



Guess Who's Online?

Send your online address to WPPI, Editor, "Guess Who's Online?" P.O. Box 2003, Santa Monica, CA 90406; or send it via the web.

- **WPPI:**
www.wppinow.com
- **RangeFinder Magazine:**
www.rangefindermag.com
- **Michael Porter:** e-mail:
mdporter@indra.com
- **Robert Priddy:** e-mail:
robpriddy@aol.com; web:
www.Mtnvisionsphoto.com
- **Judy Reinen:** e-mail:
creativeshotz@hotmail.com
- **Frederick Pierce:** e-mail:
fastff@foxinternet.net
- **Joseph Rice:** e-mail:
jmrphotog@aol.com
- **Ray Richardson:** e-mail:
RRPhotoVid@aol.com; www:
rayrichardson.xtcom.com
- **Kelvin P. Ringold:** e-mail:
ringold@sprynet.com; www:
custom-photogenics.com
- **Michael Rosenberg:** e-mail:
mrosephoto@aol.com

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WPPI 2001 Schedule of Events

FRIDAY, MARCH 9

AWARDS OF EXCELLENCE ALBUM COMPETITION (Miranda 3)

9:00 a.m. — 4:00 p.m.
Now open to the public. Some of the top wedding photographers in the world compete for WPPI's coveted Album of the Year award. Album presentation will be in the form of projected 35mm slides. A panel of world famous judges will critique and score the albums.

SATURDAY, MARCH 10

REGISTRATION (Rio Pavilion Lobby)
noon— 5:00 p.m.

AWARDS OF EXCELLENCE PRINT COMPETITION (Miranda 1 & 2)

9:00 a.m. — 4:00 p.m.
Some of the leading print jurists in North America will be judging two days of entries in the annual 16x20 print competition. We'll be running two panels of judges on both days again this year, to accommodate our increase in entries. Wedding, Portrait and Digital categories will be judged both days, so be sure to check the room signs for details. Highest rated entries will be displayed inside the trade show and major winners will be awarded cash and prizes on Wednesday evening.

SUNDAY, MARCH 11

7TH ANNUAL GOLF TOURNAMENT
7:00 a.m. Breakfast —

7:30 a.m. Shotgun Start
Legacy Golf Club

Join us for fun in the Vegas sun. Scramble your way to fun and prizes with your fellow exhibitors and attendees. Buses leave the Rio Hotel at 6:00 a.m., from the taxi pick-up area at the front entrance.

REGISTRATION (Rio Pavilion Lobby)
8:00 a.m. — 5:00 p.m.

AWARDS OF EXCELLENCE PRINT COMPETITION (Miranda 1 & 2)
9:00 a.m. — 1:00 p.m.

CLAY BLACKMORE
Booking, Selling, and Shooting the REALLY BIG Wedding

(Miranda 5 - 8)
4:00 p.m. — 6:00 p.m.

WELCOME RECEPTION "TROPICAL ILLUSIONS" (DRESS FOR THE ISLANDS!) (Brasilia Room)
6:00 p.m. — 9:00 p.m.

MONDAY, MARCH 12

REGISTRATION (Rio Pavilion Lobby)
8:00 a.m. — 5:00 p.m.

ON-SITE SIGNUP WORKSHOPS:
(sign up at registration)

Tony Corbell: *Lighting from Every Angle*
8-11 a.m. - Brasilia 3

(continued on page 2)

More MasterClass Series Workshops Sell Out

With basically only three weeks to go until the show, the new WPPI MasterClass Series Workshops are selling out quickly. Thus far, the following workshops are sold out: Michele Gauger, Heidi Mauracher, Gary Fagan, Anthony Cava and David Bentley. A few spots remain for Patrick and Barbara Rice, Tammy Loya and Frank Dispensa. The remaining workshops have plenty of room, but don't wait too long, or these too will be sold out! See the Fax-Back form enclosed in this newsletter. We've made it easy: Check off the workshops you want to attend, indicate a mode and means of payment, and we'll send you a confirmation and tickets within 10 days. Or you can go to WPPI's web site (www.wppinow.com) and register there...it's even easier than the Fax-Back form. The MasterClass Series is a new and important aspect of WPPI's educational commitment to professional photography. Sign up for this, the inaugural session. You won't regret it!

