

# 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.*

May  
1998  
NEWS

## Studio Promotional Programs

**MAY 11<sup>TH</sup> FOUR SEASON (SHERATON 120<sup>TH</sup> & I STREET ROOM B)**  
**6:30 SOCIAL 7:00 MEAL 8:00 PROGRAM \* (PERSPECTIVE MEMBERS \$10.00 PROGRAM CHARGE)**



Suzanne Fischer,  
M. Photog., CPP

### Promotions That W o r k

Suzanne Fischer owns and operates a portrait studio which she started in downtown Atlantic, Iowa a town of 7,000. Holding the degree of Master of Photography, Suzanne is PPA Certified and has been named one of Iowa's Top Ten Photographers three times in the last five years. She has won the prestigious Kodak Gallery Award and has had prints accepted into the PPA International Gallery every year she has entered, including a 1996 print in the PPA National Loan Collection.

Fischer's program will put a charge into your studio with an upbeat program on promotions. She will go through some of her most popular promotions and explain how you can get up to 600 customers through your doors in just two days.

### NEW MEETING LOCATION

For a change of meeting locations, and a little variety of food choices, please join us for our next program at the **Four Points - Sheraton at 120th and L St.** (south of L<sup>st</sup> about 1/2 block and turn on access road. The meal choices are as follows:

**London Broil** served w/rice baked potato and green peas w/ mushrooms. *cost \$18.50*

**Shrimp Scampi** served w/gralic herb buttered noodles and sauted zucchini and squash. *cost \$21.00*

**Stuffed Iowa Chop** served w/ herb mashed potatoes and baby carrots. *cost \$17.95*

**Double Boneless Breast of Chicken** served w/white sauce supreme, rice pilaf and California blend vegetables. *cost \$16.00*

**Social 6<sup>PM</sup> Meal 7<sup>PM</sup> Program. 8<sup>PM</sup>**

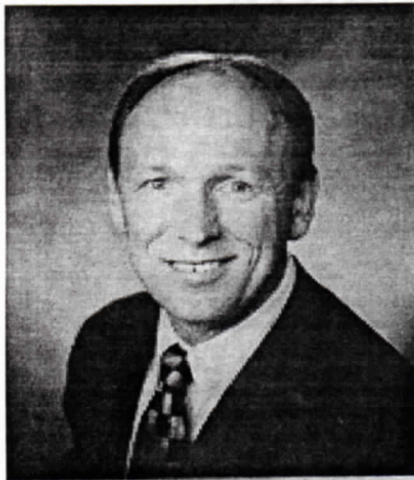
### NOMINATIONS BEING ACCEPTED

At our next meeting, the floor will be open for nominations from the membership for nominations to the board of P.P.G. O. Inc. for two positions, which included and will be decided by the current board: Duties will be decided by the new president with input from the current board and duties that need to be performed to make PPGO even better in the future.

If you are a current member and have no one to nominate you, please talk to our current president, Ron Deyo about serving on the future board of directors/officers. The term is for one year, and the serving will help your fellow photographer with programs and events that will benefit all.

If you have served in the past, and wish to get reacquainted with the board/officer position, please consider this a reinvestment of what you have learned, and will bestow on your fellow photographers what you have learned. Some of you have achieved a Master of Photography degree, even a few of our members have spoken on state and national level. If you wish to get more from PPGO, please consider a reinvestment of your talent and knowledge.

## PRESIDENTS' MESSAGE



Ron Deyo, President  
1997-1998

May 11-17 Oakview  
**Notice to all Door owners: Set up time is between 8:00 A.M. and 9:00 A.M. but if you are not thereby 8:30 A.M.. you will not be able to set up.** Please adhere to these guidelines.

### Presidents Message:

Another nice turn out for a very good program. I must apologize to everyone for the confusion with Scott's arrangements. But thanks to Eric Brun and his wonderful Lisle Ramsey hospitality we had a great time. We are in the process of changing location!

Tom and Chris Goc are just really great people very up beat and nice to be around. I am sure everyone enjoyed Tom's program and started thinking about the different techniques he showed us. I was impressed with his photography and Tom's ambition for being different. If we want to settle for cookie cutter type results I guess we could go work for K-Mart, Penny's or Sears. But there is much more to our profession that we can offer by being just a little

different and challenging. That's what I took home that night. Thanks Tom! It's time for nominations to the PPGO board. So let's turn them in. Our call a board member with your nominee. Ballots for election will be sent out in May.

