exposure or exposures.

2. All processing, manipulation and rendering, must be done by the entrant or under their direct supervision.

3. The entrant has obtained and has access to all necessary releases (model or property) and agrees to hold PPOK harmless against all claims and liabilities arising out of PPOK's display, publication and promotion or other use of each image submitted to PPOK.

4. The entrant's name shall not appear anywhere in or on the face of the entry.

5. Makers may enter any number of entries. Their “case” will consist of their top six images they entered in Photographic Open. An album entry counts as one entry in the Photographic Open case.

6. No entry will be eligible if it has been made under the supervision of an instructor or as a class assignment. All images submitted must be self-directed. Images created in an educational environment under direct supervision from an instructor are ineligible.

7. Any entry that has been created from a photograph, portrait, graphic or any other artwork produced by another person is a violation of the competition rules and will not be judged, accepted or displayed. If an entry, in the good-faith opinion of the PPOK, violates copyright, trademark or any other applicable law, that entry shall not be displayed or published.

8. No two entries shall be of the same subject.

9. Entries previously entered in a PPOK Photographic Competition will be disqualified. An image that has been awarded a merit in PPA or a PPA District will be disqualified, including any image from a merited album.

EXHIBITION DETAILS

A maker may enter unlimited entries in the exhibition for which he or she qualifies. The entrant may also enter a case in the Artist Exhibition/Division.

1. **GENERAL EXHIBITION**— This exhibition is open to all members who do not hold the PPA Master of Photography and/ or Master Artist degree. Entries may be made in any of the print categories (see below).

a) **FIRST TIME ENTRANT**—(special subset of the **GENERAL EXHIBITION**) Any member who is entering 1st time in any State, Regional, or National photographic competition which is affiliated with PPA is eligible for this category. First time entrants in this division are eligible for a special trophy and entry forms should be marked accordingly.

2. **MASTERS EXHIBITION** — This exhibition is open to members who hold the PPA Master of Photography and/or Master Artist degree. Entries may be made in any of the print categories.

3. **OUT OF STATE EXHIBITION** — This exhibition is open to entrants living outside of Oklahoma. Out of State entries are eligible only for the “Out of State” plaque unless the entrant is a PPOK member, has paid registration fees and physically attends the event, in which case they will be eligible for all state awards.

4. **NON-MEMBER EXHIBITION** – This exhibition is open to Oklahoma residents who are not members of PPOK. These entries will be judged for scores only; they

are not eligible for awards.

5. **ARTIST EXHIBITION** – This exhibition is open to general or master members and is a separate entry case. Note: a maker may enter a case for the Artist Exhibition (Artist Division) in addition to (or instead of) their case for Photographic Open. See Artist Exhibit Rules for details.

AWARD CATEGORIES

Note: Black & White or Color may be entered in the same category.

1. MP - Man’s Portrait - one male subject only
2. WP - Woman’s Portrait - one female subject only
3. CP - Child’s Portrait- one subject only
4. GP - Group Portrait - two or more subjects, including pets
5. WE - Weddings - pertaining to brides or candid wedding images
6. C/I - Commercial/Industrial - commercial or industrial subject matter
7. U1 - Unclassified 1 - scenic, landscapes, and still life photographic art
8. U2 - Unclassified 2 - people and animate objects not fitting the portrait category
9. EA- Event Albums - All photographs from one event
10. Classic Portraiture –Image straight from camera with no or minor blemish retouching. Presentation matting is allowed.

DIGITAL ALBUM ENTRY RULES

See Video Tutorial: www.ppa.com/ipc_tutorials

1. All page/spread files must have the longest file dimension at 4000 pixels, have an embedded color profile of either sRGB or Adobe RGB1998 and saved at a JPEG quality setting of 10.
2. Each page/spread file may contain as many images as you desire.
3. An entry shall contain a minimum of 5 page/spread files up to 36 page/spread files.
4. Files are to be numbered in viewing order using two digits, i.e. 01.jpg, 02.jpg, 03.jpg, etc.
5. All individual files must be compressed into a single ZIP file. ZIP file are to be spelled and Capitalized the way you want it printed.
6. Entries will be disqualified if the photographer’s name, studio name or title appears on the front of the entry.
7. Albums are only allowed in the Photographic Open division.

