

Photographer

The New York



A Publication of the Professional Photographers of Greater New York
January 2005 - Volume 55

FREE Dinner Meeting and Election of Officers

Tuesday - January 4, 2005

All members should attend this meeting.

Shown below is the slate of officers up for election.
Additional information inside. See 'Calendar of Events'



Nominations Presented by the Nominating Committee:

President:	Franco Frassetto - accepted
Vice President	Paul Bernstein - accepted
Treasurer:	Rocco Chilelli - accepted
Financial Sec.	Mark Milch - Declined
Secretary:	Gail Blumenthal - accepted

Nominations from the floor:

Maryola Dannenbaum - By Dave China (Creative Compositions)
Richard Cameron - By Mark Milch (President of PPGNY)

Nominated Board Members:

Michael Blume, Frank Fontana, Dennis Gartner, Marvin Horlick, Ron Krowne

Nominated Associate Board members:

Anthony Guerreri, Ed Michalec

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

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A Message From Our President

President's Message - 2004 Year End

Dear Members,

This has been a tough year economically for many of us. As a personal note I thank G-d for all the good friends I have met at PPGNY.

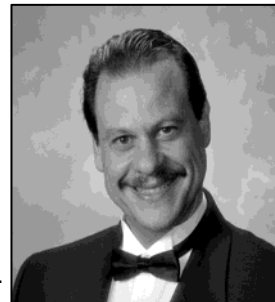
Being part of PPGNY has meant for me, not only the learning of my craft, but has meant that when I needed technical advice, whether or not it was Photoshop, a camera or business advice, I could always pull someone aside at a dinner meeting or make a phone call. That alone, made the price of my membership, worth twice the price.

The new year will be upon us soon and I look forward not only to learning but to being there for all of you, even as my term as President comes to a close. The sharing of knowledge and the breaking of bread is what our founders had in mind when they started the organization.

I look forward to seeing you all in 2005. Have a happy, healthy and prosperous new year.

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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*For contributions, questions, or comments regarding
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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.

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A Publication of the
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*“To create, foster, promote and maintain cordial
relations and encourage the exchange of knowledge
among its members”*

January 2005 - Volume 55 - Number 1



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Addition to the President's Message

Hi everyone:

It is feedback from you, the members, that has made me feel that all the work I have put into PPGNY, is appreciated. One particular e-mail, that I received from Bari-Sue Cohen on 12/25/2004, in response to my "President's Message - 2004 Year End" touched my heart. As a matter of fact, so much so, that I asked her permission to share it with all of you, which she gave me. So here it is:

Dear Mark,

So glad to see that you have grasped the true value of this organization.

My father (Al Friedman) said that "other studio owners were not the competition, but just friends in the same business." Great philosophy. Thank you for perpetuating the original credo of "LIPPA", now known as PPGNY. I hope you can instill and pass on this same great attitude and camaraderie with the newer members.

Have a healthy and profitable New Year,

Bari-Sue Cohen

Proud daughter of Al Friedman, M. Photog.; a Founders and Past President of LIPPA and NY State Prof. Photog. Association

Just remember, united we stand, divided we fall!

See all of you January 4th, 2005.

Calendar of Events

Tuesday - January 4, 2005 - FREE Dinner Meeting. This meeting will be for our annual elections and business meeting. Dinner will be free for all paid members, plus only paid members can vote. Annual dues will be accepted at the door. In lieu of a formal program, Rita McCauley is getting together a tribute dedicated to the life and work of Felix Ochiutto. Felix lived and breathed LIPPA/PPGNY for over 40 years. His body of work will speak for him and live on in his memory.

Location: Best Western - Mill River Manor (Formerly Holiday Inn)

173 Sunrise Hwy - Rockville Centre, NY

Phone: (516) 678-1300

Time: Cocktail hour 6pm - Dinner and program starting 7pm

Talent Exchange Program (TEP)- Monday Feb. 7, 2005

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

Program 5:00pm to 10:30pm

Fee \$30.00 for pre-registered attendees, \$35.00 at the door (This includes the program and dinner)

The evening will feature four of Long Island's finest wedding and Bar Mitzvah photographers, Jerry and Gary Small, Ron Denenberg, and Paul Bernstein. The program will cover the evolution of film to digital and other hot topics.

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

There will be a special awards ceremony as well as the swearing in of the incoming PPGNY Officers and Board.

Watch your email for more details (if you are not receiving email updates, please contact our president, Mark Milch at milchphoto@aol.com, or call 516 889-1508). See below for pre-registration.

PPGNY TEP Advanced Registration

Name(s) _____ Studio _____ Phone _____

Address _____ Town _____ State _____ Zip _____

Amount \$ _____ Check # _____ VISA/MC/Amex # _____ Exp.date _____

Signature _____

\$30.00 Advanced Registration if received by Jan 31, 2005.

