

## CHAIRMAN'S CHAT

by **Barbara Bovat**



Hello, everyone and *almost* welcome Spring! I always love the time of the year when the days get noticeably longer and the promise of "green" is on the horizon. Yes...I am talking about the beauty of the new growth on the trees and in our yards. But, I am also talking about the beginning of the season where business tends to pick up for us here in the Northeast. After the long hibernation of many of our clients, we begin to see them popping out of their homes and planning for portraits of their children and families. The soon-to-be high school Seniors will be making arrangements for their yearbook and gift photos. Yes...there is life after Winter!

Spring also brings our annual convention and trade show. Although we have joined forces with New Jersey in an effort to put on an even bigger event, PPSNYS is working hard to maintain their age old traditions. It would be great to see all of you in attendance at the convention. The venue for the convention is the Woodcliff Lake Hilton. It looks like a nice facility and the convention committee has an action packed line-up of talent and parties. Come and learn new things, get in touch with old friends and form some new friendships. For further information please check out the website [www.photonortheast.com](http://www.photonortheast.com).

Capital-Champlain's next event is going to be great! We are so fortunate to have Jim Chamberlain from Naples, Florida as our guest instructor. Jim is very successful at creating and marketing Fine Art Photography and he will be presenting an all-day seminar for us on Monday

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## What (and WHY?) is a PRINT NAMING PARTY?

**March 10, 5 p.m.**

**RSVP [The Classic Image](#), 9 Division Street, Fort Plain**

Capital Champlain members consistently score highly in our regional and in PPA print competitions. One reason for this is because CCPPSNY has a number of talented photographers who stretch their horizons, reach out of their comfort zones, and seek and listen to suggestions.

The other is that CCPPSNY provides opportunities for members to 'test the waters'. Our January meeting is a digital competition, where members who have earned national degrees act as judges, scoring and critiquing potential competition prints. In February, after taking this critique to heart, members submit prints – as they will in March for regional print competition. Again, judges score and critique.

Then, after artistic and technical issues are addressed, the last vital aspect – the title – remains. Members convene prior to competition deadline, prints are shown and titles are suggested, debated – and a suggestion for the print's title is made. The creator is, of course, NOT required to use this title.

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April 18, 2011 at Moscatiello's in Troy (our normal meeting place). The price is now \$89.00 for PPSNYS or PPA members and \$129.00 for non-members. The day will also include a continental breakfast and a buffet luncheon. This is an incredible value and an event that we can all walk away from with great ideas. I hope you will join us and please, pass the information on to anyone else you think might be interested. Checks should be made payable to **Capital-Champlain** and mailed to Ken Bovat, Box 369, Claverack, NY 12513. Please be sure your checks are sent to reach Ken before the **April 10<sup>th</sup> deadline**.

I am looking forward to seeing everyone really soon! Good luck to all of you who will be entering the Photo Northeast print competition! We have an abundance of talent in our group and I am sure that Capital-Champlain will shine once again!

*"An artist is somebody who produces things that people don't need to have but that he -- for some reason] -- thinks it would be a good idea to give them." Andy Warhol (1928-87).*

*Barb*

## PhotoShop Tip

### Add a Vignette

Chris Paulsen

There are lots of ways to put a vignette on your image, but here is one I like to use sometimes.

After the image is sized and cropped for output, use the marquee tool to select the focal area of your image. Go to select/modify/feather and feather the selection 150-250 pixels. Invert the selection. Add a curve adjustment layer and bring the center of the curve down ever so slightly to just create a nice, soft vignette.

You can then change the blending mode on the curve adjustment layer to luminosity. You can also add to or take away from the vignette mask by using white or black on the brush tool.

## PPSNYS Events at PhotoNorthEast

### Saturday, March 26

7:00 pm	Service Awards Section Chair Awards PPSNYS Degrees
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7:30 – 8:00 pm	Annual Meeting
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### Sunday, March 27

7:00 – 9:00 pm	All NY Section Party Annual Meeting Election & installation of 2011-12 Officers State awards and special awards President's remarks Oath of Office for 2011-12 officers Passing of the gavel Presentation of President's plaque Incoming President's address Reception honoring incoming President
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### Monday, March 28

4:15 pm	Officers' cocktail party & portraits
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6:00 pm	Awards reception PPA Degree recipients PPA Awards
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## Lightroom Tip

### Rejection isn't ALWAYS bad!

Carol Lynn Coronios

I found "Reject" recently and find it very helpful in my workflow. Marty probably covered it last year, but I didn't catch it then.

I always save **all** originals, then go into Lightroom to cull.

When scrolling through images, X to flag as a reject. Delete all rejects by Cmd-Del or Ctrl+Backspace!!

Be sure to save to a different folder when you Export.

## Calendar of Events

**MARCH 26 – 29 – PHOTO NORTH EAST  
WOODCLIFF LAKE, NJ**

**APRIL 18 – TEP WITH JIM CHAMBERLAIN  
MOSCIATELLO'S, NORTH GREENBUSH**

**MAY 9 – TERRY DOERNER GEERDTS, [APRETTYPixel.COM](http://APRETTYPixel.COM)  
MOSCIATELLO'S, NORTH GREENBUSH**

**JUNE - TBD**

**JULY 17 – 22 – PPSNYS WORKSHOP  
GENEVA, NY**

## **IMPORTANT NEW PROCEDURE for SUBMITTING PRINTS to PHOTO NORTH EAST**

***SUBMISSION DEADLINES:  
EARLY ENTRY March 11  
FINAL DEADLINE March 18***

**PhotoNorthEast** will be holding a print competition just as New Jersey and New York did in the past. The difference (especially for NY) is that this competition is no longer an affiliated judging in which the prints will be sealed for PPA.

