



PPM March Madness:

March 6-10, 2015

Double Tree by Hilton Detroit/Dearborn
5801 Southfield Expressway, Detroit, MI 48228
313-336-3340

Friday, March 6th

3:00-6:00 Print Case Drop Off	Fairlane Room
5:00 Print Crew Meeting	Fairlane Room
6:00-8:00 Judges Dinner	Grille39
8:00 President's Reception	Hospitality/Greenfield

Saturday, March 7th 8:30-5:00 Registration

7:00-8:30 Shaun DeMint "Changing the Game with Graphics" Spotlight Photographics	Dearborn/Southfield
9:00-11:45 Print Judging (8:30 Judges Charge)	Greenfield Room
10:00-12:00 Certification Exam (MUST PRE-REGISTER THROUGH PPA)	Dearborn/Southfield
11:45-1:15 Lunch Break on your own	
1:30-(until done) Print Judging Continues	Greenfield Room
1:30-(until done) Print Competition Party	Dearborn/Southfield
Dinner on your own after completion of Competition	
7:30-9:00 Print Relabeling for Districts and Display Set Up	Fairlane/ Greenfield Room
Hospitality Room Party	Hospitality/Greenfield

Sunday, March 8th 8:30-5:00 Registration

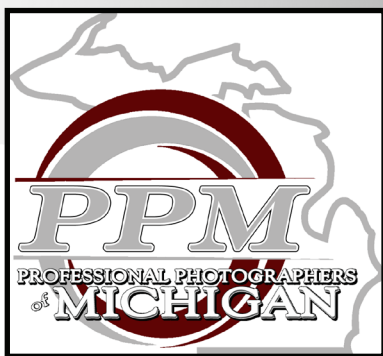
8:00-8:45 Worship Service	Hospitality/Greenfield
Print Display	Erie
9:15-11:30 Michael Mowbray "Thunderstruck-An Evolution of Shoot to Thrill" ACI	Ontario/Huron
11:30-3:00 Trade Show (Dedicated)	Michigan
3:00-5:00 Program Michelle Parsley "Retouching for Competition" BWC	Ontario/Huron
5:30 -7:30 Program Trish Logan "How To Pursue Your Passion...And Profit" H&H	Ontario/Huron
8:00-12:00 Sports Party/Photo Booth - Food Sponsored by JD Color Imaging - Mobile Rhythm DJ	Michigan
Hospitality Room Party Following	Hospitality/Greenfield

Monday, March 9th - 8:30-3:00 Registration

8:00-9:00 Annual Meeting	Ontario/Huron
Print Display	Erie
9:15-11:30 Program Suzette Allen HYBRID: Adding Video Makes the Magic! Lumix/Panasonic	Ontario/Huron
11:30 AFFILIATE LEADERS MEETING	Hospitality/Greenfield
11:30-1:00 lunch on your own	
1:00-3:00 Program Shelly Kraemer "Art on Fire: Get Creative for Your Clients and Competition" Burrell	Ontario/Huron
3:30-5:30 Program Joan Bateman "Making the Intangible Tangible" ACI	Ontario/Huron
6:00 Board Portrait	Great Room Area
6:00-7:00 Past President /New Member Reception	Upper Great Room
7:00-9:30 Awards Ceremony/Slide Show and National Award Presentation Reception	Erie/Ontario/Huron
10-12 Afterglow Party	Hospitality/Greenfield

Tuesday, March 10th PPA MERIT PROGRAM 89. Member \$99. Non member (Advanced Registration)

8:00 Print Tear Down and Pick up/Repack cases for Districts	Erie/Fairlane
9:00-12:00 Kimberly Smith "Be Creative. Be Inspired. Be You." Millers	Ontario/Huron
12:00-1:30 (Lunch on your own) PPM Board Exit Meeting	
1:30-5:00 Kimberly Smith continued	Ontario/Huron



PPM March Madness:

Shaun DeMint

Saturday March 7, 7:00-8:30 AM
At PPM's March Madness Event

The High School Sports Wow Factor "Changing the game with Graphics"

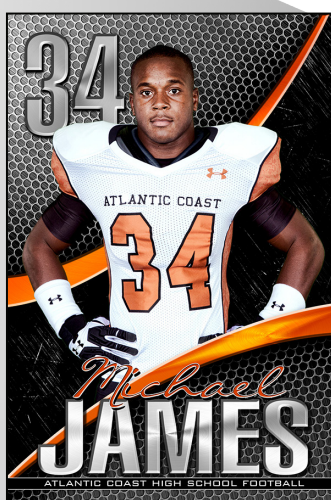


In this program you will learn about the new methods of acquiring new contracts for high school sports and using new graphics and products to wow your way to success in the High School Sports Team & Individual market. If you want to learn how to expand your business in High School Sports you need to attend his class!