ARTIST SPECIFIC RULES

The purpose of this competition is to allow the entrant to demonstrate their art skills and expertise. Entries will be judged for digital, artistic and technical proficiency. Entries can be created using digital compositing or computer graphic (such as digital painting or both) techniques or a combination of both. Entries will also be judged on the presentation of the final artwork, as defined in the 12 Elements of a Merit Image. All entries must be “original work.”

1. Entries may be reproduced from existing photographs, portraits, graphics or any other artwork so long as the entrant is prepared to provide appropriate written documentation indicating permission for usage. This documentation may be requested by PPOK before, during or after the competition. If an entry, in the good-faith opinion of the Professional Photographers of Oklahoma Second Vice President, violates copyright, trademark or any other applicable law and cannot be proven otherwise, that entry shall be disqualified.

2. All processing, manipulation, artwork or rendering must be done by the entrant.

3. Entries will be disqualified if the photographer’s name, studio name or title appears on the entry.

4. Entries previously entered in a PPOK Exhibition will be disqualified. Any image that has been awarded an exhibition merit in PPA or a PPA District will be disqualified.

5. There is no limit to the number of entries submitted per entrant. The 6 top scoring Artist images by the maker will define the Artist “print case”.

6. No entry will be eligible that has been made under the supervision of an instructor, during class time or as a class assignment.

7. No two entries shall be of the same subject.

8. Entries in the Artist category can include any type of subject. There are no subcategories in this division.

9. All Artist entries must include at least one guide or reference image to show the work performed on the resulting entry. The guide images must be included on the submitted digital canvas.

AWARDS FOR EXHIBITING

1. Selection of entries to be exhibited will be made by the 2nd Vice President and the print committee when judging is completed. The number of points necessary for viewing is determined at that time.

2. The best accepted entry in each the General and Masters category within the Photographic Open division will be awarded a First Place plaque. The best accepted entry in the Artist division will be awarded a First Place plaque. Awards will be given to the best entries of the various categories and divisions by the majority vote of the judges in closed session.

3. The judges may also, at their discretion, give as many as two Distinguished Print ribbons and as many as two Honorable Mention ribbons in each division.

4. Plaques will be given for the most outstanding body of work submitted. Plaques awarded for total points are determined by adding together the top 6 scoring images of all entries by each entrant in his or her case with the highest print case total winning. In case of a tie, the majority vote of the judges decides the winner.

a) Past Presidents’ Plaque for the best entry in the General Exhibition.

b) The Directors’ Plaque for the best entry in the Masters Exhibition.

c) Two Presidents Plaques for the persons with the most total points from all his/her entries in the General and Masters Exhibitions. These awards will be designated as the “Oklahoma Photographer of the Year—General Division” and “Oklahoma Photographer of the Year—Masters Division.”

5. Oklahoma Certified Professional Photographer Trophy will be awarded to the PPA Certified entrant with the highest scoring entry.

6. The Out of State Trophy will be awarded to the person living outside Oklahoma with the most total points from his or her case in the Out of State Division, unless that entrant is a PPOK Member who has paid the convention registration fees and is in attendance at the convention, in which case they are eligible for any member awards.

7. Nelson-Helt Memorial Scholarship for total case points for the First time entry in General Division.

8. Members’ Choice plaque for the print with the most votes by registered convention attendees.

9. Judges may give “Judges’ Choice” ribbons for prints selected by individual judges at their discretion.

10. Classic Portraiture plaque will be awarded for the best classic entry.

11. PPOK will not give awards other than those already stated without prior approval of the Board of Directors

The 12 Elements

The Photographic Exhibitions Committee (PEC) of PPA uses the 12 elements below as the “gold standard” to define a merit image. PEC trains judges to be mindful of these elements when judging images to the PPA merit level and to be placed in the International Print Exhibit at Imaging USA, the annual convention.

The use of these 12 elements connects the modern practice of photography and its photographers to the historical practice of photography begun nearly two centuries ago.

Twelve elements have been defined as necessary for the success of an art piece or image. Any image, art piece, or photograph will reveal some measure of all twelve elements, while a visually superior example will reveal obvious consideration of each one

The Twelve elements listed below are in accordance to their importance.

1.) **Impact** is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.

