

**VOTE for the PPGO 1996
Image of the Year...**

Voting will be held January 6th at the PPGO
general meeting for "*Image of the Year - 1996.*"
Also "*Photographer of the Year - 1996*" will be
awarded. Come one, come all and cast your vote!

"On the Wings of Love"
by Barbara Jakle-Miller

by Eric Brun



PPGO's January 6th
General Meeting
Presents:
Rich Rader in...

"Wedding Photography Sell, Sell, Sell!"

This program shows how Rich and Betty Rader manage their wedding business in a way that maximizes each event to its greatest profit potential. Over 20 years ago they decided it was better to work only one wedding on a weekend with the goal of making the same income as if they had photographed three. Rich explains how this can work for most any studio.

From booking the wedding to how they deliver each individual order, this program takes you step by step through the simple but organized method of maximizing the potential sale from each and every wedding.

Many photographers are using packaging techniques that limit the wedding customers buying. The Rader approach first qualifies each potential customer and then markets to every possible sale at that wedding. This is accomplished through the "Wedding Party Who's Who", the "Where and When", and the use of individual order envelopes and follow up cards and incentives.

Rich will show images that guarantee sales and will demonstrate how Betty combines and lays out these images to show the bride and groom exactly what their album will look like the day they place their order.

"This program spoke to us from the real world, not the jet set world like so many others. It was fabulous, exactly what I was looking for. The "Who's Who" idea is phenomenal and the "Where and When" is fantastic! I can see no way to improve this program. Mary Elise Cervelli, Portraiture By J. Gilbert Wheaton, IL

"I came looking for new marketing ideas and I found them. Rich's presentation was excellent. He had great tips for maximizing the wedding order. I have applied many of them to my business." William Lind, Still Images Astoria, OR

"Communication is the key to a successful business. I have been using some of the Rader's wedding sales tips and they work great. Rich and Betty's system of contacting people before the wedding is a fantastic idea."

Robert Dale, Dale Studios Richfield, MN

See you at 6:00 at the Regency Best Western.

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P.P.G.O DOOR DISPLAY RULES

The purpose of these rules is to help ensure the Professional Photographers of Greater Omaha and it's members are seen by the public in a consistently tasteful and professional manner when on public display. These rules are not intended to dictate to members any particular photographic or professional style.

1. Each active member may assemble one 3'x6' "Nim-Lok" brand panel set, attached to a common center pole with up to two other members or free standing if no other member's panels are available. This "normal" configuration may be modified as the display situation or location dictates.

2. Participating members may attach to their respective panels, photographs of their choosing, so long as these photographs and their mounts are of professional quality and appearance. The subject matter of these photographs will be of the member's own choosing unless the displaying members have in advance, agreed upon a common theme or themes. Because of the "family nature" of the display, nude images will not normally be acceptable and will be disallowed. Exceptions to this rule will be judged on a case by case basis, but in all likelihood would include infant, or infant/mother portraits. The displayed images or their mounts shall not extend beyond the outside edges of the panel set. Displayed photographs may bear the member's signature, or an embossed or imprinted logo of comparable size. No business cards may be placed on the photograph in order to identify the maker.

3. One 3"x6" studio identification plate must be attached to the member's panel set. This plate may be made of either plastic or metal but must have a brushed chrome or aluminum finish with black letters. Only member's logo, address, phone or PPof A credentials may appear on the plate.

4. Business card holders may be attached to the panel set. Business cards or color wallet cards may be used. The card may include studio name, logo, address, phone, credentials, trademarks or "catchy phrases". Cards may describe a specific type of photography, style, background, etc. when in good taste and not offering a price break or special offer. **Price lists, giveaways, special promotions or pamphlets are not allowed on the panels, and may not be distributed by Members or their representatives in person in the vicinity of the display.**

5: Set up times will be followed without exceptions. Take down times other than those scheduled will not be allowed. Displayers can arrange to have his/her exhibit taken down by another photographer, but only at the designated dates and times.

Set Up Time: Monday, 8:00 A.M. - 8:30 A.M.

Any members not being set up and out of the mall by 9:00 A.M. on Monday morning, will not be allowed to display for the week of that display. Any member setting up late will lose display privileges for the rest of the calendar year without refund of any paid display fees.

Take Down Time: Sunday within, but not prior to, 1/2 hour after the mall closes.

Members who do not take down or make arrangement in advance with someone else to take down their display, will pay a \$25.00 take down fee to PPGO. The member in question will not be allowed to further display with PPGO until all late fees have been paid to the PPGO treasurer.

