

Photographer *The New York*



A Publication of the Professional Photographers of Greater New York
December 2005

PPGNY HOLIDAY PARTY



All are invited to attend our **Holiday Bash**
at **Russo's on the Bay**

Monday December 5th 2005.

Join us as we celebrate this holiday season
with music, food, and festivities.
The menu offers an array of delicious choices
and a delectable dessert presentation.
All of the kids receive a surprise gift!

Cocktail Hour: 7 P.M.

Dinner to follow

Adults: \$50.00

Children: \$25.00

Please RSVP by emailing THEFLIGS@aol.com or by calling (718) 256-5300

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As you know, our organization is run by volunteers. If you are interested in serving on a committee, please contact Franco Frassetti, our president, and he will put you in touch with the correct chairperson for the committee you are interested in joining. Our board is always eager for assistance.

If you are NOT receiving our email updates and notifications, please email Mark Milch at milchphoto@aol.com

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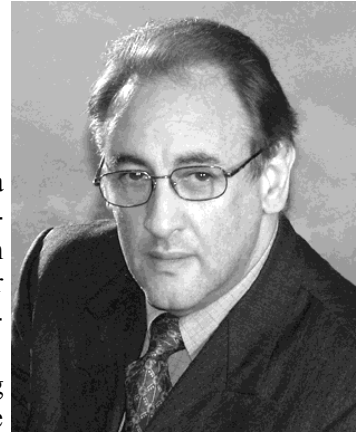
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A Message From Our President

Dear Members

It is with our deepest sympathies that we announce the passing of a great friend and accomplished member, Bart Stevens. We had received the sad news at our meeting as we had just honored him with his 300th merit. Many will remember Bart as a talented photographer that was passionate about his work as well as his endeavors as an active member in our organization. He will be greatly missed.

Hermann Broch said: "No one's death comes to pass without making some impression, and those close to the deceased inherit part of the liberated soul and become richer in their humanness."



Those members that would like to share stories about Bart are encouraged to do so. Please contact myself, or Paul Bernstein, so that we may compile a tribute in honor of Bart.

Our holiday party will be December 5th, at Russo's on the Bay. All members are asked to bring their families and friends to celebrate. As always, gifts for the children in attendance will be given.

I would like to send a warm welcome to Art Leather as an allied member.

Greetings of the Season to all. - Sincerely, *Franco Frassetto*

Franco Frassetto **THEFLIGS@aol.com**
President PPGNY **Phone: 718-256-5300**
 Fax: 718-256-8561

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Editor – Marvin N. Horlick

*For contributions, questions, or comments regarding this newsletter, contact Marvin N. Horlick Email: photogbymarvin@aol.com
Phone: (516) 682-5449*

All articles appearing in the newsletter are not necessarily the opinions of the Editor, the Board of Directors, or the membership of the Professional Photographers of Greater New York.

The New York Photographer
A Publication of the
Professional Photographers of Greater New York

"To create, foster, promote and maintain cordial relations and encourage the exchange of knowledge among its members"

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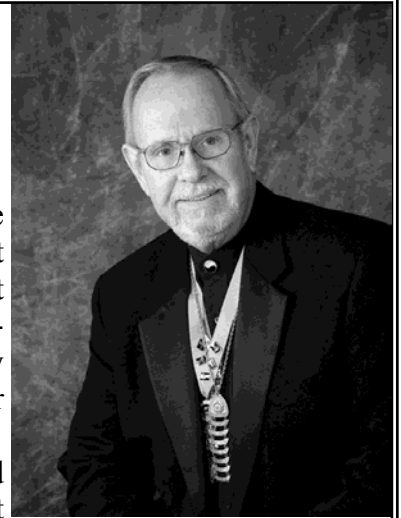


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Bart Stevens: In Memoriam

By Paul Bernstein,
PPA Cert., M. Photog., Cr.
PPGNY Vice President



Bart Stevens was a hard guy to ignore. He had the ability to make his presence known and his voice heard. Bart was always seeking to advocate what he thought was right and to denounce what he saw as wrong. Although not everyone agreed with his versions of right and wrong, Bart quickly gave you his opinion and then told you what he thought your opinion should be.

