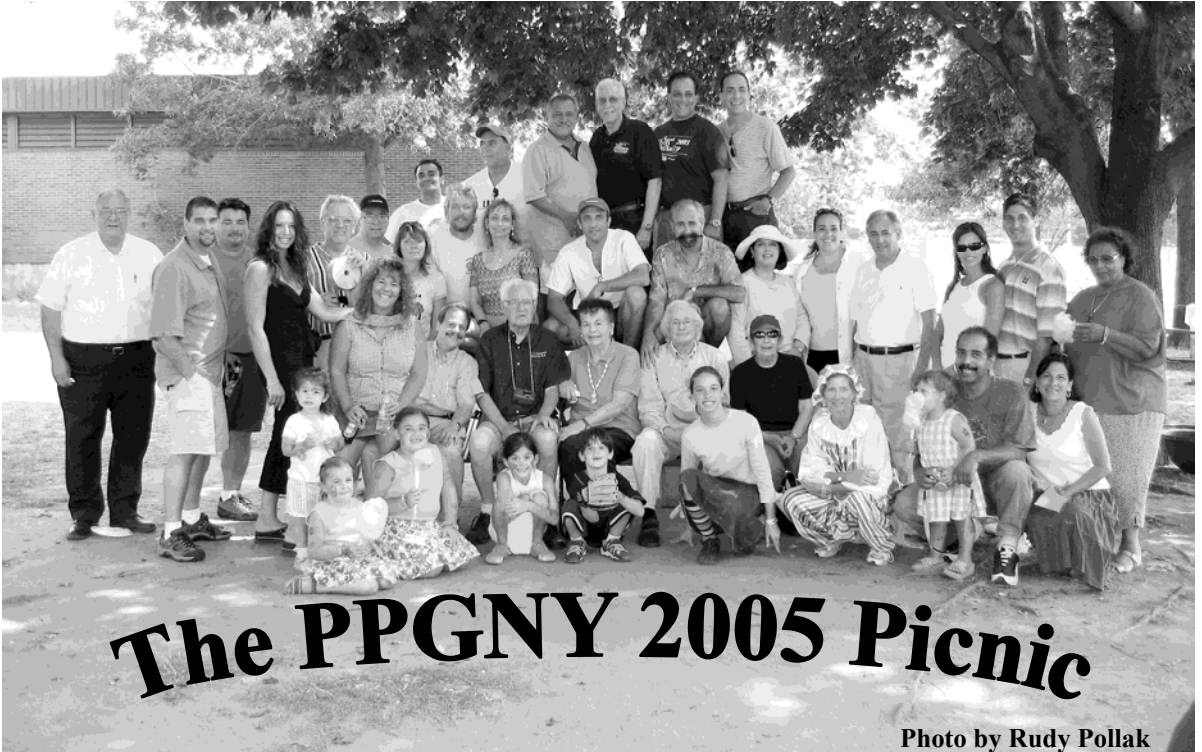


Photographer

The New York



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



The PPGNY 2005 Picnic

Photo by Rudy Pollak

The Long Island Conference is Monday, Oct 10th
Let's Get Real!
A Day with Monica Sigmon
See the flyer in the centerfold of this newsletter

Professional Photographers of Greater New York

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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



A Message From Our President

Dear Members,

This past month has been a busy one for PPGNY members. Our annual picnic was quite an enjoyable social event for all in attendance.

Once the summer festivities ended, school began. The Long Island Photo Workshop instructors introduced new techniques and reiterated the strengths of the tried and true formulas that shall forever remain an integral part of photography. Our thanks to Monte Zucker, Don Emmerich, Michael Taylor, Vincent Versace, Gary Small, and Helen Yancy. This group of individuals exhibited their talents and offered students insight into their realm of thinking that elevates them to palmary leaders in their respective paths in the world of photography.

As autumn approaches, another season lends itself to photographers to create images saturated with reds, oranges, and yellows. Upstate New York and neighboring Vermont's foliage season begins early as compared to our area.

In time to take full advantage of the season, the September 6th meeting will showcase images created in the fall with a discussion about filters, film stock, and digital manipulation.

