



PPM March Madness:

March 28-April 1

Holiday Inn Hotel and Conference Center
17123 N Laurel Park Drive, Livonia, MI 48512

Make your Plans to attend NOW!

Let us Prove to you that membership is WORTH IT!



Al Behnke
"You can't photograph clients you don't have"



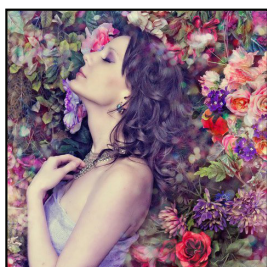
RALPH AND CINDY ROMAGUERA
"Executives: A time to..." Sponsored by: American Color Imaging



ANGELA LAWSON
"Tips and Tricks for a successful pet portrait session"



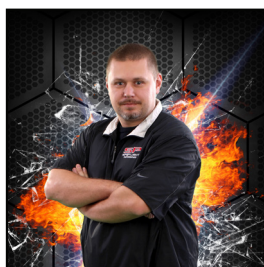
STEPHEN THEDFORD
"How Commercial HDR and Panorama Imaging can Increase your Revenue Stream"



JESSICA EDWARDS
"Senior Photography - Pricing outside the box" Sponsored by Millers Professional Imaging



NICHOL KRUPP
"Utilizing Photographic Imagery to Empower, Educate, and Elicit Change" Sponsored by Millers Professional Imaging



SHAUN DEMINT
"Action Tournaments - How to make your action tournament photography a success" Sponsored by Photo Solutions Market



Jason Weaver
"BLITZ - Creating The ULTIMATE Studio Play-book" Sponsored by H & H Color Lab

Print Competition on Saturday!

\$500 prize drawing for print competition entries!

Trade Show with FREE sensor cleaning on Sunday! (Limit 50 sensor cleanings.)

Free trade show! iPad raffle drawing! Competition Print Display!

Party at Dave and Busters on Sunday evening sponsored by JD Photo Imaging!

Awards Ceremony and National Award Presentation on Monday!

Awards Afterglow party sponsored by Burrell Imaging!

Stay a day longer for the optional PPA Merit Class on Tuesday with Jessica Edwards! (Extra fee required.)

Make your Hotel Reservations at the Holiday Inn in Livonia on N Laurel Park Drive. Make sure to mention PPM to get a special room rate of \$89 per night!

**Registration online for
March Madness at: www.PPM.org
(class descriptions available online)**





PPM March Madness: Schedule of Events

Friday March 28- Tuesday April 1
At PPM's March Madness Event

Friday, March 28th

3:00-6:00 Print Case Drop Off (and Registration) in Ontario Room
5:00-7:00 Judges Dinner
8:00-? President's Reception in Hospitality Room

Saturday, March 29th

8:30-5:00 Registration
9:00-11:45 Print Judging in Superior Room C
10:00-12:00 Certification Exam (MUST PRE-REGISTER THROUGH PPA) in the Hospitality Suite
11:45-1:15 Lunch Break on your own (Print Crew, Board, and Judges luncheon in St Clair Room)
1:30-(until done) Print Judging Continues
1:30-(until done) Print Competition Party in the Hospitality Suite
Dinner on your own after completion of Competition
7:30-9:00 Night Owl Program Angela Lawson in the Hospitality Suite
9:15 - ? Hospitality Party in the Hospitality Suite! Bring your own snacks and drinks!

Sunday, March 30th

8:00-8:45 Worship Service John Marion in the Hospitality Suite
8:30-5:00 Registration
Print Display in Superior Room B
9:00-10:30 Program Al Behnke in Superior Room C
11:00-12:00 Nichol Krupp - Sponsored by Millers Professional Imaging in Superior Room C
12:00-4:00 Trade Show (12:00-3:00 Dedicated Time) Speakers in trade show 12:15, 1:00, 2:00 in Superior Room A
3:00-4:30 Program Ralph and Cindy Romaguera - Sponsored by American Color Imaging in Superior Room C
5:00 -7:00 Jason Weaver - sponsored by H&H Color Lab in Superior Room C
Dinner and fun at Dave and Busters sponsored by JD Photo Imaging
10:00 - ? Hospitality Party in the Hospitality Suite! Bring your own snacks and drinks!

