

**P  
P  
G  
O** INC.

# 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.*

**October  
1997  
NEWS**



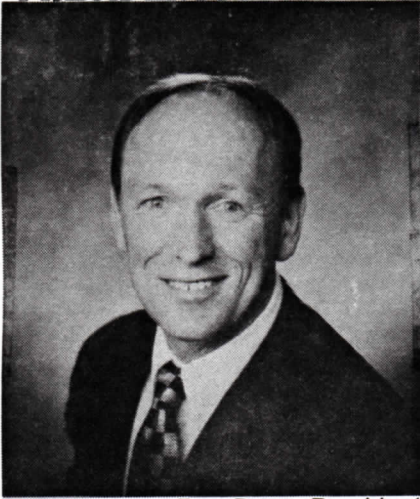
## **NEXT MEETING:**

Fall Seminar, Oct. 19, Sunday  
Best Western Regency  
909 S. 107th Ave. Omaha, NE  
9 AM - 4PM

## **Image of The Month**

*Jeremy Wieczorek*  
1997 General Collection, P.P.of A.

## PRESIDENTS MESSAGE



Ron Deyo, President

I would like to thank Nancy Goesch for all the helpful information she was able to share with us. We had a good turn out for Nancy's program. Even those members that have lots of experience with retouch and those of us that have very little experience, learned some- thing new. Hopefully we will all be able to use what was given to us so generously from Nancy, to better our profits and portrait quality.

I was very disappointed in the number of **door owner members** that attended our earlier meeting. We seem to have some issues that do need attention. But if your not willing to take the time to attend and let your thoughts be known, then your leaving your decision to someone else too make for you. Please let the board know what changes if any need to be made. We can't make changes from mumbling and hear say. We have a wonderful vehicle for our work to be viewed. You can't beat the cost for the exposure we receive. I know for our studio it does pay off. We have many calls that have been from mall displays. So lets continue to find ways to better our display

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pg. 2



### Two New Books from Anne Geddes:

You may have heard her speak at the PPA convention. You have most certainly seen her images. Award-winning Australian photog- rapher Anne Geddes has released two new books featuring her distinctive images of children. Baby Names Keepsake (ISBN# 0-7683-2001-1, \$24.95) includes definitions and history of more than 3,500 names and is illustrated with Geddes' most enchanting images. Down in the Garden Alphabet Book (ISBN# 0-7683-2005-4, \$17.95) uses whimsical words and fanciful images to help little ones learn their ABCs. Check your local bookstores on September 15.

### 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.

## PPGO BOARD/DIRECTORS

1 9 9 7 - 1 9 9 8

### President:

Ron Deyo Sr. 331-9514  
email: rdhoney@aol.com

### Vice-President:

Mark Ciculla  
391-8899

### Secretary - Newsletter editor:

Steve Miller CPP  
691-3927 (Lucent)  
691-3985 FAX (Lucent)  
e-mail: stephenmiller@lucent.com

### Treasurer:


Roland Montgomery (Monty)  
571-1338

### Board Member at Large

Jeff Funk (Rick Billings Photog.)  
333-5588

### Past President:

Eric Brun 397-9898  
Lisle Ramsey Photography




## The Stock House, Inc.

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SELECT ONE SOURCE	SELECT MANY ITEMS
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<input type="checkbox"/> <b>NEW BERLIN, WI</b> (414) 789-5031 1-800-999-0013	<p><b>PLUS</b></p> <ul style="list-style-type: none"> <li>Kodak Film</li> <li>Fuji Film</li> <li>Konica Film</li> <li>AGFA Film</li> <li>Polaroid Film</li> <li>Ilford Film</li> </ul>
<input type="checkbox"/> <b>OMAHA, NE</b> (402) 571-0330 1-800-777-0517	

**Free** Freight on \$350 orders to qualified accounts (Background paper excluded)  
Handling rate of \$1.75 on orders under \$350.00

**Free** in-house foil Stamping on most style mounts



## BOOK REVIEWS: WPPI

Bell Springs Publishing announces the updated edition of **Small-Time Operator--How to Start Your Own Small Business, Keep Your Books, Pay Your Taxes and Stay Out of Trouble!** With more than 560,000 copies in print, author Bernard B. Kamoroff, CPA, provides concise information for anyone interested in learning all the ins and outs of starting a business. Subjects include getting all your permits and licenses; finding the right location; and dealing with and avoiding the IRS. It retails for \$16.95. Information: Bell Springs Publishing, P.O. Box 1240, Willits, CA 95490 (707) 459-6372, fax (707) 459-8614, book orders (800) 515-8050.

The **Levin Company** has just released its 60-page 1997-1998 catalog, which includes information and photographs on new and innovative items in wall-portrait framing, custom molding, easel-back frames, senior and sport products.