P.P.G.O DOOR DISPLAY RULES
(Continued)

6. Members may change their photographs during the exhibit **before or after mall hours only**. Members may not rearrange or move panels to other areas within the display. **No exceptions.**
7. Any disputes regarding violations of these display policies will be settled by the PPGO President or his/her representative by removing the image/images in violation of the PPGO door display rules and informing the studio in violation by phone the same day. The studio in violation may replace the image/images in question with different images before or after mall hours (see rule 6).
8. Active members may seek to obtain a temporary variance of a specific display policy by petitioning the door display committee prior to the scheduled start of the display. The door committee (the door committee consists of the PPGO board members) may grant variances as it sees fit by a simple majority of its members.
9. Proposed changes in these policies will be reviewed by the door committee and voted upon by the active panel owners at a specifically scheduled meeting normally held within 60 days after the installation of PPGO Officers at the June meeting.
10. Only PPGO members in the "Active" category and in good standing may participate in an exhibit.
11. When multiple prints are mounted and hung as one unit, as in the case of a "wallet board" or similar treatment, no other studio logo may appear on the unit or the panel except those as designated previously in rules 2, 3 and 4.

Door Display Rules as approved by the PPGO board of Directors.

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UP COMING DOOR DISPLAY LOCATIONS:

Our first display will be at Westroads on January 20th location. New locations and dates are as follows.

JANUARY 20th—WESTROADS
FEBRUARY 10th—OAKVEIW
MARCH 10th—OAKVEIW
APRIL 14th—WESTROADS
MAY 12th—SOUTHROADS
JUNE 9th—OAKVEIW
JULY 14th—SOUTHROADS
AUGUST 11th—WESTROADS
SEPTEMBER 8th—OAKVEIW
OCTOBER 13th—SOUTHROADS
NOVEMBER 10th—WESTROADS

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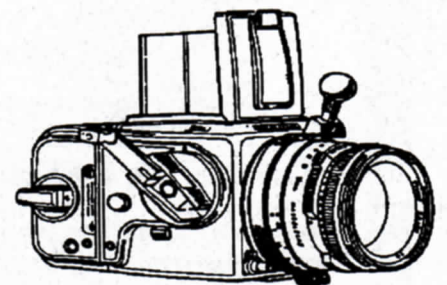
Starting in January 1997 Kevin Hart of *Mr. Video* will begin taping all PPGO Programs and Speakers with the sole purpose of creating a Video Library exclusively for the PPGO members to enjoy.

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PPGO Explorer's Kickoff!

Monday, January 20, 1997

**Lisle Ramsey
Photography Studio**
8264 Hascall Street

6:30pm

The kickoff meeting for the new *Professional Photographers of Omaha's Explorer's Post* will be held at Lisle Ramsey Photography Studio on January 20, 1997 -hosted by Eric Brun.

The purpose of the Post is to introduce interested area high school students to the different career opportunities available in professional photography.

All PPGO members who are interested in volunteering their time or who are willing to open their studio/business for an evening of sharing their expertise -- call Ron Deyo at 331-9514.

1996-1997 PPGO OFFICERS

PRESIDENT

Eric Brun
397-9898

VICE PRESIDENT

Ron Deyo
331-9514

SECRETARY

Barbara Jakle-Miller
551-9610

TREASURER

Mark Ciciulla
391-8899

PAST PRESIDENT

Jim Reese
391-3755

NEWSLETTER

EDITORS

Ron Deyo
Barbara Jakle-Miller

PPGO

Annual Membership Dues

| | |
|------------------|------|
| Active Member | \$75 |
| Associate Member | \$65 |

Reminder

PPGO Membership Dues including all Door Owners Fees need to be paid in full prior to January 15, 1997 to be eligible to display on January 20, 1997!

PPGO

Door Owners
1997 Membership Fee

\$280

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4 Oakview Mall Displays
4 Westroad Mall Displays
3 Southroad Mall Displays



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CALENDAR OF EVENTS

- Monday, January 6 PPGO GENERAL MEETING at Regency Best Western Hotel
Speaker: Rich Radar, "Wedding Photography, Sell,
Sell, Sell! 6:00pm
- Monday, January 20 EXPLORER KICKOFF at Lisle Ramsey
Photography
Host: Eric Brun 6:30pm
- Monday, February 10 PPGO GENERAL MEETING at Regency Best Western Hotel
"Master Print Critique" 6:00pm
- Monday, March 10 PPGO GENERAL MEETING at Regency Best Western Hotel
Steven Smith, "Panoramic Photography" 6:00pm
- April Meeting To be announced.
- Monday, May 12 PPGO GENERAL MEETING at Regency Best Western Hotel
6:00 pm
- Monday, June 9 PPGO GENERAL MEETING at Regency Best Western Hotel
Masters Print Critique and Change of Officers 6:00pm

P.P.G.O. Views
Barbara Jakle-Miller
4904 Underwood Ave.
Omaha, Ne. 68132



DARLENE MILLER
STEVE MILLER PHOTO
7411 SO 89TH ST
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Big News inside these Pages!

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