

THE OKLAHOMA

PHOTOGRAPHER

A MAGAZINE OF THE PROFESSIONAL PHOTOGRAPHERS OF OKLAHOMA

Inside

Photo Expand Seminar

Details on the PPOK Spring
Seminar March 23-34

Okies in Atlanta

Oklahoma members
represent out state well

Superbowl Recap

Enlightening!

Image and Shadow Keys

Understanding Image
brightness and shadow



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CONTENTS

04 - EDITOR'S NOTE

A new editor for The Oklahoma Photographer

05 - PRESIDENT'S MESSAGE

A note from the 2019 PPOK President Elise Breeding

06 - PHOTO EXPAND

SPRING SEMINAR DETAILS
You won't want to miss this March 23-24.

09 - REGISTRATION FORM

How to sign up for Photo Expand.

10 - A NEW VENUE

Photo Expand Spring Seminar gets a new location for PPOK.

11 - OKIES IN ATLANTA

Oklahoma has a fine showing at ImagingUSA!

12 - SUPERBOWL WINNERS

Recap of the Superbowl of Lighting.

14 - LIGHTING KEYS

Understanding photo and shadow brightness.

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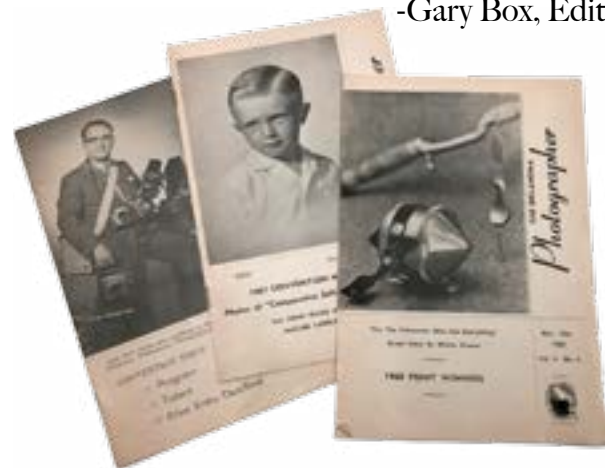
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The Oklahoma Photographer magazine dates back to 1957, serving the professionals of our fine state. In that time it has seen a number of editors and style changes. Don Hayden served as editor for 7 years in the 90s and then 7 years recently. Don chose to retire as editor in 2018, passing the torch on to a new editor. Magazine editors spend many hours gathering info and laying out the magazine before sending it to print and be distributed. Recently, Marathon Press has started printing our magazine on state of the art digital presses, allowing us more freedom and abilities than we have had in years before.

I am proud to pick up the torch and at least run it for a while, starting with a complete redesign of the magazine, taking advantage of what we can do now and adding some of my own design style. I hope you like it. We are now mailing the magazine to our members and potential members to help spread the news of PPOK.

I would like this magazine to be about our members and by our members! This means I want you to submit articles, images with lighting diagrams, or contribute ideas to make this magazine grow.

-Gary Box, Editor



PRESIDENT'S MESSAGE

*Elise Breeding
2019 PPOK President*

I remember my granddad locking himself in his tiny little darkroom at his home in Louisiana when I was little. His broad shoulders nearly touching either wall while he worked at his enlarger, with just enough space to turn around and use the little sink behind him. He was an expert retouch artist. Restoring old photographs for friends by photographing their distressed image with his 35mm camera set up on a tripod. After developing the film he'd expose a print and then get out his retouching pencils and hand draw in detail; he'd then repeat the process multiple times until he had a finished image completely restored by hand.

Photography was just a hobby for him. For this reason, his son, my dad, also grew up with a love for photography, but never really considered it to be a career option until my early teen years in the mid-90s, he strived to really learn the portrait side of photography and took a mail-in course with the New York Institute of Photography. I remember him moving and studying the lights on a mannequin head as he honed his craft. Around this time he also joined the local and state photography organizations and was mentored by photographers who love this industry and loved seeing it grow and flourish.

I finally started joining him at the local OKC guild meetings for the Metro Professional Photographers Association when I was 15. I joined PPOK in my early 20s in 2002, and I continuously leave seminars and conventions with more knowledge than I arrived with, as well as something I know I can immediately implement into my business.

I'm a 3rd generation photographer; I've been immersed in this industry for over 20 years; I have a Bachelor's degree in Photojournalism, and have earned my CPP from PPA; and I look at all the great past presidents of this group and feel completely inadequate to lead it... but organizations like these listed here have been essential in my growth as a photographer and business owner.

