

# Photographer

*The New York*



A Publication of the Professional Photographers of Greater New York  
February 2006

**The Professional Photographers of Greater New York**  
*Presents our*

**Talent Exchange Program (TEP)**

**Monday, February 13, 2006**

*at the*

**Best Western Mill River Manor, Rockville Centre, NY**  
**(See the Centerfold for additional information)**

**There will be two speakers, door prizes, a digital clinic,  
a trade show and lots more!!**

**Our Speakers:**



**Chris Gill - Enhanced Lighting  
Techniques for Digital**



**Chris Wunder  
Sales and Marketing Seminar**

## Professional Photographers of Greater New York

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Newsletter Editor..... Marvin N. Horlick

Newsletter/Event Photographer.. Michael Blume

Newsletter Advertising..... Paul Bernstein

Franco Frassetto

*As you know, our organization is run by volunteers. If you are interested in serving on a committee, please contact Franco Frassetto, 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](mailto:milchphoto@aol.com)*

Listed below are our new officers and board members, elected at the January 3, 2006 dinner meeting. The swearing in will take place at the TEP banquet meeting, February 13, 2006.

- |                     |                       |
|---------------------|-----------------------|
| President           | - Franco Frassetto    |
| VP                  | - Liz Schmidt         |
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| Secretary           | - Michael Blume       |

Board Members: Marvin Horlick, Christopher Moore, Ruth Perrino, John Pyle, Ron Krowne, Frank Fontana, Gale Blumenthal, Dennis Gartner.

Associate Board Member: Anthony Guerrerri

## A Message From Our President

Dear Members:

We look forward to another year and begin with a positive outlook. The continuing evolution of our industry means keeping abreast of technological advances and our professional livelihood depends upon education.

This year, we have many teachers scheduled to discuss the ABC's of Photoshop as well as the new advancements in CS2.

Veteran photographers that are used to keeping files of negatives in cabinets may be weary of digital file systems. One class will deal with this topic and how easily some software improves your studio filing systems and workflow.

Keep your calendar open for these important classes as well as our annual events such as The Long Island Photo Workshop and our Summer Picnic.

March 18-22, the Nevele Grande Resort is hosting the 101st annual PPSNYS Conference and Trade Show. Your presence is strongly urged.

*(Continued - next page)*

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

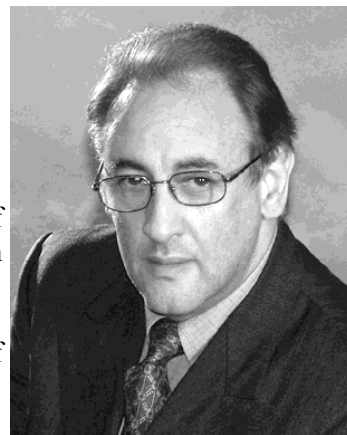
**E-Mail Notice: If you have changed your e-mail address or are not getting e-mail updates (meeting notices, etc.) please send an e-mail to [milchphoto@aol.com](mailto:milchphoto@aol.com) to be put on the list.**

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](mailto: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”*

**February 2006 - Volume 67 - Number 1**



affiliate



affiliate



*(President's Message - Continued)*

Interested in lobsters, fishing boats, windmills, and classic American architecture? A photo excursion to Newport and Jamestown Rhode Island is being formed for May. Join photographers and a regional native tour of a classic portrait of New England. If you are interested in joining us, please email [nypropo@earthlink.net](mailto:nypropo@earthlink.net) for more information.

Last year we have welcomed 10 new members and in January 2006, two more members have been welcomed. We look forward to a strong and prosperous year.

*Sincerely - Franco Frassetti*

## Calendar of Events

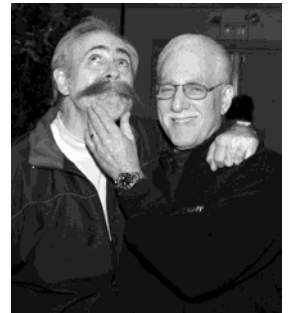
**Monday, February 13, 2006** - Our Talent Exchange Program (TEP) - See the centerfold for more information.

