

# JPPG MINI-SEMINARS 2016!

## *Special Pricing for Members*

We are happy and excited to present to you the lineup of our Mini Seminars! We have some very gifted professionals in our Guild (and beyond) who have volunteered their time and talent for us! We look forward to seeing you participate! You must pay when you register, no exceptions...sorry!! (If you can't be there, make arrangements with a friend to sign you up!) So bring cash, checkbook, or your credit card so you won't miss out on the classes you'd like to take! Sorry, NO email or early registration accepted. Education is one of the most important things you can do for yourself and your business, we are so thankful for our wonderful instructors! Most classes will begin at 7:00 and last about 2 to 2.5 hours, unless noted. Also, most class sizes are limited, please respect class limits, they are set to accommodate the speaker, location and class attendees.

We are offering these Valuable Seminars for a great price, affording you the opportunity to take as many classes as you like!  
The more you take, the better the deal!

**Pricing is as follows & prices are "night of sale" only!**

**1-2 classes: \$35.00 each   3-4 classes: \$30.00 each   5-6 classes: \$25.00 each  
7 or more classes: \$20.00 each (amazing value!)**

**Check out our VIP All-Inclusive Pass for just \$330!**

**The VIP Pass includes all 22 mini-seminars, guarantees you get the class even if it was sold out and priority seating where applicable!**

**(This pricing only valid March 22nd... first-come, first-served... classes will sell out!)**

**We look forward to seeing all of you in class!  
We hope everyone takes advantage of this great opportunity!**

### **WEDS., MARCH 30th @ 7:00 PM**

#### **"YOUR PHOTOGRAPHY BUSINESS & THE AMERICAN DREAM" with Dan Harris**

*What is your photography dream? What is the photography reality? How can you make your dreams come true? How does a talented artist become a viable business rather than a starving artist? What will be the keys to your success? Dan will share his 20 years of experience in the business of photography. Covering important life lessons including: business plans, real costs, defining success, misconceptions in the industry and long-term sustainability. This is the perfect class for both the novice or expert who wants to learn some real-world pointers on developing a sustainable and profitable business, while enjoying your passion and reaching for the American dream.*

**Class limit is 12**

[www.danharrisphotoart.com](http://www.danharrisphotoart.com)

**@ Dan Harris PhotoArt, 1124 Riviera St., Jacksonville, FL 32207 (904) 398-7668**

### **THURS., MARCH 31st @ 7:00 PM**

#### **"EXCELLENCE IN PHOTOGRAPHY" with Olis Garber, M.Photog.**

*This class is all about vision and the commitment to getting it right, paying attention to details, mastering techniques, and creating a photographic work of art. This mini-seminar will detail the steps Olis took in doing this with regard to a winter photographic expedition in Iceland. (vision, research, planning, execution 'technical stuff,' post processing, and art)*

**Class limit is 12**

[www.garber-photography.com](http://www.garber-photography.com)

**@ Garber Photography, 12086 Hammock Oaks Dr., Jacksonville, FL 32223 (904) 335-1519**

**MON., APRIL 4th @ 7:00 PM**

**“HOW TO SPEAK KID” with Linda Long “from Tallahassee FL”, M.Photog., Cr., FED**

*Does it sometimes feel like children speak their own language and we are lost without a translator? Join acclaimed children's photographer, Linda Long, as she breaks down the psychology involved in photographing small humans! She will teach us how to get a shy child to warm up, how to calm a wild child, how to approach a special needs child and even how to handle the problematic parents! By speaking the same language, you will have easier sessions, happier parents and very loyal mini-clients!  
**Class limit is 15***

[www.longsphotography.com](http://www.longsphotography.com)

**@ Desktop Darkroom, 8535 Baymeadows Road, Suite 19, Jacksonville, FL 32256 (904) 398-9934**

**WED., APRIL 6th @ 7:00 PM**

**“COMPLETE STUDIO LIGHTING” with Mike Luter “from Desktop Darkroom”**

*This hands-on class will give you countless lighting ideas and unique techniques beyond the basics. Great for portrait and wedding shooters. Bring your camera to experiment with studio shots. Mike will demonstrate all the traditional and proper usage of soft boxes, reflectors, light meters & more. Notice Mike's new address... you'll see his new place and get a brief tour of the facility!  
**Class limit is 18***

