

**SPRINGING INTO ACTION...**

**NEW SKILLS!  
IMPROVED BUSINESS!  
INCREASED PROFIT MARGINS!  
IT'S...**



*PROFESSIONAL IMAGING SEMINARS OFFERED IN STUDIOS WORLDWIDE*

# ***SUPERMONDAY***

***OCTOBER 27, 2008***

**REGISTER BY OCTOBER 13, 2008 TO RECEIVE DISCOUNTED PRICE: ONLY \$99. AFTER OCTOBER 13, REGISTRATION IS \$120. TO REGISTER, OR FOR COURSE LISTINGS IN AN AREA NEAR YOU, GO TO THE "EVENTS" PAGE OF [WWW.PPA.COM](http://www.ppa.com) OR CALL 800.786.6277.**



*Professional Photographers of America | 229 Peachtree St NE, Suite 2200 | Atlanta, GA 30303 | [www.ppa.com](http://www.ppa.com)*



# ALABAMA



**MOBILE**

## **DOUBLE ORDER OF PHOTOSHOP** (HOLD THE CHEESE)

**Steve Goraum**

Course# AL10

There's more than one way to make a turkey sandwich, and it's the same with Photoshop. Spend a day discovering the many ways to do the things in Photoshop that will enhance your images and improve your workflow.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Laptop, notebook, money  
for lunch (offsite)

### **COURSE LOCATION:**

Pixel Pro Lab  
4356 Midmost Drive  
Mobile, AL 36609  
251-343-5954

### **CONTACT INFO:**

magicshot@aol.com  
www.studiophoto.com

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# ARIZONA

## GLENDALE



### **How to Take Better Pictures with ANY CAMERA**

**Ty Bass, Cr. Photog., CPP**  
Course# AZ10

Want to learn to adapt to—or control—what is in front of your camera? With Ty, new photographers will learn a lot, and experienced photographers will remember forgotten techniques. Focused on four aspects – composition, facial analysis, lighting and posing – this program is designed for everyone.

**COURSE DATE:**  
10/26/08 (Sunday)

**COURSE HOURS:**  
8:59am-5pm

**ITEMS TO BRING:**  
Pencil, lunch money (cameras optional)

**COURSE LOCATION:**  
Call for directions to the class.  
Wentworth Photograph  
home/studio  
6426 W. Colter St.  
Glendale, AZ 85301  
623-846-8304

**CONTACT INFO:**  
tybass@quik.com  
wentworthphotograph.com

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**MESA**



## **ENVIRONMENTAL PORTRAITURE**

**Steve Nissle, M.Photog., CPP**

*Course# AZ20*

Ready for a full day of hands-on environmental portraiture of families, children and seniors? Join Steve and travel to selected locations; discuss each location in relation to the portrait session's specific needs; create images geared towards wall portraiture; and learn to assist the client in selection, ordering, and sales. Take on environmental portraiture from customer consultations to posing, lens selection, daylight/flash balance, and sales presentations.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera, tripod, notebook, pen. Contact instructor prior to class to discuss agenda and possible additional equipment.

### **COURSE LOCATION:**

Nissle Fine Portraiture  
1215 E Brown Road  
Mesa, AZ 85203  
480-461-3100

### **CONTACT INFO:**

stevenissle@gmail.com  
www.nisslephoto.com

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## MESA



### **LIGHTROOM AND PHOTOSHOP**

**Greg Utton, CPP**

*Course# AZ30*

Do you have questions about using Lightroom and Photoshop? This is the class for you! This is a hands-on course with attention to individuals' problems and digital workflow. Lightroom will be addressed in the morning, and Photoshop will be covered during the afternoon.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Laptop, sample files, list of issues/  
concerns

#### **COURSE LOCATION:**

Utton Photography Studio  
1654 N. Hunt Dr.  
Mesa, AZ 85203  
480-464-1228

#### **CONTACT INFO:**

greg@uttonphoto.com  
uttonphotography.com



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## SEDONA



### MARKETING AND PHOTOSHOP

**Bob Coates, M.Photog.Cr., CPP**

Course# AZ40

Marketing can get your studio's name in front of prospective clients without spending a lot of money. Photoshop can help you create new products to differentiate your studio and create buzz around your name. Combining these two can be really powerful, and Bob is ready to show you how.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Current business cards and marketing material, laptop, images for use in new marketing material

#### COURSE LOCATION:

Bob Coates Photography  
40 Pebble Drive  
Sedona, AZ 86351  
928-284-0200

#### CONTACT INFO:

bob@bcphotography.com  
bcweddingphoto.com  
bcphotography.com

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## BAKERSFIELD

### **WORK IT! WORK IT! WORK IT!**

**Randall Barker**

*Course# CA10*

Do you want to build a solid business model as a storefront photographer? Randall can show you how to maximize three simple areas (customer service, the photographic experience, and image presentations) that will add double-digit increases to your gross sales.

**COURSE DATE:**

10/27/2008

**COURSE HOURS:**

9am-5pm

**ITEMS TO BRING:**

Change of clothes

**COURSE LOCATION:**

Randall Photography  
3724 Buck Owens Blvd  
Bakersfield, CA 93308  
661-634-0433

**CONTACT INFO:**

randall@myrandall.com

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## EL SOBRANTE



### PHOTOGRAPHING THE COMPANION ANIMAL

**Ann Gordon, CPP**  
Course# CA30

Learn to create emotional images that tap into the more than \$40 billion that Americans spend on their pets each year. We will cover animal psychology and management, planning the session, and tips and tricks for getting that special expression while having a great time. Posing for dogs, cats, horses and people will be addressed, as well as the all-important aspect of owner management.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**

Camera, lenses, note-taking materials, computer to download and discuss images, comfy clothes (no sandals) that can get dirty, knee pads (if you have them), lunch money (we order lunch)

**COURSE LOCATION:**

Contact Instructor for directions  
Gordon Photography  
El Sobrante, CA

**CONTACT INFO:**

510-222-4115  
ann@gordonpetphotography.com

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## LOMPOC



### PHOTOSHOP 101

Michael Collins, CPP

Course# CA50

Get started with Photoshop! Learn how to set up Photoshop preferences on your computer, along with Photoshop CS3 basics, including cropping, layers, masking, and some retouching. Depending on the level of the class, more may be taught.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Laptop with Photoshop installed  
(preferably CS3)

#### COURSE LOCATION:

Collins Photography  
1191 Pellham Dr.  
Lompoc, CA 93436  
805-733-5197

#### CONTACT INFO:

images.michael@verizon.net  
www.collinsfoto.com

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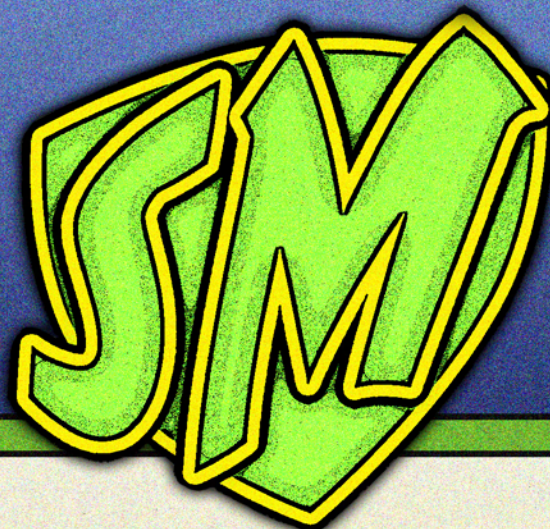
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**LOS ANGELES**



## **PASSION, PORTRAITS, AND PROFIT**

**Mary Ann Halpin**

Course# CA60

Whether you want to re-invent and re-energize your career or you are just starting out, come learn to focus (or re-focus) your portrait business and create a new strategy for success. You will discuss what your heart desires to photograph, how to focus your creativity into a successful career, how to market your new passion and create a buzz, and how to increase your sales to reach big profits.

### **COURSE DATE:**

10/27/08

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Note-taking material

### **COURSE LOCATION:**

Mary Ann Halpin Studio  
3202 Dos Palos Drive  
Los Angeles, CA 90068

### **CONTACT INFO:**

323-874-8500  
maryannhalpin@aol.com  
www.maryannhalpin.com

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## ONTARIO



### **ILUMINACION PRACTICA PARA EVENTOS**

**Mario Herrera**

*Course# CA70*

Totalmente en Español: Iluminacion practica y portable para localidades en exteriores e interiores, composicion y post-produccion de imagenes usando Lightroom.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Traigan sus camaras, dudas y preguntas, esperamos tener un dia de mucho provecho para todos.

#### **COURSE LOCATION:**

Town Center Hall  
11740 Telegraph Rd  
Santa Fe Springs, CA

#### **CONTACT INFO:**

909-923-9442  
photomark@mac.com  
herrerafoto.blogspot.com

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**SAN JOSE**



## **USING AVAILABLE LIGHT AT WEDDINGS**

**Tsafrir (Mike) Melamed**

*Course# CA80*

See how Tsafrir (Mike) uses available light on location, and apply it to your own photography. You'll learn to "see light," use it to your advantage, use your external flash at night, position your wedding couple in the light, and let them have fun with less direction from you.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera (must be SLR type), on-camera external flashes (for night photography), note-taking materials

### **COURSE LOCATION:**

The Vault Night Club  
81 W. Santa Clara St.  
San Jose, CA 95113  
408-298-1112

### **CONTACT INFO:**

408-533-5523  
photostm@gmail.com  
www.photostm.com

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## SANTA BARBARA



### ADOBE LIGHTROOM RAW POWER UNLEASHED

Art P. Suwansang

Course# CA90

Find out more about the benefits in shooting RAW and using Adobe Lightroom as a one-stop shop program for editing and proofing. Art will also give you the additional bonus of learning posing and on-location lighting tips.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Digital SLR camera with 2 lenses, laptop computer with Lightroom installed and CompactFlash memory card with reader (portable hard drive is optional)

#### COURSE LOCATION:

Brooks Institute  
1321 Alameda Padre Serra  
Santa Barbara, CA 93103

#### CONTACT INFO:

310-779-9106  
info@wedding64.com  
www.wedding64.com



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## SANTA MONICA



### ***AN OUTDOOR LIGHTING ESSAY***

**Marissa Lopez Donatt**

*Course# CA100*

This outdoor lighting workshop will help you understand available light. From it you will learn to evaluate and utilize daylight to create a third dimension and fantastic image results. Get ready to work with reflectors, diffusers, and fill flash. You'll also focus on composition with the environment, utilizing locations to enhance the person, and creating a mood within the area. (Some students will participate as models, making the workshop more flexible.)

#### ***COURSE DATE:***

10/05/2008 (Sunday)

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Light meter, electronic flash sync cords, flash brackets, camera equipment (digital or film)

#### ***COURSE LOCATION:***

La Foto, Inc  
806 Pico Blvd  
Santa Monica, CA 90405

#### ***CONTACT INFO:***

310-664-1563  
marissalopez@lafoto.net  
www.marissalopez.com

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## SANTA MONICA



### A STUDIO LIGHTING ESSAY

Marissa Lopez Donatt

Course# CA110

You want to achieve great exposure control, which translates into fantastic image results. And here's a studio lighting workshop to help you do this by understanding the manipulation of lighting ratios. Get ready to work with strobes, softboxes, snoots, grids, and color gels. Some students will participate as models, making the workshop more flexible.

#### COURSE DATE:

10/19/2008 (Sunday)

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Your own light meter and a digital or film camera

#### COURSE LOCATION:

La Foto, Inc  
806 Pico Blvd  
Santa Monica, CA 90405

#### CONTACT INFO:

310-664-1563  
marissalopez@lafoto.net  
www.marissalopez.com

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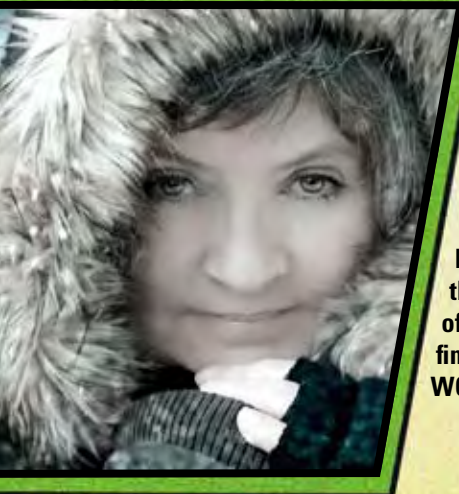
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## SOUTH LAKE TAHOE



### WEDDING WORKFLOW FROM START TO FINISH

Karen Linsley, CPP  
Course# CA120

Need to streamline your wedding workflow? This is the program for you. After starting on location using off-camera lighting, you will go back to the studio to fine tune image processing and learn how to create the WOW factor for your clients.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
10am-6 pm

**COURSE LOCATION:**  
Image Angels Studio  
3665 Tamarack  
South Lake Tahoe, CA 96150

**CONTACT INFO:**  
530-544-9336  
karen@imageangels.com  
www.imageangels.com



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**SUISUN**



## PROFESSIONAL STUDIO LIGHTING

Marc Benjamin Anacta, Cr.Photog., CPP

Joerg Lehmann, Cr.Photog., CPP

Course# CA130

Discover Marc and Joerg's approach to studio portrait photography. The class will start with the basics of studio lighting, guiding you through fundamental lighting theory, equipment selection, and real-world lighting setups. Expect fun, lots of information, and plenty of hands-on experience with models.