Suzanne Fischer from Atlantic, Iowa will be with us on May 11th with a very informative program real nut's and bolts stuff that you can put to use and improve your business. Sue is lot's of fun and has an exciting program, we have shared some travel time together and I have found her to be a very bright and giving person. And a super photographer. This is going to be a program you won't want to miss. High energy and packed with information. Be there!

Ron Deyo  
President

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.

## PPGO BOARD/DIRECTORS

1 9 9 7 - 1 9 9 8

**President:** Ron Deyo Sr. 331-9514  
10727 Laci St. Omaha, NE 68127  
email: rdhoney@aol.com

**Vice-President- newsletter editor:**  
Steve Miller CPP

7411 S. 89th St, LaVista, NE 68128  
691-3927 (Lucent)

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

**Secretary:** Rolland Montgomery  
5200 N. 91st Ave. Omaha, NE  
68134 (Monty) 571-1338

**Treasurer:** Jeff Funk  
Rick Billings Photography  
13132 Davenport St.

Omaha, NE 68154 333-5588

### Past President:

Eric Brun 397-9898

Lisle Ramsey Photography

8264 Hascal St. Omaha, NE 68124



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orders under \$350.00

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on most style mounts



## At the meeting Eric's place (Lisle Ramsey Photography)

In attendance were: Rich Deyo, Monte Evans, Steve Reese, Jim Reese, Jim Sousek, Jeff Funk, Ophir Palmon, JoAnn Deyo, Darlene Miller, L.C. Moore, Russ Lindeman, Bob Shively, Rock Haynes, Mary Kay, Cheryl Secret, Roscoe Secret, Steve Bode, Tom and Chris Goc (speakers) Jody Bolam, Eric Brun, Jeremie Wiczorek, Steve Miller, Ron Deyo, Barb Jakel-Miller, Linda Corns.

At the restaurant, Ron opened nominations to the board. if interested, by calling any officer with openings for two board position. Please contact any office by May 31<sup>st</sup>.

Discussion of door display, and question from Rock Haynes about displaying. Did mention in last minutes what it would cost Rock to display, general discussion was if meet guidelines of door rules ... OK, but objection from Barb J. Miller, will discuss at next board meeting, maybe call a door owners meeting by the board? Rock will be invited to next board meeting, next Tuesday to present ideas. Discussed poor turn out at Southroads Mall, only 4 door owners displayed.

Winners of the raffle draw:  
Jim Sousek received from Stockhouse a propack of film  
Barb Jakel-Miller received from Supra Color, process & proof five rolls of film.

Thank you to Eric for the use of his business for a meeting place. Somewhere through miscommunications we did not save a room for Scotts, the board will soon resolve this inconvenience!

## NEW EQUIPMENT, ETC.

Fuji Photo Film U.S.A., Inc. debuts its new GX680 III and GX680 IIIS Professional cameras, which feature a unique barcode system. Perfect for hand-held shooting, the GX680 IIIS is 12 ounces lighter than the GX680 III, yet retains all the benefits of this new generation of cameras with the exception of bellows movements. By snapping a format mask into the film holder, both the GX680 III and the GX680 IIIS accommodate 6x8cm (the film holder's default format actual image size (6x7mm), 6x7cm, 6x6cm, and 6x4.54cm. The cameras automatically detect which format film is being used and adjust the number of frames per roll accordingly. Information: Fuji Photo Film U.S.A., Inc., 555 Taxter Rd., Elmsford, NY 10523; (800) 800-FUJI Internet: [www.fujifilm.com/](http://www.fujifilm.com/).

Quantum Instruments, Inc. introduces its Turbo Z, a lightweight, high-capacity power pack for portable flashes. The Turbo Z weighs 23 ounces and is 30% smaller than the Quantum Turbo Battery. The Turbo Z is light enough to hang on a camera bracket or belt clip, if preferred. The Turbo Z power pack works with Metz, Sunpak, Canon, Nikon and other flash units, and it uses all the available Turbo flash cables, dual flash connectors, extension cords and energy savers. Information: Quantum Instruments, Inc., 1075 Stewart Ave., Garden City, NY 11530; (516) 222-0611, fax (516) 222-0569

Albert Schweitzer :

"Happiness is nothing more than good health and a bad memory."

## TOM GOC'S PROGRAM

Review by Steve Miller

With the sudden and unexpected change in meeting locations, Tom Goc had an excellent opportunity to excel and show us PPGO photographers how to put on a program. With the program on Black & White studio promotions. Tom explained why B&W is returning in style, not so much as something different, yet a highly fashionable way to decorate. Dealing with several versions, such as:

"Etchings, on heavy fibre paper, that creates the look of pencil etchings."

