

1st Annual Convention

PPSNYS/PPANJ

March 25th- 28th, 2010

Theme: "LEARN MORE TO EARN MORE"

Date: *March 25th-28th, 2010*

Location: *The Desmond Hotel, Albany, NY*

1-800-448-3500

Hotel Cost: *\$135.00/night + tax*

2 Queens or 1 King (Non-Smoking)

Hotel Code: [11K3JT](#)

Convention Cost: *\$175.00 per member*

Spouse - \$60.00/all inclusive

(Cost includes full Registration/Trade Show, *Saturday* – Complimentary Buffet Lunch, Welcome Party (dinner on your own) – *Sunday* - Complimentary Brunch & Theme Party (dinner on your own), other meals on your own).

The \$50.00 discount has expired!

DAY RATE TICKETS ANNOUNCED!

Conference DAY RATES are now available on the registration site.

PPSNYS / PPANJ / PPA rate is only \$75.00!

Non-Member Day Rate fee is \$100 dollars. Tell your friends and colleagues who didn't want to attend the entire conference that day rates are now available.

Click here to register:

<http://northeast2010.eventbrite.com/>

PHVUSION

The new art of Photo/Video fusion is taking the industry by storm. Experience first-hand how this new technology is blurring lines between photography and videography and how it can enhance your business. Vanessa Joy and Rob Adams will demonstrate overall marketing techniques for your business, as well as, show you how to use and apply basic video techniques into your photography to create dynamic multimedia PhVusion products.

Plus gifts for everyone!!!!!!

Friday, March 26th
10:00 am - 11:30 am



©Pittelli Photography

**Vanessa Joy &
Rob Adams**



Matthew Jordan Smith

“FACE TO FACE”

Photographic lighting secrets and marketing techniques to improve your bottom line.

Friday, March 26th
1:00 pm – 4:00 pm

Sponsored By



“LEFT BRAIN - RIGHT BRAIN”

Photographers are often lumped into two categories: Creative Right Brained Artists or Meticulous Left Brained Business People. The truth is, we all have both of these sides to our personality. In today’s volatile world of photography it takes using our full brain to thrive. Join Kalen Henderson and Michael Barton as they explore different elements of the photographer’s personality and share proven concepts that will help you take your business to a new level. They will show you how a grounded business plan coupled with inventive ideas are the key to success in today’s market. Unleash your inner geek while letting your artistry grow to its potential. Let Michael and Kalen help you to start using both sides of your brain to the fullest.

Friday, March 26th
1:00 pm - 4:00 pm



**Michael Barton &
Kalen Henderson**



Ken Sklute

“SEEING”

A lecture on Seeing . . . We look . . .

- ◆ *We look - But often do not see, as Photographers we need to see.*
- ◆ *See what others do not.*
- ◆ *This program will reignite your passion and motivate you to create!*

Friday, March 26th
8:00 pm - 10:00 pm

Sponsored By





Dori Arnold

“Children”

Dori’s program will show how to get customers and keep them long term. This year is the first year that she is photographing the seniors that started out as her first customers. She will share with you tips and tricks for every age. Dori will also show promotions that have brought in big bucks while costing very little to produce. She will show how she has had “school days” at her studio for years with returning customers. Lots of information in this program!

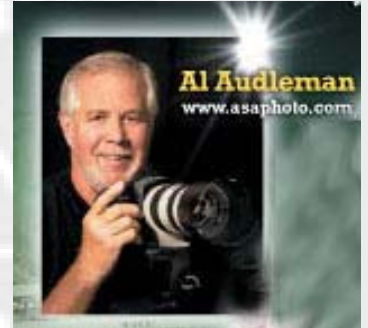
**Saturday, March 27th
8:00 am - 10:30 am**

Sponsored By:



“Layers, Layers, Layers”

Beginning to intermediate-level class dealing with the efficient and creative use of layers in Adobe Photoshop. The primary purpose of this class is to thoroughly acquaint students with the inner workings of layers in Photoshop. While we will cover some creative uses, we will mostly learn how layers can make our daily work so much more efficient and flexible. Layers are the power of Photoshop and allow us to totally control all aspects of a complex image and give us the opportunity to go back anytime in the future and tweak it to suit the needs of the client.