WPPI 2001

(continued from page 1)

George Schaub: *Digital Darkroom for B/W Photographers*

9:15-11:15 a.m. - Brasilia 4

Gigi Clark: *2001 A Creative Odyssey*

9:15-11:15 a.m. - Brasilia 7

WENDY SAUNDERS

Falling Forward: Marketing & Web Sites
(Brasilia 2)

7:00 a.m. — 9:00 a.m.

KEN SKLUTE

The ABCs of Light

(Miranda 5-8)

7:00 a.m. — 9:00 a.m.

DOUG GORDON

Dare to Be Different

(Brasilia 6)

9:15 a.m. — 11:00 a.m.

BAMBI CANTRELL & SKIP COHEN

The Art of Wedding Photography

(Miranda 1-4)

9:15 a.m. — 11:00 a.m.

WPPI TRADE SHOW

(Rio Pavilion)

How to Dress For The Opening Night “Tropical Illusions” Party

We know this has been on your mind. What to wear for WPPI's Big Opening Night Bash. It's called "Tropical Illusions," but what does that really mean?

Here's what to wear. Beach clothes: shorts, Hawaiian shirt, thongs, a floppy hat, beads, Bermudas, wrap-around skirts, flowered tops—get the idea?

Anything “beachie” or casual will work. We want you to be comfortable and have a fun time. We will have an “Islands” disk jockey who will be spinning your favorite dance tunes. And we'll, naturally, have a few fun surprises.

Now that you know what you should wear, start packing! It's less than a month away.

11:00 a.m. — 4:30 p.m.

JERRY DECK & SONDRAY AYERS

The Greatest Marketing Secret Revealed

(Miranda 5-8)

5:00 p.m. — 7:00 p.m.

MICHELE CELENTANO

The Best of Both Formats for Weddings & Photojournalism

(Miranda 1-4)

5:00 p.m. — 7:00 p.m.

NORMAN PHILLIPS

Mother & Baby and Little People Too

(Brasilia 1 & 4)

6:00 p.m. — 8:00 p.m.

ROBERT & SUZANNE LOVE, &

PORTRAIT PANEL

Portraiture 2001 Panel: Passion & Profit

(Brasilia 6 & 7)

7:30 p.m.—9:30 p.m.

TUESDAY, MARCH 13

REGISTRATION

(Rio Pavilion Lobby)

8:00 a.m. — 5:00 p.m.

ON-SITE SIGNUP WORKSHOPS:

(sign up at registration)

George Schaub: *Digital Darkroom for B/W Photographers*

9:15-11:15 a.m. - Brasilia 4

George Schaub: *Digital Darkroom for B/W Photographers*

1:30-3:30 p.m. - Brasilia 4

Tony Corbell: *Lighting from Every Angle*

4:30-7:30 p.m.- Brasilia 3

PATRICK RICE

Infrared Wedding Photography

(Brasilia 1 & 2)

7:00 a.m. — 9:00 a.m.

MONTE ZUCKER

The Full Monte

(Miranda 5-8)

7:00 a.m. — 9:00 a.m.

TONY CORBELL & ALBUM PANEL

The State of the Album 2001:

(Brasilia 6)

9:15 a.m. — 11:00 a.m.

WPPI TRADE SHOW

(Rio Pavilion)

11:00 a.m. — 4:30 p.m.

MICHAEL AYERS

21 Steps to Studio Success: Images and Dreams

(Miranda 1-4)

5:00 p.m. — 7:00 p.m.

JOHN WOODWARD

Mastering the Light

(Miranda 5-8)

5:00 p.m. — 7:00 p.m.

TERRY DEGLAU

Terry Deglau & Friends

(Brasilia 6 & 7)

7:30 p.m. — 9:30 p.m.

WEDNESDAY, MARCH 14

REGISTRATION

(Rio Pavilion Lobby)

8:00 a.m. — 5:00 p.m.

ON-SITE SIGNUP WORKSHOPS:

(sign up at registration)

Gigi Clark: *2001: A Creative Odyssey*

9:15-11:15 - Brasilia 3

RICHARD & KATHY PAHL

Photoshop as a Production Tool

(Brasilia 2)

7:00 a.m. — 9:00 a.m.

