



# VPPA Blue Ridge Newsletter

January 2011

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## Blue Ridge Board



Governor, Bobby Carlsen  
Email Bobby



Lt. Governor, Teresa Bernard  
Email Teresa



Secretary, Sharon Davidson  
Email Sharon

*HAPPY NEW YEAR! Welcome to 2011!*

## From the Governor

Welcome to the new year! I hope that 2011 begins and continues to be a great year for you and your business.

I thought I'd use this newsletter article to share a little with you about how our Blue Ridge district relates to and interconnects with the larger state association (VPPA). For some of you this may be old information, but since we have new members, perhaps this may be useful.

VPPA, a recognized state association and affiliate of PPA, is subdivided into four geographical districts (Capital, Northern, Tidewater, and our Blue Ridge), each having their own governance. When someone joins VPPA, they are automatically given membership into one of the four districts, based upon the city in which they live and work. Furthermore, a portion of the membership dues paid to VPPA is used to subsidize each district (an amount determined by the number of members in each district), and the elected governor of each district holds a voting seat on the VPPA Board.

Our Blue Ridge District, like the other districts, holds annual elections (on the same schedule as VPPA) for the positions of Governor, Lt. Governor, Secretary, and Treasurer. It is the responsibility of the governor to attend and participate in the VPPA Board meetings, serve on the VPPA Summer Seminar Committee, and oversee the district activities (including scheduling and conducting monthly meetings). The Lt. governor has the responsibility of finding speakers and talent for each district meeting. The district secretary's primary responsibility is to generate a monthly newsletter, but also to record attendance at monthly meetings and keep a record of district business. Finally, the district treasurer is responsible for maintaining the treasury and providing treasury reports to the governor or VPPA as needed.

Okay, so that's a bunch of BORING information. Yeah, I get it. Here's the thing though. You should know that our district is your primary contact with VPPA. Your best educational opportunities and opportunities to connect with other photographers occur at the district level. Your best opportunities to get involved with VPPA and have an impact occur at the district level. I mentioned previously that VPPA subsidizes our district with a portion of membership dues. With that money and other money from the treasury, the Blue Ridge District maintains an annual affiliation with PPA (this is a \$300 membership allowing us as a district to provide PPA merits for our monthly speakers) and solicits talent for the monthly meetings. This year our Lt. Governor, Teresa Bernard, is putting together an outstanding lineup of



Treasurer, Brian Muncy

Email Brian

## Quick Links

[VPPA](#)

[PPA](#)

talented speakers to visit our district and share with us. Come join in the fun! Additionally, there are multiple ways you can serve the district and get involved with what happens within VPPA. Ask any one of our district's leaders and they will be sure to get you connected and make use of your talents.

-Bobby

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## From the Lt. Governor

Hi all,

Our January meeting is a print critique and Kevin Hurley has agreed to host this meeting. We will meet at his studio, Monday, January 10<sup>th</sup>, at 2pm.

Address: 1360 Maple Avenue SW

Roanoke, VA 24016

Phone: 540-345-3055

Please let him know if you will be attending and PRIOR to the day of the meeting, please email Kevin your files, JPEGs sized no larger than 8x10 @ 300 dpi. Please limit your submits to six. Forward your files to: [hurleyphoto@aol.com](mailto:hurleyphoto@aol.com). Hopefully you have images in mind to submit. If you need to review the 12 elements of a merit print follow this link:

<http://www.ppa.com/competitions/international/12elements.php>

Now to share some December excitement at the Bernard residence. It was a week before winter break and our son Seth was struggling with homework. Primarily math homework, but homework in general can sometimes be a very stressful proposition at our house. This night in particular I think we were trying to review for a test on division and Seth was not cooperating.

Truthfully the discussion was becoming a little tense. I walked away for a few minutes, only to hear from the next room...."Franklin County 911, how may I help you?" I instantly run back to the living room to hear Seth stating, "My mom is mad because I won't do my homework." Of course this drives my tension level up another notch or two as I find myself on the phone trying to calmly explain, "I am Seth's mom, we are struggling with homework, but Seth is OK". Note that Seth always makes calls via the speakerphone feature on our phone, so at this point he decides to interject, "but my mom is mad!" The dispatcher ended the call, I was hoping for the best, but was not convinced she was OK with the call.

About 20 minutes later, there was a knock on the door and my fear was realized. The dispatcher did indeed send someone out to follow up. Luckily, the deputy recognized Sammy and me. He knew us from a wedding job a year or so earlier. He came into our living room to see Seth standing there in his PJs. He asked Seth if he called 911? Seth said, "Yes, I don't want to do my homework!" The deputy instantly realized everything but the homework issue was OK, and started helping us coax Seth into completing it. Seth being the top notch negotiator he is, instantly turned the situation around to, "I will do the homework if you will let me hear the siren on your car!" Believe me, Seth is really good at this, and it took several minutes of persuasion to convince him to do the homework. It ended with the deputy not sounding the siren, but he did turn on the blue lights as he left in return for Seth's promise to do the homework. I can only image what the neighbors think.

We also need to do homework to be successful with print competition. Critique and competition are always learning experiences for me. Just like Seth's school work, I may not like the prep work, critiques, or scores. I have earned quite the collection of 78's in competition. But, I know all are necessary to grow and better myself as a photographer.

Many times we become emotionally attached to our images and it is tough to be completely objective with our own work. For me, critiques offer a valuable opportunity to see my images through a new dimension or perspective *before* going to competition. I find the suggestions taken from critique can make a difference. Hopefully there are no blue lights in your near future in preparing for competition, but with a little effort there will be blue ribbons! I look forward to seeing your awesome images over the next few months.

Oh, and by the way, I am looking for a babysitter the last week of February, someone good with law enforcement and math homework. Please call if interested.

Best!  
Teresa

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## Upcoming Events

*Monday, January 10th, 2:00pm*

- Print Critique at Kevin Hurley Photography in Roanoke  
1360 Maple Avenue SW  
Roanoke, VA 24016  
540-345-3055

\*Email up to 6 JPEGs (sized 8x10 @ 300ppi) images to Kevin before the meeting ([hurleyphoto@aol.com](mailto:hurleyphoto@aol.com)).

*Imaging USA, January 16th - 18th*

- San Antonio, Texas
- visit [www.ppa.com](http://www.ppa.com) for more information

*Monday, February 14th*

- Blue Ridge meeting, location and topic TBA

*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 TBA*

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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)).

