

# Photographer

*The New York*



A Publication of the Professional Photographers of Greater New York

December 2006

**Come Join us for our annual *FREE***

(to paid members only)

**Dinner Meeting & Elections**

**Tuesday, January 9, 2007 - 6pm cocktail hour**

at

**PAPA-RAZZI**

**1500 Jericho Tpke, Westbury, NY (516) 877-7744**

**Important: Your State and local Dues must be paid in full, to be eligible for a free dinner. All guests or unpaid members must pay to attend meeting, dinner included (\$30.00 each).**

This is a very important evening not to be missed! There will be vendor displays, an election, an educational program, door prizes, a print competition, as well as a presentation by \_\_\_\_\_.

See the Nominating Committee report and nominations inside.

Thanks to our sponsor **mylabprints.com**, our speaker for the January 9, 2007 free dinner meeting will be

**Doug Gordon**

presenting

**'Cutting Edge Wedding Photography'**



© Gordon

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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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# A Message From Our President



Dear Members

Wishing all of our members and their families a joyful holiday season. Please be mindful of the many at home and abroad that are spending this month without the comfort of family and friends or the simplest exchange of a gift. Winston Churchill is quoted:

“We make a living by what we get, but we make a life by what we give.” With that in mind, at the next general meeting, please give generously to Anthony Guerrieri as he will be collecting for a GNY charity.

I would like to thank all of you who attended the Monte Zucker and holiday party at Jericho Terrace. The evening was enjoyable and Monte would like to thank all the members of GNY and also SPG for giving him such a tribute and honor as he hopes to be teaching once again at the Long Island Workshop. We wish him a speedy recovery.

The nominating committee has once again nominated me to be president for 2007. If you would once again bestow this honor upon me, I have many new programs and outings planned. One future trip is a week in Italy. We will study under some great Italian photographers. One day we will photograph and be guests at a village wedding. Don't forget to bring your “busta” (envelope) for the bride and groom.

With a new year, perhaps you would like to get involved in something new. How about joining a committee? If anyone is interested, please contact me. As always, we are continually recruiting new members. The larger the organization, the greater representation we have.

MAY THIS HOLIDAY SEASON BRING YOU AND YOUR FAMILIES MUCH JOY AND HAPPINESS, AND THE NEW YEAR BE PROSPEROUS - BUT MOST OF ALL BRING YOU HEALTH -  
FRANCO FRASSETTI - PRESIDENT

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

Published monthly by the Professional Photographers of Greater New York.

*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”*

***December 2006 - Volume 77 - Number 1***

  
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## PPGNY Nominating Committee Report

On Tuesday, September 28, 2006, the nominating committee conducted interviews. We worked very hard to pick the people who were capable, trustworthy, and willing to sacrifice their time for the good of the organization.

This Committee deeply regrets that Anthony Bonaventre and Liz Schmidt, cannot continue in their executive positions. Both cited conflicts with their work/business commitments, however wished to continue as a general Board Members.

The Nominations are as follows:

President	- Franco Frassetti
VP	- Conrad Lovelo
Treasurer	- Michael Blume
Financial Secretary	- Robert Moss
Secretary	- Christopher Moore

Board Members:

Marvin Horlick, Liz Schmidt, Benny Migliorino, Ron Krowne, Anthony Bonaventre, Gale Blumenthal, Dennis Gartner, Anthony Guerreri

The people on this slate will work together well, and help PPGNY grow and prosper. In addition, in our opinion will work in harmony with our own incoming State President, Steve Bergano. This is important, as new and old members alike, have no patience for politics!

We respectfully request that for the good of the organization, you support the slate and allow the nominees to do their job without interference once they are elected (critical to the survival of PPGNY).

PPGNY Nominating Committee 2006

Mark Milch, Bernie Moss, Rita McCauley, Ron Krowne, Marty Kornfeld, Jeanette Fessler (alternate).

