

Professional Photographers of Nebraska

August 2005

Our website: www.ppfhn.org

Issue 1



News & Views



Ann Monteith

Featured Speaker

Fall Conference

October 22-24

Grand Island, NE



Plus Eight More Top Speakers!

Professional Photographers of Nebraska Officers and Board of Directors

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M. Photog., CPP,
A.F.Ph.

2004-2007

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2005-2008

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2003-2006

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Ast. Print Chair
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Trade Show/
Sergeant at Arms

Houska_Matt@yahoo.com

Director- Jessica Pfeifer

2005-2008

340 W Eagle
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Props & Models
Chair
Photography Chair

Jessica@mdpinc.com

Past President- Eric Brun

CPP, M. Photog.,
Cr., A.I.E., F.Ph.

2003-2006

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Deadline for next Issue August 10, 2005

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PPA Councilman	Roscoe DuPree	402-493-9292
Historian.....	Tom Sterba	402-551-3456

Dates To Remember

Be sure to mark these dates in your appointment book now so you don't miss an important upcoming event.

Board Meeting .. Aug. 8, 2005 - Grand Island

Fall Conference .. October 22-24th, 2005
Grand Island, NE (All day Saturday)

Board Meeting .. Nov. 14, 2005 -Grand Island

PPA National .. Jan. 22-24, 2006 Austin, TX

PPN Winter Conference .. Jan. 28-30, 2006
Grand Island, NE

Board Meeting .. Feb. 20, 2006 - TBA

Heart of America .. March 31-April 5th, 2006
Omaha, NE

Annual Board Meeting .. April 23-24, 2006
Financial information about the Professional Photographers of Nebraska, Inc., is always available for your review. Simply contact any board member listed above

From the President

Shutterbugs are busy as bees

Another busy season is upon us and it seems like we run out of day before we run out of things to get done, somehow though we do get it done (less sleep I think, we can do that later).

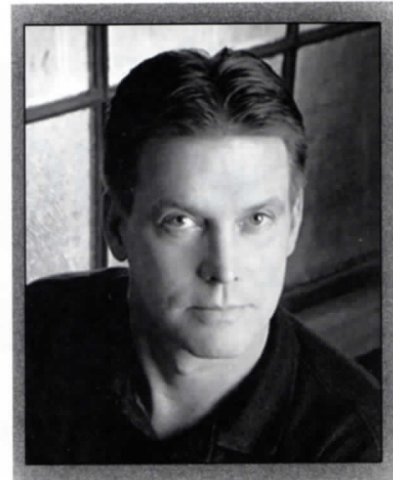
I would like to welcome our new board members, Jessica Pfeifer and Matt Houska. Sandi Abbott will also become our new Fellowship Rep. (I would like to thank Teri Funk for the great job she did as Fellowship Rep. before joining the PPN board of Directors). They are going to be a great assets to the PPN. They along with our other committee chairman are going to be contacting our members to help out at upcoming conferences. It is a great way to get involved and meet other members, plus its just fun. So please give it some consideration when they call. If you know you would like to help you can contact me or any board member now.

Steve Miller has put together a great Fall Conference line up (Oct 22-24 in Grand Island NE.). Saturday we will start off with the current Professional Photographers of America President Ann Monteith, she will be speaking on business. We will end on Monday with the upcoming PPA President Michael Taylor, Michael will show how to capture images that tell a story. Saturday night we have Dave Watt, Jeff Johnson and Michael Franz. On Sunday we have lined up Fred Taylor, Steve Attig, Donella Penrod and Robert Wilken. These programs have something for EVERYBODY in your studio. So don't miss out on some great talent and a chance to recharge your battery.

Our Winter Conference is go to be in Grand Island January 28-30. Eric Brun is working on firming up talent and the complete information will be in our next newsletter.

I had the honor of being invited to attend the Heart of America Board meeting June 12-13 in Kansas City. As you may know the HOA Conference has been changed to an annual event. The Conference for the spring of 2006 is going to be back in Omaha (March 31-April 5). It will be held at the Quest Center with a **talent line up unmatched even at the national level**. The HOA board is working hard to make it a great Conference and has listened to some of your concerns about bring this event back to Nebraska (1995 was the last HOA Conference in Omaha). So now it is up to us to show them they have made the right choice. Plan on joining us in Omaha.

If you have any thoughts or concerns feel free to contact me. We as a board look forward making this upcoming year a great one for the PPN and we could not do it without you our members.



