

*Complete Conference Details Inside!*

**IMAGE** **QUEST**  
March 31 - April 5, 2006  
Heart of America Professional Photographers Association  
Conference and Expo  
**OMAHA '06**

- All-Conference Party
- Charity Auction
- Huge Trade Show
- Excellent Programs
- Affiliated Print Judging
- Posing & Lighting Seminars
- Photo Safaris
- Presidents' Reception
- Awards Presentations

**HOTEL RESERVATION DEADLINE HAS BEEN EXTENDED TO MARCH 16 — CALL NOW!!**

Return to:  
**Stephen L Harvey**  
PO Box 1163  
Liberal KS 67905

**To:**

Stephen Miller  
Steve Miller Photography  
7411 South 89th Street  
La Vista, NE 68128



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# IMAGE QUEST

March 31 - April 5, 2006  
Heart of America Professional Photographers Association  
Conference and Expo

## OMAHA '06

(PLEASE PRINT)

### HOA Conference Registration Form

Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Studio Name \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Studio Address: \_\_\_\_\_ PPA #: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Member of:  Iowa  Kansas  Missouri  Nebraska  Other State PPA  Not a State Member

Check here if this is your first HOA Conference

**ABSOLUTE POSTMARK DEADLINE FOR PRE-REGISTRATION: MARCH 17, 2006**  
Registration Packets will be mailed to those registering by the deadline.

Please check everything you want in all categories.

*Please Use a Separate Form for Each Person Registering*

#### **FULL CONFERENCE REGISTRATION**

To register as a Member you must belong to one of the four state associations, or, if you are from outside our region you must be a member of your state association or the PPA. If out-of-region, please include a copy of your state membership card or PPA number (PPA # \_\_\_\_\_).

If you do not belong to any state association, register as a Non-member.

To qualify for Student registration you must be enrolled in a college or university taking a minimum of 12 hours per semester with at least three of those hours being photographic courses. You must provide a photocopy of your current class schedule.

_____	MEMBER Full Conference Registration including all events, activities and social functions	<b>On-site Registrations will be higher (see below)</b>	\$150.00
_____	NON-MEMBER Full Conference Registration including all events, activities and social functions		\$250.00
_____	STUDENT Full Conference Registration including all events, activities, social functions and print case fee		\$100.00

#### **SPECIAL EVENTS (Additional fee required. May be attended by Members only – Full Conference Registration required)**

_____	Safari with J. Michael McBride on Saturday	\$ 40.00
_____	Safari with Tina Marie Crnic on Saturday	\$ 40.00
_____	HOA Advanced Posing and Lighting 2 (NOTE: Sign up for either 1 or 2 only, not both)	\$ 50.00

#### **CONFERENCE ADD ONS (may be attended by Members or Non-members, Conference Registration not required)**

_____	Chris Wunder Saturday Workshop	\$ 60.00
_____	HOA Posing and Lighting 1	\$ 50.00
_____	HOA Awards Gala Ticket for spouse or guests who are not registered	\$ 40.00
_____	Iowa State Awards Banquet # _____ Tickets @ \$30.00 each	\$ _____
_____	Kansas State Awards Banquet # _____ Tickets @ \$30.00 each	\$ _____
_____	Missouri State Awards Banquet # _____ Tickets @ \$30.00 each	\$ _____
_____	Nebraska State Awards Banquet # _____ Tickets @ \$30.00 each	\$ _____

**TOTAL AMOUNT FOR REGISTRATIONS – ADD UP ABOVE AMOUNTS** \$ \_\_\_\_\_

Credit Card Information:  Visa  MasterCard (Discover and American Express NOT ACCEPTED)  
Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Make checks payable to HOAPPA. Mail to: HOAPPA, P.O. Box 1163, Liberal, KS 67905

#### **REGISTER ON-SITE FOR THE FOLLOWING:**

Trade Show Only – \$50.00; Single Day Programming (for Members only) – Saturday \$35.00, all other days – \$95.00 per day;  
On-site Full Conference Registration is \$50.00 more than advance. On-site Chris Wunder Workshop – \$75.00.

Tickets to State Banquets and HOA Awards as well as workshops and HOA Safaris may be available on-site with a \$10.00 additional charge.

**ABSOLUTE POSTMARK DEADLINE FOR PRE-REGISTRATION: MARCH 17, 2006**

# IMAGE QUEST

March 31 - April 5, 2006

Heart of America Professional Photographers Association  
Conference and Expo

## OMAHA '06



Omaha Hilton ❁ Qwest Center  
Omaha, Nebraska



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Professional Photographers  
OMAHA

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Welcome  
to . . .

# IMAGE QUEST

March 31 - April 5, 2006

Heart of America Professional Photographers Association  
Conference and Expo

## OMAHA '06

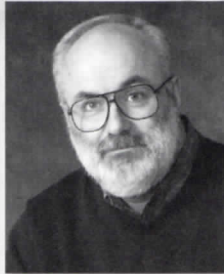
Greetings from the President



*Stephen L. Harvey*  
Liberal, KS  
Executive Director



*Donella Penrod*  
Cr. Photog.  
St. Louis, MO  
Past President



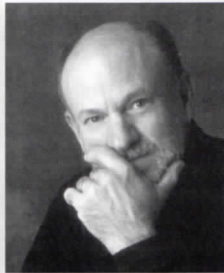
*Ron Clevenger*  
Cr. Photog.  
Ottawa, KS  
HOA President Elect/Treasurer



*Jim Dingwell*  
Cr. Photog.  
Lincoln, NE  
HOA Secretary



*Bruce Belling*  
PPA Certified, M. Photog., Cr.  
Des Moines, IA  
Director



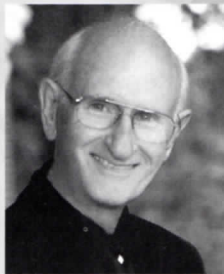
*Gary Fail*  
PPA Certified, M. Photog., Cr.  
Chanute, KS  
Director



*Suzanne Fischer*  
PPA Certified, M. Photog., Cr.  
Atlantic, IA  
Director



*Debbie Kertz*  
PPA Certified, M. Photog., Cr.  
St. Charles, MO  
Director



*Don Milroy*  
PPA Certified, Cr. Photog.  
North Platte, NE  
Director



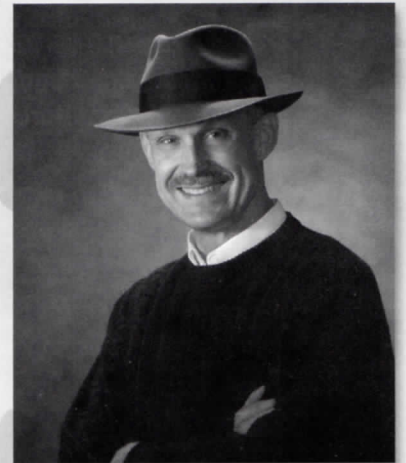
*Linda Nichols*  
Jefferson City, MO  
Director



*Stephen Smith*  
M. Photog., Cr.  
Topeka, KS  
Director



*Angela Gambill*  
PPA Certified, M. Photog., Cr.  
Corydon, IA  
Director



*E. Tom Strade*  
PPA Certified  
Bethany, MO  
HOA President

The Quest Begins!

Welcome to  
Omaha and  
"Eye Quest 2006".

This year's Conference and Expo begins a new adventure for Heart of America PPA. This is the first edition of an annual HOA. For those new to HOA, in the past, HOA has been a biennial event. Despite the challenges of putting together a four state conference in only one year, I feel the Board of Directors and our Executive Director have assembled a stellar lineup of talent and activities for you. Something new this year is our Biker theme party and Charity Auction on Sunday. So bring your riding gear and your checkbook and have a great time.

Whether it's the print judging, the programs, the exhibitors, the parties or the people that bring you to this conference, there is something for everyone.

Welcome to Omaha.

Let The Adventure Begin!

*About the cover . . .*

Our cover features the Best of Show prints from the 2005 conference print competition.

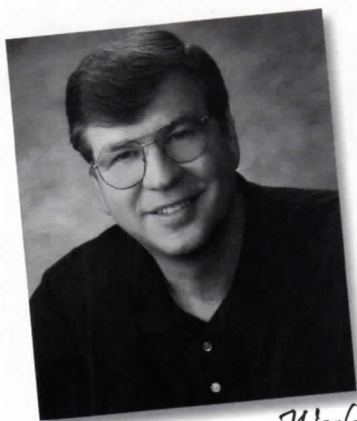
Left: Master, Best of Show, "Born in the USA"

by Woody Walters, M. Photog., Cr., Cedar Falls, IA

Right: Non-Master, Best Print of Show, "Following the Light"

by Paul Blaser, West Des Moines, IA

# State Presidents' Welcome



*Wesley Siebe*  
PPA Certified

President Professional Photographers of Iowa

Welcome all to Nebraska and another successful Heart of America Convention. Nebraska is actually my home state. I was born and raised in Nebraska and attended one of eastern Nebraska's last one room school houses. I moved to Dubuque Iowa in 1979 when I purchased an existing studio there.

I want to thank all of the Iowa attendees for the support they show for our state and for the HOA organization. Iowa has always supplied plenty of workers to help this convention run smoothly and this year is no different. Thank you for your time and efforts and for all of the HOA volunteers that work to put together this convention.

Have fun, make a few new friends, and take home plenty of new ideas for your business.

## Professional Photographers of Iowa

President ..... Wesley Siebe, PPA Certified, Dubuque, IA  
 Vice President ..... Bob Hawkins, PPA Certified, M. Photog., MEI, Cr., Newton, IA  
 Treasurer ..... John Mohr, PPA Certified, Bettendorf, IA  
 Secretary ..... Don Knop, PPA Certified, M. Photog., Ida Grove, IA

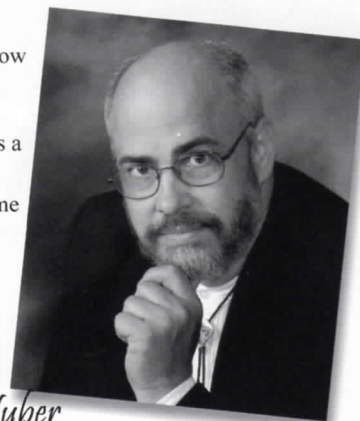


Welcome to another Heart of America Conference. This event always presents us with an excellent opportunity to grow in our craft. We will be exposed to some of the best programs available, enjoy shopping in a great trade show and have our prints scored by nationally recognized print judges.

I have always felt that fellowship among fellow photographers to be an equally important part of any convention. It's a chance to make new relationships, meet old friends and discuss the challenges of our ever changing profession.

I encourage all to take advantage of what this convention has to offer. Have fun, maybe relax a little bit, but take home some new ideas to make your business everything you want it to be.

On behalf of KPPA, I want to thank all of the volunteers who have so graciously given their time to make this conference successful; you are an important part of what makes our profession so great.



