

PPGO VIEWS

June 1994 Volume 4 No. 6

A newsletter of the

**Professional Photographers
of
Greater Omaha, Inc.**

Elections

By the time you get this newsletter I hope you have studied your 1994 PPGO Ballot thoroughly. In fact I hope that you have even gone so far as to make your decision and send in your ballot. Please make your decision with a great deal of thought. I think we have a great slate of candidates, that can accomplish much for this organization **WITH YOUR HELP.**

Please remember that no matter who you cast your ballot for you are building a team that needs to be dedicated to the ideals and purposes of the organization for the long haul. As in everyday life remember that no one is irreplaceable, but also remember that the good of the whole organization is dependent upon its leaders and their commitment to seeing the job done.

Please return your completed ballot to Tom Sterba by 5:00 pm on June 3. As they used to say when I was in Chicago: Vote — Vote often.

He's a winner

Talk about poetic justice. First he starts our new auction project off to a great start by bidding well on the "Floral Ballet" print, then he runs away with the PPGO Lotto. Congratulations to "Lucky Joe" Johnston for a very profitable evening. Maybe the the way to be a winner in this lotto thing is to bid on our auction. Hmmm.

June meeting

Whew! I thought I had this issue finished when I discovered that I hadn't said anything about the next meeting. The June 6 PPGO Meeting will be at the Bohemian Cafe at 1406 S. 13th St. As usual this will be the installation of the new officers and will feature slide presentations for the program. We will have Cocktails at 6:30, dinner at 7:00, a brief business meeting and officer installation at 8:00 followed by the slide show. Again you will have the opportunity to win the lottery, and we hope to have another Master's Print for an auction item. We will be deciding on a deserving organization to receive the proceeds from the lotto, so bring your ideas and reasons.

Roll call !

Atending the May meeting were the following progressive people: Prusha, Munger, Johnston, Dwyer, Sousek, Deyo, Johnson, Reese, S. Ciciulla, M. Ciciulla, Moore, Higgins, Brun, Lagno, Collins, Minter, Havekost, Ficenec, and Evans. Guests: J. Higgins, D. Zessin. Plus our speaker: T. Goc & his wife Chris.



Don't be afraid that your life will end; be afraid that it will never begin.

Grace Hansen

New award

If you have any ideas regarding the concept, execution or institution of the PPGO achievement award, please contact any board member who will be very happy to relay that information to the entire board for consideration.

Now let me back up for those of you who were not at the May meeting. As our Articles of Incorporation state: "The purposes for which the corporation is organized are:...In all ways to create and maintain a sound and favorable public opinion of the association, its members, and its purposes, to advance the knowledge of professional photographers to the general public, and to provide for the rendering of community services....".

In line with this purpose, and at the urging of several members, the board of directors has proposed an achievement award to be presented by PPGO to a deserving person within the Greater Omaha area. If you are a member of PPN this would be similar to the National Service Award, but in no way would it attempt to dilute the intent or prestige of the NSA.

In discussion it was suggested that this be an award that is given to someone who has some sort of ties to the photographic industry, and has shown a dedication to the industry as well as the community as a whole.

Yet to be decided are criteria for selection, nomination and selection procedures, budgets, public information for the project and all the specifics of the program. We need your input and volunteers to bring this concept to reality. If you are looking for a way to become more involved with PPGO this may be your opportunity.

Life is not too bad if you have plenty of luck, a good physique, and not too much imagination.

Christopher Isherwood

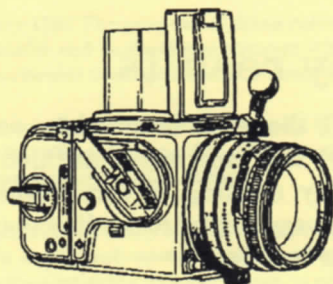
Door notes

The recent door display at the Westroads Mall has prompted a reprinting of the rules for the door display and a little advice as to how to make your area a more professional, exciting display.

Please read the display rules carefully paying particular attention to Article 2, Article 3, Article 4, Article 5, and Article 11. At one time or another in this display all of these Articles were violated by one member or another. These infractions should not be tolerated by our other members who have made significant effort to maintain the integrity and fairness of their display.

