

# Photographer

*The New York*



*A Publication of the Professional Photographers of Greater New York*  
June 2005

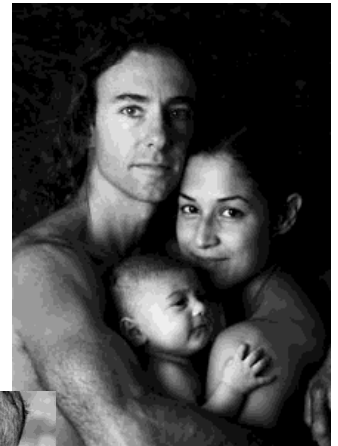
**The next PPGNY Dinner Meeting will be held on Tuesday, June 7th at the Best Western Mill River Manor in Rockville Centre, NY**

**Our speaker will be**

**Rich Pomerantz**

**Wedding, Portrait and Commercial Photographer  
Washington Depot, CT**

(See Calendar of Events for more information and Rich's Bio)



# Professional Photographers of Greater New York

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*As you know, our organization is run by volunteers. If you are interested in serving on a committee, please contact Franco Frassetti, 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](mailto:milchphoto@aol.com)*



## A Message From Our President

Dear Members,

I would like to extend a warm welcome to the five new members of our PPGNY family. Julie Coredro, Joanne Orshan, Frank Rende, John Schiefer, and Giuseppe Morreale.

Last month's speaker, Tammy Loya, gave a very informative seminar. Our thanks to Tammy for hosting an enjoyable and well received session. And a special thanks to Alkit Camera for their demonstration and the time they spent answering all of our member's questions.

The monthly print competition has been dominated by the new young photographers. The yellow and blues have been going to this group of shooters. Once again, I urge all members to continually participate in this event.

This month, Michael Green of Unique Photo will be demonstrating a variety of printers. Companies market printers towards different needs. If you are in the market for a passport printer or one for rapid glossies on Prom night, Michael will explain the differences in inks, speeds, and economic needs.

Our Sunset Behind Lady Liberty contest has been set for June 8th. And the PPGNY picnic is set for August 1st. See details in 'Calendar of Events'

Sincerely,  
**Franco Frassetti**  
President, PPGNY

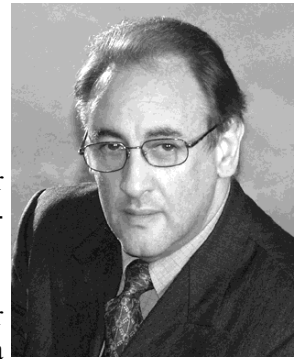
**THEFLIGS@aol.com**  
Phone: 718-256-5300  
Fax: 718-256-8561

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Editor – Marvin N. Horlick

For contributions, questions, or comments regarding this newsletter, contact Marvin N. Horlick Email: [photogbymarvin@aol.com](mailto:photogbymarvin@aol.com)  
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.



### *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"*

*June 2005 - Volume 59 - Number 1*



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## **Calendar of Events**

**Tuesday - June 7, 2005 Dinner Meeting** - **Location:** *Best Western Mill River Manor, 173 Sunrise Hwy., Rockville Centre, NY.* **Phone:** *516 678 1300.* **Times:** *Cocktail hour 6pm, Dinner and program starting at 7pm.*

**Before Dinner Program:** Michael Green of Unique Photo will be demonstrating a variety of printers, **so come early.** Companies market printers towards different needs. If you are in the market for a passport printer or one for rapid glossies on Prom night, Michael will explain the differences in inks, speeds, and economic needs.

**After Dinner Program:** *Rich Pomerantz will present his program on (details below)*

### **Rich Pomerantz Program Description**

#### **Two Worlds of Photography**

##### **The Dual Business Model**

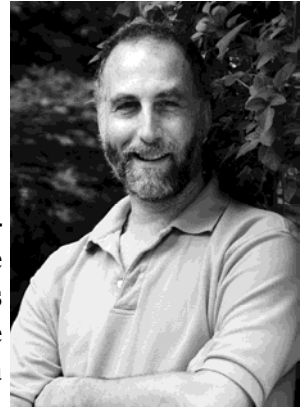
**or**

##### **How I found happiness in schizophrenia**

Rich's background in business and law give him a unique insight into the business of photography. The interconnected fields of stock, editorial and commercial photography have been turned upside down in recent years by the advent and intersection of digital technologies and the internet. Royalty free imagery, corporate consolidations, the affordability of easy-to-use high quality digital cameras and other factors have conspired to put enormous economic pressure on photographers, most of whom have little or no experience dealing with large corporations and a bean-counting mindset.

