



News & Views

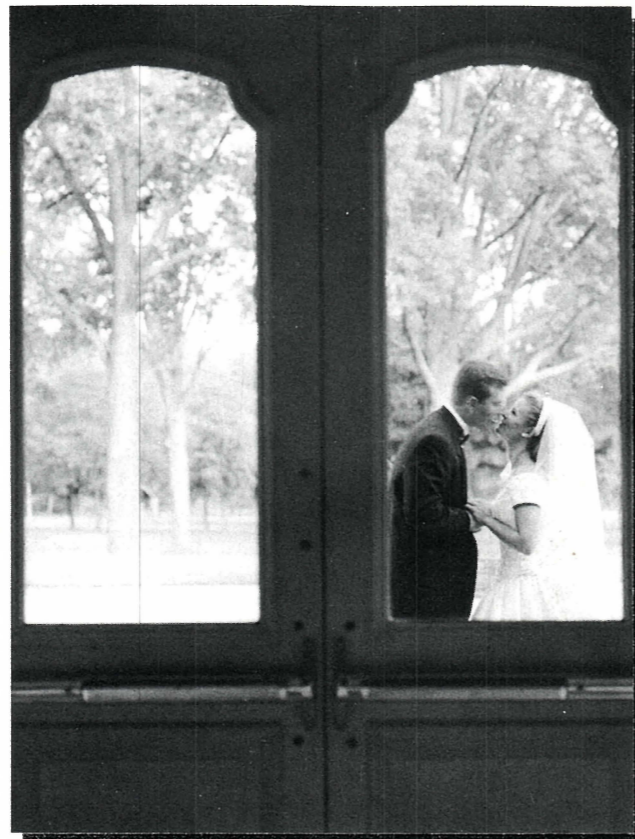


December 1998

Professional Photographers of Nebraska, Inc.

Issue 6

Visit the PPN Web Site: ppn.home.ml.org



Images by
Jeff Locklear
See Jeff at
Winter Conference

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Professional Photographers of Nebraska Officers, Board of Directors Committee Chairmen and Representatives

President - Tom Goc

M. Photog., F.Ph.

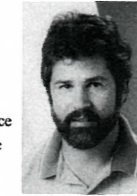
1264 27th Ave.
Columbus, NE 68601
Wk 402-564-2833
Hm 402-563-2392
2000 Bi-Annual
Conference



President/Elect-Tor Olson

M. Photog., F.Ph.

1001 Norris Ave.
McCook, NE 69001
Wk 308-345-1356
Hm 308-345-1615
Email: toho-
foto@ns.nque.com
1999 Summer Conference
2001 Winter Conference



Treasurer-Tina Marie Vance

M. Photog., Cr., CPP

9814 V. Plz. 2B
Omaha, NE 68127
Wk & Hm 402-331-6044
2000 Winter Conference
2000 Summer Conference
Term 1997-2000



Secretary-Rami Manhas

CPP

430 Seward Street
Seward, NE 68434
Wk 402-643-2934
Hm 402-643-6024
Fax 402-643-4157
Scholarship Chairman
By-Laws Chairman
Co-Publicity Chairman
Printed Supplies
2001 Summer Conference
2003 Winter Conference



Director - Monte Evans CPP

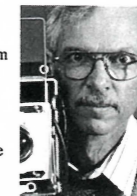
3801 Lexington Ave.
Bellevue, NE 68123
Wk 402-292-6426
Hm 402-292-4162
Email: montephoto@aol.com
Trade Show Chairman
2002 Winter Conference
2002 Summer Conference
2004 Bi-Annual Conference
Term 1998-2001



Director-Warren Johnson

CPP

9932 Bedford Ave.
Omaha, NE 68134
Wk & Hm 402-571-6556
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Print Chairman
Publicity Chairman
CPP Liaison
2003 Summer Conference
2005 Winter Conference
2005 HOA



Director - Dave Fowler

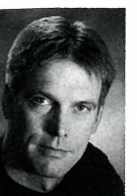
M. Photog., CPP

16 N. Spruce
Ogallala, NE 69153
Wk 308-284-6471
Hm 308-284-4808
Email:
fowler@megavision.com
Publication Chairman
Photography Chairman
Advertising Chairman
Assistant Print Chairman
2005 Summer Conference
2007 Winter Conference
2007 HOA



Director - Brad Clark F.Ph.

1400 S. 58th. St.
Lincoln, NE 68506
Wk 402-483-4586
Hm 402-483-5478
Email:
townstudio@aol.com
Sergeant at Arms
Props and Models
Chairman
2006 Winter Conference
2006 Summer Conference
2008 Bi-Annual Conference
Term 1998-2001



Director - Eric Brun

M. Photog., CPP

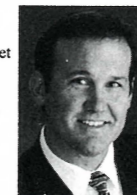
PO Box 24438
Omaha, NE 68124
402-397-9899
402-253-2585
email: ebrun8324@aol.com
Membership Chairman
Nominations & Elections
Chairman
2004 Winter Conference
2004 Summer Conference
2006 Bi-Annual Conference
Term 1998-1999



Past President

Dale Juranek F.Ph.

17175 Showboat Blvd.
Blue Hill, NE 68930
Wk 402-756-2000
Hm/Fax 402-756-3650
Email: juranekld@gtmc.net
1999 Winter Conference



Answerer of all odd questions!

Newsletter Editor

Keith Howe M.Photog., M.Artist, Cr., D.F.Ph.

401 West 5th North Platte, NE 69101
Wk 308-534-7909
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Deadline for next Issue Feb. 1st., 1999

Hospitality Chair.....	Erik Olson	308-345-1356
Librarian	Randy Erb	402-761-2481
Fellowship Reps.	Patty Dingwell	402-476-6571
	Holly Howe	308-534-7909
Ethics Chair	Jim Dingwell	402-476-6571
HOA Rep.	Donella Penrod	308-234-2681
Host Chair.....	Roger Elrod	402-466-2951
Suppliers Rep	Mark Higgins	402-571-0330
PPA Councilman	J. Michael McBride	402-455-3875
PPA Councilman	Steve Reese	402-391-3755
Historian/PPGO Rep. ..	Tom Sterba	402-551-3456

Dates To Remember

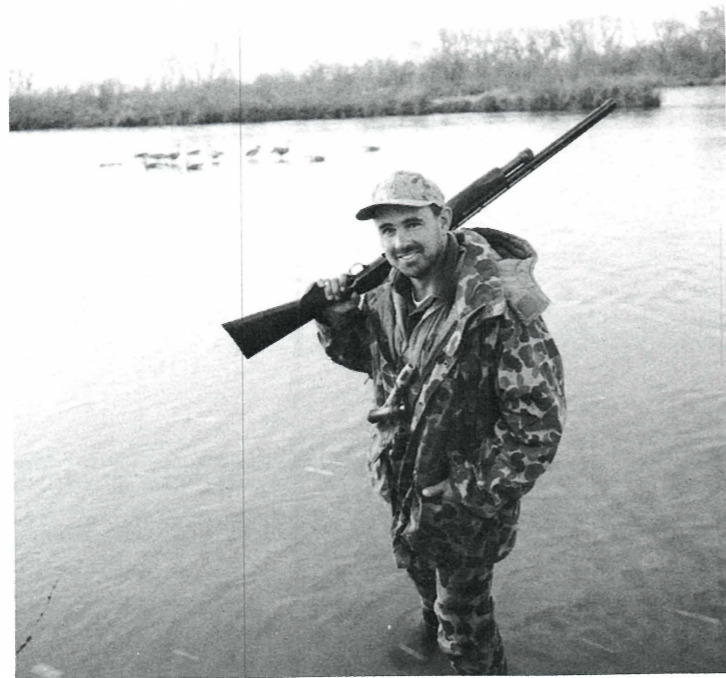
- Digital Imaging & Video ConferenceJanuary 8-9, 1999 Las Vegas, NV
- Marketing & Management Conf.January 10-14, 1999 Las Vegas, NV
- PPN Winter Conference January 16-18, 1999 Hastings
- PPN Board Meeting February 22, 1999 TBA
- Heart Of America Conference . April 9-14, 1999 Kansas City, MO
- Spring Super Monday.....April 12, 1999
- PPN Board Meeting May 10, 1999 TBA
- International Print JudgingMay 23-27, 1999 Atlanta, GA.
- PPN Summer ConferenceJuly 17- 19, 1999 Kearney
- PPA Conference July 23-28, 1999 Atlanta, GA.

