

MESSAGE FROM THE PRESIDENT

As Print Chair for our 2008 convention that is to be held in our own fair city, I would really like to see 100% participation in our competition from our Capital Champlain members.

For only \$75 you can enter four prints. And with the convention so close you can save the shipping to and from the convention.

Just make sure you get them to us by Friday night (March 27). I will be at the Desmond on Friday from around 2 p.m. Then arrange to pick them up on Wednesday or have someone pick them up for you.

It is really a great feeling to see your work hanging in the exhibition among all the other beautiful prints.

There are also some amazing prizes and awards to be had. Along with the prestigious and exciting state awards, we have quite a few vendor awards. This year, both Fuji and Kodak have even more categories open for awards; Canon will again be giving out their Par Excellence award; and B&H will have a People's Choice award so you can vote on your own personal favorite.

Capital Champlain has always done well both with participation and taking the high honors, so I am really looking forward to your entries.

Please go to the PPSNYS website, download the entry forms, get your prints ready and join us in the excitement.

Thank you for your friendship and support,
Dana Shaffer

See you at the Convention!
March 28 –31
The Desmond—Albany

DIGITAL & PRINT COMPETITION (January & February meetings)

Imagine being offered the opportunity to have three qualified judges critique your skills/work! Not as judges AT a competition—but BEFORE the competition, so your work or routine can really excel.

That's the opportunity that CCPPSNYS offers members in its Digital and Print reviews.

Digital review takes place at the January meeting. Members submit up to four digital images that they are considering entering in the Print Competition at the state convention at the end of March.

Three highly qualified members (often Master Photographers) critique each submission as it's projected on a large screen. The images are critiqued on the twelve PPA criteria.

Print review occurs at the February meeting, giving members a chance to make the improvements suggested and to have the images printed. Again, three qualified members critique against PPA standards (see page 2).

Learning that what the judges look at isn't necessarily what the customer looks at causes us to look at our work through different eyes!

These are amazing learning opportunities—as you listen to the critiques of your own images and those of others. See page 2 for 'winners'.

INSIDE THIS ISSUE

- 2** PPA Print Judging Criteria – 12 Elements of a Merit Image
- 2** Digital and Print Review "Winners"
- 2** Members' Bits & Pieces
- 2** Got Something? Need Something?
- 3** Feature Workshop: John Woodward
- 3** 'Name that Print' Party

12 ELEMENTS OF A MERIT IMAGE

Twelve elements have been defined as necessary for the success of an art piece or image. Any image, art piece, or photograph will reveal some measure of all twelve elements, while a visually superior example will reveal obvious consideration of each one.

The twelve elements listed below are in accordance to their importance.

Impact
Creativity
Technical Excellence
Composition
Lighting
Style
Print Presentation
Center of Interest
Subject Matter
Color Balance
Technique
Story-telling

Congratulations to David Jeffery, who won both the CCPPSNY digital review with his Waterfall and print review with his Grandpa Woodstock.



Waterfall



Grandpa Woodstock

MEMBERS' BITS & PIECES

[Joan Heffler of Pictures With Personality!](#) has been chosen as "photographer of choice" for a TV segment of the Rachel Ray Show.

Congratulations!! Make sure you let us know when it's to air, Joan.

[Bob Riccardo's](#) collection of images from Fonda Speedway is touring the area. Stop by the Town of Ballston Library in Burnt Hills during March to feel the excitement from these exciting images!

[As You Like It Productions](#) of Chatham, NY—in the equine videography/photography business for 15 years—has stepped into the realm of figure skating with a sponsor shoot for Hudson Mohawk Figure Skating Club's Houstonettes at the end of January and will be the official photographer for the 26th Annual Garren Invitational in mid-March.

GOT SOMETHING? NEED SOMETHING?

[Epic Backdrops](#), a local hand-dyed backdrop company, is going out of business. Bad for them. Good for us. 50% off their backdrops with coupon code rpsn5136gob1

SALE OR TRADE:

Art Leather removable pages and slip-in pages. Large (8x10) and small (4x5). White with gold trim. Different configurations.

FREE to good home: Spyder Monitor calibration device. Windows or MAC.

Tim or Dana Shaffer 518-993-4199

FOR SALE:

Fuji S2 6.1/12.2 megapixel Pro digital camera \$250.00
Excellent camera as backup to Nikon equipment in case that main camera chooses not to work during that ever-so-important assignment. Willing to spend time with buyer to teach the fine points. Includes original box and instructions.

[Stanley Blanchard](#) 518-372-0930

USED—FOR SALE:

2 LCD projectors:

Toshiba TLP-X21 (orig. \$10K)

Sharp Notevision SG-MB67X-L (orig. \$1,100)
No reasonable offer refused.