2.) **Technical excellence** is the print quality of the image itself as it is presented for viewing. Retouching, manipulation, sharpness, exposure, printing, mounting, and correct color are some items that speak to the qualities of the physical print.

3.) **Creativity** is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.

4.) **Style** is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.

5.) **Composition** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.

6.) **Presentation** affects an image by giving it a finished look. The mats and borders used, either physical or digital, should support and enhance the image, not distract from it.

7.) **Color Balance** supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.

8.) **Center of Interest** is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.

9.) **Lighting**—the use and control of light—refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.

10.) **Subject Matter** should always be appropriate to the story being told in an image.

11.) **Technique** is the approach used to create the image. Printing, lighting, posing, capture, presentation media, and more are part of the technique applied to an image.

12.) **Story Telling** refers to the image’s ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image

The Judging Panel



Cary Garrison
Edmond
(Jury Chair)



Cris Duncan
Lubbock, Texas



Aileen Harding
Houston, Texas



Gary Meek
Hot Springs Ark.,



Kathy Meek
Hot Springs Ark.,



Cindy Shaver
Huntsville, Ala

Member Images Gallery I



**“Sunset
Sail”
by
Carrie
Holland
of
Oklahoma
City**



**“Pedigreed”
by
Jen
Hargrove
of
Big Piney
Wyoming**

**“Lady of
Shallot”
by
Annabel
Valencia
of
Lawton**



**“Look Into
My Eyes”
by
Willo
Wallace
of
Edmond**



**“Keep it
Between
the Lines”
by
Laurie Biby
of
Broken
Arrow**



**“December’s
Wintry
Breath”
by
Valarie
Claytoh
of
Frederick**

**“Softball
Princess”
by
Mandy
Womack
of
Lawton**



**“Tea Time”
by
Melissa
Scott
of
Tecumseh**



Member Images Gallery II



**“Voluptuous
Vixen”
by
Dawn
Muncy
of
Enid**



**“Anticipation”
by
Mary
Waters
of
Perry**

**“Alone”
by
Elise
Breeding
of
Piedmont**



**“Did I
Seriously
Get
Stood Up”
by
Vanessa
Wells
of
Yukon**



**“Momentary
Grace”
by
Tracy
Provence
of
Chelsea**

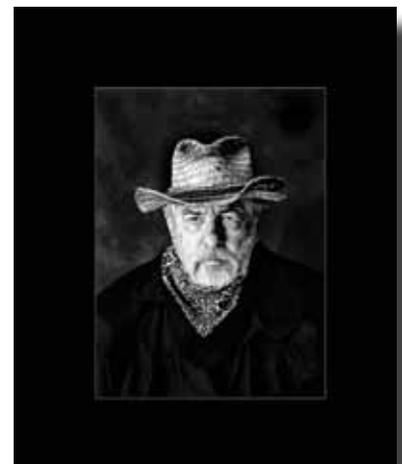


**“Little
Miss
Priss”
by
Leslie
Hoyt
of
Tulsa**

**“Fall Beauty”
by
Shannon
Ledford
of
Sapulpa**



**“Stern”
by
Judy
Bukowski
of
Stroud**



ACI Founder, Sponsor Dies

Funeral services for Donald J. "Don" Lohnes, 93, long time sponsor of programs for the Professional Photographers of Oklahoma were held July 6 at Cedar Heights Community Presbyterian Church in Cedar Fall, Iowa

He graduated from Waterloo East High School in 1943 and attended the Navy Photography School in Pensacola, Fla. He served in the U.S. Navy during World War II as an aerial photographer in the Pacific.



Donald J. "Don" Lohnes

After the war, he worked as a portrait photographer and opened his own studio in 1952 - Pierce Photography Studio which later became Lohnes Photography for over 25 years. He traveled annually

to area high schools taking more than 3,000 senior pictures. His was the first studio in Iowa to go into full color photography.

In 1967 he also began operation of American Professional Color Corporation, now American Color Imaging, selling the

It's All About the Expression

Cindy Shaver, M. Photog., Cr. CPP from Huntsville, Ala. will show that it helps to be a child at heart yourself, and to actually love children.

As a mother of three and now a Mimi **Saturday 4-6 p.m.** to three (almost

four), I am all about the personality shining through in images of children. I love a real laugh, a shy look, some sassy attitude, and even a stoic glare.

