



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

Monday - February 7, 2011

PPGNY

Talent Exchange Program (TEP)

at

Koenig's Restaurant

New Hyde Park, NY

March 26-29, 2011

Photo North East

Convention & Trade Show

Woodcliff Lakes Hilton, NJ

See the flyer and info inside

For More Info Click:

www.ppgny.org

The New York Photographer

A Publication of the Professional Photographers of
Greater New York

*"To create, foster, promote and maintain cordial
relations and encourage the exchange of
knowledge among its members"*

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

Officer's and Board Members Listing - Click
www.ppgny.org/officers-and-board-members/

February 2011 - Volume 76 - Number 1



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HOT OFF THE PRESS!!

The Professional Photographers of Greater New York

Announces our

Talent Exchange Program (TEP)

and

Digital Image Competition

Monday, February 7, 2011

Sponsored by: **Canon**

The full day Talent Exchange Program (TEP) seminar with commercial and portrait photographer / photographic artist Michel Tcherevkoff will be held at Koenig's Restaurant in Floral Park, NY. Breakfast, lunch and dinner are Included, and dinner will be the setting for the swearing in of our incoming PPGNY officers and board.



Michel's web site: <http://www.tcherevkoff.com/>

Videos of Michel: <http://www.tcherevkoff.com/multimedia.html>

Special Deals!

1- The first 50 people to register will get a special reduced price of \$29.99. Regular price was \$75 for members of PPGNY, PPSNYS, PPANJ, and PPA.

Non-members price was \$85.

here is the link to register:

<http://ppgny2011tep.eventbrite.com>

2 - Digital Image Competition: 6 images are included free with TEP registration. Email images to: maryolabd74@verizon.net

Deadline for digital images is February 4, 2011.

See the digital image rules next page.

3 - There will be a SPECIAL KINDLE GIVEAWAY RAFFLE.

THE ALL-NEW KINDLE 3G
SMALLER, LIGHTER, FASTER,
with 50% BETTER CONTRAST



Free 3G Wireless

Kindle 3G Wireless Reading Device, Free 3G + Wi-Fi, 3G Works Globally, Graphite, 6" Display with

TEP Schedule:

Check in: 8:00AM

Breakfast: 8:00AM - 9:00AM

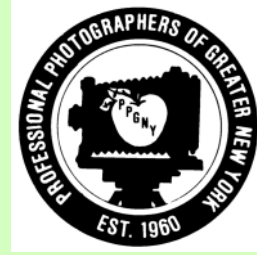
Morning seminar: 9:15 AM - 12 noon

Lunch 12 noon - 1:15 PM

Afternoon seminar: 1:30 - 3:30 PM

Digital Image Competition: 4:00 - 6:00 PM

Cocktails 6:00 - 7:00 PM



Professional Photographers of Greater New York (PPGNY)

Print Competition

Digital Image Competition:

File Requirements for Image Competition:

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

Images will not be accepted the day of competition.

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

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

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

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

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

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

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

16x20 inches

100 pixels/inch

Saved as a "10" quality JPEG

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

For Those Needing Help Getting Started:

In Photoshop

File > New Document

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

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

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

Select > All

Edit > Copy Go to the New Document

Edit > Paste

If you need to resize your photo

Edit > Free Transform

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

When Complete go to Layer > Flatten Image

File > Save As JPEG Quality 10

The Speaker

"Safe is mind-numbing and boring," says Manhattan based artist/photographer **Michel Tcherevkoff**.

"Being creatively risky stimulates the brain and keeps the work fun and fresh. I've always been led by my imagination which can be personally and professionally dangerous." Tcherevkoff divides time in his Penthouse Loft between creating advertising in collaboration with clients and creating art for himself. "Whether an image

expresses a client's message or my own, I have to get out of the way and let my imagination and technique make the final statement. So far it seems to be working".

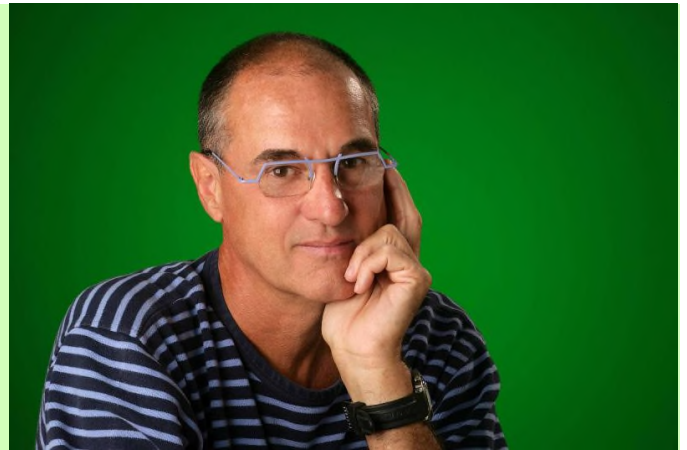
"A long career gives me perspective to see that everything I've done has led me to where I am now. While I have been living an intense and creative life it seemed impossible that I was paving the road for today. But here I am".

