



# VPPA Blue Ridge Newsletter

February 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 VALENTINE'S DAY!*

### From the Governor

#### GOOD BUSINESS

I often wish I had a degree in business to go along with my other degrees. Like many photographers, when I first started charging for my work and had grand visions of a "photography business", I had very little appreciation for the "b" word in that phrase. I've quickly learned that about 90% of what I do is running a small business, while only 10% is actual photography!

One of the things I have learned well, however, is to proactively look for opportunities to develop relationships with other businesses and to work hard nurturing those relationships. In this economy, most business owners are struggling to reach an ever cautious and picky market. Like us, they are looking for opportunities to generate interest in their products and services, and find customers who will remain loyal to their brand. As photographers (and small business owners), we should recognize this and take advantage of it. Look around your community and give thought to the local businesses that may benefit from a relationship with you. Don't be shy, but instead reach out and suggest initiatives or projects that you can do together. Ask them how someone with your skills can be of service to them and help them make more money. Put yourself in positions where you will regularly come into contact with business owners in your community, rubbing shoulders and networking.

Additionally, don't underestimate the saying "Rub my back and I'll rub yours". Strategically look for ways to utilize services in your local area and suggest they use yours as well. It may not come naturally to you, but in the end, is just good business.

#### CONGRATULATIONS!

On another note, I'd ask each of you to join me in congratulating our very own Lisa Carter in the recent "bling" she has received. Not only has she recently earned the distinction of Certified Professional Photographer from PPA, but additionally PPA has awarded her the Photographic Craftsman degree (and the "bling" to wear as well). As you know, these are major accomplishments and not only demonstrate Lisa's excellence in photography, but also strengthen the profession at a time where so many are trying to water it down. Congratulations Lisa!

-Bobby



Treasurer, Brian Muncy

Email Brian

## Quick Links

[VPPA](#)

[PPA](#)

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## From the Lt. Governor

Hello Blue Ridge,

At this time of the year, I hope you are managing to stay warm and well! Our February meeting will be at my studio in Rocky Mount, VA, located at 265 Franklin Street. Our speaker is Rose Mary Cheek. Her program is on book design and her latest presentation is book design for high school seniors. Her bio is included below. I hope it is a topic we are working with in our businesses and can take an idea or two away from her presentation to apply to our own product lines.

We will begin social time at 6pm and the presentation at 6:30. PLEASE RSVP me so that we have chairs available for everyone planning to attend. You may call the studio at 540.489.7722 or email: [teresa@studiobellevisage.com](mailto:teresa@studiobellevisage.com).

We are going to skip a Blue Ridge District Meeting during the month of March. We are hoping everyone will attend our state convention in Richmond. Our next district meeting is slated for April. Tentatively, the date we are working with is a Monday afternoon, April 4th. More details to follow when everything is finalized.

I look forward to seeing everyone Feb 14th!  
Teresa



Rose Mary Cheek received an Associate in Applied Science degree in Commercial Art & Advertising Design. She has been a member of Professional Photographers of America (PPA) since 1992, receiving her Photographic Craftsman in 2009, and Professional Photographers of North Carolina (PPNC) since 1997, receiving her Fellowship in 2004.

Rose Mary has been teaching Basic and Advanced Photoshop at the local community college in Hickory, NC for the past eight years. She is a member of Miller's Lab Speaker Team and a PPA Super Monday Instructor teaching Photoshop Tips and Tricks and Wedding Album Design. She has conducted all day seminars for PPNC twice and spoken at many PPA Affiliates, including teaching Photoshop for CAPS (Carolina Art and Photographic School in North Carolina, a PPA Affiliate.)

Visit her website at [www.rosemarycheek.com](http://www.rosemarycheek.com).

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## Upcoming Events

*Monday, February 14<sup>th</sup> 6:00pm*

- Blue Ridge meeting featuring Rosemary Cheek
- Hosted by Teresa Bernard  
Studio Belle Visage  
265 Franklin Street  
Rocky Mount, VA 24151  
540-489-7722  
[teresa@studiobellevisage.com](mailto:teresa@studiobellevisage.com)

*VPPA Convention, February 25th - March 1st*

- Ramada Plaza in Richmond
- visit [www.vppa.org](http://www.vppa.org) for Convention registration forms and more information

*No meeting in March*

*April meeting*

- tentatively set for Monday, April 4<sup>th</sup>
- more details to follow

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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)).

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