In 2016 she was voted as Huntsville Top 10 Wedding Photographer and in 2015 invited

to join the American Society of Photographers.

Also in 2016 she was a Bronze Medalist in International Print Competition, Professional Photographers of America Elite Member

Her program will show you some of my best tips and trick to evoke true emotion with children during a photo shoot. It's all about having fun, having NO



Cindy Shaver

business in 1999 to his daughter, Lisa Lane and her husband, Mark. He worked at ACI until retiring at age 75.

He sold the business to his daughter and son-in-law, Lisa and Mark Lane. Even though he retired, he was known to pop into the lab for regular visits. He recently celebrated the 50th anniversary of ACI with everyone.



He was also instrumental in the creation of the photography program at Hawkeye Community College, and is the author of the book, "Photography in the Cedar Valley, 1846-2005."

Don was a member of Professional Photographers of America where he earned his Master and Craftsman degrees. He was inducted as an Honorary Fellow of the American Society of Photographers in 2017 and was Past President of Iowa Professional Photographers and numerous other imaging boards.

He was Past President of the Waterloo Rotary Club and had been an Elder and Deacon at First Presbyterian Church and Westminster Presbyterian Church before joining Cedar Heights Community Presbyterian Church. Don was recognized as the Courier's 8 over 80 in 2015 and was a life member of Cedar Falls AMVETS Post #49.

He was inducted into the East High School Hall of Fame and was co-founder of the Hawkeye Community College Photography Program.

pride, and relating to the child.

From the moment they walk into your studio space or meet you on location until the press of the shutter, it all matters.

Join her as we enter the mind of a child and learn how to capture some true personality in children's portraiture.





Lighting For Sales

Cris and Deanna Duncan operate Cj Duncan Photography in Lubbock, Texas. They have had the honor of photographing everything from weddings to families to corporate clients and even two presidents.



Cris Duncan

Sunday 8 a.m.- 11 a.m.
Sunday 11 a.m. -Noon

In over a dozen years, they've been published in numerous national magazines and acquired many industry accolades including GIA (Grand Imaging Award).

In their program - Lighting For Sales - you will learn techniques, principles and how to make a living with the end in mind to ensure profitable sessions.



“Photography is an art that melds light and subject together to create an unforgettable image. By combining your artistic vision with the mastery of the technical science of photography, you can create the images that you see in your dreams.

It is not a recipe - it's knowing what each ingredient does so you can create your own signature style.

How do you do this? You learn lighting. Strobes, off-camera, studio, location, natural light, mixed light and more--they each can help you propel your business.



This weekend, we will dive deep into lighting and storytelling for portrait and commercial work.

Join Cris Duncan for a fun, interactive experience where you will:

Learn lighting--Lighting anywhere, in any situation with

any light.

Learn lighting principles - Why does it do that? Learn how to see and evaluate light and how can it work for you.

You will stretch, laugh, be refreshed and discover new tools to add to your photographic skill set. In a relaxed environment, you will explore the psychology behind the sales process.

What do people want? How can you light the images in a way that speaks to the client?

Lighting for Sales is the melding of the technical, psychological and artistic parts of photography to allow you to create a narrative and then construct the image using color, key, design and lighting that supports the client story. Whether it be a simple headshot, a family portrait, senior announcement or advertising piece, walk away with skills that will elevate your craft and business.

Whether you have been photographing three years or 30, after this class, you will be able to combine technical skills with design and compositional elements to confidently deliver your very best for clients.

Every time. Guaranteed.

Cris is the founder of Find Your Focus Photographic Education





Now I Lay Me Down To Sleep

Capture the Moment - Using your photography skills for a treasured memory.

A special presentation by Lorri Sisemore from 1:30 to 2 p.m.

In Person Sales & Workflow

“Life isn’t always easy, but it is beautiful,” said Erin Hernandez-Reisner of Kansas City, Mo

After receiving my Bachelor in Fine Art Photography and minor in Art History I went on to study Marketing.

Sunday 2- 5 p.m.

Everyday people buy, and yet no one wants to be sold. It is my

job to make each image tell a story, grab the heart, and create beauty in this wonderful crazy world.

I have been the creative director and head photographer for EA Bride magazine, have been featured on the cover of several magazines, and have had art archived with the National Library of Congress. I also teach other photographers through, workshops, conferences, and mentorships.