RICK FERRO & CURT LITTLECOTT

Using Today's Tools to Showcase Creativity

(Miranda 5-8)

7:00 a.m. — 9:00 a.m.

STEWART POWERS

Photographer as Visual Historian: 'Life Stories'

(Brasilia 6)

9:00 a.m. — 11:00 a.m.

DAVID ANTHONY WILLIAMS

Weddings and Portraits Down Under

(Miranda 1-4)

9:15 a.m.—11:00 a.m.

WPPI TRADE SHOW

(Rio Pavilion)

11:00 a.m. — 3:00 p.m.

JOYCE TENNESON

A Personal Journey

(Miranda 5-8)

4:00 p.m. — 6:00 p.m.

(continued on page 5)

Member of the Month: Guy Martin

By Jane Taylor

Guy Martin owns a successful studio in Orleans, Canada, in the Ottawa area, where he shoots 70 percent portraits and 30 percent weddings annually. Portraits are his specialty—everything from glamour and figure studies to family groups and children. However, he still enjoys shooting weddings. He joined WPPI in 1999, at the urging of two fellow Canadian photographers, Anthony Cava and Claude Gagnon, and began winning awards that first year.

BACKGROUND &

HISTORY: When he was 18, Guy borrowed his father's camera, and shot his first roll of film. Guy fell in love on the spot, and has never regretted choosing photography as his vocation for life.

When he was 19, he began assisting at weddings; the next year, he shot his first wedding with an old twin-lens reflex camera. Two years later, Guy studied photography at the College of Montreal. After college, he freelanced for about four years, and then decided to open his own studio in 1981, at the age of 25. Now, the studio employs four full time workers, along with Guy, and his business and life partner, Julie Robichaud, who also shoots weddings and portraits, and keeps the operation humming.

WPPI MEMBERSHIP: The first year Guy Martin joined WPPI, he entered prints in the 16x20 competition. Much to his delight and surprise, he won two awards—a second place and two third places. In 2000, Guy won two first place awards—in the high school senior (title: "Metamorphosis") and wedding group ("I Love It When You Get Angry") categories, and received three honorable mentions. Julie, his partner, also won a second place and four honorable men-

tions. He is looking forward to attending the 2001 WPPI Convention, March 11–15 in Las Vegas, where he

meeting other photographers from all over the world, and viewing their work. "I've learned a lot from belonging to WPPI," Guy says. "It broadens my horizons to meet other people in the same profession and exchange ideas. I'm always impressed with what's happening in America."

WEDDING COVERAGE:

Guy begins most of his weddings at the bride's house, a couple of hours before the actual ceremony. Then he goes to the church. After the ceremony, he takes formals outdoors, even in the rain because he says the lighting is best then, and covers the early stages of the reception, staging the cake-cutting and toasting shots. Rarely does he stay for the whole reception because he feels the couple should be

able to enjoy this phase of the celebration without interruption. The average wedding client spends about \$3200 for pictures at Studio G. R. Martin.

PHOTOGRAPHY PHILOSOPHY:

"My philosophy is all about the people, and photographing them looking their best—not necessarily with fancy clothes and make-up, but giving them a natural-looking portrait that they'll cherish 20 years later. We make sure subjects are relaxed and comfortable, so the images don't appear controlled or posed, even if they are," Guy Martin explains.

STUDIO: Studio G. R. Martin is located in a business complex in Orleans, population about 65,000; but his market share includes the whole Ottawa area, with over a million population. The total studio space is 1,800 square feet, with a shooting area of 600 square feet. Because the shooting space is so small, Guy says they are constantly changing backgrounds and props, giving clients greater variety. However, they do have two per-

