

PPGO INC.

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# PROFESSIONAL PHOTOGRAPHERS OF GREATER OMAHA, INC.

(A Chapter of: Professional Photographers of America)

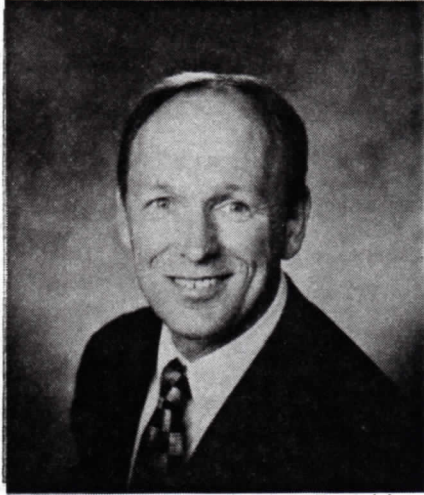
*Serving the Metropolitan and surrounding areas of Eastern Nebraska and Western Iowa, with the goal of education and a resource of information for all Professionals, and aspiring professionals to share.*

January  
1998  
NEWS

## Images of The Christmas 1997 Party



## PRESIDENTS MESSAGE



Ron Deyo, President  
1997-1998

### Presidents Message:

Hopefully everyone and their families had a wonderful holiday season and a great 1997. I would like to wish everyone a happy and successful 1998.

The PPGO Christmas Party at Harvey's was a lot of fun, we even had a special guest in a red and white custom attend. No not Tom Osborne. *Santa!* And boy what a jolly laugh. Thanks Santa. We did have a good time and very good service provided by Harvey's.

We are still working on future programs for PPGO. January will bring us Jim Reese working with children. Jim has a special touch in children portraiture, you can really tell that by the guilty of expressions he gets in all of his creations. So make sure you attend this program and learn from the best.

February we'll see what Proofless Studios are all about with Alan Feldman. He will show us how to add profit to our bottom line. Something we can all use.

I am still working on the next few months so if there are any sugges-

tions please let me know. Our programs are the heart of what we are about, information. Informing ourselves to better our profession and for what reason, to produce a better product and make a profit.

I would like to thank Supra Color and The Stock House for the drinks provided at our Christmas Party and also so for their attendance.

Ron Deyo, President

President

**Remember to schedule January 12th** for a presentation by Jim Reese on Children Portraiture. Our socializing and eating will return to Scott's Resturant at 80th & West Center, with the program to follow at Mervin Reese Photographers Studio just a short drive away.

As mentioned, we have scheduled a national known speaker for **February, with a date change**, look for more details and a information in the next newsletter, or visit Alan's **WEB page of [www.proofless.com](http://www.proofless.com)**. It has a lot of information on how his business works and philosophy of photography originals.

## PPGO BOARD/DIRECTORS

1 9 9 7 - 1 9 9 8

### President:

Ron Deyo Sr. 331-9514  
email: rdhoney@aol.com

### Vice-President:

Mark Ciculla  
391-8899

### Secretary - Newsletter editor:

Steve Miller CPP  
691-3927 (Lucent)  
691-3985 FAX (Lucent)  
e-mail: stephenmiller@lucent.com  
or stephenmiller@home.com

### Treasurer:


Roland Montgomery (Monty)  
571-1338

### Board Member at Large

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Rick Billings Photography  
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### Past President:


Eric Brun 397-9898

  
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PPA home page (<http://www.ppa-world.org>)

Attention PPA Members!

Need help promoting your holiday portrait sessions? PPA is distributing a news release to more than 10,000 newspapers, and you can get it here to submit to your local paper. Also, download an ad slick for your studio newsletter or local newspaper. Both are available in the Members Only section.

**PPA Members**

We just recently passed 6,000 referral requests being sent out to consumers looking for a professional photographer. We know from a few members they are getting contacts and jobs from these referrals. Can you give us some feedback? Have you been contacted via a PPA referral request? Gotten a job? We appreciate your comments.

