



TRIANGLE News

TRIANGLE PHOTOGRAPHERS ASSOCIATION NEWSLETTER

Your Internet Connection with Triangle is at: www.trianglephotographers.org



Corel Painter
Jeremy Sutton



Families and Children
Bruce Evensen



Basic Photoshop
Evert Briggs
Glen Gray



*Intro to Commercial
Photography*
Ed Tilley



Digital Weddings
Michele Celentano

40TH ANNUAL SESSION

Triangle Institute of Professional Photography

MARCH 11-16, 2007

Holiday Inn, Greentree, PA



Portrait Essentials
Esther and Rich Beitzel



*Our Keynote Speaker
Business and Marketing
Sunday Night Program plus
Daily Consultations*
Connie Behnke



High School Seniors
Ellie Vayo



*The Need for Speed
Intermediate/Advanced Photoshop*
Mark Campbell

2007 TIPP Class Registration

Tuition: TPA or PPA Member \$625
Non -Members \$675

You may register on-line at
www.trianglephotographers.org
or
Call TIPP Secretary Becky Homich
at 724-869-5455



*Shooting What You Feel
Advanced Portraiture*
Jennifer Hillenga

2007 TIPP ROOM REGISTRATION

40th ANNUAL TRIANGLE INSTITUTE OF PROFESSIONAL PHOTOGRAPHY

March 11-16 GREENTREE HOLIDAY INN



1-888-HOLIDAY (888-465-4329)

Special Discounted Room Rates for Triangle Institute Attendees

Single \$59 Double \$62 Triple \$65 Quad \$68

Please Make Your Reservations by February 25th To Get These Special Rates!!!

All those staying at the hotel will receive coupons for a full breakfast.
Room registration and hotel charges are the responsibility of the student.

Looking for a roommate to share expenses?

Check for others looking by calling Triangle Secretary Becky Homich at 724-869-5455

The 2007 TIPP Schedule at a Glance

Sunday

11:00 Assistants Meeting
1:00 Registration Opens
5:00 Dinner
6:15 All Students Meet with Instructors
in Class Rooms
7:30 Connie Behnke Program
9:00 Get Acquainted Party
(Hosted by the Holiday Inn)

Monday

8:00 Classes Begin
6:00 Dinner
8:00 All School Program (TBA)

Tuesday

8:00 Mini-Classes Begin (choose from 3)
9:00 Regular Classes Begin
11:30 All School Photo-in parking lot in front
of the Holiday Inn
6:00 Dinner
8:00 Ping Pong and Poker Tournament
Plus Live Entertainment!

Wednesday

8:00 Mini-Classes Begin (choose from 4)
9:00 Regular Classes Begin
6:00 Dinner
8:00 Supplier Party in Vendor's Alley
and Photographer's Flea Market

Thursday

8:00 Mini-Classes Begin (choose from 4)
9:00 Regular Classes Begin
6:30 Cocktails
7:00 TIPP Banquet

Friday

Classes end at noon.
Have a safe trip home

The Triangle Institute of Professional Photography 40th Annual Session • March 11-16, 2007

Connie Behnke Keynote Program... "Secrets of Success"

Sunday Night at TIPP 2007



Connie will share with us her experiences during her years of working in our profession and the "Secrets of Success" she's learned not only in her own family's two generation studio but those of other successful studios.

Here's what Connie will be addressing: "Recent industry changes have sent a 'spin' to many around the country that I have visited: not only studios, but suppliers and affiliate schools as well. I know that this will be one of the most exciting and 'tell it like it is' programs of the year. I look forward to seeing all of you!"

A Q&A segment will follow the program.

Connie Behnke, Cr.Photos., Frankfort, IL, has lectured throughout the country at regional, state and international conventions; taught at Winona International School of Professional Photography and other leading schools across the country; counseled many clients such as Eastman Kodak, Art Leather, Crescent Cardboard, Buckeye, Burrell and other prominent color labs and frame manufacturers. She has assisted with teaching marketing and sales techniques utilizing the latest imaging systems. At the same time, her adept insight also has been an inspiration to budding professionals. The addition of their website division, ProPhotoPlace.com, was spearheaded as a result of her innovations. Her columns have been published in a number of major trade magazine and journals. The past column "Connie's Corner" in the Illinois Professional Photographer Exposure has earned her the title of "Dear Abby" of photography. Her column, "Let's Talk", has been featured in the Rangefinder magazine. She has also written for Professional Photographer, Lens, and Infoto. A highlight of her career was serving as the photo-marketing consultant to the Betty Ford book, A Glad Awakening.

IS YOUR BUSINESS DOING AS WELL AS IT COULD BE?

This year Triangle Institute will be offering one-hour marketing consultations with PPA business expert, Connie Behnke. Connie heads C.M.B. & Associates, a full service marketing management consulting firm for the photographic industry. This offer is open to all photographers-you do not have to be a student at TIPP to take advantage of this great opportunity!

Sit down with Connie for a one-on-one marketing consultation and receive expert advice on:

- Setting a sales goal.
- Developing the advertising plan
- Selecting the media, including Internet Marketing
- Preparation of an advertising budget
- Analysis of competition
- Calendar of promotions adaptable to the individual studio

**Call Becky at 724-869-5455 to schedule your 60-minute consultation.
This will be the best \$75 that anyone could invest in his or her business!**

The Dream, the Team and the Steam!

Connie has produced a series of educational videos that encompass all the areas of studio operation from the concept of the business plan, to employee relations and policy manuals, to the advertising and sales in each market area: wedding, seniors, families, children, copy and restoration, framing, etc.