**Silver Pixel Press** announces a new addition to the Kodak Workshop Series, **Electronic Flash**, by Jack Neubart. This 110-page book was written for both novice and advanced photographers, and takes the mystery out of using electronic flash by explaining the nature of light, the basics of flash photography, and various ways to control flash and to achieve creative effects. Written in an easy-to-understand style and filled with both illustrations and 140 color and black-and-white photographs, **Electronic Flash** clarifies both complex and simple flash techniques for anyone who might be intimidated by the idea of using flash. It lists for \$22.95. Information: Silver Pixel Press, 21 Jet

View Dr., Rochester, NY 14624-4996 (716) 328-7800, fax (800) 394-3686; e-mail: silverpix@aol.com

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.

*(PPGO does not endorse, yet recognizes WPPI as a source of vital information to share, thanks WPPI staff)*

**Santa Fe Summer and Fall Digital Workshops**, sponsored by Eastman Kodak's Professional division, Canon U.S.A., Apple Computer, and Adobe Systems will be held through Nov. 1 and include such topics as Color Management, Advanced Photoshop, Electronic Photography for Photographers, Dynamic Web Production, Digital Imaging Tools & Techniques, ractal Design and Creating Digital Images for a Successful Digital Business. Information: Santa Fe Workshops, Photography and Digital Imaging Workshops, P.O. Box 9916, Santa Fe, NM 87504 (505) 983-1400.

### Promotions That Work -- Part II

by Ferdinand Neubauer

Editor's Note: This is the final part of a two-part series on promotion. Part one ran in the Aug. 1997 issue of WPPI Photography Monthly.

Last month, we introduced a few different ways for you to promote your business. As we mentioned, not all forms of advertising bring in the same amount of business. In fact, there is no guarantee that advertising will bring you any new business. That's why it's important for you to get the most out of your advertising dollar.

This month, we'll take a look at several other profit building promotions.

**Direct Mail** -- This is still one of the best ways to advertise if you have a good mailing list and you're mailing pieces of literature that are attractive and make the reader want to call you for an appointment.

With direct mail you're targeting your ads specifically to potential customers who may want your services. We target ladies who were recently engaged. You can get these names from your local newspapers or other sources. *continued on page 4*

**Custom Photo Processing**  
SERVING OMAHA FOR 45 YEARS

**WHITE'S COLOR CENTER, INC.**

- ◆ Same Day B/W Processing & Proofs
- ◆ 2 Hour Slide Processing
- ◆ Computer - Generated Slides, Charts, & Graphics
- ◆ Prints & Transparencies From Renderings
- ◆ 35mm Slide Special Effects & Mass Duplication
- ◆ Continuous Color Negative Processing & Printing
- ◆ Mounting & Laminating Services & Framing

PICK-UP & DELIVERY AVAILABLE

HOURS:  
MON - FRI 8 - 6,  
SAT 9 - 1

**391-7297**

804 South 75th Street  
(1 Blk. North of Pacific)

**PAPER**

### 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.

continued from page 3

We also have a video brochure that we send out to a select few. We may send these to the ladies who are planning their wedding in our town, but may be living in another state or even across the country. Our studio does quite a few weddings where the bride and groom live out of our area.

If you're doing high school seniors or offer other portrait promotions, then direct mail may be an excellent way for you to advertise.

**Radio** -- One of the benefits of participating in a bridal show was having our name mentioned over the air. I'm certain that radio advertising would definitely increase public awareness of your studio, but at what cost, and what age group does the station in question target? Be sure your ad targets that station's audience. A good way to secure ad space is to work out a trade with the radio station. Offer to do photography in exchange for advertising. The same can be true of television.

**Church Bulletins**--When I was getting started, I was looking to get as much business as I possibly could, so I placed an ad in one of our local

church bulletins. It ran for about a year and it did result in a couple of jobs.

**Yellow Pages** -- In my opinion, every business should be listed in the Yellow Pages, at least so the potential customer can locate you. What size ad you place in the Yellow Pages depends on the type of clientele you're trying to reach.

For example, photographers running a high-volume operation may want to consider a larger ad than someone doing a lower volume of business. They want the phone to ring more often so they can convert the price shopper into a customer. On the other hand, there are many successful large businesses that don't run ads, they only have a listing in the Yellow Pages.

Be very careful when contracting your Yellow Pages ad, however. The sales person may design a beautiful large display ad for you to approve. And when you see it, it'll be difficult to say no. One thing you have to remember is that your Yellow Pages ad bill keeps coming every month, no matter how much business you do.

At the present time, I only have a small display ad in our Yellow Pages, as this listing serves as more of a locator and establishes you as a business. If someone hears of you and wants to find your telephone number, he or she will usually turn to the Yellow Pages.