Education, and having a strong backbone are key to surviving (not to mention succeeding!) in this brave new world. Come learn from Rich how he juggles licensing, copyright protection, model releases and more in his commercial photography business while keeping brides and moms happy with his unique images of real people. We'll see great imagery from Rich's new book and his other published and private client work.

**Rich Pomerantz**  
**10 Church Hill Road**  
**Washington Depot, CT 06794**  
**(860)355-3356**



**Rich Pomerantz has been fascinated by photography since receiving a Brownie camera for his seventh birthday. He was the kid in high school doing all the yearbook photos, on the sidelines with the long lens at all sporting events, and who hogged the darkroom before, during and after school. When he was still a sophomore at the University of Vermont, Rich landed his first major commercial photography job. He was hired to illustrate a book on gliding and soaring for MacMillan Publishing.**

**After college Rich traveled with his camera, amassing a large collection of images from Europe and Israel, where he lived for a year. After college Rich attended law school and practiced law for 15 years, but his artistic side beckoned, so he resumed professional photography work in 1995. His portfolio grew, drawing assignment work from national publications like Garden Design, Runner's World and Travel Holiday. Rich worked for record companies and national corporations while his stock images appeared in Sierra Club Calendars, White Flower Farm catalogues, the cover of Frommers Travel Guides and many popular magazines. At the end of 1998 Rich stopped practicing law and returned to freelance photography full time.**

**In addition to his editorial and commercial work Rich also works with individuals, artists and families to create unique portraits. He is the recommended photographer for events and weddings at some of the best venues in Connecticut, including the five-star Mayflower Inn and Water's Edge Spa and Resort. Rich conducts workshops through the NY Botanical Gardens, the Brookfield Craft Center and the Fletcher Farm School for the Arts and Crafts in Ludlow, VT.**

**In all of his photography, Rich strives to find the essential elements that define the subject and translate them into beautiful, compelling imagery. His first coffee table book, "Wild Horses of the Dunes", was just published in April, 2004, by Running Press.**

**Rich maintains two websites. The first, [www.richpomerantz.com](http://www.richpomerantz.com), showcases his editorial commercial work. The second site, [www.richportraits.com](http://www.richportraits.com), is where you will find his wedding and portrait portfolios.**

## Calendar of Events - (Continued)

**Monday - June 13, 2005** - FISHING with your friends of PPGNY (see details next pages).

**Wednesday - June 8, 2005** - **Sunset Behind Lady Liberty Contest.** In June, photographers travel from around the globe to photograph an event that happens only once a year. The sun sets behind the Statue of Liberty. This year, we are having a contest in search of the best photograph. The meeting place is at Precious Times Photography, 6404 20th Avenue, Brooklyn, NY 11204. Please arrive at 6 P.M. as we will depart promptly. Please bring your camera, tripod, and a long lens. Award for best photograph will be given. Weather permitting.

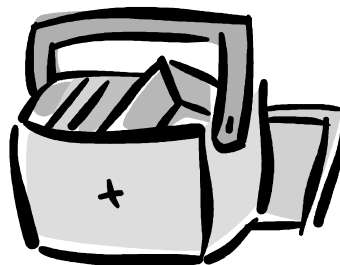
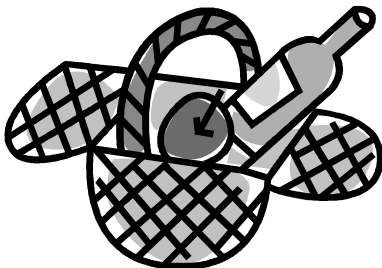
**Monday - June 20, 2005** - Network Monday Featuring Paul Bernstein. (See details next pages).

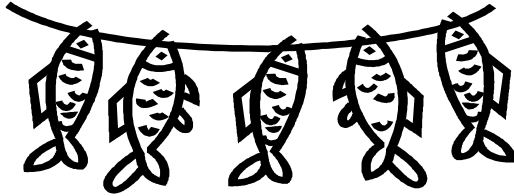
**Tuesday - July 5, 2005** - Bernie Restrepo will speak on wedding photography.

**Monday - August 1, 2005** - **Save the date for the PPGNY picnic!!!** - to be held at North Woodmere Park. (rain date August 8th). Directions and details to follow.

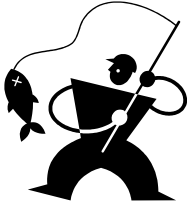
**Tuesday - September 6, 2005** - Jeanette Fessler's program will cover the business and art of child portraiture.