Please mark your calendars for the above dates right now so that you won't miss a single important date. For more information about any PPN sponsored event, check out our Web site or contact the program chair as listed above. For more information about a PPA event, visit the PPA Web site or contact PPA directly.

President's Message

by Tom Goc M.Photo., F.Ph.

This message was originally going to be a report from the middle of the Platte river somewhere west of Columbus. I was going to try to describe the beauty of the sunrise as it begins its ascent from the eastern horizon. I was going to try to paint a picture for you to imagine the vibrant shades of blue and pink and orange and lavenders as they continuously melt one into the other until they all finally blend together to form another day. I was going to try to help you smell the autumn leaves as they begin to find their winter resting places among the cattails and bulrushes and beneath the arms of the century old cottonwoods that held them so tightly all summer long. And I was going to try to describe the ever so constant sounds of the river as it slowly meanders its way ever closer to its destination, the confidence that comes from knowing that although it has changed and is different that it was even a second ago, it is still the same river my grandpa walked in 50 years ago and will be the same river my grandkids will walk in 50 years from now. I was going to try to describe the sounds of a flock of geese as they pass within a stones throw on their annual journey south, and the sound of 500 pairs of mallard wings as they pump just enough air to stay aloft before they finally choose a place amongst the others to comfortably splash down into the river for a drink and a bit of rest before moving on. I was going to try to describe the bond between a man and his dog, a bond that exists for the most part due to the dogs desire to please its master, and its inbred desire to retrieve. A dog lives merely for the sheer joy of being, a pat on the head or a good belly rub. He will do anything for you and expect nothing in return but a little love. I think most people are like that if you get right down to it. It's awful easy to over look a lot of these gifts that we have been blessed with. We all tend to take too much for granted. We are all busy right now and every one is beginning to feel the rush of the holiday season, but don't forget to take the time to enjoy the things in life that make your life special. Each season is full of beauty and wonder. Take some time to enjoy the world around you. Life is much too precious to take even a little bit of it for granted.



I guess this message kind of ended up being what I thought it was going to be. A report from the middle of the Platte river some where west of Columbus.

Tom Goc



The Stock House, Inc.
A BURRELL COLOUR COMPANY

SELECT ONE SOURCE

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(612) 944-7511
1-800-333-8124

NEW BERLIN, WI
(414) 789-5031
1-800-999-0013

OMAHA, NE
(402) 571-0330
1-800-777-0517

SELECT MANY ITEMS

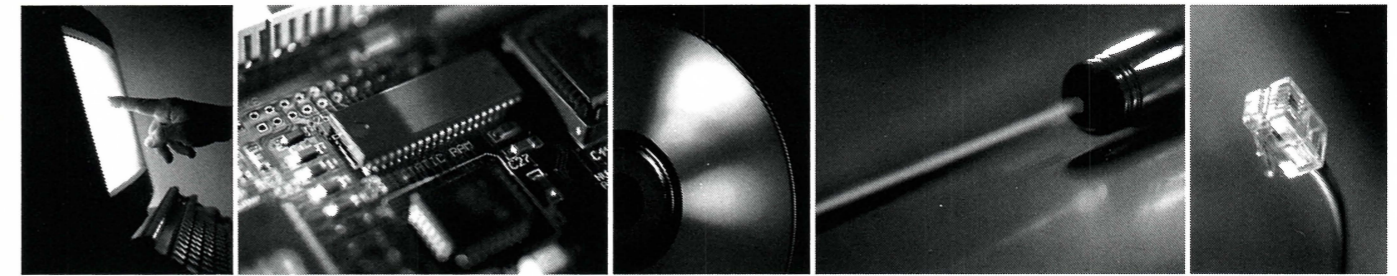
- Tap Mount Products
- Renaissance Albums
- Frame Mats
- Wicker Furniture
- B/P Props
- Photogenic Lighting
- Elinchrom Lighting
- Bogen Equipment
- JoBo ATL Processors
- Fotovix
- Fujivix
- Sony

PLUS

- Kodak Film
- Fuji Film
- Konica Film
- AGFA Film
- Polaroid Film
- Ilford Film

Free Freight on \$350 orders to qualified accounts (Background paper excluded)
Handling rate of \$1.75 on orders under \$350.00

Free in-house foil Stamping on most style mounts



YOU KNOW THE FUTURE IS DIGITAL, BUT DO YOU KNOW WHERE TO TURN FOR ANSWERS?

You do now. Not only can we help you get started in the right direction, we can take your studio full-circle and show you the brilliant future of this exciting new world.

Current Services

With the largest digital imaging center of its kind in the industry, Burrell Professional Labs has been on the cutting edge from the very beginning. Our research and development in the digital arena is tenacious and unmatched. And our abilities to take you almost anywhere you want to go in the digital world are unlike any other lab in the industry.



RAINBOW DIGITAL IMAGING
The window to your imagination

Here are just a few of the many digital services now available to your studio: **1.** Basic to Extensive negative retouching. **2.** Head and eye switches from two or more different negatives. **3.** Additions and/or subtractions of persons, items, virtually anything in your image. **4.** New backgrounds added to your



negatives or prints. **5.** Photo CD scanning and writing services from 35mm to 4x5. **6.** Complete restoration of cracked or damaged prints.

And here's what's coming!

Just around the corner is a whole new way of doing business. Burrell Professional Labs is in the final phases of completing a system that will empower you in a way you never dreamed!



BURRELLDIGITALSOLUTIONS

Imagine being able to output files you have manipulated directly to photographic paper using one of our digital printers. No more second generation negative, and incredible digital quality from wallet to 30x40 prints. Soon, you'll be able to receive digital proofs from the lab. And using special sales and presentation software, you'll be able to present images to your customers on a computer monitor. You'll have software that will actually help you make the sale. And after the sale is complete, you'll simply e-mail the order data back to the lab. We'll then digitally crop, retouch and print the selected

images. This means, no more crop cards and order bags to fill out. Your digital proof files will be compatible with album arranging software. Wedding photographers can now do their sales and assembly right on their computer.

All this and much more is on the horizon at Burrell Professional Labs! Services that will make your operations more efficient, your studio more profitable, and your life a whole lot easier.

If you're interested in being one of the first to get on board with this incredible new technology, call 1-800-366-7407. Tell the operator you'd like more information on Burrell Digital Solutions.

Or, if you're not already working with the largest, most progressive network of labs in the country, there's never been a better time to get started. Call us today, toll free at **1-800-366-7407.**



The Photographers Business Partner
www.burrellprolabs.com

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"What's Up With The Board"

President Tom Goc M. Photog., F.Ph.

Our November Board meeting was held in Hastings at the Holiday Inn on Monday, November 9. The Holiday Inn is the sight of this years winter conference.

♦ **Winter Conference** -- The main part of the agenda for this meeting was to make sure all of the plans are finalized for the winter conference. The dates will be January 16-18 1999, and as I mentioned it will be at the Holiday Inn in Hastings. Room rates will be \$53 + tax at the Holiday Inn and \$47+ tax at the Super 8 (which is right next door). Reservations for both motels can be made by calling 888-905-1200.

Look through the rest of this issue for information on the speakers. Dale has done a great job of lining up some super talent.

♦ **Biker Bash** -- Against Dale's better judgment I kind of made a presidential decision that on Sunday night during the social time after the programming we would have a little bit of a theme party. Since this is Juranek's last event and since he is a has been (past president), I felt it would be appropriate for us to celebrate by having a Harley party so bring your leather and black T-shirts and go out and get a tattoo, it's going to be good time. Actually I got the idea by talking with some of our senior association members that wondered why we had gotten away from doing theme parties at our events, they reminded me what a great way it was for every one, old and new members alike, to kind of let down their hair, get involved and have a good time.

♦ **Folio Competition** -- Just reminding every one to enter the folio Competition. At the request of many of you that have entered in the past, we've gone back to awarding trophies for cumulative score. The only difference is that this year there will be two cumulative score trophies. One will be for those entering only folios with raw prints, thus honoring the original intent of the folio competition and one for those who also wish to enter modified prints in the open class, thus allowing

for some of the creative styles not possible with straight raw prints.

