



FALL 2008

**THE EXPOSURE
A NEWSLETTER DESIGNED TO KEEP MEMBERS
OF MONTANA PROFESSIONAL PHOTOGRAPHERS
ASSOCIATION INFORMED**

A Message from the President

Fellow Professionals:

Like many of you, I have noticed a steady increase in recent months of clients requesting digital files from the images we shoot. With certain logical exceptions like business portraits we have resisted this trend and continued to provide our clients the traditional printed products which studios have become known for. I know we have lost clients because of this policy and it has been very tempting to cave and just give the client what they want. Isn't that the foundation of good customer service after all, "give the client what they want" ? I know that many wedding clients for example are going to the guy down the street that is willing to shoot a wedding and give all the images on disk to the client for a few hundred bucks. How do we compete? In many ways this is the very same scenario we faced many years ago when Wall Mart, Sears J.C. Penny etc became involved in the studio business and provided a product so cheaply that many independent studios felt that they could never compete. Yet many studios thrived and prospered.

When we feel the urge to collapse just do "what the customer wants" we need to take note of the successful strategies that have worked so well in the past. If we cannot compete on price we must provide something else. Something that is perceived as being better and more luxurious. For this to work our photography needs to be better and more exclusive. Our clients are more savvy and visually aware than ever before. The products you sell and display need to be different and more exciting than what the customer is capable of producing themselves. We also need to educate our customers on why our products and services are different, more exclusive and more expensive. Enter MPPA. The educational opportunities provided by your state association will give you the tools to prosper despite increasing competition and uncertain economic times. As the pace of technological change ever increases we cannot afford to stand still. However changing to the whim of the marketplace and providing our customers with digital files I believe is doing our customers, ourselves and the craft of professional photography a disservice. Just look to the past and see how many of the studios who attempted to compete with the big box stores on price, are still around.

Sincerely,

Tom Burtchaell

President MPPA

Our MPPA Board of Directors – Keeping in Touch

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Join us



..... in Ireland

Dear Friends and Colleagues,

After years of promises, postponements and scheduling conflicts, we are finally putting together a trip for friends, photographers and other curious souls to Ireland, May 2nd ~ May 9th 2009. Based on the shore of Galway bay, in the beautiful west of Ireland we will explore rugged coastlines and unique culture of this western fringe of Europe. Our trip while geared towards photographers of all abilities will offer a lot for everybody to do and experience.

Prices range from \$1000 to \$1200 per person depending on accomodation, A discount is available for those willing to teach a 1-2 hour class. Prices do not include airfare to Shannon.

E-mail today for a complete information packet. tom@burtchaell.com

Committment required by December 15th.

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Tom & Pat Burtchaell

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Several Montana Photographer's Images Accepted at International Exhibition of Professional Photography

By Tina Haines--- PPA Certified & MPPA Board Member

Five active members of the MPPA recently learned that their images sent into the Professional Photographers of America's (PPA) annual print competition, have been accepted into the 117th International Exhibition of Professional Photography at the Phoenix Convention Center, January 11-13, 2009, in Phoenix, Arizona. This exhibition is held in conjunction with Imaging USA, an annual convention of over 8,600 professional photographers and several photographic associations.

Approximately 4,514 entries were submitted into the International Print Competition, from which a panel of more than 40 eminent photographers from across the United States selected the images that would comprise the 2008 General and Loan Collections, the most prestigious award. These images, alongside other photographic works from traveling and special invitational displays, will constitute the world's largest annual exhibit of professional photography gathered simultaneously under one roof.

In recognition of the achievement, the following MPPA members will receive two PPA print merits for their prints accepted into the Loan Collection (only 15% of all entrants):

Ric Zimmerman; Billings, MT	MY SPIRIT DANCE
Kathy Wierda; Bozeman, MT	A RAY OF HOPE
Kathy Wierda; Bozeman, MT	THE TURN TOWARDS HOME
Kathy Wierda; Bozeman, MT	JUST IMAGINE
Trevon Baker; Kalispell, MT	A LITTLE PIECE OF HEAVEN

The following members will receive one merit for their General Collection prints (39% of entrants):

Ric Zimmerman; Billings, MT	WIZARDY
Duncan S. MacNab; Bozeman, MT	FOGGY GATHERING
Jontee Ohanesian; Miles City, MT	THE SIREN
Jontee Ohanesian; Miles City, MT	GIVE ME SPACE
Jontee Ohanesian; Miles City, MT	MISSION IN THE MIST

These print merits can be applied toward PPA degrees granted by the association.

