

# THE OKLAHOMA PHOTOGRAPHER

Summer 2013 - Convention Issue

“Fishy Filly” by Chasity Rozell





# Harper Point Loves

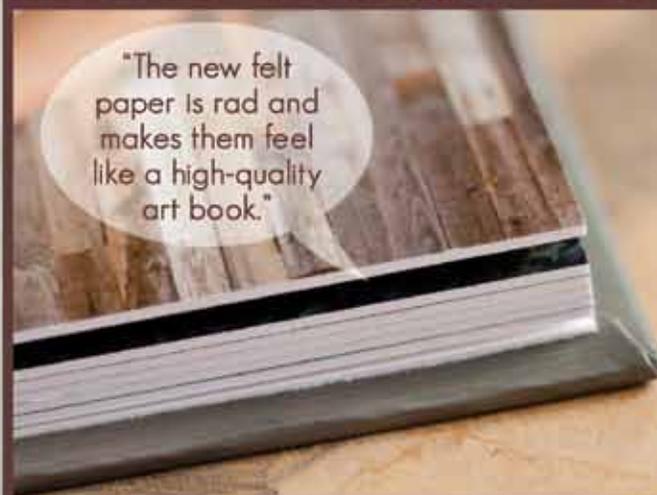
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# THE OKLAHOMA PHOTOGRAPHER

2013 SUMMER ISSUE Volume 37, Number 2

About the Cover . . .

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“Fishy Filly” by Chasity Rozell of Oklahoma City took the Past Presidents’ Trophy (General Exhibit Best of Show) at the annual print competition during the state convention of the Professional Photographers of Oklahoma last August.



**Chasity Rozell**

The print also took the Electronic Imaging Trophy in the general division as well as a Judge’s Choice ribbon from Richard Sturdevant.

The image, which scored a perfect 100 points, helped her have the high print case (551) in the general division and the title of Photographer of the Year.

The image also garnered the Oklahoma CPP Trophy.

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

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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*

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## **EDITOR NOT CLAIRVOYANT!**

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

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## Magazine Ad/Copy Deadlines

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

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

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

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

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# ***From the President's Desk . . .***

## **The Most Important Pit Stop...**

By Rick Carr, CPP

**It's time for perhaps the most important pit stop of your photographic career** - the 2013 Professional Photographers of Oklahoma's "Fuel Your Passion" Convention, Sept. 6-9, at the Cox Convention Center in Oklahoma City.

**New is good.** It challenges the status quo. It brings freshness and new trends and ideas.

**Old is good, too.** It brings experience, knowledge, and expertise.

When the two meet, it can either mean conflict or something truly wonderful.

Fuel Your Passion 2013 is going to be both.

We've got a program planned with the Tri-City Cruisers, a classic car club. We'll learn how to photograph outdoors in the afternoon, typically a very challenging lighting situation, and have fun using the classic cars as backgrounds and props.

That evening we'll have a retro party. Have some fun with it and come dressed in your favorite 50s/60s/70s look - Poodle skirts, Nehru shirts, beatniks, hippies. Anyone still have a leisure suit?

The economy has been mostly down for several years. That can impact your business like an oil slick on a race track.

1. *People have less discretionary income. What they have, they are being somewhat guarded in how they spend it. We have to know how to compete. Our competition isn't so much other photographers as it is everyone who clamors for a share of those dollars: restaurants, casinos, family vacations, big screen TVs....*

2. *People are looking for ways to make extra money. Photography looks easy. It's certainly easy enough to get a few good photos and have family and friends stroke your ego with praise and encouragement to "go pro."*

So, there's a constant influx of new photographers, especially on Facebook. Most don't last more than a couple of years. Competition at that level is especially crowded; it's hard for an individual to make a good living competing at the price level of corporations like Walmart and JC Penney.

Getting a few good photos is easy. Doing it consistently is more challenging. Running a successful, profitable business is an even bigger challenge.

As I write this, we're halfway through 2013 already. By convention time, 2014 will be almost on top of us.

**Wouldn't it be great to start the next year with a marketing plan in place to maximize the promotion of your business throughout the year?!?**

Our keynote speakers are coming from opposite coasts to share how they have learned to compete and have successful studios while creating quality portraits. Bruce Berg is coming from Seattle, Wash. and Greg and Lesa Daniels from Titusville, Fla.

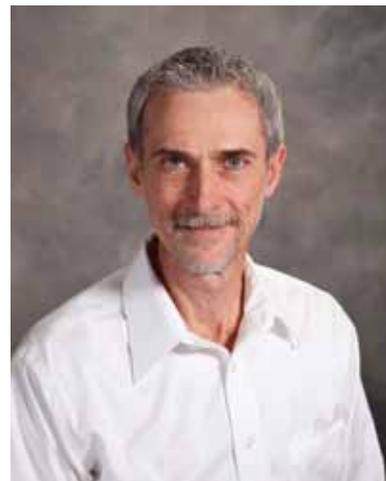
There will be programs to help you improve your photography skills. And, don't forget the incredible learning experience available through participation in print competition.

**My goal for the convention is that you will come away from it equipped to successfully market and promote your business.** I want you to succeed! And I think we've got a lineup of programs that will really *Fuel Your Passion*.

**Another key aspect of Fueling Your Passion is the camaraderie of getting together with others who share your passion.**

For many of us PPO is like family. Convention is a great time for visiting with old friends. It's also a time for opening our hearts and welcoming new folks into the family. Their fresh enthusiasm can be contagious and revitalizing.

*The Oklahoma Photographer*



**Rick Carr**

Please make it a point to at least meet 10 new people at this year's convention, and take the time to *actually* visit with some of them. If you're new to PPO, please realize that the people greeting old friends aren't trying to exclude you; they're just excited to see their PPO family.

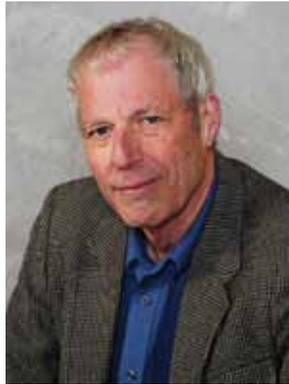
Please don't be too shy. It does take a little time to build relationships. However, I've not met anyone in PPO who is unwilling to help and encourage anyone who has a passion for photography.

So, right now, mark two dates on your calendar.

**The first is your Fuel Your Passion pit stop - Sept. 6-9.**

The second? Choose it for yourself. Right now, schedule a 3-day retreat in September or October, when all you do is take the information you learn at convention and put it to work creating a marketing plan for 2014.





By Don Hayden  
Cr. Photog., F-PPO

I just love those incidents which make people say “small world, isn’t it?”

You know, like being at a photo convention and making a new friend who turns out to be someone your wife went to high school with.

Well, I have a real doozy for you, but first I have to set the stage.

A dear friend and fellow photographer – Marvel Nelson – who has more accolades in the camera world than just about any woman I know sent me a letter the first of this year.

But let me digress a bit.

When she formally (or at least officially) retired from the business of photography in Tulsa, Okla. where she and her husband Glen worked for many years, I had the pleasure of interviewing her for an article in the Southwest Image (which I also edit).

I can honestly say that in all my years in the newspaper business, I never had a more pleasant interview.

I have other connections with the Nelsons – the first being that Glen was our (my wife Jane and me) wedding photographer some 46 years ago.

The wedding was in 1967 - the year Glen received the National Award.

I really didn’t know him as Jane made all the arrangements and it would be nearly 15 years later that I would become a member of PPO.



South Cincinnati Ave. - circa 1950s

*The Oklahoma Photographer*

When our home at 3026 S. Cincinnati Ave. flooded in 1984, I made sure I dried out those old double weight, black and white photos.

Years later, while I was attending a PPO seminar at the Marland Mansion in Ponca City, I mentioned that he had, indeed, been our photographer.

Small world, isn’t it?

My next encounter with the Nelsons came when I was vice president of the Indian Nations Professional Photographers Association and was in charge of print competition.

It was our custom to seek out master photographers at the end of the year to pick the best print from our (then) monthly competitions.

I called them up and was blown away when they agreed to help me out.

When Marvel left Tulsa, she left no forwarding address although I suspect there are a chosen few who know her location.

As such, she doesn’t receive the regular mailing of this magazine.

But, since she and the VanDeventers – Bob and Caroll – are such close friends and, since their daughter Celia was last year’s president – I guess they sent her magazines.

Now, let’s get back to the letter.