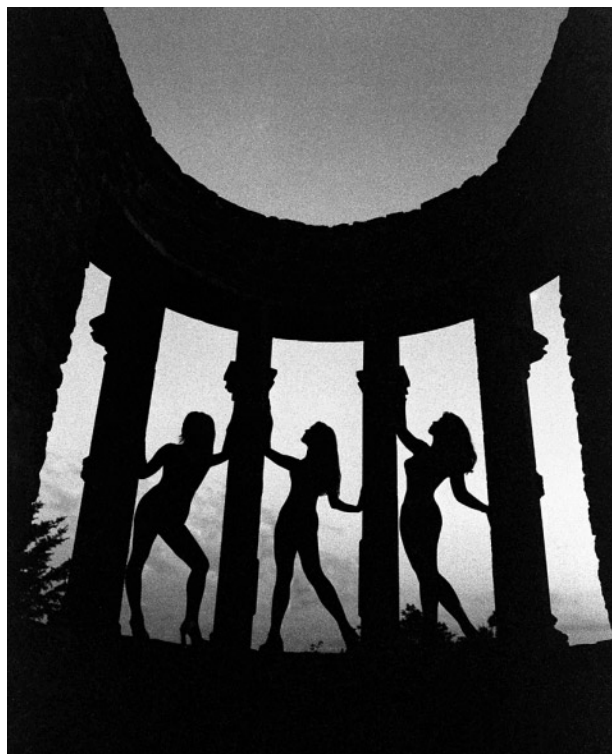


"Angelina"

plans to enter more prints into competition.

Besides the trade show, where he sees all the latest products, Guy loves

"Cat Suit Silhouettes"





"Full House"

the controlled way of doing weddings because when I go home, I know the job is done right. In the 200 exposures I shoot, I know clients will have a great selection of poses. We do, however, incorporate candid-looking pictures, but they are definitely controlled."

FUTURE PLANS: The future for this Canadian imagemaker looks as bright and colorful as his photo-



"Dream"

manent settings—a large high key set-up, ideal for large groups, and a smaller low-key set-up. Around 80 percent of the work is shot in color, but Guy says black and white is slowly coming back. As for equipment, Guy prefers the Mamiya RZ 67, with lenses ranging from 65mm to 250mm, for both weddings and studio work. When flash is required, he uses an old Vivitar. However, Guy is a natural-light photographer and prefers window or directional light to using flash whenever possible. He always seeks rim lighting to create more depth and separation from the background, giving portraits a three-dimensional look.

DOING BUSINESS IN CANADA

VERSUS USA: "The States are going more towards the candid look for wed-

"I Love It When You Get Angry"



dings, and that trend has hit Canada, just not me," Guy says. "We're still working with controlled backgrounds; controlled composition and posing; and controlled lighting. I still prefer

graphs. This year, Guy plans to expand the studio space. "We're located in industrial condos where each space is owned by the occupant. If I can't purchase a neighbor's space, then I hope to find a bigger unit in this same complex. I've been at this



"Metamorphosis"

address since 1985, and the studio is well-established here. So, it's better for me to stay here than to find a totally different location across town,"

Guy Martin says. "My passion and love for photography is still strong because even in

my worst days, when nothing seems to make sense, I close the studio door and start photographing, and nothing

else matters anymore."

Readers may contact Guy Martin via e-mail at: studiogmartin@home.com or telephone him at: (613) 824-8525. □

Jane Taylor is a freelance writer located in the Midwest.

"My Two Little Sisters"



Improve Your Working Relationship with Your Lab

By Peter G. Pratt

Last month we began a series on lab relationships. This is a continuation of that article...

Mr. Larry McDonald, president of **E. B. Luce Corp.** does mostly "commercial photography," with "over 90 percent of the work being totally digital. Only a mere five or six years ago, the figure was only 10 percent!" McDonald said that they would gladly give the photographer a full tour of their photo lab (please call first). This would be of great help as they will walk you through the transition of going from analog (film) to digital. They address almost every software and transportable media needed in the digital world.

Talking with Mr. Rich Osadass, president and founder of **Kolorkraft**, a long-roll, high volume photo lab, you should always be as "consistent as possible with exposure and framing." Be sure the lab knows what you want. It's very important to send in all production information with each order. They are pretty good at mind reading but it's better not to chance it.

Mr. Pete Davenport, sales manager of **Alston School Photography**, stresses that you "talk over all of your current needs and what you want for the future." They will not only test every single camera set-up you and your shooting staff use, but will give you a detailed analysis of each. Alston will also help you to grow, with technical and financial support, with information on getting new business and keeping it; even attending trade shows to support you.