**March 18-22, 2006** - The Professional Photographers Society of New York State - **101st Annual Conference and Regional Print Competition Plus Trade Show.** See the flyer reproduced in this newsletter.

**May 2006** - Photo excursion to Newport and Jamestown, Rhode Island. See the president's message above. More information to come!

<b>KOH'S</b> <i>Camera</i>	<b>2662 Jerusalem Ave.</b>	
	<b>N. Bellmore, NY 11710</b>	
	<b>516/826-9566 Fax: 516/826-6257</b>	
	<b>kohscamera.com</b>	
	<b>sales@kohscamera.com</b>	
<b>Pro Digital</b>	<b>MF &amp; 35mm</b>	<b>Collectibles</b>
Nikon	Bronica	Leica
Fuji	Hasselblad	Contax
Canon	Mamiya	Nikon RF
Olympus	Many Others	Rollei TLR

Photos from the January 3rd Dinner Meeting - Photos by Michael Blume



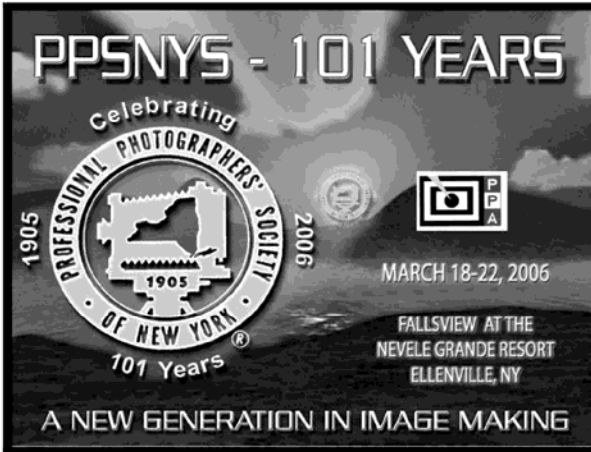
Jeanette Fessler's Program 'Children's Portraiture', and Print Competition -



Photos by Michael Blume



Winner of the Print Comp - Benny Migliorino with Conrad Lovelo



KICK UP  
YOUR  
PHOTOGRAPHY  
A  
NOTCH ...  
OR TWO!

## A New Generation in Image Making

**March 18-22, 2006**

Fallsview at the Nevele Grande Resort [www.nevele.com](http://www.nevele.com)

Located in the Catskills approximately 35 miles west of Poughkeepsie.

Rooms include 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.

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

Single occupancy, add \$22/night to either room rate

## 101st Annual Conference and Regional Print Competition Plus Trade Show

### **Yervant Zanzanian**

Armadale Victoria, Australia  
Photo-journalistic Wedding Coverage  
<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](http://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  
 518-434-9500 • Toll free 877-907-7769 • Fax 518-434-0072  
 E-mail: headquarters@ppsnys.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 \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

If paying by check, please make payable to **PPSNYS** (US Funds)

Conference Accommodations Reservations made by contacting conference hotel directly.  
 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.

# The Professional Photographers of Greater New York

Presents our

## Talent Exchange Program (TEP)

### Monday, February 13, 2006



Location: Best Western Mill River Manor, 173 Sunrise Hwy, Rockville Centre, NY  
Phone: 516 678 1300 for directions

Schedule - see more detailed information below and on next page.

8 - 9am - Registration and continental breakfast

9 - 11am - First Speaker - Chris Gill - Enhanced Lighting Techniques for Digital

11-12 noon - Second Speaker - Chris Wunder - Sales and Marketing Seminar - Part 1

12 - 2pm - Luncheon (provided) and Hands on Digital Clinic and Trade Show

2 - 6pm - Chris Wunder - (continued) - Sales and Marketing Seminar - Part 2

6pm - Cocktail hour - 7pm - Print and Album Competition

Awards Banquet and swearing in of officer's and board members to follow print comp.

