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(A Chapter of: Professional Photographers of America)

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education and a resource of information for all
Professionals, and aspiring professionals to share.*

November
1997
NEWS

Image of The Month



**NEXT
MEETING:
NOVEMBER
9TH**

wrong date in last newsletter

Lucent Technologies

(old AT&T facility)

R.S.V.P. requested

Program:

Studio Management Software

Jeff Funk of Rick Billings Photography

“And Through the Woods”

1997 General Loan Collection, PPA

Reservations for November meeting:

Contact Steve Miller, Secretary PPGO and resident A/V specialists at Lucent Technologies. Please call 691-3927

I need a count by November 7 to notify plant security.

Please drive on access road (120 & I St. to flag poles, park in visitors east lot, proceed to east side of this building behind flag poles) Guard will be at the gate from 12:15 - 1 PM Program starts at 1PM, refreshments provided for you.

PRESIDENTS MESSAGE



Ron Deyo, President

Well another PPGO Fall Seminar has come and gone, and hopefully all that attended were able to pick up something new. Dian had some new ideas that work well in her market area, but would they work in our market? She did raise some eyebrows with the selling of negatives. Selling her services rather than worrying about add on orders seems to be a sound practice (no worry about copy right) for her studio. She did make us think about what we are doing in our studio's. Dian has some very nice images and what gorgeous scenic she has to work with. The Rockies for all your bride and grooms! Thank you all very much for what I feel was a very good seminar. Best Western again did a great job providing us with their services. But most of all Thanks to **Supra Color** and **Linda Corns**, also **The Stock House** and **Mark Higgins** for always being there for PPGO. Without them we would not have the success we do with our programs. Thanks for the support. And thanks to **Rockbrook Camera and Video**, and **Dave Fortina** for their support. One more thanks goes out to **Mr. Video** for another great job of taping our program, which are available to those that would like to view or review what they missed.

Our next program is for all that are looking for a great way to track your customers and sales. *Paul Shoemaker* will be with us from Minneapolis with just such a program. Photographers Assistant is one of the finest studio programs around. It would be an afternoon well spent finding new ways to better your studio.

We are so lucky to be in such a wonderful profession, where fellow Photographers share knowledge about what they do to better their own businesses which in turn may benefit others in the same profession. All with the intent to raise the standards of our profession and customer expectations. We need to continually learn in order to grow economically and personally. Keep attending PPA, WPPI, PPN, PPGO, MAIPP, and WINONA classes, conferences, and seminars there all beneficial to your business and personal growth.

Ron Deyo,
President

**NEXT MEETING:
NOVEMBER 9TH**

Lucent Technologies, 120 & I St.

PPGO BOARD/DIRECTORS

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When this article was published, NO mention of an Iowa or Nebraska location as of 10/26/97, check with PPA for additional listings

EDUCATION FACILITIES FROM PPA

Kansas Professional Photographers
School Newton, Kansas

June 1-5, 1997

School Director/Contact:

Mark Weber

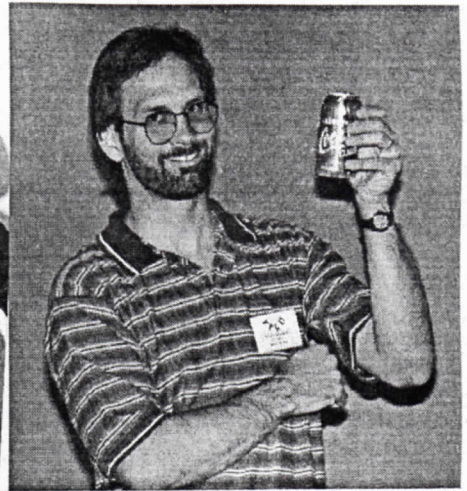
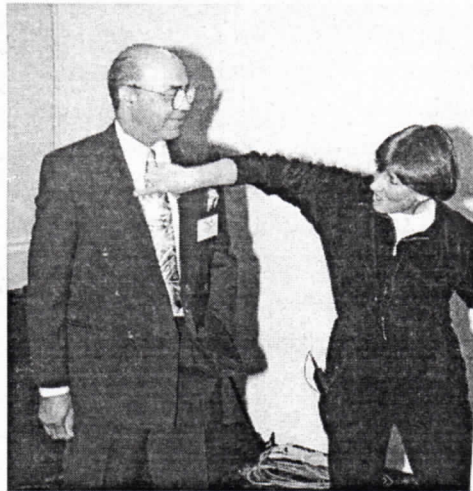
4105 SW 29th

Topeka, KS 66614

Phone: 913.271.5355

Fax: 913.271.1833

(not the famous former Omaha, NE Mark Weber, this is another and the listing is this years, please call for 1998 schedule!)