I have a rich history in photography. A history that I covet. A history that defines me. A history of which I am very proud. My heritage has given me baby steps in my career, but PPOK has helped me cross rivers.



I really wanted to plan a seminar that would dive into some topics that we can all really use as our industry grows and continues to change. I know that new and flourishing businesses alike can benefit from our spring PhotoEXPAND seminar!

On March 23rd-24th, at the Renaissance Square and Campbell Hotel in Tulsa, we will have Kyle Draper coming up from Texas to share all things Social Media! He will be sharing with us in the morning and afternoon on Saturday. Sunday will consist of a really fun rotation of being able to visually see multiple lighting scenarios and gear options. Bedford's Camera is hosting this great event, and we have a nice diverse group of photographers who will be demonstrating everything from studio strobes, to available light, to speedlights. Sunday afternoon we'll end our programs with a great talk from Brandon Burton giving us some insights on In Person Sales.

2019 is going to be a great year! I really hope you can all join me!

EDITORS NOTE

On the Cover.....

Play me a melody - Kimberly Smith

Best of Show scoring 96

While working on a series of sister images, on the back porch of the clients. The porch was covered and lit by natural light. The wall and floor were white and was painted for lower key.



2019 PHOTO **EXPAND** Spring Seminar Event

March 23-24

Professional Photographers of Oklahoma's second learning event of 2019 is slated for March 23-24 at the Campbell Hotel & Renaissance Square located at 2636 East 11th St in Tulsa, OK 74104. Make sure your calendar is clear for this exciting two day conference. Register at photoxok.org or mail in the registration form on page 8. Registration is only \$99 for Professional Photographers of Oklahoma members (\$88 if you register early!). Non member

registration is only \$120. If you can't make both days, both members and non members can register for a single day. Remember to call the hotel at 918-744-5500 to book your room. Mention PPOK!

PhotoExpand Schedule

Saturday - March 23, 2019

8:00 AM - 11:00 AM
9:30 AM - 12:00 N

12:00 N - 1:30 PM
1:00 PM - 4:00 PM
1:30 PM - 4:00 PM
4:00 PM - 6:30 PM
6:30 PM - ???

Registration Open
Kyle Draper (Using Social Media for Business)
Lunch on your own
Registration Open
Kyle Draper (cont'd)
Dinner on your own
Evening Dessert Social, Drinks and Vendor Mixer

Sunday - March 24, 2019

7:30 AM - 8:30 AM
8:30 AM - 11:00 AM
9:00 AM - 10:15 AM

10:30 AM - 11:45 AM

12:00 PM - 1:30 PM
1:30 PM - 4:00 PM

Have a safe trip home!

Board meeting
Registration Open
Multiple Lighting and Equipment Demonstrations Sponsored by Bedford Camera
Johnny Holland Leslie Hoyt
Tara Lokey Dawn Muncy
Lunch on your own
Brandon Burton



Saturday, March 23rd, Social media teacher Kyle Draper boosts our understanding

Kyle Draper is passionate about getting others out of their own way. Kyle is passionate about teaching business men & women how to leverage social media and marketing in their business. He's spent the last four years training small business owners to billion dollar corporations and everything in between. Kyle is the "Connector of Dots" and a "Master Storyteller." In Kyle's 20's he spent almost 10 years as a student pastor, which made him a 5th generation pastor in his family. He then cut his teeth in sales and marketing when his family started a roofing company that he led for almost 3 years. Then he jumped into real estate and began building websites and offering marketing services to Realtors. This turned into him teaching social media, marketing and leadership to Realtors from around the country

bypass most of the basics and get straight to the stuff that matters! We spend 60-90 minutes exclusively talking through hashtags, Insta-Stories, Live Video and IG TV. I also throw in some exercises so we can put into practice exactly what we are learning! This is a great class!

How to Sell on Social Media:

Social Media...when done correctly, is a game changer in your business. It's a captive audience that needs what you have. In this class, we work on your personal brand, position you as an expert, and give you the tips and tricks you need to move your product directly through Facebook, Instagram, etc. During our time together, you will rid yourself of all the self limiting beliefs you currently carry with you every day on social media.

