

Photographer

The New York

A Publication of the Professional Photographers of Greater New York

May 2006



Come Join us for our Next Dinner Meeting

Tuesday, May 2, 2006

at the

Best Western Mill River Manor, Rockville Centre, NY

Our speaker will be

Frank J. Dispensa

PPA Cert., M. Photog., Cr., API, APM



***Program Title:
Digital and Film
Exposure***

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Franco Frassetti

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

New Members Postings

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".

Reinstated - Welcome Back!

1st Posting

Jay Seth

307 - 7th Ave - Room 201

New York, NY 10001

718 939 8620

Email - jaysethphoto@aol.com

Web - www.jaysethphoto.com

Concerns should be directed to:

Franco Frassetti - President PPGNY

email:

THEFLIGS@aol.com

Phone: 718 - 256-5300

A Message From Our President

Dear Members,

Last month, our dinner meeting program had to be cancelled due to the death of Frank Dispensa's sister. Our condolences go out to Frank and his family. He has rescheduled the program for May 2nd. Please attend. More great programs are on the way for your enjoyment and learning purposes.

A very big Thank you to Jerry and Gary Small, Rudy Pollack, Vinny Amesse, and Steve Buchbinder. At the eleventh hour, they came to the rescue by setting up a round table discussion concerning our digital era. Steve Buchbinder demonstrated the Canon 5D.

In a short time, posters, cards and mailers will be available as we get our new membership drive underway. Chris Moore and Dennis Gartner are responsible for the fantastic job in this effort.

I have urged this in the past and continue to do so; we would like

all members to make an earnest attempt at finding a friend or associate to join our organization. It is our mission to restore the number of members to the PPGNY as it was in the past with a roster "in the hundreds."

We can accomplish this through a concerted effort.

**Franco Frasseti - President PPGNY - Contact Information: THEFLIGS@aol.com
Phone 718 256-5300 Fax: 718-256-8561**

Published monthly by the Professional Photographers of Greater New York.

Editor – Marvin N. Horlick

*For contributions, questions, or comments regarding this newsletter, contact Marvin N. Horlick Email: 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.



Special Notice

Please provide your email address and phone number to Franco Frasseti.
THEFLIGS@AOL.COM

The New York Photographer
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Professional Photographers of Greater New York

"To create, foster, promote and maintain cordial relations and encourage the exchange of knowledge among its members"

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Calendar of Events

Tuesday - May 2, 2006 - Dinner Meeting - *Location:* Best Western Mill River Manor, 173 Sunrise Hwy, Rockville Centre, NY - Phone 516 678 1300. *Time:* Cocktail hour 6pm, Dinner and program 7pm.

Digital and Film Exposure

By Frank J. Dispensa, PPA Certified, M.Photog.Cr., API, APM

This seminar will meet the needs of the beginner and the advanced photographers.

Agenda

The Myths Photographers Propagate:

- Lighting Ratios
- Depth of Field
- Depth of illumination
- Color Balancing Filters

Studio Exposure - Digital & Film:

- Raw vs. Jpeg
- Calculate the Maximum Lighting Ratio for *your* Camera Chip
- Calibrating your Light Meter with *your* Camera Chip
- Color Balancing Cameras - Why, How and What Target
- ISO Ratings for Film and Digital
- Adding and subtracting f/stops

Outdoor Exposure - Digital & Film:

- Bright Background Subject in Shade
- Overcast Fill-flash Exposure

Window Light Exposure:

- Controlling Contrast



BIOGRAPHY

Frank J. Dispensa, Master of Photography, Photographic Craftsmen, Certified Professional Photographer, PPA Approved Instructor, Accolade of Photographic Mastery, Senior Associate Engineer for IBM and President of FKD Studios in Wappingers Falls, New York.

FKD is a low-volume studio located in Wappingers Falls, NY, near the beautiful Hudson River, about seventy miles north of New York City and thirty miles west of Danbury, Connecticut.

Frank fell in love with photography for the very first time just twenty five years ago, while chauffeuring his 1931 Buick for weddings.

Frank joined the Professional Photographers of America (PPA) in 1989 and entered his first national print competition in 1990. He qualified for both his Master and Craftsmen degrees in just four years.

Frank's Seminars at National Conventions:

- 1995 Professional Photographers of America
- 1995 Wedding and Portrait Photographers International
- 1998 Professional Photographers of America
- 1998 Canada Professional Photographers
- 1999 Wedding and Portrait Photographers International
- 2001 Wedding and Portrait Photographers International
- 2002 Professional Photographers of America
- 2003 San Juan
- 2006 Wedding and Portrait Photographers International



Frank has also presented numerous seminars at state conventions throughout U.S.A. and Canada.