Each has a running time of 64 minutes VHS
Distributed by The Photo Education Network

To order Connie's videos click on: www.photoeducation.com

Course 1

Portrait Essentials

Rich Beitzel, CPP., M.Photog., Cr. CPP

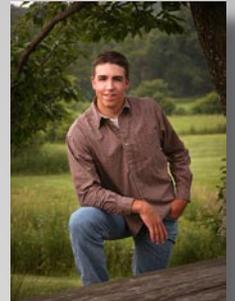
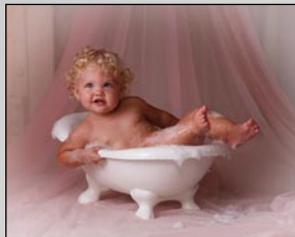
Esther Beitzel, M. Photog., M. Artist, M.E.I., Cr., C.E.I.



Join Rich and Esther to study the techniques that will improve your photography and business. Demonstrating with a diverse cross section of portrait clients, this class is full of practical applications.

This "beginner level" studio portrait class is for photographers newer to the business-as well as those desiring to upgrade their portrait skills or provide education to studio staff members.

Course topics include: the psychology of portrait photography, composition of space and color, believable posing, studio and on location lighting techniques, merging the subject and the background, pre-visualization of the final image, workflow and sales and marketing.



Course 2

Introduction to Basic Photoshop

Glen Gray, CPP, Cr., Photog.

Evert Briggs, CPP, Cr. Photog.

Learn the basics and beyond. You will learn the workings of Photoshop CS 2 and how photographers use Photoshop CS 2 in everyday applications. Topics that will be covered include the following.

1. Tools- Tools- Tools
2. Setting preferences
3. Setting up workspaces
4. Color Space
5. Channels Explained
6. About Layer Blending Modes
7. Layer Masks & Clipping Groups
8. Brush Tips
9. Retouching
10. The File Browser
11. Automation
12. TIPS-TIPS-TIPS!!!!!!!

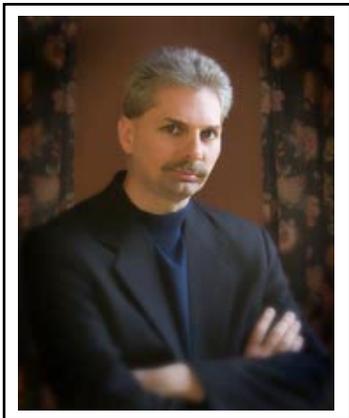


New this year!!! *You will also learn the digital workflow for portrait studios.*

ATTEND A ONE HOUR TIPP MINI CLASS--SEE PAGES 14-15

Intermediate to Advanced Photoshop

Mark Campbell, CPP, Cr. Photog., API



"The Need For Speed!"

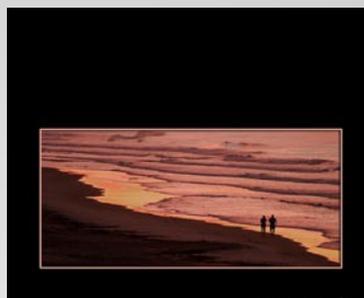
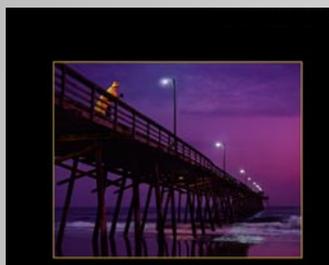
If you find yourself working all hours of the night just to try to catch up on your digital files, then this program is for you! Designed to help you take back control of your life, you will see firsthand the advantages of working with RAW files—not only from a quality standpoint, but an efficiency one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

The class will begin by establishing a workflow for your studio that actually makes sense and works! Topics covered will include:

- Simplified capture techniques that allow you to focus on your subject—not your camera
- Working with RAW files quickly and efficiently
- One-Step color correction
- Color Management
- Automation (especially actions) that will let you go home at night!
- Retouching and Eye Enhancement
- Working with B&W and toned images
- Layers, masks and Channels
- Printing (either on your own or via a lab)
- More shortcuts than you can shake a stick at (plus easy ways to remember them!)
- Creating composites and other creative photo layouts

In addition, we'll discuss third party plug-ins, filters and actions that can enhance your images, creating a product that sets you apart from your competition. We'll even show you how to sell your images in a way that increases your customer satisfaction and your average!

All work files will be provided on CD. This class is a hands-on experience that will send both you and your computer home on fire and ready to go! Don't spend another day doing things the hard way!



The Triangle Institute of Professional Photography 40th Annual Session • March 11-16, 2007

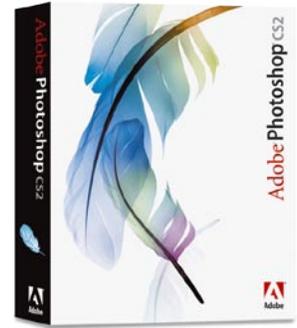
Attention All Photoshop Class Students!

Here are the requirements for attending our Photoshop Classes:

All Classes:

Students may bring either a Mac or PC computer. It should have *at least* the minimum hardware requirements as stated by Adobe for running the current version of Photoshop. More is recommended. Students are also encouraged to bring graphics tablets, particularly the Intermediate to Advanced class. They should have at their disposal all of their original software disks (Photoshop, System Software and drivers for any peripherals such as tablets, mice or other devices) which could crash during the week causing down time. Speakers are permitted, as are scanners, printers, etc., but we ask that you check with your instructor first to see if these items will be needed and if space (which is usually limited) will be provided for them.

Check with your instructor to see if Digital Cameras will be useful. Some classes may involve shooting session(s) where having a digital camera could be useful.



Basic Class:

Students must have a working knowledge of their computer. This includes opening and saving files, navigating through Windows Explorer or the Mac Finder and installing software. They should have an understanding of moving and copying files within their systems.

IT IS IMPOSSIBLE TO LEARN BOTH THE COMPUTER OPERATION AND PHOTOSHOP AT THE SAME TIME! PLEASE DON'T FRUSTRATE YOURSELF BY ATTENDING THIS CLASS IF YOU DON'T UNDERSTAND YOUR COMPUTER FIRST!

