

Teaser for Fall 2005

PPN Fall - Three Day Conference!
Saturday, Sunday and Monday
October 22-24, 2005



Ann Monteith

PPA President 2005

M.Photog.Cr.,ABI,API,A-ASP

Ann will speak all day
Saturday, October 22, 2005

Your Day With... 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. 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.

Ann Monteith has helped thousands of photographers make more money and improve their business and personal lives. So don't miss this opportunity to learn!

Due to Ann's schedule, this is an opportunity we felt we could all learn...even though it's on **SATURDAY!**

In Addition... Your fall conference will have these programs **and more on Sunday and Monday.** One of the programs scheduled for this conference is...

Photoshop ©



Fred Taylor



Steve Attig

M.Photog. Cr. PPA Certified, A.S.P. PPA Certified, Cr. Photog.

Our Photoshop 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 who is just getting started. The remainder of the program will be geared to all who are shooting advance digital .We cover everything the photographer needs in an easy to understand format. More information to come.

Creating a WEB SITE . . . Not a Nightmare

Jeff Johnson ~ Photography / Web & Graphic Design

This unique and 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 what you should do and don'ts of design, composition and site navigation, as well as developing a workflow, a site map and content creation. Watch for additional information.

Want more? ... it's coming! More details will be announced in future PPN newsletters and on our web site (www.ppfon.org) REMEMBER...If you are unable to personally attend, **SEND** your staff, or significant other for a full day of Ann Monteith on **Saturday only**, and other great programs on Sunday and Monday.

Remember... October 22-24, 2005
Holiday Inn Central - Grand Island, Nebraska

**Prices for the conference / room fees will
announced in April 2005**

Steve Miller, 2005 PPN Fall Conference chairman