

October 2009
www.ppgny.org

The New York Photographer



A Publication of the Professional Photographers of Greater New York
To create, foster, promote and maintain cordial relations and encourage the exchange of knowledge among it's members.

UPCOMING EVENTS

Tuesday October 6, 2009

Steve Bergano

PrintComp101

October 26 & 27, 2009

Long Island Conference

Monday, Mike Colon

Tuesday, Gary Small

See inside for more details

December 1, 2009

Print Competition prior to
the GNY holiday party.

February 8, 2010

Winifred Whitfield

Fine Art Portraiture of
Women

See www.ppgny.org and

www.ppsnys.com

for more information

Come Join us for the Tuesday, October 6, 2009 Dinner Meeting

at

The Douglaston Manor, 63-20 Commonwealth Blvd

Douglaston, NY - 718-224-8787

www.thedouglastonmanor.com

6pm cocktails and networking

7pm dinner followed by program

\$30 includes dinner, cocktails and program



October 6, 2009

Douglaston Manor

Douglaston, NY

Bring prints for evaluation

Print Comp 101

Steven Bergano, M.Photos., Cr., PPA Certified

Former GNY and PPSNYS president Steve Bergano will deliver a "must see" program at our Oct 6 dinner program. Entitled "Print Comp 101", Steve's program will cover the 12 basic elements of a competition print, the rule of thirds, quadrants, printing, and all of the factors which can transform an ordinary image into a competition winner. Whether you are an experienced pro or a print comp newbie, Steve will provide you with a set of guidelines for selecting and printing the right image, and he will give you insight into what local, state and the national PEC judges are looking for.

Steve, along with his business partner Ernie Tramosch, have used their own lab and knowledge to print competition images for themselves as well as many other photographers. They have helped to create over 400 PPA National Merit Prints, along with 54 winners in a single year at the 1996 PPSNYS convention. In addition, Steve and Ernie have hung blues on 103 of their own prints.

Please bring a print or two of your own for review by a true master (8x10 to 16x20). Don't miss this golden opportunity to expand your photographic muscle and start racking up better scores every time you enter a print comp.

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knowledge among its members"*

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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.

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www.ppgny.org/officers-and-board-members/

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Check Website: PPGNY.org

Images by Steve Bergano



Print Comp 101

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Please bring a print or two of your own for review by a true master (8x10 to 16x20). The prints do not need to be mounted. Don’t miss this golden opportunity to expand your photographic muscle and start racking up better scores every time you enter a print comp.



Entering Print Competition:

It's Your Choice

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



At our upcoming monthly meeting on Oct. 6, former GNY and PPSNYS president Steve Bergano will be presenting a program entitled "Print Comp 101". I strongly urge all members to attend, especially those who have never entered a professional print competition.

Now I don't wish to sound like a parent telling a child to "eat your vegetables because they are good for you." Print comps contain no vitamins or minerals to help your body grow stronger. However, they do contain ideas and information that can help raise your level of artistry and photographic competence, as well as stimulate your creativity. Whether or not you ever enter a single print, attending print competitions enhances your ability to improve your own work by seeing what colleagues are doing and by listening to judge's comments and critiques.

When I was a newbie at GNY over 30 years ago (know as LIPPA back then), I was simply blown away after seeing my first print competition. I was overwhelmed at the sight of so many fine presentation images. Unfortunately, the experience initially had a negative effect upon me. My first reaction after seeing all those amazing portraits and candids was that my own work sucked, so therefore, I would never embarrass myself by entering such a show, thereby proving to others that I really was a lousy photographer. As I was about to leave that night, someone came up and asked my opinion about the print competition. I was at a sudden loss for words, which if you know me, is quite usual. The person was Al Friedman, one of the founding fathers of our organization. He then pressed me for an answer to his question. I could only mumble some noncommittal response. Al then walked me over to the print table and asked me to pick my favorite. I did, and he asked me why I liked it over the other entries.

