

the Positive Image

news from the professional photographers of WV

PPWV CONVENTION
FEBRUARY 11-13, 2011
WATERFRONT PLACE HOTEL
MORGANTOWN WV.

- FANTASTIC PROGRAMS
 - TRADE SHOW
- PRINT COMPETITION
 - AWARDS BANQUET
- SCHOLARSHIP AUCTION



WATERFRONT PLACE HOTEL - MORGANTOWN WV.
PHONE: TOLL FREE 866-782-9974
OR LOCALLY 304-296-1700

HOTEL RATES:
\$109.00 SINGLE
\$120.00 DOUBLE

DEADLINE FOR PPWV ROOM RATE IS
JANUARY 13, 2011

(ROOMS BOOKED AFTER THIS DATE WILL
BE CHARGED A HIGHER RATE.
BASED ON AVAILABILITY)



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**SCHEDULE SUBJECT TO CHANGE. PLEASE CHECK WITH REGISTRATION FOR ANY LAST MINUTE SCHEDULE CHANGES.

THURSDAY FEBRUARY 10TH, 2011

1:00PM - PRINT COMMITTEE MEETING

1:00PM TO 5:00PM - PRINT COMPETITION SETUP AND PRINT CASES ACCEPTED

6:00PM - PRINT COMMITTEE AND JUDGES DINNER (TBA)

8:00PM APPROX.- BOARD OF DIRECTORS MEETING

FRIDAY FEBRUARY 11TH, 2011

6:30AM-10:00AM-HOTEL BREAKFAST BUFFET

8:30AM-4:00PM-REGISTRATION OPEN

8:30AM-PRINT JUDGE BREAKFAST AND BRIEFING

9:00AM-11:30AM-OPEN AND CLOSED PRINT JUDGING

11:30AM-1:00PM-LUNCH ON YOUR OWN (JUDGES AND PRINT COMMITTEE IN REGATTA BAR & GRILLE)

1:00PM-????-OPEN AND CLOSED PRINT JUDGING CONTINUES UNTIL COMPLETE

1:00PM-2:30-PROGRAM-CLAYTON SPANGLER-THE ART OF ART

3:00PM-4:30PM APPROX. -PROGRAM-DARRELL MOLL-MERIT WORTHY

(THIS PROGRAM WILL BEGIN ABOUT 30 MINUTES AFTER PRINT JUDGING IS COMPLETE)

6:30-7:30 PIZZA PARTY IN HOSPITALITY SUITE. HOSPITALITY WILL CONTINUE UNTIL MIDNIGHT.

SATURDAY FEBRUARY 12TH, 2011

6:30AM-11:00AM-HOTEL BREAKFAST BUFFET

8:30AM-4:00PM-REGISTRATION OPEN

9:00AM-11:00AM-CERTIFICATION TESTING (BY RESERVATION ONLY, CONTACT BRENT)

8:30AM-11:30AM-PROGRAM-FUZZY DUENKEL-

GO HOME! FOR CUSTOM SENIOR PORTRAITS (PART 1)

11:00AM-2:00PM-TRADESHOW OPEN

12NOON-1:00PM-TRADESHOW LUNCHEON (TICKETS MUST BE PURCHASED)

2:00PM-5:00PM-PROGRAM-FUZZY DUENKEL-

GO HOME! FOR CUSTOM SENIOR PORTRAITS (PART 2)

6:00PM-7:00PM-PRESIDENTS COCKTAIL RECEPTION

7:00PM-8:45PM-AWARDS BANQUET

9:00PM-MIDNIGHT-BLACKWOOD AUCTION AND HOSPITALITY.

EVERYONE IS WELCOME!

SUNDAY FEBRUARY 13TH, 2011

6:30AM-11:00AM-HOTEL BREAKFAST BUFFET

8:30AM-11:30PM-REGISTRATION OPEN

9:00AM-NOON-WEDDING PROGRAM-GARRETT NUDD-THE 5 W'S OF WEDDING PHOTOGRAPHY

10:00AM-NOON-PRINT CASE PICKUP

NOON-1:00PM-GENERAL MEMBERSHIP MEETING AND LUNCHEON

1:00PM-4:00PM-PHOTOSHOP PROGRAM-JARON HORROCKS-CREATING UNIQUE PORTRAIT MASTERPIECES

4:00PM-CONVENTION CLOSES

professional photographers of WV

The Art of Art

Clayton Spangler

Friday Program

Sponsored by

Photo Production Services



PHOTOGRAPHY THAT PLEASES THE CLIENT IS IMPORTANT- BUT ARE YOU CREATING WORK THAT PLEASES YOU?