What about fine art work? I spoke with Ms. Denise Burns, printing superintendent, at **Holland Photo**. They deal with E-6 and archival Cibachrome among other fine art materials and she said good and clear instructions sent in with your proof (where applicable) are always a good idea. This should always include cropping, and any other details needed, such as dodging or burning in, etc. A Kodak 18% gray card also helps with any fine-art copy work, too.

Michael Gano, operation director of **Fineprint**, said a lot of the work sent in is done outdoors. Gano stresses the importance of "keep the overall contrast down." "The use of graduated neutral density filters are of great help." Also be aware of the possibility of your available light changing from moment to moment. Also, when sending in a sample print you should not send in magazine tear sheets or any other medium. Believe it or not Gano says this still happens.

As you've already guessed, all the labs stressed that the real "secret" is communication, that we all must take the time to get on the phone (or better yet pay them a visit) and talk with the photo labs and fine-tune each and every unique operation, such as sending in sample prints, testing of film, camera, etc.

It is of paramount importance to know a lab's unique speciality. Professional labs want us to succeed, as they need us just as much as we need them. They know that by talking with us and getting to know our own styles that they are capable of helping us in many ways that you and I never really thought of. Just try asking, I did and it works. □

Information:

- Alston School Photo, 54 Brunswick Ave., Edison, NJ 08817; (800) 766-3686.
- Fineprint Custom Photo Lab, 1306 Blue Spruce Dr., Fort Collins, CO 80524-2067; (800) 777-1141.
- Hallmark Color Labs, at the airport, Turners Falls, MA 01376; (800) 732-7300.
- H. J. M. Professional Color Lab, 70 James St., Worcester, MA 01603; (508) 753-2230.
- Holland Photo, 1221 S. Lamar, Austin, TX 78704; (800) 477-4024.
- Kolorkraft, P.O. Box 186, 608 10th St. NE, Austin, MN 55912; (800) 631-6247.
- E. B. Luce Corp., 74 Chilmark St., Worcester, MA 01604; (800) 757-6361.
- Photographers Color Serv., 10 Harvard St., Worcester, MA 01601; (800) 752-1924.

Peter G. Pratt has been a photographer since 1973 and has owned and operated Pratt-Alston Photography of E. Brookfield, Mass. since 1983, a full service studio dealing in portraits (including high volume school, etc.), weddings and commercial photography.

WPPI 2001

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AWARDS & ACCOLADES
CEREMONY & RECEPTION
(Brasilia Room)

7:15 p.m. — 10:30 p.m.

We'll announce our Award Winners from the 2001 16x20 Awards of Excellence and Album Competitions, along with the winning 8x10 International Photographs of 2000 in the Wedding, Portrait and Digital categories! In addition, this year's recipient of WPPI's Photographer of the Year will be honored.

Our Awards Banquet is the crowning evening of four days of outstanding fellowship, dynamic programs, and trade show action. Come early for the buffet dinner and good company, and then relax for an evening of awards and special recognitions.

First, enjoy a dynamic multi-media presentation in honor of all of our professional imagers, "Beyond Words" presented by Hasselblad USA. Next, see the top images from the Awards of Excellence 16x20 Print Competition, and our Annual Album Competition.

We'll also recognize and congratulate those members who achieved new heights in the Accolades Society this past year. So join us in congratulating our many talented wedding, portrait and digital photographers.

THURSDAY, MARCH 15

JOE BUISSINK &
ROBERT CAVALLI
Marriage of Photographer and Printer
(Miranda 5-8)
8:30 a.m. — 10:30 a.m.

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Rio Reservations

The WPPI Reservation Code you will need when you call The Rio Hotel to make your room reservations for WPPI 2001 (March 11-15) is:

GWEDDIN

To make reservations, call the Rio at (702) 252-7777 or use the toll free & International number (888) 746-6955. Be sure to make your reservations soon—time is running out!

WPPI 2001

(continued from page 5)

TRADE SHOW: MON., MARCH 12 – WED. MARCH 14

Please refer to the full listing of exhibitors and the floor plan featured in this program's center section for exact booth locations.

During three full days of non-stop exhibit action, you'll have the chance to see leading manufacturers and distributors of professional photography equipment—all in one location! You'll find everything for your professional imaging needs, and your questions will be answered by industry experts.

