

Photographer

The New York

A Publication of the Professional Photographers of Greater New York

April 2006



Come Join us for our Next Dinner Meeting

Tuesday, April 4, 2006

at the

Best Western Mill River Manor, Rockville Centre, NY

Our speaker will be

Frank J. Dispensa

PPA Cert., M. Photog., Cr., API, APM



***Program Title:
Digital and Film
Exposure***

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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 - March 2006

Sponsors: PPSLAB.com, Ideal Album, Inc. and Frameart

Candid - Best of show - Brian Phelps

Total Entrants - 6

Portrait - 1st Place - Benny Migliorino

Total Prints - 26

Illustrative - Best of show

No Album Competition

Benny Migliorino

1st Place

Frank Rende

2nd Place

Ed Michalec

A Message From Our President

Dear members,

Once again, the members of PPGNY took the lead at this past PPSNYS 2006 Conference held in March. Images created by our members outshined any other group. Please clear your calendar for next year's conference as we elect Steve Bergano President of the PPSNYS.

Please join us on April 4th, as we welcome photographer Frank Dispensa to our monthly meeting.

In May, we also welcome Marcus Bell to the guest list of the PPGNY.

Mr. Bells's list of accolades is quite impressive:

2005 AIPP Australian Wedding Photographer of the Year
2004 International Wedding Photojournalism Print of the Year
2004 International Portrait Print of the Year
2004 AIPP Queensland Wedding Photographer of the Year
2003 Australian Wedding Photographer of the Year
The date for this event will be announced shortly.



Special Notice

Please provide your email address and phone number to Franco Frassetto. THEFLIGS@aol.com

All of our members are encouraged to participate in our events and programs as well as attend our monthly meetings. Each month, the print competition is geared to offer advice by our peers, so that the prints we enter in the future may garner awards at national and international competitions. The panel offers insight into the judging considerations and what can considerably reduce a prints score. Please participate.

Thank you - Franco Frassetto

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

April 2006 - Volume 69 - Number 1



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Calendar of Events

Tuesday - April 4, 2006 - Dinner Meeting - *Location:* Best Western Mill River Manor, 173 Sunrise Hwy, Rockville Centre, NY - Phone 516 678 1300. *Time:* Cocktail hour 6pm, Dinner and program 7pm.

Digital and Film Exposure

By Frank J. Dispensa, PPA Certified, M.Photog.Cr., API, APM

This seminar will meet the needs of the beginner and the advanced photographers.

Agenda

The Myths Photographers Propagate:

- Lighting Ratios
- Depth of Field
- Depth of illumination
- Color Balancing Filters

Studio Exposure - Digital & Film:

- Raw vs. Jpeg
- Calculate the Maximum Lighting Ratio for *your* Camera Chip
- Calibrating your Light Meter with *your* Camera Chip
- Color Balancing Cameras - Why, How and What Target
- ISO Ratings for Film and Digital
- Adding and subtracting f/stops

Outdoor Exposure - Digital & Film:

- Bright Background Subject in Shade
- Overcast Fill-flash Exposure

Window Light Exposure:

- Controlling Contrast



BIOGRAPHY

Frank J. Dispensa, Master of Photography, Photographic Craftsmen, Certified Professional Photographer, PPA Approved Instructor, Accolade of Photographic Mastery, Senior Associate Engineer for IBM and President of FKD Studios in Wappingers Falls, New York.

FKD is a low-volume studio located in Wappingers Falls, NY, near the beautiful Hudson River, about seventy miles north of New York City and thirty miles west of Danbury, Connecticut.

Frank fell in love with photography for the very first time just twenty five years ago, while chauffeuring his 1931 Buick for weddings.

Frank joined the Professional Photographers of America (PPA) in 1989 and entered his first national print competition in 1990. He qualified for both his Master and Craftsmen degrees in just four years.

Frank's Seminars at National Conventions:

- 1995 Professional Photographers of America
- 1995 Wedding and Portrait Photographers International
- 1998 Professional Photographers of America
- 1998 Canada Professional Photographers
- 1999 Wedding and Portrait Photographers International
- 2001 Wedding and Portrait Photographers International
- 2002 Professional Photographers of America
- 2003 San Juan
- 2006 Wedding and Portrait Photographers International



Frank has also presented numerous seminars at state conventions throughout U.S.A. and Canada.

