

February 2009
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.*

Talent Exchange Program (TEP)

February 2, 2009

at

The Douglaston Manor
63-20 Commonwealth Blvd
Douglaston, NY

718-224-8787 - www.thedouglastonmanor.com



PPGNY members and affiliates prior to Jan 20, 2009: \$55

PPGNY members and affiliates after Jan 20, 2009: \$65

Non-members prior to Jan 20, 2009: \$75

Non-members after Jan 20, 2009: \$85

Includes the programs for the day, all meals and the evening banquet

Register today at www.tep2009.eventbrite.com

Registration 8:30am

Program 9:15 to 5:30pm

Dinner and Installation of Officers 6pm to 10pm

Programs for the day

Susan Cameron, M.Photog.Cr., API

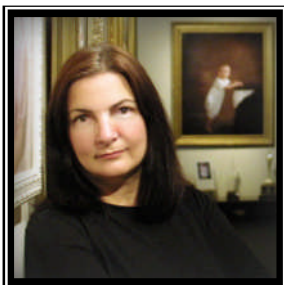
www.susancameron.com

'Success is in knowing the secrets!'

And

Jimmy and Liz Ferrara

'Its All About You'



Susan Cameron Presents
‘The Secret Life of the Child Photographer’

Have you ever looked at a peaceful, calm portrait of a toddler and ask yourself, “How did they do that? I can’t get a kid to sit still like that! What’s the secret?”

Susan will dispel the common myths and rumors about little children in the camera room and share the “secrets” all photographers must know for a successful session. Susan will focus on the special problems of photographing children from infancy to three years and how to be in control and get what you want from these moving targets. The use of helpful posing aids, studio lighting for little but moving faces as well as suggestions for posing infant and toddler siblings will be demonstrated.



Susan Cameron owned Susan Cameron Photography, Ltd. on Staten Island, New York for twenty three years. She started as a full service studio, but seventeen years ago she made the transition to a specialist studio, photographing children exclusively. From 2000 to 2005, she maintained a second location in New York City on one of the most prestigious streets in midtown Manhattan, 57th Street, across from Carnegie Hall. Her reputation as a child specialist and her classic style has earned her an upscale clientele. Now located in Red Bank, New Jersey, New York photographer Susan Cameron, is specializing in newborn and new family photographic art exclusively.

Susan has devoted the last twenty five years with a passion for her profession that is reflected in every image she creates. Her love and joy for the miracle of life and the magic of childhood has been the driving force of her creativity, fulfilling the desire to forever cherish the spirit and innocence of new and emerging life in her images. Children are reflected in her art with the dignity and beauty that resides in each and every one of them. As a former Neonatal ICU Head Nurse and Nurse Specialist in Maternal-Fetal medicine, Susan has an experienced, nurturing touch and has created a studio environment with an understanding of newborn and maternal needs in mind.

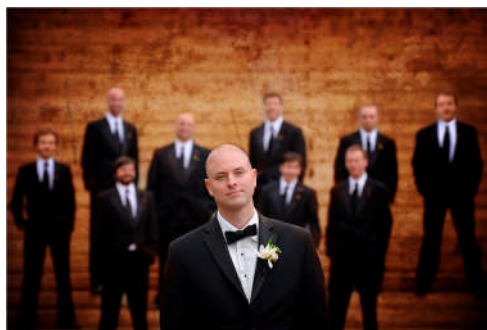
The finished works for which Susan is best known are her museum canvases. These pieces are a blending of the best of the photographic arts and classic portrait painting. The result is a unique work of art that secures the authenticity of life in time and tradition to be enjoyed for generations. Among her clientele have been some the finest families from the New York metropolitan area, including the children of personalities from the Today Show, Good Morning America and 20/20.

(continued next page)

Susan became a Certified Professional Photographer in 1990 and Qualified in Children's Portraiture in 1992. She received her Master of Photography degree in 1997 and the Photographic Craftsman degree in 1998. In January, 2003 Susan was accepted as an Approved Photographic Instructor from PPA. She has won numerous Court of Honor and Judge's Choice Awards from the Professional Photographer's Society of New York and the Professional Photographer's Association of New Jersey. In 2007, her print "Sleeping Angel" was accepted into the PPA Loan Collection. She was awarded the Papa Fassbender Award, "Best Photograph of the Year" in 1992, 1993 and 2003 from the Professional Photographers of Greater New York. Susan was also honored with the most prestigious award given by PPGNY in 1998, "The Photographer of the Year."