### COURSE DATE:

11/2/2008 (Sunday)

### COURSE HOURS:

9am-5pm

### ITEMS TO BRING:

Camera (optional)

### COURSE LOCATION:

Kickstep Studio  
718 Main St., Suite 202  
Suisun, CA 94585

### CONTACT INFO:

Marc Benjamin Anacta  
707-529-9385  
marc@kickstep.com

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## WALNUT CREEK



### **LIGHTROOM FOR PHOTOGRAPHERS**

**Denny Weigand, CPP**

*Course# CA140*

Do you want to spend more time behind the camera than you do in front of the computer? Learn how your workflow processing (images from input to output) can be reduced by at least 50 percent with this hands-on workshop. Denny will overview and examine in detail the five modules in Lightroom, depending upon the interests of the group and the time available. In addition, you'll see how Lightroom, Photoshop, and Bridge interact with one another. (Valuable for working photographers, and for amateur photographers who wish to manage their images.)

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Laptop, note-taking material, "Stump the Grump" questions

#### **COURSE LOCATION:**

Please contact instructor via e-mail or telephone for exact address.  
Walnut Creek, CA 94596

#### **CONTACT INFO:**

925-336-7994  
digitalwhims@comcast.net  
www.digitalwhims.com

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## WOODLAND HILLS



### **QuickBooks AND BUSINESS FOR THE PHOTOGRAPHER**

**Kathy Rappaport**  
Course# CA150

To run a successful business, you need more than great photography. You need to be able to manage the financial side! Kathy Rappaport, Certified QuickBooks Professional Advisor and professional photographer, will give an overview about using QuickBooks and managing the financial side of your photography business. Whether you need to improve your financial management or you want to get started off right, this could be an eye-opener for you.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Note-taking materials, financial  
management questions

**COURSE LOCATION:**  
Flash Frozen Photography, Inc.  
20969 Ventura Blvd #103  
Woodland Hills, CA 91364

**CONTACT INFO:**  
818-888-2280  
kathy@kathyrappaport.com  
www.flashfrozenphotography.com

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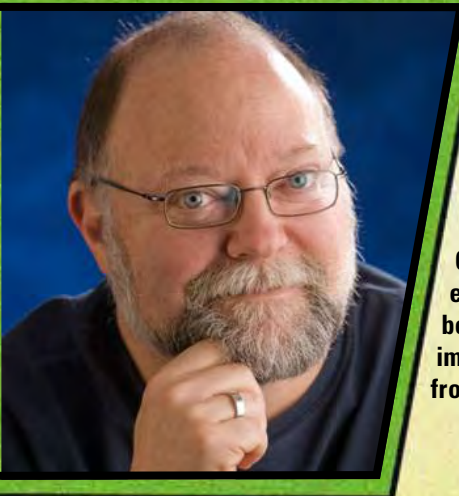
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# CANADA

## MONTREAL, QUEBEC



### ***SHOOT IT RIGHT FROM THE START, PRESENT IT TO THE END***

**Jean-Francois O'Kane**  
*Course# CAN10*

Come learn the ultimate and simple steps to perfect exposure control, avoiding any need for image correction before presentation. Then, see how you can present your images in an enhanced way, differentiating your offerings from the competition.

***COURSE DATE:***  
10/27/2008

***COURSE HOURS:***  
9am-5pm

***ITEMS TO BRING:***  
Laptop. Some documentation will be provided.

### ***COURSE LOCATION:***

TheStudioCoach -  
studio and offices  
1923 17th avenue, PAT  
Montreal, QC H1B 3M3  
Canada

### ***CONTACT INFO:***

514-645-8255  
jf@thestudiocoach.com  
www.thestudiocoach.com

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# COLORADO

## COLORADO SPRINGS



### **HANDLING THE NEW CHALLENGES**

Wendy Schicktan, *CPP*

Mary Lynne Ashley

Course# C010

Professional photographers face new challenges every day, and you can't expect them to go away. Wendy and Mary Lynne will present ideas for success in the competitive market of the future.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **COURSE LOCATION:**

Casa Verde Common House  
1355 Lindenwood Grove  
Colorado Springs, Co. 80907

#### **CONTACT INFO:**

Wendy Schicktan  
719-590-8826  
wendy@capturedmomentsgallery.com

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# CONNECTICUT



## DAYVILLE

### **How to Sell with Projection**

**Charleen Larkin, CPP**

*Course# CT10*

Are you still doing proofs or putting your images online? Does it take forever for your customer to place an order, or are your orders significantly low? Learn to do a projected sales session, from designing your own presentation to helping the customer place their order that same day. You will soon see why photographers who project their images average higher sales.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Laptop computer, images to work with

#### **COURSE LOCATION:**

Charleen's Portrait Studio  
179A Hartford Pike  
Dayville, CT 06241

#### **CONTACT INFO:**

860-774-8585  
sales@charleens.com  
www.charleens.com

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# CONNECTICUT



**EASTON**



## **OPTIMIZING DIGITAL PHOTOGRAPHY**

**John F. Hill, CPP**  
Course# CT20

Review fundamentals and learn advanced techniques in the digital darkroom. The differences between good and great images are often based on the skill applied when optimizing them, and you can work towards that greatness. Discuss useful techniques to optimize tonality, contrast, color, sharpness, and subject emphasis. The class will also focus on meeting your individual needs and interests, maximizing its relevance and ensuring valuable takeaways. (Photoshop will be used the most, with an introduction to specialized software tools and their usage.)

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
One or two images you would  
like to have optimized

**COURSE LOCATION:**  
John F. Hill  
25 Old Stonewall Road  
Easton, CT 06612

**CONTACT INFO:**  
203-452-8412  
john@johnfhill.com  
www.johnfhill.com

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# CONNECTICUT



## NORTH HAVEN



### **PRE-PRODUCTION & DIGITAL ORGANIZATION**

**Richard Esposito**

*Course# CT30*

Learn how you can minimize post production via shooting techniques and the organization of your images, clients' wedding information, and your own business life. Door prizes (including Photoshop Actions and a 500GB External Hard Drive) and food will be offered.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Camera, laptop or notepad, questions

#### **COURSE LOCATION:**

Goodwin Hotel  
1 Haynes St.  
Hartford, CT 06103

#### **CONTACT INFO:**

203-676-3527  
re@rephotodesign.com  
www.rephotodesign.com & .org

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# FLORIDA

## FORT MYERS



### MARKETING THE HIDDEN TREASURES

**Brian Gore**

Course# FL10

Today's market requires professional photographers to find new avenues of marketing with low relative costs and high levels of return. How? Learn to use what you have and uncover the hidden treasures that are right at your fingertips...or next door.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Note-taking materials, current business card, current marketing materials, camera, flash, and meter. Prior to class, provide a Web site address for review. Instructor will review your site and make recommendations to improve its vision, content and marketing ability during the class.

#### COURSE LOCATION:

Contact Instructor  
Fort Myers, FL 33931

#### CONTACT INFO:

239-919-2290  
brian.gore@bgorephotography.com  
www.bgorephotography.com

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# FLORIDA

## JUPITER



### **ADOBE LIGHTROOM - THE COMPLETE PHOTOGRAPHY WORKFLOW TOOL**

**Martin A. Grivjack**

*Course# FL20*

If you want to learn Adobe Lightroom, come to this class for a complete, in-depth look. Martin will discuss all five modules in depth, as well as workflow examples and undocumented features. You'll learn about importing photos, backing up images, image processing, proof printing, slideshow and Website creation.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Laptop computer with power adapter,  
Lightroom (or trial version), photos to  
import

#### **COURSE LOCATION:**

Magic Moments Photography Studio  
1090 NE Jensen Beach Boulevard  
Jensen Beach, FL 34957  
772-225-0394

#### **CONTACT INFO:**

561-744-1777  
magriv@aol.com  
www.alanmartinimages.com

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# FLORIDA

## OKEECHOBEE



### ***PAINTING WITH PHOTOSHOP***

**Sandra Pearce**

*Course# FL30*

Learn how to create a new product you can offer your clients. Sandra will help you create paintings using Photoshop, including a quick way to prepare an image before starting to paint. (The airbrush and smudge tools will be used in Photoshop.)

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Laptop with Photoshop CS2 or CS3,  
Wacom tablet (if possible), note-taking  
materials, lunch money

#### ***COURSE LOCATION:***

Sandra Pearce Photography  
1122 SW 15th Street  
Okeechobee, FL 34974

#### ***CONTACT INFO:***

863-763-2684  
pearcephotography@earthlink.net  
sandrapearcephotography.net



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# FLORIDA

## SAFETY HARBOR



### **WEDDINGS: FROM CONCEPT TO CREATION**

**Brian C. Idocks, CPP**

*Course# FL40*

Learn and strengthen your wedding photography skills in sorting, editing, adjusting, and retouching images. Starting out, we will explore posing, lighting, and communication skills with a bridal couple in an outdoor setting. Following the shoot, we will work on the files in Lightroom, with the final edits and retouching done in Photoshop.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

10am-6pm

#### **ITEMS TO BRING:**

Small camera for setups of poses,  
note-taking materials.

#### **COURSE LOCATION:**

Brian C Idocks Photographics, LLC  
312 Main St  
Safety Harbor, FL 34695

#### **CONTACT INFO:**

727-799-3686  
brian@briancidocks.com  
www.briancidocks.com

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# GEORGIA



**LILBURN**



## **STOP SURVIVING... START THRIVING!**

**Lori Grice, M.Photog.Cr., CPP**

**DeWayne Grice**

*Course# GA20*

You're an incredibly talented and experienced photographer and you're passionate about your work...but you find it harder and harder to keep your head above water. Don't take it personally—welcome to the photography industry circa 2008. Is it possible to THRIVE again? Join Lori and DeWayne as they share a recipe for success!

### **COURSE DATE:**

10/20/2008 (Monday)

### **COURSE HOURS:**

10am-6pm

### **ITEMS TO BRING:**

Note-taking materials

### **COURSE LOCATION:**

Photo Barn

4400 Business Park Court SW

Lilburn, GA 30047

800-241-4864

### **CONTACT INFO:**

Lori Grice

912-764-7274

lori@lorigrice.com

www.lorigrice.com

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# GEORGIA



**ROSWELL**



## **PUTTING A CREATIVE STYLE IN WEDDING AND PORTRAIT PHOTOGRAPHY**

**Mike Moreland**

**Tricia Whitmer**

*Course# GA30*

Take your photography to the next level by developing a creative style with composition and lighting. This hands-on class will allow you to work with a live model, both in the studio and out on location. Learn cutting-edge posing, lighting, and style techniques with practice and by discussing the instructors' award-winning wedding and portrait albums. Model will sign a model release, so all shots taken at this workshop can be used in your portfolio or Web site!

### **COURSE DATE:**

10/27/08

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera equipment, samples of work for critique, notebook

### **COURSE LOCATION:**

Moreland Photography  
1275 Pine Grove Road  
Roswell, GA 30075  
770-310-1167

### **CONTACT INFO:**

770-993-6059  
mike@morelandphoto.com  
View our new Web sites  
([www.morelandphoto.com](http://www.morelandphoto.com) and  
[www.morelandstudios.com](http://www.morelandstudios.com)) and check  
our blogs frequently!

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# ILLINOIS



**BATAVIA**



## **INSPIRATION, PERSPIRATION, AND SELF-DISCOVERY**

**Michael Barton, Cr.Photog., CPP**

**John Metcalfe, Cr.Photog., CPP**

*Course# IL10*

Spend a day of self-discovery with John Metcalfe and Michael Barton. This class will dive into self-assignments and creativity because learning to shoot for ourselves and our soul is a fundamental discipline for improving our craft and growing as photographers. Michael and John will share images from self-assignments as well as award-winning photographs and how they were conceived. The class will also tackle several assignments, followed by a group review.