In her program - In Person Sales & Workflow she will share the strategies that increased her wedding sales to \$10,000 and allowed her to take fewer clients, but make still \$3-4,000 per portrait session.

“My step-by-step approach will guide you through in person sales and show how I make 6 figures working only 20 hours per week.”

Before receiving my BFA in Photography and Minor in Art History from Emporia State University, I was a performer. I even met my husband in an opera. Growing up in performance taught me lighting, directing, and posing. Each step strategically choreographed on stage laid the foundation for a fun and authentic approach to photography, resulting in



Erin Hernandez-Reisner

elegant works of art.

My business began when the first wedding I photographed won international awards and was published. Since then my images have graced the covers of 10 magazines and have been published in print more than 60 times. The goal is for our couples to see their pure love, tears, and joyous moments unfold like a classic novel.



People aren’t just meant to remember, we are designed to feel. Our images are honest, crisp with true color, and built to be beautiful. We want you to look at your life and say, “This is Magnificent!”

Our business began on Jan. 20, 2007 when we photographed our first wedding in a blizzard! Still friends with that lovely couple to this day.

The goal is for my couples to see their pure love, tears, and joyous moments unfold like a classic novel. Through-

out the day I direct, pose, and watch the moments unfold. I want your images to be honest, creative, crisp with true color, and built to be beautiful.

Our most popular package is \$6,500 and is designed to cover a full wedding with the album included. That also includes an engagement session in Kansas City. You can add travel fees to your package and we can photograph your engagement anywhere in the world.

We have a wonderful studio, nestled in the nationally acclaimed crossroads arts district of Kansas City, we are located in the historic Firestone building and love to meet couples to talk about their day.

My work has graced the cover of 10 magazines and has been in print more than 60 times. With 30 real wedding published in print as well





Take Your Business Higher Than You Ever Thought Possible

How do some studios still thrive with amazing sales averages when it seems there are cheap, low cost photographers on every corner? What is the secret to building a business that is sustainable, profitable and rewarding?

Join Heather Beadles, M. Photog., CPP of Beadles Portraits in Stillwater and Jeremy Ridout, Portrait Artist, of Frisco, Texas as they provide an inside look at what it takes for each of their studios to average over \$5,000 per client.



Heather Beadles

Monday 8:30 a.m - Noon

Beadles started her journey to portraiture long before she picked up a camera. Being the fourth generation Oklahoman to grow up on her family's 1889 Land Run Farm, family legacy is an integral part of her heritage. With a passion to encourage marriages and families, she studied Family Relations and Child Development at Oklahoma State University.

After receiving a Master's Degree in Counseling she went on to become a Licensed Professional Counselor.

It was about that time that she was given her first "real" camera and the love of capturing faces and stories was born.

As a mother to four children, Heather completely understands the bittersweet emotion of being excited to see our kids grow and develop while also longing to make time slow down so that they can be enjoyed just a little longer at each stage. She knows that desperate internal desire to make sure each one of her own children know they belong and are deeply loved.

Heather believes that a family's photographs have the inspiring power to provide hope and joy and serve as constant

reminders of who and what is most important in life.

Her background in family studies and counseling give her a unique ability to capture family dynamics and personality that stand the test of time and serve as a constant reminder of the family's legacy.

For over 15 years Heather has been honing her artistic skills in composition, posing, lighting and color harmony. Over time her portraits have evolved from photographs into hand-painted portrait art.

By blending the crafts of photography and brush painting, subjects are no longer stuck with an artist's "interpretation" of how they look, and as a result her embellished mixed media portrait paintings have become highly desired by her clients.

Invited to be a member of the American Society of Photographers, she is sought after nationally as an instructor in the craft of photographic wall portraiture.

As a former airline pilot, Ridout knows what it's like to want to hold onto time. During that period, both of my children were born.

"While I managed to be home for every Christmas and every Birthday, I was absent from just about everything else — and I missed my family terribly," Ridout said

"It was during that season of my life that I began to study the art of fine portraiture. Wanting to chronicle my children's childhood so I would never forget, I began taking pictures of my kids with a cheap camera.

But I soon wanted more. Never satisfied with 'good enough' my pictures soon turned into portraits and eventually into paintings.

