

# The Indianhead

## PHOTOGRAPHER



## HAPPY NEW YEAR !

MAY YOU ALL HAVE A HEALTHY AND HAPPY YEAR AHEAD

We wish to thank our 2014 Board of Directors for all they have done this past year. It is not possible for us to be the success we are without volunteers who give of their time and talents to see that all things are in place, positive changes are made, and especially that we are able to provide an education to all those who wish to advance in their profession.

Our thanks goes out to our Sponsors and Sustaining members as well. They are the backbone of our organization. Without them to support us, we could not exist. Our Sponsors provide us with wonderfully talented speakers throughout the year.

Much thanks to our members who are the reason we exist. We hope that you will continue to take advantage of all we have to offer. IPPA continues maintain the "Spirit of Cooperation, Not Competition."

We always welcome new members.

### January Meeting Notes

Beginning January 12, 2015 we will be meeting in Colby, Wisconsin at the VFW Hall. It is located at 104 N. Division St.

The Specified Category for this month is Family / Seniors. Be sure to send your entries to Laurie by Sunday at [ippa\\_competition@live.com](mailto:ippa_competition@live.com)

We will be introducing our 2015 Board of Directors, as well as presenting our 2015 Awards.

Serena Sblendorio will be speaking on "Birth & Beyond". You won't want to miss this new opportunity to see how she engages new couples in a photographic journey through their children's lives.

Be sure to call in your RSVP to Tom Giles by Jan 8th at noon at 715-834-2993 or email [indianhead@gilesphoto.com](mailto:indianhead@gilesphoto.com)



### Letter From the Editor

With a cold, nasty snap in November, we were forced to postpone our meeting for one week. Mother Nature has her way of doing things sometimes, and she did a good job in November. Despite the change, we had a wonderful meeting and Pre-State Competition and give a big thanks to our judges Dawn Lemerond, Kirt & Andrea Sanders, Randy Peterson and Steve Kemp for all their efforts. We appreciate them sharing their knowledge and skills with us.

A round table discussion followed. It included the subjects of why we can't compete with the purity of untouched images, created in the hands of the photographer, rather than those using PhotoShop to enhance the raw images. Should we have have a category for images entered as they are captured? What has happened to the old school teachings including proper lighting, posing and capture?

We also discussed our need to find a central location for our meetings. This is a one year trial period. The Colby Fire Dept. was suggested as well.

Since that time Tom Giles, along with Phil Zeisemer, checked out the VFW recommended by the search committee, and it was determined that the space and facilities available would be very useful and accomodate speakers who wish to set up a studio for their program. We will be meeting there starting with the Jan. 12th meeting. The upcoming hosts will make arrangements for our meals, make sure the facility is left as it was found in good order, as well as take reservations for the meeting. If you wish to host, please let Neil know so that he can make arrangements with you. Our June meeting will be held in Wisconsin Rapids with Paul Hafermann as our host. Last year's picnic and meeting were a huge success. Don't miss this one!

Get those images ready for our competition on Jan. 12th. We need yours!

*Ginny*





## FROM OUR UPCOMING PRESIDENT - TOM GILES

I have been told that most things are better the second time around. I will let you know how that works out for me. I was President of Indianhead 28 years ago, back in 1987.

Yup back in the days of film. For our Print Competition, we actually had 16x20 prints that we judged in a darkened room with bright lights illuminating the prints. Now, all of our images are submitted as a digital image and judged on a large monitor. No more high gloss prints with the strong smell of lacquer that was sprayed on late the night before or even earlier that day. We jokingly referred to them as the winner of the wet print award.

We have come along way in our profession since I first joined Indianhead in 1981. With

digital imaging, we can create more artistic images for our clients. We have more control of everything we do than we did with film.

Although I could never imagine going back to film, life in our industry was much better and financially rewarding than it is today. We are at a time in history that requires us to produce a better portrait, a better product and with a faster turn around time that ever before. Today, the cameras are better, the software is better, anyone can take a "good" picture. We need to create a great portrait or we will not be able to separate our work from what that average person on the street can do with their camera.

With all that is available to everyone in our profession and those that are not, we have to be more creative not only with how we photograph our clients, but we also need to be an expert at digital imaging and be able to do what others can not.

This is where Indianhead comes into play. We need more education, more ideas that will help us grow our businesses. Neil is

working on programs that will help us become better at what we do or an area of photography that we can learn about that will open the door to new clients. Our very own Serena Sblendorio will be our program in January and will help learn how to work with babies and new moms in her program "Birth & Beyond."