Monday, March 31st

8:30-3:00 Registration
8:00-8:45 Annual Meeting in Superior Room C
Print Display in Superior Room B
9:00-10:00 Shaun DeMint - sponsored by Photo Solutions Market in Superior Room C
10:30-11:30 Program Jessica Edwards "sneak peak" for Merit Tuesday Sponsored by Millers Professional Imaging in Superior Room C
11:30-12:45 lunch on your own
11:30 AFFILIATE LEADERS MEETING in the Hospitality Suite
1:00-5:00 Program Stephen Thetford in Superior Room C
5:30-6:30 Appetizers outside Superior Room B
6:30 Awards Ceremony/Slide Show and National Award Presentation Reception in Superior Room B
Print Tear Down and Pick up in Superior Room B
Afterglow Party with DJ to follow Sponsored by Burrell Imaging in Superior Room B

Tuesday, April 1st - MERIT PROGRAM

\$89. Member \$99. Non member (Advanced Registration Required)

9:00-12 Jessica Edwards Merit Tuesday Sponsored by Millers Professional Imaging in Superior Room C
12:00-1:30 (Lunch on your own)
1:30-5:00 Jessica Edwards continues

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





PPM March Madness:

Print Competition

Saturday March 29 starting at 9:00 am
At PPM's March Madness Event

Make sure to enter Print Competition!
Our Judges:



Doran Wilson



Gregg Wurtzler



Stephen Thetford



Joe Campanellie



Ralph Romaguera



Cindy Romaguera

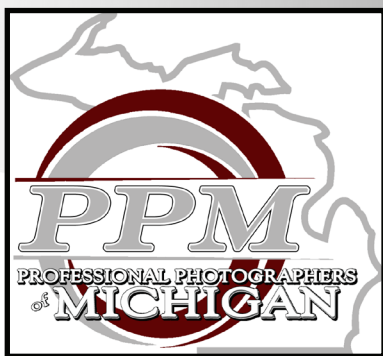


Michael Timmons
Jury Chairman

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 28 from 3:00-6:00 PM at:
Holiday Inn 17123 Laurel Park Drive, Livonia, MI 48152

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



PPM March Madness:

Angela Lawson

Saturday March 29, 7:30-9:00 PM
At PPM's March Madness Event

Tips and Tricks for a successful Pet Portrait Session



Pets are an integral part of many families. And whether it is the beloved family dog, the faithful companion to a growing child, the cats that are treated like children, or any of the other wonderful animals that people chose to have as pets, we, as photographers, are often called upon to photograph these special family members. For many photographers, this is a bit of a challenge, as there is a whole new aspect to photographing

animals that isn't taught in our photography manuals. I will go beyond the technical aspects of photographing animals and teach you some of the many helpful tips to working with animals in general, as well as specific tricks for working with specific animals. Please join me for a workshop that will give you the courage to feel comfortable when a family wants to include their dog in their portrait, and may even open your eyes to the possibility of adding pets to your specialities.

Angela Lawson is a Certified Professional Photographer. She started in photography about 18 years ago, back in the days of film, and has seen many changes in the industry. Along with industry changes, she has had several large focus changes in her own business. Last year (2013) found her narrowing her focus to several specialties, pet portraiture being the one to take the lead. Having worked as a veterinary assistant for several years (as she was just learning photography), working for the DNR as a volunteer animal rehab foster home, as well as volunteering at several Humane Societies and animal rescue organizations, she has a unique perspective on how to work with animals. It doesn't hurt that she has a soft spot for anything with fur or feathers!