[www.desktopdarkroom.com](http://www.desktopdarkroom.com)

**@ Desktop Darkroom, 8535 Baymeadows Road, Suite 19 Jacksonville, FL 32256 (904) 398-9934**

**WED., APRIL 13th @ 7:00 PM**

**“THE ABC's OF ALBUM SALES...KEYS TO PROFITABILITY” with Dan Harris**

*Dan has sold over \$600,000 worth of albums over the past 10 years. Learn how he does it! He will take you through the complete process from pricing, selling, designing, producing and delivering the finished product. If you are shooting people, you can't afford NOT to sell albums! Learn how. Dan is so passionate about album sales, he now manufactures his own and has a US PATENT on his unique process. This fully packed program will inspire you to go beyond your previous sales limitations!  
**Class limit is 12***

[www.danharrisphotoart.com](http://www.danharrisphotoart.com)

**@ Dan Harris PhotoArt, 1124 Riviera St., Jacksonville, FL 32207 (904) 398-7668**

**MON., APRIL 18th @ 7:00 PM**

**“THE INS & OUTS OF WEDDINGS... ALL YOU NEED TO KNOW” with Dan Harris**

*Having shot over 600 successful events (with barely a problem ;-)) Dan will help you navigate the murky waters of Wedding photography. This is a great class for any level of shooter. He will answer the questions: Should I shoot weddings? How do I avoid getting sued? What are the key factors to success in the wedding photography market? What gear should I use? How do I get started? What are the most common pitfalls to avoid? How do I get ahead in today's difficult market? What are the critical keys to longevity in the wedding industry?  
**Class limit is 12***

[www.danharrisphotoart.com](http://www.danharrisphotoart.com)

**@ Dan Harris PhotoArt, 1124 Riviera St., Jacksonville, FL 32207 (904) 398-7668**

**WEDS., APRIL 20th @ 7:00 PM**

**“LOCAL WILDLIFE & WESTERN LANDSCAPES” with Olis Garber, M.Photog.**

*Local Wild Life and Western Landscapes:  
Part I... Portraits in the Wild! What Olis looks for and the techniques he uses to capture a merit image.  
Part II... Mastering Techniques for Western Landscapes, Shooting Under the Stars and much more!  
**Class limit is 12***

[www.garber-photography.com](http://www.garber-photography.com)

**@ Garber Photography, 12086 Hammock Oaks Dr., Jacksonville, FL 32223 (904) 335-1519**

**MON., APRIL 25th @ 7:00 PM**

**“SELECTING & EVALUATING YOUR IMAGES FOR COMPETITION” with MJ, M.Photog., Cr., FDPE, FED**

*An evening filled with competition image advise! If you're befuddled, baffled or just flat out confused with what the judges are looking for in the "20 seconds" they take to view and score an image, this is the program to attend. MJ will have 1 or 2 qualified, surprise guests to co-host this program. You'll find out what wins and what does not, what to do and what not to do... how to compose, create and submit your images for local state and PPA competitions. Bring up to 20 images on a jump drive for critique. Remember... our mega, once-a-year Salon takes place in September and we want you to get your images ready. The first step is the selection of your images and that's what this class is all about!*

*Also... check out Jane CZ's class on "Retouching for Competition". Her class is the **2nd class** in a series of three related classes on Competition Images. The **3rd class** with MJ, will cover the specifics of "Presentation" of your images: mats, borders, texture, etc. Check out these two additional classes found later on this list!*

**Class limit is 12**

[www.josephphotography.com](http://www.josephphotography.com)

