

Photographer

The New York



A Publication of the Professional Photographers of Greater New York
February 2005 - Volume 56

SPECIAL MAILING NOTICE

The PPGNY Newsletter is sent out to paid members, honorary members, vendors and past president's of PPGNY. In addition, it is available on line at www.ppgny.org. In order to save printing and mailing costs, starting with the next issue (March 2005) the newsletter will ONLY go to paid members, honorary members, vendors and past presidents. (The state listing maintained at PPSNYS will be used to determine paid members). If you are NOT in one of these categories your name will be taken off the mailing list. However if you would like to continue to receive the newsletter as a courtesy, please call Marvin Horlick at 516 682 5449 or email at photogbymarvin@aol.com and request that you stay on the mailing list. Otherwise this may be your last issue.

Election Results

Swearing in of officers and board members to held at the TEP, February 7, 2005

President elect:	Franco Frassetto
Vice President elect:	Paul Bernstein
Treasurer elect:	Rocco Chilelli
Financial Sect. elect:	Richard Cameron
Secretary elect:	Gail Blumenthal

Board members elect: Michael Blume, Frank Fontana, Dennis Gartner, Marvin Horlick, Ron Krowne, Ruth Perino, and Raul Ramos

Associate Board Member elect: Anthony Guerreri

Professional Photographers of Greater New York

President

Mark Milch 516-889-1508

Vice President

Maryola Dannenbaum..... 516-409-4218

Acting Treasurer

Rocco Chilelli 516-328-8774

Financial Secretary

Paul Bernstein 718-622-1959

Secretary

Rocco Chilelli 516-328-8774

Membership Chairman

Franco Frassetti..... 718-256-5300

Board of Directors

Michael Blume..... 516-486-4894

Gail Blumenthal..... 516-295-3180

Richard Cameron 516-826-2986

Frank Fontana 516-377-6565

Franco Frassetti..... 718-256-5300

Ronald Krowne 516-487-1313

Associate Directors

Diane Berkenfeld..... 516-432-9731

Anthony Guerrerri..... 631-467-0902

Newsletter Editor Marvin N. Horlick

Newsletter/Event Photographer.. Michael Blume

Newsletter Advertising..... Paul Bernstein

Franco Frassetti

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

WHY PPGNY?

Do you know any photographers that could be helped by the following:

- **Education**
- **Personal Growth**
- **Business Development**
- **Camaraderie**
- **Prestige**
- **Leadership Skills**
- **Good Times**

Why not have them join PPGNY?

A Message From Our President

President's Message - Final

Dear members. Yes, this is my last President's Message!

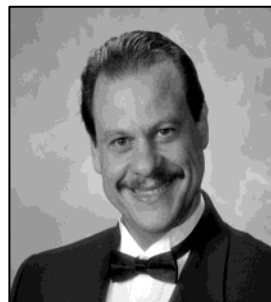
Many of you have asked me if I will "run for the hills," and "who will maintain e-mail communications." The answer is simple, I will remain active and offer assistance, training, advice and support, to our incoming board. I will continue to do this, as long as what is being done, is forthright, ethical and to the benefit of the average member. Of course, you all will still get my e-mails notifications. If you are not currently on my e-mail list, request to be added at milchphoto@aol.com.

It has been a tough two terms, a lot of healing. My sincere wish is that the incoming PPGNY board has the opportunity to shine and to benefit all members. On February 7, 2005, your new board will be sworn in and will take office at the February 22, 2005 board meeting.

Let's all pray for their success, and the success of all members and their families.

Sincerely,
Mark Milch
President, PPGNY

milchphoto@aol.com
Phone: (516) 889-1508
Fax: (516) 889-1590



**If you are NOT receiving our
email updates and notifications,
please contact Mark!**

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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"*

February 2005 - Volume 56 - Number 1



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Calendar of Events

PPGNY Talent Exchange Program (TEP)

Monday, February 7, 2005



Have you done 10,000 weddings and Bar Mitzvahs? Well, our four TEP speakers have, and they will share their combined experience and knowledge with you. This will be a



BONANZA of talent. Don't miss out on what on Jerry, Gary, Paul and Ron have to offer.