*Bob Huber*  
PPA Certified

President Kansas Professional Photographers Association

## Kansas Professional Photographers Association

President ..... Bob Huber, PPA Certified, Sabetha, KS  
 Vice President ..... Michael Bishop, PPA Certified, Cr. Photog., Pittsburg, KS  
 Treasurer ..... Waldo Berry, PPA Certified, Cr. Photog., Junction City, KS  
 Secretary ..... Derek Weber, Baldwin, KS



*Martha J. Dameron*  
PPA Certified, M. Photog., Cr.

President Professional Photographers Association of Missouri

Welcome to Omaha! I am looking forward to seeing all of my friends from Iowa, Kansas, Nebraska, and of course, from Missouri. This is going to be an excellent conference, in an outstanding location. By being in attendance, you are doing the single most important thing that you can do to grow your business. You have the opportunity to learn from the top photographers in the nation, and you can learn from your friends and neighbors in a relaxed setting. I always go home with something valuable from just casual conversations during the convention. Don't forget the Trade Show! If it isn't there—you don't need it.

This is my last conference as President of Missouri, and it seems like yesterday that we were talking about putting on an HOA every year. I think that this has been a great move on the part of all four states. I know that it will grow and evolve even more to meet the needs of all of our members. Thanks to all of you who have put this together for us and worked so hard to make it happen.

## Professional Photographers Association of Missouri

President ..... Martha J. Dameron, PPA Certified, M. Photog., Cr., Springfield, MO  
 Vice President ..... Debbie Kertz, PPA Certified, M. Photog., Cr., St. Charles, MO  
 Treasurer ..... Kelly Blosser, PPA Certified, M. Photog., Cr., Independence, MO  
 Secretary ..... Dr. Janet Bonsall, PPA Certified, M. Photog., Warrensburg, MO



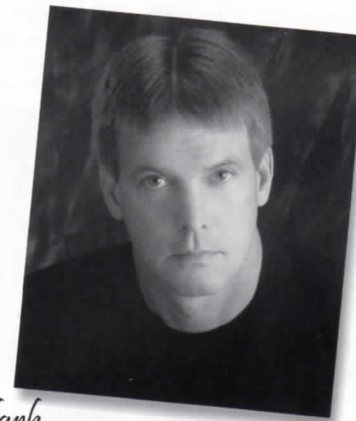
I would like to welcome everyone to the Heart of America Conference. Your HOA board has done a great job of putting together another outstanding line up of talent, with something for everybody. Make sure you make it a point to thank them!

This year the conference has come back to Omaha. For those of you that aren't familiar with Omaha, we have local Omaha photographers that will be wearing Greeter Ribbons. They can help you with any questions you might have.

Enjoy the education and fellowship.

## Professional Photographers of Nebraska

President ..... Brad Clark, PPA Certified, M. Photog., Lincoln, NE  
 President/Elect ..... Steve Miller, PPA Certified, Omaha, NE  
 Treasurer ..... Jeff Funk, PPA Certified, M. Photog., Papillion, NE  
 Secretary ..... Dave Watt, PPA Certified, M. Photog., Holdrege, NE



*Brad Clark*  
PPA Certified, M. Photog.

President Professional Photographers of Nebraska

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*Chris Wunder*

## **“Photography Business Essentials”**

**Sponsored by PPA, HOA and Marathon Press**

This “Photography Business Essentials” course is designed to help anyone who wants to be successful in Photography-

- Entrepreneurs who want to start a full or part time photography business.
- Seasoned Photographers currently in business that aren’t reaching their full income potential as well as those who want to “re-invent” themselves to meet the challenges of today’s market.
- Those that want an inspiring “refresher” course on best practices in Photography business marketing and management.

Building a successful photography business takes more than good technical skills. Great photographers often fail in business because they lack the marketing, promotional planning, and sales skills necessary to capitalize on your photography expertise.

In eight Information-packed hours, you’ll learn tactics and strategies to get started off right, get (and keep) your business profitable and have fun at the same time. Plus, we’ll share many “Secrets” of marketing success practiced by some of the TOP PHOTOGRAPHERS in business today.

### **HERE’S JUST A TASTE OF WHAT YOU’LL LEARN!**

- Are you really READY to start your own Photography business?
- Finding Mentors- the PPA, your State and Local Associations can help.
- How to name your business. When using your name is not the best idea.
- Business Plan fundamentals. Why you need one to succeed.
- When to work from commercial space, from home, or on-location
- How to get yourself legal- Permits, Licenses, Required legal filings.
- Sole Proprietorship? Partnership? Incorporation? What’s best for you?
- Accounting tips that will keep the Bank (and Uncle Sam) happy.
- Best ways to CONTRACT your services and protect yourself.
- Making sound BUSINESS decisions about equipment & technology
- When to DEFINE your specialty, and when it’s best to DIVERSIFY.
- Where’s the REAL money in photography?
- How to separate the ART of Photography from your need to earn a living.
- EIGHT BIG MISTAKES Photographers often make, & how to avoid them.
- Create your own unique “Image” from high-class marketing tools
- Tips on Advertising that DOES and DOESN’T work.
- Websites that WORK for you- 24 hours a day.
- Developing a Year-Round Marketing strategy.
- 10 Promotions to keep your cash register ringing
- Secrets of finding and booking more business.
- How to define and capitalize on your unique competitive edge.
- Tips for packaging and pricing your work
- Why it’s better to provide better value than to cut price.
- Words you should NEVER use in sales consultations.
- Critical planning for your future. How will you EVER retire?
- Where to find strategic partners that want to help you succeed.

### **FULL DAY PROGRAM**

**Saturday, April 1, 2006 • 9:00 am – 6:00 pm**

**Room 209, Qwest Center**

**(Break for Lunch 11:30 am – 1:00 pm)**

**(Additional Fee Required)**

*Photo Safaris - Saturday, April 1, 2006, 2:00 - 5:00 pm*

### **“Qwest to the Market”**

J. Michael has been fortunate to have his passion of photography also be his career for nearly 30 years. Natural light, environmental portraiture and custom story telling weddings have been his commercial success. However, creative visualization into scenic, still life, illustrative and fine art areas are a constant excitement to Michael.

Take a “Walk-About from the Qwest to Omaha’s Old Market. Demonstrations of how to achieve unique compositions with natural light and the use of architecture, color/tone harmony with natural posing. Learn to see depth, style and quality of light, simple controls, capture feeling in your images and so much more.

*J. Michael McBride*

**M. Photog., Cr.**



### **“Expressing Creative Visions”**

Creating a distinctive mood in a photograph is a style Tina Marie displays in her own images and encourages in others. In her presentation, Tina offers information for producing unique and memorable photographs that will touch your heart. Her style captures the innocence and carefree nature of children.

Although her presentation includes both color and black and white photography, Tina shows how the latter medium can create particularly provocative images. Tina’s presentation includes methods of handling the challenges of working with children and achieving heirloom imagery; however there is sound information for the spectrum of portraiture, including lighting, posing, etc.

For the photographer who wishes to refine his or her techniques for producing images resonating with mood, “Expressing Creative Visions” offers an opportunity for developing one’s own distinctive style. Whether you are a seasoned professional or just beginning, there will be something you will be able to take away with you!

*Tina Marie Vance-Crnic*

**PPA Certified, M. Photog., Cr.**





*HOA* wants to thank all those who helped bring you  
this year's outstanding talent:

Eastman Kodak Co. • Fuji Photo Film USA • H&H Color Lab  
Larson Enterprises/Sky High Backgrounds • MAC Group • Marathon Press • Morephotos.com  
Miller's Professional Imaging • Professional Photographers of America

Equally important to the success of the conference are all the firms and individuals whose participation makes this event possible:

First Timers Reception • Kansas Professional Photographers School  
Coffee Break • Eastman Kodak Co.  
HOA Print Awards • Miller's Professional Imaging  
Program Booklet Advertising • American Color Imaging, H&H Color Lab, Herff Jones,  
International Cyber Trans, KEH, Kendall/Hartcraft, Miller's Professional Imaging  
Program Booklet Covers • Marathon Press  
Pre-Conference Publicity • Allied Photo Color, American Color Imaging, Camera Center,  
CCL Photo Imaging, CDF, Inc., Christian Photo, City Photo Group, Color LNK, Colormaster,  
Creve Coeur Camera, Crick Camera Shop, Dameron Color Lab, Flat Land Photography Supply,  
FSI Imaging, H&H Color Lab, IPAS, JB Frame, Lattin Color Lab, Lawrence Photo,  
McKenna Pro Imaging, Mid West Photo Center, Midwest Camera, Miller's Professional Imaging,  
Moler's Camera, OJ Photo Supply, Overland Photo Supply, Photo Pro, Porter's Camera,  
Portrait City, PPS, Ramsey Resources, Rockbrook Camera, Schiller's, University Camera,  
University Photo, White House Custom Color, Wolfe's Camera

As you do business with these generous people, be sure to say *thanks!*

(Information complete at time of printing.)

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For more information, contact Nelson Coppedge  
at [KEHNelson@aol.com](mailto:KEHNelson@aol.com)



*Larry Peters*  
PPA Certified,  
M. Photog., MEI, Cr., CEI

## “Are You Making Money Shooting Seniors?”

(How to become the “IT” studio)

Learn how to book, photograph and sell senior portraits from the man who wrote the book. Peters Photography is still setting the trend for contemporary senior portraits. You may think you’ve seen it all in photography, but if you haven’t seen a presentation by Larry Peters you’re probably behind in what’s new.

Learn how to increase your average \$200 in one season, while training your staff to sell \$5000 orders in less than 2 weeks. This is an all-new program chock full of ideas in lighting, posing and cropping that your clients are going to love. Don’t miss this opportunity to have fun and learn from one of the premiere instructors in the United States, the Father of Contemporary Senior Portraits.

Larry Peters brought Senior Photography to what it is today with contemporary photography and now with the advent of digital, new digital ideas that not only look different, but have many sales advantages and markets. He also implemented never before used direct mail, the 12 hour sale and new sales techniques and packages.

The uniqueness of Peter’s style of photography has earned many awards with Peters, his son-in-law and daughter, all being Master Photographers. Their photography studios can boast of photographing over 1800 students each year with averages ranging from \$1100 plus sitting fees which reach as high as \$420.00.

Sunday, April 2, 2006 • 8:00 – 11:00 am • Room 212, Qwest Center

## “This Ain’t Your Mama’s Marketing!” Separate Yourself From The Rest Of The Pack

Do you have the time to do the things in life that are most important to you? Have you been searching for ways to take your wedding business to the next level of success and profitability but have been met with frustration? Are you satisfied with the dollar volume that your clients pay you and are you maximizing your marketing potential? Do you still have that “passion” for photography, or do you find yourself hitting the creative wall?