She wrote:

Hi Don,

Congratulations on your “new” position (magazine editor)! I know the members of PPO are grateful to you for saying yes. I was startled to see, however, the mailing address of The Oklahoma Photographer magazine. Why, you ask?

3026 South Cincinnati Ave. is the address of the first house that Glen and I purchased back in the fifties.

I searched out a slide that Glen took of the house and front yard with his blue and white Pontiac parked in the drive.

I thought you would enjoy seeing the image.

Small world, isn’t it?



South Cincinnati Ave. - today

# Oklahoma Honorary Life Member Receives PPA Directors Award

A Plainview, Texas photographer with nearly 1,000 service merit awards from the Professional Photographers of America has received one of that organization's most coveted awards.

Bill S. Weaks, M. Photog., Cr., an honorary life member of the Professional Photographers of Oklahoma for a number of years, has received the PPA Directors Award.

The award is conferred by the PPA board of directors to individuals in recognition of outstanding service to professional photography performed usually through association service.

This award was established in 1958 and is not necessarily awarded each year.

By Don Hayden, Cr. Photog., F-PPO

Institute, North Carolina School of Photography, Rochester Institute of Technology and the Texas School of

Photography.

Weaks served as a judge of photography all over the United States and internationally. For over 40 years he served as one of 15 Jury Chairmen who enforced national judging rules for PPA.

The patent holder for Weaks Polaffectors - a system for polarizing light in photography - he sold over 30 photographs to Eastman Kodak for use in national advertising.

He served many national advertisers with professional photographs including Jimmy Dean Sausage, Geigy Chemical, John Deere, Pioneer International, Cargill, Dow Chemical, WalMart, General Motors, Ford Motor Co., and many advertising agencies.

Weaks provided many prominent families with environmental and wedding photography in Texas, New Mexico, and Oklahoma.

He had an invitational exhibit of photographs at the Kodak Gallery in New York City as well as photographs exhibited at the International Photography Hall of Fame when it was located in Oklahoma City.

Other honors:

- Associate Fellowship-American Society of Photographers
- Fellowship-Texas Professional Photographers Association
- Listed in Who's Who in the South and Southwest
- National Awards from the PPA for meritorious contributions to the Texas PPA and the Southwest Photographers Association
- Past President of the Texas PPA and SWPPA.

- Paul Harris Fellow-Rotary International
- Texas Cultural Achievement Award for photographic art.

**(Editor's Note: When I first ventured into professional photography, I took classes with Bill at Winona and forged a life-long friendship.)**



**Bill Weaks receives Directors Award from past PPA President Don Dickson.**

For more than 60 years Weaks has been engaged in professional photography as owner of studios in Plainview and Lubbock, Texas.

He also served on the faculties of Amarillo College, Texas Tech University and Wayland University as an instructor of photography.

He holds a Bachelor of Science degree from West Texas A&M University and a Master's Degree in Photography from the University of Houston.

Weaks taught seminars in over 40 states plus Mexico, Canada, and England and has taught over 40 portrait, wedding, and commercial courses at the Winona International School of Photography.

He also has taught courses and seminars at Georgia Winona School, Triangle Pennsylvania Institute, Mid-America

**Did You Know?** The first person who managed to make a "photographic" snapshot constant, that is to fix the image, was Joseph Niepce.

The very first snapshot in the history of photography is considered "view from the window," dated 1826. The exposure of the shot lasted 8 (!) Hours.

The first aerial photography was carried out by French inventor Turnache in 1858. He shot Paris from the balloon.

# Professional Photographers of Oklahoma State Convention - September 6-9, 2013 Renaissance Hotel, Oklahoma City, Oklahoma FRIDAY - SEPTEMBER 6, 2013

Noon – 4 p.m.	Registration Desk Open	CC Lobby
1 p.m. – 4 p.m.	Drop off Print Cases	CC Room 11
2p.m. – 4:30 p.m.	<b>Maria Bernal – Fine Art Photography <i>BWC</i></b>	CC Room 4
4:30 p.m. – 7 p.m.	Dinner on your Own	
6:30 p.m. – 9:30 p.m.	Registration Desk Open	CC Lobby
7 p.m. – 9 p.m.	<b>Jim Cunningham – Extracting &amp; Composites <i>Miller's</i></b>	CC Room 4
9 p.m. – 11 p.m.	<b>Trade Show Social Mixer</b> {Margarita Machine} (Cash Bar - one free drink ticket provided)	CC Rooms 1-3

## SATURDAY - SEPTEMBER 7, 2013

8 a.m. – 9 a.m.	Judges Breakfast	Hotel -Grand Ave
8 a.m. – 3 p.m.	Registration Desk Open	CC Lobby
8 a.m. – 8:30 a.m.	Scholarship Event	CC Room 4
8:30 a.m. – 11 a.m.	<b>Margaret Bryant - Copyrights <i>BWC</i></b>	CC Room 4
9 a.m. – 12 Noon	Print Judging	CC Room 9
11 a.m. – 3 p.m.	<b>Trade Show Open</b>	CC Rooms 1-3
Noon – 1 p.m.	Lunch available in Trade Show	CC Rooms 1-3
Noon – 2 p.m.	Past Presidents Luncheon	Hotel - Egbert
Noon – 1 p.m.	Judges Lunch	Hotel -Grand Ave
1 p.m. – until ??	Print Judging resumes	CC Room 9
2:30 p.m. – 5 p.m.	<b>Tony Corbell – Lighting and Photo Safari</b> <b>w/Tri-City Cruizers Cars <i>WhiteHouse</i></b>	CC Room 4
5:30 p.m. – 8 p.m.	Dinner on your own	
8 p.m. – 11 p.m.	Fuel Your Passion Sock Hop – Live & Chinese Scholarship Auction	CC Great Hall A

### *Our Speakers*



**Maria Bernal**



**Jim Cunningham**



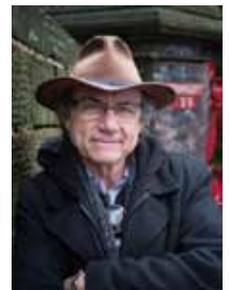
**Greg & Lisa Daniel**



**Margaret Bryant**



**Bruce Berg**



**Tony Corbell**

# Professional Photographers of Oklahoma

## State Convention - September 6-9, 2013

### Renaissance Hotel, Oklahoma City, Oklahoma

#### SUNDAY - SEPTEMBER 8, 2013

7:30 a.m. – 8 a.m.	Devotional	CC Room 4
8 a.m. – 2 p.m.	Registration Desk Open	CC Lobby
8 a.m. – 10 a.m.	Judges available for critique	CC Lobby
8 a.m. – 8:30 a.m.	Scholarship Event	CC Room 4
8:30 a.m. – 11 a.m.	<b>Bruce Berg – Families &amp; Children Whitehouse</b>	CC Room 4
11 a.m. - 2 p.m.	Trade Show Open	CC Rooms 1-3
Noon – 1 p.m.	Lunch available in Trade Show	CC Rooms 1-3
2 p.m. - 4:30 p.m.	<b>Bruce Berg – High School Seniors Whitehouse</b>	CC Room 4
4:30 p.m. – 5 p.m.	Business Meeting (all Members attend)	CC Room 4
6 p.m. – 7 p.m.	Reception (cash bar)	CC 2 Floor Foyer
7 p.m. – 11 p.m.	Awards Banquet	CC Great Hall A

#### MONDAY - SEPTEMBER 9, 2013

7:30 a.m. – 9 a.m.	Board Breakfast	Hotel - KingKade
8:30 a.m. – 10 a.m.	Pick-up Print Cases	CC Room 11
8:30 a.m. – 9a.m.	Scholarship Event	CC Room 4
9 a.m. – Noon	<b>Greg &amp; Lesa Daniel</b>	CC Room 4
Noon - 1:30 p.m.	Lunch on your own	
1:30 p.m. - 4:30 p.m.	<b>Greg &amp; Lesa Daniel</b>	CC Room 4
4:30 p.m. – 4:45 p.m.	Scholarship Awards	CC Room 4

### 2012 CONVENTION AND COMMITTEE LEADERS

Convention Chairs – Elise Breeding and Steve Ervin	Props & Models/Convention - Marla Wingfield
Presidential Advisor – Dwaine Horton	Past President Meeting Chair – Celia Moore
Trade Show Chairman – Shannon Ledford	New Member Chair – Chasity Rozell
Print Judging Chairman – James Butler	Banquet Script – Eldora Horton (script) and Gary Box (slide show)
Judges/Speaker Hosts – Wayne Reese and Gena Stejskal	Banquet Coordinator and Hospitality –Trish Carr, Carol VanDeventer & Celia Moore (awards)
Audio Visual Chairman – Clem Wehner	Member Display – Ted E. Lane and Tracy Provence
Print Score Tabulation – Celia Moore	Scholarship Co-Chairmen – Dwaine and Eldora Horton
Registration Chairman – Kimberly Smith; Michael Scalf	PPA Certified Liaison – Glen Cope
National Award – Randy Taylor	Committee on Constitutional Amendments (past presidents) Tom Flora, Jackie Patterson and Mike Scott
Magazine Cover Award – Don Hayden	PPO School - Randy Taylor, Lisa Butler, Glenn Cope, Joey Johnson, Mandy Lundy and Robert Trawick.
Presidential Portrait – Elise Breeding	Financial Donations – Michael Scalf
Event Photographer Chairman – Joey Johnson	
Official Executive Board Portraits – Steve Ervin	
Fellowship Chairman – Cary Garrison	
Props & Models/Spring Seminar - Valerie Clayton	

# PPO Past President from the '50s Dies

David Rivkin, 100-year-old past president of the Professional Photographers of Oklahoma, died May 23 in Old Westbury, N.Y.

