

Nashville, Here We Are! ImagingUSA - PPA Convention

President Dana Shaffer

Tim and I decided to take a road trip to the PPA convention in Nashville this year. We started out early on Thursday January 7th. Very early for us leaving about 5 am. I decided that I would drive the section of the route that I knew best. We drove in to Victor to pick up Deb Woodard and headed towards Nashville. When we got into PA, I figured I had done my share of driving for a while and Tim took over. I have to say I was pretty happy to not drive the rest of the way as it soon started snowing and getting colder the further south we went. Following behind a tractor trailer and seeing a huge chunk of ice fly off the top of it and float ever so slowly landing on the windshield right in front of me might not have been the highlight of the day but the fact that by some stroke of luck it didn't just crash right on through and kill me made me appreciate the rest of it.

We did end up staying in a very frozen Louisville that night and headed into Nashville on Friday. Not much of a road trip seeing as how most of it was concentrated on staying on the road.

Nashville itself was pretty cool - well maybe a better term would be freezing cold. We had some southern barbecue and visited as many of the nightclubs as we could before we went to the Grand Ol' Opry. It was a lot of fun to listen to some of the bands. Alan DeFazio and I participated in a few "singalongs" much to the amazement of Tim and Deb. (I am kind of surprised a talent scout didn't just sign us up then and there.)

The Grand Ol' Opry's featured talent that evening was Hank Williams Jr. It was certainly an experience that you need to have if you are in Nashville. It is run just like an old-fashioned radio show and they had some other big name performers like Vince Gill and David Goli, as well as some one-hit wonders. Tim really liked the Young Pioneers - who really aren't very young anymore, but they can still perform a great rendition of "Rawhide". I enjoy people watching though, so the best part for me was the audience - which was as entertaining as the performers.

We had intended to walk around Nashville on Saturday and check out the sights but the fact that it was still pretty cold out and snowing led us to decide to stick around the convention site and try to get an idea of where everything was so we could make the best use of our time when the programs and trade show began.

With 53 acres under one roof, Opryland can be pretty

confusing. Luckily, we found a guide who gave us great tips about finding out where we were - probably the best of which was the color of the signs and the rugs are coordinated with the different buildings and different floors. So armed with a map and an idea of where we wanted to go, we could very easily find our destination. First stop: Jack's place. They weren't open so we headed to the nearest conference room so we could discuss all things photographic with our peers. Findlay's Irish Pub was a great place to eat and of course we discussed a lot of business with other photographers and some of the photography vendors that were on break from setting up their booth.

Chris Paulsen, Deb and I attended a class given by PPA "Association Survival: What Affiliate Leaders Should Know about Staying Afloat." We got some great tips and ideas that should help us as we try to keep our local association and workshops going.

Continued on page 2

INSIDE THIS ISSUE

- 1** Nashville, Here We Are!
- 2** Nashville, Here We Are! continued
- 3** Nashville, Here We Are! continued
- 3** CCPPSNY 2010 Officers
- 3** PPSNYS Summer Workshop
- 3** Photoshop Tip of the Month
- 4** What Members are Doing
- 4** Name That Print Party
- 4** Condolences to Bill Stevensen
- 4** Learn More to Earn More
- 4** Calendar of Events
- 5** More on the Nashville Experience
- 6** STILL More on the Nashville Experience
- 6** Marty Grivjack TEP - Lightroom
- 6** Calendar of Events

Nashville, Here We Are!

Continued from page 1

When we were finished there, we retired to Rusty's Sports Bar and Grill to check out the football game and discuss more photography related topics. It was here that I found out that I am an Eagle's fan.

Sunday was when the regular classes and tradeshow began so we started out early. My program for the 7:00 am show was Frank Donnino. Frank discussed photographing babies and getting out of debt and staying out of debt. Apparently this has been a big problem with some of the photographers out there as it was a reoccurring theme throughout the convention. Many of the speakers were speaking very highly of Dave Ramsey so if you are having trouble with financial planning and debt management, you might want to check out his website.

www.daveramsey.com

My next program was Rod Evans' "Facebook Was Made for Photographers." He explained how he uses it to attract and sell to high school seniors and how that can lead to other potential client markets. It was interesting for me and gave me some ideas that I can use with our seniors.