Location: Best Western Mill River Manor (formerly Holiday Inn) 173 Sunrise Hwy, Rockville Centre, NY

5:00pm - 6:00pm Cocktail hour, **6:00pm - 8:00pm** Dinner, **8:00pm - 10:30pm** TEP Program

Dinner will be included with the program. *Kosher meals always available on request!*

Fee: \$30.00 for pre-registered attendees, \$35.00 at the door. Note: Special TEP price includes dinner and program, so please don't be late.

PLUS incoming PPGNY officers and Board to be sworn in during dinner, plus year-end Print Comp awards will be presented.

Our Speakers



About Jerry Small, PPA Certified, M. Photog., Cr., LBIPP, CPPG (Certified Professional Grandpa) And Gary Small, PPA Certified, M. Photog., Cr., CEI



For over two generations, Jerry and Gary Small have been widely acclaimed for creating beautiful images for families in the Greater New York and Long Island areas. Jerry has been photographing weddings, Bar and Bat Mitzvahs and portraits for over 30 years. Gary has worked with his father for over 25 years. Together, they've made thousands of families happy. These award-winning photographers are well known for their creative portrait style, their artistic treatment of environments and the three-dimensional look they

achieve in all their images. Jerry and Gary are described by their clients as being highly creative, consistent and dependable. Most of their clients are referrals from other satisfied clients.

After going completely digital over 3 years ago, Jerry and Gary have stayed at the leading edge in digital capture, manipulation and output techniques. Jerry helped perfect digital exposure and lighting to ensure their digitally captured images will retain the same look their film-based images have. Through the use of Adobe Photoshop, Gary takes their images to the next level, while keeping the quality high, without an "obvious digital" look. Gary has been a Photoshop instructor for the past 4 years and consults privately in digital techniques and color management.

Paul Bernstein

Paul Bernstein has been a professional photographer since 1970, and although he has done many types of camera work in his career, his specialty has always been social functions and portraits. He is PPA Certified and holds both a Masters and Photographic Craftsman degree. To date Paul has photographed over 2400 affairs and is currently running a business out of his home-office in Brooklyn N.Y. that enables him to cover approximately 40 parties per year. Paul has been on the lecture circuit since 1998, and has presented programs across the Northeast as well as twice at PPSNYS Conventions.



Ron Denenberg

Ron Denenberg started his career in photography in 1972 after a co-worker who was a "weekender" himself suggested that Ron try his hand as a candidman. After the briefest apprenticeship with a high volume studio, Ron found himself shooting five affairs a weekend only three months later. He shot over 600 jobs in a three year period.

In 1975, Ron and his wife, Liz opened their own studio, Renaissance Studio Ltd. and have been working together ever since.

In 1980 Ron was the recipient of the Suffolk Professional Photographers Association's first annual Photographer of the Year Award. He received his Craftsman Degree in 1987. Ron has won Suffolks Wedding Album of the Year competition three times. He has also won many other Local, State and National Awards.

Ron is a Past President of the original Suffolk Association and is the current president of the recently formed Suffolk Photographers Guild of New York. Ron has lectured at State and local professional photographers associations as well as nationally. He has been told by people who have attended his lectures, especially his Bar Mitzvah lecture - that they are still referring back to the notes they took in the past.

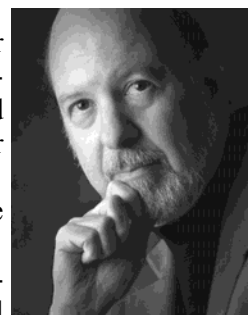




Image 2005 !
PPSNYS Annual Convention &
Trade Show
From your PPSNYS Membership Team

April 9 - 13, 2005!
Did you save the dates yet?

Your Conference Committee has been HARD at work trying to bring you the convention and trade show of the century! (we're 100 years old, this year, remember?) They put a lot of things together and I'm going to tell you about some of them right now.