♦ **Summer Conference** -- Will be held in Kearney (note that this date is different from the published date in the last news letter. **July 17-19 IS THE CORRECT DATE**)

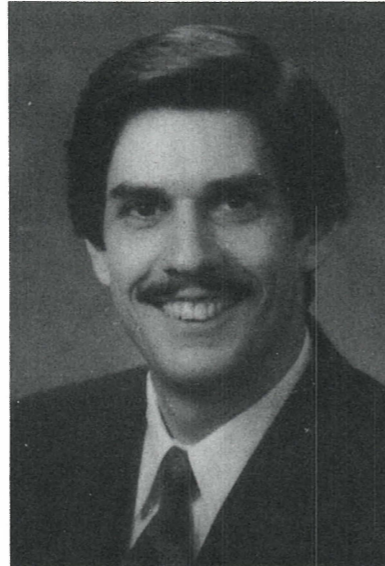
♦ **HOA** -- I attended the HOA board meeting November 8 in Kansas City. All is going well and it looks to be one of the best HOA conferences yet. Donella Penrod has gotten me a list of the judges and speaking talent and it looks great. The theme is Light and Shadow and the colors are Black and White with red accents (if you should care to follow the color theme for your banquet attire). Watch for more detailed information in the next newsletter. There will still be a swap shop, although they will not be accepting frames, albums, or folders and mats this year.

Membership Category Added -- After a great deal of discussion a motion was made to re-establish an Aspiring Photographer category to the list of membership options. The argument was made that we as an association need to have a way to reach those people who are just getting started in our profession and need a stepping stone to become better photographers, thus enabling them to make the move to becoming an active professional.

♦ **Horeis Resigns** -- Due to a recent change in their place of business and the need to devote more time to her family and business, Jayne Horeis submitted her letter of resignation from the PPN Board of directors. It was with great regret that I accepted her resignation. Jayne has always been a very hard working and devoted member of our association, and for the past two years of our board. Being a board member is a very time consuming responsibility and must not be taken lightly. There are tasks that need to be done promptly and in a timely manner, and to put it bluntly, it's like taking on another part time job with no pay. Jayne was always very conscientious

about completing her tasks and she will be missed.

♦ **Brun accepts board position** -- Eric Brun has accepted my invitation to assume the vacated board position left by Jayne Horeis. Eric will take over as Membership Chairman. I have the ut-



Meet our New Board Member

Director Eric Brun M.Photog., CPP
Eric, Carol and Jacob Brun moved to Omaha in 1991 when Eric purchased Lisle Ramsey Photography. Since 1991 Eric has been named to the Top Ten Photographers of Nebraska for six consecutive years. Eric has also received the Presidents Award, Kodak Gallery Award and the Fugi Masterpiece Award. Eric received his Certified Professional Photographer degree last year and his Master's Degree at New Orleans this summer. Eric has also served on the board of directors of the Professional Photographers of Greater Omaha and finished as president in 1997.

A word from the 1999 Winter Conference Chairman Dale Juranek F.Ph.

Well, I hope this article finds all of you wishing.....that you can't wait till January so you can get away for a break. What better place to spend it, than in Hastings at the Winter Conference! It will be great!

There has been a few changes that I want to let you know about. First of all we will have Sara Frances sharing ideas on "Profit from Post-production", this will be Saturday night at 8:00. Then there will be a "Biker Bash" on Sunday at 6:30 so put on your leathers and get down and dirty, be original. And Donnis Hueftle-Bullock will be hosting the Owners group.

Let me recap the Winter conference. **Sara Frances - "Profit from Postproduction", Kirk Voclair - Senior Photography, Jeffery Locklear - Weddings, Craig Schmidt - "Dispelling the MYTH".** Owners Group with **Donnis Hueftle-Bullock, Presentation & Packaging. Folio Competition. Trade Show, Awards and Lunch, Breakfast & Pajama party, Biker Bash, and Hospitality, WOW!** What a weekend. **All for 50 bucks.**

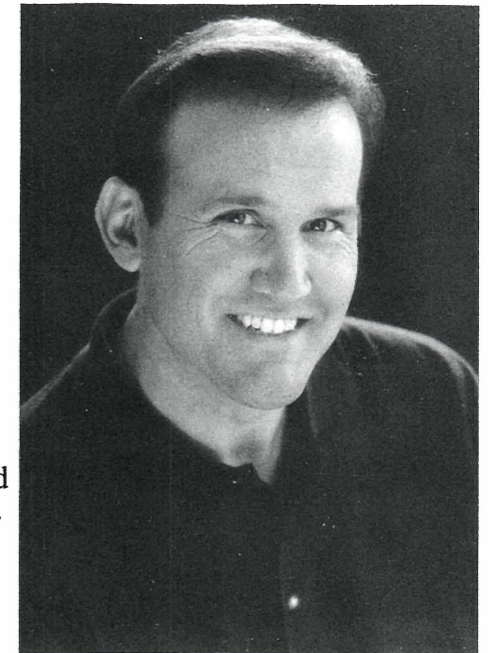
There will be prizes for the different pajamas worn at the breakfast on Sunday night. So be sure to get out your cutest pair of PJ's and try to win a prize. So far Fuji, H&H, Kodak and The Stock house have given us support so that we can bring you this kind of programming. Please support these sponsors and also tell them **Thank You** for helping the PPOfN.

See you in January..... Dale Juranek
Conference Chairman

Do It Now!

- 1) **Send in your registration**
(on back of this newsletter)
- 2) **Make your motel reservations**
(below)

**Winter Conference
Motel Registration and Rates
Holiday Inn - \$53.00 + tx.
Super 8 - \$47.00 + tx.
Reservations for both Motels
Call 888-905-1200**



My lab designed my
Price Lists, created
my Direct Mail Pieces &
Newspaper Ads, and
developed my new Studio Logo!

**can your
Lab?
do that?**

If not, too bad...
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"Profit from Postproduction"

"Expanding your Product Line by Promoting Cultural Heritage"

By Sara Frances, M.A., Master Photographic Craftsman
Associate of General Studies / Photography

The hardest problem you as a studio owner have, is getting people interested in photography, showing people that it is acceptable to buy portraits of themselves more often and that it is a "done thing" in the community. So documenting life style and family heritage is an important way to bring your good clients back into the studio again and again. She will show you a contemporary way to present your portraits to bring more enjoyment to your client over time as well as increase the referrals to the photographer.

Sara Frances will have examples of how to adapt these ideas for your clients, young or old, and give you several new marketable products.

Sara Frances enjoys unusual recognition for style in both commercial and art photography because of her arts background and eclectic approach to technique and alternative photographic media. She is a past winner of Kodak's Impact in Applied Photography award, and has been internationally published for images of erupting volcanoes and larger-than-life theater portraits. She is as equally at home with landscapes, faces and public relations, as she is venturesome into exotic photojournalism and unique three-dimensional photosculptures. She is in progress with a photo essay about the Days of the Dead customs in rural Mexico, photographed entirely with manipulated Polaroid. She is currently in publication with a book about black and white fine art wedding photography.

A professional photographer since 1972, Sara taught at the University of Colorado and lectures to colleges, international workshops, as well as classes in her studio. She holds an annual week long workshop with the Acapulco Art Workshops in Mexico and was featured last year in Jakarta, Indonesia for a full day Professional Photographers' Winona continuing education seminar. Three times a year she volunteers her time and studio for Winona accredited workshops on various subjects. She has developed a

special children's Polaroid workshop, suitable for 1st. through 6th. graders. She is active in Professional Photographers of America, Rocky Mountain PPA, Colorado Photographic Arts Center, of which she was a founding director, and Colorado Women's Chamber. Her background includes bachelor's and master's degrees in foreign languages, literature, theater and art criticism. Her style is the culmination of this training applied to innate perceptions and a self-taught eye. As photographer elect for the Geographic twenty five years ago under Tom Smith, she quickly discovered she preferred the freedom (and home life) of an independent studio owner, even though that meant competing in the fierce Denver market.

The Photo Mirage studio is a free-standing southwestern style building on two city lots of lush garden in an inner-city retailing enclave that has been in existence for over 100 years. Presentation is in the contemporary gallery manner, and patrons are welcome in the workrooms to help in the creation of individual photographic presentations. From time to time the gallery is used as an alternative arts venue to the benefit of local artists, both photographers and other media.

Sara bases her 27 year business record not on promotion or commercial ability, but almost entirely upon public perception of the added value that her different approach offers - her ability to draw from a background of international styles, her unusual techniques, imaginative quality of presentation, and insistence on "reinventing the wheel" for each piece of photographic art. Her emphasis on long term satisfaction has paid off in patron and peer recognition in both business and art.