A second generation photographer, he took over the J.L. Rivkin Portrait Studio at 413 S. Boulder Ave. in the former Ritz Building in 1953 when his father – Jacob “Yasha” Rivkin, who had moved from Chicago to Tulsa in 1917 – died.

He served as PPO president in 1954-55 and was that organization’s first Tulsa president since R. B. Ward in 1935-36.

His convention was held in February 1955 in the Mayo Hotel

His first taste of photography was a bit mundane – cleaning out the darkroom. This, however, led to mixing chemicals and developing images and eventually – alongside his father – using a camera.



**David Rivkin  
as PPO President**

He and his father took thousands of photographs, many of which are still maintained by the University of Tulsa in its archives.

A graduate of Central High School, Rivkin served in the Navy during World War II as a reconnaissance photographer and later became the official photographer of the then-annual International Oil Exposition held at the Tulsa Fairgrounds.

He also was the official photographer for the Corps of Engineers during work on the Al-Can highway (more commonly known as the Alaskan Highway) in 1942.

The father-son combo also photographed many of Tulsa’s prominent as well as artists and performers visiting the city.

After his wife Margaret, to whom he was married for 32 years, died in 1974, he later married fellow Tulsa native and grade school sweetheart Dorothy Carnegie.

She was the widow of Dale Carnegie, the renowned author and motivational speaker. Rivkin moved to New York to assist Dorothy in her late husband’s organization.

Survivors include two sons, Jack and Jeffrey Rivkin, five grandchildren; 10 great-grandchildren and a sister, Miriam.

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*“A great photograph is a full expression of what one feels about what is being photographed in the deepest sense and is thereby a true expression of what one feels about life in its entirety.”*

— Ansel Adams

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# Taking Your Studio to the Next Level

Greg and Lesa Daniel - a nationally recognized husband and wife duo of Titusville, Fla. - who create exquisite portraits will have all day Monday to get their message across.

In their program, "Taking Your Studio to the Next Level," they noted today's portrait market is changing so rapidly.

These changes are presenting the seasoned pro and the "newbie" alike with such great challenges...and such great opportunities.

Those who have ever wished for a mentor or two to take them by the hand and lead to some solid ground will find the Daniels to be such leaders with a track record to prove it

Greg, M. Photog., Cr., F-ASP said he has dedicated his life to hard work, experimentation within his craft and a pursuit of excellence.

It is this profound commitment that has made him one of the world's premier portrait artists.

Lesa, Cr. Photog., has a passion for organizing the aspects of a portrait session and has the ability to befriend her clients



as well as creating sales which others have quoted as "poetry in motion".

They make what they do look so easy, but will show their secret is behind the scenes prepara-

tion and planning that result in timeless original portraits and a highly successful business.

Greg has been awarded Florida's top awards many times.

He was invited by 40 of the leading photographers in the world to join them as an elite member of the prestigious Cameracraftsmen of America, and is a founding member of the International Society of Portrait Artists (ISPA).

Greg and Lesa are rare people. Greg combines a sound business mind with wonderful artistry.



He said he loves sound planning, along with seizing the emotion of the moment.

Lesa is a natural people person who genuinely cares for all her clients and who can still count them as friends even after presenting them with an invoice for \$5,000, \$10,000 or more!

"If you hope to succeed in the marketplace today, you need a plan that works from start to finish," they agreed. The couple has honed their processes like no one else.

Here's just a taste of what you'll learn from them:

How to create an experience for your clients that provides them with a multitude of products they just can't resist. Greg will demonstrate in live

sessions how he shoots and crafts the sale even before they see

Lesa.

How Lesa sells multiple wall portraits and

other products to maximize their averages.

How to market your work to a more upscale clientele than you are currently serving, and how to make yourself indispensable to your client base.

Greg and Lesa's business has risen above the competition, in part by offering their clients high end portrait paintings, and this has greatly increased their average sale.



**Lesa and Greg Daniel**



# 2013 PRINT EXHIBIT RULES

## PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

### READ CAREFULLY! PLEASE FOLLOW THE RULES

#### I. ELIGIBILITY & ENTRY FEES

A. All members of the Professional Photographers of Oklahoma, Inc., (hereafter: PPO) are eligible to enter the annual Exhibition. PPO members who are residents of Oklahoma may enter the General Exhibition or, if qualified, the Masters' Exhibition. Members who are not residents of Oklahoma may enter the Out-of-State Exhibition. Residents of Oklahoma who are not members of PPO must join the PPO to enter the exhibition.

B. Non-resident members of the Professional Photographers of America, Inc., (hereafter: PPA) or out-of-state PPA affiliate associations may enter the Out-of-State Exhibition. In addition, those entering the Out-of-State Exhibit must be registered at the convention.

C. The case entry fee for all Exhibitions is \$55.00 except for the Student Exhibition, which will be \$35.00. The entry fee must be enclosed within the case with the Print Exhibition Entry Form. Discount of \$10.00 from print case fee if a CD of the images are included in with the print case.

(a) A return-shipping fee of \$30.00 and should be included in case if the case needs to be returned by shipping. For Out-of-State entries that need print cases returned by shipping, please include a pre-paid shipping label from FedEx or UPS. Other requirements as herein contained must be met to remain eligible.

#### II. EXHIBITIONS & PRINT CATEGORIES

##### A. EXHIBITION DIVISIONS

An entrant may enter up to six entries in one of the four exhibitions for which he or she qualifies.

1. GENERAL EXHIBITION— This exhibition is open to all members who do not hold the PPA Master of Photography degree. Entries may be made in any of the print categories.

2. 1st TIME ENTRANT—(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.

3. MASTERS EXHIBITION — This exhibition is open to members who hold the PPA Master of Photography degree. Entries may be made in any of the print categories.

4. OUT-OF-STATE EXHIBITION — This exhibition is open to persons living outside Oklahoma. Out-of-State entries are eligible only for the "Out-of-State" plaque.

5. STUDENT EXHIBITION — This exhibition is open to current, qualified student members of PPO. The entry cannot be made as a class assignment or under the supervision of an instructor. Student entries are eligible only for the "Student Photographer" plaque and scholarship.

##### B. PRINT CATEGORIES

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 weddings

6. C/I - Commercial/Industrial - commercial or industrial subject matter

7. EI - Electronic Imaging - created, manipulated, or enhanced by electronic/digital means

8. U1 - Unclassified 1 - scenics, landscapes, and still life photographic art

9. U2 - Unclassified 2 - people and animate objects not fitting the portrait category

10. EA - Event Albums - All photographs from one event

11. Classic Portraiture - Follow Classic Portraiture guidelines.

#### III. SPECIFIC CONDITIONS FOR EXHIBITIONS

A. Entries will be judged for the quality of the photographic image including composition, technique, lighting, subject interpretation and presentation. All entries must be "original work."

B. Six (6) entries may be submitted by each person, but not more than four (4) in any one category, except by students and out-of-state entrants who may enter six (6) in a category.

C. PRINT SIZE: Masters, General, Out-of-State and Student Exhibit prints shall be a maximum size of 20"x 24" or 480 square inches including the border, or smaller photographs of any proportion or shape with a minimum overall print area of not less than 80 square inches. Prints and mounting exceeding the maximum or below the minimum thickness may not be displayed due to PPO display racks.

