



# PPACH Newsletter

December 2007

## President's Message



Happy Holidays to everyone! What a year. I feel like someone hit the fast-forward button and we are back to the holiday rush again. It has been a fabulous year for PPA Charities and we cannot thank you all enough for your support, encouragement and faith in our organization.

We have had a great time working with Operation Smile this year. Through all of our efforts and hard work we were able to raise a lot of money and change the lives of many children across the world. Our Family Portrait Month efforts have grown again this year and we are so excited with our progress. It has been a pleasure to read all of the wonderful success stories that have come in this year. So many studios have shared their marketing plans and how they used the Family Portrait Month promotion to raise both money and community awareness for their studios. We look forward to the continued growth of this fantastic promotion.

We are looking forward to getting together at Imaging USA this year in Tampa, Florida. This convention promises to be

as fabulous as ever and we cannot wait to get to sunny Florida! We will kick off the convention again this year with our annual PPA Charities Celebration and Legends program. This year we are thrilled to have **Tony Corbell** with us to discuss his journey in photography and his mentor **Dean Collins**. Many of us know Tony and his wonderful work and great sense of humor, but I am so excited for each of you to learn more about Dean Collins. Dean is truly a legend in professional photography and I am sure that Tony will share some really great information and hilarious stories. We have already started receiving some great items for our auction, so, get your tickets fast because the VIP reception will certainly sell out again this year. The program and auction are free again this year so mark your calendars and make sure to attend one of the most exciting events at IUSA.

I would like to take this opportunity to let you all know how proud I am to be a part of such a wonderful organization. PPA Charities is a small but mighty group of some of the finest human beings I know. It has been a pleasure to work with each and every one of them over the past few years. We are all so dedicated to PPA Charities and Operation Smile. I would like to take this opportunity to thank the entire PPA Charities Board for all of their hard work and inspiration. I would especially like to thank **Bert Behnke** for doing the MOST incredible job. He is truly a wonderful man and he works effortlessly and diligently to continue the success of PPA Charities. I would also like to thank the PPA staff and Board for all of their help and our good friends at Marathon Press for all of their assistance over the years.

The PPA Charities board will be at IUSA so please stop by our booth to say hi or check out our newest promotional items. We have a great new line of t-shirts this

year and of course we will have the Loan Album DVDs. We look forward to seeing all of you there!

With this holiday season, I hope that each of you takes the time to be thankful for all that you have and that life has afforded you. Take the time to hug your families and let them know how very much you love them. We get so caught up in deadlines and deliveries this time of year some times we forget to be gracious and positive.

As many of you may know we lost a dear friend to the photographic industry this month. **Buddy Stewart** passed away, but he left behind thousands of funny stories, goofy grins, stunning portraits and many, many friends. He was a true hero to many of us and he will be missed by us all.

Peace, Love and Joy

**Mary Fisk-Taylor**  
President, PPA Charities



## Giving Thanks

**Bert Behnke,**

*PPA Charities Development Director*

As the year ends for PPA Charities, we wanted to take a moment to thank those that helped us exceed our goals. It all started with a \$40,000 donation to Operation Smile and it is ending with us exceeding last year's donation by more than \$10,000! This puts PPA members' donations at over \$100,000 in the four years we have been involved with Operation Smile!

A special thanks to those companies and individuals who donated to our 2007 auction: Buckeye Color Lab, Burrell Professional Imaging, Classic Albums, Collages.net, Denny Mfg., Eastman Kodak, Gross National Products, GW Moulding, Hallmark Professional Imaging, Larson Enterprises, Lowepro USA, Marathon Press, Mitsubishi, Neil Enterprises, NIK Software, Photodex Corp., Porter Case, Sandisk Corp., Tamron USA, The Chilcote Company, Unique Photo, White House Custom Color, The Levin Co., Backgrounds by David Maheu, Sony Electronics, the Chicago White Sox, SuccessWare, Ron Nichols Retouching, Time Exposure Software, Helen Yancy, Bruce Hudson, Stock20.com, Flora Professional Albums, WN albums & frames, American Photographic Resources, SkyHigh Backgrounds, Ralph Romaguera, Bert & Cindy Behnke, Jim & Ann Monteith, John Hartman, Sam Puc', Vicki & Jed Taufer, Dahle North America, Tamrac, PPA, the Washington Nationals, Hanson Fong, Dennis & Lori Craft, Laurie Raper Jewelry, the Society of XXV, Excel Frames, Bay Photo Lab, MAC Group, Graphic Authority, Suzette Allen, Pro Photo Gear, and the following PPA Affiliate Schools: the Texas School, Treehaven-Wisconsin, East Coast School, the Illinois Workshops, NEIPP, Triangle Institute and the PPA Affiliate Schools committee.

