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PROFESSIONAL PHOTOGRAPHERS OF GREATER OMAHA, INC.

(A Chapter of: Professional Photographers of America)

*Serving the Metropolitan and surrounding areas of
Eastern Nebraska and Western Iowa, with the goal of education and a resource of information for all
Professionals, and aspiring professionals to share.*

April
1998
NEWS

Black and White: Today's Market Request

APRIL 13TH, SCOTTS RESTURANT 80TH & CENTER

6:30 SOCIAL 7:00 MEAL 8:00 PROGRAM * (PERSPECTIVE MEMBERS \$10.00 PROGRAM CHARGE)



Thomas S. Goc,
M. Photog., F. Ph.

Tom entered the field of photography twelve years ago as a part time assistant at weddings Six months later at the age of 23 he and his wife Chris purchased their studio and decided to concentrate on photography as a full time profession Tom entered his first print competition he 1988 and in 1990 had his first merit print

in 1991 he was Nebraska's "Photographer of the Year" Tom has had numerous prints accepted into the PP of A loan collection twice been the recipient of the Eastman Kodak Gallery Award for his illustrative works and had three prints selected to be a part of the "EPCOT

DISPLAY" in Orlando, Florida.

In his program Tom will share with you some of his thoughts on why it is important to offer both traditional black and white and creative black and white photography to your clients. He will share the techniques that he uses to create his vignettes as well as some other techniques that we can use in conjunction with black and white photography to offer our clients something different.

SUPER MONDAY, APRIL 27

The following professional photographers are dedicating their resources to further increase our knowledge of professional photography, support these fine programs in a city near you.

NORFOLK

Michael S. Meuret, Cr.Photog.,
PPA Certified Intro To Digital
(Course #50NE01)

If you have wondered if digital is for you, this class will provide answers about equipment and costs, including demonstrations of Flatbed Scanner, Adobe Photoshop, and digital cameras and printers.

OMAHA

James Reese, M.Photog.
M. J. Bud Reese, M.Photog.Cr.
Steve Reese, M.Photog.Cr.
Back To The Basics: Family
Groups (Course #50NE03)

The Reeses will discuss traditional and high-key techniques used in the studio, outdoors, and the home.

They will also cover posing, clothing, and props, and explain how to increase sales using sub-groups in family shots.

**COST AND REGISTRATION ON
PAGE 6 & 7**

PRESIDENTS' MESSAGE



Ron Deyo, President
1997-1998

Presidents Message:

Rami's program was a great success, and filled with helpful information that most of us can understand. Not only that, some of you can afford to get started with some sort of Digital application. It sure is great having people such as Rami that are so willing to share. Digital must be making a lot of us think about the changes that are coming and the ones that are already here. This was one of the best programs we have had in the last year and certainly the largest turn out in a long while. P.P.G.O. will continue to provide quality programs that interest our group and stimulate our creative minds. Rami thank you very much for your time and knowledge, your way of informing us about the digital world was made to understand

We also had some new faces attend this meeting, Rock Haynes of Haynes Portrait Gallery. Dave and Susan Fortina, from Rockbrook Camera and Video. Mac McClelland, from McClelland Photographers. John Lazono and his son Chris, from Midwest Camera. Michael Dwyer of MDP. Laura Wegrzyn of The Creative Edge and her sister Joan. Laura has a Negative Retouch and Print En-
pg. 2

hancement business. P.P.G.O. welcomes all of these new attendees and would like very much to have you return. Please do!

Also a big thanks to Linda Corns and Supra Color for their continued support. And to The Stock House thanks, Mark and Diane. We really appreciate all that these two businesses have done for P.P.G.O. over the years, always there to help.

Aprils 13th program will be another very interesting program. Tom Goc, M.Photo., F. Ph. and also President of P.P.N.in May 1998 will be our speaker. Tom will share with us some of his thoughts on why it is important to offer both traditional black and white and creative black and white photography to our clients. Plus much more on black and white photography. I am looking forward to this program, black and white can be so exciting and fresh.

