

# *Saturday Night PreConvention Event*

**So much fun for only \$15.00!**

"The One" challenges some of our visiting speakers and a New England photographer - to make the most of what what they are given. The brainchild of Kalen Henderson, M. Photog., Cr., MEI, CEI, CPP, API, EA-ASP, of Henderson Photography in Mt. Pleasant, Iowa, she brought the concept to five photographers from across the country to the PPA Imaging USA convention in Tampa last January.

"It's not what you own, it's what you know," was Henderson's motto for the event. "In this day and age of 'gadgets' we wanted to get the photographers back to thinking along the more simple and easy lines," she said. "We want to see what can be done with less."

The photographers are asked to shoot live in front of the audience using the model and equipment provided. They are given 20 minutes with the model in a camera room with nothing but one light, one background and one reflector. All photographers are asked to use the same, one lens as well. The model does not change clothes and the equipment remains consistent for all the photographers. Following the 20 minute session, the photographers are given 30 minutes on the computer with just Photoshop (with no plug-ins) to create two images of the model for judging by a panel of PPANE member print judges.

PPANE's own version of "The One" - recreated by Tom Hurlbut - will be presented at the PPANE convention (with the blessing of Kalen Henderson) this fall. The photographers participating will be some of our program speakers and a top photographer from New England. Light food and a drink ticket will be provided along with the availability of a cash bar included in the \$15.00 admission price to attend this pre-convention event.