



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 it's members.

UPCOMING EVENTS

Tuesday - April 5, 2011

Dinner Meeting
with Lindsay Adler
'Fashion Flair for Portrait and
Wedding Photography'

Tuesday - May 3, 2011

Dinner Meeting
with Rocco Chilelli
'Workflow & Lighting Issues'
more info to follow

Monday - June 13, 2011

Portraits in the Park
Planting Fields Arboretum
Oyster Bay, NY

For More Info Click:

www.ppgny.org

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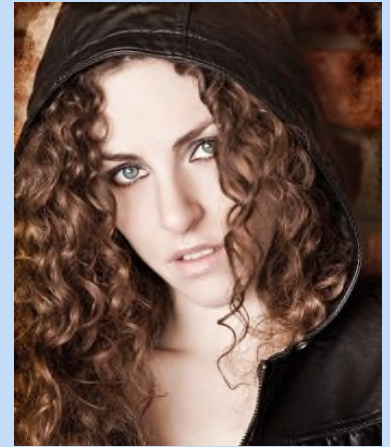
All articles appearing in the newsletter are not
necessarily the opinions of the editor, the Board of
Directors, or the membership of the Professional
Photographers of Greater New York.

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www.ppgny.org/officers-and-board-members/

April 2011 - Volume 78 - Number 1

Come Join us for our
Tuesday, April 5th
Dinner Meeting
at Mill River Manor
173 Sunrise Hwy
Rockville Centre, NY

6pm cocktails
7pm dinner



Our Speaker will be
Lindsay Adler
'Fashion Flair for Portrait and
Wedding Photography'

Digital Image Competition
following the program
email images to
maryolabd47@verizon.net
Deadline: Sunday, April 3rd

Eventbrite Registration

Register for the April 5th Dinner Meeting on
Eventbrite and starting NEW this month, register
for the Digital Image Competition at the same
time (6 images for \$10.00)

Click Here:

<http://www.april0511.eventbrite.com/>



affiliate



affiliate



Lindsay Adler's Bio

Lindsay Adler is a professional portrait and fashion photographer based in New York. For the past 10 years she has owned and operated a portrait, fashion and wedding studio distinguished by its 'fashion flair' approach to imagery. As a New York fashion photographer, her editorials have appeared in dozens of publications internationally. She regularly contributes to a variety of major photo publications including Professional Photographer, Rangefinder Magazine, Popular Photography and more.

In May 2010 she published her first book, "A Linked Photographers' Guide to Online Marketing and Social Media". In February 2011, she published her second book, "Fashion Flair for Portrait and Wedding Photography."

Adler, a Sigma Pro, is sponsored by a variety of major photography companies and spends a lot of her time traveling to teach workshops and at major conference. You can find her as a platform speaker at events like WPPI, Photo Plus, NECCC, PSA, and many more. She teaches thousands of photographers annually on topics ranging from retouching, to fashion techniques, to studio lighting.

Though only in her mid-twenties, her career and photography have received much acclaim and she has already become a respected name in the business.

Program Highlights

Sponsored by Miller's Professional Imaging



"Fashion Flair for Portrait and Wedding Photography"

Fashion Flair for Portrait and Wedding Photography teaches photographers how to take the concepts of fashion photography and apply these techniques to their portrait and wedding photography. By adding fashion flair to their work, photographers can distinguish themselves from their competition and demand a higher price for their images and creativity. Fashion photographers use preparation, styling, props, lighting, posing and post-processing techniques to achieve the desired visual effects in their high-end shoots. Yet these very same techniques can be applied to the images of portrait and wedding photography to create outstanding work that will differentiate a photographer from the competition.