Notice to all Door owners: *Set up time is between 8:00 A.M. and 9:00 A.M. but if you are not there by 8:30 A.M.. you will not be able to set up.*

Our time is some what limited and if we have to continually redo displays because of late arrivals it really messes things up to be blunt. This is a problem at all the malls, but Westroads is a major concern because of the heavy traffic from walkers and the closer to 9:00 the

continued on page 4, Col. 1

PPGO BOARD/DIRECTORS

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by Dr. James E. Patton, VP & Chief
Technical Officer, Consumer Imaging
Eastman Kodak Company

PROCESSING TECHNOLOGY CAN AFFECT YOUR SLIDE FILM CHOICE

Kodachrome film is the only photographic product honored with its own popular song. However, if you are a fan of Kodak's premier reversal film you may have wondered why it seems to take longer to process your slides so you can see those sunny colors. The reason Kodachrome film requires a complicated process that has meant a full chemistry lab and a chemist and technicians to keep it running. In recent days, Kodachrome film has taken up to a week or more for processing because the rolls had to be shipped to one of four Kodak labs offering the K 14 process. Fewer and fewer labs were prepared to offer the space and expense required for processing until now. New Kodak technology is positioned to help speed processing options for this premier product. Kodachrome film has built up an enviable reputation among professional photographers and dedicated photo hobbyists. Why? The film is like no other color emulsion. It has a unique color palette. It has archival keeping qualities unmatched by any other film and it offers a degree of image sharpness that other films aspire to reach.

The image starts out as a black-and-white film. Then, the exposed silver halide in the film is developed. Next, the unexposed silver halide is exposed reversing the image. Color dyes are deposited within the film layers during the process. Bleaching and fixing remove the silver leaving the dye image. In contrast, conventional E6 color films incorporate the dye couplers within the emulsion. And, they do not require individual treatment for each color layer. The complex K-14 process is expensive to maintain. Labs wanting to set up the traditional process have to invest close to \$750,000. Plus, they have to absorb the expense of an on-site chemist or two, just to keep things running. And, hopefully they have lots of space because the K-14 processor requires

Brendan Francis:

"People who ask our advice almost never take it. Yet we should never refuse to give it, upon request, for it often helps us to see our own way more clearly."

1,000 or more square feet. Add mixing and storage tanks, a full analytical laboratory and bulk chemical storage can eat up another 10,000 or more square feet of space. Certainly, this is no one hour process.

While photographers love the look of Kodachrome film, the process was hindering its use. Then an idea surfaced: Why not create an automated, self-contained processing unit for Kodachrome film? The original concept for a Kodachrome minilab sprang from the mind of Richard Mackson, a west coast lab owner and photographer for Sports Illustrated. Mackson had been shooting for Sports Illustrated at the Calgary Olympics. He had his Kodachrome film processed on site by Kodak's professional Olympic support lab. If a lab could be set up on site at the Olympics, there shouldn't be a reason why rapid processing wasn't more available in the U.S. So, Mackson proposed the idea to Kodak to build a small unit setup to process Kodachrome film. He worked closely with the Kodak design team to develop what would become the Kodak K-Lab processor.

As the design of the K-Lab processor evolved, several enhancements surfaced that would improve the whole process. Traditionally, Kodachrome film requires very rapid agitation which meant large motors and pumps. In other words, big equipment. The K-Lab processor takes a new approach to agitation, using a tube-within-a-tube configuration. The film runs through an elliptical agitation tube made with a precise pattern of holes. This tube is inside a recirculation tube that holds the processing chemicals. Bringing the chemical energy closer to the film allowed engineers to lower the machine speed to 6.5 feet per minute. Then, the chemical pump size could be lowered to one-tenth that of the traditional K-14 processor. This produced a precise and repeatable level of agitation which improved the final product. And, computer control took over from technicians to add the proper chemicals at the proper time and still keep a watchful electronic eye over the whole process. That added another level of precision. Chemical mixing became a thing of the past because the team created plug-in pre-mixed

chemical containers that supplied constant replenishment, maintained freshness and could be changed by anyone.

The new system is compact. The total space required by a K-Lab processor - including processing unit, replenishment rack, computer, splicer and mounted - can be as small as 200 square feet of floor space. There are now five K-Lab processors humming away. Three located on the U.S: west coast, one in Florida and one in Japan. And more are coming. The easy operation, compact size and reasonable cost of the new Kodak K-Lab processor will encourage installation in more locations. That means more consumers will have greater access to the service. Also, the K-Lab processor's computer-controlled operation provides consistent quality results over time and across photofinishers, while the increased level of process agitation contributes to improved highlight detail in images.

So, this new system provides better quality Kodachrome film slides, processed in a timely manner. Now you have the opportunity to see your slides show the hues of summer and all of the other great colors before the snow flies.

For the latest information on a range of Kodak products and services, call the Kodak Information Center at 1-800-242-2424 ext. 25, or find it on the World Wide Web at <http://www.kodak.com>

(NOTE: Kodak, Kodachrome, Ektachrome and K-Lab .@. trademarks Eastman Kodak Company.)

Chinese Proverb:

"If you bow at all, bow low."

