



***Super 1 Day Workshops  
2014 Class Schedule***

***Huntsville, Alabama***

**Brushing Up for the CPP Exam**

**Cindy Shaver, CPP**

**Course Date:** Monday, October 6, 2014

If you're ready to start the CPP process and take your photography skills – and your reputation – to the next level, then this class is the first step towards fulfilling that dream! Get hands-on as Cindy Shaver makes this a learning experience that translates to your own shooting style. You'll discuss lighting patterns, selecting the right lens, using the correct camera settings to get the shot you want, the best way to use modifiers and more!

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***Glendale, Arizona***

**Photographing High School Seniors**

**Lisa Schaaf, CPP**

**Course Date:** Sunday, October 19, 2014

Spend the day learning the ins and outs of senior photography and how to truly excel in this market. Work with live models as you explore shooting outdoors, using natural light and off camera flash. Discover how to find what Lisa loves to call "pockets of pretty," those amazing backdrops, around your home or studio that will result in amazing images!

You'll spend an info-packed afternoon discussing styling, marketing, sales and everything you need to create an exceptional customer experience. Finish the day with a Q&A and a studio tour.

Note: Attendees should know how to use their camera in manual mode, as the class will not include instruction on basic functions.

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***Clayton, California***

**Dynamic Lighting with Studio Strobes and Speedlights**

**Wayne Miller, Cr.Photog., CPP**

**Course Date:** Monday, October 27, 2014

Any great photographer knows that exceptional lighting is the way to skyrocket your career! In this course, you'll explore the lighting tricks and techniques that will allow you to create dynamic, "WOW!" images that are more than just photos. Get hands-on and delve into natural light, speed lights and studio strobes as you learn to light in ways you've never imagined!

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## ***Orinda, California***

### **Lightroom 5 for Photographers**

**Denny Weigand, Cr.Photog., CPP**

**Course Date:** Monday, October 13, 2014

The magic that you do happens behind the camera, but it's the tools and technology at your fingertips that create the finishing touches, the icing on the cake. In this class, Denny Weigand teaches you how Adobe Photoshop® and Adobe Photoshop Lightroom® can be your new best friends and help you take your images to the next level!

Watch and learn as Denny walks you through a detailed look at Lightroom® and its capabilities. Better yet, discover how it integrates with Photoshop® to help you finalize amazing images! Once you know how to make the most of these programs, you'll wonder how you ever lived without them!

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## ***Redlands, California***

### **Putting Style in Your Photography**

**Ralph Mendez, Cr.Photog.**

**Course Date:** Monday, October 20, 2014

Ralph Mendez is an expert at reinventing himself! As an experienced photographer, he has relocated his studio not once, not twice, but three times, doing everything from fashion, headshots, classic portraits and Senior photography. So he knows what it takes to inspire, excite and stay current! In this course, Ralph will help photographers examine – and reexamine – their approach, so they can stay at the top of their industry.

Some of the topics you'll cover include:

- Basic lighting and posing mixed in with the small details and tricks of the trade that will make your work stand out!
  - The Ralph Mendez classic Face Session – how he does it and how you can too!
  - The White on White Fashion Style that is Ralph's trademark.
  - Marketing and selling your products, and how to sell each unique style that you create.
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## ***Riverside, California***

### **Studio Lighting**

**Jose E. Quintanilla**

**Course Date:** Sunday, October 12, 2014

This class is your ABC's, your fundamentals, your foundation on studio lighting. Listen and learn as Jose Quintanilla walks you through the essentials – how to meter correctly, identifying and recognizing various lighting patterns, how to create them and more.

You'll discuss lighting ratios, learn why they're important and discover how to set them when shooting a session. Best of all, Jose gives you a two-for-one deal as you explore the essentials of basic posing! You'll learn the poses you need to include in your repertoire, how to light them and why these are critical to excellent studio portraits.

This course ensures you have the right foundation to catapult your career to new heights!

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**Sacramento, California**

**Introduction to Studio Lighting**

**Steven R. Folino, Cr.Photog., CPP**

**Course Date:** Monday, October 20, 2014

Steven Folino walks you through the characteristics of light, how it shapes and defines, deepens and dramatizes and creates the mood of your photos – lighting is THE foundation of great photography! You'll examine the differences between hard and soft light, handling soft boxes and reflectors, working with umbrellas and barn doors.

But you're not done yet – discuss lighting patterns like Rembrandt and butterfly, discover the purpose of gobos and beauty dishes and explore all the techniques and tricks to studio lighting. If you take one class this season, let this be it!

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**Vacaville, California**

**Are You Getting Worked by Your Workflow?**

**Ryan Bates**

**Course Date:** Monday, October 13, 2014

Is your workflow a black hole from which you can't escape? Do you find that you have to reinvent the wheel each time you start a new job? Take this class and learn how to make your workflow process a well-oiled machine, day in and day out!

Ryan Bates will teach you that your workflow is a series of steps that you do for *every* job, *every* time. When you have it as fine-tuned as he does, workflow is what will allow you to sleep at night and take control of your production! Together, Ryan will walk you through every step you need to take – importing and backing up via Lightroom. Explore how you cull, process and prepare images for client viewing and printing. Discover how to sell using Proselect and make a slideshow with Animoto. Ryan will even show you the basic retouches he does *each* time, *every* time.

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**Walnut Creek, California**

**The Year of Me for Photographers**

**Laura Cottril, CPP**

**Course Date:** Monday, October 6, 2014

As an entrepreneur, it's easy to get caught in the hamster-on-a-wheel cycle: doing what you can to survive, getting into ruts and routines, feeling like your creativity, passion and reasons why you started this career get lost in keeping your business afloat!

Well, Laura Cottril is here to tell you something we rarely get to hear – that it's all about YOU – your life, your happiness, your business. Listen as Laura shares her struggles and burn outs, success and fast tracks, and everything in between. Hear her ups and downs and her winning philosophy about being happy in both life and work.

But this isn't just pie-in-the-sky and holding hands. In this interesting and inspiring Super One Day workshop, you'll learn what it takes to retain your spirit and soul, and still build a healthy, profitable business! Bring an open mind, something to write on and begin your path to renewal through strong business techniques and creative tools.

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***Boulder, Colorado***

**The Business of Portrait Photography: Getting Started**

**Matthew Davies**

**Course Date:** Sunday, October 12, 2014

If you're thinking about starting your own photography business – or if you've already done it but still don't feel sure about what you're doing – then this class is for you! Learn from expert Matthew Davies so you'll know where to begin, what choices to make and how to avoid the pitfalls and mistakes into which many fall.

Discuss in-depth topics, including:

- The right business model for you.
  - Pricing and the cost of doing business – you can't have one without the other!
  - Business plans and why you must have one to succeed.
  - What are the right products to offer and how do you provide them?
  - And much, much more!
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***Boulder, Colorado***

**Flash Made Easy: A Lighting Workshop for Beginners and Natural Light Shooters**

**Matthew Davies**

**Course Date:** Sunday, October 19, 2014

Demystify the mystery behind flash photography! This class breaks it down simply and easily, so you can embrace this photographer's powerful tool!

Many photographers avoid flash, thinking it's too complicated to learn or difficult to use. Don't be one of those. Matt Davies shows you just how easy flash can be with his simple tips on using flash in studio and on location. Discuss topics such as:

- Letting the flash do all the work for you
  - Using flash to enhance natural light images
  - Where and why to use flash
  - How a \$30 piece of equipment can double and triple your lights
  - Modifiers and more
  - How to properly light a portrait
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## ***Colorado Springs, Colorado***

### **Faith, Photography and Sushi**

**Heather Sams, CPP**

**Course Date:** Saturday, October 11, 2014

Not your typical photography course on metering and strobe lights, Heather Sams explores the delicate balance between life, work, photography and more – and breaks it down in a way that is sure to encourage and motivate you!

Heather shares how she manages her passion for work, life and love of people – yet manages not to burn out. Find out what she does and how she does it as you discuss everything from business and life decisions to posing and lighting. Explore who you are and how it ties into what you do. Examine volume shooting. Discover the link between pricing, courage, and how it's not wrong to value – and pay – yourself for what you do! Discuss delegation, networking and so much more!

Best of all, Heather discusses the role and mentoring that other colleagues and photographers have provided and how this is integral to success.

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## ***Colorado Springs, Colorado***

### **Landscape Photography: The Craft & Art**

**Doug Bennett**

**Course Date:** Monday, October 20, 2014

Landscape photography is vision and art, craft and technique. It's about recognizing the beauty of the world around us, but then capturing it accurately and expertly.

In this course, Doug Bennett covers all the angles of landscape photography –figuratively and literally! Discover how this genre is different from traditional studio or portrait photography, what you need to bring to the table, and how to create amazing, high quality images. Discuss the various skills and techniques it takes to capture the shot and how to bring your own vision and artistic touch to your work.

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## ***Highlands Ranch, Colorado***

### **Beginning Studio Lighting Techniques**

**Jennifer Henningsen, CPP**

**Course Date:** Monday, October 6, 2014

Are you an outdoor photographer who wants to learn studio lighting? Have you been working with natural light and are ready to learn the magic of strobes, modifiers and meters? Then this class is for you!

Explore all things lighting as Jennifer teaches you ratios, metering for correct exposure and white balance, how to use modifiers and pose your subjects in a studio setting. Even better, you'll get to practice what's been preached as you use real models and get to control the light set ups. The class will view images live, via Camranger, and you'll see the differences created with ambient light and studio light.

Once you've learned what you can do with natural and studio lighting, you'll be able to use these skills indoors or out!

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## ***Windsor, Colorado***

### **How to Light for Great Outdoor Portraits Using Off-Camera Flash**

**Charles Schinner**

**Course Date:** Monday, October 6, 2014

This workshop is a great opportunity to master the use of off-camera flash and learn how to create amazing outdoor portraits!

Spend an afternoon, balancing ambient light and OCR to create amazing images in the Great Outdoors. Instructor Charles Schinner will not only present a great method by which to do this, but also give students a chance to experiment with various lighting setups and equipment. Choose reflectors, softboxes or umbrellas and learn the effects these have on your lighting, as you practice with a live model.

Charles has specifically requested Mother Nature provide a sunny day, with clouds, for this class, and you'll get to experience both the worst and best times of day for creating outdoor portraits.

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## ***Hamden, Connecticut***

### **HDR: How to Shoot and Process High Dynamic Range**

**Lisa Cuchara**

**Course Date:** Wednesday, October 15, 2014

Step into the world of HDR and discover the techniques you need to create incredible images!

Lisa starts with some basics in camera set-up and what you need to capture the highlights and shadows of a scene. Discuss what you need, in-camera, and learn how to tone map and process high dynamic range images. You'll explore both stylized and natural post processing, as well as selective HDR.

This is your chance to get in-depth with HDR and unlock its potential!

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## ***Hampton, Connecticut***

### **Introduction to Astrophotography**

**Ronald Zincone**

**Course Date:** Tuesday, October 7, 2014

If you've tried astrophotography before, you already know that getting the images you want is no easy task. This introductory course gives a great foundation for this niche segment, and prepares you for more advanced training.

Learn and understand astro-terminology, discuss the equipment needed and hear the tips and techniques that will allow you to shoot the best photos. Ronald Zincone shows you his own amazing celestial images, and shares the how, what, when and why that enabled him to capture them.

In a hands-on demonstration, you'll see the simple camera on tripod-set up and astro equipment Ronald uses. Walk away with a better understanding of astrophotography and discover how you too can take out-of-this-world photos!

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***Hampton, Connecticut***

**Advanced Astrophotography**

**Ronald Zincone**

**Course Date:** Friday, October 17, 2014

Now that you've made the move into astrophotography, this course is your roadmap to the more advanced techniques you'll want to use to capture the night sky. In this hands-on presentation, discover the astro accessories you can use to take your photography to the next level. Learn how to use an astronomical telescope, webcam, various optics and your DSLR camera to get better range, effects and options for your photography.