Shaun DeMint, a Stockbridge, Michigan native, graduated with a commercial graphics and product design degree with minors in Photography, Multi-Media applications and marketing from Olivet Nazarene University.

Shaun has been working in the photography market for 10 years utilizing his unique style of graphics to catapult photography companies to another level of business. Shaun is also the creative mind behind Spotlight Photographics which provides his designs for team panoramics, player banners and Xtreme team composites to photographers all over the world. You can view all of his work at www.spotlightphotographics.com.

Registration and more information online for PPM March Madness at: www.PPM.org





PPM March Madness:

Print Competition

Saturday March 7 starting at 9:00 am
Double Tree Hotel ~ 5801 Southfield Expressway
Detroit, MI 48228 ~ 313-336-3340

Make sure to enter Print Competition!

Our Judges:



Mary Fisk Taylor



Jamie Hayes



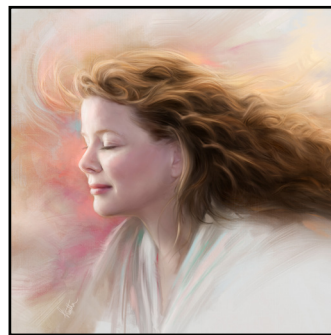
Jon Johnson



Kimberly Smith



Michael Mowbry



Michelle Parsley



Andrew Jenkins
Jury Chairman

Why Participate in Print competition? Because you have a chance to win \$500! That's right! Everyone who enters print competition will be entered into a drawing, and one person will win \$500! There is no reason not to enter! You want to be more, don't you? Participating in competition gives you the opportunity to engage with the passionate and supportive photographic competition community, improve your work, and earn recognition and admiration from your peers. And, as a result, improve your business! So what are you waiting for? Enter PPM's annual print competition, and who knows... You could be Photographer of the Year!

Print drop of is Friday, March 6 from 3:00-6:00 PM at:

Double Tree by Hilton 5801 Southfeild Expressway, Detroit, MI 48228

Registration, Print Competition Rules, and more information
online for PPM March Madness at: www.PPM.org



PPM March Madness:

Michael Mowbry

March 8, 9:15-11:30

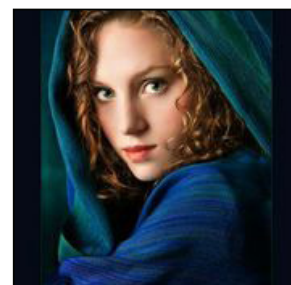
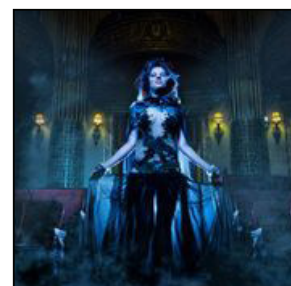
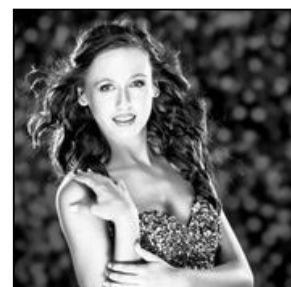
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Thunderstruck - An Evolution of Shoot to Thrill



The sky is falling, the barbarians are at the gates, and the well has gone dry (on the positive side, now it's finally safe to rescue Timmy from that darn well.) Bah humbug...not! Let's escape from this doom and gloom talk and take action. Thunderstruck is about how to separate yourself from the competition and motivate clients to join your tribe and become active, vocal fans. Michael will cover how to amaze, stun, and astonish your



market with breath-taking portraiture. Use cool, dramatic lighting. Nail your posing and direction and make your client look awesome. But it doesn't stop there; Michael will discuss how to leave your clients thunderstruck at every turn. Your editing, your service skills, your studio ambiance, your interaction with your client, your product mix — all must contribute to an incredible experience that turns your clients into motivated fans. Finally, Michael will share pricing and selling strategies that helped him increase his senior portrait average sale by 50% over last year, and how he maintains an average wedding sale that is twice the market average. Drop your socks and grab your crocs...Michael is bringing the rain with Thunderstruck.