Advertisers rate

To place a camera ready advertisement in PPGO News, the rates are per calendar year: ¼ page \$ 75 ½ page \$ 90 Contact Steve Miller, editor 691-3927

EDITORS NOTE:

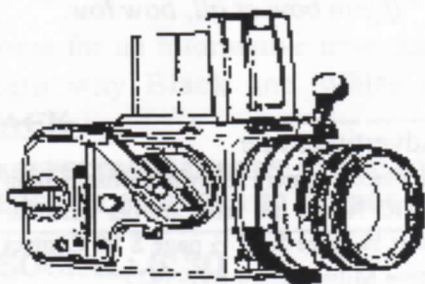
Please direct any suggestions, or improvements towards the *editor* or *President* of this association. Our goal is to make this informative and interesting to our members.

worse it gets. We do not need another accident like last year. **So be there on time.** Also brought to my attention, is that some of the door panels are looking a bit worn and in need of new material. I noticed my own need some help, so lets all do what we can to clean them up. It's not fare to those that have to share displays with us. New material is available.

Ron Deyo, President

WERE YOU PRESENT?

Hope we didn't miss anyone, and if you do not see your name, please attending our next meeting, on the art and usage of black and white film in the 90's and beyond. Present were: John and Chris Lazano, Tom Sterba, Ophir Palmon, Cheryl and Roscoe Secret, Barb Jakel-Miller, Bob Shivley, Monte Evans, Linda Corns, Rolland Montgomery, Darlene Miller, Rami Manhas, Doug Bryer, Bob Masters, Dave and Sue Fortina, Jeremy Wiczorek, Ron Deyo, Rock Haynes, Fred Stewart, Michael Dwyer, Laura and, Joan Wegrzyn. If I misspelled names, I apologize, (couldn't read my notes) Steve Miller Editor



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NEXT MEETING, MAY 11TH

Suzanne Fischer M. Photog. CPP of Atlabtic , IA will discuss "Promotions That Work". This program will put a charge in your studio with an upbeat program on promotions. Read next months PPGO News for more details.

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<http://bhphotovideo.com> Check for the links menu on the side which will take you to lots of other non judgemental objective information involving trade association.

Our local professional lab: Supra Color/Burrell Labs
<http://www.burrellprolabs.com/presmes.htm>

Another local sponsor: Rockbrook Camera
<http://www.rockbrookcamera.com/>

For more information. Contact Steve Miller, editor.

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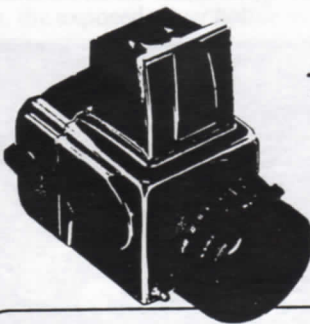
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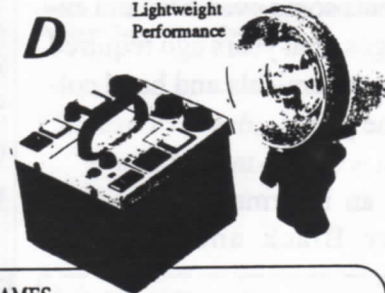
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STUDIO FOR SALE

Established Children's Studio. Complete inventory Cameras, Props, Office Equipment. Owner leaving town to be closer to his Kids. Immediate Possession. Call Dwane 342-4092

EQUIPMENT FOR SALE:

Various studio and candid props, call for details. Tim Bezy 291-1093

THIS MEETING: APRIL 13TH

With the seemingly "rebirth" of black and white photography, and the "old days" of "it had to be in color", Tom Goc will explain his studio goals of offering this option to his clients.

In today's film library, the addition of many new and even some color compatible process films, we can offer our clients some even new and exciting images, that years ago required lots of extra chemicals and hand coloring of the prints.

Come for an informative time, and learn why Black and White is **BACK.**

PROSPECTIVE MEMBERS: \$10.00 FOR PROGRAM, MEMBERS NO CHARGE

SOCIAL: 6:30

MEETING/MEAL: 7:00

PROGRAM: 8:00

MEAL CHOICE:

6 oz. Sirloin \$12.00

12 oz. Prime Rib \$16.00

7 oz. Halibut Steak \$16.00

DOOR DISPLAYS FOR '98 CUT ME OUT, SAVE ME UPDATED 4/1/97 BY LOCATION:

OAKVIEW

May 11-17

July 13-19

Oct. 12-18

WESTROADS

June 8-14

Sept. 14-20

SOUTHROADS

Apr. 13-19

Aug. 10-16

Nov. 9-15

SCHEDULE BY DATE

Feb. 9-14	Oakview
Mar. 9-15	Westroads
Apr. 13-19	Southroads
May 11-17	Oakview
June 8-14	Westroads
July 13-19	Oakview
Aug. 10-16	Southroads
Sept. 14-20	Westroads
Oct. 12-18	Oakview
Nov 9-15	Southroads

Breakdown: per location, left to do.

