

eye of an artist



TERI QUANCE

CPP, M. PHOTOG., CR.

eye of an artist

Dear Event Planner,

Our industry is streaming with your choice of creative professionals. Having the right speaking talent can define the success of your event. I understand your commitment to bringing quality programs to your attendees. Aspiring professionals are eager to soak up knowledge of those who are proven in our field.

I am eager to share with those aspiring professionals committed to raising the quality and standard in their own business. The material contained in the following documents support my request to be considered as a speaker at your prestigious event. In this document you will find a biography, speaker topics, descriptions, testimonials, images, fees and sponsors. Topics are customizable according to the needs of your event.

Program topics are well prepared, easy to understand and inspiring. It is my goal to share the knowledge I have been blessed to acquire from over 12 years of portrait training and experience and 15 years of experience in the advertising field. I believe having a strong foundation is paramount in any successful portrait studio.

I hope to share my knowledge with you and your attendees at your next event and do my part to strengthen the foundation of our industry.

Thank you so much for your consideration.

Respectfully,



Teri Quance, CPP, M.Photog., Cr.
Quance Design & Photography

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Quance
design & photography

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Teri Quance CPP, M. Photog., Cr.
Biography

Teri began her career as a graphic designer/art director working for such notable clients as American Express, Compaq Computer, National Oilwell, GE Medical and more. Her passion for design is shown in her work today, setting her studio team apart from her competitors. Teri believes staying involved with industry organizations is crucial for both business and personal success. Giving back to an industry which offers so much is key. She is involved in numerous community philanthropy projects, as well, she serves on the PPCC (Professional Photography Certification Commission), is Chairman of the Board and Past President of the PPGH (Professional Photographers of Houston) and is an Affiliate Juror in Training among several others.

Teri runs a successful studio with a small staff, set on 5 acres in Cypress, Texas. She has won numerous awards, including the ASP Elite Award, the CPP Award, PPA Photographer of the Year, Best General Album of a High School Senior at SWPPA, PPGH Photographer of the Year, Best Illustrative at the Texas Kerrville Convention among many others. She has been featured in both Professional Photographer Magazine and TPPA Magazine. Teri believes having a strong foundation in all aspects of the photography business is a must to achieve a well balanced, and successful business. While many subjects grab her heart, Teri's photographic passion is the spirit of the young adult about to embark on their life journey...the High School Senior.



Teri Quance CPP, M. Photog., Cr.

Program Descriptions

2 HOUR - HALF DAY PROGRAM

(Live Demonstration/Hands-On)

Passion – Posing – Profit

What makes you unique in the marketplace? In an industry saturated with untrained 'professionals' it is more important than ever to have a strong foundation along side your artistic and technical skills. Clients come to us for many reasons... perhaps one of the most valuable is an unspoken expectation... to make them look their very best. Find out how Teri takes Classic elements in posing and creates contemporary, cutting edge looks. This Hands-On Mini Session is sure to refresh and refine valuable skills. Everyone will take part in the action!

- The Session, Building Product Excitement
Color Harmony (clothing/background)
Getting Expression
Lighting... Natural vs. Off Camera Flash
Lighting... Studio vs. Location
- Posing Classic vs. Contemporary
- Posing Drills (Hands-On)

2 HOUR – HALF DAY PROGRAM

(Keynote Presentation/ Half Day includes Demo)

Connecting with the Senior Market

In today's saturated market photographers must reach out on a more personal level. Teri will discuss how to connect to that market and give a solid overview of how she runs her boutique studio from the first exposure through the continued client relationship.

- Fundraising & Senior Faces™
- Straight to the Target - Marketing
- The Consultation
- The Session
- The Sales Appointment - Packages
- The Continued Relationship

FULL DAY PROGRAM

(Keynote Presentation Plus Senior Faces™ Live Demo)

Senior Portrait Success

Senior Faces™ is a fundraising program created by Teri to gain exposure with High School Students. Now the 5th year running... it has proven to be one of the best marketing programs Teri's studio offers. It is almost solely responsible for her Senior Portrait Boom. This full day program will share strategies used along with a 'how to' on organizing a successful senior portrait studio.