ACCOMPLISHMENT

Commitment to Excellence Award
Kodak Gallery Award
Loan Collection Print
First Place Winona Print Competition
First Place WPPI 16x20 Competition
First Place WPPI 8X10 Competition
Second Place WPPI 16x20 Competition
Two Courts of Honor
Portraits Displayed Bridal Fair Singapore
EPCOT Special Exhibit
Certified Professional Photographer, Degree
Master of Photography, Degree
Photographer Craftsmen, Degree
Accolade of Photographic Mastery, Degree
PPA Approved Instructor

PRESENTER

- Monte Zucker
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- WPPI
- Walt Disney & Kodak
- PPA
- PPA
- PPA
- WPPI
- PPA

Photos from the March 7th Dinner Meeting - Photos by Michael Blume



Marty Kornfeld being presented with Lifetime member status.





Our Speaker - Joel Heffner - 'What's wrong with my web site and how do I fix it...fast!'





The 3 'Thinkers'



Print competition winners - Brian Phelps, Benny Migliorino and Ed Michalec

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

Professional One on One Photoshop instruction. Personalized instruction provided for any level of expertise, from beginner to expert. Also available for consultation in setting up digital imaging and color management systems. I will work with you on your own computer. Special rates available if you have a group who wants to learn together and wish to put together your own class and provide the venue.

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

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".

3rd Posting

Oleg Zinkovetsky
2626 Homescrest Ave.
Brooklyn, NY 11235

3rd 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

3rd Posting

Ron Sczesny
15 Capitol Ave.
Williston Park, NY 11596

3rd Posting

Ronald Coladner
110 Harding Ave.
Long Beach, NY 11561

The e-mail reproduced below was received from Frank Dispensa - Items for Sale

Dear Fellow Photographers,

Richard Chiamonte asked me to send the following list of photography items he has for sale...
If you are interested in some of the items make Rich an offer...

Richard Chiamonte
r.chiam@verizon.net
919-819-9564 cell

MAKE/DESCRIPTION	MODEL	SERIAL/PART # S = SERIAL # P = PART #	QTN	PUR. PR.
FILTERS				
SAILWIND WHOLDER	PRO-SOFT 1		1	\$82.09
SAILWIND WHOLDER	PRO-SOFT 2		1	\$78.88
SAILWIND WHOLDER	PRO-SOFT 3		1	\$82.09
SAILWIND WHOLDER	HIGH SOFT 1		1	\$68.46
SAILWIND WHOLDER	HIGH SOFT 2		1	\$68.46
SAILWIND WHOLDER	HIGH SOFT 3		1	\$68.46
BACKGROUNDS				
DAVID MAHEU	STORMY NIGHT		1	\$267.00
STUDIO PRO				
AC-STROBE WMDL LIGHT	SP920MDLVP		1	\$80.00
Background Light WMDL	150 W/Barn Doors & 12"SoftBox		1	\$90.00
PHOTOGENIC				
600 POWERLITE	PL08	S= 18132-0793	1	\$450.15
375 LIGHT	PL375PSR	S= 000629-88156	1	\$299.00
SOFT LIGHT BOX	32"X32"	P= PL32FR	1	\$215.00
SOFT BOX W/FUNCH PANNEL	25"SQ	DON BLAIR	1	\$160.00
18 IN. REFLECTOR	SATIN/ANODIZED	P= AE66	1	\$71.00
18 IN. BARNDOORS w/DIFFUSER		P= AE58-16	1	\$103.00
VENCA				
RADIO TRANSMITTER	400T 4 CHAN.	S= T003098	1	\$148.95
RADIO RECEIVER	400R 16 FREQ	S= T002784	1	\$148.95

MONTI

REFLECTOR WARM	30" ILLUMINATOR WHT/SIL	1	\$81.50
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OTHER EQUIP

LIGHT STAND HARD CASE	BOGEN-9X17X38	1	\$75.00
LIGHT STANDS(13 FT, A/C)	GLOTTOS(LC325)	2	\$120.00
TONY POSING TABLE	PH7826CT	1	\$194.07
SP LIGHT STANDS	7.5 - 8 FOOT	2	?
PHOTO FLEX UMBRELLA	WHITE, 30 INCH	1	?
ECLIPSE UMBRELLA	WHITE, 42 INCH	1	?
RPS BOOM ARM	7 FOOT MAX	1	?