Borders are acceptable.

D. All prints in the Photographic competition must be permanently mounted on the appropriate size mount board for the Exhibition Division entered. Masonite is not allowed. It is recommended that entry thickness be a minimum of 118" and a maximum of 318" at any point on the entry. The prints must not be framed or under glass. Plastic covering is permitted but not recommended. Overlays, underlays and Polaroid transfers are acceptable. Images with a thickness over W may not be displayed due to PPO display racks. To prevent damage to other prints, no foreign material may be added to the surface of the print other than standard retouching material. Expanded PVC (such as Sintra) is permissible; for the material, 3 mm is the minimum recommended thickness and 4 mm is the maximum recommended.

E. Transparencies have been eliminated.

F. Electronic Imaging entries are created manipulated or enhanced by electronic means and may include computer graphics or electronic still images.

G. Wedding and or Event Albums will be judged on their impact, creativity, style, print quality, technique, story content, expression of subjects, lighting presentation and salability of work. Any album, meeting the following rules, are now eligible to be entered at the SWPPA or PPA International Print Competition.

a) Submission of an album will be counted as one entry; however, you may submit up to FOUR individual albums as any part of your six total allowed entries.

b) Album size is limited to an 11" x 14" or smaller album. However, images within the album can be of any size for the purpose of enhancing creativity and the story telling aspects of the album.

c) Entrant must have photographed all images in the album. No other photographers' images are allowed.

d) All images must be from the same Wedding or Event.

e) No multiple volume albums are allowed.

f) An image entered in an album cannot be entered as an individual submission.

g) Albums must be shipped in a well-protected, reusable fiber, plastic or metal case. Cases may be available for purchase, contact Ken Heft.

h) A certificate label (or exact copy) must appear on the back in the center indicating vertical or horizontal of each entry and one print exhibit entry form enclosed with shipping case.

i) Entries will be judged under current PPA lighting conditions, which is 2 - 3200K, 150 watt mini-spots. (Equaling 75-foot candles.)

j) Transparencies have been eliminated.

k) Juries will judge in open session and follow the PPA affiliated association judging procedure. The point system is used with scores ranging from 100 to 0 as follows: Exceptional 100-95, superior 94-90, Excellent 89-85, Deserving of Merit 84-80, Above Average 79-76, Average 75-74, Acceptable 73-70, Below Exhibition Standards 69-0. the final score shall be the official score on these and on any challenged photograph.

l) Entries will be disqualified if the photographer's name, studio name or title appears on the front of the entry.

m) All entries must be enclosed in a salon print case. Cases may be available for purchase, contact Ken Heft.

n) No two images shall be of the same subject (i.e., same model, models, subject, etc.) Each entry must be distinctly different. This includes the same model in different clothing or in separate sittings.

o) All entries must be titled to be eligible.

p) In order to protect the prints, please indicate if the print is an inkjet print and whether it is sprayed or non-sprayed.

q) Classic Portraiture for the maker who enters the best classic portrait of a man, woman, child, or animal, having used very little or no Photoshop or Painter enhancements.

#### IV GENERAL CONDITIONS FOR ALL DIVISIONS

A. The PPO 2nd Vice President has complete responsibility for the exhibition and is assisted by the print committee. They are the only ones authorized to handle prints.

B. Inquires should be directed to the 2nd Vice President, before and after exhibition.

C. General, Masters, Student, and Out-of-State Exhibitions will be judged at the same time for points, but will be separated for awards and trophy judging.

D. All entries must have a Certification Label on back and each entrant must send a Print Exhibit Entry Form in his case.

E. The definition of "original work" is:

- (a) The entrant created, composed, and made the original exposure.
- (b) The entrant may have negatives, prints, commercially produced; the entrant must immediately supervise all functions in producing the finished result.
- (c) All EI entries must demonstrate your proficiency in electronic/digital imaging and the electronic/digital enhancements and effects must be the work of the entrant.
- (d) If the print was hand colored, then all coloring must be done by entrant.
- (e) Work done under the supervision of an instructor or mentor is not eligible.
- F. Entries in frames or under glass are not acceptable. Plastic covering is permitted but not recommended.
- G. Entries previously entered in a PPO Exhibition are not eligible.
- H. No entries may be removed from the judging exhibit area without approval of the 2nd Vice President.
- I. Once the case has been received by the Print Committee, categories checked on the Certification Label may not be changed unless the original marking was in direct violation of the rules due to accident or misunderstanding. The 2nd Vice President may make the correction.
- J. The PPO reserves the right to select entries for its use and publication.
- K. The entrant's signature on the Certification of Print Exhibition form acknowledges consent to all rules herein.
- L. The PPO is not responsible for loss, damage, or failure to judge or exhibit for any reason.
- M. In situations not covered by these rules the decision of the 2nd Vice President is final.

#### V. AWARDS FOR EXHIBITING

- A. 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 hanging is determined at that time.
- B. The best entry in each category in the General and Masters divisions accepted for hanging will be awarded a First Place plaque. A First Place plaque will be awarded in the Student Division for the best print in the division. Awards will be given to the best entries of the various categories and divisions by the majority vote of the judges in closed session.
- C. The judges may also, at their discretion, give as many as two blue Distinguished Print ribbons and as many as two red Honorable Mention ribbons in each category in the General and Masters divisions.
- D. Entries displayed (hung) at the convention will receive a corner indicating the entry is "Accepted for Exhibition."
- E. Plaques will be given for the most outstanding work submitted. Plaques awarded for total points are determined by adding together the scores of all entries by each entrant in his or her case with the highest number winning. In case of a tie, the majority vote of the judges decides the winner.
  - 1. Past President's Plaque for the best entry in the General Exhibition.
  - 2. The Directors' Plaque for the best entry in the Masters Exhibition.
  - 3. 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."
  - 4. "Oklahoma Certified Professional Photographer Trophy" will be awarded to the PPA Certified entrant with the highest case score.
  - 5. The "Out-of-State Trophy" will be awarded to the person with the most total points from his or her entries in the Out-of-State Division.
  - 6. Nelson-Helt Memorial Scholarship for total points for the 1st time entry in General Division.
  - 7. A plaque and a PPO School scholarship will be awarded for total points in Student Division.
  - 8. "Members' Choice" plaque for the print with the most votes by registered convention attendees.
- F. Judges may give "Judges' Choice" ribbons for prints selected by individual judges at their discretion.
- G. "Classic Portraiture" plaque will be awarded for the best classic entry.
- H. PPO will not give awards other than those already stated without prior approval of the Board of Directors. Awards provide

#### VI. PACKING

- A. The PPO is not responsible for loss, damage, or failure to judge or exhibit for any reason.
- B. Entries must be packed in standard salon cases. Wedding Album entries must be attached to the print case. One entrant's work packed per case. If two or more entrants are packed in the same case, neither entry will be judged. Entries packed by any method other than salon cases will not be accepted. They may be shipped or delivered by any method, but will be returned freight collect if indicated on Entry Form.

#### ALBUM ENTRIES

Album entries may be submitted in the form of a Traditional Album or a CD Format Album.

See TUTORIAL at <http://competitions.ppa.com>

1. All files MUST be a horizontal canvas size of 2560 x 1600 pixels color space sRGB, JPEG at Quality setting 12. (That doesn't mean you can't have vertical images. See tutorial)
2. Each canvas/file may be a single album side or a spread with as many images as you desire.
3. An entry may contain up to 71 "Canvases/files"
4. Canvas/file 01.jpg MUST be blank - filled with BLACK
5. Identify Canvas/files in the order to be viewed using two digits (i.e. 01.jpg, 02.jpg, 03.jpg, etc.)
6. All Canvases/files for one entry must be in one folder named with your PPA#, Entry #, Title of Entry. (i.e. 49881-1 Endless Love) (Use your last name if you don't have a PPA #.
7. Limit one (1) album entry per CD.
8. Entrant's Name/s plus PPA#/s, Entry #, Title MUST be written directly on the CD for identification. NOTE: In order to prevent jamming, NO labels can be affixed to the CD. **Please place CD in a paper envelope or case.**

#### PLEASE INCLUDE CD OF YOUR IMAGES IN YOUR PRINT CASE

Please include a CD of digital files of your entered images and include them in your print case. For album entries, use your favorite two page spread. A folder on your CD must be named with YOUR NAME and contain each entered image, numbered same as entry form and named with that image title. Each image file MUST be sized as a 8 x 10 at 300 dpi, jpeg set at 12 quality. It will make the time shorter for your print committee to produce the slide show for the Awards Banquet. These images will be used for the Awards Banquet, for Web Site & Magazine use.