Professional Photographers of America (PPA), an international nonprofit association, exists to assist its more than 20,000 members in achieving their professional, artistic and fraternal goals; to promote public awareness of the profession; and to advance the making of images in all of its disciplines as an art, a science, and a visual recorder of history. Montana Professional Photographer's Association (MPPA) is an affiliated member of PPA.

MPPA PASSING

Douglas Robert Todd



Douglas Robert Todd, 60, went to be with the Lord at 1:40 a.m. Saturday morning, Aug. 23, 2008, in the loving arms of his wife, with his family and dear friends beside him.

Doug was born in Pasco, Wash., Jan. 25, 1948, to Deleah and Douglas Todd. The family then moved to Nashua, where Doug attended school. In the last few months of his senior year of high school, Doug moved to Three Forks with his grandparents and graduated from Three Forks High in 1967. He attended college briefly in Havre before returning to Nashua.

In 1969, he married Warrene Conlin in Glasgow. Out of that union he had two children, James Neil and Lisa Suzanne. Doug and Warrene moved to Helena, where they later divorced.

Doug entered his law enforcement career as a deputy sheriff in 1974 in Nashua. In 1975, he went to work for the Valley County Sheriff's Department as a deputy. When he moved to Helena in 1977, he went to work for the Lewis and Clark County Sheriff's Department and retired from there in 1989 as a watch commander.

In 1987, he met the love of his life, Audrey Beyers. They were united in marriage June 22, 1991, in Helena. At that time, Doug realized his passion for photography, which led him to buy Third Eye Photography. Doug and Audrey began volunteering their photographic abilities for the local firefighters, leading them to join the Baxendale Volunteer Fire Department, which fulfilled the last of his career dreams.

Doug is survived by his wife, Audrey; son, James; daughter, Lisa (Dylan) Duckworth; grandchildren, Quinlan and Klasina; and son, Brady Beyers. He is also survived by his siblings, Dan Tunison, Sandy (Mark) Udelhoven, Gary (Addie) Turner and Larry (Debbie) Turner, as well as a deeply treasured extended family.

On the Business Side

From Scott

It won't be long.....

before you will receive your dues statements for 2009.

We will be positioning the association to be able to hire a new business manager to keep us healthy and prosperous for years to come. The best way to do that is to increase the yearly investment that each of us makes.

For little money we receive a great value for our dues investment. Our membership continues to grow. Our programming is first rate. We have the foundation of a phenomenal networking system. This association is doing very well, yet there are areas that still need work. There is only so much the volunteers can handle.

I hope you will support the decisions that the board of directors have /will make for the future of MPPA. The membership fees will be set at the next board meeting (TBA). You are welcome to join us.

Register Now for Another Value Packed MPPA Montana Monday experience!!

It is really simple:

Email your location selection and commitment to attend to info@montanappa.org

Payment will be collected at check in.

Our incredible speakers are Trevon Baker and Tony Smith!

For more information contact Tina Haines

406-222-3821

or email

infor@hainesphoto.com

UPCOMING EVENTS

Fall 2008 Montana Monday Seminars

Missoula, MT October 13, 2008

Livingston, MT November 3, 2008

Winter 2009 Montana Monday Seminars

To be announced

2009 MPPA Annual Convention

April 26, 27 & 28

Red Lion Colonial Inn

Helena, MT

CLASSIFIED ADS

Attention: Competition First Timers

MPPA has a limited number of regulation print cases available for loan to first time print competition entrants.

Please contact Scott Fairbanks for more details

We're on the Web...

www.montanappa.org