**LOCAL Supra GOODIES**

Want to get some great new recipes and help fight cancer at the same time? The employees of SupraColor have put together a great new cookbook featuring recipes from employees from nearly all the companies in the Burrell family of labs and photographic supply retailers throughout the country. The cookbooks sell for only \$7.50 each, and features about 150 recipes in many different categories. Proceeds are being donated to American Cancer Research.

The idea was spawned by discussions at the lab during company potluck lunches at which recipes were exchanged, and suggestions were made

to print up a booklet for everyone. One employee, Belinda Johnson took the suggestion seriously, and went a step further in asking for recipes from employees in the other companies, having a commercial cookbook printer publish the books and distributing books to the employees at the other labs who ordered. She even found a charity that was meaningful to many people at the lab to which she could donate the proceeds.

If you would like to help out this great cause, you can purchase your copies (they make great gifts) by calling Belinda at 571-6556. To date nearly \$1,000 has been raised, with a final goal of \$1500.

*Meeting at Scott's Resturant 80th & Center Jan. 12th  
 Program to follow at Mervin Reese Photographers  
 8711 COUNTRYSIDE PLAZA following our meal.  
 Program: Children Portraiture, Jim Reese*

**GENERAL NEWS**

Any programs you wish, please contact Ron Deyo at 331-9514.

**DOOR DISPLAY NEWS: 1998**

*Westroads: Jan. 12-18*

Mar. 9-15, June 8-14 and  
 Sept. 14-20

**Oakview Mall:** February., May, July, October

**Southroads:** Apr., Aug., Nov.

Exact date will be forthcoming. Eric Brun of Lisle Ramsey has been assigned to setup the dates.

*Next board meeting, all welcome:  
 Jan. 6, 1998, at the Garden Cafe  
 108th & Center 7-9 PM, call Ron  
 Deyo 331-9514 for more information,  
 and to arrange an agenda.*

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**Advertisers rate**  
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 ¼ page \$ 75 ½ page \$ 90 Contact Steve Miller, editor 691-3927

**TREASURER REPORT:**

Rolland Montgomery: Monty has mailed to all members the dues for 1998. This includes membership fees, door fees (door owners) and yellow page fees. Please pay promptly.

**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.

Below you will find the text only version for the 1998 M&M Conference brochure that all PPA members received in their November issue of Professional Photographer Storytellers. You may browse through this version and download the registration form ONLY in Adobe Acrobat format. Check PPA home page for details and download. ([www.ppa-world.org](http://www.ppa-world.org))

## **DESTROY YOUR NEGATIVES**

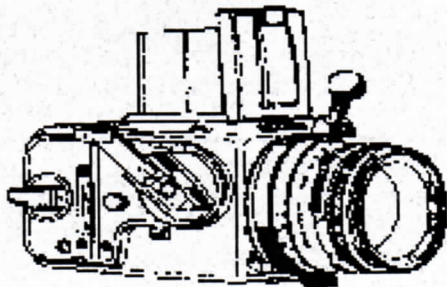
A Positive Approach To Marketing

PPA's Sixteenth Annual M&M Conference ... January 12-15, 1998 Bally's Hotel & Resort Las Vegas, Nevada

### **How to Take Control of Your Photography Business**

Ann Monteith, M.Photos.Cr., A-ASP  
Sunday, January 11, 8:30 - 5:00 p.m.

Do you run your business, or does it run you? According to Ann Monteith, if you don't know what's ailing your portrait/wedding business now, you will when her program is over.



**Walker Camera  
Repair**  
9158 Maple Street  
Omaha, NE  
571-2662

### **Stock Photography**

Jim Pickerell  
Sunday, January 11, 8:30-10:00 p.m.

A premiere program to launch PPA's new Stock Photography Specialty Interest Group, presented by the Group Chairman.

*Monday's Programs will be held jointly with participants of the Digital Imaging & Video Conference.*

### **Hypnotic Selling**

Marshall Sylver  
Monday, January 12, 9:00 - Noon

As a recognized business consultant for Fortune 500 companies, Marshall Sylver has led training programs for IBM, Ford, KFC, Pepsi and others, teaching management how to motivate their employees and sales staff to close a deal. Mr. Sylver believes communication skills have a direct impact on quality of life; he will inspire you to communicate optimally every day, and show you how to create an emotional connection between the customer and your product. Sponsored by Art Leather.