The Expo opened up at 11:00 am and it was packed! With 100s of exhibitors, we could not possibly see everything in one day. We went back on Monday and Tuesday as well. We stopped to say hi to a couple of the vendors we use every year and met a few people with some new and interesting products.

I really loved the ladies selling rolling camera bags www.tuttu.com. They were pretty enthusiastic about their product showing us how strong the bags were. They had people pulling them around while they sat on them which was pretty entertaining.

White House Custom Color www.whcc.com had some really nice "float wraps" as well as some other new things like CD covers and image boxes. The float wraps are prints on a slick material or canvas and were very similar to gallery wraps but seemed to have a more "finished" look. They come ready to hang and stand out a little from the wall giving them a "floating" look.

We stopped to talk to the people from Madcamp. These guys make great backgrounds and will be at our convention in March so be sure to check them out. www.madcamp.biz I could go on and on about the trade show because there were so many vendors and so many attendees it was really one of the very best I have ever attended.

The print exhibit was really amazing - as usual - with

the very best of the best in the loan collection. We spent quite a few hours in that and I am not sure we saw everything!

Kodak had a special reception for their gallery award winners which we attended as guests. They announced the Gallery Elite winners that night. They also announced the "Kodak 2010 Photographers to Watch." I was really excited to see that Tammy Wolfe and Tamar London, who will be speaking both at our convention and at PPSNYS Photo Workshop, were the recipients of that award.

I attended Ann Monteith's program on the financial benchmark survey put out by PPA. The results were published in the January PPA magazine. Published as a business handbook, it helps you understand the importance of profitable pricing and understanding your own financial picture, which can help you to make smarter decisions on how to manage your studio and improve your bottom line. If you are a PPA member, make sure you take advantage of this valuable resource.

Monday's programming brought me to Nancy and Rose Emmerich's program on high school seniors, which I enjoyed as both informative and humorous. I was interested to see how a mother and daughter could work together and what they each brought to the table.

We managed to check out the trade show again, saw a small bit of another program, and also saw some of the Photographers in the White House program. The White House photographers, of course, had caught some really great images of our presidents being both very presidential and very human.

Tuesday was our day for purchasing whatever goodies had caught our eye at the tradeshow on Sunday and Monday. Well, not all the goodies that caught our eye, but we did manage to put a dent in our purchasing budget for the year.

Tim and I attended the meeting about the redistricting of affiliate judging and competitions. Quite a few changes are coming our way as far as our print competitions, which should make for a few interesting adjustments as we get accustomed to them. Two of the biggest changes were the consolidation of many of the smaller regions into larger districts. In 2011, our own regional (PPSNYS) will be consolidated with New England, Ohio, New Jersey, and Pennsylvania into a new district designated Northeast. This redistricting brings with it many changes with regard to where and when the competitions will be held. It also brings up a question regarding whether we will consolidate our conventions or continue to hold single state conventions and state competitions (with non PPA affiliated judging). **Continued on page 3**

Nashville, Here We Are!

Continued from page 2

The second big change in PPA competition is that they are changing from a “print” competition to an “image” competition. Much as the album competition has changed with the opportunity to enter both printed albums and digital albums, the image competitions will allow you to enter not only prints, but also digital images to be judged. PPA has agreed to provide the equipment for the digital part of the competitions as well as the necessary technical expert to run it.

Tuesday afternoon and evening were spent preparing for and attending the awards and degrees ceremonies. Capital Champlain was well represented again this year, as **Ray Paulsen** received his Master’s Degree, **Tim and I** received our Photographic Craftsman degrees, and **Ray Paulsen** and **Ken Bovat** were silver Photographer of the Year award recipients.

The Imaging Ole Party given by Kodak was a lot of fun and a great end to another wonderful week spent in the company of good friends and incredible teachers as we worked to stretch, improve, stay up to date, and learn more about the business we love.