We spent about 30 minutes discussing that photo, a romantic bridal portrait of a couple walking hand in hand in a field of flowers. He explained what had been done by the photographer to create something remarkable, and got me to articulate my own impressions about that image.

I will always remember Al Friedman's kindness for taking the time to open my eyes to what makes a print stand out from the crowd. He then encouraged me to enter the next monthly competition, which I did. Judges rate entries on a scale that goes up to 100, which is a real rarity. Any print which scores 80 or above is awarded a blue ribbon. This is also considered a merited entry, if judged by a regional or national panel. A score of 75-79 places a print in the average to above average category, 70-74 is below average and anything below 70 is generally rated as unacceptable. I always joke that in my first time attempt, I entered a full case of 4 prints which earned me a perfect 100! That is, if you added up all 4 scores, they totaled 100.

Al told me not to be too disappointed, and proceeded to explain which prints had the potential for improvement and how to make them better. He even offered to print and mount the pair we decided had the most potential, and I entered them again the following month. Although I failed to take home Olympic gold, my two prints finished respectfully in the above average category. However, that evening my self confidence took a trip up to the stratosphere.

Over the years, I have taken numerous classes, been critiqued by dozens of fellow professionals, and I've sat through countless print comps. All of this has improved my skills and abilities and my work has benefited greatly from the competition process. I am a print judge myself now, and I feel an obligation to give back to my fellow photographers what has been given to me by Al Friedman and so many other colleagues and friends in our organization. So please don't sit on the sidelines. Bring in your prints and digital files to our local, state and national competitions. It will help make you a better photographer, plus it's fun.

The PPGNY Long Island Conference is just 8 weeks away!

Monday, October 26th Mike Colon

Tuesday, October 27th Gary Small

For more info and to register go to:

<http://lic09.eventbrite.com>

<http://www.mikecolon.net/>



Mike Colón



Gary Small

Mike Colon - Finding the Artist Within - Monday October 26, 2009

Synopsis: When I started in photography, I did not consider myself artistic. I did not feel creative at all. Coming up with a concept for a photo project in school was absolute torture for me. I wanted to be an artist (kind of) but I didn't know if I had it in me. I loved to shoot though which is more important than anything else in photography. In this session, I will discuss in detail the process every photographer must go through to find the artist within. If you want to be successful in your photography business, you have to define who you are as an artist. It's not easy, but nothing worth doing is easy, right? Join me for an uplifting and inspirational day diving into the heart of YOU to find out what kind of artist you truly are! You will leave with a clear vision of your future as a photographer, business owner, and visual artist. I will also spend some time discussing my proven marketing strategy to help you keep your schedule booked with amazing shoots!

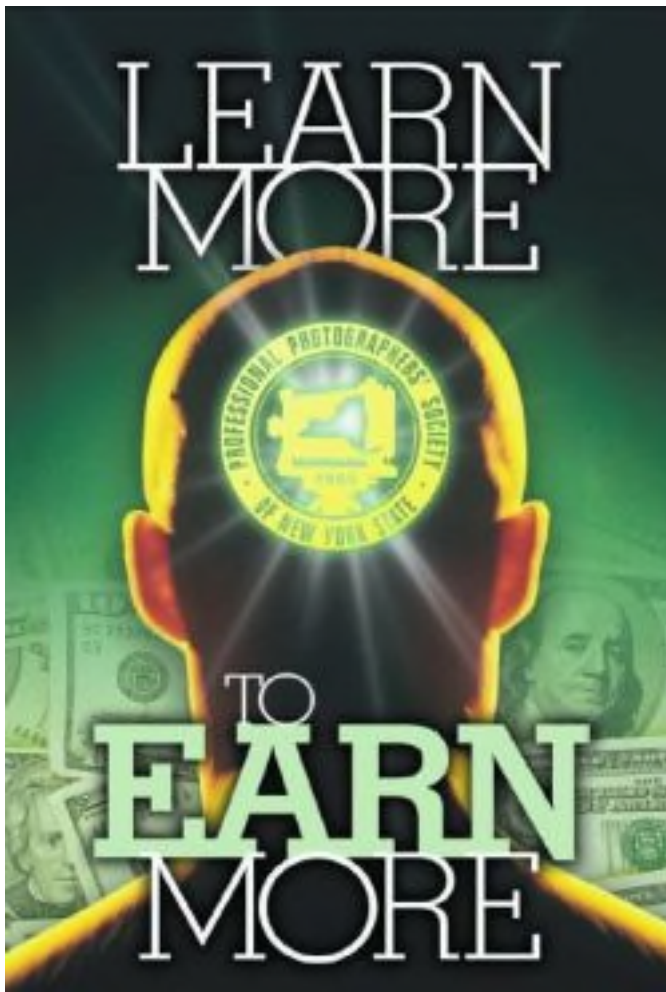
Gary Small - Working in the Raw - Tuesday October 27, 2009