Born in Paris to Russian parents, Michel came to New York as a student in the late 60's and decided to stay. He was hired as a photographer's assistant for a couple of years before his images attracted the attention of an established agent who immediately launched Michel's iconic work and career. In the past year alone, Michel has added more than 20 international awards for creative excellence to his collection, and has had his work exhibited in Museums in Paris, Belgium, Australia and New York.

The Program:

IN FOCUS, is an intense, fast-paced seminar, exploring the character, energy, and elements of Michel Tcherevkoff's 30-year career and work philosophy.

Where do his ideas come from? How important is the Art Director? How has digital redefined creativity? Using images that range from assignments to his recent art exhibitions and projects, Michel describes his technique and professional history, from surrealism made without digital technology to his current digital photo-illustrations. "My seminar has a general format - but nothing scripted - talking about photography is a little like explaining a joke - you either get it or you don't - but what I *can* explain is the intention of the work...and how important it is that photographers/artists be aware of what their creative intention is. My intention is, and always has been, to be fresh."





WHERE:

**Koenig's Restaurant
86 South Tyson Ave.
Floral Park, NY11001
516-354-2300**

www.koenigsrestaurant.com

BY Train: LIRR Floral Park station is 1 block from Koenig's

By Car: LIE. or Northern State/Grand Central, or Southern State Parkways to Cross Island Parkway Exit 27 East (Jamaica Ave/Jericho Turnpike). Jericho Tpke. east 1.2 miles. Bear right onto Tyson Ave. Koenig's is 0.2 miles on right with parking across street.

Hosted By:

Professional Photographers of Greater New York

The Professional Photographers of Greater New York is an organization with members from around the TriState area, including the five boroughs of Manhattan and Long Island. Our motto is:

To create, foster, promote and maintain cordial relations and encourage the exchange of knowledge among its members.

Questions:

**TEP - Paul Bernstein
PaulBphoto@aol.com**

**Digital Image Comp.
Maryola Dannebaum
maryoladb47@verizon.net**

Print Competition Results from the November Dinner Meeting

Portraits:

Make of Our Hearts One Heart Caryn Benjamin BS 6 points

Safe in The Nest Caryn Benjamin 1st 4 points

Illustrative:

Sunday Afternoon M Rudy Pollack BS 6 points

Natures Watercolors Maryola Dannebaum 1st 4 points

St. Andrews Maryola Dannebaum 2nd 3 points

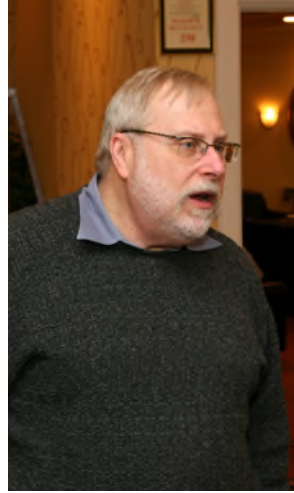
Candid:

Tender Touch M Paul Bernstein BS 6 points

Reflections of Love Joe McMahan 1st 4 points

In Good Hands Caryn Benjamin 2nd 3 points

**Images from the January 4, 2011 Dinner Meeting with
Steve Krongard - 'Change to prosper in the photography business'**
Images by Michael Blume



Conference News

New Jersey and New York have combined their energy to create a
New Experience ~ Photo North East

Only \$125 for members
Discounted Registration Extended to January 31, 2011!!

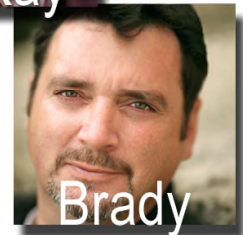
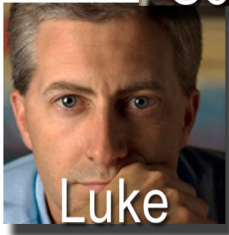
Starting Saturday afternoon, March 26th at the Woodcliff Lake Hilton in New Jersey

- *Fourteen plus speakers to choose from
- *Two days of Trade Show
- *Digital Print Competition
- *CPP Class and Test
- *Welcome Party
- *Animal House Theme Party
- *Woman's Brunch
- *Lighting Demonstrations
- *Sunrise Excursion
- *Awards Reception
- *Closing Party

If you have not visited the **Photo North East** web site do so **now!!!**
Registration, Hotel, Speaker, Exhibitor and Event information

www.photonortheast.com

See the next page for the Conference Flyer



Convention & Trade Show

Save the dates!

March 26 - 29, 2011

Location:

Woodcliff Lake Hilton, NJ

Register at:

www.PhotoNorthEast.com

Full Registration Includes:

4-Days of Speakers

2-Days of Trade Show

3-Nights of Parties

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

Class descriptions - Instructor bios/websites - Costs

Registration online -- it's all there.

Reserve your space now!

www.ppsnysworkshop.com

July 17-22, 2011

Hobart & William Smith Colleges, Geneva

