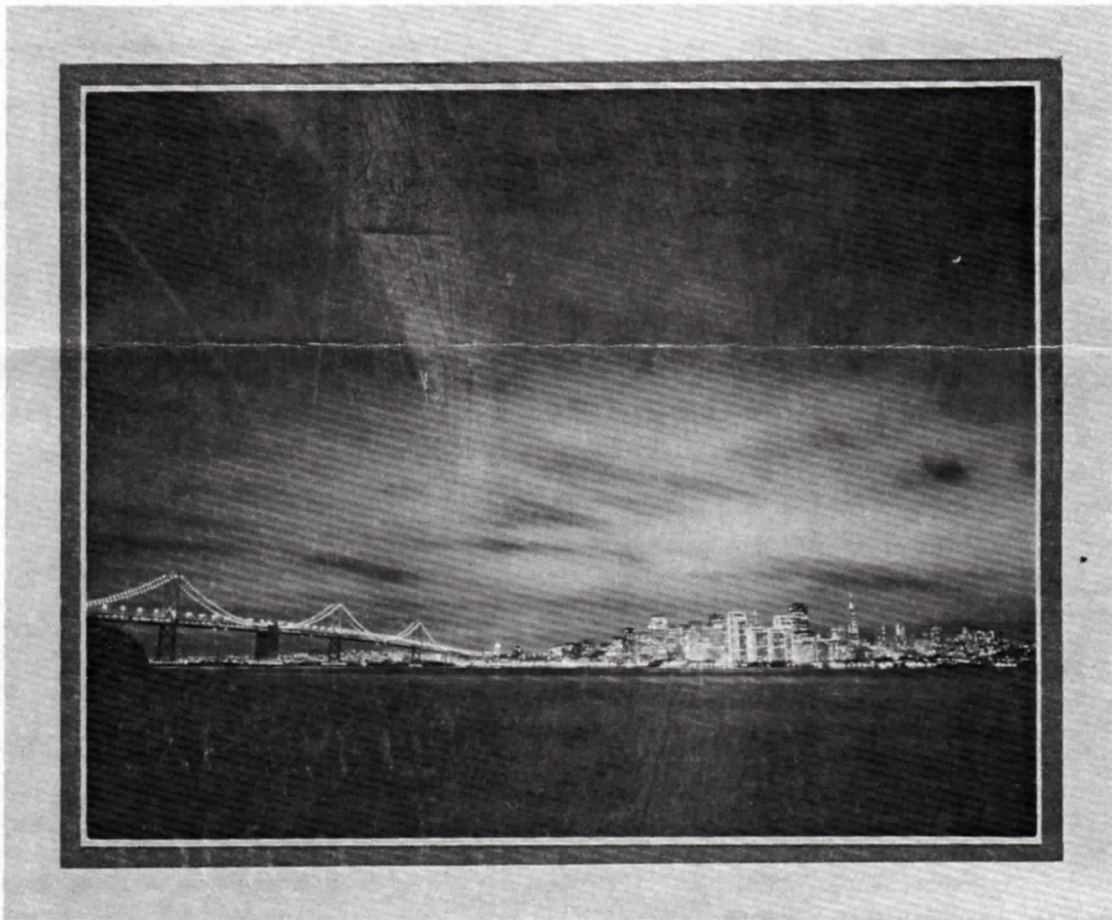


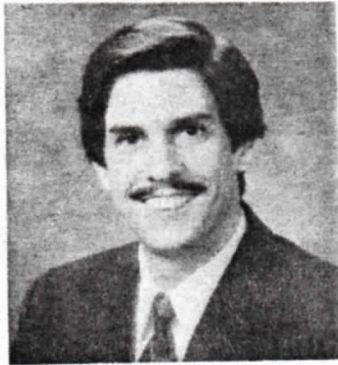
PPGO News



Judges Choice - Image of the Month

By Eric Brun

PRESIDENTS MESSAGE



By the time you read this our April 7th meeting at Photo-Graphics will be history, you should have all recieved a call from me in regards to that meeting. I would like to start by apologizing for the tardiness of this newsletter, the full amount of blame lies on my shoulders, our Secretary/Editor put in overtime to produce the newsletter on time but it was my fault for holding up the mailing of the newsletter. So I must say THANKS to Barb for yet another great newsletter. (as usual) And again my apologies to the membership. I would also like to thank all those that helped to make the March meeting great. Thanks Mark Higgins, Rich Rader, Stephen and Edie Smith and FUJI who paid the speakers fees. I was not able to attend but heard it was great.