Lindsay Adler shares her insights as a fashion photographer and covers a range of techniques required for fashion flair. She covers everything from conceptualizations, to logistics, to lighting, and even retouching techniques.

www.lindsayadlerphotography.com
blog.lindsayadlerphotography.com

See Lindsay's Book on Amazon

[Fashion Flair for Portrait and Wedding Photography on Amazon](#)



Lindsay Adler Photography



PPGNY President's Remarks
Paul Bernstein, M. Photog., Cr., PPA Cert.
April, 2011

I am extremely honored to become your president. This organization means a great deal to me. I have been a member for 34 years, more than half of my life. I consider many of you not just colleagues and professional acquaintances, but as some of my closest friends. I came to my first LIPPA meeting (that was the original name of our group) in 1977 at the invitation of the late Tony Armato. Tony not only sold me a ton of camera equipment during my first visit to his store, but he absolutely insisted that I come down to a LIPPA meeting as his guest. At the time, I was certain that I knew everything there was to know about photography. After all, I had done 3 or 4 weddings at that point in my career, and I was sure that I had all the skills and knowledge needed to become a successful pro.

The first meeting I attended was at Koenig's Restaurant, where we recently held our 2011 TEP. (Life has a way of coming full circle at times.) Those who know me may not believe this, but I was so shy that night I hardly spoke to a soul. All the "big guns" of the organization at the time were there: Tom Nucatola, Dino Semprini, Al Friedman, Pat Grazioplene, Al + Bernie Moss and a host of other leaders in the photo industry on Long Island. What I remember most vividly about that evening were my impressions while viewing the print competition. I saw images that simply took my breath away. My initial reaction was "Man, am in way over my head, and I do not belong here." There was no possibility that I could ever show these incredible professionals my own mundane work which, until that night, I had thought was top shelf material.

As I was about to quietly slink away and never return, Al Friedman, who had been one of the print judges, came over and introduced himself. "Which picture did you like the best?" he asked. I indicated one that I had admired earlier. The bride and groom were strolling away from the camera, gazing at one another and walking hand in hand down a winding garden path. Al then proceeded to explain why that photograph had caught my eye. It had storytelling, good print quality, background lines leading towards the main subjects, color harmony, great expressions and excellent photographic technique. He pointed out the direction and quality of the lighting and how the photographer had enhanced a fine basic image through the use of custom printing, artwork and a salon mount. This was all news to me, as I knew nothing about evaluating a photo other than "I like it". Al then suggested that I enter the next month's print comp, which I did. By the way, I nailed a perfect hundred my first time out. My four prints scored 25, 25, 25 and 25. Al came up to me afterwards and explained why two of my entries would never do well in competition, but that the other two had potential. He offered to custom print and mount them for me without cost. I was absolutely blown away by his generosity, vast knowledge and kindness. The two images that he reprinted actually scored in the 76-78 range, which had me jumping for



joy. I was hooked and I've been coming to LIPPA/PPGNY print comps and meetings ever since.

I tell this anecdote for a reason. Being part of the PPGNY community, going to monthly programs, entering print competitions, listening to the judges' critiques, attending conventions and hanging around with some of the best photographers in the country, has helped to shape and form my career and to make me a much better professional. I believe that it is my duty to act the way Al Friedman did towards me, by being friendly and offering advice and guidance to my fellow photographers. It is my goal to lead by example. But I ask every one of you to do the same. Help our new members, as well as our established colleagues, to become better photographers, and at the same time, more congenial. I pledge that this year will be one of comradeship, education and growth for PPGNY. I want us to be a group of friends united by the common denominator of our profession.

I'd like to relate an old story about leadership. It concerns an admiral commanding a fleet of sailing ships about to engage the enemy. Just before the guns start to roar, he calls his orderly over and instructs him to bring up a scarlet jacket for him to wear during the battle. His officers object, saying that such bright clothing will make him an easy target for the enemy. He rejects their argument and says that he will wear red so that he will be clearly visible and a symbol of strength to those he commands. If wounded, his men will not know that he is bleeding, and he will thus be a better leader. With the enemy fast approaching, the lookout calls down that the opposing fleet seems to have at least 3 or 4 times as many ships as does the admiral. Upon hearing this news, the admiral instructs his orderly to quickly bring up his brown pants.

