

Photographer

The New York

A Publication of the Professional Photographers of Greater New York
March 2006



Come Join us for our Next Dinner Meeting

Tuesday, March 7, 2006

at the

Best Western Mill River Manor, Rockville Centre, NY

Our speaker will be

Mr. Joel Heffner



Program title:

***'What's wrong with my
Web site and how do I fix
it...fast!'***

Joel Heffner is a creativity and communication consultant who helps individuals and businesses communicate more effectively. Joel is the author of the *'Amphoto Guide to Wedding Photography'* as well as articles that have appeared in the New York Times, Bank of America Web site and the PPGNY newsletter. For five years, he was the author of a monthly column called *'WEBing Your Business'*. You can reach him at 718 966 7847 or www.joelheffner.com

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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

Print Competition

Sponsors:

PPSLAB.com

Ideal Album, Inc.

Frameart

January 2006 - No Participants

Album Competiton

Sponsor:

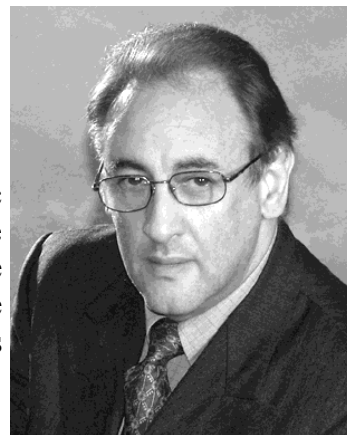
Art Leather

January 2006 - No Participants

A Message From Our President

Dear Members,

Congratulations are in order to Conrad Lovello for the fantastic TEP that he put together on Monday the 13th of February. The program was applauded by its attendees and the vendors were very satisfied with the turnout. Those that ventured through the blizzard learned much from Christopher Gills and Chris Wunder.



Tentatively, the Long Island Day is scheduled for October 16th. The event will be dedicated fully to photography in the digital realm.

I cannot reiterate enough to our members to participate in the programs and competitions that our organization conducts. It is these programs that teach, influence, and hopefully inspire photographers to grow. Participation also offers feedback to individuals that program future events as to what topics our members would like to touch upon.

(Continued - next page)

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

E-Mail Notice: If you have changed your e-mail address or are not getting e-mail updates (meeting notices, etc.) please send an e-mail to milchphoto@aol.com to be put on the list.

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.

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”

March 2006 - Volume 68 - Number 1



affiliate



affiliate



(President's Message - continued)

Our monthly print competition is geared to offer a friendly competitive atmosphere in which constructive criticism is given. This is an essential tool to prepare for national and international competitions.

Don't forget to register for the PPSNYS 101st Conference and Trade Show. It will be held at The Fallsview at the Nevele Grand Resort in Ellensville, N.Y.
Go to www.ppsnys.com for more information.

We are asking that all of our members do their best to bring in a friend to join the PPGNY. By doing so, we can easily double our members.

I would like to thank all of those that voted for me and reelected me as President. The next issue will have the lineup of programs for the coming months and the direction that we are taking in a newly revamped PPGNY.

Thank you. *Franco Frassetto*

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Calendar of Events

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

March 18-22, 2006 - The Professional Photographers Society of New York State - **101st Annual Conference and Regional Print Competition Plus Trade Show.** See the flyer reproduced in this newsletter.

May 2006 - Photo excursion to Newport and Jamestown, Rhode Island. More information to come!

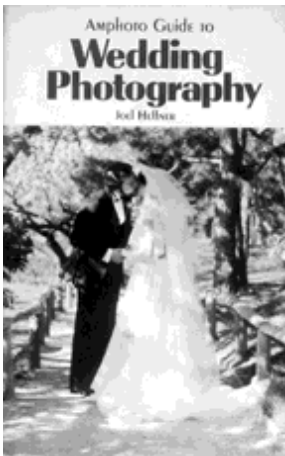
Program for the March 7th Dinner Meeting

Our Speaker will be

Mr. Joel Heffner

Program title: 'What's wrong with my Web site and how do I fix it...fast!'

Is your Web site a big boost to your business or a waste of your time and money? Very often a site that 'looks good' can be a disaster. It's hard to tell how effective a site is unless you know what to look for. Learn how to evaluate your site and make it more effective.