Soon alot of us will be at H.O.A. learning and having fun, but dont forget we have two more exciting P.P.G.O. meetings yet to come this season. Look for more information on these meetings in the upcoming newsletters. I hope to see you all there.

Sincerely,
Eric J. Brun,
President

PPGO OFFICERS 1996-1997

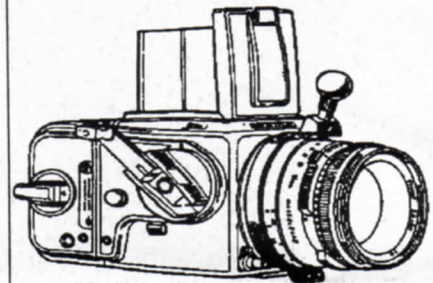
PRESIDENT
Eric Brun
397-9898

VICE PRESIDENT
Ron Deyo
331-9514

SECRETARY,
NEWSLETTER EDITOR
Barbara Jakle-Miller
551-9610

TREASURER
Mark Ciculla
391-8899

PAST PRESIDENT
Jim Reese
391-3755



Walker Camera Repair

9458 Maple Street
Omaha, NE
571-2662

Members' Hint of the Month

Katherine Minter has offered an easy and practical idea to help organize the miscellaneous clutter of our camera bags. By putting like objects together in ZipLock bags (ie. extra sync cords, cable releases and slaves in one bag; small screwdrivers, electrical tape, and other repair items in another), you will quickly find anything at a glance and without dumping the contents of your camera bag all over the floor!

... Something to think about
by Mark Higgins

"Why not buy a good quality scanner and forget the Digital Camera?"

To answer my last question in March's newsletter - there is no doubt that the information found in your negative is far greater than any digital camera can reproduce to date.

The question then becomes, is it economically feasible to invest five to ten thousand dollars just to get something "saleable"? Don't forget we haven't even covered what type of output device you will need! Scanners serve a very useful purpose, but ask questions and see samples - especially if you plan on using them for photographic reproduction.

In the not too distant future it may be possible for you to drop your film at the lab; the lab scans the negatives and then uploads them on the Internet. You then will access them with a special code. Now if that happens, you have just saved thousands of dollars by playing the waiting game.

To be continued...



The Stock House, Inc.

A BURRELL COLOUR COMPANY

SELECT ONE SOURCE

BLOOMINGTON, MN
(612) 944-7511
1-800-333-8124

NEW BERLIN, WI
(414) 789-5031
1-800-999-0013

OMAHA, NE
(402) 571-0330
1-800-777-0517

SELECT MANY ITEMS

- Tap Mount Products
- Renaissance Albums
- Frame Mats
- Wicker Furniture
- B/P Props
- Photogenic Lighting
- Elinchrom Lighting
- Bogen Equipment
- JoBo ATL Processors
- Fotovix
- Fujivix
- Sony

PLUS

Kodak Film
Fuji Film
Konica Film
AGFA Film
Polaroid Film
Ilford Film

Free Freight on \$350 orders to qualified accounts (Background paper excluded)

Handling rate of \$1.75 on orders under \$350.00

Free in-house foil Stamping on most style mounts



In this everchanging world of instant proofing and electronic imaging, one thing remains constant.

Supra Color's dedication to our customers.

For service you can trust, call us.

**SUPRA
COLOR labs inc.**

A BURRELL COLOUR COMPANY

3123 N. 93rd St.
Omaha, NE 68134
(402) 571-4006
(800) 284-0017

PPGO Explorer News

The PPGO Explorer Post had two fun meetings in March.