ACCOMPLISHMENT

Commitment to Excellence Award
Kodak Gallery Award
Loan Collection Print
First Place Winona Print Competition
First Place WPPI 16x20 Competition
First Place WPPI 8X10 Competition
Second Place WPPI 16x20 Competition
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Photos from the April 4th Dinner Meeting - Photos by Michael Blume





The Roundtable Digital Discussion - Photos by Michael Blume



And the Zook Awards Winner is...

Last year Mark Garber Photography of Dayton Ohio won a free trip to WPPI as the winner of the 2005 Zook Awards. Is this the year you win and go to the 2007 WPPI Tradeshow & Convention in Las Vegas?

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Many Others

Collectibles

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Contax
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Rollei TLR

State Convention - PPGNY Print Competition Scores

Benjamin, Caryn

176-A	Sheherazade	P	79	
176-B	The Peacock Fan	P	79	
176-C	Is he still my big brother ?	W	81	Judges Choice
176-D	The ritual of love	A	83	

Bergano, Steven

129-A	Lover's Stroll	W	80	
129-B	Marvelous Night for a Moondance	W	77	
129-C	Tomorrow has arrived	W	79	
129-D	Diana and Michael	A	80	

Bernstein, Paul

172-A	Kim and John	A	81	
172-B	Jeffrey's Bar Mitzvah	A	81	Court of Honor
172-C	Hilary's Bat Mitzvah	A	81	
172-D	Zachary's Bar Mitzvah	A	80	

Blumenthal, Gale

141-A	Jerusalem at Night	I	79	
141-B	The Homestead	I	77	
141-C	Sisters	P	78	
141-D	Little Boy Blue	P	77	

Budraitis, Peter

188-A	Teresa's Smile	P	76	
188-B	The Bishop	P	77	
188-C	My Happy Place	P	78	
188-D	Joe Cool	P	80	

China, Davide

113-A	Mind, Body, and Soul Man	P	80	Court of Honor
113-B	Second Kiss	W	79	
113-C	Tender Moment	W	80	
113-D	Tunnel of Dreams	W	78	

Cialone, Juli-Ann

182-A	A Burst of Color	P	77		
182-B	Life Story	A	83	Judges Choice	Masterpiece
182-C	Country Romance	A	80		
182-D	Color of Elegance	A	86		Gallery

Frassetti, Franco

189-A	Filomena and Steven	A	80	
189-B	Helene and Todd	A	81	
189-C	Grand Canal	I	78	
189-D	Fairy Tales	P	76	

Gartner, Dennis

190-A	Something Old Something New	W	78	
190-B	From Generation To Generation	I	77	
190-C	Love - Light	W	77	
190-D	Rebel Without a Cause	P	76	

Harris III, Dana

147-A	Shadow of a kiss	W	78
147-B	Veiled Bride	W	80

Kelley, Sean

183-A	Serenity	P	77
183-B	Sparkling	W	77
183-C	Country Romance	A	80
183-D	Color Of Elegance	A	86

Kornfeld, Martin

142-A	Peggy's Cove	I	78
142-B	My Tulips at Dusk	I	80
142-C	Brain Wave	I	81
142-D	Hello Boys	I	77

Michalec, Edward

136-A	Daydreaming	P	79
136-B	Always Allert	I	77
136-C	"Dusk",After-The-Storm	I	78
136-D	Scintillating, Fun City Memorial	I	87

Perino, Ruth

126-A	New Horizons	W	76
126-B	Pensive	W	80
126-C	Diana and Michael	A	80

Ruymen, Deborah

140-A	Kristen and Joseph	A	82
140-B	Wine Lovers	W	77
140-C	In Her Shadow	W	80
140-D	Just Doing our Job	W	80

Ruymen, Robert

138-A	Kristen And Joseph	A	82
138-B	Nap Time	W	81
138-C	Which way to the fishing hole?	I	83 Court of Honor Judges Choice
138-D	You light up my life	W	78

Schmidt, Elizabeth

115-A	Lady of the Harbor	I	77
115-B	Eye of the Storm	I	76
115-C	First Blossom of Spring	I	78
115-D	Love At First Sight	P	78

Tramposch, Ernst

105-A	Secret Window	I	77
105-B	I Love You Mommy	W	85 Gallery
105-C	Newly Wed	W	78
105-D	Amore At Casa De Campo	W	80 Court of Honor

Wine, Denise

166-A	My turn next	P	83
166-B	Caroline	P	83 Court of Honor
166-C	Come Back to me soon, my poppy	P	78
166-D	Symphony of Love	P	81

Case total 320 and Over PPSNY Members Only

The tiebreaker will be the highest print(s) in the case.