- Studio Set Up: Carving a Niche
- Marketing, Expenses Down/ Profits Up
- Fundraising & Senior Faces™, The Program Overview
- Lighting the Hi Key Image, Senior Faces™ Demonstration
- Building Successful Composites (Demonstration)
- No Questions Unanswered: The Consultation
- Keeping it Fun! The Session, Building Product Excitement
- Knowing what they want: The Sales, Packing Simplicity
- The Continued Relationship: Family Portraits
- Social Networking

Teri Quance CPP, M. Photog., Cr.
Program Description

MULTI-DAY - WEEK LONG PROGRAM
Hands-on workshop

Senior Studio Success

This week long workshop is sure to inspire and encourage growth in any Senior Portrait Studio. Perfect for all levels... Teri will discuss and demonstrate how to run a successful Senior Portrait Studio. A solid demonstration of the Marketing Boom 'Senior Faces™' will be demonstrated and discussed from start to finish.

DAY 1
Marketing & the Consultation

(Bring images & marketing to critique)

- Program Overview
- Review Image & Marketing Portfolios
- Studio Set Up: Carving a Niche
- Marketing, Expenses Down/ Profits Up
- Fundraising & Senior Faces Program
- No Questions Unanswered: The Consultation

DAY 2
The Session

(Bring your cameras)

- Keeping it Fun! The Session, Building Product Excitement
- Morning Senior Session, Using Natural Light (bring your cameras)
- Posing Drills – Having a Strong Foundation (Hands-On)
- Attendees break out and photograph each other, critique images
- Retouching made simple – (Hands-On)
- ProSelect (Possible Ron Nichols Demonstration)

Day 3
Senior Faces™

(Bring your laptops)

- Posing Classic vs. Contemporary
- Posing Drills - Having a Strong Foundation (Hands On)
- Lighting the Hi Key Image, Senior Faces Demonstration
- Building Successful Composites (Hands-On Demonstration)
(Retouching, Extracting & Building – Attendees are provided files to work with)

Day 4
Savvy Sales

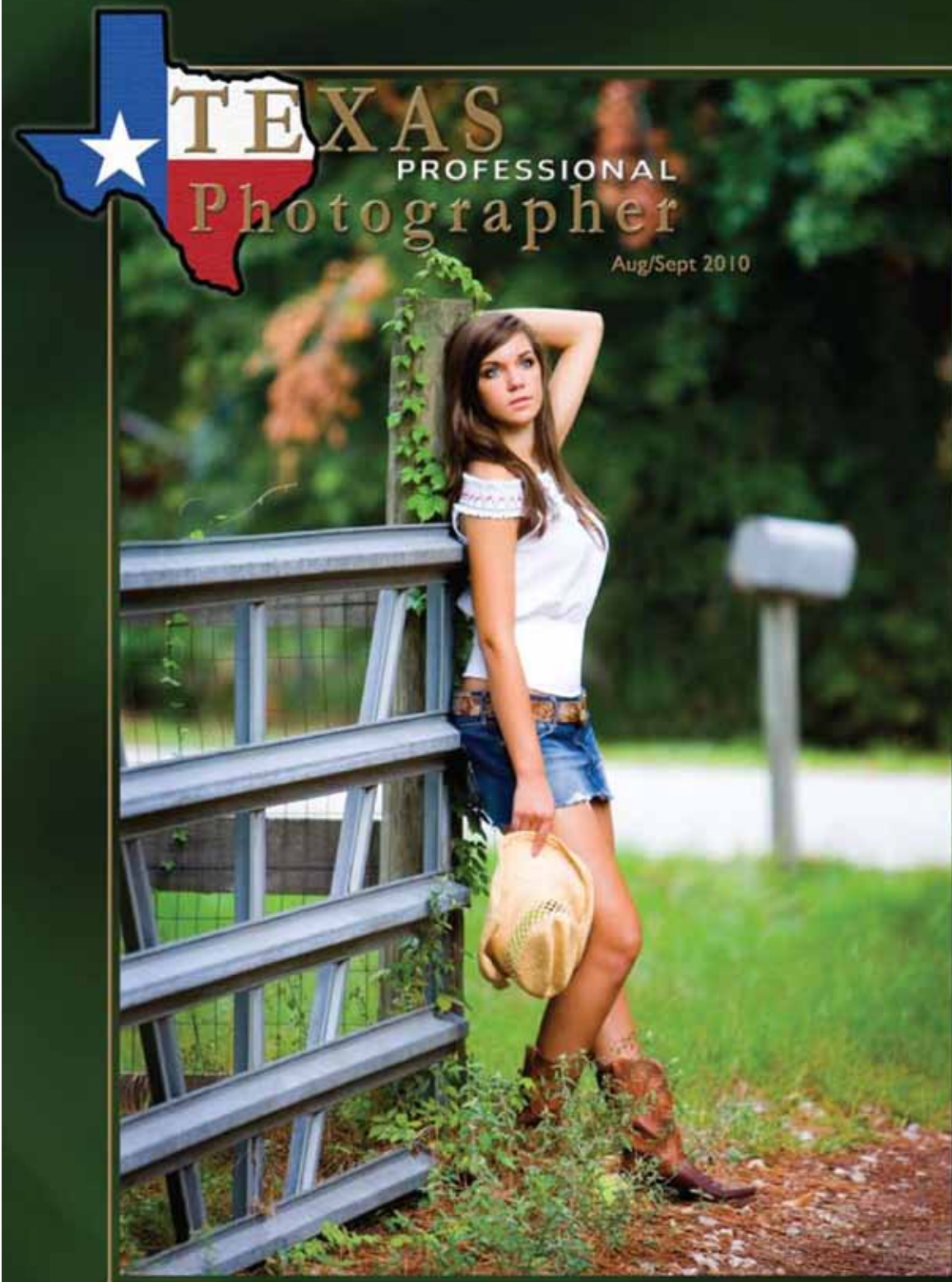
(Bring your laptops)