The PPGNY Picnic is August 1, 2005  
Food Fun and Games for Everyone!  
at North Woodmere Park  
(details to follow)

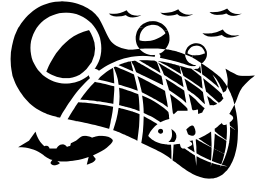




**FISHING with your friends of PPGNY**  
**Family and friends of members also welcome.**



**Monday, June 13th**  
**3:00pm till 8:00pm**



Just \$60 per person  
Trip will include  
Rods-Reels-Snacks-Dinner-Beverages

**The tide is right and the fish will be biting your hooks.**  
**The boat is the beautiful Captree Star II**  
**out of the Captree Boat Basin. (right side of dock)**  
**15 minutes East of the Jones Beach tower.**

**LAST CALL! RESERVATIONS AND PAYMENT ARE DUE!**

**Call Owen today at (516) 364-6650**

**PPGNY Network Monday June 20, 2005  
Featuring Paul Bernstein  
PPA Certified, Master Photographer, Photographic Craftsman**

**“Become a Better Photographer by Combining Business and Art”**

This is a four hour crash course aimed at improving your photographic, people and business skills. Learn how to make more money while taking better pictures. It does not matter if you use digital or film; if you are a beginner or a seasoned pro. Let Paul help you become a better all-around professional.

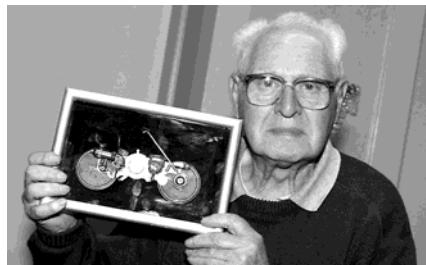
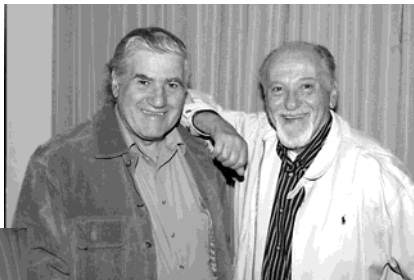
**WHEN:** Monday, June 20, 2005 - 10:00 AM-2:00 PM

**WHERE:** Fontana Studios  
65 Merrick Ave Merrick, NY 11566  
(Just North of Sunrise Highway and the LIRR)

**COST:** \$30 (Make check out to PPGNY)

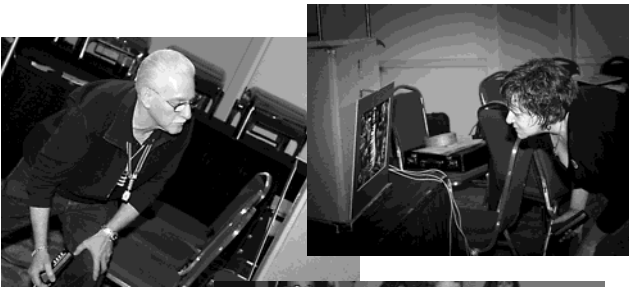
**RSVP:** Frank Fontana 516-377-6565

**Photos from the May 3rd Dinner Meeting - photos by Michael Blume**





# Tammy Loya's Program from the May 3rd Meeting and Print Comp.



## WPPI Awards

PPGNY has produced so many award winners over the last 45 years. We have two award winners in the Wedding Portrait and Photographers International (WPPI) 2005 Awards of Excellence. Benny Migliorino - 3rd Place in Group Category, "Destroyed by Anger"... And Brian Phelps - International Photojournalism Print of the Year "Story Time"

**Congratulations Guys!**

## Tribute to Bob Levy

At the May 3 dinner meeting, PPGNY gave the late Bob Levy, M.Photog, a loving final tribute. His daughter Diane and son in law Lou Lagonia were invited dinner guests of Richard Cameron. They brought several of Bob's award winning photographs to display. Diane spoke of how her dad would have loved the tribute. Diane and Lou received an ovation for Bob, a real out pouring of love. When Diane finished speaking, Richard asked for a final standing ovation for Bob, "Loud enough so Bob can hear it up in heaven."