On the technical side, Michael Mowbray will show you how he leverages speedlights to create images that thrill his clients.

Michael is the author of the popular speedlight photography book "Shoot to Thrill". Since opening a Beautiful Portraits by Michael in 2001, Michael has gone on to win many awards for his portraiture and was named a medallist in the PPA International Photographic Competition in past years. Michael gives back to the photographic community by sharing his expertise in classes, seminars, and educational videos. He is an adjunct professor for portraiture at Madison College, and his second book, "The Speedlight Studio" is scheduled for release by Amherst Media on Jan 13, 2015

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March Madness at: www.PPM.org



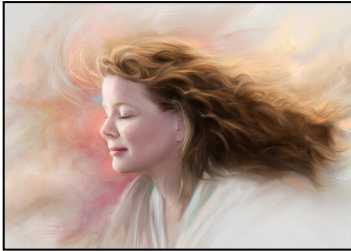
PPM March Madness:

Michelle Parsley

March 8, 3:00-5:00

Double Tree Hotel ~ 5801 Southfield Expressway
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Retouching for Competition



Haunted by that elusive merit? Want to take your competition prints to a new level? Join Michelle Parsley as she takes you through some proven techniques to help you with print competition. She will share her own journey to her Master Photographer degree help you understand what it takes to merit in print competition.

In this program you will learn:

- how to simply and accurately adjust the density of a print
- fail proof method for locating blocked up blacks and blown highlights
- how to soften skin without making it TOO soft
- how to accentuate eyes (No alien eyes here!)
- Never use the dodge and burn tools again! (with rare exception)
- Using masks to your advantage
- Changing the color of objects within your images (creating color harmony)
- Preparing an image for digital submission with PPA specs
- A different take on vignettes - think outside the elliptical!



While no one can guarantee a merit, this will set you on the road to success in print competition and give you solid techniques for enhancing your prints both for competition and for clients.

Michelle has been creating hand drawn and hand painted art for clients for years. Photography became part of her process in 2001. Photography and post processing changed the way Michelle could create and opened a whole new world. Michelle has won many awards from PPA for her work. Even with all of her awards, Michelle's real joy is creating fine art for clients around the globe.

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PPM March Madness:

Trish Logan

March 8, 5:30-7:30

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How To Pursue Your Passion... And Profit!



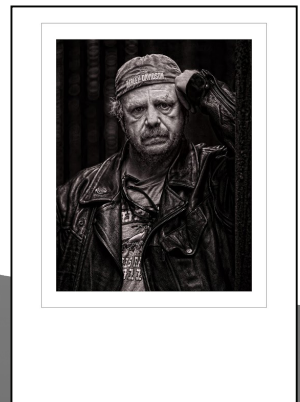
This program will explore and discuss ways to grow your business in a changing marketplace by developing your brand, distinguishing yourself from your competition by building professional credibility as you increase your sales and add new services.

We will discuss how to add volume business to a boutique studio model to gain repeatable, predictable income year after year and how to diversify your blocks of business to insulate you from slow months in studio sales. We will cover the following topics as we work to create realistic

long and short term goals for business growth and expansion into new markets: Some of the topics we will be discussing include:

- How to differentiate yourself from the competition with products and services and how to add more value to your brand.
- How to find clients that believe in your vision and want to tell the world. We will look at how to produce loyal customers that will return time after time and refer their friends.
- Talk about why you should have a 1yr, 3yr & 5yr and even a 10yr plan for your company that includes setting attainable goals for growth.
- How to find clients that are open to your services. Understanding the clients you want by looking at demographics and data.

Trish is a current council Member with Professional Photographers of America, and has served on many Photography Association boards and remains an active member in them. Trish has earned many awards from PPA in the International Photographic Competition and has been published in both the Loan Collection Book, and the Showcase Book.



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PPM March Madness:

Suzette Allen

March 8, 9:15-11:30

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HYBRID: Adding Video Makes the Magic!



We are all in a place of transition, looking for a way to set ourselves apart as professionals and keep our businesses healthy. Reinvention is required for survival, it seems, and Hybrid is a great way to add dynamic and contemporary products to your existing photographic services!

