



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

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Fire Island Dinner

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Dinner meeting

Koenig's

Jim Roselli

'Digital Fusion'

September 11, 2011

'Project 9/11'

'The 10th Anniversary of 9/11

Photographic Tribute'

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Monday, October 31, 2011

Long Island Conference

Details TBA

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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FIRE ISLAND

Dinner on Fire Island

Monday, August 15, 2011

at the

Island Mermaid

Ocean Beach, Fire Island

More information - next page

Dinner Meeting

Tuesday, September 6, 2011

at



86 South Tyson Ave.
Floral Park, NY 11001

(516) 354-2300

www.koenigsrestaurant.com

Jim Roselli

'Digital Fusion'

'Digital Fusion' is the intersecting point where Images, Video,
and Audio all combine into an explosion of opportunities for
your customers.

Plus

Digital Image Competition

following the program

Get images to maryolabd47@verizon.net

by Sunday, September 4, 2011

Dinner on Fire Island

Monday, August 15, 2011 - 7:30pm
at the
Island Mermaid



Island Mermaid

OCEAN BEACH FIRE ISLAND
RESTAURANT and BAR

located right on the Great South Bay in Ocean Beach



Fire Island Ferry leaves from Maple Ave, Bayshore. The main terminal (Ocean Beach) is the first terminal on the left. Parking is \$8.00 and the ferry fare is \$17 round trip. Go to www.fireislandferries.com for more info (ferry schedule below).

We will meet for dinner at the Island Mermaid at **7:30pm**. You can come to Fire Island and spend the day on the beach and around Fire Island, or schedule your day to meet for dinner at 7:30pm

Leave Main Terminal for Ocean Beach: 7:00am, 8:15am, 9:25am, 10:15am, 11:00am, 11:50am, 12:45pm, 1:30pm, 2:45pm, 4:05pm, 5:35pm and 6:50pm

Leave Ocean Beach for Bayshore: 8:35pm, 9:40pm, and 11:05pm.

The menu at Island Mermaid is 1/2 price on Mondays + cash bar.

See: www.islandmermaid.com for more info and menus.

RSVP to Anthony Guerrerri - agprophoto@yahoo.com

If we get enough people we can get a reduced ferry fare and we can call the restaurant with an accurate count.



September 6, 2011
Dinner Meeting
with
Jim Roselli
'Digital Fusion'



86 South Tyson Ave.
Floral Park, NY 11001
(516) 354-2300

www.koenigsrestaurant.com

6pm - Cocktail hour
7pm - dinner, program
and digital image competition



Digital Fusion

"Digital Fusion" is the intersecting point where Images, Video, and Audio all combine into an explosion of opportunities for your customers.

In this workshop you will learn:

- . How to navigate today's ever-changing landscape of digital content
- . The various formats and resolutions that comprise today's digital display universe (2X3, 4X3, 16X9, 2D, 3D, HDTV, 720P, 1080i, 1080p, 2K, 4K, etc.)
- . How to capture and render audio & video in the correct resolutions that will reach the broadest audience of handheld and large format display devices with the highest quality content
- . The various software tools used in the creative process that blend the various digital formats into a single video experience
- . Advanced techniques using Motion Systems and Time Lapse Photography

Jim Roselli will take you on a high-speed digital journey that will educate, inspire and delight all who attend.

Jim Roselli is a fine art photographer, master print maker and educator.

He holds private and public workshops teaching the principals of color management, digital photography, fine art reproduction and digital workflow.

Jim graduated from the prestigious Hallmark Institute of Photography in Turners Falls Massachusetts.

Post graduation he continued his studies with John Paul Caponigro learning more about the fine art of digital printing.

After his studies, Jim opened Xact Studios LLC, and more recently ArtisticEfx.

By blending his business experience with information technology and digital cameras, Jim has created New Jersey's Premier Digital Capture & Print Studio.

Recent projects include: Exclusive Printmaker for Stockland Martel (NYC) Gallery Exhibition featuring the work of Craig Cutler.

Exclusive Printmaker for Michael Zide's Landscape Exhibition at the NYE Gallery (Martha's Vineyard).

Jim is a Member of the Professional Photographers of America (PPA), Executive Member - PPA New Jersey, 2009 PPA NJ print competition award recipient, Finalist in the 2007 Annual College Photography Contest, Selected photography part of the —permanent collection at the Hallmark Museum of Contemporary Photography.



PROJECT 9.11

Photo: Franco Frassetto (GNY)



Where:
New York State

Who:
PPSNYS
www.ppsnys.com

When:
Sunday September 11, 2011
from 12:15 AM to 11:45 PM EDT
[Add to my calendar](#)

[Get more information](#)

[Register Now!](#)

Dear Fellow PPSNYS Photographer,

The Professional Photographers' Society of New York State invites your participation in a very special event. PPSNYS is organizing **Project 9/11**, which will involve our members taking pictures on Sunday, September 11, 2011 - the 10th anniversary of 9/11. Selected images captured that day will then appear in a book that will be published and marketed to first responder groups (hopefully as a fundraiser for them), as well as the general public. **The success of this project relies on the participation of PPSNYS members like you.** Photographers whose images are chosen will be credited for their work and receive publicity and photo credit in the finished product. Please review this invitation carefully and contact PPSNYS Headquarters with any questions. **The registration deadline is September 1, 2011.**

Please [click here](#) for more information. We look forward to working together to create something artistic and memorable.