(Continued - next page)

Sincerely,
Franco Frassetti
President, PPGNY

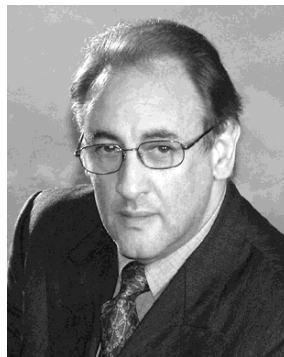
THEFLIGS@aol.com
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Fax: 718-256-8561

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.



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”

September 2005 - Volume 62 - Number 1



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(President's Message - Continued)

All who participated in the Statue of Liberty shoot are reminded to bring in their work for judging on the same evening.

On Halloween, the streets of Manhattan are bombarded with all types during the Greenwich Village Halloween Parade. A group is gathering to photograph the event and bring in their images at the November meeting. If you would like to take part in this event, please contact Franco Frassetto Jr. at frassetto@earthlink.net.

Sincerely - Franco Frassetto

Calendar of Events

Tuesday - September 6, 2005 Dinner Meeting - Location: *Best Western Mill River Manor, 173 Sunrise Hwy., Rockville Centre, NY.* Phone: 516 678 1300. Times: *Cocktail hour 6pm, Dinner and program starting at 7pm.* - The program will showcase images created in the fall with a discussion about filters, film stock and digital manipulation. PLUS a surprise guest!



Sunset Behind Statue of Liberty Contest.

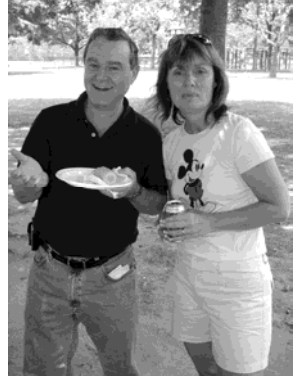
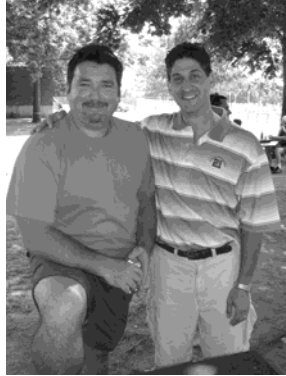
In addition to the regular print competition at the September 6th Dinner meeting, the Sunset Behind Statue of Liberty Contest will be held. Make sure to bring your prints for this special contest!

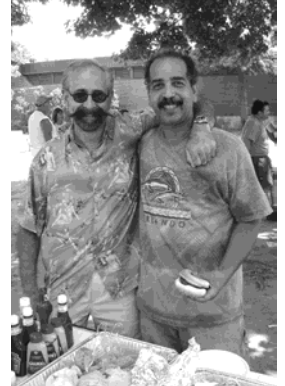
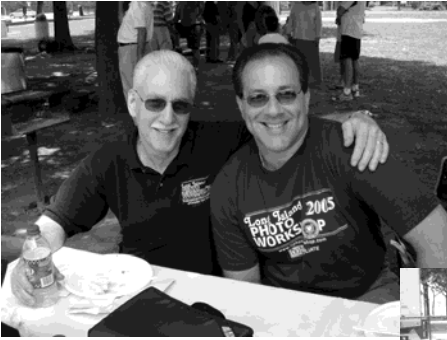
Monday - October 10, 2005 (Columbus Day)- LONG ISLAND DAY

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.

Pictures from the PPGNY 2005 Picnic - photos by Marvin N. Horlick





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



SHARING A FEW SPECIAL KODAK MOMENTS:

1. Shooting a 15 hour wedding that started at the house on Staten Island, with a ceremony in Brooklyn, a sandwich stop in Queens, formal pictures at a Manhattan loft and the reception in West Orange, New Jersey. The wedding planner was definitely hired through Map Quest.
2. Photographing a thirty-eight member bridal party with each woman wearing a gown of a different hue. That makes color management at the lab a real challenge.
3. Spending three hours before a Bar Mitzvah capturing every conceivable family group. Then having the boy's mother try to come up with a new series of combinations, call for complete silence and say to everyone: "Stop! No one think while I'm thinking."
4. Asking the bar tender for "diet seltzer" and having him apologize that he only stocked "regular seltzer."
5. Calling the bride to tell her that the proofs were ready, and having her sob that she and the groom had returned from their honeymoon on separate planes.
6. Having your binder deliver an Orthodox Jewish wedding album and discovering that the last picture was of an Afro-American couple cutting the cake. (Perhaps it would now be politically correct to have Afro-American wedding albums end with an Orthodox bride and groom?)
7. Discovering at the reception that there are two tables containing former lovers of the bride and groom. Hopefully, they were not all invited on the honeymoon.