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.

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Reapply for Certification!

For those members who were certified and dropped out of the program, you may now reapply by showing that you have maintained your educational and image requirements... and pay only the current certification fee of \$50. To obtain the application form, please contact LaRee DiStasio at the PPA Resource Center, 800-786-6277, ext. 242.

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

NOVEMBER PROGRAM

"The Photographer's Assistant" ("P/A") has been in use by progressive studios since 1988. Originally written for the DOS environment, "P/A" has grown into a robust studio management program for the Windows platform.

Paul Shoemaker became the primary contract programmer for "The Photographer's Assistant" in 1991 and in 1996 purchased the company and moved the application from DOS

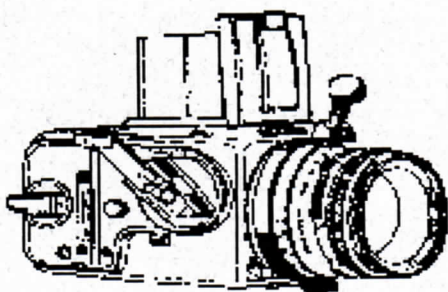
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DIGITAL — COMING TO TERMS WITH IT

by Norman Phillips

The pace at which digital technology is progressing and the inevitability of it becoming a dominant influence on the photographic industry is, for many photographers, intimidating. Endless questions and concerns will arise if you duck the challenge and remain ignorant of what digital really means to photographic image makers, and limit your knowledge of photography's numerous image-creating and manipulating techniques. The fear of digital that exists with so many is largely due to too little knowledge and not enough vision about the new and exciting opportunities this growing technology offers.

If you have \$20,000 of traditional photographic equipment, you may want to be reassured that you won't need to trash it or hold a garage sale, and replace it with all new digital equipment. There is no doubt, however, that all of us will need to embrace the notion that digital is going to have a profound impact on our craft and the total photographic market, both professional and amateur.



Walker Camera Repair

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571-2662

It is estimated that by the year 2000, exports of digital cameras from Japan will have multiplied by 10 times to 15 million. A significant number will be owned by professionals, and you and I should be included. But that does not mean that we have to make dramatic and revolutionary changes in what we do. Instead, we should be knowledgeable in the employment of new and creative technology that enhances our ability to provide our customer base with enhanced services and products.

Robert "Bob" Hughes, one of the most complete masters of photography who uses just about every known method there is in producing stunning images, sees digital as a separate medium from conventional photography, yet embraces it in the process of enhancing or manipulating conventional film images with Photoshop.

He also envisions using digital cameras alongside film cameras at weddings to produce new and dynamic images that his conventional camera can't otherwise produce. Hughes sees opportunities to work with his clients while onsite, thus making creativity a client/photographer partnership.

Essentially, Hughes views the two mediums as both separate and in tandem, advancing his image creativity to a higher speed. He is unlikely to neglect the use of self-masking negatives when it is going to be the best method of producing award-

continued on page 5

GENERAL NEWS

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

DOOR DISPLAY NEWS:

Nov 10 Westroads

PLEASE REMEMBER THE TAKE DOWN AND SETUP TIMES!

Next board meeting, all welcome: November 11, at the Garden Cafe 108th & Center 7-9 PM, call Ron Deyo 331-9514 for more information, and to arrange an agenda for you.

TREASURER REPORT:

Rolland Montgomery: Treasurer reports a balance as of 10/22/97 \$3098.69 checking and \$2593.72 savings with \$15.00 c.o.h.

Membership packet:

Work is being done on a membership packet by the board, due out early 1998.

FOR SALE:

If you wish to advertise anything photographic related, please contact the president or secretary.

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continued from page 4

winning images. In other words, digital may not always be the route of choice.

As the advance in digital technology accelerates within the next three to five years, the output resolution will dramatically improve to a level that will at least challenge the resolution of film and paper. Equally, the massive increase in sales will provide the vast revenue to lower both the cost of professional cameras and the accompanying technology needed to maintain the quality we presently provide to our clients. It happened in television, with the VCR, computers and cellular technology, and trust me, it will happen in digital photography.

