



Montana Professional Photographers Association
September 2017

Quick Links

www.montanappa.org



Hello my fellow MPPA Members!

As I sit down to write, our state is besieged by wildfires, with no end in sight until we get a good heavy snow. It has affected all of us, whether it's a possible evacuation of homes and businesses, an adverse effect on business, health concerns, or simply putting up with the smoke that seems to stream across the entire state some days. On behalf of your MPPA Board, we extend our support to any of you that need a helping hand. Please contact any board member if we can be of assistance. My cell number is 406-212-3105.

The smoke filled skies have certainly posed a problem with my photography business. As the days have gone by and the situation worsens, I find myself looking back at my photography career and how I've dealt with several short term disasters that occurred, like when the fire extinguishing system in

my first mall location failed and turned the studio into Niagara Falls. Or when my vehicle was broken into and all my equipment stolen while on the way to an extensive photo shoot in Canada. Then there was the disastrous, short-lived sale of the studio to an individual who promptly ran the business into the ground, took dozens of payments from customers and never delivered an order, including a prom that I had booked prior to the sale! Anyone that wants to hear an interesting story about selling a business, just ask! I'm reminded of the old adage, what doesn't kill you, makes you stronger.

Besides reflecting back on those numerous short term hurdles (in some cases, roadblocks), I realized how a much longer lasting "perfect storm" influenced major decisions in my business and photography direction. Those of us who have been in the business for some time, and I'm talking decades, have an understanding of how this perfect storm affected the business of photography, at first slowly, then rather seemingly overnight. What is the "perfect storm" I refer to? Put simply, it started with the advent of digital capture, then the ever falling prices of digital cameras and the technological advancements that put high quality cameras into mobile phones, and therefore into the hands of millions of people. The convergence of this technology with social media and an economic downturn changed the face of our industry. Many photography businesses, studios that had been around for generations, closed their doors. At the same time, tens of thousands of new "professional" photographers came to be. Forever changing the landscape in photography as a business.

Having been a professional photographer for over 30 years, I've had to re-invent myself more than once. Not just how I do business, but how and what I photograph. My studio was built on photographing young, growing families. My specialty was children,

families, high school seniors and business portraits.

I purchased my first digital camera for \$25,000 in 1998. It was a 6.3 megapixel camera! I think the Canon 5D Mark IV I purchased from Marshall at Bozeman Camera during convention is my 8th DSLR. The storm lingers.

One business book I recommend you all read, if you haven't already, is "Who Moved My Cheese?", by Spencer Johnson. It's a quick read, and really influenced my business decision making process. I saw the storms affect on my studio portrait business, and made decisions to continue my photography education, practice and practice other types of photography that the market had a constant, if not increasing demand for, and pursue those other markets, or stashes of "cheese". As I mentioned, I've done this more than once over the years.

Today, my business is mostly commercial work. Product and architectural. This year is on pace to be one of the best in recent years. Five years ago, I would have never thought this to be the case. As each of us like having a specialty, a style of photography that our clients come to us for, I'd like to put this bug in your ear. Constantly look at the horizon, what looms over that next hill or mountain? A hurdle, a roadblock or perhaps a major storm? Prepare, plan ahead and constantly hedge your bets by being better as a photographer than you are today. Become a master of lighting, and discover how much there really is to learn about it. If you don't expand your horizons, you might just become that mouse that just kept going to the same stash of cheese, only to find one day, there wasn't any more.

In the past, MPPA made an effort to start a mentorship program. It didn't take off like we thought it would, but I think it's worth revisiting. I know there

are some members who do consider other members with more experience a mentor of sorts. I'd like to see it as an additional benefit of being a member of MPPA. If you have any thoughts you'd like to share, drop me a note at info@trevonbaker.com.

Your board is working on a couple of other changes that will affect all members. The By-Laws committee is working on a total re-write of the existing By-Laws and the Endowment committee is working on a draft of a new investment policy and reinvesting the funds (that now reside in a savings account) into an account that will serve MPPA in the way it was originally intended. Look for more information on these changes in the very near future.

Follow the light my friends!

MPPA President
Trevon Baker



Fall Focus 2017

This years Fall focus will be October 21-22 in Helena. There are some super exciting things planned with lots of hands on learning and much

more!!

visit <http://montanappa.org/>
for more information and to sign up!

**CONGRATULATIONS
TO OUR IPC MERTIED PHOTOGRAPHERS**

**2017 Grand Imaging Award Winners
Our MPPA Member Award Winners**



**“Miss Abigail”
by Kathy Wierda, M. Photog. Cr.
1st Place Children Catagory**



**“Sisters Forever Friends”
by Kathy Wierda, M. Photog. Cr.
3rd Place Portrait Catagory**



**“Dektol StopBath Fixer”
Mark Bryant, M. Photog. M. Artist. Cr.
3rd Place Artist Catagroy**

DIAMOND PHOTOGRAPHER OF THE YEAR

Kathy Wierda, M. Photog. Cr.



**Congratulations to everyone else who entered and
received merits on your prints!!**

PPA BE MORE



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.

Learn more and get involved today at PrintMovement.org.

**Set Your Photo Business A Part From Others...Sell Prints
Help The Lost Generation Understand Why Prints Are Important
Print Movement will grow your business**

“Lost Generation”

**They are the most photographed generation of all time
could wind up being the next “Lost Generation”**

Some statistics:

**42% of people between the ages of 30 and 44 will likely look back
and wonder where photos of their childhood, holiday get-togethers, relatives
and friends have gone decades from now, and, reportedly,
67% store their photos solely on a computer or phone**

We Can Make A Difference!

MPPA State Convention 2018

**Mark your calendars for April 28-30th, 2018
The convention will be held in Helena, MT
at the Radisson Colonial Hotel.**

The main speaker will be Jeff Dachowski from New

Hampshire. This will be a great opportunity to learn some new things and improve your skills!

The annual print competition will also be held during convention. It's never too early to start thinking about what you want to enter!!!

Keep an eye out for more information and we look forward to seeing you there!!



Congratulations to Pamela Dunn-Parrish on recently becoming a Certified Professional Photographer!

If you would like more information about becoming a CPP, visit the PPA website <http://www.ppa.com/cpp/?&navItemNumber=4314>

We would also like to welcome to our new members!

Ebbie Anne Hansen

Mark LaRowe

Sorcha Brooks

Gary Luce

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:

Trevon Baker; President

info@trevonbaker.com

Ross Magnuson; Past President

treasurestatephotography@msn.com

Leslie Bohle; First Vice President

leslie@bohleimages.com

Melissa Mestdagh; Second Vice President

melissa@melissaannephotographymt.com

Cathy Short Nelson; Treasurer

cathy@alpineimagesmt.com

Heather Parker; Business Manager

mtfornow@msn.com

Directors:

Fallon Mindt; Salon Chairman

fmindtphotography@hotmail.com

Melissa Reynolds; Assistant Print Chair

mkphotography@gmail.com

Becky Bos; Secretary

becky@rebekahsphoto.com

Joni Dietz

risingwolfstudio@msn.com

Pamela Dunn-Parrish

openlensbypamela@gmail.com