

THE  
VIRGINIA  
PROFESSIONAL  
PHOTOGRAPHERS'  
ASSOCIATION

Our Mission Statement:

*Members of  
The Virginia Professional Photographers'  
Association  
are committed to promoting artistic,  
technical and business excellence  
in professional image making  
while endorsing the highest standards of  
ethical conduct.*

Organizations such as the VPPA can function  
only with the dedication of devoted volunteers.

These are people willing to commit their time and energy  
to making the VPPA a strong, dynamic coalition of professionals.  
You are encouraged to attend functions in your district and in the state.

We hope that you will experience the value of membership  
in our association and contribute your talents to benefit the VPPA.

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# CODE OF CONDUCT

ENDORSED BY

THE VIRGINIA PROFESSIONAL PHOTOGRAPHERS'  
ASSOCIATION

*To observe the highest standards of integrity in all transactions, avoiding the use of false, confusing, inaccurate or misleading terms, descriptions and claims.*

*To maintain a dignity of manner in behavior, in the presentation of services, in all forms of public contact including personal appearance and that of the studio or place of business.*

*To endeavor to produce images of a quality equal or superior to the samples on display, to provide the best possible photographic services and to raise the general standard of photographic craftsmanship.*

*To assist and cooperate with fellow professional imagemakers by sharing knowledge or aiding in any difficulties. To encourage and expect other VPPA members to uphold the highest standards of the profession.*

*To subscribe to the Federal Trade Commission rules of Fair Competitive Practices for the professional photographic industry.*

*To discontinue immediately the use of the Association's name, seal, logo or emblem if membership lapses or is revoked. Under these circumstances, no attempt may be made to claim or to infer membership in this organization.*

*To recognize the authority of this Association in all matters relating to the interpretation of this Code.*

## *OVERVIEW OF INFORMATION ABOUT THE VPPA*

### *MEMBERSHIP*

There are several categories of membership listed below on pages 7-9. Most of the privileges are limited to the Active, Additional Active, Retired and Life categories. Benefits for each category are detailed on those pages.

### *DISTRICTS*

Because the state of Virginia is a large geographic territory the VPPA is subdivided into 4 districts called Blue Ridge, Capital, Northern and Tidewater. (The map on page 19 shows the division lines.) Each of these units functions independently of the others, having its own programs, newsletters and social gatherings. By attending district events, you will get to know other member photographers in your area. More information about District Meetings is found on pages 14-15.

### *YOUR REPRESENTATIVES*

As a member of the VPPA, your interests are represented by the Board of Directors, the governing body of the organization. **Article V** of the Constitution (found elsewhere on the website) lists the positions that comprise the Board and a brief description of the duties of each position is given on page 9. Active, Additional Active, Retired and Life members vote for representatives on both a state and district level. Your District Governor is your closest link to the Board and the best person to relay any ideas or suggestions you may have. District Officers are described on page 10. At District meetings the Governor will bring you information about upcoming events and pertinent Board decisions.

### *CODE OF ETHICS*

The VPPA stringently supports its Code of Ethics (page 4). As an applicant, you were asked to sign an agreement to comply with this code. Upon acceptance as a member, you were sent a copy to keep as a permanent reminder. You will be asked to sign it again each year when you pay your dues.

The VPPA has a standing Ethics Committee (See **Article VII** of the Constitution) comprised of one member from each District. This committee reviews and enforces the Code and is empowered to handle complaints against a member brought either by another photographer or by a consumer. The committee attempts to resolve each problem amicably, however serious violations can result in expulsion.

### *CONTINUING EDUCATION*

As a VPPA member you will be exposed to the latest advances in the field through monthly district meetings, the Summer Seminar and the Annual Convention. Nationally acclaimed speakers present programs that can improve your existing skills and teach you new techniques. Your annual dues cover *all* the VPPA sponsored gatherings with no separate registration fees. Throughout the year District meetings take place in various locations around the state and cover a wide variety of topics. The two major state sponsored events are publicized well in advance and offer a more intensive experience. See pages 10 & 11 to read about the Convention and page 14 for more information on the Seminar.

### *SCHOLARSHIPS*

As an Active, Additional Active or Life member, you are eligible for scholarships that allow individuals to study at PPA affiliated schools of which there are many in near-by states. The Association provides thousands of dollars a year to encourage individual growth in all areas of the business. Pages 15-17 describe the current VPPA scholarships and how they are selected.

### *SUPPORT*

The VPPA fosters a spirit of cooperation among all members of the association. You will meet generous photographers who share their experiences, their solutions to problems and occasionally even their equipment. Our members pledge to help and encourage their fellow professionals, so there is always someone for you to call for advice or assistance. Conversation among members often stimulates new ideas or solutions that will encourage and motivate you in your work.

### *ANNUAL PRINT JUDGING*

Submitting your best images to a panel of nationally qualified judges allows you to see how your work compares to that of other professionals in the state. Learn more about this on pages 11-12.

## ***DEGREE PROGRAM***

Eligible members can earn credentials that identify you as an outstanding professional, worthy of recognition by your colleagues. The degrees are detailed in **Article VII** of the By-laws and discussed on pages 13 & 14.

## ***WEBSITE***

As an Active or Additional Active member you are listed on the internet so that potential clients can locate you by name, city or zipcode in our *Find a Photographer* section. In your profile you can show images representative of your work. At [www.vppa.org](http://www.vppa.org) you will see illustrations of award winning photographs; ou can register for the seminar or convention, update your contact information or list items for sale. Dates and details for upcoming meetings and events are posted here. The VPPA even has a Facebook page.

