



A Word from our Convention Chair

Rhonda Malecha



Although it is only December, we are well into planning the MPPA Convention 2009. As most of you know, our convention will take place April 25-28th in Helena at the Red Lion Colonial Hotel. I'm very excited about the talent we have lined up this year! And for the first time, we will be offering a pre-convention seminar on Saturday for a small additional fee. I know that a lot of you arrive on Saturday, so this will be offered with that in mind. So here is a tentative schedule of speakers I have confirmed so far.

On Saturday, April 25th, Mark Adamson of Adamson Studio will be giving our first ever pre-convention seminar! Mark's program is titled "Seniors at the Ends of the Earth". Mark is a long drive from any population center – the total number of seniors within a 2 hour drive is under 900!! Yet Mark is able to draw seniors from much further. He, along with his wife Leesa, will be sharing how he is able accomplish that. Senior photography is the bread and butter for many professional photographers. So I think this will be a program that you don't want to miss! Check out Mark's work at www.adamsonstudio.com.

We are very lucky to have Mark share his expertise in another area, as well. On Sunday evening, Mark will be speaking on Underclass and Sports Photography. Mark feels very strongly about seeing the big companies come into the little hometowns and push out the local photographers. Sports and underclass are a great way to gain some extra cash flow and Mark's program will cover everything from getting the contract, pricing, and workflow to specialty products to boost your averages. It will be a "Must See" program.

Bruce Hudson will be our speaker for the entire day on Monday, April 27th. Bruce is a nationally known photographer and speaker and with his busy schedule, I feel extremely fortunate to have him speak in Montana! Bruce will be sharing lots of information on marketing and sales in his Family Portrait Design presentation. And I'm personally really excited to hear his program "Pricing your Family, Senior, Wedding and Commercial Work". You can have a preview of Bruce's work at his website www.brucehudson.com.

On Tuesday, April 28th, Larry Lourcey of Lourcey Photography will share his program "Optimizing the Home Studio". Larry is finding that more photographers are moving to home studios. His program will cover everything from planning your studio/salesroom layout to avoiding the mistakes that sink most studios. Larry is a certified Professional Photographer and earned his PPA Master Photographer degree in 2007. Larry's website is www.lourceyphoto.com.

Our convention is really coming together! Of course there will be our print competition, trade show, awards banquet and a few other fun things to keep you busy. I hope to have an additional speaker or two to add to the list. So keep checking our website, www.montanappa.org, for convention updates. And make sure you mark your calendar, April 25th – 28th, 2009 for the Montana Professional Photographer Association's Annual Convention. I hope to see you there!

Our MPPA Board of Directors – Keeping in Touch

President

Tom Burtchaell
2008 President
2710 2nd Avenue North
Billings, MT 59101
406.245.6604
tom@burtchaell.com

First Vice President

Rhonda Malecha
2008 Summer Seminar
2009 President
190 Redwood Lane, P.O. Box 1084
Seely Lake, MT 59868
406.677.3176
malechaphoto@blackfoot.net

Second Vice President

Tina Haines
2008 & 2009 Montana Mondays
2009 Summer Seminar
2010 Convention Chair
201 South Main
Livingston, MT 59047
406.222.3821
info@hainesphoto.com

Directors

Jamie Walters
P.O. Box93
Edgar, MT 59026
406.962.3948
akitaX2@earthlink.net

Trevon Baker

PO Box 2274, Kalispell MT 59903
Studio (406) 257-7914 Cell (406) 261-3458
bakroad@mac.com

Scott Breum

Print Chair

1639 South Avenue West, Missoula MT 59801
Studio (406) 728-6277 Cell (406) 239-8266
scottbreum@aol.com

Denise Stenzel

2117 S Tracey
Bozeman MT 59715
Studio (406) 522-9700
denise@stenzelphotography.com

Lisa Cetrone

4028 Central Avenue
Billings, MT 59106
406.656.8100
lisa@cetronestudio.com

News Letter Editors

Shannon West
1639 South Avenue West, Missoula MT 59801
Studio (406) 728-6277 Cell (406) 239-8266
scottbreum@aol.com

Pat Burtchaell

2710 2nd Avenue North, Billings, MT 59101
Studio(406-245-6604)
pat@burtchaell.com

School Liaison

Bob Spencer
PO Box 227, Kalispell, MT 59903
(406) 756-7922
roberto57mt@yahoo.com

Past President

Clark Marten
2007 Convention Chair
354 Upper Flat Road
Columbus, MT 59019
406.322.5554
clarkm@mcn.net

Executive Secretary

Scott Fairbanks
P.O. Box 2809 Great Falls, MT 59403
Studio (406) 761-2059
info@montanappa.org

Practice Makes Perfect....except....

By Tony Smith

Practice usually does bring one closer to perfection than not practicing does, except when a computer and new software are involved.

The opportunity to present a program with Trevon Baker in Missoula for the MPPA Montana Monday was something that I knew would be a great time.

In addition, my friend from Adobe, Julieanne Kost was going to be in Missoula at the same time and just in case she sat in on the program, I wanted to be super prepared. And I was..... and so I thought.

Trevon's presentation in the morning was awesome. My presentation in the afternoon was anything but awesome.



I had run through the program the day before and added a couple of fine tunings just before the afternoon session was to begin. I was pumped and ready to go!

The first hour went by without a hitch and then I fired up Photo shop but not CS3. Instead, I clicked the icon for CS4, or as it was known before it's official release "CS-next". I have the good fortune to be involved in Adobe's Pre-Release program, which means that I have the opportunity to use the new software while it is being fine-tuned in preparation for public release. Only in this case, it wasn't such good fortune. It was the beginning of a train wreck of a presentation.



The version of the software that I had installed on my laptop was not the newest build and still contained some major "bugs". Bugs that I should have been aware of, if I had done my homework and stayed current on what was being discussed on the pre-release forums from Adobe. One of them dealt specifically with the Wacom Intuos tablet and CS4.

It seems that when a *certain* chain of events took place, bad things would then happen, such as the pen tool would cease to function and would work again until programs were un-installed, re-installed, drivers were un-installed and re-installed,..... OK, you know the routine, sometimes it works and sometimes it doesn't. The only solution was to borrow a laptop and move my files on it so that I could continue.



The lesson that I learned, "if it isn't broke, don't fix it" was both embarrassing and humbling. New software in the development stage is just that. I now arrive at presentations with 2 computers and the program in it's entirety backed up on 2 separate microdrives.

UPCOMING EVENTS

Donna Smith Earns her Craftsman Degree at Imaging USA this year!

Congratulations to Donna for her well deserved and hard earned Craftsman Degree.



A letter from our President

Greetings fellow photographers:

It's hard to believe that it's just a few short weeks until the 2009 convention in Helena. Rhonda has done an outstanding job and lined up some incredible talent. In this tough economic climate it is more important than ever to educate ourselves on how to run a profitable business and on how to make our studios stand out from the competition.

I'm looking forward to an awesome print competition, a great educational experience, meeting old friends and making some new ones. Mark your calendars today and we'll see you April 26-28 at the Red Lion Colonial Inn in Helena.

Tom Burtchaell
President MPPA

Upcoming Events Calendar

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.

We're on the Web...

www.montanappa.org

