

SPAC 2018 Conference Schedule of Sessions

(updated Nov 28- Final)

Pre-Conference Events: January 24, 2018 (3 tracks)**

- **School Track-** (Room: Sonoma D)
 - 8:00am-5:00pm- **SPAC University School Photography 101: The Quick-Start program for “Newbies”**- Instructor: Chris Wunder & Marion Hughes
 - **Sports Track-** (Room: Sonoma C)
 - 9:00am- 11:30am- **SPAC University Sports Photography 101: The Quick-Start program for “Newbies”**- Instructor Jeff Gump
 - 1:30pm- 5:00pm- **Virtual Team and Player Photography- The Next Evolution is Here!** - Instructor Mitchell Moore
 - **Sales Track-**(Rooms Huntington)
 - 9:00am- 10am **Creating Dynamic Partnerships**- Jaimie Ford
 - 10:00am- 10:45 am **The Art of the Presentation**- Calvin Harrell and Wayne Barksdale
 - 11:00am- Noon **Planning your Marketing- Flyer Review**- Wayne Barksdale
 - 1:30pm- 3:00pm **Small Group Sales Role Playing**- Susan Sheridan
 - 3:15pm- 4:30pm **Telemarketing and Phone Programs**- Barksdale Team Presentation
 - ***Note: Pre-Conference sessions limited space open, requires additional registration***
- 5pm-7pm Early Check In and Social Mixer sponsored by SPAC & ImageQuix(Conference Desk and Sonoma rooms)

Thursday: January 25th, 2018

- 7:30am- Attendee Check In /Registration Opens
- 8:30am- 10:00am- **SPORTS 102** - by Dave Stock, Jamie House and James Boatwright (Room: Sonoma A)
- 8:30am-10:00am- **The “Picture Perfect” Picture Day**-by Marion Hughes (Room: Sonoma B)
- 8:30am-10:00am-**Electronic Product Delivery** by Will Crockett (Room: Sonoma C)
- 8:30am-10:00am- **How Technology Will Shape the Future of Photography** by Lisa Mallis (Room Sonoma D)
- 10:00am-10:30am- Coffee Break sponsored by SPAC & **Zenfolio**
- 10:30am- 11:30am- **Youth Sports and Schools** by Eric“Doctor Disco” Miller (Room: Sonoma C)
- 10:30am-11:30am- **Tackling the Industry** by Zeke Moreno (Sonoma D)
(these classes will go to lunch at 11:30am)
- 10:30am-Noon - **SPORTS 102 (Continued)** by Dave Stock and Jamie House (Room: Sonoma A)
- 10:30am-Noon **Picture Day Automation for “Newbies”** by SPAC Team Presentation (Room: Sonoma B)
- 11:30 - 1:00pm: Garden Lunch Buffet sponsored by SPAC & **JD Lab** . Look for the JD Crew handing out vouchers at the end of the sessions in the main hallway.
- 12:30pm- 2:00pm- **Posing Demonstration- Taking It to the Next Level** by Ralph Romeguera, Sr. (Room: Sonoma C)
- 12:30pm-1:30pm- **The UK Take on the Industry** - Janus van Helfteren(Sonoma D)

- 1:00pm-2:45pm- **Changing the Game- 9 Tips Every Volume Photographer Must Know-** by Rodney Getz (Room: Sonoma A)
- 1:00pm- 2:45pm **Taking It to the Next Level. Get Bigger-Faster!** by Chris Wunder (Room: Sonoma B)
- 1:45pm-2:45 pm- **The Good, The Bad and The Drama within a Family Business.** moderated by Joy Cahill (Sonoma D)
- 2:45pm- Break
- 3:00pm-4:30pm **Getting the Business & Keeping It** by Leigh LaForest (Sonoma A)
- 3:00pm- 4:30pm **Spring Portrait Promotions, Composites & Classroom Groups-** by Chris Wunder and Marion Hughes (Room: Sonoma B)
- 3:00pm- 4:30pm **Shoot Like a Pro (Demo)** by James Smeltzer (Room: Sonoma C)
- 3:00pm- 4:30pm **Winning in Sales by Leveraging Your Marketing** by Dave Pond and Jordan Moore(Sonoma D)
- 5:00pm-7:00pm Hospitality Suites Hosted by Fluidmedia Technology and JD Photolab