My purpose, however, changed one day as I was driving my daughter home from karate. She asked for her most recent portrait to be displayed on the wall in her room. I was somewhat surprised and asked her why.

"Because when I have a bad day at school," she said, "or if I'm not feeling very pretty, I can look at myself on the wall and know that I am loved."

In that moment, I realized: I'm not creating portraits for my own enjoyment. I'm creating them for my children's well being!

As I longed to spend more and more time with my family, I began to realize that my portraits could help others as well... J. Ridout, Portrait Artist was born.

Today, my clients realize the importance of their family and how quickly they change.

My portraits constantly remind them who and what is most important to them. These portraits tell our children that no matter how busy and hectic our lives; no matter what happens: They belong to a family that loves them, and they are always welcome.



Jeremy Ridout



Bring to Light ... Your Artist Within

"I believe everyone has an artist inside them, waiting to come out. As photographers, we create art that is so meaningful and will touch the lives and hearts of so many for generations to come.

Some photographers create their work very traditional, some are very modern, and some are very artistic. I believe the best works I have seen, contain a little of all three," said Kimberly J. Smith, M. Photog., Cr., M. Artist, CPP of Muskogee. She also is a PPA Affiliated Juror.

With no formal training, she stepped out on faith, purchased her professional equipment and began taking classes.

Photography soon became a passion and she quickly learned that creating beautiful portraits and art was what she

Monday 1:30 p.m.- 4 p.m.

was meant to do.

"Mindset is

the key. Sometimes we are so focused on the technical aspect, that we forget to add in the artistic, the personal, the emotion. Don't get me wrong... Technical is mandatory. We must know our craft and be confident in what we do so that we can be



Kimberly Smith

to have a plan.

"Of course there are those of you who seem to have it all together and are a good mixture of both. One isn't necessarily better than the other, just different.

She truly believes in lifelong learning and that every competition and every journey to a new degree has pushed her to become a better, more creative photographer. Judging, competition and photography is her passion, and her family is



her love.

With seven super loud but loving children, life can be a bit chaotic, but she wouldn't have it any other way. She is blessed to have a job she truly loves.

"In this class we will discuss how to become more artistic, how to see things from a different view. We will learn different ways to get your creativity going and where to look for inspiration beyond photography.

"Join me and learn how to bring to light, your artist within."



free to add in the rest.

Some of us, myself included, are off the charts right brained.

We live in the creative, fun, fly by the seat of your pants mindset.

While others are more left brained... you like rules, you read the camera manual, you are beyond organized and have