**@ Joseph Photography, 3758 Beauclerc Road., Jacksonville, FL 32257 (904) 733-9966**

**MON., MAY 2nd @ 7:00 PM**

**“RETOUCHING FOR COMPETITION” with Jane CZ, Cr., FED, 2013 FPP Photog. of the Year**

*We all know that winning image competitions takes a lot of effort from start to finish. The photography has to be a step above beautiful, the right images need to be selected and from there every effort must be made to coax out the best of it through impeccable retouching and presentation. It's not too difficult to create images that will score between 78-82 depending on how it comes up and how the panel feels about it, but when you want to score big, it's all about perfection and giving the judges the confidence they need to shoot your score out of the ballpark. Details, details, details! In this presentation, Jane will walk you through some of the award winning images she's retouched and show you how careful retouching can make the difference between really, really good and amazing.*

**Class limit 20**

[www.janecz.com](http://www.janecz.com)

**@ Joseph Photography, 3758 Beauclerc Road., Jacksonville, FL 32257 (904) 733-9966**

**MON., MAY 9th @ 7:00 PM**

**“COMMERCIAL GROUP SHOTS... THE MODERN WAY” with Tammy Czigan, CPP**

*We all know that creating a group photo for your client while making every person in the photo happy with their appearance is very difficult. In this class, you will learn how to photograph your clients separately on a chroma key background and allow them to choose their favorite image. Then you will learn how to use Photoshop to create high-quality silhouettes and combine those into a professional composite guaranteed to make everyone happy. But, Wait! There's more... You'll see every step of the process live as we photograph everyone in the class and create a composite right before your eyes!*

**Class limit is 18**

[www.gplstudios.com](http://www.gplstudios.com)

**@ Desktop Darkroom, 8535 Baymeadows Road, Suite 19, Jacksonville, FL 32256 (904) 398-9934**

**THURS., MAY 12th @ 6:30 PM**

**“FAMILY BEACH SHOOT AT MICKLER'S BEACH” with MJ & Dan**

*Bring your camera and learn how to handle a family beach photo session (both lighting and posing) in harsh lighting conditions, twilight and early evening shooting. We'll review metering, use of reflector, additive lighting fill, matching the sun when necessary and posing suggestions.*

**Class limit is 15**

[www.josephphotography.com](http://www.josephphotography.com) [www.danharrisphotoart.com](http://www.danharrisphotoart.com)

**@ Mickler's Landing Beach Park, County Rd. 203, Sawgrass, FL 32082, just south of Ponte Vedra**

**SUN., MAY 15th @ 6:00 PM**

— **“THE PIN-UP GIRL NEXT DOOR, LIVE DEMO & IMAGE SELECTION”, with Bob Sargent, CPP “from Tampa”**

*Learn how to shoot a live model (the girl next door) and make her look like a glamorous model. Bob will share his shooting style, posing techniques and best tips for capturing the most flattering images and then how to select the best ones for female models. He will show you how to make the ‘girl next door’ look like a sexy, but tasteful Hollywood model. PLEASE NOTE: This seminar may include partial, brief nudity (only from the models, NOT from the participants).*

**Class limit is 12**

[www.sargentphotography.com](http://www.sargentphotography.com)

@ Joseph Photography, 3758 Beauclerc Road., Jacksonville, FL 32257 (904) 733-9966

**MON., MAY 16th @ 7:00 PM**

— **“CHANGING BACKGROUNDS BOB’S WAY”, with Bob Sargent, CPP “from Tampa”**

*Bob will demonstrate his retouching and editing techniques (from the images selected from last night’s shoot) and share his secret way of changing the background in post to create a stunning and sexy 1950’s style ‘calendar’, ‘pin-up’ girl that is sure to sell. This class is for the Photoshop user who wants to learn how to take their portraits to a higher level. PLEASE NOTE: Some images used may contain partial nudity.*

**Class limit is 12**

[www.sargentphotography.com](http://www.sargentphotography.com)

@ Joseph Photography, 3758 Beauclerc Road., Jacksonville, FL 32257 (904) 733-9966

**THURS., MAY 19th @ 6:30 PM**

— **“LIGHTING FOR BEAUTY” with Rick Bauer, M.Photog., Cr., FDPE, FED**

*Rick will cover both indoor and environmental additive and subtractive lighting techniques... including fill light that gives just the right touch of light without “overdoing it”! Rick has been competing for many years now... even back in his professional pilot years, his images scored with the best of them around. He continues to get his work out there and sets a great example to the next generation of image makers that might want to create images with the same passion and consistency. Pick up on what he has to say and learn from someone that has made beautiful and relevant images through more decades than he cares to admit!*

