

December 2007
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 it's members.*

UPCOMING MEETINGS

December 17, 2007

Holiday Party at Jericho Terrace

January 5th-9th, 2008

PPA National Convention

Tampa, Florida

January 15, 2008

Annual **FREE!** Dinner Meeting
with **John Woodward**

*For all members that have renewed
their dues as of 1/15/08.*

Plus elections of officers
and board members.

January 29, 2008

Board Meeting

February 4th, 2008

TEP with **Suzette Allen**

February 26, 2008

Board Meeting

**For more information go to:
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"*

Editor - **Marvin N. Horlick**
For submissions, questions or comments:
Contact - photogbymarvin@aol.com
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.*

December 2007 - Volume 47 - Number 12



affiliate



affiliate



You are Invited to attend the
**Professional Photographers of Greater New York
Annual Holiday Party**

Monday, December 17th, 2007

Dinner, dancing and plenty of fun.

All members, families and guests invited.

Seven o' clock in the evening

at the Jericho Terrace

249 Jericho Turnpike, Mineola, NY

RS VP to ppgnyinfo@aol.com

A return email will be your ticket(s) to the ball.

We must have a count for the caterer.

Cover \$65.00 per person/children \$30.00

Cocktail attire

President's Message - December 2007

Owen Kassimir - President PPGNY

Contact Information - ppgnyinfo@aol.com - phone 516 364 6650

Print competition is a fantastic learning experience. We may think we are all great photographers, but until you enter into a competition and see how you fare, how will ever truly know. This year total prints in our monthly competitions have been up, but I think we can do better in the months ahead. The Long Island Conference competition in October was a huge success with about 100 images entered.

It has come to the attention of the print committee that a few of the entries in the competition should have been disqualified. The competition committee did not know about it until after the awards were given out. So, unless those makers would like to voluntarily give up their awards, all awards will stand.

At PPGNY the protocol or basic rules that apply must be adhered to for the competi-

tions to be fair. Any print entered into our local print competition may be entered into any other competition any time. Prints or duplicate prints NOT allowed into monthly or the Long Island

Conference competitions are:

1. Previous L. I. Conference awarded prints that received a Blue ribbon.
2. PPSNYS and PPA merit awarded images are not allowed.

Let's stick to the rules and make the whole experience of entering print competition fair for all. Thanks and have a happy holiday season.



New Pro Lab Digital Solutions
With Old School Work Ethics

250 Meacham Ave. Elmont, NY 11003
Tel 516-354-6000 Fax 516-775-8924
epixel.com Email support@epixel.com



MENU



Opicture.com

For the Professional Photographer

The **PhotoBook**
by Zookbinders™

Visit us at the Imaging USA Expo in FL, Jan 6-8, booth #1711

- Design wraparound photo covers for a unique look
- Download free templates
- Easy online ordering



800-810-5745
www.zookbinders.com

Customize your books with wraparound photo covers.

Phil Milazzo Productions, Inc.

- . 12 years serving discriminating photographers
- . Digital scanning, printing, retouching
- . Competition Prints at reasonable rates
- . Personalized one-on-one service
- . Most orders finished in 24 to 48 hours
- . All orders printed on Fuji Crystal Archive photographic paper
- . Serving some of the best photographers in the New York Area

www.philmilazzoproductions.com 631-587-6770

COME JOIN US FOR OUR ANNUAL **FREE DINNER MEETING**
 AND ELECTIONS OF OFFICERS AND BOARD MEMBERS.
 FOR ALL MEMBERS WHO HAVE RENEWED THEIR DUES BY JANUARY 15TH.
JANUARY 15, 2008
 WITH **JOHN WOODWARD**
 AT KOENIG'S RESTAURANT - 86 SOUTH TYSON AVE., FLORAL PARK, NY

FINE PORTRAITURE & DESIGN

Woodward2@aol.com



johnwoodwardphotography.com

John Woodward

(631) 243 - 1242 (516) 658 - 4842 Cell

Nov 6, 2007 Dinner Meeting With Tammy Loya

by Paul Bernstein

The last GNY meeting on November 6 was a real winner. It was our first dinner at the Maine Maid in Jericho, plus we were lucky to have Tammy Loya as our speaker. Tammy is an old friend and an amazing portrait photographer. Her business is located north of Albany in Ballston Spa, NY and concentrates primarily on family and children's portraiture. Tammy's credentials are impeccable, including a long list of PPA dingles, 3 Kodak Gallery Awards, numerous PPSNYS Courts of Honor, the ASP Regional Medallion Award, The WPPI Best Portrait of a Child or Group, as well as being published in The Best Of Children's Photography, The Best of Portrait Photography and The Photographer's Lighting Handbook.