“This Ain’t Your Mama’s Marketing” will give you the basic tools to not only compete more effectively in the battle for clients, but to win the Marketing war! This entertaining and dynamic program is jam-packed with meat and potatoes information that will give you a new perspective of your business and your life, put the excitement and fun back into your photography and will teach you how to become a “Power Marketer”.

Noted speaker and author Mitche Graf shares his 20 years of dynamic Marketing experience and 9 years of Studio experience in this no-nonsense approach to promoting your photography business. Whether you are new to the industry or have been in the business since before film was invented, you will benefit tremendously from Mitche’s motivational and high-powered presentation!

Join Mitche and his special guest “Power Marketing Man” as they take an exciting look into the wonderful world of Marketing! In today’s fiercely competitive world of professional wedding photography, only the strong will survive and the weak will go away . . . Which one will you be? You will learn . . .

- . . . How to plan, develop, and initiate a “Power Marketing” campaign!
- . . . How to develop a “hook” for your Studio that will attract only the clients you want!
- . . . How to increase your per-client sales average using simple and proven techniques!
- . . . How to build value into your packages that allows you to charge more!
- . . . How to generate positive “word of mouth” advertising with vendors that will bring you more clients than you can handle!

- . . . How to build a positive image for your business that will put you in a league all your own!
- . . . How to utilize the internet to “ramp up” your marketing to a whole new level!
- . . . How to use the “power of humor” to maintain a positive perspective of your life!
- . . . *Plus much, much more!*

Sunday, April 2, 2006 • 8:00 – 11:00 am  
Room 211, Qwest Center

His “Power Marketing” approach to small business management will give you a solid foundation which to build a more successful Marketing program on, and will provide you with the tools to be able to not only compete, but to win the Marketing war!

Sponsored by Fuji Photo Film USA



*Mitche Graf*

## “Leather and Lace” Special Silent Auction

Don’t miss your chance to own some of this fantastic software:

- Mystical Lighting ( 2 Copies)
- Photo/Graphic Edges 6.0 (2 Copies)
- DreamSuite Series One
- DreamSuite Series Two
- DreamSuite Gel Series
- Mystical Tint Tone and Color
- Auto Eye 2.0



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Hilton Hotel Ballroom

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Sunday, April 2, 2006 • 6:30 – 9:30 pm  
 Room 210/211, Qwest Center

**“The Power of Light”**

This program will be on lighting. We will cover basic lighting to advance lighting. Lighting is something that has become lost in this crazy world of digital photography.

Something you rarely here about any more is lighting and it remains one of the most important parts of creating beautiful portraits as well as wedding and environmental photographs. Now days all you here people talking about is work flow and white balance and ink jet prints.

That’s what you need to know if you want your pictures to look like Aunt Virginia’s pictures. Professional photographer’s photographs should look like they were done by professionals not by your Aunt. Hopefully you will come away with a better understanding of dealing with lighting as well as difficult lighting situations.

Maybe we will even get rid of the “I’ll fix it in Photoshop later” mentality. If not you will at least have had fun and maybe learned a few new jokes.

A man inspired by fine art, music and culture, Jim strives to go beyond the tangible in his craft. Photography is something he has pursued his entire life. Jim’s photographic chronicles began in a small town in Maine, where he was born. Growing up surrounded by a beautiful coastal panorama and inspired by a plethora of scenic overtures; he refined the qualities that shine through in his artwork today.

Taking a closer look at Jim’s work reveals an ominous quality that is not immediately apparent to the viewer. Often times dark and provocative, these qualities, he feels, engage his clients to study, ponder, and reflect upon his art. Memory haunting in its style, his black and white fine art portraiture is the reason he is so often sought after.



*James Churchill*  
 PPA Certified, M. Photog., Cr.

Sponsored by Larson Enterprises/Sky High Backgrounds



*Fred Taylor*  
 M. Photog., Cr.



*Steve Attig*  
 PPA Certified, M. Photog.

**“CS2 & You”**

Thinking you don’t need to upgrade to the latest version of Photoshop? Want to speed up your workflow?

Fred and Steve will be showing the new added features Adobe has added in CS2 that will make you want to upgrade. They will be demonstrating some of their classroom assignments that enhance both your workflow and your images.

Let this digital duo show you how they have made digital simplify their daily procedures. Learn how to not become a slave to your computer. Just because you have made the switch to digital doesn’t mean you need to work longer or harder. These guys have taken an aggressive approach to the digital services necessary to meet the changing needs of the customers they serve. Fred and Steve will show Photoshop tricks, actions, short cuts and batch processing methods that are sure to change your daily routine.

Sunday, April 2, 2006 • 6:30 – 9:30 pm  
 Room 212, Qwest Center

**HOA** *Early Bird Hospitality*  
 Friday, March 31, 2006  
 7:00 – 11:00 pm  
 In the HOA President’s Suite, Hilton Hotel  
 Check at HOA Registration for Room Number

**HOA** *Affiliated Print Competition*  
**Jury Chairs & Print Judges for 2006**

**Jury Chairs:** Buddy Stewart, Barry Rankin, Warren Motts

**Judges:**

Ernie Johnson	Randy McNeilly	Dennis Hammond
Mary Mannix	Larry Peters	Nancy Mickle-Emmerich
Ken Meade	Bill Eaton	Greg Wurtzler
Gary Meek	Don Emmerich	Rich Voorhees
Kathy Meek	Jim Churchill	Tom McDonald
Marilyn Purvis	Doug Gifford	Gabriel Alonso

**Deadline for Shipped Cases:**  
 Must be at Liberty Exposition Services,  
 c/o Yellow Freight Systems, 4480 S 90th St, Omaha, NE 68127 by  
**WEDNESDAY, MARCH 29, 2006**

**Deadline for Hand-Carried Cases:**  
 Must be in the Qwest Center, Room 210, 2nd Floor by  
**1:00 pm, FRIDAY, MARCH 31, 2006**

**— NO EXCEPTIONS —**

Print cases not picked up at the conference will be returned  
 COD via UPS.

**HOA** *First Timers' Reception*  
**Is This Your First Heart of America Conference?**  
 All first time attendees are invited to a special reception in their honor in Room 214, Qwest Center at Noon on Sunday, April 2.  
 Sponsored by the Kansas Professional Photographers School



# Heart of America Posing and Lighting Seminars

Hands-on Workshop – Basic Portrait Class – Posing and Lighting

Sunday, April 2, 2006 – 8:00 – 11:00 am in the Qwest Center

*These seminars honor all of the photographers/educators of the Heart of America states who gave so generously of their time and talents to assist young photographers. In one way or another, we have all benefited from their guidance.*

## Heart of America Posing and Lighting Seminar I

**Qwest Center Room 210**

This seminar, available only to photographers in their first or second year in portrait photography, will teach basic fundamentals, led by experienced instructors (selected from Iowa, Kansas, Missouri and Nebraska).

A separate registration fee of \$50.00 will be charged. Students of Seminar I are not required to register for the full conference. Seminar registration forms must be sent to HOA Registration, PO Box 1163, Liberal, KS 67905-1163. Only 40 registrants will be accepted. Dave Mencl, PPA Certified, M. Photog., Cr., Hutchinson, KS will be the moderator.



T. Michael Stanley



Brian Wedemeier



Eric Brun



Gerald and Ruth Schlomer

## Heart of America Posing and Lighting Seminar II

**Qwest Center Room 209**

This seminar is available only to photographers who have completed HOA Posing and Lighting I or the equivalent and who have at least five years of experience in portrait photography. Four instructors will teach advanced techniques. Brian Wedemeier, Iowa, will share his ideas and methods to photograph seniors; T. Michael Stanley, Kansas, will be working with the class to photograph Couples/Weddings; Gerald and Ruth Schlomer, Missouri, will be working with children and Eric Brun, Nebraska, will teach methods to photograph Groups/Families.

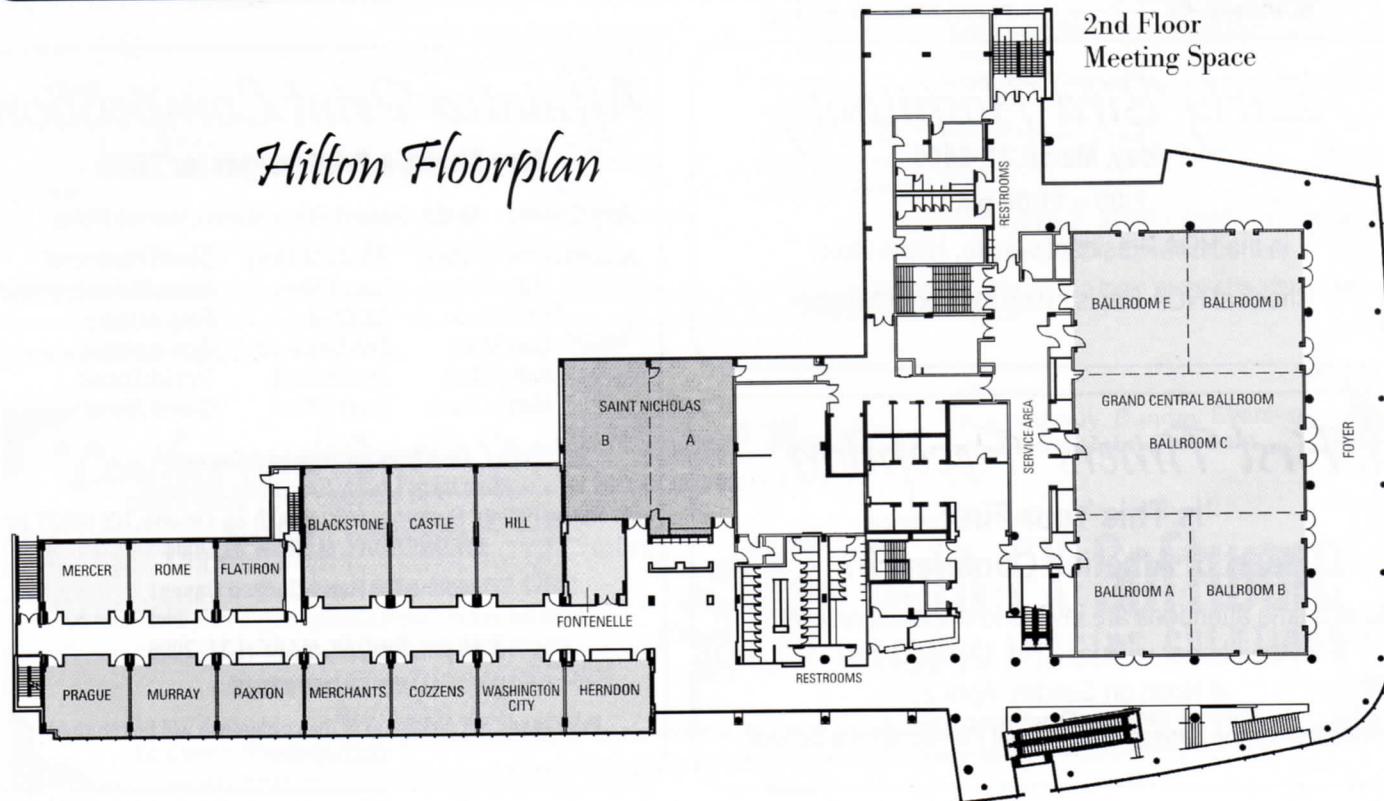
A separate registration fee of \$50.00 will be charged. Students must be a member of one of the four state associations (Iowa, Kansas, Missouri or Nebraska) and be registered for the full conference to attend this seminar. Registration forms must be sent to HOA Registrations, PO Box 1163, Liberal, KS 67905-1163. Only 24 registrants will be accepted.

