

February 2011

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*president* Gloria Tomblin

The year is off to a really great start! Our January program speaker, John Woodward, was quite informative and we had a great turn out of members. Thank you to those of you who attended and for renewing your membership. You are in the right place because our Program Director, Gary Hughes. is dedicated to bringing in some of the best program speakers in the industry this year. In addition, we are cooking up some fun and exciting Safari's and other special events for you. Also. during January's general meeting. we voted in our new Membership Director. Reg Garner and introduced our new Hospitality Chair. Jeff Drake. Both Reg and Jeff are going to be a great asset to the Board Of Directors and I. for one. look forward to working with them.

## **"dare to be different"**

In my message last month. I introduced the "Dare To Be Different" theme for this year and I hope that it will inspire you to want to separate yourself from the "herd". I will be dedicating a portion of my monthly message to this year's theme with some insight and suggestions on how to avoid the stampede of competitors who are all running in the same direction ... which (as we say in Texas) generally leads to the slaughter house. "If everybody else is doing it one way. there is a good chance you can find your niche by going in exactly the opposite direction.- Sam Walton, Founder of Wal-mart.

I heard a story once about a woman who was preparing a ham for a holiday dinner and her husband watched as she sliced a portion of the ham off on both ends before placing it in the pan. He asked her why she did that ... she said it was because thats the way her mother always did it. So the next time they were at her

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mother's house. he asked her mother why she cut both ends of the ham off and the mother replied that her mother used to do it. So he finally asked his wife's grandmother the same question and to his chagrin. she simply told him it was because that was the only way the ham would fit in the pan. These women were following the herd ... they had no idea why they were cutting the ends off. they just knew that this was the way everyone else did it.

To be a success in business. you must be daring. be first and be different. Daring to be different doesn't have to be difficult. it's really as simple as going back to the basics. Consider the following ideas for starters:

- **Dare to re-define your market.** Consider branching out into another photographic specialty. Ask some of your clients to help you introduce this new field by being a model for you and give them a free session and a couple of portraits in return. Post their images on your web site or blog and they will tell all of their family and friends to go to your site to see their portraits. Make sure you put a special offer for them to call you for a portrait session as well.
- **Dare to re-define your products and services.** While every one else is lowering their prices in an effort to compete with the "herd" ... take a deep breath and raise your prices! Now. I know that makes your worms wiggle ... but you are worth it! Sure. that's going to scare a few people off. but you will begin to attract the more affluent clientele because you have established the "value" of your work in their minds. And if you are doing on line proofing you are missing out on a whole lot of revenue. Start a new policy that previews will be done in either their home or your studio and take a leap of faith and a few bucks and choose one of your favorite images to have printed as a 16x20. or larger. put a frame on it and display it so that when they walk in they will see it. Trust me. 99.9 percent of the time. they will take it home with them ... in addition to a large order. We as professional photographers need to romance the beauty and value of the professionally printed portrait and stop devaluing the industry by handing over the digital files.
- **Dare to re-define your mindset.** You know. success or failure begins in the mind. You can possess all the talent in the world but if you don't have the right mindset. you will always struggle to succeed. If you allow yourself to succumb to the pressures of our economy or about the growing competition or all of the other negative influences out there .... you will fail by default. The first step to a successful mindset is to stop scratching with the chickens and start soaring with the Eagles. Hang around with the kind of people who are where you want to be. Your local and state guilds are a great because you get to be around some of the most successful photographers in the industry while enhancing your skills with educational programs. Watch what you say ... to yourself! Get rid of your stinkin' thinkin' and replace it with positive self talk. Challenge yourself to do something new or different every day. And most of all ... love what you do! Approach every aspect of your business with enthusiasm. no matter what the job is .. you must give it your very best effort.

I look forward to seeing you at our next program featuring Julie Hughes as our guest speaker. Don't forget to bring a couple of images on a thumb drive for her to critique. This is a great opportunity to prepare for our next print competition in March.

Take care. Gloria

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# February Program



Julie Hughes M. Photog, Cr. CPP, FDPE, FSA, FSWPP

Since 2000 Julie Hughes has become one of the most awarded photographers in the state of Florida. She is a PPA Master Photographer and Craftsman as well as a PPA approved speaker and Judge. The FPP has awarded her the prestigious Becker award twice and she has been one of the top 10 photographers in the state for several years running. She speaks all over the country and internationally sharing the secrets of her award-winning images with photographers all over the world.

