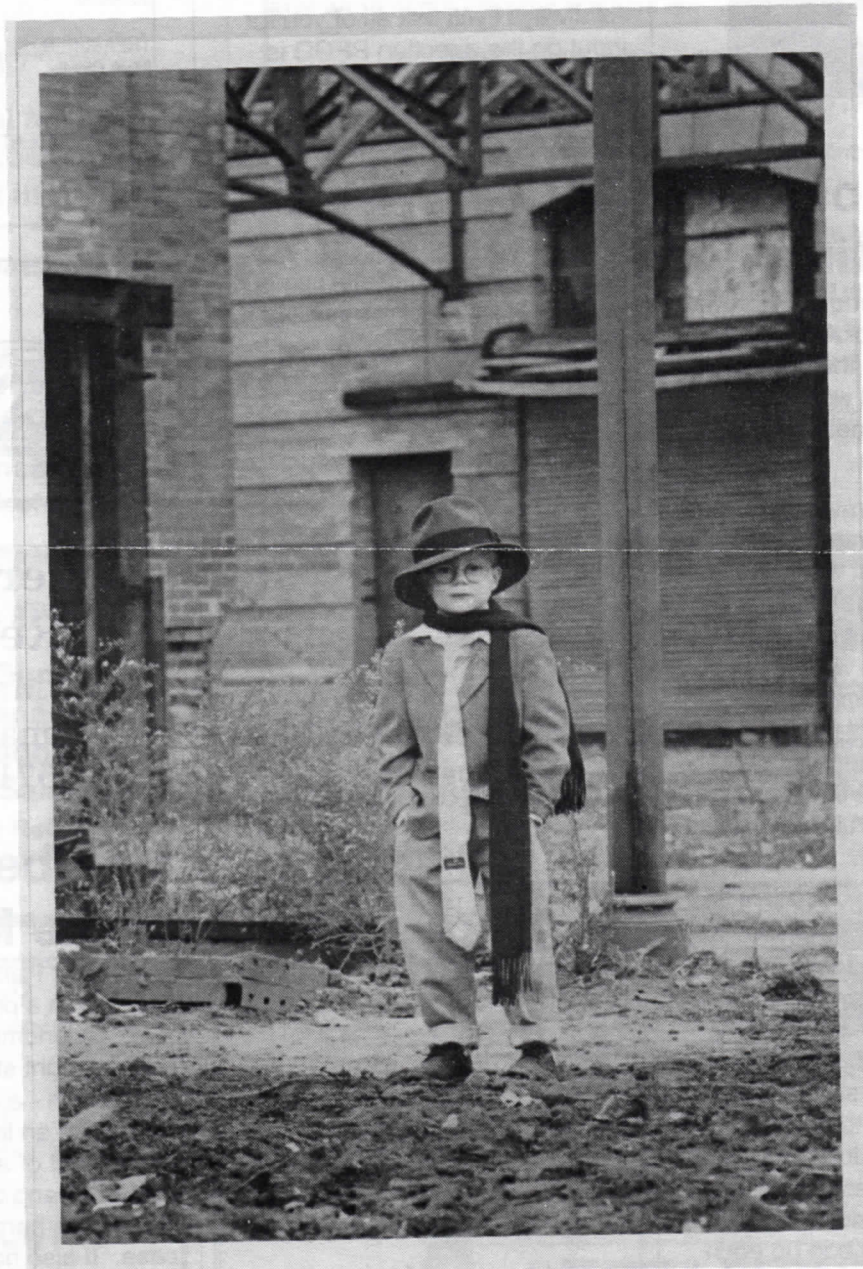


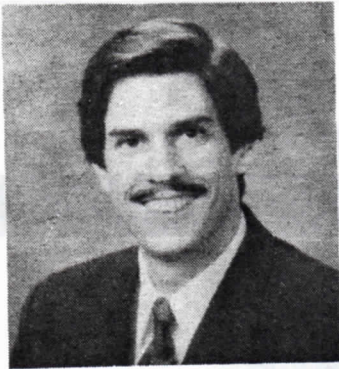
# PPGO News



Judges Choice - Image of the Month

By Barbara Jakle-Miller

## PRESIDENTS MESSAGE



## On the Road to Goal Setting

**W**ell it's the end of February and *Heart of America* is just around the corner. If you haven't started working on your prints for competition, you'd better start now!

My staff and I are traveling off-site for a strategic planning session in Des Moines the first weekend in March. The purpose of the weekend is to layout our goals for the 1997 year. We will be discussing *Increasing Sessions, Average Orders* and most important of all *Increasing Profits*. If we achieve our 1997 goals, the whole staff will be in the Bahamas next January.

I have been asked by our PPGO editor to write an informative article taking our readers through the steps of our planning session - from preparing for the meeting; to the meeting itself; and finally, coming back to the studio and putting our goals into action. In our April, May and June issues, I will break this process down into three main levels and then the smaller steps that made up each level. Please keep in mind though I will be discussing my studio, the same steps will work for your business regardless of your studio

size, or the market segment you are targeting.

