



© Jack Foley



© Tibor Imely



© Mark Kiefer



© David Laronde



© Lon Monahan



© Roxanne Pearson

Professional imaging seminars offered in studios worldwide

supermonday

APRIL 3, 2006



© Brian Read



© Jon Read



© Clayton Sibley



Featuring Super Monday LEGENDS

We contacted some of your favorite instructors and asked them to join the Super Monday roster in 2006. Check out our "Legends" section for some well-known names and faces. *See pages 1-5.*

**Register by
March 13, 2006
for only \$99!**

onsite registration is \$120

supermonday: LEGENDS

ARKANSAS

Hot Springs

Course # AR01

SEEING LIGHT NATURALLY

Gary Meek, CPP, M.Photog.Cr., API

Kathryn Meek, CPP, M.Photog.Cr., API

This program shows photographers how to look for the quantity, quality, color and direction of natural light. Gary and Kathryn demonstrate how to find the main light, fill light, background light and hair light while working outdoors. They cover additive and subtractive lighting, the use of reflectors, and supplementing with flash and bare bulbs.

P 2

CALIFORNIA

San Diego

Course # CA01

THE POWER OF LIGHT

Tony L. Corbell, Cr.Photog., API

Gain a complete understanding of lighting for the digital world in terms of quality, quantity and direction. Tony covers the full spectrum of workflow and discusses how to maximize your time in front of the computer by doing your job correctly when capturing the image.

D 3

COLORADO

Denver

Course # CO01

CLASSIC POSING, NON-POSED POSING & SERIES POSING

Sara Frances, M.Photog., Cr.Photog.

Fabian Krajmalnik, Cr.Photog.

Intuitive posing is the creative bridge between photographer and subject that reveals personality and vibrancy. Sara and Fabian's presentation builds from the beautifully studied classic approaches through fashion-driven, non-pose posing. It then progresses to action image series, which rival video and boost profits.

P W 2

GEORGIA

Atlanta

Course # GA01

DON'T FIX IT IN PHOTOSHOP - GET IT RIGHT WHEN YOU MAKE THE EXPOSURE

Doug Box, M.Photog.Cr., API

Doug tackles a host of topics, including posing and lighting for children, families and weddings; using window light and augmenting it

with flash; photographing outdoors; telephone techniques for bringing in more clients; taking control of your time by establishing "prime time" appointment times; turning your studio into a business-by-referral operation; and exposure and white balance for digital photography. (Held on Monday, April 17, 2006.)

B P W 2

Lilburn

Course # GA02

FOR BEGINNERS ONLY - PHOTOSHOP WORKS 4 U

Eddie Tapp, CPP, M.Photog.MEI.Cr., API

Learn the essentials of Photoshop. Eddie will guide you through workflows in creative enhancements, production techniques and controlling digital color. Bring your "problem" images for demonstrations and solutions. Eddie will also handle the Digital "Q"s in this fun and informal session. (Held on Monday, March 13, 2006.)

A C D G P W 1

Macon

Course # GA03

A DAY AT THE STUDIO OF HORACE HOLMES PHOTOGRAPHIC ARTIST

Horace Holmes, Jr., CPP, Cr.Photog., ABI, API

Yvonne C. Holmes, Cr.Photog., ABI, API

Join Horace and Yvonne and study the everyday realities of running a professional studio. Camera room lighting & posing, client relationship building, marketing, workflow, sales, studio management, product delivery and even, lunch hour & vacation will all be covered in this fun filled visit.

B D P 2

Stone Mountain

Course # GA04

CLASSICAL PORTRAITURE WITH FLAIR

David L. Smith, M.Photog.Cr., API

David demonstrates the difference between a picture and a professional portrait. He shows how to create a mood and bring out expression in his subject. You'll leave with a new dimension to your photography.

P 2

HAWAII

Honolulu

Course # HI01

THE ADVANTAGES OF USING

DIGITAL IN PRINT COMPETITION

Dwight Okumoto, CPP,

M.Photog.M.Artist.MEI.Cr., API

Know the secrets that judges look for in scoring. Learn digital tricks to gain an edge for your prints. This is a hands-on program. (Held on Monday, April 10, 2006.)

D 2

ILLINOIS

Canton

Course # IL01

FRAMING FOR ADDED PROFIT TO YOUR PORTRAIT SALE

David R. Lewis, M.Photog.Cr.

David leads an introduction to matting and framing for the portrait photographer who wishes to add extra dollars to the sale.

G 2

Girard

Course # IL02

THE PRACTICAL SIDE OF DIGITAL PHOTOGRAPHY

Robert Lloyd, Cr.Photog.Hon.M.Photog., API

Learn the issues and equipment necessary to efficiently operate a digital studio. Topics include creating portraits, capturing images, processing files, archiving and storage, color correcting, retouching, proofing, production actions, portrait enhancement, outputting to a commercial lab, in-house printing, working with printer profiles, and print finishing.

D P 1 2

KANSAS

Overland Park

Course # KS01

CLASSIC PORTRAITS IN A DIGITAL WORLD

T. Michael Stanley, CPP, M.Photog.Cr.

Learn the techniques of classic portraiture using umbrellas, soft boxes, parabolic reflectors and natural light. (Held on Monday, March 27, 2006.)

D P 2

KENTUCKY

Edgewood

Course # KY01

IT'S ABOUT TIME

David A. Ziser, M.Photog.Cr.

Digital wedding photography looks flat and one dimensional these days. It's about time to revisit

Super Monday Legends

We contacted some of your favorite instructors and asked them to join the Super Monday roster in 2006. Check out our "Legends" section for some familiar names and faces.

L	E	G	E	N	D
A	art/technical				
B	business/marketing				
C	commercial				
D	digital				
G	general				
P	portrait				
S	sports				
W	wedding				
1	beginner				
2	intermediate				
3	advanced				

the images that take people's breath away, images that demonstrate the "lost art" of decent lighting, sensible posing and good composition. David looks at real software solutions that will have you designing digital albums 300 percent faster than traditional methods.

D P W 2

Versailles

Course # KY02

PORTRAITURE IN THE DIGITAL AGE

Dave Huntsman, *M.Photog.Cr.*

David discusses creative lighting for maximum impact, simple but effective posing, proper exposure, and workflow for the digital studio.

