

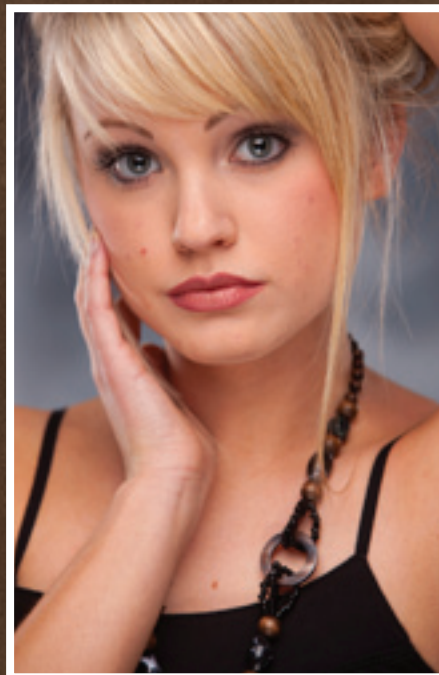
# SOUTHEASTERN WISCONSIN Professional Photographers Assn.



before & after



before & after



**IMAGE CRITIQUE & ENHANCEMENT**

**January 11, 2012**



## ANNOUNCEMENTS

### JANUARY BIRTHDAYS

9th Marie Knabe  
 15th Peggy Morsch  
 15th Mary Braunsdorf  
 18th Jim Schoonover  
 23rd Ron Wimmer

### FEBRUARY BIRTHDAYS

2nd Rose Goodstone  
 19th Sandy Berres

### MARCH BIRTHDAYS

6th Tom Nicholson  
 20th Bill Netzel  
 24th Walter Roob

*If your birthday is not listed, please send it to the newsletter editor and you will be on next year's list!*

### AFFILIATES



### REMINDER

Don't forget about the SEWPPA Forum and Facebook pages. They are great resources for our community and members.



[www.sewppa.org/forum](http://www.sewppa.org/forum)

[www.facebook.com/sewppa](http://www.facebook.com/sewppa)

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### LOST AND FOUND

If you have lost or found an item at a meeting, please send an e-mail to [reservations@sewppa.org](mailto:reservations@sewppa.org).

*Images for cover courtesy of Fuzzy Duenkel.*

## BOARD OF DIRECTORS

### ELECTED OFFICERS

President - Rick Bate  
414-807-0163  
[rbate@wi.rr.com](mailto:rbate@wi.rr.com)  
Rick Bate Photography  
1483 Country Road C  
Grafton, WI 53024

Vice President - Shirley Duenkel  
262-338-2779  
[shirley@duenkel.com](mailto:shirley@duenkel.com)  
Duenkel Portrait Art  
2958 Sportsman Lane  
West Bend, WI 53090

Secretary - Teri Shevy  
920-483-0433  
[teri@artessence.net](mailto:teri@artessence.net)  
artessence, LLC  
1263 Main Street Suite 210  
Green Bay, WI 54302

Treasurer - Diane Bentfield  
262-483-0610  
[dbentfield@nconnect.net](mailto:dbentfield@nconnect.net)  
Bentfield Photography  
4491 Ridge Road  
Kewaskum, WI 53040

Past President - Shelly Leverenz  
262-763-7087  
[shelly@seeshellphoto.com](mailto:shelly@seeshellphoto.com)  
See Shell Photography  
N6355 Paradise Drive  
Burlington, WI 53105

### ELECTED BOARD POSITIONS

Newsletter Editor - Tegan Olness  
608-438-3426  
[tjolness@gmail.com](mailto:tjolness@gmail.com)  
Tegan Jae  
5214 West Forest Home Ave. #202  
Milwaukee, WI 53219

Reservation Chairperson - Dwight  
Beuthling  
262-767-0624  
[db\\_pix@yahoo.com](mailto:db_pix@yahoo.com)  
Images by Dwight  
872 Uhen Ct.  
Burlington, WI 53105