FIRST... the TALENT ! We're top shelf, folks, with the likes of:

Doug Box on Marketing, Sales and Making Money in the Digital Age. If you've never seen him, make this. He's a master marketer and a master photographer and if you have trouble waking up, be sure to get him because he **will** get your attention. Want a complete meal instead of a healthy portion -- photography AND marketing? Book him at PPSNYS Summer Workshop in July.

Carmen Schettino! - His work speaks for itself at <http://www.carmenschettino.com>

Peter Dyer from England! - Showing us how to do it HIS way. His web site is recently updated, and you'll fall in love immediately. Like him? Guess what? Book HIM at the PPSNYS Summer Work in July also.

Joan & Rene Genest - Kodak Gallery Elite Award in 2003, check their web site and check out their article in The Lens! You'll learn a lot about them..

Jane Conner-Ziser - Who **doesn't** know Jane Conner-Ziser ? Photoshop? Is there anyone better? Okay; we don't debate that but... we've got her for our 100th Anniversary Convention, April 9-13, 2005 at the Rye Town Hilton in Rye Brook, New York.

Doug Gordon - Oh yeah! In the flesh. One of Albums Inc's power hitters, right here on our 100th Anniversary stages. For a FULL DAY. Which day? Can't tell you everything so early, can I? Wait for the agenda to come out.

Is that all? Nah. Check this out!

On WEDNESDAY -- the last day of the convention -- Fuji-sponsored speakers Steve Bergano and Ernie Tramposch of Creative Compositions Fine Photography - our own PPSNYS stock, mind you -- will be giving an "enlightening" program. **At the end of that program** a drawing will be held for a **FUJI S3 Digital Camera!** How's that for the way to end a show? And you know? the chances of winning are pretty good because only those in attendance for the entire conference will be eligible to win. That improve your odds? Are you going to be there? Hmmm. I plan to be.

Is there more? Yes... but I'm tired of typing for tonight. So... sleep on this for a while. I mean, the talent line up we have now is pretty impressive, but soon, we're going to give you reasons to register early (beginning registration date will be announced).

Okay? SAVE THE DATES! April 9 - 13, 2005 !. Rye Town Hilton, Rye Brook New York. 100th Anniversary Convention and Trade Show for Professional Photographers' Society of New York State!

More information soon. **Stay tuned!** And don't forget to get that list of photographers ready that you'll want to opt-in to our information system. We've got plans for ya!

Your Membership Committee braggin' on your Conference Team

Expect Something (else) Great!

PPSNYS, Inc

Taking your photography to the next level...

Rita McCauley's Tribute to Felix Occhiuto

Text by Richard Cameron --Section Historian

Photos by Richard Cameron and Michael Blume

At PPGNY's first dinner meeting of the year longtime legendary member Rita McCauley spoke about the life, the times and career of her business partner and PPGNY icon, the late Felix Occhiuto. Felix called Rita his "lady luck." Rita was indeed lucky for Felix as he was for her. Both brought luck to LPPPA/PPGNY. Felix was a photographer for our founder Anne Jonali. After going on his own he formed a partnership with Rita. The rest was LIPPA History. Rita and Felix owned studios at several Queens, NY locations before settling in Woodhaven. The Woodhaven Gallery is both a photography studio and a gallery where one is surrounded by photographic art.



Photo by Richard Cameron

Felix passed away last April at age 85. Those who did not know Felix missed not only a true photographic artist but a humanitarian. In Yiddish a "Mensch." Felix was a true renaissance man who perpetuated his learning and never hurt. He lived by kindness.

It is Rita's hope her talk on Felix will inspire us to be kind to others while being the best photographers we can be.

Before Felix passed away he told Rita to look for him in the philosophy section in Heaven. In addition to meeting with philosophers, Felix is attending heavenly symposiums with, Henri Cartier-Bresson, Eddie Adams and Richard Avedon. These great photographic artists graduated from the university of life with Felix in the class of 2004.