WHAT DO YOU DO WITH IMAGERY THAT YOU SHOOT FOR YOURSELF? IS IT COMMERCIAL ENOUGH? CAN YOU SELL IT?

ODDLY ENOUGH, ANSWERING THOSE QUESTIONS- WHILE IMPORTANT - AREN'T THE FIRST QUESTIONS YOU SHOULD ASK YOURSELF.

WHEN YOU LOOK AT YOUR IMAGE, DOES IT MAKE YOU "FEEL" SOMETHING- THAT'S THE FIRST QUESTION YOU SHOULD ASK YOURSELF. THE REST IS JUST A SERIES OF STEPS THAT FALL INTO PLACE AFTER THAT...

CLAYTON WILL SHARE FROM HIS OWN EXPERIENCES IN THE ART WORLD, SOME OF THE PITFALLS, WHAT IT REALLY TAKES TO GET YOUR WORK "SEEN" AND HANGING IN A GALLERY, WHAT TO EXPECT AFTER "THE SALE" AND HOW TO CREATE, DISTILL AN IDEA, AND PREPARE YOUR WORK FOR THAT ALL IMPORTANT "GALLERY MEETING"!

HE'LL ALSO EXPLORE AND SHARE SOME OF THE THOUGHT PROCESSES BEHIND HIS OWN WORK, HOW YOUR OWN PERCEPTIONS CAN HELP CREATE PERSONAL WORK THAT HAS SOMETHING TO SAY- NOT JUST ABOUT YOUR TECHNICAL SKILL, BUT ABOUT YOUR VISUAL STORY.

CLAYTON'S WORK HAS BEEN AWARDED FUJIFILM MASTERPIECE AWARDS, MERIT PRINTS WITHIN BOTH THE PPWV AND THE PPA ORGANIZATIONS, AND HE WAS RECENTLY ACCEPTED AS A NEW JURIED ARTISAN AT THE TAMARACK CENTER IN WEST VIRGINIA.

WITH OVER 25+ YEARS OF PHOTOGRAPHY AND PRINT MAKING EXPERIENCE, HE STILL FEELS AS PASSIONATE ABOUT PHOTOGRAPHY NOW AS HE DID THEN- COME AND SEE WHAT KEEPS THIS PHOTOGRAPHIC ARTIST AND HIS WORK FRESH AND RELEVANT IN AN EVER INCREASINGLY COMPETITIVE MARKET.



professional photographers of WV
Merit Worthy



Darrell Moll
Friday Program

DARRELL MOLL WAS ABOUT TEN YEARS OLD WHEN HE SAID HE WANTED TO BECOME A PROFESSIONAL PHOTOGRAPHER. AT 18, HE PHOTOGRAPHED HIS FIRST WEDDING AND KEPT CLOSE TO THE BUSINESS WHILE PURSUING OTHER ENDEAVORS UNTIL HE FELT HE WAS READY TO OPEN HIS FULL TIME STUDIO IN 1991. HE JOINED THE PROFESSIONAL PHOTOGRAPHERS OF OHIO AND AMERICA (PPA & PPO) LATER THAT SAME YEAR AND SOON BEGAN ENTERING AND WINNING MANY AWARDS FOR HIS PORTRAIT, WEDDING AND LANDSCAPE PHOTOGRAPHY.

WELCOME TO THE EXCITING, FRUSTRATING, EXHILARATING, & UTTERLY DISAPPOINTING WORLD OF PRINT COMPETITION. IF YOU'VE ENTERED BEFORE, YOU KNOW THE FEELING YOU GET WHEN YOU'RE PRINT IS CALLED AND IT SPINS AROUND IN FRONT OF THESE "EXPERTS". WHAT WILL IT SCORE? WILL I GET A MERIT? WHAT!? ARE YOU KIDDING ME? ARE THEY CRAZY?

BEEN THERE...DONE THAT! THIS PROGRAM WILL HOPEFULLY SHED A LITTLE LIGHT ON THE WORLD OF PRINT COMPETITION. LEARN THE 12 ELEMENTS ON WHAT MAKES A MERIT PRINT & SOON YOU CAN PUT SOME OF YOUR FRUSTRATIONS BEHIND YOU.



