

March 2007



[www.centralportraitbranch.com](http://www.centralportraitbranch.com)

**CPB  
Calendar**



**March 26**  
Andrew Wall  
Selling to wedding and  
Portraits Clients

**April 14-18**  
PPOC Convention  
Winnipeg

**May 28**  
Rob Corrado  
Colour Management

**June 25**  
Rob Provencher  
James Hodgins  
NoBS Weddings

**October 29**  
Branch meeting

**November 26**  
Albums Revealed  
Judy Cormier and  
Storey Wilkens

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[evan@magicportraits.net](mailto:evan@magicportraits.net)

# Selling to Wedding and Portrait Clients

Professional Photographers are invited to respond to e-mail requests, return phone calls to "quote or price" wedding and portrait engagements via e-mail and the phone. Unfortunately, all too often this is the last time we hear from the prospective clients. If this frustrating situation happens more times than you wish to remember... then this seminar is for you! This interactive session will discuss what is happening in your "real world selling situation" and understand how this Unpaid Consulting is hurting your business. Another common concern that will be addressed is how to turn "Think it Over into Business". The audience is invited to walk away with a booklet on how these selling systems affect their business and understand how Sandler Sales Institute may help them build their Wedding and Portrait business.

Andrew Wall, President of the Milton Sandler Sales Institute has been a guest speaker to companies and conferences for over a decade. His lively, entertaining and engaging style keeps audiences attentive, informed and glad they attended the speaking topic.

Sandler Sales Institute is a Global Sales Management and Sales Training organization. With over 200 training centers around the world, hundreds of thousands of individuals and thousands of companies have embraced the Sandler Sales Institute sales principles to take their business to the next level.

<http://www.wall.sandler.com/>

**Monday March 26 5:30 pm.**  
**Trident Banquet Hall, 145 Evans Ave.**

[http://tridentbanquethall.com/location\\_map.htm](http://tridentbanquethall.com/location_map.htm)

**[NEW! Click here to  
register for program. Pizza dinner  
is available online only](#)**

**This is a print show meeting, so bring your  
prints for competition!**

# Johan Sorenson - Fine Art Nudes

Those who attended the wonderful evening with Johan Sorenson and his lovely model on February 26<sup>th</sup> will not have to be told a thing about how educational and aesthetically awakening his presentation was.

From the moment Johan began to speak he had his audience captivated. In the true nature of a fine teacher and educator he took us all on a magical ride of seeing things from his perspective while never trying to force anything through. I enjoyed the lightness of his presentation style and learned much about nude images as art.

Inspiration and great respect for what is likely one of the most difficult styles of imaging was what Johan won from me and I know several others who attended. Feedback has been very positive and with good reason.

I had the pleasure of introducing several 1<sup>st</sup> year photography students to the world of PPO/PPOC at this meeting and I know that



already some are chopping

at the bit in anticipation to the next gathering. We more seasoned members can learn much from the raw enthusiasm held by these fresh faces. I find it contagious myself and thank my lucky stars that I am exposed to this on a regular basis.

Meetings and speakers may not always fit into our timetable or topic interest but it never ceases to amaze me just how much I gain from attending, listening and sharing. I value my membership and involvement and events such as what happened on February 26<sup>th</sup> is proof of it's worth.

Kudos to Andrea Nielsen, Judy Cormier and the rest of committee for yet another stellar evening complete with the new Hot Topic discussion segment that had everyone participating in one form or another in bringing forward thoughts and ideas on what we can do as professionals to improve the industry as a whole.

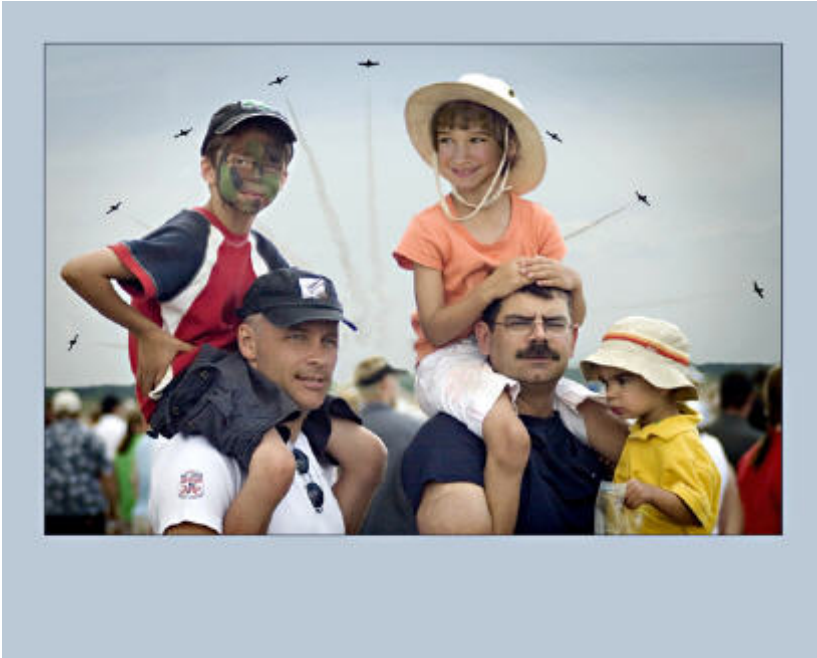
Story by Colette Mesdag  
Photography by Joel Robertson