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



PPM March Madness:

Al Behnke

Sunday March 30, 9:00-10:30 AM
At PPM's March Madness Event

You Can't Photograph Clients You Don't Have



We all know that no matter how great your photography is, marketing is what gets clients into your studio. As the photographic industry gets more and more saturated with start-up studios, it's important to set yourself apart from the pack. More than ever, adapting to the age of digital marketing has become a necessity for photographers. Al will discuss the 3 main marketing strategies that Behnke Photographers uses to get clients into their studio. He will show you how the Behnkes use hands-on marketing campaigns and partnership marketing to engage with new clients and keep their studio in the public eye. In addition, and perhaps most importantly, he will discuss how the Behnkes use social media marketing as a tool to engage with prospective

and current clients to keep them coming back year after year. Sometimes all it takes is a willingness to connect with people to succeed!

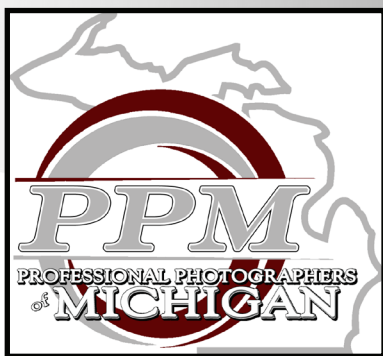
Al Behnke is a third-generation photographer specializing in weddings and seniors with Behnke Photographers in Mokena, IL. He is also the owner of 1001words Public Relations, a marketing firm that is dedicated to helping photographers and imaging professionals expand their business.

'I have a background in Public Relations and as a working photographer, I have seen first-hand how difficult it can be for studios to not just get off the ground, but to keep an upward trajectory as the times change. My goal is to help studios, big and small, get more customers through the door and to keep those customers for a lifetime. Through press release writing, social media upkeep, blogging, event and promotional creation, and effective e-mail marketing, I aim to help studios succeed in the ever-changing world of digital photography. Our studio has been around for nearly 60 years thanks to our aggressive marketing and social media plans. Our ideas and execution are meant to keep your studio thriving for years to come!

- Al

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





PPM March Madness:

Nichol Krupp

Sunday March 30 11:00 -12:00
At PPM's March Madness Event

Utilizing Photographic Imagery to Empower, Educate, and Elicit Change



Giving birth is a dangerous business for Haiti's population, who suffer the highest maternal mortality rate in the Western Hemisphere. Some 630 of every 100,000 women died of pregnancy-related causes in 2006 — more than five times the Latin American and Caribbean average, according to the United Nations." Founded in 2009, IWISH (International Women & Infant Sustainable Healthcare) is a tax-exempt entity organized exclusively for charitable, medical and educational purposes, to provide resources to women and children in underdeveloped communities with the ultimate goal of improved and sustainable healthcare for these constituencies. IWISH's Mission is to achieve sustainable healthcare to Women & Children in poverty stricken countries. "My parents are all gone now and she has really filled that mentor role for me and

my children. Our focus in Haiti is on Women's and Infant health. I am everything from a nurse, assistant, lactation consultant, educator on health and human rights issues as well as photojournalist and writer. Sometimes I even scrub in for surgeries and help sew up patients. I help women get through labor and I have assisted in many deliveries. Dr. Stryker calls me a Haitian doctor. There are no HIPPA laws in Haiti. What I have learned there about medicine, the human spirit, real photojournalism, myself and others is beyond words. I cannot describe how much it has changed me and how incredibly blessed I am to be able to go so often. While in Haiti, I do about 75% medical there and 25% photography." - Nichol

Nichol Krupp is an award-winning photographer based in Bay City, Michigan. She has been running a successful photography studio in the Tri-City area for 14 years. She is an internationally recognized photographer who has received numerous accolades and travels frequently throughout the U.S. to photograph and educate as well as to document humanitarian efforts to third world countries or otherwise devastated areas. As a result of these humanitarian journeys, Nichol has found her true calling in photojournalism. This allows her to bring a unique approach to photographing each of her clients, the ability to connect with them on much deeper levels, and provides her with the knowledge to authentically tell their story each and every time. They remain loyal to her not only because of the creative vision she brings to her photos, but also because of her unwavering dedication to staying inspired and bettering herself both personally and professionally. She is a wife, mother of three, writer, artist and missionary. Nichol is dedicated to teaching her children and others about the importance of the giving back to those much less fortunate than herself, as well as using her photography to educate and move others into action that creates change for women and children across the globe.