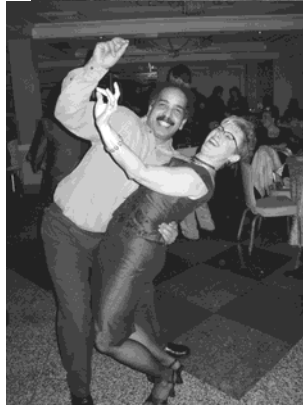
\$35.00 Registration at the door

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

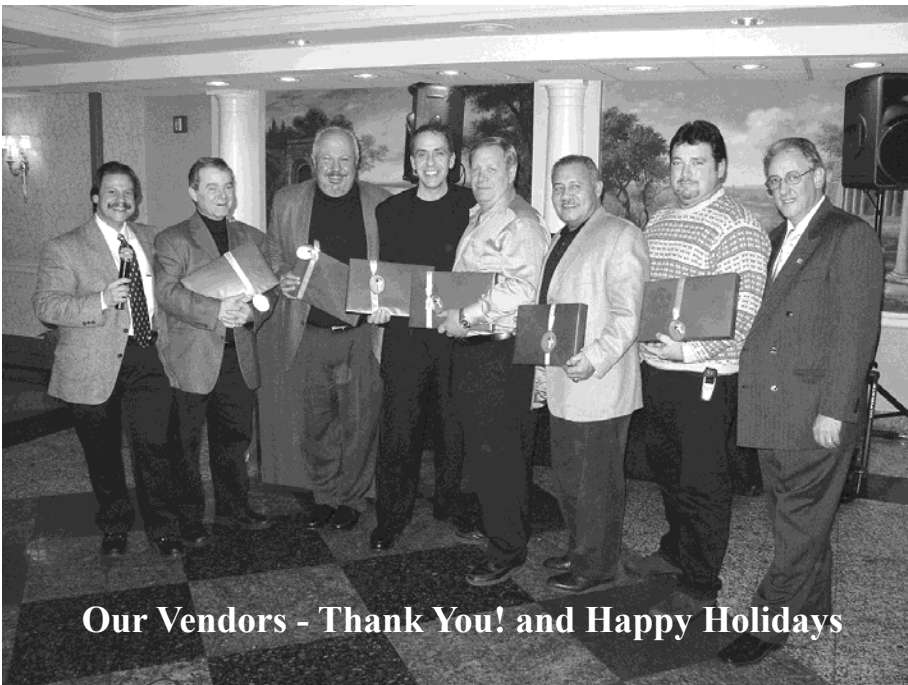
Phone: 718-622-1959, email: PaulBphoto@aol.com

Photos from the PPGNY Christmas Party - Held at Russo's on the Bay December 6th
Photos by Marvin Horlick and Mark Milch









Our Vendors - Thank You! and Happy Holidays

Network Monday at Franco Frassetto's Studio - Text and Photos by Richard Cameron

PPGNY Presidential nominee Franco Frassetto hosted a well attended network Monday at his studio on Nov. 29th. Franco drove home how important customer service is through every facet of a job.

Franco explained how he lights in his studio. He showed his own line of custom albums and the materials he uses from PPGNY vendors.

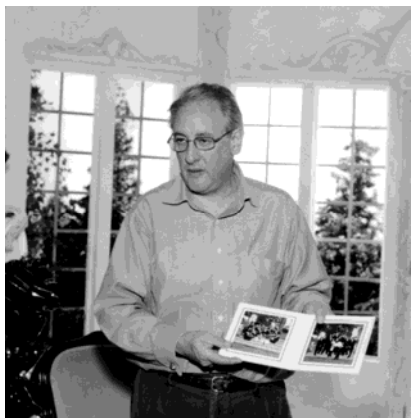
Franco mentioned every affair in Italy, church or synagogue is at 11 am Sunday. He used to call wedding receptions "funerals" as people didn't get up to dance, as they do in the USA until recently.

Thanks Franco for hosting an Outstanding network Monday.

Thanks to Eloy from Capri for sponsorship and thanks to Frank Fontana PPGNY's hardworking network Monday chairman for putting it together!!



Franco explains his success is really because of Lory



Franco shows his work



Customers should feel like family



Franco promotes Capri Album

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



1. Not everyone books jobs in a studio setting. I work out of my home, and since most of my clients are scattered over 3 states in the NY Metro area, I usually see them at their residence or place of business. It is certainly more convenient for them, plus I can claim that my office gets 16 miles to the gallon. Most of the time this creates a very user friendly atmosphere for my customers, which most appreciate. On occasion, however, there are drawbacks to this method.

A couple of years ago I made an appointment way out in Quahog to see perspective Bar Mitzvah clients. Going from Brooklyn to Quahog, as my grandmother would have said, is "quite a schlep." I certainly do not mind traveling a couple of hours to land a sale, but to avoid any miscommunication I had confirmed everything the day before. The trip out was a traffic-snarled nightmare made on a cold and wet November evening, and it felt more like an auto rally to the far side of the Atlantic than a sales call to Suffolk. I arrived punctually at 7:30 to be greeted by the Bar Mitzvah boy with the following message from his parents: "Sorry, but we had to go to a PTA meeting that we had forgotten about. Could you please come back tomorrow?" I guess they don't have cell phones and answering machines in Quahog.

