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# PHOTOGRAPHY

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# TODAY

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A bi-monthly publication from the Professional Photographers of Greater Omaha, Inc

November/December 1998

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## PPGO Image of the Month



### "She's Got the Look"

By Jeff Funk CPP

1998 P.P. of A. General Collection  
CPP Non-Master Print of the Year  
Scored an 84 in Nebraska 1998  
Kodaks DCS 1 Digital Camera

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# The President's Message



**Steve Miller 1998-1999**

With the completion of our fall seminar, the success might be that there was standing room only. Lenny brought a wealth of information, and his ideas on how to use "Genesis" lighting on location, the marketing of yourself, and some very interesting ideas on how a "one person" studio operation can succeed in today's market.

With several hours devoted to marketing skills, and some use of window lighting with no strobes, unique observations and insight on how today's photographers can use some of the new films, (Kodak PMZ 1000 ASA) and experience some very nice results. Even to use a portable background and posing couples into a head and shoulder photograph can become more exciting when you can understand the need light ratio to capture some excellent photography.

Many thanks to our major sponsor, Kodak's Deborah Fay for sponsoring this which may be our last fall seminar, for in today's market and

atmosphere, PPGO is finding it hard to compete with satellite video, color lab sponsored programs, and information on the WEB and video tapes. In many past years this was the main income for our programs throughout the year, yet to gain the quality of programs we desire to share with our members, the cost has put PPGO in financial hard times. To say this was a revenue maker for future PPGO programs and events would not be correct. Of the 35+ local members, only five, not counting the board members that were in attendance, the rest were from outside of the Omaha area. We fault no person or persons for the lack of response, yet the willingness of Kodak, and other fine local people (Rockbrook Camera, Stockhouse, Supra Color and Marathon Press) did ease the financial burden. This indicates they would like your participation so much they invested time and expense by assisting PPGO with this program.

Special thank goes to Ron and JoAnn Deyo for organizing the Lenny Dixons program, and to his son, Ron Deyo Jr and his wife Melinda for being the models. Many thanks again to the Board and to our sponsors for letting us display our fall seminar flyer at there place of business. I hope the new direction of PPGO will eliminate any future "gamble on attendance" programs, and have full participation by those who "want to learn".

The board has been charged with the responsibility of maintaining PPGO. While talking to many of those members they stated we should al-

*Continued on page 7*

## 1998 - 1999 PPGO Officers

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Omaha, NE 68118 Ph# 496-1812

**Past President:** Ron Deyo Sr.  
10727 Laci St.  
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### 1999 DOOR DISPLAYS

Jan.	11-17	Southroads
Feb.	15-21	Oakview
Mar.	8-14	Westroads
Apr.	12-18	Southroads
May	10-16	Oakview
Jun.	14-20	Westroads
Jul.	12-18	Oakview
Aug.	9-15	Southroads
Sept.	13-19	Westroads
Oct.	11-17	Oakview
Nov.	8-14	Westroads

*Ron Deyo, past president will assume this responsibility for the doors in 99. Any suggestions, please contact Ron at 331-9514*

# NEW FUJICOLOR NHGII 800 COLOR NEGATIVE FILM

Fuji Photo Film U.S.A., Inc. showcases its newest addition to Fujifilm's highly acclaimed color negative film line, the high-speed Fujicolor NHGII 800 Professional. New NHGII 800 helps pro photographers attain a new level of image-making creativity with the incredible versatility and quality that are musts in today's competitive market.

Offering professionals the classic NHG look combined with the benefits of an ISO 800 speed, NHGII 800 captures the subtle moods and artistic touches that often arise with challenging available light situations. NHGII 800 provides enhanced control for active portrait subjects such as children, and an increased depth of field to expertly capture large groups and candid — and delivers them all with the finegrain and beautiful color reproduction that is usually achieved only from lower-speed films.

NHGII 800 is extremely versatile in all types of shooting situations, delivering high quality under a full range of lighting conditions, even with display-size enlargements. The fine grain and pleasing color saturation that so many users have enjoyed with NHG 400 has been incorporated into the new NHGII 800 along with improved exposure latitude and versatility. "Photographers will love the enhanced versatility new NHGII 800 Professional offers in low-light situations," said Steve Herstatt, Product Manager, Professional Products, Photofinishing and Professional Markets Division, Fuji Photo Film U.S.A., Inc. "Fujifilm has once again improved on the original, bringing photographers an exceptional product through our commitment to innovation."

## NHGII 800 Technology

New Fujicolor NHGII 800 Professional utilizes a number of advanced

technologies, including:

- Real-Tone technology for true-to-life skin tones
- Super Fine Grain technology for ISO 400-level grain with ISO 800
- Emulsion Layer Stabilizing technology for superb latent image and aging stability
- Super Hexagonal Grain technology for minimizing flare
- Super Concerted/Composite Coupler technology for saturated yet accurate colors


New Fujicolor NHGII 800 Professional is available now in 120 and 220 five-roll packs, and in 135-36 five-roll packs.