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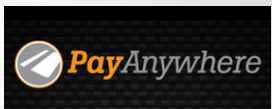


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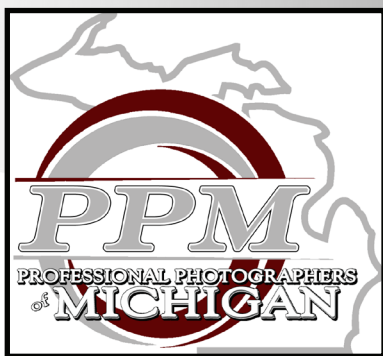
Trade Show

Sunday March 30, 12:00-4:00 PM
At PPM's March Madness Event

Come Visit these Vendors at PPM March Madness!



Registration and more information online for
PPM March Madness at: www.PPM.org
Attend the PPM tradeshow FREE!



PPM March Madness:

Ralph and Cindy Romaguera

Sunday March 30, 3:00-4:30 PM
At PPM's March Madness Event

Executives A time to...



There is no better profession than that of a photographer. This program will help you understand the business of photography and cover the technical knowledge needed to make a good income while enjoying life. There is a time for everything; including giving back to the community. Ralph and Cindy will show how they got involved with a local charitable organization and discuss the mutual benefit to the organization and the image of the studio. This program will

show executive portraits on location using minimal equipment and time. Also learn how Ralph used these images to earn his ASP Fellowship.

Ralph Romaguera, Sr. M. Photog., Cr., CPP, API, F-ASP and Cindy Romaguera, Cr. Photog., TX Associate Fellowship

Ralph began his photographic career at the age of 18 in the U.S. Naval Reserve. Following active duty at the Naval Photo School, he obtained a part time position with United Press International and later became a full time photojournalist for the Times Picayune Publishing Corporation in New Orleans, LA. In 1971, Romaguera opened his first portrait studio. Cindy started her photographic career at the age of 16 for a local portrait studio. After 29 years in the business with 14 of them owning her own studio in Longview Texas and three years as a vendor to the trade, Cindy and long time friend Ralph married March 2008. Cindy and Ralph have had similar paths in the photographic industry. Both have been president of their local guilds and their state organizations. Both of them have received the coveted National Service Award. Ralph is a Life member of Louisiana and Cindy is a Life member of Texas. Ralph has also served as president of the Southwestern Professional Photographers Association and the American Society of Photographers. Cindy is currently serving as a Trustee to the Texas School of Professional Photography and Ralph is serving as President of the Professional Photographers of America.



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





PPM March Madness:

Jason Weaver

Sunday March 30, 5:00-7:00 PM
At PPM's March Madness Event

BLITZ - Creating the ULTIMATE Studio Playbook



Jason will share a step by step program to not only capture AMAZING Images.. But to create an experience that the clients will LOVE and keep coming back. This class is for both new and seasoned photography studios. An action packed program... Guaranteed to have you on brain overload... and plenty of ideas to get you fired up and ready to Grow your Business.

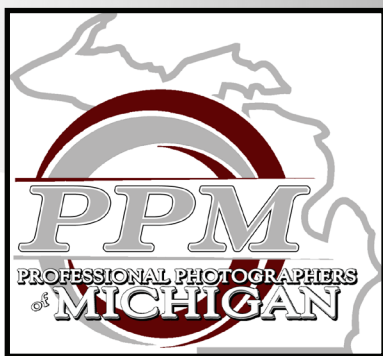
Jason Weaver graduated college with a Computer Information Systems degree. His career has included working in the manufacturing, government and healthcare sectors in his field. His passion for photography began when he was given a Canon 20D as a Christmas present and began photographing weddings with his father-in-law. After several years of working under Mac, he was ready to start his own. His fun personality along with his unique perspective has earned him numerous awards including the Ron Warwick Award for Best Wedding Image, two Kodak Gallery Awards and being named one of the Top Ten Photographers in Tennessee. After his first year of photographing seniors, he was awarded the Breakout Award at SYNC, as well as 2nd place in Senior Boys print competition, 2013 1st Place in Senior Girls and Fusion Award.