Award winning master photographer and PEC Juror, Julie Hughes is spending an evening with the PPSCF to give the insights in to choosing and preparing competition images. Bring any images that you are considering for competition to the meeting on a CD or thumb drive and have Julie help you decide whether it's sellable or salable. Get the constructive criticism that you need to help give you the edge for this year's competition season. Don't miss this opportunity to sit down with one of the most awarded photographers in the state of Florida and learn the secrets to success in print competition.

"For the PPSCF February meeting, PPA Juror and two-time Becker award winner Julie Hughes will be giving a program on how to select and prepare images for print competition. This will be a hands on presentation where Julie will critique our images and give us her expert opinion on which ones to use in competition and how to present them in order to get the best possible results. Make sure to bring your prospective competition choices on a disc or thumb drive to the meeting so you can prepare for the PPSCF digital competition in March."

" In today's photography business it is important to stand out from the crowd in order to be successful. The PPA offers a program to help you do just that. PPA's Certification Preparation Class takes you far beyond the general education that the average photographer has received. So don't be satisfied with being an average photographer! Take your photographic experience to a level far and raise up to a higher level, the level of being a Certified Professional Photographer (CPP). PPSCF will be sponsoring a CPP study group for 2011! Any PPSCF member who wants to become a Certified Professional Photographer can participate in the group. For more information contact Julie Fioretti 407-617-1231"

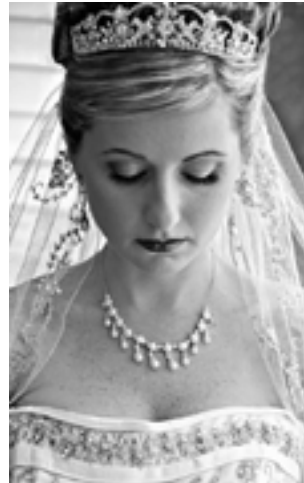
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# Announcements

Started in January, the PPSCF will be sponsoring a CPP study group to encourage its members to become Certified Professional Photographers in 2011. We will be posting dates and locations for these study sessions on the website and in the newsletter as soon as the dates are confirmed. For more information on the certification process and what it means visit [www.certifiedphotographer.com](http://www.certifiedphotographer.com).

## PPSCF PRINT EDUCATION

Tuesday, March 15, 2011

Judges: Tony Hopman, Al Gordon, Scott Hime

The next Electronic Print Education / Salon at the PPSCF will be March 15, 2011. More details on the submission/registration process will be provided soon.

Current information and entry forms may be found on the [ppscf.com](http://ppscf.com) website.

If you have any questions or need further instructions, feel free to contact me.

Thank you!

Ed Medici

PPSCF Salon Director

407-657-8426

[ppscfsalon@romanticgallery.com](mailto:ppscfsalon@romanticgallery.com)

## PPSCF DOOR PRIZE SPONSORS

These Sponsors have graciously contributed door prizes to be given away at our monthly meetings.

Please take a moment to thank one of their representatives for their continued support of the PPSCF.

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# January Program Review



## An Evening With John Woodward

John Woodward has spent 35 years producing images for corporations such as Chase, Citibank, Viacom, Paramount, RJR Nabisco, Hawaiian Tropic, Cunard, Hyatt and Marriott. His work in sports includes being the official photographer for the New York Yankees,

director of photography for the Avon and Virginia Slim's women's tennis championships as well as corporate sponsors photographer for the Jets, Giants, Islanders, Rangers, the New York Marathon and others. John has been the corporate sponsors photographer for the United States Tennis Open for nearly three decades. In the world music he has had opportunities to work with the Rolling Stones, Michael Jackson, Madonna, Whitney Houston, Bon Jovi, Billy Idol and Billy Joel. Mr. Woodward is currently the photographer for the League of American Theater Owners and Producers. Mr. Woodward has photographed Heads of State, the Pope, Dalai Lama, several Presidents and a First Lady or two.

Woodward's program was both enlightening and somewhat technical. John set up a working studio lighting situation and through a live demonstration, he illustrated the process of accurately lighting subjects in portrait and glamour photography. He also discussed the importance of facial analysis and how each lighting form affects your subject. Through his slide show, John displayed some of his award winning photographs and shared some insight as to how each image was photographed.