Ronald Zincone brings his unique talent and enthusiasm for this genre, as well as his own inspirational images. Listen as he shares the dos and don'ts, advanced techniques and his personal experience that will make you a better astrophotographer. This is your chance to challenge yourself to be more!

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***Green Cove Springs, Florida***

**Portrait Retouching with Photoshop: Basic to Advanced**

**Kevin Floyd, Cr.Photog., CPP**

**Course Date:** Monday, October 13, 2014

Where can Photoshop take you? Anyplace you want to go! In this course, you'll learn the secrets to portrait retouching using the power of Photoshop!

Discover layers, masks, the history brush and pen tool, the clone stamp and much more. Learn how to enhance, not change your images so that you have a polished, realistic end result. You'll start the day working on images with Instructor Kevin Floyd and then explore ways to enhance your own photos!

Unleash the power of Photoshop, and learn what it can do for your business!

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***Green Cove Springs, Florida***

**Studio Lighting: Indoors and Out**

**Kevin Floyd, Cr.Photog., CPP**

**Course Date:** Monday, October 6, 2014

In this course, you'll learn everything you need to know to create studio lighting, no matter where you are.

Discuss the basics no great photographer should be without – the 5 lighting patterns, main and fill light, broad vs. short light, and both high- and low-key lighting. But that's not all – you'll explore composition and backgrounds, and what you look to create in your images. Examine color harmony and what your lighting does to enhance the colors in your photography.

Best of all, you'll work with live models in this hands-on workshop. Come ready to learn, ready to light!

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## ***Jacksonville, Florida***

### **Photography Assistant Bootcamp**

**Ron B. Wilson**

**Course Date:** Saturday, October 18, 2014

If you're looking to break into the industry, there's no better way than as a photographer's assistant. But how do you become a photographer's assistant and what do you do?

Instructor Ron Wilson is here to answer these questions and more! With his 20+ years as a professional photographer, he and his colleagues constantly see the need for good assistants, and this class is the way to become that person. Listen as Ron shares his knowledge on topics like:

- Nikon, Cannon and Fujifilm cameras.
- Lenses, lenses and more lenses!
- Lighting tools such as strobes ,reflectors, light stands and more!

This workshop gives you the basics and foundation of photography, and is your entry way to pairing with some amazing professionals to launch your own career. Don't wait – get started today!

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## ***Fort Myers, Florida***

### **Shooting, Editing and Selling Portrait Sessions for Maximum Sales**

**Jennifer Angeloro**

**Angela Boggs**

**Course Date:** Tuesday, October 7, 2014

Instructors Jennifer Angeloro and Angela Boggs may very well be the answer to your prayers! In this workshop, they'll show you how to give more – and get more – in your portraiture business.

As Jennifer and Angela take you on a live portrait shoot Fort Myers' River District, you'll learn how to capture masterpieces, in camera. From there, you'll discuss editing techniques that are sure to wow. And you'll do all this with a specific focus on projection sales as you discuss how this process will increase your average sales.

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## ***Ocala, Florida***

### **Get Proficient with ProSelect**

**Marci Sandler, M.Photog.Cr.**

**Course Date:** Monday, October 20, 2014

If you've ever heard someone tell you that ProSelect is "just OK," that's your telltale clue that they're not using it to its full advantage. In this workshop, Marci Sandler shows you the magic that ProSelect can work on your products, your presentations –and your profits! But only if you use it well!

Learn how to use the Preferences and Modes, Views and Tabs, and what the Toolbar and Controls can do for you. Explore workflow processes and discover how to sell using ProSelect and Room View. Discuss how you can work with various layouts, create books and incorporate amazing effects, and learn the power that slideshows can give your business.

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**Tallahassee, Florida**

**Foundations of Beauty Photography**

**Kira Derryberry**

**Course Date:** Monday, October 13, 2014

Glam sessions are back and bigger than ever! Listen as Kira Derryberry discusses the niche market of beauty photography and what she does to make it an incredible experience for her clients.

Kira will share her marketing and consultation methods including pre-shoot client preparation and education. Explore how wardrobe, makeup, hair are Day 1 decisions and not something left to chance or circumstance the day of the shoot.

Watch Kira make over, pose and photograph a subject, and even hear her in-person sales process. Discover why Kira's clients are always thrilled with the results and how that "I can't believe that's me" reaction goes a long way in creating sales. This crash course is a great way to add glamour and beauty back to your business!

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**Clarkesville, Georgia**

**Lighting 101 for Dummies!**

**Katherine Tracy Page, CPP & Jeff Gulle, M.Photog.Cr., CPP**

**Course Date:** Wednesday, October 15, 2014

Whether you're learning this for the first time or just need a refresher on all things lighting, this class is illuminating! Jeff Gulle and Katherine Page take you through the lighting fundamentals that every good photographer knows.

Learn how to set up studio lighting, the basic patterns you need to know, and the use of modifiers and when and how these enhance your photos. You'll discuss quality vs. quantity of light needed, as well as natural light, high and low key elements. Delve into post processing steps and how these can truly elevate your images to the next level.

Best of all, you'll get immediate feedback on the images you take and discover how you can perfect your lighting to create your signature style. The only dummies on this day will be the ones **outside** the workshop!

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**Jasper, Georgia**

**Wedding Photojournalism A to Z**

**John Webb, CPP & Tamara Webb**

**Course Date:** Wednesday, October 15, 2014

A wedding isn't a just a moment; it's the unique story of two people making a life-changing decision. In this class, you'll spend the day in the beautiful North Georgia Mountains, exploring how to make that story the best it can be!

This is a hands-on learning opportunity as John and Tamara Webb lead you through an actual meeting with the bride, followed by a photo shoot. Discuss everything from posing to the use of light to evoking the emotion and drama that a wedding day entails.

Where else can you combine beautiful scenery, expert tutelage, and the opportunity to photograph the moment – all in one day? You won't want to miss this!

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## **Rome, Georgia**

### **Tips for Getting Up to Speed with Adobe Lightroom and Photoshop**

**Stephen Jones, CPP**

**Katie Jiminez**

**Course Date:** Saturday, October 11, 2014

For many photographers, Lightroom is just sitting in the box, acting as a bookend on their office shelf. But Stephen is here to show you how this program can change your photography and your business!

Start with the basics and learn how to use Lightroom in your business – everything from file organization and sorting to image adjustments and enhancements. If it can save you time and improve your images, it can make you money! Once he's laid the foundation of Lightroom, Stephen discusses the finer details. Discover how to preserve your RAW files; learn how to use brushes, filters, and so much more. Don't let Lightroom gather dust anymore! Stop stalling and embrace the magic of this software! You'll never look back!

Then, continue with Photoshop tricks & tips from Katie. Regardless of your current level of expertise, you're sure to learn great ideas that are quick and highly effective! Since there are at least seven ways to do anything in Photoshop, she will cover different techniques that can be applied in "real world" situations and fall in line with the daily routine of a working studio. Learn how to work more efficiently after the capture and before printing by simply enhancing your portrait images and streamlining your workflow.

These tips are simple, user friendly, efficient, and compatible with most versions of Photoshop. Topics include portrait retouching, color correction, writing actions, layers & masking, making selections, filters, vignetting, and composites/montaging.

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## **Meridian, Idaho**

### **The Art and Business of Wedding Photography**

**Jerry Venz, M.Photog., CPP**

**Kathi Venz**

**Course Date:** Sunday, October 12, 2014

Jerry and Kathi will share their 25-years of wedding experience and procedures for answering the phone, the consultation, pricing for profit, branding, the up sell, post-production workflow, and to how they use their storytelling philosophy to design the wedding album as the wedding is being photographed.

Jerry will share his strategies for lighting with minimal use of flash and show the results of the natural light photography that earned him his PPA Certification and Master of Photography degree. He will share information about window light, not just for the bride, but her trousseau and their signature commercial-style wedding cake portraits. Jerry will also take you through his lens choices, lighting control for natural light and flash when necessary, and more. They will also review some of your images, as a learning tool, for you and others in the class.

This team of wedding artists will show you why they were invited to the Fuji Talent Team and remained members for 5 years, and were among the few California Bay Area photographers to be on the Ritz Carlton preferred photographers vendor list.

Attendees should know how to use their camera in manual mode.

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***Bartlett, Illinois***

**Studio Marketing and Management**

**Kathy Shangraw & Mark Shangraw, M.Photog., CPP**

**Course Date:** Tuesday, October 14, 2014

Running a successful studio isn't just about answering the phone, booking the shoot, taking the pictures or making the final sale. It's about the entire experience, from the moment your phone first rings to delivery of the final product.

In this workshop, you'll discover how this dynamic duo runs a successful studio. Discover what marketing tactics they use, what they've tried and what they won't repeat again. Explore the sales process, using the projection system, and why this is the tried-and-true method for the Shangraws. Discuss pricing and profits and how the two are integrally linked. Finally, get in on the action as you participate in a live photo shoot.

Expert advice, experienced photographers, live models and all the Q & A you could ask for – what a day!

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***Crystal Lake, Illinois***

**Unlocking the Creative Within**

**Jim Pierce, M.Photog.**

**Course Date:** Sunday, October 12, 2014

As an artist, the creative process is your life, your passion, one of the reasons you love your work. But sometimes, it's hard to find an outlet or way to express the ideas that you have. This course breaks down those barriers and lets your creativity flow freely!

Watch and learn as instructor Jim Pierce teaches you how to remove the roadblocks that stop you from expressing yourself artistically. You'll delve into some of the old masters and how they've found inspiration to bring to their work. You'll discuss concepts like color and composition, how you bring emotion to your work, and the details that differentiate good pieces from masterpieces!

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***Edwards, Illinois***

**Going Pro: Launching a New Photography Business**

**Kelly Jo Mitchell, CPP**

**Course Date:** Sunday, October 12, 2014

This is your Golden Ticket to turn your hobby into your career! Experienced and CPP certified Instructor Kelly Jo Mitchell teaches you what you need to know to launch your own business. She shares her pitfalls and peaks of running both home-based and storefront studios.

Discuss everything, including the not-so-exciting but essential legal requirements and insurance guidelines. Explore how to build a portfolio and establish your branding and creative identity. Learn how to create a business model that works for you and identify your target clients. Kelly walks you through organization, workflow, pricing strategies and so much more, including her state-of-the-art commercial studio!

Don't just dream big; discover how to make big dreams your reality! This class is your starting line!

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***Naperville, Illinois***

**Sportraits: Stunning Sports Portraits**

**Sabina Cavalli**

**Course Date:** Saturday, October 18, 2014

In this workshop, Sabina Cavalli teaches you how to create a “sportrait,” a sports portrait so incredible that clients will do a double-take! This course is your opportunity to stop being average and go for the amazing!

You’ll learn how to set up the perfect lighting and create compositions that truly highlight your clients. Discover the various poses that work best, and how to photograph each sport differently. From lighting ratios to backgrounds, editing and everything in between, you’ll discover how to develop your signature style that will stand out from the rest!

After this class, you won’t have to flip through a magazine to see eye-popping “sportraiture.” It will be right in front of you – and your clients!

Note: This workshop focuses in developing a signature studio lighting method and therefore requires at least a basic working knowledge of studio strobes and light metering devices.

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***Mokena, Illinois***

**Getting Creative with Marketing and Social Media**

**Al Behnke**

**Bert Behnke, M.Photog.Cr., CPP**

**Course Date:** Monday, October 6, 2014

For three generations, Al and Bert Behnke’s studio has thrived – because of great photographers, a strong client base, and creative marketing that has changed with the times. In this class, the Behnke’s share some of the tactics that have kept them profitable, year in and year out.

Walk through each facet of the Behnke’s marketing strategy so that you’ll be able to create and implement a plan that works for your own studio. Explore social media plans and management; learn how to create marketing materials that suit your needs. Delve into press release writing and how this can promote your business. Discuss partnerships and charitable programs that increase your footprint and give back to your community.