### **COURSE DATE:**

11/03/2008 (Monday)

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera, laptop, several images from self-assignments, note-taking materials

### **COURSE LOCATION:**

Indigo Photographic Inc.  
117 S. Batavia Ave  
Batavia, IL 60510

### **CONTACT INFO:**

Michael Barton  
630-761-2990  
info@indigophotographic.com  
www.indigophotographic.com

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# ILLINOIS

## GLEN CARBON



### **PHOTO SAFARI: BOTANICAL GARDENS**

**Mike Nichols, M.Photog.Cr.**

**Lindsey Nichols, M.Photog., CPP**

*Course# IL20*

Plant and flower images are used for many things. Learn to find, light, and capture such images for commercial applications...you may be surprised at what you can do with them.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Digital camera, tripod, micro or macro lens, medium to telephoto lens, flashlight, light modifier, flash, laptop

#### **COURSE LOCATION:**

Nichols Photography  
3506 South State Route 157  
Glen Carbon, IL 62034

#### **CONTACT INFO:**

Mike Nichols  
618-288-6700  
miknichols@aol.com  
www.nicholsphoto.com

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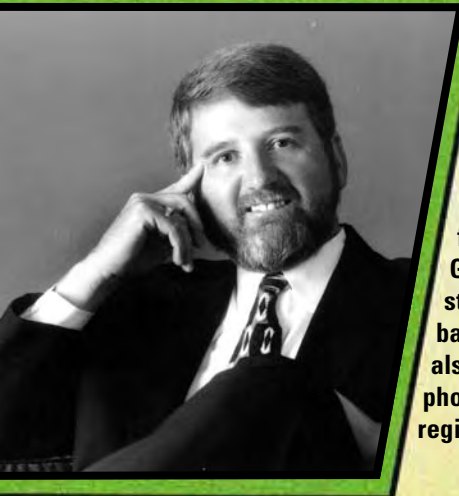
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# ILLINOIS

## MONTGOMERY



### PRINCIPLES OF PORTRAITURE

Gregory Stangl, M.Photog.Cr.

Course# IL30

Ready to take your art to the next level? Come learn the foundations of portraiture from Master Photographer Greg Stangl, including lighting direction and lighting style, lighting ratio, facial analysis, and the use of multiple backgrounds with the virtual background system. You will also learn the basics of posing the female and male form, photographing couples, and posing hands. (The first ten who register will receive handouts for the class.)

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Cameras, light meters,  
note-taking materials

#### COURSE LOCATION:

Studio Avalon  
2055 Albright Road  
Montgomery, IL 60506

#### CONTACT INFO:

630-417-4257  
prospeak1@hotmail.com  
www.prospeak1.com



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# ILLINOIS

## SAINT CHARLES



### ***THE ABCs FOR TODAY'S WEDDINGS***

**Shterion Shterionov**

*Course# IL40*

Booking weddings has never been more difficult. The wedding market has completely changed. Shterion will help you learn what today's bride is looking for, how to package and price for success, and how to differentiate yourself from your competitors. He will share the ABCs of the Wedding Workflow - shooting, post processing, album design, etc.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

8:30am-5:30pm

#### ***ITEMS TO BRING:***

Laptop, camera, sample images

#### ***COURSE LOCATION:***

Studio 3 Productions  
3540 Stern Ave., Suite 104  
Saint Charles, IL 60174  
630-377-9700

#### ***CONTACT INFO:***

630-626-1056  
shterion@shterionov.com

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# ILLINOIS

## SCHAUMBURG



### **MODULE 1: FINANCIAL MANAGEMENT & ACCOUNTING**

Howard Kier, *CPP, ABI, CBM*

Brandon Bassett

Course# IL50

This first module covers the components of a financial statement, accumulating personal wealth, the economics of photography, break-even analysis, three ways to price your photography, tracking, planning your business success, and using computers in your business.

#### **COURSE DATE:**

11/09/2008 (Sunday)

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Speak to the instructors.

#### **COURSE LOCATION:**

Magical Moments Photography, Inc.

1327 Fairlane Dr  
Schaumburg, IL 60193

#### **CONTACT INFO:**

Howard Kier

847-910-9875

studio@bassettphotography.com

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# ILLINOIS

## SCHAUMBURG



### MODULE 2: CREATING A BUSINESS PLAN

Howard Kier, CPP, ABI, CBM

Brandon Bassett

Course# IL60

This second module covers the planning process and what elements comprise successful strategies for a business plan. Much time will be devoted to understanding, developing and creating the financial and marketing aspects of the plan.

#### COURSE DATE:

11/10/2008 (Monday)

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Speak to the instructors.

#### COURSE LOCATION:

Magical Moments Photography, Inc.

1327 Fairlane Dr  
Schaumburg, IL 60193

#### CONTACT INFO:

847-910-9875

studio@bassettphotography.com



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# ILLINOIS

## SCHAUMBURG



### MODULE 3: MARKETING & PROMOTION

Howard Kier, CPP, ABI, CBM

Brandon Bassett

Course# IL70

This third module discusses how to develop a successful marketing plan that will drive a studio's financial success. These plan components include competitive analysis, consumer surveys and product line analysis.

#### COURSE DATE:

11/11/2008 (Tuesday)

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Speak to the instructors.

#### COURSE LOCATION:

Magical Moments Photography, Inc.

1327 Fairlane Dr  
Schaumburg, IL 60193

#### CONTACT INFO:

847-910-9875

studio@bassettphotography.com

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# ILLINOIS

## SCHAUMBURG



### MODULE 4: SALES & CUSTOMER SERVICE

Howard Kier, CPP, ABI, CBM

Brandon Bassett

Course# IL80

This fourth module deals with vitally important sales presentations and customer service issues, including consumer buying motives and characteristics, telephone techniques, pre-sale presentations and more.

#### COURSE DATE:

11/12/2008 (Wednesday)

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Speak to the instructors.

#### COURSE LOCATION:

Magical Moments Photography, Inc.

1327 Fairlane Dr  
Schaumburg, IL 60193

#### CONTACT INFO:

847-910-9875

studio@bassettphotography.com

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# ILLINOIS

## SCHAUMBURG



### **MODULE 5: STUDIO OPERATIONS**

Howard Kier, *CPP, ABI, CBM*

Brandon Bassett

Course# IL90

This fifth module focuses on studio operations and personnel management, including how effective studio operation and organization will improve your profitability.

#### **COURSE DATE:**

11/13/2008 (Thursday)

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Speak to the instructors.

#### **COURSE LOCATION:**

Magical Moments Photography, Inc.

1327 Fairlane Dr  
Schaumburg, IL 60193

#### **CONTACT INFO:**

847-910-9875

studio@bassettphotography.com

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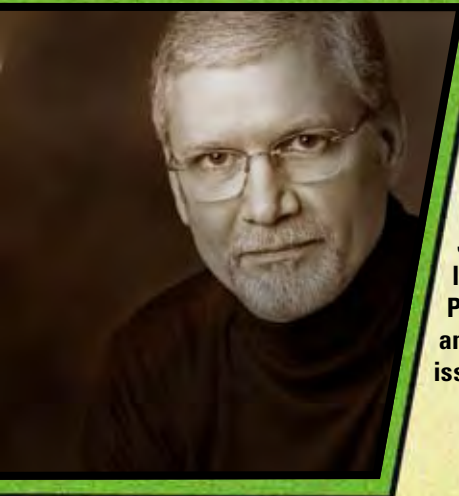
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# INDIANA

## FAIRMOUNT



### PHOTOSHOP 101

Carl Saathoff

Allison Saathoff

Course# IN10

Just getting started with Photoshop and want to learn the basics? Join Carl and Allison as they cover Photoshop tools, layers, layer masks, adjustment layers, and more. And don't forget to bring questions about the issues you've come up against.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Note-taking materials

#### COURSE LOCATION:

Portrayal Studios  
804 N. Morton St.  
Fairmount, IN 46928

#### CONTACT INFO:

Carl Saathoff  
765-948-4422  
carl@portrayalstudios.com

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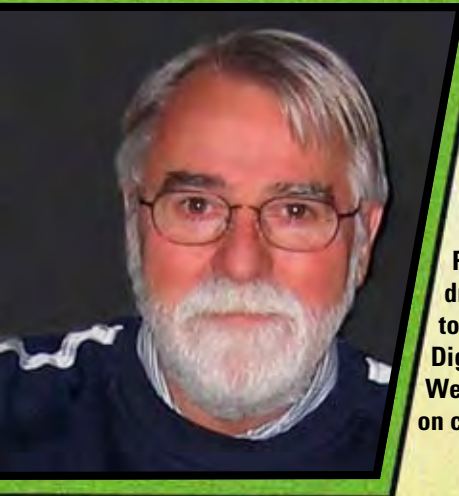
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# IOWA

## SOLON



### ***THE SECRET TO BETTER ART REPRODUCTION***

**Richard Sjolund**

*Course# IA10*

Reproduction of art (such as painting, watercolors, and drawings) requires high-resolution captures. The secret to creating a good reproduction is using the Better Light Digital Scan back on a 4x5 camera to capture the images. We will cover lighting, camera set-ups, and Giclée printing on canvas with Epson printers.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Note-taking materials

#### ***COURSE LOCATION:***

Wilderness Studio  
2528 Sugar Bottom Rd  
Solon, IA 52333

#### ***CONTACT INFO:***

319-624-5059  
rdsjolund@earthlink.net  
www.wilderness-studio.com



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# KANSAS

**EUDORA**



## **MODULE 1 - FINANCIAL MANAGEMENT & ACCOUNTING**

**Quinn Hancock, Cr.Photog.,ABI**  
Course# KS10

This is the first module in the core requirements for business management. It covers understanding the components of a financial statement, accumulating personal wealth, the economics of photography, break-even analysis, three ways to price your photography, tracking, planning your business success, and using computers in your business.

**COURSE DATE:**  
10/19/2008 (Sunday)

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Please contact the instructor.

**COURSE LOCATION:**  
Custom Classics Photography  
2269 N 400 Rd  
Eudora, KS 66025-9140

**CONTACT INFO:**  
785-883-4166  
customclassics@myvine.com  
customclassicsphotography.com

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# KANSAS

## EUDORA



### MODULE 2 - CREATING A BUSINESS PLAN

Quinn Hancock, Cr.Photog.,ABI  
Course# KS20

This second module covers the planning process and the elements that comprise successful strategies for a business plan. Much time will be devoted to understanding, developing and creating the financial and marketing aspects of the plan.

**COURSE DATE:**  
10/20/2008 (Monday)

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Please contact the instructor.

**COURSE LOCATION:**  
Custom Classics Photography  
2269 N 400 Rd  
Eudora, KS 66025-9140

**CONTACT INFO:**  
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## EUDORA



### MODULE 3 - MARKETING & PROMOTION

Quinn Hancock, Cr.Photog.,ABI  
Course# KS30

This third module discusses how to develop a successful marketing plan that will drive a studio's financial success. These plan components include competitive analysis, consumer surveys and product line analysis.

**COURSE DATE:**  
10/21/2008 (Tuesday)

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Please contact the instructor.

**COURSE LOCATION:**  
Custom Classics Photography  
2269 N 400 Rd  
Eudora, KS 66025-9140

**CONTACT INFO:**  
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customclassics@myvine.com  
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# KANSAS

**EUDORA**



## MODULE 4 - SALES & CUSTOMER SERVICE

Quinn Hancock, Cr.Photog.,ABI  
Course# KS40

This fourth module deals with vitally important sales presentations and customer service issues, including consumer buying motives and characteristics, telephone techniques, pre-sale presentations and more.

### COURSE DATE:

10/22/2008 (Wednesday)

### COURSE HOURS:

9am-5pm

### ITEMS TO BRING:

Please contact the instructor.

### COURSE LOCATION:

Custom Classics Photography  
2269 N 400 Rd  
Eudora, KS 66025-9140

### CONTACT INFO:

785-883-4166  
customclassics@myvine.com  
customclassicsphotography.com

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# KANSAS

## EUDORA



### MODULE 5 - STUDIO OPERATIONS

Quinn Hancock, Cr. Photog., ABI  
Course# KS50

This fifth module focuses on studio operations and personnel management, including how effective studio operation and organization will improve your profitability.

**COURSE DATE:**  
10/23/2008 (Thursday)

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Please contact the instructor.

