



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 8, 2010

TEP - All day Program

Not be to Missed

**(see the announcement
to the right)**

Tuesday, March 2, 2010

Dinner Meeting

with Owen Kassimir

'Get it Right so your Lab

Doesn't Have to'

Tuesday, April 6, 2010

Dinner Meeting

with Rudy Pollak

Program TBA

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

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necessarily the opinions of the editor, the Board of
Directors, or the membership of the Professional
Photographers of Greater New York.*

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www.ppgny.org/officers-and-board-members/*

February 2010 - Volume 65 - Number 1

Special Announcement regarding the PPGNY Talent Exchange Program at Douglaston Manor - Monday, February 8th

If you have already registered to experience Winifred Whitfield creating extraordinary art images of women from wonderful captures beautifully lit, you are getting even more than you bargained for.

There are now two more reasons to attend TEP that will ensure this is your best educational experience and value in a very long time.

2 dynamic speakers will join us to share their programs on wedding photography and getting the best final image from your captures. Program price remains the same!

The morning program will now include Anthony Vazquez, one of the hottest wedding photographers in the business today. Anthony will take you from the streets of Manhattan to South America and then to a wild swim in the Mediterranean. For Anthony, 'it's all about the bride', and his high energy, fashion oriented style which makes each bride feel like a rock star.

The second extra program will be Tom Warren, a talented photographer, digital designer and photo editor. His specialty is teaching how to repair poorly shot images and make these photos look amazing in the least amount of time. He will demonstrate creative uses for Photo-shop, Lightroom and a whole magical bag of digital tricks.

Our featured speaker in the afternoon is Winifred Whitfield, an insightful speaker transcending technical, creative, and interpersonal interactions, who will illustrate her unique style of portraiture. Winifred starts with an initial image and then will show the entire process involved in transforming a basic photo into a piece of fine art.

The entire full day seminar is only \$75 for members and \$95 for non-members. This includes 3 meals the program and the evening dinner and investiture of our new board and officers. To register on-line, go to www.ppgny.org, or send a check to the following address:

(continued next page)



affiliate



affiliate



Paul Bernstein
121 St. John's Place
Brooklyn, NY 11217

We need a head count for the caterer so please register today or as soon as you can.

This TEP day is presented by the Professional Photographer's of Greater New York - Growing Long Island and New York photographic talent with the best educators in the field. If you have seen a great program or speaker, or have one of your own, let us know!

**Registration is \$75 for members of PPGNY, PPSNYS, PPANJ and PPA.
For non-members registration is \$95**

TEP registration is still open. Please go to www.tep2010.eventbrite.com to register.

We look forward to seeing you at the Douglaston Manor on Feb 8th.

Please feel free to share with your friends as this program is open to all interested photographers.

We have a new membership video hosted on our home page at www.ppgny.org. Please view it and let us know what you think.

Some Additional Information about Anthony Vazquez

Spend a few hours with one of the industry's most sought after up and coming photographers. Anthony will show you how he creates his hybrid fashion style images for his discerning clientele.

This will be a fun action packed seminar. Anthony's contagious, high energy, no nonsense approach to wedding photography is a must see. Let Anthony take you on a first class tour around the world from South America to Italy while he demonstrates how he creates his edgy and unique images.

Anthony focuses on his relationship with his clients especially the bride because, after all, "its all about the bride", says Anthony. from running in the streets of downtown NYC to swimming in the Mediterranean, Anthony says its all in a days work. Its all about making the bride feel like she is a rock star. This is her once in a lifetime dream day and we have to be there to capture the emotion and add an energy.

Just off 2 celebrity weddings, this promises to be 2 hours filled with crazy antics, sexy brides, and some cool vibes.

Talent Exchange Program (TEP)
February 8, 2010 - 8:00am
at
Douglaston Manor
PPGNY proudly presents Winifred Whitfield
'Transform Your Images into Fine Art Portraits'
Registration Form shown on next page

Transform Your Images
into
Fine Art Portraits



"It is no longer business as usual. We must collectively transform the body of work created by professional photographers to reflect images which cannot be perceived by our clients as work they can create. This workshop will provide support for some to begin this process. For others, I will simply share my tools and my artistic vision. For all, this session will allow for an exciting exchange of ideas. I am looking forward to this. I love, love, love what I do!"