Also in attendance were many who knew Bob. Past president Bernie Moss, past financial secretary Alvin Moss, past president Conrad Lovello, original charter member Ray Jacobs and former LIPPA Member Buddy Savitz. Buddy was co-owner of Honey Photographers of Brooklyn and L. I. Buddy is now a co-owner of the Limited Edition in Merrick. It is a fine quality "Tzchotka" store. Buddy gave up photography in 1975. "I lived two lives he said, my first as a photographer and now as the owner of the Limited Edition. Buddy said the business seminars he attended at LIPPA helped him to learn and grow. He enjoyed seeing old friends and Tammy Loya's seminar, calling Tammy "A class act."

<b>KOH'S</b> <i>Camera</i>	<b>2662 Jerusalem Ave.</b>	
	<b>N. Bellmore, NY 11710</b>	
	<b>516/826-9566 Fax:516/826-6257</b>	
	<b>kohscamera.com</b>	
	<b>sales@kohscamera.com</b>	
<b>Pro Digital</b>	<b>MF &amp; 35mm</b>	<b>Collectibles</b>
Nikon	Bronica	Leica
Fuji	Hasselblad	Contax
Canon	Mamiya	Nikon RF
Olympus	Many Others	Rollei TLR

**PPGNY Blues with Score - from the PPSNYS State Convention**  
**Code Key: W: wedding, I: Illustrative, P: Portrait, C: Commercial, A: Album**

**Bergano, Steven**

155-A	Tranquility	W	80
155-D	Window to my heart	W	80

**Bernstein, Paul & Benjamin, Caryn**

182-A	Danielle and Jason	A	80	Court of Honor
182-B	Brett's Bar Mitzvah	A	81	
182-C	Evan's Bar Mitzvah	A	81	
182-D	Sydney's Bat Mitzvah	A	85	Kodak Gallery Award

**Blumenthal, Gale**

133-A	Grandma's treasures	I	81
133-B	Toward the heavens	I	80
133-C	Sunrise at the Dead Sea	I	81

**Chilelli, Rocco**

175-D	Sunset Silhouette	W	80
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**China, Davide**

159-A	Just Precious	P	81	Court of Honor
159-B	Always a Bridesmaid	W	81	

**Dannebaum, Maryola**

157-B	Amber	I	80
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**Frassetti, Frassetti**

136-B	Mediterranean Romance	P	80
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**Garnett, Hoda**

151-D	Pink Debut	I	80
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**Gartner, Dennis**

178-C	Moonlight Serenade	I	81
178-D	Time Exposure	I	81

**Kassimir, Owen**

140-B	Half Pipe	I	82
140-D	Deborah and Adam	A	80

**Kornfeld, Martin**

156-A	Old Lace, New Face	I	84
156-B	Fog Flight	I	81
156-C	A Mother's Grief	P	82
156-D	Bridgehampton Winery	I	81

**Michalec, Edward**

118-D	Steel linkage in depth	I	90	Court of Honor
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**Perino, Ruth**

146-B	Girls just wanna have fun	W	80
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## Ruymen, Deborah

116-C	You'll always be my little girl	W	80
116-D	Going crazy	W	85 Court of Honor

## Ruymen, Robert

173-A	Island Attitude	I	80
173-C	Looking towards the future	W	80

## Schmidt, Elizabeth

147-B	Sunset at Jones Inlet	I	83
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## Sireno, JoVanna

152-A	Radiant	W	80
152-C	Kaletta's Eyes	W	84

## Tramosch, Ernst

158-B	Shadow scape	I	80
158-C	Reed Waddle and the Nobodies	C	86 Court of Honor
158-D	Alone at Last	W	80

## Wine, Denise

168-A	She's music to my soul	P	90 Masterpiece
168-B	Ladies in waiting	P	80
168-C	Jean Claude	P	81
168-D	Tell me a story, please	P	82

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800-810-5745

## *Yesterday, Today and Tomorrow... A Lifetime's Journey*

*By Dennis Gartner*

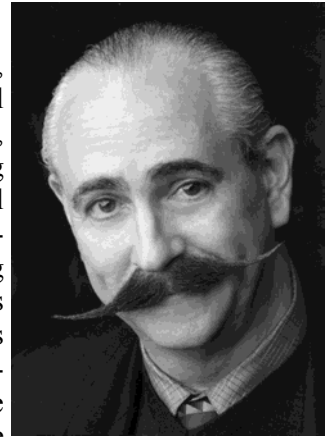
There are serious obstacles facing the veteran photographer in today's modern photographic environment. I believe that hundreds, if not thousands of older professional photographers are facing difficult times with these changes. My career spans more than three decades, but there has never been more drastic changes than in the last 8 to 10 years.

