

Professional Photographers of Nebraska Inc.
C/O Teri Funk, membership chairperson
501 Olson Dr. St. 5
Papillion, NE 68046



Not a member of Prof. Photog. of Nebraska?
You may come as a "guest of PPN" yet registration fees are applicable

Check our web site for application forms
or check with any officer for details.

www.pprofn.org

A Program change...Check our web site for
details... www.pprofn.org
OR your newsletter for details.

***MORE Trade show hours, MORE
surprises, and 2 HOT meals... ADDED***

Steve Bode
Bode Photography
4737 S. 80th St.
Omaha, NE 68127



Professional Photographers of
Nebraska Inc.

Fall Conference 2005

Midtown Holiday Inn, Grand Island, NE.

October 22-24, 2005

Knock Your Socks Off Talent!



Michael Franz



Ann Monteith



Jeff Johnson



Rob Wilken



Fred Taylor



Donella Penrod



Steve Attig



Dave Watt



Michael Taylor

A FULL three day conference. ALL DAY... Saturday, Sunday and Monday...With programs on... Marketing-Management-Web Site-Weddings-Sales-Posing/Lighting-Photoshop-Portraits, and more fun then? Ask Steve Miller Fall Conf. Chmn.

More...Casino night with merchandise and prizes, a **Trade show, Little Miss. & Mr. photo contest.**

Can't come yourself ...doing a wedding or portrait session on Saturday ... send you staff or studio manager to an fantastic day with Ann Monteith on SATURDAY - ALL DAY. This fall conference has it all, for staff and photographers of all photography studios!



Ann K. Monteith,
M.Photos.Cr., A-ASP,
Hon.A-ASP
PPA President
2005-2006

***A Day with Ann...
Studio
Management***

Ann Monteith is the industry's foremost authority on marketing and managing photographic studios. She will devote the day to providing the practical insight required to solve some of the most challenging problems photographers face today.

Ann Monteith is well known as an authority on studio business management and serves as a consultant to studios throughout the country both privately and under the auspices of major industry suppliers. Her Guerrilla Management Workshops (www.monteithworkshop.com) have helped hundreds of studio owners dramatically improve the profitability of their businesses.

She will devote the day to providing the practical insight required to solve some of the most challenging problems photographers face today. These include:

- ~ Establishing your business concept
- ~ Perfecting your business image
- ~ How to differentiate your business in an age of growing competition . . . including competition from "prosumers."
- ~ Understanding what it takes to market your business successfully in today's evolving market.
- ~ How to price your photography for profit.
- ~ How to sell to the public with confidence.
- ~ How to handle business finances
- ~ Revenue and expense realities
- ~ How to track your business progress.
- ~ How to assure adequate cash flow.
- ~ Simple ways to make goal setting pay off.
- ~ Taking care of workflow.

So don't miss this opportunity to learn!



Jeff Johnson
M. Photog. Cr.
Photography/
Web & Graphic Design



A Web Site...

Will it make you money?

On Saturday evening a timely program will address the advantages (and disadvantages) of having a web site, how to decide if you should have one, and if you should attempt to build it yourself or hire a professional web designer. I will also talk about the options of design, composition and site navigation, as well as developing a workflow, a site map and content creation. *This will be a program taught by a working photographer, and web site designer who recently won the category VII web site design for a PPA affiliate in 2005.*

Finally, I will talk about what it's worth in terms of dollars invested and what you can expect to pay for all involved services, including web site hosting, storage, transfer rates, email, web-tracking stats and much more!

Sign up for day two of Jeff's "hands on class". (see registrations form and required information on other side to pre-qualify for this class)



web site: www.ppofn.org

A source and resource for PPN members!