Be sure and stop by the WPPI booth to say hello to the staff of Wedding & Portrait Photographers International and Rangefinder magazine. You can also pick up your attendee gift (coupon located in official registration packets).

SUPER PRIZE DRAWINGS: Each fully registered attendee receives a coupon booklet to be filled out and placed in a special drawing drum located at the WPPI booth on the trade show floor. Make sure to deposit your completed stubs for the chance to win great door prizes!

MASTERCLASS SERIES WORKSHOPS

1. MICHELE GAUGER:

"Understanding Outdoor Lighting with Flash-Fill"

Monday, March 12, 7:30 a.m., Brasilia 1

2. TAMMY LOYA:

Mom & Newborn

Monday, March 12, 7:30 a.m., Brasilia 7A

3. ROBERT HUGHES:

Working With Photoshop in Unconventional Ways

Monday, March 12, 4:30 p.m., Brasilia 3

4. HELEN BOURSIER:

SX-70 Portrait Manipulations

Tuesday, March 13, 7:30 a.m., Brasilia 7A

5. LINDA HERBERT:

Everything Old Is New Again: Hand-coloring the Digital Print

Tuesday, March 13, 7:30 a.m., Brasilia 7B

6. DAVID BENTLEY:

"Hands-on Outdoor Portraiture Using Portable Strobes"

Tuesday, March 13, 7:30 a.m., Brasilia 3

7. HEIDI MAURACHER:

The Dreammaker—On-Location Posing Elegance

Tuesday, March 13, 4:30 p.m., Brasilia 2

8. FRANK DISPENSA:

Advanced Studio Lighting & Classical Posing: Bride & Groom

Tuesday, March 13, 4:30 p.m., Brasilia 4

(continued on page 8)

NATIONAL BUSINESS BRIEFS

BY JOHN ROGERS

WARDS JUST TIP OF ICEBERG IN RETAIL SHAKEOUT

Right after Christmas there was a rash of bad news for retailing. Largest symbol of the retail shakeout was bankruptcy announcement Dec. 28 by Wards who will over several months liquidate stock of its 250 stores after 128 years in business. Other bad news: Sears shuttering 89 stores, mainly its specialty tire/battery stores and hardware units, troubled Penney's to close 50, and the world's largest home improvement retailer Home Depot warning of serious decline in earnings. Immediate results will be a deluge of cut-rate merchandise coming on market and a flood of For Lease signs on retail property.

Retailing analysts say Wards' failure symbolizes a retail shakeout dictated by too many stores chasing too few dollars plus a change in consumer buying habits. Many consumers now choose to eat out or opt for vacation travel rather than spend on merchandise. But retailing remains attractive to many, including some manufacturers who would wear two hats. For instance, Procter & Gamble, maker of Tide, Pampers and Pringles. This giant manufacturer is opening the first store in its 163-year history, named Culinary Sol after its new line of gourmet oils and spices. We're not becoming a retailer, says P&G, just testing the market. However, it also has opened a Culinary Sol Web site for direct selling.

ESTATE TAX PICTURE BRIGHTENS

Good news for estate tax potential victims. IRS is auditing less, and the prospects of eventual repeal are good. IRS audited only 10% of the estate tax returns filed in 1997, the latest year reported. Small estates attracted even less attention with audits for only 5% of those \$1 million or less. A decade ago the rate was 23%. IRS budget restraints are cited as the reason for the decline. Currently the estate tax exclusion is \$675,000, unchanged this year, but edging up to 1 million in 2006. Repeal of the tax looks promising with President Bush pledged to this and both Democrats and Republicans coming on board.

HEALTH-CARE COST INCREASE IS QUADRUPLE INFLATION

Health care cost for business will spurt 11% this year, about quadruple the 2%-3% inflation forecast. Cost increase would be 20% for small businesses. Drug prices will soar 20%. Many firms are cutting back or ending retiree coverage and boosting worker premiums, co-pay and deductibles.