### **Resolving the Paradox of Possibility**

J. Walker Smith,  
Ph.D.  
Monday, January 12,  
3:00-5:00 p.m.

This senior executive from the Yankelovich MONITOR®, America's longest-running annual survey of adult core values and beliefs, will offer a close-up look at the consumer

attitudes, lifestyles and generational trends that impact your business. Learn how focusing your marketing efforts to match consumer motivation ensures success. Sponsored by Eastman Kodak Company.

### **Nature And Wildlife Photography**

Judy Holmes, Cr.Photos.  
Monday, January 12, 8:00-10:00 p.m. (Judy was here for a local presentation at our Henry Doorly Zoo just this past year sponsored by Rockbrook Camera)

A premiere program to launch PPA's new Nature and Wildlife Photography Specialty Interest Group.

### **Selling Doesn't Have to be a Shutting Experience**

Jeffrey Gitomer  
Tuesday, January 13, 9:00--Noon

One of the nation's leading corporate sales trainers promises a strategy that will help you shift from competing to positioning, with real-world selling strategies and techniques you can implement in your business the day you return. Sponsored by Fuji Photo Film USA.

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## A PANEL OF EXPERTS

### Using Computer Technology to Create Profits

Tuesday, January 13, 3:00-6:00 p.m.  
Automating Your Business to Save Time and Make More Money  
Judy Grann

The software questions portrait/wedding photographers ask most often will be answered when Ms. Grann, vice president of SuccessWare, Inc., explains which functions require automation, and what data you must review in order to manage efficiently. You'll also learn to create an automated annual marketing and financial plan, and track business performance in the critical areas of finance, marketing and work flow, on a daily basis

### The Paper Trail: Principles of Business Automation

Tom Zimberoff  
The President of Vertex Software Inc., publisher of Photo Byte® 2000, will share insights on computerization and profitability, as well as steps along the commercial photographer's paper trail, from estimates and invoices to model releases and independent contractor agreements.

### Marketing and Sales Using Digital Proofs

Arnie Burton, Cr.Photog.  
Mr. Burton, a technical representative with Miller's Professional Imaging, will focus on marketing and sales using digital files rather than traditional paper or projection proofs. See how wedding orders can be bought or sold over the Internet without negatives, prints, projectors or big screen TVs. You'll be amazed at how much time and labor can be elimi-

nated while increasing your bottom line!

### Customizing Wedding Orders

Jane Conner-ziser, Cr.Photog.  
Project Coordinator for Art Leather's Studio 2000, Ms. Conner-ziser will share how wedding photographers are currently using digital image files to market and sell their work, as well as favorite discussions from Studio 2000 meetings. Topics include ideas for the future which allow studios to customize their sales techniques and save valuable production time, with programs like Montage.

### Sports and Events Photography

Frank Hadfield  
Tuesday, January 13, 8:00-10:00  
A premiere program to launch PPA's new Sports and Events Photography Specialty Group, presented by the Group Chairman.

## NEBRASKAS SOURCE FOR PROS

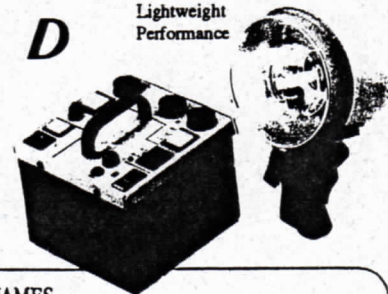
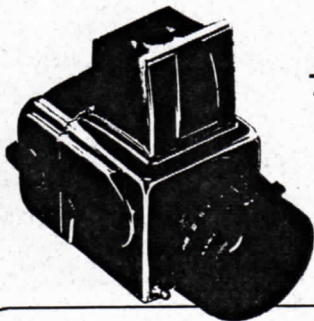
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### The Wacko Factor

Steven B. "Skip" Cohen

Wednesday, January 14, 9:00-11:00

To be a success you have to be creative and take a few risks. You've got to be a little "wacko"! Mr. Cohen will share hundreds of creative ideas that can help you separate yourself from the competition, get the most out of assistants and make sure people in the community know who you are. Sponsored by Hasselblad USA Inc.