CCPPSNY 2010 Officers

The following officers were voted in at the February meeting of CCPPSNY. Congratulations to:

President: Barbara Bovat
Vice-President: Mark Sweeney
Treasurer: Tom Mack
Secretary: Bernie Herman

And our thanks and appreciation to the outgoing officers, who have served with skill, diplomacy, and generosity of time and experience.

President: Dana Shaffer
Vice-President: Barbara Bovat
Secretary: Sandra Conlin

SUMMER WORKSHOP

Register before March 31 and get upgraded to an air-conditioned room for FREE!!!
That’s a \$50 savings above and beyond the early bird discount and our member discount!
Pick out which workshop is going to ‘do it’ for you and GET REGISTERED!!! July 18-23 – Be THERE or Be
[PPSNYS Workshop](#)



Photoshop tip of the Month:

Chris Paulsen

To straighten the perspective in an image:

Select the crop tool,

Leave the width and height dimensions blank.

Draw a crop around the entire image.

Click on the perspective box that appears in the options bar.

Drag the corner handles so that the edge of the crop line is parallel to the line in the image that you want to be straight. You will probably have to drag handles on both sides of the image.

When both sides are parallel, accept the crop and the image will straighten.

WHAT MEMBERS ARE DOING

Deb DeFazio has four images hanging at [Boght Corners Art Center](#) "Expressing Faith" mixed media art exhibit. This exhibit runs through April 3.

David Jeffery has three images hanging in **LUMINA**, a juried photography exhibition exploring light as theme, concept and process. The show is held at the [Greene County Council on the Arts](#) and co-sponsored by the Greene County Camera Club. February 20 - April 10, 2010.

Carol Coronios will be presenting "Oh These Girls and Their Horses!" at [Lipperera's Chatham House](#) from April 3 through May 16. A "Meet the Photographer" tea will be held April 3, from 3 -5 pm; and a "Show Stopper" reception will be held May 15, from 3 - 5 pm.

Bob Riccardo & Carol Donato have shows:

March: Bethlehem Public Library

May: East Greenbush Community Library

I admit it – I'm an Origins junkie! I met this young lady on my last trip to that store where I succumb to temptation and thought perhaps her business might complement the portrait and wedding work many CCPPSNY members do.

Christina Louise

Makeup Artist

518-435-5242

Gadzooks46@aol.com

<http://www.onemodelplace.com/CLBdesigns>

CONDOLENCES TO BILL STEVENSEN

It is with great sadness that I report that Peg Stevensen, wife of PPA past president Bill Stevensen, passed away yesterday in Naples, Florida. As a friend and neighbor, she will be missed greatly.

Condolences can be sent to:

Bill Stevensen
343 Melrose Place,
Naples FL 34104

Bill was also past president of PPSNYS and CCPPSNY.

NAME THAT PRINT PARTY!!!

Location: The Classic Image –
Tim & Dana Shaffer

Directions to the studio from the Albany area are:

Take I90 (NYS thruway) west to Exit 29(Canajoharie)
At the end of the entrance road, take a right at the T onto
Route 5S (you will still be heading west)
Continue on Rt. 5S for 3 miles until you get to the village
of Fort Plain.
At the light take a left, then a quick right - you will still be
on 5S

Take your first left, between the Bank of America and
NBT Bank. It is a one-way street - Division St.
We are the first storefront on your left.

Date: Tuesday, March 16

Time: 5 p.m.

This is our final preparation for regional Print Competition. If you need help deciding on that PUNCH title that will push your image over that magic 80 mark – or if you need help filling out your entry form or labels – come on out!

Plan to stick around for dinner – we can order pizza or there's a great pub in town!

LEARN MORE TO EARN MORE!

Surely this makes sense! That's why PPSNYS chose this concept as the theme for the [2010 PPSNYS/PPANJ Regional Conference](#).

It's next month already!! If you haven't registered, maybe it's because you can't come to the entire four-day conference. That's OK – there are day rates! And print competition judging, display of prints, and the trade show are all FREE!!!