PPA has created new districts and their affiliated judging for our district will be held this year at the New England Conference (PPANE) on April 15-17<sup>th</sup>. This is where prints will be sealed for PPA.

Our print competition will be judged for their individual state and PNE awards as well as a prep for our members for the District judging. The Awards being given include the following PPSNYS awards: Certified Award, Court of Honor Awards, Premier Collection, 320 Award, as well as Kodak, Canon and Fuji Awards.

In an effort to be consistent with the District and PPA, our committee will follow the same rules and procedures. The competitions will accept both prints and electronic images.

**HOWEVER**....if you are submitting prints you must submit electronic images of them first with your entry form.

Your case will be sent in (**NOT HAND CARRIED**) to the designated committee representative. The cases will be opened and organized off site, thus the prints - and not the cases - will travel to the conference site. After the judging, prints will be returned to the off site location to be repacked and returned/shipped to the makers.

You will not be able to pick up your cases at the conference.

[Complete guide on how to create your digital images will be on the PNE website.](#)

[Register for competition and/or convention](#)

And if you're going to convention and you're unfamiliar with competition, you owe it to yourself and your career to sit in on this incredible educational opportunity!

## **PPSNYS Workshop**

**Be COOL - act NOW!!! At last report, there were NINE air-conditioned rooms left!!!**

Spend five days with a nationally renowned instructor - you get to choose from this all-star cast!

**Ken Sklute** - Adding multi-media to your repertoire

**Michael Barton** - Exploring photography as an artistic medium

**Michael & Tina Timmons** - Travelling beyond image capture

**Storey Wilkins** - Story-telling a wedding

**Marty Grivjack** - Understanding Lightroom

[Photo Imaging Workshop,](#)

**July 17 – 22, 2011** in Geneva, NY

**All for \$875** – which includes your class, room & board, parties, a lot of 'goodies', and an amazing opportunity to network! **How can you beat that?**

## **NINE GREAT REASONS TO ENTER THE 2011 PPA NORTHEAST DISTRICT PRINT COMPETITION**

1. One more chance to earn a PPA Seal of Approval before National. PPA members earn seal of approval.
2. HUGE NEWS!!! Digital files are accepted! You save print and shipping costs. You can submit electronic images on line.
3. Win a PPA Northeast District Photographer of the Year Award. (One per State)
4. Win a brand New Canon Camera. The best body of work wins the "Canon Par Excellence Award" and a brand new Canon EOS Camera and lens kit
5. Another Chance to Win a Kodak Gallery Print Awards
6. Another Chance to Win a FUJI Masterpiece Print Awards
7. Chance to Win the LexJet Sunset Award
8. Another Chance to Win an ASP Award
9. Print Competition sharpens your technical and creative skills.

**For more information go to  
[www.ppa.com/competitions/northeast.php](http://www.ppa.com/competitions/northeast.php)  
or contact Lorraine Bedell at [lvbedell@gmail.com](mailto:lvbedell@gmail.com)**

## LINKS OF INTEREST

[Heather Lilly's blog](#) post **Do Professional Photographers Really Make Money?** is a thought-provoking look at the realities of our business – as useful for those of us who've been in it for a while as it is for those who think it's a wonderful, fun, profitable, 'easy' way to make a glamorous living!

Mark Sweeney found an excellent article by Jason Schneider in Rangefinder Magazine – [Wedding Art Transformations – A Profitable Revenue Stream](#). And it features Jim DiPerna from Catskill! Schneider's introduction includes this suggestion:

*"One great way to create something truly unique and memorable is to express the full range of your creative talent by setting yourself apart from the crowd, and turning it all into cold hard cash by offering transformational fine art wedding images.*

*You could call this category an upscale version of traditional framed wall art taken to another level of creativity, passion and profitability. And the only tools you need to execute it are a robust post-production software application and your own imagination."*

David Jeffery likes a blog by "[The Pilgrim](#)." Keep reading – you'll find out why.

*"One of the greatest things about my job is the opportunity to meet new photographers and to be inspired by them. ...At Imaging USA a man came to our counter and took out his iPhone and showed me an image that had won the Grand Prize at the gallery showing at that event. I was stunned; I thought to myself, I sure wish I had made that image. ...my personal standard for great work...is if I truly wish I had made the shot. ...David Jefferey [sic] is that kind of a photographer."*

NICE – and well-deserved, David!

*What are some of YOUR favorites?*

## WHAT MEMBERS ARE DOING

Work by **Joan Heffler** of **Creative Expressions Photography - Pictures with Personality!** will be on exhibit at the Guilderland Chamber of Commerce through the end of 2011. And Joan's photograph of Paula Stopera, CEO of Cap Com Federal Credit Union is on the front cover of [Latino NY Magazine](#).

**Bob Riccardo & Carol Donato's** racing images will be on display at:

Town of Rotterdam Library - April  
Town of Ballston Library - May & June  
Town of Niskayuna Library - July  
Town of Guilderland Library - August

## Quote of the Month

"For all those who want to be a Master, an Artist, or "One of Vision," here are the keys to become great: CTRL + ALT + Z. Un-do until you only have yourself. Then learn your craft..."  
(thank you, [Woody Walters](#), Digital Photo Candy)

## \$\$ WANTED – or – FOR SALE \$\$

### FOR SALE: Canon 1 DS Mark III body only.

Looks new, very low actuations, excellent condition. Asking \$5,000

**2 Elinchrom Rx 1200** Style with standard & grid reflectors; **Manfrotto stand**; and **Lastolite tri umbrella**.

Will ship ground & insured to continental US only. Immediate payment required.

[Claudio Basso](#) at 203 887 4888

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