Also, members Patty Geist, Mary Mannix, David Grupa, Ralph Romaguera, Harvey Goldstein and Stacey Friedlein who did special fundraisers on behalf of PPA Charities. And to PPA staff, PPA Events and the Photographic Exhibitions committee who continuously support us throughout the year. And our friends Dave Johnson and Susan Powers who produce the DVDs of the Loan Collection Albums that we sell and premier at Imaging USA.

And a super special thanks to our partners at Marathon who continue to provide us with support, both financially and product development. And to all of you who supported Family Portrait Month and our new "IN"wear t-shirts.



## Come to the Celebration Event Auction

Still not sure if you want to attend our Celebration Event Auction? Maybe you aren't interested in full tuition scholarships to PPA Affiliate Schools like the Texas School, Illinois Workshops, Bahamas School or Triangle Institute, or a **Joyce Tenneson** print of "Suzanne in Contortion". Only we can offer lunch with PPA President **Jack Reznicki** and CEO **David Trust** in the President's Suite.

There will also be instructional DVDs and marketing kits from of PPA's top photographers, or seats in their classes. Products from many of our vendor friends like Kodak or Larson Enterprises, 2008 dues and registration from PPA, sports memorabilia, a night at a Marriott or an autographed book from our Super Program speaker **Howard Schatz** will also be auctioned off.

If you would like to see a complete up-to-date list, e-mail your request to [bbehnke@ppa.com](mailto:bbehnke@ppa.com), and put Auction List in the subject line.

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*"Charity from the heart brings joy."*  
- **The Bratzlaver**

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## Like to Eat? Like to Cook? Even Better!

Are you a whiz in the kitchen, or just have some quick-and-easy recipes that would be a godsend for busy photographers? If so, PPA Charities would like to know. The Trustees have approved the idea of creating a PPA Charities cookbook, so we're using this newsletter article to determine how many photographers would like to participate . . . either by contributing recipes or helping us to contact their photographer friends to get their favorites.

Ann Monteith has promised to contribute her Crock Pot recipe collection (yes, she once cooked an entire Christmas dinner out of a Crock Pot) if there is enough interest in the cook book project, so if you would like to contribute please drop Ann a note at [info@annmonteith.com](mailto:info@annmonteith.com). Bon Appetite!

*Bert Behnke*







**PPA Charities** is offering The Unveiling in DVD Format. View the entire presentation or your favorite album over and over again. See the latest trends in photography and album design. All Proceeds from the sale of this DVD go to PPA Charities for their fine work of giving back to our community.



Featured Artists	Featured Artists	Featured Artists
Todd Bolger, Bob Boyd, Lori Nordstrom, Bruce H. Dorn, Maura Dutra, Sherri Ebert, Brenda Estes, Steve Estes, Elizabeth Homan, Brandyce Loper, Tomas Munoz, Mark Garber, Jennifer Gilman, Steve Lagow, Stephanie Lagow, Dave Swoboda, Mike Vetter, John Wrihtenberry	Gail DeMarco, Sherri Ebert, Allison English Watkins, Mark Garber, Jennifer Gilman, Dave Grupa, Heather Kallhoff, Ann Naugher, Lori Nordstrom, Kimberly Sayre, Mandy Stragh Engel (Strugh)	Doug Box, Juli Cialone, Sherri Ebert, Jennifer Englert Francis, Mark Garber, Jerry Ghonis, Jennifer Gilman, Heidi Hardy Elfert, Jennifer Hillenga, Lori Nordstrom, Stewart Powers Susan Powers, DeEtte Sallee J.B. Sallee, Gerard Tomko, Jeff Woods and Julia Woods

**PPA Charities Special Promotion – Start your collection now. We are offering the first three volumes of The Unveiling for a special Price. Normally \$120.00, but you can get them all for only \$100.00**

PPA Charities The Unveiling Order Sheet				
Billing Information	Unveiling DVD	Qty	Price	Total
Name	The Unveiling 2004 – 2006 Set		100.00	
Studio	The 2006 Unveiling		40.00	
Address	The 2005 Unveiling		40.00	
City, ST Zip	The 2004 Unveiling		40.00	
Telephone	<b>Total</b>			

<b>Card Type</b> <input type="checkbox"/> Master Card <input type="checkbox"/> Visa	<b>Card Number</b>	<b>Expiration Date</b>
<input type="checkbox"/> Picked Up <input type="checkbox"/> Ship	<b>Signature</b>	

Send your Orders to:

**PPA Charities – The Unveiling**  
 20600 S. Old Wolf Rd.  
 Mokena, IL 60448

Or Call: 708-479-6700  
 Or Fax: 708-479-7950



## Please join PPA Charities for the 4th Annual Celebration Event & Auction Saturday, January 5, 2008

### Schedule of Events

7:00pm	VIP Reception <i>auction preview and hors d'oeuvres*</i>
8:00pm	Silent Auction & Public Reception
10:00pm	Live Auction with Louis Tonsmere
10:30pm	Legends Program Tony Corbell salutes Dean Collins

\*VIP Reception: \$35.00 in advance  
\$45.00 at the door

PPA Charities is proud to celebrate its continuing affiliation  
with Operation Smile, changing lives one smile at a time.