## ***TRADE SHOW***

Allied with the Annual Convention, the yearly trade show brings together manufacturers, distributors, labs and other services related to professional photography. You can see all the latest products and innovations and talk to the representatives who serve this area.

## ***SUBSCRIPTION to “Virginia Professional Photographers’ Magazine”***

Published 3 times a year, the state’s magazine has news, explanatory articles, speaker information, images of the annual competition winners and candids from our events. You will receive both the magazine and electronic monthly newsletters from your district to keep you informed about opportunities and activities.

## ***MEMBERSHIP IN SEPPA***

In Virginia your state dues also pay for membership in the Southeastern Professional Photographers’ Association which is made up of affiliated states and Puerto Rico. In odd numbered years Georgia is the site of SEPPA’s regional Convention featuring a variety of national caliber programs, a large Trade Show and a regional Print Judging. In the even numbered years Affiliated print competitions are hosted by one of the member states. Virginia last hosted this meeting in conjunction with our 100<sup>th</sup> anniversary. SEPPA also distributes an e-magazine, “Southern Exposure”, detailing events in all of the member states.

## ***AFFILIATION WITH PPA***

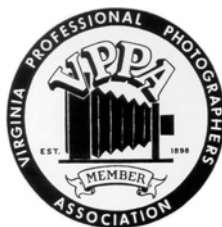
Virginia as a state and each district within the state maintain an alliance with the national organization known as the Professional Photographers of America (PPA). The National Association makes available merits that we may award to our speakers and judges and offers personal insurance and indemnification. We have six Councilors who represent us at the national meetings. They are the liaison between the state and the national associations. From them we obtain information, and through them we express our ideas and concerns.

## ***LENDING LIBRARY***

The VPPA maintains a large collection of books and audio-visual materials for use by the members. These cover a wide range of topics in photography, business digital imaging and enhancement. Most of the collection is displayed at the Trade Show each year and at the Seminar. The items are listed on the website, and you may borrow anything that is available by contacting the librarian. See the guidelines for use of the library on page 15.

## ***LOGO***

Displaying the emblem of the VPPA alerts consumers to your dedication to excellence. As an Active, Retired or Life member you may proudly use this symbol on your letterhead, website, advertising or in any other appropriate manner.



## ***Excerpts From the VPPA Policy Manual***

### **MEMBERSHIP**

#### **NEW MEMBERS**

- a. Any prospective member may attend two meetings within his/her District without paying dues to the Association. After two meetings whether or not they are consecutive, prospective members are required to make an application for VPPA membership and be approved by the Board of Directors before attending any other meetings.
- b. Membership categories are defined below. Applicants select the category that fits their situation. The Board of Directors has the right to decide the validity of the chosen category.
- c. The Board retains the right to grant exceptions to an application where warranted.
- d. Any prospective member whose application is awaiting action by the Board of Directors may attend District meetings, the Summer Seminar or the Convention without paying additional fees.
- e. Any new member accepted for membership after the Convention date shall be credited with having paid dues through October 31st of the following year.
- f. All applications must be signed by a state or district officer and one other member in good standing. A member in good standing is defined as a person who has been an Active or Additional Active member for at least one year and whose dues are current.
- g. Applications are submitted to the District Governors for review before sending on to the Exec. Treasurer.
- h. Any prospective member who holds a degree from PPof A is exempt from submitting images for admission.
- i. Dues for members in all categories include registration for the VPPA Convention and Seminar. All categories may attend District meetings and social events.

#### **ACTIVE MEMBERSHIP**

- a. An individual of legal age who either resides or works primarily in the state of Virginia, who is actively engaged in the profession of photography, videography, electronic imaging, teaching, specialist or other closely related fields may apply for membership in this category.
- b. A current, legitimate Virginia sales tax registration number is required.
- c. Applicant should derive a portion of his/her income from photography or other closely related business.
- d. All applicants who create images for the studio will submit a portfolio of 6 unmounted 8x10 prints or a CD of 6 images reflecting the type and quality of products offered to clients.
- e. All rights and privileges are granted in this category.

#### **ADDITIONAL ACTIVE MEMBERSHIP**

- a. An individual who works with or for an Active member may apply in this category. There must be one Active member in the studio or organization before an Additional Active membership will be considered.
- b. For Additional Active members, the sales tax number will be that of the Active member.
- c. All applicants who create images for the studio will submit a portfolio of 6 unmounted 8x10 prints or a CD of 6 images reflecting the type and quality of products created by this individual for clients.
- d. All rights and privileges are granted in this category.

#### **PROVISIONAL MEMBERSHIP**

- a. An individual who has a sincere desire to make imagemaking his/her primary vocation, an individual who does not yet meet the minimum standards of the Association or someone who lacks any of the requirements for Active membership may apply in this category. There will be a review of the classification at the end of each year with a two-year limit.
- b. The rights to vote and to hold office are prohibited. The use of the seal, logo and membership pin is not permitted. These members are not eligible for any VPPA sponsored scholarships or degrees. Names are not listed on the website.
- c. All other rights and privileges are granted.
- d. If during or at the end of the 2 year period the provisional member applies for and attains Active status, all credits earned from prints or service will count towards the VA degrees.

## **OFFICE STAFF**

- a. An individual who works with or for an Active member in a sales, accounting, production, technology or other studio support position may apply in this category. These applicants do not create images for clients.
- b. There must be one Active member in the studio or organization before an Office Staff membership will be considered. The sales tax number will be that of the Active member.
- c. The privileges include attending district meetings, seminars, Conventions and social events. The members of this category may not enter print competition nor earn degrees. Names are not listed on the website, nor are they eligible for scholarships. The rights to vote and hold office are prohibited.