**Note: Any nominations from the membership must be submitted by certified mail, to Mark Milch, PPGNY Nominations Committee chairperson, C/O Milch Photography, 4343A Austin Blvd, Island Park, NY 11558**

### **New Members Postings**

#### **The following new members are required to be posted for a 3 month period.**

*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". Concerns should be directed to: Franco Frassetti - President PPGNY. email: THEFLIGS@aol.com*

#### **2nd Posting:**

Alex Fazi  
3248 Railroad Ave  
Wantagh, NY 11793

## About the program:

Robert Moss, Chairman, PPGNY Programs, and MyLabPrints - Presents

### Cutting Edge Wedding Photography, by Doug Gordon

#### Speaker Bio:

**Doug Gordon** *Cr. Photog., CPP, APM, AOPA, AEPA, AHPA, FSWPP*

Open up your mind, eyes and feelings to Doug Gordon and learn from one of the hottest young photographic talents today! Doug invites you to share an evening with him like never before. In his first PPGNY homecoming appearance Doug will introduce you to his method of flow posing: 35 poses in 5 minutes. He will also explain his techniques for what he calls the oxymoron: posed photojournalism. He will take you on a walk on the wild side with his sexy side of wedding photography.

In addition Doug will go over various lighting conditions including use of a video light and daylight fluorescent. During this program Doug will shoot and demonstrate all of his posing with models. He will also demonstrate his workflow, Photoshop actions, as well as detailing the business strategy that has made his studio one of the country's largest. This class is a must for the time-strapped photographer. You will learn how to create elegant fashionable photography at light speed. Come with an open mind and prepare to be changed forever.

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**Our speaker Gene Martin, scheduled for the Tuesday, January 9th, 2007 meeting at Papa Razzi, passed away suddenly on December 20, 2006! Our sincere condolences go out to his Family.**

**As a tribute, Gene Martins's biography is re-printed below:**

Gene Martin is currently being featured on the cover of Nikon World. <http://genemartinphotography.com/>

Gene Martin studied photography in college but spent the next 15 years as a professional guitar player. In the mid 1980's he resumed a career as an editorial photographer specializing in portraits of celebrities and music personalities. He soon became a leading portraitist of jazz artists by shooting numerous CD covers, posters and publicity for record companies, and covers for most major jazz publications worldwide. For JazzTimes alone, he has shot over 50 covers since 1988 and his image of jazz legend Sonny Rollins appeared on the 50th anniversary issue of Japan's Swing Journal. His images have appeared in mainstream magazines as well including Time, Newsweek, US, People, and Entertainment Weekly. Some of the other celebrities that have been in front of his lens include Evander Holyfield, Tony Randall, Cyndi Lauper, Ravi Shankar, Spike Lee, Bill Cosby, and Margaret Thatcher. He is best known for his conceptual work and in his artist statement he explains: "Through years of photographing entertainment personalities for magazines and record companies, I've always approached my work first in terms of concept, then composition and technique. Through this, my aim is to explore creative image making as a form of illustration. Whether it be blind pianist Marcus Roberts' musical 'vision', McCoy Tyner's virtuosity on the keys, or Canadian trumpeter Ingrid Jensen's embrace of American jazz, my goal has always been to tell a story about the performer in a single image."

Gene Martin

Gene Martin Photographics

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The Professional Photographers of Greater New York  
presents our

# *Talent Exchange Program (TEP)*

Monday and Tuesday- February 19 & 20, 2007

at the

Best Western Mill River Manor  
173 Sunrise Hwy., Rockville Centre, NY  
(516) 678-1300



**Cost - All day TEP on Monday Feb 19th, \$69.95 - ALSO - All day Seminar on ProSelect on Tuesday Feb 20th, \$159.95 - (separate registration) - breakfast, lunch and snacks included.**

## Schedule

8:00-9:00am - Breakfast and Registration  
9:00-10:30am - Jirel McClinton - Design a wedding using Photoshop in 2 hours or less!  
10:30-10:45 - 15 minute break  
10:45-Noon - Ron Nichols - ProSelect Overview and Presentation - Note: full day seminar on ProSelect is Tuesday - February 20th - Limited to 25 people