Each step of this workshop is designed to enhance your marketing strategies and increase your sales. Learn from those who have done it well!

Al and Bert are holding this class on October 6 and October 17, so pick a date that works with your schedule and come ready to learn!

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## ***Mokena, Illinois***

### **Getting Creative with Marketing and Social Media**

**Al Behnke & Bert Behnke, *M.Photog.Cr., CPP***

**Course Date:** Friday, October 10, 2014

For three generations, Al and Bert Behnke's studio has thrived because of great photographers, a strong client base, and creative marketing that has changed with the times. In this class, the Behnke's share some of the tactics that have kept them profitable, year in and year out.

Walk through each facet of the Behnke's marketing strategy so that you'll be able to create and implement a plan that works for your own studio. Explore social media plans and management; learn how to create marketing materials that suit your needs. Delve into press release writing and how this can promote your business. Discuss partnerships and charitable programs that increase your footprint and give back to your community.

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## ***Carmel, Indiana***

### **Outdoor Lighting Using Strobes, Reflectors and Off-Camera Flash**

**Eileen Cote, *M.Photog.***

**Course Date:** Monday, October 13, 2014

If you're looking for a boring class about outdoor lighting, this isn't it! Eileen Cote shows you, hands-on, everything you need to know! Start with a full demonstration on lighting, using reflectors, High Speed Sync (HSS), the sunny 16 rule and balanced light using strobes. Explore the correct way to balanced directional light with ambient lighting. Discuss every type of outdoor lighting from strobes and reflectors to off-camera flash – and discover what's best to use when.

Eileen will be using Nikon equipment for this, but Canon users – be sure to bring your own off camera flashes and remotes because you'll get to practice too. If you love to shoot outdoors or on location, this is the workshop for you!

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## ***Norwalk, Iowa***

### **Being Creative and Competing Well**

**Toni Johnson Harryman, *M.Photog.* & Uldis Ilvess, *M.Photog.***

**Course Date:** Monday, October 13, 2014

Spend a day outside the box! This course is about enhancing your creativity, taking a step outside your norm, and trying new things – all designed to overcome the mental blocks and barriers that we put up every day.

Explore and play with different art forms as you discover ways to incorporate various elements into your work. Discuss artistic elements and emotions you can bring to your photography; block the critic in your head, and let passion, inspiration, and yes, even fun, take over!

You'll shoot of a variety of botanicals, and finish with a photo safari. Instructors Tony and Uldis will also take some time to discuss competition prints as you explore what works, what doesn't and why.

This day is your chance to play, learn and grow as an artist and a photographer – who wouldn't say yes?!

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***Louisville, Kentucky***

**The Beginning...Newborn Photography**

**Shanna Simpson**

**Course Date:** Sunday, October 12, 2014

Portraits of cute, sleeping, precious little bundles of joy – who doesn't love them? But as a photographer, you know that it can be quite a challenge to keep Mom and Baby happy, and that cute, little baby safe. After all, you can't just pose your subject and step away to click!

In this workshop, you'll focus on the fundamentals of newborn photography, starting with the most important point – safety. With a model, you'll do hands-on shooting and posing. You'll learn how to get the best light for the baby using equipment such as strobes and other lighting tools. But that's not all! In the second part of this workshop, you'll review your images and discuss the post-processing techniques you need to create the finished product.

This class is a great way to learn the essentials of newborn photography – the right way, the professional way, and the safe way.

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***Baton Rouge, Louisiana***

**The Science of Photography Business**

**Kelli Annison**

**Course Date:** Sunday, October 12, 2014

Most photographers claim to be artists, not business people, but this class shows you how to be both! Instructor Kelli Annison gives you all the business skills that you need to be a successful entrepreneur and studio owner.

You'll explore pricing strategies, marketing concepts and business plans that work. Learn how you can price both for profitability and sustainability! Discuss how the proper business mindset – and goals – will ensure that you achieve the success you desire. During the workshop, you'll also review business plans and strategies from fellow classmates, so you'll see how to directly apply the principles you learn.

Being a successful businessperson isn't mystery and magic with a little bit of luck mixed in. It's forethought and formulas, strategy and science – add in your artistic talent and creativity and you've got the winning plan!

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### ***Patterson, Louisiana***

#### **Lighting for Three Dimensional Subjects**

**James Byron**, *M.Photog.Cr., CPP*

**Course Date:** Monday, October 6, 2014

If you do nothing else all year long, take this class. Lighting is the foundation of photography, and instructor James Byron delves into the many options that can take your work to new levels. Learn how to light effectively, in any situation, in any condition.

Listen and learn as James walks you through all the options at a photographer's fingertips. Explore working with speed lights and discover how to use reflectors to redirect the light source. Discuss constant light, subtractive light and painting with light. James will teach you how to mix various types of light together for different results, and show you how to find the light in any situation.

Whether you are a beginner or advanced, this class will improve what you do and enhance how you do it. Master the light around you!

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### ***Lothian, Maryland***

#### **Through the Eyes of a Client**

**Pam Long**

**Mike Busada**, *M.Photog., CPP*

**Course Date:** Monday, October 6, 2014

Get ready to enjoy the day while creating portraits outdoors on and around Mike's farm and in his studio. We'll be using natural light, off camera flash, strobes, ring lights and a variety of modifiers while posing each other! Yes, that's right, we'll be posing and lighting one another! You'll learn the art of communicating with your clients as well as the techniques of proper posing and lighting. Not only will you see it through the eyes of the photographer, but Through the Eyes of a Client. By being on both sides of the camera, you'll retain more and go home with tips and tricks to create amazing portraits that sell!

The last portion of the day will be spent going through an in-person sales session using ProSelect. We will walk you through the workflow we use to prep for the sales session using images created during class. You'll be shown many benefits of ProSelect, e.g. import client's walls to show true portrait sizes, create templates, turn your Photoshop templates into ProSelect templates and many more helpful tools.

In summary, by the end of this information packed day, you'll learn how to better relate to, and work with, your clients. You'll get hands-on experience with proven lighting techniques in both the studio and outdoor locations and, you'll learn how to process and profitably present your images to your clients after the session. Don't miss this opportunity to learn and help you grow your business!

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***Lexington, Massachusetts***

**Introduction to Image Competition**

**Andrea Joliat, M.Photog., CPP**

**Course Date:** Tuesday, October 7, 2014

Entering your first print into image competition can be a daunting task, but this course is here to make your life easy! Master Photographer and CPP-certified instructor Andrea Joliat takes you on an in-depth analysis of a merit print, discussing each of the twelve elements on which the images are judged.

Listen and learn as Andrea reviews each element, showing samples of work that illustrate the ways in which the element applies. You'll cover PPA rules and the submission procedure so that your I's are dotted and T's are crossed before submission. Lastly, explore why and how some images succeeded while others missed the mark. Each attendee can bring up to three prints for critique, so you can actually apply what you learn to your own work!

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***Rockland, Massachusetts***

**Wedding Day Timeline and Post Production Tips to Save You Time and Stress!**

**Stephanie C. Olsen**

**Course Date:** Tuesday, October 7, 2014

This course is here to show you how Adobe Photoshop Lightroom can make your wedding day business run like a well-oiled machine! You worry about the clients, Mother of the Bride and capturing the images – Lightroom will handle the rest!

Instructor Stephanie Olsen will show you how to use Adobe Photoshop Lightroom to cull, tweak, categorize and post your images so that your wedding clients are wowed by your efficiency! You'll also learn how to prepare for the post-honeymoon presentation as you show the bride and groom their wedding album pre-design and even their Thank You cards. Lightroom will show you how simple wedding day post-production can really be and boost your sales as well!

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***South Weymouth, Massachusetts***

**Classy Boudoir**

**Andreia Makkas**

**Course Date:** Thursday, October 16, 2014

During this workshop, Andreia Makkas unlocks the magic behind successful boudoir photography – and why your clients will love the experience!

Discuss the challenges you face and your role in putting clients at ease and allowing them to have fun. Learn the set ups, backgrounds, posing tricks and lighting techniques that are sure to showcase your subject at her best. Discover how to develop a system that is easy to implement and sure to make the session a fun and stress-free time for you and your clients.

Andreia shares everything you need to know to create a boudoir session that brings fun, glamour and class to the experience – and will make your clients thrilled they chose you to capture the moment!

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## ***South Weymouth***

### **Running a Successful Wedding Photography Business**

**Andreia Makkas & Alice Peplow**

**Course Date:** Friday, October 17, 2014

Andreia Makkas and Alice Peplow are here to show you how to “wow” with your wedding business! This course covers everything from pre-consultation and the Big Day to the final presentation and delivery including how to create an amazing album and handle the final sales process.

You’ll cover all the must-haves of wedding photography, such as:

- The initial conversations and meetings – setting client expectations and making the right first impression.
- Getting to know your client and what they want from the experience.
- Preparation for the Wedding Day and the importance of schedules and timelines.
- Posing and lighting techniques for superior images.

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## ***Worcester, Massachusetts***

### **Advanced Boudoir**

**Alice Peplow**

**Course Date:** Monday, October 20, 2014

This workshop is for those who want to take their boudoir business up a notch. Instructor Alice Peplow will share how to prepare the client for the session, setting expectations and ensuring that your subject has a fun experience. You’ll discuss wardrobe options and the types of clothing and lingerie that works for various body types.

Things heat up when you participate in a live demonstration! See the lighting, posing, body language and angles that create the best photos. From there, Alice will walk you through her workflow processes, including how, what and when to retouch for polished yet natural images.

And, Alice isn’t afraid to discuss the business details that no one likes to talk about – before you’re done, you’ll learn about contracts, model releases, pricing and more.

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## ***Worcester, Massachusetts***

### **Bar and Bat Mitzvahs**

**John Lenis, M.Photog.**

**Course Date:** Tuesday, October 14, 2014

This course is the perfect way to learn the ins and outs of a bar or bat mitzvah, so that photographing one is literally a snap! After all, once you understand what you’re seeing, you can capture the right moments. In this workshop, Jen Lenis walks you through a detailed explanation of the terminology used and the various facets of the event. He’ll include a slide show that displays different images you’ll want to capture – everything from formal shots before the service to candid at the reception and the important moments in between.

John gives you even more, sharing his marketing tips that will give you the sales – and the happy clients – that you want. You’ll end the workshop with a live demonstration, including the best ways to light the temple for the big day.

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## ***Worcester, Massachusetts***

### **Wedding Photographer: Where Do I Begin?**

**Rick English, *M.Photog.Cr., CPP***

**Course Date:** Monday, October 20, 2014

Are you a “newbie” wedding photographer? Then this course is for you!

Learn how to break into this rewarding and lucrative career as instructor Rick English teaches you everything from establishing your budget to creative posing for formal images. From lighting and etiquette to handling in-laws and bridesmaids, you’ll cover it all!

Take advantage of Rick’s expertise and experience as you perfect your talents and techniques. When it’s done, you’ll have the knowledge and confidence to move from amateur to amazing!

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## ***Farmington, Michigan***

### **It’s a Go For Launch: Preparing Your 2015 Wedding Season Success**

**Sam Sarkis, *M.Photog.Cr.***

**Course Date:** Thursday, October 9, 2014

Every victory begins with detailed planning and specific preparation. Does NASA just roll the space shuttle onto the launch pad and flip a switch? No, they have specific and detailed preparation protocols that they follow each time. To be an award-winning wedding photographer, you want to do the same.

