

Tennessee Professional Photographers' Association

Announces the annual

Spring Seminar

April 9-12, 2010

Cool Springs Marriott

Franklin, Tennessee

Marriott room rates are 95.00

Call 888.403.6772 or 615.261.6100 for reservations prior to
March 25.

Mention code: **SEP** to convention rates

Plan Now to Attend the TPPA Spring Seminar

Featuring

Karen Goforth

A Day with **Larry Peters**

Jessica Vogel and Dave Huntsman

CPP Exam

Folio Competition

Prop and Equipment Auction

SEPPA Print Judging and Print Display

**Schedule for 2010 TPPA Spring Seminar
April 10 -12 at the Cool Springs Marriott**

Friday April 9th

9:00 - 5:00 SEPPA Judging

Saturday April 10th

9:00 - 5:00 SEPPA Judging

12:00 Registration Opens

12:00 - 5:00 Folios Entered for judging with 5:00 pm being the deadline

4:00 - 6:00 CPP Exam in Hospitality Room (must register with PPA prior to taking the test)

6:00 - 9:00 Karen Goforth CPP, M.Photog.Cr./ "Little People Mean Big Business"

9:00 -11:00 Welcome/ Hospitality Room

Sunday April 11th SEPPA Prints on display

8:00-8:45 Devotional Service

9:00-12:00 A Day with Larry Peters M. Photog., MEI, CPP
"How To Stay In Business In Good and Bad Times"

Larry Peters along with his family owns and operates one of the most successful studios in the United States. He literally wrote the book a high school senior photography. However, Peters Photography is a full service portrait studio with three locations in Ohio.

12:00 Folio winners announced

12:15 Lunch on your own

1:30 A Day with Larry Peters (continued)

6:00 Member Social

8:00 Equipment and Prop Auction. Bring your unused background, props, odd & ends equipment for the auction. The 10% commission charged for selling your items will go to the scholarship fund. You will have the right to no sale your items.

Monday April 12th

9:00 – 12:00 Dave Huntsman M.Photog., Cr. & Jessica Vogel M.Photog., Cr., CPP
"The Many Hats of a Photographer"

12:00 Seminar ends

Get Ready for a Great Spring

Although it's still cold outside, we're looking forward to warm weather and a great Spring Seminar. This year the TNPPA is hosting the Southeastern PPA regional judging which takes place prior to our Spring Seminar. While this is a busy week for our members who are assisting with the judging, it has enabled us to bring a line-up of great speakers to this year's seminar.

To kick off the spring seminar on Saturday night, **Karen Goforth** from Kanapolis, NC blends her dynamic presentation style and fantastic sense of humor into an informative program which covers children and other aspects of *Irresistible Portraits*, her highly successful studio.

Little People Mean Big Business

Let's be honest... photographing little people is not always easy. Realizing very early in her career that she had a heart for children, Karen has created such a niche that it is now 75% of her business. With over 400 children's sessions and a \$1,400 sales average, Karen has perfected her warm, casual style.

Learn Karen's tricks and secrets to win each child over and gain that perfect expression. Karen will discuss promotions and ideas that have been successful for her business and may benefit yours as well.

On Sunday, **Larry Peters** will present a day-long mini seminar. Larry owns and operates studios in London, Dublin, and Centerville, Ohio. Peters Photography is the model for studio success and Larry is one of the most sought after speakers in the United States. Although Larry literally wrote the book on senior photography, his program covers the steps for efficient and profitable studio operation. Larry's program includes step-by-step and how-to demonstrations and will also include posing and lighting with live models.

How to Stay in Business in Good and Bad Times

Larry Peters' photography has been cutting edge for over 30 years. Along with getting degrees in PPA associations, winning photography contests, he and his family have kept their minds on business and have never failed to wow the photography world with their innovative style and business methods. Besides concentrating on great photography for their customers in all areas they know that marketing and great sales presentations along with superb customer service are the keys to their success. Come here how they do it. See photography demonstrations, see tried and true marketing methods and a sales presentation that never fails to get the averages that they want.