Norman Phillips, a frequent speaker on the photography-lecture circuit, owns and operates Norman Phillips of London photography studio and Norman Phillips/Seminars, in Highland Park, IL.

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.

NOVEMBER PROGRAM

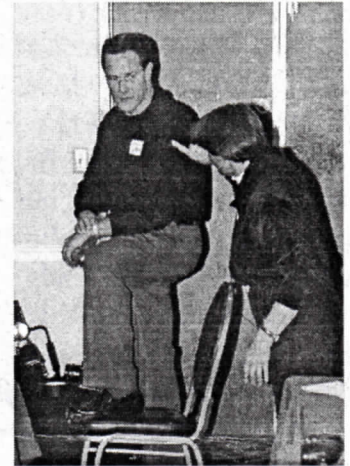
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into the Windows environment.

Paul has seventeen years of full time portrait studio experience. During this time he gained experience in portrait, wedding, school, and commercial photography. Additional skills include B&W processing, print finishing, negative retouching, and restorations. Paul is currently working on a casual basis for a studio in his local area and 1997 marks his 27th year as a wedding photographer.

Paul has been working as a full-time contract developer/consultant since 1991 and is responsible for the development and completion of several software packages for various vertical industries including projects with Prudential Insurance in their IIG Systems development.

Paul has experience with peer to peer networking systems and software packages such as Corel Draw, PageMaker, Photoshop, PC Anywhere, MS Visual Basic, etc.



NEBRASKAS SOURCE FOR PROS

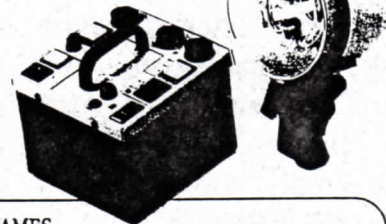
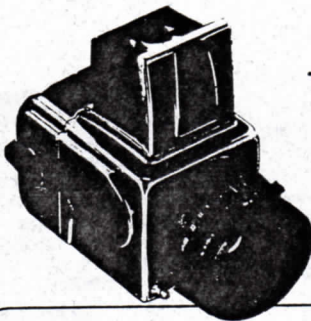
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NEWS FROM WPPI

National Business Briefs

by John Rogers

from WPPI web pages

Pay Increases to Average Four Percent Next Year Pay increases next year will average 4%, same as this year, according to Kiplinger Washington Letter (June 27, 1997). That's for executive, hourly and salaried employees in most fields. Raises for unionized workers are forecast to be a bit lower, say 3% to 3.5%.

"Vitality Breaks" Include Massages, Not Coffee at All-day Meetings For all-day meetings at PGA National Resort & Spa in Palm Beach Gardens, FL, coffee is out, replaced by massage therapists. "Vitality breaks," as PGA calls them, finds meeting participants met with folding massage chairs and chin rests. Fully clothed, the guests sit for brief neck and shoulder massages. The usual order for vitality breaks comes from large companies concerned about how stress effects their staffers while attending long-winded meetings.

Buying Franchise Is Not Safer Than a Start-up Contrary to conventional retailing wisdom, buying a franchise is not safer than starting your own business. That's one finding in a study by Timothy Bates, a Wayne State University economist. He found that franchises were riskier, as shown with 68% of startups from 1986-87 still viable in 1991 as compared with only 62% of franchises. Further, Bates' research shows inordinately high risk for someone just entering the field since the best locations for new franchises usually go to the already established franchisees.

Small-business Pensions More Likely Pending legislation may encourage more small-business retirement benefits. One proposal would encourage employers to allow employees to take payroll deductions for individual retirement accounts where no company pension is offered. The proposal would exempt small businesses from IRS scrutiny for such a step. Another proposal allows owners of unincorporated businesses to participate along with their employees in matching retirement plans such as 401(k) programs.