Membership Chairperson - Nancy  
Jenkins  
262-968-4699  
[jenkinsphotography@yahoo.com](mailto:jenkinsphotography@yahoo.com)  
Jenkins Photography  
W304 S1719 Brandybrook Road  
Waukesha, WI 53188

ICE/Print Chairperson - Jim  
Schoonover  
414-445-2220  
[jim.s@carrollstudios.com](mailto:jim.s@carrollstudios.com)  
Carroll Studios Inc.  
6654 W. Lisbon Ave.  
Milwaukee, WI 53210

Assistant Print Chairperson - Mary  
Braunsdorf  
414-483-2526  
[infocus7@yahoo.com](mailto:infocus7@yahoo.com)  
IN-FOCUS Photography  
4160 S. Kinnickinnic Ave.  
St. Francis, WI 53235

Library Chairperson - Dan Berres  
262-338-8395  
[danberresstudios@sbcglobal.net](mailto:danberresstudios@sbcglobal.net)  
Dan Berres Studios  
1749 Barton Ave.  
West Bend, WI 53090

### APPOINTED BOARD POSITIONS

Computer Services - Alan Goodstone  
414-425-6662  
[alan@goodstonephoto.com](mailto:alan@goodstonephoto.com)  
Goodstone Photography  
11860 West Rawson Avenue  
Franklin, WI 53132

Program Chairperson - Fuzzy Duenkel  
262-338-2779  
[fuzzy@duenkel.com](mailto:fuzzy@duenkel.com)  
Duenkel Portrait Art  
2958 Sportsman Lane  
West Bend, WI 53090

Marketing Chairperson - Marie Knabe  
262-629-1750  
[mcmportraits@nconnect.net](mailto:mcmportraits@nconnect.net)  
MCM Portraits  
7001 1/2 Hwy 175  
Allenton, WI 53002

Vendor Liaison - Troxel Green  
262-951-0534  
[tgreen@burrellcolourimaging.com](mailto:tgreen@burrellcolourimaging.com)  
Burrell Colour Imaging  
1311 Merrillville Road  
Crown Point, IN 46307

Webmaster - Rayfield Johnson  
414-871-7947  
[twofocus@yahoo.com](mailto:twofocus@yahoo.com)  
Photography by Rayfield  
PO Box 16260  
Milwaukee, WI 53216

Regional Director - Ron Wimmer  
414-258-2700  
[wimmerr@sbcglobal.net](mailto:wimmerr@sbcglobal.net)  
Ron Wimmer Photography  
736 North 109th St  
Wauwatosa, WI 53226



## A MESSAGE FROM THE PRESIDENT

Rick Bate, President

Dear Friends,

Because I, like a few others in the photographic community do not earn as much money as I would like, I am very careful (at least so I think) with my money. My wife, might have a different opinion but I know that I could spend a great deal more than I do if my circumstances didn't rein me in.

For that reason I watch my return on investment pretty carefully. How soon will a new piece of equipment pay for itself? How often will I really use it? Is it a fad or do I think it will be useful for years to come? Is there another way to get the same effect cheaper? Then, finally, on occasion, I might buy something anyway only because I want it! This last reason often proves to me that the cautious approach is usually better.

I take this same approach with the organizations I join. At present, I belong to PPA, WPPA, and SEWPPA and they all have their value. PPA has a good magazine. I understand they put on a great convention although I have never gotten a chance to go. Maybe next year. And their member services are invaluable if we take advantage of them. WPPA puts on two very good conventions in the fall and the spring that allows Wisconsin photographers to get together at least twice a year.

However, of the three organizations, I strongly believe that SEWPPA is by far the best value for your money. At the national level dues are \$350 (but you have to remember the insurance that comes with it). The state dues are \$150 (but don't forget the special going on now for \$100). SEWPPA dues, however, are only \$50 (if you get them in on time.)

SEWPPA has six programs a year with great speakers. As a matter of fact, they are often the same speakers we see on the national and state stages. Of course, instead of being in groups of hundreds, we usually have only 35 to 40 attendees. We also serve lunch. Our average fee is \$35 or less. At \$35 that comes to a total of \$210 for the year. If you add dues, your yearly cost for SEWPPA is \$260. That is the entire year with programs and lunch! Think of the difference in price the next time you get a flyer for a seminar in the mail.