2. Four summers ago my family was in Israel. The first morning in Tel Aviv I was in the hotel wearing my photo vest (with PPGNY patch, of course), my tripod and assorted Canon gear slung over both shoulders. Upon entering the elevator, I ran into a fellow traveler similarly dressed in the latest "Nikon chic." We sort of nodded in passing. The next day we met again at the Roman ruins in Caesaria. Naturally, we started talking shop and compared the merits of Canon vs. Nikon equipment. It turned out that he was a dentist from Roslyn who was on vacation with his wife and two of his three kids. His oldest daughter was not along because she had just gotten engaged and was with her fiancé in California. We were soon joined by the man's wife, who upon learning my profession, promptly started asking wedding related questions. It turned out that I had recently done a wedding for their next door neighbor's son. One thing led to another, and I made the farthest long distance sales call appointment of my career. (Israel is 8000 miles from Roslyn.) By the way, the wedding featured many Israeli dishes, but the photos were done with Bronica equipment, not Canon or Nikon.

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.

Congratulations to Edward Michalec

Edward received the following letter from the Photographic Exhibition Committee of PPA, and has received photographic recognition in local newspapers such as “Queens Seniors Today”, November 3, 2004 edition.



Dear Edward Michalec

On behalf of the Photographic Exhibition Committee and the Professional Photographers of America, I would like to congratulate you on receiving the new Photographer of the Year Award, Bronze Level. To qualify for this new award you must have all four images in a case submission accepted into the Imaging USA Photographic Exhibition. The levels of the award are determined as follows:

- 4 General with no Loan images - Bronze Level
- 4 General with one Loan image - Silver Level
- 4 General with two Loan images - Gold Level
- 4 General with three Loan images - Platinum Level
- 4 Loan images - Diamond Level

Your images from the 2004 Exhibition have been retained for a special exhibition at the 2005 Imaging USA Convention in New Orleans, January 16th-18th, and will be returned after that exhibition. If any of the images submitted were in the form of an album, the PEC would like to request that you create an image from that submission that will represent your album entry in the 2005 Exhibition. Those images can be sent directly to the PEC Administrator, Don Mitchell.

You will be receiving an invitation to the 2005 Imaging USA Awards Ceremony to receive your Award Certificate and the prestigious Photographer of the Year pin.

Once again, let me extend to you my sincere congratulations on your accomplishment.

Sincerely
(signed) Mark Garber
PEC Chairman

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

Web Site Announcements

The PPGNY web site is back up at www.ppgny.org



www.opanda.com - offers a free program called Opanda IEXIF 1.8 for download. This program will show you details of your digital camera EXIF files you didn't know you had, including total shutter actuations (on some digital camera including Canons and Nikon D70 and D2H).

In Memoriam



On behalf of the PPGNY family, our prayers and condolences go out to family members who have lost loved ones.

Victor (Vic) Viccora long time PPGNY/LIPPA member and past president for 1977 has passed away.

Vic owned Victor Photographers in Huntington. He started the business in his home later moving to a storefront.

Older LIPPA members who knew Vic joked that he moonlighted as a cop. Vic was a Suffolk County police officer, starting as a patrolman and ending his career as a detective. Vic was very popular among Suffolk officers who were planning weddings. In addition to serving PPGNY. Vic was an officer at our state section, PPSNY.

Vic is survived by his wife Rose, his daughters, Nancy, Gayle and Vickie and their families. Vic was an important member of our PPGNY family, we extend our deepest heartfelt condolences to his family.

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

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

			2662 Jerusalem Ave. N. Bellmore, NY 11710 516/826-9566 Fax:516/826-6257 kohscamera.com sales@kohscamera.com		
Pro Digital	MF & 35mm	Collectibles			
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Fuji	Hasselblad	Contax			
Canon	Mamiya	Nikon RF			
Olympus	Many Others	Rollei TLR			

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**

Help Wanted

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

New Members - Welcome!
No new members to report this month.



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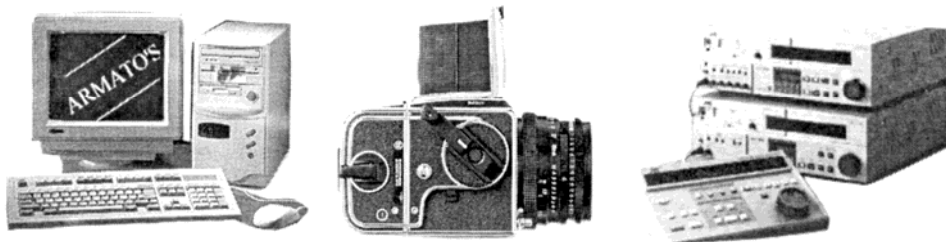


Kathy Ferrante-Biegel
Customer Relationship Manager

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