Noon --- 1:00pm - Lunch  
1:00pm - 2:30pm - Ron Nichols - Continued  
2:30pm- 3:00pm - 30 minute break  
3:00pm- 6:00pm - Gary Small - ProShow

## Speakers and Programs

- 1 - Jirel McClinton** - Design a wedding album using photoshop in 2 hours or less.
- 2 - Ron Nichols** - ProSelect - Overview and Presentation - Full day seminar on ProSelect is Tuesday - February 20th - Separate fee and registration of \$159.95. - Limited to 25 people.
- 3 - Gary Small** - ProShow Producer - see inside for more information

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**To Register for the Monday Feb 19th TEP - tear off and mail to:**

Conrad n' Jacqueline  
P.O. Box 340311  
Rochdale Village, NY 11434-0311

Make check payable to PPGNY/TEP - \$69.95

Name \_\_\_\_\_ Studio \_\_\_\_\_ Tel # \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

How many attending? \_\_\_\_\_ PPGNY Members? \_\_\_\_\_

**Monday - February 19th - 10:45-2:30pm - Ron Nichols -Overview and presentation of ProSelect.**

**Tuesday - February 20th - FULL DAY seminar on ProSelect.**

**Separate fee and registration required - \$159.95 (limited to 25 people)**

### **GETTING THE MOST OUT OF PROSELECT**

- A day-long seminar with Ron Nichols

Join Ron Nichols for a full-day of sales, presentation and workflow techniques using the nations leading sales and presentation software. ProSelect has quickly become the top choice for portrait and wedding photographers for sales presentations that create more impact and higher sales.

Ron will take you step-by-step in understanding and using this powerful software.

You'll learn:

- setting up your preferences
- importing files
- sorting and editing images
- creating and exporting slide shows with music
- creating products and managing pricelists
- making sales presentations
- placing orders and creating invoices
- using and calibrating a digital projector
- showing wall groupings
- using and creating your own templates
- setting up the production module
- integrating with Photoshop
- exporting finished images for printing
- and more!



Whether you're a current user or considering making the move to ProSelect, Ron will show you proven techniques that will improve you, and your staff's efficiency to make you more money. You'll take home ideas you can use right away.

Ron is experienced ProSelect user, a Master Photographer and someone who has been using projection sales for over 20 years. His presentation will fun and enlightening.

This program will benefit photographers, sales and production staff.

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**To Register for the Tuesday, Feb 20th all day seminar on ProSelect - Tear off and mail to:**

**Conrad n' Jacqueline  
P.O. Box 340311  
Rochdale Village, NY 11434-0311**

**Make check payable to PPGNY/TEP - \$159.95 (limited to 25 people)**

**Name \_\_\_\_\_ Studio \_\_\_\_\_ Tel # \_\_\_\_\_**

**Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_**

**How many attending? \_\_\_\_\_ PPGNY Members? \_\_\_\_\_**



**ProShow Producer**  
**Presented by Gary Small**  
**Monday - February 19th - 3:00pm - 6:00pm**

**Gary Small – “Creating Presentations With Impact Using Pro Show Producer”**

Photographers have been using presentations of one form or another to show their work for years. Whether it was a slide show used as an initial presentation of their work, or as a means to sell wall portraits, the ability to be able to put together a dynamic presentation has always been an essential element in our industry. For years, quality presentations were limited to those who could afford the expensive projectors, dissolve units, audio mixers, and most of all, the time to create these presentations.