## **NON-RESIDENT MEMBERSHIP**

- a. An individual of legal age who is actively engaged in the image making profession who neither resides in nor routinely works in the state of Virginia but who wishes to affiliate with the VPPA may apply for membership in this category.
- b. It is recommended and encouraged that a non-resident member join the association of the state in which he/she resides or works.
- c. The rights to vote and to hold office are prohibited. These members are not eligible for any VPPA sponsored scholarships or for membership in SEPPA through Virginia.
- d. All other rights and privileges are granted.

## **STUDENT MEMBERSHIP**

- a. An individual who can show that he/she is enrolled in a recognized school, college or institute with a full course load and has photography, videography or a closely related concentration as the major course of study is eligible to apply in this category. This individual may not be earning a living in photography.
- b. The rights to vote and to hold office are prohibited. The use of the seal, logo and membership pin is not permitted. These members are not eligible for any VPPA sponsored scholarships.
- c. These members may enter print competitions but are not eligible for the degree program. If at the end of student eligibility, the member applies for and attains Active membership all credits both print and service will be applied towards the VA degrees.
- d. All other rights and privileges are granted

## **LIFE MEMBERSHIP**

- a. The Board of Directors may choose to award Life Membership in recognition of faithful and exceptional service to the Association or for any other good and sufficient reason.
- b. All the rights and privileges of Active Members are granted in this category
- c. Life Members pay no dues.

## **RETIRED MEMBERSHIP**

- a. An individual no longer active in the image making profession may choose to have his/her Active, Additional or Non-Resident membership classification changed.
- b. These members are not eligible for any VPPA sponsored scholarships or door prizes.
- c. All other rights and privileges are granted.

## **CORPORATE MEMBERSHIP**

- a. Any manufacturer, dealer of photographic supplies and materials, firm or provider of goods or services to professional imagemakers may apply in this category. \*All companies or individuals who contract for a Trade Show booth are automatically regarded as Corporate Members.
- b. Up to and including 3 representatives may attend all VPPA functions. There must be only one mailing address.
- c. Corporate members receive ½ off any size ad in the Convention issue of the VPPA magazine, a free link to the website and inclusion on the Corporate page of the VPPA directory.
- d. They may use the seal or logo on business or promotional forms, but will not receive membership pins.
- e. The rights to vote and to hold office are prohibited. Corporate members may not enter print competitions, nor are they eligible for degree programs. These members are not entitled to any VPPA sponsored scholarships or door prizes.

\* Trade Show vendors who are VPPA members in other categories will have reduced fees for Convention booth space.



## **SUPPORTING MEMBERSHIP**

- a. An individual NOT IN ANY WAY associated with the business of photography or of professional image making may endorse the aims and objectives of the VPPA by applying in this category.
- b. The rights to vote and to hold office are prohibited. Supporting members may not enter print competitions, nor are they eligible for degree programs. The use of the seal, logo and membership pin is not permitted. These members are not eligible for any VPPA sponsored scholarships or for any door prizes. These members will not receive VPPA publications.
- c. All other rights and privileges are granted.

## **HONORARY MEMBERSHIP**

- a. The Board of Directors may extend Honorary Membership to anyone deemed worth of this distinction.
- b. This person need not be connected to the profession of image making.
- c. The Honorary member is placed on the state mailing list and is given complimentary registration to the Convention and all Seminars. There are no other rights and privileges.

## **EXPULSION**

- a. No member may be expelled unless he or she has been given fifteen days notice of the time at which the question of his or her membership is to be considered and has been notified of the nature of the question to be aired at the said meeting.
- b. It shall be the duty of the President to notify such person and to advise him or her to be present with counsel, if desired.
- c. Upon making a new application, a former member may be reconsidered by the Board of Directors after at least six months has elapsed. The exception is any member convicted of sexual harassment or other criminal activity.

## **MEMBERSHIP LAPSE**

- a. If a member does not pay dues before the end of the Convention, a letter is sent from the Board stating that the member is being dropped from the rolls and all privileges cease. Members also lose all tenure unless dues are paid before the end of that fiscal year.
- b. Any member paying dues after the deadline must pay a late fee in order to enter print competition.
- c. All members paying dues after the deadline will not be listed in the VPPA Directory.

## **REINSTATEMENT OF FORMER MEMBERS**

- a. Any member whose membership has lapsed is subject to a reinstatement fee as determined by the Board.
- b. Any member who has been out of the organization for 3 years or less does not have to submit images for re-admission and may retain any state credits or degrees previously earned but will lose tenure.

## **MEMBERS of the BOARD**

The VPPA Board of Directors is made up of the following positions: Chairman of the Board, President, 1<sup>st</sup> Vice-President (Convention Chair), 2<sup>nd</sup> Vice-President (Registration Chair), Recording Secretary, Executive Treasurer, Executive Secretary, all 4 District Governors, Editor of the VPPA Magazine, Print Salon Chair, SEPPA representative and the PPA Councilors who are members of our Association.

At the Annual Business meeting held at the Convention, the first 5 officers listed are elected. Normally each person moves up to the office above with the Chairman leaving the Board and a new Recording Secretary chosen by the nominating committee elected to serve beginning in November. A five year commitment is expected from the incoming officer. Those 5 officers plus the Executive Treasurer and Executive Secretary comprise the Executive Board.