The Explorers returned to Essay Photography March 3rd where Mark Ciciulla presented the second half of his "School Photography" program. Starting with photographs the members had taken of themselves in February, Mark led the Explorers through assembling their Explorer's composite. They even photographed the PPGO leaders (under protest) so they would be included in the final product. A lot of laughter was heard throughout the meeting - a good time was had by all.

On St. Patrick's Day, Dave Fortina of *Fortina's Rockbrook Camera & Video* opened up his family's store and introduced the Explorers to the retail end of professional photography, needs and skill level of his customers.

Dave showed the Explorers many types, sizes and formats of cameras available while explaining the style of photography and /or photographer it would suit best. After a tour of the store and their 1 hour lab, the Explorers (and their leaders) were able to "play" with several of the latest *Canon, Minolta* and *Hasselblad* camera systems!

Our thanks to Essay Photography, and Fortina Rockbrook Camera & Video

for hosting the PPGO Explorers March meetings.

Explorer Meetings

April 21st Through the Looking Glass Photography

May 5 To be announced.

Get Well Soon Linda!

Linda Corns of Supra Color is taking a few weeks off to recuperate from surgery to replace one of her hips.

Send your Get Well cards
c/o of: Supra Color Lab
3123 North 93rd Street
Omaha, NE 68134

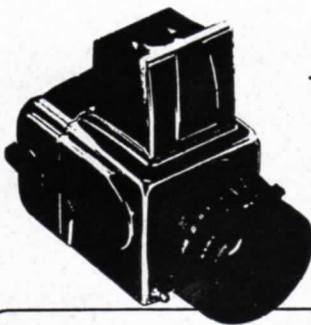
NEBRASKAS SOURCE FOR PROS

Featuring Exclusive Dealerships For...

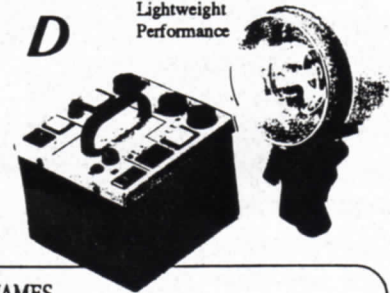
H A S S E L B L A D

&

DYNA-LITE®



Compact,
Lightweight
Performance



COMPETITIVE PRICES ON THESE & OTHER BRAND NAMES

AGFA TRIAD FILMS

KODAK

QUANTUM

GOSSSEN

BOGEN

GITZO

WEIN

FUJI

STROBOFRAME

TENBA

CANON

LUMEDYNE

KONICA

NIKON

SONY

PHOTOFLEX

LEICA

METZ

TAMRAC

SEKONIC

ROCKBROOK CAMERA & VIDEO

108TH & W. CENTER RD. • OMAHA • 402-397-1171 • OPEN 7 DAYS A WEEK

Why become a Certified Professional Photographer?

By Warren H. Johnson C.P.P.
Nebraska Certification Liaison

*Certified Public Accountant,
Certified Life Underwriter,
Certified Flight Nurse,
Certified Master Herbalist...*

When you need one of these services or the more than 140 certified specialties in the U.S., you more than likely will give precedence in your selection to the person who is certified. Then you know that they are trained and can provide the services that they claim. The same is true of a *Certified Professional Photographer*.

There has been more than one instance where I have made a sale to a wedding couple who were indecisive until I explained that I was one of less than 25 photographers in Nebraska who were certified by Professional Photographers of America. Even once would have paid me back for the costs that I have incurred in becoming certified, but certification goes more than that. It goes to knowledge, it goes to integrity, it goes to experience.

To become certified I had to

be in the photography business for at least 2 years; I had to submit character references that would attest that I was of good character; I had to submit 10 images for judging by people who know what good photography is all about and I had to pass a written examination showing that I knew what photography was all about.