I sincerely hope that for the coming year, I will need neither of these articles of clothing.

Thank you,
Paul

PPGNY 2011 Calendar

4/5/11 Meeting Mill River Manor

4/26/11 Board Meeting Skyline Diner

5/3/11 Meeting Mill River Manor

5/31/11 Board Meeting Skyline Diner

No Regular June Meeting

Monday, 6/13/11 Portraits in the Park - Planting Fields Arboretum

6/28/11 Board Meeting Skyline Diner

7/5/11 Meeting TBA

7/28/11 Board Meeting Skyline Diner

No Regular August Meeting

8/1 - 8/4/11 LI Photo Workshop - Sheridan Smithtown

8/15/11 (Tentative date) Fire Island Dinner

No August Board Meeting

9/6/11 Meeting TBA

No Regular October Meeting

LI Conference TBA

10/25/11 Board Meeting Skyline Diner

11/1/11 Meeting TBA

12/6/11 Meeting/Holiday Party TBA

No December Board Meeting

1/3/12 Meeting/Elections TBA

Save the date - Monday, June 13, 2011
Portraits in the Park - Planting Fields Arboretum, Oyster Bay, NY
Additional information to follow

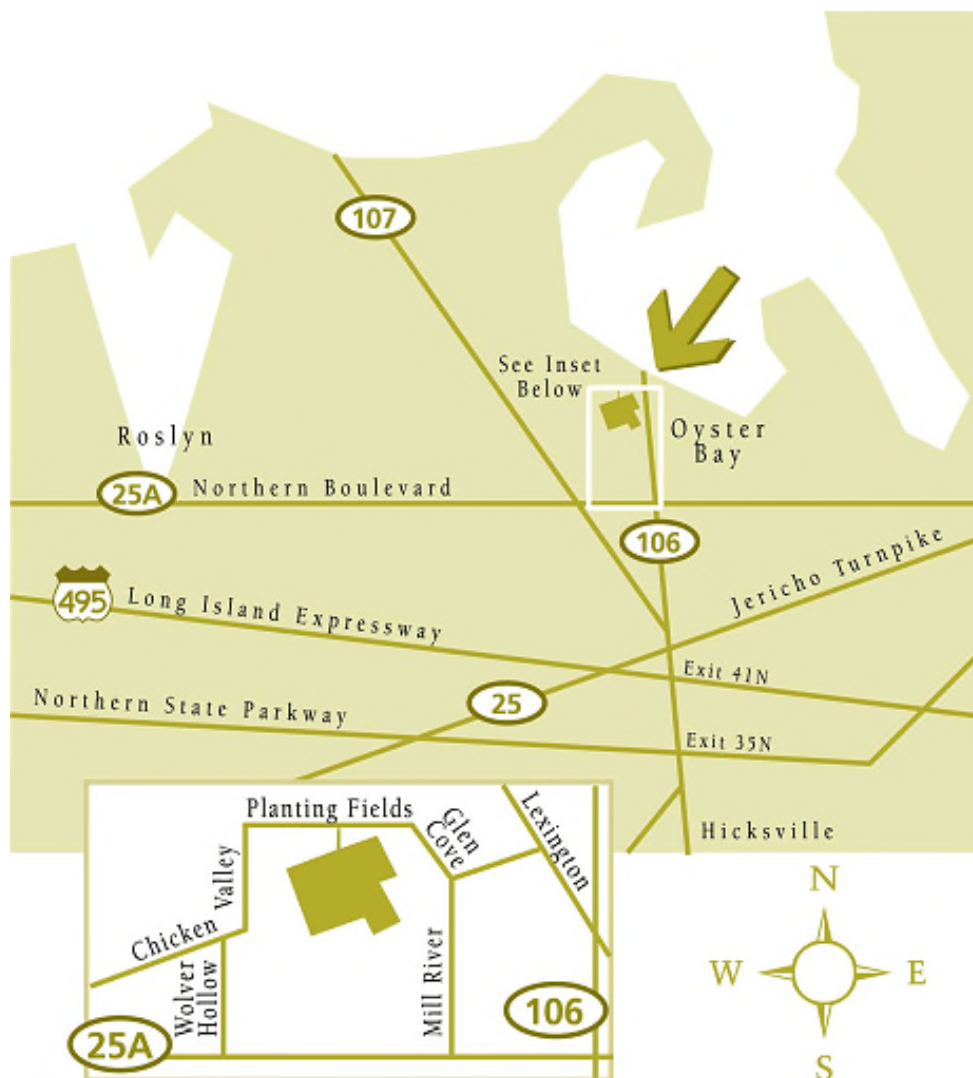
The speakers are lined up. They are:

Lindsay Adler
Neil van Neikirk
Ernie Tramosch

Programs and details to follow...

We will have three rotations with three speakers and a 45 minute or so review session at the end devoting 15-20 minutes per speaker.

We will review images shoot during the morning sessions at lunchtime, and a second review will be shown of the afternoon images at the end of the day.



**Photos from the March 1st Dinner Meeting
with Jason Friedman - 'HDSLR Video for Multimedia'
Photos by Michael Blume and Marvin Horlick**



Digital Image Competition Judging



March 1st Dinner Meeting - Digital Image Competition

Portrait Winners



Best in Show - Susan Cameron
Royal Daughter



1st Place - Mary Wynn-Ball
Before the Performance

Illustrative Winners



Best of Show- Franco Frassetto
Natures Beauty



1st Place - Larry Strumwasser
King of the Beasts



2nd Place - Rudy Pollack
Sunset Breeze

Candid Category



Best of Show - Larry Strumwasser
Center of Attention



1st Place- Peter Polizzi
Romantic Thoughts

Portrait	Pts	Illustrative	Pts	Candid	Pts	Albums	Pts
Peter Polizzi	8	Maryola Dannebaum	10	Joseph McMahan	6	Caryn Benjamin	4.5
Conrad Lovelo	4	Rudy Pollack	14	Peter Polizzi	11		
Mary Wynn-Ball	8	Larry Strumwasser	16	Larry Strumwasser	12		
Yana	1	Kathy Beigle	2	Caryn Benjamin M	4		
Caryn Benjamin M	14	Peter Polizzi	2	Howard Fritz	1		
		Franco Frasseti	9	Maryola Dannebaum	2	Paul Bernstein	4.5
				Marvin Horilick	1		
Masters			8				
			6				
Susan Cameron M	15		1				
Benny Migiliorino M	1	Masters		Masters			
		Susan Cameron M		Benny Miigliorino M	14		
		Owen Kassimir M		Paul Bernstein M	8		
		Raul Ramos M					

Professional Photographers of Greater New York (PPGNY)

Print Competition

Digital Image Competition:

File Requirements for Image Competition:

A Total of 6 Digital Images maximum may be submitted per member, with a maximum of 4 images in one category.

Images will not be accepted the day of competition.

· Please keep this in mind. No files by email will be added after the deadline above.

Images will be Viewed on large screen and Scored (per PPA Standards)

Categories: Please stipulate what category each print will be entered into:

Illustrative: Creative category, Fine Art, Landscapes, Graphics, Illustrations

Portrait: Any image that is not taken at a continuous affair or party like a wedding, etc.

Candid: Continuous Parties: Weddings, Bar/Bat Mitzvahs, Engagements,, Sweet 16, etc.