The Governors are sent as representatives from their home districts and report both to the Board about activities in their area and to the members about upcoming events and pertinent Board decisions. The Editor of the magazine publishes the minutes from the Board meetings, the annual Treasurer's report, details of upcoming events, etc. The Salon Chair heads up the annual Print Competition and brings to the Board any problems encountered or suggestions for changes. The SEPPA representative attends the meetings or the governing board of our regional organization and gives continuity to our delegation. PPA Councilors attend the National meeting representing Virginia and bring back reports of changes, programs or other items of interest to our members.

## DISTRICT OFFICERS

There are 4 Offices elected in each District. The Governor serves as the presiding officer, running the meetings, representing the members of his or her area and attending the Board meetings. The Lt. Governor is the program chair and makes arrangements for speakers and locations. The Treasurer takes care of the funds for the district, disbursing those that are necessary for operating expenses and producing a report for the Governor to submit to the Board. The Secretary sends out the newsletters and keeps attendance records for the District.

## DUES

Dues for each category of membership are decided by the Board of Directors. They are reviewed each year at the Summer Board meeting. Recently the Board instituted a policy allowing members to pay monthly instead of in a lump sum at the beginning of the fiscal year. Members desiring to pay in installments must have 2 credit cards registered with the Association. Since this is a convenience to our members, a small extra fee is charged. In order to enter prints and to be considered a member in good standing arrangements to make monthly payments must be made with the Executive Treasurer by Dec. 1. After that time if a delinquent member wishes to enter prints, dues must be paid in full prior to Convention.

## ABOUT THE ANNUAL CONVENTION

The VPPA Convention is held once a year, during the Winter (December-February) quarter. This premiere event runs from Friday through mid-day Tuesday. The 1<sup>st</sup> Vice-President is the Convention Chairman and (in conjunction with the Convention Consultant) plans this annual conference. He or she is responsible for determining the program content, schedule, speakers, judges, social functions, menus etc.

It takes many people working together to produce the Convention, so the Chairman appoints committees to assist in various ways. The 1<sup>st</sup> Vice-President's District is considered the host district for the Convention whether it is held within the district boundaries or not.

Many of the committee chairmen will come from the host district since these are usually the people the V-P knows best. Committee chairmen are always looking for good volunteers from ANY district. Not only is it a wonderful way to get to know other members but also you will be an integral part of the activities. See the list of current Convention committees at the end of this section to determine on which you would like to serve. Don't hesitate to volunteer.

One of the focal points of the annual gathering is the Print Competition. To learn more read "About Print Judging" on pages 11-12.

Another important feature is the Trade Show which brings together distributors, manufacturers, labs and other support personnel connected to the industry. It is an opportunity to compare goods and services and to meet representatives of local, regional and national companies. These vendors are available to talk to both new and established customers. Many have the latest in equipment or ideas to demonstrate. It is because of vendor support that we can afford to have exceptional Conventions, so members are encouraged to support the vendors.

Nationally known speakers offer a variety of programs from portraits and weddings to business and marketing. Also included are commercial photography, digital imaging and enhancement. Each instructor offers a fresh approach to consider as you are challenged to explore different ideas and methods.

Our awards banquet is a special occasion and we dress up for the evening. We take this time to honor those who have done well in print competition and those who have served the Association in many ways. It is a culmination and celebration of the year. Join us in congratulating and thanking the people who mean so much to the VPPA.

## CURRENT CONVENTION COMMITTEES

**Trade Show**—assisting vendors in unloading and setting up booths, being available to aid vendors during Trade Show hours, helping to pack up and take down booths.

**Print Salon**—assisting in the unpacking, handling and care of all entries before, during and after print judging and in repacking and returning the prints before the end of the Convention

**Print Scoring**—logging into the computer all entries by title and maker, recording scores and awards in conjunction with print competition.

**Print Display**—hanging entries judged eligible for display.

**Program Coordination**—providing transportation, hospitality and assistance to speakers and judges

**Audio-Visual**—assisting speakers in setting up and coordinating the AV part of their programs, operating all AV equipment during the Convention.

**Props and Models**—procuring any equipment and/or models requested by speakers, setting up equipment prior to program, greeting models on arrival, making sure they are dressed and ready when speaker needs them, taking down and carefully storing equipment at end of program, and returning any borrowed objects.

**Program Signs**—creating and printing signs giving information about the speaker and any sponsors.

**Hospitality Room**—making or bringing food, drinks and other supplies for the hospitality suite—helping to set up, maintain and clean up the room after each function.

**Door Prizes**—contacting vendors to solicit items that may be given away during the Convention.

**Scholarship Fundraising**—selling raffle tickets or undertaking whatever means of fundraising the Board has endorsed.

**Entertainment**—planning, decorating and supervising the All Convention Party featuring the theme chosen by the Convention chair. Arranging for games, door prizes, music or whatever is appropriate.

**Photography of Convention**—under the direction of the magazine editor making images of programs, awards and social gatherings during the Convention, capturing candid images of people throughout the event.

**Group Photograph**—just before the Banquet creating group images of the present Board of Directors and of all Convention participants.

**Banquet and President's Reception**—making arrangements necessary for the reception, planning and executing the decorations, seating arrangements etc. for the Banquet

**Awards Presentation**—under the direction of the Print Salon chairman, creating a visual display of all blue ribbon prints and of the award winners to be shown at the Banquet.

**Sergeant-at-Arms**—checking badges for admission to programs and to the Trade Show, administering the cell phone rule and collecting the evaluation forms at the end of each program.