At the meeting, Tammy illustrated some of what makes her images so special. She has a soft, natural style that really shows off her subject's personality. Her high-end portraits are extremely popular and Tammy demonstrated how she maximizes her profits from every photo session. Large wall portraits and collages sold as photo art, as well as slide shows and album collections are all part of Tammy's products for her clientele. Her presentation was fun and lively, in keeping with her upbeat personality.

For further information, contact Tammy at www.tammyloya.com



Photos from the Long Island Conference - The North Ritz Club, Syosset, NY - October 22-23, 2007
Photos by Paul Bernstein and Maryola Dannebaum



Long Island Conference Print Competition Awards



WAR STORIES

(TALES OF TUXEDOED COMBAT)

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

I have been lucky to have had several individuals in my life who have greatly influenced my professional life. I would never have been where I am today without their help and guidance.

Dennis Gartner was a manager at the first studio I worked for. This particular wedding center placed very little emphasis on improving my photo skills. So long as I did not miss a key shot, focused properly, did not annoy the customers and turned in the entire wedding deposit, the studio was happy. Dennis was the only person who actually cared about the quality of my photography. He would routinely spend time going over my jobs, correcting my poses, helping me to refine my exposures and opening my eyes to what would be possible if I added a little creativity to the mundane job of candid man. Dennis encouraged me to enjoy wedding photography by becoming an artist, not just a button pusher. For this gift, I will always be grateful.

The first professional photo class I took was given by one of the most talented people I have ever known. Adolfo Vachier is a master of our profession in many ways. He can photograph virtually anyone in a flattering manner. Adolfo taught me how to incorporate grace and elegance into every pose. But more importantly, he showed me how to really look at and appreciate light. Light has direction, intensity and sets the mood for every photograph. Adolfo helped me to view light as a liquid.



It can be an angry stream or a gentle mist, which I can then control and modify to suit each subject. Every portrait I have ever taken since then has a bit of Adolfo in it.

My friend Jack Halpern was an amazing guy. He spent many years in the men's garment business running his late father's company along with his brother Norman. Jack was a boxer and had a tough exterior. However, he was a sweet pussy cat on the inside.

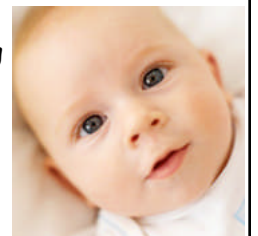
In his 50's he decided to become a photographer, and one day just walked into the Great Neck studio I managed at that time and said "teach me the business." I agreed to let him observe several jobs and accompany me on sales calls to client's homes. It took a few weeks for me to realize that although I was teaching Jack many of the technical aspects of our profession, it was I, not Jack, who was the student.

Jack had an incredible gift for understanding people. He was able to endear himself and get folks to do what he asked of them in a totally effortless manner. Jack Halpern was simply the best salesman I ever met. He honestly addressed client's concerns, never made promises he could not keep and everyone felt completely comfortable when they hired him. Watching him gently persuade someone to sign on the dotted line was an incredible experience. Unfortunately, Jack passed away several years ago. I still think of him often and owe him a real debt of gratitude. He reinforced what I always knew. People are much more likely to buy from those whom they like and trust.

To Dennis, Adolfo and Jack, I say thank you for making me a better photographer and a better person.

You've Got The Cutest Little Baby Face

The 2008 PPSNYS Journal is going to have a section devoted to identifying members from their baby pictures. Everyone in the organization is being asked to submit 2 Jpeg files, preferably between 1 and 2 megs. One should be a current photo and the other should be as a baby or youth. (Close-ups would work best.) Kindly identify all photos by including member names as part of the file name to avoid mistakes while editing. Thanks in advance for your participation.