This article was downloaded from Fuji's web site. [www.fuji.com](http://www.fuji.com)

## ON THE World Wide Web

Here are some web pages that you may find interesting to visit.

Fuji's page [www.fuji.com](http://www.fuji.com)  
 Kodak's page [www.kodak.com](http://www.kodak.com)  
 Artleather [www.artleather.com](http://www.artleather.com)  
 PEI Magazine [www.peimag.com](http://www.peimag.com)  
[www.wickerbydesign.com](http://www.wickerbydesign.com)



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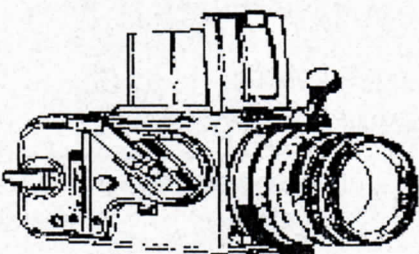
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# PPGO Happenings

## Member Achieves Masters

PPGO would like to congratulate Eric Brun for receiving his Masters Degree at Nationals in July.

## November PPGO Meeting

The November meeting has been postponed. We will try to reschedule it for a different month.

## 1998 Christmas Party

The 1998 Christmas Party will be held at **Harvey's Casino**.

**Date:** Dec. 6th

**Time:** 6:30 Cocktails 7:30 Dinner

**Meal:** 6oz. Petite Filet with a 4oz. Herb Roasted Chicken Breast

**Cost:** \$30.00 per person **Cash Bar**  
Each member please bring a gift for a child. Label package with gender and age.

Please mail R.S.V.P. and Check to:  
Steve Reese PPGO Treasurer  
8711 Countryside Plaza  
Omaha, NE 68114

*If 1999 Dues are paid by Dec. 5th 1998. Active members only will get a complementary dinner at the 1998 Christmas Party.*

## PPGO Board Meetings

The board will meet every 3rd Monday of each month. The meeting will start at 7:00pm at the Garden Cafe in Rockbrook Plaza. If you have any comments, questions or concerns please call Steve Miller to arrange an agenda for you.

### PPGO Distribution

PPGO's *Photography Today* is also available at the following locations in limited supply:  
Rockbrook Camera ..... 108th & Center  
Supra Color ..... 92nd & Maple  
The Stockhouse ..... 92nd & Maple

Forward all newsletter comments, suggestions, articles, listings and advertisements to Jeff Funk, Newsletter Editor.

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## For Sale

Various props, Art Leather mats, View Camera lenses, misc. RBequip-ment, Panels for mall displays and other equip. For details Call Tim Bezy 291-1093

Mamiya 645 system Includes Super Pro Body, AE Prism Finder, Power Drive Grip WG401, 220 Magazine w/ Addl. Inserts, Polaroid back HP401, and 3 Lenses: 55mm 2.8, 80mm 2.8, 150mm 3.5. All in excellent Condition. For Info call Ophir at 597-6842

Hope RA-4 Paper Processor, Model 2629, 26" wide & runs 29" per min., used for 3 yrs. Good condition, \$3,000 (Paid \$27,000 new in 1992) Spray Booth \$250. Call Rick Billings 724-779-7600

## PPGO Thanks Sponsors

PPGO and its Board would like to thank the following company's for their support at the Lenny Dixon Program. Ken's Flowers for the bride's bouquet, Mr. Tux for the groom's tux, and to Maplewood Methodist Church for the use of their facility. We would also like to thank the following for attending the program. Denise Muck, Darlene Miller, Rolland Montgomery, Dick Allen, Richard and Donna Gappa, James Sousek, Skip Fogus, Russell Lindeman, Tim Rife, Ron and JoAnn Deyo, Jeff Funk, Steve Miller Stewart's, Judith Bolam and Bob Shiley. Thank you for attending.

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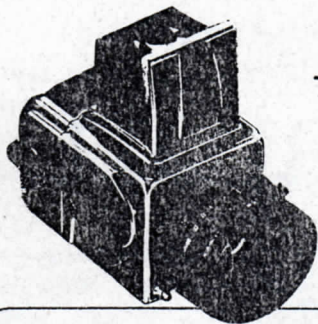
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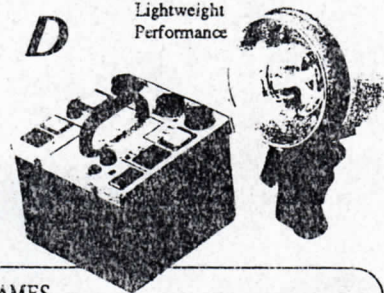


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## 1999 S.P.I. Extravaganza

Senior Photographers International will be holding its annual Convention at the Tradewinds Hotel in St. Petersburg, Fl. January 6th - 9th.

