



Mon - Fri 9am-6pm

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

**Website: www.duenkel.com
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Fuzzy is a PPA Master Craftsman Photographer

**Fuzzy's PPA# 125735
Shirley's PPA# 24084**

Duenkel
Portrait Art

Kustom Kids

On-location Children's Portraiture

***An informative and in-depth
discussion of how to price, light,
photograph, and sell custom, on-
location portraits of children***

Minimum Program Length... 3 Hours

"Fuzzy" and Shirley Duenkel

We are very excited about the information we have to share. This is a “meat & potatoes” meal, with no empty calories! We won’t waste anyone’s time with motivational hype or ego trips. We want our audiences to pick up something useful, either in our pricing concept, photographic style, or technical information. We want to help others achieve a higher average and create more artistic children’s portraits.

Please contact us soon at the address, phone number, or e-mail to let us know if you want us to give our program on artistic senior photography to your group. When you are sure you’ll have us speak, please use the enclosed form, or send your contract. (We need to have something in writing! Too many photographers tell us they want us to speak, but then they don’t follow through, and we’re left wondering if we need to hold the date for them!)

Fuzzy and Shirley Duenkel

OPTIONAL EXTRA
2-4 hour Live Photo Session

No extra charge, small audience (25 or less),
weather permitting.

The Duenkels will have the digital files processed, choose the best images for a slide show, then send that slide show and all the files to you.

The main goal of photographers who attend a seminar is to learn the instructor’s thought process in an actual portrait session. The best way to accomplish that is to have a small audience observe Fuzzy and Shirley as they would work with a child. Shirley works with the child while Fuzzy is there to record whatever happens. Fuzzy will demonstrate and explain the hows and whys of his photographic techniques. The Duenkels will bring some essential photographic equipment to show how each piece of the puzzle helps produce their style of portrait work.

Fuzzy’s photographic style relies heavily on inspiration from the child’s appearance, personality, clothing, pose, expression and location. Seeing how clothing begins the process, sites are selected, and a pose is developed are valuable aids to photographers of all ability levels.

Speaking Fees* for 2007 for Fuzzy and Shirley Duenkel

\$1500 for one day, Nov. 1 to May 1
(*\$1000 per extra day*)

(add \$1000 if we will be videotaped)

PLUS air travel and lodging... for both Fuzzy and Shirley!

- *Save \$100 if you provide a Windows PC & PROJECTOR (& sound)*
- *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 will sponsor us and contribute \$250.
Contact Dick Coleman at 1-800-835-0603**

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) **Projector screen; AV cart** or a table; **AC power cord** (for our laptop computer and digital projector)
- 3) **WE SUGGEST YOU BRING YOUR OWN PA SYSTEM** Some ceiling speaker sound systems distort the loud music we play. For a small group, a computer speaker system will work.
- 4) **Dark room** All windows must be blocked out.

HISTORY / PHILOSOPHY

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 about 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).

While most photographers will work on-location, Fuzzy practically insists on it 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!

Having been digital since 2001, 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, Fuzzy was awarded many Courts of Honor, four Fuji Masterpiece Awards, has earned 18 Traveling Loans for Wisconsin, and was one of the top five portrait photographers in the state ever since; won the top awards for the Wisconsin PPA senior folio competition seven times; had fifteen 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; won Senior Photographer's International folio competitions four times; earned the honor of Wisconsin's Photographer of the Year; and the PPA Imaging Excellence Award, as well as Senior Portrait Artists highest senior folio scores

Kustom Kids... *On-Location Children's Portraiture*

(OK to edit as necessary for publication promo)

Why do so many children's portraits look alike? Contrived sets, goofy props, and stagnant studio techniques are a few reasons for similarity and mediocrity in today's children's portrait photography. "Fuzzy" and Shirley Duenkel will show how they've broken out of that mold with real world portraits that come closer to capturing the look that children of all ages will appreciate for a lifetime.

The Duenkels operate a low volume, "mom & pop" home studio in a small, *middle income* Wisconsin town. However, their style of children's photography has resulted in a reputation for creative and lifelike portraits of kids.

Fuzzy will discuss in exhaustive detail his lighting techniques and suggest which equipment to buy or build that *helps* rather than hinders creativity.

As we all know, the creation of the image is worthless unless the client buys it. To that end, Shirley will share her expertise on sales techniques... that pays for Fuzzy's addiction (photography).

We want to stress that we are not a high volume studio. If photographers want to learn how to do *more*, we suggest they look elsewhere. But if they want to do *better*, we can help. For a few hours, Fuzzy goes to the child's home or anywhere and has fun! The result is a powerful collection of images about that child's personality, interests and attitude. Fuzzy doesn't try to make images that *sell*... and that is precisely *why* they sell!

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

Fuzzy sez... *"We want photographers to not only be inspired with their own abilities, but also have the technical know-how that lasts beyond the afterglow of an inspirational seminar."*

"KUSTOM KIDS... *On-Location Children's Portraits*"

Both Shirley and Fuzzy will explain their photo sessions, equipment, pricing concepts, sales methods, and answer all questions. This presentation includes exciting opening and closing slide shows, along with illustration slides to accompany their topics of discussion.

THIS PROGRAM REQUIRES A MINIMUM OF 3 HOURS!

We can't give our program if you can't give us enough time!

SPECIFICS ABOUT TOPICS

1) Babies and Children's Slide Shows The best part about the Duenkels' operation is their photography. Fuzzy's images are unique, fun, 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, and profitable.

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 Most portrait photographers are weak in outdoor lighting techniques. Fuzzy will extensively cover outdoor lighting theory, methods and tools since light control is essential for quality images. Fuzzy will also show how an inexpensive reflector, that anyone can make, revolutionized his outdoor photography.

5) Selecting Photo Sites On-location Site selection is particularly crucial not only for proper light control, but also for image design, posing inspiration and theme. Fuzzy goes to most children's homes to create truly unique images. He'll show how he uses *ordinary* locations (and "ordinary" kids) to produce *extraordinary* results!

6) Photoshop manipulation is the second part of what is a two part photography process. We'll show what we do and how we do it.

Note: Because verbal agreements can lead to misunderstandings, no speaking date is finalized until we receive written confirmation. **If we don't receive written confirmation within 30 days, we will open that date for other engagements.** 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 audience 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_____

Outdoor demo/shoot: Yes____ No____ Judge: Yes____ Date_____ 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, "**Kustom Kids**"

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

Speaker_____ Date_____

Name_____ Date_____