

Duenkel
Portrait Art

GO HOME!

*...For On-Location
Custom Senior Portraits*

***An in-depth discussion of how to price,
light, photograph, and sell custom, on-
location portraits of high school seniors...
for creative and financial contentment!***

***Please... no photographs, videotaping
or cellphones during the program.***

"Fuzzy" and Shirley Duenkel



Mon - Fri 9am-6pm

**2958 Sportsman Lane
West Bend, WI 53090-8630
262-338-2779**

**Website: www.duenkel.com
Email: fuzzy@duenkel.com
shirley@duenkel.com**

Fuzzy is a PPA Master Craftsman Photographer

Fuzzy's PPA# 125735

Shirley's PPA# 24084

HISTORY / PHILOSOPHY

(Long promo... Edit as necessary for publication)

GO HOME! *For Custom Senior Portraits*

Fuzzy and Shirley will show you how to create **custom** senior portraits that transcend the ordinary. You won't learn how to do more... you'll learn how to do better!

For four to six hours, Fuzzy goes to each senior's home and anywhere else to just have fun! The result is a powerful collection of images that reflect that senior's lifestyle, interests and attitude. Fuzzy doesn't try to make images that sell... and that is precisely why they sell!

Fuzzy is a master at outdoor and indoor lighting techniques similar to those used in the fashion/commercial industry, but scaled down for the photographer who chooses to work without an assistant. Fuzzy's choices of equipment (to buy or build) are also keys to *help* rather than hinder creativity.

The Duenkels purposely photograph about thirty seniors per year in a small, *middle income* Wisconsin town. However, their average senior sale is very high as a result of the originality of the photography and a pricing system that makes **dollars & sense!**

As we all know, an image is worthless unless the client buys it. To that end, Shirley's soft-sell sales techniques pay for Fuzzy's addiction (photography).

If senior portraits are already part of your business, this seminar is guaranteed to give you a fresh perspective. If you don't do seniors, you may want to start... *after you see how much fun it can be!*

Short Bio/Promo

Professional photographers must have a firm grasp on creative, versatile and precise portrait lighting as the one constant in the ever-changing field of photography and the never-ending avalanche of competition. Fuzzy and Shirley's program focuses on vitally important basics and advanced nuances of many indoor, outdoor, ambient and artificial lighting techniques.

In 1975, Fuzzy and Shirley Duenkel of West Bend, Wisconsin started their "mom and pop" business, as many photographers do, when a friend asked Fuzzy to photograph her wedding. In 1996, the Duenkels dropped weddings to concentrate solely on portraits.

Fuzzy and Shirley's business evolved into mostly a specialty studio with under 100 total sessions per year. While they photograph babies, children, families, couples and glamour, high school seniors are his favorite. Seniors are his easiest subjects since they require little space (unlike families), hold still (unlike kids), do what they're told (unlike babies), understand English (unlike pets), and will give him as much time as he needs (unlike weddings).

Fuzzy practically insists on working on location with each session. Fuzzy feels his specialty is his total comfort with creating portraits in clients' homes, especially if he has never been there before. His goal is to make a variety of images that don't necessarily look like they were done in the clients' bedrooms, garages, or hallways... even though they were!

Fuzzy handles all image capture and processing. Shirley handles everything else, which includes consultations, sales and orders. The two compliment each other's strengths and weaknesses.

AWARDS / CREDENTIALS

Fuzzy started entering prints in Wisconsin PPA competition in 1993. In that and subsequent competitions he's entered, Fuzzy was awarded four Fuji Masterpiece Awards, earned top awards for the Wisconsin PPA senior folio competition eleven times; was Wisconsin's Photographer of the Year twice; won Senior Photographer's International folio competitions five times; Senior Portrait Artists' Photographer of the Year, had 29 prints selected for National Traveling Loan Collection, two for Disney's Epcot Center, one for Photokina in Germany, one for the International Hall of Fame and Museum in Oklahoma.

Speaking Fees* for 2010-2011

First day rate... \$2000 for a program up to 3 hours

First day rate... \$3000 for an "all day" program

\$500 per extra speaking day (schools, etc.)

(No charge for Print Judging as long as it occurs the day before or after we speak.)

***PLUS coach air travel & lodging... for Fuzzy and Shirley with payment to be made before we leave.**

- *For lodging accommodations, please reserve a non-smoking room.*
- *We must arrange the flight because we have specific requirements.*
- *As a courtesy to the audience... no photographs or videotaping!*

Miller Professional Imaging sponsors us.

Contact Dick Coleman at 1-800-835-0603 for sponsorship information

Please copy this information and give to the AV coordinator

EQUIPMENT REQUIRED

- 1) **TWO** wireless lapel microphones (requires a receiver(s) made for two lapel microphone transmitters). *Fuzzy has an ear sensitivity problem whereby he MUST use a PA system to speak.*
- 2) **Audio / PA system** capable of loud music without distortion
- 3) **Projector screen; AV cart or a table; AC power cord** (*for our laptop computer and digital projector*)
- 4) **Dark** room All windows must be blocked out.

