

Photographer

The New York



A Publication of the Professional Photographers of Greater New York
October 2005



PROFESSIONAL PHOTOGRAPHERS OF GREATER NEW YORK
PRESENTS:



LET'S GET REAL! A DAY WITH MONICA SIGMON

JOIN OUR ANNUAL LONG ISLAND CONFERENCE
A FULL DAY PROGRAM, TRADE SHOW, PRINT DISPLAY AND DINNER

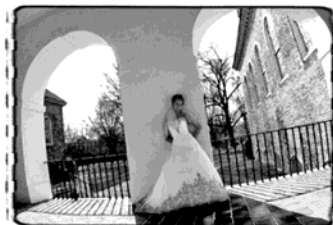


SPONSORED BY:



- *MONDAY OCTOBER 10, 2005
- *8AM REGISTRATION 9AM-5PM PROGRAM 6PM DINNER
- *MILL RIVER MANOR BEST WESTERN
- 173 SUNRISE HIGHWAY ROCKVILLE CENTRE NY 11570 516-678-1300

Think back to when you got started in photography. What did you want your business to look like? Does it look that way today? Monica Sigmon will share with you how she began her company with a vision five years ago and how, by following that vision, she has built a successful high-end portrait business and, more importantly, she is living the life that she wants to live. Monica will address niche marketing, how to put yourself in the mind of your client, and how to achieve and maintain the business



See the entire flyer and registration form in the centerfold

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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

KOH'S *Camera*

**2662 Jerusalem Ave.
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Olympus	Many Others	Rollei TLR

A Message From Our President



Dear Members:

When disaster struck the Gulf Coast Region, we were called to pool our resources together and help the Red Cross to help those in need. Our organization has collected over \$1,000.00 for this cause. Our help is still needed. On Monday, October 10th, we will have a blood drive. A unit will be parked in front of the Mill River Best Western to safely draw blood. All are encouraged to participate.

On October 10th, Monica Sigmon will hold a program entitled, Let's Get Real! Monica will address the issues and offer solutions that concern new business owners and established photographers. Learn how she has established a successful business and is leading the life that she wants to. Don't have your business dictate your life.

Monica's full day program is presented as part of our annual Long Island Conference. The registration fee includes the program, trade show, continental breakfast, lunch, and dinner.

Our monthly dinner meetings are designed so that, as professionals, we can collectively discuss the issues that plague our industry.

(Continued Next Page)

Sincerely,
Franco Frassetto
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
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”

October 2005 - Volume 63 - Number 1



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(President's Message - Continued)

Frequently, I am in discussion with many that have expressed concern for a dwindling client base due to the public's embrace of digital technology. Many prospective clients have forgone the idea of a professional photographer for a friend with digital camera. For a thousand dollars, these couples are duped into believing that they will acquire the same quality service and talent from amateurs with prosumer equipment.

Concerns such as these are a legitimate threat and should be tackled head-on by all of us. Attendance should be greater at our meetings.

Happy Holidays! - *Franco Frassetti*

Calendar of Events

Monday - October 10, 2005 (Columbus Day)- LONG ISLAND DAY

This will be a FULL DAY seminar at the Mill River Manor in Rockville Centre. The speaker will be Monica Sigmon. See the flyer in the centerfold of this newsletter for program information and registration.

Contact Paul Bernstein at PaulBphoto@aol.com for further information.

Tuesday - November 1, 2005 - Dinner Meeting - Bart Stevens will present his program ...

Brides & Bucks - Why you need both

Today's times have changed and you need to be ever more aware of the demands of today's couples. I love what I do, but if I can't make money at it, why do it?

In part one, Barts program will deal with the aspects of selling to an ever more demanding bride. How you present your studio and yourself is ever so important. Are you listening to what the bride is saying? Are your samples up to date and what are you doing to make them want to use you as their wedding photographer?

In part two & using visual aids, Bart will deal with the presentation and share many of his ideas of photos that you should look to create that will always add dollars to your sales.