Al Audleman

**Saturday, March 27th
8:00 am - 10:30 am**



Michael & Tina Timmons

“MAKING THE MOST OF YOUR PHOTOGRAPHIC TALENTS”

In today’s economy it is important to diversify your portrait business to be the most profitable. Tina and Michael will show you how to photograph, manipulate, market, and sell, “customizable” images as Fine Art Interior Décor. Every home and business is an opportunity; each has a need for imagery to be used as décor. Subject matter is unlimited.

**Saturday, March 27th
8:00 am – 10:30 am**

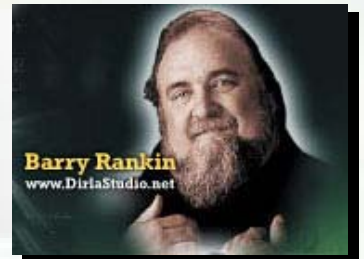
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“CLASSICAL PORTRAITURE INSIDE AND OUT”



Barry Rankin

**Saturday, March 27th
4:30 pm - 6:30 pm**

“CREATIVE DIGITAL DECISIONS” *Crafting the exquisite image with Camera, Photoshop and Playfulness*

Forget the standard routines of image capture and processing as Dan Burkholder reveals his ever-expanding repertoire of easy, creative and powerful image crafting techniques. From High Dynamic Range Imaging to Layer Styles, watch and learn as Dan Pulls Back the covers on his personal methods as a fine art photographer.

**Saturday, March 27th
4:30 pm - 6:30 pm**



Dan Burkholder



Storey Wilkins

“Powerful Wedding Day Storytelling”

Telling a joyful, natural, elegant wedding story is not a lost art! Learn how to finesse your poses and prompts so that your clients look relaxed, interested, and happy. See how to take better candid photographs, better details, and capture more moments. Review the six key principles of timeless album design, and understand the importance of the “best fit” for your clients and you. A joyful wedding story never goes out of style!

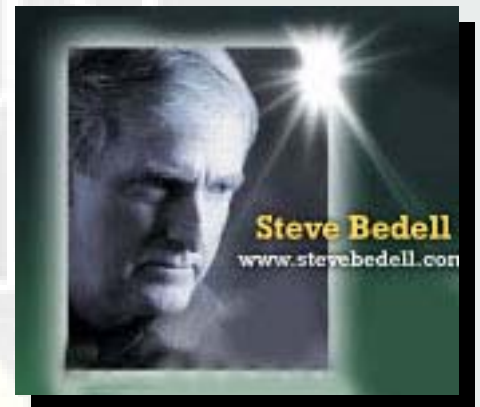
**Sunday, March 28th
8:00 am - 10:30 am
2:00 pm - 4:30 pm**

“HIGH SCHOOL SENIORS A-Z”

Do you want to enter the lucrative high school senior market? Are you currently involved but want to do more seniors at a higher average? Then this is the program for you.

In a time where many photographers are seeing their senior market shrink because of increased competition from both other professionals and amateurs, Steve’s business is actually increasing! This is due to smart, low cost marketing, superior photography, pricing that helps you build your order and proper sales techniques.

Steve will cover all this and much more in a fast paced, high energy program!



Steve Bedell

Sponsored By



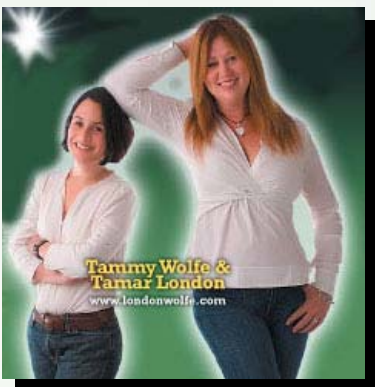
**Sunday, March 28th
8:00 am - 10:30 am**

“SMOOTH OPERATION”

Get clients in your door, get them to spend money, keep them coming back and run it all like a well oiled machine.

“This program will surprise you. It’s refreshing to see two relative newcomers with such a grasp on everything. From marketing techniques to contemporary photography, to Photoshop skills, their program is polished and equally beneficial to beginners and seasoned pros.”

Carl Gandolfo



Tammy Wolfe & Tamar London

**Sunday, March 28th
8:00 am - 10:30 am**