

SEE THE
LIGHT
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ANNUAL PPOC CONVENTION REGINA, SASKATCHEWAN

Phil Borges - Women Empowered



In 2004 world-renowned photographer Phil Borges partnered with the international humanitarian organization CARE to create an exhibit and book highlighting the importance of empowering women in the developing world. For 2 ½ years traveling to countries in Asia, Africa and South America Phil met women that were breaking through their cultural ceilings' to not only transform their lives but transform their communities as well.

Phil's presentation brings us face to face with these remote and mostly unknown women who are on the vanguard of a slow but steady transformation, bringing social and economic justice to women and girls worldwide.

For over 25 years Phil Borges has been visiting and documenting indigenous and tribal cultures around the world.

Photographs by Phil Borges have been collected and exhibited in museums and galleries worldwide. His award winning books have been published in four languages and in 1998 he was presented the Photo Media Magazine "Photoperson of the Year" award. In December, 2003 Phil was honored with a Lucie Humanitarian Award at the Annual International Photography Awards in Los Angeles. Phil teaches and lectures internationally and is co-founder of Blue Earth Alliance, a non-profit organization that sponsors photographic projects focusing on endangered cultures and threatened environments.

Phil's exhibit and award-winning book, TIBETAN PORTRAIT: The Power of Compassion, focused on the people of Tibet, marginalized by the Chinese occupation of their homeland. In 1998 he joined Amnesty International to present ENDURING SPIRIT, an exhibit and book celebrating the 50th anniversary of the signing of the Universal Declaration of Human Rights. His book THE GIFT documents the work of medical volunteers in the developing world. Phil's current project, Women Empowered, focuses on the empowerment and changing role of women in cultures around the world.

Phil is Founder / President of Bridges to Understanding, an on-line classroom program connecting children from indigenous and tribal cultures with their contemporaries in North America through digital storytelling. The Bridges curriculum guides students as they examine their own culture and explore the lives of children with beliefs and customs very different from their own. The Bridges website is www.bridgesweb.org.

For more information about Phil Borges please visit his website at www.philborges.com.

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Reginald and Jacqueline Mess - Through the Portrait Process with the Master's Touch





Through the Portrait Process with the Master's Touch

- working with the right mind set
- reaching the right clients
- getting excited and creating desire
- pre-selling and seed planting throughout the process
- closing the sale

Workshop

- environmental family group portrait
- reasons, rules and step by step method of portrait sales
- actual portrait sales live on stage

Reginald and Jacqueline Mess have spent the over twenty years doing what they do best; putting family portraits on the walls of homes and offices across North America. Today Reg and Jacqueline work with a handful of sessions per year. Their average portrait sale is over \$8000.00. Journey with them through the marketing and sales process that allows them to work at this level, doing what they most love with the clients that value the work they do.

Reg started his career in photography working with photographic legends Gene Hattori and Ken Whitmire. Reg holds M.Photog., Cr., FP, MPA, F/PPABC from PPA and PPOC and their affiliates. He has won numerous Gallery awards and several times his work has been selected for exhibition at Walt Disney's Epcot Center as well as remaining part of the Professional Photographers of America traveling loan collection. In 1995 Reg returned to his native Canada and opened Master's Touch, Inc., where he presently works with partner, Jacqueline. Reg has had the very great pleasure of sharing at many state, provincial and national photographic seminars, conferences and conventions. A gifted teacher, Reg's simple and straight forward sales techniques have transformed the lives of many photographers.

Jacqueline began her photographic career with a Masters in Fine Art and a BA in Business and Marketing. She holds a Fellow of Photography and is a past president of the Professional Photographers of Washington. Jacqueline has been teaching professionally for 15 years. She has shared with associations, universities and colleges across the US. Three years ago, Jacqueline relocated to beautiful British Columbia to partner a business with lifetime friend Reg Mess. By the time Jacqueline left her business in Clarkston, Washington, she had grown that business, Images by Design, to just under half a million dollars gross annual sales. In 2005 Jacqueline was recognized by the US National Business Advisory Council as the state Businesswoman of the Year.