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www.PPM.org





PPM March Madness:

Shaun DeMint

Monday March 31, 9:00-10:00 AM
At PPM's March Madness Event

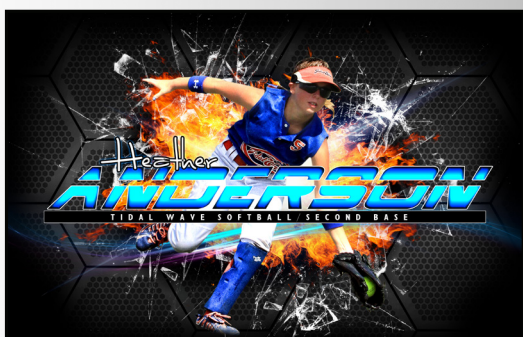
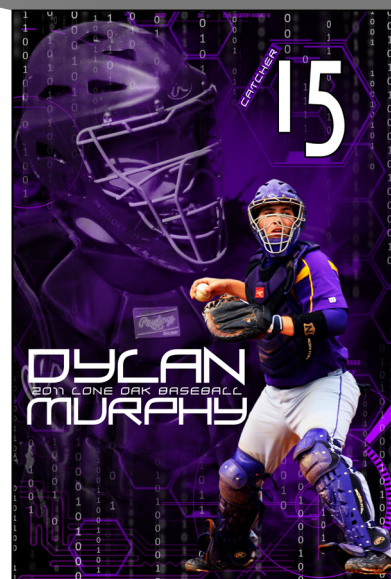
Action Tournaments - How to make your Action tournament photography a success!



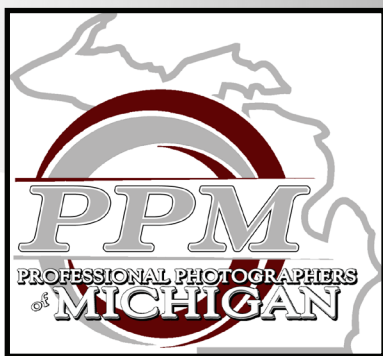
In this presentation you will learn all of the methods Shaun DeMint has used to create a successful tournament!

Shaun DeMint is originally from Stockbridge Michigan. Shaun graduated with a degree from Olivet Nazarene University with a degree in Commercial Graphics & Product design with minors in Photography and Multi-Media Applications. After college Shaun helped advance a photography company called Time Piece Photography in Paducah Kentucky. While at Time Piece Photography Shaun designed his first of many custom poster designs

as a test product in their market. To say that the design went over well would be an understatement. His designs have resulted in the creation of the leading provider of custom sports templates, Spotlight Photographics. Today Shaun is the lead tournament photography director for Gump's Sports Photography in Jacksonville Florida and is in charge of the World Series of Baseball & Softball tournaments held each year featuring over 2000 teams and more than 10,000 athletes. Utilizing custom products and his unique action photography program has resulted in increasing profits each year.



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



PPM March Madness:

Jessica Edwards

"Sneak Peek Class" - Monday March 31 at 10:30-11:30 AM

PPA Merit Class - Tuesday April 1, 9:00 - 5:00

At PPM's March Madness Event

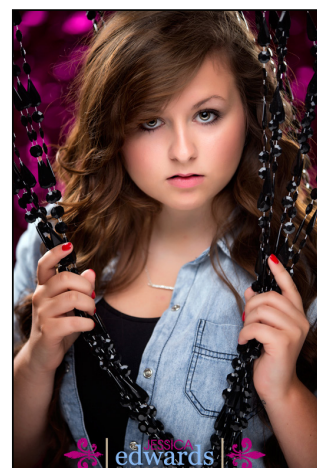
Senior Photography - Pricing Outside the Box