Joel Heffner is a creativity and communication consultant who helps individuals and businesses communicate more effectively. Joel is the author of the '*Amphoto Guide to Wedding Photography*' as well as articles that have appeared in the New York Times, Bank of America Web site and the PPGNY newsletter. For five years, he was the author of a monthly column called '*WEBing Your Business*'. You can reach him at 718 966 7847 or www.joelheffner.com



KICK UP
YOUR
PHOTOGRAPHY
A
NOTCH ...
OR TWO!

A New Generation in Image Making

March 18-22, 2006

Fallsview at the Nevele Grande Resort www.nevele.com

Located in the Catskills approximately 35 miles west of Poughkeepsie.

Rooms include the "Full American Plan" beginning with dinner on the day of arrival and ending with lunch on the day of departure. Meals will be non-Kosher cuisine.

Standard room rate @ \$88/night/person

Executive room rate @ \$98/night/person

*Based on double occupancy, tax and gratuity not included.

Third person per room/night @ \$67

Single occupancy, add \$22/night to either room rate

101st Annual Conference and Regional Print Competition Plus Trade Show

Yervant Zanzanian

Armadale Victoria, Australia
Photo-journalistic Wedding Coverage
<http://www.yervant.com>

Kirk Russell

A business and marketing guru. He is featured every week on Miller's Lab newsletter, *Inspirational Caffeine* as "A Jolt of Inspiration".
<http://www.3lenses.com>

Joel Sartore

National Geographic Photographer
<http://www.joelsartore.com>

Darton Drake

Portrait Photographer (children, families, seniors) utilizing digital fine art process.
<http://www.dartondrake.com>

Suzette Allen

A PhotoShop Diva featured on "www.shootsmarter.com". She brings fresh new ideas to our area in which we can learn from.
<http://www.suzetteallen.com>

* PPSNYS reserves the right to change the speakers without prior notice. Additional speakers to be announced.

Contact PPSNYS for more information

518.434.9500

www.PPSNYS.com

Professional Photographers Society of New York State
PPSNYS 101 Years - A New Generation in Image Making
 2006 Conference Registration

Return this form with your registration Fee to
 PPSNYS Headquarters
 388 Broadway
 Albany, NY 12207
 518-434-9500 • Toll free 877-907-7769 • Fax 518-434-0072
 E-mail: headquarters@ppsny.com • www.ppsnys.com

Name _____ Business Name _____

Address _____ City _____ State _____ Zip _____

PPSNYS Section _____ Phone _____ Email _____

Registration:

	Advance Registration	After 1/15/06	#of persons	Total
PPSNYS & PPA Member & Family	\$55	\$ 75	N/A	\$-----
Individual non-member	\$99	\$125	-----	\$-----
Student	\$25	\$ 25	-----	\$-----
Single day	N/A	\$55	-----	\$-----
**Group Rate PPSNYS section	\$ 45 /person	N/A	N/A	\$-----
*** Group Rate Non Member	\$89 /person	N/A	N/A	\$-----
Total Registration Fee				_____

PPSNYS is authorized to charge my: MasterCard _____ Visa _____ American Express _____

Card # _____ Expiration Date: _____ Name on Card _____

Signature _____

If paying by check, please make payable to **PPSNYS** (US Funds)

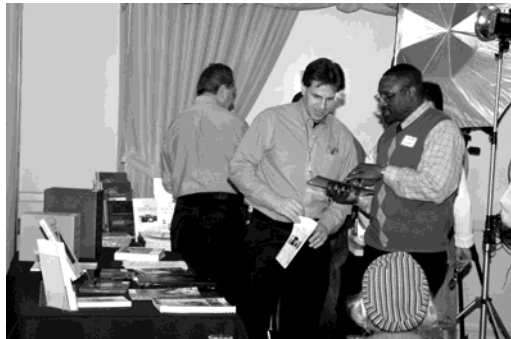
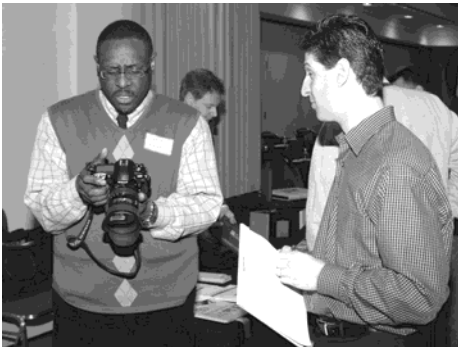
Conference Accommodations Reservations made by contacting conference hotel directly.
 Contact the Fallsview at the Nevele Grande Resort, Ellenville, NY 800-647-6000 or 845-647-6000