All Classes:

These classes require Adobe Photoshop CS2 to be installed on your computer (laptop or desktop). Demo copies will be available if you do not have it installed. Computer should at least meet Adobe's minimum recommendations:

Windows

- Intel® Xeon™, Xeon Dual, Intel Centrino™, or Pentium® III or 4 processor
- Microsoft® Windows® 2000 with Service Pack 4, or Windows XP with Service Pack 1 or 2
- 320MB of RAM (384MB recommended)
- 650MB of available hard-disk space
- 1,024x768 monitor resolution with 16-bit video card
- CD-ROM drive
- Internet or phone connection required for product activation

Macintosh

- PowerPC® G3, G4, or G5 processor
- Mac OS X v.10.2.8 through v.10.4 (10.3.4 through 10.4 recommended)
- 320MB of RAM (384MB recommended)
- 750MB of available hard-disk space
- 1,024x768 monitor resolution with 16-bit video card
- CD-ROM drive
- Internet or phone connection required for product activation

In addition, the following is *recommended*: 512 MB of RAM and 1 GB of available hard drive space in order to run more efficiently. Also, for the Intermediate to Advanced class, graphics tablets and cameras, although not necessary, will be helpful. Speakers, scanners, cameras and other peripherals are allowed (if space allows), but are not necessary.

ATTEND A ONE HOUR TIPP MINI CLASS--SEE PAGES 14-15

Unleashing Your Creativity!

Mastering the Art of Transforming Your Photos into Paintings

Jeremy Sutton



This class will introduce you to a world of unparalleled creative freedom. In this course you will explore ways to transform your photographs into paintings using state-of-the-art digital painting tools. You will learn a combination of technical and artistic skills that will open the doors to you fully expressing yourself on the digital canvas. Jeremy teaches an open-minded, outside the box approach to transforming your imagery that will stretch your image-making muscles and allow your creativity to flow. Take advantage of this wonderful opportunity for you to stretch yourself creatively on every level.

Jeremy takes a very thorough approach to building up your knowledge and understanding of Corel Painter, balancing the sharing of information with hands-on project work. This affords you the time to integrate the information and hone your skills. Enjoy Jeremy's combination of unbridled energy and enthusiasm, his deep mastery of the tools, his artistic insights and his passion for teaching. Attending this class will enable you to add new, unique, valuable high-end products to your professional photography business.

No prior experience with Painter is needed. Jeremy will build up from the basics. Although this is an introductory level class, anyone who is already experienced with Painter, and/or who took Jeremy's class last year, will still gain a lot from the class. Jeremy maximizes hands-on project time and gives all students one-on-one attention during the week. He welcomes back alumni from last year.

Jeremy Sutton is an internationally renowned portrait artist, author and educator. Originally from London, Jeremy has a Master of Arts degree in Physics from Oxford University, and studied art at the Ruskin School for Drawing and Fine Art, Oxford University, and at the Vrije Akademie, The Hague, in The Netherlands. Jeremy, a former faculty member of the Academy of Art College, San Francisco, has spoken at major conferences and taught workshops and seminars all over the world.



To see more of Jeremy's work click on <http://www.jeremysutton.com>

ATTEND A ONE HOUR TIPP MINI CLASS--SEE PAGES 14-15

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Course 5

Foundation of Families and Children's Portraits

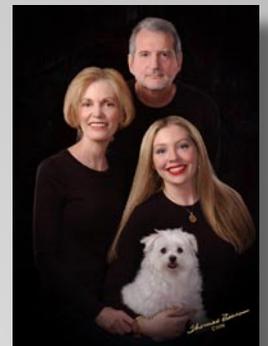
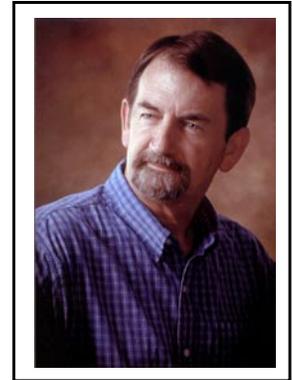
Bruce M. Evensen, M. Photog., Cr., FDPE, FSA

One of Florida's most talented and versatile studio owners, Bruce will cover both film applications and digital transitions.

Learn the essential lighting patterns and how to set up and test lights for consistent results. He will teach you step-by-step posing, head to toe for men, women, children, couples, groups and bridal portraits. There will be several hands-on demonstrations during the class, including going outdoors to teach you how to "see" the light.

Bruce will cover clothing consultations, sales, promotions to help increase business year-round and minimizing lab costs. This class is a must for new photographers and those who need a good shot in the arm.

From infants to 50th anniversaries, Bruce photographs the young and young at heart. Thomas Bruce Studio is a full service studio. In addition to creating portraits, Bruce photographs social events, commercial assignments, and copies/restores old photos.

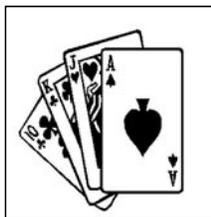


To see more of Bruce's work click on www.thomasbruce.com

The 2nd Annual Triangle Institute Poker and Ping Pong Tournament

Tuesday Night at 8:00 PM

Sign up to participate at the Registration Desk -Spaces are limited!



We will have some great prizes for the winners and live entertainment!

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Tammy's View... Why I love TIPP

1. First of all, TIPP is *the place* to come and learn photography. Whether you are a beginner learning the basics, or a seasoned veteran who wants to hone your skills and be on the cutting edge of technology, Triangle Institute offers something for everyone. I have learned so much in the years I have spent at TIPP, and each year I go away pumped and excited about applying all the new ideas and knowledge to my business. It is a priceless opportunity to spend a week with some of the best photographers in the country, and not only learn from them, but get to know them on a personal level.
2. Secondly, TIPP is a place to have FUN. After a day full of absorbing information like a sponge, taking notes until your hand is ready to fall off, or staring at a computer screen until your eyes cross, it's so relaxing to hang out with others and have a good time. We laugh until our sides ache, and then we laugh some more. I have to say, I look forward to the fun times at TIPP as much as I look forward to the classes. Which brings me to the third reason I love TIPP....
3. TIPP is a place to forge lasting friendships with other photographers. From the very first day I attended Triangle as a total stranger not knowing anyone, I was welcomed into this group by warm and caring people. It did not matter that I was a beginner and didn't know much at all about photography. People were willing to help me, teach me, and befriend me, and those are friendships that I cherish dearly.