Instagram 2.0:

This class is all about the savvy IG user. We



Sunday, March 24th, Shooting bays sponsored by Bedford Camera



Bedford Camera will be sponsoring and equipping the event center with several shooting bays. Come watch some of your favorite photographers like Johnny Holland, Dawn Muncy, Leslie Hoyt, Tara Lokey and more as they demo different lighting approaches. Each artist will demo their

approach to subjects like lighting athletes, fashion lighting, couples lighting and additional topics. Make sure you bring your camera as there will be opportunity to try out some of the approaches they are showing. What better way to grow your own skills than hands on coaching in a small group

Sunday, March 24th, Brandon Burton - Self Branding and In Person SALES Informing

It doesn't matter how good you are if no one gets to see it. I'll go over methods and strategies to learn to laser focus your audience which results in attracting and repelling the right clientele for your brand. I teach you simply to price your work in a way that is easy for clients to spend what you want them to. If you approach it in a method that informs your client rather than "sale" then you will be able to take the pressure off and feel better about making more money. Learn to quit capping your income and just give your clients the opportunity to spend more money with you. If you're ready to invest back into your business and to grow the brand you've always wanted then you need to increase profit margins. The key to successfully doing this is approaching your clients with simple

ways to spend more with you. You don't have to feel "dirty" or "guilty" in making more money if you're giving more for more. I'll go over pricing strategies and simple ways to run your viewing/ordering sessions.



2019 PHOTO **EXPAND** Spring Seminar Event Registration

3 ways to register

- Professional Photographers of Oklahoma March 23-24, 2019
 1) on-line at www.photoxok.org by March 20th
 2) Mail this form to: Michael Scalf Sr, P.O.Box 1779 Blanchard OK 73010 postmarked by March 15th
 3) At the door (1 or 2 saves you \$\$\$)

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

\$ 120.00	Full Registration	\$ _____
\$ 88.00	PPOK Member Early Registration	\$ _____
\$ 99.00	PPOK Member On-Site Registration	\$ _____
\$ 25.00	Social Only	\$ _____
\$ 65.00	One Day Only Registration (PPOK Members): Sat ____ Sun ____	\$ _____
\$ 89.00	One Day Only Registration (Non-Members) Sat ____ Sun ____	\$ _____
	Total Amount Included With This Registration	\$ _____

Check made out to PPOK enclosed -or- Bill my card
 Card number _____
 Expires _____ CVV# _____ Billing Zip _____

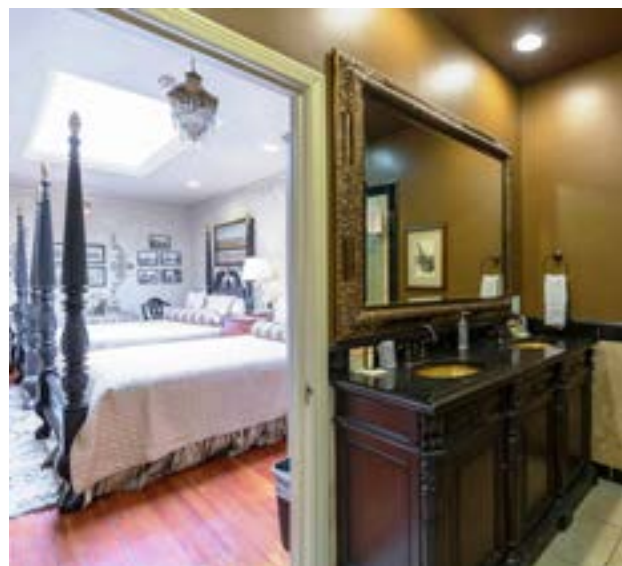
Got Questions? Call or Text 405-485-4456 or email michael.scalf@ppok.org **QUESTIONS!**

HOTEL The Campbell Hotel & Renaissance Square 2636 E 11th St. Tulsa, OK. Reserve your room at 918-744-5500 by March 3rd to get your discounted room rate of \$129. Just mention PPOK



*The Campbell Hotel
and Renaissance Square*

A NEW VENUE



Spring seminar is being held at a new venue for PPOK! The Campbell Hotel & Renaissance Square has been called The Best Luxury Hotel in Tulsa. Located right on Historic Route 66. A luxurious boutique hotel and event center consisting of 26 uniquely decorated rooms, a lounge, and full salon and spa services, all situated conveniently near downtown Tulsa's most popular sights and attractions. The hotel accommodations are unlike any other, with each room inspired by a piece of Oklahoma's rich history. The hotel has provided PPOK a discounted room rate of \$129 for this event. This special rate can be applied to both Friday night, March 22nd and Saturday night, March 23rd. Located at 2636 East 11th St in Tulsa. Call the hotel at 918-744-5500 to book your room now. Be sure to tell them you are with PPOK!