Elvin Reed Photoaraphv 518-210-6625

PPSNYS SUMMER WORKSHOP

The instructors will be:

1. **Fay Sirkis**
IMPRESSIONS OF ART - A Photo Painting Workshop
2. **Suzette Allen**
PHOTOSHOP; FOCUS ON FUN & EFFICIENCY
3. **John Woodward**
ALL I KNOW MASTERING THE LIGHT
4. **Ken Sklute**
WIDE ANGLE VISION - A Wedding Program
5. **Craig Hutchings:**
PHOTOGRAPHY 101
6. **Gary and Kathy Meek**
PHOTOGRAPHY—A COMPREHENSIVE STUDY

PPSNYS has a Scholarship Program that gives each section that buys one \$100 scholarship a free \$100 Scholarship. Each section is free to buy as many \$100 scholarships as they desire. This is an incentive to help with the cost of the school for members of PPSNYS.

Price for courses will be \$750 with the Fay Sirkis and Suzette Allen classes being \$850. \$100 retainer (\$200 for the Fay Sirkis and Suzette Allen) will hold your spot in the course of your choice. Retainers are nonrefundable. Your dorm room (single), breakfast, lunch and dinner, the instructor of your choice, the Wine and Cheese Party, the Banquet and a CD of images taken during your class (except the Computer Courses), the workshop shirt, the class photograph, the group photograph, PPA merits (if a member) are all included. No extra charges.

You can more than make up the price of the week in skills and techniques learned for your business. In addition to all the information you will be receiving in your class, your one on one time with other photographers is invaluable.

Your trustees have worked very hard to bringing you the best education possible for a reasonable cost.

Brochures and additional Information will be out soon or you can go to the website at ppsnysworkshop.com.

WORKSHOP TESTIMONIALS 2008

1. Very pleased. Beautiful facility, no politics, super educational opportunity.
2. This is the best year of six. Value far exceeds minimal cost.
3. Wonderful experience.
4. Wonderful!! Relations formed are lifelong. Cannot thank you enough!

THIS MONTH'S FEATURE WORKSHOP:

John Woodward

Mastering the Light – As we enter a new age in photography, we are being confronted with new ideas, new business plans and massive amounts of new technology. We sometimes forget that no matter what the media, understanding light and exposure will always be the one essential component to success in photography. In **Mastering the Light**, we'll explore lighting in the studio and in the field.

We will build a working studio and through live demonstration illustrate the strengths of portrait, glamour and modified glamour lighting forms. We will discuss facial analysis and how each lighting form affects your subject. One of the class assignments is to photograph a head shot of each of the students. This exercise helps in determining which lighting would be best for many subjects.

The program will then discuss environmental lighting. Subjects such as the characteristic curve, histograms, achieving proper exposure and location mapping will be illustrated and explained. Time permitting; we will do some food or product photography. As we turn our attention to digital imaging, we will discuss the "great myths," of exposure and digital technology.

In all cases, these programs are hands-on. The attendee will be expected to bring a camera, meter and if possible a portable flash.

All I know – Time permitting, we will add other components to the course and the course becomes, "All I Know." Compositional Study Guide demonstrates and discusses the frame and form of composition. This portion of the course will explain to you why a photograph works.

Digital and the Power of Raw is the discussion of what is real and what is nonsense, in digital imaging. It explains concepts such as bit depth, demonstrates various benefits of Photoshop including the technique "Three Bears."

In most cases, we will ask students to bring four of their images. John will sit down and explain why a photograph does or does not work. He will then make suggestions for improving the photograph in an attempt to help the students better understand and prepare for competition.

'NAME THAT PRINT' PARTY

Does the title of a book attract your attention?

Just so in Print Competition. Each image is introduced to the panel of judges by title. If the title is a yawn, the image has a strike against it before the judges even see it.

Ray & Chris Paulsen's annual print-naming pizza party is a CCPPSNY benefit to members who are submitting images for competition.

The picture to the right is an example. I call it "One More Dead Balloon" - but I KNOW he's just shot a balloon. The red bits are unidentifiable.

So it needs a new title. Please come help give it one!

Come to the Print Party—March 16, 6 p.m.

[Paulsen Photography](#)

Rensselaer



CHECK OUT THIS AWESOME SITE!

Love that early morning and late evening light?
Wish you knew EXACTLY when to shoot?

This site knows where you are and gives you the golden light in 10 minute increments! What could be better?

[The Golden Hour](#)



Professional Photographers of America

Newsletter editor: [Carol Lynn Coronios](#), [As You Like It Productions](#)