I have been a professional wedding, portrait and commercial photographer in the New York area for over 35 years. I began in this business in 1968 after purchasing a Nikkormat camera from a college buddy who needed \$90.00 for a car payment. My odyssey had begun. After seeing my first print develop in that tray in the dark, I was hooked. I had developer and hypo rushing through my veins. There's nothing like the smell of acetic acid in the morning. I secured a part time studio position while going to college. I worked as an assistant, sweeper and darkroom helper, print sprayer, negative filer, framer and children's photographer, amongst other duties. Unlike many of today's younger generation of photographers who have gone into business with very little formal business and technical training, I learned from the bottom up and the apprenticeship was very worthwhile.

I was lucky enough to work for two very talented brothers, our own Moss Twins, who saw my potential and spent many hours teaching me the crafts of lighting, posing, composition and handling people in stressful situations. They were excellent teachers. I worked hard and learned many valuable lessons during my apprenticeship and tenure over the next two years, including large format black and white film developing and printing, negative retouching, color printing, album design and sales and studio management. They hammered the Rules into my head. This is the way to do they said

and I embraced it.

I joined the PPA, PPSNY and the local professional affiliate, LIPPA, the Long Island Professional Photographers Association, attending meetings, seminars and conventions whenever and wherever I could. I have been most fortunate



to have studied with many of the world's greatest instructors, namely Joe Zeltsman, Papa Fassbender, Monte Zucker, Al Gilbert, Arnold Newman, Philippe Halsman, Don Blair, Dean Collins and Gerhard Bakker just to name a few. These talented instructors helped to set my roots into a career of traditional portrait and wedding photography. In 1980 I tired of working for other studios. I decided it was time for me to be in business for myself. I became a Certified Professional Photographer and attained the Master of Photography Degree from the Professional Photographers of America.

Flash forward 30 years to 1998 and now, at the tender age of 50 **PHOTOJOURNALISM!** Here I am, a product of the Rules generation and along comes this amazing, wonderful, exciting and provocative concept... Photojournalism! But wait, this is nothing new...This is where it all began. It's been around since the dawn of photography. These are the photographers that I studied and whose work I have loved for well over 30 years...Henri Cartier-Bresson, Eugene Atget, Walker Evans, Andre Kertesz, Jacque-Henri Lartigue, Alfred Stieglitz, Jacob Riis, Dorothea Lange and Margaret Bourke-White, just to name a few.

Now I began studying with a new breed of photographer: Joe Buissink, Kevin Kubota, Gary Fong and Dennis Reggie.

WEDDING PHOTOJOURNALISM...Wow, what a concept! Okay... now how do I break out of this box that I have been neatly working and encased in for 35 years and cut these chains of tradition? Do I want to change? Do I have to change? Can I mix both styles together? Can I really do this? I discovered that the antonym of tradition is innovation. Now, isn't that interesting! I began logging onto as many photojournalist's web sites as I could find. Just like the traditionalists, there are excellent photojournalists, fair ones and poor ones as well. I immediately fell in love with this superb approach to wedding photography.

Hmm, I thought, this ain't gonna be easy. And it most certainly is not. Shooting photojournalism is much more difficult than what I had been doing all these years. It requires the shooter to literally have eyes in the back of one's head, to be in several places at one time and to never, ever put that camera down. On many weddings I will shoot over 1500 exposures. It requires the look and the use of natural lighting, spontaneous emotions and clever diatribes. The goal is to capture "*Life As It Happens*". I still believe that the "Rules" are important, because every building must have a foundation, no matter how avant-garde the structure turns out to be.

But, wait...hold it...there's more to learn... Pixels and Megapixels, Digital Technology, Software, Hardware, Megabytes, Gigabytes and God forbid Kilobytes. Photoshop, Color Gamuts, Email, Attachments, Refresh Rates, Bandwidth, Baud Rates, Bit Rates and Bit Maps, White Balance, Microdrives, Microprocessors and Databases, The World Wide Web, Desktop Publishing, Inkjet, Dye Sub, Jaggies, Cursors, and Viruses, PC, MAC, CMYK, RGB,

LAN, WAN, WLAN, CCD, CMOS, JPEG, TIFF, PDF, GIF, EPS, RAM, RIP, RAW, FTP, CD's, LCD's and CRT's, LED's, DVD's, PDF's and PSD's, SCSI, USB, FireWire, Postscript, Plug-ins, Websites, Search Engines, Resolution, Calibration and Frustration. Windows?...Windows are panes of glass that let the light in. No? Whew! Whatever happened to photography?