Imaging USA Oklahoma group

OKIES WIN BIG AT IMAGING USA

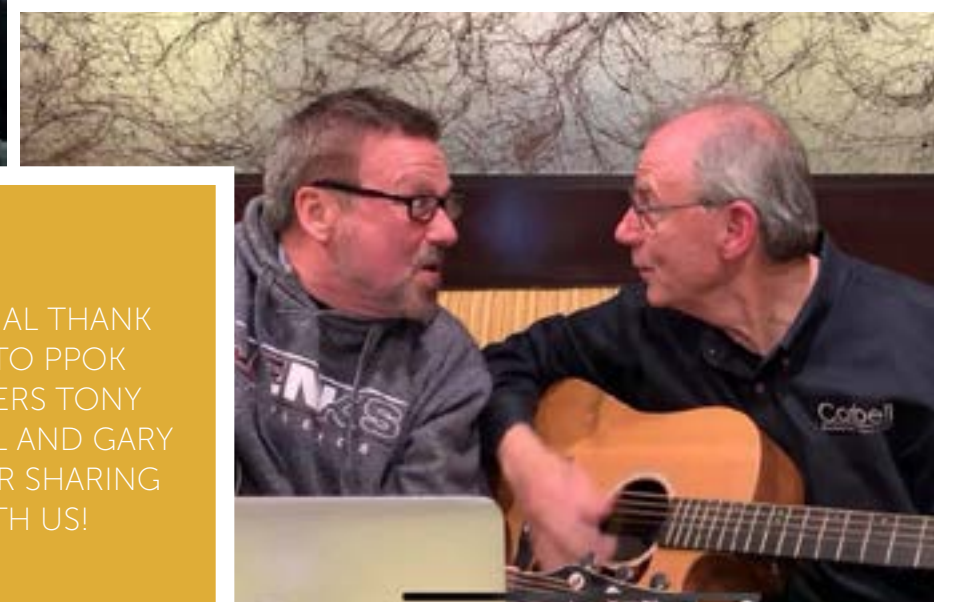
Oklahoma was well represented at ImagingUSA 2019. We brought home many awards and honors to our great state! Here's a list of those we are aware of:

Imaging Excellence - Cary Garrison & Dawn Muncy
 Imaging Excellence Bar - Kimberly Smith
 Master of Photography - Andrea Marler Murphy & Rhonda Bryant Smith
 Master Artist - Cary Garrison
 Photographic Craftsman - Heather Voth Beadles
 Bronze Medalists - Laurie Biby & Valarie Clayton
 Silver Artist medalist - Dawn Muncy
 Gold Artist Medalist - Cary Garrison
 Gold Medalist - Bob Ainsworth, Leslie Lake Hoyt Dawn Muncy, Andrea Murphy
 Double Diamond - Kimberly Smith
 Grand Imaging Award General Portrait- Kimberly Smith
 ASP Gold Medalist - Dawn Muncy
 Randy Taylor received the PPA Charities Legacy Award
 Tony Corbell received the Honorary Masters Award.
 Pre-Convention Instructor - Gary Box

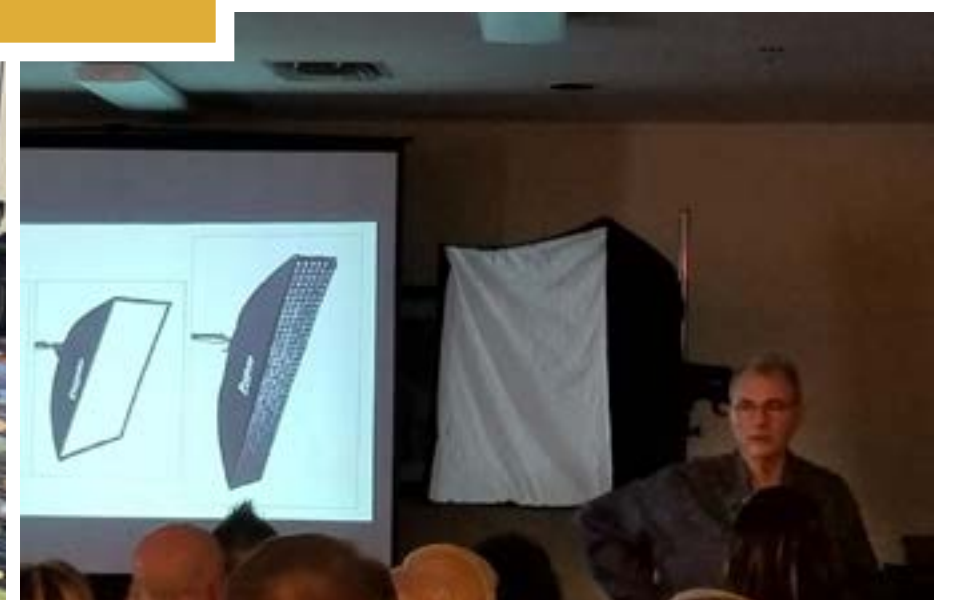
SUPER BOWL OF LIGHTING IS A WIN!