I am one who firmly believes that no matter how much studying you do for a test, the real measure of what you know is determined by how you work in the real world. So although I did do the rare thing for me and studied for the test, I knew I had really passed it when a couple of years later I had an emergency come up at a wedding and I was able to finish the assignment based on some rather obscure information I had remembered from the materials I studied for the test. That has occurred more than once in the years since - even though 90% of the test was on things we all do every day.

So if you are content with the things you are doing now, and the things that you can presently do - simply continue. But, if you are interested in growing, expanding your mind, and expanding your capabilities, consider becoming a *PPA Certified Photographer*. It

will help with your self esteem, your technical skills and marketing yourself and your skills as a professional photographer.

For more information on becoming certified contact:

Warren Johnson
c/o Lens Art
9932 Bedford Ave.
Omaha, NE 68134
402 689-2271

Calendar of Events

Monday, April 7th

**PPGO General Meeting,
Photographics,
4001 Farnam Street, 7:30pm**

**Social Hour & Dinner, 6:00pm
Goldberg's II, 5008 Dodge
Street**

Monday, May 12th,

**PPGO General Meeting,
To Be Announced
Regency Best Western, 6:00pm**

Sunday, June 8th,

**PPGO Super Sunday
with Bev Cavanaugh
"Communication Skills
that Increase Sales &
Profits" Mervin Reese
Photography**

Goal Setting to Increase your Business Step by Step "Gathering the Data"

by Eric Brun

I would like to start off by saying that what I'm going to share with you in the next three articles is a system that someone shared with me. I took their information and ideas and used them to suit the goals and plans that fit my business. I suggest you do the same.

I'm not claiming to be an expert on this subject, but I do know we all need to set goals. What I would like to do is share with you what I've found to be successful for my studio. Remember my staff and I have just completed our annual planning meeting. The information that I felt was important to set our annual goals were the number of sessions photographed last year, I also wanted to know what lifecycle they were (ex. babies, children, seniors, families, business) etc. I also wanted to know what month and week they were photographed in.

This was broken down into how many sessions per week, what lifecycle and what time of year were the sessions. With this information I can now look at my schedule and start to decide what weeks I have the least amount of sessions, and what time of day were the appointments available. I could then decide what promotions to run to fill in the open photography appointments.

The other information I was interested in was sales figures by promotion, and by lifecycle, and what week did those sales occur. With this information I could do the same thing as the session information, which was to break down when the sales were taking place, and which promotion was bringing in those dollars. I could then decide a number of things. First is what can I do to increase the average sale in each lifecycle and promotion, second would be to look and see if I've got any session times available at that time of the year, if so I may choose to advertise a little heavier so as to increase the gross sales on any particular promotion by increasing the number of sessions as well as the average sale.

Obviously cost of advertising and other budget factors play an important role in these decisions, but my goal in our studio is to keep the camera room busy for every available appointment. And I want to get the most dollars from each one of those sessions. One of the keys to making this work easily each year is to keep good records of sessions and average sales so you can compare this year to the next.

The next article will be on more specifically what we did with this information in our meeting, and the third will be on how we are going to carry out the goals that were set in our planning meeting...

Goal Setting to Increase your Business Step by Step

By Eric Brun

Next month
Part 2
"The Meeting"

- May The Meeting
- June Making it Happen

PPGO Spotlight on Bev Cavanaugh



Bev Cavanaugh, President of *Improvements Plus, Training and Consulting Services*, will lead a hands on Customer Service Training Workshop for PPGO's members in June.

An Omaha native and a graduate in Business Administration from the University of Nebraska, Bev has more than 15 years of local and national training experience. Her clients have included *Bosselman Inc., Con Agra, Physicians Mutual, and Omaha Steaks International*. She is Past President of *the Association for Quality and Participation*, and a board member of the *National Speakers Assoc.* Locally, Bev is active in the *Greater Omaha Chamber of Commerce* and several other organizations.

Bev encourages group participation and customizes sessions to accommodate the specific needs of each individual client.

Bev's PPGO Super Sunday workshop promises to be informational and exciting!