OAKVIEW	3 (Feb. 9-14, done)
Westroads	4 (Jan.12-18, done)
Southroads	3 (Mar 9-15, done)

Special thanks to Eric Brun of Lisle Ramsey Photography for time spent in arranging these our best display schedule in years. Please, personally thank Eric for all his fine work on this schedule.

SUPER MONDAY, APRIL 27

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OGALLALA

Dave Fowler, M.Photos., PPA Certified

Lighting And Posing: Back To The Basics (Course #50NE02)

Mr. Fowler will demonstrate lighting and posing with parabolic, soft box, umbrella, spot and large light source, and light modifiers. You will see immediate results on a large screen with a digital capture system.

PPGO DISTRIBUTION

PPGO News will also be available at the following locations in limited supply.

Rockbrook Camera ... 108& Center
Supra Color ... 92 & Maple
The Stockhouse 92 & Maple

All members will be mailed the newsletter at least **one week** prior to the meeting. Steve Miller editor/V.Pres.

Thomas Jefferson:

"Nothing gives one person so much advantage over another as to remain always cool and unruffled under all circumstances."

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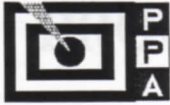
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Super Monday is an one-day fund-raising event which enables Winona International School of Professional Photography to function as the primary educational facility of Professional Photographers of America. Three times a year, professional photographers volunteer their time to host a one-day educational seminar in their studios. **Tuition for these programs is only \$99.00, making them very popular for members and nonmembers alike.**

This years Super Monday dates are April 27, August 24, and November 9. Program information will be distributed in Professional Photographer Storyteller Magazine two months prior to the program, and will be listed on this page as well. Go to April 27 Super Monday Schedule **To Register, or for more information please call 404.522.3030 ext 266**

Volunteering as a Super Monday Instructor is easy. Contact Winona School and ask for a Super Monday Instructor form, complete it and return it to Winona by the following deadlines:

April 27 Program / Deadline: December 5, 1997
August 24 Program / Deadline: April 15, 1998
November 9 Program / Deadline: June 5, 1998

"Learning is not compulsory..."

"There are three ingredients to the good life; learning, earning, and yearning." Christopher Morley

Kin Hubbard:

"Boys will be boys, and so will a lot of middle-aged men."



Calendar Of Events

PPN Biennial Conference
March 28-April 1, 1998
Grand Island

PPN Board Meeting
May 11, 1998
Kearney, NE

MAIPP
May 31 - June 4, 1998
Cedar Falls, IA

PPN Summer Conference
July 12-13, 1998
Kearney

PPA National Exposition
August 1-5, 1998
New Orleans

PPN Annual Meeting
September 13-14, 1998
Mahoney Park

PPN Board Meeting
November 9, 1998
TBA

PPN Winter Conference
January 17-18, 1999
TBA

PPN Board Meeting
February 22, 1999
TBA

Heart Of America Conference
April 9-14, 1999
Kansas City
Supplied by Warren Johnson, Editor PPN, News.

NEW PRODUCTS

New Fuji Multispeed Chrome Film and Negative Film:

Fujichrome MS 100/1000 is a new color transparency film that can be exposed at indexes from 100-1000 and then push processed in E-6/CR-56 chemistry. This new film is said to hold its fine grain and color accuracy through its entire range. According to Fuji, "photographers will encounter very little loss of gradation, color balance and color reproduction". NHGII 800, is a new fast ISO 800 color negative film with the "classic NHG look" which Fuji has also released. It will be available in 35mm, 120, and 220 roll film sizes.

Agfa Upgrades Scala Film

Agfa Corporation has extended the top exposure speed of its black and white transparency film Scala 200, changing its name to Scala 200X. The new emulsion (which will be available in the same sizes as the original Scala) can now be exposed up to an EI of 1600 with push processing. This new version is also said to have a higher maximum density with improvements in the color to gray tone separation in the final image.

Highlights are also recorded with finer detail, which is best achieved when the film is exposed at an EI of 100 and pull processed. Agfa recommends using Scala 200X at the EI 100 pull process combination when it is being used as a duplicating film.

Jack Handey:

It takes a big man to cry, but it takes a bigger man to laugh at that man.

NON MEMBERS: \$10.00 FOR PROGRAM
MEMBERS NO CHARGE

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Door Display Update, PPA news
PPA...PPN, New Products

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