



# VPPA Blue Ridge Newsletter

June 2011

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## Blue Ridge Board



Governor, Bobby Carlsen,  
Ph.D., Cr. Photog., CPP, F.Ph.

Email Bobby



Lt. Governor, Teresa Bernard

Email Teresa



Secretary, Sharon Davidson,  
CPP

Email Sharon

## HAPPY SUMMER!

### From the Governor

I was watching the season finale of American Idol the other night and really enjoying the guest appearances by past and current music superstars. Tony Bennett, Gladys Knight, Judas Priest, Carrie Underwood, Tim McGraw, and Lady GaGa were some of the few who rocked the stage and made for a great show. Anyway, when Lady GaGa began a performance of her new single "On the Edge", my wife Angie commented "She's such a freak!". I laughed and we talked a few minutes about what she meant. Actually, what she was commenting on was GaGa's stage presence...the outlandish wardrobe, set, and throng of well choreographed dancers. If you don't know what I'm talking about, do a quick google search for Lady GaGa and take a look. Better yet, point your browser or smartphone to YouTube so you can hear the music as well as see the "performance".

I totally agree that GaGa is outlandish and over the top. BUT (and its a big but...figuratively speaking), she has become a mega superstar because she has done an excellent job of branding herself. That is, she has crafted a "brand" that is unique, distinct, and noticeable (Okay, for those of you who are paying attention, you can't help but notice that she has totally taken a page out of the Madonna playbook...but then again why not? Madonna isn't main stream anymore and it's a good playbook!).

So, I found myself thinking about "branding" and how important it is. I think many photographers forget about this from time-to-time, or perhaps have never thought about it. What is YOUR brand? What is distinct and unique about what you offer your clients? What is it that people know you by? Companies that work hard to be unique, different, and offer a product that people can readily identify are often the companies that are most successful. You may not like GaGa, but let's face it, it is all about a "brand" and many people (including me) flock to it.

Take a few minutes this week thinking about your "brand". Ask your employees and/or clients to give you feedback on what they think are the key characteristics of your brand. If you don't have a brand, or it doesn't fit with what you really want, then you've got some work to do.

Oh yeah, BTW, as I am finishing this article GaGa's song is playing on the radio in the studio. Pretty cool.

-Bobby



Treasurer, Brian Muncy

Email Brian

## Quick Links

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## From the Lt. Governor

Hello all!!

Looks like summer is turning up the heat early this year. So we are excited about bringing a cool presentation to our Blue Ridge District, featuring Charles Hartman. He is sharing with our district a presentation on ProSelect. If you are using ProSelect, this is a great opportunity to pick up new ideas. If you are not using ProSelect and are interested in learning what this software can do for you, this is an excellent opportunity to see what it is all about.

The meeting is being hosted by Bruce and Brian Muncy, 511 South Jefferson Street, Roanoke, VA. Phone: 540.982.3680 or email: [muncyphoto@cox.net](mailto:muncyphoto@cox.net). We will begin social time at 6:30pm with the presentation at 7pm. Please RSVP to Bruce if you plan to attend Monday's meeting.

Our July meeting will feature Jessica Robertson, with a program about High School Seniors. This meeting will be July 11th and Kevin Hurley has agreed to host. More info about this meeting to follow in the July newsletter. Our picnic is tentatively slated for Sunday, August 14th, and plans are not 100% final at this time.

That's about all I have in the works for the moment, outside of trying to beat the heat. I hope to see everyone at our meeting Monday night.

Best!

Teresa

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## Upcoming Events

### *June meeting*

- Monday, June 13<sup>th</sup>, Muncy Fine Photography
- Social time at 6:30, meeting starts at 7:00
- 544 South Jefferson Street, Roanoke, VA 24011
- Charles Hartman's bio and program information to follow

### *July meeting*

- Monday, July 11<sup>th</sup>, Kevin Hurley Photography
- Jessica Robertson presents High School Seniors

### *August meeting*

- summer picnic, tentatively set for Sunday, August 14<sup>th</sup>

### *VPPA 2011 Summer Seminar*

- August 27-29<sup>th</sup>, Kirkley Hotel and Convention Center
- 2900 Candler's Mountain Road, Lynchburg, VA 24502

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If you have any suggestions or if you have an article you would like to be published in the newsletter, please email Sharon Davidson ([Sharon@sharondavidsonphotography.com](mailto:Sharon@sharondavidsonphotography.com)).