"Oh Bernie you were always so charming!"
(photo by Richard Cameron)



Two of PPGNY's women role models. Rita and Jeanette - (photo by Richard Cameron)



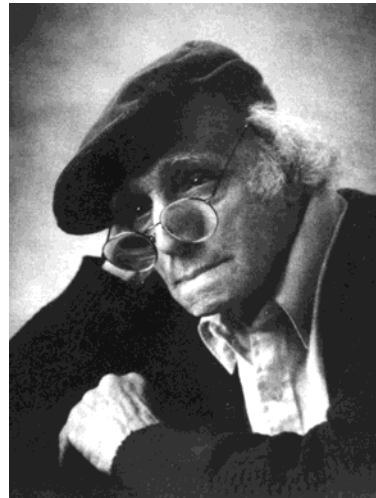
Past president Bernie Moss viewing
Felix's work
(photo by Richard Cameron)



In tribute to Felix. Rita and her son, Gene.
(photo by Michael Blume)



Paul and Rita with some of Felix's
prints. (photo by Michael Blume)



Felix Occhiuto
(photo by Rita McCauley)

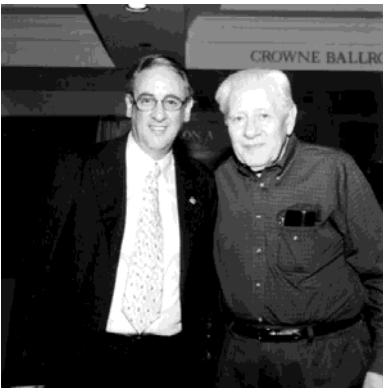
January Dinner Meeting & Election - photos by Michael Blume and Franco Frassetto



Our President Elect - Franco Frassetto



President Elect and first lady to be
Lory Frassetto



Past president Tony Marchisotto, Sr.
congratulates the president elect.



Past president Jeanette Fessler
with Richard Cameron - Financial
Secretary elect



Mark extends his thanks on
behalf of PPGNY



You elected us -
now we work for you!

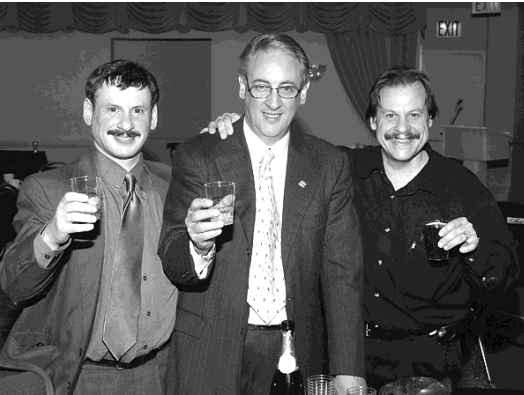
January Dinner Meeting and Election - photos by Michael Blume



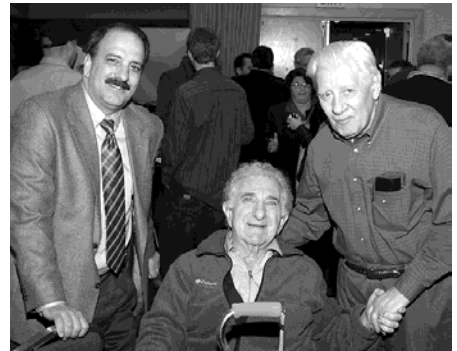
Are you sure you're a member?