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GO HOME! For Custom Senior Portraits

Fuzzy Duenkel

Saturday Program

sponsored by Millers



PROFESSIONAL PHOTOGRAPHERS MUST HAVE A FIRM GRASP ON CREATIVE, VERSATILE AND PRECISE PORTRAIT LIGHTING AS THE ONE CONSTANT IN THE EVER-CHANGING FIELD OF PHOTOGRAPHY AND THE NEVER-ENDING AVALANCHE OF COMPETITION.

FUZZY AND SHIRLEY'S PROGRAM FOCUSES ON VITALLY IMPORTANT BASICS AND ADVANCED NUANCES OF MANY INDOOR, OUTDOOR, AMBIENT AND ARTIFICIAL LIGHTING TECHNIQUES.

FUZZY AND SHIRLEY WILL SHOW YOU HOW TO CREATE CUSTOM SENIOR PORTRAITS THAT TRANSCEND THE ORDINARY. YOU WON'T LEARN HOW TO DO MORE... YOU'LL LEARN HOW TO DO BETTER!

FOR FOUR TO SIX HOURS, FUZZY GOES TO EACH SENIOR'S HOME AND ANYWHERE ELSE TO JUST HAVE FUN! THE RESULT IS A POWERFUL COLLECTION OF IMAGES THAT REFLECT THAT SENIOR'S LIFESTYLE, INTERESTS AND ATTITUDE. FUZZY DOESN'T TRY TO MAKE IMAGES THAT SELL... AND THAT IS PRECISELY WHY THEY SELL!

FUZZY IS A MASTER AT OUTDOOR AND INDOOR LIGHTING TECHNIQUES SIMILAR TO THOSE USED IN THE FASHION/COMMERCIAL INDUSTRY, BUT SCALED DOWN FOR THE PHOTOGRAPHER WHO CHOOSES TO WORK WITHOUT AN ASSISTANT. FUZZY'S CHOICES OF EQUIPMENT (TO BUY OR BUILD) ARE ALSO KEYS TO HELP RATHER THAN HINDER CREATIVITY.

THE DUENKELS PURPOSELY PHOTOGRAPH ABOUT THIRTY SENIORS PER YEAR IN A SMALL, MIDDLE INCOME WISCONSIN TOWN. HOWEVER, THEIR AVERAGE SENIOR SALE IS VERY HIGH AS A RESULT OF THE ORIGINALITY OF THE PHOTOGRAPHY AND A PRICING SYSTEM THAT MAKES DOLLARS & SENSE! AS WE ALL KNOW, AN IMAGE IS WORTHLESS UNLESS THE CLIENT BUYS IT. TO THAT END, SHIRLEY'S SOFT-SELL SALES TECHNIQUES PAY FOR FUZZY'S ADDICTION (PHOTOGRAPHY).

IF SENIOR PORTRAITS ARE ALREADY PART OF YOUR BUSINESS, THIS SEMINAR IS GUARANTEED TO GIVE YOU A FRESH PERSPECTIVE. IF YOU DON'T DO SENIORS, YOU MAY WANT TO START... AFTER YOU SEE HOW MUCH FUN IT CAN BE!



professional photographers of WV
The Five W's
of Wedding Photography

Garrett Nudd

Sunday Program

Sponsored by Burrell



INTERNATIONAL WEDDING PHOTOGRAPHER GARRETT NUDD EXPLAINS THE 5 W'S OF A SUCCESSFUL WEDDING PHOTOGRAPHY STUDIO. IT'S IMPORTANT TO UNDERSTAND SHOOTING AND MARKETING AND CUSTOMER SERVICE, BUT IT'S HOW THEY ALL FIT TOGETHER THAT ULTIMATELY DETERMINES ONE'S SUCCESS.

GARRETT SHARES PRACTICAL STEPS TO REFINING YOUR BUSINESS AND MOVING YOURSELF TO THE NEXT LEVEL. AND AT THE ROOT OF IT ALL, IS A PASSION FOR PEOPLE AND A LOVE OF THE CRAFT.

GARRETT NUDD IS A CITIZEN OF THE WORLD. FORMERLY BASED IN ORLANDO, FLORIDA, ONE OF THE COUNTRY'S MOST COMPETITIVE WEDDING MARKETS, GARRETT AND HIS WIFE JOY HAVE DISCOVERED THAT SUCCESS HAS LESS TO DO WITH WHERE YOU LIVE, AND MORE TO DO WITH HOW YOU MARKET YOURSELF AND THE ABILITY TO CONTINUALLY EXCEED CLIENT EXPECTATIONS.

