



PPANJ

Statewide Educational Program Proudly Presents

Feb 1, 2010

Register online:
www.PPANJ.com

Two great speakers for the price of one.

Scott Kurkian & Bobby Carlsen



IT'S YOUR MONEY – KEEP MORE OF IT!

Scott Kurkian

If you only see your accountant once a year at tax time, you're missing out on a valuable resource in the quest to run a profitable business. Find out how PPA, through its Studio Management Services program, is working with photographers to provide financial information and analysis that improves their bottom line. Learn how the following can help keep more money in your pocket throughout the year:

- Setting up your company legally to minimize the amount of taxes you pay.
- Which tax deductions are crucial to know and which ones are often overlooked.
- Why managerial accounting is so crucial to maximizing your company's profits.
- The importance of financial forecasting.
- What types of financial and managerial software exists for photographers and which is best for your business.

Most importantly, you'll learn the results of PPA's benchmark financial survey and how the information can be used to analyze your business and grow your profits. Find out:

- The percentage successful photography businesses are keeping in their pockets;
- The most important numbers in your business that you must know;
- The financial differences you need to know when deciding between a home-based studio and a retail storefront;
- The analytical differences between successful and non-successful businesses; and
- How much you should be spending on marketing, overhead, employees, and other operating expenses.



THE PSYCHOSIS OF THE SALE

Bobby Carlsen

Learn how Bobby is able to successfully run a high end studio in a town with 20% unemployment. Turn your sales sessions around and be rewarded financially for your photography.

Bio: Bobby is an award-winning photographic artist who specializes in designing original works of art that represent his clients with emotion and honesty. Bobby opened his Danville, VA studio in 2005 and it has quickly become the area's premier photography studio. The Bobby Carlsen Photography studio is widely known not only for its excellent customer service, but also for Bobby's cutting-edge imagery that captures the essence of his subjects. His studio fosters an environment where clients become friends; this connection he makes with his subjects is evident throughout his work and has become a large part of his signature style.

In addition to running his studio full-time, Bobby is a popular speaker and travels to speak to other professional photographers around the region. He is actively involved in several professional organizations, including the Virginia Professional Photographers' Association, the Professional Photographers of North Carolina, the Professional Photographers of America, and is an area coordinator for the non-profit organization Now I Lay Me Down to Sleep.

A winner of honors and awards at professional photographic competitions, Bobby has earned the distinction of Certified Professional Photographer from the Professional Photographers of America. He also holds an M.S. in Experimental Psychology from East Carolina University, and a Ph.D. in Psychological Sciences from Virginia Tech.

Location:

Adelphia Restaurant
1750 Clements Bridge Road
Deptford, NJ 08096-2010
(856) 845-8200

Schedule of Events

8:30 AM Registration Opens
9:00 AM Program Start
12:30 PM Lunch/Vendor Time
1:30 PM Program Continues
5:30 PM Program ends

Register today online and guarantee yourself a seat as well as access to the hot lunch buffet. Visit our web site at: www.PPANJ.com and register before Jan 28th, 2010.

If you choose to register by fax please send this to (732) 297-7169 before Jan 28th.

Seating is limited. We Can not Guarantee seats for onsite registration	REGISTER After Jan 28th or ONSITE	REGISTER By Jan 28th
___ PPANJ Member / Spouse***	\$35.00/No Lunch	\$35.00/Buffer Lunch Free
___ Non-Member	\$75.00/No Lunch	\$65.00/Buffer Lunch Free

*** Tri-State Reciprocation - PPA of PA & PPA of DE pay same as PPANJ Members!

Are you interested in joining PPANJ? Yes No

Would you like to receive mailings? Yes No

REGISTER ONLINE AT www.PPANJ.com or fax this form to (732) 297-7169

Name (s) _____

Studio _____

Address _____ City _____

State _____ Zip Code _____ Email: _____

Phone _____ # Attending _____ Amount _____

CC# _____ Exp Date _____

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