- Posing Drills – Having a Strong Foundation (Hands-On)
- Outdoor Strobe Demonstration (Live Models)
- Contemporary Products...
Shooting for the Spread
- The Designer's Toolbox: What you need to know
- Senior Albums, Designing a Spread (Hands-On)
Provided Templates to use as demonstration.
- Knowing what they want: The Sales, Packaging Simplicity
- The Pricing Formula

Day 5 (Half Day)
The Continued Relationship

- The Continued Relationship: Marketing for Continued Sales
- Social Networking

Teri Quance CPP, M. Photog., Cr.
TPPA Magazine - Aug/Sept 2010 Issue



The Dream Studio
Featuring Teri Quance of Houston



Taking the Plunge

Building Her Dream Studio

by
Bill Hedrick

She is a huge advocate of "just diving in." But Teri Quance adds that, "You first have to make sure there is water in the pool!" In a world where more and more people are calling themselves a professional photographer, Teri Quance is the definition of a true "professional" photographer.

It was in 1988 when this young Dallas girl, just out of college, found herself driving down Interstate 45 with her husband and headed for a new life in Houston. She cried. Moving to Houston was not on her life agenda. However, after 22 years and raising three kids, Teri is living her dream. With a strong background in graphic design and marketing, Teri worked with commercial photographers before choosing photography as her own career. The artistic aspects of photography were quite intriguing to her and one day, after viewing a display of a local photographer, she told herself, "I can do that!" The very next day, Teri bought a Hasselblad.

Her first studio was a leased space of only 700 square feet and she soon outgrew it. After looking for about a year, she found an old home on a five acre wooded lot just a mile or so from her home and decided to buy it. But, after studying the cost of remodeling the home into a studio, it became quite evident that she could build a new studio for about the same cost of remodeling the old home. With a piece of notebook paper, she began sketching out the studio of her dreams and gave it to an architect friend. "It was perfect," says Teri. "An elegant Tuscan feel was what I was after." At that point,

Teri became a photographer, general contractor and business owner. "I thought I was doing a good thing by letting my landlord know what I was doing and I advised him that I would be moving in about six to eight months. But, the next day, he told me he had leased my space and I had a week to move out!" So, for the next year or so, Teri operated out of her home until the new building was finished.

The studio is both pleasing to the eye and extremely functional. "We have a special area in the building for each segment of our photography," she explains.



Teri's "dream studio" (top photo) has an elegant Tuscan feel and has a special area in the building for each section of her business, showing the reception area (left) and the senior room (right).

"When we first moved in, I had everything everywhere... seniors mixed in with babies and families and wedding and commercial displays cluttered the walls. One day, Ann Montieth visited the studio and advised me to create a nook for each section of our clientele. It was very good advice and we took it to heart. I wanted a 'Wow' effect, so the tones are warm and inviting, yet extremely elegant."

