
PHOTOGRAPHY

TODAY



A bi-monthly publication from the Professional Photographers of Greater Omaha, Inc

Nov. / Dec. 1999

"The Common Sense Approach to Wedding Photography"

By Roy D. Madearis
M. Photographer., Cr.

We at Madearis Studio feel that the wedding market is one that every photographer should be actively trying to improve his market position on. Having won several awards with our wedding photography, both in the album competition and in the print competition, we feel that we have developed a very successful market plan to reach the many brides in our area and also be number one on their list of desired photographers.

We will take you through every step of our wedding business. The program will cover all aspects of how we book weddings, bridal sessions, pre and final interviews with the bride, and placing the order. You will sit in the same seat the bride does as we walk you through the entire process we use with every bride.

This program leaves nothing out in the area of our wedding business, from the initial contact with the bride to the final delivery of her finished product. We cannot help but cover some of the processes that we use in our portrait business also. We have a very large printing budget for forms and we will show you each of these and how we use them.



If you are a 1999 PPGO member the price of the program is **INCLUDED** in your dues. If you are not a PPGO member the price for the program and meal is \$99. So lets see everyone in attendance for this **FOUR HOUR** program on Feb. 13th at Noon. Regency Best Western 108th & Pacific, Omaha will be the location for this program. Members meals are \$25.00 per person.

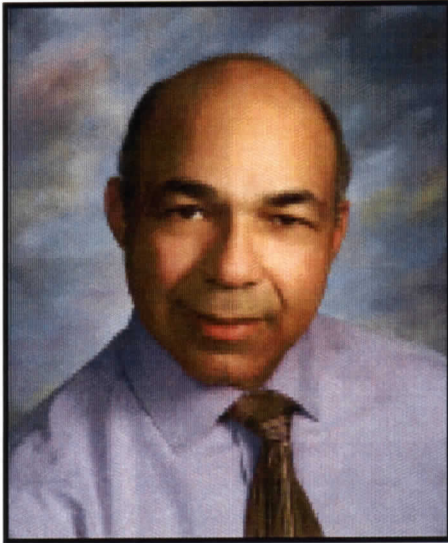
Date: Feburary 13th, 2000
Time: 12:00 noon SUNDAY
Place: Regency Best Western
108th and Pacific St.

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The President's Message

1999 - 2000 PPGO Officers



Rolland Montgomery
1999-2000
PPGO President

I hope that everyone had a most eventful holiday season and a prosperous 1999 photo-year. I want to wish you all a most successful year 2000.

The Christmas Party at Harvey's was fun and the slide show that Steve Miller presented was outstanding. Santa didn't attend, but sent gifts to the families who attended this festive affair. Again this year, we had a great time and excellent service provided by Harvey's. I would like to thank all the people who provided input, time and supported the Christmas party.

We have scheduled a digital production by Jeff Funk in February, and Roy Maderias' seminar which was rescheduled for February. These programs should provide a wealth of information to all who attend. Your participation directly contributes to the success and educational outcome of the programs, so please attend and get involved in the learn-

ing process. We are still working on the schedule for next year and would like to entertain any suggestions you may have for future programs. Our goal is to give you the programs you want. Remember, programs are the mainstay of the organization. They provide information to make you more successful and increase your productivity and profitability.

The new millennium is sure to have an impact on photography products and services. I solicit your support in keeping PPGO members on the cutting edge of future information and technology. I would like nothing more than to make this new year a productive and educational one for our organization and members.

Rolland R. Montgomery (Monty)
1999-2000 PPGO President

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www.garybox.com

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stephenmiller@lucent.com

Hospitality Person: Darlene Miller
Ph#331-0271 Call with News

2000 Display Schedule

Mark your calendars!!!

Set-up Time 8:00am - 8:30 Take Down 6:00 5:00*

Clip and Save	Jan.	17-23	Southroads*
	Feb.	14-20	Oakview
	Mar.	27- Apr.2	Westroads
	Apr.	17-24	Southroads*
	May	8-14	Oakview
	Jun.	12-18	Westroads
	Jul.	17-24	Oakview
	Aug.	7-13	Southroads*
	Sept.	11-17	Westroads
	Oct.	9-15	Oakview
	Nov.	13-19	Westroads

PPGO Happenings

Joe Craig Booked in Sept.

PPGO has booked Joe Craig to come to Omaha on Sept. 10th to show us his creative and exciting style of senior photography. So mark your calendar and plan to come join us for this exciting show. See details in a future newsletters

Jeff Funk's Digital Program

Funk will be demonstrating how he uses Kodak's Event Imaging software to create images on site. He will be using the images that he took at the 1999 Holiday Party. Funk will also demonstrate how to add a custom layout to the images. Date to be announced.

PPN Educational Mondays

PPN announces Monday programs featuring some of Nebraska's most talented photographers. The programs will be hosted by fellow PPN members in their studio. The cost for the program is \$39.00 (Includes Lunch) and will be held January 24th and 31st. Gil Hueftle will be hosting Roger and Ryan Elrod in Omaha on Jan. 24th. For more information please look at the PPN December Newsletter.

" The Businessman, The Artist "



Roy Madearis began his photography career in 1966 after a museum class heightened his awareness of photographic art. His early exposure to this industry was on the sales side of a local camera shop in Fort Worth, Texas. His college years at The University of Texas at Arlington, as a business major predicted the strong impact of how he would later successfully combine the artistic skills with calculated business practices. Roy attributes much of his career success to his mentor and nationally recognized Master Photographer, Donald Jack.