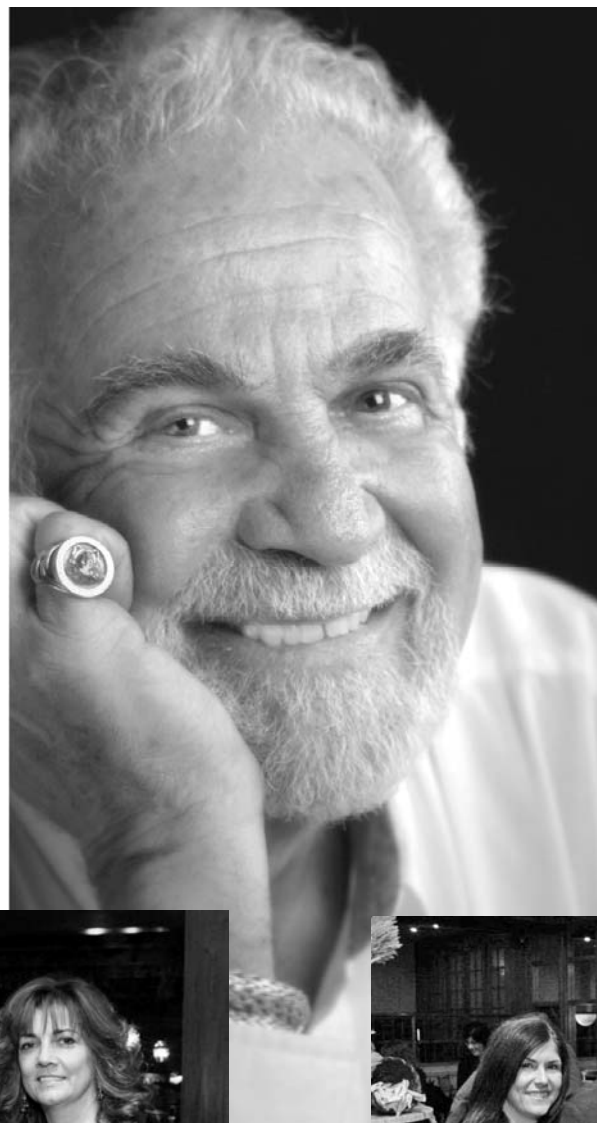
Thanks to technology, it has become much easier and less costly to produce beautiful slide shows. After spending years experimenting with several different pieces of software, Gary has embraced what seems to be the definitive piece of presentation software on the market today. Using the latest version of Proshow Producer, by Photodex Corporation, Gary will show you how to create slide shows quickly and easily. Producer is so powerful, you can start creating slide shows within 5 minutes of installing it. But the real power comes in many things Producer is capable of doing. Gary will show you how to create dynamic shows with custom transitions, motion effects and a perfectly synchronized musical soundtrack. You will see how Gary starts, with a folder full of images and ends with a show that can bring tears to parents of any bride or Bar or Bat Mitzvah child. He will cover layout, transitions, sound compilation, music syncing, sound editing from within the software, and multiple forms of output. You can create one show and show it on your computer, create a DVD that will play on any DVD player, and even share your shows on the internet.

Gary will even show you how to properly prepare your images in Photoshop so they look their absolute best in a Producer slide show.