Welcoming Bob Levy



Salud for the winners



Bob, Greg and Tony



Clarification of the nominations



Discussing the ballot

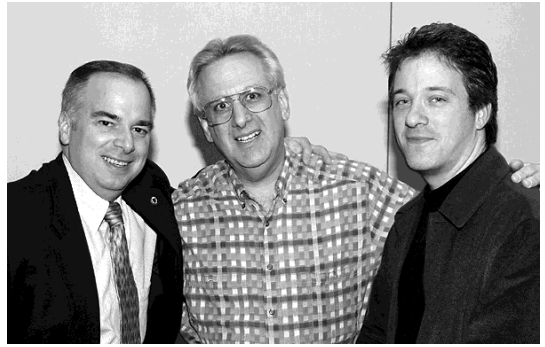


Jerry at the microphone

January Dinner Meeting and Election - photos by Michael Blume



Just hanging out



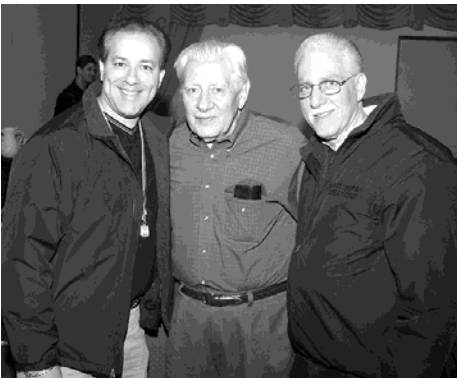
Marvin mingling



Meeting of the minds



Oh, the anticipation!



One March and two Smalls



O-O-O-H A-H-H-H



Rudy hamming in up



Adolfo says "you press what button?"

New Members – Welcome!

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

Lory Frassetto (Active)
Precious Times Photography
6404 - 20th Ave.
Brooklyn, NY 11204

1st Posting

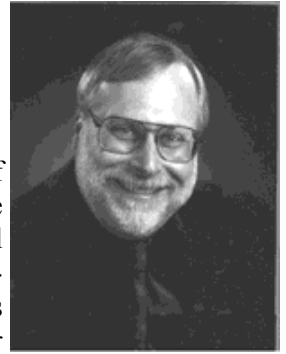
Nat Patel (Active)
Patel Photo
256-10 Hillside Ave. #LL
Floral Park, NY 11004

1st Posting

Dana Cerbone (Active)
10 Hidden Acres Path
Wading River, NY 11792

**Concerns should be directed to:
Mark Milch – President PPGNY
email: milchphoto@aol.com
Phone: (516) 889-1508**

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



The recent blizzard of '05 was merely a minor inconvenience for me, as I was not working that weekend. However, it brought to mind the "Snowstorm From Hell" I experienced in 1978. I received a call early one snowy Saturday morning from a studio in need of emergency coverage for an evening party on Long Island. I immediately agreed to help and phoned my assistant, who had to travel by train from Manhattan to my Brooklyn home.

I then proceeded to find and attempted to dig out my car from its encapsulated parking spot up the block. My neighborhood resembled a scene from the Goth Ice Planet in "The Empire Strikes Back." Although my efforts brought to mind the Con Edison motto "dig we must for a growing New York," nothing short of a sudden massive global warming would have been effective that day. My assistant finally arrived to help, but just as we seemed to make some progress, the NYC Department of Sanitation came by and plowed half of Greenland back onto my vehicle.

It was then time to implement Plan B. I called the studio owner who had an auto that was actually mobile. He was able to swing by and pick us up from Grand Army Plaza, which was two very long up-hill blocks from my house. (Always pack light on such occasions, I decided afterwards.) The outbound trip with four humans and two sets of photo equipment crammed into a 1972 Mercury Cougar was not a luxurious one. We were unceremoniously

dropped off in front of the hall, and watched the other photographer peel away as he made a frantic attempt to reach his own job in Westchester on time.

I am certain to this day that the front doors of Temple Israel of South Merrick have never before or since been frozen shut. Imagine our surprise when we found this to be the case. Imagine our frustration when no one could hear us pounding and yelling for twenty minutes. Imagine the wind chill factor that evening. When we finally got inside, we were greeted by an even lower wind chill emanating from inside as I was greeted with: "Who the hell are you? You are not the person we hired!" As I hastened to get set up for portraits and discovered that all of my lenses were fogging up in unison, I could almost hear the Bar Mitzvah boy's parents talking to their lawyer on Monday morning.

However, the best part of this tale was the fact that we had no car with us!!! Luckily, someone from the kitchen was able to give us a lift back to Queens when he was finished cleaning up, three hours after the party was over. It was impossible to get a cab at 4:00 AM, so we wound up schlepping our gear home by subway, arriving just 24 hours after that fateful phone call. All in all, it was not the easiest \$100 that I ever made in my life.