Size your Images in Photoshop: Must be in this format or they will be disqualified:

16x20 inches

100 pixels/inch

Saved as a "10" quality JPEG

In Photoshop : Edit > Convert to Profile > sRGB (Only sRGB Profile)

For Those Needing Help Getting Started:

In Photoshop

File > New Document

Size your canvas to 16x20 inches at 72 pixels/inch

Choose Edit > Fill and Choose Black, White, Gray or a Color

File > Open (now open the picture that you want to add to your 16x20 from above)

Select > All

Edit > Copy Go to the New Document

Edit > Paste

If you need to resize your photo

Edit > Free Transform

If you want to dress up your photo a bit go to Edit > Stroke to add separation between the photo and the background. If you go into the layers palette you can click on the "f" and have more editable control of the stroke as well as adding drop shadows, etc.

When Complete go to Layer > Flatten Image

File > Save As JPEG Quality 10

**PNE 2011 Convention
By Paul Bernstein**

The first annual Photo North East convention from March 26-29 was a rousing success. This conference was the result of a collective effort on the part of PPSNYS and PPANJ, the New York and New Jersey professional photography organizations. Held at the Hilton in nearby Woodcliff Lake NJ, there were a total of over 400 total attendees from both states and the surrounding region. The trade show was completely sold out and participating vendors were quite pleased that PNE was able to reverse the current downward trend in state convention attendance.

The print competition was also successful for GNY entrants. We bagged a total of (15) blues, (2) 320 pins, (5) Courts of Honor and (2) Kodak Gallery Awards. (See the separate list of GNY winners.) The programs were varied and highly educational, including a pre-dawn photo safari into the untamed wilds of northern New Jersey, led by Joe Brady.

Our new set of PPSNYS officers were sworn in by former state president Steve Bergano. They included PPGNY members Owen Kassimir as incoming 1st vice president and yours truly, Paul Bernstein, as our new secretary. However, the most fun was at the parties, especially the awesome toga/Animal House party held on Sunday night. What a hoot! This just emphasized that the social aspects of any group event, especially our conventions, are some of the best reasons to attend. Thanks go to many for this dynamite convention, but two of the key players were our own Steve Bergano and Owen Kassimir who served as PNE organizers and directors.

Next year PNE will be held at the same venue, which is just a short drive from the George Washington Bridge. We anticipate that more GNY members will attend and make 2012 an even bigger success. (Don't tell Owen this, but we are planning a big surprise party in honor of his becoming our state president. So be prepared to really partay!!!) See you there.



Swearing in of PPSNYS Officers



Toga Party

Photo North East Print Competition Awards

Peter Polizzi

Natures Beauty: Court of Honor

Judged on a Curve: Kodak Gallery Award and Court of Honor

MaryAnn Talamo

Prettiest Bouquet: Court -Fuji Masterpiece Award

Golden Child: Court of Honor

The Prince has Arrived: Kodak Gallery Award

320 Pin

Franco Frassetto

320 Pin

Ernie Tramposch was awarded a Court of Honor

The following received blue ribbons for prints scoring 80 or higher:

Franco Frassetto 3 blues

Peter Polizzi 2 blues

Steve Bergano 1 blue

Ernie Tramposch 1 blue

Caryn Benjamin 3 blues

Paul Bernstein 2 blues

Howard Fritz 3 blues

MaryAnn Talamo 4 blues

Images from the Photo North East Convention

Images by Paul Bernstein & Caryn Benjamin



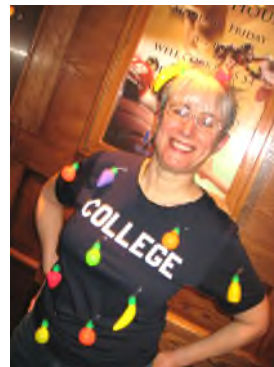
PPSNYS Officers



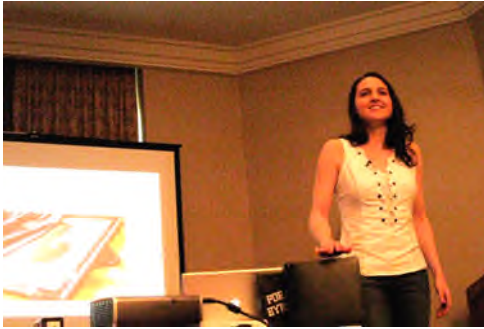
GNY Group



Thank you to GNY President Franco Frassetto for service as president for 2010







Announcements

Mazeltov to Gale Blumenthal and family on the recent marriage of her son.