Note: I am sure that every PPGNY member has similar tales to tell. We would like to publish the best of these on a regular basis in subsequent newsletter issues. It should be good for a communal monthly laugh. Please Email your most memorable "on the job" anecdotes to me at: PaulBphoto@aol.com. Be sure to sign your name so that you can get proper credit for your own "War Stories" Thanks! Paul.

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

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



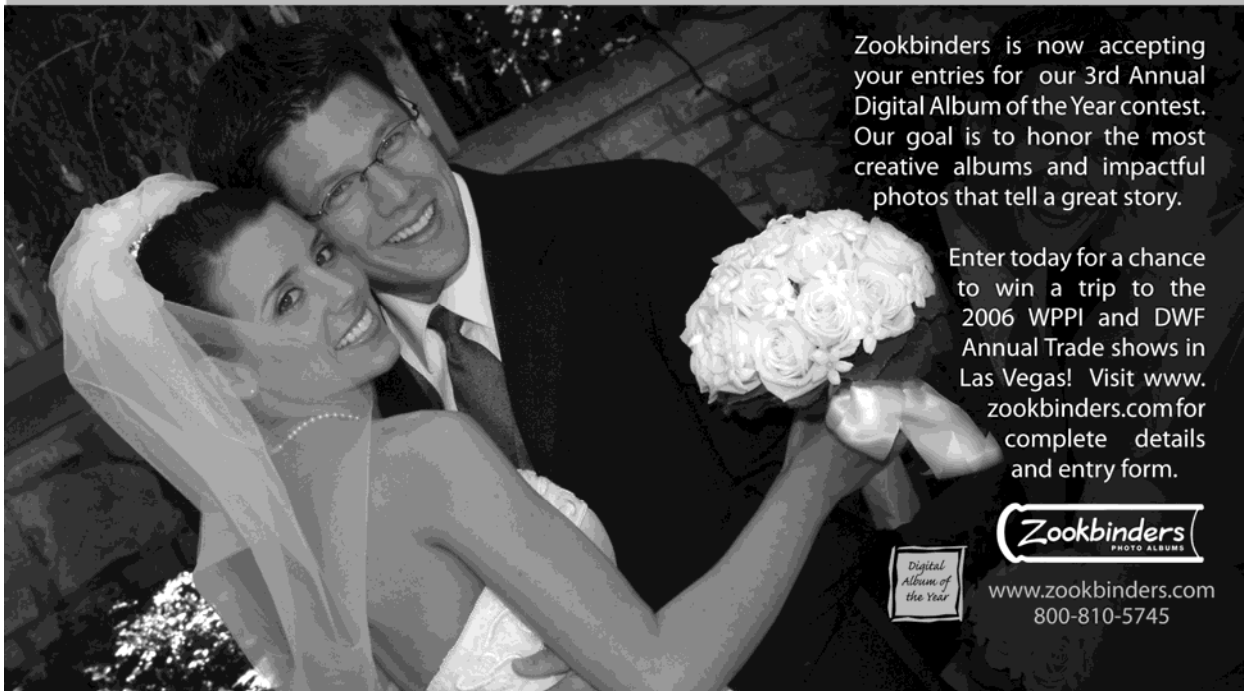
**Happy 65th Birthday to ...
Jerry Small!**

Free Film!

For those of you still shooting film, Fujifilm is offering free samples of their new PRO 160S and PRO 160C films.

Thank you Joe Brady for making this offer available to our members.
To receive your free film, please send an e-mail to freefujifilm@mac.com

Enter To Win The Zook Awards



Zookbinders is now accepting your entries for our 3rd Annual Digital Album of the Year contest. Our goal is to honor the most creative albums and impactful photos that tell a great story.