### AN-NE Awards for Excellence in Marketing

Wednesday, Jan. 14, 11:00 -noon

Trophies will be presented and winning entries displayed in eight categories: direct promotions, studio newsletters, print advertising, broadcast media, video/CD-ROM brochures, Internet promotion, specialty items and campaigns.

### True Success is Found in the Details

Angela Carson, Cr. Photog.

Wednesday, January 14, 3:00-5:00

This presentation will launch PPA's new Children and Family Photography Specialty Interest Group. Ms. Carson, Group Chairman, will share many of the marketing and business management tools, both large and small, that she uses to run her very successful family and children's portrait studio. She'll include details of how her studio utilizes PPA's Once Upon A Lifetime program and "The World's Great Storytellers" campaign. Sponsored by Buckeye Color Labs.

### Developing Your Uniqueness...Marketing Your Niche in an Age of Competition

Cindy Casady

Thursday, January 15, 9:00 a.m. -

pg. 6

Mention the big brand names like Nike, Disney, Starbucks or Nordstrom's and you hear the promise of service and value. Developing this uniqueness is a concept that is important to anyone who wants to succeed in the New World of competition. Join Ms. Casady in a highly-energized workshop designed to help you create a distinctive role for your business, with a message and strategy that promotes your uniqueness. Sponsored by Agfa.

If you have any questions, please call 800-786-6277 ext. 269 or 271.

Conference registration fee includes: Admission to all conference programs (excluding Ann Monteith's program on Sunday, January 11); daily refreshments; lunch on Monday, Tuesday, and Wednesday; and admission to the Trade Show.

Kodak "Promise of Excellence" Program members are eligible to receive a \$25 discount on their registration fee! Kodak ProTeam members are eligible to receive a \$75 discount on their registration fee. To receive your discount, just attach the discount coupon sent by mail to all Promise of Excellence and ProTeam program members, to this registration form. No photocopies or facsimiles will be accepted. Members receiving their coupons after they register may mail them to PPA for a refund.

### EXPLORERS POST

Next meeting will be hosted by Rick Billings of Rick Billings Photography. Rick and staff will demonstrate the digital photography used by the studio. Next meeting will be, **Jan. 26th** at 132nd & Davenport. Time will be at usual Explorer time. Questions, contact Ron Deyo 331-9514

### PPGO DISTRIBUTION

PPGO News will also be available at the following locations.

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/sec.

### PPN WINTER SEMINAR:

January 17-19th, 1998 in Columbus, Nebraska., contact Tom Goc 402-564-2833 for details.

### MAIPPS PROGRAMS ARE MAY 31- JUNE 4, 1998

### PPGO February 16, 1997

Alan Feldman, M. Photog., Cr. from Brandon, Florida will present his program "Dramatically Improve Your Studio's Net Profits With The Totally Proofless Studio" **NOTE THE DATE, 3rd Monday of February.** Check Alan's home page:

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## COME EARLY FOR THE SECOND ANNUAL DIGITAL IMAGING & VIDEO CONFERENCE!

"Evolving Technologies & Techniques, Part II," promises an even more exciting program than last year's! The Conference begins Friday, January 9 at 6:00 p.m. at Bally's. Come to Las Vegas early and get wired for success!