SUPER MONDAY

November 7, 2005

Lighting, Lighting, Lighting
Nothing evokes more mood than great lighting.

In photography, if you can't light it, you can't see it.
Learn the art of this technique from Master Photographer;

Bart Stevens, CPP. M.Photog., MEI, Cr. API, FNY

Through visual presentation and hands on participation, each student will learn the techniques of available light with and without modifiers and how to get the maximum from studio lighting. Class will be limited to 10 students.

Register now at www.ppa.com Class is only \$99 and PPA members will receive a merit.

Who: Open for all who want to improve themselves

What: A program to improve your skills & bottom line

Where: Bart's studio, 230 Daly Road, East Northport, NY

How: Full group participation

When: Monday, November 7, 2005 - 9 to 5

Why: As much as you already know, you will learn more

For additional information, call Bart at (631) 499-6998 or email: bartsteven@aol.com

Photos from the September 6th Dinner Meeting

Photos by Michael Blume



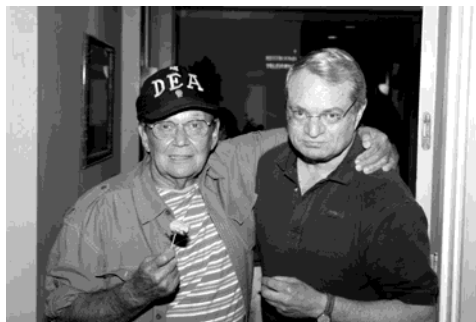
Maryola speaking about Hurricane Katrina