For more information about these two workshops contact:

Angela Gambill, Seminar Coordinator • 100 South Franklin, Corydon, IA. 50060 • 641-872-2390 • dawagner@grm.net.

To register for either of the two seminars, click the 'Registration' button on the opening page and download the HOA Conference Registration Form.

## Hilton Floorplan



# Conference Schedule - March 31 - April 5, 2006

**NAME BADGES REQUIRED FOR ADMISSION TO ALL PROGRAMS & ACTIVITIES**

## Friday, March 31, 2006

Noon Registration desk opens in Qwest Center, 2<sup>nd</sup> floor  
**1:00 pm DEADLINE FOR HAND CARRIED PRINTS,**  
RM 210, Qwest Center  
7:00 - 11:00 pm **HOA Hospitality**  
In the Presidents Suite, Hilton Hotel

## Saturday, April 1, 2006

8:00 am Registration desk open, Qwest Center, 2nd floor  
8:00 am Judging begins, Rm 210/211/212, Qwest Center  
**9:00 - 6:00 Chris Wunder - RM 209, Qwest Center**  
**"Photography Business Essentials"**  
**(Additional Fee Required)**  
Sponsored by Marathon Press & PPA  
Noon Lunch Break  
1:15 pm Judging resumes until finished  
**2:00 - 5:00 J Michael McBride - PHOTO SAFARI**  
**Tina Marie Crnic - PHOTO SAFARI**  
3:00 pm Registration desk closes  
7:00 pm - midnight **HOA Hospitality**  
In the Presidents Suite, Hilton Hotel  
Saturday evening explore downtown Omaha and the Old Market area where you will find many fine eateries and pubs.

## Sunday, April 2, 2006

6:45 - 7:45 am **Non-Denominational Inspirational Program**  
- Rm 214, Qwest Center  
7:30 am Coffee - Qwest Center, 2nd floor  
Courtesy of Eastman Kodak Co.  
7:30 - 4:00 Registration desk open,  
Qwest Center Lobby by Exhibit Hall A  
8:00 am Certification Testing - Rm 213, Qwest Center  
(Prior arrangements must be made to take this test.)  
8:00 - 5:00 ASP Board Meeting - Fontenelle Rm, Hilton Hotel  
**8:00 - 11:00 HOA Workshop I - Rm 210, Qwest Center**  
(Additional Fee Required)  
HOA Advanced Workshop II - Rm 209, Qwest Center  
(Additional Fee Required)  
**Larry Peters Program - Rm 212, Qwest Center**  
**"Are You Making Money Shooting Seniors?"**  
**Mitche Graf Program - Rm 211, Qwest Center**  
**"This Ain't Your Mama's Marketing"**  
Sponsored by Fuji Photo Film, USA  
11:15 - 5:30 Print Show open, Exhibit Hall A, Qwest Center  
**11:15 - 5:30 Trade Show open, Exhibit Hall A, Qwest Center**  
12:00 noon First Timers Reception - Rm 214, Qwest Center  
Sponsored by Kansas Professional Photographers School  
**6:30 - 9:30 Jim Churchill Program - Rm 210/211, Qwest Center**  
**"Power of Lighting"**  
Sponsored by Larson Enterprises/Sky High Backgrounds  
**Fred & Steve Program - Rm 212, Qwest Center**  
**"CS2 and You"**  
9:45 - midnight **All Convention Party**, Hilton Hotel ballroom  
**"Leather & Lace"** fun for all and fundraising for charity

## Monday, April 3, 2006

6:45 - 1:30 Registration desk open at Exhibit Hall A entrance,  
Qwest Center  
7:00 - 10:00 **Mark Brandes Program - Rm 210, Qwest Center**  
**"I've Got a Thing or Two to Say"**  
**Doug Gifford Program - Rm 211, Qwest Center**  
**"Contemporary Wedding Coverage"**  
**John Woodward Program - Rm 212, Qwest Center**  
**"Mastering the Light"**  
Sponsored by the MAC Group

## Monday, April 3, 2006 Continued

8:00 - 5:00 ASP Board Meeting - Fontenelle Rm, Hilton Hotel  
8:30 am Exhibitors Breakfast - St. Nicholas Rm, Hilton Hotel  
10:00 - 4:00 Print Show open, Exhibit Hall A, Qwest Center  
**10:00 - 4:00 Trade Show, Exhibit Hall A, Qwest Center**  
11:15 am Iowa Past President's Meeting -  
Iowa General Membership Meeting to follow,  
Rm 213, Qwest Center  
Noon Kansas Annual Meeting - Board Meeting to follow,  
Rm 214, Qwest Center  
Missouri Board Meeting & Luncheon,  
Hill Rm, Hilton Hotel  
Nebraska Past President's Luncheon,  
Herndon Rm, Hilton Hotel  
6:30 pm **President's Reception**  
Hilton Ballroom Foyer/Ballroom  
Cash bar, food, and fellowship  
8:30 p.m. **Awards Presentations**  
9:45 - midnight **Dance with Complete Music**  
12:15 am **Midnight Breakfast**

## Tuesday, April 4, 2006

7:00 - 9:00 am Swap Shop Qwest Center, Rm 214  
7:00 - 2:00 Registration desk open  
- Grand Central Ballroom pre-function area  
7:30 - 9:00 am Pick-up prints, Exhibit Hall A, Qwest Center  
**8:30 - 11:30 Vicki Tauffer - Hilton Grand Central Ballroom AB**  
**"Unplugged Branding"**  
**10:00 - 12:00 Nancy Mickle-Emmerich**  
**- Hilton Grand Central Ballroom C**  
**"Children's Imagery, Start to Finish"**  
Sponsored by Miller's Professional Imaging  
**Scott Kurkian - Hilton Grand Central Ballroom E**  
**"It's Your Money Keep More of It"**  
Sponsored by PPA  
**Michael Connors - Hilton Grand Central Ballroom D**  
**"Internet Marketing and Design"**  
Sponsored by Morephotos.com  
**12:30 - 3:30 Doug Box - Hilton Grand Central Ballroom AB**  
**"Posing and Lighting for Digital Capture"**  
Sponsored by Eastman Kodak Co.  
**1:00 - 3:00 Don Emmerich - Hilton Grand Central Ballroom C**  
**"Photoshop CS2 & Inkjet Printing"**  
Sponsored by Miller's Professional Imaging  
**Chris Wunder - Hilton Grand Central Ballroom DE**  
**"Promotions Spell Profits"**  
Sponsored by Marathon Press  
6:00 pm **State Presidents Receptions**  
- Hilton Grand Ballroom Foyer  
7:00 pm **State Banquets** (rooms subject to change)  
Iowa - St Nicholas, Hilton Hotel  
Kansas - Hilton Grand Central Ballroom AB  
Missouri - Hilton Grand Central Ballroom DE  
Nebraska - Hilton Grand Central Ballroom C  
10:30 pm Afterglo - pre-function area

## Wednesday, April 5, 2006

7:45 - 8:30 am Registration desk open  
- Hilton Grand Central Ballroom pre-function area  
**1:00 - 1:00 John Derry - Hilton Grand Central Ballroom AB**  
**"Expressive Photographic Interpretation"**  
**Colleen & Co Program**  
**- Hilton Grand Central Ballroom C**  
**"Image Style Vision"**  
1:00 p.m. Conference ends, have a safe trip home  
and mark your calendars for HOA 2007  
in Kansas City March 30 thru April 4.

\* Subject to last minute changes

\*IDs will be checked at all social functions and in the Hospitality Room. No one under the age of 21 will be served alcohol.

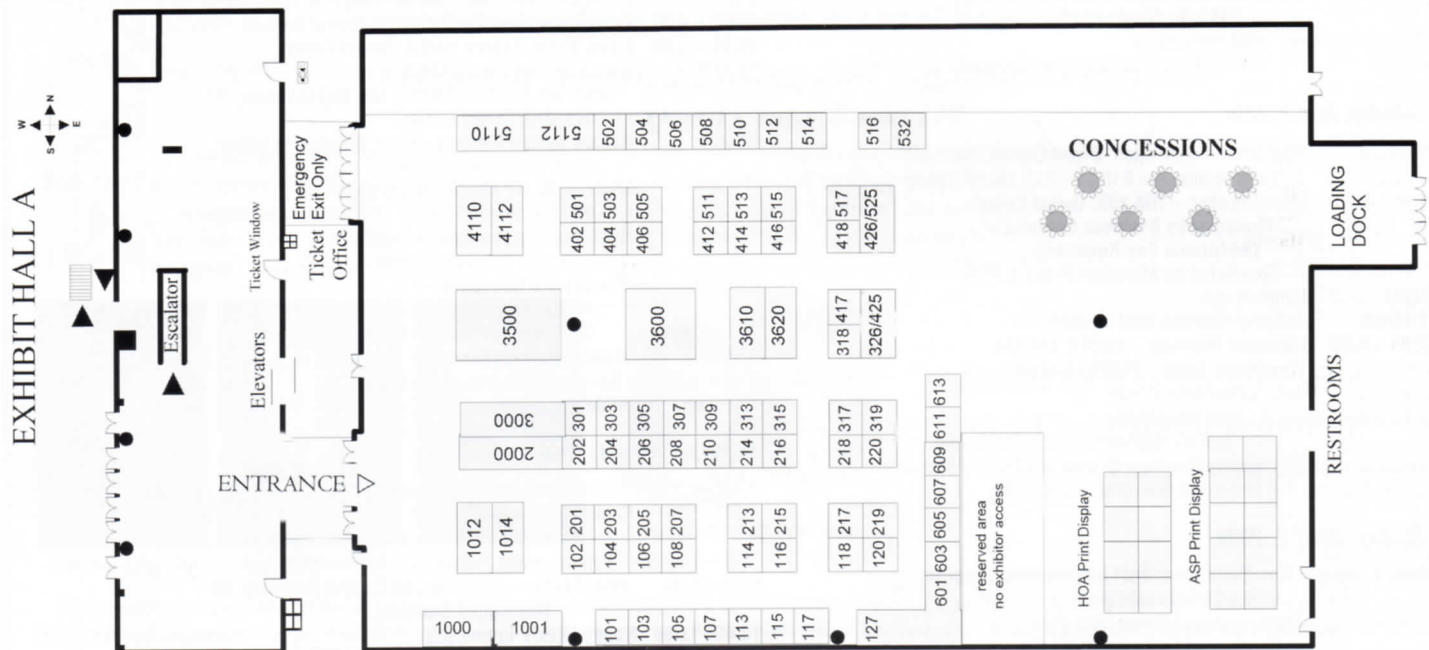
**Daylight Savings Time begins on Sunday, April 2. Be sure to set your clocks ahead before you retire for the night.**