But wait, there's more! The people you have lunch with actually know what you are going through. They might have solutions for problems you're having. They might have stuff for sale. At least they won't be asking you why their cameras got blurry pictures during the basketball game. And because you see them six times a year, you actually get to know them. You aren't operating in a void.

There is a trick as to how SEWPPA can be such a valuable tool for our local photographers. It is because there are many volunteers that give up their time to keep SEWPPA running. Many of us have been on the board for years. It is not necessarily because we like getting to the meetings two hours before everyone else or because we crave the honor that comes with the position (like none).

It is because it is our way to give back to our profession. Selfishly, we know that the better all our local photographers are, the better it is for us. You know what happens to all of us when the newspapers pick up on some unethical photographer's misdeeds. You will notice that our nomination list has open positions. These have to be filled. If you have never been on the board, it is time that you give it a try. We have tried to make each position on the board very handleable. If we all do our part, no one gets too much to do. If, however, people on the board have to do multiple jobs, they will start to burn out.

It is not a badge of honor to spend ten years on the board. It means that we need new people and new ideas. Consider each blank spot on the nomination roster as a personal opportunity. They all need filling.

WE NEED YOUR HELP. Besides, we serve breakfast at the board meetings. FOR FREE!

Rick Bate, SEWPPA President 2011-2012

## 2012-2013 Nominations

### **2012-2013 SEWPPA NOMINATIONS FOR BOARD OF DIRECTORS**

PRESIDENT/WPPA REGIONAL DIRECTOR - SHIRLEY DUENKEL

PAST PRESIDENT - RICK BATE

VICE PRESIDENT - DIANE BENTFIELD

SECRETARY - OPEN

TREASURER - OPEN

NEWSLETTER EDITOR - TEGAN OLNES

RESERVATIONS - JIM SCHOONOVER

MEMBERSHIP - ALAN GOODSTONE

ICE/PRINT - OPEN

LIBRARY - OPEN

PROGRAM - FUZZY DUENKEL

MARKETING - LORI KENNEY

VENDOR LIAISON - TROXEL GREEN

WEBMASTER - MICHAEL SOHNS

### **NON-BOARD POSITIONS:**

ASSISTANT TO RESERVATIONS CHAIR - NANCY JENKINS

ASSISTANT TO ICE/PRINT CHAIR - TEGAN OLNES

## THIS MONTH'S PROGRAM - ICE

# Image Critique and Enhancement January 11, 2012 4:00-9:00pm

Mark your calendars and prep your files. The best kept secret is now out! Image Critique and Enhancement is exciting and really works! Wednesday night, January 11th will be the next installment of ICE for our winter meeting. ICE for January gets you ready for State, National, and year end judging

In the past, many of the submissions at each meeting were "as is", right out of the camera, or with minimal changes done to them. Since this installment of ICE is designed to get you ready for print competition, we are asking that your submissions be as close to a "finished presentation" format as possible. Retouching, cropping and any enhancements you are planning should be presented to the panel so that an honest assessment of the image's chances can be made. With that as a starting point, we can use Photoshop to "tweak" your files and give you real time suggestions.

For those of you who may be entering ICE for the first time or for those of you in need of a refresher, here are the entry requirements:

### IMAGE FILE SUBMISSION REQUIREMENTS FOR JANUARY ICE

- 1) Members may furnish up to six (6) image files at the meeting with a USB removable drive. Please note that you may include re-worked image files from a previous ICE submission, but these would be considered part of your six (6) entries. Files should be Quality 10 JPGs. No TIFs or layered PSDs.
- 2) Image files should be full size (whatever size that came out of your camera). This is because cropping may be needed, and zooming in may be required to see if the image is sharp. It is suggested to have no less than a pixel count of about 2000x2500. Resolution (ppi) does not matter.
- 3) Image files should be in sRGB color space. If they are not, they will be converted to sRGB when they are opened in the facilitator's Photoshop.
- 4) Please supply image files numbered 1 through 6 followed by the image title. Example: 1\_Image Title.jpg, 2\_Image Title.jpg, 3\_Image Title.jpg, etc. These should be inserted in a folder with the maker's name. Example: Jane Doe. The facilitator will begin with all the #1 image files first, then AS TIME ALLOWS, all the #2's, etc.

