

January 2011
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.

UPCOMING EVENTS

January 4, 2011

January 4th Dinner Meeting
and Elections.

TEP in February 2011
Dinner Meeting - March 1st

February Ski Trip

Stratton Resort in Vermont
Date to be announced

March 26-29, 2011

Photo North East
Convention & Trade Show
Woodcliff Lakes Hilton, NJ
See the flyer and info inside

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

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/

Come Join us for our Tuesday - January 4, 2011 Dinner Meeting

at the

Best Western, Mill River Manor
173 Sunrise Highway
Rockville Centre, NY 11570
516 678 1300

Our Speaker will be
Steve Krongard

'Change to prosper in the photography business'



We will also be having a
Digital Print Competition
and
Election of Officers and Board Members

**Plus! Jonah's Jewelry. See the samples on the
next pages.**

January 2011 - Volume 75 - Number 1



affiliate



affiliate



Happy New Year!

President's New Year Message

Another year has ended. I know that for many it has not been an easy one. I pray that the dawning of this New Year will bring newly found prosperity, love, happiness & delight in all your days. May you encourage more and criticize less, give more and need less, create harmony and peace.

I look forward to seeing all of you on Tuesday, January 4, 2011. As you know, we will be holding our elections for the new officers and your presence is vital. If we have sufficient entries, we will hold a print competition. Your participation is crucial. This is how we, as photographers, can learn from one another. We have the finest judges that hold extensive knowledge in the field. Their critique of each image will enhance your vision. At this meeting we will also have Steve Krongard as our guest speaker. See the details in the January 2011 newsletter.

At this time I would like to take this opportunity to give thanks to all our vendors that have continuously supported us throughout this past year. Please reciprocate by showing your support towards them. Again my warmest wishes to all our members and their families for a healthy and joyous New Year.

Franco Frassetto
President - PPGNY

**January 4th Dinner Meeting
PPGNY Elections and Speaker
Steve Krongard
and January 4th Print Comp.**

‘CHANGE to prosper in the photography business’

How I went from a world famous, globe trotting commercial photographer to an unknown event photographer making more money than ever.

How my career progressed through stock, editorial, advertising and Annual Report photography to where I am today as an in demand Wedding and Bar Mitzvah photographer.

A look at the concrete steps we took to increase our bottom line every year, and what we are planning for 2011.

*A look at the career of **Steve Krongard** and a discussion about ways to increase your bottom line*

Steve has a great website: www.jodiandsteve.com Click to see all his images. Additional images will be published in this newsletter next month.

Steve Krongard - Bio

From surfers on Australia’s Gold Coast to coal miners in Hokkaido, Steve has traveled the world shooting portraits, landscapes and reportage for a who’s who of the world’s great corporations. Because of this range, his photographs have been seen in most major magazines, as well as numerous Annual Reports and Advertising Campaigns. He has received many awards for these photographs from Graphis, Communication Arts and Print to name a select few.

Early in his career, Steve was referred to out as one of the “top 50 photojournalists in the world” (ABC News), and invited to participate in the famed “Day in the Life” Book series. These experiences photographing in China, Japan, Italy and numerous other countries helped foster his ability to create extraordinary photographs from ordinary situations in an unobtrusive way. He puts those skills to good use now photographing Weddings and Bar Mitzvahs for a savvy clientele.

Over the years, he has shared his unique perspective on the art and business of photography with thousands of students in workshops and lectures around the world. He spoke and showed his work at the Smithsonian Museums guest Artist Series. He has taught at the School of Visual Arts, and at FIT. At the request of the Australian Photographers Association, his nationwide TV and Radio promotion tour helped start the process of more copyright protection for that country’s Photographers. He served as National President of The Advertising Photographers of America, where he was instrumental in helping to produce the APA Awards Book. He was honored as one of Canon’s original “Explorers of Light”, and his personal library is represented by Getty Images.

He lives in a 1790 farmhouse with his wife and son north of New York City.

Note on cost of January 4th Dinner Meeting: Despite rising costs we are NOT raising dues, but we must eliminate the policy of the January meeting being offered for free. The cost of the January dinner meeting will now be the regular fee of \$35.

Jonah's Jewelry

Auction Rules

The starting price must be no less than 60% of the nominal price shown on the web site:

www.gemsofcolour.com

The difference in price goes into the PPGNY 'kitty'. All 18 Karat gold items are certified for gold content.

A certificate will be presented to the buyers. Jonah's email is gemsofcolour@gmail.com

Dear PPGNY Members:

December 6, 2010

You, who appreciate jewelry as an art, precious gemstones - be they Blue Sapphires, Rubies or Emeralds for their radiant beauty - some of you would even swear to some gemstone's mystical properties.

You who live by the saying "Fortuna favors those whose mind is ready" - You would not want to miss this opportunity, nor reading to the last line below!

I am Jonah - La Moitte Teunissen Portrait Specialty, PPGNY member since 1973.

I have been taking a Sabbatical, off my 35+ years at the Studio, currently living in Jaipur, Rajasthan, India.

Jaipur is, like Bangkok, a world's supply hub for the Gold, jewelry and gemstones industries.

Having been involved in that business 'from the ground up', visiting and documenting gemstones and goldsmithing workshops - see photographs - in context of my plan to publish a photo-essay book about this amazing country - India.

