



Southwestern New York Association  
Of Professional Photographers  
Olen Seidler, Treasurer  
37007 Lake Road  
Union City, PA 16438

## Southwestern New York Association of Professional Photographers



### Talent Exchange Program & Print Competition

**Sunday  
September 27, 2009**



Program Speaker  
**Judy Host**

## Program Schedule

- 8:30 Registration and Print Entry
  - 9:00 Judy Host's Program
  - 11:30 Print Judging and Trade Show
  - 1:00 Lunch
  - 2:00 Judy Host's Program Resumes
  - 4:30 Print Critique
- Banquet & Awards Presentation**

### CREATING YOUR OWN STYLE

#### **Morning Session – See the Light**

In Judy's program, which she has presented in several countries, she will discuss how she uses "light and angles" among other things, to create a style for herself. This style continues to evolve and work no matter where her clients are located, a style that has become distinctively hers and which will inspire others to create their own.

#### **Afternoon Session – Create it, Present it, Sell it**

Once you have established your style as a photographer the next step is to bring that creative energy into your marketing. Judy will cover several topics such as clarifying your business concepts, understanding your target market, building a strong business identity, creating promotional materials, displaying your images, marketing back to your clients and presenting and selling your work. These concepts are necessary to build a business in this new economy.

**New**

**Event Location**  
Shorewood Country Club  
4958 West Lake Road  
Dunkirk, New York 14048  
<http://www.shorewoodcc.com>

**Overnight Accommodations**  
Contact Olen Seidler to receive the **SNAPP discount** on rooms and reservation info:  
**814.694.2008**

## Print Competition Rules

- \***Eligibility:** Any individual, professional photographer who is a member of PPA, PP of PA, PPSNY or PPO may enter.
- \***Entries Allowed:** A total of four (4) entries are allowed in any four (4) categories. Total entries in all categories cannot exceed four (4) prints per individual.
- \***Categories:** P-Portrait, W-Wedding/Candid, I-Illustrated
- \***Mounting:** All entries must be permanently mounted on 16 x 20 artboards. Entry must meet all PPA standards. Minimum thickness 1/8" and maximum thickness 1/4".
- \*No two photographs shall be of the same subject, model, etc... Photographs previously entered in PPA, PPO, PP of PA or PPSNY competitions are not eligible and will be disqualified.

\*Entrants must have created, composed, and made original exposures. The processing, printing, and special effects must have been done by the entrant or under entrants direction.

\*Name, Address, print title, and category **MUST** be printed on the reverse of the print with an arrow designating the top of the print.

\*Individuals must be present to enter their own case for the prints to be judged and eligible for awards.

\***SNAPP Members**  
Print case and 1 Folio and 1 Wedding album **\$10.00**  
National/PPSNY/PPA Print case only 4 Prints or less **\$10.00**  
\*National PPA standards and rules are to be followed.  
TEP Print Chairman and Judges decisions will be final.

\*Plaques for Best of Class, Best of Show, as well as Masters Exhibit will be awarded.

**SNAPP Wedding Album Competition**  
\*Only SNAPP members whose dues are paid are eligible.  
One entry per member.

\*Albums must be registered before the first scheduled program and must be delivered by the maker.

\*No album may be entered more than one time.

\*Albums cannot be removed from the display room.

\*All prints must pertain to a single event

**SNAPP Folio Competition**

\*Only SNAPP members whose dues are paid are eligible.

\*Eight (8) machine prints of the same subject or event. No art work and no custom printing. Photos are to be in a folio.



**Judy Host** is one of the nation's top portrait photographers. She has won numerous awards for her photography and has been featured in several publications for her outstanding environmental portraiture.

In January 2004, Judy was selected by the Hollywood Foreign Press to include a portrait session in the presenter gift box for the Golden Globes. The response was so great, she was asked to include the Gift Certificate once again for the 2005 Golden Globes. These presenter gift boxes are given to the 60 celebrities that present awards during the telecast. She has photographed for Jack Nicholson, Pierce Bronson, Nicole Kidman, Mehki Phifer, William H. Macy, Felicity Huffman, and many more. Judy is also the first photographer to have photographed at a private viewing dinner that is held during the Golden Globes presentation and which is hosted by In Style and Warner Brothers. In addition, several of her images that were created specifically for that event were featured at the event and integrated as the centerpiece of the party's décor.

In 2005, Judy was asked to travel to Africa to photograph for an organization called The Project To End Poverty, which is a non-charitable private-sector endeavor designed to mobilize the global community to bring an end to poverty.

This assignment included photographing the presidents of both Uganda and Rwanda and visiting several orphanages in both countries. That same year, Judy was invited to travel with a Foundation called Healing Among Nations to document the progress of the Tsunami survivors. This project took her to India, Thailand, Indonesia and Sri Lanka.



Judy teaches a series of workshops internationally on the "Art of Lighting" and "Creating your own style" and has just released her first DVD titled "The Art of Available Light." Upcoming seminars will be held in the following places: Maui, Mexico, San Francisco, Las Vegas and London. She will also be introducing a new series of workshops with Eddie

Tapp, a Canon Explorer of Light and Print Master and NAPP Hall of Famer: 2006. Membership in professional organizations includes: SWPP, PPA, WPPI, NCPP, NAPP and PPC. For more information please contact [judyhost@mac.com](mailto:judyhost@mac.com)



## SNAPP TEP REGISTRATION FORM SEPTEMBER 27, 2009

You Must Return this form with your check payable to **SNAPP** before **Aug 15, 2009**  
If your registration is not postmarked by **Aug 15th**, then add an extra \$10

Member Name:

First \_\_\_\_\_

Last \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

required - PLEASE PRINT CLEARLY

Name of Guest /Spouse: \_\_\_\_\_

Your registration fee includes a **full day seminar with Judy Host**, a lunch buffet, and dinner banquet.

**SNAPP Members: \$75**  
**Spouse/Guest: \$65**  
**Members PPA, PPSNY, PPO: \$75**

Mail Registration Forms to:  
Olen Seidler, Treasurer  
37007 Lake Road  
Union City, PA 16438  
Phone: 814.694.2008

Call Olen for overnight reservations & prices