

791
Professional Photographers of Nebraska, Inc.
C/O Dave Watt
708 Fourth Ave.
Holdrege, Nebraska 68949

If you can only go to one conference all year,
THIS is the one to see.

Stephen Miller
Steve Miller Photography
7411 S. 89th St.
La Vista, NE 68128



Website 2



Winter Conference 2005



If you can only go to one conference
all year, THIS is the one to see.



Greg Stangl



John Woodward



Mike Franz



Dave Watt



Hanson Fong

Professional Photographers of Nebraska, Inc.

Mid-Town Holiday Inn, Grand Island, Nebraska

January 22-24, 2005

TO JOIN - or 3 contact — 4

3

Darren Addy

**Website
Marketing
For Photographers**

Is your web-site an effective marketing tool? Do you even HAVE a website? Here is your chance to talk with a website expert to learn what you should and should NOT have on your website.

This is not sales job for a web designer, it's just real world Website advice from Darren Addy, an authority in the field from The University of Nebraska at Kearney. Darren is the "Web Specialist" for UNK's office of Information Technology Services. He brought live video streaming to the university's web site when then President Clinton gave one of his final public addresses on our campus in 1999. His job allows (in fact DEMANDS) that he keep up on the latest developments on all things related to the internet, web page design and web-based services.

Ample time will be allowed to discuss what works for you and what has not been so successful. Learn from other photographers what has worked for them, and hear what the marketing experts have to say. You'll come away knowing how to make your cyber-presence more effective and productive. Bring your self, your computer staff and your marketing advisor.

Sponsor: University of Nebraska at Kearney

4

Dave Watt

**Basic
Wedding
Photography**

If you are looking to get into wedding photography, here is the program you need to see! **Dave Watt , M. Photog. CPP**, one of Nebraska's top wedding photographers will



guide you through all of the things you need to know to get started.

From basic posing for the bride & groom to posing groups, from lighting the wedding party to what to do during the ceremony. You'll learn about choosing a location in the church and giving variety to your wedding photography. You'll come away with the confidence to make your way into this important market.

This is not Dave's usual advanced course, this is a continuation of our "Basics" series for the new photographer or for someone who wants to break into new product lines within their established business. This might also be a great program for your sales staff so they know some of the problems you encounter on the job.



Sponsor: Millers Pro Imaging

**Top Ten
Proven
Digital Promotions**

Greg Stangl

It's a highly competitive world out there & if you don't have the right business techniques, you'll have lots of time to consider what is wrong - without being bothered by the constant ring of the cash register.



Greg Stangl M. Photog Cr. CPP is an accomplished photographer, author & studio owner, who combines his polished speaking style & thoroughly researched material into a presentation that is guaranteed to help studio



owners grow their business & create better portraiture. Greg's portraiture has been featured in the PP of A's National Loan Collection, displayed at the Epcot

Center in Florida, & on the Cover of the *"Professional Photographer"* magazine.

In this exciting course you'll learn to position your business for maximum growth & profit in the digital revolution. You will learn customer service strategies that will make the right customers beat a path to your door.

Sponsors: Marathon Press, Buckeye Color

**Added
Value
Selling**

Mike Franz

Mike Franz will present an interactive course on sales and marketing as it pertains to the professional photographer including such topics as: Consumerism, How do people buy? Presentation: From kitchen table to upscale studio salesroom - How to make the best use of what you have. Salesmanship: Are you saying the right things to endear your customers? Post presentation: the right products for the right clients, how do you know? Product information: updates on what's out there, from low to high end.

Mike has come a great distance to serve clients for Art Leather and GNP. His degree in education was augmented by study in the UK., followed by four years of world travel where he competed on the international track and field circuit. He has additional training in Total Quality Management (TQM), Relationship Selling and Added Value Selling - all concepts with which every photographer should be intimately familiar. He has been involved in three start-up businesses and has an understanding of the small business growth process. Plus, he has 12 years of corporate business development experience both domestic and in the Far East. All told Mike has over 25 years experience in sales and marketing in the USA, UK, Australia, Korea and People's Republic of China.