Brad Clark
PPA Certified, M. Photog.,
D.F. Ph.
PPN President 2005-06

Marketing at the Speed of Light



Spinning 101

Holly Howe
M. Photog., Cr., D.F. Ph.

Recently a cell phone company has heavily marketed that they credit their customers for a minute of time for each dropped call. Sounds terrific huh? One of my employees even mentioned what a great deal it was. But let's really analyze the offer. How often do you have a dropped call? I can't remember the last one. How much does a minute of time cost on your cell phone plan? For me it's less than five cents. So what this company is really offering me is a five cent credit for something that never happens to me anyway. Whoopee! I'm sold!

Why am I rambling on about cell phones? Because what this cell phone company can teach me is the value of positive "spin". They are taking something that could be perceived as a problem for their clients and marketing it in a way that makes it a benefit. So how do I relate this to my business? Here's an example. We require payment in full before we walk into the church on the wedding day. While this is pretty standard practice now days, years ago we met with a lot of opposition from potential brides. So we presented the policy as a benefit to each couple before they ever had a chance to object. "After your big day, all you need to do is enjoy your photographs. You won't be concerned with any additional balances later."

The point I'm trying to make, in my round about way, is this. Think about the drawbacks or potential negatives of your business. Find a way to "spin" those negatives into positive selling points. Perhaps you are a young photographer and the other studio in your community is a long time established award winning photographer. Your marketing should promote young, fresh, new ideas. "These aren't your mother's senior portraits!" Perhaps your studio is difficult to find. Then speak about the secluded private location, away from the hustle of downtown crowds and traffic. Maybe you have another full time job and are only available nights and weekends. Promote the convenience of Sunday afternoon appointment times. Take the potential negatives of your business and educate your clients to think of them as positives.

Leontine "Tina" Mauck, 77

Services for Leontine "Tina" Mauck, 77. of Plainview, were held Saturday, May 7 at Zion Lutheran Church in Plainview with Rev. Jonathan Meraz officiating. Burial was in Pleasant View Cemetery in Plainview. She was born on July 26, 1927 to John and Wilhelmina Schelske in Tripp, S.D. and died at her home on Monday May 2, 2005. After attending school near Tripp, she attended beauty school in Omaha. With her sister, Bernice, she opened The Sisters Beauty Shop in Omaha. She also managed beauty shops in Tripp and Plainview. On April 23, 1948 she married Harold Mauck. They operated Mauck Studio in Plainview until they retired in 1985. She was the business manager, color artist and a photographer in the studio. She was preceded in death by her parents, her daughter, Barb Way, and five brothers. Survivors include her husband, son-in-law, Dean Way of Lincoln, four sisters, two grandsons, Chris and Kyle Way of Lincoln and many nieces and nephews.

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Brad Clark and Sandi Abbott pause for a photo after completing the 2005 Lincoln Marathon. The half marathon is 13.1 miles and they both finished in about 2 hours.

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To find out more about Miller's, and how we can benefit your business, please call our customer service department. We would be happy to assist you.



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Fall Conference

Grand Island, NE

October 22-24, 2005

Midtown Holiday Inn

Top Speakers!

Lots of Fun

Hospitality!

Trade Show

Print Competition!

Casino Night

3 Full Days!

Register Today

SATURDAY

A Day With Ann Monteith

Ann Monteith is the industry's foremost authority on marketing and managing photographic studios.



Ann K. Monteith
M. Photog. Cr., A-ASP,
Hon. A-ASP
PPA President
2005-2006

She will devote the day to providing the practical insight required to solve some of the most challenging problems photographers face today. These include:

- ~ Establishing your business concept
- ~ Perfecting your business image
- ~ How to differentiate your business in an age of growing competition . . . including competition from "prosumers."
- ~ Understanding what it takes to market your business successfully in today's evolving market.
- ~ How to price your photography for profit.
- ~ How to sell to the public with confidence.
- ~ How to handle business finances
- ~ Revenue and expense realities
- ~ How to track your business progress.
- ~ How to assure adequate cash flow.
- ~ Simple ways to make goal setting pay off.
- ~ Taking care of workflow.

Ann Monteith has helped thousands of photographers make more money and improve their business and personal lives. So don't miss this opportunity to learn!

