

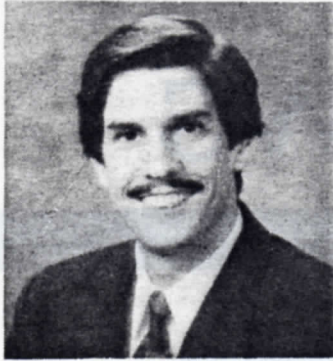
PPGO News



Judges Choice - Image of the Month

By James Reese

PRESIDENTS MESSAGE



Well another convention has come and gone. A lot of great ideas were shared by the speakers and fun was had by all that attended. As usual PPGO members made their presence felt in how well they scored in the HOA print competition. Congratulations to all PPGO members who competed. For those members that received *Seals of Approval* don't forget to get your print case ready for PP of A and definitely don't forget to put the bright pink extension approval on the outside of your print case!

Moving on to other business we have a great program scheduled for May 12th. Jeff Viere will be our speaker from Sioux Falls, South Dakota. Jeff will speak on how he increased his business 40% in one year and what techniques he used to attain that growth. Thank you, Jim Reese for setting up this exciting program.

Last but not least, don't forget to make your reservations for the Beverly Cavanaugh training session that will be held on Sunday June 8th. Beverly will be helping us to better serve our customers.

Once again, congratulations to all those award winners from HOA. I look forward to seeing all of you at the May meeting.

Eric Brun, President

1997 PPGO Awards at Heart of America

CPP Non Master of the Year

Tom Sterba - Score 80
"It's Not Always Just Black & White"

Wedding Photographer of the Year

Tom Sterba - Score 80 "Our Love Story
April 11, 1997"

Kodak Gallery Awards

Portrait: Mervin Reese
"My Secret Garden" Score 80

Illustrative: Mervin Reese
"Homeward Bound" Score 82

Digital: Rick Billings
"April" Score 88

Fuji Masterpiece Awards

Portrait: James Reese
"Will He Bite?" Score 92

Wedding Album: Tom Sterba
"Our Love Story April 11, 1997" Score 80

Top 10 Non Masters

- #9 Jeff Funk Score 315.8
- #8 Tom Sterba Score 317.0
- #4 Wanda Coleman Score 321.0
- #1 Eric Brun Score 326.2

Top 5 Masters

- #5 Mervin Reese Score 323.0

Best of Show

Electronic Imaging: Rick Billings

1st Place

**Art Tech Electronic Artist:
Rick Billings**

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397-9898

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Ron Deyo
331-9514

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NEWSLETTER EDITOR**
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551-9610

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PAST PRESIDENT
Jim Reese
391-3755

PPGO Annual Membership Dues

Active Member	\$75
Associate Member	\$65

PPGO Door Owners Fees \$280

Includes:

- 4 Oakview Mall Displays
- 4 Westroad Mall Displays
- 3 Southroad Display

Members' Hint of the Month

Your newsletter editor offers this month's hint. Often when I least expect it or when time is of the essence, a filter will stick or the screw on my camera bracket will be so tight I can't loosen it - - - I reach into my camera bag and pull out my secret weapon - - - a 99 cent rubber jar opener! It looks dorky as it is yellow and flower shaped, but it has quickly unjammed the toughest of filters and the tightest of bracket screws! Look for these miracles of modern engineering at any grocery store next to the wooden spoons and can openers!

Adventures In Photography

My HOA professional photography conference experience

by Joanne Basden
Through the Looking Glass
Photography

It surely was an "Adventure" ... we felt like *Thelma & Louise* ... heading down the road to Kansas early Saturday morning ... leaving behind the snow and ice and our favorite possessions: kids, pets, husbands. We were **FREE** for five days of food, fun, and frivolous girlfriend time. Add to that mixture an exciting trade show, a great swap shop and so many seminars to attend.

Barb had her "wish list" of vendors to visit at the trade show, and had highlighted programs that we needed to attend. Well, we couldn't be everywhere at once, so we decided to concentrate our seminar time on those with a marketing orientation. On Sunday we attended "**From the Call to the Wall**" presented by **Dave Huntsman**. He left a career as an auto mechanic to become a portrait photographer, and what a wise choice that was. His work on display was a delight to view; his presentation was so professional and valuable, and he can illustrate a story in such a wonderful Kentucky way. That afternoon was spent enjoying **John Hartman's** lecture on "**Desktop Marketing and Management**"—a high tech, multi-media program that combined John's marketing expertise with his large collection of jokes and homilies to make the information accessible to all of us. Monday we selected **Ann Montieth's** morning lecture on "**Getting the Most for Your**

marketing Buck"—an essential program for those needing "Marketing 101" for your business. Being a former English teacher, Ann is well-qualified to present information in an orderly, easily understood fashion and she covered all the basics of studio management. Monday afternoon was a delight for the senses, as we attended **Lisa Murphy's "Capturing the Wishes and Dreams of Childhood"**. The slide show was a visual treat and we all wished that we had such a wonderful studio within which to capture our dreams.

