

# PPGO NEWS

July 1997



## Image of The Month

by Barbara Jakle-Miller

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## PRESIDENTS MESSAGE



**M**y term as president has come to and end. It's been fun, a lot of hard work the board that I had to work with are a great group of people and I've had a chance to make some great friends. I've had so much help setting up speakers etc. It would take to long to list all the people that helped, there have been many. Most know who you are so a general thank you to all that have helped me over the last year.

Congratulations to Ron Deyo our new President, Steve Miller our new Treasurer, and also Monty Montgomery our new Board Member at Large.

I will still be involved as Past President and will still be taking care of the Mall Display's, so give me your input. I really do value your opinion.

I just want to finish by thanking the members for giving me the opportunity to serve on the PPGO Board. It's been a wonderful learning experience. Thank you very much.

Sincerely  
Eric Bran  
Past President

**Effective Management Tips:**

*.Set a standard of personal integrity.*

*Keep your promises, and honor your commitments. Deal with everyone fairly, and support this behavior in others. Give people the pride of working for a moral company.*

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**Something to think about**

by Mark Higgins

**L**ast time I wrote about your increased business with the use of electronics. For this issue I would like to say, Should you be involved in some type of electronics?

I feel that electronics are here to stay. They are great tools that interface well with the use of film.

It might seem that film is going out of style but I don't see that happening for some time. Both are in need of each other to make your job hopefully easier. Yes, it's expensive to get involved with saleable quality from most of the electronics offered today but the other alternative is to use a work station. That's someone you send your work to.

There are systems now that look like 35mm camers and have interchangeable lenses that do a very impressive job. You can use these cameras for high resolution output.

If you want to have some fun these cameras do a great job for items being E-mailed and in the use of mailings you may want to output from your computer. So the question was.... Should you be involved in some type of electronics? Sure.... you should.

**Basic Print Retouching  
Demonstration Sept 8th:  
Nancy Goesch**

**S**eptember 8th 1997 mark your calendar. You'll have the chance to learn from one of the best in the field, of retouching. You may even learn to save yourself a few dollars in lab fee's. At our Sept. 8th meeting she will show us how to correct our small problems, including dust spots, eye glass glare etc. Nancy will give us demonstration in basic print retouching and how to do print corrections (blending skin tones, etc.). Nancy has 30yrs. experience in the photographic arts field. She started as a color artist (transparent oils) and with the advent of direct color, she added negative retouching to her skills. Print retouching and enhancement were added to her list of skills as she realized that at times you can't do complete retouching on negatives. She also has several years experience in photographic restoration and has won several awards, including Best Print of Show or High Scoring Print - Artist Competition PPN 1992, and First Place Restoration HOA 1993. She has presented seminars for PPA on both negative and print retouching and has served as co-chairman, Artist Representative PPN. Hand out sheets will be available with basic instructions for print retouching with both wet and dry methods. A supply list will also be included.

**September 8th:**

Nancy Goesch: Basic Retouching

**October 19th:**

Dian McGowan: The Complete Product on Storybook Weddings

**Nov. 9th:**

Paul Shoemaker: Photographers Assistant, Studio Management Software

**Dec. ?:**

Christmas Party:

**Jan 12th:**

Jim Reese: Children's Portraiture

**The "Complete Product" on The Storybook Weddings  
by Dian McGowan  
October 19th 1997 PPGO Fall Seminar**

**D**ian McGowan will be coming to us from Breckenridge, Colorado. She has some wonderful images and ideas to share with us. This should be an excellent program, very fresh and exciting. So again mark your calendar for a full day program. Dian will be explaining,

**The Complete Product on Storybook Weddings:**

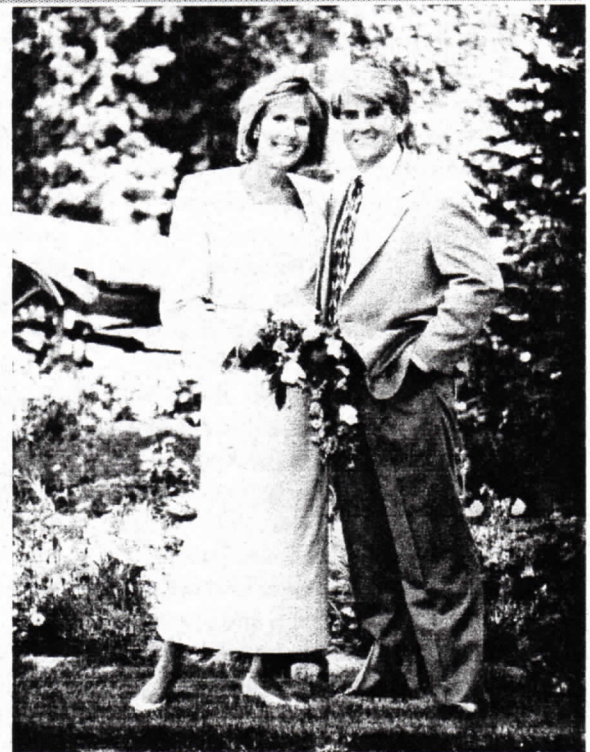
Along with her points on how pricing structure equals product and closing, Dian will tell us where and how she obtains her clients on a local, state and nationwide basis. Dian also has ideas about providing other "service" information and how to schedule a wedding day itinerary. By the end of her question, answer and critique session, Dian will have given us more helpful hints on producing a final product, delivering it to the customer, and the follow-up to conclude their business.