From my perspective, Bart was a unique and valued friend. We frequently disagreed on many issues and he got my blood boiling on more than one occasion. I cannot begin to count the staggering number of phone calls and E-mail "missives" I have received from him over the last few years. I also cannot calculate how invaluable his advice has been, whether or not it was sought in the first place. But that was Bart. He had style; he had intelligence; he had talent; he had phenomenal leadership abilities. He demonstrated the tact and subtlety of a Sherman tank, but at least you always knew where he stood and what was on his mind.

Following his death, Bart's beloved wife Shelly organized several memorial services that allowed friends and family to show their respect and to pay tribute to Bart in their own fashion. As those attending these packed services shared feelings and memories, as we listened and laughed and shed some tears together, one theme emerged repeatedly: Bart may have been opinionated and prickly on the outside, but inside he was a pussy cat who was greatly loved.

It is very difficult to condense any person's life and contributions in a few short paragraphs. Bart has made this task exceedingly difficult for me because of the range of what he accomplished. I had come to know Bart solely as a professional photographer and was amazed to learn from others what a varied career he had created. He was a piano mover, a professional trumpet player and musician, the owner of a retail music business, a DJ and a videographer, not to mention a volunteer auxiliary police officer. This all took place prior to his decision twenty years ago to completely reorient his life and become a wedding and portrait photographer. Bart did this in typical fashion. He devoured every opportunity to learn and to acquire the skills and techniques he needed to become the best in his new chosen field. He quickly evolved into an accomplished portraitist and photographic artist.

Bart did nothing half-way. He was a perfectionist who needed to be the best at whatever he did, as well as a superb businessman who knew how to market himself. He

quickly realized that credentials were important to success, so credentials he got. Bart had more legitimate initials, degrees, titles and awards after his name than the combined faculty of a small university. He attained his Masters, Craftsman, Master of Electronic Imaging and Certification from PPA, the coveted Fellowship Degree from PPSNYS as well as a wagon full of Gallery and Materpiece Awards, Courts of Honor, countless blue ribbons and every available photographic prize our profession can bestow.

Bart faithfully served the photographic community on the national as well as at the state and local levels. He immersed himself in PPA, ASP, WPPI, PPGNY, PPSNYS, SPG, and PPANJ affairs. He was president of three local affiliates and two state organizations, plus he served on numerous boards, councils, committees and planning groups and was always the first to volunteer his time, ideas and equipment to help out anyone in need.

Bart lived for merits. He was a print comp demon, an avid teacher and a non-stop student of photography. He considered continuing education to be the cornerstone of our profession. Even after being diagnosed with colon cancer last winter, Bart never stopped working, teaching and learning. He filled the last months of his life attending programs, giving lectures and, yes, dispensing advice on a regular basis.

This past November 1, Bart was scheduled to speak at our monthly PPGNY dinner meeting. Kathy Ferrante of Albums Inc. suggested that we use the evening to surprise and honor Bart with a plaque on the occasion of his 300th PPA merit. For those of you who are unaware of how hard it is to earn 300 merits, let me place Bart's achievement up there with hitting 60 homers in a season and getting a hole-in-one several times in a row. Not many in our profession can boast of even coming close to such a goal. The November PPGNY meeting was packed with GNY and SPG members in anticipation of this milestone. Unfortunately, Bart was admitted to the hospital just 48 hours before the meeting. In his absence, we read the plaque to those assembled:

To Bart Stevens
PPA Cert., M.Photog., MEI, Cr., API

For Two Decades of Service to the Profession of Photography
As an Artist, Teacher, Leader and Mentor
and
In Honor of His 300th PPA Merit

From His Colleagues and Friends of
The Professional Photographers of Greater New York
Suffolk Photographers Guild

November 1, 2005



Congratulations on Your 300th Merit



**Paul, Franco, Kathy and
Ron with Bart's Plaque**



New Members – Welcome!

The following individuals have requested membership in the Professional Photographers of Greater New York, Inc. In accordance with the Bylaws, “the names of all applicants shall be published in the Association’s newsletter for three consecutive months. Any member who has reason to feel that an applicant is not suitable for membership shall contact a member of the Board of Directors in writing within ten (10) days and express his/her reasons”.