U.S. Workers Earn More, But They Work Longer Oh, the good life in the U.S. where the standard of living is about 20% higher than in other major industrial countries. But there's a payback: U.S. employees work longer than their European counterparts who enjoy a shorter work week and longer vacations, according to the Conference Board, a major market analyst. Also lowering the European living standard is an unemployment rate significantly higher than in the U.S. Consumer Sentiment Hits New High Consumers are ebullient, according to the University of Michigan's consumer sentiment index. At mid-July, the index rose to its highest level since 1952 when the survey originated. This survey is considered a predictor of future consumer spending patterns and a clue to future economic growth. On the other hand, market observers point to a sales slowdown in the second quarter. "Consumers are not spending like they used to," says Britt Beemer, chairman of America's Research Group, a market research firm. "Instead they are looking at their investments where they want to contribute every month, and retailers just get what is left over (from consumer disposable income)." *continued page 7 col 2*

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.

FUTURE EVENTS

Programs that have been scheduled for PPGO are.

Christmas party: Harvey's Casino in Council Bluffs, IA **December 7th Sunday evening.** Eat, socialize, gifts for St. Francis Sienna Bring gift for child (value of \$5-\$10 and mark boy/girl and age), RSVP to Ron by Dec. 1st. Eat at 7 PM, surprise PPGO gift then (invest in Harvey's!)

January: Jim Reese of Mervin Reese Photographers: program ... Children portraiture

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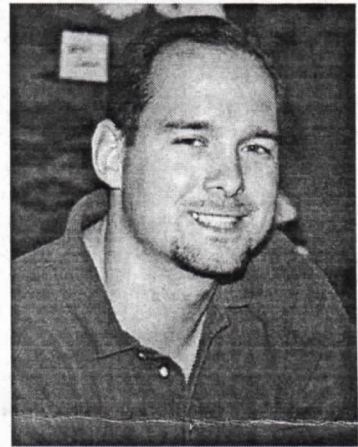
It's Fat City for Tax Collectors, Up 14 Percent Thanks to an unexpected bonanza in tax revenue, the budget deficit could fall below \$50 billion by fiscal year-end Sept. 30, just a third of the red ink projected a year ago. Where's the tax flood coming from? Mainly from high-bracket earners who apparently got much of their extra taxable cash from the booming stock market. The upper crust pays most of the taxes anyway-95% of individual income tax revenue is collected from the top 50%. The top 1% by income pay almost 30% of the total tax bill. In other tax news, Kiplinger Washington Letter cautions against believing that there will be another round of tax cuts next year. Despite optimism over the budget deficit picture, maybe canceling it out by 1998, any surplus probably would be spent and not returned to taxpayers.

Business writer John Rogers focuses on legislative and regulatory issues, and has covered the Washington scene for more than 25 years.

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.

EXPLORERS POST

Second meeting on Oct. 20th, 17 attendees at Ron Deyo's program on seniors, next meeting at Roland Montgomery Photography on commercial photography on November 17. Programs are schedule Jan. 19th, Feb. 16, Mar. 16, Apr 20 and May 18.. For further information, contact Ron Deyo 331-9514, president PPGO. If you desire to host a program, call.



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ELECTRONIC IMAGING FOR PHOTOGRAPHERS

Focal Press, an imprint of Butterworth-Heinemann Second Edition by Adrian Davies and Phil Fennessy. The softcover guide introduces all the aspects of the new technologies from image capture and manipulation to output and legal and ethical issues. This 153-page new edition of *Electronic Imaging for Photographers* is written in a non-technical format and assumes no prior knowledge of computers. It contains both black-and-white and color photos and illustrations, and it also includes an extensive glossary, as it covers the advantages and pitfalls of this burgeoning technology. Information:

Butterworth-Heinemann, 313 Washington St., Newton, MA 02158-1626; (617)928-2500, fax (617) 928-2620; internet: www.bh.com/fp/.

Now in its sixth edition, *View Camera Technique* by Leslie Stroebel, is a comprehensive book that presents clearly and precisely the features, operations and applications of view cameras. Presented by Focal Press, an imprint of Butterworth-Heinemann, *View Camera Technique* details camera movements, image formation, exposure control, and information concerning lenses and accessories.

Diagrams, charts and more than 200 photos and 350 illustrations help to explain concepts and principles. This 320-page hardcover book is perfect for the amateur, as well as the seasoned photographer. Information: Butterworth-Heinemann, 313 Washington St., Newton, MA 02158-1626; (617)928-2500, fax (617) 928-2620; internet: www.bh.com/fp/.