D P 1 2

LOUISIANA

Lafayette

Course # LA01

BASIC PORTRAIT

Ed Broussard, *CPP, M.Photog.Cr.*

While covering basic portrait techniques, Ed shows different styles of lighting using a variety of light modifiers. He demonstrates the proper posing of female and male figures, starting with the foundation, moving up to the head and shoulders. He also delves into digital workflow for portraits. *(Held on Sunday, April 2, 2006 from 10am to 6pm.)*

D P 1

Metairie

Course # LA02

A NEW BEGINNING

Ralph Romaguera, Sr., *M.Photog.Cr.*

Dick Goodall, *M.Photog.Cr.*

Ralph and Dick unveil successful photography business and marketing plans for those working in a post-Katrina economy. They also discuss posing and lighting techniques that will help you sell more.

B G P 1 2

MARYLAND

Oakland (Garrett County)

Course # MD01

12 STEPS TO FINANCIAL SUCCESS IN PHOTOGRAPHY

Ann K. Monteith, *M.Photog.Cr, ABI, API*

Ann Monteith is the industry's foremost authority on marketing and managing photographic studios. In this class she covers the 12 critical issues that affect long-term success in the business of photography—from business concept and marketing to pricing,

selling, and tracking your business progress. (This class qualifies for one elective credit for PPA's Certificate of Business Management.)

B 1 2 3

Oakland (Garrett County)

Course # MD02

PRECISION POSING & LIGHTING

James R. Monteith, *M.Photog.Cr., API*

Learn the nuances of classic posing and lighting in an intimate studio situation. James's class includes lighting integration; posing demonstrations for individuals, couples, and groups; and information on how to conduct planning sessions and projection sales. *(Held on Sunday, April 2, 2006.)*

P 2

MICHIGAN

Bay City

Course # MI01

MODEL TO MASTERPIECE

Mark Allen, *CPP, Photog.Cr.*

Mark photographs, projects, retouches and completes a series of images to demonstrate studio strobe, window light, outdoor lighting and location techniques. He follows with a proof presentation, retouching workshop and final digital darkroom manipulation to create a cropped, matted and finished image.

P 2

Bay City

Course # MI02

SO YOU WANNA HANG FOUR?

Barry Rankin, *M.Photog.Cr.*

This class covers everything you ever wanted to know about PPA Print Competition. Barry looks at the 12 elements and gives tips on making your work more competition worthy. *(Held on Monday, March 27, 2006.)*

B C D P S W 2

Commerce Township

Course # MI03

GETTING BACK TO THE BASICS

David M. Deutsch, *CPP, M.Photog.Cr.*

Tamera L. Deutsch

Now more than ever, we need to get back to the basics of our art. Good posing, lighting and expression never go out of style. David and Tamera guide you through their approach to creating a memorable experience for the client, which involves a diligent concentration on designing beautiful, artistic images.

P W 1 2

supermonday: LEGENDS

Frankenmuth

Course # M104

SHARE THE DREAM

Michael Timmons, CPP, M.Photog.Cr.

Tina Timmons, CPP, M.Photog.Cr.

Explore technology to go “beyond the image” into the world of fine art photography. Prepare to be inspired to a new level of excitement as Michael and Tina unravel the mysteries surrounding print competition and producing saleable fine art photography.

P 2

MINNESOTA

Anoka

Course # MN01

ANATOMY OF PORTRAIT LIGHTING

Steve L. Larson, CPP, M.Photog.Cr, ABI, API

Steve presents a comprehensive examination of portrait lighting. He will demonstrate the use and control of the various studio portrait lights while discussing quality, intensity, direction, specularly and ratio of light. Students will leave with a complete understanding of how to set up their camera room lighting, determine exposure, digital color balance, and shooting in JPEG and Raw formats and how to use each for the ultimate results.

P 1 2 3

Rochester

Course # MN02

PROFESSIONAL PHOTOGRAPHY 201

Curt Sanders, CPP, M.Photog.Cr., API

Andrea Sanders, CPP, M.Photog.M.Artist.Cr., API

After the basics of 101, it's time to develop your style as a photographer. Curt and Andrea work on posing, expressions and location lighting. They bring in models to help refine your techniques.

P 1 2

NEW HAMPSHIRE

Lee

Course # NH01

TAKING CARE OF BUSINESS\$

Candace Pratt Stiteler, CPP, Cr.Photog., ABI

Artist? Yes. Starving? Hopefully not! This program was designed to help photographers understand their businesses. While discussing a variety of critical business issues, Candace helps her students gain an understanding of the products they offer, and tells them how to be sure they are pricing for a profit.

B 1 2

NEW YORK

Syracuse

Course # NY01

PORTRAITURE IN TRANSITION

Duane Sauro, M.Photog.MEI

In this advanced course, Duane analyzes the structure of design and the dynamics that go into creative portrait composition. He explores classical, contemporary, illustrative and surreal presentations of portraiture. In addition, he demonstrates digital imaging techniques and oil painting embellishments that can be used as artistic and business advantages.

D P 3

West Haverstraw

Course # NY02

COMMERCIAL PHOTOGRAPHY FOR THE WEDDING/PORTRAIT PHOTOGRAPHER

Aaron Pepis, CPP, M.Photog., Cr.

This hands-on course is designed to teach photographers how to do simple commercial/advertising photography. Aaron will discuss the theory of light and while photographing products using different lighting techniques and light sources. Learn to devise light modifiers using commonly available items. You will see all of the results of this digital session and leave the program confident in your ability to accept small commercial assignments.

C 2

OHIO

Vermilion

Course # OH01

A DAY WITH ROBERT HUGHES

Robert Hughes, CPP, M.Photog.MEI.Cr.

Elaine Hughes

Robert and Elaine discuss finding light, digital file concerns, the philosophy of shooting, color balance, workflow, and traditional style versus photojournalism, money-making tips and protecting your copyrights.

B D W 2 3

PENNSYLVANIA

Canonsburg

Course # PA01

BUILDING A PROFITABLE STUDIO

Michael Redford, M.Photog.Cr., API

Delve into every aspect of operating a profitable portrait studio. Take a close look at methods for marketing to the best potential clients and presenting and selling to obtain the highest possible averages. (Held on Monday, May 1, 2006.)

Harleysville

Course # PA02

ARTISTRY... THE HEART AND SOUL OF YOUR PHOTOGRAPHY

Sher Carroll, M.Photog.Cr.

Laura Tramontina, M.Photog.Cr.

