



CHAIRMAN'S CHAT

by **Barbara Bovat**

Happy autumn to everyone! What a beautiful time it is here in the Northeast! I hope you all had an opportunity to get out and photograph the awesome colors of the season.

The train ride to New York last week for the show at the Javits Center was gorgeous. We had amazingly warm temperatures that day and it made it very pleasant walking around the "Big Apple". As always, we had a great day. The show was good, although it seemed to be much smaller than it used to be; perhaps due to tough economic times. Even though I can shop on the internet without leaving the comfort of home, it is nice to be able to see things up close and personal.

Our meeting on November 8th is one you will not want to miss! Joe Elario has got it all together when it comes to social networking and blogging and is willing to share his knowledge and skill with all of us! Joe has been doing wedding photography since he was a young adult and has a special talent for creating and maintaining a rapport with engaged couples. We are very fortunate to have him as an instructor, so please attend and hear what he has to say. I'm sure you won't regret it!

I look forward to seeing you soon!

Barb

"Blah, Blah, Blog"

with **Joe Elario**

NOVEMBER MEETING PRESENTER

Identified by many as one of the nation's rising stars, **Joe Elario Photography** in Albany, NY has one of the most popular wedding blogs in the country.

On **Monday, November 8th**, Joe will discuss:

Blogging -

- importance
- how to
- when to

Social Media -

- Mainly Facebook and how it's helped (and how it can help you, too)

Video -

- why everyone should have video on your blog
- how to

Favorite images -

- 5 images and why they're his favorites - not for reasons like "they're nice" but how they are career changing images.

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I HAVE LEARNED...

Carol Lynn Coronios

(poem/response by Amanda Lehning)

The Equine Photographers' Network, of which I've been a professional member since its inception, offered a daily challenge for the month of October. I did not participate, but found this response from one of our non-pro members to the question "What have you learned from this challenge?" It seems to me her answer holds some universal truths.

I have learned how much I need to improve my skill
I have learned getting through this challenge can be all uphill
I have learned that I really need lenses anew
I have learned to see light in a different view

I have learned an extra ounce of determination and dedication
I have learned to keep an open eye for interpretation
I have learned what I see in my mind is not always what I take
I have learned what it means to take a picture - or artwork make

I have learned my job interferes too much with my hobby
I have learned I can take pictures that are really shoddy
I have learned from time to time I can hit the nail on the head
I have learned that after all this I want to pass out dead

I have learned while it's almost winter here, it's summer in Australia
I have learned a new appreciation for my camera
I have learned that even in failure I can still find a light
I have learned I can't take pictures at night

I have learned to love the dusk and dawn
I have learned to get down on my knees in the lawn
I have learned there's more to the iceberg than just the tip
I have learned that it is worth the trip

I have learned that pro or not we all have something to share
I have learned that some of you can take really cool pictures of hair
I have learned what it takes to be a pro
I have learned things I did not know I did not know

I have learned sometimes you need luck and good timing
I have learned this experience can be rather frustrating
I have learned this forum has so much value
I have learned I learn more by the more I do

I have learned from this experience that practice is key
I have learned how to take better equine photography

WHAT MEMBERS ARE DOING

John Dillon used his 'other-life' experience to research e-mails that many of us may have received. His findings: "In this past week, I received two e-mails: one from person(s) in England claiming to be representing a woman's hair company (when checked, it is a legitimate company) and the other about a wedding involving a "Reverend." After research of each, I found them to be, in fact, fraudulent. What they do is get your correct name, address and other information, send a retainer [**bogus**] money order in the amount of \$X. Then they cancel the job, and want you to return the \$\$ in the form of a good check. It takes several days for their "check" to clear, so if you send them \$\$ from your good account before their 'check' clears... I found that both of the e-mail messages are sent from a phony e-mail address in California."

Joan Heffler/Creative Expressions Photography, Pictures with Personality! has been chosen to photograph a two day summit held in Norwalk, Ct for the Creating WE Institute comprised of dozens of international coaches and consultants. Professional coaches as far away as South Africa; Bogota, Columbia; and Portland, Oregon will be attending this year's summit.

Are you ready for Print Competition?

CCPPSNY's members are always stand out in PPSNYS competition, due to our preparation! Members send their possible entries in for our January digital critique, take the judges' comments to heart, and bring the images back in print form for our competition in February. Even if you're NOT entering, these two preparatory sessions provide valuable insight & education!

Calendar of Events

NOVEMBER 8 – MONTHLY MEETING – 6:00 P.M.

PLACE: MOSCIATELLO'S
99 NORTH GREENBUSH ROAD
TROY, NY

DECEMBER 6 – HOLIDAY PARTY – 6:00 P.M.

PLACE TBA

JANUARY 24 – DIGITAL CRITIQUE 6:00 P.M.

NOTE DATE CHANGE

FEBRUARY 21 – PRINT COMPETITION 6:00 P.M.

NOTE DATE CHANGE

LINKS OF INTEREST

NEW column!!

I wish I had time to explore all the great sites 'out there' – there are so many with information and tips for photography and business.

I'd like to make this column a 'regular' in our newsletter, so please send me links you feel would be interesting or helpful.

[British Journal of Photography](#) - Bob Riccardo shared this site, specifically for the article on the US photographer who recently won his lawsuit against the US Department of Homeland Security.

[NAPP Cost of Doing Business Calculator](#) – simple, straightforward one-page sheet – guaranteed to open your eyes if you haven't REALLY looked at your business this way!

[14 Powerful TED Talks](#) – if you do nothing else, take 3 minutes to click on David Griffin's talk at 12:06. I bet you'll come back for more!

[Cambridge in Colour Tutorials](#) – dozens of tutorials – from the most basic camera information to workflow to advanced topics, including diffraction.

[PhotoFocus](#) – In this online photography magazine, Scott Bourne, a self-described "pundit and a subjective opinion columnist," reviews photography products and a comments on photography-related issues. Daily columns (Comments) are editorial, but analysis represents Scott's best independent judgments rather than his preferences (or those of his sources, advertisers or information providers).

[The Digital Photography Connection](#) offers free weekly video tutorials in PhotoShop and Lightroom, as well as other digital photography topics.

What are some of YOUR favorites?

Photoshop tip of the Month:

Getting it all: layer masks (and a bonus!)

Chris Paulsen

When using layer masks, it is sometimes difficult to be sure that you have masked out all the area that you intend to mask. To make it easy to check, and add to or remove from your mask, just opt/click on the mask icon in the layers panel. The mask layer on your image will show the entire mask, so you can paint directly on it with black or white.

Bonus – have you ever been using a brush with the normal brush tip that shows the size of the brush (a circle) and then your tip changes to the crosshair? You accidentally hit the Caps Lock key and that made it change. That used to drive me crazy when my cat would walk across my keyboard!

David Jeffery's award-winning photography was on display in the Bank of America, Woodstock, during the month of October.



Professional Photographers of America