Speakers that will be featured at the convention are Steve Ahrens (on photography), Larry Peters (on marketing), Tom Bagby (general), Gary Box (general), and Jeff Smith (on contracts).

There will also be a Sales Consultants Clinics featuring Karen Peters (on sales), Larry Hershberger (on sales), and Robin Gross (frames).

For Info on becoming a member call (941)590-0560

## P.P. of N. Winter Conference



Professional Photographers of Nebraska will be holding its Winter Conf. Jan. 16th - 18th at the Holiday Inn in Hastings Ne.

Speakers scheduled to speak are Kirk Voclair on Senior Photography, Craig Schmidt on Dispelling the Myth of Professional Photogra-

phy, and Jeff Locklear on Wedding Photography, Sunday there will be a trade show open to everyone who attends. Also there will be a Folio Competition.

If you would like to become a member of PP of N and Attend. Call Jayne Horeis (402) 727-1436.

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# New Heights and A New Course For PPGO By Steve Reese

Last May I was approached by the sitting board to see if I would like to serve once again and help the association achieve new heights and help map a new course which will bring greater member participation. I accepted the challenge with the understanding that the board would be willing to take on new and bold steps, they agreed, and here we are.

The PPGO Officers met several times and concluded that the most pressing issues to tackle are as follows: One: Programs

Two: Attendance

Three: Poor working capital

A survey was conducted, and the number one complaint was quality of PROGRAMS. Because good programs bring out the membership, we decided to put on 4 powerful programs and one Christmas party for the official year. Bringing great programs should also take care of the ATTENDANCE issue.

**POOR WORKING CAPITAL** in our treasury was the hardest to tackle. It is with this in mind that we bring forth this challenge to you.

A) Membership dues should be able to provide enough funds to run the organization. Since dues are a deductible expense, it really cost us nothing. This investment should help us have more working capital to get good speakers.

B) To reserve the meeting room, we are required to pay a minimum number of meals or pay a fee on the room: There were nights that we did not have enough meals purchased

by our attending members, so , we instituted a 25.00 per meal fee at all meetings, wheather a meal is eaten or not. This should be cheaper in the end, since we eliminated 5 other meetings. In addition, if you pay for your dues before Dec. 5th 1998, the Christmas party will be FREE for each dues paying active member.

As you can see, a lot has been

planned for our year and I hope that most of you will rise to the occasion and make this PPGO an association that photographers will be proud to be a member of.

Sincerely, Steve Reese and Board

Active Dues: \$250.

Assoc. Dues: \$75.

Aspiring Dues: \$150.

Vendor Dues: \$350.

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## The President's Message Continued

ways lookforward to change. For instance just a few years ago the word "digital" was almost non-existent now look at how many of us are looking at capturing images digitally to present to our clients, haven't you heard your clients even say, "can't that be fixed digitally"?

Although we haven't settled on our four programs for 1999, we do have our schedule for door displays, with thanks to Ron Deyo. Remember the rules the door committee voted on in 1998, which were mailed to you, will go into effect in 1999. Please give your full support being at Southroads, Westroads or Oak View Mall. Look at the expense you would expend from your own if you did not have the PPGO door display to associate with, I'm told it cost \$500 + to display a week at Westroads or Oakview Mall! With an investment in PPGO the cost might be similar and you gain four meetings, a social event or two, all the door displays Ron has set up, all you have to do is plan the door displays or let someone take yours down and setup. and hopefully the three of you could help each other

out, when one didn't want to go or had an emergency and setup that display, you've paid for it, might get the full benefit and be there) lets look for way to become a closer group, and set aside the obvious reason why you object to the new direction of PPGO is taking.

Together working as a team, we can accomplish a lot, and rebuild our financial conditions to expand and maybe offer new ideas, be it a scholarship to MAIPPS, a WEB site or just bring back some ideas of print competition, we have several Master Photographers in the area, who might assist in a judging or two?

Till we meet in December for our Christmas party, please bring your joyous attitude and bring a gift for a child to share in the spirit of giving to our annual Christmas party, and a special presentation of days past slide show, something we haven't done in years.

Sincerely,

Steve Miller, President

1998-1999

## Calendar Of Events

PPA Digital Imaging and Video Conference	January 8-10, 1999	Caesars Palace Hotel Las Vegas, Nevada
Senior Photographers Int'l	January 6-9, 1999	The Trade Winds Hotel St. Pete Beach, Fl.
PPA Marketing and Management Conference	January 11-14, 1999	Caesars Palace Hotel Las Vegas, Nevada
PPN Winter Conference	January 17-18, 1999	Hastings, NE
PPA Certification Class for C.P.P.	February 1999	Contact Warren Johnson
PPN Board Meeting	February 22, 1999	TBA
PPA Heart Of America Conference	April 9-14, 1999	Kansas City
PPA National Conference '99	July 23-28, 1999	Atlanta, Georgia

*Christmas Party Dec. 6th at  
Harvey's Casino (See Pg. 4)*

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