*NOTE: YOUR IMAGE FILES MUST BE NUMBERED AS INSTRUCTED ABOVE, OR THEY WILL ALL BE CONSIDERED #6's AND CRITIQUED ONLY IF TIMES ALLOWS.*

- 5) Members receive one service award point for submitting any number of image files per ICE meeting.
- 6) Members must keep track of their own service award points in their Service Award Points Record.

Any questions, please contact: Jim Schoonover



Before



After

## SCHEDULE & REGISTRATION

**IMAGE CRITIQUE AND ENHANCEMENT**  
**JANUARY 11, 2012 4:00 P.M. - 9:00 P.M.**

**Location: IN-FOCUS Photography**  
 4160 S. Kinnickinnic Ave. St. Francis, WI 53235

**Agenda**  
 4:00 –9:00 Image Critique & Enhancement (ICE)



### REGISTRATION FORM

Credit cards will only be accepted online at [www.sewppa.org](http://www.sewppa.org). If paying by check please use this form and make checks payable to SEWPPA. Please send checks and registration forms directly to Dwight Beuthling at 872 Uhen Ct. in Burlington, WI 53105. **RSVP before October 31st to Dwight Beuthling at 262-767-0624 or [db\\_pix@yahoo.com](mailto:db_pix@yahoo.com).**

**Meeting Cost (includes meal): \$10.00 Members/\$40.00 Non-Members before Jan. 5th Add \$10.00 after Jan. 5 or at the door (with no guarantee of a meal)**

**Reminder:** Guests can attend SEWPPA meetings once at half price of the non-member fee as an introduction to joining. Guest registration must be made directly with the Reservations Chair.

Name \_\_\_\_\_

Additional members attending \_\_\_\_\_

Studio \_\_\_\_\_

\_\_\_\_\_

E-mail \_\_\_\_\_

Additional non-members attending \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Number attending \_\_\_\_\_

Total Amount Due \_\_\_\_\_

## UPCOMING EVENTS

### SEWPPA EVENTS

[www.sewppa.org](http://www.sewppa.org)

#### **February 6, 2012**

Studio Lighting Hands-On Seminar

Topics to be covered will be hard light, spot lights, softboxes, "beauty dishes", clamshell lighting, ring lights, and fill light styles with mentors.

#### **April 2, 2012**

Amy Gaorthofner on Boudoir

#### **May 14, 2012**

Art Millers - Theme based fantasy portraiture

### SCPA EVENTS

[www.southcentralppa.com](http://www.southcentralppa.com)

#### **January 23, 2012**

Lew Everling on Social Media

#### **March 26, 2012**

Carrie Perez

### INDIANHEAD EVENTS

[www.indianheadphotographers.org](http://www.indianheadphotographers.org)

### FVPPA MEETINGS

[www.fvppa.com](http://www.fvppa.com)

### WPPA EVENTS

[www.wppa-online.org](http://www.wppa-online.org)

#### **February 23-27, 2012**

Regional Print Competition at Radisson Hotel in Green Bay

WPPA will be hosting the North Region Print Competition.

Details to follow.

### PPA EVENTS

[www.ppa.com](http://www.ppa.com)

#### **January 15-17, 2012**

Imaging USA in New Orleans, LA



**SEWPPA Service Award Point Record**

Member Name \_\_\_\_\_

April 1, 20\_\_ to March 31, 20\_\_

Telephone \_\_\_\_\_

Email Address \_\_\_\_\_

Return completed form to the Vice President by March 1<sup>st</sup> in order for points to be counted toward a medallion or bar given at the April Awards Banquet. All points will be verified. A medallion will be given for the first 25 points. One bar for each additional 25 points. Points from forms handed in after March 1<sup>st</sup> will be counted towards the next year. (Points are only retroactive for one year.)