## **ABOUT PRINT COMPETITION**

Each year at the annual Convention, you have the opportunity to present your images for evaluation by a panel of experienced print judges. The print rules are posted on the website at least a couple of months before the event. Read them carefully because you must follow the rules exactly or you risk having your entry disqualified. Errors may include submitting more than one image of the same subject from the same session or entering images done under the direction of an instructor. Only PPA Master Photographers may enter prints in sizes other than 16" x 20".

There are 3 major areas in which you may enter your work. The **OPEN** Class includes the following categories: Portraits of -- a Woman, Man, Child, Bride, High School Senior, Group or Pets/Animals In each of the first five there must be only one subject. Two or more subjects constitute a group. Sometimes the maker of an image erroneously lists a portrait of two children under the Child category, but it actually belongs under Group.

In the Commercial area there are three sub-headings: Architectural, Illustrative, and Commercial/ Industrial. Entries in these categories may have a tear sheet accompanying the image, showing how the image was used. For example if the image was created for a magazine ad (Illustrative) and needed to have space left for titles or copy, judges may benefit from seeing the final product especially if the subject is a person so that it is not considered a portrait. The judges want to know they are looking at work designed for a commercial need.

Pictorials, Photojournalism and Creative are categories that also fall under the OPEN class. The Pictorial category encompasses scenics, flowers, travel and subjects that are neither portraits nor industry-related subjects. Photojournalism is designed to be a record of an event, a place, a time; it should not be a posed portrait. The Creative category is wide open for subject matter and includes image manipulation whether by hand, in the camera or on the computer. All Social Event/Wedding **prints** are judged in the OPEN Class and have the following sub-categories: Social Event Portrait and Social Event Candid.

**ALBUMS** may be entered in one of three sub-categories—social event, portrait and open.

The **SPECIALIST/DIGITAL** is the final big classification. This category is divided into two parts: RESTORATION/ENHANCEMENT shows hand coloring, computer or other artwork done on the image to change or restore the original substantially. Either a work print showing the original image or a side by side mounting of "before and after" images is required in this category. This sub-class is the only one in which an image originally made by someone else may be entered. ARTISTIC refers to manipulation being done on a computer that goes beyond the scope of the original image. A work print is required here as well, but may consist of a collection of images used to "compose" a digital art piece. Entries in this Class will be judged on the quality and difficulty of the work done on them by the artist.

Initially the prints are scored individually without comparison to others in the category. The panel of judges considers each print as it is displayed, and the categories are intermingled within each class. Judges look for the "Twelve Elements of a Winning Print" as they view each image. Each judge establishes his/her score for that print, and then the totals are averaged and that is the score announced.

Scores are given in the following ranges:

95-100	Superior
85-94	Excellent
80-84	Deserving of a Merit
77-79	Deserving of Review
74-76	Above Average
73-70	Average
69 and Below	Below Average

After all prints have been scored, they are arranged in categories. In a session closed to the public, the judges review all the prints scoring 80 and above to select the Best in Show, Best in Category and a second place winner in each category called Court of Honor. These awards along with others are announced at the Banquet.

### **PRINT CREDITS**

Best in Show	9 Credits (4 for blue + 5 for award )
Best of Category	8 Credits (4 for blue + 4 for award)
Court of Honor	6 Credits (4 for blue + 2 for award)
Blue Ribbon	4 Credits
Red Ribbon	3 Credits
White Ribbon	2 Credits
Prints Accepted	1 Credit

**\*NOTE:** No limit is placed on the number of Print Credits that can be earned in one year. These credits are awarded only at the State Convention, not at the Seminar or District meetings

**\*\*NOTE:** No additional credits are give for the Photographer of the Year trophy, the Nancy Justice, the Randy Searle, the CPP or the People's Choice awards. Nor are credits given for the ASP, Kodak Gallery or Fuji Masterpiece awards.

Before you jump into the competition, it would be a good idea to take some of your "possibilities" to a print critique or to an experienced member who can look at your work. You may benefit from having someone suggest cropping, burning/dodging or other changes before you have it enlarged, mounted and finished. Now you also have the opportunity to have them critiqued at the Summer Seminar. (See page 14) Burn the images you are considering for competition on a CD and bring them to the seminar. Images should be 8x10 jpeg, 72 dpi files so that all are consistent. You are limited to 4 images at the seminar critique and there is a nominal fee.

### **SERVICE CREDITS**

There are many ways to earn service credits. Credits are given for holding office, teaching, writing or judging. Teaching and Judging are not limited to District, Regional or National programs. You may apply for credit if you judge a local camera club or school photo contest. If you teach photography for which you are not paid to the Boy Scouts or any similar non-profit organization, you may submit a copy of the thank you note or acknowledgement on their letterhead.

If you speak or judge in another state, copies of PPA merits can be offered for VA credits. Representing professional photography at a Career Night earns credits. Writing an article for the VPPA magazine is another way to gain credits. The following list gives the credits awarded for various contributions.

Any application for credits not falling under these guidelines can be considered by the Board of Degrees.