*Live model demonstration.*

**Class limit is 18**

[www.rick-bauer.com](http://www.rick-bauer.com)

@ Desktop Darkroom, 8535 Baymeadows Road, Suite 19, Jacksonville, FL 32256 (904) 398-9934

**WED., MAY 25th @ 7:00 PM**

— **“HANDS ON HEADSHOTS” with Gary Hughes M. Photog. Cr., CPP “From Orlando”**

*A 90 minute, hands on headshot technique class with tips on lighting, posing and getting the best expressions from your clients every time. Learn from Master Photographer Gary Hughes as he teaches the secret to his success with the foundation of portraiture style, headshot photography. From lens selection to posing and lighting, Gary will share how he creates his award-winning headshots... including secrets to great expression. See Gary’s book about Headshots on Amazon!*

**Class limit is 15**

[www.hughesfioretti.com](http://www.hughesfioretti.com)

@ Desktop Darkroom, 8535 Baymeadows Road, Suite 19, Jacksonville, FL 32256 (904) 398-9934

**TUES, MAY 31st @ 7:00 PM**

— **“SENSOR CLEANING DEMO, PLUS CAMERA FUNCTIONS & SETTINGS” with MJ, Dan & Trace**

*Have your sensor cleaned (optional) and watch it being done! Are you getting your sensor cleaned regularly & how often should this be done? Are you using custom camera functions as much as you should and what benefits might be gained in expanding your use of camera functions and settings. Bring your camera!*

**Class limit is 12**

[www.josephphotography.com](http://www.josephphotography.com) [www.danharrisphotoart.com](http://www.danharrisphotoart.com) [www.lensfly.com](http://www.lensfly.com)

@ Dan Harris PhotoArt, 1124 Riviera St., Jacksonville, FL 32207 (904) 398-7668

**WEDNESDAY, JUNE 1st @ 7:00 PM**

**“SELL FILES TO MAKE BUCKS OR SELL ALBUMS & WALL ART TO MAKE A LIVING”**

**with Susan Michal M.Photog., FDPE, FED**

*Do you want to make a little extra money or build a business that can pay the mortgage? The perceived value of digital files will never compare to a physical product. In this class, we will talk about the pros and cons of selling your files vs offering clients products they will treasure for a lifetime! If you would like to take your business to the next level, this class is for you!*

**Class limit is 15**

[www.susanmichal.com](http://www.susanmichal.com)

**@ Susan Michal Portrait Studio, 4007 Deer Hollow Lane, Jacksonville, FL 32257 (904)262-8892**

**MON., JUNE 6th @ 7:00 PM**

**“ALTERNATIVE LIGHTING... THINKING OUTSIDE THE BOX” with Ken Moran, 2013,14 JPPG Photog. of the Year**

*Want to add some drama to your studio images? Come join us as Ken will build drama into the image one step at a time. We will explore lighting that will give your images some extra punch, drama, and uniqueness that will make them stand out! One of the most creative tools you have in your studio is your lighting. Ken will show you how to be creative using a motivated key light, accent lighting, grids, and gels... all demonstrated with a live model. Come learn from Ken as he “demonstrates” alternative lighting techniques to get you thinking, “Outside the Box”!*

**Class limit is 12**

*(The instructor encourages the class to bring a camera or cell phone camera to capture the lighting set up. Sorry... not enough time for the class attendees to photograph the model.)* **Class limit is 12**

[www.moranphotoart.com](http://www.moranphotoart.com)

**@ Ken Moran’s Studio, 2456 Cypress Springs Rd., Orange Park, FL 32073 (904) 962-9058**

**WEDNESDAY, JUNE 8th @ 7:00 PM**

**“HOW CREATIVITY AND PASSION CAN TRANSFORM YOUR LIFE & PUT MONEY IN YOUR POCKET”**

**with Susan Michal M.Photog., FDPE, FED**

*Creativity and passion are the life blood of sustaining a business in art. In this class, we will discuss how to apply both of these qualities and learn to direct and develop your vision, thought process, and discipline... thereby changing your life.*