### Presenting our first speaker - Chris Gill - Sponsored by Art Leather

### About the first program - 'Enhanced Lighting Techniques for Digital'

This program reviews basic posing and lighting for the foundation of a great portrait. Attendants will be refreshed in seeing the old techniques applied to today's clients in the studio or on location. See the effects of different light modifiers to create a three dimensional portrait. Whether you are a digital or a "film based" photographer, the classics never die. Remember the fundamentals, as they become the foundation for tomorrow.

### About the first Speaker:



Christopher Gill, CPP., M. Photog., Cr.

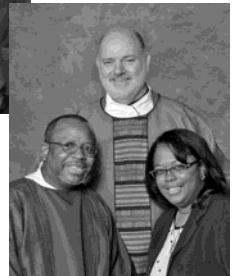
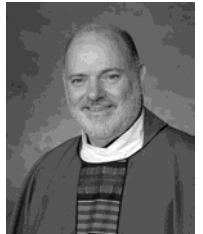
Award winning photographer Christopher Gill, a New York native, has accomplished much in a short time. Now president of Gill Photographers in St. Albans, New York. He succeeds his photo historian father Charles Gill. Who founded the company in 1961. Gill Photographers which specializes in portrait, wedding and commercial photography has an excellent reputation for fine quality and customer service.

Christopher has amassed several blue ribbon awards from the national Professional Photographers of America (PPA), Professional Photographers Society of New York State, and Professional Photographers of Greater New York. His photograph "Garden of promises" is in the international loan collection of PPA. 2001 marked a landmark achievement in Mr. Gills' life he received his masters and craftsman degree certifications from the PPA.

Christopher Gill currently serves as the Chairman of the PPA Wedding advisory group. He was one of the first selected for the PPA leadership team. He is a member and regional director of the Professional Photographers Minority Network. He also serves as a corporate sponsored speaker for major manufacturers within the photographic industry. He conducts productive seminars on not only improving techniques, but on growing a successful photography business.

Christopher has traveled nationally and internationally as a photojournalist and speaker including a month in South Africa documenting the church ministry of Archbishop Wilbert S. McKinley. His most recent speaking and teaching engagements include 2004 Photographers Conference, Greater New York Conference, 2003 Bahamas international school of photography, Imaging USA Convention Las Vegas, 2003 Professional Photographers of California convention.

He enjoys spending his time most with his wife Sandra and children Candyce, Christopher Jr. and Ephraim, his parents and friends. One of his greatest pleasures is working with his wife and shaping Gill Photographers Inc. into the studio of the future.



## **Presenting our second speaker - Chris Wunder - Sponsored by Natural Color Lab**

### **About the second program - 'Sales and Marketing Seminar'**

**Earn \$7,000 to \$10,000 in Additional Studio Sales**

This is a sales and marketing seminar, designed to put money in your pocket. Don't let the words "Church Directories" scare you, as that is only an example. This seminar speaks about the lucrative family portrait market using digital technology.



### **About the second Speaker:**

#### **Chris Wunder**

Chris Wunder has over 30 years of industry experience covering almost every aspect of the photography business. He's owned and operated successful portrait studios with multiple locations in three states offering a full range of photographic services. He's also been in top management with companies at the regional, national and international level engaged in portrait mass-marketing as well as the school, sports and special event photography business.

Institutional publications represent your #1 opportunity to reach the lucrative family portrait market year-round. Don't let out-of-town competition take your local business. Find out how to get these people to book with you, conduct the promotion, sell the portraits, and make money. This is one workshop you don't want to miss!

Chris is a recognized authority and consultant on Sales and Marketing, promotional photography and product development. He's been a platform speaker and trainer for professional Seminars, Sales Meetings and Conventions both nationally and internationally. Chris is currently the Director of New Business Development for Marathon Press, Inc. of Norfolk, NE where he conducts a variety of educational workshops for photographers.