**COURSE LOCATION:**  
Custom Classics Photography  
2269 N 400 Rd  
Eudora, KS 66025-9140

**CONTACT INFO:**  
785-883-4166  
customclassics@myvine.com  
customclassicsphotography.com

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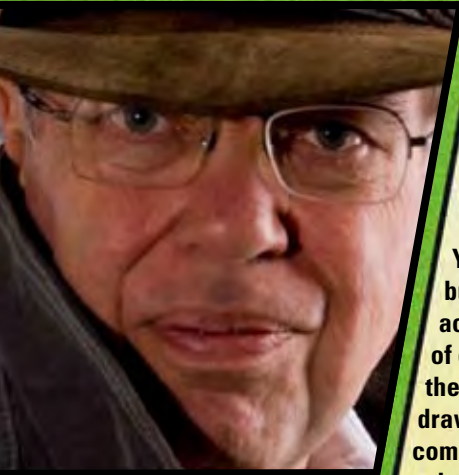
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# KANSAS



**WICHITA**



## ***KEEPING COLOR INTEGRITY IN THE DIGITAL AGE***

**Bruce Cochener, CPP**

*Course# KS70*

You want your print color to match your image capture, but how can you do this accurately? Learn how to accomplish this feat with a complete understanding of color workspaces, profiles, conversion options and the influence of the light sources at capture. This course draws upon experience in a professional photo lab combined with both commercial and portrait studio work... and an emphasis in printing and commercial color control for more than 25 years.

### ***COURSE DATE:***

10/27/2008

### ***COURSE HOURS:***

9am-5pm

### ***ITEMS TO BRING:***

Samples of work, examples of problems, digital camera

### ***COURSE LOCATION:***

Different Perspectives Photography  
1719 N. Rock Road, Suite 111  
Wichita, KS 67206

### ***CONTACT INFO:***

316-689-3403  
bcochener@prophoto-guild.com  
www.differentperspectives.com

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# LOUISIANA

## PONCHATOULA



### POSING AND LIGHTING TECHNIQUES OF A PRO

Barbie Vallot, M. Photog., CPP

Patrick Bates, CPP

Course# LA10

For creative posing (for individuals, couples, and groups) and finding the sweet light outside, any time of the day, this is the class that can help you. Learn the right words and body language to use to help your clients fall comfortably into place as you pose them to be photographed.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-6pm

#### ITEMS TO BRING:

Bring light meter, solid-colored top to be photographed in (shirt, blouse or jacket). You will receive a CD of images shot in class, including images of you suitable for a business card or marketing piece.

#### COURSE LOCATION:

Southern Exposure Photography  
950 SW Railroad Ave.  
Ponchatoula, LA 70454  
985-386-0844

#### CONTACT INFO:

Barbie Vallot  
barbievallot@aol.com



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# MASSACHUSETTS



**LOWELL**

## **APERTURE ON LOCATION AND IN THE STUDIO**

**James Cryan**

*Course# MA10*

Following a film photography career of 30 years, Jim went digital in 2004. Learn from his experiences and hard-fought successes over the past 4 years. The workshop will focus on using Aperture in all aspects of the studio workflow.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Note-taking materials, lunch  
(or lunch money)

### **COURSE LOCATION:**

Western Avenue Artists Studios  
122 Western Avenue  
Lowell, MA 01850  
603-930-0914

### **CONTACT INFO:**

603-635-9071  
jamesCryan@mac.com  
www.JimCryan.com

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# MASSACHUSETTS



## NEW BEDFORD

### HOW TO START YOUR OWN STUDIO

Nelson W. Mare, CPP

Course# MA20

Ever wonder what it takes to start your own photography studio? Whether you want a home-based studio or one in a retail location, I will share with you what to look for in a location, what equipment to get, and how to price your services. Plus, I'll give you a recipe for lighting and posing to assure consistent quality for you and your customers!

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Current price list, photos of present studio and camera room set up with lights

#### COURSE LOCATION:

Mare Studios and Gallery  
98 Front Street  
New Bedford, MA 02740

#### CONTACT INFO:

508-997-7934  
nelson@marestudiosandgallery.com

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# MARYLAND

## BETHESDA



### **PHOTOSHOP EN ESPANOL**

Dennis Kan

Geoff Chesman

Course# MD10

Aspiring and professional photographers can come to learn and focus on the most important functions of Photoshop. Students will also be introduced to a practical digital studio workflow from capture to output. (This course will be delivered entirely in Spanish.)

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Please do NOT bring a laptop. Bring a notepad and pen.

#### **COURSE LOCATION:**

Michael Bennett Kress & Associates  
4710 Bethesda Avenue  
Bethesda, MD 20814

#### **CONTACT INFO:**

Dennis Kan  
301-654-0909  
dennis@mbkphoto.com  
www.mbkphoto.com

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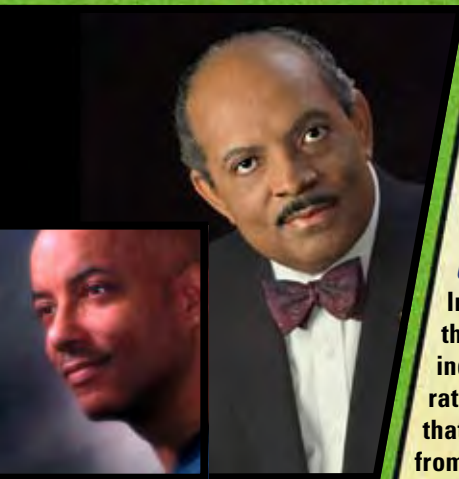
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# MARYLAND

## SILVER SPRING



### FROM DIGITAL CAPTURE TO PRESENTATION

George Singleton, CPP

Steve M. Clark, Cr.Photos., CPP

Course# MD20

In this hands-on class, George and Steve will review the basics of posing and lighting, including posing for individual and group portraits, types of lighting, lighting ratios, and white balance. They will also share techniques that you can incorporate into your digital workflow from capture to presentation (i.e., raw file processing to slideshow creation).

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Camera, light meter,  
note-taking materials

#### COURSE LOCATION:

Singleton Studios  
11113 Luttrell Lane  
Silver Spring, MD 20902

#### CONTACT INFO:

George Singleton  
301-649-7831  
george.singleton6@verizon.net  
www.georgesingletonstudios.com



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# MICHIGAN



## BAY CITY



### POSING AND LIGHTING WITH LIVE MODELS

**Mark Allen, M.Photog.Cr., CPP, ABI, API**  
Course# MI20

Mark will share a multitude of posing and lighting techniques during this class, including a complimentary posing guide he created. Experience how to light with strobes, windowlight and outdoor light. Watch and see how to pose subjects for head & shoulder shots and full-length images of single portraits and family-sized groups (males, females, couples, and families will be posed).

#### COURSE DATE:

10/26/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Camera to record whatever you choose, notebook

#### COURSE LOCATION:

Mark I Photography  
3442 Kiesel Road  
Bay City, MI 48706

#### CONTACT INFO:

989-686-6917  
mark1foto@aol.com  
www.mark1photo.com

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# MICHIGAN

## EAST JORDAN



### MURPHY'S LAW OF WEDDING PHOTOGRAPHY

Karen Walker, CPP

Course# MI30

Surviving a wedding means being prepared for the worst—bad light, bad weather, and bad attitudes. Of course, you want to avoid any problems, but be prepared to deal with what can go wrong on the wedding day. This class will cover the technical and psychological skills necessary for the demanding sport of wedding photography. (Models will be on hand to photograph.)

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Note-taking materials, camera  
(if desired)

#### COURSE LOCATION:

Karen Walker Studio  
507 Water Street  
East Jordan, MI 49727

#### CONTACT INFO:

231-536-3663  
info@karenwalkerphotography.com  
karenwalkerphotography.com



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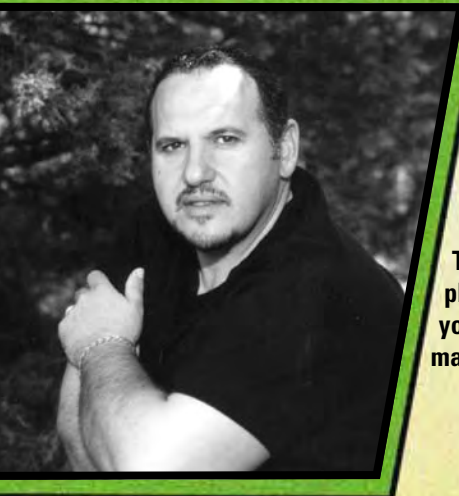
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# MICHIGAN



## FARMINGTON



### CREATE FASHION-STYLE WEDDING PORTRAITS

**Sam Sarkis**  
Course# MI60

Turn your wedding photography into fashion-style photography to expand your business offerings. Make your day with these stylish techniques, and you could make more money selling albums.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Camera

**COURSE LOCATION:**  
Sam Sarkis Photography  
32733 Grand River  
Farmington, MI 48336

**CONTACT INFO:**  
248-538-9411  
samsarkis@aol.com  
www.samsarkisphotography.com

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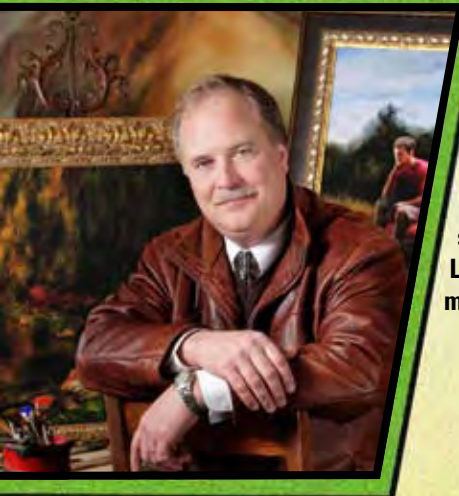
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# MICHIGAN



**FENTON**



## **STAND OUT IN A CROWD**

**Allen Bradley Hawks, M.Photog., CPP**

*Course# MI40*

As you know, it's highly competitive in both the high school senior market and children's portrait market. Learn how to stand out from the crowd in both these markets...and gain a little more passion for Painter.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera, laptop, Wacom tablet

### **COURSE LOCATION:**

Hicks studio  
2545 Silver Lake Rd  
Fenton, MI 48430

### **CONTACT INFO:**

810-750-9376  
bradhawks@tcwireless.us

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# MICHIGAN

## MILFORD



### **VISION. STYLE. ART**

**Amber Stanley**

*Course# MI50*

Recreate your business...step away from traditional portraiture and move forward as a couture studio. Learn the procedures you need from first to last impressions. Amber will discuss how to design your sessions around your vision and your client's style, and how to re-create your studio art to appeal to the high-end client, regardless of the economy scare.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

10am-6pm

#### **COURSE LOCATION:**

Amber Lights  
341 N. Main St.  
Milford, MI 48381

#### **CONTACT INFO:**

248-685-8600  
amberlights@comcast.net  
amberlightsphotography.com

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# MINNESOTA

## BURNSVILLE



### ***THE UPSIDE OF A DOWN MARKET***

**Rod Oman, CPP**

*Course# MN10*

Small business owners can either panic about downturn in the economy, or ask the more important question in business: "How can I help?" Form strategic alliances, work with charities, and make relationships in business you never before thought possible. Such relationships pay off...after all, Rod's studio works with 500 seniors a year, plus 100 children and families. GET OUT THERE!

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-5pm

#### ***COURSE LOCATION:***

The Imagery  
11804 Kennelly Road  
Burnsville, MN 55337

#### ***CONTACT INFO:***

952-890-7640  
theimagerymn@aol.com  
www.theimagery.net

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# MONTANA



**KALISPELL**



## **LIGHTEN YOUR LOAD WITH LIGHTROOM**

**B. Victoria Wojciechowski, Cr.Photog., CPP**  
*Course# MT10*

If you want to simplify image processing, speed up your workflow, and increase sales, this class is for you! Utilizing the features of Adobe Lightroom, these processes will be covered from beginning to end. We will start with downloading your files, storage, sorting, developing, image repair, presenting and, finally, selling your images. Learn to spend less time behind the computer and more time increasing your income!

### **COURSE DATE:**

10/20/2008 (Monday)

### **COURSE LOCATION:**

9am-5pm

### **ITEMS TO BRING:**

Note-taking materials

### **COURSE LOCATION:**

Creative Vision Photography  
2954 Rufenach Lane  
Kalispell, MT 59901

### **CONTACT INFO:**

406-755-5112  
info@CreativeVisionOnline.com  
www.CreativeVisionOnline.com

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# NEBRASKA



**OMAHA**

## **EVERYTHING YOU NEED TO KNOW ABOUT HIGH SCHOOL SENIORS**

**Rich Deyo**

**Jason Deyo**

*Course# NE10*

If you're just coming into the high school senior market, this course will help you better understand it. From marketing to sales, live sessions (both indoor and outdoor) and the Photoshop workflow, you'll learn everything you need to know. (Marketing materials provided.)