HASSELBLAD

BACK(FILM MAG.)	A24 Black	S= RT3532669	1	\$542.69
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What's wrong with my Web site and how do I fix it...fast?!

by Joel Heffner

[This is a summary of the presentation given to the PPGNY at the March, 2006 meeting.]

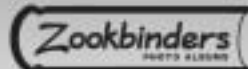
Photographers are proud of their work. They want to display it in the best possible way. They think that putting attractive pictures on a Web site is all that is needed. Unfortunately, it's not that simply. Pretty sites are not necessarily effective sites. Here are 10 tips for making a site more effective.

1. In order to have an effective site, you must first determine the purpose of the site. Do you want it to be a lead generator? Is it supposed to be your online brochure? Do you want it to sell photos?
2. Search for your site using Google and Yahoo. Use search words that your typical client would use to look for you. Look carefully where you place. It's also important to see what the description each search engine shows for your business.
3. Look at your site's statistics. The statistics are like a report card that shows you how many visitors you get daily, weekly and monthly. They tell you what words your potential visitors used to find your site when they searched on search engines.
4. Look for your Meta tags. You should have a Meta tags for 'description' and 'keywords.' If you do not know what Meta tags are or where they are found...ask your Web person. They are crucial when it comes to search engines.
5. Publicize your site's URL (address) on everything...business cards, letterhead, etc.
6. Your site's URL should be remember-able. It should be easy to find if someone is looking for you. The same applies to email addresses. You should be as easy to contact as possible.
7. Optimize the size of your images. Make the file size as small as possible so that the page loads as fast as possible.
8. Use text on pages that describe what you do. Search engines cannot read pictures...just words. If you only have pictures on a page, search engines will ignore the page.
9. Flash pages look great, but do not help with search engines. Remember, pretty is not enough.
10. Viewers expect to get free stuff on your site. An emailed newsletter is a very good way to stay in touch with your customers and potential customers.

Making a Web site more effective isn't very difficult if you have a purpose, create pages that serve the purpose and then do on-going self-analysis to see how you can better achieve your goal.

[Joel Heffner is a creativity and communications consultant. If you need help visit his site at www.joelheffner.com/questions.htm.]

HOT1 Award Winner



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Visit <http://www.liphotoworkshop.com>

For more information, Please contact the Director, Jerry Small at (516)221-4058 or email us at: info@liphotoworkshop.com

This year's workshop will be held at the beautiful Sheraton Hotel in Smithtown, Long Island, New York
 "Everything under one roof" "Lunch is included every day!"

We are very proud and excited to announce our lineup of 5 highly talented instructors for this year:

Monte Zucker - Returning to the Workshop by popular demand is the great Monte Zucker. He will spend the week teaching you his latest techniques in posing, lighting, and yes, digital capture! This is a great opportunity to see Monte at his best and learn cutting edge techniques while getting back to basics all at the same time. This is a must for anybody who wants to excel in today's very competitive portrait and wedding market.

Marilyn Sholin - Painter Imagination - Marilyn will demonstrate how photographers can use Corel Painter to capture the images in their imaginations and create a style that is uniquely their own. She'll show how an original portrait photograph and is transformed into a painting using digital media -- creating a delicate blend of photography and paint that can be printed on a variety of mediums including watercolor papers and canvas. **Computer Required for this class.**

Craig Minielly - Creating the Dynamic Image - With subjects ranging from Kids to Prime Ministers, Jewelry to Jets, and Interiors to Centerfolds, Craig's "lenscape" is ever-changing with event challenges always becoming imaging opportunities. During this workshop, you'll learn all the steps in the process including - digital preplanning, set locations & styling, location & creative lighting techniques, effective image handling & workflow, turbo-charged production and even some special tricks to really make your images stand out amongst all others.