GNY member Chris Moore suffered an aortic aneurism during March. He was able to contact 911 and EMS arrived in time to get him to the hospital, where he underwent emergency life-saving surgery. He is recovering well and is on his way to recovery. If you would like to speak with Chris he up to receiving calls. His cell number is 917-519-3490.

Northeast District Print Comp

Host

PPANE - www.ppane.com

[Click here to view Northeast District Rules \(PDF\)](#)

Online Registration

3/17/2011 - 4/7/2011

[Click here to register now](#)

<https://www.ppawebapps.com/ipc-district/pec.asp?eventid=PEC2011NE>

Competition Judging Dates

4/15/2011 - 4/16/2011

Case Shipping

PPANE

c/o SER Exposition Services

35 B New Street

Worcester, MA 01605

*Must arrive by April 8, 2011

***Case Drop-off Deadline (Must be registered online by the online registration deadline above)**

The Resort and Conference Center at Hyannis

35 Scudder Ave.

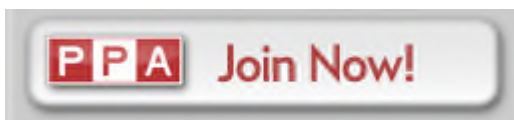
Hyannis, MA

Phone: 508-815-4508

*Thursday, April 14, 2011 12pm EST

[Login](#) | [Register](#)

[See What You Get](#)



PPA Comp Entry:

International Photographic Competition 2011 Date

June 12 - 15, 2011

Registration opens March 15th.

NOTE TO ALL DISTRICT COMPETITORS: If you are participating in any of the 2011 district competitions, please wait one week after your district competition has completed before registering for the international competition. This is to ensure that any seals you may earn on a entry in district competition is successfully transferred to your international entry.

[Register Now](#)

<https://www.ppawebapps.com/pec/pec.asp?eventid=PEC2011I>

Entry Deadlines

- April 27, 2011: Online registration deadline for digital and print submissions. Case must be received by **May 10, 2011**, or will be subject to late fee.
- **May 10, 2011**: Late deadline for digital and print submissions (late fee required). Case must be received by **May 18, 2011** (late fee required).

Classifieds

STUDIO TO SHARE

Portrait/Commercial Photography studio on a Main Street in North Western Suffolk Looking for a wedding Photographer, Videographer or DJ to share space with a well established Photographer.

Studio is 1000 sq ft with a semifinished 700 sq ft basement with indoor and outdoor shooting areas.

Shared space - Conference room, presentation area, studio. Studio has props and many backgrounds.

Photographer/Videographer/DJ would have the finished part of the basement as an office and work area. This area has its own AC and Heat. Carpeted and recessed lighting with lots of electric outlets. Optional small work area on main floor.

Computerized phone system throughout the studio with separate mailboxes for every phone and call following for each individual phone.

We have over 20,000 former clients who feed us business on a regular basis. Calls for Weddings, BM, Video & DJ come in every week. All this would be handed over to the Photographer/Videographer/DJ.

This is a golden opportunity to build your business by piggybacking on our existing business. We have been in the same highly visible location on Main Street for over 30 years and everyone knows where we are.

Cost: Two options

- 1 - Low rent, share electric/heat and commission on each job booked.
- 2 - Higher rent includes all.