BUSINESS DEMANDING BITE OF BUSH TAX APPLE

Close to the top of President Bush's agenda is his campaign-promised \$1.6 trillion, 10-year tax cut plan. And business itches for a big bite of that apple. Bush spokespeople observe that business would benefit substantially from the president's plan, particularly sole proprietors who don't incorporate. Their top tax rate often is the highest individual rate, 39.6%, even above the 35% top corporate rate. Business appeals for permanent research and development credit, minimum tax repeal, fast write-off of new equipment and more capital gains relief.

CALENDAR: *Seminars, Workshops, Conventions & Trade Shows*

WPPI Convention & Trade Show	March 11-15	Contact: WPPI, 1312 Lincoln Blvd., Santa Monica, CA 90401; (310) 451-0090, ext. 310 or 313; fax (310) 395-9058; web site: {www.wppi-online.com}.
Al Satterwhite at the Kauai Photographic Workshops in Hawaii Advertising Photography—From Layout to Finished Project	April 2-6	Contact Victor Giordano/Director Kuai Photography Workshopsfor details. (808) 828-2192 or e-mail: vbg@gte.net.
Al Satterwhite at the Kauai Photographic Workshops in Hawaii Making the Move Into Film	April 9-11	Contact Victor Giordano/Director Kuai Photography Workshopsfor details. (808) 828-2192 or e-mail: vbg@gte.net.
Al Satterwhite at the Kauai Photographic Workshops in Hawaii Aerial Photography (helicopter)	April 16-17	Contact Victor Giordano/Director Kuai Photography Workshopsfor details. (808) 828-2192 or e-mail: vbg@gte.net.
The Julia Dean Photo Workshops Bobbi Lane: Advanced Studio Lighting Techniques	April 28-29	Contact Julia Dean, Julia Dean & Assoc., 3111 Ocean Front Walk #102, Marina del Rey, CA 90292 (310) 821-0909; julia@juliadean.com
Santa Fe Digital Workshops: A Gathering of Woman Photographers: With Joyce Tennessee and Elise Wiarda	Apr. 29-May 3	Santa Fe Photography & Digital Workshops, (505) 983-1400; fax (505) 989-8604; e-mail: [sfworkshop@aol.com]; web site: [www.sfworkshop.com].
RIT Digital Workshops: Electronic Imaging System Fundamentals	Apr.. 30-May 2	Rochester, NY. Contact RIT/TE Center, 66 Lomb Memorial Dr., Rochester, NY 14623-5604; (800) 724-2536, ext. 33; fax (716) 475-7000; web site: [www.rit.edu/CIMS/TE].
Master Photoshop with Paul Caponigro	May-1-5	Santa Fe Photography & Digital Workshops, (505) 983-1400; fax (505) 989-8604; e-mail: [sfworkshop@aol.com]; web site: [www.sfworkshop.com].
Nikon School: Columbus, Ohio	May- 5 or 6	Contact Nikon School, 1300 Walt Whitman Rd., Melville, NY 11747-3064; (631) 547-8666; fax (631) 547-0309.
The Julia Dean Photo Workshops Eugene Richards: Shooting up Close—Photographing People	May 7-11	Contact Julia Dean, Julia Dean & Assoc., 3111 Ocean Front Walk #102, Marina del Rey, CA 90292 (310) 821-0909; julia@juliadean.com
Veronica Cass Academy of Photographic Retouching Arts: Negative Retouching	May- 7-11	Veronica Cass Academy, 7506 New Jersey Ave., Hudson FL 34667; (727) 863-2738; www.veronicacass.com; veronicacassinc@worldnet.att.net
RIT Digital Workshops: Matching Proof and Press the First Time	May 8-9	Rochester, NY. Contact RIT/TE Center, 66 Lomb Memorial Dr., Rochester, NY 14623-5604; (800) 724-2536, ext. 33; fax (716) 475-7000; web site: [www.rit.edu/CIMS/TE].
Santa Fe Digital Workshops: Successful Color Management Led by Kodak Professional Imaging Pros	May 9-11	Santa Fe Photography & Digital Workshops, (505) 983-1400; fax (505) 989-8604; e-mail: [sfworkshop@aol.com]; web site: [www.sfworkshop.com].
Veronica Cass Academy of Photographic Retouching Arts: Print Enhancement	May- 14-18	Veronica Cass Academy, 7506 New Jersey Ave., Hudson FL 34667; (727) 863-2738; www.veronicacass.com; veronicacassinc@worldnet.att.net
Nikon School: New York City	May- 19 or 20	Contact Nikon School, 1300 Walt Whitman Rd., Melville, NY 11747-3064; (631) 547-8666; fax (631) 547-0309.