- \_\_\_\_ 4 pts. President
- \_\_\_\_ 3 pts. Vice President
- \_\_\_\_ 3 pts. Secretary
- \_\_\_\_ 3 pts. Treasurer
- \_\_\_\_ 2 pts. ICE/Print Chairperson
- \_\_\_\_ 2 pts. Marketing Chairperson
- \_\_\_\_ 2 pts. Membership Chairperson
- \_\_\_\_ 2 pts. Newsletter Editor
- \_\_\_\_ 2 pts. Program Chairperson
- \_\_\_\_ 2 pts. Reservations Chairperson
- \_\_\_\_ 2 pts. Website Chairperson
- \_\_\_\_ 1 pt. Computer Services
- \_\_\_\_ 1 pt. Library Chairperson
- \_\_\_\_ 1 pt. Past President
- \_\_\_\_ 1 pt. Regional Director
- \_\_\_\_ 1 pt. ICE/Print Chair Assistant
- \_\_\_\_ 1 pt. Marketing Chair Assistant
- \_\_\_\_ 1 pt. Reservations Chair Assistant
- \_\_\_\_ 1 pt. Member of PPA
- \_\_\_\_ 1 pt. Attended PPA Convention
- \_\_\_\_ 1 pt. Member of WPPA
- \_\_\_\_ 1 pt. Attended WPPA State Convention
- \_\_\_\_ 1 pt. Attended WPPA Fall Conference
- \_\_\_\_ 1 pt. ea. Committee Member: Name of Committee(s): \_\_\_\_\_
- \_\_\_\_ 1 pt./mtg. Board Member: Number of Board Meetings Attended. Dates: \_\_\_\_\_
- \_\_\_\_ 1pt./mtg. Member: Number of SEWPPA Meetings Attended. Dates: \_\_\_\_\_  
(Board Members included here.)
- \_\_\_\_ 1 pt./mtg. Submitted Image File(s) for ICE. Dates: \_\_\_\_\_  
(This is 1 point per meeting, not 1 point for each image file submitted at meeting.)
- \_\_\_\_ 1 pt./print Entered Prints For Competition. Dates: \_\_\_\_\_
- \_\_\_\_ 1 pt. ea. Hosted a Meeting/Event. Dates: \_\_\_\_\_
- \_\_\_\_ 1 pt. ea. Presented Full Day Program to SEWPPA. Dates: \_\_\_\_\_
- \_\_\_\_ ½ pt. ea. Presented Half Day Program to SEWPPA. Dates: \_\_\_\_\_
- \_\_\_\_ ½ pt. ea. Hosted a Speaker. Dates: \_\_\_\_\_
- \_\_\_\_ ½ pt. ea. Articles Written & Published in SEWPPA Newsletter. Dates: \_\_\_\_\_  
(Board letters and/or reports excluded here.)
- \_\_\_\_ ½ pt. ea. ICE/Print Chair Helper. Dates: \_\_\_\_\_  
(ICE/Print Chair Assistant excluded here.)
- \_\_\_\_ ½ pt. ea. Secured New Advertiser for Newsletter. Who: \_\_\_\_\_  
(Newsletter Editor excluded here.)
- \_\_\_\_ **TOTAL POINTS** (Point system is subject to change.) **Make a copy for your records.**

-----  
*(Official use below)*

Total Points awarded 20 \_\_\_\_\_

\_\_\_\_\_  
*Points Verified By & Date*

Points going toward 20 \_\_\_\_\_

Comments: \_\_\_\_\_

## SEWPPA SCHOLARSHIP APPLICATION

Please return to the Secretary by **MARCH 1<sup>st</sup>** either in person, by mail, or by email.

Open to Primary, Associate, Life and Honorary SEWPPA Members and **MUST BE** an active member for at least one year.

If an applicant receives the SEWPPA Scholarship, they are not eligible again for three years.