Example: Don Hayden 01 My Fair Lady  
 Don Hayden 02 I've Fallen and I Can't Get Up  
 Don Hayden 03 I Love a Parade

#### PRINT CASE DROP OFF

If entries are to be shipped or hand delivered to any of the drop off spots other than the hotel, they must be delivered during business hours by Wednesday, Sept. 4, 2013

#### Drop off spots for your print cases are:

**TULSA:** Lane Photography, 3414 S. Yale Ave. Ste. B, Tulsa, OK 74135 Phone: (918) 742-7443 or Cell: (918) 344-2356

**OKLAHOMA CITY:** Garrison Photography, 715 SW 15th, Edmond, OK 73013, Phone: (405)-341-5088.

#### HOTEL PRINT CASE DROP OFF

If print cases are going to be hand delivered to the convention print sorting room, they must be delivered between Noon and 4 p.m. Friday, Sept. 6, 2013 at Cox Convention Center, 1 Myriad Gardens, Oklahoma City, OK 73102. (405) 602-8500. (Do not ship cases directly to the hotel; do not drop them off at the hotel prior to Noon on Friday.

#### NOTICE

**Print Entries will be accepted from Noon to 4 p.m. Friday, Sept. 6, 2013 regardless of reason. Please have your entries in the Print Room on time. No exception will be made to this rule except by vote of the Board of Directors.**

**Dues Must Be Paid 14 Days Prior to Convention**

— To help speed up handling in the print room —  
**Please use Category Codes when completing your Print Exhibition Entry Form.**

#### Category Codes for PPO Entries

<b>MP</b> - Man's Portrait	<b>C/I</b> - Commercial/Industrial
<b>WP</b> - Woman's Portrait	<b>EI</b> - Electronic Imaging
<b>CP</b> - Child's Portrait	<b>U1</b> - Unclassified 1
<b>GP</b> - Group Portrait	<b>U2</b> - Unclassified 2
<b>WE</b> - Weddings	<b>EA</b> - Event Albums

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# PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA 2013 PRINT EXHIBITION ENTRY FORM

**Please Print Clearly**

NAME: \_\_\_\_\_

STUDIO/SCHOOL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ CELL: \_\_\_\_\_

**For Office Use Only:**

This form must be filled out, signed and placed in your print case with the prints. Circle the category of EACH entry on this form. Affix the \$55 entry to this form, unless you are a student which is a \$35 entry.

Read and understand the revised print rules. Shipping fee is \$30.

**For Out-of-State entries that need print cases returned by shipping, please include a pre-paid shipping label from FedEx or UPS.**

- Check here if STUDENT
- Check here if FIRST TIME ENTRY
- Check here if INK-JET ( ) Sprayed ( ) Not Sprayed
- Check here if MASTER
- Check here if OUT-Of-STATE
- Check here if PPA Certified
- Check here if ASP

**ENCLOSE A CD OF YOUR IMAGES IN YOUR CASE AND RECEIVE A \$10.00 DISCOUNT ON YOUR CASE FEE!**

**NOTICE: Entry deadline is 4 p.m. Friday Sept. 6, 2013 at the Cox Convention Center**

Print No.	Title of Print	Circle Category	Score
<b>1</b>	Please Print Clearly	MP - Man's Portrait    CI - Commercial/Industrial WP - Woman's Portrait    EI - Electronic Imaging CP - Child's Portrait    U1 - Unclassified 1 GP - Group Portrait    U2 - Unclassified 2 WE - Weddings    EA - Event Albums <p style="text-align: center;">Classic Portraiture</p>	
<b>2</b>	Please Print Clearly	MP - Man's Portrait    CI - Commercial/Industrial WP - Woman's Portrait    EI - Electronic Imaging CP - Child's Portrait    U1 - Unclassified 1 GP - Group Portrait    U2 - Unclassified 2 WE - Weddings    EA - Event Albums <p style="text-align: center;">Classic Portraiture</p>	
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<b>4</b>	Please Print Clearly	MP - Man's Portrait    CI - Commercial/Industrial WP - Woman's Portrait    EI - Electronic Imaging CP - Child's Portrait    U1 - Unclassified 1 GP - Group Portrait    U2 - Unclassified 2 WE - Weddings    EA - Event Albums <p style="text-align: center;">Classic Portraiture</p>	
<b>5</b>	Please Print Clearly	MP - Man's Portrait    CI - Commercial/Industrial WP - Woman's Portrait    EI - Electronic Imaging CP - Child's Portrait    U1 - Unclassified 1 GP - Group Portrait    U2 - Unclassified 2 WE - Weddings    EA - Event Albums <p style="text-align: center;">Classic Portraiture</p>	
<b>6</b>	Please Print Clearly	MP - Man's Portrait    CI - Commercial/Industrial WP - Woman's Portrait    EI - Electronic Imaging CP - Child's Portrait    U1 - Unclassified 1 GP - Group Portrait    U2 - Unclassified 2 WE - Weddings    EA - Event Albums <p style="text-align: center;">Classic Portraiture</p>	

**Certification:** This is to certify that this entry is my own work as defined in the Professional Photographers of Oklahoma Inc. print exhibition rules, which comply with PPA rules. I also give permission for PPO to publish my work in the PPO publications and web site.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please Print Clearly**

**PPO CREDIT CARD PAYMENT OPTION:**

VISA \_\_\_ MASTER CARD \_\_\_ DISCOVER \_\_\_ AMERICAN EXPRESS \_\_\_

NAME ON CARD: \_\_\_\_\_

BILLING ADDRESS OF CARD: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CARD #: \_\_\_\_\_

EXPIRATION DATE OF CARD: \_\_\_\_\_

- Check here if you will pick up your print at close of convention
- Return shipping fee per case enclosed: \$30.00

Please include payment with your entry.

Case Fee Member: \$55.00

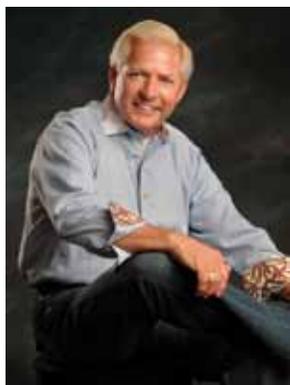
Case Fee Student: \$35.00

Return Shipping Case Fee: \$30.00

CD IN CASE DISCOUNT: -\$10.00

**Total Payment Included: \$ \_\_\_\_\_**

# 2013 PPO Print Competition Judges



Cary Garrison  
Edmond, Okla.  
Jury Chairman



Maria Bernal  
Austin, Texas  
Judge



Jim Cunningham  
Little Rock, Ark.  
Judge



Larry Lourcey  
Plano, Texas  
Judge



Dan McDonald  
Hurst, Texas  
Judge



Robert O. Seat  
Batesville, Ark.  
Judge



Teri Quance  
Cypress, Texas  
Judge



James Pitre  
Houma, La.  
Judge

## THE OKLAHOMA PHOTOGRAPHER GETS HONORABLE MENTION

It's always better if someone else "toots your horn," but since no one else is available, the editor will have to do it.

For the editor, entering the Professional Photographers of America's Affiliate Communications Competition Category 1 Printed publication of more than 12 pages, published at least 3 times per year.) is like entering images in print competition.

PPA's Affiliate Communications Competition is designed to improve affiliate publications and websites as well as give props to everyone involved in producing these super-important communication tools.