Also, on Sunday night we will have our first-ever **prop and equipment auction**. Clean out the closets and bring your no-longer-used items. Ten percent of the sale price will go to the scholarship fund. These auctions are a ton of fun, benefit a good cause, and also help to circulate

some props and equipment that would otherwise gather dust. If you bring an item to auction and it doesn't bring what you think it should, you have the right to No Sale the item.

Monday's program features Jessica Vogel and Dave Huntsman. Jess and Dave combine their passion for photography and love for teaching into an action packed presentation that provides the audience with strategies to prevail in an ever-changing market. Jessica specializes in children and family photography and has won numerous awards. Dave has been named KY photographer of the year for four years and is active in portrait and wedding photography. We'll also share information on marketing ideas that have worked and yes some that didn't. Learn how to create interest in your studio and your products by raising the level of excitement and buzz about you and your work. You'll even learn to analyze the different personality types of your clients. Utilizing this information makes selling as well as marketing much easier.

The Many Hats of a Photographer

Making the sales presentation fun and profitable is the goal of this program. Learn how to sell your work using a few simple tools and techniques without using pressure. Dave and Jess will share how they prepare the client in advance for the sale. You'll also see how they prepare the presentation for projection, on-line or preview magazines. You'll learn the word choices, pace, flow and even how to close the sale. You'll be amazed at how much you learn about photography when you sell your own work or at least sit in on a few sales sessions.

Don't forget about the folio competition. Folio competitions are great ways to sharpen your photographic skills as well as to earn state certification merits. Eight opening Folio categories include: **MALE, FEMALE, CHILD, GROUP, HIGH SCHOOL SENIOR, BRIDAL/WEDDING, PICTORIAL, ENVIRONMENTAL, and PET/ANIMAL.** There is also an open folio category for each category in which the maker must use a regular size folio but with any configuration he or she wants. Ribbons will be given for First, Second, and Third place in each category and a **BEST OF SHOW** award.

For additional information on the Folio Competition, call Lawson Whitaker at 423-400-9567.

On Saturday afternoon, Kendal Mathis will give the CPP exam. To take the exam you must register with PPA. For additional information call Kendal at 423-257-6860.

Renew your membership or join today. Your membership entitles you to receive free registration to the Spring Seminar, the Annual Convention, a subscription to *Ground Glass* membership in SEPPA, the Southeastern Professional Photographers Association and the fun and fellowship this great organization provides.

For additional information, call: Mac Brown at 931-762-4263, Kendal Mathis at 423-257-6860, or Don Fields at 615-509-5737.

TNPPA Spring Seminar Registration Form

Everyone must register - one memberable per form please

Pre- registration must be received by MARCH 16

*** An additional \$25.00 fee will be assessed if registration
is received or paid after March 16, 2010**

PLEASE PRINT CLEARLY

Studio/Firm _____
 Name for Badge _____
 Street Address _____
 City/State _____ Zip _____ + _____
 Phone _____ Email _____

<u>Classification</u>	<u>Dues</u>	<u>Req. Fees</u>	<u>*After 3/16/10</u>	<u>\$ Total</u>
Active	\$200.00	\$ 0.00	\$ 25.00	\$ _____
Aspiring	150.00	0.00	25.00	_____
Associate	50.00	100.00	125.00	_____
SEPPA/Out of State	50.00	100.00	125.00	_____
Senior Active	25.00	0.00	25.00	_____
Honorary Life	0.00	0.00	25.00	_____
Sustaining	100.00	50.00	75.00	_____
Non-member	0.00	150.00	175.00	_____

TOTAL ENCLOSED \$ _____

Payment method (Circle) Visa Mastercard Check # _____ Payable to TNPPA

Name on Card _____

CC # _____ Security Code # _____

Expiration date _____

Mail form, with check or CC info to:

**Tennessee Professional Photographers Association
 3220 Hwy. 25 W.
 Hartsville, TN 37074
 (615) 509-5737**

For additional information, call:

Dwight Jewell 615-3749412 Mac Brown 931-762-4263 Kendal Mathis 423-257-6860 Don Fields 615-509-5737