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera

### **COURSE LOCATION:**

Deyo's Photography  
5701 So. 108th St.  
Omaha, NE 68137

### **CONTACT INFO:**

Jason Deyo  
402-331-9514  
ron@deyosphoto.com

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# NEW HAMPSHIRE



## MANCHESTER

### **STOP BLAMING THE PRINTER!** **(FAILSAFE PRINTING FOR PHOTOGRAPHERS)**

**Stephanie Millner**

*Course# NH10*

Learn the secrets of successful printing with Adobe InDesign (every designer's best friend). Stephanie teaches simple techniques to consistently create quality marketing pieces. You'll learn industry secrets, failsafe troubleshooting tips, and how to find mistakes before the printer screws it up. Whether you're creating business cards, mailing-regulation postcards, brochures, or albums, this class will make your life easier.

#### **COURSE DATE:**

10/26/2008 (Sunday)

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Note-taking materials, laptop with InDesign (or trial version) already installed is highly recommended

#### **COURSE LOCATION:**

Dachowski Studio  
55 South Commercial St.  
Manchester NH 03101

#### **CONTACT INFO:**

703-349-6269  
stephaniemillner@gmail.com  
StephanieMillner.net

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# NEW HAMPSHIRE



## LACONIA



### **COMMERCIAL / P.R. PHOTOGRAPHY: THERE IS SOMETHING HERE FOR YOU**

**Tim Cameron, M.Photog.Cr., CPP**

*Course# NH20*

Broaden your services by incorporating some part of commercial photography into your repertoire. Tim will discuss what's involved with the commercial subsets of Artwork, Aerials, PR, Location, Industrial, and Small Products Photography (Tim's favorite). You'll learn some important technical info, how to light for success, how to price each type of job, how to market to each specific specialization, and how to prepare your camera room and clients for the shoots.

#### **COURSE DATE:**

10/26/2008 (Sunday)

#### **COURSE HOURS:**

9:30am-5:30pm

#### **ITEMS TO BRING:**

Note-taking materials, one small item to photograph

#### **COURSE LOCATION:**

Achber Studio  
39 Canal St.  
Laconia, NH 3246

#### **CONTACT INFO:**

603-524-4045  
mail@achberstudio.com  
www.achberstudio.com

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# NEW HAMPSHIRE



## MANCHESTER

### WORKFLOW AT THE SPEED OF LIGHTROOM

Mark Levesque, CPP

Course# NH30

Transform your workflow using Adobe Lightroom and watch as your efficiency increases and your image rendering improves! This hands-on class will introduce the software's many capabilities and provide students with the skills to improve workflow.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Laptop with current version of Lightroom installed (trial version is ok)

#### COURSE LOCATION:

Dachowski Photography  
69 Main St  
Nashua, NH 03060

#### CONTACT INFO:

603-566-4703  
mark@studiomarkemile.com  
www.studiomarkemile.com

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# NEW JERSEY



## SEA GIRT



### WHY SETTLE FOR RED WHEN YOU CAN GET BLUE?

Michael Travisano, M.Photos., CPP

Jim LaSala, M.Photos. MEI.Cr., CPP

Course# NJ10

Want to achieve a merit print in print competition? Join Michael and Jim to learn what a judge might be looking for in such prints. They will demonstrate computer techniques (using both Mac and PC platforms) that can help bring your images into the merit category. If you find your images falling short, this is a must-attend program.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

A few images for critique (on CD or Jump drive)

#### COURSE LOCATION:

Michael Angelo Photographers

2153 Hwy 35, Suite 5

Sea Girt, NJ 08750

#### CONTACT INFO:

Michael Travisano

732-282-9800

michaelangelo@peskinstudio.com

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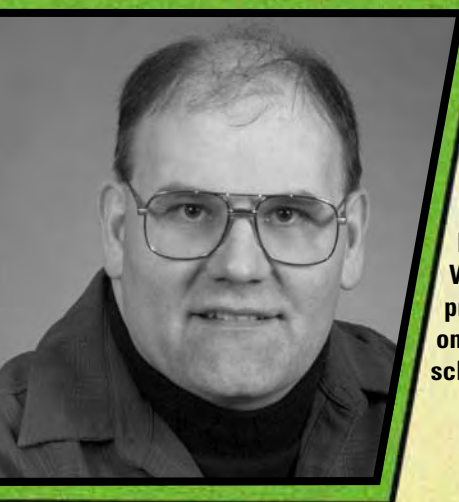
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# NEW YORK



**ALBION**



## ***THE MAIN EVENT***

**Bruce Landis, CPP**

*Course# NY10*

Move into event photography (or fine tune your skills) by learning Bruce's method for photographing events. While the main emphasis will be on nursery school, preschool, and daycare photos, he will also touch on class reunions, school and summer sports, dance schools, and proms.

### ***COURSE DATE:***

10/27/2008

### ***COURSE HOURS:***

9am-5pm

### ***ITEMS TO BRING:***

Note-taking materials, small camera to record sets (no video allowed)

### ***COURSE LOCATION:***

Photos by Bruce and Associates  
13382 Ridge Road  
Albion, NY 14411

### ***CONTACT INFO:***

585-589-9109  
bruce@photosbybruceandassociates.com  
www.photosbybruceandassociates.com

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# NEW YORK



## CANANDAIGUA

### *To TRASH OR NOT TO TRASH*

**Steve Chesler**

*Course# NY20*

"Trash the Dress" has been sweeping the industry, for better or for worse. Discover how Chesler Photography markets and photographs these sessions, including a model shoot to kick start your own Trash the Dress portfolio. They will show how they get images brides love...without necessarily trashing the dress.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Camera, comfortable clothes for the outdoors (regardless of the weather)

#### ***COURSE LOCATION:***

Chesler Photography  
114 South Main Street  
Canandaigua, NY 14424

#### ***CONTACT INFO:***

585-393-9242  
steve@cheslerphoto.com

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# NEW YORK

## FREWSBURG



### QUANTUM MECHANICS AND THE SINGLE LIGHT THEORY

Dana Nordlund, CPP

Course# NY30

This has very little to do with regards to physics, but it has everything to do with the lighting process. Learn the process of working with reflectors, diffusion, flash, custom white balancing and hand-held metering. The simple and effective mechanics of lighting on location and in the studio is what it's all about. Come see the relationship of light to the subject and how easily beautiful light can be created time after time.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Camera, laptop (optional),  
note-taking materials

#### COURSE LOCATION:

Dana Nordlund Photography  
840 Church Cross Rd  
Frewsburg, NY 14738

#### CONTACT INFO:

716-569-3940  
info@dananordlund.com  
www.dananordlund.com

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# SUPERMONDAY

## FALL 2008



# NEW YORK



**NEW YORK**

## **INTRODUCTION TO ARCHITECTURAL PHOTOGRAPHY**

**Bernard James**

*Course# NY40*

Do you like to photograph buildings? Come learn more about Architectural Photography. Explore the worlds of film and digital photography and Photoshop, and see how you can turn your passion into works of art.

### **COURSE DATE:**

11/3/2008 (Monday)

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera (film or digital SLR) with a lens that has a very wide opening (about 35mm or 50mm)

### **COURSE LOCATION:**

Calumet Photographic  
West 22nd Street (between 5th Ave. & 6th Ave.)  
New York, NY 10025  
212-989-5800

### **CONTACT INFO:**

718-699-5159  
Harlem\_Computer@Worldnet.att.net

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**FALL 2008**



# NEW YORK



## STATEN ISLAND



### ADOBE PHOTOSHOP COVER-QUALITY RETOUCHING

Ed Hafizov  
Course# NY50

Unveil the power of digital retouching and transform your photos into beautiful, magazine-quality works of art. This content-rich class requires familiarity with Photoshop layers and masks, as you will work with advanced techniques, special effects, beauty retouching, digital plastic surgery, and achieving accurate skin tones.

**COURSE LOCATION:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**

Laptop (with Adobe Photoshop, preferably with CS2 or higher), several high-resolution digital images with full head-and-shoulder portraits, laptop power cord, note-taking materials

**COURSE LOCATION:**

Zorz Studios  
12 Hickory Avenue  
Staten Island, NY 10305

**CONTACT INFO:**

718-873-3100  
photo@zorzstudios.com  
www.zorzstudios.com

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# NORTH CAROLINA



## CLEMMONS



### COME GROW WITH ME

Deborah Hendrix

Course# NC20

Loyal customers are priceless, so learn how Deborah has developed such loyal clients for life. She will discuss how she markets, shoots, and sells her "Watch Me Grow" program, which covers pregnancy through the child's second year. Get ready to do a live photo session of a pregnant mother and a newborn!

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Camera, lenses, note-taking materials

#### COURSE LOCATION:

Portraits by Deborah  
7528 Maidwood Court  
Clemmons, NC 27012

#### CONTACT INFO:

336-766-5045  
porbydeb@triad.rr.com  
www.portraitsbydeborah.com

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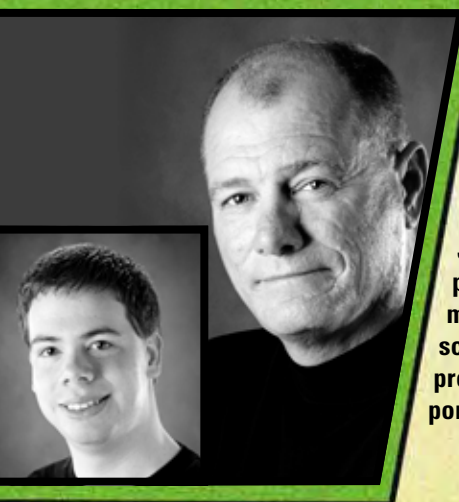
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# NORTH CAROLINA



## EMERALD ISLE



### **FAMILY BEACH PORTRAITURE**

**Bruce Williamson, CPP**

**Michael Taylor**

*Course# NC30*

Join this experienced photography team for an exciting portraiture class at the beach. Discuss the basics of marketing, client design/consultation sessions, location scouting, the actual photographing, and selling using projection. You'll also experience an actual family beach portrait session and preview and critique the images.

#### **COURSE DATE:**

10/26/2008 (Sunday)

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Comfortable clothing and shoes, camera, light meter, note-taking materials

#### **COURSE LOCATION:**

Mill & Sand Dollar Cottage  
205 Channel Drive  
Emerald Isle, NC 28594  
252-559-3484

#### **CONTACT INFO:**

252-523-0986  
bruce@williamsonspphoto.com  
www.williamsonspphoto.com

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# NORTH CAROLINA



## HICKORY



### ALBUM DESIGN IN PHOTOSHOP CS3

**Rose Mary Cheek**

Course# NC50

Want to design your own album templates? Come explore the design elements' basics, and use them to create album templates that can be reused. Then, you can take home the template library you built!

#### **COURSE DATE:**

11/03/08 (Monday)

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Laptop (with Photoshop CS3), Wacom tablet (with stylist)

#### **COURSE LOCATION:**

Rose Mary Cheek Photography  
322 9th Avenue NW  
Hickory, NC 28601

#### **CONTACT INFO:**

828-322-2862  
rosemarycheek@charter.net  
www.rosemarycheek.com

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# NORTH CAROLINA



## MOCKSVILLE



### **HIGH SCHOOL SENIORS THAT SIZZLE**

**Deborah J. Hendrix**  
Course# NC90

Learn how to market to, photograph (with a live model), and sell to high school seniors. Deborah opened a second studio (a log cabin on 10.5 acres), boosting her senior portraiture with unique outdoor locations and remarkable experiences...and she's here to help you find your own boost. You'll make your senior experience sizzle from beginning to end.