Some other helpful hints that will keep the overall presentation on a professional level. BE VERY GENEROUS WITH YOUR VELCRO. One third of the studios participating in the display had prints that fell off the panels, and in most cases the velcro was still hanging on the panel when the frame hit the floor. Remember that when you have a metal frame the sticky part holds on only the very thin rails of the grooved frame back. Please if you are going to rely on this type of frame cut a couple of the corner plates and attach the hanger to that so the adhesive has something to adhere to. If you are using wooden frames, staple the velcro to the frame. That little extra insurance can save you, PPGO, and the mall a very expensive lawsuit. Try to check your presentation daily so you can replace diminished business card displays, scratched prints, or damaged frames. Please replace any missing or weak pole clips to keep the whole panel from falling.

The organization is probably going to invest in a small tool kit to help keep things running smoothly but in the meantime please take it upon yourself to be sure that your third of each carousel is the best it can possibly be. Rest assured that the nice looking display with all the prints in place is the one that is going to be remembered the most favorably.



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Thank you Barb

In the last newsletter we neglected to thank Barb Jakle-Miller for updating and assembling the PPGO Roster. I know that was a time consuming project because of the time it took me originally to put what information I had on each member into my database. Barb took that two steps further and included Spouse's names and types of equipment used. Please use this part of the list as a reference when seeking information about any new equipment that you may be looking for, and to help in case of a need to have a photographer with matching formats help you out. Again, remember that we are an organization dedicated to fostering cooperation among fellow photographers. Thank you Barb for your hard work at a time when your own new studio could have so easily taken your free moments.

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Where do we go?

While we appreciate everyone's suggestions, there are some things that cannot be done right now. Please do not think that just because we do not initiate your suggestion RIGHT NOW that we either do not like it or that we do not intend to do it when the time is right. Sometimes we have to either wait until the membership is ready or until the proper foundation has been laid. Sometimes the current board feels that a specific suggestion is not the direction this society wants to take. Sometimes we take the ball and run with it. We have to have a smorgasboard of ideas to be able to fill the menu for the majority of our members, and for that we need your help.

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Survey results

Well, the count is complete, and the survey that most everyone filled out at the May meeting is very revealing, and should prove very helpful to the direction of PPGO. Here are the results.

The most popular program requested was Weddings (no surprise there), with illustrative photography a very close second. The real surprise was that Portraiture, Sales and Management all tied for third. Which leads to one question: Why are our lowest attended meetings the ones when we schedule speakers on Sales and Management? Then came Customer Service, Employee Relations, Phone Skills, Print Exhibitions, and finally Print Competitions in that order.

It was more important to get Community Recognition than it was to have Community Involvement (funny, I always thought that the only way to get community recognition was to become involved in the community), and more important to receive Member Recognition than Peer Recognition.

For all the party animals out there it looks like the social aspects are pretty much in line with what is wanted, with a very weak push for quarterly socials.

So now the board has the information, we know the direction that the membership wants to take. We will make every effort to follow these guidelines inasmuch as we can logistically do so. Please support us as we take these suggestions to heart.



Effective January 1990 The purpose of these rules is to help ensure that the PPGO and its members are seen by the public in a consistently tasteful and professional manner when on public display. These rules are not intended to necessarily dictate to members any particular photographic or presentation style.

1. Each active member may assemble one 3'x 6' "Nim-Lok" brand panel set, attached to a common center pole with up to two other members or free standing if no other member's panels are available. This "normal" display configuration may be modified if the display situation or location dictates.

2. Participating members may attach to their respective panels, photographs of their choosing, so long as these photographs and their mounts are of professional quality and appearance. The subject matter of these photographs will be of member's own choosing unless the displaying members have, in advance, agreed upon a common theme or themes. Because of the "family nature" of the display, nude images will not normally be acceptable and will be disallowed. Exceptions to this rule will be judged in a case by case basis, but in all likelihood would include infant, or infant/mother portraits. The displayed images or their mounts shall not extend beyond the outside edges of the panel set. Displayed photographs may bear the member's signature or in its place an embossed or imprinted logo of comparable size. No business cards may be placed on the photograph in order to identify the maker.

3. One 3"X6" studio identification plate must be attached to the member's panel set. This plate may be made of either plastic or metal but must have a brushed chrome or aluminum finish with black letters. Only member's logo, address, phone or P.P. of A. credentials may appear on the plate. (J.P. Cooke has made these for several members.)