Please send all photos to Paul Bernstein at: PaulBPhoto@aol.com

In My Opinion – Professional Photographer...What Does It Mean to Us? By Dennis Gartner



The dictionary defines the word “professional” as:

Adjective-

1. Engaged in a profession or engaging in as a profession or means of livelihood; "the professional man or woman possesses distinctive qualifications"; "began her professional career after the Olympics"; "professional theater"; "professional football"; "a professional cook"; "professional actors and athletes".
2. Of or relating to or suitable as a profession; "**professional organizations**"; "a professional field such as law".
3. Engaged in by members of a profession; "professional occupations include medicine and the law and teaching".

Noun

1. A person engaged in one of the learned professions.
2. An authority qualified to teach apprentices.

Labor

1. **One who belongs to one of the learned professions or is in an occupation requiring a high level of training and proficiency.**

Surely all of the above relate and can be applied to being a Professional”, but the one definition that is most appropriate for us as Professional Photographers is the last entry: Labor- “One who belongs to one of the learned professions or is in an occupation requiring a high level of training and proficiency.”

Does professional mean that we merely earn our living creating and selling photographs or is it so much more? Our PPGNY mission statement is: “To create, foster, promote and maintain cordial relations and encourage the exchange of knowledge among our members”. Let us focus on those last few words: ...”**an occupation requiring a high level of training and proficiency.**” I think you will all agree that, if accomplished accurately, the profession of photography requires an exceedingly high level of training and proficiency. Most of us have applied ourselves with years of learning, seminars, workshops, periodicals, books and just plain hard work, experimentation, failure and success. Some of us have formal degrees in photography and art. Synonyms abound such as specialized, qualified, proficient, skilled, trained, practiced, licensed and certified. All of these words have profound meaning and background that conjure up so many visions in our imagination.

I reflect on my own career which spans almost 40 years in this field. I take great pleasure in reminiscing about studying with such wonderful personalities as Don Blair, Monte Zucker, Phillippe Halsman, Arnold Newman, Gerhard Bakker, Harry Yen, Al Gilbert, Joe Buissink and Kevin Kubota. There are so many more too numerous to mention. Those courses are etched in my mind as if I were there only a short time ago, yet my experience with Don and Monte began over a generation ago. So why do those legendary teachers have so great an effect on us and our careers? Well, all of these exceptional artists have several things in common: They are inspiring, dedicated, truthful, respectful, serious, well educated, enthusiastic, dyed-in-wool professionals and teachers in every sense of the word. They possess integrity and a sense of purpose in accomplishing their art while giving the world treasured images to last for generations. These renowned professionals share their expertise, technique and knowledge without prejudice or fear of giving away their secrets. Their mantra has always been “Here are the tools of success, take the ball and run with it...create your own glory”. These are the true traits and attributes of professionalism and the vanguard of teaching.

An individual seeks a professional when they are in need of something they cannot perform themselves. They will visit a doctor, architect or attorney to seek out the expertise and knowledge of these professionals to cure their illness, build their houses and solve their legal challenges and they pay dearly for that benefit. So, what distinguishes us, as professionals, from these well paid, licensed and certified experts? The public cannot perform surgery on their own brain or design and build

a 50 story office building. We are all familiar with the saying “a person who acts as his own attorney has a fool for a client”.

But just about anyone can take a photograph! Digital cameras show up in dizzying quantities at our parties. We are surrounded and challenged by Uncle Harry and Cousin Shirley. How often has Hollingsworth, the orthodontist cousin of the bride, approached you with that “look” in his eye and informed you “Hey man, I have the same camera. Bitchin’ piece of equipment, ay?...and I have all the lenses too.” And then proceeded to ask seven thousand questions as you carry on with that misty longing for a trip to the rest room. Clicking that shutter is not nearly as life stirring as saving a person’s life on the operating table. Our clients are neither concerned with nor do they have the inclination or patience to learn what we should all know about the quality of light, camera angles, exposure, contrast, white balance, ISO, depth of focus, depth of field, focal lengths, lenses, ratios, composition, harmony, print quality, artifacts, color balance, retouching, digital manipulation and album design. Whew! Proficiency in these essential profound elements is what separates us from that gang of amateurs. As practitioners, we use our patience and our personalities to flatter and persuade, cajole and distract, convince and charm our subjects to extract images that make us proud, content and satisfied with the fruits of our labor. We strive to create images that impress and make our clients happy they hired us and more than willing to spend the price that we ask. It is truly a wonderful thing to hear a client say, “Dude, you were worth every penny and more...I’m so happy that you were here with us today to capture our special moments”. You should hear that after every job. If not, then some self-examination is definitely in order. Those words (along with a generous gratuity) make our very demanding job worthwhile. While our clients are not professional photographers, they know what they like and dislike. It remains our responsibility to provide them with satisfaction by going the extra mile with good service, appreciation and respect.