So let me welcome you to our family. We hope you will come and learn, have fun, and make friends with us!
I promise you will never regret it. **Tammy Wolfe, CPP**, Triangle Board Member



TIPP 2006 All School Photo

The Triangle Institute of Professional Photography 40th Annual Session • March 11-16, 2007

Course 6

Real Life Digital Wedding Photography

Michele Celentano, Cr. Photog.

In this intense high-energy class Michele will teach all about real life wedding photography. She will show you how to blend photojournalism and great portraits seamlessly together. Learn what to do when you have no time at all, the worst locations possible, bad lighting, large subjects, huge family groups, and just about any other problem you can think of. Learn how to tackle every major problem on the day of the wedding without all the stress.



Michele will show you how to get great exposures with digital and how to make digital workflow a snap. Learn sales techniques that really help to sell large bridal albums and lots of family albums. Experience why Michele loves wedding photography and how easy it was for her to go digital. This class is all about real life wedding photography; Michele is the photographer who will give it to you straight and show you how to get it right every time with no worries. If you want to take your wedding photography to the next level this is the class for you.

Michele's passion for photographing weddings continues to grow even after twelve years. After graduating from the Germain School of Photography at the Center for Media Arts in New York City, Michele quickly became one of the most successful wedding photographers in New York. Her style expertly blends traditional and documentary photojournalism. She was awarded her Craftsmen degree from the Professional Photographers of America and has earned numerous accolades from Wedding and Portrait Photographers International. Michele is one of a rare group of photographers to receive a perfect print score of 100 in professional print competition. Her work has been published in Fuji Profiles and Rangefinder magazines, as well as several books on wedding photography. Michele has been lecturing for more than five years drawing record numbers with her dynamic, high energy, and inspirational programs.



To see more of Michele's work click on: www.michelecelentano.com

ATTEND A ONE HOUR TIPP MINI CLASS--SEE PAGES 14-15

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Course 7

High School Seniors and Underclass Portraits

Ellie Vayo, M. Photog, Cr., CPP, API

Ellie Vayo has been photographing high school seniors for over twenty years now. Ellie owns two of the most successful high school senior operations in the country today. Her studios are located in the Cleveland area. She is part of the Fuji Talent Team and she created the “Ellie Vayo Senior Album” in partnership with General Products.

Both great photography and good marketing has enabled her company to grow to what is today. The studio maintains the same objectives as it had when it first opened...Do the best job possible...Give the best quality possible...Give the best customer service in the area...and give as much back to the community as possible.

Ellie will cover indoor / outdoor lighting...posing and lighting in any condition...studio ethics...business ethics...setting priorities and goals...identifying your market and location... creating a long term plan...planning a promotion...advertising...direct mail...establishing clientele...outdoor set design...workflow...cameras and equipment...digital... competitor issues...networking...and how to keep clients for life. This is the program that will get you ready for senior season!



To see more of Ellie's work click on: www.evayo.com

We Will Have Some Great Trade Vendors and Suppliers at TIPP 2007
Please show your appreciation for the support these folks are providing by visiting them often!

ATTEND A ONE HOUR TIPP MINI CLASS--SEE PAGES 14-15

Creative Portraiture

Jennifer Hillenga



Jen will speak to you about seeing the world with new eyes...about shooting what you feel instead of simply what you see. She will talk about how to create a niche and build a successful market through networking, senior representatives and successful direct mail campaigns. Jen will talk about how to see light and composition and creative poses in order to create more through your photography than you ever thought possible. She will be demonstrating cutting edge photoshop techniques that will allow you to make your visions realities. Jen will be discussing how taking these techniques and implementing them into your everyday business will begin to infuse your client work with life and depth.

After receiving a Bachelors degree in Fine Art and Graphic Design, Jen Hillenga worked for two studios in Iowa and another in Minnesota, before starting her own business with her partner, Kate Thram, in Burnsville, Minnesota. By aggressive marketing they have been able to create their business into a "Social Epidemic" and become one of the leading studios in their area in a very short amount of time.

In the last few years, Jen has been able to master her skills not only as a photographer, but also as a digital artist, allowing her to turn her images into artworks and gaining her national recognition among her peers. Jen focuses on the story behind each image and the internal as well as external beauty of each subject, by relating to her clients with sensitivity and humor. She strives to create imagery that moves the viewer, experimenting with imagination and drawing inspiration from fine art, music, fashion and other photographers. She creates moments of poetic expression that touch your emotions...images that are a feast for the eyes and a journey for the mind.



To see more of Jennifer's work click on: www.momentoimages.com

ATTEND A ONE HOUR TIPP MINI CLASS--SEE PAGES 14-15

Course 9

Introduction to Commercial Photography

Ed Tilley, M.Photog., Cr.,

Students familiar with photography but unfamiliar to the commercial world will learn about the different challenges of shooting for the commercial client. Throughout this class, students will be hands on, working in groups, using their own camera equipment, solving problems usually found in the commercial arena. Discussions will cover lighting, metering, ownership, copyright, contracts, use rights and delivery memos.



Registered students should contact the instructor to learn what to bring to get the most out of the class. They should plan their arrival to meet as a group in the classroom at 6:15 PM Sunday afternoon for directions and logistics for the institute group shoot later in the week.

Ed Tilley began his photographic career in 1969 as a photojournalist working for seven years with the largest newspaper in South Carolina. In 1975 he matriculated at Rochester Institute of Technology, and in 1979 graduated with a Bachelor of Science Degree in Professional Photography. Tilley opened his own business in 'sunny' Canton, Ohio in 1984, earned his Master of Photography Degree in 1987, and the Photographic Craftsman Degree in 1990. He is an Ohio CPP, past president of the Triangle Photographers Association, and a past instructor at the Triangle Institute. He is a member of PPA, PPO, OSOPP, ASMP, TPA, and NPPA.