All this will happen at our new central location for our meetings at the VFW Hall in Colby, Wisconsin. The Hall is located a mile or so South of Hwy 29 at the Abbotsford exit. The Hall has a lot of room for our meeting, speakers that want to set up backgrounds and show us how they work with their clients. I think you will like the location and the facility. We will have a short discussion at the end of the meeting to get feedback from those who attend the meeting. We are hoping to meeting there the rest of 2015, except the June meeting that will be in Wisconsin Rapids.

Hope to see you on January 12th in Colby, Tom Giles

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### CURRENT NEWSLETTER

This month's newsletter is a condensed version due to the relocation of our editor. Until a location is established, we will do our best to provide information for you. We will be producing a special issue in the future to feature those images and awards that are not included here. Thank you for your patience.

## MEMBER NEWS

We are proud to announce that our member and friend,  
Jean Wacker  
has been selected to be included in the  
“Faces of PPA”  
on the PPA magazine website.  
She is one of a very few that have achieved  
all four PPA degrees.

*She also can use your prayers as her pain & eyesight worsens.*

## PPA News

### **UPCOMING SCHEDULE OF EVENTS**

*February 1-3 Imaging USA in Nashville, TN*

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*North Central District Photographic Competition  
judging will take place March 20-21, 2015 in Des Moines, Iowa*

!

*Don't forget to check out the online education PPA has to offer!!  
Are you in “the Loop” ? Check the PPA website for more information*

## WPPA News

### **UPCOMING SCHEDULE OF EVENTS**

2015 SPRING MAD CITY CONVENTION

February 19-24, 2015

Crown Plaza in Madison, WI

**Join WPPA 2014 NOW!**



## See You Down the Road

by Ginny Otto

I recently watched The Sound of Music for the umpteenth time, and as I write this article the song “So Long, Farewell....” goes through my head.

Although we have sold our home and begun a journey far from Wisconsin, it doesn't mean I have to say “Good-bye”. I will stay on as your editor as long as you wish, remain to be a member of IPPA forever, and hope that the friendships I have made over the years will not only remain, but grow with time.

We also hope that you will all feel welcome to give a call and/or come visit us in sunny Florida in the future. I have told many people over the last couple of years that we are buying your vacation home. It wouldn't be fun without our friends to enjoy.

We are getting ready to get in our “Little Red” and head south to look for a house, with no idea where we may land. It is an adventure for sure. Our things are stored, so you will have to bear with me for a couple of months.

Some things are hardest to leave behind. The greatest of these is my IPPA ‘family’. Yes, all of you! From the very beginning when I joined, I knew that this was one organization that offered so much to photographers, no matter what level they were at.

The smiles, hugs, and encouragement says it all. My hope is that all who join will find the warm, friendly atmosphere that I felt that day.

We were all blessed to have learned from the greatest photographers over the years, and many of those we miss so much as time has marched on. This would not have happened without our organizations we are so proud of today.

I would like to share something that many of you may not be able to relate to. It is not in a negative manner that I speak, but with pride in the strength we have shown in a difficult time in this industry.

It used to ‘ruffle my feathers’ when I would hear the words “and then there is Indianhead” when referring to the regionals in our state. I know it was not meant in the manner in which it sounded, but was more reflective to the fact that we were not congregated in a metropolitan area, but spread out in the north woods over many, many counties, and considered a smaller group.

With all the changes today in our industry and in our organizations, I believe that our regional organization is the strongest in the state. We are strong in our memberships, financials, regular attendance, and continue to seek and find new members to carry us to new levels. I believe we are also the only regional to have monthly competitions at our meetings.

We should be so proud of ourselves in being able to weather the storms of today in more ways than one.

I leave this state knowing that IPPA will continue to be a wonderful organization, and continue to do so “In the Spirit of Cooperation, Not Competition.”

If I could have one wish, it is that each of you take the time to enter competition so that it can remain an important part of our educational program at IPPA. It is important, and provides growth for those who show an effort.

Only two people from IPPA entered at State this year and took 4 of the 7 judges awards, as well as receiving 90+ scores, and top awards of their categories. I challenge you to change that number from two to six this year. Start now on January 12th and you can make it happen, please. You can only come out a winner!

I thank each of you for making IPPA a real joy, and for being my friend.



See you down the road!