Teri's business is built around high school seniors and babies. "From those two segments, all other areas will naturally follow. If we do our job right, our

baby and senior clients will come for children and family sessions as well," she says. But high school seniors are Teri's passion. She realizes that a senior portrait is often the last time someone will be photographed until their wedding. "Senior portraits pull at the heartstrings of a parent. Young people this age are quite independent and fun and, for the most part, they are completely willing to let you know what they want and

Teri Quance CPP, M. Photog., Cr.
TPPA Magazine - Aug/Sept 2010 Issue



who they are. I love to capture their personalities, to make them feel beautiful... even the most shy and awkward teens. I try to leave them with just a little more self-assurance."

Babies are also an important segment of Teri's business, especially newborns. "We can mold and shape those tiny little bodies," she explains. "Our Baby Portfolio Plan caters to first year babies and one of the products we include is the 'Watch Me Grow' album because it keeps the child coming back

after the first year." But Teri also photographs her share of engagements, families and executives, although she no longer photographs weddings.

Teri's success as a professional photographer, especially in today's world, is no accident. From the very beginning, she wrote a five year plan for her business to define her market. "Someone once told me that, when you price your products, you should price them where you want to be or where you want to grow. If you price them low, you will grow in that low market. It will be extremely hard to raise your prices if that happens. If you try, you will lose those clients, essentially starting over in a higher market segment. So, I priced my products and services accordingly. We target high-end seniors and babies and are fortunate to live and work in an affluent area of Houston and limit our marketing to that particular area."

Her photographic skills are no accident, either. After taking the plunge, Teri sought out some of the best photographers and began to study with them or through them. Her primary mentors are Joseph and Louise Simone. "They are beautiful people, inspiring educators and amazing artists. Although my style is not so similar to their's, not a day goes by that I don't hear their voices encouraging me to look for the spirit of a subject. They have shown me what it is like to reach into the soul of my subject and to create something beautiful." When Teri earned her Master of Photography degree last year, it was Joseph Simone who presented it



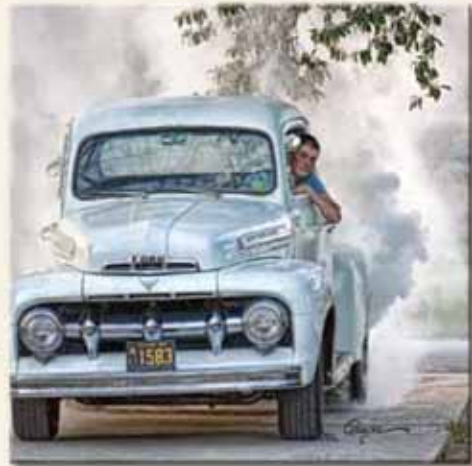
Aug/Sept 2010



to her and Louise was there cheering her on.

Teri is quick to point out that she will never stop growing or learning. "Our industry is an ever-evolving one and we must stay on top of our game. To be successful, you need the flexibility and the willingness to continually strive for the top of your profession.. There is no doubt that our profession is more competitive than ever before. We are competing with a new breed of photographers and we must align ourselves to excel as valid professionals. If we lose sight of lighting, posing and other fundamental skills, we will drown in a sea of mediocrity. We must remember where we came from and keep the foundations of portrait photography intact."

As for where everything is headed in the future, Teri believes that the sky is the limit, although she sees the profession getting more and more competitive. "With today's technology readily



available to anyone, it is more important than ever to remain at the top of our skill set. The term 'professional' is used more loosely today. By definition, it means that you are paid to do our craft, although it doesn't necessarily mean you are making your living at it. The consumer's assumption is that you already have the acquired skills if you are taking in money. Unfortunately, that is not the case with photography. Organizations like PPA are doing their best to educate consumers as to the difference between a skilled photographer and a consumer with a camera but it is our job to make sure we are up to the task and deserve to be called a professional."

It took ten years of diligent work for Teri Quance to find her niche in the world of professional photography. "I don't think I'll ever finish evolving. Isn't that what life and career is all about?"

Teri Quance CPP, M. Photog., Cr.
PPA Magazine - April 2011 Issue

PROFESSIONAL
photographer

APRIL 2011 | \$4.95



*twinkle
twinkle*
Little
Stars

ALYCIA ALVAREZ
MAKES SESSIONS
FUN FOR BOTH
KIDS & MOMS

©Alycia Alvarez

PLUS | p60 Pro review: Epson Stylus Pro 4900 | p76 Help your clients feel like models | p70 Go retro with nostalgic products

Teri Quance of Quance Design & Photography turned a fundraising project for school sports teams and clubs into year-round senior sessions, a clothing line, and a business model with franchise potential.