**SERVICE CREDITS—ISSUED ONLY WHEN DESIGNATED POSITION IS SATISFACTORILY FULFILLED ACCORDING TO THE SPECIFICATIONS AND STIPULATIONS REQUIRED BY THE JOB DESCRIPTION**

Chairman of the Board	2 Credits
President	5 Credits
First Vice-President	5 Credits
Second Vice-President/Treasurer	3 Credits
Recording Secretary	3 Credits
Executive Treasurer	2 Credits
Executive Secretary	2 Credits
Print Salon Chairman	2 Credits
Assistant Print Salon Chairman	2 Credits
Magazine Editor	2 Credits
Advertising Manager, State Magazine	2 Credits
Statewide Seminar Chairmen	2 Credits each
Convention Hotel Consultant (only when active)	2 Credits
District Governor	3 Credits
District Lt. Governor	2 Credits
District Secretary and Treasurer	1 Credit each
SEPPA Representative	2 Credits
PPA Council Members	2 Credits
Webmaster	2 Credits
Trade Show Chairman	2 Credits
A/V Chairman	2 Credits
State Librarian	1 Credit
Directory Editor	2 Credits
Talk, Demonstration or Judge (in or out of state, in or out of district)	2 Credits
Article for VPPA Magazine not required by office	2 Credits
Article for VPPA Magazine with Illustrative Photographs	3 Credits
Editor, District Newsletter if not Dist Secty.	2 Credits

**STIPULATIONS ON SERVICE CREDITS**

Only officers and District Governors who attend three-fourths of the VPPA Board of Directors meetings and satisfactorily perform all the duties of their office are eligible for credits as officers. District officers must attend three-fourths of their district meetings and adequately perform their official duties to be eligible for credits. PPA Councilors and SEPPA Representative must attend the national or regional meeting as well as the VPPA Board Meetings to receive their credits.

The Convention chairman may issue up to 16 credits for Convention work not covered elsewhere, BUT may not give more than two credits to any individual. Each Seminar chairman may issue 2 credits to recognize the member(s) who gave special help in the organization or operation of the event.

ONLY 8 SERVICE CREDITS MAY BE EARNED IN ANY ONE CALENDAR YEAR. Proof of service must be registered with the secretary of the Board of Degrees by the end of the calendar year.

**VIRGINIA DEGREES**

Members entering Print Competition and contributing to the profession of photography may be recognized for achievement. Virginia offers two degrees Associate Fellow of Photography and Fellow of Photography. (See **By-Laws Article VII**)

Members who wear the AFP medallion (Blue ribbon with silver medal) have earned a total of 85 or more credits. At least half of those are from prints accepted in competition. 10 or more must come from service to or on behalf of the Association.

The FP award (Bronze medallion on a gold ribbon) is worn by members who have achieved 170 or more credits. At least 45 of these credits must come from prints winning blue ribbons at our state competition and an additional 10 must come from service. Degree recipients are announced at the Banquet held during the Convention.

For every additional 85 credits earned, a gold star is awarded. There are no service or blue ribbon restrictions on stars. Stars are attached to the FP ribbon.

## **SUMMER SEMINAR**

The Summer Seminar is a state sponsored event taking place between mid-August and the end of September. This is on a smaller scale than the Convention but still offer educational opportunities to all members of the organization. The Seminar does not have a large Trade Show, although some vendors and sponsors may attend and for a fee display their products or services on tables in a nearby room.

All four District Governors combine to produce the Seminar with each Governor taking specific duties. They decide the format, content and arrangements for the week-end. The host Governor makes arrangements with the hotel and sets the dates within the parameters. Another Governor, after conferring with his/her colleagues, arranges for the speakers—checking for appealing topics, potential sponsorship, making travel arrangements, etc.

A third Governor handles the Registration and Publicity; submitting the form to the Board for approval, sending information to the Web Manager and the Districts, keeping track of all those registering for the event whether online or by documents mailed to the chairman.

The fourth Governor is in charge of Hospitality and Door Prizes. He or she may request food items, paper products and beverages from VPPA members in order to keep expenses low. Door prizes are solicited from businesses and organizations; tickets are distributed at each session and numbers chosen to determine winners.

Drawing on members in their districts, the Governors appoint committees to help produce this event. Although the state underwrites a portion of the expenses, the Governors can appeal to vendors for sponsorship.

The main portion of the seminar is covered by your annual dues. Meal functions are not included. Districts may choose to offer an "Extra Day for Extra Pay" or other options. This class would be limited to those who register and pay the fees for additional study. If space is limited, Active and Additional Active members are given preference.

The Seminar has a print critique for the benefit of members who wish to "test the water" with their prints before the Annual Convention. Prints should be scanned to a CD (8x10 jpeg @ 100 dpi) and will be projected for the critique. Fees of \$5 payable at the registration desk are charged to cover the costs of the contest. Print cases are not required. Each person may bring up to 4 images. CDs should be presented to the chairman at least two hours prior to the start of the critique so that they can be entered into the computer.

The purpose of the critique is to give the maker an indication of how the image will fare at the annual competition. The same images with or without modifications suggested by the judges may be entered in Virginia, SEPPA and/or PPA competitions.

These seminar critiques are designed to encourage new members to show their work as well as enable all members to hone their skills. Having more opportunities to hear suggestions for improvement of their technique gives the makers valuable insight with regard to how their prints are viewed by others. Suggestions heeded should enhance both competition prints and work done for clients.

## **DISTRICT MEETINGS**

Each of the Districts holds monthly meetings in various locations of the area except in the months of the Convention and Seminars. The District Governor conducts the business portion, informing the district of any actions taken by the Board of Directors. Other officers may give reports and members may bring up any ideas or concerns for discussion. If you have suggestions for programs you'd like to hear, contact the Lt. Gov. or any other officer.

