



Blue Ridge News

VPPA Blue Ridge District

March 2010

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Message from Lisa Carter
Message from Bobby Carlsen
Adrian's Example Photo

If attending our
April 12th meeting
please
e-mail
[Jack Henley](#)

Quick Links

[VPPA](#)

Free Gallery Wrap
offer at the bottom of this
email. Be sure to check it out!

Summer Seminar

Our Summer is Aug 29th-
30th in Lynchburg
Mark your calendar NOW.

Find details online at the
VPPA website.

Upcoming Events

East Coast School
July 18 -22
Instructors are:
Bob Boyd
Jamie Hayes & Mary Fisk
Taylor
The Timmons
Greg and Lesa Daniels
Eddie Tapp
Dave Huntsman and Jessica
Vogel
Mario and Thomas Munoz
Tony Corbell

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Message from our Governor



Spring is in the AIR and I know all of us are ready for it! Convention was really GREAT this year. Sharon worked really hard and brought us some really talented speakers! I know all who attended went home with great ideas to get their business jumpstarted!!! If you are like me, you have your head full of ideas but then you get back into your REALITY and routine and you don't always put the things you have learned into effect. I heard a great idea of how to deal with this and wanted to share it with you. It's called the SALSA BOX. Make you a file box with index cards. You can color code your cards and tabs or name them RED /HOT...ORANGE/ MEDIUM....YELLOW/MILD. Then sit down when you come back from a class with all your notes and make your cards. Put IDEAS you may use at a later time in your MILD category, and Ideas that you want to DO NOW in your HOT category. You can file away websites you want to go to for ideas or inspiration. You can make a category for new PROPS or list of EQUIPEMENT you want to purchase. Then when you get to a point you are looking for a new idea or something cool to offer your clients you can pull out your SALSA BOX and find something to implement. This is also great for new marketing ideas for different times throughout your year. When you see a cool idea put it in your BOX. So the next time you need to SPICE things up a bit you can go to your SALSA BOX and pull out something to get things cooking again!

Congratulations to all the members who ENTERED PRINTS this year and to all the BLUE RIBBONS and Red ones too in the BLUE RIDGE DISTRICT !!!!
Lisa Akers.....4 Red
Teresa Bernard..... 4 Blue.....2 Red.....Court of Honor Creative Print
Margie Hatcher.....2 Blue ...1 Red Best in Portrait of a Child
Peoples CHOICE AWARD for "Bella" & highest score in Blue Ridge with a 90

Bobby Carlsen.....4 Blue....2 Red..... Randy Searle Award.....Highest Print case for
first time entry, Nancy Justice Award.....Highest print for first time entry,
Best
Photojournalist Print, Best Illustrative Print

Lisa Carter.....1 Blue...4 Red
Brenda Holtzander...1 Blue...3 Red
Tina Holtzander.....2 Blue...2 Red.....Best Digital/Traditional
Enhancement Print

Kevin Hurley..... 4 Blue...2 Red.....Court of Honor Pictorial Print ,
Court of Honor Illustrative Print

David Lilly.....1 Blue...2 Red
Bruce Muncy..... 5 Red
Brian Muncy.....1 Blue...1 Red
Jennifer Stoneman....1 Blue...2 Red
Shannon Turner.....3 Blue...3 Red.....Best Commercial/Industrial Print

I hope I have NOT left anyone out from this list. It was great seeing such a wonderful turnout for our March meeting!!!! Not sure if LOCATION, TIME OF DAY or SPEAKER TOPIC helps most with attendance, but it was great to have so many and I hope you all enjoyed the meeting and will be attending the next!

Lisa Carter
Blue Ridge District Governor
Photography by Lisa
www.photobyalisa.com
434-822-6143

Message from our Lt Governor



Our next district meeting will be held at Jack Henley's studio (see below for address) on Monday, April 12 (6 pm) and will feature Virginia's own David Godwin (Capital District Governor). The title of David's presentation is: "Digital Delivery is not a Dirty Word". He will cover information on preparing digital images for clients, consider the pros and cons, discuss marketing and product ideas, and take a detailed look at pricing an all digital wedding. This should be a provocative presentation, given the debate surrounding preparing digital files for our clients. Come hear David's take on the issue!

Please RSVP by sending a quick email to Jack jack234@earthlink.net or give him a call.

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-Bobby

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Thanks to everyone that came out for Monday's meeting. It all came together about 2pm at Kevin Hurley's studio in Roanoke. We had an awesome presentation given by Adrain Henson on outdoor lighting, great attendance and perfect weather! There were 27 in attendance (including our speaker and his assistant.) Below is an image Adrain shared from Monday's demonstration.

Also to emphasize a comment Lisa made during the business segment of our meeting, if you know of someone interested in photography that may be just starting a business, or an existing business wanting help and direction, forward this email with an invite to our next meeting. Our district success depends on our membership.

Thanks again to everyone that came out Monday! Teresa



FREE Gallery Wrap

Canvas on Demand is offering a free 16x20 gallery wrap to each professional photographer in our Blue Ridge Membership! (Kudos to Bruce Muncy for bringing this offer to us!) Use the code below to get the low down & ordering info:
www.canvasondemand.com/prowrap1

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