#### **COURSE DATE:**

11/3/2008 (Monday)

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Camera and long lens

#### **COURSE LOCATION:**

Portraits by Deborah (2nd Studio)  
179 Persimmon Grove Lane  
Mocksville, NC 27028  
336-492-5559

#### **CONTACT INFO:**

336-766-5045  
porbydeb@triad.rr.com  
www.portraitsbydeborah.com

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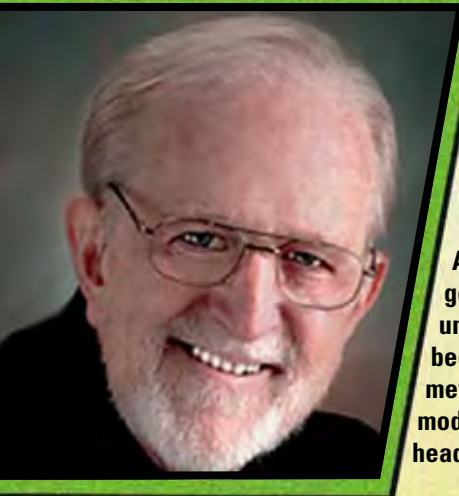
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# NORTH CAROLINA



## MOUNT HOLLY



### **SIMPLE BRIDAL LIGHTING AND POSING**

**Joe Robinson, Cr. Photog., CPP**  
Course# NC60

As a wedding photographer, it's essential to capture good bridal portraits. This course will help you understand the lighting equipment and the posing that becomes a classic, elegant bride. You'll learn about light meters, white balance, softboxes and umbrellas, and a live model will help demonstrate how to pose the body, legs, head, arms, and hands.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Camera, light meter, note-taking  
materials, sample of your bridal portraits

**COURSE LOCATION:**  
Photographic Art by Joe Robinson  
104 Robinson Avenue  
Mount Holly, NC 28120

**CONTACT INFO:**  
704-827-9767  
jrobinson65@carolina.rr.com  
www.joerobinsonstudio.com

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# NORTH CAROLINA



## NEW BERN



### PHOTOSHOP FOR GLAMOUR

James Becton

Course# NC70

Want to add a different portrait style to your line-up? In this workshop, students will learn different techniques for creating glamour-style portraits. James also puts a heavy emphasis on the glamour look as the finished product, and images will be supplied for retouching. (Students should have a basic knowledge of facial retouching and portraits.)

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Computer (laptop or desktop; loaded with AdobePhotoshop 2 or 3), computer tablet and associate software

#### COURSE LOCATION:

James Becton Photography  
1267 Colony Trade Center  
New Bern, NC 28562

#### CONTACT INFO:

252-637-5302  
hectjames@aol.com  
www.jamesbectonphotography.com

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# NORTH CAROLINA



## RALEIGH

### **COMMERCIAL ASSIGNMENTS: LOCATION LIGHTING & NEGOTIATING**

**Charles Gupton**

*Course# NC80*

Commercial assignments can be lucrative, but there are certain skills you need—get them here! This program is designed to instruct portrait photographers in the skills of location lighting and negotiating for commercial assignments. Students will learn the negotiating skills they need when prospective commercial clients call for estimates on various assignments for magazines and corporate materials. Students will also spend part of the day on location, producing images.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Digital camera, laptop computer (if available), any lighting equipment that is challenging you

#### **COURSE LOCATION:**

Charles Gupton Photography  
Location to be Determined  
Raleigh, NC 27615

#### **CONTACT INFO:**

919-859-9898  
cg@charlesguptonphoto.com  
www.charlesguptonphoto.com

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# NORTH DAKOTA



## MAYVILLE



### PLAYING WITH PAINTER & PHOTOSHOP EQUALS NEW PRODUCTS

Ronald Jacobson, M.Photog.Cr., CPP

Tonette Jacobson, Cr.Photog.

Course# ND10

Come and play with Painter and Photoshop to create new products for your clients. You'll see how Ronald and Tonette created their newest items, and learn about making, printing, framing, pricing, and selling such creations. By working on some of the Painter and Photoshop basics, you'll be able to perfect your own techniques at home.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Laptop (with Painter and Photoshop if possible), images on computer or storage device to work on (may be portraits, scenics, or fine art images)

#### COURSE LOCATION:

Jacobson Studio & Framing

12 main street west

Mayville, ND 58257

#### CONTACT INFO:

701-788-2611

ron@jacobsonstudio.com

www.jacobsonstudio.com

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# OHIO

## NAPOLEAN



### ***BIG-CITY SENIORS IN A SMALL TOWN***

**Steve Busch, CPP**

**Julie Busch, M.Photog., CPP**

*Course# OH20*

Having built their business through word-of-mouth and senior models, Steve and Julie will share their successful approach to senior photography. You'll see both indoor and outdoor photography at various shooting locations, and a model will be on hand for participants to photograph. Absorb their post-processing techniques and the various digital effects they use to enhance their portraits and sell their images.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Camera, examples of work for critique and to share, laptop (if you want to share digital effects and enhancement techniques)

#### ***COURSE LOCATION:***

Julie's Portrait Creations  
821 Haley Avenue  
Napoleon, OH 43545  
419-592-5000

#### ***CONTACT INFO:***

Steve Busch  
419-592-4845  
julies111@earthlink.net  
www.juliesportraitcreations.com

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# OHIO

## PAINESVILLE



### ***So You're A New Photographer: Part II***

**Harvey Horton**

**Kristine Lang**

*Course# OH30*

Learn more about using your camera and working in a studio environment. A continuation of April's class, this session will focus more on environmental and studio lighting, window light, and more advanced posing techniques.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Camera, laptop, tripod

#### ***COURSE LOCATION:***

Thoughtful Images Photography Studio  
1525 Madison Avenue, Suite 2  
Painesville, OH 44077  
440-354-5900

#### ***CONTACT INFO:***

Harvey Horton  
440-487-0987  
familyfoto@usa.com  
[www.thoughtfulimages.com](http://www.thoughtfulimages.com)



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# OHIO

## SPRINGBORO



### ***Kick It Up A Notch!***

**Debbie Newell**

*Course# OH40*

Take a deep breath and get ready to kick up your studio's image. From marketing to selling, this program will cover all aspects of setting your studio apart. You'll see that the most amazing images do you little good if you don't know how to sell them! It's time to stop hiding behind your camera, hoping clients will magically appear at your door.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-1pm

#### ***ITEMS TO BRING:***

Samples of marketing pieces

#### ***COURSE LOCATION:***

Eicher Photography  
400 S Main St  
Springboro, OH 45066

#### ***CONTACT INFO:***

937-748-4418  
eicherphoto@sbcglobal.net



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# OKLAHOMA



**TULSA**



## **BRIDAL & WEDDING PHOTOGRAPHY WITH A PROFESSIONAL LOOK**

**Gary Patton, CPP**

*Course# OK20*

This hands-on class with models will work on perfecting your wedding photography, including discussions on off-camera vs on-camera flash, bounce lighting, and available light. Learn to pose and light a bride in the studio for beautiful bridal portraits, and to pose and light the happy couple on location for great wedding day images. Weather permitting, you'll be able to work on outdoor posing and lighting and your on-location skills at a local church.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

1pm-9pm

### **ITEMS TO BRING:**

Camera, flash, tripod, note-taking materials, samples of your wedding photography

### **COURSE LOCATION:**

Gary Patton Photography  
4721 S. 81st W. Ave.  
Tulsa, OK 74107

### **CONTACT INFO:**

918-445-1444  
gpatton3@cox.net  
www.garypattonphoto.com

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# OREGON



## PORTLAND



### DWON GUVENIR'S TAO OF PHOTOGRAPHY

Dwon Guvenir  
Course# OR10

Photography is more than the technology of the mechanics or the techniques of the art. The Tao of Photography is the harmony that exists when you understand the whole of photography and can create your art intuitively! This fun, day-long workshop will enhance everyone's ability to create, by instinct, the art they envision.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**

Camera and camera manual (must bring).  
All the gear (lights, etc.) you want to learn to use intuitively (optional). Leave all but your camera and manual in your vehicle until we're ready to work with it.

**COURSE LOCATION:**

Dwon Guvenir Photo Safari Workshops  
9320 SW Barbur Blvd., Ste. 175  
Portland, OR 97219

**CONTACT INFO:**

503-999-4321  
dwon@gshot.com  
www.gshot.com

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# PENNSYLVANIA



## DOYLESTOWN

### UNLEASH THE POWER OF COLOR SPACES: WHY AND WHEN TO USE RGB, CMYK, LAB

Chris Whitney, CPP

Course# PA20

LABS require us to submit images in sRGB color space. Why would we even think of using another? Well, when you restrict yourself to sRGB, you're ignoring 7 of the 10 channels Photoshop uses. Come learn why and when to use RGB, CMYK, LAB, etc.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Laptop (with any version of Photoshop), note-taking materials, images you would like to work with

#### COURSE LOCATION:

Whitney Photography  
200 S. Clinton St.  
Doylestown, PA 18901  
215-340-1921

#### CONTACT INFO:

215-349-1921  
chris@whitneyphotography.com  
www.WhitneyPhotography.com

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# PENNSYLVANIA



## GARNET VALLEY

### WEDDING WORKFLOW FROM CAPTURE TO ALBUM

**Joe Pulcinella**

Course# PA30

If you want to work on both the technical and artistic aspects of wedding photography—from shooting to producing the album—this is the seminar for you. Joe will cover it all, with a special focus on using lighting and post-production to add drama to the album.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Camera

#### **COURSE LOCATION:**

Joe Pulcinella Photography Studio  
24 Hunt Meet Lane  
Garnet Valley, PA 19061

#### **CONTACT INFO:**

610-572-2560  
joe@photojoe.com  
www.joepulcinella.com

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# PENNSYLVANIA



## GROVE CITY

### GRASS ROOTS MARKETING

Shawn Sweeny, CPP

Course# PA40

Designed to help photographers market their businesses on a shoestring budget, this seminar will offer practical solutions and examples. Learn about creating an EASY marketing plan and advertising your business with very little money. Believe it or not, marketing can be fun!

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Any marketing material you are either working on, or have used for the last 6 months

#### COURSE LOCATION:

Sweeny Photography  
Rt. 208- 1743 South Center St. Ext.  
Grove City, PA 16127

#### CONTACT INFO:

724-748-9695  
sweenyphoto@embarqmail.com  
www.sweenyphoto.com

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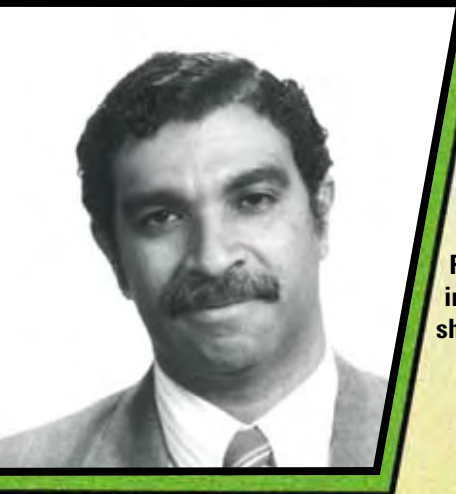
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# PENNSYLVANIA



## HARRISBURG



### ***FIND THE LIGHT***

**Ruben Mills, Cr. Photog., CPP**

*Course# PA50*

Review lighting techniques and apply them in hands-on exercises (with live models) during the class. Ruben helps beginners to learn the techniques and intermediate portrait photographers to review and sharpen their skills in the hands-on class.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

8am-5pm

#### ***ITEMS TO BRING:***

Digital camera and card (for review),  
samples of your work (for critique)

#### ***COURSE LOCATION:***

Ruben's Photography Studio  
351 N. 70th St.  
Harrisburg, PA 17111

#### ***CONTACT INFO:***

717-564-2002  
rubenmills@aol.com  
www.rubensphoto.com

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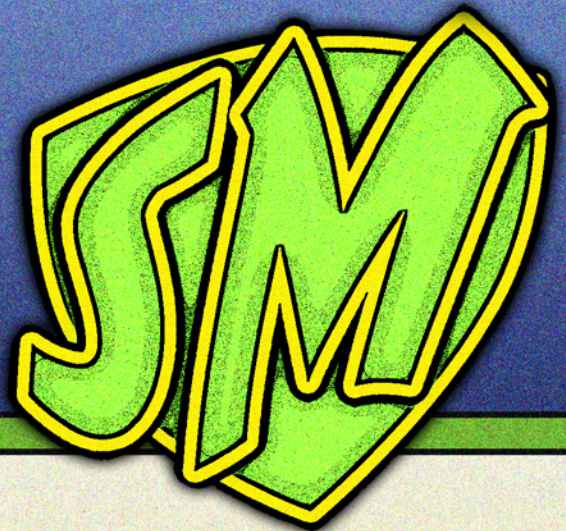
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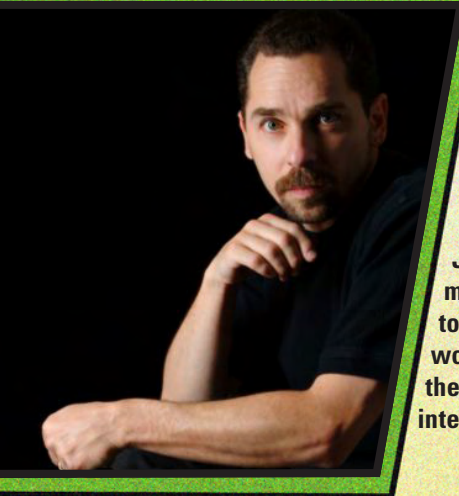
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# PENNSYLVANIA



## PERKASIE



### ***THE ART OF PHOTOGRAPHING THE FEMALE NUDE***

**Michael Barone, CPP**

*Course# PA60*

Join Michael for a workshop photographing a female model in various lighting situations and poses. Geared toward the beginner and intermediate photographer, this workshop is for those who use photography to express themselves and to create aesthetically pleasing and interesting images.