During the last 3 years I have literally spent hundreds of hours reading, studying and taking courses to learn the new techniques and terminology. I have also spent thousands and thousands of dollars on new equipment, computers and software. I have added 20 hours to my work week, which was well over 60 hours to begin with. We have come full circle for now we are retouching and color correcting our own work, even if we still send most of it to a lab. Converting my studio has been and continues to be a trying experience. I have to learn the technique first and then teach it to my employees. I can't do it all myself. But, it has been worth every minute that I have put into it. The rewards are great and the growth never stops. Once you stop growing, you stagnate. If you have not jumped on the bandwagon yet, well, what are you waiting for? Go out there and have fun Get Inspired. The time to act is now. Tomorrow will be too late.

*Dennis Gartner, 2005*

P.S. Thank you LIPPA and PPGNY. I couldn't have done it without all the hard working people who have made this organization truly great over the past 45 years.

## **New Members – Welcome!**

*The following individuals have requested membership in the Professional Photographers of Greater New York, Inc. In accordance with the Bylaws, “the names of all applicants shall be published in the Association’s newsletter for three consecutive months. Any member who has reason to feel that an applicant is not suitable for membership shall contact a member of the Board of Directors in writing within ten (10) days and express his/her reasons”.*

### **1st Posting**

Frank Rende  
FMR Photography  
474 Roy Street  
West Hempstead, NY 11552

### **1st Posting**

Julio Cordero (Julio is PPGNY’s New  
Sgt. At Arms by appointment of the  
President) 85-35 54th Avenue,  
Elmhurst, NY 11373

### **3rd Posting**

Michael Wandt (Active)  
Lavender Studios  
1095 North Broadway  
North Massapequa, NY 11758

### **3rd Posting**

Wendy King (Active)  
16 New York Avenue  
North Babylon, NY 11704

### **Reinstatement**

Giuseppe Morreale (Welcome Back)  
Morreale Photo Studio  
163-28 99th Street  
Howard Beach, NY 11414

**Concerns should be directed to: Franco Frassetti**  
**President PPGNY**  
**email: THEFLIGS@aol.com**  
**Phone: 718 - 256-5300**

## **Condolences**

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

PPGNY/LIPPA Lifetime member Irving Friedman, M. Photog., former owner of Triart Photographers of Brooklyn has passed away. He served on the board of directors and as financial secretary. He is the father of long time member Earl Friedman of Sherwood/Triart Photographers. Funeral was in Florida on Wednesday, May 11, 2005. We extend our condolences to Irv’s wife Lita, Earl and to the Friedman family.

Lifetime member Bob Simowitz has passed away. We extend our condolences to Bob’s wife Fran and the Simowitz family.

## **WAR STORIES** **(TALES OF TUXEDOED COMBAT)**

By Paul Bernstein, PPA Cert., M. Photog., Cr



Those of us who have worked for other studios may have observed there is often a sense of not being "in sync" when getting information and details about someone else's job. A case in point took place a few summers ago when I received a call while on my way to an appointment. The manager of a small Orthodox studio in Brooklyn asked if I were available to photograph a wedding the following Sunday afternoon in Borough Park. I said that I was able to handle the job, but that I could not take down any information while driving. The manager agreed to send a fax containing all pertinent details, including the studio owner's beeper number. This means of contact was especially vital. Our initial conversation was on a Wednesday and the ensuing two days were Jewish holidays, followed by Shabbos on Saturday and their usual day off on Sunday, which meant that the studio would be closed for four days in a row.

Upon returning home, I read the fax. It contained the first names of the bride, groom and parents, plus an extensive list of siblings, grandparents, aunts, uncles and cousins, ad infinitum. I was even alerted to take a special photograph of the officiating rabbi, who was coming in from Europe especially for this occasion. The only items missing from this lengthy list were the last names of the principals and the LOCATION OF THE WEDDING!!!!

Anyone who knows me is aware of the fact that I do not lack communications skills,

but my efforts to contact this studio over those next few days taxed modern technology as well as my sanity. I tried numerous times to

page the studio owner without success. (I learned afterwards that he was out of town and far out of beeper range.) After leaving over a dozen unreturned messages on the studio's answering machine, I was greeted by a mechanical voice informing me "The tape is full. Please call back when we reopen", which was on the day after the wedding!!!!

Never one to give up easily, I decided to track down this elusive job to the best of my ability. After all, how hard could it be to find a wedding reception in densely-populated Borough Park on a hot, steamy August afternoon, even without knowing anyone's last name or the actual start time?