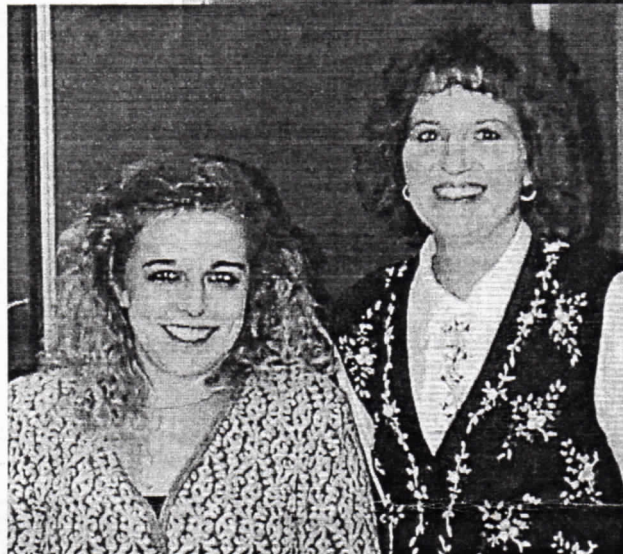
Clay Blackmore will demonstrate digital imaging techniques for weddings that produce results rivaling traditional photography; James DiVitale will guide you through the maze of decisions involved in converting a traditional commercial studio to digital;

Omaha, Nebraska's Rick Billings will show you how to grow your portrait business with digital imaging.

Other outstanding programs will focus on webcasting, digital in the outdoors, Internet marketing and more!

If you're registering for both the DI & V Conference and M & M, you may deduct \$70 from one conference fee because Monday, January 12 is an overlap day.

Look for the DI & V Conference registration brochure in the November issue of Professional Photographer Storytellers, or call 800-786-6277, ext. 238 for a copy.



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## NEWS FROM WPPi

The Upscale Side of Community Service

by Robette Brooks

Photographers often ask Randy Taylor, owner of Taylor Made Photography, of Edmond, Oklahoma, how many mailings he does a year. He has to think about it. "Normally," he says, "I do two or three, but some years I am too busy to do any at all."

An established photographer who has served the community for 12 years, Taylor believes that the secret to a successful portrait and wedding business does not lie in direct-mail campaigns or discount promotions. Instead, he believes in building long-term relationships with his targeted customers by supporting local school and charity activities, and by developing a reputation for outstanding customer satisfaction. "I got involved in these activities to give something back to the community," Taylor reports. "However, the goodwill and reputation generated by these actions keeps bringing in new customers. And they are the kind of customers you want to have. They are more interested in the quality of the product than the price, and they wouldn't think of going anywhere else for portraiture."

Taylor, for example, donates photographic services for a program where volunteers renovate houses for elderly citizens. Typically, churches and businesses donate all the materials needed and members volunteer their time. One of the houses is sponsored

by a local hospital. "We spend all day taking pictures of groups of volunteers, the elderly residents and the houses that have been renovated. Then we photograph officials that participate in ceremonies marking the end of the campaign," says Taylor. "We don't cut any corners. We shoot with Hasselblads and Kodak Pro 100 and Pro 400 film, just as we would for a studio portrait."

Taylor reports that he earned several industrial assignments from business executives he met while shooting. Three local hospitals also send physicians to Taylor Made Photography for executive headshots. "These headshots get physicians into the studio," he says. "When they see the large family portraits we have on display, many decide it's time for their family to have a portrait done. Others who come by ask us to take several casual shots in an appropriate studio setting as gifts for wives and family members."

Taylor provides financial support for women's club events, charity golf tournaments and charitable auctions. "When people know that you support the same activities they do, it builds a sense of loyalty," he says.

Taylor also donates photographic services to local athletics programs. His support of all local high schools creates a formidable reputation for the studio, since every student and parent who attends a game sees credits for the studio in the program. "They know that I support the school by donating my services," he says "This type of publicity is better than advertising, because it creates such a positive image for the studio."

Robette Brooks is a writer/photographer based in Bedford, TX.

## Book of the Month

Ilise Benun has created a business out of helping the "creatively self employed" with the business side of their businesses, focusing on such areas as marketing, promotion, billing and negotiating organizational systems.

Benun's quarterly newsletter, entitled *The Art of Self Promotion*, offers insight into the nuts and bolts of manageable marketing techniques.