Questions about the class can be directed to the instructor via e-mail at: edtilley@sunnycantonohio.com

Course 10

Business Marketing Consultations

Connie Behnke

Connie is head of CMB & Assoc., a consulting firm to the photographic profession that specializes in advertising, sales training, marketing and creative business planning. She has worked extensively for Kodak, Burrell Labs, Art Leather and many more.



Connie will review your ideas on marketing and sales with great emphasis on Design! Individual studio consultations need to be scheduled in advance. You are encouraged to bring photos, sketches and renderings for all interior and exteriors for critiques.

To arrange your consultation with Connie, please call Triangle Secretary Becky Homich at 724-869-5455. The fee for your one hour consultation is just \$75.

ATTEND A ONE HOUR TIPP MINI CLASS--SEE PAGES 14-15

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TIPP Mini Classes: 8:00-9:00AM on Tuesday, Wednesday and Thursday
You may attend any mini class throughout the week!

Mini Class A "How to Become World's Fastest Photographer!"

Michael J. Ayers, CPP., M. Photog., Cr., ALPE, LPPO

Tuesday, Wednesday and Thursday 8:00 AM Classes Room TBA

Michael J. Ayers is...THE JACK OF SPEED

Photographers today have embraced the changes that digital offers, but have found that quality, consistency and speed have suffered as a result!

Michael Ayers will demonstrate numerous timesaving tips to help image-makers win their life back! In just moments, you'll learn how to speed up the entire process from shutter button to print presentation.

Special attention will be placed on: custom white balance, determining perfect exposures, Photoshop actions for productivity, automated batch processing, setting up computers for efficiency, printing images quickly for lower lab fees, and designing albums fast for higher profits.

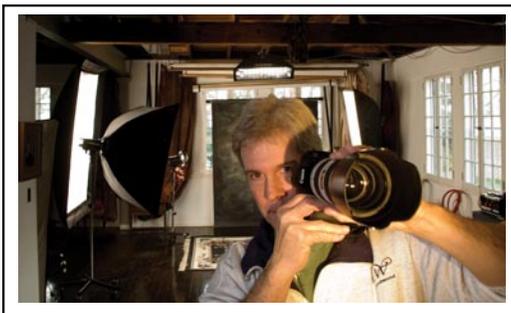
As a paid workflow consultant to many corporations (album and camera manufacturers, pro lab and computer companies), you get to learn the very latest technology from Michael Ayers.



Mini Class B "Exercising Your Creativity"

Bill Penberthy, M. Photog., Cr.

Tuesday and Wednesday 8:00 AM Classes in Michele Celentano's Classroom



This will be an opportunity to just have fun- since it will be a class with no cameras, lights or models.

I will be functioning as a "moderator", not an "instructor", for those attending. All you need to bring is an open mind since I will be asking you to close your eyes and just think about what is inside you.

To explore your creativity I will be playing some music, presenting you with various works of art and some provocative photographic images and even reading some poetry!

I would like to offer you an opportunity to rekindle the enthusiasm you first had as a beginner photographer-when everything was exciting and your creativity wasn't affected (or perhaps diluted) by other influences.

*****PLEASE NOTE: Mini Class Classrooms are subject to change-listen for mealtime announcements*****

TIPP Mini Classes: 8:00-9:00AM on Tuesday, Wednesday and Thursday
You may attend any mini class throughout the week!

Mini Class C "Landscaping Your Studio for Portrait Backgrounds"

Joan Stewart, M. Photog., Cr., CPP

Tuesday and Thursday 8:00 AM Classes in Bruce Evensen's Classroom



This mini-course will explore “growing” backgrounds for portrait photography. We will discuss garden design, scale, and creating outdoor “rooms” with plants, arbors and pathways. Plant materials will be considered in detail, along with choosing and combining colors, best selections for sun or shade, annuals vs. perennials, and guidelines for care and maintenance.

The annual garden plan we have developed over the past eight years will be presented as a guide for monthly/ seasonal projects to keep the outdoor studio looking fresh. My goal is to help the busy photographer have a beautiful and versatile space to work, with a minimum of time or previous gardening skill.

It would be helpful for attendees to bring photos of areas they are working on.

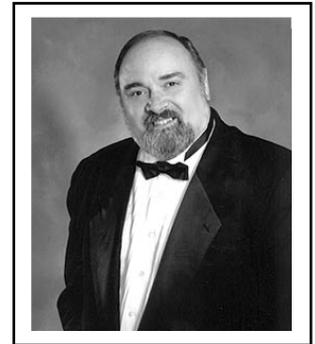
Mini Class D "Full Figured or Slim...Make 'Em Look Great"

Orville Blackmore

Wednesday and Thursday 8:00 AM Classes Ellie Vayo's Classroom

Orville will show you how to make your clients look good and love you! You will see corrective posing, lighting and use of clothing to make anyone from 6 to 60 look good. Techniques you can use for proms, weddings, seniors, families and more.

Change the client who says, “I never look good “ to a person with all smiles. Presentation to the client is important to gain their co-operation; learn how Orville handles this.



Mini Class E " Tammy's Top 10 Marketing Strategies for Weddings

Tammy Wolfe, CPP

Wednesday and Thursday 8:00 AM Classes in Jennifer Hillenga's Classroom



Learn how to attract new clients and keep them with creative low-cost marketing. Tammy Wolfe will share her secrets in growing her wedding business through community involvement.

She will discuss several alternatives to traditional advertising. Among the topics discussed will be community displays, charity work, business to business networking and customer service. The goal of the seminar is to have each participant leave with a concrete plan on implementing a variety of community-based marketing strategies.