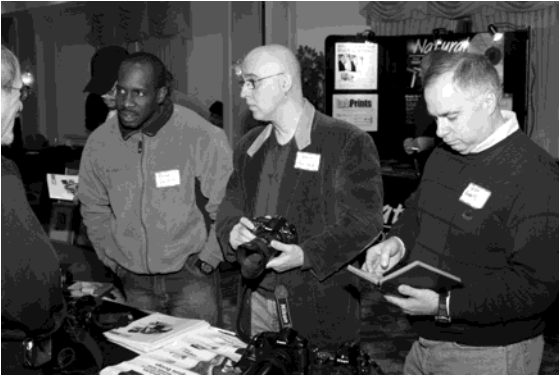
Standard Room per person, per night, dbl occupancy \$88 plus gratuities and tax
 Executive Room per person, per night, dbl occupancy \$98 plus gratuities and tax
 The room rates are for the Full American Plan beginning with Dinner on the day of arrival and ending with Lunch on the day of departure. Meals will be non-Kosher cuisine.

** Group Registration PPSNYS sections. The group registration fee for 10 or more individuals belonging to one section of the PPSNYS is \$45/person. To be eligible for this rate, all registrations must be received by PPSNYS Headquarters in the SAME ENVELOPE before the January 15, 2006 deadline, and must be prepaid in full. No group section discounts after January 15, 2006. These discounts apply to conference registration only. Housing and meal accommodations are separate. Group registrations are not eligible for refunds in the event of cancellation.

*** Group Rate Non Members. The group registration fee for 10 or more individuals not holding a membership in the PPSNYS is \$89/person. To be eligible for this rate, all registrations must be received by PPSNYS Headquarters in the SAME ENVELOPE before the January 15, 2006 deadline, and must be prepaid in full. No non-member group discounts after January 15, 2006. These discounts apply to conference registration only. Housing and meal accommodations are separate. Group registrations are not eligible for refunds in the event of cancellation.

Photos from the TEP - February 13, 2006 - Photos by Michael Blume



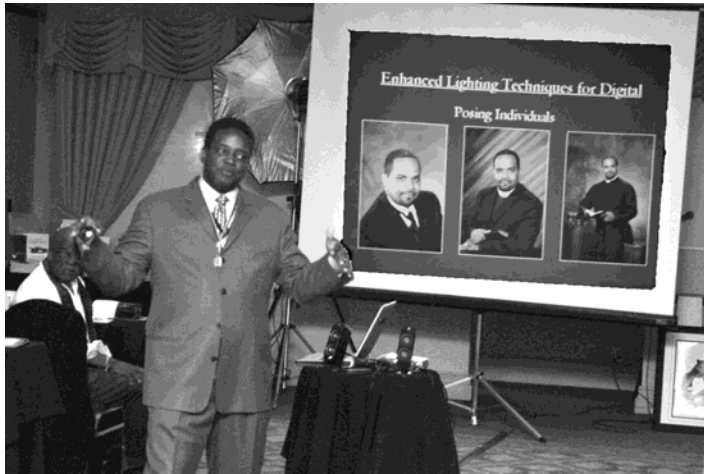


Chris Wunder, Ed Michalec and Conrad Lovelo showing a PPA Loan Collection print illustrated on page 40 of the Marathon Press publication.



2005 Best in Show Illustrative Trophy to Ed Michalec

Chris Gill's Program - Enhanced Lighting Techniques for Digital



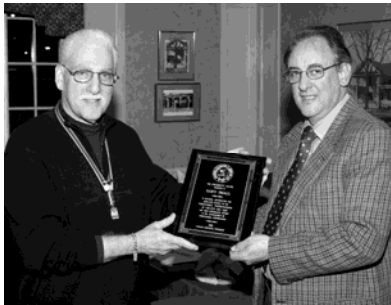
Chris Wunder's Sales and Marketing Seminar



Door Prizes, Raffles, and Drawings



Evening Banquet Awards and Installation of Officers and Board Members



2006 Officers of Board Members

The 'Leica Freedom Train' Carried More Than Cameras

by James Auer

I carry my Leica camera a bit more proudly these days. The reason? A story I had never heard before - a tale of courage, integrity and humility that is only now coming to light, some 70 years after the fact.

