Lifestyles . . .
. . .with the Behnkes

"Lifestyles," a program presented by Bert and Cindy Behnke of Mokena, Ill., will motivate, excite, enlighten and probably surprise many of you.

Bert and Cindy Behnke

Their philosophy is all about creating your lifestyle, then designing your business around it. But whatever you may think now, it will make you question everything.

Instead of asking why, you will believe "why not!"

Bert Behnke, M.Photog.Cr., CPP, Hon. M.Photog., is a second generation portrait photographer raised in the southwestern Chicago suburbs.

Cindy Behnke, M.Photog.Cr., is a portrait photographer from southern Illinois, growing up in Carlyle and owning a studio in Centralia.

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Marathon

Together they own Behnke Fine Portraiture, a studio established in 1956 by Bert's parents.

They have won numerous awards in salon print competitions as well as serving their professional associations.

Both are past-presidents of the Associated Professional Photographers of Illinois and Bert was the 1997-98 president of the Professional Photographers of America.

Bert serves as President of the World Council of Professional Photography (WCPP) and is a past president of the Frankfort Chamber of Commerce.

He also was the founder of PPA Charities and is currently its Development Director. Cindy serves as a PPA Councilor and is a past director of PPA Charities.

In 2000, Bert was honored as Portrait Photographer of the Year from the International Photographic Council, a non-profit branch of the United Nations.

He also serves, since 2003, as the photographic competition chairman for Orvieto Fotografia, the Italian national photographic association.

Together, and individually, the Behnkes have given programs on portraiture to many state, local, national and international associations.

Both are also PPA Affiliated Judges. Both also are Honorary Fellows of APP of Illinois.

They took the path of leadership, but after watching the professions go through so many changes, decided it was time to evolve, time to share their decades of experience with their peers.

It really happened when Bert went to lecture in the Philippines with his friend Hanson Fong.

While there, they both came to the realization that photographers are crying out for the everyday solutions to their business.

So Bert said he came home and "pleaded with Cindy to develop the program they always wanted to give, it was time," and she agreed.

"Lifestyles" is almost everything today's photographer needs to run their business and their life.

They'll touch on almost every aspect in this fast-paced program.

There will be photographic sessions, marketing ideas, equipment discussions, studio set-up demonstrations, audiovisual shows, production and retouching demos, do-it-yourself projects, money-making ideas and maybe even some dancing!

But mostly, it will be an examination of how living your life the way you want to, can make your personal life and your business the way you want them to be, your "Lifestyle."