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Amina Wojcik - Wedding Business



Amina of Still-Motion will speak on her wedding business and how they do photography/portraits, same-day edits and a presentation at the wedding reception.

Amina is sassy, easily combustible, and eclectic. Her images are both timeless and edgy, coming to fruition through remote lighting, an extensive photoshop knowledge, and the experience she creates on a shoot. She is the first one to show a bride how to belly flop in the snow or get jiggy in a parking garage. She is inspired by both PJ and fashion photography, creating a truly unique approach and portfolio.

As Amina and Patrick modestly describe their respective crafts, Amina's photography represents the "Still" of Still-Motion, and Patrick's videography provides the "Motion", it became clear that the pair more than just balance or complement one another. Their synergy defines Still-Motion that, and the way they approach their work: as an ever-evolving process. One exciting request came from Canon, which recently asked Still-Motion for permission to use raw footage from one of its weddings in a commercial that is currently airing across Canada on prime time TV. still-motion.ca

[Trash the dress video](#)

[Destination Wedding video](#)

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Tim Grey -Photoshop and Optimizing Photographic Images in Photoshop




Tim has developed a great deal of knowledge on all aspects of digital imaging. Tim has authored or co-authored over a dozen books on digital imaging for photographers, including the best-selling Photoshop CS3 Workflow and Color Confidence. He has also had hundreds of magazine articles published in magazines such as Outdoor Photographer, Digital Photo Pro and PC Photo. Tim also publishes an almost-daily Digital Darkroom Questions (DDQ) e-mail service, where he answers questions related to the digital darkroom.

timgrey.com

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Vicki Tauffer - Running a Studio





Vicki Taufer jumped into the spotlight in 2005 and is continuing to bring new and unique ideas to the photographic industry.

"Unplugged" is a philosophy focusing on the most important aspects of your business and getting the core structure organized so that you can reach your goals. Vicki is going to get right down to the truth and details you want to know on how to brand and niche yourself through original marketing ideas. Using their "unplugged" philosophy, V Gallery grew from a home-based studio to a 4,000 square foot studio with 8 employees in less than three years. Get ready to get intimate with one of the up and coming photographers and marketing specialists in the industry.

Vicki and her husband Jed started V Gallery in the cramped basement of their house at the age of 23. With a focus on artistic portraiture, the business evolved into a 4,000 sq. foot studio with 8 employees in just 3 years. Vicki attributes a large portion of her success to the high profile image she has created for her portrait gallery. Vicki has spoken to photographers both nationally and internationally, including South Korea. She has been recognized by Kodak as one of the up and coming photographers in the industry. In 2004, she won the Illinois High School Seniors' Choice Award. In 2005, Vicki won the Highest Scoring Print at the Orvieto Fotographia event in Italy as well as the Grand Prize in the portrait category at WPPI.

Check out her website at www.vgallery.net

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Sarah Petty - The Joy of Marketing

Learn from one of the top marketers in the industry on how to create a strong identity and get clients emotionally attached to your brand. Learn what it takes to become a successful portrait studio from determining the best portrait mix, setting prices, and then promoting your business. Sarah will touch on creating a database, co-marketing, charitable marketing, event marketing, relationship marketing and more. For sure, this will be a fast-paced, jam packed event you shouldn't miss.



After working for Coca-Cola, earning an MBA and leaving a successful career as marketing director at an area advertising agency, see how Petty has grown her small boutique studio into one of the largest in her area in only six years. Petty prides herself in teaching meaty marketing strategies and leaving you with solid ideas and inspiration that can change your

business and life.