District meetings are usually less structured than the state sponsored events but they are very informative. Typically there is some fellowship time—time for talking to other members, meeting new people and sharing interests. Members from your own or other districts frequently give the programs. Sometimes a district holds a Print Critique, and members may bring their own work to have the judges make suggestions for improvement. Each District usually hosts a Holiday Party in December, frequently at a restaurant convenient to most members. Summer is commonly the season for a picnic or cook-out with members bringing contributions to the menu.

A prospective member may attend only two district or state-wide meetings whether or not they are consecutive before making an application for membership.

Members from other districts are welcome to attend any regular district meetings. If you wish to attend one of the social events, you are expected to inform the Governor and to contribute to or pay for your share of the refreshments.

## **MEETINGS OF THE BOARD OF DIRECTORS**

The business of the Association is conducted at meetings of the Board of Directors which are held several times a year. These are announced in the magazine, at District meetings and on the website. It is at these gatherings that the Board discusses VPPA policy, reviews upcoming Seminar and Convention plans and hears reports from various committees and representatives.

Any member of the VPPA is both allowed and encouraged to attend the Board meetings. Members are permitted to speak briefly to the Board on any issue brought before it or to initiate new business to be considered. If it is not possible for you to attend, explain your interests to your District Governor or to another state officer. This person as your representative will then introduce your opinions or suggestions and report to you about any action taken.

## **GUIDELINES FOR THE LENDING LIBRARY**

The VPPA maintains a library of books, CDs, DVDs, Video and Audio tapes on many photographic related subjects. These are available for use by the members on a first-come, first-serve basis. The librarian maintains the material, purchases new items, controls the access and assesses any fines.

1. Materials are available for VPPA members only.
2. Videotapes, CDs, DVDs and cassettes may be checked out for 14 days.
3. Books may be checked out for 21 days.
4. Librarian will inform members of the date items are due to be returned.
5. A service fee between \$3.00 and \$10.00 is charged.
6. Any material not returned by the due date will incur a \$.50/per day late fee.
7. If it is necessary to ship material to a member, there will be a shipping fee charged.

A portion of the VPPA Library will be available at the annual Convention in the Trade Show and at the seminar providing the librarian is available to bring them. A library inventory list is maintained on the website and members may request materials at any time directly from the librarian.

## **SCHOLARSHIPS**

All VPPA scholarships must be used at PPA accredited courses.  
ONLY Active, Additional Active and Life Members of the VPPA are eligible.

**The Executive Treasurer is responsible for paying tuition directly to the school for the course.**

In all cases the recipient has ONE YEAR from the date of the announcement to use the award, but must inform the scholarship committee of the intended course within **6 months**.

### **THE POLLY FRYE SCHOLARSHIP**

This scholarship honors a lady who is a Past President of the VPPA, the Executive Secretary for over 25 years and the current Executive Treasurer. This special grant recognizes her many years of dedicated service and devotion to the Association. The money for this scholarship is made available from a special fund raising effort. The Board of Directors or a special committee formed for this purpose determines how the revenue is obtained.

The selection of the scholarship winner is made at the conclusion of the annual Convention when one name is drawn from those eligible. The recipient must be an Active, Additional Active or Life member and have attended the Convention but need not be present to win. An alternate name will be drawn in case the winner is unable to use the grant. At the present time the amount of this scholarship is \$1000.00.

### **THE MEMORIAL SCHOLARSHIP**

This scholarship was begun in 1988 with funds generated from contributions in memory of W.E.A. "Billy" Moore, a past President of the VPPA. It was quickly broadened to include other VPPA members and their relatives. Each year application forms are distributed to eligible members. The completed applications are then submitted to a special committee for consideration and selection. The Executive Treasurer is the chairman and chooses two members in good standing (usually Past Presidents) to serve on the committee. The winner is announced at the banquet of the Convention. No alternates are selected. Currently \$750 has been approved as the annual award for this scholarship.

Although the scholarship has been named to commemorate past VPPA members and most donations are given at the time of death, contributions may also be made in honor of living members.

The following amounts have been approved as the Association's contributions to the scholarship fund:

\$ 100.00 for any Past President or former VPPA Board member

\$ 50.00 for VPPA member

\$ 25.00 for immediate family of member.

Other situations are considered on an individual basis.

### **GARY "KING" CARTER SCHOLARSHIP**

Dedicated to the memory of the VPPA's only "King", this scholarship was established in 1999 with a bequest from the estate of Gary Carter. In keeping with the King's hearty support of new members, only those persons who have been Active or Additional Active members of this association 3 years or less are eligible. The amount of the award is \$500. Interested new members must fill out and return a post card signifying the intent to use the scholarship. Two names, one winner and one alternate, will be drawn at the Annual Meeting during the Convention.

### **CARLTON O'NEAL SCHOLARSHIP**

Subsidized from the general scholarship funds, this grant honors a VPPA Past President and long-time member from the Tidewater District. Carlton O'Neal has been a mentor to many aspiring photographers. He has encouraged the development of both the artistic and the business aspects of the profession.

The financial assistance given in his name is especially geared toward members who emphasize both facets. Chosen from applications, the recipient is expected to pursue the knowledge to succeed in the image making industry. At this time the stipend is \$1000. The winner is announced at the banquet. A plaque inscribed with the names of past winners is handed down each year.



## **ARCHIE McDEARMID SCHOLARSHIP**

The VPPA Board of Directors has chosen to honor Archie McDearmid, a past President of Virginia, Past President of SEPPA and Past President of the Professional Photographers of America with this scholarship. Archie, a Life Member both in Virginia and of the national organization, was an enthusiastic and long time Tidewater District member who also served this Association in many capacities including PPA Councilor and Jury Chairman.

