



THE BEST DIGITAL IMAGING
CONFERENCE IN THE MIDWEST

DATES
JUNE 23 | 24, 2006

LOCATION
WASHTENAW COMMUNITY COLLEGE
ANN ARBOR, MI

1.888.600.SOUP
WWW.PHOTOSHOPSOUP2NUTS.ORG



PHOTOSHOP SOUP2NUTS

The Photoshop Soup2Nuts Conference is a fundraising event organized by the Andrah Foundation. The Andrah Foundation is a private foundation established in 1995 and registered as a 501 c(3) in the State of Michigan.

As part of an effort to expand an awareness of digital imaging and the technical tools available in this field, the Andrah Foundation created Photoshop Soup2Nuts. All areas of digital imaging are explored at the conference.

THE MISSION OF THE EVENT IS TO RAISE FUNDS FOR DIGITAL IMAGING EDUCATION AND TECHNICAL TRAINING FOR THOSE WHO ARE ECONOMICALLY LIMITED. THE CONFERENCE PROVIDES OPPORTUNITIES FOR PARTICIPANTS TO ATTEND SESSIONS, AND WORKSHOPS AND TO EXPLORE THE STATE OF THE ART OF DIGITAL IMAGING FOR THE PROFESSIONAL, THE HOBBYIST, OR THE BEGINNER.

The Photoshop Soup2Nuts Conference is a two day learning conference encompassing the entire genre of digital imaging workflow. It is produced by volunteers, corporations, and educators passionate about the mission of the event.



JEFF SCHEWE



Photos courtesy of Ian McDowell

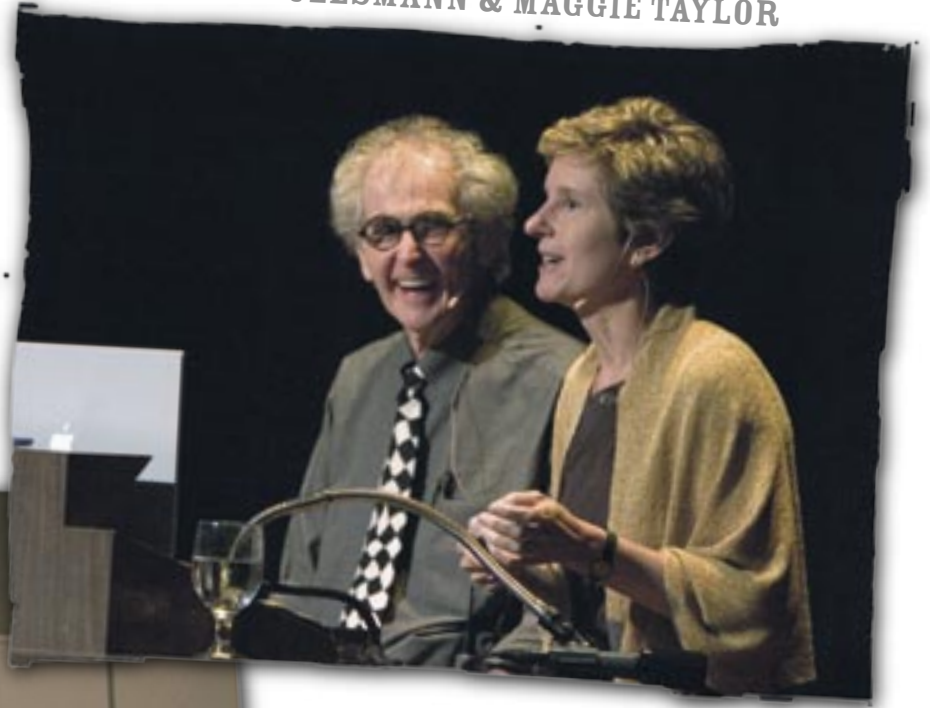


SCOTT KELBY

SCOTT KELBY INTERVIEWS THOMAS KNOLL



JERRY UELSMANN & MAGGIE TAYLOR



SESSION WITH
DAN BURKHOLDER



TRADESHOW



GALLERY

WORKSHOP WITH BRUCE FRASER



NETWORKING



Photos courtesy of Ian McDowell

HISTORY

FRIDAY, JUNE 23

- 7:00 Registration
- 7:30 Friday Continental Breakfast
- 8:45 - 12:15 Sessions
- 12:00 - 1:15 Lunch Break &
The Great Graphic Makeover
- 1:00 - 4:30 Sessions &
Exhibit Hall / Gallery open
- 4:30 Safari to Toledo Zoo Begins