### **Don't Forget!**

**Besides the speakers, there will be a Digital Clinic, featuring all the top digital cameras. You will be able to touch feel and compare. Experts will be on hand for you to ask questions and get advice! This alone is worth the price of admission!**

**AND there will be a trade show, featuring our top vendors, with lots of show specials!**

**PLUS DOOR PRIZES! AND OTHER SURPRISES! GET A GREAT EDUCATION**

### **Print and Album Competition**

We will also be having both a print and album competition. To enter, there will be a \$5.00 print case fee (\$10.00 separate entry for albums). Prints will be accepted all day during the program, February 13th until 6:00pm. Competition will start at 7:00pm.

**The sponsor for the album competition is Art Leather. The top prize for the album competition is a free album from Art Leather.**

**The sponsor for the print competition is Professional Photo Services (PPS). The top prize for the print competition is \$50.00 in services from PPS.**

Note: From now on there will be only 3 album competitions per year. This year they will be on Feb 13, 2006 (TEP), June 6, 2006 and Oct 3, 2006, with winners announced at the awards banquet.

**To register - call Conrad Lovelo at (917) 406-4633**

**Space is limited to only 90 attendees. Space is filling up fast! Don't miss out. Register now!**

### **Program Investment**

**Day program and evening Awards Banquet. \$95.00 for members, \$105.00 for non-members. Day program only. \$59.00 for members, \$69.00 for non-members and payment at the door. Additional banquet tickets only. \$40.00 for members, \$50.00 for non-members.**

**Make checks payable to PPGNY. After reserving your spot, you can mail your check to:**

**TEP Registration  
PO Box 340311  
Rochdale Village, NY 11434-0311**

**And fill out the following information:**

**Name: \_\_\_\_\_ Studio Name: \_\_\_\_\_**

**Street Address: \_\_\_\_\_ Town: \_\_\_\_\_**

**State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_**

**Number of Attendees: \_\_\_\_\_ X entrance fee = Total amount enclosed: \$ \_\_\_\_\_**

**PPGNY Member: Yes \_\_\_\_\_ No \_\_\_\_\_**

# Are You Ready to Take Off Your Clothes?

By Joel Heffner

© 2006 Joel Heffner

How much does it cost to advertise in your local newspaper? \$50, \$500, or 39 cents? Advertising rates vary depending on the number of subscribers that a publication has. However, one cost that is constant, regardless of the advertising rates, is the cost of a stamp. Actually, spending the money needed for a stamp is usually better than an ad! The reason is simple. A stamp is all that is needed to send out a press release. If you can get a story written about your studio, that's worth much more than you would spend for an ad. People tend to look at stories as facts, not advertising. People believe what they read much more than what appears in an ad. Here are some tips for creating your next (or first) press release.

1. One reason you may have stopped to read this article is the headline. It sounds juicy! That's what the headline of your press release must be. It has to attract the attention of the editor and potential reader. If the headline said something like, "Joel Heffner Takes Boudoir Pictures" the effect would have been much different. No editor would use a release with such a title. They know it would just be an advertisement. Editors look for news, not ads.
2. Press releases are only one page long, double-spaced. If you write something longer it will probably be ignored. Press releases are meant to attract attention, not be a substitute for a completed article.
3. The first line in the release has to attract attention, just like the title.
4. Don't write an ad. If, for example, you list the costs for a sitting and how much an each size prints costs, the editor will throw the release out.
5. Write the release as if you were writing an article about someone else. Avoid using words like "I" in your release. It's not about you, it's about the *news* you are relating.
5. Quote yourself. That's right, it's fine to quote yourself. If I were talking about boudoir pictures I could include a line like, "Boudoir pictures, done in good taste, is one of the finest forms of portraiture." according to Joel Heffner, a photographer with thirty years of professional experience.
6. Part of the release includes contact information. You want the editor, or reporter, to be able to contact you. Include your name, phone number, fax number, email address, cell number and address. Reporters work on a deadline, so make it easy for them to contact you.

Do you want to spend a lot of money on ads or less than a buck on a press release? It's your choice.