The Leica is the pioneer 35mm camera. From a nitpicking point of view, it wasn't the very first still camera to use 35mm movie film, but it was the first to be widely publicized and successfully marketed.

It created the "candid camera" boom of the 1930s. It is a German product - precise, minimalist, utterly efficient. Behind its worldwide acceptance as a creative tool was a family-owned, socially oriented firm that, during the Nazi era, acted with uncommon grace, generosity and modesty.

E. Leitz Inc., designer and manufacturer of Germany's most famous photographic product, saved its Jews. And Ernst Leitz II, the steely eyed Protestant patriarch who headed the closely held firm as the Holocaust loomed across Europe, acted in such a way as to earn the title, "the photography industry's Schindler."

As George Gilbert, a veteran writer on topics photographic, told the story at last week's convention of the Leica Historical Society of America in Portland, Ore., Leitz Inc., founded in Wetzlar in 1869, had a tradition of enlightened behavior toward its

workers. Pensions, sick leave, health insurance - all were instituted early on at Leitz, which depended for its work force upon generations of skilled employees - many of whom were Jewish.

The 'Leica Freedom Train'

As soon as Adolf Hitler was named chancellor of Germany in 1933, Ernst Leitz II began receiving frantic calls from Jewish associates, asking for his help in getting them and their families out of the country. As Christians, Leitz and his family were immune to Nazi Germany's Nuremberg laws, which restricted the movement of Jews and limited their professional activities. To help his Jewish workers and colleagues, Leitz quietly established what has become known among historians of the Holocaust as "the Leica Freedom Train," a covert means of allowing Jews to leave Germany in the guise of Leitz employees being assigned overseas.

Employees, retailers, family members, even friends of family members were "assigned" to Leitz sales offices in France, Britain, Hong Kong and the United States. Leitz's activities intensified after the Kristallnacht of November 1938, during which synagogues and Jewish shops were burned across Germany.

Before long, German "employees" were disembarking from the ocean liner Bremen at a New York pier and making their way to the Manhattan office of Leitz Inc., where

executives quickly found them jobs in the photographic industry. Each new arrival had around his or her neck the symbol of freedom - a new Leica. The refugees were paid a stipend until they could find work. Out of this migration came designers, repair technicians, salespeople, marketers and writers for the photographic press.

The "Leica Freedom Train" was at its height in 1938 and early 1939, delivering groups of refugees to New York every few weeks. Then, with the invasion of Poland on Sept. 1, 1939, Germany closed its borders. By that time, hundreds of endangered Jews had escaped to America, thanks to the Leitzes' efforts.

How did Ernst Leitz II and his staff get away with it? Leitz Inc. was an internationally recognized brand that reflected credit on the newly resurgent Reich. The company produced range-finders and other optical systems for the German military. Also, the Nazi government desperately needed hard currency from abroad, and Leitz's single biggest market for optical goods was the United States.

Even so, members of the Leitz family and firm suffered for their good works. A top executive, Alfred Turk, was jailed for working to help Jews and freed only after the payment of a large bribe. Leitz's daughter, Elsie Kuhn-Leitz, was imprisoned by the Gestapo after she was caught at the border, helping Jewish women cross into Switzerland.

She eventually was freed but endured rough treatment in the course of questioning.

She also fell under suspicion when she attempted to improve the living conditions of 700 to 800 Ukrainian slave laborers, all of them women, who had been assigned to work in the plant during the 1940s.

(After the war, Kuhn-Leitz received numerous honors for her humanitarian efforts, among them the Officier d'honneur des Palms Academic from France in 1965 and the Aristide Briand Medal from the European Academy in the 1970s.) Why has no one told this story until now? According to the late Norman Lipton, a freelance writer and editor, the Leitz family wanted no publicity for its heroic efforts.

Only after the last member of the Leitz family was dead did the "Leica Freedom Train" finally come to light. It is now the subject of a book, "The Greatest Invention of the Leitz Family: The Leica Freedom Train," by Frank Dabba Smith, a California-born rabbi currently living in England.

The book is available from the American Photographic Historical Society, 1150 Avenue of the Americas, New York, NY 10036.

