



president Gloria Tomblin

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HAPPY NEW YEAR!

Thank you so much for the opportunity and the honor to serve as your President this year. I also want to thank Maurice and the outgoing board members for their commitment and accomplishments over the past two years. We certainly had many achievements to celebrate in 2010, and we have much to look forward to in 2011. I am also proud to be working with a great Board Of Directors this year. They are working hard to bring you the best programs and educational events to keep us on the cutting edge of our profession. With that said, I hope you will join us for a New Year Celebration on January 18th featuring the very talented John Woodward as our guest speaker! Be sure to go to our website to RSVP for this program and read about this fabulous speaker. Speaking of RSVP's...as you know, Terre is no longer spoiling us with her incredibly lavish dinners therefore we are now having our dinners catered and with that comes portion control. So...starting this month, if you are planning to have dinner with us...you will be required to RSVP in advance and pre-pay on line. Please go to the website for details. I would like to introduce a theme for this year and I have chosen a theme that I feel will lift us to a higher standard and help us to stand out from the crowd. The theme is "Dare To Be Different". I have a poster that I bought many years ago with that title and under it there are several, identical black and white Dalmation puppies in a row and one of them has multi-colored spots and is wearing a pair of sunglasses. I have always defied blending in with the crowd ever since I was a child. A very wise business woman once told me that "Following the herd is a sure way to mediocrity" and I thought, why on earth would any one want to be mediocre? Unfortunately...the profession of photography is under siege with "mediocrity" now that digital technology has made it so easy for the consumer to get into the business of photography. And with the onset of the digital revolution, the industry standards have been compromised with so many newcomers charging so little for their services and replacing beautifully printed images with a cold hard CD. I have seen many great photographers close their studios because they just couldn't compete. My goal for this year is to find ways to elevate our profession in the eyes of the consumer and to re-program or educate them about the art of professional photography and show them the value of having a professionally printed portrait created by a professional photographic artist. In closing, I want to share something with you that I posted on Facebook on New Years Day. "Pick yourself up, take a deep breath, dust yourself off... and start all over again" (Natalie Cole)

As we begin the new year, "pick yourself up" from the misfortunes, loss and sadness of the past. "Take a deep breath" and exhale as you release the stress from your body. "Dust yourself off" so that you don't carry the past into the future. And "start all over again" with a positive attitude and renewed enthusiasm. Remember, you get what you expect... so expect the best! I expect that you will have good fortune, good health, and happiness in 2011!

See you on the 18th!

Gloria

visit us on the web!
www.ppscfc.com



January Program

An Evening With John Woodward: Nothing is off Limits

Join The PPSCF for an evening of education and entertainment as Master Photographer John Woodward takes you through the very best of his lighting and posing techniques. Tap in to John's 35 years of experience in the photographic industry as an artist and image maker. Join him as he covers every topic from format and lens selection to financial analysis and location scouting.

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.



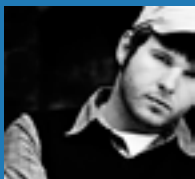
photographer John Woodward



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New to PPSCF.com!

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Log in required
User name is: camera
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Find it at the top of the
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Click on
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Announcements

Starting in January, the PPSCF will be sponsoring a CPP study group to encourage it's 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.

February Program

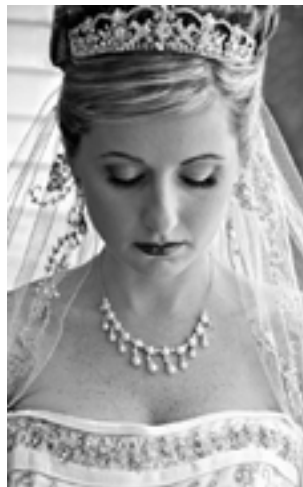


Julie Hughes M. Photog, Cr. CPP, FDPE, FSA, FSWPP

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.



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the wow factor.

The experience of Burrell Colour Imaging is your "wow" factor. We pride ourselves on service, quality and going above and beyond for our customers. But what truly makes us great?

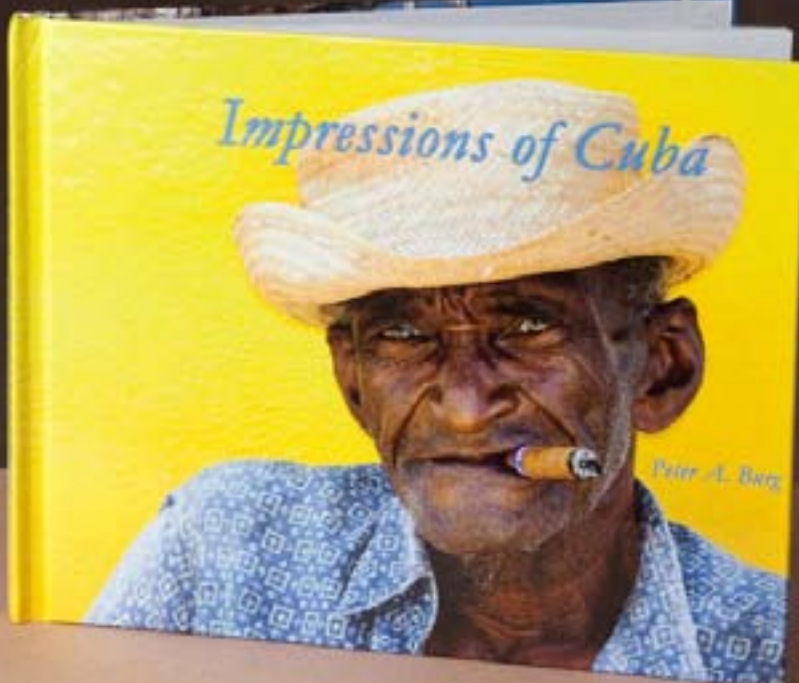
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Banquet Awards



Print Education
Ed Medici



Newsletter Editor
Chad North



Webmaster
Mary Beth North



Banquet Awards



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.

Business Advertising

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.



PPSCF Online Store

Polo Shirts available -white-khaki-black
XS-XL
\$25.00
XXL and up
\$28.00

Hats - Black
One size fits all
\$15.00



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<http://www.ppscf.com> -- Click on PPSCF Wear to order!

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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www.whattheduck.net