In this course, acclaimed photographer Sam Sarkis gives you the Essential Wedding Guide. Listen and learn as Sam discusses the checklist that every wedding photographer must have. You’ll discuss each key aspect to include, such as:

- **The Runway Style “Roll Out”:** This is Sam’s signature method for making his clients feel like celebrities, making their photos are one-of-a-kind. You’ll discuss how to take your style from typical to extraordinary and how to make your clients feel that their wedding images will be like no others.
- **Loading your Wedding Package Payload:** Sam will show you how to create profitable wedding packages that inspire with options for every couple, and add-ons that will make your clients feel truly special.
- **Out of this World Album Design:** Learn how to create an album design that wows clients, maximizes your creativity and stands out from all the rest.
- **Final Launch Check Details:** From the initial booking to the ceremony and reception, discover all the items and checks that Sam covers so that no detail is left to chance.
- **Lighting that Soars:** Even if you’ve covered all the other bases, photography is still all about the lighting. Sam will teach you lighting techniques that will create an out of this world wedding experience for your clients.

Bring your laptop, camera and eager attitude to take your business to the stratosphere!

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**Grand Rapids, Michigan**

**Certification: So You've Declared Your Candidacy, Now What?**

**Angela Lawson, CPP**

**Course Date:** Wednesday, October 8, 2014

So, you're ready to launch your career to a whole new level? Declaring your candidacy and your commitment to the CPP puts you in a whole new echelon of photographers. And to ensure your certification goes smoothly, we present Angela Lawson – PPA's CPP guru!

Angela grooms you for your certification by walking you through the new requirements, recommended reading and the exam process so you know what to expect. You'll review sample images for the mandatory Image Submission review and gain a better understanding of how to prepare your own images. Angela also offers tips on study resources and the types of questions to expect, including sample questions and CPP "quizlets" so you can test your knowledge.

And the CPP is not just about passing the exam – the real fun is in what you can do AFTER you pass and the best way to capitalize on your accomplishment. Angela discusses life post-CPP, so you can formulate the best game plan.

Want those three letters after your name? Then take this course and make it happen!

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**Grand Rapids, Michigan**

**Tips and Tricks for a Successful Pet Portrait Session**

**Angela Lawson, CPP**

**Course Date:** Thursday, October 9, 2014

Once upon a time, you never heard of a photographer doing a pet portrait. Now, our furry friends are just as much of the family as anyone, and this is a fast-growing market segment. In this course, Angela Lawson gives you everything you need to become the Pet Whisperer, befriend your clients and wow their owners!

Listen as Angela shares her secrets for working with animals, either separately or as part of the family portrait. Discover tricks that will make the session more successful and result in amazing images. Angela also includes a live demonstration and shows you the things you just can't get from a book.

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**St. Paul, Minnesota**

**Become a Sales and Marketing Genius**

**Amy Zellmer, Cr.Photog.**

**Course Date:** Sunday, October 19, 2014

Marketing and sales may not be your forte; after all, you are first and foremost a photographer. But never fear! We've got five surefire marketing strategies that are guaranteed to make you look like a genius and kick-start your business in no time!

You'll discuss everything from pricing strategies and product offerings to how to increase your per-client sales revenue – and make your clients happier in the process. Stop dreaming about what you could be doing and make it happen!

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***Bethel, Missouri***

**Marshmallows Not Included: Capturing Smiles for Family and Children**

**Sherry Rickard**

**Course Date:** Saturday, October 18, 2014

Family photography is about capturing the moment – the smiles, the emotion, the love that your clients share for each other. In this course, Sherry Rickard shares her tips for making the most of a family shoot.

Learn how to capture the best smiles and natural expressions. Discover the on-set coordination and design that works time and time again. Discuss how to pull out the emotion and feelings that a family shares. Sherry also walks you through her post-session editing techniques so you see how she pulls it all together for amazing images and portraits that sell!

Even with marshmallows not included – you won't want to miss this!

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***Bethel, Missouri***

**It's All About the Little Black Book**

**Sherry Rickard**

**Course Date:** Saturday, October 11, 2014

This workshop is all about taking classic boudoir photography to the next level! Check your hesitations at the door and come with an open mind and your creative juices flowing as you learn how to capture something incredible.

Instructor Sherry Rickard goes beyond traditional boudoir images, and explores how to incorporate suggestive nude photos and even pin up style photography into your images. Boudoir photography is the essences of making someone feel special, and this class will give you the tools to do that like no other studio can.

Come prepared to shoot both indoors and out. Discover how amazing boudoir photography can really be.

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***St. Louis, Missouri***

**DSLR Video Editing & Storytelling**

**Doug Howell**

**Course Date:** Sunday, October 12, 2014

An Emmy Award- winning video editor of 15 years Doug Howell is well versed in the creation and editing experience. Hosted at KSDK-TV in St. Louis, you'll start the day with a tour of the facilities and an overview of technology and film making tools from static camera support to tools to add more energy to our imagery like sliders and figs and jibs. Then you'll discuss the creative process from scripting to storyboards and execution.

Howell will then give a demonstration of a singer recording live in the studio and edit a short video start to finish. This will be a hands-on day of shooting and editing. Students are encouraged to bring their video enabled DSLR as well as a laptop if they already have editing capability, but not required.

Samples of Doug's video work can be seen at: <https://vimeo.com/user7581184>.

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## ***Las Vegas, Nevada***

### **For the Love of Lighting Patterns**

**Laurie Warta**, *Cr.Photog., CPP*

**Gina Gardner**, *CPP*

**Course Date:** Tuesday, October 7, 2014

In photography, there's no single way to light a portrait. Depending on the look you want to achieve, the mood and the emotion you are going for, you have a plethora of options at your fingertips!

In this class, Instructors Laurie Warta and Gina Gardner show you the lighting methods that will result in the best and most flattering portraits for your clients – because at the end of the day, that's what everyone wants! Learn what a lighting pattern is, why they are critical to portraiture, and how to use it to create the best images. Once you have confidently mastered the 6 lighting patterns, you'll know how to expertly choose the right one for your clients.

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## ***Reno, Nevada***

### **How to Get Out of the 8x10 Rut**

**Pete Rezac**, *Cr.Photog., CPP*

**Sue Halliburton**

**Course Date:** Monday, October 6, 2014

Break out of the 8x10 rut, and discover the fun – and profits – in selling wall portraits and portrait collections! In this class, Pete Rezac and Sue Halliburton show you how to take your sales from the small print sales to works of art!

From the initial consultation to the sales appointment, you'll discover how to educate and prepare your clients so they're not just buying photos, they're investing in memories. Learn techniques on photographing the perfect wall portrait, and discuss the finer details such as wardrobe consultation and client visualization using sales software. Explore how projection sales is a surefire way to increase your bottom line, and discover how creative product offerings can increase your per session sales. Feel free to bring in your own price lists and current work for evaluation and suggestions.

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## ***Bedford, New Hampshire***

### **Color & Line for the Professional Photographer**

**Madonna Lovett Repeta**, *M.Photog.*

**Course Date:** Monday, October 6, 2014

Master Photographer, Image Consultant and Corporate Image Trainer Madonna Lovett Repeta, shares her 10+ years of corporate experience – and shows you how you can use it in your studio every day to create amazing images!

Using live models, you'll learn how to recommend the best colors and style, including studio background colors, to make your clients look gorgeous. Discover the wardrobe choices that complement various body types, and how lines and colors comes together to create a look – and a portrait – that everyone will love. Monica teaches you how to be the expert during the pre-consultation so that your client's session is spectacular!

When Monica is done, you'll know how to play Stylist, Business Owner and Photographer Extraordinaire so that it all comes together in an incredible combination. Get ready to wow!

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***Bay Head, New Jersey***

**Overcoming Life Challenges: Getting Back Up**

**Susan J. Roche**

**Course Date:** Monday, October 6, 2014

Life – and business – is not only about achieving your goals. It's about learning how to weather the inevitable storm that everyone encounters at some point. In this course, Susan Roche shares firsthand her story and inspires colleagues and fellow photographers on how to move forward when life knocks you down.

In October 2012, Susan lost over \$30,000 in orders when Hurricane Sandy brought 5 feet of water into her home and business. Susan was not only faced with losing her business and client base, but also rebuilding their homes and life. In June 2013, Susan proudly reopened her studio's doors. Learn how she has navigated the changes in her business and her life – the film to digital change, marital change, business name change – had it all ruined, and then rebuilt it all again.

Whatever challenges you face in your career – or even if they're yet to come, this course is inspirational, eye-opening and a must for any entrepreneur!

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***Hamilton, New Jersey***

**How to Photograph the Game of Soccer**

**Michael Dill, M.Photog., CPP**

**Course Date:** Tuesday, October 7, 2014 (rain date October 9)

This class will cover everything you need to know about photographing the game of soccer. Prior to the game, you'll learn how approach the game, how to shoot at different fields, where to position yourself and what to capture at that position, how to make money and how to set yourself apart from the competition.

Next, we will be photographing a high school soccer game. After the game we will have a wrap-up session and you will submit 10 images for critique by the photographer.

This session will teach you everything you need to know about photographing soccer from youth leagues to the pros.

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***Hamilton, New Jersey***

**How to Photograph the Game of Football**

**Michael Dill, M.Photog., CPP**

**Course Date:** Saturday, October 18, 2014

This class will cover everything you need to know about photographing the game of football. Prior to the game you'll learn how approach the game, how to shoot at different fields, where to position yourself and what to capture at that position, how to make money and how to set yourself apart from the competition.

Next, we will be photographing a high school football game. After the game we will have a wrap-up session and you will submit 10 images for critique by the photographer.

This session will teach you everything you need to know about photographing football from youth leagues to the pros.

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**Wall Township, New Jersey**

**Environmental Portraiture**

**Steven Yahr, M.Photog.Cr., CPP**

**Bob Dlugos, Cr.Photog.**

**Course Date:** Tuesday, October 14, 2014

In this hands-on course, Steven Yahr and Bob Dlugos share the essentials of creating environmental portraiture. Learn how to identify backgrounds that bring out the beauty of nature and the world around us, and combine it with studio-quality light. With off-camera flash and incident meters, you'll create lighting patterns and use ratios to capture the best images. Don't settle just because you're on location – learn how to turn the ordinary into the spectacular!

Bring your camera and lenses, and be prepared for a hands-on day of amazing portraits!

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**Albuquerque, New Mexico**

**The Key to Successful Sales**

**Michael Ancira, CPP**

**Kathy Brooks**

**Course Date:** Monday, October 6, 2014

Creating incredible images is just part of the journey – being able to sell them to the right people is the finish line! Join Michael and Kathy for an info-packed day on selling strategies and techniques that will not only impress your customers but improve your bottom line.

Learn an array of proven and effective sales and business principles that you can implement in your studio immediately. Listen as Michael and Kathy review effective workflow strategies that will improve your sales process and your business. You'll also discuss pricing and product offerings so that you can be sure you're doing what you need to achieve your sales and business goals.

The photo is just the beginning; the sale is the end. This class gives you the knowledge and confidence to successfully close the deal, each time, every time.

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**Albuquerque, New Mexico**

**Photoshop Blending Modes and Luminosity Masks**

**Eric D. Jones, M.Photog.**

**Course Date:** Saturday, October 18, 2014

If you don't know the power of Photoshop, you could be leaving a lot on the table. In this class, delve into the blending modes and luminosity masks and discover how these can enhance and improve your images.

Instructor Eric Jones will introduce you to blending, why you do it and how to make it look natural. You'll also learn all the luminosity masks available and how you combine these with other masks to achieve your desired effects.

Even if you've been using Photoshop, these are techniques that you may not have tapped. Discover what you've been missing!

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***Albion, New York***

**The Main Event (Event Photography)**

**Bruce Landis, Cr.Photog.**

**Course Date:** Friday, October 10, 2014

If you want a course where you're going to sit back, listen and take notes, then this isn't it! You'll experience the action, in person, as you set up the backgrounds and lighting at an actual dance school. Instructor Bruce Landis will walk you through everything you need to know – from set up and background materials to lighting, lab options and how to deliver the final products.

And, it's not just dance recitals – you'll learn how to apply this formula and knowledge to preschools, proms, school plays and sporting events, so that your business will absolutely boom! Discover today how your photography can steal the show – whatever the show may be!

