



THE PROFESSIONAL PHOTOGRAPHER'S
marketing partner

Marathon 

Marathon Launches NEW Monthly Events Newsletter

Welcome to Marathon's new monthly Events Newsletter. Each month we'll deliver the hottest events and seminars taking place around the country all in one email. Now there's just one email to look for each month with the information you need about the industry's most progressive seminars and upcoming events!

School Photography Boot Camp: THE TOTAL PACKAGE

Did you know that school photographers earn some of the best money in the photo industry? This comprehensive 4 day program presents everything you need to know to operate a successful undergraduate school portrait business.

DAY ONE focuses on School Photography Sales & Marketing. You'll learn how to book schools, what they expect, what they avoid, the products and services you'll need to offer, and what it takes to beat the national competitors. The "fast track" tactics and strategies taught in this course have helped thousands of photographers enter and profit from this market. Course runs from 8:30AM to 5PM. Fee for this course alone - discounted to \$69 per person for

Marathon's Marketing Workshops

Don't wait to reserve your space for this incredible experience - the last opportunity for 2007!

- **September 23-25**

To learn more about Marathon's Marketing Workshops and how they can take your studio to the next level, [click here](#).

**Jed and Vicki
Taufer
Workshops
at HAVEN - Morton, IL**

customers of Marathon Press or the co-sponsor.
Registration fee for all others - \$79 per person.

DAYS TWO AND THREE focus on School Portrait Techniques, crowd control, specialized software, equipment demos and high-speed digital workflow. Learn how to photograph 500 students in less than 3 hours while maintaining good quality, excellent customer service with highly-accurate student data and image management. This part is a hands-on training experience. You are welcome to bring your own equipment for the simulated school photo model shoot, but it's not required. Course runs from 8:30AM to 8:30PM. Fee for this course alone - discounted to \$159 per person for customers of Marathon Press or the co-sponsor. Registration fee for all others - \$179 per person.

DAY FOUR centers on yearbook staff/advisor relations, sales and marketing or yearbooks and layout techniques. Learn how to price, sell and service school yearbook accounts for Elementary, Middle and Jr. High Schools and smaller Private Schools and Academies. Basics of digital layout using Marathon's FREE software will also be reviewed. Schools like the convenience of dealing with one company for both their yearbook and portrait needs, and you'll appreciate the additional revenues you can earn. Learn how to maximize your profits with this program. Course runs from 8:30AM to 3PM. Fee for this course alone - discounted to \$49 per person for customers of Marathon Press or the co-sponsor. Registration fee for all others - \$59 per person.

All Four Days -- \$259 per person

for Sponsor's Customers and Marathon MVP / MBP / Volume Customers. Standard Registration -- \$299 per person.

(No discount for multiple attendees from same studio.)

Atlanta Boot Camp:

Co-Sponsored by HS Photo Processing Inc.

- **July 30-August 2** - [School Photography Boot](#)



V Gallery Alumni Reunion/Workshop/Party at HAVEN

- July 29th-30th

HAVEN presents Joey Lawrence -

www.joeyl.com

- July 31st

VGallery "Selling the Experience" Workshops at HAVEN

- Aug. 27th-28th
- Nov. 12th-13th

Building Slideshows with Photoshop and Final Cut Pro

- October 15-16

For more info, visit www.vgalleryhaven.com or call the studio at 309/266.8877.

**Beverly and Tim
Walden**

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- [Camp - The Complete Package](#) - Atlanta, GA
 - **July 30** - [School Photography Sales and Marketing](#) - Atlanta, GA
 - **July 31-August 1** - [School Portrait Techniques & High Speed Digital Workflow- 2 Day Program](#) - Atlanta, GA
 - **August 2** - [Yearbooks & Memory Books- Sales, Marketing & Intro to Digital Layout](#) - Atlanta, GA

Houston Boot Camp:

Co-Sponsored by Pounds Photographic Labs

- **August 7-10** - [School Photography Boot Camp - The Complete Package](#) - Houston, TX
- **August 7** - [School Photography Sales and Marketing](#) - Houston, TX
- **August 8-9** - [School Portrait Techniques & High Speed Digital Workflow- 2 Day Program](#) - Houston, TX
- **August 10** - [Yearbooks & Memory Books- Sales, Marketing & Intro to Digital Layout](#) - Houston, TX

To register, contact Marathon at 800 / 228.0629

Pre-registration and payment TWO WEEKS IN ADVANCE OF WORKSHOP DATES IS REQUIRED. A limited number of seats will be available. This workshop has sold out four years in a row. Register early so you don't get left out! Priority registration will be given to sponsors and Marathon customers. No registrations will be accepted at the door.