My lighting assistant joined me that Sunday for a fun-filled afternoon taping the new reality show entitled "My Big Fat Lost Wedding". I'll bet you don't know how many restaurants, catering establishments, synagogues and social halls there are in Borough Park. Just ask me and I will gladly share this bit of trivia with you.

After three fruitless hours, we finally decided to give up and go for a beer. Back in my own neighborhood, just as we were

about to sit down in front of a couple of cold ones at the local pub, my cell phone buzzed. It was a videographer calling from the Land of the Lost Wedding. He found my name on his job sheet and possessed the presence of mind to call information, contact my home and get my cell number. He told me the location of the wedding, which was just outside of our eighty square block search zone. At that moment I knew exactly how frustrated a WW II destroyer captain must have felt when an enemy U-Boat eluded him during the Battle of the Atlantic. A.J. Foyt could not have gotten to the hall any faster than we did. We unloaded our equipment into the crowded lobby, amidst the chaos and tumult of arriving guests, knowing that we had precious little time to do a full set of pre-ceremony formal portraits. As we valiantly struggled to set up quickly and rescue the situation from the depths of Candid Man Hell, I felt a gentle tap on my shoulder. A young couple with a very large brood of children informed me that they were part of the previous week's wedding and had not been photographed on that day. The studio owner had promised them, without informing me of course, that

I would be taking a group shot of them on this job! The image of a large snowball in a very hot place immediately came to my mind, but I bit my tongue, then politely explained the situation to them. Nevertheless, they were insistent, so I popped off a few quick snaps of the "Brooklyn Brady Bunch" and rushed off to find the bride.

I finally found my primary subjects, who were packed into a tiny and airless bridal room. As I began to photograph the bride while ignoring the icy stares of her mother, there was a knock on the door. It was the same couple from the lobby, wanting to know if I could also take individual photos of their six or eight or twelve children. For once in my life I was absolutely speechless. However, I quickly recovered and told them that I would be glad to photograph each child immediately following the ceremony, bridal portraits, additional family group shots, the grand entrance, table photos and the first hora, which on an Orthodox job usually lasts 45 minutes to an hour.

Surprisingly, they never came back. I guess their kids had an early bed time.

*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](mailto:PaulBphoto@aol.com). Be sure to sign your name so that you can get proper credit for your own "War Stories" Thanks! Paul.*

As copyright battles continue in Congress between consumer advocates and the movie and recording industries, PPA continues to convey the forceful message “Don’t forget about professional photographers!” to lawmakers in Washington, D.C.

PPA CEO David Trust and I found ourselves on Capitol Hill again this week delivering this message to the House Energy Committee, due to the re-introduction of the Digital Media Consumer Rights Act of 2005 (H.R. 1201) by Congressman Rick Boucher (D-VA).

This bill could have a devastating effect on professional photographers: it would legalize the development and distribution of software that can “break” copyright protection software.

Though the bill is aimed primarily at audio recording, it would open the door for consumers to easily disregard photographers’ copyrights. Many consumers will think that if it’s legal to copy an audio CD, surely there’s no problem copying digital images.

We had excellent meetings in the offices of eight members of the House Energy Committee. We heard comments like, “We never thought of photographers,” and, “All the discussion has been on music and movies; tell us more about the impact of this bill on photographers.” Our meeting in Rep. John Lewis’s (D-GA) office was particularly good. Lewis is a co-sponsor of H.R. 1201, but based on the feedback we got, he will be re-viewing that position.

During our brief two-day stay in D.C., we also spent time in Senate offices, pushing the Association Health Plan (AHP) bill (a.k.a. Small Business Health Fairness Act, S. 406) that has already passed in the House. PPA strongly supports this bill, which would give our members better access to affordable healthcare.

In any Senate office where we met resistance to AHPs, we pressed them hard with the message that after 12 years of Congress discussing this topic, it’s time to take action, even if the bill is imperfect as it currently stands. We stressed how helpful a bill of this type would be to association members, no matter how flawed in its first stage. In all instances, they listened receptively, and at least one (Sen. George Allen, R-VA) was inclined to support the bill by the time we left.

I thought this information was timely, and that you might be interested in what we actually do during our visits to Congress. Part of the value of PPA membership is your voice being heard on Capitol Hill, and not being forgotten in what I call the Copyright Wars, or the quest for affordable healthcare.

In the near future, PPA might be asking you to send letters to your senators, so watch your email for Member Alerts. Until then, congratulations on your foresight; it is after all your vision and your membership in PPA that helps you protect your own ability to earn a living. In PPA, you are part of the fight.