I am returning to NY on Nov. 17 and 'got the nod' to have a jewelry/gemstone table-display at the coming Holiday party.

On display will be a treasure trove of 18 K gold and Sterling-silver diamond-studded gemstone jewelry - Blue Sapphire, Yellow Sapphire, Emerald, Ruby, Aquamarine, Tourmaline, Peridot, Heliodor, Topaz, Amethyst. See photographs. All gemstones individually selected by me - at the source, the gemstone-cutting and goldsmithing workshops, and were inspected individually for their high quality; 18K gold jewelry tested for gold content.

Most of the Sterling and 18K gold jewelry are one-of-a-kind, designed and created with collaboration with a master goldsmith, Kamal (see photograph)

It bears saying again: The authenticity of the precious gemstones and the 18 Karat gold content is guaranteed, supported by test reports beyond the slightest of doubts! 18K gold may also be checked on-the-spot by a professional device.

Lastly, but certainly not the least:

By shopping here you'll be bypassing the huge markups of the conventional jewelry supply lines and markets - buyer-wholesaler-designer-jewelry shop - mentioning a few.

Hence, you'll be seeing here items' price tags as low as to incite you to riot

Come ready-minded; you wouldn't want 'to mess' with this opportunity!

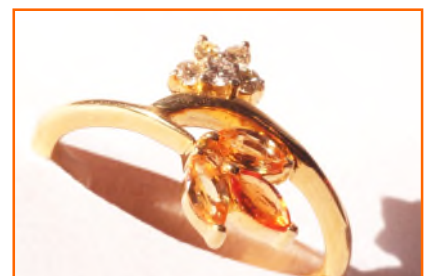
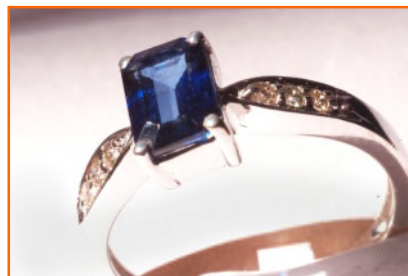
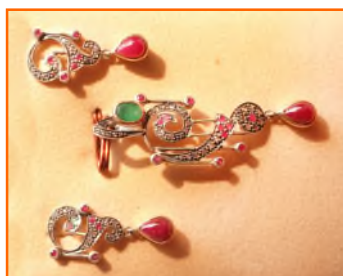
(cash or checks - no c. cards please.)

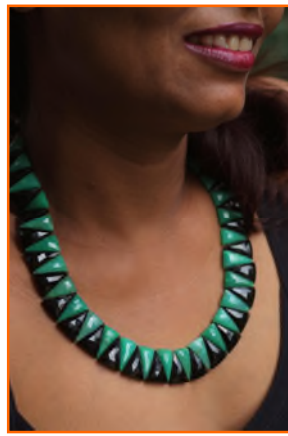


See you there.

Jonah

lamoitte@msn.com





Jewelry being made in India



Images from India - By Jonah



Digital Print Competition at January 4th Dinner Meeting

Digital print competition is a great benefit of PPGNY and a wonderful learning experience to have your images critiqued by photographic masters. We hope to increase participation in print comp by making it digital and by having at least 4 print comps per year.

Professional Photographers of Greater New York (PPGNY) Print Competition Digital Image Competition:

File Requirements for Image Competition:

Fee: \$5.00 per image - 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

72 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

PPGNY Elections
Slate of Officers and Motion for Membership Approval.

President - Paul Bernstein
Vice President - Dennis Gartner
Treasurer - Franco Frassetti
Financial Secretary - Joseph McGahan
Secretary - Gale Blumenthal

Board members and Committee members:

Anthony Guerreri
Marvin Horlick
Ron Krowne
Joe McGahn
Chris Moore
Elliot Moskowitz
Anthony Perotta
Michael Blume

Motion to change constitution: The PPGNY board proposes to divide the duties of the Financial secretary and the Treasurer to 2 separate positions. Submitted for membership approval by the PPGNY board.

Note: Only members who have their dues current can vote.

Conference News

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

Only \$125 for members

Registered by January 15th

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
Woodcliff Lake Hilton, NJ

March 26-29, 2011



Groupp



Buono



Bauman



Gordon



Cornejo



Schlipf



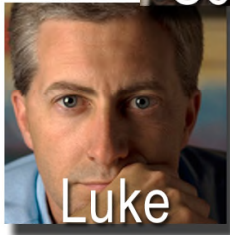
Horrocks



Riley



McKay



Luke



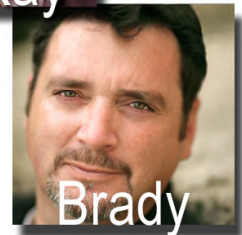
Weber



Chick



Heidemann



Brady

PhotoNorthEast
PhotoNorthEast

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



Come Ski with PPGNY

at

Stratton Mountain Resort - Vermont, New England

1-800 STRATTON

www.stratton.com

In February - Date to be Announced



Stratton is a family friendly resort so even if you don't ski, there is plenty to do. The village has boutiques, shops and nightclubs. Check out the website above.

Package prices range from \$65 per day for lift tickets & hotel. If we can get a PPGNY group together, we can even rent a condo for the group!

**Call Anthony Guerreri to make arrangements
(631) 766 - 2044**



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



Images from the December 6, 2010 Holiday Party
Images by Michael Blume