All Inquiries e-mail photostudio2@optonline.net



Lauren Johnson-May
~ Photoshop Artist ~
516-813-5801
email: LJMartistry@yahoo.com

Photo Restoration Services

Turn Old Treasures Into New Art!

Creative Album Designing

Custom - No Templates!

Digital Photo Retouching

Traditional Services Also Available!

Custom Design Services

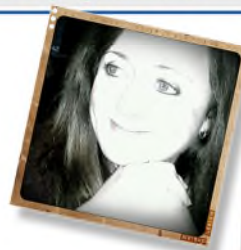
Business Cards, Digital Scrapbooking, Collages, Invitations, Thank You & Greeting Cards, Posters, Programs, Signs, Brochures, Banners, Programs etc.

Professional Assistance

Valuable Time Saving Option! Available to personally consult with your customer (before design process) to ensure they receive the personal touch desired in their final product.

- | | | |
|---|------------------------|---------------------------|
| ~ Convenient FTP (upload jpegs) or send a DVD. | ~ Online Proofing! | ~ Printing Services.* |
| ~ Files Delivered in High Resolution jpeg format. | ~ Quick Turn Around! | ~ Rush Jobs.* |
| | ~ Designed in the USA! | |
| | ~ Free Estimates.* | * Available Upon Request. |

Please visit my website & portfolio at: www.laurensartistriystudio.com



ABOUT ME: Experience & Education

Being creative is my passion! It has been a rewarding experience as a Freelance Artist to create memorable art since 1996 from my home studio. I've been in the Photography Industry for 23 Years working with Studios, Labs, Photographers & the General Public. I started as a Weekend Assistant, working up to Sales, Production, Frame, Mat Assembly, Traditional Print & Negative Retouching (use of dyes), Digital Photo Retouching, Digital Album Design, Custom Print Design, Photo Restoration etc. Although diverse with many

art mediums, the digital world has prompted me to add Photoshop to my art materials and make the computer my New Creative Canvas!

B.S. ~ Marketing and Management
A.A.S. ~ Advertising Art and Design
Photoshop CS4, Traditional Print and Negative Retouching, Fine Art, Sculpture, Silk Screen, Art History, Modern Art, Early Childhood and Art Education
Advanced Placement H.S. Art Classes

References and Testimonials Available.
Former Member of the P.P.G.N.Y.

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If you're looking for an event that will change the way you work,
the way you play, and the way you relax,
come join with PPA Charities as we present ten
incredible talents and one incredible resort
over one long weekend.



CHICKS who CLICK

relax...refine...refresh

June 23rd-26th

The Firesky Resort & Spa
Scottsdale, AZ



INSPIRATIONAL
STORIES



*FUN

MARKETING
IDEAS



LIFETIME
FRIENDSHIPS



HANDS-ON
PHOTOGRAPHY



Mary Fisk-Taylor Vicki Tanager Ann Monteth Carol Andreadi Jensen Susan Michal
Jennifer Hudson Kay Eskridge Cindy Behnke Sandy Pac Jen Hillenag

To register go to www.PPACharities.com

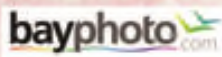
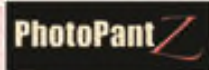
Registration fee includes the Welcome Reception, all programs, breakout sessions,
daily breakfast, our Girl's Night Out, the Celebration Dinner, a great gift bag from our
sponsors, time for the spa, the pools, local shopping and a chance to change your life!



And if that is not enough, PPA's Studio Management Services is offering their "Business Basics"
two-day pre-conference course. Chicks Who Click attendees can save \$100 by registering for both.



Grand Sponsor



Sponsors
as of 3/30/11

The PPSNYS Photo Imaging Workshop website is now up to date with information about next year's awesome educational experience.

Class descriptions - Instructor bios/websites - Costs

Registration online -- it's all there.

Reserve your space now!

www.ppsnysworkshop.com

July 17-22, 2011

Hobart & William Smith Colleges, Geneva