This scholarship is limited to applicants who are members in good standing of both PPA and VPPA. The announcement of the winner is made at the Banquet and the award of \$1000 is applied to the PPA affiliated course selected.

## **BRUCE HOBBS SCHOLARSHIP**

Founded and funded by friends of Bruce, especially those who benefited from his guidance and counsel, this grant honors a Past President of the VPPA. Since he was encouraged by mentors when he was starting out in photography, Bruce's philosophy has always been to help others in their pursuit of this career. The scholarship pays homage to this ideal, and the recipient is encouraged to give back by assisting others. Various fund raising efforts and contributions are the source of funding. The name of the winner and one alternate are drawn at the end of the Convention and the grant is \$500.

## **RANDY SEARLE SCHOLARSHIP**

This scholarship, known affectionately as the "Randy Man", honors a member who was one of the most creative, talented, competitive and hard working photographers in the state of Virginia until his sudden death due to cancer in 2006. The grant is subsidized with special fundraising events by Greg Finney and other friends of Randy. Only first time entrants in the annual print competition are eligible for this scholarship. The winner will be the member with the highest total print case score and will be announced at the Banquet in conjunction with the print award presentation. The recipient may choose to apply these funds (in an amount up to \$1000) to any courses, events or seminars. Approval is required by the Friends of Randy Searle committee.

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Some of the Districts sponsor their own scholarships. Each District determines any additional eligibility requirements and the amount awarded. The Certified Professional Photographers have also given scholarships that are restricted to CPPs. From time to time schools, labs other sponsors donate scholarships to the VPPA.\*

**\*NOTE:** Determination of qualifications for any other scholarships offered to the Association as a whole is left to the discretion of the Board of Directors.

## **SELECTION OF SPECIAL AWARDS**

### **THE NATIONAL AWARD**

The National Award, started in 1958 by the Professional Photographers of America, Inc. is the most prestigious honor given by the Virginia Association. It recognizes outstanding services to professional photography and to the affiliate awarding the tribute.

The award may be given to a member or non-member, to someone in or out of the field of photography. No individual may receive more than one National Award from the same Affiliated Association during his lifetime. While the award is available on a yearly basis, it should not be given unless a suitable candidate is nominated.

A bronze and walnut plaque is made available to the affiliated organizations. A committee, consisting of the past three members who have been so honored in Virginia with the most recent serving as Chairman, makes the selection. If one of the past three is unable to serve on the committee, the next most recent recipient is asked to repeat. These three conditions must be met:

1. The Association's annual affiliation dues must be current.
2. The Association must have the name of the recipient engraved in the space provided.
3. The date of the presentation must be engraved on the bottom of the plaque.

The presentation is made at the annual banquet by an official designated by PPA (usually a Councilor or an officer of PPA should one be in attendance) plus the last person honored. There is a fee paid to PPA for supplying and shipping the plaque. Request for the plaque should be sent to PPA along with the appropriate check at least six weeks before the banquet date. The name of the recipient may be sent at a later date, if necessary.

## SEPPA BOARD OF GOVERNORS AWARD

In the year of the Biennial Southeastern Convention, SEPPA gives the Board of Directors of each member state the opportunity to nominate up to two candidates for this award. The SEPPA Board of Governors then votes on the nominees at the meeting prior to the awards presentation. This honor recognizes on a regional level outstanding service and loyalty by a member or members from the participating affiliate. Presented by the President of SEPPA at the awards ceremony, the honored member receives a certificate and a lapel pin.

## THE SEPPA AWARD

This award, donated by the Southeastern Professional Photographers' Association, is available to the Virginia Association. It recognizes an individual who has performed exceptional service in the field of professional photography and is presented at the awards banquet during the annual Convention. Selection of the recipient is made by a committee consisting of the last three persons to receive the award, the most recent serving as chairman. The plaque of recognition can be brought by one of the SEPPA representatives from a Board of Governors meeting or mailed by the Executive Director. This award is considered second only to the National Award.

## THE VIRGINIA AWARD

Begun in 1964 this honor was established to recognize contributions to the state organization made by an individual. It cannot be presented to anyone serving as a VPPA executive officer at the time. It can be awarded to a District Governor, District officer or other member of the Board of Directors. This selection is made by the President, but he or she may ask other officers for suggestions. It is customary to give this award to someone who has done outstanding work for the Association and has helped the President during his/her service on the Board. The selection is kept secret until the banquet when it is presented. This plaque is in the shape of the Commonwealth of Virginia.

## LIFE MEMBERSHIP

The Board of Directors may choose to award Life Membership to any person deemed worthy of this honor. This tribute usually recognizes someone who has given extraordinary and dedicated service to the organization. The Life Member no longer pays dues to the Association, but retains all the privileges of an Active member in good standing. Any fees not covered by the dues (print case charges, banquet tickets, extra day workshop costs, etc.) are paid by the Life Member.

## HONORARY MEMBERSHIP

This designation pays tribute to persons honored for contributions to the Association. The Honorary Member may no longer be active in, but maintains an interest in the organization. This designation may also be given to someone outside the VPPA who has demonstrated commitment to the ideals and standards of the Association. Anyone awarded Honorary Membership by the Board of Directors is given complimentary registration for the Convention and all Seminars and is placed on the mailing list for all publications.

This handbook was created to give *YOU*, the member, a source for information about your Association. After reading it if you still have questions, don't hesitate to contact your District Governor or any other member of the Board of Directors.

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