Don't forget in March Steven Smith will be discussing the use of the Panoramic Photography Equipment as it relates to the commercial as well as the portrait business. Fuji will be there giving us samples of film and other goodies. So don't miss it.

As always I will ask all of you for input on the direction PPGO is going. Last month Rick Billings, Monte Evans and Tina Marie Vance offered us some great suggestions on how we could increase both our membership and meeting attendance.

Last but not least I would like to thank Bud Reese, Rick Billings and Tina Marie Vance for judging at last month's meeting - what a great learning experience!

I look forward to seeing you at the March Meeting.

Eric Brun, President

## Goal Setting to Increase your Business Step by Step

By Eric Brun

### An Upcoming 3 Part Series

- April Gathering the data
- May The Meeting
- June Making it Happen

## PPGO OFFICERS 1996-1997

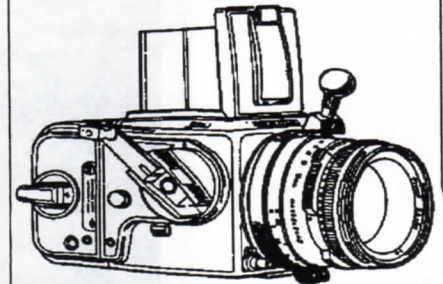
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## Members' Hint of the Month

**O**phir Palmon has come up with a practical and economical solution to carrying light stands and tripods on location - a *golf club travel case*. For an inexpensive investment of approximately \$50 all his tall and bulky items are stored in a hard black plastic case. It also has an added perk of being on wheels. Thanks Ophir!

## Unique Perspectives™ from Panoramic Cameras...

is the title of Stephen Smith's presentation at the PPGO's March 10th meeting. Stephen will show how Panoramic Photography can be applied in both wedding and commercial images.

Stephen is the owner of *Stephen's Commercial & Portrait Images* in Topeka, Kansas. Beginning his career in 1979 as a General Portrait Studio that photographed families, children, seniors and weddings, Stephen emphasized *Volume!* In 1989 Stephen decided to eliminate weddings and cut his portrait volume in order to venture into commercial photography. As a result Stephen has found his portrait work enriched by his incorporating commercial ideas and philosophies.

Rich Rader of Fremont, Nebraska and Arvid Olson of Lincoln, Nebraska will be joining Stephen to show us their use of Panoramic Photography using the Noblex and Circuit cameras along with Fuji 617.

Stephen's program is sponsored by PPGO, Fuji Film Corporation and the Stock House, Inc. Door prizes will be awarded at the meeting.

Space is limited so please give Mark Higgins at the Stock House a call to let him know you are coming. The Stock House's number is 1-800-777-0517 or locally at 571-0330.



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## Panoramic Photography Past and Present

Panoramic photography began with the photo montage. Individual photographs were taken one after another while sweeping around the horizon. These images were later joined together at the edges creating an ultra wide angle photograph. A famous photo montage of San Francisco was created by photographer Eadweard Muybridge in 1878. Many books are still published with this 360 degree panorama.

The earliest patent known for a panoramic camera was issued in Austria in 1843 to Joseph Puchberger. This camera produced a 150 degree angle continuous panoramic image. In 1857 M. Garella of England patented the first camera capable of making a 360 degree image.

In the early 1900's Kodak purchased a small company making panoramic cameras and began producing the *Cirkut* cameras. Kodak aggressively marketed these cameras and they were the first widely used panoramic cameras. The *Cirkut* camera was produced by Kodak until the end of World War II and many are still in use today.

Numerous panoramic cameras were invented and patented over the 150 years since the first cameras were invented. Other panoramic cameras include *Al-Vista*, *Cirkut*, *Kodak Panoram*, *Veriwide* and many more.

Many of today's photographers are creating panoramic work. Whether they are using antique cameras or the latest in digital panoramic cameras, these photographers are utilizing panoramic images in aerial, underwater, astrologic, wedding and landscape photography.

Panoramic photography is a fun addition to any studio and its use is limited only by our imaginations!

## PPGO Explorer News

The PPGO Explorer Post has been very busy with 3 meetings since our last newsletter.

In early February, Mark Ciciulla of Essay Photography hosted the Explorers at his studio. Even though there was a winter storm warning, 19 brave souls attended the meeting. Lots of fun was had as the Explorers learned about School Photography while photographing themselves for a PPGO Explorers composite they will make later in March.

In mid February, Supra Color took the Explorers on an in depth, behind the scenes tour of their lab. Five of our Explorers were so excited about what they had seen, they stayed late to ask Linda for a job application!

Late in the month, Jim Reese entertained the Explorers with a stand up comedy routine while hosting the group at the Mervin Reese Photography Studio.

Our thanks to Essay Photography, Supra Color and Mervin Reese Photography for opening their doors to the PPGO Explorers.