Her recently published newsletter supplement, *Toot Your Own Horn: 133 Tips to Promote Yourself & Your Business*, provides excellent marketing strategies and tools that are applicable to every business. It covers such topics as contributing to your community while marketing yourself, secrets that will take the "schmooze" out of networking, ways to get on the Internet without a web site or a home page and 14 ways to get an editor's attention.

Information: Ilise Benun, *The Art of Self Promotion*, P.O. Box 23, Hoboken, NJ 07030-0023; (201) 653-0783, fax (201) 222-2494.

## What's New

AlbumX has introduced a black-gilded edge page to its Renaissance album lineup. Three gild colors are now available: gold, silver, and now, black. Decorative gold brass page-corner tips are also now available for Renaissance pages. Information: AlbumX Corp., 5 Grace Church St., Port Chester, NY 10573; (914) 939-6878; [www.renaissancealbums.com](http://www.renaissancealbums.com).





Web site:

<http://www.wppi-online.com/>

The 5x5 Desk-Top Frame Collection from Preview Productions is an all-inclusive approach to help studios more efficiently market their images. Preview Productions, which is a division of Troy Freeman Studios, has concentrated exclusively on the 5x5 market with 40 different frame models in the product line. The Desk-Top Collection is available in a wide range of materials from silver and brass to exotic woods in contemporary and traditional styles. Information: Preview Productions, (888) 543-2005.

### e-mail Protocol

by Richard G. Ensman, Jr.

In last month's newsletter, we gave you a few ideas of what's acceptable in the world of e-mail, and what's not. Here are a few more tips to further advance your e-mail protocol.

*Out--Statistics.* Keep the lengthy statistical stuff out of the core message. If you must attach tables, spreadsheet files, statistics or other in-depth material, include these as attachments to the e-mail message and allow the recipient to print them if and when he needs them. Remember, however, that many computer users are wary of attachments since computer viruses are transmitted via this route.

*In--Concrete Vocabulary.* Keep vocabulary very specific. When you're writing "off the cuff," you might have a tendency to use vague words or

generalizations. Avoid them! Aim instead for concrete, literal terminology that leaves little room for misunderstanding.

*In--Active Voice.* This dramatically increases readability. Example of passive voice: "The analysis of Project X was completed by my office yesterday." Better: "We completed the Project X analysis yesterday."

*Out--Formal Sentence Structure.* Because e-mail shares the characteristics of written and spoken speech, don't worry about perfect sentence structure. Contractions are OK, for instance. You can end sentences with prepositions, as long as they accurately communicate your train of thought. Sentence fragments are usually acceptable too, as long as their verbs are implied.

*In--Spelling.* The Queen's English may not be required, but accurate spelling is. Proper spelling makes an impression on your recipient. So does poor spelling.

*In--Case.* You're still responsible for punctuating the beginning of sentences and appropriate abbreviations. And remember: Don't capitalize all words in your message. That implies shouting and anger, and is considered impolite.

*Richard G. Ensman, Jr. is a business writer and consultant based in Rochester, NY.*

*The rest of this article, plus other great tools and information for professional photographers, can be found in WPPI Monthly. Call Irene Cairns at (310) 451-0090 or visit the online membership application to start realizing the benefits of WPPI.*

## H A S S E

### How to Prevent Crankiness Over Hasselblad Magazine Cranks

by John Petterson

"The winding crank on my Hasselblad magazine keeps falling off--I can't keep the pin in. Is there a practical repair for it?"

Kellner's concern and question are no different from many other Hasselblad owners, and I have two answers to the problem. The falling-out-pin problem is a result of the hole enlarging in the metal crank base, the part that holds the pin and crank. One solution is to replace the crank base, which is expensive, and in time will again wear out.

The other solution is to replace the pin with a screw (the screw is available from Mamiya America Corp., Parts Dept., 8 Westchester Plaza, Elmsford, NY 10523; telephone: 914-347-3300; the Mamiya part number is CFC4315D). Here are the details: Drill out one side of the crank base with a 5/64-inch bit; thread the opposite hole with a 1.7mm tap; with the 5/64 bit, enlarge the hole in the plastic crank handle; put a thread seal in the tapped hole, then run the screw in place to hold the handle; place a drop of regular sealer on the head to double-seal the screw to help prevent any loosening. One note of caution: The Hasselblad pin is 14mm long, the Mamiya screw is 12.5mm long, so be sure the screw ends are equally spaced from the sides of the crank base.