What does it take to win? All entries are scored in the following three areas:

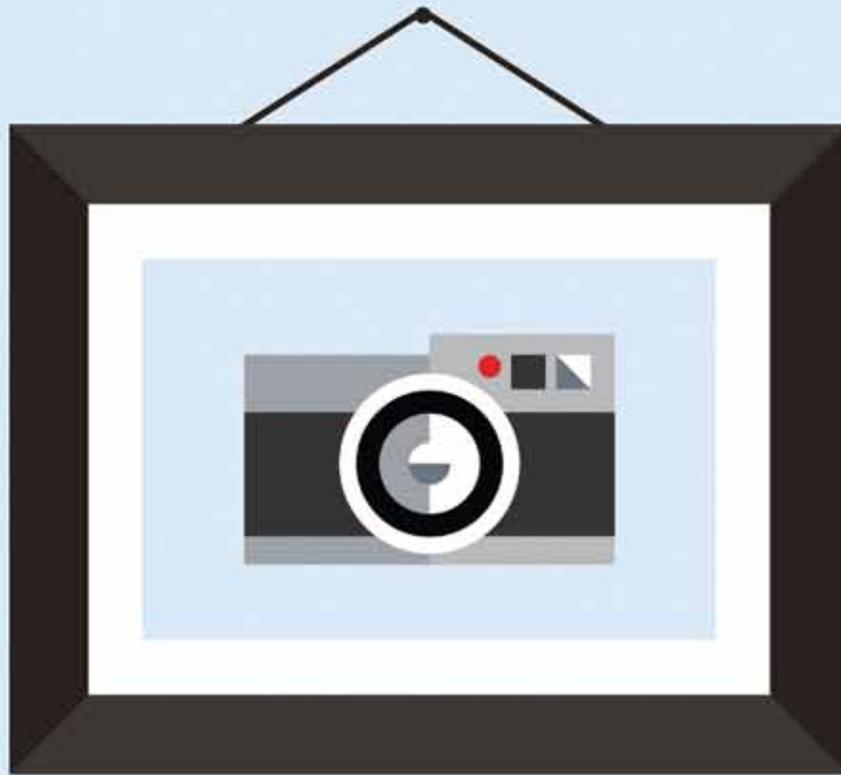
- Editorial content (40 points)
- Overall appearance (20 points)
- Service to members (40 points)

Hon. Mention went to Donald Hayden for the Professional Photographers of Oklahoma's *The Oklahoma Photographer*.

Hayden is also the editor of Southwest Professional Photographers Association's *Southwest Image* (Category 4: Publication posted online or attached to an email at least 3 times a year) and Indian Nations Professional Photographers Association's *INPPA Exposure* (Category 3: Printed publication with overall dimensions that are smaller than a regular magazine size).

*Southwest Image* tied for third place and *INPPA* took first place (second consecutive year).

Critiques were not available at press time.



# The Image is Everything

If you don't look good. We don't look good. It's as simple as that. We know that the quality of the end products you deliver play a big role in your success and shaping your brand. We don't take that lightly.

This is why we're constantly developing new best-in-class products and services. It's why every photo you send us and every product you order is scrutinized to make sure they come out perfect. We know that if we make your images look as good as possible, you'll look great as a result. And that is all we care about.

Your Image is Our Everything.



Visit us at [whcc.com](http://whcc.com)

*Member Images Gallery I*

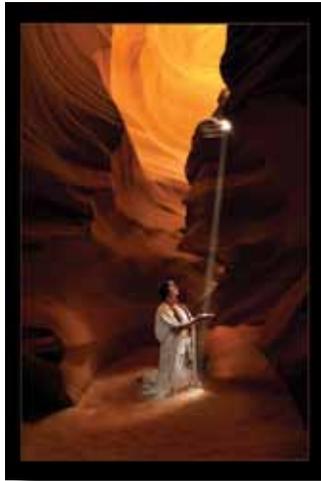


**“Royal Dodge”  
by James Butler  
of Tulsa**



**“Behind These Hazel Eyes”  
by Rick Carr  
of Newcastle**

**“The Sacred Blessing”  
by Randy Taylor  
of Edmond**



**“Mr. Baseball”  
by Cody Flora  
of Shawnee**

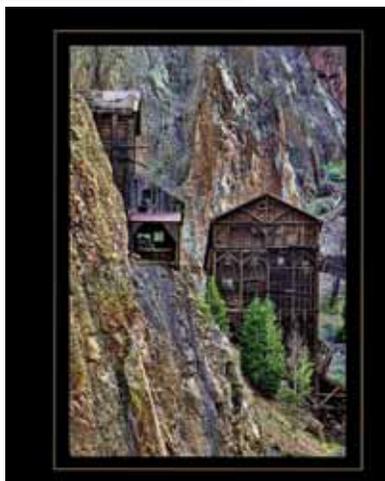


**“I Can Get Us to the Church”  
by April Brock  
of Yukon**



**“Nylons”  
by Elise Breeding  
of Moore**

**“Still Standing Tall”  
by Debbie Fimple  
of Pawnee**



**“Scarlet Fever”  
by Andrea Murphy  
of Tulsa**



*Member Images Gallery II*

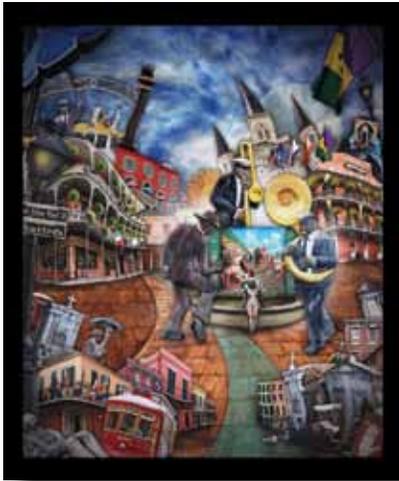


**“Euphoria”  
by  
Cary  
Garrison  
of  
Edmond**

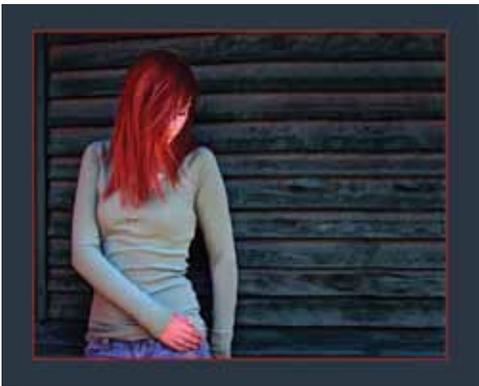
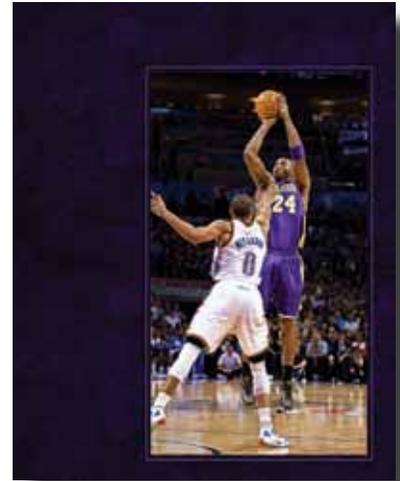


**“Dad’s  
Comin’  
Home”  
by  
Mary  
Waters  
of  
Perry**

**“French  
Quarter  
Trio”  
by  
Steve  
Ervin  
of  
Tulsa**



**“Taking  
Control”  
by  
Joey  
Johnson  
of  
Sand Springs**

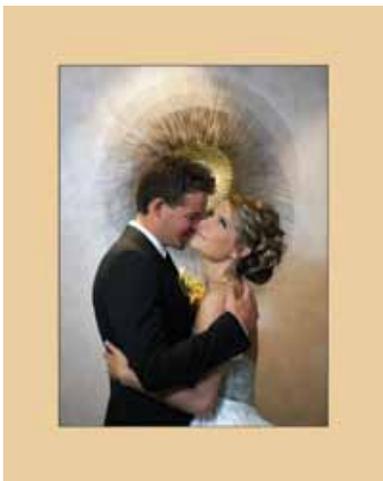


**“Troubled”  
by  
Connie  
Palmer  
Dodson  
of  
Tulsa**



**“An  
American  
Tradition”  
by  
Glenn  
Cope  
of  
Tonkawa**

**“Eye  
of the  
Beholder”  
by  
Nina Chappel  
of  
Tulsa**



**“Flying  
Beauties”  
by  
Donnita  
Ashpaugh  
of  
Broken Arrow**



# Scholarship Committee - The Best is Yet to Come

The Professional Photographers of Oklahoma's fall convention will be a very busy time for the scholarship committee.

As committee members feel that PPO members should earn their scholarships, they have devised a Farkle game for participants.



At the convention, but basically, the points you have accumulated will be your score for the day. You may try to improve your score the next day, but you will forfeit the previous score.

Scholarships being awarded for the top five scores are: \$500 to any 2014 PPA affiliated school, two \$399 pre-registrations to 2014 PPO School and two 2014 PPO Spring pre-registrations.

The top score will get a choice of scholarship and participants must be present to win.

If this is your first time to enter PPO print competition, the Nelson-Helt Scholarship is worth \$500 to attend any PPA affiliated school. Awarded to the First Time Entry High Print Case, it is presented at the awards banquet.



The Scholarship committee also is hosting an auction during the Saturday night party, to raise funds for future scholarships with a Chinese and Live Auction of donated items.