Steve reading the photographer's prayer



Felix being helpful



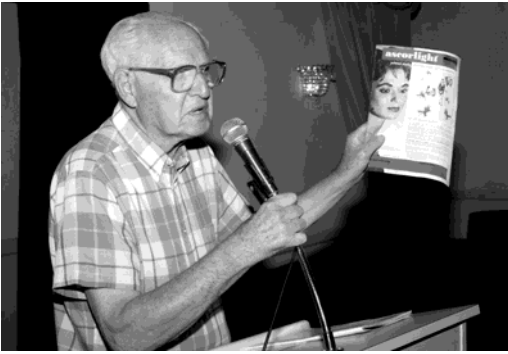
Bosom Buddies



Checking out the albums



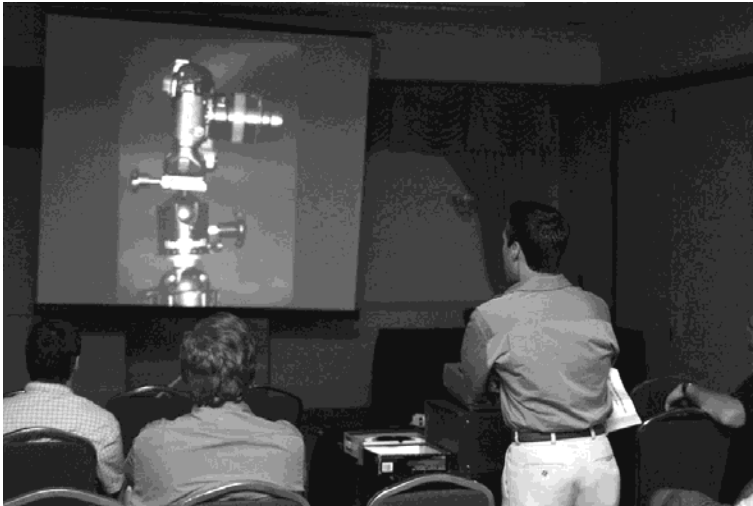
And the lucky winner is Ed Michalec



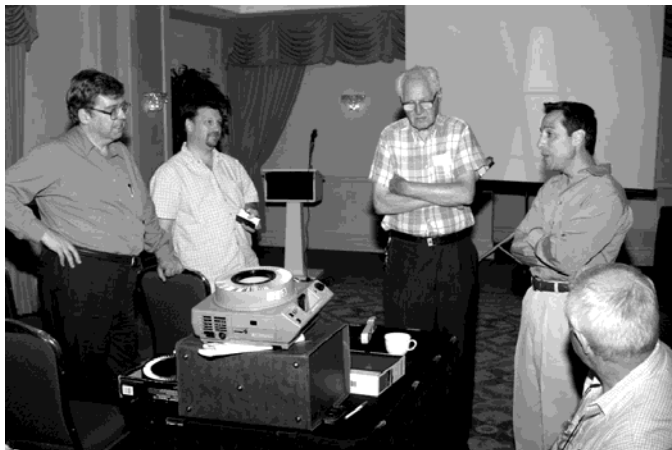
Mr. Jacobs closing shop



Owen, Ron and Frank



**Speaker, Dr. Philip Echo, and the tools of his trade...
Macro photography of insects.**



A lively discussion after the lecture.



PROFESSIONAL PHOTOGRAPHERS OF GREATER NEW YORK
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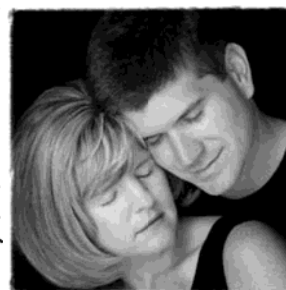
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About Monica Sigmon, Cr. and PPA Cert.



Monica is a photographic artist who specializes in designing original works of art that represent her clients with emotion and honesty. She is best known for the integration of artistic black-and-white photography into her portrait sessions and weddings. Monica opened her studio five years ago and quickly established a successful business with an excellent reputation for quality and creativity. She credits much of the studio's success to creative and persistent niche marketing which has helped to establish her as the area's premier photographer. In addition to running her studio full-time, Monica is a popular speaker around the country. She is involved in professional organizations at the local and national levels and is a consistent winner of awards at professional photographic competitions.



Monica is a Certified Professional Photographer and has most recently earned her Photographic Craftsman Degree from the Professional Photographers of America. In addition, she has received the distinction of Associate Fellow of Photography from the state of Virginia.

When she is not traveling for work, she travels for pleasure, photographing different places to use for her fine art pieces. When at home in Williamsburg, she balances work with her involvement in several charitable organizations, business networking groups, and relaxing with friends.



(Note: Print competition entry info to be announced via e-mail)

Registration for the Long Island Conference (Includes program, trade show, continental breakfast, lunch and dinner) **Advanced registration: \$95.00 - At the door: \$105**

Direct all inquiries to: Paul Bernstein at 718-622-1959 or email PaulBphoto@aol.com

Send Registration to:
Paul Bernstein, PPGNY Vice President
121 St. John's Place
Brooklyn NY 11217

PPGNY LI CONFERENCE 2005 REGISTRATION

Name(s): _____

Email: _____

Studio _____

Phone: (_____) _____

Address: _____

Town: _____ State _____ Zip: _____

Amount @ \$95.00 per person _____

Method of Payment: Check MasterCard Visa Amex

Card #: _____ Exp. Date: _____

Signature: _____



Increase Sales

If increasing sales is your number one goal, the best way to do it is by updating your studio with new sample albums! Show off your amazing photos and album design with exciting leather colors and a cover cameo.

Sample albums are always half price at Zookbinders!

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A
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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 Zanazanian

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 process¹.

<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@ppsnys.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.

PPA News - Contracts Aren't Fail-Safe



September 12, 2005

Dear PPA Member,

Occasionally photographers tell me they don't need PPA's malpractice protection (through an Indemnification Trust), because they are protected by a contract. Having your clients sign a good, solid contract is definitely important as a first level of protection, but it won't completely limit your liability exposure. You could still get sued by an unreasonable client and face huge fees in mounting a defense - even if you didn't do anything wrong!

You don't think it can happen? It has. The largest legal defense the Trust ever supported revolved around a troublesome groom and his wedding photographer. This story illuminates why the Trust is so important for professional photographers.