And in other tax news, IRS eases paperless return filing by allowing e-filers to use a Personal Identification Number (PIN) instead of requiring mailing a signed form. An estimated 42 million taxpayers, of a total 130 million, are expected to file electronically using a five-digit PIN number. Incidentally, the General Accounting Office says major problems continue in IRS operations. It reported the Service added two zeroes and wrongly entered a taxpayer's income as \$466,800 instead of \$4,668, assessing over \$160,000 in taxes when a refund was due. It took 18 months for IRS to correct the error even though personnel recognized the mistake 10 months earlier.

HOME MAY BE THE CASTLE, BUT IT'S MORE IN HOCK THAN EVER

Not only is the home the American castle, it also is the largest average investment for most Americans. But now that castle is increasingly mortgaged. The average home-owned household owed lenders 46% of its market value last year, up sharply from about 30% in 1982 and the highest on record. So the typical family with a home worth of \$144,000 faced a debt encumbrance of \$66,240. Economists are concerned that a severe or long-term economic downturn could cause consumers to slam the door on spending as they worry about their home debt.

GOP EYES ITS OWN CREDIT CARD

The GOP may go into business with its own credit card. A Republican National Committee study predicts a "GOP Club" affinity group would yield revenue of \$120 million from membership and up to \$30 million in profits. The program would market the GOP as a brand and market goods and services to

party stalwarts. The market would be one million people who donate regularly to the Grand Old Party, many of them very affluent. The AFL-CIO has earned hundreds of millions of dollars from its Union Privilege affinity program since launch in the mid '90s. One marketing tool could include recruiting current and former U.S. presidents as hucksters.

SIMPLE SURGERY CURES THE WET HANDSHAKE

Sweaty palms that destroy the confidence of a handshake now can be cured with simple surgery. Cost of about \$7,000 often is covered by insurance. The condition stems from hyperhidrosis, a chronic switching on of the nerve underlying the primitive fight-or-flight instinct. Surgery involves one or two small incisions in each side of the back, near the armpits, threading a camera in to locate the nerves and then cutting them. So then you won't hesitate to shake on it.

RETAIL TO GAIN 5% THIS YEAR WITH SURGE IN SECOND HALF

National Retail Federation estimates retail sales will grow a healthy 5% this year, surging in the second half. Retailing now is one-third of the U.S. economy which makes it a major victim of the slowdown in personal spending. Unfortunately an overall gain for the sector must overcome the glut of retailer space such as in specialty retailing where sales area is up 19% in the last two years. □

Business writer John Rogers focuses on legislative and regulatory issues, and has covered the Washington scene for more than 25 years.

WPPI 2001

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9. BILL DUNCAN:
Developing Your Own Unique and Highly Profitable Style
Tuesday, March 13, 4:30 p.m., Brasilia 1

10. ANTHONY CAVA:
Quick & Effective Lighting & Posing
Wednesday March 14, 7:30 a.m., Brasilia 1

11. GARY FAGAN:
Mastering the Subtleties of Window Lighting
Wed., March 14, 7:30 a.m., Brasilia 4

12. DOUG GORDON:
*My Bride Would Never Do That!—
A New Way to Look at Traditional Portraiture*
Wed., March 14, 3:00 p.m., Miranda 2

13. CATHY MAIER CALLANAN:
*The Team Approach to Contemporary
Wedding Photography*
Wed., March 14, 3:00 p.m., Miranda 1

14. PATRICK & BARBARA RICE:
Weddings 101: Basic Wedding Workshop
Wednesday, March 14, 3:00 p.m., (Roses Wedding Chapel,
Rio Hotel)

**All events are scheduled at the Rio Hotel and Convention Center Las Vegas. All programming/ locations are subject to change without prior notice. Refer to individual listings for specific program details. No video-taping or audiotaping permitted at any WPPI session.
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WPPI PHOTOGRAPHY MONTHLY

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(310) 451-0090; FAX (310) 395-9058
www.wppinow.com

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