



Go Home!
Seaking Program

**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.***



Mon - Fri 9am-6pm

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

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

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

GO HOME! *For Custom Senior Portraits*

Fuzzy 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's program shows many "before and after" images to demonstrate the benefits of all the lighting tools he uses.

(Live Shoot Info) Fuzzy will spend time covering selecting photo sites on location. Site selection is particularly crucial for image design, posing inspiration and theme.

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. Each item must be portable, quick and effective.

This workshop is guaranteed to teach you key techniques and give you a fresh perspective.

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's program focuses on vitally important basics and advanced nuances of many indoor, outdoor, ambient and artificial lighting techniques.

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'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!

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 twelve 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, in addition to numerous other awards and accolades.

Note: Fuzzy is no longer a member of PPA or any other organization.

Speaking Fees for 2016

\$1500* ... for any length of time in one day
\$500 per extra speaking day (schools, etc.)

***PLUS coach air travel & lodging...**

with payment to be made before I leave your facility.

- *For lodging accommodations, please reserve a non-smoking room.*
- *I 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 Deb Radel at 1-800-835-0603 for sponsorship information*

Please copy this information and give to the AV coordinator

EQUIPMENT REQUIRED

- 1) A wireless lapel microphone *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. Also, do NOT use a rear projection screen with front projection.)*
- 4) Dark room All windows must be blocked out for the projector. Check the room BEFORE you schedule the even there!

This can be a two day program. For shorter presentations, I select which topics and how much of them to cover.

SPECIFICS ABOUT TOPICS

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

2) Sales/Pricing Methods Fuzzy's pricing system is extremely simple, logical, and profitable. 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 I'll be photographing a senior model, the group cannot exceed 20, and I MUST be able to use the senior's home.
Make sure the model and parents understand this!***