Winter Conference
Program

Winter Conference
Program

Become The COOLEST Studio In Town With Senior Portraits

by Kirk Voclair M.Photos., Cr., CPP

This program centers on COOLNESS, or popularity, in the eyes of your seniors. Yes, seniors have an opinion, and if they don't think your studio is the COOLEST, then forget it, they won't come to you.

This program will help you look at your studio and your studio operations through the eyes of a 17 year old.

Covered topic are:

- ◆ New posing
- ◆ Backgrounds - Seamless to Satin, Muslin to Man Made
- ◆ Marketing Ideas - Free Mall and Radio Advertising
- ◆ How to get paid in advance for Senior portraits
- ◆ Open Your Mind to different perspective / Wide angle lenses for portraits

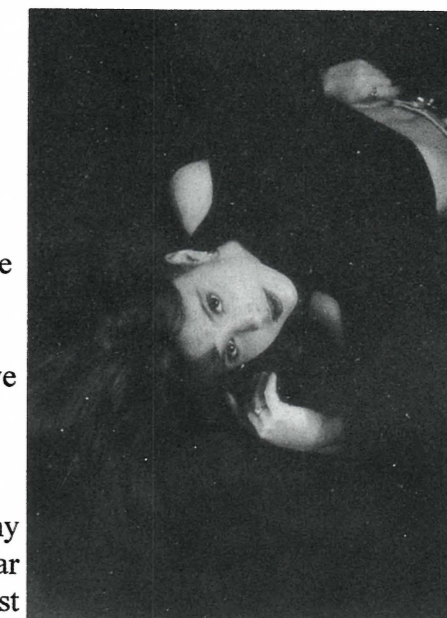
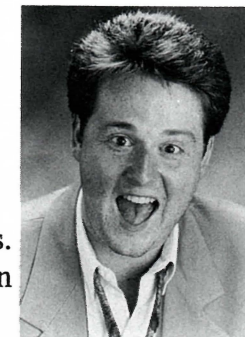
This is a fast paced, motivational program using slides and audience participation, along with door prizes, such as: a complete set of soft focus filters, a background painting kit, a glamour drape, and a set of vignettes. All of these door prizes are designed to help you realize that you don't have to spend large amounts of money on fancy gadgets to be "COOL" in the eyes of your seniors. **This is a must see program for anyone who photographs seniors or young people.**

Kirk Voclair was born on July 4, 1962. He has a love for photography that began when he got his first camera by saving box tops from a popular breakfast cereal when he was just 8 years old. He photographed his first wedding professionally at the age of only 15. He only charged \$100.

He learned the technical aspects of photography, marketing, and business by managing a camera store for 9 years.

Kirk opened Kirk Voclair Photography in April 1987. He then quickly grew into the areas' most creative and innovative photographer. He became a member of the PPA in 1988 and has hung photographs

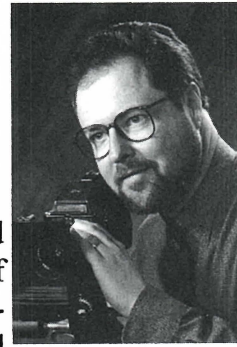
in both national, state, and regional competitions every year since. He has received countless awards, including Best of Show/Masters Division, Best CPP entry, numerous Fuji Masterpiece Award, etc. He has had several Photographs accepted into the Disney World Kodak EP-COT exhibit, and has had his work published nationally, in the Professional Photographer Magazine. He received his Certified Professional Photographer status in 1990. He received his Masters Degree from the PPA in July of 1994 and his Craftsman Degree in 1995. 2 weeks after his Masters Degree, he received his greatest award to date, his daughter Scarlet.



Winter Conference Program

Dispelling the "M-Y-T-H" of Professional Photography

by Craig Schmidt CPP



This program, applicable to all types of professional photography, will get the mind thinking by taking the combined elements of:

- (1) studio profitability,
- (2) your personality,
- (3) photography technique, as well as
- (4) the tools needed to create Great photographs.

Craig looks at each element separately, then illustrate how they are blended into your unique photography style. This is a great mind "joggle" that will help you assess your business and personal goals for a more rewarding life and profitable business.

Craig R. Schmidt CPP, strives for a high level of skill and mastery of the art and craft of photography. He presents a fun and thought provoking program that is exciting, educational and entertaining. Both personally and professionally, Craig has been involved in photography for decades. Before opening

his own studio in 1987, Craig had a background in many areas of broadcast communications, including TV production, video and still photography and broadcast management. His positions found him working for commercial and public television stations from the Twin Cities across the Dakotas and Montana and even into Denver, traveling as far as the Super Bowl in California. Craig has been taking photographs avidly in one form or another since 4th grade. Some of his Awards are: 1996 North Dakota Photographer of the Year, 4 Kodak Gallery Awards

3 Fuji Masterpiece Awards, North Dakota Gold Service Award, North Dakota Presidential Award, Regional Sweepstakes Award, North Dakota Top Wedding Photograph, Top State Commercial Photograph, Top Illustrative Print, Northern Light Judges Choice Award, North Dakota Merit Award, Regional Photo-

Winter Conference Trade Show

Just a quick note about the tradeshow at our upcoming Winter Conference, which will be held in the Holiday Inn Holidome on Sunday, January 17. The following vendors will be there to show you what is new and visit with you about your upcoming needs, whether it is buying that new piece of equipment, adding new product lines you would like to offer, restocking supplies, or wanting to talk to your lab. Maybe you want to get the scoop on a brand new film that is on the market. Please support those companies and individuals that support our organization.

- Fuji - Ken Easton
- General Products / Hartcraft Frames - Jim Filpot
- House of Wood - Don Fendrick
- McKenna Professional Imaging - Scott Coran
- Nutrition for Life -Donnis Hueftle-Bullock & Betty June Ediger
- Kodak - Debbie Faye
- Perfection Distributing - Richard Harding
- Photogenic Machine Company - Jerry Mauer
- Rockbrook Camera - Chuck Fortina
- Supra Color Labs - Linda Corns
- The Stock House - Mark Higgins

This one is going to be fun . . . see you there!
Monte Evans

From
My House
To Your House

The House of Wood
Wishes You and Yours
a Merry Christmas
and a Happy New Year!

(Thank You For Your Business)

* The *
* House of Wood *
* 818 Wood St. • Norfolk, NE 68701 *
* 402-371-3974 *
* The Statuette Man *

PP of N Scholarship Information

by Rami Manhas, scholarship chairman

Both the PPN scholarship and the Jim and Sylvia Frieze scholarship will be awarded by application. PLEASE take time to apply! *The application form is on page 11. It is perforated so that you may remove it, with out damaging your copy of the newsletter.*

The PPN \$500.00 Scholarship

PPofN offers a scholarship to the membership each year. The scholarship in the amount of \$500.00 may be used to attend a PPA affiliate school of their choice e.g.: MAIPP, Kansas, Winona etc.

It is surprising how few people apply for it! A newcomer or an old hand, surely can get an education at a formal level that is hard to get at seminars or from reading articles. Talk to any one who has made use of one of these scholarships to attend MAIPP or any of the other schools and they will tell you not only about the education but also the life long friends they have made with people from all over the country.

The Jim and Sylvia Frieze "Learning Experience" Scholarship.

Jim Frieze: *"Continued Education is a VITAL entity to the future of photography. Our education never ends and we have been fortunate to have so many wonderful mentors ourselves therefore, Sylvia and I wish to remind all our PPofN friends to never stop learning. With the Learning Experience Scholarship, we give back a small token of our appreciation for what we have in our hearts and minds that we have received from others by providing annually a \$200.00 scholarship. Our hope is that the members of PPofN take advantage of the talent within our state."*

The basic concept involves a two day, one on one learning experience with a Degree member of the PPof N. This sponsored experience would take place at a mutually agreeable time and place during the winter or spring and the instructor / mentor donates their time. The Frieze's will sponsor the program by paying \$200.00 toward the travel and lodging expenses of the recipient or the mentor, if the mentor travels to the recipients studio. A selection will be based on need (monetary and photographic). Listed below are some of the mentors and their areas of expertise.