Create breathtaking graphic designs. Have you ever had a great idea for a promotional campaign but no idea of how to create it? Learn the importance of a strong identity and see the factors that contribute to the power of your brand. Learn four new techniques that will immediately change how you create your marketing pieces. The art of building a successful boutique children's photography business. Breathtaking graphic design to make your clients say 'Whoa'. sarahpetty.com

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Kirk Voclair - Becoming the Coolest Studio in Town and How to Get Higher Averages



Kirk Voclair is an internationally recognized, award winning, and highly sought after portrait photographer. Kirk's flair for fashion is what he uses to create breathtaking images that are different, unique and truly extraordinary.

Kirk's a native of Houma, Louisiana and has lived there his whole life. So why would such a highly acclaimed photographer who has been hired to photograph people from coast to coast, overseas and around the world, be living in Houma, Louisiana? Great question! Kirk says, "... I love the food, the people and the lifestyle of Houma. There is no other place on the planet like Houma. I like to consider myself more of an artist than a photographer. I may go to other places to do specialized photography but Houma is my home."

For Kirk, a portrait opens the window to the soul of the subject. Kirk's deep seated passion for professional photography can clearly be seen in his images. They're not just pictures, but frozen moments in time, deep emotions, and priceless memories. If you are ready to experience the difference between just a photographer and an artist with a camera, then come and learn and laugh with Kirk.

Kirk is also the founder of Pro4um, an online discussion forum and school for professional photographers. pro4um.com kvphoto.com

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Kristian Bogner - Photographic Cross Training

Kristian Bogner, PPOC Commercial Photographer of the Year for the past 2 consecutive years, credits much of his success to his ability to shoot many different types of subjects well.



His illustrative style spans to Sports, Fashion, Scenics, Architecture, Aerials, Products, Industrial, Editorial, Wildlife and any other challenge that comes his way.

Kristian's program "Photographic Cross-Training" will bring new energy and inspiration to your imagery and teach you to discover your hidden talents while increasing your overall technical photographic and creative abilities.

Workshop

Kristian Bogner will also be offering a workshop on Nikon Capture NX2 and his digital workflow. Whether you shoot Nikon or not, this software is extremely powerful and can benefit you. Nikon's Colour Control Points and UPOINT technology are like Burning and Dodging on Steroids with full control over the Hue, Saturation, Brightness, Contrast, Red, Green, Blue and Warmth values of individual points throughout the image. This is the most innovative digital darkroom software that Kristian has discovered in years and he is excited to share his masterful techniques and workflow using a full arsenal of tools that are completely non-destructive, non-linear, easy to use, and offer advancements that will save you hours, megabytes and allow you to enhance your images at a whole new level.

Bio

At age 32, Kristian Bogner is one of the youngest photographers in his class. His credo is about ultimate positivity, passion and taking his technical expertise in photography to the

extreme. This internationally award winning Commercial Photographer is well acclaimed; 2007 and 2008 Commercial Photographer of the Year for Canada, 2-time recipient of Photographer of the Year for Alberta, 4-time Photographer of the Year for Canada Finalist and winner of numerous other awards for best fashion, best sports, best illustrative, and best scenic images in Canada.

Recent awards include best sports image in an international competition of North America vs Asia, where he won a piece of the great wall of China and best photography in a corporate brochure for Canada. Kristian has also had an astounding amount of his images selected to be part of the prestigious Canadian National Archives.

Kristian is the third generation of photographers in his family. His grandfather, Nikolai, a famous master photographer from Germany, was a respected friend of Ernest Leitz (Leica), and his work was displayed for Leica at Photokina, Germany. Kristian's father, Thies and mother, Audrey are both master photographers in Ontario.

With the opportunity to learn from some of the top photographers in the world since he was a young child and a natural aptitude towards computers and photography, Kristian started his own business at the age of 16, offering photography, digital imaging and design services. A few years later Kristian realized the opportunities of the West and fell in love with the Rocky Mountains. In 1997 he moved his company to Alberta which became the spark for his now flourishing career. Kristian's work has found a great range of media. His work has been published in catalogues, books, billboards, magazines, web, ad campaigns and television commercials. His images of nature, wildlife, lifestyle, fashion, professional sports and fine homes have been featured in many international magazines including the Robb Report, Time magazine, Homes of Grandeur, Golf Digest, Dream House, Canadian Geographic, Powder Magazine, Best Homes and Ski Canada to name a few.