SENIORS

By Lorna Gentry

All images ©Teri Quance



Philanthropy sometimes yields more than a warm, happy feeling. What began as a charity event for area high schools has grown into a business boon for Teri Quance of Quance Design & Photography (quancedesign.com) in Cypress, Texas. Since starting the annual fundraiser, called Senior Faces, five years ago, senior photography has become the mainstay of her 12-year-old family portrait business. The program has made her studio so well known in the area that promoting it is the only advertising she does.

Inspired by Wisconsin photographer Dave Junion's creative posters, Quance started Senior Faces as a way for teens to raise funds for their school sports teams and clubs. Seniors select themes for their group's photograph, which Quance makes into posters, calendars and novelty items for the seniors to sell. "Depending on how motivated they are, they raise anywhere from \$3,000 to \$15,000 for their group," Quance says.

She keeps the pro-bono photo sessions short to minimize cost, but, she says, "We make it a blast for the kids while they're here. I often hear them say as they're going out the door, 'You know, I'm coming here for my senior portrait.' It's a great way for them to see our work."

Quance photographs the students individually and then uses Photoshop to stitch them together in front of the custom-designed background. She offers dozens of themes of her own, and gamely executes ideas the teens dream up. "Last year, I had a group that wanted an ugly Christmas sweater theme," Quance says

Double profit

Senior Faces program propels Teri Quance's studio forward

SENIORS



hippie chick clothes, and fashions that work for both pirate and gypsy looks. "We have outfits for boys and girls, along with jewelry and other accessories and cool props."

Having ready-made themes and clothing helps the students who are less creative than others, she says. "The drama club is always into it. They come up with fun themes and have a wardrobe full of costumes." On the other hand, groups like the National Honor Society often need a little help in choosing themes and outfits.

Senior Faces enables Quance to reach a large number of potential senior clients—Cypress-area high school graduating classes

are Texas-size, ranging from 850 to 1,300 students. "We're fortunate to be in a good demographic," says Quance. "We're busy year round, which I attribute to Senior Faces. It's time consuming to get new schools involved, but once they are, the parents sell it, year after year."

This spring Quance begins selling the program to other professional photographers. Photographers can buy Senior Faces in a kit with everything they need to launch, shoot and run the event, including school negotiating tips, sample contracts and advertising guidelines, themed background templates, posing tips, lighting design and

with a laugh. "I mean, how do you photograph that?" She created a Christmas gift unwrapping scene in a cozy living room setting, and for comic effect placed one distraught teenager outside in the snow looking in through a window. "It turned out really cute and the kids loved it."

SENIOR FASHIONS

This year changes are afoot for Quance's popular program. In January she introduced a clothing line to complement some of her themes. The kids have been wearing their own clothes for the pictures, but Quance wanted to get a more uniform, custom look. Working with Posh Props of League City, Texas, Quance designed clothing for several themes, including mermaid outfits that look more fashionista than Halloween costume. She designed raincoats and accessories for rainy day themes, Las Vegas showgirl outfits,



SENIORS

clothing. "Photographers need buy only one or two outfits for each scene because everyone in it will be dressed alike."

Quance's Senior Faces clothing and accessories are not "costumey" and can be used in regular senior portraits as well. Quance will also take seniors to boutique clothing stores she partners with so they can try on different outfits, jewelry and footwear to wear in their senior session. In return, she gives the boutiques handsome canvas portraits to hang in the shop.

Quance is always on the lookout for new products seniors would like, and last year she discovered the perfect gift: slim rep cards picturing the teen on one side and the studio's contact info on the other. They come in business card-style tins and are printed by Miller's

Lab, located in Kansas and Missouri. "We get 25 cards for each senior and package the tin in a bag with tissue paper and a thank-you note that says, 'I hope you won't mind sharing a little bit about us with your friends.' It's a nice gift they're not expecting."

Quance's background is in graphic design, so everything she creates is custom made, including her albums and photographic art. "We design our own templates for portraits using fun backgrounds and design elements. I also match image colors with the background so that they work harmoniously together for a custom look."

She never strays too far afield creatively, she says, because most of her customers want traditional photo products. "I sell a lot of framed wall portraits, albums and session

DVDs," she says. "All my seniors want wallet-size photos, even if they buy albums."