Bambi Cantrell and Jerry Ghionis

Bam and Jerry's Most Excellent Adventure: Part Deux

In-Studio Workshops - Lexington, KY



Walden's Marketing "U" and School of Portrait Photography will be held **August 12-14, 2007** in Lexington, KY. Pricing...\$549 each workshop or \$949 for both. Attending both workshops is HIGHLY recommended!

Call for special pricing for alumni or additional people from the same studio. For more information call (800) 34-WALDEN (859-263-2888) or [click here](#).

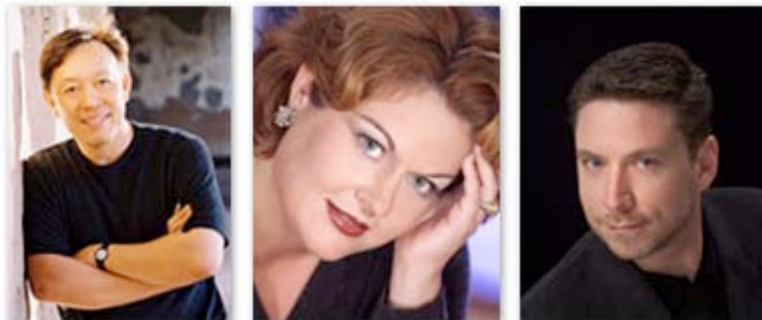
Sandy Puc'
"Sam's World"
In-Studio Workshops -
Littleton, CO



This is an exceptional educational experience not to be missed! Learn the secrets to success from two of "American Photo's 10 BEST Wedding Photographers in the World." You will leave inspired and energized for the busy wedding season! To learn more, visit CantrellGhionis.com.

- San Diego, CA - July 23
- Phoenix, AZ - July 25
- Denver, CO - July 27
- Dallas, TX - July 30
- St Louis, MO - August
- Cleveland, OH - August 3
- Jacksonville, FL - August 68
- Boston, MA - August 10
- Toronto, Ontario, Canada - August 17
- Vancouver, BC Canada - August 20

1 Evening . . .
3 World-Class Photographers . . .
3 Locations



Hanson Fong • Mary Fisk-Taylor • Jamie Hayes

Get hundreds of ideas and suggestions to help improve your creative techniques and grow your business.



August 20-21 - Family / Children Location Work

Sam will rock your world as she shares her wisdom and expertise. For information, [click here](#).

Jack Reznicki
Lighting & Digital
Photography Training
Camp

Photography, Photoshop CS3, Photoshop Lightroom

- LOCATIONS ---
- Seattle...8/6
 - San Francisco...8/7
 - Los Angeles...8/9
 - San Diego...8/11
 - Phoenix...8/13
 - Dallas...8/15
 - Washington DC...8/18

A full day of Live Photographic training for **\$99**.

TOPICS: Histogram, Camera White Balance, & other camera essentials, Lighting Overview, Basic One light Portrait lighting with live model, Pro Lighting techniques with live

August 20 - Philadelphia, PA

August 21 - Newark, NJ

August 22 - New York, NY

Times: 5PM to 10PM - Includes Tradeshow!

Attendee comments: "Awesome!", "Great info!", "Excellent!", "Very Entertaining and Educational!", "Powerful!"

Door prizes, discounts and program specials! More dates and locations to follow!

Only \$49 pre-registration, \$69 at the door.

Call now to reserve your seat - **800/228.0629**



See Marathon and BellaGrafica in Memphis

Marathon is a proud sponsor of the event that brings a new meaning to "business value," PPA's Make More Money in Photography™ conferences in Memphis, TN July 29 - August 1, 2007.

Four conferences in four days... Evening bonus programs... A three-day tradeshow... All focused on making you a more successful business person and photographer, and all for only \$129. Add in the discounted airfare from AirTran Airlines and the hotel discounts, and we're talking about a great business value!

And yes, attendees really can make it to every single program. Each day is focused on one specific topic: School Photography, Workflow, and two days on Marketing and Finance. And each evening features a bonus program to help with photography business basics.

model, Importing, Processing, Printing files in Photoshop Lightroom, Masking in Photoshop, Copyrights & 'Copywrongs'

For more details on the topics covered and to SIGN UP [click here](#).

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Upcoming Tradeshows

Visit with Marathon representatives at the following events:

August 19-20, [PPLA](#), New Orleans, LA

August 26-28, [FPPA](#), Orlando, FL

September 9-11, [PPANE](#), Sturbridge, MA

January 6-8, [Imaging USA](#), Tampa, FL

January 20-23, [SPA](#), Tucson, AZ

Marathon and BellaGrafica will sponsor Tim and Beverly Walden and Sarah Petty in their two-part series on successful boutique studios. And do not forget to stop by and see Marathon and BellaGrafica at the tradeshow.

Get the most bang for your buck during this four-for-one conference deal, designed specifically for photography and imaging professionals' business education. For more information or to register for

Make More Money™ 2007, visit <http://events.ppa.com>, or call 888-786-6277.

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