In this program, Gary intends to show you the life cycle of RAW files, as they move from camera, into the computer, then on to the printer, or web.

Using Adobe photoshop Lightroom, Adobe Bridge, Camera Raw, and Photoshop, Gary will demonstrate the differences and similarities within these powerful programs, show how they can work together and demonstrate the most efficient ways to get the most out of your RAW files, so you can get out from in front of the computer faster and back behind the camera quickly and easily.

Gary will also demonstrate how to use RAW file processing to aid in the retouching workflow, to get the most out of your files with the least impact.

This will be an information filled program, not be missed!!!



SAVE THE DATE

PPSNYS 2010
Annual Convention
March 26-29, 2010
The Desmond Hotel

660 Albany-Shaker Road
Albany NY 12211

Featured headliners

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

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Private Photographic Instruction

By Paul Bernstein

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

Lessons are customized to your needs. Topics include:

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

Private lessons in Photoshop are also available.

For more information, contact Paul Bernstein:

PaulBphoto@aol.com

Office: 718-622-1959

Cell: 917-270-2486

WANTED

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

PaulBphoto@aol.com

Office: 718-622-1959

Cell: 917-270-2486

PPA Copyright Action Alert

Dear Photographers,

As you know, PPA's Copyright & Government Affairs staff regularly advocates for members on Capitol Hill. Will you be a part of this effort? Take the lead and sign a letter discussing the importance of copyright protection that will be sent to the White House.

PPA has partnered with the Copyright Alliance, a non-partisan coalition of copyright industry leaders and Associations (as well as creators just like you), allowing photographers to speak out on the importance of maintaining strong copyright laws and passing legislation that empowers creators to pursue their passions. Even though we speak out on your behalf, no one can speak up for *your* rights better than *you*. As a photographer and leader in the industry, you recognize the importance of copyright protections. You also know how important the freedom to copy, use and distribute work can be to your and your colleagues' success and livelihood. These are facets of professional photography that we highlight time and time again when meeting with legislators. We want you to seize this opportunity to do the same.

Please sign this letter to tell the President and Vice President that you want your creative work to be recognized and respected. The letter has not yet been launched outside of PPA, so you, as a member of PPA and a leader in the photographic industry, have an opportunity to be among the first signers.

Our goal is to have all PPA members sign by Thursday, September 24, 2009. We're asking you to sign off on the letter before asking all PPA members and members of PPA Affiliate organizations to join in.

All we ask is that you visit www.copyrightalliance.org/letter/, scroll to the bottom to enter your name, artist type, city, state, and e-mail and hit "sign."

Once you have signed the letter, please distribute it among your colleagues in all creative industries. Sign the letter today and let your voice be heard!



Ron Nichols
PPA President



David P. Trust
Chief Executive Officer

As you know, our organization is run by volunteers. If you are interested in serving on a committee, please contact Maryola Dannebaum, and she will put you in touch with the correct chairperson for the committee you are interested in joining. Our board is always eager for assistance.

If you are NOT receiving our email updates and notifications, please email Maryola Dannebaum at PPGNYmembers@aol.com