During 1971 Roy opened his first studio in Arlington, Texas a suburb of the Dallas Fort Worth Metroplex. With the population explosion and careful marketing skills Roy's studio grew tremendously. Offering a full service studio he soon guided his specialty into the wedding and children's market. After three moves to larger facilities and over 2600 weddings behind him, the studio is now one of the leading studio operations throughout the country.

Deborah joined the operation in 1980. Art and education background brought on board her added interest in children's photography, and organizational skills. Staff management and marketing are main objectives today and nurturing her original "Watch Me Grow" children's portrait plan. She is a Photographic Craftman and is working on her Master's degree with work featured in the PPA Loan Collection of 1995.

Roy's wedding photography was featured in the 1996, **Wedding 2000** presentation by Ed Pierce and he is a featured mentor for Kodak. He was recently a featured photographer in Ann Monteith's **The Business of Wedding Photography**.

See Roy Feb. 13th at Regency Best Western. Starting at Noon

PPGO Board Meetings

The board will meet every 2nd Monday of each month. The meeting will start at 5:30pm at the Regency Best Western. If you have any comments, questions or concerns please call Rolland Montgomery to arrange an agenda for you.

Calendar Of Events

PPGO Feb. Program	Feb. 13, 2000	Regency Best Western
PPGO Apr. Program	April, 9, 2000	Tentative Date
PPGO June Program	June 11, 2000	Tentative Date
PPGO Picnic & Golf	July 23 & 24	TBA
PPGO Sept. Program	Sept. 10, 2000	Joe Craig
PPGO Nov. Program	Nov. 12, 2000	Tentative Date

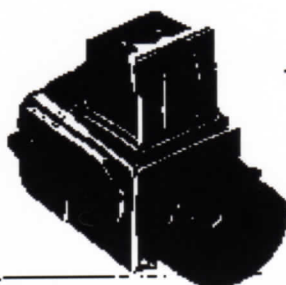
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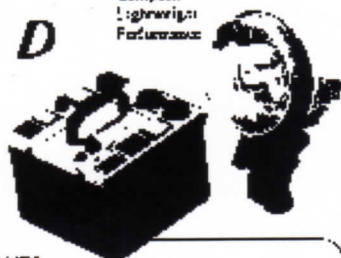
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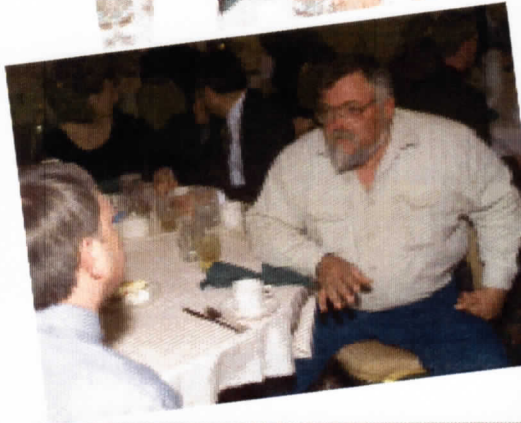
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PPGO's 1999 Holiday Party At Harvey's Casino



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Reminder:

For the year 2000, as in 1999, Professional Photographers of Greater Omaha Inc. will be offering a scholarship in the amount of \$100 towards the M.A.I.P.P professional photography school this year.

To be eligible for the drawing, your attendance is needed at our next meeting on February 13, 2000 at Regency Best Western at 12:00 P.M.

A drawing will be held by a submission of names from those present at this meeting. Our speaker, Roy Madearis will draw the recipient name.

A \$100 dollar scholarship with a matching \$100 from PPGO will be applied towards the M.A.I.P.P scholarship fees of \$575.

Included in this newsletter, you will find a brief description of the school and instructors. Classes are filling up fast so...

Attend the next PPGO meeting, enjoy a fantastic program, and have a chance of a scholarship.

M.A.I.P.P. web page: www.maipp.com for more details and application forms.

From the Board and officers of P.P.G.O. Inc.:

Rolland Montgomery - President

Jeff Funk - Vice President

Steve Reese - Secretary

Bob Shiley - Treasurer

Kurt Brink - Member at large

Steve Miller - Past President

IN REMEMBRANCE



Mervin Reese, M. Photog. Cr.

Mervin Reese, 72; Cyclist, Photographer

During his lifetime, Mervin “Bud” Reese bicycled the world, including a 10-day trip to Germany in November. The retired owner of an Omaha photography studio, he had biked throughout the United States, Canada, Europe and South America. “All the trips he took were exploring the land and getting to know people,” said his son, Steve Reese.

A native Omahan, Reese was the son of a photographer. He quit school after the eighth grade and later joined the Army just after World War II. After returning home, he earned a high school equivalency and eventually graduated from the University of Nebraska with a degree in journalism. He opened his photo studio in 1952. Reese served as a councilman with the Professional Photographers of America Association. He also was past president of the Omaha Photographers and the Nebraska Photographers Associations.

His sons, Steve and Jim, bought the studio in 1993, but he still helped out. He also is survived by five grandchildren. Reese, 72, died Tuesday at his home. He was diagnosed with pancreatic cancer the first week in December.

Services will be on, Thursday, January 13 at 11 A.M., West Hills Presbyterian Church 3015 S. 82nd Ave in Omaha.

(photograph from PPGO Christmas party 1998)