To purchase VIP tickets,  
contact Bert Behnke at [bbehnke@ppa.com](mailto:bbehnke@ppa.com)  
For further information, visit our website at  
[PPA.com](http://PPA.com) and select the PPA Charities link.

### Buy a Smile, Support PPA Charities

Our job as professional photographers is to capture the best smile of every person that sits in front of our camera. Through Operation Smile, we have come to realize that not every child is born with that perfect smile. Everyone attending Imaging USA in Tampa is invited to stop by the PPA Charities Booth and make a donation to PPACH. Everyone that makes a donation will be able to show their support by putting their name on a Smile Card to be displayed in the PPACH booth and receive a sticker to wear throughout the convention. Let's all show our support of PPACH and Operation Smile at this year's convention. Wear your smile!



### Honorary Trustees Wanted

Do you care about others and try to help when you can? Do you recognize the problems that many people are facing and wish you could lessen their pain? You can! The PPA Charities Trustees need your assistance to make sure that those who are in need receive our help. PPA Charities allows our members to share their blessings with those less fortunate. We have been very successful, but we can do better. We feel we could reach more of our membership with your help.

Through Operation Smile we have helped many children to smile who never would have smiled without our help. There are hundreds more with facial defects needing our help, and we can't reach them without you. There are many other great projects helping people who are also suffering that could use our help. In order for the PPA Charities to be more effective, we need to set up a network of caring people serving as Honorary Trustees across the nation to help us meet our goals.

The Trustees are looking for Honorary Trustees from each affiliate to serve with us to make our donations more effective. We need your help by being someone who can inform your state, region, and even local organizations about the PPA Charities projects and accomplishments. We need you to aid with fundraising projects and programs both locally and nationally. We have had individuals raise hundreds of dollars by just telling the attendees of a seminar about what we are doing to help others. PPA members are willing to help and with area Honorary Trustees, we can inform our members how they can participate. With effective local help we can triple our current donations, and we can send a message to the world of our willingness to help the less fortunate.

Please call or email and volunteer to serve as an Honorary Trustee for the PPA Charities. Be the voice in your community to help us help others and help us show that photographers are not just takers, but givers in a grand way.

If you are interested in volunteering in this worthwhile project, please contact **Bert Behnke** at [bbehnke@ppa.com](mailto:bbehnke@ppa.com).



## Open Your Hearts, Open Your Wallets

*"In this life we cannot always do great things. But we can do small things with great love."* - **Mother Teresa**

The holiday season is the perfect time to take a moment to reflect on the many blessings we enjoy. Most of us are surrounded by loved ones, greet each new day to spend time at a job we love, live in a safe, warm home and drive a reliable vehicle. It's so easy to get wrapped up in the hustle and bustle of our daily lives that we forget to consider those who are less fortunate. As we gather with our families to create holiday memories this year, it is important that we step back and consider those who are less blessed.

Imagine a life where drinking a simple glass of water is a near impossible task. Imagine a life where you can't walk down the street without being stared at or pointed to. Imagine a life where your everyday joy is never expressed because you cannot smile. Children afflicted with facial deformities are challenged by the simple effort to eat a meal or share laughter with friends and family.

The good news is that people like you can change lives that have been marred by shame and isolation. Many PPA members have given a portion of their holiday income to Operation Smile to provide life-changing surgeries for poor children from developing nations. This generosity goes beyond a one-time donation - it is a lifelong blessing to people who would otherwise live on the fringe of their society.

This year when you share wonderful moments of joy with those around you, open your heart and your wallet to share from your bounty with those who have no hope of a promising future. In a culture where we enjoy so much, we may never even remember the donation sent to PPA Charities and Operation Smile. However, the recipients of our gesture will live fuller lives, and they will never forget.

## PPACH Sponsorships

There have been numerous comments made at PPACH about the ways studios benefit by participating in charitable marketing. We certainly want everyone in the industry to be able to reap the financial rewards, as well as the emotional rewards, that come from helping others.

In 2008, PPACH will be announcing a corporate sponsorship program. This will allow vendors in the photographic industry the opportunity to join PPACH and work along side their customers to make a difference. Watch for detail to be released in early 2008.



## Visit the PPA Charities Store at Imaging USA in Tampa

We will be selling our new "IN"wear featuring our four slogans with our logo. You can also purchase the Loan Album DVD that will be premiered this year on Monday night as well as from the past three years.

Or come by and check out the results of Family Portrait Month, make a donation in honor of a friend or be the first to sign up for our 2008 events and programs.