Discover how Sher's free-form, “observer” style of portraiture, combined with a warm client-artist relationship, has kept her work fresh, unique and award-winning for more than 20 years. Laura shares the studio's successful marketing tools that kept the business successful even in a weak economy. Other topics include digital equipment, the “KISS” rule for Photoshop techniques, digital workflow and the challenges of using digital outdoors.

B D P 1 2 3

Meyersdale

Course # PA03

UTILIZING YOUR BACKGROUNDS

Rich Beitzel, CPP, M.Photog.Cr.

Esther Beitzel, M.Photog.MEI.CEI

Give your studio backdrops a new look. Draping techniques can add life, while fine-tuning the lighting can create more depth. And, of course, adding props can put the final touch on great compositions. This class works with canvas, muslin, Featherlight and tricot fabric.

P 1 2 3

Moon Township

Course # PA04

INTRODUCTION TO MASTER'S BRUSH LIGHT, CORRECTIVE LIGHTING AND FACIAL ANALYSIS

Jerry Interval, M.Photog.Cr.

Learn the 12 techniques every expert portrait photographer must know to make the face look its best. Other topics include lighting patterns you won't forget, simple and effective use of the Master's Brush light, and posing and lighting that will put you a giant step ahead of the competition.

P 1 2

SOUTH DAKOTA

Watertown

Course # SD01

MAKING OF THE MERIT PRINT & RURAL BUSINESS SUCCESS

Ralph Richter, CPP, M.Photog.Cr.

Michael J. Black

Super Monday Legends

We contacted some of your favorite instructors and asked them to join the Super Monday roster in 2006. Check out our "Legends" section for some familiar names and faces.

L	E	G	E	N	D
A	art/technical				
B	business/marketing				
C	commercial				
D	digital				
G	general				
P	portrait				
S	sports				
W	wedding				
1	beginner				
2	intermediate				
3	advanced				

Achieve success in a rural market and support yourself from just your studio income. Ralph and Michael share their successful business methods, including how to use bridal shows, displays and word of mouth to get a steady stream of brides. Ralph will also discuss how to size, mount and finish your photographs for submission in local and national print competitions.

B G 1 2

Yankton

Course # SD02

SENIOR AND CHILDREN PHOTOGRAPHY

Jerry A. Smith, CPP, M.Photog.Cr.

Jerry will take students through a variety of senior portrait styles, giving helpful tips and tricks along the way. He'll also talk about marketing and his children's portrait program.

P 1 2 3

TENNESSEE

Memphis

Course # TN01

LIGHTING FOR VIDEO

Bill Carrier, M.Photog.MEI.Cr.

Use motion picture lighting methods in your video productions to create depth and realism. This course will deal with contrast, mixed lighting and filtering. DV, BETASP and HD formats will be discussed.

C 2

Nashville

Course # TN02

ARTISTIC PORTRAITS

Marion Ward, M.Photog.Cr.

Michael Ward, CPP, M.Photog.Cr.

Learn the art of artistic portraiture from master photographer Marion Ward. He discusses posing and lighting techniques that will prepare you to enact enhancements in Photoshop, Painter or with oils.

D P 3

TEXAS

Arlington

Course # TX01

SO NOW YOU'RE DIGITAL - WHAT ARE YOU GOING TO DO WITH IT?

Roy D. Madearis, M.Photog.Cr.

Roy's presentation deals with the many new products and promotions-for both wedding and portrait markets-created by photography's move to digital. Roy also covers workflow, sales presentations and customer service using digital products.

B P W 1 2 3

UTAH

Salt Lake City

Course # UT01

PORTRAIT SKILLS REVISITED

Dave Newman, M.Photog.Cr., API

Learn how posing makes the difference and lighting is the master's touch in your portrait. Dave shares tips and tricks for portrait enhancements that will impress your clients.

P 2

WEST VIRGINIA

Wheeling

Course # WV01

THE NEED FOR SPEED

Mark A. Campbell, CPP, Cr.Photog., API

If you find yourself working all hours of the night just to try to catch up on your digital files, then this program is for you. Designed to help you take back control of your life, you'll see firsthand the advantages of working with RAW files, not only from a quality standpoint, but an efficiency one as well.

D 2 3

WISCONSIN

De Pere

Course # WI01

DIGITAL CAPTURE & OUTPUT

Daniel J. Stoller, M.Photog.Cr.

Join Daniel for a hands-on course covering digital capture, proper exposure and white balance, and downloading and adjusting your files for output on photographic paper.

D 1 2 3

supermonday: LEGENDS



Mark Allen



Richard Beitzel



Doug Box



Ed Broussard



Mark A. Campbell



Bill Carrier



Sher Carroll
Laura Tramontina



Tony Corbell



David M. Deutsch
Tamera L. Deutsch



Sara Frances
Fabian Krajmalnik



Horace Holmes, Jr.
Yvonne Holmes



Robert Hughes



Dave Huntsman



Steve L. Larson



David R. Lewis



Robert Lloyd



Gary Meek
Kathy Meek



Ann K. Monteith



James R. Monteth



Dave Newman



Aaron Pepis



Michael Redford



Ralph Richter



Ralph Romaguera, Sr.



Andrea Sanders
Curt Sanders



Duane Sauro



David L. Smith



Jerry A. Smith



T. Michael Stanley



Candace Pratt Stiteler



Eddie Tapp



Michael Timmons



Marion Ward



David A. Ziser

**REGISTER BY MARCH 13, 2006
FOR ONLY \$99!**

Onsite registration is \$120

REGISTER ONLINE at www.ppa.com

FAX your completed registration form to 301-604-0158

CALL (800) 786-6277

You may also mail your form to:

Attn: Super Monday
PPA, 229 Peachtree St. NE, Suite 2200
Atlanta, GA 30303



The PPA Education Committee hopes that you are taking advantage of the Super Monday programs offered in your community. The Committee's primary goal is for professional photographers to get the continuing education that they need.

This lineup of April classes represents programs that attendees have told us were beneficial and worthwhile, so we've asked those instructors to offer them again. Other programs in the catalog are being offered for the first time by accomplished photography instructors who see the need to bring new subject matter to the professionals in their community.