RECENT WEDDING ASSIGNMENTS HAVE TAKEN THEM TO SCOTLAND, ITALY, NORWAY, FRANCE, SWITZERLAND, THE BAHAMAS, ANGUILLA, JAMAICA AND FROM COAST TO COAST ACROSS THE US

GARRETT WORK HAS BEEN PUBLISHED IN THE ORLANDO SENTINEL, PROFESSIONAL PHOTOGRAPHER, RANGEFINDER, GRACE ORMONDE WEDDING STYLE, BRIDE & BLOOM, DESTINATION WEDDINGS & HONEYMOONS, ORLANDO LEISURE, SOUTHERN WEDDINGS, WEDDINGS UNVEILED, THE KNOT BEST OF WEDDINGS AND MORE.



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Creating A Portrait Masterpiece



Jaron Horrocks

Sunday Program

Sponsored by
Graphic Authority

PEOPLE HIRE PHOTOGRAPHERS TO DO WHAT THEY CAN'T DO THEMSELVES. BUT WITH ALL THAT FANCY CAMERA EQUIPMENT OUT THERE SO EASILY ACCESSIBLE TO THE AVERAGE CONSUMER, THE WORKING PHOTOGRAPHER NEEDS TO FIND A WAY TO EVOLVE FROM THE DAYS OF JUST DELIVERING PRINTS.

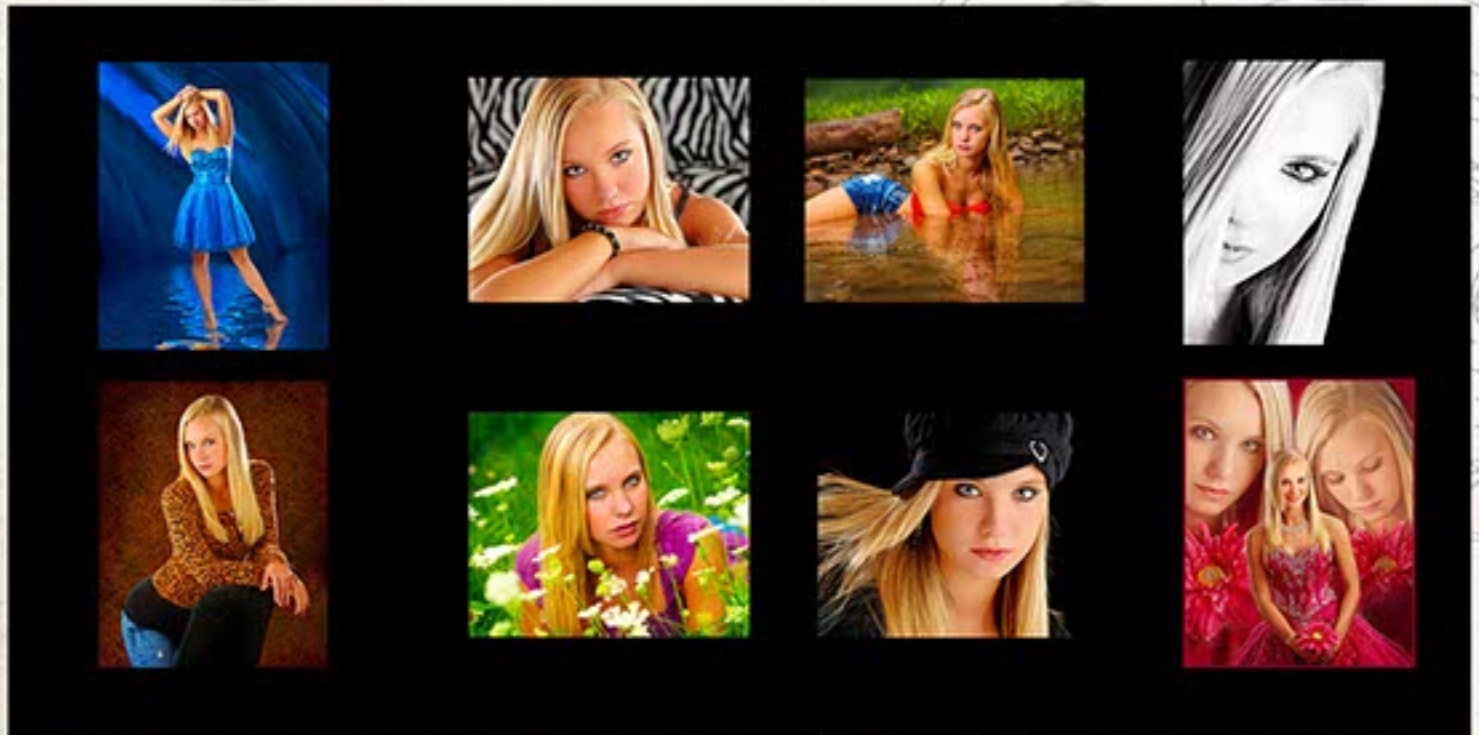
JARON HORROCKS WILL BREAK DOWN WHAT IT TAKES TO DESIGN PRODUCTS SUCH AS GALLERY WRAPS, ALBUMS, CARDS AND MORE. HE WILL DEMONSTRATE HOW TO SAVE TIME AND MAKE MORE MONEY BY CUSTOMIZING TEMPLATE RESOURCES IN PHOTOSHOP; AS WELL AS TEACHING HOW TO USE SIMPLE TECHNIQUES, SUCH AS LAYERS, BLENDING MODES, MASKS, CUSTOM SHAPES AND CUSTOM BRUSHES.