SATURDAY, JUNE 24

- 7:00 Registration
- 7:30 Saturday Continental Breakfast
- 8:45 - 12:15 Sessions
- 12:00 - 1:15 Lunch Break &
Gallery Winners Announced
- 12:15 - 4:30 Exhibit Hall / Gallery open
- 1:00 - 4:15 Sessions
- 2:45 - 4:15 Great Graphic Makeover: The Big Event
- 4:30 - 6:30 Workshops

SESSIONS

Essential sessions for a person new to digital photography, as well as sessions filled with techniques for the knowledgeable digital photographer are tucked around sessions to unleash the photographic artist in all of us and the eclectic sessions relating digital imaging to other disciplines: web, video, and graphic design. The point is that there is a session for everyone; the professional to the true beginner. Twenty-two sessions a day offer a huge menu of over thirty-five topics concerning digital photography. It is truly a Soup2Nuts selection!

WORKSHOPS

The workshops are actually hands-on clinics for a small number of people to explore special techniques in digital imaging with an instructor. Each student in the class has a workstation and the instructor or skill assistant is there to provide one-on-one support in a classroom setting. Workshops are limited to 22 to 24 participants. Participants will be working with one of the top experts in digital imaging or a WCC instructor.

EXHIBIT

Photoshop Soup2Nuts will showcase an exhibitor's hall with national and local companies prominent in the world of photo imaging. As a part of the exhibitor's hall experience, portfolio reviews will be offered from the pros with each 15 minute session offering tips from the top professionals. A 10' X 10' exhibitor space is \$250. An exhibitor form must be filled out.

GREAT GRAPHIC MAKEOVER

This event is a fun and adventurous way to see marketing in the works. Two photographers, who can manage it all, will assemble two teams of the willing to do a race against each other and time to produce a brochure, print ad, opening web page. Finished in an hour, the teams will present their work to the audience for review and voting. The team selected by the audience will donate their work to a non-profit organization that needs, but cannot afford, a digital makeover. What's in it for the teams? Lots of fun and a professional stretch under a ticking clock to produce! It should be loads of fun to watch as well.

Rules and regulations for the teams were determined by the graphic geniuses in a very important ad agency. However, the audience will determine the final winner.

SAFARI

The Safari event is actually an evening at the Toledo Zoo. While this event is open to the public, it will be a Photoshop Soup2Nuts exclusive offering with the session leaders as the guides. This event will include: a gourmet meal; exclusive, intimate, photographic opportunities for a nighttime safari animal shoot; and transportation to and from the Toledo Zoo.

GALLERY

Photoshop Soup2Nuts will offer a Gallery where the attendees, the community at large, presenters, sponsors, and exhibitors can view digital imaging work submitted for competitive judging. Attendees may show their work and submit it for competition as long as the proper entry form is filled out and the rules and regulations of the Gallery are followed. The conference encourages attendees to donate their entries as a profit center sales item.

BEN WILLMORE



To date, Ben has personally taught over 50,000 Photoshop users on three continents. His descriptions of Curves and Channels are thought to be the best in the industry and his breakthrough teaching style of “not-just-how-but-why,” has made him the in-house instructor of choice for companies such as Mercedes Benz, Adobe Systems, America Online, the U.S. Airforce, Lexis Nexis and Fisher-Price Toys. His award-winning, best-selling book, Adobe Photoshop Studio Techniques is said to be “Arguably, one of the best Photoshop books ever written.” by Photoshop User’s publisher, Jim Workman. He is co-author (with Jack Davis) of another best-seller, How to Wow: Photoshop for Photographers”, as well as the just released Up to Speed: Photoshop CS2.

He continues to be a featured speaker at publishing conferences and events worldwide, including Photoshop World, American Society of Media Photographers (ASMP), Professional Photographers of America (PPA) and the Royal Photographic Society of England. He’s a member of the Dream Team for NAPP and writes for numerous digital imaging and photography publications, including a monthly column for Photoshop User magazine. In 2004 he was inducted into the Photoshop Hall of Fame at PhotoshopWorld. His reputation as the “expert’s expert” prompted NAPP’s president, Scott Kelby, to say, “When we get stuck, we call Ben!” His home office is perched at 8,000 ft. in the Colorado rockies, where he is often joined by a herd of elk and a lone coyote.

BRUCE FRASER



Bruce Fraser is author of the best-selling Real World Camera Raw with Adobe Photoshop CS, and coauthor of the award-winning Real World Color Management and Real World Photoshop series. He has conducted seminars and workshops in locations as far-flung as Helsinki, Finland and Perth, Western Australia, and many points in between. He has penned numerous print and online articles dealing with color image reproduction, and serves as a contributing editor for Macworld magazine and CreativePro.com. He co-founded and is principal of PixelGenius LLC, a collaboration of industry experts devoted to providing cutting-edge tools and services for the photographic industry

WEBSITES

www.pixelgenius.com

DOUG ELBINGER



Doug Elbinger has been making photographs since the age of 12. While still in high school he photographed the Beatles on stage with them during their August 1966 concert in Detroit. As a college student at Michigan State University, Doug free-lanced for several news agencies and publications, including The Detroit Free Press, United Press International, and Time magazine, documenting the turbulent late 1960's.