L E G E N D

- A art/technical
 - B business/marketing
 - C commercial
 - D digital
 - G general
 - P portrait
 - S sports
 - W wedding
-
- 1 beginner
 - 2 intermediate
 - 3 advanced

ALABAMA

Guntersville

Course # AL10

QUICK TIPS TO MAKE YOUR PORTRAITS SHINE

Monica Martin, CPP

Monica covers basic and advanced retouching, color correction, making black and white from color, layers and masks, vignettes, swapping eyes or heads, removing unwanted things from the image, and taking off pounds.

D P 1 2 3

ARIZONA

Mesa

Course # AZ10

MANAGING A PROFESSIONAL STUDIO

Steve Nissle, CPP

What does it take to manage a successful studio? Follow Steve as he shares his portrait techniques, workflow and production methods, projection sales and customer relation skills.

G P 2

CALIFORNIA

Bakersfield

Course # CA10

EXPERIENCE THE DIFFERENCE

Randall Barker

Randall discusses how to make a difference with customer experience before you ever take a photo. Learn ways to win the hearts of your customers and see how that relates to your referral rate and bottom line.

P 1 2

Burbank

Course # CA20

HOW TO TAKE YOUR HOBBY TO A LEVEL WHERE YOU CAN MAKE A GOOD LIVING

Harvey Branman

A dozen years ago Harvey decided to take a part time photography business to a level where he could make a comfortable living. He now runs one of the most successful studios in Burbank. Learn how getting involved in the community, plus other marketing approaches, fostered this growth.

B P 1

Fairfield

Course # CA30

PORTRAITURE - STUDIO LIGHTING AND PRODUCTS

Joerg Lehmann, CPP

Marc Anacta

Joerg and Marc share their approaches to modern portraiture. The emphasis is on studio lighting in the morning, and on exciting portrait products and sales in the afternoon. A live session with a model connects both parts of the program.

B D G P 1 2

Hilmar

Course # CA40

DIGITAL PRESENTATIONS

Stewart Schulze, CPP

Stewart talks about creating digital presentations for sales and for marketing your business. He covers both lab software and slideshow software. He also discusses how to set up your studio for killer AV shows.

D 2

Pittsburg

Course # CA50

STILL USING FILM?

Timothy Vaughn Sr., Cr.Photog.

After attending Timothy's class, you'll go home and sell all your film cameras. Timothy starts with the basics, covering which digital camera to buy and why. He also touches on retouching with Photoshop, basic Web site building, online proofing, and finishes with blue screen technology.

D 1

Pleasanton

Course # CA60

IN SPIRIT WORKSHOP

Michael Gan, CPP, M.Photog.

Leslie Artis-Gan

Learn how to translate your inspirations and creativity into powerful portraits that your clients will love. Course includes preparing your clients for a completely different portrait session, developing your inspirations into your style, and projecting your previews effectively for larger portrait sales.

P 1 2 3

Redlands

Course # CA70

DIGITAL WORKFLOW ... FROM CAMERA TO CLIENT

Doug and Donna Jirsa

The "Digital Duo" shares a highly efficient workflow developed during their eight years of running an exclusively digital studio. Learn to streamline your workflow to give yourself more time. Understand proper digital exposures and get great color output. Discover simple Photoshop retouching methods that will save you time and money. Study techniques used in the Jirsa's profitable add-on "Works-of-ArtZ!".

A D P 2 3

San Diego

Course # CA80

SO YOU WANT TO BE A SENIOR PHOTOGRAPHER?

Bill Keane, Cr.Photog.

John Henry Gross, M.Photog.

Taught from the perspective of a contract studio doing 2,000 annual senior shoots, this course is for photographers considering high school senior work. Topics include contract versus non-contract work, trends in photography styles, file management, personnel and pricing. Also, included will be hands-on posing and lighting instruction.

P B 1

San Mateo

Course # CA90

DIGITAL WEDDING WORKFLOW

Francis Wong, CPP

There are many details involved in digital wedding workflow. Francis walks you through shooting digital weddings, doing Photoshop enhancements, conducting sales and preparing files for final output.

D W 1

COLORADO

Loveland

Course # CO10

WEDDINGS: CANDIDS TO BRIDAL PORTRAITS

Norman Rehme, CPP, M.Photog.

Learn wedding photography basics and increase your skills. Norman hits all the aspects of handling a wedding, from the initial interview to posing and lighting to handling difficult clients. He'll also critique attendee's work.

W 1 2

Monument

Course # CO20

CREATING MERIT PRINTS - A PROCESS

Patti Healy-Kelly, CPP

Thomas J. Henn, CPP, M.Photog.Cr.

Learn how to choose, crop, enhance, present and name images for print competition. Patti and Thomas discuss tips and techniques for improving your final product.

G 1 2 3

CONNECTICUT

Southington

Course # CT10

DIGITAL PRESENTATIONS WORKSHOP - A NEW MARKETING APPROACH

Jeffrey M. Dyer, CPP

Ann Dyer, CPP

Using state of the art digital presentation software (PC only), each student builds a digital presentation that can be used to market their studio and their work. Jeffrey and Ann provide a demo copy of the program used in the course. The program also explores the current trends in digital presentations as they relate to the marketing and sales of professional wedding and portrait photography.

B D 1 2 3

Waterbury

Course # CT20

GETTING STARTED IN DIGITAL EVENTS

Mike Spiegel, CPP, Cr.Photog.

Discover what it takes to create different types of digital events-the equipment, the different setups, whether or not to print on site

D 1

DELAWARE

Lincoln

Course # DE10

FROM START TO ART

Paula Mignogno, CPP

Jim Hill

This beginner-level class covers different aspects of digital capture, workflow and printing. Paul and Jim also demonstrate techniques for proper white balance, monitor calibration and metering.

D 1

FLORIDA

Ft. Myers

Course # FL10

WEDDING PHOTOGRAPHY FROM A-Z

Paul Foreman

This course is for those who've done a few weddings and are ready to improve and move their businesses forward. Paul covers marketing, planning the wedding day, posing and lighting, and most important, pricing for profit.

B W 1 2

Lakeland

Course # FL20

HIGH SCHOOL SENIOR BUSINESS FROM A-Z

Tony Hopman, CPP

Tony's studio photographs three seniors a day and enjoys a high average without any contracts. In this class, he teaches marketing, booking, posing, lighting, selling and pricing. He also touches on Photoshop techniques and gives some enhancement tips.

D P 1 2 3

Naples

Course # FL30

GROW YOUR BUSINESS WHILE RAISING MONEY FOR CHARITIES AND PAINT YOUR WAY TO A MASTERPIECE

Amy Bucher

Kimberly Phillips, M.Photog.

