PSPA 2012 SPAA
ANNUAL CONFERENCES

February 18-19, 2012
The Renaissance Las Vegas
Co-locating with WPPI

Proud Past, Bright Future

Join us for two days of education and networking!

- Opportunities to connect with colleagues
- Exciting sessions with professional speakers
- Business strategies to make money!

We are co-locating with WPPI again this year. Plan to spend Saturday and Sunday soaking up education, and visit the WPPI trade show Monday (no additional charge).

Don't miss these highlights!

No additional charge for conference attendees for these events.

• Welcome Reception

Friday, February 17 • 5:30 p.m. - 7:00 p.m.

Kick off the conference and meet up with old friends Friday night.

• Kick Off with Frank Keck: "Embrace Your Freakness"

Saturday, February 18 • 12:00 noon - 1:30 p.m.

Use your proud past to build your bright future

Einstein had it. So did Dr. Martin Luther King, Jr. and Steve Jobs. Cirque du Soleil, Peyton Manning, Blue Man Group, and Oprah have it now. What is it? Freakness.

These people learned how to embrace their Freakness. They figured out what their inherent excellence was and how to make the most of it. Achievement is not so much what you end up with, as much as how well you maximize your latent abilities. The Embrace Your Freakness program will give you the necessary ingredients to develop the inherent excellence that lies within you.

Program Benefits:

- Recognize your true talents and increase your self-esteem
- Improve personal and team productivity
- Become more influential with other people
- Deliver remarkable service to all of your internal and external customers
- Discover what makes you unique and memorable
- Learn how to make the most of what you have been given

• Vendor Reception

Saturday, February 18 • 4:30 p.m. - 7:00 p.m.

Each year this reception gets better and better! Connect with both labs and suppliers in a relaxed networking atmosphere. There's no better opportunity to discover new products to offer your customers, alternate vendor partners, and new services to streamline productivity. Visit us online for a complete list of vendors.

Who Should Attend?

If anything you do involves school, sports, or event photography, then this is THE place to be!

Registration

$299 member/$479 nonmember

Includes access to all educational sessions on Saturday and Sunday, Keynote Luncheon on Saturday, Official Business Session Luncheon on Sunday, Welcome Reception, Vendor Reception, and WPPI trade show admission, February 20-22 (Monday - Wednesday). Additional fees apply to attend WPPI education and events.

Join PMA or renew your membership now to get the member rate!

Register online or download a PDF registration form if you prefer to register via mail or fax. 517-788-8100 or 800-762-9287 or www.pmai.org/pspa-spaa2012/

"Ralph Romaguera is doing a double session for us on Sunday February 19. The first half is *'Recipe to a Successful Photo Studio.'* You will gain from the almost 40 years of "school of hard knocks" which will get you up and running like a well-oiled machine. The second half is a true hands-on session. Bring you camera and shoot along with a true Master Photographer. See and learn the little secrets and tricks to make a more dynamic and appealing image.

Sunday morning after having breakfast at the Vendors Roundtables, come join us for three hours of nonstop fun and education. Sessions are sure to fill up fast!"

— Bill Freeman, Freeman Photography Group LLC
Master Photographer, Certified Professional Photographer

PSPA/SPAA 2012 Schedule Overview

Friday, February 17

5:30 p.m. - 7:00 p.m.	**Registration and Welcome Reception**

Saturday, February 18

7:30 a.m. - 8:45 a.m.	**Breakfast Vendor Roundtables**		
	Sports	**Sales and Marketing**	**Photography**
9:00 a.m. - 10:15 a.m.	**(SP1)** A Wild Ride Through the Lens of a Sports Photographer	**(SM1)** When Customers Aren't Buying, Why Aren't We Listening?	**(PH1)** E-Commerce Panel
10:15 a.m. - 10:45 a.m.	**Networking Break**		
10:45 a.m. - 12:00 noon	**(SP2)** Work Flow Panel	**(SM2)** New Products, New Sales, New Profits	**(PH2)** Deliver a Video/ Moving Picture Type of Product to Your Customer
12:00 noon - 1:30 p.m.	**(KL1) Keynote Luncheon** – Kick-Off with Frank Keck: "Embrace Your Freakness"		
1:30 p.m. - 2:45 p.m.	**(SP3)** On-Site Printing and Sports Solutions	**(SM3)** Winning with Quality	**(PH3)** Deliver a Video/ Moving Picture Type of Product to Your Customer *(continued)*
2:45 p.m. - 3:15 p.m.	**Networking Break**		
3:15 p.m. - 4:30 p.m.	**(SP4)** Is Your Business Ready for Youth Sports?	**(SM4)** Combining Speed and Quality on Location	**(PH4)** Preservation of Photographic Images for Future Generations: New Opportunities
4:30 p.m. - 7:00 p.m.	**Vendor Reception**		

Sunday, February 19

7:30 a.m. - 8:45 a.m.	**Breakfast Vendor Roundtables**			
	Sports	**Sales and Marketing**	**Photography**	**Business Management**
9:00 a.m. - 10:15 a.m.	**(SP5)** Seasonal Photographer Preparation	**(SM5)** New Ideas Make a Profit	**(PH5)** Photographing Cheerleaders	**(BM1)** Keeping the Door Closed
10:15 a.m. - 10:45 a.m.	**Networking Break**			
10:45 a.m. - 12:00 noon	**(SP6)** Large Group Photography	**(SM6)** "Hands-On" Photography Session	**(PH6)** Digital Lighting	**(BM2)** Memory Books Panel
12:00 noon - 1:30 p.m.	**(OBS) Official Business Session – Networking Lunch with Jeff Jochum**			
	Posing and Lighting	**Sales and Marketing**	**Photography**	**Business Management**
1:30 p.m. - 2:45 p.m.	**(PL1)** On-Site Printing and Sports Solutions	**(SM7)** Professional Participation in the Digital Ecosystem	**(PH7)** Opening New Revenue Streams Through Green Screen Photography	**(BM3)** Best Business Practices: Managing Your Business
2:45 p.m. - 3:15 p.m.	**Networking Break**			
3:15 p.m. - 4:30 p.m.	**General Session "The Imaging Industry and What Is the Future?"**			
4:30 p.m. - 5:00 p.m.	**Group Photo**			

Monday, February 20 - Wednesday, February 22

WPPI Trade Show, MGM Conference Center

Attend WPPI trade show for FREE!

"My associates at Visual Image Photography and I are very excited about this year's PSPA/SPAA Conference at the Renaissance Hotel in Las Vegas. The educational segments contain the most interesting array of speakers that we have had in many years. Steve Fine from *Sports Illustrated,* Ed Monahan from Kodak, Frank Keck with a keynote address, Will Crockett, Haim Ariav, Ralph Romaguera ... just to name a few of the "can't miss" sessions. With the wide range of topics covered, it is the perfect venue for our team from VIP to learn and get reenergized with new ideas and product offerings. We hope to see you all in Las Vegas!"

— Tom Hayes,
Visual Image Photography, Inc.

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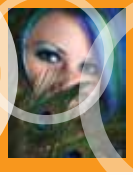

"In my 16-year association with PSPA this is the best conference line-up I've ever seen. I'm very excited that it coincides with the 60-year anniversary of this vital community. Come be a part of it."

— Bill Glover, Strawbridge Studios
PSPA President

PSPA/SPAA
3000 Picture Place
Jackson, MI 49201

Professional School Photographers Association International
A PSA Member Association

Sports Photographers Association of America
A PSA Member Association