During the early 1970's, Doug's interest in history was rewarded with a grant from the National Bi-Centennial Commission to serve as photographic history consultant. Doug's work with the Smithsonian Institution and the National Archives, as well as many other museums and historical societies all over the country earned him a national reputation as a photographic historian. Today Elbinger Studios is recognized as a leading source for the copy, restoration and preservation of heirloom and historic photographs.

In 1977 Doug established his studio in the Lansing area. Since then, Doug Elbinger's photographs have appeared in countless books, magazines, newspapers, annual reports, album covers, trade journals, and web sites. Families, businesspeople, models, politicians, and artists everywhere count on Doug to "put them in a good light".

Based in Okemos, Michigan, Doug enjoys working for a variety of corporate, institutional, and private clients on a global scale. In the last few years Doug has worked in Russia, India, Israel, Belize, Nicaragua, Turkey, Europe, and extensive travel all over the USA and Canada.

THOMAS KNOLL



Thomas Knoll's love of photography and his skill at giving it a digital interface revolutionized the medium forever. No one knows the ins and outs of Photoshop® or its companion, Camera Raw®, like their creator Thomas Knoll. Thomas continues to expand digital imaging through his work with Adobe® and travel the globe demonstrating its capabilities as he captures the remarkable world around him with his camera. He'll give you his take on digital cameras and the software that makes them great.

WEBSITES

www.storyphoto.com

JAMES PARTRIDGE



James Partridge is a member of Pear Sperling Eggan & Daniels, P.C, a law firm with offices in Ypsilanti and Ann Arbor, Michigan. He is engaged in the general practice of law with emphasis on commercial litigation, intellectual property, and sports and outdoor recreation law. Among other things, Mr. Partridge counsels photographers and other visual artists with respect to copyright, trademark and other business matters, and has assisted local artists to recover royalties arising out of internet piracy and other copyright disputes.

His experience in the law of intellectual property is complemented by his personal interest in the visual arts: Mr. Partridge is an avid photographer who utilizes traditional darkroom methods and alternative processes as well as the latest digital technologies in creating his images.

Mr. Partridge is a cum laude graduate of the Syracuse University College of Law, where he was editor-in-chief of the Syracuse Law Review. He is currently a student at Washtenaw Community College, where he expects to earn an Associate in Applied Science Degree.

JEFF SCHEWE



Jeff Schewe is an award winning veteran advertising and commercial photographer based in Chicago. Jeff is a leading pioneer in digital imaging-his first assignment digitally imaged was in 1984. He's been a Photoshop Alpha tester since version 4.0 and is also a member of Canon's Explorer of Light program and an Epson Stylist Pro. Jeff is a founding partner of PixelGenius Software and led development of the original PhotoKit. He shoots with a Canon 1Ds MII, among other cameras.

WEBSITES

www.pixelgenius.com
www.schewephoto.com



SCOTT KELBY



Scott Kelby is editor-in-chief and co-founder of Photoshop User magazine, editor-in-chief of Nikon's Capture User magazine and Mac Design magazine. Besides being president of the National Association of Photoshop Professionals (NAPP) Scott is a bestselling author of more than 20 books. His books include Photoshop CS Down & Dirty Tricks, The Photoshop Book for Digital Photographers, Photoshop Classic Effects, and Photoshop CS Killer Tips, which he co-authored. He's also creator and editor for the "Killer Tips" series of books. When he's not traveling the country, Scott calls Safety Harbor, Florida home.

WEBSITES

www.scottkelby.com

SETH RESNICK



Seth Resnick is one of North America's most prolific corporate, editorial and stock photographers. He is Co-Founder of D-65 LLC, a company that teaches digital workflow workshops and a partner in PixelGenius a company that creates plug-ins for Photoshop. He was the Founding President of the Editorial Photographers Group (EP). Seth is greatly in demand for his beautiful graphic images in both natural and created light. Resnick has been published in the world's most prestigious magazines. His credits include over 2500 publications worldwide and his clients constitute a virtual list of Corporate America.

Resnick who shoots exclusively digitally, is one of 60 photographers worldwide named as a Canon Explorer of Light. He has given over 200 lectures to industry organizations such as American Society of Media Photographers (ASMP), Advertising Photographers of America (APA), Professional Photographers of America (PPA), Advertising Photographers of New York (APNY), colleges and universities.