# 2006 Trade Show Exhibitors

**EXHIBIT HALL A, QWEST CENTER**

**Trade Show Hours:** SUNDAY 11:15 am – 5:30 pm  
MONDAY 10:00 am – 4:00 pm

*Concessions Available  
in Trade Show*



**517 • Nancy Soles-Fishpaw**  
**ALBUM CRAFTERS**  
2693 W 76th St, Hialeah, FL 33016  
Phone: 800-338-7213 website: albumcrafters.com

**513 • Gordon Siefert**  
**ALBUMS UNLIMITED**  
2012 Hartog Dr, San Jose, CA 95131  
Phone: 408-436-4500 website: albumsunlimited.com

**3500 • Frank A Jonte**  
**AMERICAN COLOR IMAGING**  
PO Box 625, Waterloo, IA 50704  
Phone: 319-277-3655 website: acilab.com

**605/607 • Jeff Kline**  
**ARMADILLO PHOTO SUPPLY**  
9777 West Gulf Bank #1500, Houston, TX 77040  
Phone: 800-762-8088 website: armadillophoto.com

**115/117 • Michael Franz**  
**ART LEATHER MFG**  
5010 Golden Valley Trail, Castle Rock, CO 80109  
Phone: 303-688-1490

**426/525 • Mike Daniel**  
**BACKGROUND EXPRESS/  
MIDWEST PHOTOGRAPHIC**  
130 North Central, O'Fallon, MO 63366  
Phone: 636-281-0326  
website: midwestphotographic.com

**305 • Shelley Trainor**  
**BLOSSOM PUBLISHING**  
163 2nd St, Winona, MN 55987  
Phone: 507-474-7450 website: blossom-publishing.com

**326/425 • Bob Victor**  
**BOB VICTOR'S**  
1100 SE Rice Rd, Topeka, KS 66607  
Phone: 785-234-3219 website: bobvictors.com

**101 • Steve Metz**  
**BURRELL PRO LABS**  
1311 Merrillville Rd, Crown Point, IN 46307  
Phone: 219-663-3210 website: burrellprolabs.com

**318 • Brian Cooney**  
**CALUMET PHOTOGRAPHIC**  
900 W Bliss, Chicago, IL 60622  
Phone: 312-944-2774 website: calumetphoto.com

**1014 • Corinne Corles**  
**CANON USA**  
1 Canon Plaza, Lake Success, NY 11042  
Phone: 516-328-4840 website: usa.canon.com

**219 • Dick Christian**  
**CHRISTIAN PHOTO**  
6721 Douglas, Des Moines, IA 50322  
Phone: 515-270-8030

**417 • Tim Kasberger**  
**COLOR INC**  
3280 Chicago Dr, Grandville, MI 49418  
Phone: 616-988-1489 website: colorinc.com

**502 • Trudy Caviness**  
**COLORMASTER, INC**  
PO Box 280, Ottumwa, IA 52501  
Phone: 641-682-8348 website: colormaster.net

**307/309 • Tony Bennett**  
**CROWN PHOTO PRODUCTS**  
1225 Capital Dr Ste 100, Carrollton, TX 75006  
Phone: 800-827-0363 website: crown-usa.com

**404 • Bill Caster**  
**CUSTOM DEVELOPING & FINISHING**  
5808 Maples, Mission, KS 66202  
Phone: 913-384-9126

**514 • Cheryl Elbers**  
**DIGITAL DOCTOR**  
408 Maple St, Valley Springs, SD 57068  
Phone: 605-757-7044 website: digitaldoctoretc.com

**418 • S Fred Taylor**  
**DIGITAL LINK LCC**  
1202 SW Eastman St, Blue Springs, MO 64015  
Phone: 816-228-3907 website: fredandsteve.com

**3000 • Ron Rice**  
**DURY'S PHOTO**  
701 Ewing Ave, Nashville, TN 37203  
Phone: 800-824-2379 website: durys.com

**511 • Laura Bautell**  
**DYNAMIC DESIGNS**  
7253 Lebring Rd, Bancroft, MI 48414  
Phone: 989-634-9353 website: dynamicdesigns1.com

**202/204 • Doris Armstrong**  
**EASTMAN KODAK**  
343 State St, Rochester, NY 14650-0403  
Phone: 585-724-4689 website: kodak.com

**501 • Lenny Rosen**  
**ENHANCED IMAGES INC**  
1210 Arthur Ct, Lawrenceville, GA 30043  
Phone: 678-985-3016 website: enhancedimageslabels.com

**4110 • Richard Harding**  
**EXCEL PICTURE FRAMES**  
17728 Kent Ln, Battle Lake, MN 56515  
Phone: 218-864-8894 website: excelpictureframes.com

**3620 • Philip Frangenberg**  
**FRAMEWORKS**  
9103 E 37th St N, Wichita, KS 67226  
Phone: 316-636-4470 website: frameworksmoulding.com

**503 • Bill Prudner**  
**FUJI PHOTO FILM USA**  
250 Scientific Dr #300, Norcross, GA 30092  
website: fujifilm.com

**201/203 • George Wakefield**  
**G W MOULDING**  
1479 Ventura Dr Ste F, Cumming, GA 30040  
Phone: 678-513-0290

**106 • Roger Bode**  
**GATEWAY PRODUCT SUPPLY**  
St Louis, MO 63368  
website: gpsupply.net

# 2006 Trade Show Exhibitors

## EXHIBIT HALL A, QWEST CENTER

- 206 • Anne Henning**  
**GENERAL PRODUCTS**  
4045 N Rockwell St, Chicago, IL 60618  
Phone: 773-463-2424 website: gpalbums.com
- 505 • Missi Bastiaanse**  
**GREAT LAKES ALBUMS**  
120 N Aniline #36, Holland, MI 49424  
Phone: 800-594-9048 website: gla-online.com
- 1012 • Sharon Jegen**  
**H&H COLOR LAB**  
8906 E 67th St, Raytown, MO 64133  
Phone: 816-358-6677 website: hhcolorlab.com
- 120 • David B Hamilton**  
**HAMILTON COLOR LAB**  
4305 S 120th St, Omaha, NE 68137  
Phone: 402-330-1600 website: hamiltoncolorlab.com
- 220 • Ken Warnat**  
**HARDWOOD FRAMES**  
1261 Butterfield, Nixa, MO 65714  
website: hardwoodframes.com
- 611 • Jerry Grier**  
**HAWKEYE COMMUNITY COLLEGE**  
PO Box 8015, Waterloo, IA 50704  
Phone: 319-235-0212
- 208/210 • Randy Michaelis**  
**HERFF JONES**  
PO Box 100, Lewiston, MN 55952  
Phone: 800-533-8030 website: herffjones.com
- 108 • Jared Aylor**  
**IMAGEQUIX**  
2123 Old Spartanburg Rd #200, Greer, SC 29650  
Phone: 800-243-1896 website: imagequix.com
- 214 • David Wooten**  
**INTERNATIONAL CYBERTRANS**  
783 Old Hickory Blvd #263, Brentwood, TN 37027  
Phone: 877-804-3300 website: cybertrans.com
- 113 • Jeff Batterson**  
**J B FRAME AND DESIGN**  
428 N Iowa St, Washington, IA 52353  
Phone: 319-653-5461
- 406 • Edward Blumenshine**  
**JRS DIGITAL SOLUTIONS**  
Box 512, Denver, IA 50622  
Phone: 319-984-5529 website: jrsdigital.com
- 114 • Gary Justice**  
**JUSTRITE BRACKET**  
21565 Verdun, Farmington Hills, MI 48336  
Phone: 248-477-0592 website: justritebracket.com
- 412 • Nelson Coppedge**  
**KEH CAMERA**  
18 Church St Ste B, Hazelhurst, GA 32539  
Phone: 912-375-0033 website: keh.com
- 207 • Mike Adams**  
**KENDALL-HARTCRAFT**  
1869 Appaloosa Dr, Naperville, IL 60565  
Phone: 630-983-6564 website: kendallhartcraft.com
- 504 • Ron Clevenger**  
**KPPS**  
224 Maple, Ottawa, KS 66067  
Phone: 785-242-7710 website: kpps.com
- 510 • Marc Lattin**  
**LATTIN COLOR LAB**  
3508 Terrace Dr, Cedar Falls, IA 50613  
Phone: 319-277-7600 website: lattinlab.com
- 103-105-107 • Jill Mulholland**  
**LES BRANDT BACKGROUNDS**  
PO Box 122, Red Bud, IL 62278  
Phone: 618-282-4616 website: lesbrandtbackgrounds.com
- 217 • Debbie Lewis**  
**LUCK COLOR LAB**  
PO Box 4438, Cleveland, TN 37323-4438  
Phone: 423-479-5043 website: luckcolorlab.com
- 3600 • Dan Cirillo**  
**MAC GROUP**  
8 Westchester Plaza, Elmsford, NY 10523  
Phone: 914-347-3300 website: macgroupus.com
- 512 • Charles Lee**  
**MAIPP**  
220 E 2nd St, Ottumwa, IA 52501  
Phone: 641-799-8957 website: maipp.com
- 609 • Dick Stevens**  
**MAGCO SPORTS PHOTO PRODUCTS**  
140 Westgate Dr, Newark, OH 43055  
Phone: 740-552-6044 website: magcosports.com
- 5112 • Linda Varn**  
**MARATHON PRESS**  
PO Box 407, Norfolk, NE 68702-0407  
Phone: 800-228-0629 website: marathonpress.com
- 532 • Nancy Vorland**  
**MC KENNA PROFESSIONAL IMAGING**  
PO Box 5600, Waterloo, IA 50704  
Phone: 800-238-3456 website: mckennapro.com
- 218 • Kenneth Pearl**  
**MICHEL CO**  
1151 S. Northpoint Blvd, Waukegan, IL 60085  
Phone: 800-621-6649 website: michelcompany.com
- 2000 • Marty McClutchem**  
**MIDWEST PHOTO EXCHANGE**  
3313 N Hight St, Columbus, OH 43202  
Phone: 614-261-1264 website: midwestphoto.com
- 5110 • Debra Radell**  
**MILLER'S PROFESSIONAL IMAGING**  
610 E Jefferson, Pittsburg, KS 66762  
Phone: 800-835-0603 website: millerslab.com
- 508 • Katherine Karr**  
**MOREPHOTOS.COM**  
10850 Traverse Hwy Ste 1010, Traverse City, MI 49684  
Phone: 231-932-0855 website: morephotos.com
- 301/303 • Linda Claussen**  
**MUSLIN MAGIC**  
971 Creekside View Lane, Rapid City, SD 57701  
Phone: 605-388-3970
- 515 • Stephen Winer**  
**NEIL ENTERPRISES**  
450 E Bunker Ct, Vernon Hills, IL 60061  
Phone: 847-549-7627 website: neilenterprises.com
- 317/319 • Susan Christl**  
**NORTHWEST PROFESSIONAL COLOR**  
214 12th St NW, West Fargo, ND 58078  
Phone: 701-282-3577 website: npc-net.com
- 116 • Jannie Wong**  
**PACIFIC STUDIO SUPPLIES**  
1574 Gulf Rd, Point Roberts, WA 98281  
Phone: 604-278-7937 website: pss2001.com
- 216 • Warren Strassel**  
**PENN PHOTOMOUNTS, INC**  
PO Box 2404, Aston, PA 19014  
Phone: 610-459-8303 website: pennphoto.com
- 416 • John Tu**  
**PERSON & PERSON INTL INC**  
6858 Raspberry Ct, Corona, CA 92880  
Phone: 951-817-5988 website: personandperson.com
- 118 • Jon Sieck**  
**PHOTO STREAM BOOKS**  
8852 Golf Cr, West Des Moines, IA 50266  
Phone: 515-491-4600 website: photostreambooks.com
- 4112 • Glen Kadelbach**  
**PHOTOGRAPHYPROPS.COM**  
20364 210th St, Hutchinson, MN 55350  
Phone: 320-234-6200 website: photographyprops.com
- 506 • Larry Emerson**  
**PICTURE PERFECT IMAGING**  
5520 E Central, Wichita, KS 67208  
Phone: 316-687-0272 website: mypictureperfect.biz
- 613 • Susan Keyton**  
**PORTRAIT CITY BY CUSTOM COLOR**  
300 W 19th Terr, Kansas City, MO 64108  
Phone: 816-474-3200
- 313/315 • Mark Higgins**  
**PRO LAB IMAGING PRODUCTS**  
16733 Gertrude St, Omaha, NE 68136  
Phone: 866-721-0500 website: prolabimaging.com
- 1001 • David Mithofer**  
**PROFESSIONAL PHOTOGRAPHERS OF AMERICA**  
229 Peachtree St Ste 2200, Atlanta, GA 30303  
Phone: 404-522-7600 website: ppa.com
- 205 • Marc Reifenrath**  
**PROOFPOD.COM**  
311 1/2 Main St, Cedar Falls, IA 50613  
Phone: 877-277-7816 website: proofpod.com
- 213 • Dave Fortina**  
**ROCKBROOK CAMERA**  
2717 S 108th, Omaha, NE 68144  
Phone: 402-397-1171 website: rockbrookcamera.com
- 127/601 • John Snow**  
**SKY HIGH BACKGROUNDS/LARSON ENT.**  
2185 Alicia St, Fort Meyers, FL 33901  
Phone: 239-334-8887 website: larsen-ent.com
- 414 • Brian Harvey**  
**STUDIOCART LLC**  
PO Box 460844, Omaha, NE 68046  
Phone: 402-505-4151 website: studiocard.com
- 104 • Elizabeth Adams**  
**TAPRELL LOOMIS**  
2160 Superior Ave, Cleveland, OH 44114  
Phone: 800-827-5679 website: tap-usa.com
- 1000 • Joel Levin**  
**THE LEVIN COMPANY**  
1111 W Walnut St, Compton, CA 90220  
Phone: 800-345-4999 website: levinframes.com
- 402 • Stacey Lemaux**  
**TYNDELL PHOTOGRAPHIC**  
13035 Wayne Rd, Livonia, MI 48150  
Phone: 734-422-4477 website: tyndellphotographic.com
- 102 • Jen LaGrange**  
**VIRTUAL BACKGROUNDS**  
101 Uhlard Rd Ste 106, San Marcos, TX 78666  
Phone: 512-805-4844 website: virtualbackgrounds.net
- 215 • John Reding**  
**WHITE GLOVE**  
4 Grandhill Way, Pittsford, NY 14534  
Phone: 585-248-8963
- 3610 • Michael Haneline**  
**WHITE HOUSE CUSTOM COLOR**  
156 Hardman Ave S, South St Paul, MN 55075  
Phone: 800-252-5234 website: whcc.com