Saturday, October 22nd Daytime

- 8:00 A.M. Registration opens
- 9:00 - 12:00 P.M. All Day with Ann Monteith
- 12:00 P.M. ... Lunch on your own
- 1:00 P.M. Program continues with Ann Monteith
- 4:00 P.M. Program concludes

Saturday, October 22nd Evening

5:00 - 6:00 P.M. Presidential reception in trade show area (Greet our National PPA and other Presidents if scheduling permits)

- 7:00 - 9:00 P.M. Dave Watt - basic wedding
- 7:00 - 9:00 P.M. Jeff Johnson - web site
- 7:00 - 9:00 P.M. Michael Franz - Generic selling
- 10:00 - Hospitality open



Michael Franz
Sponsored by: GNP and



Selling, Salesmanship and Communications

Michael's "generic" program with an interactive course on sales and marketing as it pertains to studio owners and photographers. Popular topics such as Consumerism, and how do people buy salesmanship. Are you saying the right things to endear your customers? Using such situations as the kitchen table or upscale studio sales room, Michael will show you how to use what you have in the best way and make money.



Dave Watt,
PPA Certified,
Master Photog.
F.Ph.



Basic Wedding Photography with lighting and posing

This program is particularly geared toward the photographer who is considering wedding portrait photography. Dave is considered one of Nebraska's top wedding photographer's. This two-hour seminar will teach you the things necessary to get started on your way to create beautiful wedding portraits. Everything from lighting, camera operation to posing will be discussed. You will leave with the confidence to make your way in this important niche.



Sunday A.M. Creating A Web Site ... Not a Nightmare!

HANDS ON CLASS! *Requires pre-registration*

Jeff Johnson from Saturday evening, will be teaching a special "hands on, no charge" class ...yet you must pre-qualify and preregister. For the Sunday morning participants... they should have a computer, Dreamweaver MX 2004 (they can download it for a 30 day FREE trial before they decide to buy or not. Microsoft FrontPage or Adobe GoLive are ok but Dreamweaver is strongly preferred. (www.macromedia.com) *Some basic knowledge of HTML (the language used to construct web pages) would be nice but not needed. The point of the hands on is to help people build a site without having to get a full-blown education on the Internet. My goal is to share as much as needed to get a basic site started so they can finish it. For details, contact the conference chairman, Steve Miller...home 402 778 5784 or stephenmiller@cox.net*



Rob Wilken
M. Photog.
**Corrective Portraiture,
Training Tips and some
lighting and posing.**

**(For new professionals and
staff photographers).**

Twenty - Five "Rules" For Better Portraiture

This program was established for,

- 1) The photographer who lacks formal training.
- 2.) The photographer who feels he may not know it all.
- 3) The photographer that feels they might know it all, but needs an outline to train his own photographers quickly and easily.



This program will cover not only the 25 rules, but also basic lighting, and corrective portraiture.



Donella Penrod
 Cr. Photog.
 Heart of America
 President 2005

Smooth Operator

Does your studio need help with studio organization, questions to ask when the phone rings and ways to turn those calls into sessions? Do you want you studio to run more smoothly? This program will try to help you with these problems. We will also discuss production, studio image, and touch on marketing. This program will have a lot of interaction with attendees.



S.Fred Taylor, Jr.
 M. Photog. Cr..
 &
 Steve Attig, PPA
 Certified, Cr. Photog



Fred

Steve

Computers, Maintenance, Workflow & Photoshop...Everything you need to know!

Our program is not like most other programs. We bring information to the photographer from photographers. The first part of our program will be the most valuable to the photographer that is just getting started or has been only shooting digital for a short while. The remainder of the program will be geared to all that are shooting digital up to advanced. We will cover everything the photographer needs in an easy to understand format.

We encourage questions from all. More

information coming in our PPN newsletter.





Michael G. Taylor
M.Photos.Cr.,
API,F-ASP

PPA President Elect
for '06-'07

All the World is a Studio....

Michael Taylor's passion in portrait photography is the location portrait. This has been the centerpiece of his style since his days as a graduate of Brooks Institute. This style was developed by his work with Paul Skipworth and Skipworth studios. Paul Skipworth himself was greatly influenced by the grand American portrait lineage of Bacharach and Gittings. In this same manner, Michael Taylor works to tell a story about his subject through the use of location and environment.