Audience:

All and sales staff

Studio owners, managers, sales staff, Photographers who "do it all"

Basic Wedding Photography with lighting and posing

Wedding photography- the main income generating source for most studios of Nebraska. Nebraska's own photographer and currently Secretary of PPN, Dave Watt, will share his ideas with the photographer who is considering wedding portrait photography. Dave is considered one of Nebraska's top wedding photographer's, and current recipient of the Fuji Masterpiece Awards for wedding photography for 2005.



Dave Watt
PPA Certified,
Master Photog. F.Ph.



Dave's program will touch on many aspects and insights of wedding photography. Lighting, available light, use of the facilities architecture, how to professional work with church staff, equipment needs, and many more things

necessary to get started on your way to create beautiful wedding portraits.

Dave will cover topics such as lighting, camera operation to posing will be discussed. You will leave with the confidence to make your way in this important niche.

Audience level: Beginning to intermediate

Creating a web site... Not a nightmare

This unique and timely program will address the advantages (and disadvantages) of having a website, how to decide if you should have one and if you should attempt to build it yourself or hire a professional web designer. I will also talk about the dos and don'ts of design, composition and site navigation, as well as developing a workflow, a sitemap and content creation.



Jeff Johnson
PPA Certified
M.Photog.Cr

Another area often overlooked by website owners is the promotion and marketing of their website. I will share several ideas on how to let the world know you are online and up with the times! Ideas for promotions and cross

marketing to correspond with your existing marketing and business plan will also be discussed. Also, ideas to drive your clientele to your website and give them reasons to tell their friends about it as well. Also covered will be the topic of how and when to update and change content. You need to make your site look fresh and new more often than you may think. Finally, I will talk about what it's worth in terms of \$\$\$\$ and what you can expect to pay for all involved services, including website hosting, storage, transfer rates, email, web-tracking stats and much more!

There are so many possibilities when creating a website from how it should look to what you want from it. Whether you are looking for a purely static or informative site to an interactive or data gathering site. It can all be done with the right vision and workflow scheme. This is where most businesses get hung up in the planning of their website. Not having a clear vision of what they want their site to accomplish for their company and why.

Bring your questions and ideas or web design problems! Sign up for day two of Jeff's "hands on class". (see registrations form and required information on other side to pre-qualify for this class)

Selling, Salesmanship and Communications

Michael's "generic" program with an interactive course on sales and marketing as it pertains to studio owners and photographers.



Michael Franz

Popular topics such as Consumerism, and how do people buy salesmanship. Are you saying the right things to endear your customers? Using such situations as the kitchen table or upscale studio sales room, Michael will show you how to use what you have in the best way and make money.

Are you show the right product combinations: folios, frames, etc. Is their software that might make it easier to "suggest options" for your clients, and ease your work load.

Attend this program, and you will acquire the knowledge of what the customer of the 2000's are looking and seeking, and only you can provide with the right products and knowledge. We all want some one to guide us through the decision making process, this program will make you the guide master for your clients.

Audience
Sales staff (anyone selling to the customer)

Sponsored by GNP & Art Leather

SUNDAY

Computers, Maintenance, Workflow & Photoshop...

Everything you always wanted to know!

Fred & Steve are the digital duo you shouldn't miss seeing. They openly share their 50 years of combined photography experiences that have given them success in our ever changing industry.



S. Fred Taylor, Jr.

M. Photog. Cr

Steve Attig

PPA Certified

Cr. Photog

This program is for both the digital photographers just getting started as well as the experienced studio owner. Discover what you need to know about computers for your digital studio. You will see a live digital workflow that covers the healthy habits of a digital studio, digital asset management as well as being creative with your digital production. You will recognize your own workflow needs and concepts that can be improved, to allow you more creative time behind the camera.



See demonstrations of Photoshop CS2's new features. See everything from simple to advanced Photoshop production techniques that can increase your sales and give you complete control of your images with increased efficiency. Learn, discuss and ask questions about Photoshop and your digital studio that you were always afraid to ask!

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Audience level

AM Program – Basic to Intermediate

PM Program – Intermediate to Advance

Smooth Operator

You will hear and discuss the most important questions, and one that always seems to challenge all of us, "how to handle customers and their questions, and concerns", along with some effective measures to organize and manage your business. Along with many concerns on studio management, phone inquiry opportunities, appointments and scheduling, and studio layout and workflow.



Donella Penrod

Cr. Photog.

Heart of America

President 2005

Donella's vast experience within the industry from a large national photography corporation to local experience of a Nebraska studio, highly qualifies her to share her experiences. She brings the leadership and knowledge skills that all photography studios will find invaluable to maintain and enhance the customer's experience with your business. Be prepared to "become involved and ask questions", and become a SMOOTH Operator.