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***Brookhaven, New York***

**Location Family Portrait Sessions**

**Susann Gude, M.Photog.**

**Course Date:** Saturday, October 18, 2014 (rain day October 19)

Go on location to learn how to create the best outdoor family portraits. You'll have the opportunity to experience 2 or more natural settings, as you're challenged with making the most of your lighting and backgrounds.

Discover how to find the best natural light and how to enhance your lighting with synchronization and flash as needed. You'll have live models to photograph, and the opportunity review your images on your laptop during classroom critique. Time permitting, you'll also discuss quick and easy Photoshop corrections and enhancements that will make all the difference to your clients.

Why stay inside and watch it when you get outside and do it?

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***Claverack, New York***

**Studio Lighting and Posing**

**Ken Bovat, M.Photog.Cr.**

**Course Date:** Monday, October 6, 2014

This class takes you beyond camera equipment and lenses, and shows you how to bring **your** lighting and posing expertise to each studio session.

Watch and learn on live models as Instructor Ken Bovat starts with basic head and shoulder positioning, shows you poses that work best for men and women, and then introduces more advanced posing techniques. Next, move onto lighting, starting with the fundamentals and then exploring more complex set ups. You'll also cover how to handle some unusual poses, exploring animal and pet photography.

End the day with post-processing and Photoshop techniques as you discuss enhancements and final touches, handling of images and preparing for competitions. From basic setups to final products, this one day class gives you what you need to make your studio stand out!

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**Palmyra, New York**

**From Photo to Art**

**D. Brent Walton, Cr.Photog., CPP**

**Course Date:** Saturday, October 11, 2014

Fine art and photography may be different disciplines, but at the end of the day, it's all about creating beauty. In this course, you'll learn how to think not just like a photographer but like an artist and master painter.

Discuss the tools at your fingertips that will help you create masterpieces, not pictures. Learn techniques that painters use that you can apply to your photography, and how to use color and lines, backgrounds, shapes and shadows to create works of art.

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**Ripley, New York**

**Searching for Some Light Safari**

**Dana Nordlund, Cr.Photog., CPP & Stephanie Cunningham, Cr.Photog., CPP**

**Course Date:** Sunday, October 12, 2014

Ready for an exciting, hands-on safari? PPA instructors Dana and Stephanie will lead you on a journey to discover and address the problems that can arise when searching for light. Bring your gear and be ready to tackle any obstacle with your guides!

Someone once asked Arnold Newman if he worked with available light. He answered, "Oh yeah, I work with tungsten, studio flash, window light and out in the bright sun, whatever is available." With direction from Stephanie and Dana, you will join the search for beautiful, soft, available light found within many different photographic scenarios. After all, it's all about the simple and effective mechanics of lighting.

This program will allow you to seamlessly work with available light and add in artificial light – all while keeping the natural look! Working with reflectors, diffusion, flash, custom white balance and hand-held metering also will be included in this full day of education.

The day will include time for shooting outside with and without flash, inside by window light, and in a studio setting. Have your gear and questions handy to gain the most from this workshop!

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**Charlotte, North Carolina**

**Basic Photoshop Composites**

**Dave Goldman, CPP**

**Course Date:** Sunday, October 19, 2014

Composite photography can be a bumpy road for some, but these products really enhance your depth and ability as a photographer. This class covers the basics of creating a composite in Photoshop so that you can offer what many don't.

Using Photoshop CC and Photoshop 2014, Instructor Dave Goldman shows you how to set up workspaces and tool layouts. You'll discuss some of the tools you'll need to use to create a composite, and get the opportunity to practice on a real image. Learn how to use various blending modes and brushes to bring it all together.

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## ***Dallas, North Carolina***

### **Studio Lighting**

**Rick Haithcox, M.Photog., CPP**

**Course Date:** Friday, October 10, 2014

This is a full day of studio lighting experience and expertise that you won't want to miss!

Instructor Rick Haithcox covers all the essentials you need to know about studio lighting. Whether it's strobe lights, softboxes, gels, umbrellas or parabolic heads, you'll cover it all. Bes of all, bring your light meter and be prepared to get hands-on as you practice what Rick preaches.

Studio lighting at the next level – you'll be amazed at the incredible images you'll create after this class!

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## ***Raleigh, North Carolina***

### **CPP Exam Cram**

**Steven Jamroz, CPP**

**Course Date:** Sunday, October 12, 2014

Inverse square law, equivalent exposure settings, guide numbers and lighting ratios – if you're getting ready to take your CPP, these are just some of the topics that may be keeping you up at night. Why not rest well, knowing you're prepared to ace the CPP? With this help of this Exam Cram, you can do just that!

Steven Jamroz shares what you need to know and what you can expect from the new CPP. You'll cover the topics mentioned – and much more. You'll also be able to practice lighting rations and setups with a live model, creating short lighting, broad lighting, high key and low images.

The new CPP exam can be a rigorous test, but when you've got the knowledge, the practice and the confidence, it's yours for the taking. This exam cram gives everything you need to add those initials after your name!

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## ***Fargo, North Dakota***

### **Marketing Success Strategies That Work for Photographers**

**Bruce Danuser, Cr.Photog.**

**Course Date:** Monday, October 13, 2014

If you're like most photographers, you work your magic in the studio, but lose sleep thinking about how to increase your client base. Never fear, many photographer flinch at the words "marketing strategies."

During this class, Instructor Bruce Danuser shares his 40+ years of photography experience, and tells you what he's done to stay relevant and profitable. You'll discuss ways your business can:

- Tap into profitable markets many photographers overlook.
  - Capitalize on charitable work, community givebacks, and charity organizations.
  - Create and keep "corporate world" clients.
  - And much more!
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**Barberton, Ohio**

**Masking and Collaging with Photoshop**

**Harvey Horton, Cr.Photog.**

**Course Date:** Monday, October 20, 2014

Many photographers shy away from masks, simply because they don't know the best ways to use them. In this class, Harvey Horton shows you what you may have been missing!

Learn layer masks, clipping masks and making masks from channels. Discover how to make incredible collages and really showcase your images. Delve into backgrounds, exploring how to both eliminate and add them into your photos. Discuss different ways you can blend images to get the exact look you want.

Best of all, layer masks give you all the creative freedom you need without changing or losing the pixels in your images. So, throw away your eraser tool, use your artistic abilities and have a blast!

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**Bay Village, Ohio**

**Top to Bottom: Running a Profitable Studio**

**Amy Nahra & Sarah Edelman**

**Course Date:** Monday, October 20, 2014

What has made Thomas & Thomas Photography the area's most successful studio for 25 years running? This is your opportunity to find out – and discover lessons you can apply to your own studio's success!

Sarah Edelman and Amy Nahra walk you through an average day in the studio and it how creates above average results! Start the day with Sarah as she discusses her shooting techniques and expertise in posing, lighting and creating the right location. In the afternoon, Amy will show you her expert editing process, start to finish. End the day with an in-depth look at the marketing, sales and pricing strategies that has kept Thomas & Thomas at the top of their game.

Twenty-five years from now, it can be YOU sharing the stories of your success with eager photography students!

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**Dover, Ohio**

**The Male Character Portrait**

**Christine Walsh-Newton, M.Photog.Cr., CPP**

**Course Date:** Saturday, October 11, 2014

Geared towards the intermediate to advanced studio photographer, this course will take your game to a whole new level. Learn the concepts and the creation behind the dramatic black and white style that has put Master Photographer Christine Walsh-Newton on the map!

Learn how Christine conducts each planning session and client interview. Discuss how clothing, props and your interaction with the client will create the mood and setting that fits that portrait session. You'll also explore the various lighting setups that Christine regularly uses, and have the opportunity to use these while photographing one of her award-winning subjects. Last but not least, you'll learn the post-processing steps and black and white conversion techniques that can really enhance and impact your images.

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***Dover, Ohio***

**Studio Lighting for Absolute Beginners**

**Christine Walsh-Newton, M.Photog.Cr., CPP**

**Course Date:** Saturday, October 18, 2014

So, you've been photographing in natural light and now you want to learn the studio portrait game – this is the perfect class for you!

Instructor Christine Walsh-Newton shares her expertise as she teaches the camera settings, light meters, calibration targets, and reflectors used in a variety of one-light setups. Once you're comfortable with lighting the portrait sessions, you'll move into basic posing as well as short and broad light techniques. Best of all, you'll have the opportunity to practice both lighting set-ups and posing with live models.

Christine will also show you the basic equipment and supplies you'll want to have as you get started in a studio. Learn the cords and cables, soft boxes and backgrounds that comprise your basic, no frills studio lighting kit.

Even if you've never been in a studio before, this course gives you the knowledge and confidence to start your own studio business!

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***Tulsa, Oklahoma***

**Full Day of Portfolio Building Behind the Camera**

**Rebecca Eubanks**

**Chasity Rozell, M.Photog., CPP**

**Course Date:** Sunday, October 19, 2014

Rebecca and Chasity will demonstrate their must-do tips for posing, lighting and directing clients. With 3 separate shoots throughout the day, attendees will have multiple opportunities to see how Rebecca & Chasity grow professionally and artistically every day. Learn how to stretch yourself behind the camera, get out of your comfort zone and have an awesome session every time! Covered during this class will be a family session, senior session and a children's session. Join Rebecca and Chasity to get started building your portfolio!

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***Tulsa, Oklahoma***

**The Business of Weddings**

**Andrea Murphy**

**Rebecca Eubanks**

**Course Date:** Monday, October 13, 2014

Spend a full day with Rebecca Eubanks of Artworks Tulsa Photography and Andrea of Andrea Murphy Photography learning how to market and price wedding photography. You'll learn how to find the perfect clients for you and explore pricing, products, contracts and discuss the pros and cons of selling digital files.

Rebecca and Andrea will take a look at your website and/or marketing pieces and give you helpful tips on how you can improve them. The class will also be doing a live shoot with a couple in the second half of the day. You will get the opportunity to photograph in different lighting scenarios and learn romantic and easy posing.

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**Hillsboro, Oregon**

**What High School Seniors Want**

**Bryan Welsh**, *Cr.Photog.*

**Lisa Dillon**, *M.Photog., CPP*

**Course Date:** Friday, October 17, 2014

In the ever changing world of high school photography, it's hard to stay on top of that question – what do Seniors want?

In this class, Bryan Welsh and Lisa Dillon deliver the answers you need! Take part in a live demo, discuss posing and lighting, editing and post processing. Explore marketing and sales strategies and discover how to deliver exactly what your high school seniors want. This class is your Hall Pass to Senior Success!

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**Portland, Oregon**

**Understanding WHY: The Art and Science of Photography**

**Craig Brubaker**, *M.Photog.Cr., CPP*

**Course Date:** Monday, October 6, 2014

This your opportunity to understand the whys and wherefores behind your craft! Whether you're a beginner or an advanced photographer, you'll love exploring the scientific and technical elements of digital photography.

Discuss camera lenses, the critical element of light, lighting techniques and exposure. Understand why these are so crucial to photography and how they apply to any genre, whether portraiture, weddings, landscapes and more.

This class gives you a better understanding of your camera controls that will make you a better photographer. Don't just know the "what" in photography; dig deeper to truly understand the "why."

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**Portland, Oregon**

**Dynamic Lighting Indoors and Out**

**Sam Tarrel**, *CPP*

**Course Date:** Saturday, October 11, 2014

From in-studio to on location, explore basic and intermediate lighting techniques that you'll use time and time again. Practice with off camera flash as well as natural, ambient light to produce incredible results. Work with multiple light sources and various set ups; explore how to layer light to add more depth and drama to your portraits. Whether you're just beginning or already have some experience, this class will still give you a better understanding of how you can use light to create the images you want.

Come with your lighting equipment, an open mind and a desire to perfect your technique – it'll be a day well spent!

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## ***Bridgeville, Pennsylvania***

### **Off-Camera Flash: Indoors and Out**

**Brian Leavell Ritchey, CPP**

**Lisa Leavell Ritchey, CPP**

**Course Date:** Sunday, October 19, 2014

This is your opportunity to learn the what, why, when and how of off camera flash. Brian and Lisa Leavall Ritchey take you in studio and on location so you see, firsthand, how to use OCF in any scenario.