1st Posting

Brian Oakes
18 Martins Rd. South
Bethpage, NY 11714

1st Posting

Elaine Gallagher
85-51 260th Street
Floral Park, NY 11001

Concerns should be directed

**to: Franco Frassetto -
President PPGNY
email: THEFLIGS@aol.com
Phone: 718 - 256-5300**

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11 Ways to Improve Your Business Using Email

by Joel Heffner

How often can or should a photographer use email? You'd be surprised. A typical wedding can mean up to 15 possible contacts with the bride! How much time have you, or your staff, wasted by speaking to answering machines? Email can save you money and time. Here are some tips to help you make your email more effective.

1. Your email address should be remember-able. If they don't remember your address you are making it more difficult for folks to contact you.
2. Don't send mass email to folks who don't want to receive it. That's called spamming and is probably the single-most hated annoyance on the Internet. When sending messages to more than one person, use blind copies. That means that the other folks who receive your message don't see the email address of each person you are sending the message to. It also will avoid having one person return a message to all the other people who originally received it.
3. DON'T USE ALL CAPITAL LETTERS! On the Internet that is considered shouting. It's also harder to read all capital letters.
4. Keep your messages short. Email is considered to be much less formal than sending a letter. Get to the point as soon as possible.
5. Use the Subject line to let folks know what the message is about. Try to make it interesting and short.
6. Spellcheck your email. Since your message is a reflection of your image, it is oftentimes the first (and often only) way that you can make a good impression.
7. When in doubt, don't send it. Frivolous messages should be avoided. No one wants to waste time looking at messages that didn't have to be sent. It may also mean that the next time you send a message - it won't even get opened!
8. Make it easy for folks to email you by providing them with links on your Web site. Also, make sure you spell out your email address. Some newbies don't understand that you can click on a link to open a new email box.
9. Nice emails are always appreciated. Saying thank you is always a nice thing to do whether you are using email, telephone, or a written note.
10. Some people like to use symbols like :). These symbols are used to show emotion. The most commonly used symbols are:

:) Smile
:(Unhappy Face
:D Big Grin
LOL Laughing Out Loud
ROFL Rolling On The Floor Laughing

11. Use a signature at the end of your email. It can be as many as five or six lines long. Include your full name, address, phone number, Web site and email address. When someone want to contact you, make it as easy as possible.

Although the Web gets most of the attention, email gets the most action. Used wisely email can be a very efficient and extremely cost effective way to communicate with your customers and potential customers. If they look at your email, they shouldn't have to look anywhere else for a way to contact you.

[Joel Heffner is the author of the Amphoto Guide to Wedding Photography. He helps photographers communicate more effectively on the Internet. You can reach him at joelheffner@aol.com or www.joelheffner.com.]



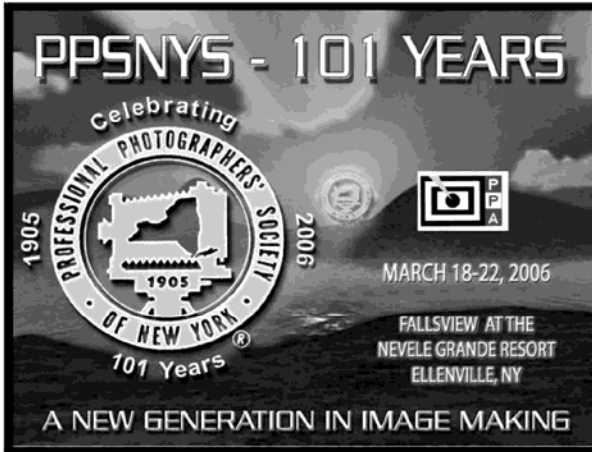
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A New Generation in Image Making

March 18-22, 2006

Fallsview at the Nevele Grande Resort www.nevele.com

Located in the Catskills approximately 35 miles west of Poughkeepsie.

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Standard room rate @ \$88/night/person

Executive room rate @ \$98/night/person

*Based on double occupancy, tax and gratuity not included.