# President's Reception and Awards Presentation

*Everyone is cordially invited to attend the  
 President's Reception\* and Awards Presentation\*  
 Monday, April 3, 2006 in the Hilton Hotel Ballroom  
 Meet and greet the presidents of HOA, PPA, Iowa, Kansas, Missouri and Nebraska  
 Enjoy an evening of fun, excitement and fellowship with your friends.*

*6:30 pm - President's Reception  
 Heavy Hors d'oeuvres Buffet  
 HOA Awards Presentations*

*9:45 pm - All Conference Dance  
 12:15 am - Midnight Breakfast*

*All of these events are included with the full conference registration.  
 Additional tickets may be available. Check at the registration desk prior to this event.*

*Print Awards courtesy of Miller's Professional Imaging*

*\*Formal attire is optional*

Reserved Seating is Available • Table Sign-up at the Registration Desk

## National Award Recipients

1977 .....	Elgin Smith & Dorothy Smith, Prairie Village, KS
1979 .....	Roydell Donaldson, Wichita, KS
1981 .....	W.J. Fuller, Ft. Doge, IA
1983 .....	Ron Clevenger, Ottawa, KS
1985 .....	Les Hassel, Bellevue, NE
1987 .....	Marvin Burk, Cedar Creek, MO
1989 .....	Helene Larson-Svitak, Valley, NE
1991 .....	Henry Andrade, Liberal, KS
1993 .....	Stephen L. Harvey, Liberal, KS
1995 .....	Merle G. Walker, North Kansas City, MO
1997 .....	Sara Fishman, Newton, IA
1999 .....	James L. Frieze, Columbus, NE
2001 .....	Dixie Laval, Raytown, MO
2003 .....	Gerald Schlomer, Sedalia, MO
2005 .....	Dave Mencl, Hutchinson, KS

## Distinguished Service Awards

1997 .....	JoAnn Belling, Des Moines, IA Dick Evans, Lincoln, NE Don Hammond, St. Peters, MO Stan Reimer, Pratt, KS
1999 .....	Daniel Wallace & Sharlyn Wallace, Topeka, KS Dale Williams, Wichita, KS
2001 .....	Dick Foy, Burnsville, MN Wes Siebe, Dubuque, IA Dave Swoboda, Parkville, MO
2003 .....	Bill Bateman, Maryville, MO Bob & Sari Hawkins, Newton, IA Gary Sterling, Hedrick, IA
2005 .....	Steve Abbott, York, NE Roger Elrod, Lincoln, NE Dean Siebe, Dubuque, IA



## "I've Got a Thing or Two to Say"

More ideas on making money in portraiture than any program you've ever seen . . . no joke!

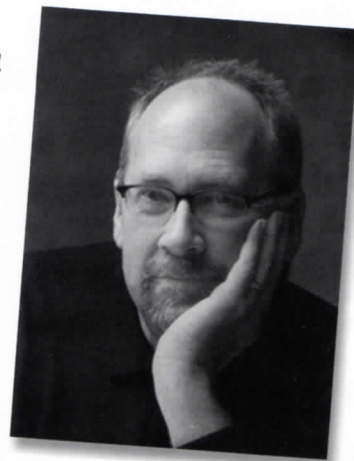
Mark Brandes of Westlake Village, California has designed his program to explore the ways that photographers can stimulate their creative processes, apply this to their work and in doing so, set themselves apart from their competitors. He will explore the art that has preceded us, and how that art can be used as inspiration for our own portrait work.

Although this program is not designed to be technically oriented, Mark will be talking about the methods he uses to create his portraits, and his experience with using a number of two wall sets in the studio.

The second half of the program is primarily a business/marketing program that focuses on the issue of target marketing, and how it can be effectively done. Mark has taken a very rifled approach to his portrait marketing after having gone through using a very shotgun approach.

Through establishing a number of "strategic alliance" relationships, Mark has developed A business that is highly effective in its profit and in the last five years doubled its sales volume.

Mark is currently the president of Brandes Portraiture, Inc. This company grew out of Mark Brandes Photography, a commercial advertising company in Westlake Village that he began after graduating from the Brooks Institute. Brandes has created advertising photography for various companies in Los Angeles and Ventura counties. His clients included Packard Bell Computers, Corona Data Systems, Wordplex and Diamond Back Cycles. Over the years, Mark's portraits have garnered numerous awards. In 1995, he was one of two national winners of the Kodak "Dreammakers" contest, and has many PPA Loan Collection prints to his credit. His portrait "The Tango Begins" graces the opening page of the 2004 PPA Loan Collection Book.



Mark Brandes  
M. Photog., Cr.

Monday, April 3, 2006 • 7:00 – 10:00 am • Room 210, Qwest Center



Doug Gifford  
M. Photog., Cr.

## "Contemporary Wedding Coverage: Foundation or Lipstick on a Pig?"

Reflections, insights and discussion about how a solid photography foundation is the true creative edge.

Doug has always been an artist. He has explored and developed his talents in many areas - from clay and metal sculpture, to becoming a professional musician and now, a respected professional photographer. Most of the time, a person will specialize in one area of photography. Doug is unique in that he has developed his skills in many areas including portraiture, wedding, commercial, sports and fine art photography. Since 1981, Doug has operated his Laguna Niguel studio as the sole photographer. He is a product of his environment. Born and raised in Southern California, he specializes in using natural light and backgrounds. His simple technique, professionalism, and easy-going personality continues to work today as well as it has at the over 1200 weddings and 1700 portraits he exclusively has photographed.

Though he is a traditionally-trained photographic portrait artist that can help "real people" look their best, his images reflect a relaxed, warm, photojournalistic feeling because of his years of experience, making quick, creative decisions as an editorial sports photographer covering such events as the America's Cup yacht races, Formula One and Indy/CART motor races, and other important social and entertainment events. This signature approach allows Doug to photograph his clients in their most comfortable and familiar surroundings, making the photographic experience enjoyable, while capturing finished images reflective of a master artist.

Monday, April 3, 2006 • 7:00 – 10:00 am • Room 211, Qwest Center

ALL CONFERENCE PARTY

(included with full conference registration)

# "Leather & Lace"

and Charity Auction

Join your friends for a fun evening and fundraising for charity. Come dressed in your favorite motorcycle riding attire (still come even if you don't ride or even if you are just a want-a-be rider) and take part in the entertainment, for the "Leather" part of the night. The evening will begin with a magic show that is sure to amaze all. And now the "Lace" part. During the evening our auctioneer will give you the opportunity to bid and buy some fine art photography. All proceeds from the auction will be divided among the HOA states and then sent to their favorite charity.