[Joel Heffner, author of the *Amphoto Guide to Wedding Photography*, is a communications consultant who helps photographers communicate more effectively. He can be reached at: [joelheffner@aol.com](mailto:joelheffner@aol.com) and at [www.joelheffner.com](http://www.joelheffner.com).]

**WAR STORIES**  
**(TALES OF TUXEDOED COMBAT)**  
By Paul Bernstein, PPA Cert., M. Photog., Cr



CONVENTIONAL WISDOM

I just returned from the PPA Convention in Austin, Texas. Let me tell you that everyone involved had a real hoot of a time. Almost seven thousand PPA paparazzi made their way to the Lone Star State to listen, learn, bend an elbow or two with friends and spend money on everyone's favorite trade show group, "Michael Green and The Vendors." Our New York State contingent was, unfortunately, not large. However, what our group lacked in quantity was more that made up in quality. What a great bunch of people to spend a working vacation with! We all send a big "Howdy" to our new friends Jaylynn from Texas, Spring from Missouri and Michelle from Colorado.



We had Blues and BBQ, numerous educational programs, one unbelievable steak dinner, a monster trade show, Tex-Mex Chinese food, symposiums galore, cowboy chili with a side of Tums, an awards ceremony honoring over 200 new degree recipients (go Coleen Drew!!), plenty of cold Lone Star Beer, an unbelievable print display and several drop dead parties.

Last week in Austin was about those elements that make all of our organizations, at every level, work best: fun and friendship. Going to monthly meetings should be about learning from colleagues, print competition and, most importantly, camaraderie. State and National Conventions always involve several days of

professional education, listening to the print judges, while schmoozing and negotiating deals at the trade show. The emphasis should also be on laughter, meals and lubricants shared with colleagues, hospitality suite visits at 2 AM and dressing up in black tie and silly costumes.

We should never change the real values gained from attending local dinner meetings, Talent Exchange Programs, vendor sponsored events and conventions (our own TEP and the PPSNYS Convention are just around the corner, folks.) Yes, they break up the routine of doing business and offer the opportunity to expand professionally. By all means, bring a check or credit card to pay for all the trade show toys and goodies. But more importantly, bring a friend, be a friend and have fun with your fellow photographers. Leave the politics at home. Never forget that friendship and mutual support are the best benefits that any professional association can offer.

## **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.**

### **Professional Services**

**Website Design and Internet Hosting** - Contact Pete Budraitis at 516 - 674 - 0227

**Caps and Gowns** - Kindergarten thru College - Contact Conrad Lovelo at 718 - 723- 2781

**Professional One on One Photoshop instruction.** Personalized instruction provided for any level of expertise, from beginner to expert. Also available for consultation in setting up digital imaging and color management systems. I will work with you on your own computer. Special rates available if you have a group who wants to learn together and wish to put together your own class and provide the venue.

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

### **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 - \$2,500 or best offer.  
Contact Franco Frassetto - (718) 256-5300 - or [THEFLIGS@aol.com](mailto:THEFLIGS@aol.com)

### **Miscellaneous**

We are a non-profit alternative high school in Long Beach serving youths between the ages of 14-21. These second chance students are given the opportunity to finish high school and develop life skills. **One of our courses is photography.** Most of our equipment has been donated and is obsolete. Our most urgent need at this point is your obsolete 35mm (non-automatic) camera. Tax write-offs available.