Sponsor: Art Leather

**Mastering
The
Light**

John Woodward

John Woodward has been a working professional for 35 years. His clients have included Chase, Citibank, Paramount, RJR Nabisco, Viacom and Marriott. John was also the Official Photographer for the New York Yankees for six seasons. As an event specialist he covers the U.S. tennis open, the U.S. golf open & is currently photographer for the League of American theatre owners & producers.



We'll explore lighting in the studio & in the field. We will illustrate the strengths of portrait, glamour & modified glamour lighting forms. We will discuss facial analysis & how each lighting form affects your subject.



The program will then discuss environmental lighting & how you can streamline your operation by eliminating variables. Subjects such as the characteristic curve, histograms, achieving proper exposure & location mapping will be illustrated & explained. As we turn our attention to digital imaging, we will discuss the "great myths," of exposure & digital technology.

Sponsor: Mamiya

Hanson Fong

Wedding Photography— Mastering The Techniques

Hanson Fong of San Francisco, California, is recognized as one of the premier wedding photographers in the



industry today. Hanson is a Master of Photography & a Photographic Craftsman; his work has been displayed in the Hall of Fame, Epcot Center, & the ASP Traveling Loan. He is also a

member of the prestigious & world renown Society of XXV. Hanson has lectured at every major school of photography across America & has spoken at various national & international conventions. His work & talent are recognized throughout the United States, Canada, Mexico & Europe.

Hanson will share his techniques that apply to both fine arts & photojournalistic photography. He will demonstrate the 10 classic pose techniques that he pioneered, which will allow you to handle every bride & groom anywhere. Flow posing & shoot around techniques will also be demonstrated. Those who attend Hanson's program will understand how to follow the pace & flow of different types of weddings. For the mid-to advanced photographer.



Sponsors: Eastman Kodak, Art Leather

Schedule of Events

Saturday, January 22

6:00 PM Darren Addy **Website Marketing**
6:00 PM Dave Watt **Basic Wedding Photography**
10:00 PM Hospitality Room Open

Sunday, January 23

8:00 AM Registration open
9:00 AM Greg Stangl **Top Ten Digital Promotions**
10:00 AM Trade Show Opens
10:00 AM Folio Case Deadline
Noon Lunch (provided)
1:00 PM Stangl Continued
3:00 PM Stangl Ends
4:00 PM John Woodward **Mastering The Light**
6:00 PM Dinner Provided
6:00 PM Trade Show Closes
8:00 PM Mike Franz **Value Added Selling**
8:00 PM Woodward Continued
10:00 PM Woodward ends
10:30 PM Hospitality Room Open

Monday January 24

9:00 AM Hanson Fong **Wedding Photography—Mastering The Technique**
Noon Lunch (provided)
1:30 PM Hanson Continued
4:00 PM Conference Closes

Schedule of Events

Saturday, January 22

6:00 PM Darren Addy **Website Marketing**
 6:00 PM Dave Watt **Basic Wedding Photography**
 10:00 PM Hospitality Room Open

Sunday, January 23

8:00 AM Registration open
 9:00 AM Greg Stangl **Top Ten Digital Promotions**
 10:00 AM Trade Show Opens
 10:00AM Folio Case Deadline
 Noon Lunch (provided)
 1:00 PM Stangl Continued
 3:00 PM Stangl Ends
 4:00 PM John Woodward **Mastering The Light**
 6:00 PM Dinner Provided
 6:00 PM Trade Show Closes
 8:00 PM Mike Franz **Value Added Selling**
 8:00 PM Woodward Continued
 10:00 PM Woodward ends
 10:30 PM Hospitality Room Open

Monday January 24

9:00 AM Hanson Fong **Wedding Photography—Mastering The Technique**
 Noon Lunch (provided)
 1:30 PM Hanson Continued
 4:00 PM Conference Closes

2005 PPN Winter Conference Registration Grand Island, Nebraska

Studio _____ Phone (____) _____ Zip _____
 Address _____ City _____
 Active Member Name _____ Postmarked Before Jan. 8 _____ At Door \$125
 Additional Person Name _____ \$99 \$125
 Additional Person Name _____ \$99 \$125
 Additional Person Name _____ \$99 \$125
 Meals Only (No Programs) _____ \$35 \$50
 Total Enclosed \$ _____

Return to Dave Watt, Registration Chair, 708 4th Ave., Holdrege, NE. 68949 By 1/8/05