March, 2006

Case No Name Total Score

131- 4 Fundalinski, Bogdan 341	172- 4 Bernstein, Paul 323
158- 4 Schmitt, Brian 336	143- 4 Stevenson, William 323
149- 4 Schoepfer, Josephine 335	175- 4 Woodard, Debra 322
187- 4 Sjoblom, Neil 332	176- 4 Benjamin, Caryn 322
182- 4 Cialone, Juli-Ann 326	104- 4 Ferrara, James 321
145- 4 Schmitt, Marland 326	136- 4 Michalec, Edward 321
148- 4 Migliorina, Benny 325	183- 4 Kelley, Sean 320
166- 4 Wine, Denise 325	122- 4 Martin, Pamela S. 320
138- 4 Ruymen, Robert 324	105- 4 Tramosch, Ernst 320
	157- 4 Wheeler, Brody 320

Total 320 and Over: 19

Classifieds

FOR SALE: Calumet Travelite Kit

- (3) 750 watt/second monolite heads
- (3) Light stands
- (2) Light reflectors
- (1) 24x32" Softbox w/adaptor ring
- (2) 45" Silver/white umbrellas

(1) Carrying case

(2) Stand cases

The lights are in mint condition, 4 years old, very lightly used.

\$1200 - Prices are negotiable

Call Kerry at 516 731 5120

FOR SALE: Used Epson 9600 printer - \$2,500 or best offer.

Contact Franco Frassetto - (718) 256-5300 - or THEFLIGS@aol.com

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Are you an eenie, meenie, meinie, moe photographer?

by Joel Heffner

Photographers have told me many reasons for their declining businesses. One reason that I don't hear I call the **eenie meenie effect**. Children use the expression as a random way of selecting the next person to do something. The key word is *random*. Many photographers offer work at about the same level. They show samples of work that are appealing...but very similar to the work of other photographers that are close by. When things are very similar, shoppers go shopping! They can look on the Internet. They can go from store to store. They can look at the Yellow Pages. Photographers often use the same selling points (i.e. years of experience, awards won, fast service, etc.) Today's consumers are beyond that. For many people, choosing a photographer is an almost random process because everyone "looks alike after a while." It's very difficult to differentiate yourself from the competition, right? No!!!!

Some photographers do very well at differentiating themselves. Denis Reggie, for example, has become very famous by creating a niche. Others are not as famous, but have created their own unique niches. Some follow a suggestion that I heard Charles Lewis articulate many years ago when he said, "Successful people do the things others don't want to do." Have you ever heard of Elsa Dorfman, Rob Gibson or Gary Auerbach?

- Elsa Dorfman (www.elsa.photo.net), based in Cambridge, Massachusetts, shoots only two (2) images per portrait session! Her images are 20x24 Polaroid prints that she takes with one of only a handful of the original Polaroid cameras made for that size film. The client selects one on the spot and pays \$2500. If they want both, they get a slight discount for the second image.
- Rob Gibson (www.civilwarphotography.com/gibson/index2.html) has the only commercial wet plate portrait studio in the United States (and probably the world). He specializes in Civil War type portraits. His studio is located near the Gettysburg Battle Field in Pennsylvania. He charges about \$100 per portrait. His studio is set up so that you can see how your portrait is being processed the old fashioned way.
- Gary Auerbach (www.platinumphotographer.com) portraits are made via the platinum process. He's based in Tucson, Arizona, where you can "process" your pictures using the sun. For about a thousand dollars, the typical client can have a platinum portrait.

If they moved to your block, would they be competition for you? They certainly would be offering something that isn't available in the metropolitan area. It's easy to be an eenie meenie photographer because that's what we've been taught for our entire lives. Since everyone else does it...we should do the same thing. It seems obvious, until you look at your bottom line and see it's turning from black to red. Is it time to try something new? That doesn't mean shutting down your current operation and doing something that you may think is bizarre. However, would it hurt much to try to add something that you don't do normally? Finding your own niche may be fun...and profitable.

[Joel Heffner is a creativity and communications consultant. He can be reached online at www.joelheffner.com or by email at joelheffner@aol.com. He can help you find your niche!]