Quance has an inspiration folder on her desktop that's stuffed with interesting ideas, color combinations, designs and styles. She keeps an eye on trendy fashion retailers' advertising and clothing styles, and subscribes to *Communication Arts* magazine to stay abreast of the latest looks. Anything that might trigger a new idea for a Senior Faces theme or senior session gets slipped into the folder, a creative tool she's been keeping since college. In fact, that was the source of inspiration for the Senior Faces clothing line.

Quance is proud of the positive impact this pro-bono work has made in her community. "I believe when we do good things it comes back to us tenfold." ■

Quance started Senior Faces as a way for teens to raise funds for their school sports teams and clubs.





Teri Quance CPP, M. Photog., Cr.
Fees, Sponsorship, Etc...

HONORARIUMS

Honorariums are negotiated based on the event and number of attendees

SPONSORSHIP

Miller's Professional Imaging
Design Diva Graphics
Emotion Media

Other Vendors available for door prizes. Please contact Teri prior to contacting Vendor for potential sponsorship and door prizes.

TRADE SHOWS

We will consider applying a portion of the Speaker Fee toward a trade show booth space depending on the event. Please schedule the program early, prior to the end of the trade show. Thank you so much.

PPA Member Number: 5080992

ASSOCIATION MEMBERSHIPS:

PPA - Professional Photographers of America
TPPA - Texas Professional Photographers Association
SWPPA - South West Professional Photographers Association
PPGH - Professional Photographers Guild of Houston
ASP - American Society of Photographers

Teri Quance CPP, M. Photog., Cr.
Speaker Program Testimonials

"The presentation was excellent and very informative. I'm in the process of beginning my photography business and was really intrigued by the information I learned. It was very informative and she presents the information well."
Christina Marie Terry – New Orleans, LA

"Thank you for a very informational, inspiring, fresh, and happy presentation last night at APPG (Lafayette) meeting. I like your idea of keeping the ordering process simple. I am also anxious to hear more about your Senior Faces program and what you offer in training for designing the posters etc. Thanks again for a wonderful program. I am still smiling when I think about it."
Roger J. Broussard - New Iberia, LA

"Very informative – As a beginner in this market, it was very easy to understand what was being explained."
Becky Vasquez – Dallas, TX

"I LOVED your program – thank you for sharing your passion & goodness & remaining true to your vision. I wish you lived closer, because you inspire me. Bless you."
Becky Marting – Dallas, TX

"Good approach to marketing and promotion – very targeted to senior market. Simple pricing and high value packages."
Ron Steel – Dallas, TX

"Loved it! Love her personality, spirit, commitment to her love and passion for her art & love for seniors!"
Brooke Kasper – Dallas, TX

"Excellent speaker and program. It shows through Ms. Quance's program that above all she does, she loves what she does, and because of that it's no wonder she is successful as she is."
Barry Jackson – Dallas, TX

"Your program was very inspirational! Thank you!"
Karen Frasier – Dallas, TX

"I do not photograph seniors, but Teri Quance has a fun, infectious manner that I see makes her a natural. Warm, interesting speaker. Thank you!"
Stella Williams – Austin, TX

"Wow – I am very impressed! Teri really knows her stuff regarding Senior Portraiture and how to market and sell it. Thank you for an outstanding and enjoyable presentation. I am freshly inspired!"
Kimberly Sarantakes – Austin, TX

"You are so precious! I would love to hire you as MY photographer! I thought you carried the program very well!"
Dianna Walker – Austin, TX

"You can tell she really has a passion for what she does. Her graphic design is fantastic. Love the Senior Faces program."
Anonymous – Austin, TX

"Very informative, I liked that you covered sales, consults, pricing etc. Not just one topic."
Patty Recca – Ft. Worth, TX

"Very friendly & approachable! Great info!"
Tracie Gibson – Ft. Worth, TX

"Thanks so much... great marketing ideas. I so agree with your theory – it's all about making that connection. Thank you for making one with us. Your work is beautiful – a true reflection of the artist :)"
Tiffany Aragona – Lafayette, LA

"Awesome and motivational! Would you consider returning to offer a training seminar on the Sr. Faces Program?"
R. Broussard – Lafayette, LA

"I really enjoyed the program. It gave me many ideas about getting my Sr. business up. I love the composite posters & getting known among the parents. Great presentation!"
Scott Breaux – Lafayette, LA

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