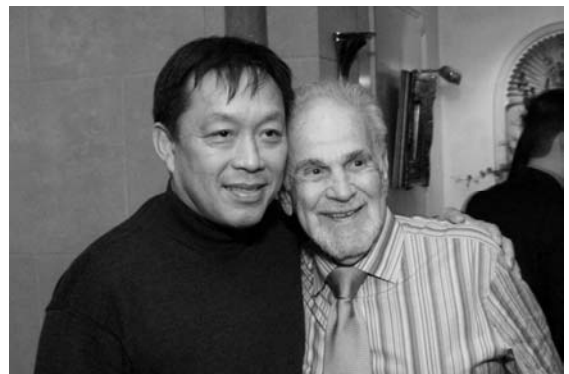
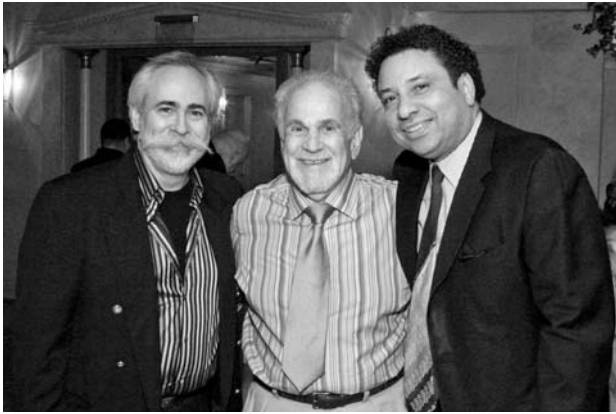
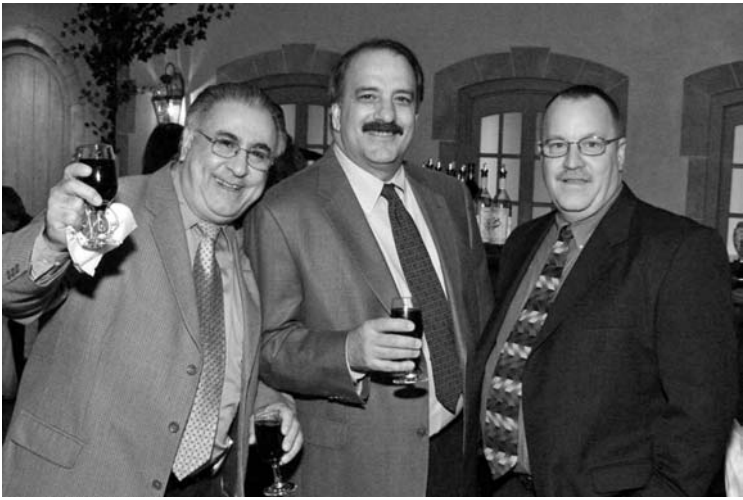
Best of all, Gary's program comes with support from Photodex. Everyone who attends this program will receive brochures, full demo disks, discount coupons, and best of all, Photodex is sending one full copy of the latest version of Pro Show Producer to be raffled off at the end of the event. This is one show not to be missed!

Gary Small has been a professional photographer since 1979 and has been in business with his father Jerry for most of that time. A Past President in PPGNY, he holds the degrees of Master of Photography and Photographic Craftsman from the PP of A, as well as PPA Certification in both photography and Electronic Imaging (CEI). Gary was the first person in New York State to earn a CEI from the PP of A and only the 7<sup>th</sup> in the country to earn that distinction. He has been involved in digital imaging for over 10 years and has consulted and taught Photoshop to individuals and companies, as well as teaching week long classes at the Long Island Photo Workshop for the past 4 years. Gary is well known for his talent and expertise in Adobe Photoshop and his ability to improve and enhance any image that comes his way. When he's not busy with clients or teaching or providing tech support, Gary spends his spare time coaching little league and running to various sporting events with his wife and kids, and playing with the dog.

**Images from the Celebration to honor Monte Zucker**  
**Held at Jericho Terrace - Wednesday, December 6, 2006**  
**Images by Michael Blume (except Monte portrait this page)**

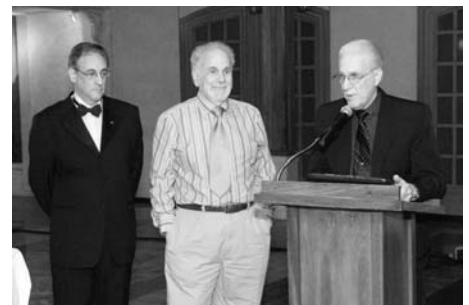








**Monte's Presentation and Dinner Tributes**  
Photos by Michael Blume



# WAR STORIES (TALES OF TUXEDOED COMBAT)

By Paul Bernstein, PPA Cert., M. Photog., Cr



1. Okay fellow paparazzi, here's a pop quiz for you: "What is the hardest situation for a wedding photographer to deal with?" No, it has nothing to do with a demonic Bridezilla, a maitre de who used to cater at the Fuhrer Bunker, or that dreaded phone call from your lab. The hardest situation for many of us in the business to deal with is going to a wedding as a guest!

