



FOR IMMEDIATE RELEASE

Marketing Essentials International Announces “Skip’s Summer School 2010”

*Diverse learning experience for professional photographers takes place
August 8-11, 2010 in Las Vegas, NV*

Akron, Ohio (March 3, 2010) – Marketing Essentials International Inc. (MEI) (www.mei500.com) announces “Skip’s Summer School 2010”, an annual photography education program for professional photographers and those just breaking into the business. Taking place August 8-11, 2010 at the MGM Grand Convention Center in Las Vegas, NV, Skip’s Summer School 2010 will feature 15 renowned speakers/educators covering a wide range of photography topics such as weddings, portraiture, pets and children, portfolio creation, high school seniors, boudoir, Golden Seniors, lighting, business tips and more.

“Skip’s Summer School” is the creation of Skip Cohen, former president of Wedding & Portrait Photographers International (WPPI) and Rangefinder Publishing Inc. publishers of *Rangefinder* and *AfterCapture* magazines.

“The second annual Skip’s Summer School is all about diversity,” said Skip Cohen, president of MEI. “Attendees will learn how to add significant value to the services they offer, which is very important in this uncertain economy. Today’s professional photographers need to be able to handle any photographic assignment from any customer who comes through their door. And the lessons they will learn from attending Summer School will help them respond professionally and confidently.”

Throughout the 2 ½ day event, photographers will attend a series of workshops in a classroom style setting conducted by some of the world’s most sought after and influential photo educators including: Dane Sanders, Scott Bourne, Joe Buissink, Vicki Taufer, Jasmine Star, Kevin Kubota, Stacy Pearsall, Jonathan Canlas, Kirk Voclair, Yervant, Cliff Mautner and Kay Eskridge.

Workshops will include a variety of photography, computer/software and business topics and lighting techniques pertinent to professional photographers as well as a new motivational program by Dane Sanders. Each program will be presented one at a time so attendees can attend all sessions, rather than having to pick and choose.

And new this year will be “The Lighting Lab” and “Biz Tips”. The Lighting Lab will feature renowned photographers Tony Corbell and Bobbi Lane. This is a hands-on intensive teaching

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environment for photographers who have specific lighting questions and need help. There will be models available as well as different sets for photo shoots. The Lighting Lab will be open from 9am -12pm and 2 pm - 5pm each day during Summer School.

“Biz Tips” by Jerry Weiner will continuously provide attendees with helpful business tips. Throughout each day's programs in between sessions, Jerry Weiner will present at least five different business tips to attendees. These small sessions will last about 15 minutes and will provide photographers with easy to understand and easy to implement concepts to help them run a better business.

In addition, WiFi will be available in the teaching facility so event attendees can easily stay in touch with their current businesses while gaining the benefit of this educational program.

Early bird registration to attend Skip's Summer School is just \$199 if booked by April 1st. After April 1st, the cost to attend will be \$279. In addition, there is a special MGM Grand room rate of \$79 per night for Summer School attendees (use code: SSS005 when booking a room). Also included with each room reservation is a 2 for 1 entrée card good for most MGM restaurants, bars and a one-time \$25 activity credit for dining or entertainment. For more information, or to register for Skip's Summer School, visit www.mei500.com.

Skip's Summer School 2010 sponsors include: Albums Inc www.albumsinc.com, Asukabook www.asukabook.com, B&H Photo Video www.bhphotovideo.com, Big Folio www.bigfolio.com, Fujifilm www.fujifilmusa.com, DWF: www.digitalweddingforum.com, GhostRighters www.GhostRighters.com, GoingPro www.GoingPro2010.com, GraphiStudio <http://www.graphistudio.com/usa/index.html>, H&H Color Lab www.hhcolorlab.com, Jill-e Designs www.Jill-E.com, Kubota Image Tools www.kubotaimagetolls.com, Marathon Press www.marathonpress.com, Marketing Essentials International www.mei500.com, The MAC Group www.macgroupus.com, Midwest Photo Exchange www.mpex.com, Nik Software www.niksoftware.com, onOne Software www.OnOneSoftware.com, Photodex www.photodex.com, PhotoOne Software www.photoonesoftware.com, PhotoFocus www.photofocus.com, Pictage www.pictage.com, PWDlabs www.pwdlabs.com, Simply Canvas www.simplycanvas.com, SmugMug www.smugmug.com and WHCC www.whcc.com.

About Marketing Essentials International Inc. (MEI)

Marketing Essentials International Inc. (MEI) is a full service consulting company involved in a wide variety of projects within the professional and consumer imaging industries. MEI's purpose is to focus on marketing, business and education for all levels of photography, from amateur to professional. Activities and events created by MEI are dedicated to the support of the professional photographic community. For more information visit www.mei500.com.

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