

October 2010  
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

Monday, October 4, 2010

Long Island Conference  
Full day event with  
Doug Gordon and  
Robert Farber  
9:00am to 9:00pm  
more info inside

Tuesday, November 2, 2010

Dinner Meeting  
With Mario Cornejo  
more info inside

### Additional Events to be Announced

December - Holiday Party  
January 4th Elections  
TEP in February 2011  
Dinner Meeting - March 1st

### **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"*

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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.

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[www.ppgny.org/officers-and-board-members/](http://www.ppgny.org/officers-and-board-members/)

October 2010 - Volume 72 - Number 1



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## Come Join us for our Long Island Conference

### Monday, October 4, 2010

### 9:00am to 9:00pm

at the

### Best Western - Mill River Manor

### 173 Sunrise Hwy.

### Rockville Centre, NY 11570

### (516) 678-1300

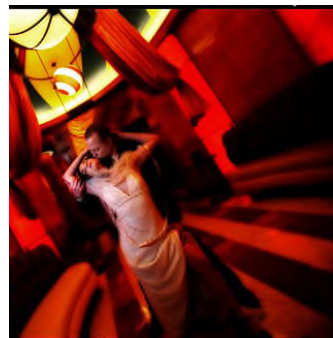
### Includes Breakfast, Lunch & Dinner

### Speakers will be

### Doug Gordon and Robert Farber

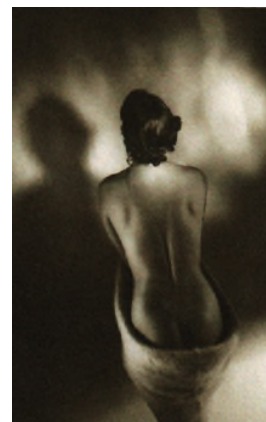
### Full Details inside this newsletter.

### Doug Gordon High Fashion, High Glamour Weddings



### Robert Farber

### World Famous Fashion and Fine Art Photographer



**The Professional Photographers of Greater New York  
Present  
Long Island Day Conference  
October 4, 2010  
Featuring**

**REGISTER TODAY: [www.longislandconference.eventbrite.com](http://www.longislandconference.eventbrite.com)**

**Doug Gordon**

Internationally Renowned  
Fashion Wedding Photographer  
Teacher and Mentor

&

**Robert Farber**

World Famous Fashion and Fine Art Photographer  
Author of 9 books on Photography