4. Business card holders may be attached to the panel set. Business cards or color wallet cards may be used. The card may include studio name, logo, address, phone, credentials, trade marks or "catchy phrases". Cards may describe a specific type of photography, style, background, etc. when in good taste and not offering a price break or special offer. No price lists, give aways, special promotions, or pamphlets are allowed on the panels, nor are members or their representatives allowed to distribute price lists, etc. in person in the vicinity of the display.

5. Set up times will be followed without exceptions. Take down at times other than those scheduled will not be allowed. Displayers can arrange to have his/her exhibit taken down by another photographer, but only at the designated time.

6. Members may change their photographs during the exhibit, outside normal mall operating hours, but may not rearrange or move panels to other areas within the display.

7. Any disputes regarding violations of these display policies will be settled by the PPGO president or his/her representative in the following manner:

7A. On the first day that an infraction is observed, a phone call will be made and a registered letter to the studio will be sent, describing the infraction, requesting explanation and/or action to be taken by the member before the end of that same day to remedy the infraction.

7B. If the infraction is not corrected by the opening of the second day, a follow up phone will be made to said studio asking corrective action be taken before the end of the day.

7C. If significant corrective action has not been taken before the start of the third display day by the studio in violation, the displayed photographs in violation or the entire panel set may be removed by PPGO representatives upon the directive of the PPGO president or his/her designee. Suspension of not less than two (2) display events will be administered. The decision of the president is final.

8. Active members may seek to obtain a temporary variance of a specific display policy by petitioning the door display committee in advance of the scheduled start of the display. The door may grant variances as it sees fit by a simple majority of its members.

9. Proposed changes in these policies will be reviewed by the door committee and voted upon by the active panel owners at a specially scheduled meeting normally held within 60 days after the installation of PPGO officers at the June meeting.

10. Only PPGO members in the "Active" category and in good standing may participate in an exhibit.

11. When multiple prints are mounted and hung as one unit, as in the case of a "wallet board" or similar treatment, no other studio logo may appear on the unit or the panel except those as noted in rules #2, #3, & #4 above.

May recap

What a great session we had at the May meeting! Thank you to all who attended - your names are listed elsewhere. Thank you to all who so actively participated in the discussions during the business segment. Thank you to J. Michael McBride for donating "Floral Ballet" for our first auction and to Joseph Johnston for making that part of the meeting so profitable.

A very BIG thank you must certainly go to Tom Goc, who so nervously sat through the meeting and the meal before giving his First Ever program. It was undoubtedly a definite pleasure for me to be able to present Tom with his first speaking merit, before he goes at it for a full day at Wyoming's Summer Shoot Out. For those of you who missed this program, I can only say that you can see the results of the talk by watching this publication for the names of our members who are in the top ten photographers. Chances are the things we learned here will help us to get there.

Additions

My apologies go to a new member to our group that slipped by me without even a how-de-do in the "PPGO VIEWS". Joining as an associate of Steve Miller Photography & Video is Steve's office manager and sales staff. While most of us will call her Darlene, Steve will probably still call her "Mom", but how ever you address her please be sure to welcome Darlene Miller to our ranks.

Also, at the May meeting we received associate membership from Tim Dingess of Photo Spectrum. Tim has visited previously, and should be a great addition to our membership.

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My point? I thought you'd never ask. Dollar for dollar, your subscription money for PPGO VIEWS is a better value than even the Omaha World Herald. By percentage we provide more news than most newspapers. And just what is your subscription rate? I guess you can look at that a couple of ways. Your subscription is free to mem-

PPN Excursion

Tom Munger has enthusiastically accepted the position as coordinator of the PPGO-PPN Summer Seminar Outings for the spouses and children at the PPN Summer Seminar on July 16-18. If you are available to help, please call Tom at 333-7639. This will be about a 3 hour commitment for the volunteer to receive either service credits in PPN or the special registration for Non PPN members.



bers of PPGO. That means those of you who attend meetings and seminars, display at the organized displays, and contribute to the welfare of PPGO get it for nothing. Those of you who don't pay \$45.00 for the privilege of reading stuff like this that just barely kept me from flunking my college creative writing class.

CALENDAR OF EVENTS

July	17-18	Summer Seminar PPN
June	6	Annual installation of officers, loan collection Bohemian Cafe
July	?	Summer outing, date and location to be announced
Sept	19	General Meeting
Oct	10	General Meeting, folio competition
Nov	6	Fall Seminar, Jeff Locklear

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