Superbowl Sunday was a win for Professional Photographers of Oklahoma and The New England Patriots!

Superbowl Sunday was an action packed day for the members of Professional Photographers of Oklahoma. Unlike that “other” Superbowl later in the day. PPOK members and masters of lighting, Tony Corbell, Hon. M. Ph., Cr., API and Gary Box, M.Ph., Cr., CPP treated attendees to an all day class on the finer points of lighting. Their presentation included proper light metering, contrast ratios and light placement. They also dug into some of the history of art portrait lighting as well as the modern approach of balancing ambient light and off camera flash. The room was packed with fresh new faces and many veteran photographers as well. For more information on their teaching, check out www.tonymcorbell.com or www.universityofbox.com.



A SPECIAL THANK YOU TO PPOK MEMBERS TONY CORBELL AND GARY BOX FOR SHARING WITH US!



Understanding Photo Keys and Shadow Keys

Article by Oklahoma Photographer Editor, Gary Box M.Ph, Cr, CPP

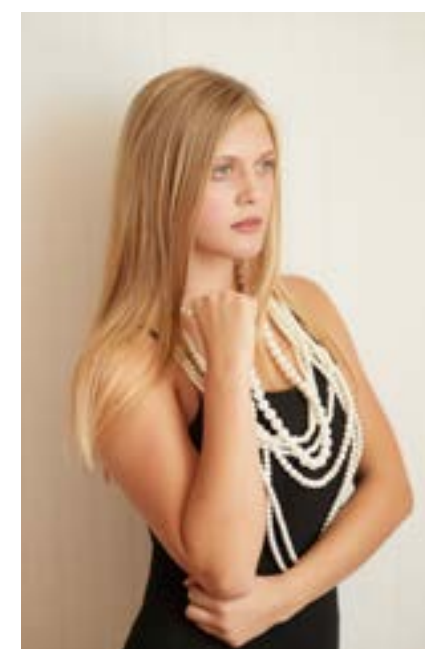
Let's talk about KEYS. Not to unlock your doors. In photography, KEY means brightness.

High key doesn't necessarily mean a pure white background, but a high overall light level or brightness. Conversely, low key doesn't mean a black background, but an overall darker image. Mid key falls in between at medium darkness.

So what is SHADOW KEY? Shadow key is the brightness level of the shadows. As a general rule the shadow key should match the over all brightness of the scene or the key of the image. Let's look at it like this...Even in darkness, there can be light. But where the light isn't shining, it would also be dark wouldn't it? So a dark scene should call for dark shadows. Where would we find a dark scene, but the subject would be bathed in soft beautiful light? No where! That doesn't happen!



DARK PLACES HAVE DARK SHADOWS.
LIGHT PLACES HAVE LIGHT SHADOWS.
MEDIUM PLACES HAVE MEDIUM SHADOWS.



Conversely, in a bright place, bathed in light, there might be shadow but that shadow would not be dark would it? So in a light place, or high key, the shadows should be light as well. In a mid key image, where it's medium light, the shadows on the subject should be medium as well.

Now this, like many rules are NOT absolute. And can be broken for a reason or creative effect. But if we break them incorrectly, or without creative reason, we get an image that misses the mark.

As a general rule, a high key im-

age looks great with a 2:1 ratio. That is 1 stop difference between the highlight and shadow. Like a reading of f5.6 on the shadow side, and f8 on the main. A mid key looks great with a 3:1, or a 1.5 stop difference. So f8 on the main, and the shadow at f4 1/2. A low key image can look great with a 4:1 or a two stop difference in contrast. So the main at f8 and the shadow side at f4.

Understanding and mastering lighting concepts like this is what separates the skilled from the not-so-skilled in our industry.

Got an idea or request for an article? Please let your editor know!



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