7pm-9pm Bowling is BACK!! Hosted by SPAC & H&H Lab

Friday: January 26th, 2017

- 7:30am Registration Desk Opens
- 7:30am- 8:30 Breakfast (Ballroom)
- 8:00am- 8:20 Door Prizes (Ballroom)
- 8:30am-9:30am- **Senior Portrait Lighting & Posing Demonstration** by Suzette Allen and Jamie House (Room: Sonoma A)
- 8:30am-9:30am- **Why Shooting for Compositing is Valuable to your Company** by Wes Kroninger (Room: Sonoma B)
- 8:30am- 9:30am- **Leadership Starts at the Top—Aligning Your Values and Vision for Success** by Brendan Collopy and Neal Lester by Mark Griffith (Room: Sonoma C&D)
- 9:45am-10:45am-**Picture Perfect Day- How to get the Great Smiles with Creative Posing** by Scott Clark (Sonoma A)
- 9:45am- 10:45am- **“HELP!! What do I do with 200 Kids?! Taking the scare factor out of big groups”** by Danny Izzo (Sonoma B)
- 9:45am- 10:45am- **Online Sales In The School Markets: Nirvana or Necessary Evil** by Jeff Edwards (Sonoma C&D)
- 11:00am- Noon- **Round Table Topic:Hiring seasonal staff members** moderated by Dennis Lange (Room: Huntington)
- 11:00am- Noon- **SPAC Talk 1:Face recognition, new technology where it can lead** by Nick Mylas & **SPAC Talk 2: Untethered and Multiple Poses sells!** by Vince Tarry(Room: Sonoma B)
- 11:00am- Noon **Behavioral Marketing and Automation – Part 2** by Derek Clapham (Sonoma C&D)
- 11:00am- Noon **Success is in the Details** by Dianne Murphy (Sonoma A)
- Noon- 2:30pm **Trade Show Open and Lunch Served** (Room: Grand Ballroom and Napa Rooms)

- 2:30pm- 3:45pm **How to Expand and Retain your Dance Business** by John & Jon Lovasko (Room: Sonoma A)
- 2:30pm- 3:45pm- **Simply Seniors** by Jeff and Lisa Wilkinson (Sonoma B)
- 2:30pm- 3:30pm- **Spring Programs** by Chris Wunder (Room: Sonoma C&D)
- 2:30pm- 3:30pm- **Preschool Workflow** by Scott Clark (Room: Huntington)
- 3:45pm-4:00pm **Photolynx Legacy Award Presentation** (Sonoma C&D)
- 4:00pm- 5:00pm-**Keynote- Success Through Struggle** by Redmond Ramos sponsored by Photolynx (Room: Sonoma C&D)
- 5pm- SPAC Trade Show Opens (Ballroom)
- 6:30-7:30pm Dinner Buffet Served.
- 8:00pm- Desserts Served
- 9pm Trade Show Closes.

Saturday: January 27th, 2018

- 7:30am Registration Desk Opens
- 7:30am- 8:30am Breakfast Served in Ballroom and Napa Room
- 8:30am- SPAC Greetings and Door Prize
- 9:00am-10:15am- **Social Media Scene Panel** moderated by Rebecca Brown (Room: Sonoma A)
- 9:00am- 10:15am- **Being Successful In The Photobooth Business** by Dr.Drax(Room: Sonoma B)
- 9:00am- 10:15am- **Keeping Your Accounts- Marketing** by Jason & Rebecca Weaver (Room: Sonoma C&D)
- 9:00am- 10:15am- **Lab Workflow** by David Fuentes (Room: Huntington)
- 10:30am- Noon- **Brainstorming with your Team Part 2, Put It To Action!** by Beth Jones (Room: Sonoma A)
- 10:30am- Noon- **Child Care Center & Preschools – A Great Revenue Opportunity!** by Paul Gigante (Room: Sonoma B)
- 10:30am- Noon- **The Multitude of New Opportunities in Print On Demand Arena** by Sue Page (Room: Sonoma C&D)
- Noon: Trade Show Opens and Lunch Provided (Ballroom)
- 2:30pm- 3:30pm- **King/Queen of the Hill of Ideas... Win Cash Prize!** Moderator: Michael & Amanda Rak (Sonoma A)
- 2:30pm- 3:30pm-**Yearbooks** by Ralph Romeguera Jr.(Sonoma B)
- 3:45pm- 4:30pm **Consumer Photofinishing Trends and How They Affect the School Photo Business** by Manny Almeida, President- Imaging Division Fujifilm North America Corporation (Room: Sonoma C&D)
- 4:30pm - SPAC Closing Meeting, Awards and Grand Prize Drawings
- 5:30pm – 8:30 Hospitality Suites hosted by Photolynx and Entourage Yearbooks