Steve Abbott - Available light, Weddings, Families, Seniors

Eric Brun - The complete wedding business

Jim Dingwell - Weddings, Families, Seniors

Rosco Dupree - Studio Portraiture

Roger Elrod - Families, Weddings, Portraits

Virginia Elrod - Print work (artist), Business

Richard Evans - Seniors, Weddings, On Location

Dave Fowler - Seniors, Families, Children

Jim Frieze - Weddings, Families, Seniors

Sylvia Frieze - Print Enhancement (artist)

Patty Giest - On location, Seniors with a different

approach, Commercial

Tom Goc - Families, Seniors, Outdoor Illustrative, Black and White

Holly Howe - Business, Marketing and Promotions

Keith Howe - Seniors, Weddings, Developing an Outdoor park, Children, Basics, Print Competition

Bill Jammer - Children, Portraiture

Tammy Linner - Print work (artist)

J. Michael McBride - Natural Light, On Location

Don Milroy - Digital, Studio Portraiture

Donella Penrod - Business, Restoration, Print Enhancement

Tina Marie Vance - Children Black and White

Robert Wilken - Digital, Children



Kodak \$500 Scholarship

Kodak will be awarding a \$500 scholarship to a PPN member at Winter Conference. This scholarship is good for use at any PPA approved school, of your choice. The board decided to award this scholarship by drawing so that everyone could have a chance to win. You will have an opportunity to submit your name at the registration desk at Winter Conference or see Rami Manhas for an registration form (please enter only if you intend to use the scholarship if you are the recipient).

I challenge each and every one of you to apply for these scholarships!

The scholarships are awarded through an application process and only those completing and returning the application form by the published deadline are eligible. All applications are read and discussed by the judges. It is awarded based on the merits of the application. An alternate applicant is chosen in case the first person selected has a conflict and cannot use it.

If you have any questions please contact me at (402) 643-2934 **Rami.**

Scholarship Application Form

This is a multi-purpose application form, please indicate which scholarships you wish to apply for, complete and return to: Rami Manhas, PPN scholarship chair., 430 Seward St., Seward, NE 68434. Postmarked by January 9th. 1998.

The board of directors of the Professional Photographers of Nebraska have announced the availability of one scholarship to the PPA affiliated school or the recipients choice. The scholarship will cover registration and expenses up to the amount of \$500.00. The scholarship must be used within one calendar year of it's receipt, and is not transferable to another individual. It has no cash value. All members of the Professional Photographers of Nebraska are eligible to apply with the exception of those who have been awarded a scholarship through the PPN within the past three years.

The Jim and Sylvia Frieze "Learning Experience" Scholarship. This is for \$200.00 towards the expenses for the recipient to travel to and shadow the mentor of their choice from the list of approved mentors within the state. Applicants must be a Professional Photographer of Nebraska member in good standing.

Name _____, Home Address _____

City _____, ST _____ ZIP _____

Employed by: _____ Job Position _____

City _____, ST _____ ZIP _____ Business Phone _____

Do you consider your employment in photography to be (circle one):

Full Time. Part Time, under 20 hrs/wk, Temporary

Are you a member of: PPN? _____, How long? _____, PPA? _____, How long? _____

If a PPA member, which group? () Portrait () Commercial () Art-Tech () Electronic Imaging

Have you received any Fellowship Degrees or awards from PPN? _____ IF yes please give name and date of last degree/award received. _____

Have you received any merits, awards or degrees from PPA? _____ If yes please give name and date of last degree/award/merit received. _____

If you are applying for the Jim and Sylvia Frieze scholarship, what subject do you wish to study or who do you wish to study with? _____

Are you planning to further your advancement in photography, art-tech or electronic imaging and to receive a degree from PPN and/or PPA? _____ Comments: _____

over

In your own words, indicate your reasons for applying for this scholarship (This is the determining information for the scholarship committee. You may use a separate sheet of paper for this part if you wish **but be sure to indicate which scholarship the article is for.**)

PPN Scholarship:

Jim and Sylvia Frieze "Learning Experience" Scholarship:

In applying for this scholarship, I hereby state that I am a member of the Professional Photographers of Nebraska in good standing. I understand that this may be only a partial tuition and that I am responsible to pay the balance of my expenses and transportation to and from the school.

Date _____ **Applicant's Signature** _____

FOR OFFICE USE ONLY

Date application was received _____ Postmarked _____ Filed _____

Application : Approved _____ Denied _____ Date _____

USE BELOW WHEN APPLICANT IS AWARDED SCHOLARSHIP

Award on _____ Notified on _____ Accepted _____ Denied _____

To be used at: _____

Tear along perforation

Winter Conference Schedule

Dale Juranek Chairman

January 16th. - 18th. 1999

Saturday January 16th.

7:00 - 8:00 Registration open (courtyard)
ART LEATHER → 8:00 - 10:00 Sara Frances - Profit from Post Production (terrace)
 10:00 - Close Hospitality room (Rm 128)

Sunday January 17th.

A.M. 9:00 Registration open (courtyard)
 9:30 Trade show opens (poolside)
Professional → 10:00 - 12:00 Kirk Voclain - Become the COOLEST ... (rockbrook)
 11:00 - 12:00 Trade show closed - suppliers lunch
 P.M. 12:00 - 1:30 Lunch in Trade Show (poolside)
 1:30 - 3:00 Kirk Voclain continues (rockbrook)
The Stock House → 3:30 - 4:00 Break in the Trade Show (poolside)
 4:00 - 6:00 Kirk Voclain continues (rockbrook)
 5:00 Trade show Closes
 6:30 - 8:30 Social Hours (poolside) theme "Biker Bash"
 8:30 Folio Judging (terrace)
 8:30 - 11:00 Owners Group - Donnis Hueftle-Bullock (sun room)
 8:30 - 11:00 Hospitality room (Rm 128)
 11:00 Breakfast / pajama party - included in Reg. Fee (clocktower)
 11:30 - Close Hospitality room (Rm 128)

Monday January 18th.

A.M. 8:00 - 9:45 Craig Schmidt - Dispelling the "MYTH" (terrace)
 9:45 - 10:00 Break (foyer)
Professional → 10:00 - 12:00 Jeff Locklear - Alternative Locations, Wedding ... (rockbrook)
 P.M. 12:00 - 1:30 Awards Luncheon - included in reg. fee (clocktower)
 1:00 Check out of Room
 1:30 - 3:30 Jeff Locklear - continues (rockbrook)
 3:00 Conference ends (drive safely & thanks for coming)

Prez Says "I AM GUILTY"!

A COUPLE OF YEARS AGO I DIDN'T TAKE THE TIME AND PUT FORTH THE EFFORT TO ENTER THE PPN FOLIO COMPETITION.

It's an excellent opportunity to learn and compete with others in our profession, but last year we had one of the poorest turnouts since it began. I don't know what the circumstances were that contributed to the low number of entries, but I am hoping that it was due to some strange cosmic event that prohibited folio suppliers from distributing to PPN members.

(In my case that wasn't the problem, I was just too lazy to do it).

Sure I made excuses to myself about how busy I was and how the deadline just snuck up on me, but when it comes right down to it, I simply didn't make the time to do it. There were fewer than 20 cases last year!

"THE GOAL IS 35 CASES THIS YEAR"

Here is my challenge to you! Even if you haven't gone out and shot something for competition, pick out 8 proofs from 4 of your favorite sessions this past year and enter. Or better yet challenge yourself to take one hour this week and do a session especially for you. Try something new or photograph something you have always wanted to but haven't taken the time to do. It's a great way to learn or get out of a rut and have fun being creative again! I'm looking forward to seeing what you come up with. **Tom Goc**

Winter Conference Program

Folio Competition Changes

by Warren Johnson CPP - Print Chairman

Note these changes to the enclosed folio rules

A couple of changes will be in effect this year. First, we are returning to a scored judging system using PPN's new judging machines. Second, we have changed the ranking methods. We will have a first place winner for entrants who do not wish to participate in the open class, and a first place winner for those who do wish to enter open class folios. This is based on cumulative score from all four folios. **Look for the complete rules and entry forms for the 1999 folio competition in this "News & Views".**

Nebraskans On The Road

This new column is devoted to recognizing those members who continue to share their experiences and expertise with other photographers. If you, or someone you know, is going to be or has recently given a program and / or judged for another group, or is going to have an article published in a national trade magazine, drop a press release to me. This is the only way I can know about it and get it published. Keith Howe - 401 West 5th - North Platte, NE 69101

Eric Brun was one of three people on a panel to present "Maximizing Your Off Peak Time" to IPPG in St. Louis on Oct 25th '98.

Keith Howe Had an article on creating sunsets published in the Nov/Dec issue of INFOTO magazine.