Through the use of his concept of *wall of light* to the idea of *great lighting from nine to five* Michael will greatly expand the way and the where you will be able to work to create great images no matter if you are a portrait, wedding or commercial shooter. Through talking about the concepts of contrast, texture, and other visual characteristics he will help to understand how you bring excitement into your image making. Through coming to this seminar YOU WILL better understand what you need to look for to either find or create situations that will make you a better image maker...not a lucky image taker.

Michael will discuss all the above along with what he does to create beautiful digitally captured images which rival anything captured during his film days.



Schedule of Events : Fall 2005

Saturday, October 22nd Daytime

- 8:00 A.M. Registration opens
- 9:00 - 12:00 P.M. All Day with **Ann**
- 12:00 - 1:00 P.M. Lunch on your own
- 1:00 - 4:00 P.M. Program concludes

Saturday, October 22nd Evening

- 5:00 - 6:00 P.M. PPA Presidential reception
(Greet our PPA President and other Presidents if scheduling permits in trade show area)
- 7:00 - 9:00 P.M. **Dave Watt** –basic wedding
- 7:00 - 9:00 P.M. **Jeff Johnson** – web site marketing
- 7:00 - 9:00 P.M. **Michael Franz** - Generic selling
- 10:00 - Hospitality opens

Sunday, October 23rd Daytime

- 8:00 A.M. Registration opens
- 9:00 - 12:00 P.M. **Fred-Steve** - Photoshop
- 10:00 Carry in deadline for little Miss. & Mr.
check the newsletter for details and form
- 9:00 - 12:00 P.M. **Donella Penrod** studio/sales
- 9:00 - 12:00 P.M. **Jeff Johnson** /web site class
hands on web site (special... pre-qualify attendees...contact Steve Miller...
hm. 402 778 5784 or
stephenmiller@cox.net
- 10:00 - 6:00 P.M. Trade show... ALL DAY...**
- 12:00 - 1:30 P.M. Lunch in trade show (provided)
- 1:30 - 5:00 P.M. **Fred-Steve** continue w/Photoshop
- 1:30 - 4:30 P.M. **Rob Wilken** posing corrections

Sunday, October 23rd Evening

Casino Night

- 5:00 P.M. Dinner on your own...come back in two hours for PPN casino (fun money) night!
- 7:00 - 9 P.M. Casino NIGHT on site
- 9:00 - 10 P.M. The "Auctioneer" Roger Elrod hosts the bidding for "merchandise" and prizes.
- 10 P.M. - Hospitality open

Monday, October 24th All Day

- 9:00 - 12:00 P.M. **Michael Taylor** program
- 12:00 - 1:30 P.M. Lunch (provided)
- 1:30 - 4:00 P.M. **Michael Taylor** continues
- 4:00 P.M. Event concludes ...watch for further news about Eric Brun's Winter 2006 conference in our newsletter..

2005 PPN Fall conference Registration Form ...Grand Island,NE. October 22-24, 2005

Studio _____ Phone (____) _____
Address _____ City _____ State _____ Zip _____

Postmarked by: October 8, 2005 At Door

Active member name _____ \$99 _____ \$125 _____
Additional person name _____ \$99 _____ \$125 _____
Additional person name _____ \$99 _____ \$125 _____
Meals Only (NO programs) _____ \$35 _____ \$ 50 _____

_____ Pre-register for "Hands ON" computer web design class "no charge", yet you need the proper equipment/software

Total enclosed \$ _____

Hotel Reservations for Holiday Midtown Inn 1-800-548-5542

Room rate: Single/Double \$ 56.95 plus applicable taxes

Make your room reservations BEFORE October 8th to insure availability

Mail this form postmarked by October 8th ...NO Phone reservations!

Send this form to: Teri Funk, membership chairman, Hassel & Funk Photography 501 Olson Dr. St. 5 Papillion, NE 68046