Start the course by examining proven techniques to raise money for charities-and earn a healthy profit-with 2004 AN-NE award winner Kimberly Phillips. Learn all the important details that gave Kimberly local recognition from newspaper and the general public. In the second part of this course, Amy Bucher demonstrates the most useful details of painter in a straightforward way. Discover how she has developed her virtual painting sales, and listen as she discusses profitable details that you'll be able to use right away. (Held on Monday, March 20, 2006.)

B D 2

Stuart

Course # FL40

WEDDINGS: POSING, LIGHTING & ALBUM DESIGN

Julie Hughes, CPP, M.Photog.Cr.

Julie Hughes leads an interactive course that uses models and realistic scenarios to explore posing, lighting and album design for wedding photographers, plus effective marketing techniques.

W 1 2

The PPA Education Committee hopes that you are taking advantage of the Super Monday programs offered in your community. The Committee's primary goal is for professional photographers to get the continuing education that they need.

This lineup of April classes represents programs that attendees have told us were beneficial and worthwhile, so we've asked those instructors to offer them again. Other programs in the catalog are being offered for the first time by accomplished photography instructors who see the need to bring new subject matter to the professionals in their community.

L E G E N D

- A art/technical
 - B business/marketing
 - C commercial
 - D digital
 - G general
 - P portrait
 - S sports
 - W wedding
-
- 1 beginner
 - 2 intermediate
 - 3 advanced

GEORGIA

Atlanta

Course # GA10

DIGITAL - CAPTURE TO PRINT

Myrell Gilliam

This program starts with digital capture tips then proceeds to color management. Myrell exhibits a strong technical aptitude and teaches in an interactive manner. Don't miss this intermediate to advanced look at modern digital imaging.

D 2 3

IDAHO

Boise

Course # ID10

DIGITAL WORKFLOW FOR SMALL STUDIOS

Matt Green

Matt covers all aspects of digital workflow, including exposure, custom white balance, archiving images, selling with projection, retouching images, preparing files for a lab and Photoshop techniques.

D 2

Rexburg

Course # ID20

PHOTOSHOP FOR PORTRAITURE

Thayne Wheeler

Brian McBride

This class covers everything from workflow to creating art with Photoshop. Thayne and Brian hit posing, lighting and inexpensive props, as well as digital tips for a range of skill levels.

A D P W 1 2 3

ILLINOIS

Lincoln

Course # IL10

DOING BUSINESS THE E-COMMERCE WAY

Stephen E. Klemm, CPP, M.Photog.Cr.

Megan Haines

Learn the latest techniques for Web-based commerce, using simple tools and products that you can manage yourself. After this class you'll be able to administer your Web site without having to pay a professional Web designer.

B 1 2 3

INDIANA

North Webster

Course # IN10

ARE WE HAVING FUN YET?

Dennis DuBois

Clarissa DuBois

Ever wondered how a family can work closely together, and still like each other? See how this family business does it with the latest digital techniques. Dennis and Clarissa will demonstrate new marketing methods, easy Photoshop enhancements and edgy and profitable weddings.

B D P 1 2

Portage

Course # IN20

SPORTS MEMORY MATE OR ACTION, WHAT A CASH COW!

Joel and Dennis Alderson

Joel and Dennis give an in-depth description of how to get memory mate business. They discuss creating profits, facilitating the shoot, handling customer service and managing workflow. As a bonus, they demonstrate their techniques in a live shoot.

D S 1 2 3

Wakarusa

Course # IN30

FROM THE HEART TO THE BANK - HOW TO GET THE MOST FROM DISCRETIONARY DOLLARS

Bruce D. Roberts, M.Photog.

Judy I. Moser-Roberts

Bruce and Judy teach you to understand light quality and its effects on individuals and groups, both in studio and on location. They show how to make digital portraits using window light, soft boxes, parabolic reflectors and bounce light. Bruce and Judy also discuss digital workflow, setting up a client-oriented atmosphere and selling images with projection.

B D P 2

IOWA

Pella

Course # IA10

PHOTOGRAPHING HIGH SCHOOL SENIORS

Jeff Bokhoven

John Stalzer, CPP

Work along with Jeff as he demonstrates the latest studio and environmental posing & lighting techniques for high school seniors. The second half of the class will focus on post production of images in Phase 1 and Photoshop.

D P 1 2

KANSAS

Eudora

Course # KS10

KREATIVE KICK-START

Quinn Hancock, *ABI*

Mark Leonard

Are you tired of going to BORING classes? Have you caught yourself sleeping through lectures, hoping to shoot better pictures? We you get back home, with camera in hand, your brain goes numb, right? Are you hoping to get a more creative edge in your photography? Do you need a swift kick in your film can? Then grab your digital camera and join Quinn and Mark. LIMITED SEATS available for a hands-on fast moving kick yourself in gear class. *(Held on Sunday, April 2, 2006.)*

P 2

Manhattan

Course # KS20

MAKE MONEY AND SAVE TIME WITH PHOTOSHOP

Mark Rose, *CPP*

Learn how to create and use actions, and how to build templates for albums and collages. Mark demonstrates special effects and teaches retouching techniques that will save you time. He also covers marketing and how to sell the various products.

A B D 1 2

Olathe

Course # KS30

WOULDA, COULDA, SHOULDA AND WINNING WITH THE WEB

Brad Crooks, *M.Photog.Cr.*

Steven Attig, *CPP, Cr.Photog.*

This two-part class covers a range of creative concepts and e-commerce techniques. "Woulda, Coulda, Shoulda": Don't let "if onlys" haunt you and squelch your creativity. Discover ideas that will free you and the future of your studio. "Winning with the Web": Brad and Steven shift gears to focus on Web design do's and don'ts, and maximization of your studio's potential through the Internet. *(Held on Sunday, April 9, 2006.)*

B D 1 2 3

MARYLAND

Laurel

Course # MD10

THE STUDIO-CLIENT RELATIONSHIP IN A DIGITAL WORLD

Steve M Clark, *CPP*

With access to professional level digital imaging tools, potential clients are asking, "Why do I need a professional photographer?" Steve examines the need for pro photographers to make a paradigm shift in their client relationships. Plus, he hits on some of the ways photographers can still "wow" their clients.