PPGO Presents:

"Communication Skills that Increase Sales & Profits"

A Super Sunday Workshop

Sunday, June 8th

Featuring Hands on Training

with Bev Cavanaugh

Bev Cavanaugh is back by popular demand. On June 8th, Bev will give an in depth workshop on:

- *Assumptions we make with Potential Customers*
- *What is "Team Selling" (Even if you are a one person show)*
- *Five Ways Your Customers (or future ones) Rate you Whether You Know It Or Not.*
- *Communication Barriers at Work that cause you to lose customers, have low morale, have poor quality products and service to your customers (plus how to turn them around).*
- *Different Personality Styles (yours, your co-workers or customers) and How to Communicate With Those Differences.*
- *Conflict Prevention and Resolution Skills (Repair and Save the relationship)*

Pay by May 1st

\$25, first studio member

\$20, each additional

After May 1st

\$35, first studio member

\$30, each additional

ONLY 30 SEATS AVAILABLE! (12 reservations already Received)

Call Jim Reese at 391-3755 for reservations.

Calendar of Door Displays

April 14th Westroads
 May 12th Southroads
 June 9th Oakview
 July 14th Southroads
 August 11th Westroads
 September 8th Oakview
 October 13th Southroads
 November 10th Westroads

Golf is in the Air!

A PPGO Golf Outing is scheduled for Sunday, July 13, 1997. Mark your calendars!

PPGO Board Welcomes Steve Miller

Steve Miller was appointed to the PPGO Board to fill the vacant *Board Member at Large* seat for the remainder of the 1996-1997 term. Steve has served on the PPGO board numerous times over the years and is a welcome addition.

Thanks Steve.

PPGO Recruiting New Members

PPGO is actively recruiting to expand our membership.

Last month a letter was sent from our PPGO president and vice-president to several photographers in the Omaha area. The letter briefly explained the purpose of PPGO and invited them to attend an upcoming meeting. So if you see any new faces at our meetings, be sure to introduce yourselves and make them feel welcome!

A NEW PERSPECTIVE
By: Jeremy Wieczorek

When I first returned to Omaha after attending Arizona State University I decided that portrait photography was the direction I wanted to take, but the road went in many directions I had to find the right one for me. My first contact with the P.P.G.O. was through the display at Westroads Mall. I was amazed by the wide variety of photographers Omaha had to offer. On a few occasions I spoke with Russ Lindeman about attending a P.P.G.O. meeting, and shortly after that I was offered my current position with Lisle Ramsey Photography. (Of course Eric encouraged my participation in the P.P.G.O. Talk about a learning experience, from Rich Rader & Stephen Smith making me dream in panoramic, to the funny looks I get when I buy SX-70 film by the case. I have found P.P.G.O. to be a valuable tool for networking, and learning with other photographers to keep the new ideas coming, and to keep the old ones fresh.

PPGO
Annual Membership Dues

Active Member	\$75
Associate Member	\$65

PPGO
Door Owners Fees
\$280

Includes:

- 4 Oakview Mall Displays
- 4 Westroad Mall Displays
- 3 Southroad Display

PPGO
General Meeting

Monday, April 7, 1997

at

PHOTO-GRAPHICS
4001 Farnam Street
General Meeting: 7:30 p.m.

Social & Dinner: 6:00 p.m.

at

Goldbergs II, 5008 Dodge St.

Photo-Graphics, Inc. is a custom photo-processing lab that has been serving Omaha since 1979. Terry Koopman has been affiliated with the company since then, and became owner/operator in May, 1989.

Photo-Graphics caters to the professional photographer, artist, and corporate client, but also does quite a bit of amateur, off-the-street business. Terry emphasizes attention to detail and a real desire to give the client the end result they are looking for. He believes that it is because of this that Photo-Graphics works for fashion photographers and artists who have left Omaha for larger markets but continue to rely on Photo-Graphics and refer others. The work produced there is as diverse as the people it serves.

See you at 6:00 at Goldbergs for dinner, then 7:30 at Photo-Graphics!

For Sale
Fujix Photo-Video Image
\$300

(original box included)
Call Jim Reese at 391-3755.