Thursday March 25:

Print Competition judging:
Noon – 9 p.m. (with supper break)

Friday March 26

9 a.m. – Print judging
9 a.m. – Seminars
8 p.m. – Ken Sklute – "Seeing"

Saturday March 27

8 a.m. – Seminars
Judged prints on display
Noon – 5 p.m. – Trade Show

Sunday March 28

8 a.m. – Seminars
Judged prints on display
10 a.m. – 2 p.m. – Trade Show
7 p.m. – Banquet

MORE ON THE NASHVILLE EXPERIENCE

From Deb DeFazio

Just a note to let you experience the Professional Photographers of America Conference in Nashville. The weather has been really brutal; NY is actually my preferred climate.

The conference is attended by 9,878 photographers from around the U.S. I'm meeting and enjoying many wonderful people who enjoy their work and craft of creating the best of photography.

My favorite speaker was David Stocklein. His iconic images of horses are seen in famous galleries around the world. I recently viewed them in the NY Graphic Society Published images. David has more in this art book than Ansel Adams. He is just a modest, talented professional that works to capture the best images of wild horses for the stock industry.

Witnessing our members **Ray Paulsen, Ken Bovat, Tim and Dana Shaffer** receive national honors keeps me motivated to continue my personal quest for the perfect image! I am grateful for all the members in our section and what they collectively bring to improve our skills as photographers.

One of my highlights was being invited to the private party held for the Kodak Gallery Award Winners. **Mark Sweeney**, who had won the Kodak Gallery Award at the state conference, invited the section members to attend with him, an exclusive crowd of the very finest photographers from around the country. The images were displayed beautifully, a lovely cocktail time and interesting conversation with many photographers.

The national winners were announced that evening.

The print exhibit this year is fabulous. Three of my four prints have been accepted into the Masters' of Photography exhibit and are really lovely viewed with all of the other Masters' images, I'm always humbled by their selection of my work.

I can't tell you how many of these images are just breathtaking; these people are something else with technique and Photoshop and the "Art of it All".

My fortune is that they still respect and value the original style of photography that I represent.

So I guess what I'm saying here is if you really want to continue to strive for excellence in photography, take the time, save your pennies and attend the national conference in January 2011. You won't regret it!

From Bernard LaPierre, an equine photographer colleague from NJ (whom I hope to meet in person at Conference!)

It was my first time attending ImagingUSA. I would recommend it to everyone - no matter what type of

photography you specialize in. Even though the show targets portrait and wedding photographers, there are many "show specials" to take advantage of and many excellent seminars given by many photographers who make a lot of money creating their artwork and selling their services.

The business seminars/workshops given by the PPA's Studio Management Services group were excellent. Again, the speakers did focus on portrait photography because that is what they do, but the business theory can definitely apply to equine photographers. Any serious photographer trying to make a living as a photographer should attend these workshops.

In summary, I made many new photographer friends; attended as many workshops as I could; and crammed as much information as I could into my 40 year-old brain. And I visited as many vendors as I could during this week long trip.

Here are some of my recommendations if you plan to attend conferences like this (WPPI and others):

- Prepare, prepare, prepare...plan what you want to accomplish at the show. Make a list of "must attend" workshops and vendors to visit. Rate them by order of importance. I didn't get to meet all the ones I wanted to. I would have liked another 1/2 day. Ah well.
- Don't gamble with vendors who have a "today only" show special. Triple Scoop Music did not want to honor their 11 song show special the day after. I had met the manager the day before and made a list of songs I wanted but no luck in getting 11 songs for the price of 10 which were discounted 50%. Yeah, call me cheap. I can live with that critique. I should have taken the 10 song deal.
- You don't have to stay at the hotels they recommend or claim to have 'deals' with. I stayed at a nice Holiday Inn within walking distance.

Some of my 2010 objectives based on what I learned at the show...

- Set prices to be profitable!!!! Account for time, post processing and out-sourcing. A 35% profit margin is the goal.
- Set profitability objectives based how much I want to earn as income from the business.
- Fine tune my photography style to establish a reputation for it.
- Narrow my target markets and audience. Focus, focus, focus.
- Set goals for number of portrait sessions per year.
- Sell large prints first!!!!!! The ones clients will hang on their walls. Not the ones they will put in their wallets or setup as their desktop screen saver.