B 1 2 3

MASSACHUSETTS

New Bedford

Course # MA10

STARTING IN DIGITAL PHOTOGRAPHY

Nelson W. Mare, *CPP*

If you're just stepping into digital, Nelson has advice for choosing the right equipment, controlling your exposures and following through with a manageable digital workflow.

D 1

MICHIGAN

Flint

Course # MI10

LIGHTS! CAMERA! ACTIONS!

Judy S. Roberts, *M.Photog.*

Linda Houston

Learn from three Michigan aces-from digital cameras, lighting and posing for digital, marketing, and computer enhancement using Photoshop and Painter. Find out what you need to know to keep up with technology in today's portrait world.

A D G P 2

Kalamazoo

Course # MI20

BASIC PORTRAITURE

Jim Tisby

Debra Sportel

This class is for the beginner who wants to learn the basics of lighting and posing. Jim and Debra demonstrate how to use studio lighting in the camera room and window lighting with reflectors. The hands-on course is designed to give you the confidence to create sellable portraits for any client. *(Held on Sunday, April 2, 2006.)*

P 1

Spring Lake

Course # MI30

HIGH SCHOOL SENIORS A-Z

Jack Adams

Everything seniors is covered in this jam-packed course. It's marketing; it's posing and Lighting; it's indoor and outdoor sessions-it's everything you need. Learn the secrets for getting seniors in the door and scoring big orders.

B D P 1 2 3

Wyandotte

Course # MI40

THE DIGITAL STUDIO: MARKETING, SALES AND CAPTURE

Vince Palazzolo, *M.Photog.*

Vince presents a complete overview of the digital workflow process including filing, backup, color management, marketing, sales, and lab services. See how he integrates digital workflow into studio management and learn to apply his methods to shooting seniors, children, weddings and models.

B D P W 1 2 3

NEBRASKA

Holdrege

Course # NE10

BASIC LIGHTING AND POSING

David B. Watt, *CPP, M.Photog.*

This program focuses on the variety of basic skills needed to create beautiful, professional level portraiture. David discusses lighting, posing and camera operations, among other topics.

P 1

NEW HAMPSHIRE

Danville

Course # NH10

WEDDINGS, PERCEPTION AND PERCEIVED VALUE

Jane Lydick Staid, *CPP, M.Photog.*

Andie Goodman

Andie and Jane explain how to increase your sales by doing simple little things for your customers. They show how to increase perceived value of your photography. Jane also leads a discussion on how to incorporate contemporary imaging into traditional wedding coverage.

B W 1 2 3

The PPA Education Committee hopes that you are taking advantage of the Super Monday programs offered in your community. The Committee's primary goal is for professional photographers to get the continuing education that they need.

This lineup of April classes represents programs that attendees have told us were beneficial and worthwhile, so we've asked those instructors to offer them again. Other programs in the catalog are being offered for the first time by accomplished photography instructors who see the need to bring new subject matter to the professionals in their community.

L E G E N D

- A art/technical
 - B business/marketing
 - C commercial
 - D digital
 - G general
 - P portrait
 - S sports
 - W wedding
-
- 1 beginner
 - 2 intermediate
 - 3 advanced

NEW JERSEY

Palisades Park

Course # NJ10

MAKE \$2,000 MORE AT EVERY EVENT YOU DO!

Neal H. Clipper, CPP, M.Photog.Cr.

Learn how Neal added \$2,000 to virtually every contract he books by adding "Digital Event Imaging" to the affair. He discusses digital portraits, digital slide shows, digital thank-you cards and CDs, and more. He also gives a studio tour and touches on marketing techniques.

W 2

Somers Point

Course # NJ20

EZ MARKETING FOR THE DIGITAL AGE

Eric Weeks, CPP

Karen Michael, CPP

This class is all about redefining your niche to stay current with the latest styles and trends. Learn to create polished promotion pieces to attract the clientele you're looking for. Work on a company image that is recognized in the community.

B 1 2 3

NEWYORK

Lindenhurst

Course # NY10

DARE TO BE DIFFERENT

Doug Gordon, CPP, Cr.Photog.

Get an introduction to what Doug calls "posed photojournalism." Plus, discover his methods of flow posing, his workflow ideas and his favorite uses for quick actions in Photoshop.

D S W 1 2 3

Mount Sinai

Course # NY20

PERFECT DIGITAL STUDIO LIGHTING

Bill Curry

Learn how to achieve perfect lighting ratios, flawless color balance and excellent exposures-and save hours of time on the computer.

B D P W 3

Washingtonville

Course # NY30

COMPUTERS FOR PHOTOGRAPHERS AND PROCESSING THE RAW IMAGE

Robert Stone, CPP

This is a two part program. Part one is

"Computers for Photographers," which covers everything you should know about setting up and maintaining a PC. Part two is "Processing the RAW Image" for superior image quality, while doing less work. PC platform only.

D 1 2

NORTH CAROLINA

Franklin

Course # NC10

PRACTICAL TIPS FOR THE MODERN DIGITAL STUDIO

Thomas E. and Amber K. Feagin

The Feagins explore ways to save time and money at a modern digital studio. Subjects include retouching techniques, slide show presentations, time-saving digital workflow tips and general money-saving tips for small businesses.

D G 1 2

Greenville

Course # NC20

BASIC DIGITAL - PHOTOGRAPHING AND RETOUCHING

Dean L. James

Join Dean for a course covering proper exposure, retouching and conversion of images using Photoshop and Capture One software.

D P 1 2

Kinston

Course # NC30

SUCCESS IN A HOME-BASED STUDIO

Bruce Williamson, CPP

This program covers business and marketing skills, basic posing and lighting techniques, and digital workflow tips that have proven effective during the past 10 years at Bruce's studio. Bring recent image samples from your studio.

B D P 1 2

Mt. Holly

Course # NC40

POSING THE BRIDE AND LIGHTING

Joe David Robinson, CPP

This how-to seminar gives insight into posing and lighting techniques for bridal shoots. It's an ideal course for beginner and intermediate photographers with questions about how to best accomplish pro-grade wedding photography.

W 1 2

OHIO

Canal Winchester

Course # OH10

HIGH SCHOOL SENIOR PHOTOGRAPHY

Jim Schwarz

This course includes in-studio and on-location senior photography. Learn the tips and tricks of the trade from this industry insider.

P 1 2

New Albany

Course # OH20

BASIC STUDIO LIGHTING

Trisha Crites, CPP, M.Photog.