Enter today for a chance to win a trip to the 2006 WPPI and DWF Annual Trade shows in Las Vegas! Visit www.zookbinders.com for complete details and entry form.



www.zookbinders.com
800-810-5745

Condolences

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

One of our vendors, and past Presidents, Rudy Pollak, lost his dad, Branko Pollak, on August 8, 2005. Burial was on August 9, 2005 at Beth Abraham cemetery, in East Brunswick, NJ.



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 image that best represents your work. Stumped by how to turn your vision into reality? Monica will offer realistic solutions for issues that often paralyze both new business owners and established photographers. Whether you are just getting started, or just need a jolt of inspiration, this program is for you. Ask yourself what you want to be, what you want your work and your life to look like, and join Monica for this exciting, high-energy full-day seminar to learn how to make your vision a reality. Get ready to infuse your business with a new level of excitement. It's never too late to get real.



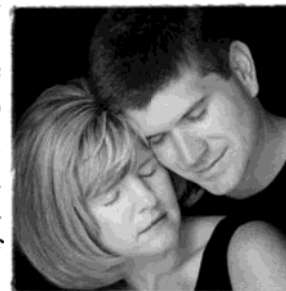
About Monica Sigmon, Cr. and PPA Cert.



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 _____

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Card #: _____ Exp. Date: _____

Signature: _____

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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 Membership Benefits



Dear PPA Member,

Whenever I'm asked, "What do I get with PPA membership?" I can answer easily. PPA provides professional photographers with an unmatched list of programs and benefits ranging from malpractice protection and all-risk equipment insurance to the latest information about the industry and a strong voice in Congress.

PPA membership is the highest valued membership in the industry. We researched the open market cost of some PPA services. Below you'll see a list of services included with PPA membership*, and we've listed them below - along with the savings that come with each one.

\$1000-1200: Savings of using PPA's Indemnification Trust for your malpractice protection, rather than purchasing professional liability insurance

\$125-450 per hour: Savings of using PPA as a source of legal information (including copyright), instead of consulting an attorney

\$250: Savings of being included in PPA's Find a Photographer search engine (which averages 7,000 hits daily), as opposed to paying for inclusion in some other online directory

\$60,000: Savings of being a part of PPA's aggressive advocacy campaign in Washington, D.C. on copyright and health care issues, rather than working with a lobbying firm to do the same work.

\$14,400: Savings of PPA's covert surveillance of retailer copyright compliance, over hiring an investigative firm

\$250: What you'll save by using PPA as a source of materials on pricing marketing, contracts, etc., instead of buying books on every topic

\$1,000: Approximate savings contained in PPA's annual coupon book
And the value doesn't end there!

PPA, using the power of its membership, has developed specialized business programs and insurance policies that provide members with substantial savings. Though these services come at an additional cost, they secure important services for members at discount prices. Check out the potential savings on these PPA-member-only programs:**

- 50%: Savings of utilizing Studio Management Services, rather than using a local accountant and business consultant
- \$150: Amount you could save by getting your all-risk equipment insurance through PPA's broker
- \$280: Amount you could save by using First Data for credit card processing
- 30%: Potential savings of getting your health insurance through PPA's broker
- 30%: Savings you could get by using Collages.net for Internet sales and site hosting
- 45%: Potential savings provided by Airborne Express for shipping

PPA is a valuable membership indeed! But in my mind, the most valuable part of belonging to this association is having someone a phone call away who is ready to help and is experienced at solving your problems. That's truly priceless.

Al Hopper

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

*Professional Active level membership with indemnification coverage

**Actual savings may vary, depending on geography or an individual's specific situation.

A Thriving Online Community



Dear PPA Member,

You just got thousands of new best friends!

And they aren't just friends. They are professional colleagues ready and eager to answer questions, make suggestions and converse about this great profession.

OurPPA.com, an online community for professional photographers, opened on Monday, August 1st, and already has nearly 2,000 registered users. In the first two weeks we've already had 5,000 visits with 1,300 messages and over 400 images posted.

The online community (or OC as we call it) is a place for all professional photographers to gather together, share information, and ask questions. This is your opportunity to talk with photographers and industry vendors from around the country and around the world, or browse and share images in the community gallery.