Al Hopper  
Director of Membership, Copyright & Government Affairs  
Professional Photographers of America

## PPA News - Model Releases



Does this scene sound familiar? You're developing marketing pieces for your studio, and you find a great image in your files that you want to use. But for some reason, you don't have a model release on file. So you call your client, and she tells you to go ahead. You're set right? Better think again.

PPA has learned of at least 11 states where a verbal model release is invalid. Failure to follow these laws can cost you in the form of civil penalties, or even misdemeanor criminal sanctions.

One PPA member in Ohio got explicit verbal permission from a client to use an image in a mall display, only to receive a letter from the client's attorney based on this very technicality!

As part of PPA's continuing effort to provide you with pertinent, updated information, and to prevent other photographers from being hit with this type of lawsuit, PPA has reviewed "Right to Publicity" statutes across the country. We have found nine states with laws on the books unequivocally requiring a written model release:

Illinois

Indiana

Massachusetts

Nevada

New York

Ohio

Rhode Island

Virginia

Wisconsin

Two other states require a written release from the heirs of someone who is deceased. While these states do not explicitly require written permission from living persons, it's a good bet that the requirement is implied:

Kentucky

Texas

On the flip side, seven states have statutes in place that appear to accept verbal or written consent as valid:

California

Florida

Nebraska

Oklahoma

Tennessee

Utah

Washington

Even if you live in a state that will accept a verbal model release, PPA strongly recommends that you always get a signed one to keep on file. If you select an image for use in advertising (including your website), we recommend a specific release. There's a good chance you'll never need to show the release to anyone, but if you are ever accused of wrongdoing on this issue, you'll have much more success defending yourself if you have written proof of permission.

Need a good example of a model release, or just want more information on model releases? As a PPA member, you can find all that information at [www.ppa.com](http://www.ppa.com) in the Members Only Download Zone. Use your last name as the Username and your PPA ID number as the password to gain access. There's no cost to you - its all part of your PPA membership.

Al Hopper

Director of Membership, Copyright & Government Affairs

Professional Photographers of America

## PPA News - Association Health Plans Bill (S.406)



As you know, PPGNY is a PPA affiliate. They are working on an issue that effects us all, therefore I felt it important to share with you:

Two weeks ago, the U.S. Senate's Small Business Committee held an important hearing on the Association Health Plans bill, also known as the Small Business Health Fairness Act (S.406). PPA representatives were on hand attending the hearing and submitting testimony in support of the bill.

"It's time to stop talking and start getting something done to give small business owners the same access to health insurance enjoyed by employees of large corporations and members of unions." This was the message PPA CEO David Trust and I conveyed in our visits to Senate offices and with members of the Small Business Committee Staff while in Washington, D.C. for the hearing.

If passed, the AHP bill would give associations the ability to offer group health insurance plans to their members, the same way large corporations are able to offer health insurance to their employees as a group. Since obtaining affordable health insurance has become one of our member's greatest concerns, PPA is lobbying hard for the passage of this bill.

The recent hearing was not the first time PPA was on Capitol Hill discussing this critical issue; for the last several years we have been fighting to offer you more affordable health insurance options. Those efforts are paying off, and we anticipate that the AHP bill will pass the House sometime this summer. The real battle will come in the Senate, which has consistently refused to vote on this issue in the past.

Rest assured that PPA will stay focused in this effort. Giving you a voice on Capitol Hill and working to get more affordable, quality health insurance for you - it's all part of the value of your membership!

For more information on the fight to pass the Association Health Plan bill and on how to contact your member of Congress, go to: <http://capwiz.com/ppaworld/issues/alert/?alertid=7449376&type=CO> or visit [www.ppa.com](http://www.ppa.com).

Al Hopper

Director of Membership, Copyright & Government Affairs  
Professional Photographers of America

## **CLASSIFIEDS**

To place a classified ad in the New York Photographer, email the information to Marvin N. Horlick at [photogbymarvin@aol.com](mailto: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**

**NEW LISTING - FOR SALE:** Denny 4 roller background system (motorized) with 3 backgrounds. Posing table. Posing bench. Some studio strobes and some other assorted things. **Willing to sell for best offer.**

**Joe Delnnoctiis - (718) 454-1696 or [deinnocj@stjohns.edu](mailto:deinnocj@stjohns.edu)**

### **Help Wanted**

**Wedding and Portrait Studio -** Needs a sales person/album designer/production assistant. Contact Precious Times Photography, Brooklyn, NY - Franco Frassetto - (718) 256-5300 or [THEFLIGS@aol.com](mailto:THEFLIGS@aol.com)

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