Audience level- Basic to Advance.

House of Wood
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Norfolk, NE 68701

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Don Fendrick
Owner

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		11 to 15	\$7.25
		16 to 20	\$8.25

Over 20 statuettes add \$.25 for each additional photo. All packages insured.

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Refrigerator magnets • Christmas ornaments

PRICE LIST		SHIPPING	
2x3	\$.75	1-5	\$1.50
3x5	\$ 1.00	6-10	\$3.00

Save money!!! Pay only the shipping cost on statuettes and we will pay the shipping for the refrigerator magnets and Christmas ornaments when ordered at the same time.

402/371-3974
e-mail address: houseofwood@conpoint.com Prices effective 1-1-2005

Twenty - Five "Rules" For Better Portraiture

Rob's program will borrow his knowledge from many years as a top photographer from Nebraska and Colorado. This often overlook part of photography will cover the "fine points" of posing for better portraiture.

The fine art of getting just the "right pose" for a male or female, the extra little posing techniques that set yourself apart for other photographers, and to create a pleasing and sellable portrait for your studio.



Rob Wilkin
M. Photog.

This program was established for,

- 1) The photographer who lacks formal training.
- 2) The photographer who feels he may not know it all.
- 3) The photographer that feels they might know it all, but needs an outline to train his own photographers quickly and easily.



This program will cover not only the 25 rules, but also basic lighting, and corrective portraiture.

Testimonials:

"I am in the process of sharing the 25 rules with my employees. I am going to type the 25 rules on a sheet of paper and mount them on my camera room wall."
- Ron Fry - PPN

"I have been to many state and regional conventions and as far as speakers are concerned, I rate you in the highest percentage of ability to get your material across to you audience. You must come back to Albuquerque!" - Tom Benusa - AGPP

"Let me thank you for a superior presentation. I have used something from this seminar every day since. I admire your ability as a speaker, photographer, and fine person. Thanks again." -Metroplex PPA

"Thanks for the outpouring of information that, in fact, will make a photography studio go."
- Fred Fish - Bedford Texas



Audience- Beginning

to Advanced

Creating a Web site... Not a Nightmare (part 2)

HANDS ON Class!

Requires preregistration

Jeff Johnson, will be teaching a second special "hands on, no charge" class ...yet you must pre-qualify and preregister. For the Sunday morning participants... They should have a computer, Dreamweaver MX 2004 (you can download it for a 30 day FREE trial before you decide to buy or not.) Microsoft FrontPage or Adobe GoLive are ok but Dreamweaver is strongly preferred. (www.macromedia.com) *Some basic knowledge of HTML (the language used to construct web pages) would be nice but not needed. The point of the hands on is to help people build a site without having to get a full-blown education on the Internet. My goal is to share as much as needed to get a basic site started so they can finish it. For details, contact the conference chair or, Jeff Johnson - Original Image Co 303.921.4454 www.originalimageco.com*



Jeff Johnson
PPA Certified
M.Photog.Cr

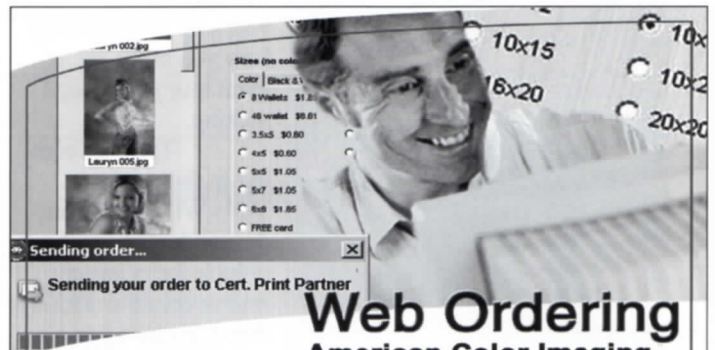
skill level

Basic computer knowledge

Basic web software knowledge – see article

Internet access to download program trial

Network compatible computer to bring to seminar



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MONDAY

All the World is a Studio....

Michael Taylor's passion in portrait photography is the location portrait. This has been the centerpiece of his style since his days as a graduate of Brooks Institute. This style was developed by his work with Paul Skipworth and Skipworth studios. Paul Skipworth himself was greatly influenced by the grand American portrait lineage of Bacharach and Gittings.