The forum subjects are as varied as the topics at a conference or convention. Portraits, cameras, Photoshop, legal issues, marketing, commercial work, business and weddings are just a few. Participation is easy and there is no additional expense. Just go to www.ourppa.com

and click the register link to sign up if you haven't already. Be sure to use your full name when you register. The OC at www.ourppa.com is where your friends are hanging out. Log on and meet them. The OC is just another part of the value of membership. I'll see you there. Wishing you success,

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

Hurricane Katrina



August 31, 2005

Dear PPA Member,

As the world witnesses the aftermath of Hurricane Katrina, photographers are asking PPA how they can help.

We have created a special forum section on www.OurPPA.com for photographers to discuss the devastation of Hurricane Katrina. If you had to evacuate your home, post a message to let others know you're safe and what people can do to help. If you know photographers who are in the affected areas, post updates on their situation and their needs. Or just use the space to share your thoughts and send well-wishes to those in the region.

Our thoughts are with the hundreds of thousands of people whose lives have been changed by this disaster, and the thousands of emergency workers, volunteers, and military/government personnel who are assisting in the rescue, recovery and rebuilding efforts.

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

Do You Know You're an Owner?



Dear PPA Member,

Does ownership of your association make a difference? You bet it does.

In a member owned association like PPA, there are no outside investors padding their pockets with your dues or profiting from the association's activities. All the money that comes out of this association is directed toward benefiting the very people who put it in: you! Any funds left over after paying expenses are rolled back into the association to help ensure that we are delivering the finest possible programs and benefits. As membership continues to grow, the additional revenue allows PPA to invest in new ventures that you've asked for.

The creation of our Copyright & Government Affairs Department is a great example. Lobbying Congress and fighting for your rights doesn't generate any income; it is not a profit center. That is probably the main reason that PPA is the only professional photographic association with a Copyright & Government Affairs department. It's important to have an industry voice in both the courts and the legislature, and we're proud of our continuing fight to protect the rights and livelihood of all professional photographers.

PPA is run by elected councilors and board members, all of whom are professional photographers, just like you. These experienced volunteer leaders chart the course for PPA, weighing the needs of the membership and keeping the association on strong financial footing. It's not always easy to decide how much we should invest in programs now and how much we need to keep in reserves, but the fact that PPA member dues are lower now than they were six years ago indicates that our leaders have done a great job maintaining the financial health of PPA. These healthy finances make it possible to add programs that will achieve our leaders' vision without subjecting members to large dues increases.

PPA is truly your association, dedicated to helping you be the finest and most profitable photographer you can be. Being an owner is just one part of the value of membership.

Wishing you success,

Al Hopper

Director of Membership, Copyright & Government Affairs

Professional Photographers of America

A Special Opportunity for your Studio Associates



Dear PPA Member,

You have worked hard to build your business. You create tremendous images, market your services and carefully manage your professional reputation. Things have gotten so good, that you have had to hire either employees or independent contractors to keep up with demand for your services. If this sounds like you - congratulations on your success.

However, there are a couple of questions that you might want to ask yourself. Will I be liable if an independent contractor covering a wedding for my studio does a lousy job? Or if one of my employees fails to show up and shoot an event? Unless that independent contractor or employee is covered by PPA's malpractice protection, the unfortunate answer to both of those questions is no.

As a PPA member, you have the best protection in the photography business against client claims of professional negligence - but your membership only covers your own activities - not those of your employee or independent contract photographers. The only instance in which the actions of a photographer working for your studio, who is not a PPA member, can be covered is if the photographer worked under your direct supervision and control - essentially working as your assistant during the event.

Eliminating this problem is simple - and now PPA is making it even easier to protect your studio. Enroll your staff and independent contractors as PPA members using the special application available on the web site below and we will send you a gift certificate for \$50 off the registration fee for Imaging USA. And since we want help these new members become more valuable assets to your business, we will also send them a gift certificate good toward their Imaging USA registration. You can also find the application at: <http://www.ppa.com/i4a/pages/Index.cfm?pageid=490>.

PPA is all about your success. Helping educate your photographers, protecting them and your business when they are on the job, teaching your staff how to improve your business is what we do. Don't miss this opportunity to ensure that your studio gets the benefit and protection that comes with having staff members and independent contractors become part of PPA.

PS: If you have more than six associates interested in PPA membership, please contact us for additional special membership opportunities.

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

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