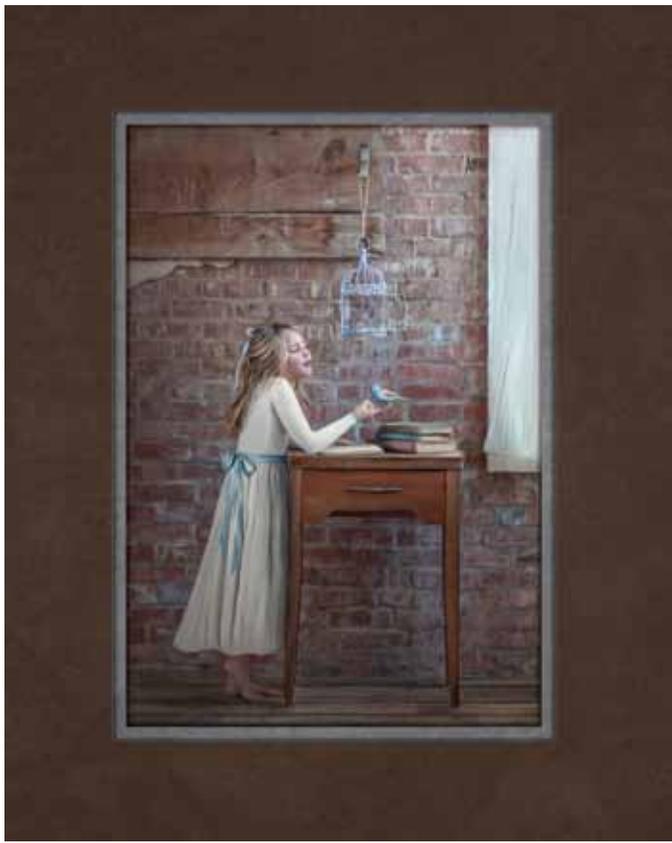


PHOTO **X** OK

PHOTO **EXPOSITION** & PHOTO **EXHIBIT**

August 11-13, 2018

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

\$129.00	Best Value Early Full Registration + Banquet	\$ _____
\$ 99.00	Early Full Registration	\$ _____
\$112.00	Full Registration (After Midnight Aug. 8)	\$ _____
\$ 40.00	Awards Banquet Ticket (\$46 On-Site)	\$ _____
\$ 25.00	Social & Trade Show Only.....	\$ _____
\$ 79.00	One Day Only ___ Sat ___ Sun ___ Mon \$99 On Site.....	\$ _____
\$ 165.00	Non-Member Registration	\$ _____
\$ 25.00	Board of Directors Luncheon	\$ _____
\$ 25.00	Past Presidents Luncheon	\$ _____
	Amount Included With This Registration	\$ _____
	Check # _____	

Make checks payable to Professional Photographers of Oklahoma (PPOK)

- I WILL BE STAYING AT Hard Rock Hotel & Casino: FRI ___ SAT ___ SUN ___ MON ___
- ASK FOR PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA GROUP RATE
- PHONE: 1-800-760-6700 or 1-918-384-7800 •

PRE-REGISTRATION DEADLINE
 Mail in Postmarked By August 3, 2018
 Online Cutoff Midnight Aug. 8

ROOM RATE: \$129.00
Room Reservations must be made by Midnight July 20 or rooms will be released

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

FILL OUT THIS FORM AND TURN IT IN TO CARY GARRISON ASAP!

**Professional Photographers of Oklahoma
Fellowship Program Entry Form**



It will be your responsibility to list any service or print you would like credited to your file. All entries are subject to fellowship guidelines. Credit for your entries will be verified by the fellowship committee. The fellowship committee will have final authority when crediting entries to your file. **This form must be submitted by Dec. 31st of the same year the points were earned or they cannot be used at all. Please submit this form to the current PPO person in charge.**



PPO Member: _____

Category	Points	Service/Print	Verified By

Service Points _____ Print Points _____ Verified By _____

**Oklahoma
Fellowship
The Pursuit Of...**

Oklahoma Professional Photographers Fellowship Program Outline

The Fellowship Program is a means of recognizing those who have served the membership of the Oklahoma Professional Photographers Association and given freely of their time. It also encourages those in membership, who are always willing to help, to continue to do so.

The Fellowship Degree is divided into three segments:
 *** The Associate Fellowship (white ribbon) requires 30 points. This award can be given to Active, Associate, Life, or Sustaining members.
 *** The Fellowship (black ribbon) requires 50 points. This award can be given to Active, Associate, Life, or Sustaining members.
 *** The Grand Fellowship (red ribbon) requires 100 points. This award can be given to Active, Associate, Spouse, Life, or Sustaining members.
 *** For every 25 points over the Grand Master Fellowship shall be issued gold bars.

The Fellowship Program was introduced by Past President Sam Hyden, M. Photog.

PPO Fellowship Point Schedule

	Points	Verified by*
Current PPA Member	1	List from PPA
Enter PPOK PO Print Competition	3	Print Committee Chair
Enter PPOK MA Print Competition	3	Print Committee Chair
Each Entry receiving 80 or Above	(1 each)	Print Committee Chair
Publish Article in PPOK Magazine	1	Copy of Magazine
Present a Less than 2 Hour Program at PPOK	2	President Signature
Present a 2 Hour or More Program at PPOK	3	President Signature
PPOK Convention Chairman	2	President Signature
PPOK Committee Worker	1	President Signature
PPOK Print Room Worker	1	Print Committee Chair
PPOK President	6	List of Officers
PPOK Exe Council	3	List of Officers
PPOK BOD Member	2	List of Officers
Receive PPOK National Award	8	List from PPA
Achieve PPA Master Degree	10	List from PPA
Achieve PPA Craftsman Degree	5	List from PPA
Achieve PPA Master Artist Degree	10	List from PPA
Achieve CPP Certification	5	List from PPA
CPP Re-certification (each time)	5	List from PPA
Attend any PPOK Function (1 per day)	1	List from Secretary
Sponsor New PPOK Member (1 each)	1	List from Secretary
Participation in NILMDS	1	NILMDS List
Member of Local Guild	1	Guild List
		Total Achieved

**Note:
The Official
Person in Charge is:
Cary Garrison
(405) 341-0734
office@garrisonphotography.com**

*Fellowship Committee will acquire list from appropriate official.