Tom and Sue Wandel "Weddings the Wandel Way" to the Stanislaus PPA & PP of Sacramento Valley, both in California Oct. 22 & 23rd '98

"TIPS TO HELP YOU PRODUCE A SUCCESSFUL COMPETITION PRINT"

by Roger Elrod M.Photog., Cr., D.F.Ph.
 We are Sorry but Part 2 will be in the next issue to allow for updating article.

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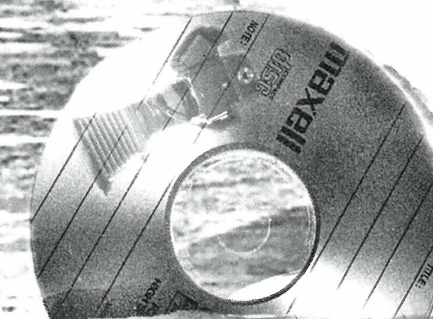
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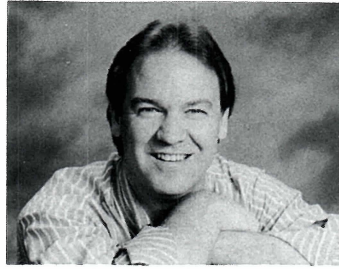
Rami Manhas CPP
 430 Seward Street
 Seward NE 68434



Negative

input

output



ALTERNATIVE LOCATIONS FOR WEDDING PHOTOGRAPHY

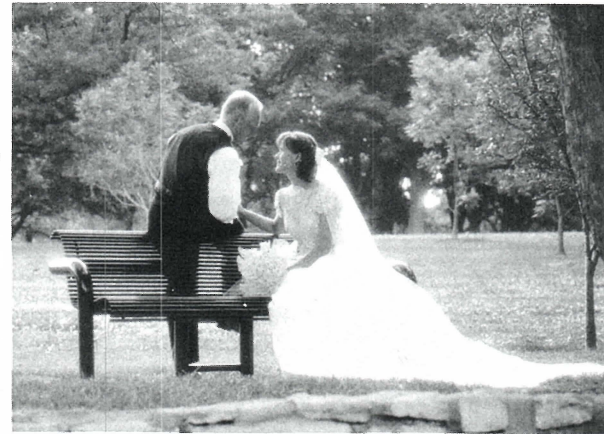
by Jeff Locklear M. Photog., Cr., CPP

Winter Conference Program

By using "Alternative Locations" your wedding photography will take on a new more contemporary look. Your clients will enjoy this relaxed style of photography. There are only three shots that need to be done on the altar. All the rest can be done in other locations such as in the home, reception site, a hotel, outdoors, along with different spots in the church. Some of this photography can be done a few days before the wedding or after the bride and groom return from their honeymoon.

Topics he will discuss are:

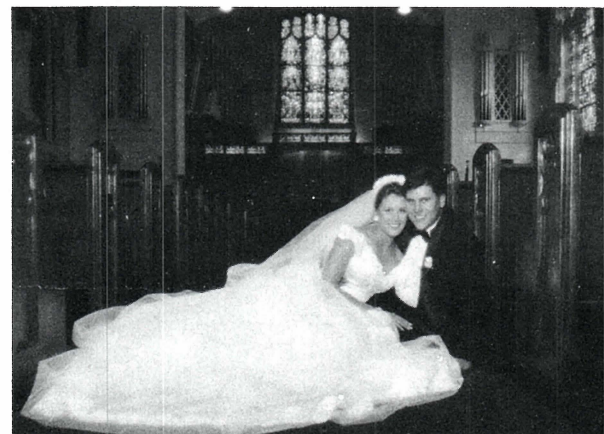
- A. Examples of Alternative Locations.
- B. How to shoot in these different environments.
- C. Equipment used and why.
- D. How to sell this style of photography.



Jeff Locklear has been involved with some aspect of the photographic industry since 1977, starting with basic portraiture and scenic landscapes. Taking a detour from his beginnings, Jeff served as plant manager for a commercial color lab in the Kansas City area for 4 years. During this time he obtained invaluable information in processing and printing. In 1984 he left the color lab and opened a portrait studio, specializing in wedding photography. Since joining the PPA in 1989, Jeff has received numerous local and state awards for his portrait and wedding photography.



His accolades include 4 Kodak Gallery Awards, 4 Fuji Masterpiece Awards, 3 Loan Collection Prints, and 3 Loan Collection wedding albums. He was also named Kansas Photographer of the Year in 1992, 1994 and 1998. Jeff has also been in the Kansas Top Ten Photographers eight years in a row. In 1994 he won first place in the prestigious Brides Choice wedding album competition.



Marketing in the "Big City"

By Jim Dingwell Cr. Photog., DSD

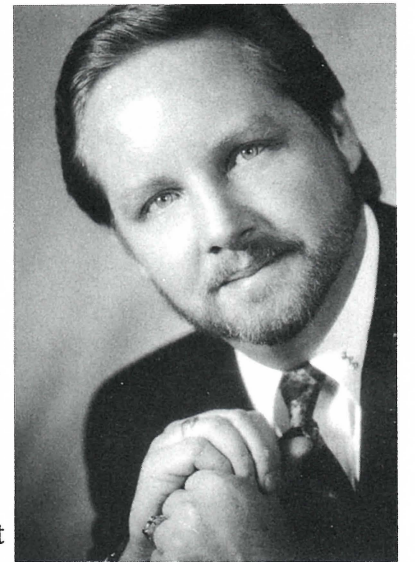
Your "News & Views" editor has asked me to provide some insight regarding marketing in a "large metro area". I suspect that many things in terms of marketing are universal. According to Webster's New World Dictionary, "marketing" is, among other things, "an opportunity to supply goods or services". For me, marketing is a complete package of things, which include: specialization, promotions, advertising, reputation and image. regardless of where you live or do business, marketing essentially comes down to creating a demand for you services and selling those services at a profit. Marketing is a long - term project and begins with establishing a **reputation** and an **image**. I have chosen not to try and photograph anything and everything simply to create cash flow but to specialize in just a few areas that are profitable and establishing a reputation for quality and service. Our "marketing" is primarily for our specialties i.e., wedding, seniors, and families. Our marketing dollars go primarily to the things that I have found to be most effective which are **Yellow Pages, Studio and Mall Displays and Direct Mail**.

While the city does offer some advantages over smaller towns, such as, a larger target audience, and more available media; there is also a downside, namely, more competition, and more expensive media. The Lincoln Yellow Pages currently lists 38 photography studios and at least 8 department store, discount store, and one-hour studios. There are also countless part-timers and freelancers. Granted, we do have approximately 200 - 250 thousand people in the immediate trade area, but, per capita, the number of competitors is very high. Another factor is the quality of competition. Generally in the smaller towns, there may be one or two really good photographers, who get most of the business, and several of lesser ability. In the Lincoln area, there are at least 8 or 10 great photographers, another 8 or 10 that compete strongly and most of the others are still doing "pretty good work". A city of the size of Lincoln offers many ways to reach the mass market such as TV, radio, newspapers, billboards, etc., but those things are very expensive. A very limited TV or radio schedule could cost several thousand dollars and a newspaper ad, that might cost \$25 - \$30 in a small weekly news-

paper, could cost \$250 - \$300 for one day here. Over the years I have tried nearly every promotion imaginable. Due to the number of competitors, quality of competition, and cost of advertising, profitable "special promotions" are very difficult to run successfully.

For many years we tracked every inquiry that we received and 35 - 40% of those inquiries came from the Yellow Pages. Depending on your trade area, Yellow Pages can be expensive, but with those numbers, I consider it a good investment. A recent study showed that 40% of the people who use the Yellow Pages do not have a specific business name in mind, only the service or product that they are in the market for. Accordingly, it appears to me, that if you are not in the Yellow Pages, you may be missing out on a large number of potential new clients. Regardless of the size of ad you buy, your message needs to be clear, uncluttered, and separate you from the pack. Give these people a reason to call you instead of your competition because either you are a children's portrait specialist, you offer free consultations, you are affordable, etc.