At

Mill River Manor  
Rockville Centre, NY

Date: Monday, October 4, 2010

Place: Best Western Mill River Manor  
Rockville Centre, NY

Time: 9:00am to 9:00pm

Includes Breakfast, Lunch & Dinner

**How Much?: Only \$79.00 for the Full Day.  
Registration in advance is required for this price.**

**Register at:**

**[www.longislandconference.eventbrite.com](http://www.longislandconference.eventbrite.com)**

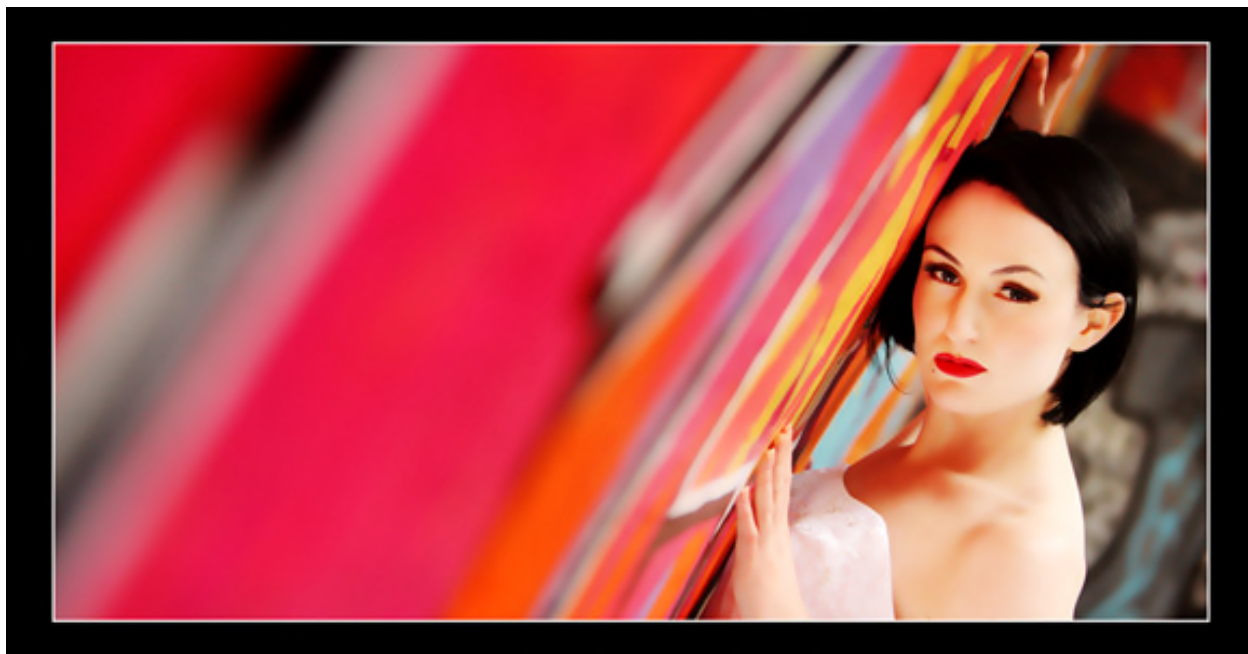
**Please register ASAP.**

**Thank You! Looking forward to seeing you there. Dennis Gartner**

## *Doug Gordon High Fashion, High Glamour Weddings*



Doug's Philosophy: "I hope you enjoy my passion for people, photography, the business of photography and teaching. You will see amazing quotes from amazing people and some not so amazing from me. I love to share my thoughts and plans so I hope you enjoy."



Doug Gordon Workshops is about invoking change. We live by a simple motto "If you change the way you think, You can change your world forever" Be inspired, invigorated and changed forever through the words of this amazing communicator. Do you feel unfulfilled? Is there something preventing you from advancement? It's time to step up and boldly pursue your dreams. Join our fan page! You will find out how.



See every type of posing imaginable! You will see the poses created before your eyes, and the incredible finishing techniques Doug adds to them. Learn how to take the ordinary and turn it into the EXTRAORDINARY. Get ready to absorb the techniques used by one of the most influential wedding photographers in the world: His images illustrate technical perfection with an ease in posing and capturing a bride's REAL expressions. Learn to take in his all-too-easy but all-necessary finishing techniques, and learn to create the perfect image.



About Doug Gordon Workshops: " Be inspired, invigorated and changed forever by this amazing communicator. Do you feel unfulfilled? Is there something preventing you from advancement? It's time to step up and boldly pursue your dream of a financially and personally satisfying career in the field of wedding and portrait photography. It's time to bring the posing back. Doug has trained tens of thousands of photographers worldwide and now you can learn to use the same strategies to reach the top with his one of a kind DVD series, Posing Guides and Core Decks.



Imagine having the career you have always dreamed of with no barriers or boundaries. Imagine a life rich with success and achievement. Doug Gordon has developed patterns of success for over 20 years. His dream to share his passion for shooting and business transformation laid the groundwork for Doug Gordon Workshops. The systematic approach that Doug has created will allow you to discover and implement change using the same tools, techniques and methodologies that have enabled Doug's studio to become one of the most successful studios in the world."



## **Robert Farber**

### **World Famous Fashion and Fine Art Photographer**

Author of 9 books on Photography



Robert Farber's style has helped to influence a generation of photographers through vast public exposure of his work. His Nine coffee table books have sold well over a half a million copies. Seventy of his images have been published as posters and distributed worldwide. Jacqueline Kennedy Onassis brought Farber into Doubleday to publish his book *By The Sea*, which won the Art Director's award for color photography.

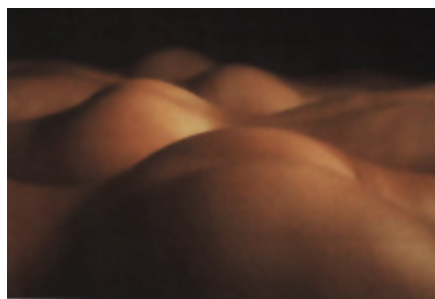
Farber's fine-art photographs have been published in virtually every form. His work has been exhibited in Japan, Europe, as well as the United States, and he has lectured at the Smithsonian Institute in Washington, Universities, and professional groups in the United States, as well as Japan, Australia, and Europe.

Robert Farber's commercial work includes major campaigns for fashion, beauty, and advertising clients. His editorial, and advertising work has appeared in most major magazine in the United States and abroad.

Robert Farber received the Photographer of the Year Award in 1987 from PMA, Photographic Manufacturers Association. In 1995 he received the ASP International Award, given by the Professional Photographers of America, and The American Society of Photographers. This award has been given to those who have made a significant contribution to the science and art of photography. Some previous recipients of this award include Dr. Edwin Land (inventor of the Polaroid), George Hurrell, and National Geographic.



Farber's work with nudes in fine art as well as in the commercial realm is known and respected. He has lectured for Ogilvy & Mathers on the "Nude in Advertising." ASMP requested to use Farber's nudes as an examples of the artistic application in support of the National Endowment of Arts, after its backing of the controversial Mapplethorpe/Serrano exhibit. His book, "Farber Nudes," was also included the Jacqueline Kennedy Onassis estate collection.