## [www.ppoc.ca](http://www.ppoc.ca) An exciting member benefit

The PPOC website has emerged as one of PPOC's leading membership benefits. The PPOC office is receiving an ever-increasing public contact through the Web Site.

Many agencies and members of the public looking to retain the services of a photographer are making use of the PPOC Web Site as a preliminary step in their hiring process. Do you know that the public can search for a photographer by geographic location, by area of specialty or by name? Have you adequately reflected your areas of specialty to ensure you are appearing on the appropriate search headings? Do you have images displayed with your listing on the PPOC Web Site?

# Print Show

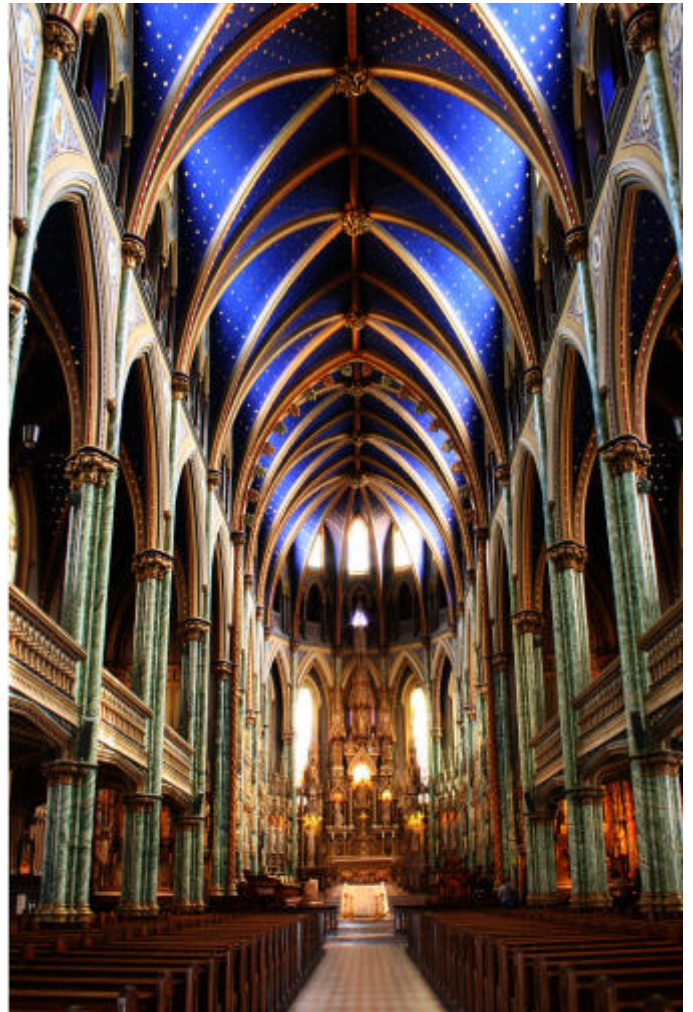


Lisa Scale (on Right) won Best of Show, tied first place Commercial and Best Album

A Day at the Air Show by Lisa Scale



Jason DePodesta (Above left) won best Student with Elegance (at Right)





Wendy Gonneau (at right with Andrea Nielsen) tied for Best Commercial with Pipedreams (above)  
Susan Benoit (at Right with Wendy Gonneau) won Best Portrait with Easy Confidence (Below)  
Kay Woollam (Bottom right with Wendy Gonneau) won Best Black and White with Melissa and John



Branch Photographer - Joel Robertson  
Newsletter editor - Evan Linnell