*****PLEASE NOTE: Mini Class Classrooms are subject to change-listen for mealtime announcements*****

2006 Triangle Fall Convention News

Dave Savarino is our 2006 Triangle "Imager of the Year"



Dave Savarino was awarded the Triangle "Imager of the Year" trophy, sponsored by Bernie's Photo Center, represented by Brett VanDyke. Dave won with the highest scoring print case total as well as by entering the album/folio Spring competition.



Ed Tilley Honored with 2006 Triangle Service Award

At our Fall 2006 Convention, Ed Tilley was honored with the Triangle Photographers Associations' prestigious Service Award for his long time dedication to our organization.

Ed is a 25 year Triangle member and was our 1991 Triangle President as well as being a TIPP Instructor for many years.



Past President Orville Blackmore Honored

Past President Orville Blackmore is presented a plaque by Frank Gradler. The Past President's plaque sponsored by the Gradler Family and was presented by Triangle Past President Frank Gradler.

TIPP Scholarship Winners at the Fall Convention

Triangle Auction Winners (\$300 scholarship): Evert Briggs, Joan Wiencek, Steve Jessee, Carol Combs

Banquet Raffle Winners: Rose Varsanik (\$300 scholarship), Holly Piccirillo (\$170 scholarship)

The Dale Holtzmann Scholarship

Melanie Van Curran was the winner of the 2006 Dale Holtzmann Scholarship. This \$370 TIPP scholarship will be awarded over the next two years in Dale's memory. Based on Dale's desire to help new and young photographers, the scholarship will be offered to Triangle members with 3 years of experience or less. To be eligible, the applicant must fill out a questionnaire and submit samples of their work.

The Greg Adams Scholarship

Jill Stewart was the winner of the 2006 Greg Adams Scholarship. The scholarship is sponsored by friends of Greg Adams to provide education in the fields of marketing and digital photography.

The Bill Patterson Scholarship

Carol Wheeler was the winner of the 2006 Bill Patterson Scholarship. The scholarship is sponsored by Triangle Photographer's Association in memory of Bill, who was a long time supplier of equipment for our convention speakers and a great friend to our members.

2006 Print Competition Trophy Winners



- Portrait ---sponsored by *Midwest Photo*
"Concrete Angel" by Mark Campbell



- Portrait (Master)---sponsored by *The Image Place*
"Inspiration" by Beth Forester



- Wedding ---
"A Kiss in the Mist" by Chris Piccirillo
- Wedding (Master)---
"Monumental Day" by Beth Forester



- Industrial/Commercial ---
"I Wish It Was Mine" by Chris Piccirillo



- Salon ---sponsored by *The Image Place*
"Harvest Gold" by Anita Luellen
- Salon (Master)---sponsored by *The Image Place*
"Etched in Stone" by Rich Beitzel



- Electronic Imaging (Master)---sponsored by *The Image Place*
"Dreamscape" by Keith Lewis

- Breckon Award ---sponsored by *Albums, Inc.*
-Best Print made by Entrant

"In the Mood" by Jurgen Lorenzen

- The Altwater Plaque---sponsored by *David Arbuckle (McElvany Printing)*
- Highest scoring commercial/industrial.

"I Wish It Was Mine" by Chris Piccirillo

- Dale Holtzmann First Time Entrant---sponsored by *Art Leather*
"Our Praying Angel" by Linda Matota



"Partners in Awards"
 Holly and Chris Piccirillo

- CPP/Non-Master Trophy---sponsored by *The Image Place*
"A Kiss in the Mist" by Chris Piccirillo

- Master's Trophy---sponsored by *The Image Place*
"Etched in Stone" by Rich Beitzel

- Best of Show---sponsored by *Photographic Production Services*
"Inspiration" by Beth Forester

- Triangle's "Top 10" List - Listed by Print Case Total

- | | |
|--|-----------------|
| 1. Beth Forester (<i>ineligible to win POTY-no Spring album/folio entry</i>) | 5. Michael Good |
| 2. Dave Savarino | 6. Gerry Solan |
| 3. Rich Beitzel | 7. Ted Wagner |
| 3. Victor Pilpovich | 8. David Greene |
| 4. Jurgen Lorenzen | 8. Amy Mears |
| 5. Mark Campbell | |



Triangle's Imager of the Year---
 sponsored by *Bernie's Photo Center*
Dave Savarino

"A Kiss in the Mist" by Chris Piccirillo



"In the Mood" by Jurgen Lorenzen

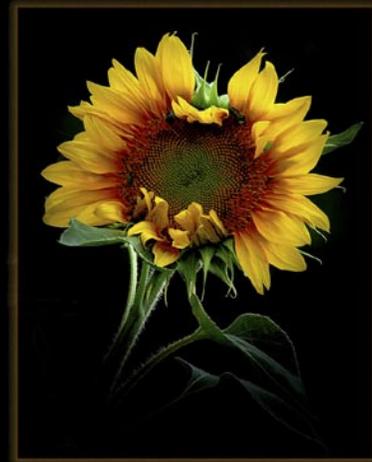


"Concrete Angel" by Mark Campbell



Trophy Winners of the
Triangle Fall 2006 Print Competition

"Inspiration" by Beth Forester



"Harvest Gold" by Anita Luellen

"I Wish It Was Mine" by Chris Piccirillo



Trophy Winners of the Triangle
Fall 2006 Print Competition

"Monumental Day" by Beth Forester



"Etched in Stone" by Rich Beitzel

"Dreamscape" by Keith Lewis

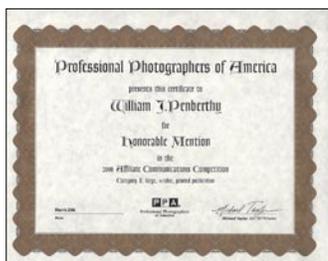


"Praying Angel" by Linda Matota

Meet Your Triangle Board Members 2006-2007



Standing (l-r) Jurgen Lorenzen, Tammy Wolfe, Joan Stewart, Cheryl Campbell, Gerry Solan
Seated (l-r) 2nd Vice President Bonnie Costanzo, President Kevin Mears, 1st Vice President Michael Redford



Triangle Newsletter Wins PPA Editorial Award

For the third time, your humble newsletter editor Bill Penberthy has won an Honorable Mention Award in the Category I Affiliate Newsletter competition.