Our work has its own rewards. I hope you have often heard your clients remark about you; “Wow, I don’t know how you do this”, or, “you were really terrific with my kids...the images you captured are priceless”. These are wonderful credits but surely not as monumental as the creating the Empire State Building or performing open heart surgery, although very meaningful indeed. By no means do I make light of what we do. If I did not take it seriously, I would not have devoted my life to photography. Our work is important. We are the providers of memories. We are members of the Professional Photographers of Greater New York, among other professional organizations. That fact alone shows that we are concerned and we care about our industry, our profession and the quality of our work. Our vendors consistently support our endeavors with their time, gifts and advertising dollars. Our membership numbers were dwindling steadily down over the past ten years and our organization, once a leader in the USA for close to forty years, was in danger of slipping away into oblivion. We have righted that dilemma and due to our changes in leadership and hard work by our Officers, Board of Directors and membership committee, we are becoming stronger every day. Many previous members have come back into the fold and new members are joining every month. We are growing again and we are encouraged by this growth. Our monthly meetings are graced with top notch speakers and Long Island Day was a spectacular success.

So why is it that so many photographers who call themselves professionals are poorly trained and by and large unqualified? Where were they when we were learning and sacrificing our free time to further our expertise, knowledge and career? These individuals have vastly changed the climate of photography over the past ten years, with a particularly adverse effect on wedding photography. We clearly understand that to some entrepreneurs, photography is simply a piece of merchandise, a means to an end, an article of trade, produced for profit with little attention to quality. Fortunately, most of us prescribe to the opposite, devoting much effort, time, sweat and resources to producing the finest quality creations, limited only by our artistic imagination.

The question of the new applicant seeking membership and our current members’ professional status has become a major ongoing topic of discussion and speculation at our board meetings. The query is “what has

our organization become and what does it stand for? Who are we? What has been our past and where are we going in the future? Who may become a member?"

Considerable debates have erupted. Some believe that we should open our doors to anyone who will pay the dues and is enthusiastic about photography. Others want us to be an elite organization with an exclusive membership limited to full time photographers, their employees, students, aspiring professionals and vendors. It has also been intimated that we are forbidden by law to reject or turn any applicant away. There have been many suggestions made with no final decision reached. So I ask you, the distinguished membership of this extraordinary body of professional artists, where do you stand? Shall we maintain a small, elite assembly with distinctive credentials or shall we accept members only by their desire to learn and be a part of professional photography? Will we reveal secrets and undisclosed business practices to curious individuals? What is your opinion? I think we need to prescribe to a list of specific criteria that a prospective member must meet to be accepted, if that is in fact, legal.

This decision will continue to play out in the months ahead.

Let us say, photographers are truly a breed apart. Do the words eccentric, peculiar or strange come to mind? Does dedication ring a bell? How about commitment, perseverance, enthusiasm and devotion? Sounds almost like a religion, doesn't it? Being a professional photographer is so much more than just earning a living by taking and selling photographs. There are surely easier ways to earn a living. Most of us have the substance of creative imagery embedded in our psyche and coursing through our veins as surely as our blood is. I caught that bug the first time I stood in the dark in a hot, humid, smelly room, rocked a tray of developer and saw that first print come up under the glow of that weak amber safelight. I was hooked. I love taking pictures today as much if not more than I did half a lifetime ago. Every time I "get that shot" it makes me smile. And you should smile too, because you know in your heart of hearts that you are a professional and the gratification that you get from your work is truly rewarding.