*This class will give you the edge to succeed!*

**Class limit is 15**

[www.susanmichal.com](http://www.susanmichal.com)

**@ Susan Michal Portrait Studio, 4007 Deer Hollow Lane, Jacksonville, FL 32257 (904)262-8892**

**MON., JUNE 20th @ 7:00 PM**

**“COMPETITION IMAGES & THE FINAL TREATMENT” with Michael Joseph, M.Photog., Cr., FDPE, FED**

*This class is all about “finishing the job” with any of your images you’ve selected for competition. We helped you at an earlier class with “The Selection of Your Competition Images”... then we brought Jane CZ in to guide you through “Retouching for Competition”, and now this class is the final step... “Presentation of your Competition Images”!*

*The placement & size of your images within the overall space... the choice of matting color, texture and shading... and the creation of strokes and borders! Plus... discussion and suggestions of titling your images!*

**Class limit is 12**

[www.josephphotography.com](http://www.josephphotography.com)

**@ Joseph Photography, 3758 Beauclerc Road., Jacksonville, FL 32257 (904) 733-9966**

**THURS., JUNE 23rd @ 7:00 PM**

**“THE GEAR GUYS” with MJ & Dan**

*With over 50 years of experience between them... buying, selling, testing and evaluating camera/computer equipment has become second nature to this team. Let their experience help you navigate the confusing (and costly) decisions you will have to make about camera/computer gear throughout your photography career. What is the right gear to have? What gear should you dump? How do you know when to hold them? When do you walk away? When do you run? Should you buy or rent? Buy used or new? Dan once bought a lens for \$350 and sold it 3 years later for \$2,700. MJ has bought and sold hundreds of thousands of dollars' worth of gear for himself and other photographers and can tell you what works and what doesn't. Dan owned a \$48,000 camera system that he used daily for 5 years and it only cost him \$1,600 a year. Learn the secrets to making smart equipment decisions for maximum success in your business.*

**Class limit is 12**

[www.ramfisphotographic@comcast.net](mailto:www.ramfisphotographic@comcast.net)

**@ Ramfis Photographic 2880 Mandarin Meadows Dr. N., Jacksonville, FL 32223 (904) 477-3150**

**MONDAY, JUNE 27th @ 7:00 PM**

**“PUTTING YOUR ‘SELF’ INTO YOUR IMAGE, MARKETING CONCEPTS” with Jane CZ, Cr., FED,**

*As professionals we know that marketing is important, but even more important is creating a cohesive marketing strategy that is authentic to who you are and what your clients receive when they buy from you. Copying what works for someone else or subscribing to a pre-boxed, marketing program is only as good as it fits into the reality of your unique personality, style and product lines. In this presentation Jane will go through the thought process of evaluating your products and prices and then defining who your target market is and how to reach it successfully. Learn how to turn your weaknesses into your strengths and how to use language to attract the kind of client that will find value in your work.*

**Class limit is 15**

[www.janecz.com](http://www.janecz.com)

**@ Le Jardin on Park, 2594 Park St., Jacksonville, FL 32204 (904) 381-9574**

## **TURN IN THIS PAGE WITH PAYMENT**

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**Circle Your Choices - prices are "Night of Sale" only!**

**1-2 class(s): \$35.00    3-4 classes: \$30.00 ea.    5-6 classes: \$25.00 ea.    7 classes or more: \$20.00 ea.**

**VIP All-inclusive Pass: \$330.00**

**Full access, priority seating at each of the 22 classes... even if they are already sold out!**

**Total Number of Classes: \_\_\_\_\_ Total Amount Due: \$ \_\_\_\_\_**

Paid By Cash / Check / Credit Card

**Please completely fill out the info below... so we can reach you if there are any changes!**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Home: \_\_\_\_\_ Work or Cell: \_\_\_\_\_

EMAIL: \_\_\_\_\_