The Trade Show was full of irresistible goodies, many of which came home with us. Others are in the mail, and even more are in our Rolodex for future reference. We have bags of "stuff" to sort and ideas to ponder—one can only afford so much! Barb picked up some good stuff at the Swap Shop too, and we enjoyed some relaxing time in the Nebraska Hospitality Room—thanks for all the carrot sticks and the back rubs! We were happy with our hotel room with the following exceptions: our room had **no remote control for the TV!!!** and **no clock!!**—how were we expected to get up after the TV ran all night long?

The City was exciting—we managed to fit in a few stops to put on the feed bag at **K.C. Barbecue** and a wonderful **Jazz Club Restaurant**. A special highlight for us was a performance of **The Phantom of the Opera** at the Music Hall!

Well, we did all that we could—we wish that we had more time to attend even more seminars, but hey! That's what the next conference is for. We came home with lots of new props, ideas, and great memories of five days well-spent. A true adventure was had.

PROFESSIONAL PHOTOGRAPHERS
1997
SUMMER
CONFERENCE
OF NEBRASKA

"COUNTRY boys & girls
LEARN'N DOWN ON THE FARM"

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HASTINGS NEBRASKA
July 26-28

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..... HOSPITALITY

SUNDAY ON LOCATION AT CREEK SIDE
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SHOWBOAT ROAD.
..... SENIORS INDOORS
..... SENIORS OUTDOORS
..... ELECTRONIC IMAGING
..... MANAGING A BUSINESS
..... OPERATING A COLOR LAB
..... COUNTRY BARBEQUE
..... DANCE

MONDAY AT THE HOLIDAY INN
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..... CHILDREN
..... WEDDINGS
..... ARTIST
(ELECTRONIC OR TRADITIONAL)

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..... DALE & JAN JURANEK
..... JULIE BRODRICK
..... JAMES LOUNSBURY
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Goal Setting to Increase your Business: Part II

"The Meeting"

By Eric Brun

I hope the information I shared last month was of some help to you. This month I will talk about how I used some of the information I had gathered to set the actual goals for myself and my staff.

Prior to the studio's big *Goal Setting Meeting* I had met privately with each member of my staff. In these meetings we discussed what I felt their individual areas of strength were and what areas I felt they were weaker in. We were able to decide by each specific area what course of action we would take - whether transferring certain tasks to someone else who excels in it or find them better tools and/or education to accomplish the task better.

Once we completed the individual meetings we were able to sit down as a group for the *Big Studio Goal Setting Meeting*. Each of us had a calendar for the year and I had all the studio information from the previous year (i.e. #of sessions; average sales by promotion and life cycle...). Taking last years information, we then began to go week by week deciding if we could fit more sittings into each given week (by promotion). If so, how were we going to do it?
 additional Sales?
 additional Direct Mail?
 additional Telemarketing?
 Additional Newspaper Ads?

I realize some of you might not use all or any of these forms of advertising but what really matters is *What will you do to increase sessions where and when you want them?*

During the next part of our meeting we discussed our Sales Goals and how to increase sales in each of our sessions. Again a variety of ideas were passed around. For example offering pre-printed packages at reduced prices when the customer

came in to pick up their promotion portrait order. (I know some of you might shudder at this idea but, it is a great technique for point of sale impulse buying. What mom could resist buying those beautiful additional prints she is holding in her hand?)

From all this we spent two full days going week by week through our calendar writing down all our decisions. Every member of my staff knows exactly:

When each promotion will take place & how it will be advertised, photographed, presented, number of sessions per week and sales goals.

A third and very crucial part of our meeting was the discussion of incentives. Each individual along with the studio as a whole, has specific goal oriented incentives. For example, if my sales person maintains a certain sales average she will get dinner out. If the photographer stays within a certain exposure goal he also could receive dinner out and the same if the telemarketer books a certain number of sessions. Personalize your studio's incentives to each staff member's likes and interests (i.e. movie passes, zoo membership or gift certificates for golf or tennis...). Coordinate these incentives with your accountant to see what fits into your studio's budget.

An important key to having a successful Studio Goal Setting and Planning Meeting is to ask for your staff's input - they also will have great ideas on how to increase sales and sessions. Get everyone excited and involved -let them realize they are an important part of the team.

If all our Goals are met this year, January 1998 will find our whole staff Cruising the Bahamas! I'll keep you posted on our success.