In 1996 Robert Farber founded Photoworkshop.com. Today Photoworkshop.com is the most visited educational photography site on the internet. Photoworkshop.com is sponsored and endorsed by some of the most prestigious Corporations and Organizations in photography.



Partial list of clients:

20th Century Fox ABC, Almay, Avon, Bill Blass, Bloomingdales, Canadian Club  
Cheeseborough Ponds, Cheerios, CitiBank, Courvoisier, Cunard  
DeBeers Diamonds, Geoffrey Beene, Gillette, JVC, Lipton Tea, Paco Rabanne,  
Paramount, Peugeot, Platex, Revlon, Saks Fifth Avenue, Schick, Sony Electronics,  
Sony Pictures, Wrangler Jeans.

**REGISTER TODAY: [www.longislandconference.eventbrite.com](http://www.longislandconference.eventbrite.com)**

Registration in advance is required for this price. Registration after September 15th \$100.00. Register at [www.longislandconference.eventbrite.com](http://www.longislandconference.eventbrite.com) Please register ASAP.

# Information for the November 2, 2010 Dinner Meeting

# PPGNY

Presents Mario Cornejo CPP  
November 2, 2010

## “ ENGAGEMENT SESSIONS ”

A priceless tool to increase  
your profits...



Award winning photography by Mario C.



Make your wedding day easier, generate more sales with engagement related products and improve the quality of your weddings.



A complete overview of this topic, marketing tips and much more.  
Joining us for a two hour program with Mario Cornejo  
Certified Professional Photographer



Mario Cornejo CPP  
Award winning photography

Sponsored by: **saavedra & company** **Marathon**  
Helping Hispanic Photographers Grow Their Business!  
[www.saavedraandcompany.com](http://www.saavedraandcompany.com)

### FineArt Albums

Originally Digi Labprints

341 Jericho Turnpike  
Floral Park, NY 11001  
[www.digilabprints.com](http://www.digilabprints.com)

[www.mcproductionsnj.com](http://www.mcproductionsnj.com)

## **Biography:**

**Mario Cornejo , Certified Professional Photographer is the founder of MC Productions Photography Studio specialized in social events and portraits.**

**He was awarded the court of honor for best photo of social events in 2008 in New Jersey.**

**His images have been viewed in numerous publications. He will be teaching in PDN this fall, and WPPI next year as well as NY – NJ annual convention.**

**His studio has been featured in several occasions in the reality show Four Weddings in TLC Channel.**



## **Program:**

**The outline of the program of he program is very simple, it talks about the importance of engagement sessions.**

**I will suggest some marketing tips using social media and the importance of an engagement session or pre shooting day to make the wedding day easier for the couple and the photographer.**

**I will talk about how to generate profits from the engagement sessions with many different products. Also on how to use the engagement sessions as a selling tool during consultations.**

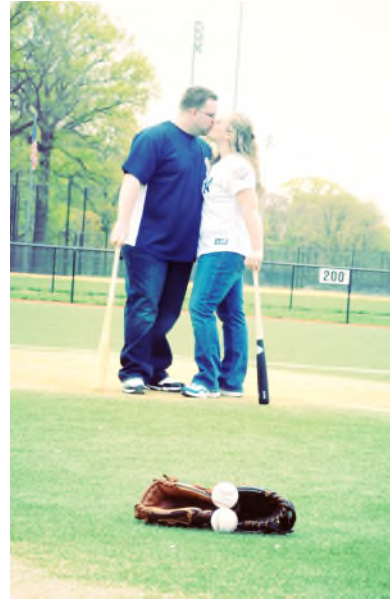
**I speak about cost and profit, I will show a a few slide shows and video clips of our work and final product samples and if time allows we can do a quick demonstration with volunteers in addition to the questions that the guest may have.**

**This is the program in a nutshell, I of course will go in detail and it should take about 2 hours to go though it all.**

**MarioCornejo CPP | Award Winning Photographer  
MC Productions Photography & Video  
908-998-2020 | 908-591-9928**



# Mario Cornejo Samples

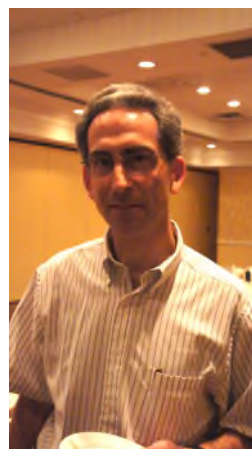


Award winning photography by Mario C.



Award winning photography by Mario C.

**Images from the September 7, 2010 Dinner Meeting  
with Eric Wessman  
'Streamlining Your Digital Workflow with Lightroom'  
Images by Marvin Horlick**



**Jerry & Terry Small  
will be celebrating  
their 50th  
Wedding Anniversary  
on October 22, 2010  
Congratulations Jerry & Terry  
from the PPGNY family.**



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