*John Petterson is a medium-format repairman with Christian Photo, Des Moines, Iowa. He is a former professional photographer and studio co-owner, who has been involved in camera repair since 1969. Send your questions to: Christian Photo, Attn.: John Petterson, 6721 Douglas Ave., Des Moines, IA 50322; (515) 270-8048, fax (515) 270-8056; e-mail: Askcmraguy@aol.com*

### Super Fast 24mm Lens From Canon

Canon USA has released the EF 24mm f/1.4L USM wide angle lens for use on all EOS cameras. For the first time in the EF series, Canon designers have incorporated both the use of a replicated aspherical element to control distortion and spherical aberrations, and an ultra-low dispersion (UD) element to hold lateral chromatic aberrations in check. The result is a high speed wide angle lens that has significant control over aberrations at all apertures. The front of the EF 24mm remains stationary during focusing so polarizing and graduated filters remain in position. The lens close focuses to just under 10" and weighs 19.4 ounces. Canon U.S.A. Incorporated, One Canon Plaza, Lake Success, NY 11042. Telephone: (516) 328-5000.

### Portal S1 Digital Panoramic Camera Lens ([www.BeHere.com](http://www.BeHere.com))

The Be Here Corporation of Los Gatos, California, is offering a unique approach to producing digital panoramic images in virtual reality form for use on websites through the use of their Portal S1 Camera lens and Portal S1 software. The Portal S1 lens fits any standard Nikon-mount camera to take a full 360 degree horizon-to-sky image in a single frame of film or recorded on a single capture off a CCD surface. The accompanying Portal S1 authoring

software then translates the scanned film image or the CCD capture into standard file formats. Using a virtual reality plug-in will then allow the

viewer to move through the entire image in VR fashion using the computer's mouse. The resulting panoramic images can

be read using Netscape or Microsoft Explorer and such VR plug-ins as: Apple's QuickTime VR and RealSpace's RealVR.

### Quantum Qpaq-X Modular Power Pack for Qflash ([www.qtm.com](http://www.qtm.com))

Quantum Instruments Incorporated has released information on a new versatile power pack called the Qpaq-X for their Qflash X/X2 portable strobes which will be available in February of 1998. The Qpaq-X has a choice in battery power modules of 200 watt seconds each which will provide for various power configurations. For example, two separate Qflash X heads can be connected to the Qpaq-X for a total of 400 watt-seconds per flash. In its smallest configuration, 200 watt seconds, the pack will deliver recoiling speeds of 2.5 seconds which can be reduced to 1.8 seconds in the "Ultra Recycle" mode. Quantum has also equipped the Qpaq-X with a "fuel gauge" indicator which tells you how much charge is available as one quarter, one half, three-quarter and full capacity. Maximum add-on power level is up to 800 watt seconds

### Calumet-Berlebach Wooden Tripods

Calumet Photographics is now making the German manufactured Berlebach line of wooden tripods

available to US photographers. These ash wood tripods offer compact size, sturdy construction and are much lighter than metal tripods.

Five sizes are available for just about every field requirement. For example, a very compact model intended for the traveling 35mm photographer that is just 20" (collapsed) and weighs just 5.25 lb. while the biggest model is appropriate for large field cameras and yet it weighs less than 8 lb.. Some models have a built-in swivel ball platform and all allow the legs to be set at 20 degree, 45 degree, or down to ground level. Four models have a natural wood finish and one is available in black.

Telephone: (800) CALUMET

**Mamiya Tilt-Shift Adapter** for the RZ. Permits view camera type movements. Mounts between the body & lens. Minimum and maximum focus distances will vary with focal length and degree of movement used. Focusing at a maximum distance of 10 feet is possible with lenses from 180mm or longer. Adding 24mm of extension, plus capability to adjust perspective and depth-of-field, the Adapter is ideal for product photography and close-up applications.