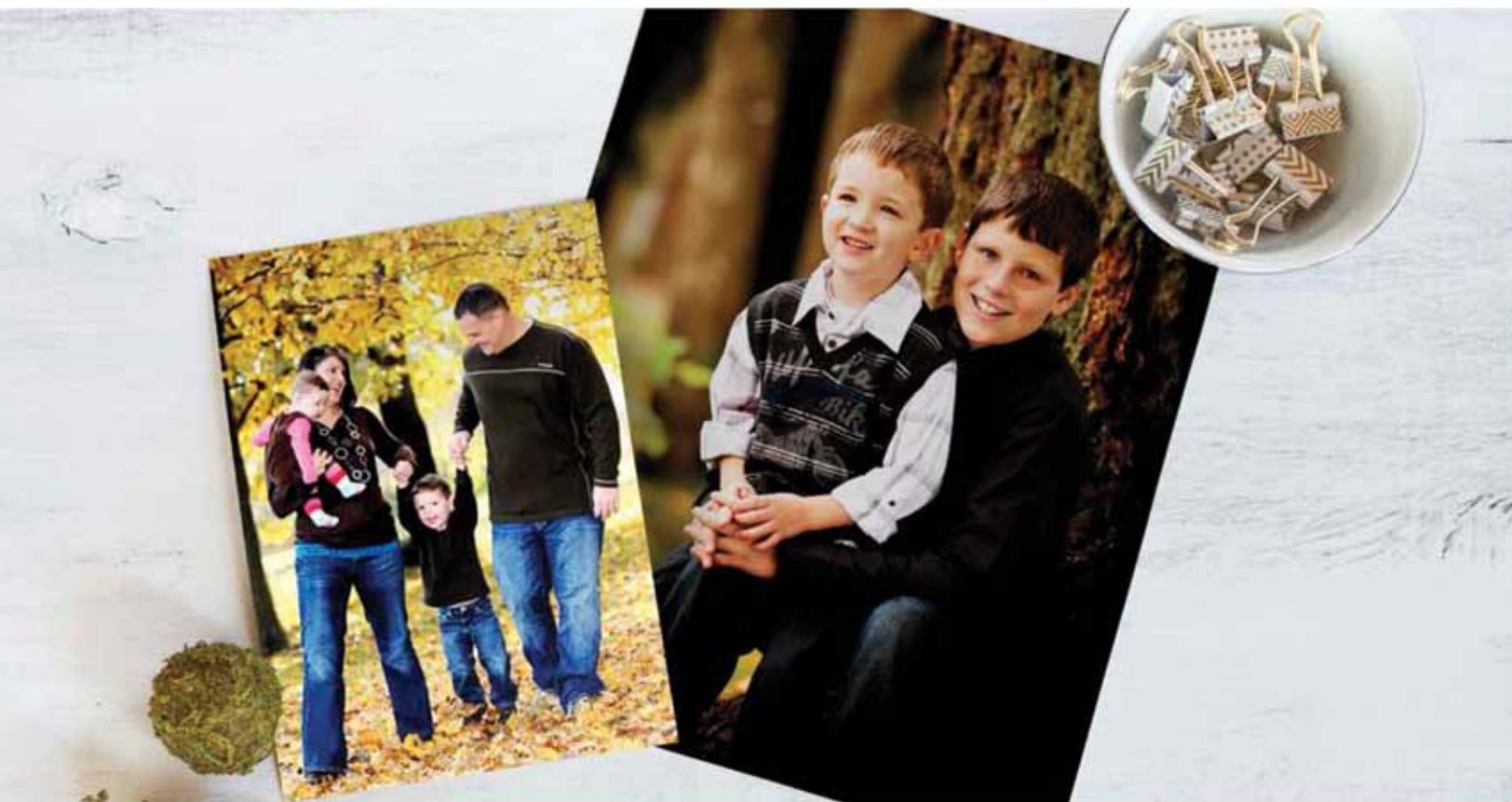
Additional categories may be added at any time by majority vote of the board of directors

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