This is at least a two day program. If we have less time, please go to the last pages and select which topic(s) you'd like us to cover in your allotted time. We will do our best to work that into your schedule.

SPECIFICS ABOUT TOPICS

1) Senior Slide Shows The best part about the Duenkels' operation is their photography. Fuzzy's images are unique, cutting-edge, and artistic! Fuzzy and Shirley base their operation on the quality of their product *first*. Everything else is secondary.

2) Sales/Pricing Methods The Duenkels' pricing system is extremely simple, logical, profitable, and the wave of the future. It allows *and* requires the client to spend an appropriately generous amount.

3) Equipment Your tools can either contribute to or detract from the creative process. Each item must be portable, quick, and effective. Fuzzy will show how his choices facilitate speed and creativity.

4) Outdoor Light Control Fuzzy will extensively cover lighting theory, and various light modifiers since total light control is essential for quality images.

5) Indoor Light Control Both window light and strobe will be thoroughly examined.

6) Selecting Photo Sites On-location Site selection is particularly crucial for image design, posing inspiration and theme. Fuzzy goes to every senior's home to create truly unique images. He'll show how he uses *ordinary* locations (and "ordinary" people) to produce *extraordinary* results!

7) Digital Doodles Fuzzy will share the reasons, tools and techniques of digital manipulations to transform images from "OK" to "WOW!"

If we'll be photographing a senior model, the group cannot exceed 20, and we MUST be able to use the senior's home. Make sure the model and parents understand this!

Note: Because verbal agreements can lead to misunderstandings, and because of the volume of requests for our program, no speaking date is finalized until we receive written confirmation. Speaking fees are locked in at the time the agreement is signed. Minor details not known now may be added or changed later. **Please... NO cell phones, videotaping or photographs during the program. Audio taping is allowed.**

Date_____ Time: From_____ To_____
Date_____ Time: From_____ To_____
Date_____ Time: From_____ To_____
Date_____ Time: From_____ To_____

Location_____

Judge: Yes___ Date_____ No___ Model Contest (see next pages): Yes___ No___

Name of organization_____ Estimated attendance_____

Contact Name_____ Organization Title_____

Address_____ City_____ State___ Zip_____

Tel._____ Fax:_____ Email_____

Fuzzy & Shirley Duenkel agree to present their program, "**Go Home...** for On-location Senior Portraits"

The hirer agrees to pay the Duenkels \$_____ plus travel and lodging expenses.

Speaker_____ Date_____

Hirer _____ Date_____

FUZZY FOTO FANTASY

As we photographers know, there's nothing more fun than photographing an attractive subject. When Shirley and I are traveling, I especially enjoy photographing a high school senior, or similarly aged model, using the local scenery.

Any studio owner within driving distance of the speaking location may submit up to three images of one photogenic, approximately senior aged (17-?) subject. I will choose the winner, then photograph that model in that area's natural settings during our visit.

To help offset our fee, we suggest you inform every person who registers to see our program about the Fuzzy Foto Fantasy, and offer to have those studios pay the organization a small entry fee (we suggest \$50 or less), for the chance for me to select their model to photograph. For the models I didn't choose, the studios that submitted those entries will receive our senior CD slide show as a consolation prize.

Only the studio owner (and a parent, if necessary) will accompany the model, Shirley and me on the shoot. The studio owner will learn firsthand how I work. The senior model gets to be photographed by one of the country's top senior shooters (no ego here!) and will receive a CD of my favorite images from the session, as well as a DVD slide show. The organization benefits from having our fee partially paid by the members. And I get to photograph an attractive senior in a different part of the United States! It's a Win-Win-Win-Win!

Fuzzy's email is fuzzy@duenkel.com

FUZZY FOTO FANTASY

Requirements:

- 1) **At least three participating studios** can email me up to three images (jpgs up to 500 pixels in the largest dimension) of one prospective model and I will choose the winner. If your organization is charging a small fee, we recommend that the photos be sent (without studio names) through a coordinator so your organization can collect the entry fee.
- 2) We'll start at the model's house with Shirley applying make-up, then Fuzzy will help the model select clothing for the session, then we'll all travel to whatever location captures the flavor of that part of the country.

Other Notes:

If the organization is planning to take us up on the Fuzzy Foto Fantasy, they must inform us at least two months prior to the speaking engagement so we can make our flight and lodging plans. I must receive the emailed images at least two weeks prior to our visit to choose the winner and contact them to make arrangements.

After we return home, we will edit and artwork some of the model's images, then send them to her/him on a CD. If there is enough variety for a slide show, we'll also include that on a DVD.

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