**Please call Bernie Moss, M. Ph. 516-897-4890**

# Get It Together

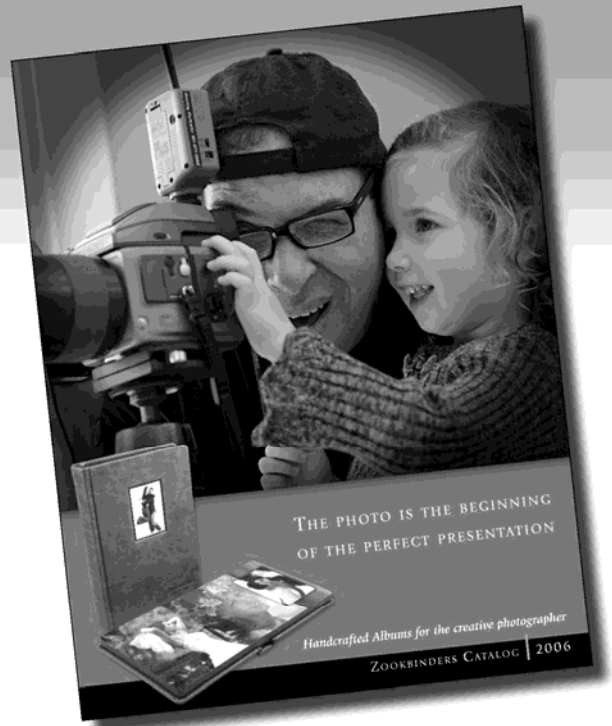
If you're looking for beautiful album products and pricing information, get it together in Zookbinders all-in-one 2006 Product Catalog. Now choosing the right album to fit your client's unique style and budget is easier than ever.

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to receive your 2006 Catalog



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800-810-5745



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Fax 718-628-7441 Phone 1-800-628-6801 & 718-628-6800  
Web: [www.armatos.com](http://www.armatos.com)

## New Members Postings

*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

Oleg Zinkovetsky  
2626 Homescrest Ave.  
Brooklyn, NY 11235

### 1st Posting

Lenny Wolf  
LeMuse Photography  
2018 Voorhies Ave.  
Brooklyn, NY 11235

**Concerns should be  
directed to:**

**Franco Frassetto -  
President PPGNY**

**email:**

**THEFLIGS@aol.com**

**Phone: 718 - 256-5300**

### 1st Posting

Ron Sczesny  
15 Capitol Ave.  
Williston Park, NY 11596

### 1st Posting

Ronald Coladner  
110 Harding Ave.  
Long Beach, NY 11561

***Congratulations!***

***PPGNY Welcomes our newest member, Elaine Gallagher!***



## PPA News: Personalized Copyright Assistance



January 5, 2006

Dear PPA Member,

If someone copies your work do you need to find a copyright attorney at \$300 an hour? There is an alternative. As a PPA member, you have the option of contacting our staff copyright specialists. In addition to being an excellent source for information, these specialists have the added advantage of being one of the “no fee” benefits of your PPA membership.

When you contact PPA with a copyright problem, the first thing you can expect us to do is listen to your story. Our goal is to get as many details as possible so we can provide you with individualized information to help you address the situation.

Once we know the exact nature of the infringement, we will give you strategies for addressing it. In addition to laying out all of the possibilities, PPA can also contact the infringer, educate them about the law and its potential penalties, and (if you so choose) tell the infringer to contact you to resolve the matter. By weighing in on your side and quoting the requirements of the law, PPA can often level the playing field and get their attention.

In most instances, a contact by PPA will be enough to get an infringer to stop the practice; and in some cases photographers have been able to use our support as leverage in negotiating payment for the infringement. If infringer fails to heed our initial notification, PPA can also ratchet up the pressure with increasingly aggressive contacts.

While we have a good success rate, there are limits on our activities: PPA does not provide legal representation on copyright matters, nor are we in a position to file lawsuits on behalf of individual members (your annual dues would be at least 10 times what they are now if we did). In addition, our copyright specialists are very knowledgeable but since they aren't actually licensed attorneys cannot provide official “legal” advice. However, we are always more than happy to discuss the pros and cons of copyright litigation and will provide information to attorneys hired by our members. If your situation involves a unique or novel issue of law, your PPA Copyright Specialist also has access to copyright attorneys that can provide more detailed answers

PPA is the only professional photographic association with a full-time Copyright & Government Affairs Department. As a member, the help of an experienced and professional copyright specialist is just a phone call or email away. It's another part of the value of PPA.

Al Hopper  
Director of Membership, Copyright & Government Affairs  
Professional Photographers of America

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