# Imaging USA 2011 Review



*gary hughes*

If you didn't know it, the Professional Photographers of America (our dearly beloved parent organization) had its big show this month, Imaging USA. This behemoth of a gathering features some of the photo industries most talented and successful photographers and educators from all over the world and the one of the biggest tradeshow in the business. Many of the labs, background companies and software peddlers use the Imaging USA tradeshow to roll out their latest and greatest additions to the ever expanding list of photographic must-haves.

Besides the incredibly impressive tradeshow, Imaging USA had a lot to offer its attendees this year. Once again the platforms were graced by the likes of Yervant, Jeff and Julia Woods, Hanson Fong and many other greats in the business; but if you looked a little harder there were some real hidden treasures. Alex Buono, the inematographer who has created the Saturday Night Live "digital shorts" and commercial parodies for the last 10 years or more, gave an exciting presentation on how he has switched over to Canon DSLR's for his film making at the Canon tradeshow booth. The "Gen Next" program featured some photographers who are creating some very unique and powerful work and all of them were under the age of 30. I suspect that a few of them would have trouble getting in to a bar.

Just like last year, Julie and I had the great fortune to attend the convention as volunteer workers. This particular position gives you some great behind the scenes looks at how the whole thing is put together, and let me tell you, it's a mammoth operation. Last year Imaging USA in Nashville was the biggest convention to date for PPA with an attendance of about 10,400. This year it was toppled once again with a seam-splitting 11,000 people in attendance. The San Antonio convention center was so enormous that it hardly even seemed busy at all.

So like last year when I wrote about convention I shared about what I thought was one of the underlying themes of the event. In Nashville so many of the speakers were talking about the importance of fundamentals; taking fewer pictures and getting it right in the camera. This year speaker after speaker that I saw (and I saw a whole bunch) was stressing the importance of personal projects. It impacted me more than anything else the whole week. I took a good long look at myself and my business and I realized that photography had become just that to me, a business and nothing more. I don't take my camera anywhere unless someone is paying me, not even on vacation. So this year I am pledging to take on one new personal project every month; a shoot where nobody pays me and nobody cares. It's time to get excited again. Excited about our jobs, excited about our clients, but most importantly excited about our craft. Thanks to Imaging USA I am excited again and I want to spread that around (hence the long article). The PPSCF is going to have some really great stuff this year including photo Safaris, a CPP study group, Photoshop socials and a lot more. Let's see if we can't keep that excitement rolling until next year when Imaging USA is in New Orleans!

### New Member Applicants

In accordance with the bylaws, Art. 5, Sect. 1, we publish the names of new member applicants. Each must have an active member sponsor. If there are no objections within 30 days of the notice and assuming the applicant has completed all the necessary information, they will become official an official member. Objections should be addressed to them Membership Chairman or the Treasurer in writing. The Board will act on those objections

### Why Become A Member Of The PPSCF? Why Not???

Come and join other local photographers for great education programs. Warm fellowship and a delicious dinner and see for yourself how be-coming a PPSCF member can greatly enhance your skills and your business, whether you're just starting out or a seasoned professional.

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Want to showcase your products or services to hundreds of professional photographers? When you advertise in our newsletter, your ad will directly reach hundreds of quality professionals every month. Our monthly newsletter is distributed to our members as well as industry related retail stores and advertisers. Your ad placement includes membership to our monthly meetings where a representative of your company may advertise and speak about your services and distribute point of sales literature. For more information, please contact:

Gloria Tomblin at (352) 394-1260.



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This is the slate of proposed board positions of 2010. The current positions are as follows:

- President:
- Program Director 1st VP:
- Membership Director 2nd VP:
- Treasurer:
- Salon Director:
- Secretary:
- Web Master:
- Newsletter Editor:
- Education:
- Hospitality:

Proposed Nominees are as follows for 2011:

- President: Gloria Tomblin
- Program Director 1st VP: Gary Hughes
- Membership Director 2nd VP:
- Treasurer: Suzie Northcutt
- Salon Director: Ed Medici
- Secretary: Julie Fioretti
- Web Master: Mary Beth North
- Newsletter Editor: Chad North
- Education:
- Hospitality:

If you are interested in volunteering for any of the above committees, please contact any board members.



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