We have all been invited to affairs and asked to come as civilians rather than as professionals. On those occasions we have valets actually park our car for us, instead of being forced to park it ourselves, in the rain, next to the odiferous garbage bin that is two football fields away from the catering hall. Once we arrive inside via the front entrance, rather than through the usual back door kitchen route, we are offered hors d'oeuvres, real food, cool drinks with silly umbrellas, escorted by white gloved attendants into the reception room and then treated by the catering staff as if they are actually glad to see us. There are no equipment cases to lug, no light stands to tape down, no running around to get the dance floor action while simultaneously trying to photograph a table group and, best of all, there are positively no restrictions when nature calls and you have to go to the little photographer's room during the best man's toast. However, the tough part for those of us who earn a living taking pictures at weddings, is to just be a guest and ignore the photographer who is working the party. You have to overcome that urge to talk shop, take out your own photo equipment, or "advise" the other guy about how you would do his job differently.

A few years ago, my best friend's son was married and I arranged the photo and video coverage. My wife Caryn and I did the photojournalism and portrait photography up until invitation time, after which we relinquished our camera gear to colleagues who took over the job. Both of us then evolved into higher life forms for the party and emerged as invited guests. It was delightful eating a plate of baby lamb chops from the smorg without someone from the catering staff glowering at me. The single malt Scotch was superb and I actually had my own chair to sit on. However, the only difficult part of that evening for me was trying not to keep tabs on the pros while they were working. Caryn was very clear on this point. She had put me on notice that for the rest of that night we were not photographers, but guests. As such, I was under orders to eat, chat with friends, dance with and pay attention to my wife. But under no circumstance was I to focus on the photo crew. I swore on the Great Yellow Box that my hands would not touch a camera and that the only thing I would snap all evening would be my fingers to the beat of the music.

With that understanding in place, I began to enjoy the festivities. At one point another invitee, an exceptionally lovely and well endowed young woman, got onto the dance floor. She was wearing a clinging, sheer and diaphanous

dress that the designer had apparently failed to provide with enough material to finish. I, along with everyone else at the party, could not help noticing that she had apparently left the front of her dress at home. After I stared at her for several seconds, Caryn punched me in the arm and very forcefully said "I told you not to pay attention to the photographer and videographer!" When I informed her who, in fact, I was really looking at, she laughed and said "that's OK, she's a guest, too. Watch her all you want, just as long as you keep your eyes off of the photographer and video crew."

2. Submitted by Peter Happel of Hillcrest Photographers

A Chinese lady came into our studio to make two individual portrait appointments, one for her father and another for her mother. She made it clear that she wanted her parents photographed separately and that neither she nor any other family member would be in the pictures. I agreed to her request and set a date and time for both sessions.

The day arrived and both parents came in nicely dressed. The sittings went very well, and afterwards everyone was pleased and they happily paid the deposit and left. When the proofs were ready I called to arrange for the client to come by and place her order.

"Oh, no sir" she said, "I thought I had told you that these are very important pictures for our family. It is our custom to have portraits taken of our parents when they are still healthy and happy. But we will not order them now. Chinese custom has us wait for later when either of them dies. Then we will need to remember them as they are today.

I checked with my wife Sing, who is herself Chinese, and she confirmed that a number of people in China do believe in this practice. However, it is by no means a national custom, only a local one.

As fate would have it, the father did die about a year later. Soon afterwards, the daughter came in and placed an order for a 16x20 portrait and some smaller photos. My thought was that here was a case in which some clients are really dying to have their pictures taken.

Note: I am sure that every PPGNY member has similar tales to tell. We would like to publish the best of these on a regular basis in subsequent newsletter issues. It should be good for a communal monthly laugh. Please e-mail your most memorable "on the job" anecdotes to me at: PaulBphoto@aol.com. Be sure to sign your name so that you can get proper credit for your own 'War Story'  
Thanks - Paul

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### **CLASSIFIEDS**

To place a classified ad in **the** *New York Photographer*, email the information to Marvin N. Horlick at [photogbymarvin@aol.com](mailto: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.**

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**For more information, contact Gary Small via email at [gary@jsmallphoto.com](mailto:gary@jsmallphoto.com)**