Wow, where do we begin?

We all have cameras that will capture HD video—all we need is to learn the most efficient way to add some movement and a profitable method to create, show and sell eProducts [hybrid mini-

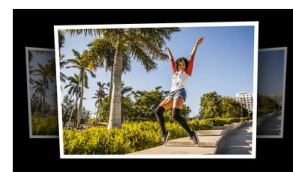
movies]!

Of course it is all new territory but it is easy to learn from Suzette Allen, who has been teaching Photoshop to photo professionals for over 13 years! She has a way of making it easy and light and loves helping photographers embrace technology.

Join Suzette and learn how to integrate video with your still photos, edit video in Lightroom 5 and create short compelling hybrid eProducts in a variety of methods from auto-edited to custom, using PSCC!

Suzette Allen and her husband, Jon Yoshinaga, have been teaching Digital Imaging to Professional Photographers for over 10 years. Now they are helping our industry embrace a new realm of video and hybrid imaging, helping photographers utilize new technology and learn what they need to stay profitable! Widely known in our industry as compassionate and excellent teachers, you can count on them to help you succeed in this new field of expertise! No need to try to conquer this new territory alone or go at it feeling intimidated! Suzette & Jon want to help you succeed and genuinely enjoy helping students learn and grow in their businesses and skills! As a balanced couple with strengths in creative and technical, they are a great pair to have in your corner!

CHANGING PHOTOGRAPHY
LUMIX G



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PPM March Madness:

Shelly Kraemer

March 9, 1:00-3:00

Double Tree Hotel ~ 5801 Southfield Expressway
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"Art On Fire: Get Creative For Your Clients and Competition"

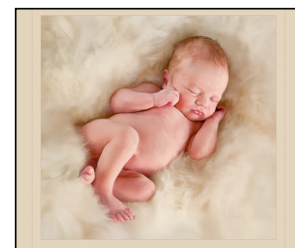


As photographers and artists, we are continually looking for the leading edge. What makes us who we are as photographers, artist and people. Shelly Kraemer has a program to inspire, motivate and show you how to go further with your photography. Building personal and professional goals, dreaming big, and reaching those

dreams. Shelly started her art career wanting to be a painter, attending college she decided to major in Graphic Design and Photography. However, she has come full circle back to her art and love of painting, just in a new way. What will be covered in this program:

- Creativity – where does it come from and how do you wake it up.
- Lightroom - Workflow
- Photoshop - editing
- Corel Painter - painting
- Master Artist - competing

Portrait Artist Shelly Kraemer puts her creative vision in every photograph she takes. Combining creativity and artistic skill. Shelly started photographing because she wanted to show people how she saw the world, through her eyes. Finding the story, finding the emotion, bringing out the personality, sharing the relationship, and creating art. Shelly graduated from Culver-Stockton College with a BFA in Photography and Graphic Design. She is an International award winning photographer, and Professional Photographers of America Silver Medallist in 2013. Her accolades include Kodak Gallery Award, Illinois State Top 10 Photographer, 2011-13, Best Commercial Image 2013, along with 1, 2, and 3rd places at the state level print competition. She has also had many awards through PPA.



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PPM March Madness:

Joan Bateman

March 9, 3:30-5:30

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Making the Intangible Tangible



Conducting sessions that focus on Self-Esteem Imagery Creation will help your portrait business soar above your competitors.

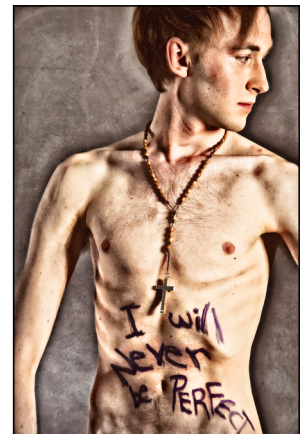
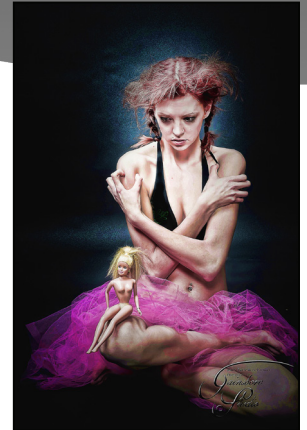
Joan's session will take you for a walk down "Storyboarding Avenue". She will share observations and ideas that will outline this new breed of session. Joan also provides post session discussion techniques and

guidelines that will enable you to confidently create imagery that tells the world that you know who your client is in a unique and tangible way!!