All donations are welcome; this is a great opportunity to rid those closets of items that you have bought but never use anymore (plus freeing up space for the items that you purchase Saturday night).

Bring your donations to the registration desk when you pick up your name badge. Donation receipts slips for tax purposes will be provided (mailed) upon request for those who fill out a donation slip. Check out the website: <http://www.ppok.org/news-from-scholarships/> for items that are in the auction.

By Eldora Horton, PPO Scholarship Chair

Photo by Don Hayden

The scholarship committee is also having a silent print auction during the convention, hosted by Cary Garrison. The auction starts Friday (table will be set up by the registration desk) and the prints will be presented to the highest bidder at the awards banquet.

Check out the website: [www.ppok.org](http://www.ppok.org) to view the images by PPO President Rick Carr, James Butler, Dwaine Horton and Dawn Muncy who donated these framed prints.



**Winners, etc.** - Elise Breeding, left, Tracy Provence, "etc." (Eldora Horton) and Leslie Vines.

At the PPO spring seminar at Quartz Mountain Lodge, a carnival party was held Saturday – designed in part – for scholarships.

Games including miniature golf, dodge ball, ring tosses, etc. were set up and each member was given a base amount of tickets to use at the carnival booths. They received "play money" based on which prize "hole" they won. The money was then used to buy the donated items. They could purchase additional tickets with real money to

play more.

Many items were donated and marked with the "dollar" amount required to purchase them.

After buying numerous tickets and playing lots of games,



Shanna Smith of Holdenville got to the prize table first with enough PPO money to "buy" the scholarship.

The main contest for scholarships was a questionnaire filled with photography related questions.

The winners who were awarded two 2013 PPO School scholarships were Tracy Provence of Chelsea and Lesley Vines of Noble. Elise Breeding of Moore received the 2013 Fall Pre-registration scholarship.

*"Photography is a way of feeling, of touching, of loving. What you have caught on film is captured forever...it remembers little things, long after you have forgotten everything."*

— Aaron Siskind



# All Day with Bruce Berg: Two Different Programs

Bruce Berg, M. Photog., Cr. of Springfield, Ore. will present two programs on Sunday – one on photographing children and families – and the other on high school seniors.



**Bruce Berg**

(in London) and over 30 PPA affiliates.

The morning program, “The Art of Photographing Children



and Families,” will show how portraits of these subjects can be a ticket to building a business.

Berg will share how to get, photograph and sell children and family portraiture.

“Offering insight into how to build a profitable business is key in these tough economic climates, and parents still invest disposable income into artistic images of their family and

Sponsored by White House Custom Colour, he is Oregon’s most award-winning photographer, having been named that state’s Photographer of the Year four times. He has twelve PPA Loan Collection selections and is a past PPA AN-NE winner.

His informative programs have been presented at WPPI (this year and 2009), SYNC, SPI, SWPP



their children,” Berg said.

The afternoon program, “Outsmart, Outshoot, Outsell,” promotes not just surviving, but thriving in today’s tough high school senior market.

Berg will show you how to take your seniors to a whole new level including a marketing plan that will guarantee results of getting kids to your door.

Providing you with great marketing and sales tips, this seminar is filled with pertinent and practical information that will help you improve your bottom line.

Berg holds a Bachelor of Science degree from the University of Oregon and operates (and lives with his family) in a 5,000-square-foot historic home/studio.

He has had his articles published in Professional Photographer magazine five times and Rangefinder, three times.

His goal is to give you practical, concrete steps to be financially successful in both the family/children market and for high school seniors.

In 2012, Bruce had his sixth best net profit year in over 25 years of being in business.



## CUT IT OUT!!!!

Compositing and using digital backgrounds has become a way of life for many digital photographers. But extracting an image and placing it on a background is not as easy as one might think. . . YEAH RIGHT!!!!

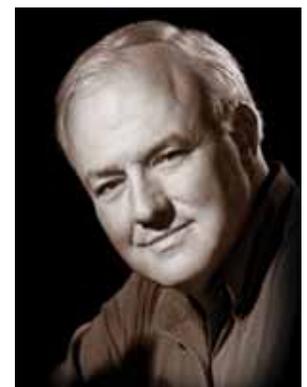
Join Jim Cunningham, M. Photog., Cr., CPP for this informative program (sponsored by Miller’s Professional Imaging) on how to extract your images and blend them using Photoshop. You will not only learn how to get good clean extractions, but a few tips and tricks on how to blend your images for a realistic composite image.



Some of the items that will be covered:

- \* Learn how to create flawless extractions
- \* Design dynamic realistic composites
- \* Blending your subject with the background
- \* Texture overlays and creative finishing techniques
- \* How to light for compositing

Jim will help you visualize how to use Photoshop as a creative tool, rather than just a way to fix problems in your images.



**Jim Cunningham**



With a degree in Marketing from the University of Arkansas at Little Rock, Cunningham has been a photographer in Little Rock, Ark. since 1976, and has

owned his own studio since 1983.

Recipient of nine Kodak Gallery Awards and four Fuji Masterpiece Awards, he has spoken at state and regional conventions and has presented workshops at Imaging USA twice.

He served as president of the Southwest Professional Photographers Association twice – in 2006 and 2007. He received the PPA National Award to that organization in 2009.

In 2010 Jim had the honor of teaching Corel Painter at Canada’s National Convention.

Since 2001, Jim has enjoyed teaching Photoshop and Painter workshops, and feels that digital imaging gives the photographer the ability to create what we see in our mind’s eye.



# Protecting Your Work in the Digital Age

The Internet and digital cameras have changed everything - images can be easily created and distributed. But how do you keep control of your images and what do you do if someone uses an image without your permission?

“What steps can you take to protect your work online? Is it just copyrighting your work? What is copyright anyway? How do you find out if someone has infringed on your work? What do you do then?”



**Margaret Bryant &?**

That is what the program of Texas photographer Margaret Bryant, sponsored by BWC, is all about.



Bryant, M. Photog., Cr. is an award winning photographer

who specializes in photographing dogs and their people. Her style is simple, original and authentic and often shows the humor and whimsy of dogs. Starting her business in 1998, Bryant has specialized in dogs and their humans from the very start.

These are questions that Bryant will answer in her presentation.

Learn simple things you can do to help cut down on image theft. These and many more topics will be addressed.

Professional development is important to Bryant and she won the PPA Photographer of the Year award five times and has several images in the PPA Loan and Showcase Collections - all of dogs of course!

She shares her knowledge with other photographers with speaking, teaching, private coaching and writing.



She frequently speaks about pet photography and copyright and can make a potentially boring subject animated and interesting.

She gives back to animal community by creating the annual Weimaraner Rescue of Texas calendar; raising cash for local spay neuter clinics with her Bow Wow Sessions, and regularly photographing animals at the City of Dallas Animal Shelter in hopes of making the animals more adoptable.

Protecting intellectual property has been a concern of Margaret’s for decades. She first started registering her work with the US Copyright office in the 1970s and continues to do so today.



Knowing that protection is more than copy-

right, she strives to stay on top of the continually changing landscape of intellectual property protection.

“What I like about photographs is that they capture a moment that’s gone forever, impossible to reproduce.”

— Karl Lagerfeld

# FINE ART: YES YOU CAN DO IT

Best known for her lighting, retouching and art work, Austin, Texas photographer Maria Bernal promises to share with us the secrets to her sales due to a fine art offering.

“You do not have to be a painter whether in Corel or with real paintbrushes to be



**Maria Bernal**

successful with this strategy,” she said.

Sponsored by BWC Labs, she will also present how she sells fine art in her studio, noting it makes up 85 percent of her business.

Bernal, M. Photog., Cr., was born in Vietnam, raised in France and moved to the United States in June 1986.

In 1978, she began her career in photography at age eight with a Nikkormat 35mm camera, developing her own film the following year in a darkroom her father built for her.

She started college in Indiana in 1987, majoring in fine arts



with a goal to be a “starving artist” because that was “what life was about.”

As a backup to starving artist plan, Bernal also received her Bachelor of Science degree in mechanical engineering and did graduate work in industrial engineering at Arizona State University.

She is winner of multiple Fuji and Kodak awards, ASP Elite awards, Best Portrait at Southwest Professional Photographers Association competition several years in a row; holds the status of Professional Photographers of America Silver Photographer of the Year multiple for multiple consecutive and has been the Austin Photographer of the Year for the past four years.