A PPA member covered a wedding, emerging successfully with beautiful images and flawless coverage - an overall job well done. The groom, however, was unhappy with an unsightly pimple that appeared in the images. He was also a lawyer, and after extensive negotiations, it became clear that this client was determined to go to court. So we did.

In this case the court found for the photographer 100%. No damages. But the cost of winning (mounting a defense, including expert witnesses, attorney fees and other expenses) was a whopping \$24,000. The good news? This PPA member was responsible for a mere \$200 - the Trust deductible.

And that's how the Trust will work for you if a similar situation arises. Before entering a courtroom, we will first work hard to negotiate a solution to the problem. But if we do go to court, our attitude is to defend our members to the hilt.

So you can feel good that PPA and its malpractice protection program stand behind you every day. It is part of the value of membership.

Al Hopper

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

PPA News - Automatic Renewal



September 19, 2005

Dear PPA Member,

I recently had a member ask me if there was any way someone could have their membership automatically renewed each year. The question arose because she had forgotten to renew, and her membership was temporarily dropped until she made her annual payment. Well, the answer is yes - membership is automatically renewed for members enrolled in our installment plan.

Then I wondered: are there other members who aren't taking advantage of this option, simply because they don't know about it?

PPA introduced an installment dues payment plan in 1999. Today 16% of our members pay their dues in monthly installments. To participate in this program, simply give PPA a credit card number when you join or renew. That card will be run monthly for one month's portion of the dues except for the first month's payment, which includes the Indemnification Trust fee (\$50) and, if applicable, the certification fee (\$50).

The system works well. Come renewal time, members are automatically renewed unless we've received notification otherwise. We even send notice, prior to renewal, to remind members that their first month's payment - the largest of the year- is about to be processed.

I never thought too deeply about the importance of this program until a member told me that he "loves" it. He doesn't have to remember to pay, and he gets to spread his payments out. So I wanted to make sure you knew about this option.

Making it as easy as possible to be part of your professional association with programs, benefits and protection for your business is just another part of what we do to increase your satisfaction in this valuable association.

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 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

FOR SALE: Used Epson 9600 printer - \$2,995 or best offer.
Contact Franco Frassetto - (718) 256-5300 - or THEFLIGS@aol.com

FOR SALE: Entire studio contents. Lights, backdrops, props galore. Closeout prices
Call Bart Stevens - (631) 499-6998

Item Wanted

Looking for an ASTRASCOPE - a paper-proof projector - If anyone who is fully digital but still has this 'old war-horse' lying around without use ...
Please contact Jonah ASAP at (516) 223-2444 or lamoitte@msn.com

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

Announcements

**Charles and Carmen Gill have celebrated their 50th Wedding Anniversary
on September 10, 2005**

Charles is a lifetime member of PPGNY. He retired in 1998 from Gill Photographers in St. Albans, Queens, NY. He now resides in Scotrun, Pennsylvania.

professional photo services



Presents



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A program that will let you capture the image, edit it, lay it
out in an album, show it to your customer. Then you send it
to us via CD or through our website drop box at ppslab.com
for printing. All this is done with your cropping your color &
density adjustments. We just press the button on our Fuji
Pro Frontier Laser Printer and presto you have finished prints.
It's that simple and it's all done on Fuji's Crystal Archive
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Alkit is a true full service lab.

We provide software to cut your workflow time and increase your profitability. By utilizing the latest digital solutions, Alkit provides superior quality photo prints.

We help photographers capture and print great images by providing the right software, print quality and photo equipment for purchase or rental.

Our staff will work with you to ensure that you have the proper imaging software solutions for efficient workflow in your studio including exact computer calibration and printer profiling.

Whether you need scans, proofs, proofbooks, finished albums, or album design...**Alkit does it all.**

ALKITPRO LAB SERVICES

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Alkit is a Monaco x-Rite Certified Lab.



Alkit provides a complete imaging solution for the professional photographer.



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