A charity auction has been a part of Nebraska state conventions for the past several years and the tradition will continue here at HOA. Our speakers and judges will be providing the auction prints and they will be on display at the conference. This is a fantastic way to own a beautiful art print and benefit your charity at the same time. So plan to bid high and bid often, it'll make you feel better if you do!

**Special Silent Auction  
for Complete Software Packages  
from Auto FX**

#### Selected Charities are:

- Professional Photographers of Iowa – *Precious Angels*
- Kansas Professional Photographers Assn. – *Kansas Children's Service League*
- Professional Photographers of Missouri – *Wonderland Camp*
- Professional Photographers of Nebraska – *Make-A-Wish*
- Heart of America Professional Photographers Assn. – *Make-A-Wish* (Omaha)

**Keg Beer • Cash Bar • Snacks**



**John Woodward**  
Cr. Photog.

If John can save you three mistakes, based on his experiences, how much further will you be in your career? John now has 15 years of experience in teaching the "pros" what they were supposed to know already.

Beyond examining the breadth and depth of lighting, Mr. Woodward will examine and demonstrate such things as format and lens selection, location scouting, facial analysis and alternative studio setups. You'll gain a complete understanding of such things as "Sunny 16", "black factor", the characteristic curve of film, proper exposure determination as well as the advantage of eliminating variables.

John feels that once you have a complete understanding of these concepts you'll be able to concentrate more fully on the aesthetics of your imaging.

**Sponsored by the MAC Group**

## "Mastering the Light" Volume 1 "Basics and the Studio"

John Woodward has spent 35 years producing images for corporations such as Chase, Citibank, Viacom, Paramount and Marriott. His work in sports includes being the official photographer for the New York Yankees, director of photography for the Avon and Virginia Slim's women's tennis championships as well as corporate sponsors photographer for the Jets, Giants, Islanders, Rangers, the New York Marathon and others. John has been the corporate sponsors photographer for the United States Tennis Open for nearly three decades.

In the music world he has had opportunities to work with the Rolling Stones, Michael Jackson, Madonna, Whitney Houston, Bon Jovi, Billy Idol and Billy Joel. Mr. Woodward has photographed Heads of State, the Pope, Dalai Lama, several Presidents and a First Lady or two.

John's course, instructional and shooting styles, are an amalgam of all these experiences. As a corporate events specialist you learn that everyday presents a new challenge. Some days would find you shooting an interior of the corporate boardroom, portraits of the officers and then documenting a charity dinner. The next day would be a model's portfolio followed by illustrations for a television show. The following day would be food photography on location and then a sporting event. The beauty of our profession is that it doesn't have to be the same day in and day out. The diversity of our work allows certain freedoms. The quality of life available to us as professional photographers is enviable.

### Program Outline

1. Format and negative sizes and their relevance.
2. Black factor and image quality
3. The power curve of lenses
4. Focal length equivalency chart
5. How natural vision translates to sales
6. Definitions
7. Things to think about
8. Dimensional photography
9. Symmetry and facial analysis
10. Studio set alternatives
11. Hair light
12. Background baubles
13. Cup light to create rim light
14. Portrait and glamour light
15. Modified glamour
16. Window light
17. A generalist approach to developing new disciplines.

**Monday, April 3, 2006 • 7:00 – 10:00 am • Room 212, Qwest Center**

*State Banquets - Tuesday, April 4, 2006*

**Cash Bar • Food • Fellowship**


**Hilton Hotel Foyer/Ballrooms**

*All state banquets will be held Tuesday evening.  
State Print Awards, Service Awards and PPA National Awards  
will highlight this special evening.  
The evening will begin with the State President's Reception, 6:00 pm  
in the hotel ballroom foyer, followed with dinner served buffet style.  
Then it's on with the awards, photographs and celebrations.  
To conclude the evening, enjoy the "Afterglow" reception  
in the ballroom foyer.*

State Banquet Tickets: \$30.00 In Advance – \$40.00 On Site

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*Vicki Tauffer*

### *V Gallery "Unplugged"*

#### **Getting down to the truth and details on how to brand and niche yourself through original marketing ideas.**

Vicki Tauffer jumped into the spotlight in 2005 and is continuing to bring new and unique ideas to the photographic industry. "Unplugged" is a philosophy focusing on the most important aspects of your business and getting the core structure organized so that you can reach your goals. Vicki is going to get right down to the truth and details you want to know on how to brand and niche yourself through original marketing ideas. Using their "unplugged" philosophy, V Gallery grew from a home-based studio to a 4,000 square foot studio with 8 employees in less than three years. Get ready to get intimate with one of the up and coming photographers and marketing specialists in the industry.

Vicki and her husband Jed started V Gallery in the cramped basement of their house at the age of 23. With a focus on artistic portraiture, the business evolved into a 4,000 sq. foot studio with 8 employees in just 3 years. Vicki attributes a large portion of her success to the high profile image she has created for her portrait gallery. Vicki has spoken to photographers both nationally and internationally, including South Korea. She has been recognized by Kodak as one of the up and coming photographers in the industry. In 2004, she won the Illinois High School Seniors' Choice Award. In 2005, Vicki won the Highest Scoring Print at the Orvieto Fotografia event in Italy as well as the Grand Prize in the portrait category at WPPI.

**Tuesday, April 4, 2006 • 8:30 – 11:30 am • Grand Central Ballroom AB, Hilton Hotel**

### *"Children's Imagery, Start to Finish"*

If you enjoy photographing children and want to take it to the next level, this is the program for you! Come and experience Nancy's creativity with children's portraiture. See why she is so successful in the children's market. This will be a program on posing, lighting and designing a beautiful piece of art with Corel Painter. Painter is a magical program that will allow you to add a new beautiful line of photographic art. Come and see how it is done.

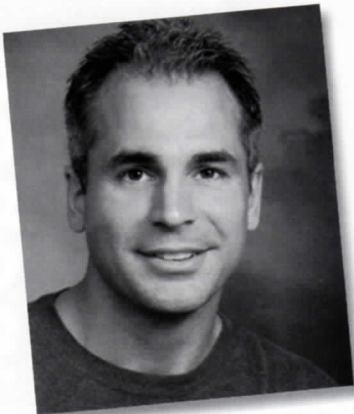
Nancy Mickle-Emmerich has had a lifelong love of photography. Beginning shortly out of high school, she became a wedding photographer. After the birth of her children she began to photograph rodeos and other events. In 1991 she joined PPA and has earned her Master and Craftsman degrees. She is the Past President of the Professional Photographers of Oklahoma and Oklahoma Metro Photographers.

Nancy launched Studio Art Photography, a portrait studio in Oklahoma City in 1984. The Studio specializes in children's portraits. Nancy has won numerous Kodak Gallery, Fuji Masterpiece regional and state awards. Last year she had all four prints in the 2004 ASP Traveling Loan Collection.

**Sponsored by Miller's Professional Imaging**

**Tuesday, April 4, 2006 • 10:00 am – 12:00 Noon  
Grand Central Ballroom C, Hilton Hotel**

*Nancy Mickle-Emmerich*  
PPA Certified, M. Photog., Cr.



### *"It's Your Money, Keep More of It"*

Scott Kurkian, CPA, CAE has been the Chief Financial Officer of the Professional Photographers of America for the past 12 years and is one of the founders of Studio Management Services, the new financial services division of PPA available only to its members. Scott has worked with many photography businesses to help them learn to understand the financial aspects of managing a small business and how to use financial analysis to improve profitability.

**Sponsored by PPA**

**Tuesday, April 4, 2006 • 10:00 am – 12:00 Noon  
Grand Central Ballroom E, Hilton Hotel**

*Scott Kurkian*  
CFO / PPA

### *"Internet Marketing & Design"*

Michael has been advising professional photographers on the best internet marketing practices for the last 9 years and other marketing for over seventeen years. He will talk on a variety of related subjects; all geared toward making the most out of the money you spend on the internet. Included in this are the do's and don'ts of a great website design, search engine optimization and pay-per-click services, and the best ways to make a photographer's website not only a selling tool but just as importantly a valuable marketing tool, which is often the most overlooked aspect of having an internet presence.

**Sponsored by Morephotos.com**

**Tuesday, April 4, 2006 • 10:00 am – 12:00 Noon  
Grand Central Ballroom D, Hilton Hotel**

*Michael Connors*



HEART OF AMERICA  
PHOTOGRAPHY

# SWAP SHOP

Turn your  
Unused  
Treasures into  
Cash!

Selling Begins  
7:00 am  
Tuesday, April 4

## SWAP SHOP SCHEDULE:

6:00 am  
Swap Shop Sellers Setup  
Qwest Center, Room 214  
7:00 – 9:00 am  
Swap Shop Open  
Qwest Center, Room 214

### Sellers are Responsible for the Sale of Their Own Items

Sellers must be a member of one of the Heart of America state associations. Items for sale must fit on top of the table or in the space under it.

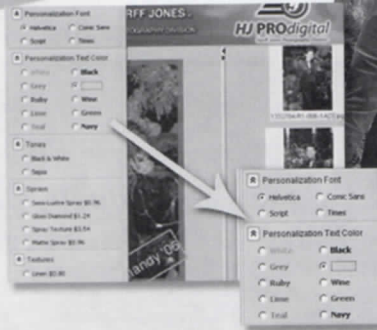
NO sales by commercial vendors.  
Seller's tables are \$30.00 each  
(Pay at the Door).

*Got an item that's too big?  
Bring a picture of it!*

Jim Dingwell  
2006 Swap Shop Chair  
402-476-6571  
dingphoto@alltel.net

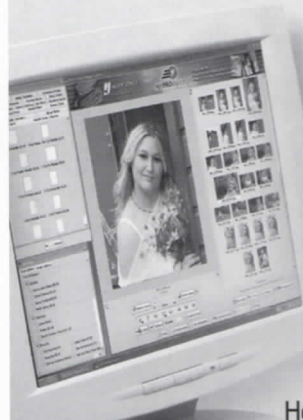


**HJ PROdigital**  
Herff Jones Photography Division



You can now order Personalized Wallets in both the Image 21 and Image Express catalogs. Choose from 4 font styles and 10 color choices at no additional charge. Only 30 cents per unit.

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# 16x20's

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*Explore downtown Omaha and the Old Market area  
where you will find many fine eateries and pubs.*

Old Market guides at HOA Registration Desk

Daylight Savings Time begins on Sunday, April 2.  
Be sure to set your clocks ahead before you retire for the night.



*Chris Wunder*

### ***“Promotions Spell Profits”***

Chris Wunder has over 30 years of industry experience covering almost every aspect of the photography business. He’s owned and operated successful portrait studios with multiple locations in three states offering a full range of photographic services. He’s also been in top management with companies at the regional, national and international level engaged in portrait mass-marketing as well as the school, sports and special event photography business.

Chris is a recognized authority and consultant on Sales and Marketing, promotional photography and product development. He’s been a platform speaker and trainer for professional Seminars, Sales Meetings and Conventions both nationally and internationally. Chris is currently the Director of New Business Development for Marathon Press, Inc. of Norfolk, NE where he conducts a variety of educational workshops for photographers.