Kristian's images can also be seen in some of Nikon Canada's television and print ads. Kristian has a great relationship with Nikon and has used their Cameras and lenses his entire life. "My Nikon gear has never failed me through the most grueling of challenges." Kristian has recently tested his Nikon D3 equipment in Australia and on an expedition in Papua, New Guinea. "My style is very illustrative, I need the ability to shoot quickly, and have the capability to have sharp images with vivid, accurate colours. Nikon Digital cameras allow me to achieve those results without compromise."

Kristian is primarily a high-end commercial photographer, shooting developments, annual reports, fashion, architecture, scenics, and lifestyle oriented imagery across North America, but it's his ability to shoot so many different subjects that makes him noteworthy. One of Kristian's passions is shooting professional sports. "It is thrilling to get the shot when there is only one instant to get it, and you have to be on. If you want to create something ultra-creative the stakes are even higher." Kristian has found great inspiration in shooting many world class athletes including Olympic Gold Speedskating Medalist Catriona Lemay Doan and the top Woman Freeskier in the World, Aleisha Cline. He has been invited to cover the Olympics,

World Cup, and many elite sporting events throughout his career. "The athletes inspire me, because they are passionate, full of heart, strive for technical perfection, and are focused, driven and disciplined. They push their limits to the extreme and conquer their fears to achieve greatness." Nature, Wildlife and Fashion are also major sources of inspiration in Kristian's work. "The beauty around us is incredible; it is such a gift for me to be able to capture it and share my colourful perspective with others."

Kristian currently lives in the Rocky Mountains, in the town of Canmore, Alberta. "The mountains give me balance and keep me refreshed, passionate, connected and in flow." Kristian Bogner has positioned himself to consistently produce award winning photography and digital imaging by combining the latest in technology with generations of experience and creativity. Kristian's passion for life, nature, sports, travel and of course, photography, always keeps him striving for perfection.

kristianbogner.com

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Michael Pacitti - An Interactive Colour & Design Education on Custom Framing Photography

Custom Framing Photography

Extend your disc of Images into a final form of Framing. From inspiration to influence, and final form, join us in this informative seminar that details the many advantages of Custom Framing Photography.

As a, Photographer, this informative and participative program will enhancing your creative skills as you understand the profit potential of Framing & Matting Photography. Become the colour & design expert at your Photographic Studio or Gallery by learning the latest color trends for 2009 and beyond. Discover how Trend Colours are forecasted.

Learn to identify historical and contemporary moulding motifs and how to incorporate "Design Influence" into custom framing photography. Develop specific professional selling techniques for coaching your clients through proper moulding and matting selection by understanding the historical aspects of Moulding Design. From Contemporary to Historical you will learn the proper procedure for selecting specific "Theme Aspects" of Custom Framing Photography.

Michael Pacitti has been associated with the Fine Art, Photography and Framing industry for

more than 20 year. His seminars on related subjects have reached North America, China & Europe.

Included in the program are handout reference materials, Professional Photography Framing Certificate, and CD Copy of the program.
Program Duration: 90 minutes.

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Mike Fulton - Studio lighting anywhere anytime in ANY lighting situation.



Including many aspects of humor and fun mixed in with education, Mike truly believes in NO SECRETS, we are all here to learn and receive information which will help all of us be better photographers.

Full of fun and molded to the questions and concerns of YOU, Learn to see and capture the light visually and by wireless flash and video lighting techniques to assist you in creating light and more importantly shadows in any situation.