## THE POWER OF LIGHT IN THE DIGITAL WORLD



**Tony Corbell**

*The Oklahoma Photographer*

Understanding and controlling light quality is at the core of all of Tony Corbell’s presentations. Attendees will take a look at some of his most effective and successful pictures and learn how to see a unique perspective and not be afraid to push

the limits of their experience and talents.

Sponsored by his new employer – White House Custom Colour - Corbell will discuss all types of lighting and its tools in depth.



Lighting tools include portable flash, studio strobes, sunlight and ambient light.

Lighting applications include additive, subtractive, reflective and transmission.

In the final hour of his program, he will go outside and do photos of the vehicles from the Antique Car Club that will be there for members to see and photograph.

Corbell always spends time discussing light quality as well as light quantity and how light direction plays a significant role in the resulting mood of an image.

He has been involved in professional photography since 1979 when his first studio position was with his sister and her husband in West Texas.



Since then he has moved through an almost inspired life that has included traveling and lecturing in more than 20 countries, has photographed three U.S. presidents, 185 world leaders at the United Nations, sports celebrities, almost 800 brides and grooms, and a handful of NASA astronauts.

In 2010, he passed a major milestone having taught more than 500 seminars and workshops nationally and internationally.

In 2008-09, he spoke to over 8,000 photographers in 36 cities throughout the world including London, Glasgow, Dublin, Toronto, Vancouver, Mexico City, Sydney and many U.S. cities. In 2010 he traveled to Germany, Las Vegas, Nashville, New York, and many other cities teaching photographic light-

ing and image workflow processes and practices.

Always an active student and teacher of photographic education, his Basic Studio Lighting book from publisher Random House (AmPhoto) has been popular worldwide and is the basis for numerous photographic college lighting courses.

Corbell spent four years teaching at the internationally renowned Brooks Institute of Photography; his Location Lighting DVD produced by Software Cinema has received great reviews. He has written articles in every major photographic magazine in the U.S., Japan, the U.K., and China.



**Did You Know?** The oldest camera was sold at the auction in Vienna in 2007, setting all-time overall record and having become the most expensive camera ever sold at auction. This rarity was called “Daguerreotype Susses Freres” was sold for nearly 800,000 U.S. dollars.

## *Vendor News: Company Releases Photo Booth Software*

Plano, TX -- Darkroom Software, the leading provider of digital workflow software and lab solutions for the photography industry, has announced the launch of its new software solution for the photo booth industry: Darkroom Booth.

Based on years of photography workflow software development and with input from photo booth owners and builders, Darkroom’s new photo booth software offers an easy to use, easy to customize software to operate digital photo booths.

Unlike other photo booth software on the market, Darkroom Booth is now available worldwide. The introductory price is \$295. Darkroom Booth can be purchased online at <http://www.darkroomsoftware.com/products>.

Darkroom Booth is also available bundled with a photo booth printer from Darkroom’s partner, Imaging Spectrum: <http://www.imagingspectrum.com/photobooth-bundles/>.

Darkroom Booth allows the photo booth operator to completely change the look and feel of the photo booth experi-

ence without the need for any other software or programming skills.

“Photo booth owners can easily and quickly create out of the box themes that are contained in a single template file that can be easily distributed to their other photo booths,” said Brian Woodchek, CEO of Darkroom Software. “This gives owners an easy way for their Booth to offer a competitive advantage and stand out in a crowded marketplace.”

Darkroom Booth is full featured and actively developed, supporting Canon and Nikon SLRs and most webcams. Booth software works with any printer and can use face detection to automatically print.

Booth incorporates green screen, a built in e-mailer, touch screen support, mouse/serial button support and is compatible with 3rd party social media add-ons like Picpic Social, and others.

# PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

## State Convention Registration - September 6-9, 2013

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

### EARLY REGISTRATION MUST BE POSTMARKED BY Aug. 23, 2013

\$115.00 **Best Value** Early Full Registration + Banquet .....\$ \_\_\_\_\_  
 \$ 85.00 Early Full Registration .....\$ \_\_\_\_\_  
 \$ 95.00 Full Registration (**After Aug. 23**).....\$ \_\_\_\_\_  
 \$ 40.00 Awards Banquet Ticket .....\$ \_\_\_\_\_  
 \$ 30.00 Social & Trade Show Only .....\$ \_\_\_\_\_  
 \$ 35.00 Student Registration.... School \_\_\_\_\_ Adviser \_\_\_\_\_ \$ \_\_\_\_\_  
 \$ 95.00 Out-of-State Registration (Affiliated Member) .....\$ \_\_\_\_\_  
 \$155.00 Non-Member Registration .....\$ \_\_\_\_\_  
 \$ 15.00 Board of Directors Breakfast .....\$ \_\_\_\_\_  
 \$ 15.00 Past Presidents Luncheon .....\$ \_\_\_\_\_  
 Amount Included With This Registration .....\$ \_\_\_\_\_  
 Check # \_\_\_\_\_

**Make checks payable to Professional Photographers of Oklahoma (PPO)**

- I WILL BE STAYING AT RENAISSANCE HOTEL : FRI\_\_\_ SAT\_\_\_ SUN\_\_\_
- PHONE: 1-405-228-8000 •



Have you paid your  
2013 PPO Dues?  
 YES \_\_\_ NO \_\_\_  
 IF NO, CONTACT  
 Michael Scalf

**PRE-REGISTRATION  
 DEADLINE  
 POSTMARKED BY  
 AUG. 23, 2013**

ROOM RATE: \$119.00  
**ROOM RESERVATIONS MUST BE MADE  
 BY Aug. 16, 2013 TO BE GUARANTEED**

**PPO 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.  
 M. Photog., Cr., CPP,API  
 P.O. Box 1779  
 Blanchard, OK 73010  
 Phone (405) 485-4456  
 E-Mail:  
[michael.scalf@ppok.org](mailto: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**

Category:	Points:	Verified By:
Attending PPO Annual Convention.....	1	*List from Secretary
Attending PPO Seminar, or Day-long Program.....	1	*List from Secretary
Attending PPO School (2-3 days).....	1	*List from PPO School Committee
Attending PPO School (4-5 days).....	1	*List from PPO School Committee
Scoring 78 or 79 in PPO print competition (print points).....	1	*List from Print Committee Chairman
Scoring 80 or above in PPO print competition (print points).....	2	*List from Print Committee Chairman
Best Print in General or Masters competition (print points).....	1	*List from Print Committee Chairman
President PPO.....	4	*List of Officers
Executive Officers (Except Pres) or Member of the Board of Directors.....	2	*List of Officers
Committee Chairman (PPO or SWPPA).....	1	Signature of officer responsible for committee
Committee Workers (PPO or SWPPA).....	1	Signature of Committee Chairman
Publications Editor (Magazine, Newsletter, or Web Editor).....	2	*List from Board of Directors
Published article in a PPO Publication.....	1	Signature of Editor or copy of magazine
Convention Chairman or Co-Chairman.....	2	Signature of President
Presenting a Program for PPO (four hours or less).....	1	Signature of PPO School Committee Chairman
Presenting a Program for PPO (5 to 8 hours).....	2	Signature of PPO School Committee Chairman
Teaching a 2-3 day class for PPO School.....	2	Signature of PPO School Committee Chairman
Teaching a 4-5 day class for PPO School.....	3	Signature of PPO School Committee Chairman
PPO representative to PPA (one per year) **.....	1	*List from Board of Directors
PPO representative to SWPPA (one per year) ***.....	1	*List from Board of Directors
Print Jury Foreman.....	1	Signature of Print Chairman
PPA Degree (You may use each degree one time).....	1	Copy PPA Certificate
PPA Certification (You may use once and once at 5-yr renewal).....	1	Copy PPA Certificate
PPA, API or ABI designation (You may use once).....	1	*List from PPA
Sponsor New PPO member (per new member).....	1	*List from Secretary
Participation in nilmdts (You may use one per year).....	1	*List from nilmdts organization

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

\*Fellowship Committee will acquire list from appropriate official.  
 Additional Categories may be added at any time by a majority vote of the Board of Directors.

\*\* Includes: Council, Exec. Office, Board of Directors, Chairperson, Committee Member, Certification Liaison.

\*\*\* Includes: Exec. Office, Board of Directors, Chairperson, Committee Member

**THE OKLAHOMA PHOTOGRAPHER**

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

# COMPETITION PRINTS



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

—Richard Sturdevant

## 4 FOR THE PRICE OF 3



© Richard Sturdevant

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



Order today from our improved ROES Ordering System!

ENTER CODE **competition**

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



dallas | 1.800.445.0264 | [bwc.net](http://bwc.net)