

## GUESTS AT CCPPSNY OCTOBER MEETING

CCPPSNY was honored to have several prospective members attend. They picked a good one, as Pattie Simone gave us lots of good information for keeping up with the times in our marketing campaigns.

In addition, Martin Alan Grivjack, president of Professional Photographers Guild of the Palm Beaches, stopped by on his way to his Adirondacks retreat. Marty offers on-site seminars on the use of Lightroom – we hope he'll be one of our speakers in the near future!

We were also delighted to have Craig and Linda Hutchings in attendance. Craig is president of the Professional Photographers Society of NYS; Linda is chair of the Audit & Budget committee.

### WHAT CRAIG SAID:

In a recent PPSNYS letter to members, Craig announced that there would be a \$1000 'pie' awarded to a member (have to be there to win!). One ticket for registering for conference and banquet and another if you registered prior to September 15. Well, at our meeting, he announced that each member present (who had registered for conference) would be given another ticket! That makes 3 chances!!! Whoo-hoo! The odds HAVE to be better than Mega-Millions!!!

## SPEAKER SYNOPSIS

### Pattie Simone on Harnessing the Power of the New Media: Social Networking Spaces

Be where folks expect you to be –  
**ONLINE!!!**

Successful sites are visually arresting,  
intuitive and well-organized.

**YOU are the face of your business.**

**Communicate – Connect – Capture**

**Broadcast YOU and what you do with  
STRENGTH!**

These are just a few of the tips that Pattie shared with CCPPSNY members and guests at our October meeting – just days before she left to make a presentation in Paris, France!

Pattie Simone, president of [Write-Communications.com](http://Write-Communications.com), [Marketing Advantage](http://Marketing Advantage), and founder of [WomenCentric](http://WomenCentric).

## INSIDE THIS ISSUE

- 1** Guests at CCPPSNY October meeting
- 1** Speaker Synopsis
- 2** Summer Workshop
- 2** What Members are Doing
- 3** Monthly Digital Competition Results
- 3** Photoshop Tip of the Month
- 3** Calendar of Events

## **IS IT TOO EARLY TO THINK ABOUT SUMMER?**

Not according to PPSNYS! The 2010 Photo Imaging Summer Workshop is well into the planning stage, with presenters announced. Dates are July 18-23. Workshop is open to all – you don't have to be a member! However, if you ARE a member, you are eligible for several impressive discounts.

For under \$1000, summer workshop offers:

- Four and a half days of instruction in the course of your choice
- Lodging
- All meals
- Golf shirt
- Diploma
- Degree merits (PPA members)

Courses offered for 2010 include:

- **The Fine Art of Digital – *Dan Burkholder***
- **Think Big – *Michael Barton***
- **Layers, Layers, Layers – for Creativity and Efficiency – *Al Audleman***
- **Classical Portraiture Using Multiple Lights – *Barry Rankin***
- **Survival Guide for the Struggling Photographer – *Tammy Wolfe and Tamar London***
- **Introduction to Photography & Photoshop – *Craig Hutchings***

[More information on each of these courses](#) – as well as online registration.

## **WHAT MEMBERS ARE DOING**

**Bob Riccardo & Carol Donato are holding shows almost every month!**

Month of December - Normanside Country Club, 165 Salisbury Road, Delmar, NY

Month of February - Guilderland Public Library, 2228 Western Avenue, Guilderland, NY

Month of March 2010 - Bethlehem Public Library, 451 Delaware Avenue, Delmar, NY

Month of May 2010 - East Greenbush Community Library, 10 Community Way, East Greenbush, NY

Sometime in the spring, Carol will have her own show at the Hamel Realty Building, corner of Hudson Avenue and South Dove Street, Albany.

Where possible, we will have 40/50 images and my 7.5 ft. panorama on display.

I talked with Bob about what an impressive schedule they have – starting with the typical question: “How do you get into all these places??”

Like every other successful marketer, he just gets out there and TALKS to the owners or managers of the places they'd like to display their work. It's called networking!

Guess I need to get more images framed, smooth my talk, get on my walking shoes, and go walk the talk.

Thanks for the inspiration, Bob!

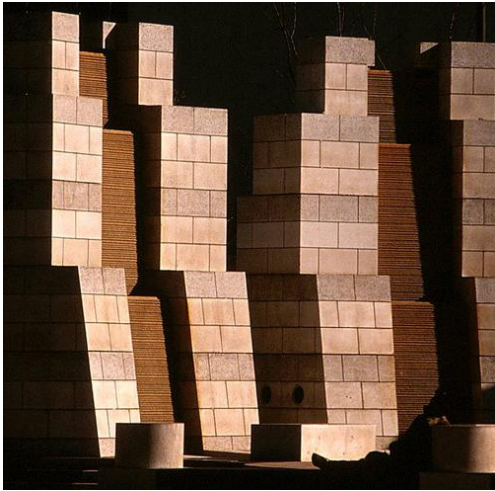
## DIGITAL COMPETITION TOPIC

September's Digital Competition (topic: **Fluid**) was won by Ken Bovat's "The Mud Bogger".



As winner, Ken selected the topic **Abstract** for October.

John Dillon's "The City" was voted the winner in October.



As winner, John selected the topic for November: **Unique Animals**.

We're looking forward to seeing some fun photographs!

## NEW FEATURE!!!

### PHOTOSHOP TIP OF THE MONTH

By Chris Paulsen

Want a quick way to minimize those eye bags?

Using the rubber stamp tool (cmd/ctrl-s) in the lighten mode at about 20%, sample the area high on the cheek below the eye bag. Be sure to use a soft brush. Then just sweep the eye bag area and watch it lighten. You can go over it more than once, if necessary.

### CALENDAR OF EVENTS

#### NOVEMBER CCPPSNY MEETING

DATE NOVEMBER 9  
PLACE MOSCIATELLO'S, ROUTE 4, NORTH GREENBUSH  
TIME 6 PM  
TOPIC SHARING OF PHOTOSHOP TIPS, CCPPSNY MEMBERS

#### PPSNYS CONFERENCE

PLACE DESMOND INN, ALBANY  
TIME MARCH 26-29, 2010

#### PHOTO IMAGING WORKSHOP

PLACE HOBART-WILLIAM SMITH COLLEGE, GENEVA  
TIME JULY 18-23, 2010



Professional Photographers of America