Gary Small - Photoshop For Professionals - At last! Everything you always wanted to know about Photoshop but were afraid to ask. Gary will teach you all the pro techniques to get you working on a production level with ease. This class is for the experienced photoshop user who wants to take their work to the next level. If you've taken any of Gary's classes before or played with Photoshop in any way and want to work the right way, this class is for you. **Computer Required for this class.**

George Georgiou - Playboy Staff Photographer - Yes! This is the real deal! Direct from Playboy, staff photographer George Georgiou will be sharing his knowledge and experience in the areas of figure study and boudoir-style photography. George has quite a full history shooting nudes as well as boudoir/lingerie for Playboy. George is also a photo instructor at Columbia College in Chicago. This is a must see for anyone who wants to develop the skills to shoot glamour/nudes as well as enhance portrait and lighting skills **Please note:** No discounts or scholarships will be available for this class. Tuition is slightly higher to cover costs of models..

WAIVER OF LIABILITY: The Long Island Photo Workshop, Inc. shall have no responsibility or liability for personal injury to any participant or loss or damage to any participant's property, or for personal injury or damage to the property of any other person resulting from the participant's involvement in the Workshop. The Long Island Photo Workshop, Inc. shall have no responsibility for the acts, errors or omissions of instructors, staff, or other providers of services to participants in the course of the Workshops.

The Long Island Photo Workshop, Inc. reserves the right to cancel courses or to make faculty changes. In the event of a course cancellation or faculty change, students have the option to register for another course (subject to availability) or to receive a full refund for course fees. The Long Island Photo Workshop, Inc. will not reimburse students for airfare due to course cancellations or faculty replacements. Applicants who decide to cancel their course registration **MUST** do so **IN WRITING** at least 60 days prior to the course session to receive a refund (minus a \$50 processing fee). Cancellations received 30-60 days prior to the 2006 session will incur a \$150 processing fee. For cancellations received less than 30 days prior to the 2005 session, there is **NO REFUND!** All other requests for refunds are subject to the discretion of the Long Island Photo Workshop, Inc. Board of Trustees. The Board of Trustees must approve any variance to this policy.

Use the coupon below to reserve your place. Class sizes are limited and will fill up fast!

Note! There will be an additional \$50.00 discount if you pay in full prior to July 1, 2006

Don't forget about our scholarship program. This year, lots of scholarships will be given out. Be sure you're included. See website for info.

---Cut Here ---

APPLICATION / REGISTRATION FORM

Tuition is indicated next to instructor

Mail Registration Form and check payable to
 "Long Island Photo Workshop"
 Mail to: "L.I. PHOTO WORKSHOP"
 2174 Mitchell Street, Bellmore, NY 11710

Choose One: (Indicate 1st and 2nd choice)

	1st	2nd
Monte Zucker , M. Photog., Cr., FASP <i>The Ultimate Monte!</i> <input type="checkbox"/>	<input type="checkbox"/>
	Members \$600 / Non-Members \$650	
Marilyn Sholin , M. Photog., Cr., <i>Painter Imagination</i> <i>Intermediate-Advanced Level</i> <input type="checkbox"/>	<input type="checkbox"/>
	Members \$600 / Non-Members \$650	
Craig Minielly , MPA, SPA, M. Photog., CPP, <i>"All the World is a Studio"</i> <input type="checkbox"/>	<input type="checkbox"/>
	Members \$600 / Non-Members \$650	
George Georgio <input type="checkbox"/>	<input type="checkbox"/>	
<i>"Direct from Playboy"</i>	Members \$675 / Non-Members \$725	
Gary Small , M. Photog. Cr., CPP, CEI <i>Photoshop For Professionals</i> <input type="checkbox"/>	<input type="checkbox"/>
	Members \$600 / Non-Members \$650	

YOUR NAME _____

STUDIO NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE (____) _____

EMAIL ADDRESS _____

T-Shirt Size (Circle one) S M L XL XXL

Member PPSNY? YES ___ NO ___ Member PPA? YES ___ NO ___

If yes, PPA Membership # _____

***Note! PPA number must be on this application or you will not receive your merits!**

Have you attended any workshops before? Yes ___ No ___

Enclose check to 'Long Island Photo Workshop' with registration

Tuition Deposit \$150 _____

TOTAL ENCLOSED \$ _____

BALANCE DUE AT REGISTRATION, at 8:00am - first day of class

Check the website www.liphotoworkshop.com

for hotel, travel, online registration and all other information.

*Please Note: By submitting this application, you are indicating your acceptance of the terms and conditions and waiver of liability, as found on the information page of the workshop website. If you have any questions or need these terms mailed to you prior to submitting this application, please contact the Director immediately. Thank you.