Be Proud...Rock On....Dennis Gartner

PPGNY 2008 Slate of officers and Board of Directors
From the Nominating Committee - Respectfully Submitted,
Steve Bergano, Nominating Committee Chairman
 Committee: E. Tramposch, L. Marks, D. China, S. Cameron

Officers

President:

Owen Kassimir 516 364 6650

Vice President:

Maryola Dannebaum 516 409 4218

Treasurer:

Franco Frassetto 718 256 5300

Financial Secretary:

Paul Bernstein 718 622 1959

Secretary:

Chris Moore 347 326 5154

Board of Directors

Gale Blumenthal 516 295 3180

Anthony Bonventre 631 777 5550

Earl Friedman 516 867 4000

Dennis Gartner 516 867 4000

Anthony Guerreri 631 467 0902

Marvin N. Horlick 516 682 5449

Ron Krowne 516 487 1313

Mike Blume 516 486 4894

Benny Migliorino 516 921 2700

PPGNY Print Competition

Total Points to Date

General Membership Portrait

Maryola Dannebaum 8

Davide China 7

Edward Michalec 5

Phil Royal 5

Christine Spellman 4

George Delgado 3

Juli Cialone 1

Alex Kassimir 1

Lenny Marks 1

Benny Migliorino 1

General Membership Candid

Davide China 11

JoVanna Sirveno 10

Maryola Dannebaum 4

Brian Phelps 7

Phil Royal 6

Christine Spellman 3

Benny Migliorino 2

Anthony Bonventre 1

Alex Kassimir 1

Sean Kelly 1

General Membership Illustrative

Maryola Dannebaum 29

Edward Michalec 29

Dana Harris 6

Alex Wolfe 6

Benny Migliorino 5

Alex Kassimir 2

Lenny Marks 1

Masters Membership Portrait

Richard Marchisotto 11

Ernst Tramposch 8

Masters Membership Candid

Ernst Tramposch 12

Steve Bergano 3

Owen Kassimir 1

Masters Membership Illustrative

Owen Kassimir 7

Ernst Tramposch 6

Richard Marchisotto 1

Points are tallied from monthly print competitions throughout the year from February through January of the next year. The last competition to add points above is January 15th if we have enough makers.



2662 Jerusalem Ave.
N. Bellmore, NY 11710
516/826-9566 Fax:516/826-6257
kohscamera.com
sales@kohscamera.com

Pro Digital	MF & 35mm	Collectibles
Nikon	Bronica	Leica
Fuji	Hasselblad	Contax
Canon	Mamiya	Nikon RF
Olympus	Many Others	Rollei TLR

The Professional Photographers of Greater New York
 The New York Photographer c/o Marvin Horlick
 1 Bluebird Dr., Syosset, NY 11791



As you know, our organization is run by volunteers. If you are interested in serving on a committee, please contact Owen Kassimir, 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.

FIRST CLASS MAIL

If you are NOT receiving our email updates and notifications, please email Owen Kassimir at ppgnyinfo@aol.com

Professional Photographers of Greater New York - 2007

President:

Owen Kassimir 516 364 6650

Vice President:

Maryola Dannebaum 516 409 4218

Treasurer:

Mike Blume 516 486 4894

Financial Secretary:

Franco Frasseti 718 256 5300

Secretary:

Christopher Moore 347 326 5154

Membership Chairman:

Christopher Moore 347 326 5154

Board of Directors:

Gale Blumenthal 516 295 3180

Anthony Bonventre 631 777 5550

Dennis Gartner 516 867 4000

Marvin N. Horlick 516 682 5449

Ron Krowne 516 487 1313

Earl Friedman 516 921 2700

Benny Migliorino 516 921 2700

Paul Bernstein 718 622 1959

Newsletter Editor:

Marvin N. Horlick

Newsletter/Event Photographer:

Michael Blume

Newsletter Advertising:

Earl Friedman

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: Owen Kassimir - President PPGNY.

1st Posting - Phil Fazin, 32 Ravenwood Dr., Kings Park, NY 11754 - www.philfazin.com - Phil1313@aol.com

1st Posting - Richard Fiedorowicz, 72 Chatham Dr., Oakdale, NY 11769 - mmfield02@optonline.net

1st Posting - Raymond J. Foster, 83 Budenos Dr., Sayville, NY 11782 - www.rayfosterphotography.com
ray@rayfosterphotography.com

1st Posting - Greg Khitrov, P.O. Box 118, New York, NY 10028 - www.treasurethemoments.net
studio@treasurethemoments.net

Classified Ads

Classified ads are free to members. Ads **must** be renewed on a monthly basis by contacting the newsletter editor by email: photogbymarvin@aol.com. Ads will be removed if not renewed. Submit text for classified ads exactly as you want it to appear in the newsletter. Include contact information, phone number and email.

For Sale: Frames, mostly square high end style. Price drastically reduced.

Used as samples.

Call Tony - (516) 921-2700