**Professional Memberships:**

Dian has many local memberships including the Professional Photographer of Colorado, The Guild of Professional Photographers-Colorado Springs, Breckenridge Resort Chamber and Summit County Chamber of Commerce. Along with these, Dian maintains a membership in Professional Photographers of America, Wedding Portrait Photographers International, and Kodak Promise of Excellence Program.

**Awards:**

In the 1996 State Competition, Dian received a first place award for her piece "Sage Crow", second place for "High Plains Drifter" and the Kodak Gallery Award. In the 1997 Rocky



1997 Rocky Mountain Regionals, Dian again received the Kodak Gallery Award along with a first place for "Mountain Splendor" and all four of the images she submitted were Merited. She also has two Prints in Loan Collection. In January of 1997, Dian also passed the C.P.P. in Hot Springs, Arkansas.

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## Making It Happen by Eric Brun

**W**ell it's now June, we have gone through three months since our strategic planning meeting in late February. We have reached and exceeded our Outstanding Goal two out of the three months, and the month we didn't reach our Outstanding Goal, we at least reached the Basic Goal we set for ourselves. There has been no magic to our success; we have kept a detailed schedule of numbers of sessions per week. If we keep that number above our goal, it should be simple to meet them. I plan to stay within my budget for marketing and my sales staff will keep our average orders where they were last year. We are constantly working to better our Average Sales by way of incentives to salespeople, new sales techniques and pricing. On our Easter Special, the sales staff was offered a Three Tier Incentive. It worked like this:

-If the average met last year's total, they received pizza for lunch.

-If the average increased by fifteen percent, the sales team received a free dinner.

-If the average increased by thirty percent, a new outfit became the incentive.

This may sound like a large incentive, but it was weighed out very carefully by my accountant and I. These types of incentives have also been given to other members of my staff. For instance, my photographer has a shooting percentage on some particular promotions, which meant he had to stay within a specific number of exposures in order to complete each session. This prevented cost from rising too high and eating profit.

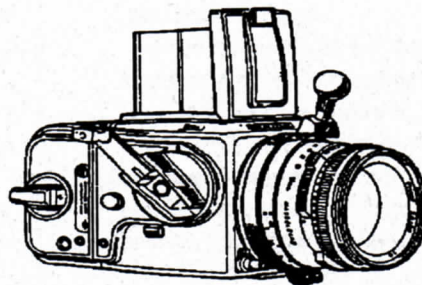
We are also working closely with my production staff to keep the cost of ordering and mistakes to a minimum. This is done a variety of ways, but one example would be working our promotion calendar around lab specials. If the lab is offering an 11x14 special for the months of January through August, the more one can use these for promotions

or the more my sales staff can sell, the there's more profit involved!

The last factor I watch closely, is to keep within my budget for marketing. The figure our company uses is to try to keep advertising costs down to ten percent or less of our average sale. Based on these percentages, I am able to continue to advertise all year and still stay within my budget.

***We have reached and exceeded our outstanding goal two out of three months.***

In summary of my marketing plan, keep the number of sessions above average, have photographers within shooting percentages, and the sales staff can meet or exceed last year's averages. This way we should all be able to afford a cruise in the Bahamas next January. You can guarantee I will be bragging come November or December if our whole staff goes on a cruise—I'll keep you posted!!



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1997

### PPGO Awards at Heart of America

#### CPP Non Master of the Year

Tom Sterba - Score 80  
"It's Not Always Just Black & White"

#### Wedding Photographer of the Year

Tom Sterba - Score 80 "Our Love Story  
April 11, 1997"

#### Kodak Gallery Awards

**Portrait: Mervin Reese**  
"My Secret Garden" Score 80

**Illustrative: Mervin Reese**  
"Homeward Bound" Score 82

**Digital: Rick Billings**  
"April" Score 88

#### Fuji Masterpiece Awards

**Portrait: James Reese**  
"Will He Bite?" Score 92

**Wedding Album: Tom Sterba**  
"Our Love Story April 11, 1997" Score 80

#### Top 10 Non Masters

- #9 Jeff Funk Score 315.8
- #8 Tom Sterba Score 317.0
- #4 Wanda Coleman Score 321.0
- #1 Eric Brun Score 326.2

#### Top 5 Masters

- #5 Mervin Reese Score 323.0

#### Best of Show

**Electronic Imaging: Rick Billings**

#### 1<sup>st</sup> Place

**Art Tech Electronic Artist:  
Rick Billings**

PPGO BOARD 1997 - 1998

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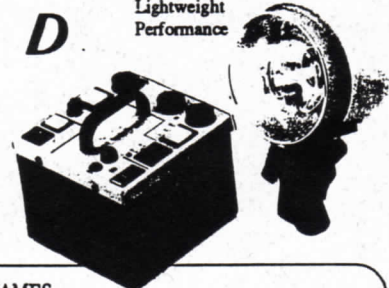
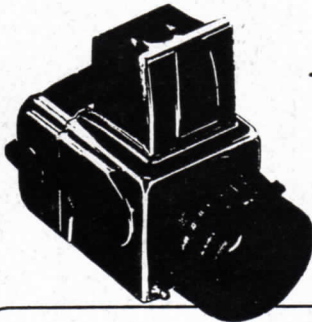
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**CALENDAR OF EVENTS:** August 4th Door Display Southroads Mall - Set-up 8:00 a.m. Take-down following Sunday 5:00 p.m.  
 September 8th 6:00 p.m. Regency Best Western PPGO GENERAL MEETING Nancy Goesch, Retouching.  
 October 19th Regency Best Western PPGO Fall Seminar- Dian McGowan - The Complete Product on Storybook Weddings.  
 November 9th Lucent Technology 120th F st. Paul Shoemaker - Photographers Assistant Studio Management Software.

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