Winifred

***This workshop is not
to be missed!***



Program Schedule

8:00 Registration and Breakfast
9:00 Winifred Whitfield's Program
1:00 Lunch Buffet
2:00 Winifred's Program Resumes
5:30 Cocktail Hour
6:30 Dinner



PPGNY - TEP
Talent Exchange Program

February 8, 2010
8:00 a.m.

At the Douglaston Manor

63-20 Commonwealth Boulevard
(at Marathon Parkway)
Douglaston NY 11363
718-224-8787

www.thedouglastonmanor.com/directions.php

PROGRAM

Winifred will share and demonstrate some of her techniques, tips, and favorite actions—which she creates—and the products (overlays, backgrounds and other items) which she uses to enhance her images. She will demonstrate her artistic effects using Photoshop and Corel Painter.

She will share her methods for building relationships, and capturing those serene expressions which characterize her portraits. She will discuss creating portrait vision, building product value and product pricing.

“It’s great to have a single high end product”, Winifred says, “but there are pluses and minuses to owning a boutique business”.



BIOGRAPHY

Photo artist Winifred Whitfield sees the goddess in every woman. Her intimate portraits reveal “the unique emotion of a person. It is a portrayal, a story about her. It reflects her inner and outer beauty—her essence—and it becomes her personal piece of fine art.”

Winifred has always been an artist at heart, commencing oil painting in childhood. As an adult she traded her palette for a successful career as a vice president on Wall Street. Living in artist communities and frequenting New York City’s many art galleries and museums fanned the flame of her artistic spirit.



Winifred took a photography class in 2000. Then upon discovering the possibilities held by digital photography, and employing her business acumen, she launched a custom boutique studio/gallery. Blending her love of painting with her expert understanding and mastery of the computer, Winifred’s long dormant artistic spirit blossomed. *Intimate Portraits for Women* was born.



Winifred earned a Masters Degrees in Urban and Regional Planning and in Social Work from the University of Southern California. She earned Accolade of Photographic Mastery, Accolade of Outstanding Photographic Achievement, and Accolade of Exceptional Photographic Achievement, from Wedding and Portraits Photographers International where she is a frequent speaker and print judge.

More of Winifred’s work can be found at:
www.intimateportraitsforwomen.com



Transform Your Images Into Fine Art Portraits

TTP Registration Form

Name _____

Address _____

Phone _____

Email _____

Return this form with your check payable to:
PPGNY before January 24, 2010

Mail to: Paul Bernstein
121 St John’s Place, Brooklyn, NY 11217
718-622-1959
email: PaulBphoto@aol.com

or
Register online:
www.ttep2010.eventbrite.com

Your registration fee includes a full day
seminar with Winifred Whitfield,
continental breakfast,
buffet lunch and dinner

\$75.00 Members
PPSNYS, PPGNY, PPNYJ

\$95.00 Non Members
(If you join at this event, the extra \$20.00 will
be deducted from the dues)

The following images show Winifred's workflow from first to last image



Original image - 1



image 2



image 3



image 4



image 5



image 6



image 7



image 8



image 9



Final image - 10

Information for the March 2nd Dinner Meeting
with Owen Kassimir
'Get it Right so your Lab Doesn't Have to'



Owen Kassimir
PPA Certified, Master Photographer, Craftsmen
Syosset, New York
www.owenphotography.com

About Owen:

Owen has been working on the North Shore of Long Island since 1982 where his studio Owen Photography has grown into one of the premiere photography studios on Long Island.

A graduate of the Rochester Institute of Technology, Owen started working with commercial photographers in New York City. He then worked on Long Island and quickly learned the fundamentals of photography for the wedding and portrait business.

Owen Kassimir was President of The Professional Photographers of Greater New York (PPGNY) in 1992 and then again in 2007 and 2008. He presently serves as an Officer of the Professional Photographers Society of New York State, a councilor to the Professional Photographers of America, and a member of Wedding and Portrait Photographers International, and SEP.

In 1992, Owen was one of the first in New York State to become PPA Certified and has won many local, state and national photography awards, including Photographer of the Year in 1992 from PPGNY. That same year, Owen was one of the first people on Long Island to provide digital-imaging services such as restorations and re-touching to his customers using a high-end digital computer system.

In 1999 Owen was awarded the degree of Master of Photography from PPA, and then in 2000 the Craftsmen Degree. Owen is actively producing digital images in the studio, online and on location at all types of events including bar/bat mitzvahs, weddings, corporate picnics and sporting events.