"Vignettes, high key images that accentuate the subject, not the environment are printed on a heavy fibre paper for archival quality.

"Hand colored images, are black & white photographs on which a n artist carefully blends color back into the image."

Flavors, where the image remains predominantly b&w and color is added to accentuate certain details."

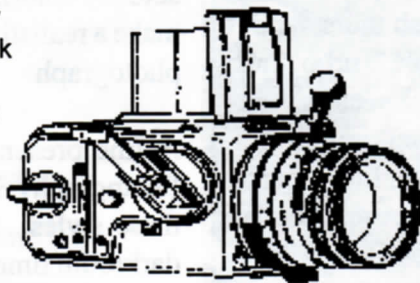
"Antique oil, goes back to the days prior to color paper, where the artist actually colorized the entire image to make a realistic impression of a color photograph.

A fine presentation on how Goc's Photography in Columbus markets these styles. It does involve some darkroom time, and isn't this what it use to be about. Seems we all get to busy just existing, yet Tom has re-discovered some of the magic I remember in doing B&W printing.

Many thanks Tom and Chris Goc.

## Murphy's Laws of Wedding Photography

1. If you agree to shoot a discount package for a certain date, you will receive 6 other calls for the same date, including two from celebrities, and one from the Clintons asking you to cover Chelsea's secret ceremony.
2. If it's a 30 minute drive to the location and you give yourself an hour, you will arrive 30 minutes early, but if you give yourself 30 minutes, you will arrive 15 minutes late.
3. If you pack 20 rolls of film, you will use 10. If you pack 10 rolls of film, you will need 20.
4. If the bride is on time....the groom will be late. If the groom is on time...the bride will be late. If they're both on time.....you will be late.
5. The amount of time the bride is late is directly proportional to the amount of time you were early.
6. Mothers of the bride will offer no input regarding what should be photographed until after the proofs are delivered.
7. If you shoot with 35 mm, the bride will have been told to make sure it's medium format. If you shoot with medium format she will have been told to make sure it's a Hasselblad. If you shoot with a Hasselblad...she won't care.
8. If you have Saturday and Sunday, back to back weddings, the Saturday reception will end at 2:30 am and the Sunday ceremony will start at 9 am.
9. Any camera and/or lens that is dropped, will fall on concrete, even if you are standing on lawn. by Karen Simmons, Photographer, The DK Gallery <http://www.thedkgallery.com> Atlanta, GA



**Walker Camera  
Repair**  
9458 Maple Street  
Omaha, NE  
571-2662

## NEXT MEETING, MAY 11TH

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

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PAPER

## INTERNET GUIDE TO ?

Photoforum: extensive list of photographic links  
<http://www.rit.edu/~andpph/webpages.html#societies>  
 Tamarkin: on-line auctions of collectible cameras  
<http://www.tamarkin.com/>  
 On-Line Camera Brokers: <http://www.tfb.com/oce/oce.htm>  
 Global Photographers: database of 5000 photographers, their specialty and location <http://www.photographers.com/>  
 Photo.net: on-line collection of photo exhibits  
<http://www-swiss.ai.mit.edu/photo/index.html>  
<http://www.peteturner.com/>

Any interesting WEB sites, contact Steve Miller

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Martin Luther King:

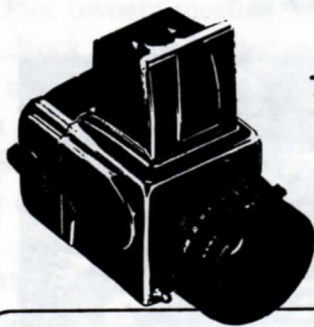
"Life's most urgent question is: what are you doing for others?"

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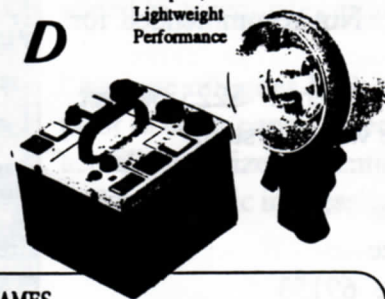
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3755

## EQUIPMENT

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## EQUIPMENT FOR SALE:

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

## FOR SALE

Two Venca programmable radio  
slave systems (1 transmitter and 1  
receiver per system.) These have 4 separate  
channels to operate up to 4 lighting  
systems. Both have been recently  
overhauled. Not recommended for  
use with  
Hasselblad cameras. \$225 per set.  
\$400 for the whole system.