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

Have you ever been totally taken aback by a photo request at an affair? Here are a few outstanding special requests I would like to share with you:

1. I certainly never expected to be invited into the bridal room immediately following the ceremony to document a couple's initial "encounter" as newlyweds. After realizing that they did not just wish to have their first kiss immortalized, I carefully backed out of the door, lamely explaining as I left that I never deliberately overexpose my photos.
2. How about being asked to get the father of the bride dancing individually with all four of his wives? (The term "ex-wives" never came up.) This definitely felt to me like a scene from the HBO series "Big Love."
3. The groom was a volunteer fireman, as were most of the bridal party members. After the church, their big red hook and ladder was waiting outside, with siren blasting and bell clanging. It was only natural that they asked me for a shot of everyone on the fire truck. As soon as I had snapped the picture, the truck suddenly took off with the bride, groom, ushers, bridesmaids as well as their intrepid photographer still aboard! Luckily, my assistant was loading the car and had my car keys.
4. Here is one photo we were definitely told not to take: the bride tossing the bouquet. It turned out that the bride had caught the bouquet at the groom's first wedding. I guess she did not wish to tempt the fates.



"American Gothic Gone Wild" - From the country fair at the State Convention

Submitted by Ira Rosen:

"Wedding Photography... Never a Dull Moment."

It was a beautiful August day last summer. Perfect skies and a perfect breeze made the perfect day for a perfect New York wedding. My friend Scott and I loaded the car and headed to Manhattan where we were booked to shoot a high-end church wedding. We arrived at the Mandarin Oriental Hotel, which overlooked Columbus Circle, and set up to shoot formals of the bride, bridesmaids and family members in this opulent suite.

Picture this scene, some 60 floors over Manhattan: Three rooms filled with a gorgeous bride and bridesmaids all half dressed and sipping imported bubbly, while a team of fussy makeup artists and hair stylists rushed to improve upon perfection. Music blared, glasses clinked and laughter filled the air. The bride's exquisite, hand-made Italian silk gown hung from a light fixture and flowed down to cover a king size bed. It was perfect.

Scott and I grabbed cameras and switched into paparazzi mode. Five minutes before the bride was to get dressed we here a **POP** like a gunshot from the bedroom. A sprinkler over the bed

had blown and gallons of rusty water began gushing from the sprinkler and completely soaked this stunning bridal gown. Bridesmaids went diving through the air trying to prevent a fashion emergency. Hair and makeup were trashed, along with most of the clothes and the bridal gown. Everybody formed a relay line to rescue items of clothing and personal effects as 2 to 3 inches nasty of swamp water filled the suite.

We were all in a daze just standing in the hall, unsure of what had just happened or what we should do when the bride came out. She was clad in a dripping wet nightgown, barefoot, holding a bottle of champagne in one hand and a toothbrush in the other. After an awkward moment of silence she raised both into the air and shouted “I’ve got what I need and this wedding is going to happen!” She picked up a phone, called the desk and in a calm but firm voice informed them of what had occurred, and then proceeded to tell them “I want a team of people to relocate us into a new suite and I need a dry-cleaner RIGHT NOW!”

Moments later the hotel SWAT team arrived and everything got moved. The hair and makeup elves got to work again and all the damaged clothes were whisked away for repair. It started to look at this point like we might actually make it to the church on time. Finally the bridal gown returned, dry and with most of the stains removed. Unfortunately the cleaners had also removed the hundreds of decorative silk flowers and had sent these back separately in a big cardboard box. I then realized that a photographer’s best friend in such a situation is nothing made by Nikon, Canon or Hasselblad. It is Krazy Glue! Scott and I, along with a team of hotel personnel, began to furiously glue dozens of silk flowers back onto this elegant garment. It was like the Apollo 13 mission all over again. When enough flowers were in place, and the dress was wearable, we popped the bride into it and flew out the door. With a camera hanging on each shoulder, I jumped in the front seat of the Rolls and we were off. We had exactly 15 minutes to get to church. I don’t know who made it happen, but we even had police escort. Patrol cars blocked every intersection and even cleared a path as if we were a Presidential motorcade.

The ceremony took place, a little late, but it happened. We then hit Central Park for photos and made it back to the hotel in time for the reception. None of the guests had any idea about what had just transpired. The bride had her day and got a great story to tell, plus we had a wild time helping her out. When all was said and done, she went home with a smile and ordered a beautiful book of over 200 images.

**So what’s the lesson learned that day? Be prepared for anything and.....
*“go with the flow”.***



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APPLICATION / REGISTRATION FORM

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Choose One (Indicate 1st and 2nd choice)

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Gary Small, M. Photog. Cr., CPP, CEI
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YOUR NAME _____

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Member PPSNY? YES ___ NO ___ Member PPA? YES ___ NO ___

If yes, PPA Membership # _____

*Note! PPA number must be on this application or you will not receive your merits!

Have you attended any workshops before? Yes ___ No ___

Enclose check to 'Long Island Photo Workshop' with registration
Tuition Deposit \$150 _____
TOTAL ENCLOSED \$ _____

BALANCE DUE AT REGISTRATION, at 8:00am - first day of class