**Sponsored by Marathon Press**

**Tuesday, April 4, 2006 • 10:00 am – 3:00pm  
Grand Central Ballroom DE, Hilton Hotel**

### ***“Posing and Lighting for Groups, Couples, Individuals, Brides and Children”***

This is a lighting and posing program. It is fully illustrated and includes a hand out that follows along with the images on the screen. Doug will use models to illustrate easy posing techniques.

Doug will cover:

- basic posing, of individuals, couples and groups
- lighting patterns - when to use each one
- light modifiers - when and how to use each one - Umbrellas, soft boxes, scrims, parabolic, etc.
- additional lights - hair lights, separation lights, kicker lights, etc.
- corrective posing - to make people look better
- using window light - controlling contrast and proper metering
- photographing outdoors, adding flash out doors so it doesn't look fake

Whether you are new in the business or a 20 year veteran you will enjoy Doug’s fun style of teaching. He will also cover exposure and white balance for digital photography.

Doug has been doing photography for 33 years. He has been inspiring photographers of all levels to go beyond the normal studio into a more successful and creative business. Besides being an excellent photographer, he is a dynamic speaker and has appeared at seminars and conventions all over the U.S., Canada and Mexico. He was also chosen to teach at the International Wedding Institute by Hasselblad University. If you haven’t seen Doug speak in a while, don’t miss this program. His fun and genuine style of teaching will make your day enjoyable, informative and motivational.

His articles and images have graced the pages of most professional photographic publications. He is the author of The Photographic Success Newsletter and has written several books including Professional Secrets of Children’s Photography, Professional Secrets of Photographing Weddings and Natural Light Photography, published by Amhurst Publishing.

**Sponsored by Eastman Kodak Co.**

**Tuesday, April 4, 2006 • 12:30 – 3:30 pm • Grand Central Ballroom AB, Hilton Hotel**



*Doug Box*  
M. Photog., Cr., API

### ***“Photoshop CS2 and Ink Jet Printing”***

Don Emmerich has been using Photoshop since Photoshop 1. Come and see how he uses the power of Photoshop in both his daily studio work and his fine art photography. Don will share his expertise on printing beautiful ink jet photographs. Don’t let the confusion about profiling keep you out of this profitable market.

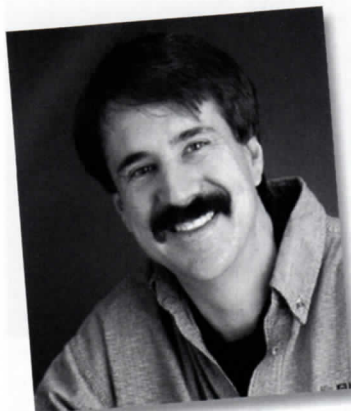
Your digital imaging skills will be enhanced by exploiting the full potential of your inkjet printer. The astounding quality of today’s inkjets presents the photographer with new profit opportunities and the ability to expand your range of client services by producing low-volume runs of photographic-quality outputs such as proofs, prints, posters, promotional brochures, and watercolor greeting cards. The combination of digital imaging and the inkjet printer will extend the flexibility and control you demand on the image-creation side of photography to the finished product side.

Don Emmerich helped pioneer the integration of digital imaging with conventional photography. For the past several years, he has traveled the world advocating and teaching these technologies to various companies and individuals. His teaching has taken him to twenty-seven countries on four continents and has earned him such foreign honors as the Master of Photography degree from China.

Don has earned all four degrees from the Professional Photographer’s Association and was recently awarded a fellowship into the American Society of Photographers. He currently serves as Technical Editor for the Professional Photographer magazine and as a board member for the Professional Photographers of America, the American Society of Photographers, and the Colorado Institute of Art.

**Sponsored by Miller’s Professional Imaging**

**Tuesday, April 4, 2006 • 1:00 – 3:00 pm • Grand Central Ballroom C, Hilton Hotel**



*Don Emmerich*  
PPA Certified, M. Photog.,  
MEI, M. Artist, Cr., API, F-ASP



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*John Derry*

### **“Expressive Photographic Interpretation”**

In this digital era, photographers are searching for new tools to make their work stand out and attract customers. John Derry’s program offers a creative approach to adding a personalized hand-wrought sensibility to your images. With Corel Painter, photographers possess a virtual artist’s studio that can be used to transform their images into dramatic natural-media works of art. The key to getting the most out of Painter is understanding how to take advantage of its unique brushes in order to complement your photographic style.

You will have an over the shoulder look at the mechanics of Painter’s brush engine. John’s easygoing teaching style will clearly explain how brushes are designed and applied to your work. A primary goal of the workshop is to assist you in determining and devising the best tools to complement your photographic style. You will learn how to control your brushes, as well as create new ones as needed, to help you convert your photograph to personalized unique masterpieces. You will leave the program with a command of Painter that will eliminate your fears

John Derry is a pioneer of digital painting and one of the original authors of Corel® Painter™. Since 1985, he has leveraged his background in drawing and painting to advance the look and experience of traditional art-making tools on the computer. John has a bachelor’s degree and a master’s degree in Fine Art and is a practicing artist and photographer. John’s illustration and design work have appeared in publications including Communication Arts, Print Magazine, Design Graphics, Mac Art & Design, Professional Photographer, and The Painter WOW! Book series. His clients have included Apple Computer, Price-Waterhouse, The Sharper Image, Electronic Arts, DuPont Design Technologies and Corel Corporation. John is currently serving as Corel’s Painter Ambassador-at-Large and writes a monthly column, All Things Painter, for Corel’s Painter Canvas newsletter.

**Wednesday, April 5, 2006 • 2:00 am – 1:00 pm  
Grand Central Ballroom AB, Hilton Hotel**

### **“Image. Style. Vision.”**

Colleen & Co. will show you how to streamline your seniors from the set design, session, and sales. Colleen and Darty combine their talents for a program filled with information that can be used in your studio immediately. Colleen and Darty will amaze you with their straight forward style and honest approach to running a photography studio.

Colleen Gosnar started the studio in 1989 at the age of 20. The studio has grown to include 11 full time employees. A second location was added in 1997 and quickly grew into a new studio in December of 2001. The 6,700 sq. ft layout of the new studio will blow your mind. It is like no other. Both locations also include extensive outdoor studios. Colleen’s studio has become a success from having an unbelievable gifted staff, and listening and responding to the ever changing needs of the client. Colleen recently received her Craftsman Degree and has won multiple awards for her photography and marketing.

Darty Hines joined the Colleen & Co. team in 1998. He has worked in many studios in the Ohio area before making his home in Pennsylvania. He has won numerous awards for his photography including, The Photographer of the Year at SPI, an 2005 ANNE award for senior marketing and Best Website at SPI in 2000 and 2004. He is responsible for the creative side of the studio’s growth. Darty also received his Craftsman Degree in 2002. In 2004, both Colleen and Darty were awarded the Marketer of the Year at SPI in Daytona Beach, Florida.



*Colleen Gosner*  
Cr. Photog.

*Darty Hines*  
Cr. Photog.

**Wednesday, April 5, 2006 • 8:00 am – 1:00 pm  
Grand Central Ballroom C, Hilton Hotel**

## Past Presidents

1975-77	.....	Roydell Donaldson*, Wichita, KS
1977-79	.....	W.J. Fuller, PPA Certified, Ft. Dodge, AI
1979-81	.....	Les Hassel*, PPA Certified, M. Photog., Cr., Bellevue, NE
1981-83	.....	Robert J. Westrich, PPA Certified, M. Photog., Cr., St. Louis, MO
1983-85	.....	Marvin Burk, PPA Certified, Cr. Photog., Cedar Creek, MO
1985-87	.....	Henry Andrade, Liberal, KS
1987-89	.....	Richard Evans, M. Photog., Lincoln, NE
1989-91	.....	Don Hammond, PPA Certified, M. Photog., Cr., St. Peters, MO
1991-93	.....	Sara Fishman, M. Photog., Newton, IA
1993-95	.....	Dan Wallace, PPA Certified, Cr. Photog., Topeka, KS
1995-97	.....	James L. Frieze, M. Photog., Cr., Columbus, NE
1997-99	.....	Gerald Schlomer, PPA Certified, M. Photog., Cr., Sedalia, MO
1999-01	.....	Dave Mencl, PPA Certified, M. Photog., Cr., Hutchinson, KS
2001-03	.....	Don Milroy, PPA Certified, Cr. Photog., North Platte, NE
2003-05	.....	Donella Penrod, Cr. Photog., St. Louis, MO

\*Deceased

## Committee Assignments

2006 Imaging Conference and Expo

Awards / Print Committee	.....	Debbie Kertz
Convention / Trade Show	.....	Stephen L. Harvey
Photography / Security	.....	Bruce Belling
Programs	.....	Stephen Smith
Props / Models	.....	Gary Fail
Publications	.....	Ron Clevenger
Registration	.....	Sue Fischer
Signature Clothing	.....	Linda Nichols
Social Events	.....	Don Milroy
Sponsors / Trade Show	.....	Stephen L. Harvey
Swap Shop / Transportation / Hosts	.....	Jim Dingwell
Workshops	.....	Angela Gambill



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# 2006 marathon workshops

## ▶ Lock in on your ideal target market.

Identify your ideal clients and then learn how to tailor your marketing activities to gain their attention.

## ▶ Find the keys to a successful marketing campaign.

Learn what it takes to effectively market your studio in order to realize a return on your marketing dollar.

## ▶ Uncover the marketing strategies of today's top earners.

Discover what has made the industry's top studios successful and how you can implement these proven strategies.

## ▶ Define your unique marketing style.

Achieve optimum marketing impact from a unique brand identity, consistent message, and recognizable marketing style.

## ▶ Tap into the power of Internet marketing.

Take advantage of the latest website innovations and technology enhancements.

Most busy studio owners simply do not have the time or expertise to create a comprehensive marketing plan that raises their marketing to the next level.

Marathon's Marketing Workshops held in Norfolk, Nebraska, at the Marathon Education Center allow photographers and their staff members to gain the perspective that comes from leaving the studio behind and focusing their efforts entirely on how to do a better job of marketing the business.

Marathon, in turn, focuses all our resources — from designers and account representatives to Internet specialists and key executives — on helping you market your business more efficiently and cost-effectively.

Workshops are limited to 12 non-competing studios, therefore classes fill up early. Reservations are taken strictly on a first-come, first-served basis.

### Tuition

**\$795 – Includes hotel and most meals.** Additional person(s) from studio can attend at no additional tuition charge; additional charge may apply for extra room(s) and meals only.



To register, contact an account representative at **(800) 228-0629**

1500 Square Turn Boulevard | PO Box 407 | Norfolk, NE 68702-0407 | [www.marathonpress.com](http://www.marathonpress.com)