Specifications Tilt: +/-8° Shift: +/-10mm; Mount distance: 24mm; Direction of camera adjustments: Up and down shift or tilt.

**Photogenic Glamour Box 42" or 52"** four or six-sided shoot-through diffuser.

**Photogenic Powerlight R-Series** replaces their 375, 750, and 1500 units with new "R" models.

These add the option for Remote

Control by plugging the optional PLRC-1 Remote Control Unit into the bottom of the Powerlight via the 15' connecting cord (included with the remote unit). The Remote Unit duplicates all the controls on the back of the Power-light (except the unit's on/off switch) including flash & model light output, test flash button, and a built-in slave.

Lumedyne Digital Batteries in 6-volt or 9-volt with or w/out charger) include red LED readouts showing amount of battery charge left. Each includes 2 output jacks, 1/4-20 socket, removable belt clip. They use current Quantum cords and modules. They are totally automatic & go on when the flash is turned on & off when the flash is turned off. Batteries cannot be overcharged and have no memory effect.

Lumedyne also announced a Battery Recycle Program. If a customer wishes to dispose of a Lumedyne rechargeable NiCd battery, the customer should ship it to Lumedyne who will dispose of it ecologically.

**Fuji** has two innovations for medium format photographers - bar code labels on film can transmit film speed, film type (b&w, color slide or color neg) and 120/220 roll length data to any camera equipped with a bar code reader, and Easy Loading a modified take-up spool with a small hook is designed to catch a newly placed hole in the film leader. The hook engages the hole, and you're off. Twin benefits are faster, more secure loading, and tighter winding, eliminating loose spools of exposed film.

**Kodak Ektachrome E200** - pushable to 1000. Includes T-grain emulsion, high sharpness, fine grain, rich colors, and natural-looking skintones,

exposures from 10 seconds to 1/10,000 second with no corrections. Lower contrast than other 200 films. Available 135-36, 135-100, & 120.

**EktaPress PJ 400 & PJ800** (400 is pushable to 1600, 800 to 3200). Wide exposure latitude, pushable, excellent latent-image keeping (good results if the film is not processed immediately after exposure) & as with all EktaPress films, handles less-than-ideal conditions (does not have to be stored cold, for instance).

## CHILDREN PORTRAITURE

**Jim Reese**, of Mervin Reese Photographers will be presenting an in house demonstration of the techniques and tools used to market and enhance his clients image of children portraiture Jim along with brother Steve and father Mervin Reese, will host PPGO members at there studio in Countryside Village on January 12th at 8:00P.M.

### Agenda is as follows:

**Scotts Resturant  
80 & West Center  
for social and meal.**

6:30 Social time  
7:00 Meal of your choice  
8:00 Travel to Mervin Reese Photographers studio at 78th & Countryside Village (78th & Pacific)  
8:30 Program by Jim Reese "Children Portraiture"  
9:30 approx. adjourn

A Prosperous 1998  
From PPGO Board  
(f/b,l-r)  
*Ron, Mark, Steve, Monty, Jeff  
and Eric*



Professional  
Photographers of  
Nebraska

Will be holding its annual Winter Conference on January 17th through the 19th at the New World Inn in Columbus. Speakers for this event are **Connie Behnke** of Frankfort, IL., **Tom & Faye Dawdy** of Milbrae, CA., **Betty June Ediger** of Norfolk, NE., **Jim Dingwell** of Lincoln, NE., **Steve Abbott** of York, NE., and **Mark A. Weber** of St. Louis, MO. (formerly of Omaha, NE PPGO fame)

The program opens with Mark's program on the marketing of art, continues on Sunday with Folio Competition, Studio basics with Jim and Steve, and a management workshop with Connie. Monday the early birds will learn about retirement planning from Betty June followed by children's photography and promotions by Tom and Faye.

For more information, contact the registration chair, Monte Evans at 292-6426.



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