Discuss how to balance off camera flash with available light. Explore the theory behind using OCF, and the equipment that you must have to use it well. Then, apply what you've learned as you practice shooting in various situations. Bring your own equipment or use triggers supplied by Brian and Lisa. Either way, this is your opportunity to master off camera flash!

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## ***New Milford, Pennsylvania***

### **The Art of Boudoir Photography**

**Byron Sands, Cr.Photog., CPP**

**Course Date:** Saturday, October 11, 2014

This is not your typical boudoir photography course. This workshop happens on 24 acres of breathtaking beauty in the Endless Mountains of northeastern Pennsylvania. Yet as incredible as the scenery will be, the truly fascinating part of the day will be what Byron Sands shares on how to conquer the boudoir market.

Learn how to identify your target market, how to reach them and showcase your brand and your work. Discover how to work with clients, ensuring that everyone's comfortable and has fun. Discuss pricing, product offerings and how to present your finished work. Byron also works with you on posing techniques and brings in a live model so you can practice what you learn.

Continuing with the atypical, you'll end the day with a picnic session and Byron's famous, slow-cooked smoked brisket! Share the lessons of the day and a delicious meal – the experience is one you won't want to miss!

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## ***Wexford, Pennsylvania***

### **Portrait Pricing and Sales**

**Nicole Begley, CPP**

**Course Date:** Friday, October 10, 2014

As an artist, you hate to talk pricing, but as a business person and entrepreneur, it's critical to your success! In this course, you'll learn how to set your pricing and value with confidence.

Discuss profitable pricing, and develop a strategy for conducting in-person sales sessions –selling not just pictures but memories. Discover how to create a sales experience that your clients will love – and that will result in higher sales volume for you.

Dispel any doubts or self-consciousness about your work and its value. Today is the day to create the perfect pricing and sales strategy for your studio, and this class is the way to do it.

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## ***Wexford, Pennsylvania***

### **Creating Automation and Workflow in Your Photography Business**

**Nicole Begley, CPP**

**Course Date:** Friday, October 17, 2014

In today's world of technology, there are a plethora of systems that can save you time and help you run your business. The trick is in knowing what works best for you. In this workshop, Nicole Begley makes it easy for you, sharing the systems that will handle the business and workflow aspects so you can be the creative mind.

First, explore organizational strategies that will fit your business and your life so that you can have a balance! Learn how programs like Zapier can create automated tasks to make your job easier. Manage client contacts and leads, workflow and more with a free program like Insightly. These FREE tools will let you run your business, no matter where you are!

Keep your inbox clean and manageable, handle your administrative tasks, streamline your workflow –discover how technology can work with you, not against you, and give you your life back.

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## ***Providence, Rhode Island***

### **Extraordinary Imagery Using Artful Posing and Lighting**

**Ruth Clegg, M.Photog.Cr., CPP & Diane Miller Yeatman, M.Photog.**

**Course Date:** Monday, October 6, 2014

Successful imagery isn't just about luck and "finding" a good shot. It begins with identifying the best lighting, determining spatial dynamics and composition, and finally, posing your subjects in a way that works. In this class, Ruth Clegg and Diane Miller Yeatman work with students in the historical backdrop of The Providence Art Club and the East Side of Providence, as you learn to apply all these elements for amazing images! With a cityscape that you can't beat, you'll practice enhancing and perfecting your portrait style in ways you never imagined!

Whether you're just beginning your career or are a seasoned professional, this course is an exciting, dynamic environment in which to experience and apply new creativity and inspiration!

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## ***West Warwick, Rhode Island***

### **Using Speed Lights for Environmental Portraiture on Location**

**Brandi Morgan, CPP**

**Course Date:** Saturday, October 11, 2014

Go on location and discover how to manage light to create incredible environmental portraits. In this class, you'll learn how to create simple and consistent lighting that you can use throughout the day. You'll discuss topics such as:

- Controlling light, regardless of the time of day or conditions.
- Shooting outdoor fashion and the equipment you need for this type of photography.
- Selecting the ideal location and subject placement.
- Light placements that result in the best portrait lighting.

Whether you're using one light or many, you'll discover how to consistently and expertly light your subjects, in any condition, at any time, any place. And once you can do that, there's no limit to where you will go!

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***Summerville, South Carolina***

**The Art of the Story: Crafting Dynamic Visuals on the Wedding Day**

**Ted Linczak & Rachel Linczak**

**Course Date:** Monday, October 6, 2014

A wedding day is the culmination of moments and experiences. This class teaches you how to capture and tell the stories that should be remembered on this special day.

Listen as the Linczaks discuss key aspects such as:

- The elements of good story telling – what they are and how you can use various mediums to convey them.
- How posing and lighting are key to creating the right images.
- Visualizing the concept you want to convey.
- Properly preparing yourself for the wedding day.
- And much, much more.

Watch and learn through discussion and demonstration during this educational and interactive workshop.

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***Summerville, South Carolina***

**Mastering the Art of On-Location Wedding Photography**

**Ted Linczak & Rachel Linczak**

**Course Date:** Tuesday, October 7, 2014

Wedding photography is much like theater where “the show must go on” regardless of the conditions. As the photographer, you are often tasked with creating images in any environment.

Learn how to capture the right pictures, no matter the situation. Explore lighting – how to choose the right places, various lighting styles, how to find the best natural light and when to use your own. Also find out what makes a good background, compositional elements and the best location. Then, practice everything in a live shoot at the end of class!

When you are done, you’ll have the skills to walk into any scenario and develop the best plan for capturing photos – and after all, isn’t that what you’re all about?

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***Austin, Texas***

**Common Sense Photoshop**

**Ernie Welch, M.Photog., CPP**

**Course Date:** Monday, October 13, 2014

Photoshop can be your best friend – or your worst enemy. It’s a powerful tool, but only if you understand and know how to use it. Whether you’re new to Photoshop, if you’ve been using the program and want a refresher, or even if you just need a gut check to make sure you know what you’re doing, this class has something for everyone!

Ernie Welch shows you the latest techniques, tips and tricks to improve upon and expedite your workflow. He also gives you an in-depth look at Bridge and Camera Raw, and shows you how these can improve not only your efficiency but your images as well. People always say to work smarter, not harder, and this class is a perfect way to do that!

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***Bryan, Texas***

**Pricing for Success**

**Meghan Garner, CPP**

**Course Date:** Monday, October 20, 2014

Have you ever uttered the words, “I wish my clients would pay that much?” If so, then this class is for you!

With Instructor Meghan Garner, you will examine and explore how to make a profit in today’s competitive industry – and discover how to reach your financial and business goals.

Yes, you’ll discuss numbers, but even more so, you’ll tackle specifics like your desired income and your true Cost of Goods Sold (COGS). You’ll explore products and how to design an offering and menu selection that fits the needs – and desires -- of your clients.

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***Carrollton, Texas***

**Someone Stole My Photo! Now What?!**

**Margaret Bryant, M.Photog.Cr., CPP**

**Dan Ferguson**

**Course Date:** Sunday, October 19, 2014

If it hasn’t happened to you yet, it will – especially if you stay in the industry long enough. So in this age of all things digital, how do you protect your work? This class is a fun, entertaining and informative way to learn how!

Listen as Instructors Margaret and Dan breaks down terminology like copyright, fair use, work for hire, model releases and more. These are terms that you not only need to know, you need to fully understand how they apply to your business and work. This workshop gives you advice on what to do – and what NOT to do – when someone steals your work. You’ll even have the chance to see these terms applied as Dan and Margaret role-play a copyright registration.

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***Carrollton, Texas***

**HTML Workshop**

**Dan Ferguson**

**Course Date:** Tuesday, October 7, 2014

Your website is one of the best ways to really show what you do. Is it everything it can be? Does it showcase your capabilities and your talents? Does it stand out from all the other websites or just blend in?

This course teaches you how to customize your website – and your message to the world. And it all comes down to a little HTML!

Listen as Instructor Dan Ferguson teaches you the basics of HTML, the language of the web. He’ll also branch out into CSS and Javascript so you can really do what you want to with your website. And if you’re thinking “I’m not a computer geek,” never fear. Dan breaks it down so that you understand how things work, why they are put where they are, and most importantly, how to ask – and find answers to the HTML questions that you have. Time permitting, you’ll get to practice what you’ve learned on your phone or tablet.

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***Colleyville, Texas***

**The Art of Modern Maternity Portraits**

**Bree Adams, CPP**

**Course Date:** Monday, October 6, 2014

What do today's moms-to-be want from their maternity portraits? Bree Adams is here to tell you!

Learn how to position the expecting mother in poses that compliment and highlight her best features, and make her feel beautiful at the same time. In Bree's natural light studio, discover the lighting techniques that can bring the moment to life. Better yet, you'll even discuss editing techniques and learn how to deliver a finished product that will wow! You'll come away from this day with new ideas and techniques you can apply to create fresh, earthy and glamorous portraits for your maternity clients.

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***Conroe, Texas***

**The Master's Touch: Hanging Large Portraits**

**Beth Bolack, M.Photog.**

**Course Date:** Friday, October 10, 2014

Master Photographer Beth Bolack invites you into her studio in the woods for a fun, educational day that will raise your talent as a portrait artist. Hear from an expert as Beth discusses what sells, still today, in an ever-changing marketplace. Discuss the essentials of classical lighting and posing, and learn why these are still relevant today. Discover techniques you can use to differentiate yourself from your competition and "wow" your clients at the same time. You'll learn what Beth does both on location and in the studio, and how both scenarios result in masterpieces her clients love.

Discover what makes Beth the Master Photographer that she is and how you can do the same in your business.

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***Corpus Christi, Texas***

**Off-Camera Flash: How It's Done**

**Fonzie Munoz**

**Course Date:** Monday, October 13, 2014

This is your chance to master off camera flash photography. Learn what it is, when to use it, and how to capture the best photos. Best of all, it doesn't matter whether you're a Canon or Nikon photographer. OCR is the same for both!

Watch and learn Instructor Fonzie Munoz teaches you how to create amazing images. Using light modifiers, different scenarios, indoor and outdoor – you get to do it all! If you want to learn or perfect your OCR techniques, this class was made for you!

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***Crosby, Texas***

**Keys to Becoming a Sports/Event/School Photographer**

**Linda Sims, CPP**

**Eric Ernst**

**Course Date:** Monday, October 6, 2014

This course is every “how-to” you ever needed to know in becoming a sports and school photographer. Listen as Linda Sims and Eric Ernst discuss key topics such as:

- Contacting schools and leagues – how and when to do it.
- Preparing bids and the right type of pricing.
- Setting up for the shoot and bringing the right equipment.
- Recruiting and training help.
- Post production and delivery.
- Customer retention . . . and more!

From the presentation process to how to handle objections, posing and lighting with live models and group versus individual photos, this course does it all. Take this class today and you’ll have the knowledge and confidence to start shooting tomorrow!

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***Deer Park, Texas***

**Painter Hands On**

**Kelly Willis**

**Course Date:** Tuesday, October 7, 2014

Award-winning photographer and artist Kelly Willis has painted, using various mediums, for almost 30 years. Today’s technology has given Kelly the option to get rid of her mess, “go green” and create her masterpieces electronically. In this course, you will learn Painter X3 from an expert!

Discuss everything you need to know to paint, using the menus, tools, textures and brushes available, what they do and the best way to use them. You’ll learn how to create a variety of techniques and how to paint challenging features like hair, eyes, skin and more. Best of all, you’ll put everything you learned to practice as a class, working to create an oil painting.

You no longer have to transform your office to an art studio to be a painter– take this class, and learn how to combine art and photography while sitting at your computer!