This program is designed for beginners who have knowledge of their cameras but no studio experience. It will cover the properties of light, lighting patterns, lighting ratios, additive light, composition, facial analysis, choosing portrait lenses, posing and more.

P 1

Perrysburg

Course # OH30

PROMOTION, PRESENTATION AND PROFIT

John Wurzell, CPP, M.Photog.MEI.Cr.

This class teaches how to get your clients ordering larger portrait orders every time. John demonstrates how he promotes and sells weddings, families, seniors, children and fine art photography using the robust features of Photodex ProShow Gold software.

B D 1 2

PENNSYLVANIA

Altoona

Course # PA10

COMMUNITY-BASED MARKETING

Tammy Wolfe

Tamar London

Learn how to attract new clients and keep them with creative, low-cost marketing. Tammy and Tamar share their secrets for growing a business through community involvement. They also discuss several alternatives to traditional advertising, including community displays, charity work, business-to-business networking and customer service. (Held on Tuesday, April 4, 2006.)

B 1

Harrisburg

Course # PA20

BACK TO BASICS

Ruben Mills, CPP

Ruben hits basic photographic lighting and posing for portraiture wedding work. He helps photographers fine tune the skills they've forgotten and introduces new techniques for better portraits.

P 1 2

Johnstown

Course # PA30

GENERAL STUDIO PHOTOGRAPHY

Bob and Jill Hancock

Join Bob and Jill on this informational journey covering general studio photography from seniors to weddings to location sports. Among other topics, they talk about how they've operated a highly profitable photography business as a family.

G 1 2 3

Philadelphia

Course # PA40

THE ABC'S OF SUCCESS FOR YOUR IN-HOME STUDIO

Harry Carter, CPP

Harry focuses on artistic vision, business plans and community involvement that helps bullet-proof your business. He also discusses studio setups and time management, and demonstrates techniques during a live shoot (time permitting).

B G P W 1 2 3

Pittsburg

Course # PA50

THE ART OF ARCHITECTURAL PHOTOGRAPHY

Michael Haritan

Get hands-on experience photographing big-city architecture and landscape design. A portion of the program also deals with interiors, including tips on color balance with natural, strobe, tungsten and fluorescent light sources.

C 2

Quakertown

Course # PA60

SELLING YOURSELF TO YOUR CLIENTS

Stephanie Zylstra Burke, CPP

The hardest part of this business is getting the

work. Stephanie talks about selling yourself, not necessarily the work, to new clients. It's all about effective marketing from the first meeting with a new client.

B P 1

SOUTH CAROLINA

Charleston

Course # SC10

WEDDING DIGITAL WORKFLOW

Kim Gissendanner

This program covers digital workflow from capture to print using Canon and other professional digital SLR cameras. If you are moving from film to digital, this course will help you to avoid pitfalls and to maximize efficiency as you make the transition.

D W 2

Greenville

Course # SC20

STAY ORGANIZED AND KEEP YOUR SANITY!

Alex Hyman, Cr.Photog., ABI

Becky Hyman, ABI

Get organized and learn how to run a modern portrait and wedding studio smoothly and efficiently. Alex and Becky show a step-by-step workflow and discuss all the pertinent operations of a portrait and wedding business.

B D 2

Greenwood

Course # SC30

BASIC LIGHTING AND POSING

Bill Adams, M.Photog.

Bill leads a hands-on demonstration that shows proper lighting patterns and basic posing.

P 1

Inman

Course # SC40

THE DEBT-FREE STUDIO

Mark Howard

Learn how to build a debt-free studio. This class teaches you how to get out from under the stress of debt and apply your energy to your business. Then, hear some business-savvy tips for what to do with the extra cash you'll have.

B 1 2 3

The PPA Education Committee hopes that you are taking advantage of the Super Monday programs offered in your community. The Committee's primary goal is for professional photographers to get the continuing education that they need.

This lineup of April classes represents programs that attendees have told us were beneficial and worthwhile, so we've asked those instructors to offer them again. Other programs in the catalog are being offered for the first time by accomplished photography instructors who see the need to bring new subject matter to the professionals in their community.

L E G E N D

A art/technical

B business/marketing

C commercial

D digital

G general

P portrait

S sports

W wedding

1 beginner

2 intermediate

3 advanced

Lugoff

Course # SC50

BABIES & BRIDES

Lonnie Hoke, CPP

Mitchell Richardson, CPP, M.Photog.

Two-time South Carolina Photographer of the Year Mitchell Richardson and 2005 South Carolina Photographer of the Year Lonnie Hoke share how they built their successful, full-service studios.

B P W 1 2 3

TEXAS

Arlington

Course # TX10

PORTRAIT LIGHTING & POSING 101

Dwayne Lee, M.Photog.Cr.

Heather Lee

Designed for the professional photographer with less than five years experience, this class equips students with the basics in proper lighting and posing techniques. Instruction includes both studio and outdoor portrait methods. Students even get a chance to pose and photograph live models, time permitting.

B P 1

Brownsville

Course # TX20

MARKETING AND PRICING YOUR WORK FOR TOP DOLLAR

Gregory James Phelps

Reach a higher income market with these advanced marketing and pricing strategies. Use Gregory's sophisticated techniques to place your studio in a position of prestige in your community.

B 3

Dallas

Course # TX30

DIGITAL SENIORS

Charles Rouse, CPP

If you want to know about photographing seniors, this class is for you. From start to finish, Charles teaches how to capitalize on this lucrative market. Topics include indoor and outdoor lighting, posing, production and sales.

D P 1 2

Decatur

Course # TX40

CONTEMPORARY POSING AND LIGHTING FOR THE "NOW" GENERATION

Steve Darilek, CPP

Work in the camera room with Steve and learn to combine proper lighting & metering techniques, with contemporary posing to create portraits your clients will love. Discussion will include necessary equipment and studio workflow methods.

P 1

Nocona

Course # TX50

FROM THE CAMERA TO THE CASH REGISTER: DIGITAL WORKFLOW FOR THE PORTRAIT STUDIO

Todd Peterson, CPP

Todd takes students on a journey from the camera room to the sales room to the production room. Topics include digital capture, the sales and presentation process, retouching, and printing the final images in-house.

D P 2

VIRGINIA

Critz

Course # VA10

DIGITAL PORTRAIT PHOTOGRAPHY OUTSIDE WITH THE ELEMENTS

Rick Dawson

Discover the secrets to working outside and dealing with the elements while creating wonderful photographs. The class takes place on location with live models in a series of natural settings.