Mike shows you the simple but effective way to have studio lighting anywhere anytime in ANY lighting situation.

tricoastphoto.com

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Jane Conner-Ziser - Retouching style and technique

With a background in fine arts, 27 years of experience as a portrait photographer and master retouching artist, and 19 years in digital imaging, Jane is one of the portrait industry's original and authentic digital artists and her expertise is unmatched. Her retouching style and techniques are widely emulated in today's digital market.



The relevance of her class materials, her knowledge of subject and her professional teaching abilities promise you the best education you can get anywhere.

janesdigitalart.com

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Mark Greschner - Project Art



As we all know that our everyday life of creating images is sort of somehow mundane or boring. I mean we all love what we do, but we must also agree that there are some days we are just going through the motions.



Mark Greschner has been creating images for over 25yrs, and in just about every area of the photography industry. He as always done personal projects over the years, but a few years ago he started to make his projects more of a priority. The success of his book "One hundred Years of heart" has put Mark on the path of yet more projects.

In his program he will talk about the journey of the project, from the conceived idea to the finished product. All of the challenge, the hurdles and rewards that made the project worth ever minute of time that was put into it.

He will go through step by step on all of the areas, pre- production, design, and writing. Creating the images, working the files, working with publishers, printers and funding. He will talk about the experience of meeting all of these centurions, how rewarding it was to spend time with them and share their stories.

"We all have creative souls; all we need to do is nurture it". Step away for the assembly line photography and open your mind to "Projects of Art" and let your creative juices flow.

This program will not just consist of beautiful b&w portraits, but also all of the information you need to get you inspired to get your "Project" going.

Bio

Mark Greschner MPA SPA is one of the most diversify photographers in the country. He has received national recognition in Commercial,Industrial,Portrait and Wedding categories. He is one of the only photographers to hang all four prints, merit a wedding album and receive top honors for his corporate broucher all in the same show. He is accredited in over 18 categories, and truly believes that we have one of the greatest jobs in the world.

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George Fulton - The Anatomy of the Advertising Photo Shoot

Acclaimed advertising photographer George Fulton will share strategies for balancing the delicate aesthetics and the production back stories behind many of his award winning photographs.



Known for photographs that engage the viewer with humor and narrative, George will review his process of conceptual development, location, casting and crew considerations as well as the production itself, with an emphasis on creating an effective and compelling advertising photograph.

Bio

George Fulton is an internationally recognized, award-winning advertising photographer whose work is known for it's wit and oft-ironic narratives.

His work has been published in Communication Arts, Print, HOW, and Archive. Among hundreds of awards, he was a recent winner of the national Gold Addy™ for best photo campaign for his work for ASICS running shoes, featuring George's extensive still image production and digital skills. George is the most recent winner of the Advertising Photographers of America Creativity Award. George was presented with the Leadership in Photography award by the International Photography Council at the United Nations in 2008.

George operates George Fulton Productions and travels extensively, shooting for clients such as ASICS, Coors, MasterCard, John Hancock, Exxon, Sears, Pepsi, Equifax, IBM and March of Dimes.

George is a past National President of the Advertising Photographers of America. He speaks extensively to advertising groups and associations, and is also an experienced writer,

with articles appearing in many industry publications.

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Colin Smith - Solutions Architect



As senior solutions architect with more than nine years of experience at Adobe, Colin is an ambassador and instructor of Adobe's solutions, sharing his expertise and passion for technology with knowledge workers and creative professionals across Canada.

Mr. Smith is a certified Adobe expert in Acrobat, Creative Suite and Production Studio. He is a frequent speaker at Adobe's customer seminars, providing tutorials for business communicators, graphic designers, print professionals and video and audio producers and editors. He is also a much sought after media spokesperson for Adobe and appears regularly on television and radio stations in major cities in Canada, including CP24 in Toronto, A-Channel in Ottawa and CKNW in Vancouver. Mr. Smith also works closely with law enforcement agencies to leverage Acrobat and other Adobe technologies to fight crime.

An avid music composer, video producer and photographer, Colin expresses his artistic voice through multiple media: music recordings, web sites and digital photography and video.

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