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## 2006 S2N BENEFICIARIES

**MICHIGAN CENTER FOR  
PHOTOGRAPHIC ARTS**

(WWW.DALEFISHERPHOTO.COM)

**MICHIGAN THEATER**

(WWW.MICHTHEATER.ORG)

**MICHIGAN WOMEN'S FOUNDATION**

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**WASHTENAW COMMUNITY COLLEGE**

(WWW.WCCNET.EDU)

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SUPPORTING**



**1.888.600.SOUP**  
**WWW.PHOTOSHOPSOUP2NUTS.ORG**



**THE BEST DIGITAL IMAGING  
CONFERENCE** IN THE MIDWEST

**DATES**  
**JUNE 23 | 24, 2006**

**LOCATION**  
**WASHTENAW COMMUNITY COLLEGE**  
**ANN ARBOR, MI**



## PHOTOSHOP SOUP2NUTS

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

Seeking to expand an awareness of digital imaging and the technical tools available in the creative field, the Andrah Foundation created Photoshop Soup2Nuts. Although the name of the event encompasses Photoshop, this should not mislead the committee or the participants that this is ONLY a Photoshop event - all areas of digital imaging are explored.

**The mission of the event is to promote the field of digital imaging as a profession, or a reasonable and creative hobby for all persons, and to introduce the field and its technology to those who would not otherwise have an opportunity to experience it.**

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

## 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.

## 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.