Third person per room/night @ \$67

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101st Annual Conference and Regional Print Competition Plus Trade Show

Yervant Zanzanian

Armadale Victoria, Australia
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<http://www.yervant.com>

Kirk Russell

A business and marketing guru. He is featured every week on Miller's Lab newsletter, *Inspirational Caffeine* as "A Jolt of Inspiration".
<http://www.3lenses.com>

Joel Sartore

National Geographic Photographer
<http://www.joelsartore.com>

Darton Drake

Portrait Photographer (children, families, seniors) utilizing digital fine art process.
<http://www.dartondrake.com>

Suzette Allen

A PhotoShop Diva featured on "www.shootsmarter.com". She brings fresh new ideas to our area in which we can learn from.
<http://www.suzetteallen.com>

* PPSNYS reserves the right to change the speakers without prior notice. Additional speakers to be announced.

Contact PPSNYS for more information

518.434.9500

www.PPSNYS.com

Professional Photographers Society of New York State
PPSNYS 101 Years - A New Generation in Image Making
 2006 Conference Registration

Return this form with your registration Fee to
 PPSNYS Headquarters
 388 Broadway
 Albany, NY 12207
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 E-mail: headquarters@ppsny.com • www.ppsnys.com

Name _____ Business Name _____

Address _____ City _____ State _____ Zip _____

PPSNYS Section _____ Phone _____ Email _____

Registration:

	Advance Registration	After 1/15/06	#of persons	Total
PPSNYS & PPA Member & Family	\$55	\$ 75	N/A	\$-----
Individual non-member	\$99	\$125	-----	\$-----
Student	\$25	\$ 25	-----	\$-----
Single day	N/A	\$55	-----	\$-----
**Group Rate PPSNYS section	\$ 45 /person	N/A	N/A	\$-----
*** Group Rate Non Member	\$89 /person	N/A	N/A	\$-----
Total Registration Fee				_____

PPSNYS is authorized to charge my: MasterCard _____ Visa _____ American Express _____

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 Contact the Fallsview at the Nevele Grande Resort, Ellenville, NY 800-647-6000 or 845-647-6000

Standard Room per person, per night, dbl occupancy \$88 plus gratuities and tax
 Executive Room per person, per night, dbl occupancy \$98 plus gratuities and tax
 The room rates are for the Full American Plan beginning with Dinner on the day of arrival and ending with Lunch on the day of departure. Meals will be non-Kosher cuisine.

** Group Registration PPSNYS sections. The group registration fee for 10 or more individuals belonging to one section of the PPSNYS is \$45/person. To be eligible for this rate, all registrations must be received by PPSNYS Headquarters in the SAME ENVELOPE before the January 15, 2006 deadline, and must be prepaid in full. No group section discounts after January 15, 2006. These discounts apply to conference registration only. Housing and meal accommodations are separate. Group registrations are not eligible for refunds in the event of cancellation.

*** Group Rate Non Members. The group registration fee for 10 or more individuals not holding a membership in the PPSNYS is \$89/person. To be eligible for this rate, all registrations must be received by PPSNYS Headquarters in the SAME ENVELOPE before the January 15, 2006 deadline, and must be prepaid in full. No non-member group discounts after January 15, 2006. These discounts apply to conference registration only. Housing and meal accommodations are separate. Group registrations are not eligible for refunds in the event of cancellation.

CLASSIFIEDS

To place a classified ad in **the** New York Photographer, email the information to Marvin N. Horlick at photogbymarvin@aol.com In addition to the **exact** text you want in your ad, please include your name, phone number, email and membership status. **The email subject line must start with 'Official PPGNY Email'**. Classified ads are free and only available to members of PPSNY/PPGNY. **Ads will be placed for one month, renewable monthly. Please remember to notify Marvin when your ad has been fulfilled and is no longer needed.**

For Sale

FOR SALE: Entire studio contents Bart Stevens studio. Low, Low prices. Also film photographers equipment available at low prices. Lights, light stands, backgrounds, props, and much more! **Call Joe Ferlise (who is handling everything for Shelly) Call studio after 11am at 516-796-0712 or after 8pm at 631-423-3909**

FOR SALE: Used Epson 9600 printer - \$2,995 or best offer.
Contact Franco Frassetto - (718) 256-5300 - or THEFLIGS@aol.com

FOR SALE: BRAND NEW! In sealed box!! - Epson 4800 printer - \$1,600 or best offer
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Help Wanted

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Any questions, please call Christine Spelman at 631-254-1363

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