In this same manner, Michael Taylor works to tell a story about his subject through the use of location and environment. Through the use of his concept of *wall of light* to the idea of *great lighting from nine to five* Michael will greatly expand the way and the where you will be able to work to create great images no matter if you are a portrait, wedding or commercial shooter. Through talking about the concepts of contrast, texture, and other visual characteristics he will help to understand how you bring excitement into your image making.



Michael G. Taylor
M.Photog.Cr.,
API,F-ASP
PPA President Elect
for '06-'07

Through coming to this seminar YOU WILL better understand what you need to look for to either find or create situations that will make you a better image maker... not a lucky image taker. Michael will discuss all the above along with what he does to create beautiful digitally captured images which rival anything captured during his film days.



Schedule of Events : Fall 2005

Saturday, October 22nd - Daytime

8:00 A.M. Registration opens
9:00 - 12:00 P.M. All Day with **Ann Monteith**
12:00 - 1:00 P.M. Lunch on your own
1:00 - 4:00 P.M. Program concludes

Saturday, October 22nd - Evening

5:00 - 6:00 P.M. PPA Presidential reception
(Greet our PPA President and other Presidents if scheduling permits in trade show area)
7:00 - 9:00 P.M. **Dave Watt** - basic wedding
7:00 - 9:00 P.M. **Jeff Johnson** - web site marketing
7:00 - 9:00 P.M. **Michael Franz** - Generic selling
10:00 - Hospitality opens ...

Sunday, October 23rd - Daytime

8:00 A.M. Registration opens
9:00 - 12:00 P.M. **Fred-Steve** - Photoshop
10:00 Carry in deadline for little Miss. & Mr.
check the newsletter for details and form
9:00 - 12:00 P.M. **Donella Penrod** studio/sales
9:00 - 12:00 P.M. **Jeff Johnson** /web site class
hands on web site (special... pre-qualify attendees...contact
Steve Miller...hm. 402 778 5784 or
stephenmiller@cox.net
10:00 - 6:00 P.M. Trade show... ALL DAY...
12:00 - 1:30 P.M. Lunch in trade show (provided)
1:30 - 5:00 P.M. **Fred-Steve** continue w/Photoshop
1:30 - 4:30 P.M. **Rob Wilken** posing corrections

Sunday, October 23rd - Evening

Casino Night

5:00 P.M. Dinner on your own...come back in two hours for PPN casino (fun money) night!
7:00 - 9 P.M. Casino NIGHT on site
9:00 - 10 P.M. The "Auctioneer" Roger Elrod hosts the bidding for "merchandise" and prizes.
10 P.M. - Hospitality open

Monday, October 24th - All Day

9:00 - 12:00 P.M. **Michael Taylor** program
12:00 - 1:30 P.M. Lunch (provided)
1:30 - 4:00 P.M. **Michael Taylor** continues
4:00 P.M. Event concludes.

PPN Fall Conference 2005

October 22-24, 2005 Holiday Inn Midtown Grand Island, NE

Pre-Registration must be postmarked
By October 8, 2005

Absolutely no phone registrations, please!

Studio _____

Address _____

City _____ St _____ Zip _____

Phone _____

E-mail address _____

MAIL REGISTRATION TO:

**Teri Funk
Registration Chairman
501 Olson Dr. St. 5
Papillion, NE 68046**

Pre-Registration.....\$99/person

Pre-Reg Add'l Person.....\$99/person

At the door Registration.....\$125/person

Social (Meals only).....\$35 person

- Conference registration includes 2 meals & hospitality -

Name	Job Description	Amount
First person from Studio _____		
Additional from Studio _____		
Additional from Studio _____		
Additional from Studio _____		
*Pre-register for Sunday morning web design class. Your own computer and software are needed.		<input type="checkbox"/> Total Enclosed \$ _____

**Registration after October 8th, 2005 is "at the door registration"
Please pre-register now !**

**Conference Site:
Holiday Inn Midtown - Grand Island, Nebraska
800-548-5542
Room Rate: Single/Double \$ 56.95**

Make room reservations by October 8th to insure availability.

Official Use Only:

Postmark OK—or additional due \$ _____
 ___ PPN Member ___ Badge ___ Ribbon ___ Packet Checked ___ Spouse of Active ___ Speaker ___ Judge ___ National VIP

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

Extra registration forms are available for download at www.ppn.org

Question: Where can you go to
see the top national speakers and
the best local talent in the state
all for one low price?

*Answer: PPN Fall Conference
Grand Island Nebraska
October 22-24th.*

PPN News and Views
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