When asked about the honor, Bill replied, "I couldn't have done it without my great staff."

Long Time Triangle Member and Photographic Educator Passes

Reprinted in part from an article by L.A. Johnson, Pittsburgh Post-Gazette

Jerry C. Interval, an award-winning portrait and wedding photographer, died Monday December 5, 2006 at UPMC Passavant in McCandless of complications from heart problems. He was 83. "To say he loved photography is an understatement," said his son, Ken Interval of Johnstown. "It was his passion."

Jerry grew up on the North Side and attended Holy Cross, a Catholic boys' boarding school in New York, for high school, where he studied for the priesthood for a time. However, that wasn't meant to be. He married Dora Battista, who would be his wife of 57 years, in 1949. He worked full-time as a photographer from the early 1960s until about 2001. He earned the degree of master photographer, craftsman from the Professional Photographers of America. He also was a member of the Triangle Photographers and the American Society of Photographers.

Other survivors include sons Jerry Interval of Brunswick, Ga., and Tom Interval of Sewickley; daughters Normajean Moser of Oil City, Gail Gil of Franklin Park, Julie Ann Interval of McKees Rocks and Tina Delaney of Bradford Woods; a sister, Gloria Nowlen, and brother, Bob Interval, both of Orlando, Fla.; and 11 grandchildren.

TPA News

Welcome to Our New Triangle Members

Stuart Appelbaum
Midwest Photo Exchange
Columbus, OH

Briget Briggs
Briggs Photography
Martins Ferry, OH

Michele Cardello
Albums, Inc.
Strongsville, OH

Susan Elliott
Susan Elliott Photography, LTD
Nashport, OH 43830

Barbara Ellison
Canon USA
Lake Success, NY

Beth Forester
Forester Photography
Madison, WV

John & Deena Haneman
Haneman and Haneman
Quarryville, PA

Cary Werner
Chris Hay Photography
Meyersdale, PA

Nathan Ballash
Elaine Henigan Studio
East McKeesport, PA

Jennifer L. Krayvo
Ingram Portrait Design
Sewickley, PA

Shannon Kapel and Wade Kapel
Center Avenue Imaging
Harmony, PA

Josh Lemmon
SP Photo
Fairview, PA

Natalie Maloney
Kat's Photography
Freedom, PA

Manny E. Mendez and Rosa Mendez
Manolin Studio
Newark, NJ

Robert and Terry Roos
Robert Roos Potography
Munhall, PA

Jessica Gulland
Photography by DeAnna
Meadville, PA

Marcie Caimona
Laura Ruppensberger Photography
New Castle, PA

Kelly Wagner
Laura Ruppensberger Photography
New Castle, PA

Sherri Senn
Robert Senn Studio
Canfield, OH

Jacquelyn Butia
J.E. Stewart Photography
Cranberry Twp., PA

John R. Tallent
Mine Safety Appliances Co.
Pittsburgh, PA

James and Leann Thornton
Creative Impressions
Wheeling, WV

Dennis Crawford
The Gallery at Lantern Hill
Amherst, OH

Ken and Pat Veisz
Memory Lane Photography
Girard OH

Heather and Martin Steffens
H H – Art Works
Toronto, OH

Chris and Jill Perry
Christopher Perry Photography
Beaver, PA 15009

Jon and Linda Johnson
Jon's Photo
Wheelersburg, OH

Joe Johnson
Jon's Photo
Wheelersburg, OH

Shawn Schoelermann
Used Camera Buyers.com
Ashland, VA

Anita and F. Jay Capristo
Titusville, PA

Scott Patrick Weaver
Joy Lynn Photography
Pittsburgh, PA

Rebecca Herrin
Joan Wiencek Photography
Stonesboro, PA

Keith Chirsan
Answer Computer Tech, Inc.
Carnegie, PA

Bill and Carol Schintz
Schintz Studio
York, PA

Eric Cutright
Philippi, WV

Nate and Shelia Weatherly
Nate Weatherly Photography
Seven Fields, PA

TRIANGLE PHOTOGRAPHERS ASSOCIATION, INC.

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Baden, PA 15005

724-869-5455 Fax 724-869-7777

e-mail: trianglephotographers@verizon.net

Officers and Board of Directors

Fiscal Year July 1, 2006 to June 30, 2007

PresidentKevin Mears
First Vice President..... Michael Redford
Second Vice President....Bonnie Costanzo
Secretary-Treasurer.....Sam Pelaia

Triangle Webmaster.....Gerry Solan
Newsletter Editor.....Bill Penberthy

Board Members

Bonnie Costanzo.....2009
Gerry Solan2009
Cheryl Campbell.....2009
Michael Redford.....2008
Joan Stewart.....2008
Tammy Wolfe.....2008
Jurgen Lorenzen.....2007
Kevin Mears.....2007