Seth is also an alpha and beta tester and feature consultant for Adobe Photoshop, He is on the Advisory Board for WorkbookStock.com. Seth Resnick is as an industry consultant to photo agencies, software companies and is frequently quoted by industry magazines. He is also a monthly columnist for Big Picture and several other publications.

WEBSITES

www.sethresnick.com

www.d65.com

www.pixelgenius.com

The Andrah Foundation solicits grant applications on a regular basis from those organizations who offer an exceptional educational experience to children and young adults who are financially challenged, or those organizations whose mission includes the expansion of educational experiences and technical knowledge to children and young adults who are financially challenged.

2006 S2N BENEFICIARIES

**MICHIGAN CENTER FOR
PHOTOGRAPHIC ARTS**

(WWW.DALEFISHERPHOTO.COM)

MICHIGAN THEATER

(WWW.MICHTHEATER.ORG)

MICHIGAN WOMEN'S FOUNDATION

(WWW.MIWF.ORG)

WASHTENAW COMMUNITY COLLEGE

(WWW.WCCNET.EDU)

MICS Solicitation #: In Progress

FOR MORE INFORMATION: WWW.PHOTOSHOPSOUP2NUTS.ORG OR 1.888.600.SOUP

BENEFICIARIES

PROFIT & LOSS

JANUARY THROUGH DECEMBER 2005

	2005	2004
Income		
Fundraising Income		
• Seminar tuition	47,519.27	33,046.54
• Book distribution	0	50.00
Total Fundraising Income	47,519.27	33,096.54
Donations	8,900.00	7,305.00
Other Income	.64	51.00
Total Income	56,419.91	40,452.54
Expense		
• T Shirts	1,013.00	0
• Software	166.98	0
• Advertising	4,644.29	4,108.62
• Catering and Food	11,948.08	7,636.07
• Insurance	50.00	50.00
• Legal and Accounting	50.90	136.04
• Office Supplies	1,113.31	651.82
• Postage	74.00	184.16
• Printing and Copying	2,384.04	1,227.03
• Travel	2,277.59	226.70
• Wireless Phone	320.45	396.03
Total Expense	24,042.64	14,616.47
Net Income	32,377.27	25,836.05

EXPEDITION SPONSORSHIP {1} \$25,000 SPONSOR

- Primary design of Soup2Nuts 2.006 t-shirt & 2006 Photoshop Widow T-shirt
- Name/logo on conference materials
- Full page ad in conference program
- Full coverage on all conference signage
- Full banner ad on conference website
- Full coverage on all advertising and PR with corporate link
- Sponsor of Hands-on Workshops
- Sponsor of "Zoo Photo Gala".
- Exhibit booth

EVENT SPONSORSHIP {2} \$10,000 SPONSOR

- Full page ad in conference program
- Full coverage on all conference signage
- Full banner ad on conference website
- Full coverage on all advertising and PR with corporate link
- Sponsor of Hands-on Workshops
- Sponsor of "Zoo Photo Gala".
- Exhibit booth
- Stage presence during Gallery

CO-SPONSORSHIP {4} \$5,000 SPONSOR

- Half-page ad in conference program
- Full coverage on all conference signage
- Banner web ad with link on conference website
- Full coverage on PR and outside advertising.
- Sponsor "Great Graphic Makeover".
- Exhibit booth
- Two tickets to the "Zoo Photo Gala"
- Stage presence during Gallery.

SPONSORSHIP {10} \$1,000 SPONSOR

- Mention in conference program
- Limited signage
- Mention on web with link
- Exhibit booth
- Stage presence during Exhibit Hall

ADDITIONAL SPONSORSHIP

- Opening Reception (\$2,500)
- Banner Ad Onsite (\$2,000)
- Banner Ad on Event Web Site (\$400 with sponsor art)
- Conference Program Ad
 - Inside front cover (\$3,000)
 - Outside back cover (\$4,500)
 - Black and White full page ad inside the program (\$950)
- Toledo Zoo Trip (\$ 5,500)
- Conference Bags (\$1,200)
- Badge Lanyards (\$ 550)
- Coffee/Refreshment Break (\$ 2,300)
- Soup2Nuts t-shirts with conference logo and sponsor logo (\$ 3,000)
- Water bottle sponsor with sponsor logo on water (\$ 2,000)
- Pen and paper sponsorship with sponsor logo on all (\$ 2,250)
- Logo on Soup2Nuts 2.006 t-shirt or 2006 Photoshop Widow T-shirt (\$750)

SPONSORSHIP {20} \$500 SPONSOR

- Mention in conference program
- Limited signage
- Web link
- Stage presence during Gallery