Program:

This seminar will explain and show you simplified methods for almost anybody to be comfortable shooting and exposing properly in this digital world we live in today.

“Get it right yourself, so your lab doesn't have to.”

In this program, Owen will discuss:

1. Set up your camera to behave the way you want it to.
2. Digital capture at the affair.
3. How to make it easier for yourself and your workflow?
4. How to simplify and make the best use of your valuable time?
5. Working with your lab.
6. Software used in production

NY Members at the PPA Convention in Nashville

The following GNY members received degrees and honors at the PPA Convention:

Benny Migliorino - Masters Degree

Caryn Benjamin - Craftsman Degree

Mary Ann Telamo - Photographer of the Year



Broke N.J. wedding photographer Celebration Studios ordered to pay \$3.2 million

Defunct Morris County company's owner Marc Schwartz sentenced to one year of probation

The owner of Celebration Studios, a now defunct Chester-based wedding photograph company, was sentenced Friday on a theft charge for failing to pay \$152,443 to photographers he hired, state Criminal Justice Director Stephen J. Taylor said.

Marc S. Schwartz, 47, of Randolph, was sentenced to one year of probation and ordered to pay the \$152,443 in restitution to 20 photographers by state Superior Court Judge Salem Vincent Ahto in Morristown. Schwartz pleaded guilty to fourth-degree theft of services on Nov. 10.



On July 17, the state Division of Consumer Affairs obtained a final judgment against Schwartz and Celebration Studios that provides for \$855,618 in consumer restitution, \$1,836,000 in civil penalties, and \$383,684 for reimbursement of the state's attorneys' fees and investigative costs. Under its plea agreement, Celebration Studios executed a consent judgment to pay that amount of restitution, and Judge Ahto Friday ordered the company to pay the restitution.

At present, neither Schwartz or Celebration Studios have any assets to satisfy the judgments.

In pleading guilty, Schwartz admitted that he hired the photographers to take photos and videos for Celebration Studios and then failed to pay them.

Deputy Attorney General Marysol Rosero of the Division of Criminal Justice Major Crimes Bureau prosecuted the case. Det. Cheryl Smith investigated for the bureau.

As the corporate defendant, Celebration Studios, also pleaded guilty on Nov. 10 to a third-degree charge of theft by failure to make required disposition of property. The company, through its attorney, admitted that it engaged in theft and fraudulent business practices by entering into contracts with customers and receiving money for wedding photography services and products that were paid for, but not delivered.

The Division of Consumer Affairs filed suit against the defendants in January 2008 and obtained an order to impound all photographs, videos and other merchandise in the company's warehouse. The division conducted outreach to former customers of Celebration Studios and distributed photographs, videos and other materials to more than 1,400 customers who had not received their merchandise.

In the July 17 final judgment, Superior Court Judge Catherine M. Langlois found that Celebration Studios and Schwartz engaged in conduct that comprised 1,821 violations of the Consumer Fraud Act and three violations of the Regulations Governing General Advertising. In addition, Schwartz is permanently enjoined from owning and/or operating any business in the state through which merchandise is sold, unless he posts a bond in the amount of the greater of \$250,000 or 10 percent of his prior year's income.

Deputy Attorney General Lorraine K. Rak, chief of the Consumer Fraud Protection Section, and Deputy Attorney General Alina Wells represented the Division of Consumer Affairs in the civil action.

The Northeast Regional District of
Professional Photographers of America
 for 2010 welcomes the
**Professional Photographers Society
 of New York State** and the
**Professional Photographers Association
 of New Jersey** for our
1st Annual Convention

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**Our Awesome Lineup of
 Featured Speakers for 2010 Will Show You
 How to Maximize Your Earning Potential**

Visit their websites to view some amazing work

Join us for the 1st Annual Convention
 of the Northeast Regional District

PLEASE NOTE DATE CHANGE
THURSDAY, MARCH 25, 2010
TO SUNDAY, MARCH 28, 2010

The Desmond Hotel
 660 Albany-Shaker Road,
 Albany NY 12211

Complete schedule on line at
 www.ppsnys.com
 Email: conference@ppsnys.com

As you know, our organization is run by volunteers. If you are interested in serving on a committee, please contact Franco Frassetto 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 Franco Frassetto at **THEFLIGS@aol.com***



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