Dave Fowler  
16 N. Spruce  
Ogallala, Ne 69153  
308-284-6471 Wk  
308-284-4808 Hm  
fowler@megavision.com

## DOOR DISPLAYS FOR '98 CUT ME OUT, SAVE ME UPDATED 5/1/97 BY LOCATION: OAKVIEW

May 11-17  
July 13-19  
Oct. 12-18

## WESTROADS

June 8-14  
Sept. 14-20

## SOUTHROADS

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 2 (Apr 13-19, done)

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

*continued from page*

## OGALLALA

Dave Fowler, M.Photog., PPA Cer-  
tified

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

Mr. Fowler will demonstrate light-  
ing 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.

*Henri Matisse:*

*"Derive happiness in oneself from a good  
day's work, from illuminating the fog that  
surrounds us."*

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**Professional Photographers of America  
THE WORLD'S GREAT STORYTELLERS..**

Editor's note: Just to inform you of how many "excellent photographers", Omaha and Nebraska has. Some you may know in the Omaha area, **Roscoe and Cheryl Secret** attend our meetings, and have served on the board, and **Tina Marie** who has given a program for PPGO, is on the state board, and is self employed, and **Rick Billings** served on the board and will be on the Digital Imaging Roundtable on Aug. 1st. **Dick Evans** and **Roger Elrod** both from Lincoln, both served on the state board, and have given programs for PPGO. Do we bring in the talent, or what!

**PPA Programs And Events  
Monday August 3**

**EARLY BIRD WORKSHOPS**

6:30 a.m. - 8:30 a.m. Early Bird W14  
Angular Wedding Photography

**Cheryl DuPree, Omaha, NE**  
**Roscoe DuPree, M.Photog., PPA  
Certified, Omaha, NE**

You will explore variations in posing brides and grooms, and discover how you can create more images from each pose using angular photography. Ultimately, you will create more images in less time.

**Portrait Safari S6  
Seniors And Couples The Fun Way**

**Roger Elrod, M.Photog.Cr., PPA  
Certified, Lincoln, NE**

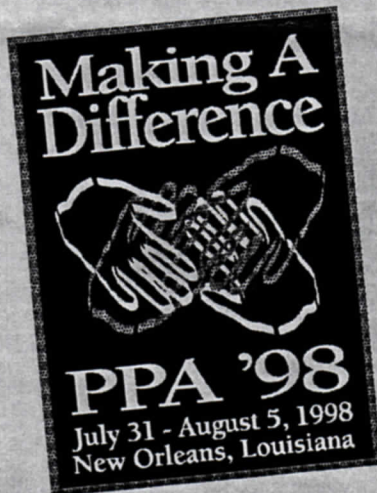
Whatever your level of experience, you will benefit from Mr. Elrod's discussion of posing the hands, feet, eyes, and head. He will also cover proper meter readings and communication as a means of obtaining the best possible expression.

**Portrait Safari S8  
Heart To Heart Couples  
Richard Evans, M.Photog.Cr.,  
Lincoln, NE**

You will learn to create the perfect mood for couples on location. Mr. Evans will cover location selection, lens choice, posing the male and female forms, and lighting.

6:30 a.m. - 8:30 a.m. Early Bird W3  
Expressing Creative Visions  
**Tina Marie Vance, M.Photog.Cr.,  
PPA Certified, Omaha, NE**

Ms. Vance will explain and demonstrate diffusion, high grain film, black and white techniques, and other creative avenues that emphasize mood. She will also discuss the challenge of working with children and achieving "heirloom imagery."



For all the special details, registration, and etc. check your PPA magazine, or the WEB site of <http://www.ppa-world.org> Additional information is available by contacting any board member.

Congratulations and best "speaking" to these Nebraska Photographers.



**Calendar Of Events**

**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.**

**Karl von Bonstetten:**  
*"To resist the frigidity of old age one must combine the body, the mind and the heart - and to keep them in parallel vigor one must exercise, study and love."*

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PPA Our Nebraska members and PPN schedule  
For Sale - Door Displays  
Wedding Laws - Internet ideas  
Attendance at meeting - New Equip. - Last months program  
President Message - Door display announcement  
Front Page - Program details - New location - Nominations

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*May 11th Studio Promotions That Work  
Suzanne Fischer - Atlantic Iowa*

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DARLENE MILLER  
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**PROSPECTIVE MEMBERS: \$10.00 FOR PROGRAM  
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*Studio Promotions That Work Suzanne Fischer  
NEW LOCATION: Four Points - Sheraton 120th & L st.*