#### ***COURSE DATE:***

10/27/2008

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Camera, sync cord

#### ***COURSE LOCATION:***

Barone Photography Studio  
101 N. Fifth St.  
Perkasie, PA 18944

#### ***CONTACT INFO:***

215-453-1208  
michael@baronephotography.com  
www.baronephotography.com

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# PENNSYLVANIA



## PHILADELPHIA



### **AFTER THE PHOTOS: CREATING PORTRAIT ART FOR YOUR CLIENTS**

**Stacey Granger**

Course# PA70

Portrait Artist Stacey Granger will share tips, tricks, and Photoshop skills to help sell and create unique images. From the first meeting with your client to the final print, each step of the way is essential to creating the perfect image, designed exclusively to be a work of art. Some Photoshop experience is necessary.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Laptop (if possible), digital files you want to work on (raw format is possible). Some Photoshop experience is necessary.

#### **COURSE LOCATION:**

Life Art  
1147 North 4th Street 2E  
Philadelphia, PA 19123  
267-639-7722

#### **CONTACT INFO:**

215-840-7722  
stacey@lifeartimaging.com  
www.lifeartimaging.com

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## PITTSBURGH

### ADOBE LIGHTROOM AND DIGITAL ASSET MANAGEMENT

Stephen Barry

Course# PA80

Learn to simplify and quicken your workflow using Adobe Lightroom. Along with these skills (essential for a photographer), Stephen will discuss advanced color correction and image processing.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Laptop, camera, image files

#### COURSE LOCATION:

In-Vision Studio  
221 Virginia Manor Drive  
Pittsburgh, PA 15215

#### CONTACT INFO:

412-781-5773  
stephen@in-visionstudio.com  
www.in-visionstudio.com

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# PENNSYLVANIA



## QUAKERTOWN

### **DIGITAL WEDDINGS: FROM SALES TO DESIGN**

Stephanie Zylstra Burke, CPP  
Course# PA90

From booking a wedding to shooting it digitally and designing the sought-after Art Books, this class will cover everything photographers need to know. Learn the ins and outs of selling to clients, upselling, and providing a cost-effective design that can go straight to an album company. Take out the middleman in your artwork; create your own masterpiece.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Some wedding samples (either a book or disk), note-taking materials

**COURSE LOCATION:**  
Lasting M Pressions, LLC  
724 West Broad Street  
Quakertown, PA 18951  
866-721-8950

**CONTACT INFO:**  
215-538-1151  
stephanie.burke@verizon.net  
www.lastingmpressions.net

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# PENNSYLVANIA



## REINHOLDS



### **DISASTER PREPARATION / BUSINESS RECOVERY**

**James Wellman**

Course# PA100

Preparation for disaster is not only about buying insurance. Business Recovery Planning is more than just making a backup copy of the photographs. You have to carefully plan (and test your disaster plan) before anything happens. Don't be part of the 40% of all businesses who are not prepared, experience a disaster, and go out of business the same year. Join James to prepare for success...by preparing for disasters.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Note-taking material (either laptop or notepad). Class handouts (workbook) provided. Lunch is available from several close locations for less than \$10.00.

#### **COURSE LOCATION:**

Call Instructor before class  
100 Chapel View Dr  
Reinholds, PA 17569

#### **CONTACT INFO:**

717-336-6334  
jwellman@ptd.net  
www.jameswellmanphotography.com

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# PUERTO RICO



## TRUJILLO ALTO



### ***THE FUNDAMENTALS OF IMAGE CREATION AND PRODUCTION***

James Perez, *CPP*

Jose Febus

Course# PR10

Follow images from the setup and capture to the post-production workflow. The morning session will discuss the fundamentals of light (arithmetic of f-stops, light quality), light control (use of modifiers), and the creative use of light sources (portable, available, natural)...all applied to location photography. The images produced in the morning session will be used for the evening discussion on workflow, using Canon DPP, Adobe Lightroom, and Aperture.

#### ***COURSE DATE:***

10/26/2008 (Sunday)

#### ***COURSE HOURS:***

9am-5pm

#### ***ITEMS TO BRING:***

Note-taking materials

#### ***COURSE LOCATION:***

Encantada  
Montecillo Court  
Trujillo Alto, PR 00976

#### ***CONTACT INFO:***

James Perez  
787-642-8617  
bridal@byjames.com  
www.byjames.com

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# RHODE ISLAND



## WAKEFIELD



### WEDDING PHOTOGRAPHY: MARKETING

James Hazelwood, CPP

Course# RI10

Start with marketing, end with photography! In the morning, we will explore ways of successfully marketing wedding photography to the higher-end bride (the top 20%, which is where the real money and joy of wedding photography can be found). Then create cool and creative images of model brides, using available light, off-camera flash and great locations. This session is designed to help you think about creating your own marketing portfolio.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Camera, lenses, note-taking materials, your own marketing materials, appetite (lunch provided)

#### COURSE LOCATION:

James Hazelwood  
44 Old Shannock Road  
Wakefield, RI 02879

#### CONTACT INFO:

James Hazelwood  
401-932-6963  
jimhazelwood@mac.com

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# SOUTH CAROLINA



## GRAYCOURT OWNINGS

### **PIONEER DAYS**

**Michael B. Cole, CPP**

*Course# SC10*

Have fun and learn at same time as you complete a photo shoot at a reconstructed pioneer village, with people from the local history museum modeling period cloths (these are real buildings from early 1800s). We will learn to use portable power, lights, meters, reflectors, and available light.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Camera, tripod, meters (if possible), reflectors (if you want)

#### **COURSE LOCATION:**

GrayCourt Ownings  
Culper Pioneer Settlement  
GrayCourt Ownings, SC 29360  
864-201-4775

#### **CONTACT INFO:**

Michael B. Cole  
864-682-2877  
mikecole@prtcnet.com

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# TENNESSEE

## GOODLETTSVILLE



### EXTREME MAKEOVER

Arline Beets, M.Photog., CPP

Douglas Beets, CPP

Course# TN20

Turn good images into WOW images! How? Learn to use face and body touch-up techniques to set your work apart from the competition.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

5 portrait images for class project,  
Mac computer or a laptop, good mouse  
(required), Wacom tablet (optional)

#### COURSE LOCATION:

Nossi College of Art  
107 Cude Lane  
Goodlettsville, TN 37072

#### CONTACT INFO:

Arline Beets  
615-851-2774  
ACEPHoto@comcast.net  
www.acephotographs.com

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# TEXAS

## COLLEGE STATION



### INTERMEDIATE TO ADVANCED LIGHTING CLASS

**Darrin Hill, M.Photog.Cr., CPP**  
Course# TX10

Need to fine tune your studio lighting or outdoor portraiture? Darrin will help you do just that with the class that covers aspects of portrait lighting, commercial, and outdoor lighting.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**  
Images, cameras, reflectors, lights, light modifiers, etc.

**COURSE LOCATION:**  
Studio One  
2041 Harvery Mitchel Parkway South  
College Station, TX 77840

**CONTACT INFO:**  
Darrin Hill  
979-695-8201  
studioone@suddenlinkmail.com  
www.studioonephoto.com

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# TEXAS

## CORPUS CHRISTI



### **MySPACE.... USE IT TO MARKET YOUR STUDIO FOR FREE**

**Priscilla V. Boren**

Course# TX20

Create a MySpace account and you'll be surprised at the marketing opportunities available. Priscilla will help you learn different ways to use MySpace, including adding potential customers to your friends list and creating free slideshows to showcase your favorite photos.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

11am-3pm

#### **COURSE LOCATION:**

D&P Photography  
4106 Trestle Circle  
Corpus Christi, TX 78416

#### **CONTACT INFO:**

361-739-2143  
priscillaboren@gmail.com  
www.dpphoto.biz



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# TEXAS

## DALLAS



### EVENT PHOTOGRAPHY BUSINESS ESSENTIALS

Chris Wunder, Cr. Photog.

Course# TX30

Get started off right with this class on building a successful event photography business (full or part-time, or as a supplement to your existing studio business). Learn where the business is, how to get it, and how to sell your products. You'll hear about opportunities that keep your cash register ringing year-round and promotion ideas for many different clients, including daycares, sports, reunions, dance schools, portrait fundraisers, and more. Along with these ideas, you'll also gather proposal and presentation tips and strategies for handling league / sponsor commissions, rebates, and booking incentives. Ready to gain your own competitive edge?

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

8:30am-6pm

#### ITEMS TO BRING:

Note-taking materials, something to write on

#### COURSE LOCATION:

Pounds Photographic Labs  
901 Regal Row  
(or alternate locaton, depending on anticipated turnout)  
Dallas, TX 75247

#### CONTACT INFO:

704-763-0409  
schoolfotos@aol.com  
www.portraitefx.com



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# TEXAS

## HOUSTON



### HELL ON EARTH

Raymond Fosdick

Course# TX40

Prepare yourself for worst-case scenarios with this course. See how to capture the required images when the lighting is bad, the location is bad, and even when the clients are bad. You'll likely get frustrated, but you will learn valuable skills under controlled conditions... you will be ready for such scenarios when they hit you in the real world!

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

8am-6pm

#### ITEMS TO BRING:

Cameras, laptops

#### COURSE LOCATION:

Raymond Fosdick  
8915 Wald  
Houston, TX 77034

#### CONTACT INFO:

832-543-9425  
rfosdick@shutterflypro.com  
www.shutterflypro.com

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# TEXAS

## KINGWOOD



### PHOTOGRAPHY BASICS

Pat Guard, CPP

Course# TX50

Designed for the beginning photographer, this class will begin with camera and digital basics. Throughout the day, you will study lighting, composition, and fine tuning your images via the basic retouching principles in Photoshop.

#### COURSE DATE:

10/27/2008

#### COURSE HOURS:

9am-5pm

#### ITEMS TO BRING:

Digital cameras, fresh batteries,  
plenty of storage

#### COURSE LOCATION:

The Veranda/Pat and Ray's Studio  
2820 Chestnut Ridge  
Kingwood, TX 77339

#### CONTACT INFO:

281-358-0114  
patandray01@hotmail.com  
www.patandray.com



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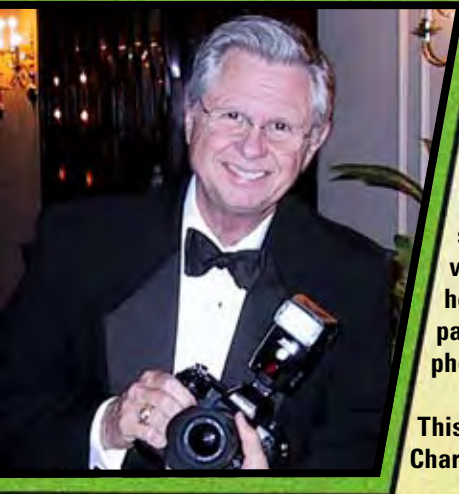
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# TEXAS

## SAN ANTONIO



### **BEYOND PHOTOGRAPHY**

**Charles Parish, CPP**

*Course# TX70*

It's not just your photography that makes you successful...you have to think about the people. Charles will share 100 suggestions of things to do, including how to deal with customers and how to be a better part of your community. Join to see how looking beyond photography can help your business.