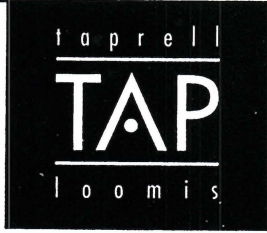
Approximately another 40% of our inquiries come from referrals or repeat clients so obviously it remains important to focus on our reputation and image, "quality and service". Although we generally don't pursue new clients with "advertised promotions", we do run "in house" promotions with the use of direct mail to our client mailing list. Most of our direct mail offers consist of a thank you and a special offer on future sessions or possibly a simple reminder that now is the perfect time to schedule your holiday portrait session or to order holiday greeting cards, etc. We also use direct mail for special promotions such as a frame sale or to offer discounted display prints for sale. Our direct mail is a great marketing tool simply because it is targeted primarily to the people who already know us and it's use could



cont. from pg. 16

easily be expanded for seasonal promotion such as Valentine Day, Mothers Day, Fathers Day, etc. As you feel you can afford it, consider using things like repetitive newspaper ads, radio, TV, and billboards to help establish "name awareness" and "image". While I consider these things to be too expensive for special promotions, they will keep your name in front of the public and "plant the seed" for when they are ready to search out a photographer, hopefully when they are ready to spend big dollars on your "specialties". Finally, get involved in your community. You will gain great exposure and contacts. You will also feel good about "giving back to your community".

Jim Dingwell, Cr. Photog., DSD. began his photography career working part-time in a Lincoln photography studio in 1967 and has operated Jim Dingwell Photography & Framing for well over 20 years. Jim has been active in the PPN for many years, is a past president, and currently serves as PPN Ethics Committee Chairman. In January of 1998, Jim became the first PPN member to receive the Diamond Service Degree.



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The Beauty is in the Balance!!

Part 3 by Michael Dwyer S.S.D.

"Small business in the United States simply don't work, the people who own them do."
Michael Gerber - *The E-Myth*

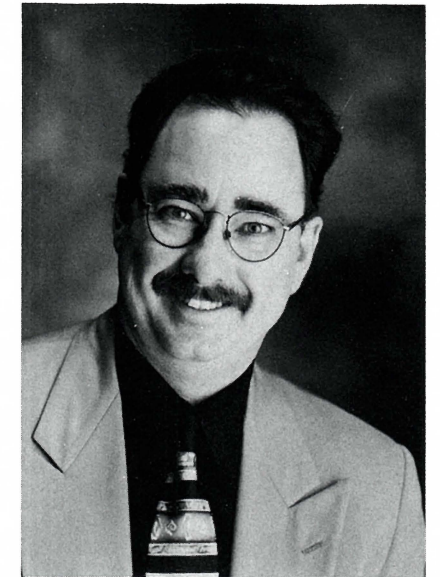
Webster defines **Balance** as the sum, equilibrium, stability and defines **Success** as the favorable termination of some enterprise. To continue from last months thoughts, balanced success might be defined as; **an enterprise created with equilibrium and stability to a favorable termination.** Now if there's anybody still reading lets assume you can live with that definition. Remember you get to decide what's favorable - a good retirement, time with the kids, great friends, money, titles - WHATEVER. The difference between this and other definitions of success is the inclusion of 'equilibrium and stability' and 'to termination'.

Equilibrium and stability simply allows you to continue to play the game! Frankly most of us are right brained enough that we just don't execute very well!! How many successful photographers with all the medals in the world are struggling to pay their bills? How many young photographers in our association are looking to them as a model for creating their future? Perhaps we ought to be as interested in a speakers business plan as we are in their ribbons. Please don't misunderstand my point. Print competition is a wonderful challenge and a great learning experience but it's only 1 part of the picture. Being able to create those kind of images **DAILY** is

key. Portrait clients have so many more choices now than just a few years ago. Not only for the creation but also for the printing of the photographs. They are also more fickle. If we screw it up they'll simply go somewhere else.

Favorable termination challenges us to look at a bigger, **long-term** picture. For a moment close your eyes and imagine yourself at 65. Look around you. What do you see? Nice house? Grandkids around? How's the money? What about your studio? Did it survive? Who's is it? Did you sell it or did you just have a sale and close the doors? Now turn the image from what you think it will be to **what you want it to be.** Do all the exercises, make all the lists, paint the pictures for your mind and then ask yourself if **balance** wasn't important. Can you build a business that will outlast you or at least support you in your retirement without **all the pieces?** Do you want all the years of blood sweat and tears to end in an auction and a for sale sign? **Will what you have created matter?** Can you in-fact survive with-out **Balance?**

My challenge for our studio and all of us in this industry is work on the whole package!! Continue to hone your photography and marketing skills but in addition recognize that those alone won't guarantee you success. In the next millennium we will need to be a complete business person. One who can offer



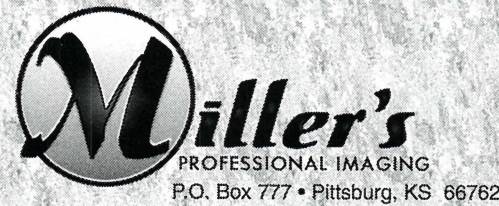
an exceptional product consistently, super service which requires great systems and personnel management, market and sell your product well **and** demonstrate the financial savvy necessary to succeed and grow. The challenges are incredible but so are the opportunities!! Good Luck!!

Keep In Touch,
Michael Dwyer

Next month; Going Digital!

Michael Dwyer is an accomplished photographer, videographer, AV producer, digital imager and president and chief bean of MDP Inc. MDP operates 2 photography studios with a staff of 6, photographing 800 high quality sessions a year. Mike was in the PPN Top Ten in 1998.

Photo credits include: Christian rock artist Amy Grant, Steven Curtis Chapman, 1998 Fed. Ex. Orange Bowl. Michael is also a national registered EMT-AD and serves as Emergency Management Director for Washington County in his "spare" time.



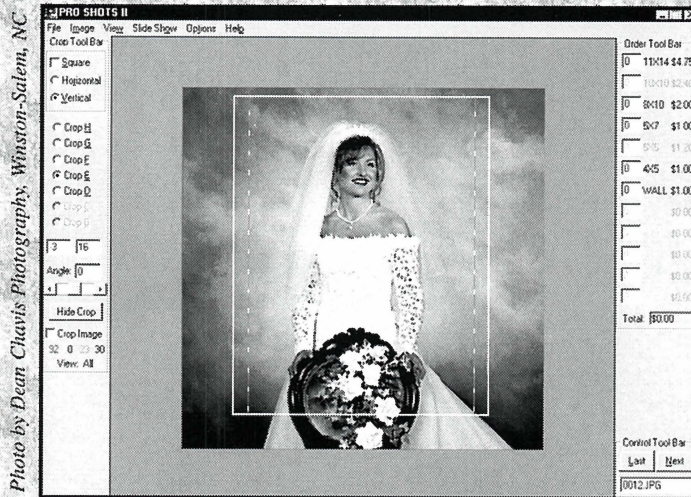
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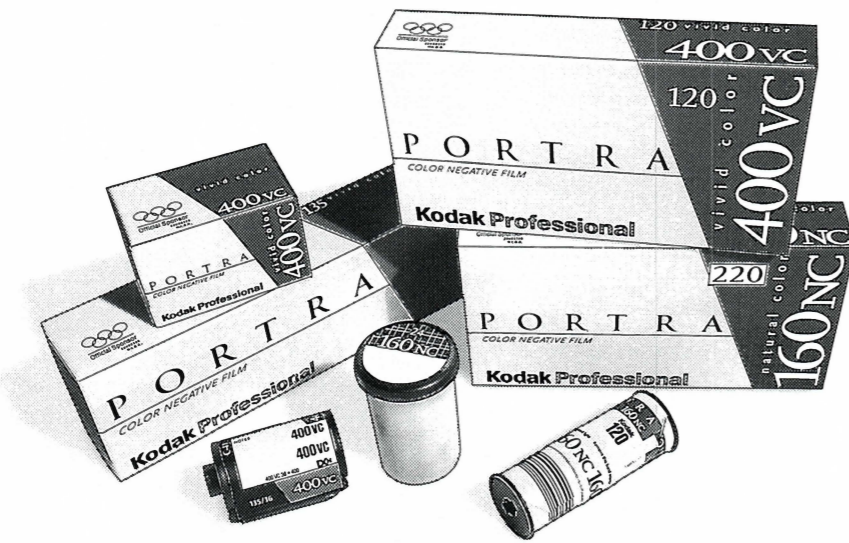


(Actual computer screen)

Photo by Dean Chavis Photography, Winston-Salem, NC

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Everything You Wanted To Know But Were Afraid To Ask

by Keith Howe M.Photog., Cr., D.F.Ph.