PROFESSIONAL PHOTOGRAPHERS
 1997
 SUMMER
 CONFERENCE
 OF NEBRASKA

"COUNTRY boys & girls
 LEARN'N DOWN ON THE FARM"

HASTINGS Holiday Inn
 HASTINGS NEBRASKA
 July 26-28

SATURDAY GOLF TOURNEY
 HOSPITALITY

SUNDAY ON LOCATION AT CREEK SIDE
 PHOTOGRAPHY 15 MI. SOUTH OF HASTINGS ON
 SHOWBOAT ROAD.

- SENIORS INDOORS
- SENIORS OUTDOORS
- ELECTRONIC IMAGING
- MANAGING A BUSINESS
- OPERATING A COLOR LAB
- COUNTRY BARBEQUE
- DANCE

MONDAY AT THE HOLIDAY INN
 THE USE OF DIGITAL
 CHILDREN
 WEDDINGS
 ARTIST
 (ELECTRONIC OR TRADITIONAL)

SPEAKERS

- GREG & LISA DANIALS
- DALE & JAN JURANEK
- JULIE BRODRICK
- JAMES LOUNSBURY
- RICK BILLINGS
- DON EMMRICH
- BECKY DAILEY

COST 65.00 p/p
 Includes 4 MEALS plus BREAKS and a SUPER
 good TIME

Call 1-402-756-2000
 OR E-MAIL juranekld@gtmc.net
 FOR A REGISTRATION FORM

MARK YOUR CALENDARS NOW!
 AS YOU WONT WANT TO MISS
 THIS EVENT.

SUBJECT TO CHANGE WITHOUT NOTICE

WHITE'S COLOR CENTER, INC.

Custom Photo Processing
 SERVING OMAHA FOR 45 YEARS

- ◆ Same Day B/W Processing & Proofs
- ◆ 2 Hour Slide Processing
- ◆ Computer - Generated Slides, Charts, & Graphics
- ◆ Prints & Transparencies From Renderings
- ◆ 35mm Slide Special Effects & Mass Duplication
- ◆ Continuous Color Negative Processing & Printing
- ◆ Mounting & Laminating Services & Framing

PICK-UP & DELIVERY AVAILABLE

HOURS:
 MON - FRI 8 - 6
 SAT 9 - 1

391-7297

804 South 75th Street
 (1 Blk. North of Pacific)

Midwest Camera Sales & Repair
 SINCE 1976

- CAMERAS
- VIDEO
- DARKROOM
- BAGS
- BINOCULARS
- LAMPS
- TRIP ODS

CANON FUJI MINOLTA PENTAX
 OLYMPUS VIVITAR SIGMA NOVATRON

CAMERA REPAIR
 FAST TURN AROUND GUARANTEED WORK
 CANON-FUJI WARRANTY CAMCORDER REPAIRS

• FUJI ONE HOUR DEVELOPING •
 Ask About Our
 • FREE PHOTOGRAPHY CLASSES •

HOURS M-FR 9-6 SAT 10-3

334-5560 2909 S 120 ST
 1 Blk. So. of Center St. on 120th St.

**COLOR
 LNK, inc.**

6319 HAVELOCK AVENUE
 P.O. BOX 5157
 LINCOLN, NEBRASKA 68505

At Color Lnk
 Quality Comes First

Write us for
 Service and
 Price List

402-464-1496

Big News inside these Pages!

DARLENE MILLER
7411 SO 89TH ST
LA VISTA NE 68128



P.P.O. Views
Barbara Jakle-Miller
4904 Underwood Ave.
Omaha, Ne. 68132



In Attendance at the March Meeting:

Jeff w/Wandel, Bob and Helen Shiley,
Jim Sousek, Jeff Funk, Rich Rader,
Steve and Darlene Miller, Mark Higgins,
Tim Goodall, Monty Evans, Ron Deyo, Mark Ciciulla,
Jeremy Wiczorek, Tom Wandel, Judy Boham, Rick Billings,
and Steve and Edie Smith.