### Fill out and make a copy for your records.

Are you a studio owner or an employee? \_\_\_\_\_

What year did you establish Photography as your part time or full time career? \_\_\_\_\_

What experience(s) or education do you have in photography, marketing, and business?

\_\_\_\_\_

What other Professional Photographic Organizations are you a member of (PPA, WPPA, WPPI, SCPPA, FVPPA, IPPA) and please indicate how long you have been a member. \_\_\_\_\_

How many years have you been an active SEWPPA member? \_\_\_\_\_

How many SEWPPA meetings have you attended this year? \_\_\_\_\_ Dates \_\_\_\_\_

If you have received any previous SEWPPA Scholarships or Awards, list names and dates received.

\_\_\_\_\_

Please explain in essay form why this scholarship is important to you and why you feel that you deserve this scholarship?  
*If more space is needed please use other side.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name \_\_\_\_\_ Studio Name \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**I agree to abide by the rules set forth for the "Scholarship" and that any other expenses shall be the responsibility of the recipient. This award is not transferable and must be used within 16 months of receipt.**

**Your Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Application must be returned to the Secretary by March 1<sup>st</sup> either in person, by mail, or by email.

The Scholarship Committee will accept the applications and the decision will be announced at the annual April Awards Banquet. The number and amount of the scholarship(s) is determined by the Board of Directors. Scholarship is to be used for continuing education either at Treehaven, MAIPP, or a PPA affiliated educational opportunity of your choice.

The Scholarship is to be redeemed by providing to the Treasurer an invoice from the affiliated school of your choice; the check will be mailed to the school and you are responsible for the balance. The other option is to be responsible for cost; to be refunded, you will need to provide the Treasurer with the invoice and you will be refunded by check.

## 12 ELEMENTS OF A COMPETITION PRINT

- 1 **IMPACT** is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion.
- 2 **CREATIVITY** is the external expression of the imagination of the maker by using the medium to convey an idea, message or thought.
- 3 **STYLE** is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.
- 4 **COMPOSITION** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker.
- 5 **PRINT PRESENTATION** affects an image by giving it a finished look. The mats and borders used should support and enhance the image, not distract from it.
- 6 **CENTER OF INTEREST** is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.
- 7 **LIGHTING** — the use and control of light-refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is man-made or natural, proper use of it should enhance an image.
- 8 **SUBJECT MATTER** should always be appropriate to the story being told in an image.
- 9 **COLOR BALANCE** supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.
- 10 **TECHNICAL EXCELLENCE** is the print quality of the image itself as it is presented for viewing. Sharpness, exposure, printing, mounting and correct color all speak to the qualities of the physical print.
- 11 **TECHNIQUE** is the approach used to create the image. Printing, lighting, posing, film choice, paper selection and more are part of the technique applied to an image.
- 12 **STORY TELLING** refers to the image's ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.

## CODE OF ETHICS

- A** Endeavor to maintain a dignity of manner in his/her behavior, appearance, the photographic Presentation of his/her services, and in all other forms of public contact.
- B** Observe the highest standard of honesty in all his/her transactions, and at all times avoid the use of unfair competitive practices as determined by any court of competent jurisdiction, Federal and State anti-trust laws, and related statutes.
- C** At all times endeavor to produce photographs of a quality equal or superior to the samples he/ she displays, to apply his/her best efforts towards providing the best possible photographic service, and to play his/her part in raising the general standard of photographic craftsmanship.
- D** Show a friendly spirit of cooperation to his/her fellow professional image makers, and assist them and encourage them to achieve and maintain the highest standards of quality.
- E** Recognize the authority of SEWPPA Officers and Board of Directors in all matters relating to the interpretation of this Constitution and Bylaws.
- F** The membership of any person who repudiates or violates the Code of Ethics, as found in Section 2.1 of the Constitution, may be terminated from membership in accordance with the rules of SEWPPA.

### 2.2 COMPETITION

No member of SEWPPA shall enter into any agreement having the objective of restraining trade, limiting production or competition, regulating prices, or distributing business of another member.