- ◆ This article is for our newer members. It originates from a conversation I had with a member at national convention a couple of years ago.
- ◆ **How do I determine the working speed (ASA, ISO) of my film?** That is something that everyone determines for themselves related to their meter. Set up the situation (I will use outdoor for this example) place your subject in the shade. Your light meter should be set at the film's listed ISO for this test. Have the subject hold a Grey card and color chart, if you have one, as well as a note card stating what the exposure was used as well as what the meter said was correct (example - meter 1/60 F8 - exposed 1/60 F8). Make your exposures doing a "Ring Around" or "Bracketing" system, using the above meter setting as my example of exposures (1/60sec. for ea., F 5.6, F5.6&1/2, F8, F8&1/2, F11) gives you five exposures with 1/2 stop increments. Send in your film for processing and make a note on the lab invoice that it is an exposure test, some labs discount these test. By having the exposure info on the card in the photograph, when you see the print quality you like, you can remember what the exposure was compared to your meter. ALL meters differ a little, by doing this for your meter you can determine what is right for you, GETS YOU THE LOOK YOU LIKE! Then set your meter ISO to the setting that was represented in your test prints.
- ◆ **I hear speakers say "drag the shutter", what do they mean?** This is used when mixing electronic flash (strobe) with existing or daylight. Because strobes are a burst of light at a given intensity, say F8, and the only shutter speed requirement is that some cameras have a maximum shutter speed you can use for sync with a strobe (ex. 1/60 or 1/90). Dragging the shutter refers to using a slow shutter speed to match to the available light of the situation. Lets take a group at the altar as an example, the available light meters at 1/15 F8, If I am using strobes set for F8 and use 1/60 shutter speed the background is underexposed 2 stops - goes dark, by "dragging the shutter" to 1/15th of a sec. at F8, I am still properly exposing the subjects with the strobes but I also lightened the background with the shutter speed. The reason for this is to control the background so the subject remains the center of interest and doesn't blend into the background or have the background dominate the print.
- ◆ **How do I control backgrounds with flash outdoors?** This is somewhat similar to the last question. You can darken a background or control a bad light situation by using fill flash out doors. However your equipment has to have the ability to sync at faster shutter speeds. If the light on the subject is at 1/125 F8 and there are pockets under the eyes. You could set your fill flash at F5.6 and subtly lift the eyes with min. shadow lines. If the background is too light out side with the same meter situation, you could set the camera at 1/250 f8 and the strobe at F8, this would

darken the background 1 stop. Note if you try to go too far it will look like a snapshot with sharp strobe shadow lines.

- ◆ **What is the difference between the Main light and the Key light?** None, it is just a case of different people using their choice of a terminology.
- ◆ **What is meant by "flat light"?** When there is an equal amount of light on both sides of the face (such as when using a single light source from camera angle). This gives a very flat round look to the face tending to look 2 dimensional instead of 3 dimensional.
- ◆ **What is a Rembrant Light?** This is considered to be the most flattering lighting pattern for most (not all) people. You create it with your main light about 45degrees to the side and some what higher (still keeping a catch light in the eye) so that the nose throws a triangle shaped shadow down and toward the cheek, while the fill light is near the camera angle.
- ◆ **How do I get a light ratio?** This is done by making the fill light be your base exposure and the main light being aprox (varies by what ratio you want to have) 1 stop brighter than the fill light. When using a lighting pattern like the Rembrant you will get a ratio of 3 to 1 highlight to shadow.
- ◆ **What is a "Soft Light"?** Soft light refers to how defined the shadow edge is. When you use a small light source at a distance to the subject you get a very sharp or "harsh" specular light. when you use a larger light source at the same distance to the subject, you get a softer more flattering light. Softness is based on size of light vs distance to subject. For example a 16" parabolic light is generally considered a sharper more specular light for portraits, however if you bring that same parabolic in real close to the subject it can be fairly soft.
- ◆ **How do I control distortion on a portrait?** You control distortion by lens choice. For a head and shoulders portrait, generally a medium telephoto lens is best (150mm - 180mm for most 120 cameras). shorter lenses can be unique but you have to use the distortion creatively.
- ◆ **What is a Vignetter used for?** This is used to control the eye, subtly. Generally they soften and darken the edge of the photograph in med. - low key photography and soften and lighten on high key photography. Do not over do vignetting as you will get a keyhole look.

If I didn't happen to list one of your questions please give me a call and I'll do my best to answer it. Do not feel that it's a dumb question, there is only one dumb question and that is an unasked question. One of the neat things about being a member of our association is each one of us has the ability to share what we know with others and in the process we often learn something new ourselves. If you have a question at an event, ask someone else, if they can't answer it they will probably find someone who can. For those who read all the way to the end of this artical, thanks for letting me bend your ear. Keith

PPN Classified Ads

I have **FOR SALE** the following Norman lighting equipment:

Retail Price - Selling Price	
1 - P808 Norman Power Supply	
w/4 - LH500 heads	\$1,395 \$695
4 - 25' extension cables	\$ 69 ea \$ 35 ea
3 - R9124 blowers	\$ 108 ea \$ 54 ea
3 - grid cans	\$ 79 ea \$ 40 ea
2 - 40 degree grids	\$ 30 ea \$ 15 ea
4 - 5DL reflectors	\$ 34 ea \$ 17 ea
1 - RP1 diffusion dome	\$ 35 \$ 17
2 - FFH5 filter frame holders	\$ 37 ea \$ 19 ea
3 - Filter holders	\$ 25 ea \$ 12 ea
1 - BD45 barn door	\$ 65 \$ 33
1 - 5BP background reflector	\$ 82 \$ 41

Very truly yours, Dave Fowler
308-284-6471 email:fowler@megavision.com

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2 - Fuji GA 645 Pro Cameras \$850. ea. Excellent condition
1 - Calcu Flash Digital Flash Meter \$100.
1 - Minolta Auto 3 Meter \$200.
Contact Loren Winkelbauer
402-462-4171

Wanted Photographer to assume majority of the wedding and portrait sessions. Contact Mike Senior 402-564-5203 or send Resume to 1551 23rd. Ave. Columbus NE 68601



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HOA REBATE

The PPN Board of Directors has once again approved a rebate of \$20.00 off your 1999 membership dues. This rebate will come in the form of a voucher which can be used when you register to attend the 1999 Heart of America Conference. To qualify your 1999 dues must be postmarked **before** January 1st, 1999. There will be no exceptions.

Active, associate, aspiring and colleague members will be eligible for this benefit. You will receive a voucher if your dues are paid **before** January 1st, 1999. Enclose this voucher when you register for HOA and receive \$20.00 off the registration fee.

HOA is in Kansas City again this year at the Park Place Hotel and Convention Center
April 10 - 14, 1999

Winter Conference Hastings Motel Registration and Rates

Holiday Inn - \$53.00 + tx.
Super 8 - \$47.00 + tx.

Reservations for both Motels
888-905-1200

CALL NOW!

ATTENTION !!

Things to do NOW!

- 1st. - - Pay Your PPN DUES - Save \$20.00 details on pg. 23
- 2nd. - - - Register for Winter Conference - form on pg. 23
- 3rd. - - - Make Your Room Reservations
for Winter Conference - - details pg. 23
- 4th. - - - Prepare your Folios For Competition!!!
- 5th. - - - Apply for a Scholarship - Anyone can win and it might as well be you. - - details pgs 10-12

PPN Winter Conference Registration

January 17 - 18, 1999

Holiday Inn

Hastings, NE

Pre-Registration must be postmarked by January 4th, 1998

Absolutely no phone registrations, please!

Remember to pay your PPN Dues (postmarked by Jan 1, 1998) to qualify for the \$20. rebate on your HOA registration!!!!

Mail to: PPN Registration
Eric Brun
P.O. Box 24438
Omaha, NE 68124

Studio _____
Address _____
City _____ St. _____ Zip _____
Phone _____ - _____ - _____

Pre-Registration — — — — \$50. per person
At The Door Registration — \$65. per person

NAME JOB DESCRIPTION

AMOUNT

1st Person from Studio	
Additional from studio	
Additional from studio	
Additional from studio	

TOTAL ENCLOSED

OFFICIAL USE ONLY

Postmark OK - or additional due \$ _____
 PPN Member Badge Ribbon Packet Checked Spouse of Active Speaker

Refunds: PPN policy allows for 50% of your un-used pre-registration fee to be refunded by putting your request in writing to membership chairperson.

PPN News and Views
Keith Howe Editor
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