



Montana Professional Photographers Association
June 2017

State Convention was Awesome!!!!

Quick Links

www.montanappa.org



Image by Steve Winslow

This year we had another amazing convention! It all started with the print competition on Saturday morning, which was great to watch and learn from. If you didn't enter, this is one of the best ways to improve your photography skills and learn from the masters on how to improve. It's never too early to start planning for next year's competition!! We also came home with lots of great information from our awesome teachers! Thanks again to Rudi Marten, Bruce Berg, Cliff Lawson and Jeff Johnson for coming and sharing your knowledge with us!!

Monday night, the convention wrapped up with the banquet and awards ceremony. There were lots of amazing images entered this year in print competition!

The Master Photographer of the year was Kathy Wierda.



Bohle

Image by Leslie

The Photographer of the year was Dennis Dorr.



Image by Leslie Bohle

The top Master Photographers this year were (from left to right) Ross Magnuson, Kathy Wierda, Trevon Baker and Steve Helmbrecht.



Image by Leslie Bohle

The top 10 Photographers of the year were (from left to right) Joni Deitz, Renae Gordon ,Andrea Rieger , Melissa Mestdagh, Lissa Barber, Dennis Dorr, Leslie Bohle, Fallon Mindt, Becky Bos



Image by Leslie Bohle

Congratulations to everyone who received awards this year!!

If you didn't enter print competition this year, start planning for next year! It's a fantastic way to improve your work and continue learning new skills!

If you missed convention this year put it on your calendar for next year!
April 28-30th, 2018 (Location TBD)

Fall Focus 2017

Mark your calendars!! This years Fall focus will be October 21-22 in Helena. There are some super exciting things being planned with lots of hands on learning and much more!!
Be on the look out for more

Meet our new MPPA board member!!

I'm always pushing myself to become a better photographer . I have found that MPPA and PPA both motivate me towards that goal..

**ONE OF MANY
MPPA MEMBERS**

The Arts have always been my passion - from singing, dancing, make-up artist to photography... I Love to Create!

Be Unforgettable... Making unique photos of each client to tell another story about themselves besides the classic head shot has moved my photo business to more print sales.....



Pamela Dunn-Parrish
Open Lens by Pamela - Photography, Missoula Montana
Member PPA since 2010
Member of MPPA since 2015

Here is my event that is growing my
portrait and print photography business

MAKING YOU UNFORGETTABLE

My focus has been on the entrepreneurial & business women

I have found in the last few years that this group of women need photos for social media and advertising. But they really needed an avenue to have fun, feel free and share who they are besides the business side of their life. This also works right into social media and advertising trends (Be Personal).

The focus is an hour of pampering in my photo studio: makeup, accessories, one clothing change and the props they may bring to help tell the story they want to share about themselves in photos. This is a Special Event. Once per month. Only 6 people!



I have found these photo sessions help them beat their fear of "I never look good in photos" and "I hate my photos" to "This was so much fun!" and "I feel so pretty"

Open Lens by Pamela
Photography

The sales piece that helps...they receive web size files of 3 to 5 photos with my logo on them to use in social media on a flash drive. When I meet with them I always bring a 4x6 print as a thank you gift, wrapped in my packaging (makes them feel special). I pick the best photo from our session. I always close the sale by asking if they would like to buy an 8x10 for someone special in their life. What has happened is they want an 8x10 and some 5x7 prints to give to family members. Then the best part is I get to book sessions with the families and their next up-dated business photo session!

BE

UNFORGETTABLE

Want to know more call me at 406.370.2704, Pamela Dunn-Parrish

PPA
BE MORE

*Join, Learn and Spread the word
about the value of Prints!*

PRINT. The Movement is an awareness campaign that helps consumers see the value in showcasing and preserving their lives or their

families' lives with high-quality prints, albums, and all types of displays from professional photographers and photographic suppliers.

PRINT also helps everyone who makes their living creating and selling printed photos and accessories. Professional photographers will learn how to sell prints, price them and upsell the benefits of offering professionally printed works. Participants will have access to marketing tools to help educate their own customers on the value of preserving their family's history with high-quality prints and display products.

<https://www.ppa.com/membership/content.cfm?ItemNumber=9807>

Learn more and get involved today at
PrintMovement.org

PPA is working for you!!

Check out what's going on with the Copyright movement at

<http://www.ppa.com/advocacy/?navItemNumber=539>

12 Elements of Merit Image

The Twelve elements listed below are in accordance to their importance.

- 1.) Impact is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.
- 2.) Technical excellence is the print quality of the image itself as it is presented for viewing. Retouching, manipulation, sharpness, exposure, printing, mounting, and correct color are some items that speak to the qualities of the physical print.
- 3.) Creativity is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.
- 4.) Style is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the

characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.

5.) Composition is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.

6.) Presentation affects an image by giving it a finished look. The mats and borders used, either physical or digital, should support and enhance the image, not distract from it.

7.) Color Balance supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.

8.) Center of Interest is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.

9.) Lighting -the use and control of light-refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.

10.) Subject Matter should always be appropriate to the story being told in an image.

11.) Technique is the approach used to create the image. Printing, lighting, posing, capture, presentation media, and more are part of the technique applied to an image.

12.) Story Telling refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.

Courtesy of PPA

MPPA 2016 Board Members:

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