Joan's photographic interests began as a passion while she worked as a psychiatric nurse with acute adult psychiatry in a hospital setting, as well as having her own private practice in the community. She had a special interest in anorexic and bulimic issues. She developed a therapeutic technique that utilized her camera to storyboard the inner emotions of her clients. Starting with the inner child, and working up to confidence and self esteem / control issues in adulthood. She's discovered since giving up her private counselling practice, that these same techniques are incredibly effective in creating an environment of confidence and self esteem in clients. These techniques have made her one of the most successful portrait photography studios in Canada.

She accepted the role of creative art director for Spotlight Magazine. This allowed her to create an extensive portfolio of celebrity work and journalistic endeavours.

Joan has travelled extensively, loves to entertain, and is a bit of a foodie. Her other interests include charitable work with orphanages in Uganda, NILMDTS and organizations devoted to the abolishment of the sex slave trade.



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PPM March Madness:

Kimberly Smith

March 10, 9:00-5:00 (Lunch on your own)
Double Tree Hotel ~ 5801 Southfield Expressway
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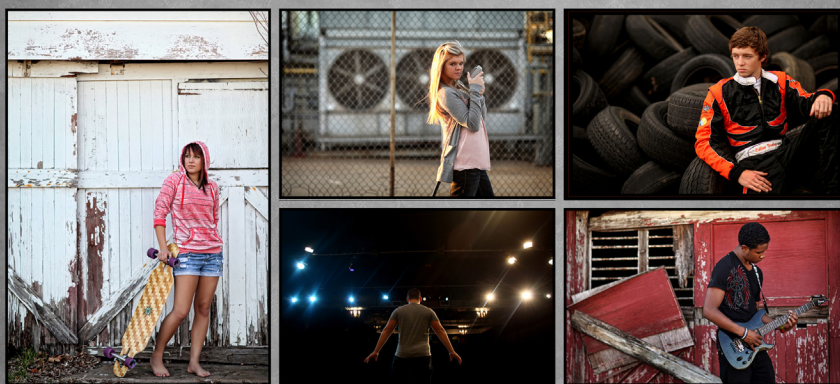
Kimberly J. Smith

WE WILL LEARN HOW TO FIND GREAT LOCATIONS FOR SESSIONS ANYWHERE.
WE WILL TALK ABOUT HOW TO FIND INSPIRATION FOR ORIGINAL
WORKS OF ART, WHETHER IT IS FOR COMPETITION OR PERSONAL...
FROM THE BEGINNING PROCESSES TO THE VERY END WITH
PRESENTATION AND PERSONAL TOUCHES.

LEARN TO SEE THINGS FROM A DIFFERENT PERSPECTIVE.

AND OUR
Legacy
THE IMPORTANCE OF WHAT WE ARE LEAVING BEHIND.

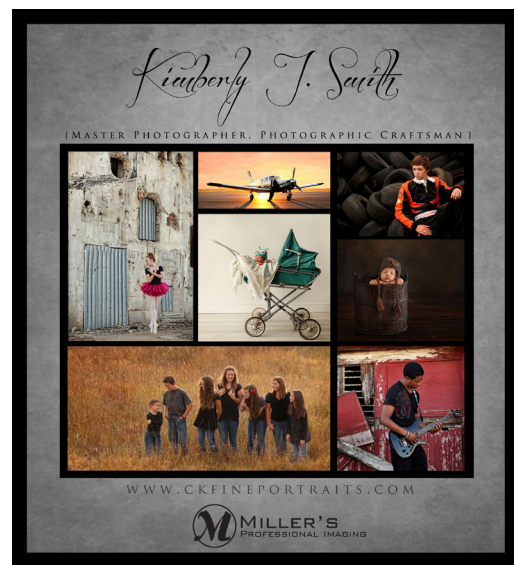
be creative. be inspired. be you.



WWW.CKFINEPORTRAITS.COM



Earn a PPA Merit for attending this class!



Registration and more information online for PPM
March Madness and Merit Class at: www.PPM.org

PPA Merit Class on Tuesday March 10 is extra fee of
\$99 Non Members ~ \$89 Members