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***Fredericksburg, Texas***

**Portrait Photography: The Beauty, the Style, and the Business**

**Kathy Weigand**

**Course Date:** Monday, October 6, 2014

Portrait photography is about capturing the beauty, drama and emotion of your clients; it's about creating a moment in time, not just a photograph. But, it's also about having a profitable, successful business. After all, no one really wants to work for free!

In this course, you'll explore photography, both as an art form and a business – and the more you know, the better positioned you'll be to succeed in both.

Bring your camera and work with live models as instructor Kathy Weigan explores the pure aesthetics of photography, and how you can capture these with expert lighting and posing techniques. Discover tips for working with individuals, couples and small groups that will help you bring out the true expression and personality of your clients.

Then switch gears and discuss ways you can improve your business. Learn how to enhance the perceived value of your photography, thus enhancing your reputation and your client base. From value and marketing to pricing and selling, Kathy shares her experiences and expertise that have made her a success.

Elevate your style, elevate your skill, elevate your brand and your bottom line! This class does it all!

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***Grand Prairie, Texas***

**Composites that SELL**

**Brad Barton**

**Course Date:** Sunday, October 12, 2014

Think composites are beyond you? Think again! With a little pre-planning and practice, you can create stunning images in studio that sell, sell, SELL. All you need is the basic photo editing skills you probably already have and a little imagination. Together, we will walk through the steps from inspiration to planning to photographing to editing to final product. The class will include time for planning and photographing in the morning, with editing instruction after lunch.

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***Houston, Texas***

**Digital Photography 101**

**Tomayia Colvin**

**Course Date:** Sunday, October 5, 2014

In this age of technology, digital photography is king. In this workshop, you'll learn the fundamentals of this art form, including lighting, shutter speeds, ISO and white balance. Instructor Tomayia Colvin will give you ways to better understand your camera functions and really use your equipment to capture the best images.

Whether you're new to digital photography or just want a refresher, this hands-on class is essential for any photographer in today's marketplace.

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**Houston, Texas**

**Lights! Camera! Action!**

**Marsha Anderson & Curley Marshall, CPP**

**Course Date:** Sunday, October 12, 2014

This course is for the seasoned photographer or the photographer who is just starting out. In this workshop, you'll learn:

- Lighting techniques (for both outdoor and studio) with one simple light and a reflector
- Posing and composition to flatter your client
- How to use video with your DSLR to increase sales for any session
- How to use social media to create a buzz for your business
- **Bonus:** Marketing ideas for the holidays

We will have models so you can build your portfolio in just one day! Instructors will also review the elements of hybrid photography, which is a great option to add to your senior, engagement or bridal sessions. Learn how to combine video and still images to shoot and create a short trailer that is sure to impress your clients!

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**Keller, Texas**

**Mastering Light: Creating Your Own Light**

**Barbara Berry, M.Photog.**

**Course Date:** Monday, October 20, 2014

Creating your own light not only gives you endless possibilities -- it's what makes your work unique; it's your signature, your trademark.

Gain a better understanding of lighting so you can create images that really define your studio and your brand. Barbara Berry teaches you the different light patterns, when and what to use. Also learn how to shape light to flatter your subjects, using modifiers such as softboxes, umbrellas and more. Explore different flash units and studio lights, and discuss the purpose and timing of each. Work with live models to create each setup and capture your own images.

Note: While not a prerequisite, Barbara's class on October 6: Mastering Light: Solving Problem Lighting Scenarios, is recommended.

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**Keller, Texas**

**Mastering Light: Solving Problem Lighting Scenarios**

**Barbara Berry, M.Photog., CPP**

**Course Date:** Monday, October 6, 2014

Great photography doesn't happen without great lighting. In this class, you will learn how to harness light in difficult scenarios and use innovative set ups to create brilliant photography.

Barbara Berry discusses the foundation of understanding light, and how it can communicate mood and emotion in your images. Discover how to use natural, flash and diffused light, and how to manage and control these sources for amazing results. You'll also discuss the color of light and the differences between what we see and our camera captures. Explore the equipment and tools that give you the most abilities to create and also harness the any type of light.

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***Kirbyville, Texas***

**Making It Rain**

**Connor Fuller, CPP**

**Course Date:** Monday, October 6, 2014

Why rely on finding the perfect setting when you can create it yourself? In this course, you will learn not only how to gather inspiration and creativity for your sets and props – you'll learn how to build them yourself!

Whether it's blocks for your clients to sit or stand on, courtyards or lovely walls on which clients can lean, you will learn to do it all. Better yet, your creative backgrounds will separate you from your competition, so Instructor Connor Fuller guides you on the best ways to market this competitive edge.

Make your competition jealous and your clients ecstatic!

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***Mansfield, Texas***

**CPP Images Done Right, the First Time**

**Landon Day, CPP**

**Course Date:** Monday, October 6, 2014

Earning your Certified Professional Photographer designation is a challenging yet extremely rewarding process. But without the proper guidance and direction, it can be a very frustrating experience.

In this class, you learn why even your best images may not be the right fit for CPP certification. Instructor Landon Day spends the day, showing you the very specific criteria that CPP judges want and how to capture the photographs that will wow even the toughest of critics. Work with Landon on location and in studio, and discover how to create the type of images that will earn you that coveted CPP!

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***McKinney, Texas***

**Off-Camera Lighting and Posing: Learning Critical Tools to Set Yourself Apart from the Crowd**

**Aimee Woolverton, CPP**

**Course Date:** Thursday, October 9, 2014

Natural light is this decade's buzzword, and everyone's trying to harness it to create the best photos. But what happens when it's not available?

In this class, you'll discover how to use posing techniques to make your clients look their best, regardless of the lighting situation. Discuss how to position subjects so the light enhances their natural shape, makes clients look natural, unposed, and yes, even 10 pounds thinner! You'll also learn some off-camera lighting techniques you can use when natural light is nonexistent on your shoot.

Best of all, you'll get to use live models to practice each technique discussed. Walk away from this course with the confidence and knowledge to make your images stand out from the rest!

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***Plano, Texas***

**Creative and Unique Sports Composites**

**Daniel Fermaint, CPP**

**Jennifer Fermaint, CPP**

**Course Date:** Thursday, October 9, 2014

Creating a composite can make many photographers flinch – but not you! This course walks you through the entire process of composite photography. You'll discuss each step from capturing the images, lighting and posing each shot to extracting and compositing the final product. Daniel and Jennifer Fermaint will also share some of the industry's latest trends that you can incorporate in your composite process.

This class gives you the knowledge to go down a path that many photographers avoid – make it your niche today!

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***Plano, Texas***

**I Want It Now! Location Printing & Photo Booths**

**David J. Stana, Cr.Photog., CPP**

**Bill Vahrenkamp**

**Course Date:** Wednesday, October 15, 2014

These days, everyone wants it now—coffee, food, entertainment, buying online and getting your order delivered to the house. We don't want to wait for anything, and we love conveniences. Photography is no different. Yes, not everything can be done at the speed people want, but if you are a progressive photographer offering a variety of services to be competitive in today's market, you must consider the customer that says "I want it now."

So, don't be caught in the ups and downs of offering just one service. Learn what it takes to build a diverse business with the tools and know-how that professional photographers have been using for years. Already involved with professional photography location printing and/or using a photo booth? Rise to the next level with David & Bill's new ideas and new markets to tap into!

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***San Antonio, Texas***

**Seniors In-Studio and On-Location**

**Dane Miller**

**Randy Pollard, Cr.Photog., CPP**

**Course Date:** Monday, October 13, 2014

Instructors Dane Miller and Randy Pollard come together from their respective studios to show you how to capture – and cash in on – the very lucrative senior portrait market!

Discuss pricing strategies and product marketing, and discover how to target your preferred audience to become THE studio in town. Then, Dane and Randy will talk about live shoots, both in studio and on location. You'll cover lighting options from studio to natural light as well as posing techniques that will result in amazing images.

These two instructors come together for this one day to show you how to catapult your senior photography to the next level. Don't miss it!

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***San Antonio, Texas***

**Beyond Photography**

**Charles Parish, Cr.Photog., CPP**

**Course Date:** Monday, October 6, 2014

Take a step away from the lens and discover the little things that can make – or break – your success as a photographer! Charles Parish puts away f-stops and shutter speeds for a day and discusses the 100 things a great photographer must know! It's more than just images – it's about professionalism.

Listen as Charles shares what to wear to a wedding, how to be proactive in returning phone calls and answering emails; how to present yourself in a clean and polished manner that instills confidence, not doubt.

The late, great poet Maya Angelou once said that people may forget what you said or what you did but they will always remember how you made them feel. Charles Parish takes this one step further as he shares how to be the kind of person and photographer that clients want to be around.

Learn something you can't get from the manuals! Take a step beyond photography and learn how to connect with your clients.

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***Spring, Texas***

**Aerial Photography Workshop**

**Kayla Segerstrom**

**Sam Negrete**

**Course Date:** Saturday, October 11, 2014 (rain date is October 18)

The introduction of new drone technology has caused the popularity of Aerial Photography to soar! It's important to understand the rules governing this new technology and to know the techniques to safely capture great images.

Taught by professional aerial photographers who have been working in the industry since 1998, attendees will learn:

- How the position of the aircraft affects the quality of image
- How the rules of shooting from the air are *very* different than the rules on the ground
- Airport and flight safety tips taught by a commercial pilot
- How to schedule flight times with local pilots for aerial photography missions
- How to safely operate a remote-controlled UAV to capture stunning images

And everything in between, including how to actually get in to the seat of a helicopter or airplane!

Included in this workshop is actual air time in a Cessna fixed wing aircraft that will transport attendees up into the sky to practice new techniques and take part in a hands-on demonstration with a camera mounted on a drone! With assistance from our commercial pilot and many other aviation industry experts, Kayla and Sam have gathered all the facts on drone technology including the rules the FAA has in place regarding drone operations, airport etiquette, flight safety and the laws regarding aerial photography.

Kayla and Sam currently lead the only Aerial Photography workshop supported by the commercial aviation industry that includes flight time in both fixed wing and rotor craft (helicopters). Join these experts for this one-of-a-kind workshop unlike any other in the world and experience what it's like to shoot from the air!

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**Victoria, Texas**

**After the Ceremony: Wedding Reception Lighting and Posing**

**Randy Pollard, Cr.Photog., CPP**

**Laura Ann Pollard, Cr.Photog., CPP**

**Course Date:** Monday, October 6, 2014

Has the task of photographing a wedding reception ever driven you crazy? The fast-paced environment of the reception can lead to an overwhelming feeling that time is always working against you – how do you transition lighting setups for just that one-time shot? From dark venues and cramped quarters to next-to-impossible lighting situations, Randy and Laura Ann of L-Ann Imaging have seen it all!

In this very hands-on class, attendees will learn step-by-step lighting and posing tips for all aspects of the wedding reception, from the grand entrance through to the bride and groom's final goodbye.

Wedding photography: it's a specialty that creates challenges, no doubt, but with a little guidance, you can confidently create beautiful images all the way through the wedding reception!

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**Burlington, Vermont**

**Certification Preparation: A Day of Practical Experience**

**Mark Sweeney, CPP**

**Jonathan Adams, CPP**

**Course Date:** Friday, October 10, 2014

This class will be a photo safari-type course that teaches and practices the lessons needed to pass the PPA Certified Professional Photographer portfolio review and test. The day will be split between indoor studio lighting and outdoor exercises consisting of models for students to photograph. While certification requires many areas of study, this 1-day course will focus on parts that many photographers struggle with.

Lessons will be given on topics such as:

- Lighting styles
- Ratios
- Using a light meter
- Exposure values
- Zone system
- White balance temperatures
- Colors and harmony
- Lenses and purposes and perspectives
- Sensors - types and differences

Students are encouraged to bring work that they are considering to submit for the CPP portfolio review. CPP Liaisons Mark Sweeney and Jon Adams will review the portfolios and provide feedback.

