

January 2010
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.*

UPCOMING EVENTS

January 5, 2010

**FREE Dinner Meeting
for 2010 Paid Members +
GNY Annual Elections +
Joe Brady speaking on
Color Control and Creativity
from Capture to Edit**

February 8, 2010

TEP

**Winifred Whitfield
Fine Art Portraiture of
Women**

Come Join us for our Annual

FREE

(to 2010 paid members)

**Dinner Meeting, GNY Elections,
and our speaker**

Joe Brady

Speaking on

**'Color Control and Creativity from Capture to Edit'
at**

Douglaston Manor

63-20 Commonwealth Blvd & Marathon Pkwy

Douglaston, NY 11363

www.thedouglastonmanor.com

718-224-8787

Cocktail hour: 6pm

Dinner, program and elections: 7pm

The New York Photographer

*A Publication of the Professional Photographers of
Greater New York*

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relations and encourage the exchange of
knowledge among its members"*

Editor - Marvin N. Horlick

For submissions, questions or comments:

Contact - photobymarvin@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/

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January 5, 2010 Dinner Meeting and GNY Annual Election

FREE to 2010 Paid Members

Color Control and Creativity from Capture to Edit

By Joe Brady, Cr.

Imagine a near-effortless perfect color workflow using Adobe Lightroom and Photoshop. Imagine having multiple cameras - even different brands, shooting the same event and color matching! Reduce your image processing time and improve quality control in your RAW workflow by combining the powerful color capabilities of the ColorChecker Passport and Adobe Imaging solutions. White balance, while important, only assigns a neutral - we'll take it to the next level and show you how easy it is to calibrate your camera and enhance your images with just a few clicks! You'll learn how to quickly and easily capture accurate color, instantly enhance portraits and landscapes, consistently create your own color look with one click and maintain color control and consistency from capture through edit.

Now that the color is right, let's take things further and look at some creative techniques with some of the hottest plug-ins for Photoshop and turn ordinary images into great ones. We'll look at Topaz, Nik and onOne filters and use them in some ways you might not have thought of! Come spend a little time with us to save lots of time with your color workflow!



THE AMERICAN LANDSCAPE
Final Light, Cape May NJ



THE AMERICAN LANDSCAPE
Morand River, Yosemite National Park

Joe Brady is the Webinar Marketing Manager at the MAC Group in Elmsford NY and co-owner of Dragonfly Studio in Tuxedo, NY. He is an active member of the PPA, having received the Photographic Craftsman Degree and has been professionally involved in wedding, portrait and commercial photography for over twenty years. An award winning photographer and recipient of the Fuji Masterpiece Award, Joe has been teaching digital imaging and Adobe Photoshop since 1992 and is a frequent contributor on medium format digital landscape photography to the Mamiya Medium Format blog at www.blog.mamiya.com and on Color Workflow at www.xritephoto.com

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

TEP 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.tep2010.eventbrite.com

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

\$75.00 Members
PPSNYS, PPGNY, PPANY

\$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

**Print Comp and Images from the PPGNY dinner meeting and Holiday Party
December 8th at Douglaston Manor**

Images by Marvin N. Horlick



Print Comp Winners



Howard Fritz
'Winter Morning' - Score 83



Phil Fazin
'This Bud's For You' - Score 82



Rossi Ferraiolo
'Mama' - Score 82



Lenny Marks
'Red' - Score 80

GNY Holiday Party





LEARN
MORE



TO
EARN
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SAVE THE DATE

PPSNYS 2010
Annual Convention

March 26-29, 2010
The Desmond Hotel

660 Albany-Shaker Road
Albany NY 12211

Featured headliners

Matthew Jordan Smith,
Dori Arnold, Barry Rankin,
Michael Barton & Kalen Henderson,
Michael & Tina Timmons, Ken Sklute,
Dan Burkholder, Steve Bedell,
Tam Tam Tour and Storey Wilkins!
Regional Print Competitions!
And **TRADE SHOW!**

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For Sale!

Custom made photographers' vest. Summer is coming (eventually!). Don't sweat this summer but still be dressed formally. This vest is modeled after a tuxedo with satin lapels and oversize pockets for photo gear.

I know a tailor who is ready to produce these vests at the very reasonable price of \$75!

Call Marvin Horlick at 516 682 5449 or 516 650 1027 (cell) to order your size!



Satin lapel - fully lined



Detail of expandable pocket

As you know, our organization is run by volunteers. If you are interested in serving on a committee, please contact Maryola Dannebaum, and she 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 Maryola Dannebaum at PPGNYmembers@aol.com

Classifieds

Private Photographic Instruction

By Paul Bernstein

Master Photographer, Photographic Craftsman and PPA Certified

Private instruction in lighting and posing for portraits and social functions. Learn how to use natural light and strobes for every situation. Introductory through advanced levels. Individual or small group instruction.

Lessons are customized to your needs. Topics include:

- **3-dimensional, non-intrusive lighting in the studio and on location**
- **Shooting religious ceremonies and receptions.**
- **Selecting the right equipment for each job**
- **Posing individuals, couples and large groups**

Private lessons in Photoshop are also available.

For more information, contact Paul Bernstein:

PaulBphoto@aol.com

Office: 718-622-1959

Cell: 917-270-2486

WANTED

**Canon 5D (not Mark 2) body in excellent condition.
Contact Paul Bernstein**

PaulBphoto@aol.com

Office: 718-622-1959

Cell: 917-270-2486