STILL MORE ON THE NASHVILLE EXPERIENCE

From Barbara Bovat

I was very fortunate to have been selected to be one of the Volunteer Coordinators for this year's Imaging USA Conference. It is a wonderful opportunity to get to know the very dedicated PPA members and Student Volunteers who are willing to give freely of their time to ensure that the convention programming goes off smoothly.

Volunteers from New York included Tom Mack, Craig and Linda Hutchings and Ken Bovat. We had a very busy 4 days working with the instructors and PPA staff.

Our days began very early - at 6:00AM - and lasted well into the evening. The record attendance this year of over 10,000 people presented some challenges and excitement.

Our instructors were great and very understanding of our growing pains. It must be very rewarding to know that your presentation filled a room that seated over 1000 people and that overflow areas had to be set up to accommodate more attendees who were anxious to hear what you had to say.

The venue was beautiful, the programs fantastic, parties festive and most of all - the camaraderie was unbeatable!

I am looking forward to Imaging USA 2011 in San Antonio - Bring the Heat!

I am honored to have been selected as Convention Committee Chairman for that one. Can't wait!

Hope to see lots of members from Capital-Champlain there!

Don't get layers? Get Lightroom! with **Marty Grivjack**

If layers and masks frustrate you, if you dread how much time it takes to open all your images in Photoshop for cropping and making exposure/color corrections, if you just don't understand RAW, if you want to learn how to make your images burst with vivid color and want to absolutely speed up your workflow, and if you just wish there was a program out there that could help you not only prepare your photographs but also present them to your clients, then Lightroom is for you.

Adobe Photoshop Lightroom is revolutionizing today's professional photography workflow. But you have to know how it works. If you know how to use Bridge but think it's a bit sluggish, you're right. And you'll love Lightroom and may never turn back.

Bear in mind, Lightroom is NOT a replacement for Photoshop. It is not a pixel editor. However, we'll show you how to use Lightroom to do the bulk of your "non-pixel moving" photograph edits - white balance, exposure/color/hue adjustments, cropping, vignetting and sizing for web, Facebook, iPod or print...all can be done in Lightroom and at lightning speed. For those who've added Lightroom to their workflow repertoire, they've felt the relief and have seen the profits.

Lightroom with Marty Grivjack, cont'd.

Introductory: Learn the fundamentals of importing your photographs, protecting your copyrights and categorizing your images. Find them instantly. Don't lose a photograph again! Get your portfolio together!

Intermediate: Build on your importing and organization skills and learn how to tweak Lightroom to optimize your workflow. Understand how to protect your assets by a logical backup process, and see how it dovetails into your workflow.

Advanced: Learn web design, slideshow tweaks, and practice developing module tricks that make your photographs POP and wow your clients.

Marty Grivjack is a 35-year technologist and photographer, FPP and PPA member and past president of PPGPB. He has been building his expertise with Adobe Lightroom since the second beta release in 2006. He has trained in Florida and Alabama and will be providing a seminar at the Capital Champlain Section of PPSNY in Troy, New York in May, 2010. Upon request, he can also provide on-site one or two-day private tutoring. He has studios in Palm City, Florida, Bolton Landing, NY and his digital lab is in Jupiter, Florida.

Marty will be our TEP presenter on May 10 – for an all-day seminar on Lightroom! Further information will be forthcoming!



Professional Photographers of America

CALENDAR OF EVENTS

MARCH 16

PLACE THE CLASSIC IMAGE, FORT PLAIN
TIME 5 PM
TOPIC NAME THAT PRINT PARTY

MARCH 25 – 28

PPSNYS CONFERENCE

PLACE DESMOND INN, ALBANY

APRIL 12

PLACE MOSCIATELLO'S, ROUTE 4, NORTH GREENBUSH
TIME 6 PM
TOPIC DESTINATION WEDDINGS, JAMES & LIZ FERRARA

MAY 10

TEP LOCATION TBD

TOPIC: LIGHTROOM

PRESENTER: MARTY GRIVJACK

JUNE ?

CCPPSNY PICNIC

PLACE TBD
TIME TBD

JULY 18 – 23

PHOTO IMAGING WORKSHOP

PLACE HOBART & WILLIAM SMITH COLLEGES
GENEVA, NY