Attention!
 Nominations
 For PPGO Board
 Are
 Now Being
 Accepted.

PPGO Explorer News

The PPGO Explorer Post has been busy with the final few meetings of the semester.

The evening of April 21st found the PPGO Explorers at Through the Looking Glass Photography. Barb Jakle-Miller opened her home studio to the Explorers and spent the evening challenging the teenagers to constantly photograph the things that are most meaningful to them as this will enable them to develop their eye and help them discover their own photographic style and voice.

The PPGO's final meeting was held May 5th at the Omaha Police Department. The Explorers broke into 2 groups and spent an hour each touring the Crime Lab and Forensic Photography department. They found that not only did you need to be an expert in photography but also in Chemistry (knowing which chemicals to use at the scene to give them the best possible detail), Math (knowing the logarithms for classifying fingerprints), and Graphic Arts (for making presentation charts to be used in court). Our thanks to Kay McCaul and the Omaha Police Department for letting us tour their facilities.

Our first semester of the PPGO Explorers has come to a successful end. We've met a lot of special teenagers and have been able to share our love of Professional Photography. Special Thanks to our PPGO Explorer Leaders Ron Deyo, Mark Ciciulla, Barb Jakle-Miller and Eric Brun. Thanks also go out to, Jim Reese, Rich Deyo, Don Veys, Dave Fortina, Supra Color, and Katherine Minter for volunteering their time and energy through out this semester.

Tell & Sell

"Tell your clients
Everything
and take the
CASH
to the bank!"

Join award winning Master
Photographer Jeff Viere on:

6:00 p.m.,
Monday, May 12th
at

Regency Best Western Hotel

as he shares his multi-exposure
marketing plan that increased his
10 year old business 40% in just
one year — all without wasting
money on an expensive full color
fluff piece!

Jeff loves creating award
winning photographs but finds it is
much more *FUN* creating effective
marketing material's which create
CASH!

See you there!

Calendar of Events

Monday, May 12th,

PPGO General Meeting
with Jeff Viere "Tell &
Sell"

Regency Best Western, 6:00pm

Sunday, June 8th,

PPGO Super Sunday
with Bev Cavanaugh
"Communication Skills
that Increase Sales &
Profits" Lucent Technologies

PPGO Super Sunday

"Communication Skills that Increase Sales & Profits"

with Bev Cavanaugh

Sunday, June 8th

"Not just a lecture but hands on training!"

Bev Cavanaugh is back by popular demand. On June 8th, Bev will
give an in depth training seminar on:

- *Assumptions we make with Potential Customers*
- *What is "Team Selling" (Even if you are a one person show)*
- *Five Ways Your Customers (or future ones) Rate you Whether You Know It Or Not.*
- *Communication Barriers at Work that cause you to lose customers, have low morale, have poor quality products and service to your customers (plus how to turn them around).*
- *Different Personality Styles (yours, your co-workers or customers) and How to Communicate With Those Differences.*
- *Conflict Prevention and Resolution Skills (Repair and Save the relationship)*

Pay by May 1st

\$25, first studio member

\$20, each additional

After May 1st

\$35, first studio member

\$30, each additional

ONLY 10 SEATS AVAILABLE!

Call Jim Reese at 391-3755 for reservations.

PPGO Door Display Calendar

May 12 th	Southroads
June 9 th	Oakview
July 28th	Southroads
August 11 th	Westroads
September 8 th	Oakview
October 6th	Southroads
November 10 th	Westroads

Attention All Golfers!

PPGO Golf Outing
Sunday, July 13, 1997
Miracle Hills Golf Course

Featuring Prizes, Good
Friends and Lots of Fun!

To PPGO Members:

It's never fun to be sick but it sure helps to know that others care.

Thank you so much for the lovely floral arrangement it really has brightened my day and will in the days to come.

Hope to see all of you soon.

Linda Corns

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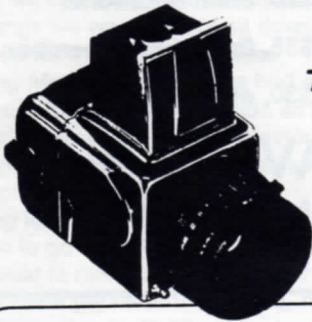
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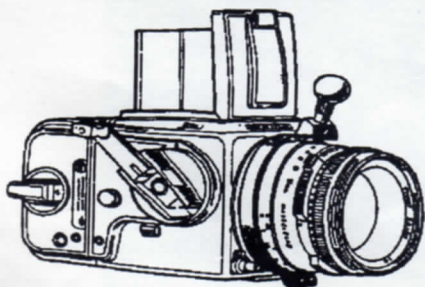
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