WORKSHOPS

Art Ketchum, internationally known photographer, columnist and author, will conduct a series of two-day workshops in the following cities: Jekyll Island, GA (Nov. 14-17) and Phoenix, AZ (Jan. 9-12, 1998). The two-day workshops will feature live models, professional makeup artists and fantastic scenery. The Art Ketchum Workshops are sponsored by Hasselblad, Polaroid, White Lightning, MWM Dexter, Backdrop Corp., Wein, Polaris and Tiffin. Cost is \$269. Information: Art Ketchum Studios, 2215 S. Michigan Ave., Chicago, IL

60616; (312) 842-1406; Internet: www.artketchum.com

(Editor note: Art was a speaker here on Omaha for PPGO several years ago at Canigila's in Omaha)



CHRISTMAS

party: Harvey's Casino in Council Bluffs, IA *December 7th Sunday evening.*

Call Ron Deyo, president for details and reservations.

RSVP to Ron by Dec. 1st. at 331-9514 to reserve a enjoyable and unique evening with friends and guests, and come away a WINNER, which all proceeds go to PPGO?

PUBLIC SPEAKING

Play Your Role

by Richard G. Ensman, Jr.

Public speaking may be the number one fear among people in business today. Face it: All but the most accomplished speakers have difficulty predicting the quality of the impression they'll have on an audience. They're afraid of appearing inadequate, uninformed, or foolish in front of others.

The best speakers minimize their fear by fashioning "stage personalities" for themselves, and remaining true to these roles throughout their presentations. Many of these stage personas, such as the roles of actor and storyteller, for instance, are familiar to most audiences. When these roles are displayed, the results can be striking; without realizing it, listeners quickly form the impression that the speaker wants.

When you're called upon to deliver a presentation--whether it's at a small sales meeting or a community business club--define the role you want to play in front of your audience. You can use many of the same roles expert speakers use:

Actor. The actor frequently plays a dramatic role in front of her audience. She might use impassioned commentary, strong gestures, and even imaginary characters to get important points across. Techniques often used: inflection, movement, dialogue among fictitious characters. **Beggar.** The beggar appeals to the audience to get something done. He may paint vivid pictures of problems, and contrast them with pictures of accomplishments. He may appeal for unity and teamwork, and try to con-

continued next page

vince his audience of the ease with which some course of action can be taken. Techniques often used: analogy, understatement, grand gestures.

Confidant. The confidant lets the audience in on a secret. He attempts to build rapport with a group and, in the process, convince them of the merits of an idea. Techniques often used: "secret" props (such as sealed envelopes), physical proximity to listeners, impromptu gestures.

Critic. The critic attempts to focus attention on the weaknesses of an idea. She wants to get her listeners to think, and she may debate or even ridicule what she believes is faulty logic. Techniques often used: Humor, sarcasm, rating systems, caricature, appeals to experts.

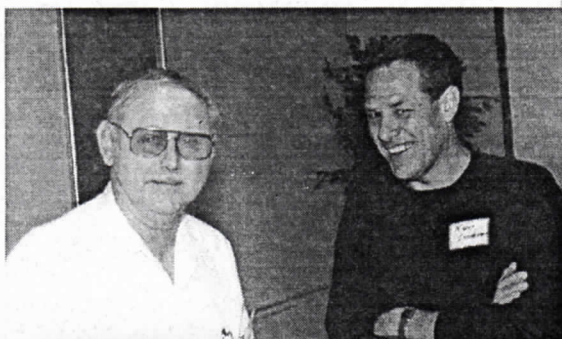
Entertainer. The entertainer often injects a lighthearted tone into her talk. She attempts to build her audience's morale. Masters of the entertainer role may sing a few bars, regale audiences with sports stories, or crack witty one-liners. Techniques often used: jokes, extended metaphors, skits, humorous exhibits. A word of caution: Speakers using the entertainer role must always be sure that their selection of humor doesn't offend or insult anyone in the audience.

Richard G. Ensmann, 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

SEMINAR HIGHLIGHTS



Did we have fun!

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NOVEMBER MEETING:
NOVEMBER 9TH, SUNDAY
 Lucent Technologies,
 120 & I St.
 RSVP PLEASE, call Steve Miller
 691-3927 PLEASE, because of
 security we must be on time
 Sunday Program time 1 PM - 3 PM
 Door open from 12:15 - 1 PM

Steve Miller, Editor, PPGO Inc.
 Lucent Technologies
 12000 & I St.
 Rm 5A
 Omaha, NE 68137



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 STEVE MILLER PHOTOGRAPHY
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