Every GREAT Show has a Side Show!! Check out ours....

SPAC Technology Suite

Attendee Photos will be taken for our SPAC Yearbook!

Hours:

- Thursday January 25th 1pm- 4:30pm
- Friday, January 26th 8:30am- 3:45pm,& 5pm-9pm
- Saturday, January 27th 8:30am- 2:30pm
- Rooms: Laguna & Monarch

A Hands-on Workflow Experience from Capture to Product Delivery! Put what you have learned into practice.

A group of successful independent school photographers and vendors willing to share the underclass workflow from capture to delivery.

This will include green screen and traditional capture, re-touching, exposure and image correction through to picture package delivery and yearbook creation. Both digital press and silver halide production.

Wednesday, January 24, 2018

10am-4pm-ImageQuix Launches: Blueprint, High-volume Photography with a Plan. (Room Sonoma A&B)

Come and be part of the most revolutionary product launch in ImageQuix history with a day full of innovation, excitement, education and fun. Be the first to see ImageQuix's newest fully featured studio software, Blueprint. This Big Event will begin with a Workflow Keynote, followed by the Blueprint release, lunch, and an afternoon of hands-on demo stations. RSVP for the event at: <http://imagequix.app.rsvpify.com>.

Thursday, January 25, 2018

10:30am- 4:30pm ImageQuix Blueprint Demonstration (Room: Huntington)

Join us for a day of in-depth demos from 10:30am – 4:30pm. You'll have an exclusive opportunity to work hands-on with your new studio's software, Blueprint. Bounce back and forth between live demo stations and learn how to solve the pain points of a typical spaghetti workflow. Please contact an IQ Account manager to setup your one-on-one demo.

1:30pm- 3:30pm Richmond Pro Lab's A to Z Software Workflow Roundtable Sessions: ROES Events & FLOW (Room Balboa)

1:30-2:30pm: ROES Events (Sports); 2:30-3:30pm: FLOW (Schools). Learn the ins and outs of using ROES Events for sports and FLOW for schools with Richmond Pro Lab. Gain valuable insights from our top software support technician and successful Richmond studio partners in a roundtable discussion of best practices, and then participate in general Q&A sessions with other attendees. Space is limited - everyone is welcome!

Friday, January 26, 2018

9:45am- 10:45am Pixami Yearbook Pro Open House (Room: Huntington)

Learn how to take your yearbook business to the next level with Pixami's Yearbook Pro, a powerful, fun, and easy-to-use online yearbook design solution, and our School Storefront, a complete e-commerce solution for the sale of yearbooks, yearbook ads and more. See a demo of the latest software, meet the Pixami team, and learn what's on the horizon.

Saturday, January 27, 2018

10:30am- Noon- Tempo Solutions (Room: Huntington)

ELIMINATE DATA ENTRY AND SAY GOODBYE TO THE ORDER ENTRY BOTTLENECK. Come learn how Tempo helps the high-volume photo industry eliminate the need for data entry and streamline the order entry process. We will show you the complete simple workflow from start to finish, from scanning forms to integrating order data with leading production software applications like Photolynx, TimeStone and DP2. You will also hear from Tempo users how they reduce turnaround time, reduce order errors and save money on labor, shipping and reprints.

10:00am- 11:30 am- NextGen Photo Solutions Demonstration of Composite Photography System (Room: Newport Room)

Small Group or One on One demo of composite system.