TRIANGLE PAST PRESIDENTS

W.O. Breckon	1926	Frank Vogan	1966
Charles A. Bowman, Jr.....	1927	Stephen Koletich	1967
M.W. Wade	1928	Marge Cardell	1968
E. Ross Altwater.....	1929	Terry DeGlaue	1969
Salem P. Sain	1930	Samuel Pelaia	1970
J.H. Wamsley	1931	Gene Moneyhan	1971
Karl Fischer	1932	Dick Cress.....	1972
A.H. Diehl.....	1933	Marie Shumovich.....	1973
Em W. Keller.....	1934	Dale Holtzman	1974
George J. Kossuth	1935	Clyde Ferguson	1975
Lelia D. McKee	1936	Bob Knuff.....	1976
Glenn C. Carpenter	1937	Charles Muia.....	1977
Ernest W. Casteel	1938	Paul Rand.....	1978
Harry W. Shaeffer	1939	Michael Sproch.....	1979
Harry C. Plank	1940	Gwen Lininger	1980
W.J. Weigle	1941	Jay Adams	1981
Errol Dexter	1942	Evert Briggs	1982
Leo P. Strizzi	1943	Kent Armstrong.....	1983
Arthur Swoger	1944	Carl Huffman	1984
Will L. Cress	1945-46	Guy Calabro	1985
Byron Donel.....	1947	Ron Westerman	1986
Vincent Evans, Sr.....	1948	Larry George.....	1987
Mathilda H. Kunkle	1949	Jim Zaccone	1988
Frank A. Gradler	1950	Andrew Pavlick.....	1989
Victor A. Rehula.....	1951	Sam Gentile.....	1990
Thomas F. Shaffer	1952	Ed Tilley.....	1991
Anne M. Gradler	1953	Larry Parker	1992
Ralph Sherril	1954	Doug Martin.....	1993
Henry DeGlaue	1955	Ron Norman.....	1994
Paul Lambert.....	1956	Gregg Boland.....	1995
Ed Lininger	1957	Victor Pilpoivch	1996
Robert Swenk.....	1958	Dave Davies	1997
Charles Gruber	1959	Dorothy Parker.....	1998
Nick Ferri.....	1960	Mark Weeter.....	1999
Jack Gradler	1961	Jerry Costanzo.....	2000
Adam Schumvich	1962	Frank Gradler	2001
Al G. Cardell.....	1963	Bill Penberthy	2002
Vincent Evans, Jr.....	1964	Mark Campbell.....	2003
Peter Bruce.....	1965	Jurgen Lorenzen.....	2004
		Orville Blackmore.....	2005

TPA & TIPP CALENDAR

2007

February 12.....Board Meeting
March 11-16.....TIPP
April 16.....Board Meeting
May 20-21.....Spring Meeting
July 15th.....Board Meeting
October 28-30.....Fall Convention
December 10.....Board Meeting

2008

February 18.....Board Meeting
March 30-April 4.....TIPP
April 21.....Board Meeting
May 18-19.....Spring Meeting
July 13.....Board Meeting
October 26-28.....Fall Convention

TRIANGLE SERVICE AWARD WINNERS

1990 Samuel Pelaia, M. Photog., CR., C.P.P.
1991 G. Dale Holtzmann, M. Photog., CR., C.P.P.
1992 Letitia Y. Torre, C.R. Photog. &
Andrew J. Torre, M. Photog., CR., C.P.P.
1993 Richard A. Cress, M. Photog., CR., C.P.P.
1994 Dorothy B. Papendick, P.H.A.L., CR. Photog., SP.
1995 Ted Trimbur, M. Photog., CR. Photog., C.P.P.
1996 Evert L. Briggs, Jr., C.P.P.
1997 Jean & Paul Rand, Cr. Photog.
1998 Jeanne Norman, CR. Photog., C.P.P. &
Ron Norman, M. Photog., Cr., C.P.P.
1999 Terry Deglau, M. Photog., CR., C.P.P., Hon. F-A.S.P.
2000 George Crompton
2001 Bill Patterson
2002 Lawrence L. Parker, M. Photog., C.P.P.
2003 Frank and Ann Gradler & Jack and Carol Gradler
2004 Carl Huffman
2005 Bill Penberthy, M. Photog., Cr
2006 Ed Tilly, M. Photog., Cr.

TPA Info Page

Triangle Logo "Update" Competition Continues

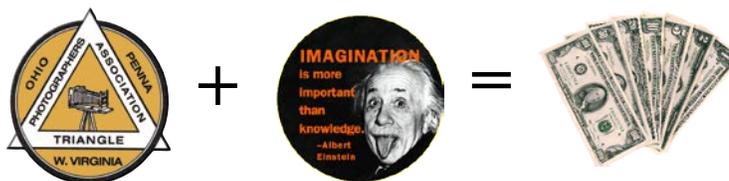
Our Triangle Logo seems to be a bit dated looking and the board members are offering a **\$150 cash prize** to the member who can create the best new version of our logo. The winning logo design will be used in the Triangle newsletter, website, eNews and all other Triangle communication media. Ideally we will eventually be able to work the new logo into our award trophies and plaques, as well as our recognition pins and t-shirt logos.

There were some great submissions at the Fall Convention, but no winner was chosen and the competition has been extended to the Spring Meeting. Please keep in mind that the logo has to be reproducible on a **small scale**--many entries looked good on the 8x10 print outs, but were a bit too "busy" to be usable. For those of you who entered--please try again!

The Rules:

1. The basic geometric shapes must remain the same (circle with a triangle in the middle) as well retaining the black and gold colors (other colors may be added).
2. Submissions must be made in the form of an 8x10 print of the logo design and a tiff or psd file (250 dpi) on a CD.
3. All Triangle members are eligible to compete. In the interest of fairness, all entries will be judged anonymously and all members including board members will be eligible.
4. The decision of the Triangle Board is final.
5. All submissions become sole property of Triangle. Entries will not be returned, and there will be no other future compensation for use of the winning logo.
6. The competition will continue until the Spring Meeting May 21st 2007.

We know there is a lot of creative talent out there and the competition is open to all Triangle members.
We will enjoy seeing your work!!!



Triangle Spring Meeting - May 20-21, 2007

Album and Folio Competition plus Two Day Trade Show

Watch our website for updates!

Click on: www.trianglephotographers.org

Speaker Line-Up

Vincent Laforet "Editorial, Portraiture, Commercial and Much More" sponsored by

Canon

Kevin Newsome "Kids Unplugged"

Alfred Gordon "Weddings-Love 'Em or Leave Em"

Mike Osbourne "High School Seniors"

***Non Members may attend our Spring Meeting for free!
This is your chance to invite a fellow photographer to see what Triangle is all about!***