D P 1 2 3

Fredericksburg

Course # VA20

BUILDING YOUR BUSINESS, ONE IMAGE AND ONE RELATIONSHIP AT A TIME

Ramona Moriarty, CPP

Learn how to start a portrait and wedding studio with instruction on client management, referral-based business set ups, marketing, networking, customer relationships and studio image.

B D P W 1

WASHINGTON

Covington

Course # WA10

WINNING AT WEDDINGS

Samuel Gardner, CPP, Cr.Photog.

Nichelle Price

Efficiency with the bride and groom allows you to capture a variety of top-notch images. Learn to create and market memories designed with your couple in mind. Samuel and Nichelle also cover contracts and business, and teach how to make the important details of a wedding shine through in an album.

D W 1 2 3

Spokane Valley

Course # WA20

MAKE YOUR DIGITAL LIFESTYLE LUCRATIVE

Robert S. Behm, CPP

This program explores the intuitive suite of programs known as iLife. Use these software tools to make your workflow easier and create new digital products. Find the fun in your computing again, and be excited about the stunning new ways to present your art.

D 1 2 3

WISCONSIN

Fall Creek

Course # WI10

BEYOND GLAMOUR

Chris Nelson

Move beyond traditional glamour photography and learn to create edgy, stylized images of women. Work with models and study the lighting, posing, camera work and digital enhancement techniques used to create classy, sexy and mysterious images that sell. Marketing, advertising and product line will also be discussed.

P 2

Merrill

Course # WI20

LET'S GET BASIC!

Phillip R. Ziesemer, CPP, M.Photog.

This program is intended for those seeking PPA Certification. The class covers topics that applicants could expect to find on the PPA Certification exam. Phillip instructs for both film and digital capture, and hits issues like lighting and optics.

G 1 2

CANADA

BRITISH COLUMBIA - Victoria

Course # BC10

PHOTOGRAPHY:

THE ART OF SUCCESS

Chuck Groot

This fast-paced program is packed with tips and ideas on how to run your successful studio even better. Learn a proven system for driving qualified traffic to your door, not once or twice but over and over again. Collect dozens of great marketing ideas and come away refreshed.

B 2 3

ONTARIO - Brampton

Course # ON10

GLAMOUR, FASHION AND FIGURE STUDIES

Hugh Jacob, CPP, M.Photog.Cr.

Find out how sensitive and romantic portraiture can add to the bottom line. This program addresses advanced portrait planning sessions, hair, clothing and make-up for black and white, sepia and color. Proper posing and studio lighting create flattering three-dimensional images, using the new family of Kodak Portra films.

P 2 3

**REGISTER BY
MARCH 13, 2006
FOR ONLY \$99!**

Onsite registration is \$120

REGISTER ONLINE at www.ppa.com

FAX your completed registration form to 301-604-0158

CALL (800) 786-6277

You may also mail your form to:

Attn: Super Monday
PPA, 229 Peachtree St. NE, Suite 2200
Atlanta, GA 30303



instructors' headshots



Jack Adams



Marc Anacta



*Leslie Artis-Gan
Michael Gan*



Steven Attig



Harvey Branman



Stephanie Zylstra Burke



Harry Carter



Steve M. Clark



Neal H. Clipper



Brad Crooks



Bill Curry



Rick Dawson



Clarissa DuBois



Ann Dyer



Jeffrey M. Dyer



Paul Foreman



Doug Gordon



Matt Green



Samuel Gardner



Myrell Gilliam



Patti Healy-Kelly



Jim Hill



Tony Hopman



Julie Hughes



*Alex Hyman
Becky Hyman*



Hugh Jacob



Joerg Lehmann



Nelson W. Mare'



Monica Martin



Brian McBride



Ruben Mills



Chris Nelson



Steve Nissle



Todd Peterson



Norman Rehme



Bruce D. Roberts



Judy I. Moser-Roberts



Joe David Robinson



Mark Rose



Mike Spiegel



Debra Sportel



Jim Tisby



Timothy Vaughn, Sr.



David B. Watt



Francis Wong



Phillip R. Ziesemer

supermonday

R E G I S T R A T I O N

To register for Super Monday, complete this registration form and mail to:
Attn: Super Monday, PPA, 229 Peachtree Street NE, Suite 2200, Atlanta, GA 30303.

INSTRUCTIONS:

- The pre-registration deadline for Super Monday is March 13, 2006 to receive the discounted price of \$99. After March 13, 2006 registration is \$120 and must be completed onsite.
- You will receive a confirmation letter approximately seven days after PPA receives your registration. This letter will include information you need for the course.
- Please contact the course instructor for directions to the class (contact information for the course instructor will be included in your confirmation letter.)
- Any course cancellations, additions, corrections and changes will be posted on www.ppa.com.
- Registration cancellations made by March 13, 2006 will receive a refund minus a \$25 administrative fee. There are no refunds after March 13, 2006. There is a \$20 service fee for all returned checks.
- There are five ways you can register for a Super Monday course:

ONLINE: Register online at www.ppa.com (by March 13)

BY FAX: Complete this registration form and fax to 301-604-0158 (by March 13)

BY MAIL: Complete this registration form and mail by March 13 to: Attn: Super Monday, PPA, 229 Peachtree Street NE, Suite 2200, Atlanta, GA 30303

BY PHONE: Call 800-786-6277 to register by phone (by March 13)

ONSITE: All registrations after March 13, 2006 must be completed onsite for \$120. Contact PPA's Customer Service Center at 800-786-6277 to find out how to register onsite.

Check here if this is an address change to your PPA membership record.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Telephone: _____ Fax: _____

PPA Member # _____ E-mail: _____ Website: _____

Course # _____ Instructor(s): _____

PAYMENT METHOD:

Check Enclosed/Amount \$ _____

Charge my:

Visa

MasterCard

AMEX

Amount: \$ _____

Account # _____ Exp. Date _____

Name of Cardholder (as it appears on card) _____

Cardholder's Signature _____

REGISTER ONLINE

at www.ppa.com

or

FAX

your completed registration form to

301-604-0158

or

CALL (800) 786-6277

You may also mail your form to:
Attn: Super Monday
PPA, 229 Peachtree St. NE,
Suite 2200
Atlanta, GA 30303

REGISTER BY

March 13, 2006

for only \$99!

Onsite registration is \$120