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 Email 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 Stories" Thanks! Paul.

CLASSIFIEDS

To place a classified ad in the New York Photographer, email the information to Marvin N. Horlick at 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.**

For Sale

For Sale: Imacon Flextight Precision 2 CCD drum scanner. All masks from 35mm to 4 x 5, and reflective up to 8 x 10. Very well maintained, new bulbs. Includes Flextouch dust removal software.

Asking \$4,500. Call Phil Milazzo (631) 587-6770

Nikon Gear for Sale: 70-200 f2.8 VR Nikor Lens, 28-70 f2.8 Nikor Lens, 20-35 f2.8 lens, 14mm f2.8 Tamron Lens, Nikon D100 Camera, Nikon SB80DX Flash

Ready to sell for a reasonable offer - Call Gary Rabenko (516) 593-9760

For Sale: Bronica Equipment BLOWOUT. 35mm Fisheye, 50mm Wide angle, 150mm Telephoto. 80mm Normal, 1 SQ-B body, 1 SQAi body, 1 Eyelevel finder, 3 220 Backs w/inserts, Armato bracket.

**New Low Price! Everything for \$1,200!
Dave China (516) 922-1110 or
ccimagemakers@aol.com**

For Sale:

- Omega D4 enlarger, color head, roll easel.
- Scene machine w/screen and library of backgrounds
- Union boom arm (no more light stands). Ceiling mount
- Medium format camera bracket
- 8 x 10 dry mount press.

**Bargain Prices. Call and make a deal.
Joe Ferlise (516) 796-0712**

Help Wanted

Photographers Wanted - to shoot mainly weddings. Contact Precious Times Photography, Brooklyn, NY - Franco Frassetto - (718) 256-5300

Situations Wanted

Assistant Available for Fridays and Saturdays - Very professional. Will assist with lights, be a second shooter, carry equipment, or anything else you need. (photographically of course). - **Call Kerry Shovlin - (516) 731-5120**

Experienced high-end event photographer with over 20 years experience interested in affiliation with established studios. Weddings, Bar/Bas/Bat Mitzvahs and corporate functions and affairs. Multiple lighting, room lights, traditional/classic portraiture and photo-journalistic coverage. Medium format film and digital. Will work solo but use of an assistant is strongly recommended. Competitive fees. **Please contact Chris Moore (718) 671-3490 (eve.) or (917) 519-3490 (cell) Email: greenmarble@optonline.net**

Information and Announcements

Stolen! A Hasselblad 30mm Fisheye lens - Serial # 8168048 was stolen from Precious Times Photography - 6404 20th Ave - Brooklyn, NY - Please contact Franco Frassetto if you see this lens for sale ... or in your 'travels' (718) 256-5300

The 2005 Photo Workshop

The dates and location for the 2005 Long Island Photo Workshop are set:

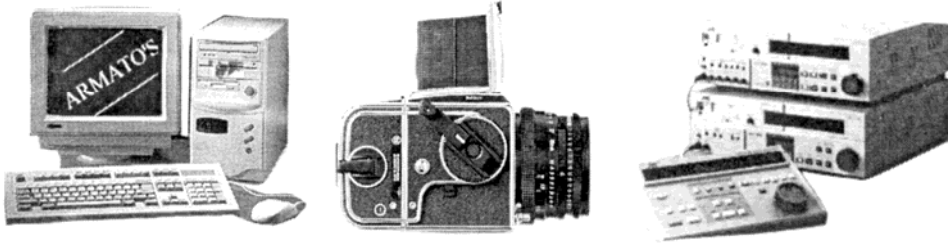
Dates: August 8-11, 2005

Location: Sheraton Hotel - Smithtown, NY

			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			

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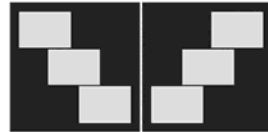
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"By the Print" \$13+



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"By the Print" \$16+



Zookbinders \$10.25
"By the Print" \$20+

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