And don't forget about our Celebration Event taking place on Saturday, January 5th at the Marriott. Only 250 tickets will be sold to our VIP reception that leads into our Auction, our check presentation to Operation Smile and our Legends program featuring Tony Corbell and his tribute to the late, great Dean Collins.

Tickets can be purchased with your Imaging USA registration or contact [bbehnke@ppa.com](mailto:bbehnke@ppa.com). Tickets will sell out, don't wait until its too late.





## Don't Miss the PPA Charities Celebration at IUSA!

By Ann Monteith

It's worth arriving at IUSA in time to attend the annual PPA Charities Celebration and Auction at ImagingUSA. This year the very special event will take place in Tampa on Saturday, January 5. For only \$35, you can be a VIP and have the opportunity to enjoy an auction preview and delicious food with some really great people who support PPA Charities.

I hope you won't miss the great "Legend's Program." Last year **Hanson Fong** brought down the house with his wonderful tribute to

**Rocky Gunn**, a true legend in our industry. This year, **Tony Corbell** will do the same with his tribute to the awesome and incredible **Dean Collins**. Be with us for the presentation of a big check from Family Portrait Month to Operation Smile, and find out who is the top fund-raiser and the winner of a \$2,000 shopping spree. Of course, you won't want to miss the fabulous Charities Auction!

For the third year in a row, **Jim** and I are pleased to contribute a week at our Deep Creek, MD lake house to be sold at the live auction. The week we've chosen is May 5-11, 2008. The house has five bedrooms, five baths and two living rooms. So if you are looking for a great place for a spring vacation, or a fun place to hang out with your photographer buddies, stop by and get into the bidding. The weekly rent for the house at this time of year is \$2,500, but you can have it for a steal for only \$2,000 – if you are the winning bidder. The house is only a little over an hour from Frank Lloyd Wright's Falling Water, so it's worth the trip just to visit this architectural masterpiece. Here is a look at the house at the lake:



*"Charity knows neither race nor creed."*  
- **Talmud** (A.D. 1st-6th century)

*"Charity begins at home,  
but should not end there."*  
- **Thomas Fuller** (1654-1734)

*"The measure of love is compassion;  
the measure of compassion is kindness."*  
- **Anonymous**



*"We make a living by what we get,  
We make a life by what we give."*

*Sir Winston Churchill*



# PPA Charities Challenge Story

By David Grupa

Nothing motivates people like a challenge and photographers are no exception to that rule. We are creative, inspired, goal-driven individuals who love a reason to take something to the next level.

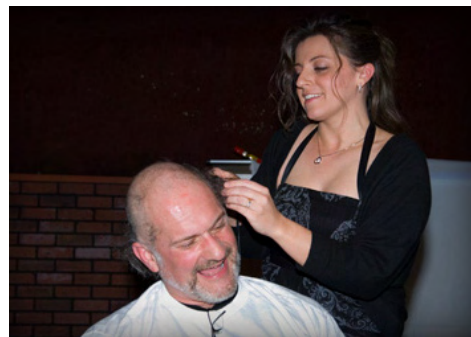
Back in October, my good friend **David Jones** and I were speaking to the Twin Cities PPA about preparing for their upcoming print competition. As we came to the end of the program, I suggested to those in attendance how lucky we all are to be in such a wonderful profession that allows us to make a living doing what we love and if our program was of any help to them, they should consider making a donation to PPA Charities. Then I blurted out "if you can put \$500 on the table before the end of the night, I will let you shave my head at the next meeting!"

After a few laughs and some veiled threats from a few members about writing a check for the full amount, I left the meeting with my hair intact. A few days later, TCPPA President **Mark Kiefer** called. "How serious were you about the offer to shave your head?" We chatted about ways to raise money and came up with an idea; it would be presented at the print competition in November.

Since there are no entry fees on the TCPPA level, members were challenged to donate \$25 per case to PPA Charities. At that rate, 30 cases would bring \$750. If that goal was reached, my previous offer would stand.

The TCPPA membership came through in a huge way, generously raising \$2,200 in donations. The Association itself added another \$1,000 to the total and presented me with a check for \$3,200 on the evening of the holiday party! To top it off, another \$300 was generated on the evening of the party by those in attendance who wanted their turn with the clipper!

At the conclusion of the evening, I left the event with a bald head, a huge smile and over \$3,500 was raised for PPA Charities!



IN  SPIRED

IN  TENSE

IN  VOLVED



*Merchandise  
Order Form*

*In-Shirts*   # \_\_\_\_\_ @ \$22 each = \_\_\_\_\_

*Qty.* \_\_\_\_\_ *Size* \_\_\_\_\_ *Phrase* \_\_\_\_\_

*Mens* \_\_\_\_\_ *Womens* \_\_\_\_\_