PARTICIPANTS AT ANY LEVEL OF PHOTOSHOP WILL BE INSPIRED WITH NEW IDEAS AND NEW TECHNIQUES TO ADD TO THEIR OWN PERSONAL STYLE.



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Congratulations!



PPWV FALL CONVENTION 2010
BEST OF SHOW

“SARAH”

by Lora Yeater

www.ppwv.org

professional photographers of WV

Notes & Reminders

**DON'T FORGET THAT PPWV DUES
ARE DUE AT THE END OF DECEMBER!!!**

**CONVENTION REGISTRATION AND PRINT COMPETITION RULES ARE ON
THE PPWV.ORG WEBSITE FOR THE SPRING 2011 CONVENTION.**



**Wishing You
Merry christmas
& A Happy New Year**

**From The
Professional Photographers
Of
West Virginia**



PPWV 2011 Convention Registration February 11-13, 2011

Registration Deadline:

Must be received by Thursday Feb. 3rd, 2011

*Please note: There is no convention registration fee for PPWV Members. However, **you must pre-register by the deadline, or a late fee will be charged.** There will be no exceptions.*

REGISTRATION

	by 2/3	after 2/3	# attending	Total
PPWV Member	N/C	\$15	X _____	\$ _____
MidEast States Member <i>(Full Convention—Must be a member of PPO, KPPA, PPA of PA or PPM)</i>	\$69.95	\$95	X _____	\$ _____
Non-Member Spouse/Child <i>(Non-member spouses/children may attend all events except programs)</i>	N/C	N/C	X _____	\$ _____
Non-Member <i>(fee will be applied to dues pending application & approval. Includes access to programs and all other events)</i>	\$95	\$95	X _____	\$ _____

MEALS

	by 2/3	after 2/3	# attending	Total
Pizza Party /Hospitality (Friday) FREE! <i>(No charge to all pre-registered paid attendees)</i>		\$10	X _____	\$ _____
Trade Show Lunch (Saturday) \$12.50 Mexican Fiesta (hard and soft shells/seasoned beef and chicken, shredded lettuce,chedar and jack cheese,diced tomatoes, jalapenos,sour cream, and gaucamole)	\$12.50	\$15	X _____	\$ _____
Awards Banquet (Saturday) \$45 Buffet Dinner Wild Mushroom Chicken Marsala, Sliced Sirloin of Beef/ salad, corn, herb roasted vegetables, roasted red potatoes, garlic mashed potatoes,assorted desserts,fresh bread, coffee and tea. <i>*** (If you do not pay to attend the banquet any awards you have won must be picked up after the event.)</i>	\$45	\$50	X _____	\$ _____
Sunday Luncheon & Membership Meeting Seasonal fruit, macaroni salad, three way hobo beans, potato chips/w dip, quarter pound hamburgers buttermilk fried chicken, appropriate condiments and breads and warm apple crisp. Coffee and tea.	\$24	\$28	X _____	\$ _____

Total Enclosed \$ _____

Studio Name _____
Address _____
City State Zip _____
Phone _____

Mail form with payment to:

Mary Ann Phillips
PPWV Executive Secretary
1497 Eastern Avenue
Morgantown, WV 26505
(304) 599-3840

Names of those attending:

Check Enclosed _____
Visa/Mastercard _____

Exp. _____
Billing Zip Code _____