How much should I charge for an 8x10 in my area? Unfortunately, there's no magical formula to solve to get the right answer. There are many, many factors that goes into how much you should charge for your work. In this class, we will discuss the factors that you should and those that you should not take into consideration when determining your value. By looking at your overall financial goals and working backwards, you'll be able to figure out how much you need to charge to reach those goals. By setting up a pricing menu that allows your pictures to sell themselves, it can be easier than you think to achieve those goals. You don't have to be a great sales person to get

great sales! We'll also discuss effective in-person sales techniques that ANYONE can do. No high-pressure, used car salesman techniques...just effective sales strategies that can easily help you double, maybe even triple your sales average. She will also be sharing some shooting techniques with live models.

Jessica Edwards graduated from the Ohio Institute of Photography in mid 2005. By late 2007 she had opened her store front studio in the Appalachian Mountains of Kentucky. Early 2009 she moved herself, her cat, and her business to Southwest, Missouri, where she specializes in high school senior photography. Combining her technical roots and modern flair, she has developed a style that seniors and parents both love. Although Jessica has only been in business for less than six years, she has quickly become one of the most sought-after senior photographers in the four-state area, as well as an influential teacher to her peers. Pricing, in-person sales, posing, lighting, and marketing are among her specialties. In addition to many other awards, she has won several Kodak Gallery awards and has many PPA Loan images. She is a board member for the Missouri Professional Photographers Association and the Professional Photographers of the Ozarks. You can find her teaching at those organizations, privately at her studio, with the Kansas Professional Photographers Association, Just Shoot in Iowa, the PhotoPro Network (previously called KYPPA), SYNC Seniors, Kansas School of Professional Photographers, and the Professional Photographers of the Palm Beaches



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

PPA Merit Class on Tuesday April 1 is extra fee of \$99 Non Members ~ \$89 Members





PPM March Madness:

Stephen Thetford

Monday March 31 at 1:00-5:00 PM
At PPM's March Madness Event

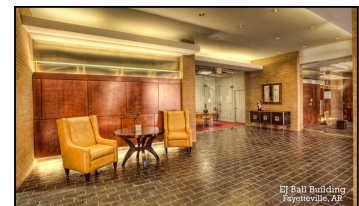
How Commercial HDR and Panorama Imaging can Increase your Revenue Stream



Stephen will show you how to increase your revenue stream through commercial imaging using equipment and skills you already possess. Your current client base has needs for work other than portraits and you can supply that need to the betterment of your bottom line. This program will provide you with ideas, technical understanding and practical applications that will give you the confidence to open up a new product line in commercial images for your portrait clients. Part 2 of the program will be a hands on demonstration of how to process HDR images, stitch multiple images together into panoramas and drop in needed elements to produce the look that your client has tried to obtain on their own without success. Using raw images that

Stephen will provide he will show you how to do it yourself on your own computer.

Stephen, with his wife Janet, owns and operates Stephen Thetford Photography in Fayetteville AR. Studio product lines include high school seniors, families, children and business portraits along with architectural and small product imaging. Stephen's original photographic training came from a short stint as a police detective in Texas investigating crime scenes. Later taking the newfound skills with a camera to a home-based portrait studio. Eventually he and Janet moved to NW Arkansas where he was quickly established as a premier photographer in the region. Stephen gives credit for the majority of his photographic skills to PPA and it's affiliate schools and programming and has chosen to give something back to the organizations. He has served on the boards and as president of the Professional Photographers Association of New Mexico and the Southwest Professional Photographers Association. He served for 15 years on the Bylaws, Rules and Ethics committee of PPA and as a trustee of the Delta School of Professional Photography since it was established in 2002. He is currently serving on the PPA Board of Directors. He has been named "High School Senior Photographer of the Year" the past 5 years in the Arkansas Professional Photographers Print competition along with numerous category titles and awards.



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