**Jimmy and Liz Ferrara
Present
'Its All About You'**

Jimi and Liz Ferrara own and run J.Ferrara Photography Inc., in Cornwall, NY. The studio specializes in creative portraits and weddings. The business was formed 5 years ago out of a love of photography and a passion for weddings and portraits.



Seems like an odd thing to say when you're running a service based business, and of course "the customer is always right"... but you need to take charge of your business and run it the way YOU want it run or risk losing the passion for photography that got you started in the first place. We'll talk about how, from the beginning, we have run our business the way we want, ignoring many of the things people told us we had to do, or things we had to offer. And you know what? Our clients book us for US- not for what everyone else does.

We'll talk about: The studio, HOODIE, Face Up, and destination weddings, and how in just 5 years we grew to be one of the top studios in our area, with great respect from our peers and other businesses. We can get as techie as you'd like- and we love the technology. It's what fuels photography as a field today. So come with your questions- we'll be telling you a bit about both portraits and weddings- what we use, what we couldn't live without, and what we've done away with.

The Studio: We'll talk about why we think presentation is everything- and that doesn't mean changing who you are to fit a mold. Design your studio how you want: Your studio is your second home- it should be an extension of who you are as a person, a photographer, and a business owner: from the background music, to the lighting, to what images and albums you display. These should all be things that you are proud of- and if they are, that will come across as the good kind of confidence.

HOODIE: Charity fundraisers can be a great way to help those in need, as well as your own business. Come up with a theme that you enjoy shooting and a charity you are comfortable with. It will make the shoot exciting and fun, and will not only generate some extra business but will make you the talk of the town. This year we raised over \$6000 in one day for a local charity.

Face Up: Make one thing your trademark: our portrait business was started by doing B&W close up photos of a person's face and the reflection of Jimi in the subject's eye we call "face up." The studio at the time was an 8x10 spare bedroom, but we made it work. To this day, if someone were to see one of these images or that reflection, immediately they know it's J.Ferrara Photography- a great way to solidify your brand without even mentioning the studio's name.

Destinations weddings: We'll talk about how booking one small wedding in St John, with not much profit, grew to 4 other island weddings with bigger and bigger budgets within one fiscal year.

The PPSNYS Annual Conference & Trade Show

March 28-31, 2009

At the Desmond Hotel and Conference Center, 660 Albany Shaker Road, Albany, NY

518- 869-8100 - www.desmondhotelsalbany.com

Looking Into the Future
a New Perspective

Register NOW at PPSNYS.COM

Duane Sauro
www.saurophotographicart.com

David & Ally McKay
www.mckayphotography.com

Marilyn Sholin
www.marilynsholin.com

Kevin Kubota
www.kkpphoto-design.com

**Mark Garber
Jennifer Gilman**
www.markgarber.com

Carl Caylor
www.photoimagesbycarl.com

Winifred Whitfield
www.winifredsgallery.com

Beth Forester
www.foresterphoto.com

Rod Evans
www.evansportraits.com

David Jay
www.davidjay.com

Day	Time Slot	Event	Event
Saturday	1:00 p.m.	Print Judging Start	
	Afternoon	Beth Forrester	
	Evening	Winifred Whitfield	
Sunday	Morning	Marilyn Sholin	Rod Evans
	Noon — 5:00 p.m.	Trade Show	
	Evening	Kevin Kubota	
	"After Hours"	Welcoming Party	
Monday	Morning	Carl Caylor	Kevin Kubota
	10 - 3:00 p.m.	Trade Show	
	Afternoon	Jennifer Gilman / Mark Garber	Kevin Kubota
	Evening	Theme Party: Gypsies and Tramps	
Tuesday	Morning	David Jay	The McKays
	Afternoon	David Jay	Duane Sauro
	Evening	Awards Banquet	