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.**

Professional Services

Website Design and Internet Hosting - Contact Pete Budraitis at 516 - 674 - 0227

Caps and Gowns - Kindergarten thru College - Contact Conrad Lovelo at 718 - 723- 2781

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For more information, contact Gary Small via email at gary@jsmallphoto.com

Note: New ads will be shown with a grey background for the first month.

For Sale

FOR SALE: Canon 20D camera body. Includes neck strap, battery, battery charger and all manuals. \$900. - Canon 85mm f 1.2L USM lens. \$1,200 - Tamon 28-75mm f 2.8 DI lens for Canon. \$250 - Canon 420EX Speedlight. \$100. **All equipment is in mint condition, only a year old. Prices are negotiable - Call Kerry at 516 731 5120**

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

FOR SALE: Entire studio contents Bart Stevens studio. Low, Low prices. Also film photographers equipment available at low prices. Lights, light stands, backgrounds, props, and much more! Call Joe Ferlise (who is handling everything for Shelly) Call studio after 11am at 516-796-0712 or after 8pm at 631-423-3909

Miscellaneous

We are a non-profit alternative high school in Long Beach serving youths between the ages of 14-21. These second chance students are given the opportunity to finish high school and develop life skills. One of our courses is photography. Most of our equipment has been donated and is obsolete. Our most urgent need at this point is your obsolete 35mm (non-automatic) camera. Tax write-offs available.

Please call Bernie Moss, M. Ph. 516-897-4890

Condolences

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

Last month we lost a good friend and mentor, Hy Rosen. In our hearts, he will live forever.

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".

2nd Posting

Oleg Zinkovetsky
2626 Homescrest Ave.
Brooklyn, NY 11235

2nd Posting

Lenny Wolf
LeMuse Photography
2018 Voorhies Ave.
Brooklyn, NY 11235

Concerns should be directed to:

**Franco Frassetto -
President PPGNY**

email:

THEFLIGS@aol.com

Phone: 718 - 256-5300

2nd Posting

Ron Sczesny
15 Capitol Ave.
Williston Park, NY 11596

2nd Posting

Ronald Coladner
110 Harding Ave.
Long Beach, NY 11561

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



Where did your last job come from? Was it a reco from that skinny DJ, an unexpected dividend from a Penny Saver ad, a call from the bridesmaid in the purple dress who finally got her boyfriend to propose, or perhaps a lead from the caterer who expects your first born in exchange for a simple phone number?

Any way you slice it, getting a client to contact you is getting to be more challenging. Consider the internet. There must be hundreds of operations out there eager to spread word of your unparalleled photographic skills and accomplishments through the ether of cyberspace. Just send them a check and sooner than you can say "major contract," J Lo herself will be booking you for her next wedding. (Sorry Joe Buissink, but a PPGNY'er will be shooting her affair in Bora Bora.)

When you consider everything we go through as photographers to attract those lovely fish in white gowns with our Hasselblad hooks, it sometimes boils down to sheer luck or circumstance in order to land a big one. Some time ago, one of my brides was returning from work and traveled home on the LIRR. She had just gotten her wedding proofs and was looking through them on the way home. It turns out that her seat mate that evening had gotten engaged a few days before and asked to see the photos. Bingo! I did her wedding the following year.

I worked for several years as the manager of Lifetime Studios in Great Neck. We often got accidental calls from people looking for the Lifetime television network which was based in Astoria, Queens. One day I politely informed a young woman that she had inadvertently called a photography studio rather than a TV network. She apologized and then mentioned that she happened to be getting married. So.....

I once did a booking in the Westchester town of Scarsdale. This Bar Mitzvah family had gotten my name from friends at their temple for whom I had worked. After trying to close the deal at the end of my presentation, the clients informed me that they needed more time to shop. I was told that other friends in Plainview had a photographer they recommended highly, so they could not sign a contract that night. Since I do a great deal of business in this Long Island community, I casually asked their friends' names. It turned out that I had done their party as well.

Six years ago my family was in Israel. I struck up a conversation in our hotel with a fellow from Roslyn NY, who was as loaded down with camera gear as I was. After 15 minutes chatting about Canon verses Nikon and which filters worked best in the harsh Mid East sun, he mentioned that his eldest daughter was getting married. My salesman radar immediately started to scan the sky for incoming air traffic. When his wife came downstairs, I handed out a business card and asked them to contact me when we all got home. The following spring, my Bronica got a work out at the Shelter Rock Jewish Center.

You never know. It really is a small world at times.

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