Greg Lewis

President

cc: **Project 9/11 Committee**

Paul Bernstein
Honey DeLapa
Maryolla Dannebaum
Rossi Ferraiolo

PPGNY President's Message

August, 2011

By Paul Bernstein



I hope everyone has been keeping cool over the last few weeks. Here are a few cool activities for PPGNY members to participate in over the next month. Our Long Island Workshop will be in full swing from August 1 to the 4th. On Monday, August 15 everyone is invited to join our Fire Island ferry ride, beach day and dinner. Please contact Anthony Guerreri to sign up at agprophoto@yahoo.com (See details in this newsletter). Our sister section, the Hudson Valley Professional Photographers, is running their annual Sunset River Cruise starting from the dock in Newburgh, NY on Wednesday, August 17. Anyone who has participated in this event knows what an absolute blast this can be. Sailing the Hudson on a warm summer's evening with friends and good food just can't be beat. **For more information and to register, contact Lou Bedinotti at lou.bedinotti@verizon.net.**

On September 6, our featured dinner speaker at Koenig's will be Jim Roselli. Jim is planning a program on DSLR video for wedding photographers. Although we are all trying to stay cool right now, this is a very hot topic and should not be missed. VP Dennis Gartner and the program committee are working on our LI Conference, which is scheduled this year for Monday, October 31. Stay tuned for the speaker line up and location, as this is going to be an incredible day. I look forward to seeing you all.

Paul

PPGNY 2011 Calendar of Events

- | | | |
|----------------------------------|--|---|
| 8/15/11 | Fire Island Dinner | |
| 8/30/11 | Board Meeting - Owen's Studio | |
| 9/6/11 | September Dinner Meeting | - Jim Roselli - Digital Fusion |
| 9/11/11 | PPSNYS Project 9/11 'A Day in the Life of NY State' | See the state web site - www.PPSNYS.com for more info. |
| 10/4/11 | October dinner meeting | Details TBA |
| 10/25/11 | Board Meeting Skyline Diner | |
| Monday | 10/31/11 LI Conference | Program TBA
in lieu of regular November meeting |
| 11/29/11 | November Board Meeting | |
| 12/6/11 | Meeting/Holiday Party | TBA |
| No December Board Meeting | | |
| 1/3/12 | Meeting/Elections | TBA |

**Images from the July 5th Dinner Meeting with
Jim LaSala - 'Artistry after the Capture'**

Images by Marvin N. Horlick





WHAT IS HDR ?

HIGH DYNAMIC RANGE

What most modern digital photographers refer to as HDR Imaging is what we shall be focusing on today—a method of combining image data from multiple digital exposures to create one photograph with detail normally not possible.

Photographers to this day still use bracketing a scene to ensure getting the right exposure sometimes sacrificing the highlights or shadows.

HDR Imaging also uses bracketing, but in a different way. Instead of shooting multiple exposures to create the best image, HDR wants to capture the maximum possible detail throughout the whole range of light.

SO WHAT ARE SOME OF THE LOOKS CAN WE ACHIEVE?

There are many ways to process HDR
From surreal, to a illustrated look or something that resembles reality.

The options are truly unlimited. The only thing holding you back is your imagination and visual goals.

TECHNIQUE CON'T

For starters, you can use the following setting: ISO 200 (which is why you would want to use a tripod).

Aperture Priority Mode. Did I say Aperture Priority? Why?

We want to make sure that our depth of field, (which is controlled by our aperture) stays constant in order to keep the image sharp throughout the range of exposures. This is probably the easiest method.

But for others, including myself, I choose to shoot manually with a set aperture and then change shutter speeds which will allow you to create more exposures than some camera bracketing allows.

You can start taking picture with three different exposure settings: EV 0, EV -2 and EV +2. Experiment more on these but generally speaking, the more exposure versions you can have, the better your final image will be. I generally shoot at least 7 exposures but routinely shoot 9 - 11 exposures to gather as much information as possible.

Before & After



Classifieds



Lauren Johnson-May
~ Photoshop Artist ~
516-813-5801
Ljmartistry@yahoo.com

Experienced freelance artist is available to assist your office with creative photo retouching, custom designing, professional customer service & detailed administrative tasks at your business location, or from my own home studio. Please call for details.



Professional Assistance

Custom Album Design

Photo Retouching

Restorations

www.laurensartistrystudio.com

NEW! CD Folios and PhotoBooth Books from Capri Album

Capri Album, the professional photographers' one-source solution, is pleased to announce two exciting new products! **CD/DVD Folios** are professional yet economical presentations for personalizing digital memories. **PhotoBooth Books** offer a fun, personalized way to capture spontaneous images and congratulatory wishes in conjunction with onsite photo booths at customer events.

Both are ideal for budget-conscious customers. Go to www.caprialbum.com for more information and to take advantage of our FREE CD/Folio and PhotoBooth Book **Spring Special!**