### Explorer Meetings

March 3 <sup>rd</sup>	Essay Photography
March 17 <sup>th</sup>	Fortina RockBrook Camera
April 7 <sup>th</sup>	Photographic
April 21 <sup>st</sup>	Through the Looking Glass Photography

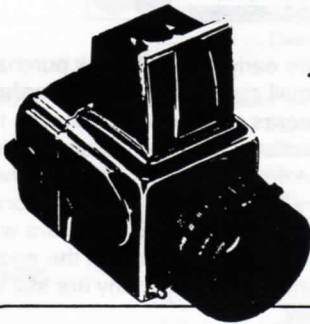
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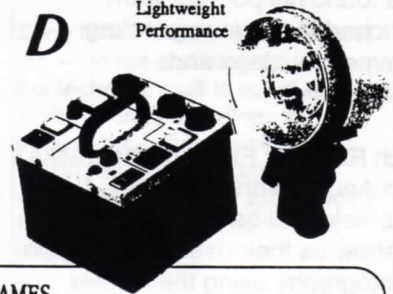
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## Something to think about by Mark Higgins

I have been asked by a few people what's new in instant previewing? Well that's not an easy question to answer because as soon as I say something about one product then the next day I'll read about another thing that's even better. The consumer / photographer has to ask themselves so many questions, such as...

- Is it essential that my customer see an image in REAL TIME?
- Should you buy or lease?
- Should I go Digital?
- Do you want to manipulate or retouch?
- What type of out-put, sellable?
- How would your professional image change to your customer because you used what the Discount Stores are using? Is that the likeness you want to be compared to?
- Would your prices have to be lowered?
- Should you be involved in some type of electronics?
- Will you increase your business with the use of electronics?
- Why not just buy a good quality scanner and forget the digital camera?

To be continued...

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Ed Pierce:  
"Down to Earth"  
Live Seminar  
1997

Review by  
Joanne Basden  
Through the Looking Glass  
Photography

**Meteoric:** adj. *Rapid, swift, breakneck, explosive, fast, fleet, spectacular, speedy...*

The Ed Pierce meteor show comes "Down to Earth". If you missed this seminar, you missed a fun and fact filled 4 hours with a self-proclaimed "Computer Maven." Ed Pierce is certainly entertaining, and he fulfilled his promises: lots of fun and lots of facts – but then he added the "H" word: **Homework!!!** But, hey! The homework was fun and fact filled too.

Ed believes in program participation. As his program progressed through marketing and sales concepts, he was continually soliciting ideas and thoughts from members of the audience. He also presented concepts and principles to "help you plan more effectively, think more clearly and take better advantage of that elusive, most precious commodity, **YOUR TIME.**"

**Spend time and energy on things that are within your sphere of influence.**

Ed gave us some keys to successful mind-mapping (or brain-storming)—a good way to let go of that linear thinking that we are all programmed to do!

**PPA Market Research Report**  
He evaluated the conclusions and recommendations of the *Market Research Report of PPA*, emphasizing that Photographers should...

- **Effectively target your consumer.**
- **Make it easier for the customer to buy.**
- **Improve the operations of the studio - including adjusting your studio hours to include weekends.**

**If you want to increase your sales... keep in touch with your customers!**

Create a newsletter for your customers – a friendly and familiar way to keep in touch - they're low key and a soft sell yet informative and valuable. Don't forget to include special offers, announcements, and promotional events; newsletters are a creative and inexpensive way to keep in touch with past clients and prospect for new customers.

**Natural light  
Image Manipulation  
Light Manipulation**

Ed outlined his techniques for natural light intervention to create a beautiful and dramatic pictorial portrait. He had on display many fine examples of his creative results.

**Digital Imaging**

Sorry folks! Here's where Ed lost me – I'm not a photographer so the technical stuff is out of my realm of understanding. At this point in the seminar I began making sketches of "mind-mapping" and "to do" lists which in fact was part of the homework assignments.

Ed 's seminar really stimulated me to start organizing and prioritizing all those stacks on my desk - - which in itself was worth the price of admission!

---

You can see Ed Pierce along with 8 new speakers, **commercial free**, on Monday May 12<sup>th</sup> from 11:30-4:30pm during his Portrait/Wedding 2000- Seminar!

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Calendar of Events**Monday, March 10<sup>th</sup>**

**PPGO General Meeting**  
**Stephen Smith,**  
**"Panoramic Photography"**  
 Regency Best Western, 6:00pm

**Monday, April 7<sup>th</sup>**

**PPGO General Meeting,**  
**Laura Hedgecock, "Print**  
**Enhancement in the**  
**Studio"**  
 Regency Best Western, 6:00pm

**Monday, May 12<sup>th</sup>,**

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

**Sunday, June 8<sup>th</sup>,**

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

with Bev Cavanaugh

Sunday, June 8<sup>th</sup>*"Not just a lecture but hands on training!"*

Bev Cavanaugh is back by popular demand. On June 8<sup>th</sup>, Bev will give an in depth training seminar 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)*

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