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***Burlington, Vermont***

**The Senior Experience**

**Jonathan Adams, CPP & Mark Sweeney, CPP**

**Course Date:** Sunday, October 19, 2014

Photographers Jon Adams and Mark Sweeney will lead you through a hands-on senior shoot where creativity and technique is pushed to the max. The day will be split, with the morning dealing with natural light photography and the afternoon using off camera flash. During lunch we will talk about marketing and pricing strategies.

Lessons will be given on topics such as:

- Different types of light
  - Posing
  - Light ratios
  - Using a light meter
  - Use of light modifiers
  - Business practice and marketing
- 

***St. Albans, Vermont***

**A Digital Workflow from Start to Finish**

**Wayne Tarr, M.Photog., CPP**

**Course Date:** Saturday, October 11, 2014

This class shows you how to be just as amazing away from the camera as you are behind the lens!

Start with a live photo session in studio and on location, practicing basic to intermediate portrait techniques. Then, Wayne Tarr shows you a digital workflow process. Learn how to download, edit and archive files including preparing photos for proofing and retouching. Finish the day in Photoshop, learning how to create files for fine art enlargements.

Never again will you struggle with version control or file organization or get bogged down in the office when you want to be in the studio. Take this workshop and take control of your workflow process and your life.

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***Bluefield, Virginia***

**The Art of Maternity & Newborn**

**Marjorie Stallard, CPP**

**Course Date:** Saturday, October 18, 2014

In this two-part class, you'll learn everything you ever needed to know about maternity and newborn photography. In the morning, Instructor Marjorie Stallard will focus on newborns, and what you need to do to capture breathtaking photos of these little bundles of joy. Discuss studio and natural lighting, white balance, equipment set up and more. Explore the challenges of posing, wrapping, props and how to put safety first.

In the afternoon, focus on mom with a session on how to capture the best maternity photos so that your clients look and feel beautiful! Marjorie also discusses the business principles behind maternity and newborn photography, focusing on everything from pricing and packaging to sales and marketing.

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***Danville, Virginia***

**Simple Method Lighting**

**Ricky Dawson, Cr.Photog. & William “Bill” Garrett, Cr.Photog.**

**Course Date:** Monday, October 6, 2014

Lighting can be incredibly complex and detailed – but it doesn’t always have to be. This class teaches you how to create a perfect setting with only one light and a simple reflector.

Spend the day with incredibly experienced and highly credentialed Instructors Ricky Dawson and Bill Garrett as you learn professional lighting techniques and how to recreate them on your own. Discover how to capture the drama and emotion you want from your photos without the hassle and headache of complicated set ups.

Keeping it sweet and simple – that’s the motto for this amazing class!

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***Olympia, Washington***

**Creating and Selling Senior Fusion Videos**

**Kari J. Stuckey, M.Photog.**

**Karissa Blunck**

**Course Date:** Sunday, October 19, 2014

This is your opportunity to go beyond photography and create fusion! Fusion videos, that is! In this course, mother and daughter team, Kari Stuckey and Karissa Blunck teach you everything you need to know about this popular new product offering.

Watch and learn as Kari photographs a senior session while Karissa rolls the video camera. Afterwards, you’ll see two masters at work as Kari edits the photos while Karissa shows you how to edit the video. For the finale, see how they blend their creativity and their work to create a fusion video. And, before you’re done, Kari and Karissa will have shared their marketing and sales strategies for selling these masterpieces to your clients.

Film, photography – this class brings it all together in a product offering that will wow your clients – and your profits!

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***Olympia, Washington***

**Incorporating Video with Your Children’s Portraiture**

**Kari J. Stuckey, M.Photog.**

**Karissa Blunck**

**Course Date:** Sunday, October 12, 2014

Mother and daughter team Kari Stuckey and Karissa Blunck are here to take your portrait business to another level. In this workshop, you’ll not only learn how to incorporate video into your sessions but into your studio business and sales.

In this live demonstration, watch Kari photograph a child’s portrait session while Karissa captures the experience on film. As Kari edits the photos, Karissa will show you her steps for editing the film. Then, watch and learn as they blend the two together for a finished product that parents and child alike will love.

Fusion video is a great way to expand your talents, your product offering and your reputation – this course shows you how to do it!

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## ***Soap Lake, Washington***

### **Tone and Zones: Challenge the Light**

**Gavin Seim**

**Course Date:** Saturday, October 11, 2014

In this workshop, Gavin will engage you, challenge you and inspire you to do more and go further with your photography.

You'll look at the history of photography, how it transects with art and what you can learn from the two disciplines to make masterpieces of your own. Discuss and explore light in photography -- how to use it, manage it and control it to create brilliant images. Take a look at the Zone System, and how to make your work more refined and polished.

Prepare to walk away with new ideas, new energy and a new purpose! For more information, check out this video link: <https://vimeo.com/50174763>

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## ***Tukwila, Washington***

### **Profit from Your Photographic Passion!**

**Bruce Hudson, M.Photog.Cr.**

**Course Date:** Monday, October 6, 2014

In today's economy, it's not just about skill or passion – it's about putting it all together with the business acumen to succeed and profit in a competitive marketplace. During this workshop, instructor Bruce Hudson share their 30+ years of experience and what they call The 17 Things You Must Know and Implement for Success in the Photography Industry!

Discuss how to treat your passion like a business so that you can build a sustainable studio. Explore how to develop your own unique style and brand – and how to identify and market via the web, in person, through events and more.

This isn't just a boring class with an instructor droning on – Bruce shares his enthusiasm, expertise, and best of all, experiences – the good, bad and ugly. Learn proven strategies and methods from two of the best in their field!

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## ***Vancouver, Washington***

### **Beauty of Maternity Posing and Lighting**

**Kate Singh**

**Course Date:** Tuesday, October 7, 2014

Maternity photography is about using light and positioning to capture the beauty of woman's body and highlight the relationship between mother and her unborn child.

Kate Singh will share some of her best posing techniques and show how they not only accentuate her clients but tell the story behind the expectant mother. Weather permitting, you'll work both on location and in studio, learning how to use, control and modify light to capture each session perfectly. You'll also discuss client's styles, how they vary and how to bring out the drama and emotion of every mother in each session. Bring 3-5 of your own images and be ready to share why each one worked or didn't work, and learn from each other.

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***Weirton, West Virginia***

**Operating a Successful Business in a Home Studio**

**Anthony De Capio, *M.Photog.***

**Course Date:** Sunday, October 12, 2014

Operating a home studio isn't working in your jammies. If you're already running a home-based business – or want to start – then this class is the perfect choice for you. Anthony De Capio tells you everything you need to know about operating a **successful** studio from your home.

Discuss the dos and don'ts of running an in-home studio, and the common pitfalls to avoid. Learn the steps to take so you can professionally market your business and launch it from a hobby to a career. Explore the lighting and posing techniques that you need to implement, and why they work.

Your in-home studio isn't just about posting your photos on Facebook and eating lunch on your couch. Anthony shows you how to make it your career, your passion and your future!

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***Kaukauna, Wisconsin***

**Bow-wow WOW! Secrets of Pet Photography**

**Dawn Lemerond, *M.Photog.Cr., CPP***

**Course Date:** Monday, October 20, 2014

In this hands-on workshop, learn the secrets of photographing furry and fuzzy clients as Dawn Lemerond shares the secrets of successful pet portraits! You'll have live subjects to photograph as you practice set-ups, safety during the shoot and other tricks of the trade.

You'll also learn how to market these sessions and build a customer base – Dawn even shares how to get free mailing lists of pet clients! From sessions to strategy, Dawn gives you everything you need to go from bow-wow to wow!

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***Schofield, Wisconsin***

**Pet Furtography**

**Tiffany Schmitt, *M.Photog.***

**Course Date:** Monday, October 13, 2014

Pet photography is an every-growing market, and if you're looking to add this to your repertoire, then you're ahead of the game! Instructor Tiffany Schmitt covers all the basics you need to successfully transition from people to pets. You'll learn the proper lighting and photographic techniques you need to the psychology and approach behind handling furry friends. Discover how to be comfortable, confident and also safe when working with pets – and how this approach will keep clients coming back to you! Tiffany also talks marketing with you, as you'll discuss ways to target the clients you want.

This workshop is your way to jump feet first into furry photography!

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***Stevens Point, Wisconsin***

**Basic Retouching Skills**

**Ginny Otto, *M.Photog.***

**Course Date:** Saturday, October 11, 2014

This class is what every good photographer needs, Retouching 101. Discuss and discover how to do the basics – softening under the eyes, blemish removal, whitening of eyes and teeth and much more. Why present a portrait that shows clothing imperfections, hair gone awry or other distracting features when you can make your clients look – and feel – wonderful with a few clicks on your computer?

Get hands-on with Photoshop and learn how the finer details can make all the difference in your final product!

Note: This class will use Photoshop so familiarity with this program is required.

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***Stevens Point, Wisconsin***

**Understanding & Preparing for Competition**

**Ginny Otto, *M.Photog.***

**Course Date:** Sunday, October 12, 2014

Preparing a print for competition isn't something you do the morning of the event. Rather, it takes planning and discipline, and most of all, a good understanding of competition expectations.

In this class, Ginny Otto guides you through the 12 elements of print competition so you fully understand what each photo should deliver. Ginny shares the print rules, what they mean and how they affect you. She'll also give you a step-by-step method for achieving your PPA awards as she walks you through preparing your photos.

Why go it alone when you've got a resource like Ginny on your side? You'll leave with confidence, knowledge, even a helpful handbook, that will help you succeed in all levels of competition!

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***Newcastle, Australia***

**Introduction to Studio Lighting**

**Joerg Lehmann, *Cr.Photog.***

**Course Date:** Sunday, October 19, 2014

This class is a fun, entertaining way to learn everything you've ever wanted to know about studio lighting – in an info-packed, easy-to-understand environment.

Instructor Joerg Lehmann explains various lighting concepts in an interesting, interactive lecture. Learn about continuous and strobe lights; explore light modifiers, when and why you use them. Joerg also covers different lighting setups as well as triggering options, white balance and much, much more.

You will work in small group settings and practice with strobe lights, various props and live models. Learn, practice and work one-on-one with an expert.

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***Fonthill, Canada***

**Portrait Lighting**

**Claudia Aubertin-Vedova, CPP**

**Course Date:** Saturday, October 11, 2014

This class teaches you the fundamentals of portrait lighting – something that every successful photographer needs. You'll cover the basics of each type of lighting, including short, broad, butterfly and Rembrandt. Learn what they are, how to do them, and then practice what's been preached in a hands-on, fun environment. You can't take your business to the next level unless you have a solid foundation. This class is the perfect way to gain the knowledge, apply it, and build that base for outstanding portraiture!

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***Daegu-city, Korea***

**Newborn Photography Strategy**

**Gi Won Seo, M.Photog.**

**Course Date:** Tuesday, October 14, 2014

This class is everything you ever wanted and needed to know about being successful in newborn photography.

Discuss the details of the shoot – everything from clothing choices and posing to lighting and backgrounds. Learn how to be comfortable and safe with your tiny clients. You'll also explore marketing strategies that will help you reach your target audience, and you'll discuss product options, such as album designs, that will keep those clients coming back again and again.

From what to do on the day of the shoot to how to build your business for long terms sustainability, this class gives you the perfect roadmap to master newborn photography.

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***Incheon, Korea***

**Portrait Photoshop**

**In Sung Hong**

**Course Date:** Tuesday, October 14, 2014

In this age of technology, virtually no portrait goes without a little retouching, and Photoshop is the perfect tool to do this! Listen and learn as Instructor In Sung Hong walks you through the steps of creating that perfect portrait, after the shoot.

You'll discuss retouching -- what to do and how to do it -- so it looks natural and beautiful. Explore how to use Photoshop for portrait restoration. You'll also tackle the challenging topics of the hair and face, and learn what techniques and tools are the best to use for these areas.

This class breaks it down so that you can walk away and start using Photoshop immediately. Take your portraiture to a new level – take this course!