This program is a compilation of essential ideas that Charles has made a part of his employee handbook.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

No cameras necessary

#### **COURSE LOCATION:**

Parish Photography, Inc.  
7701 Broadway  
San Antonio, TX 78209

#### **CONTACT INFO:**

Charles Parish  
210-824-9471  
Charles@Parish.net

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# TEXAS

## SAN MARCES



### **BEGINNING PHOTOSHOP**

**Rolland Krueger**

*Course# TX80*

A pro photographer needs to retouch for added oomph...and what better way to do it than with Photoshop? Learn how to use Photoshop CS, CS2 or CS3, their tools, and some helpful hints and tips to save time in this introductory course.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Computer (laptop preferred)

#### **COURSE LOCATION:**

Krueger Photography  
200 Claremont Dr.  
San Marcos, TX 78666

#### **CONTACT INFO:**

512-392-2244  
rolland@lovingmemories4u.com  
www.lovingmemories4u.com

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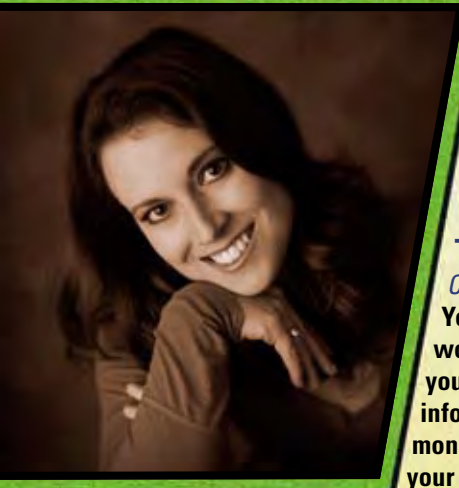
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# UTAH



**LAYTON**



## **MARKETING 101: KEEP THE CUSTOMERS COMING ALL YEAR LONG!**

**Tanya Hovey**  
Course# UT10

You may be a great photographer, but how do you get the word out? Join Tanya and learn how marketing will keep your business successful all year long. You'll take away information on some of the best ways to spend your marketing money, what not to invest your marketing money in, how to get your current clients to do your marketing for you, and how to keep those clients coming back year after year.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**COURSE LOCATION:**  
Little Angels Photography  
1219 W Stone Creek Ln  
Layton, UT 84041  
801-593-0027

**CONTACT INFO:**  
801-544-2429  
tanyahovey@comcast.net  
www.littleangelsphoto.com

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# VIRGINIA

## ARLINGTON



### **GOING PRO: THE BUSINESS OF THE ART**

Elizabeth Vance  
Course# VA10

Creating the images is the easy part. Creating a business out of those images...that takes work. Join Elizabeth to better understand the business of photography, from registering your business to quality printing, packaging, presentation, basic marketing, pricing for profit, and workflow.

**COURSE DATE:**  
11/02/2008 (Sunday)

**COURSE HOURS:**  
9:00am-5:00pm

**ITEMS TO BRING:**

Note-taking materials, samples of work as presented to clients, price lists and other marketing materials. Please contact instructor at least one week before the class in order to get specific information for your area (in regards to state requirements).

**COURSE LOCATION:**  
211 N. Park Drive  
Arlington VA 22203

**CONTACT INFO:**  
703-731-4592  
liz@ohbabyphoto.com  
www.ohbabyphoto.com

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# VIRGINIA

**CRITZ**



## **PHOTOGRAPHING BEAUTIFUL ENVIRONMENTAL PORTRAITS**

**Ricky Dawson, CPP**

**William Garrett**

*Course# VA20*

Get ready to create a very different, exciting type of portraiture. Using on-camera flashes and reflectors, a model's face will be highlighted to perfection while maintaining the mystique of a century-old covered bridge as a background. Learn how to use more lighting techniques (hand-held reflectors, remote flashes, and more) and the effects they will bring to your environmental portraits. An additional location with a small stream will give you more chances to experiment in mother nature's splendor.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera, tripod, extra batteries, both telephoto and wide-angle lenses

### **COURSE LOCATION:**

The Reynolds Homestead  
463 Homestead Lane  
Critz, VA 24082-3044  
276-694-7181

### **CONTACT INFO:**

Ricky Dawson  
276-647-3412  
rickydawson1@comcast.net

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# VIRGINIA



## FREDERICKSBURG

### **A FORTUNE 500 STRATEGY: FROM SINGLE MOM TO STOREFRONT**

**Valerie Harte**

Course# VA30

Learn the importance of strategic planning from a former Fortune 500 Senior Manager and Leadership Instructor. Valerie learned her photography business lessons as she went from a single mom in her basement to a successful storefront studio...and she's going to share it with you.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

10am-6pm

#### **ITEMS TO BRING:**

Note-taking materials (laptops or notepads)

#### **COURSE LOCATION:**

Love of Life Photography, Inc  
815 Caroline Street  
Fredericksburg, VA 22401  
540-391-1993

#### **CONTACT INFO:**

540-371-1993  
valerie@loveoflifephoto.com  
www.loveoflifephoto.com

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# WASHINGTON



**KENT**



## **PRINT COMPETITION SUCCESS FROM A TO Z**

**Sam Gardner, M.Photog.Cr., CPP**

**Nichelle Price, CPP**

*Course# WA10*

Prepare for your next competition with some help from Sam and Nichelle, who have been state and regional salon chairs for several years. You will gather in-depth information about creating titles, cropping, and presenting prints and albums in state, regional, and the International Print Competition. Sam and Nichelle also have a great deal to share about the educational value of entering prints.

### **COURSE DATE:**

10/27/2008

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Four to six previously entered  
16 x 20 competition prints, a CD  
with six potential images at 250 dpi -  
16 x 20 inches

### **COURSE LOCATION:**

Pacific Edge Photography Studio  
13337 SE 253rd PL.  
Kent, WA 98042  
253-639-4438

### **CONTACT INFO:**

Sam Gardner  
360-961-2887  
sam@samgardnerphotography.com

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# WASHINGTON



**SEATTLE**



## ***THE BAD BUSINESS OF STUDIO OWNERSHIP***

**Nancy Treder, CPP**

Course# WA20

If you've dreamed of owning a retail studio location, think again. You might be better off as you are. Just like you, Nancy wanted a studio, so she partnered with another photographer, built, opened, and ran a photography business in an upscale mall. Unfortunately, not all dreams end well, and two years later, Nancy no longer works at the studio and lost more than \$90,000 in equipment and wages. The good news? She has learned from her mistakes and is ready to help you avoid some common pitfalls.

### ***COURSE DATE:***

10/27/2008

### ***COURSE HOURS:***

9am-5pm

### ***ITEMS TO BRING:***

Note-taking materials

### ***COURSE LOCATION:***

TBD

Seattle, WA 98103

### ***CONTACT INFO:***

206-380-4000

nancy@nancytreder.com

www.nancytreder.com

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# WASHINGTON

## STANWOOD



### **STRESS-FREE WORKFLOW**

**Denise Lee**

*Course# WA30*

Explore the many options available to digital photographers for post production and workflow, and see how Denise transformed her typical wedding post production from a four-day ordeal into a one-day turnaround. Learn about Adobe Bridge, Adobe Lightroom, camera raw, output options, the new and fancy mobile technology, and the tried-and-true proof books. You will also explore Album Design Software and Custom DVD Slideshow Software.

#### **COURSE DATE:**

10/26/08 (Sunday)

#### **COURSE HOURS:**

9am-5pm

#### **COURSE LOCATION:**

Hope Haven Studio  
28822 48th Avenue NW  
Stanwood, WA

#### **CONTACT INFO:**

Denise Lee  
800-801-8211  
denise@hope-haven.net

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# WASHINGTON



**CASHMERE**

## ***FIRE-AND-FORGET SPORTS PHOTOGRAPHY***

**Radley Muller**

*Course# WA40*

Make your life easier by doing your sports photography (teams and individuals) right from the start. Discover the marketing, set-up, lighting, white balancing, shooting, post production, Web hosting, delivery and follow-up needed for a successful sports photography business. It will be a hands-on and demonstrative day.

### ***COURSE DATE:***

10/27/2008

### ***COURSE HOURS:***

9am-5pm

### ***ITEMS TO BRING:***

Camera (if desired), laptop (if desired).  
Copies of all marketing, lighting  
diagrams, set-ups, and training guides  
will be provided digitally to all attendees.

### ***COURSE LOCATION:***

River Street Photography  
309 River Street  
Cashmere, WA 98815  
509-782-3554

### ***CONTACT INFO:***

360-676-9279  
radley@yaryphoto.net  
www.yaryphoto.net

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*EVENT*

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*INTERMEDIATE*

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PROFESSIONAL IMAGING SEMINARS OFFERED IN STUDIOS WORLDWIDE

# ***SUPERMONDAY***

***FALL 2008***



# WISCONSIN



## LA CROSSE



### **THINK OUTSIDE THE SOFTBOX: A PHOTOGRAPHER'S PLAYDATE WITH CREATIVITY**

**Theresa Smerud, M.Photog., CPP**

*Course# WI10*

Take time for both your art and yourself in this retreat that will inspire you to bring art and creativity into your life and photography. Like Kindergarten, your day will include lots of art, fun, show-and-tell (critiques), sharing (networking), outdoor recess, snacks and rest time. You'll leave excited and inspired, ready to do your "homework."

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Digital camera, flash cards, light meter, 5x7 notebook with dividers and a pocket, favorite art book (not a photography book), favorite marketing book, CD with 20 of your favorite images you have taken (select a variety of styles and subject types; they do not need to be merit print quality), a sleeping bag, small pillow, hat, gloves, outdoor coat, boots, and umbrella if cold and wet. Laptop and CD/DVDs are optional.

#### **COURSE LOCATION:**

Theresa M. Smerud Artist & Photographer  
1525 Main Street  
La Crosse, WI 54601

#### **CONTACT INFO:**

608-784-1723  
mainlykids@charterinternet.com  
www.theresasmerud.com

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# WISCONSIN



**MADISON**



## **EXPANDING YOUR VISION: COMPOSITION, DESIGN & COLOR**

**Anna Stephenson, CPP**

**Pierre Stephenson, CPP**

*Course# WI20*

It's time to exercise your eye. With Anna and Pierre, you'll learn to recognize and apply elements of good composition on location, shooting models. Study and practice everything from color harmony and design to leading lines, weight and framing, energy and flow, crash points, lens choice, repeating patterns, and the golden ratio. This interactive workshop will push your creative boundaries. For more details: [PierresPortraitArt.com/professionals](http://PierresPortraitArt.com/professionals).

### **COURSE DATE:**

10/20/2008 (Monday)

### **COURSE HOURS:**

9am-5pm

### **ITEMS TO BRING:**

Camera, lunch money

### **COURSE LOCATION:**

Pierre's Portrait Art Co.  
5283 Felland Road  
Madison, WI 53718

### **CONTACT INFO:**

Anna Stephenson  
608-242-0120  
[email@pierresportraitart.com](mailto:email@pierresportraitart.com)  
[www.pierresportraitart.com](http://www.pierresportraitart.com)

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# WISCONSIN



**MADISON**



## ***BUILD FROM THE GROUND UP - FOUNDATIONS FOR POSING***

**Pierre Stephenson, CPP**

**Anna Stephenson, CPP**

*Course# WI30*

Join Pierre and Anna to better understand the basics of posing. Learn how to slim larger subjects, minimize flaws, and determine placement and spacing groups. This will start off as an interactive class in the studio (with examples of the fundamentals), then will move on location with models for an emphasis in hands-on learning.  
For more details: [PierresPortraitArt.com/professionals](http://PierresPortraitArt.com/professionals).

### ***COURSE DATE:***

10/26/2008 (Sunday)

### ***COURSE HOURS:***

9am-5pm

### ***ITEMS TO BRING:***

Camera, lunch money

### ***COURSE LOCATION:***

Pierre's Portrait Art Co.  
5283 Felland Road  
Madison, WI 53718

### ***CONTACT INFO:***

Pierre Stephenson  
608-242-0120  
[email@pierresportraitart.com](mailto:email@pierresportraitart.com)  
[www.pierresportraitart.com](http://www.pierresportraitart.com)

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# WISCONSIN



## SCHOFIELD



### **NEW BEGINNINGS**

**Tiffany Schmitt**

*Course# WI40*

Are you just beginning in photography, or are you thinking of starting a studio? Tiffany can help you begin, as she covers marketing, sales, studio strobe and outdoor available lighting, and Photoshop and digital imaging techniques.

#### **COURSE DATE:**

10/27/2008

#### **COURSE HOURS:**

9am-5pm

#### **ITEMS TO BRING:**

Camera, marketing materials, samples

#### **COURSE LOCATION:**

Graphic Impressions Photography/  
Portraits by Tiffany  
320 Ross Ave. #13  
Schofield, WI 54476

#### **CONTACT INFO:**

715-241-0258  
tschmitt@dwave.net  
www.picturesattiffanys.com

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# WISCONSIN

## SHEBOYGAN



### **WHAT YOU DON'T KNOW ABOUT DEPARTMENT STORE PHOTOGRAPHERS CAN HURT YOU**

**Tricia Brunner, M. Photog., CPP**  
*Course# WI50*

Don't be unprepared. Look into how the department store photographers market to their customers, and get a demonstration of their sales presentations. You'll get an inside view of how their system works...and how you can use it to your advantage.

**COURSE DATE:**  
10/27/2008

**COURSE HOURS:**  
9am-5pm

**ITEMS TO BRING:**

Photographs from any department store photographer (if possible), any coupons for photography in any store (if possible)

**COURSE LOCATION:**

Legacy Studios  
1402 South 12th Street  
Sheboygan, WI 53081

**CONTACT INFO:**

920-803-8880  
legacy@milwpc.com

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