## GENERAL NEWS

Any programs you wish, please contact Ron Deyo at 331-9514. Surprise Christmas party plans are soon to be announced with the gifts to donated to a good cause.

## DOOR OWNERS

see President's report

## DOOR DISPLAY NEWS:

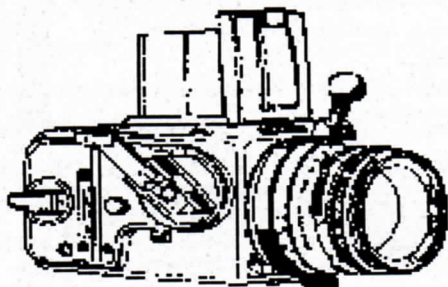
Nov 10 Westroads

## PLEASE REMEMBER THE TAKE DOWN AND SETUP TIMES!

Next board meeting, all welcome:  
**October 22**, 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:

Roland Montgomery: Treasurer reports a balance as of 9/30/97 of \$1853.77 in checking. Cash on hand \$15.00 Moneymarket \$2578.99 CD for \$1000.00 Total financial balance \$5447.76



## Walker Camera

### Repair

9455 Maple Street

Omaha, NE

571-2662

## COLOR LNK, inc.

6319 HAVELOCK AVENUE  
P.O. BOX 5157  
LINCOLN, NEBRASKA 68505

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Quality Comes First

Write us for  
Service and  
Price List

402-464-1496

## ON THE W.W.W. (INTERNET)

by Steve Miller, editor

As I mentioned before, I hope there are some Internet (WEB) sites which might be helpful for you to review. Here are some to try: type www. in front of each address then:

rockbrookcamera.com (our local camera store and supporter)  
filepile.com (a place for shareware information)  
shutterbug.com (your monthly camera information/articles)  
zdnet.com (computer magazine information)  
getdigital.com (digital photography)  
ppn.home.ml.org (PPN web page)  
bogen.com (bogen photo)  
artleather.com (artleather company)  
amazon.com (book store online)  
hasselblad.com (hasselblad company)  
sinarbron.com (sinar bron company)  
pdn-pix (photo district news)  
tazseminars.com (seminars)  
adobe.com (adobe corporation)

desktoppublishing.com (desktop publishing magazine)

These are just places to visit, probably could write an encyclopedia on all the possible sites to visit. Try a "search engine" such as www.yahoo.com or www.excite.com to find general listing of topics.

Professional Photographers of America <http://www.ppa-world.org> Wedding and Portrait Photographers International <http://www.wppi-online.com>

## EXPLORERS POST

With an initial mailing of 600+ possible interested students in the local area, we had an overwhelming participation and attendance of thirty plus at the meeting at Lisle Ramsey Photography for our initial meeting.

Ron Deyo, president of PPGO was very encouraged to see such interest by students and parents. The next meeting will be at October 20 at Deyo's Photography.

## ADVERTISERS RATE

To place a camera ready advertisement in PPGO News, the rates are per calendar year:

1/4 page ... \$ 75  
1/2 page ... \$ 90

Contact Steve Miller, editor  
691-3927 (Lucent Technologies)

# NEBRASKAS SOURCE FOR PROS

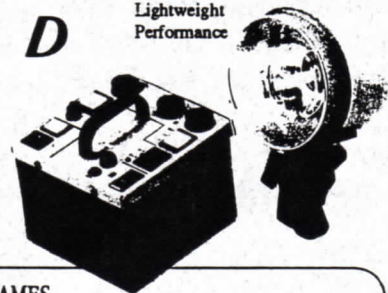
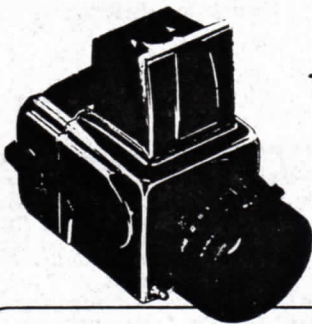
Featuring Exclusive Dealerships For...

## H A S S E L B L A D

&

## DYNA-LITE®

Compact,  
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COMPETITIVE PRICES ON THESE & OTHER BRAND NAMES

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## ROCKBROOK CAMERA & VIDEO

108TH & W. CENTER RD. • OMAHA • 402-397-1171 • OPEN 7 DAYS A WEEK

## NEWS FROM WPPI HOME PAGE

SANTA CLARA, California--Rick Smolan, creator of the "Day in the Life" book series, is at it again with a new project called One Digital Day: Technology Touching Our Lives. As with previous book projects, he has dispatched a team of photojournalists all over the world to document subjects on a single day (July 11th). As the working title suggests, the project focuses on the impact of computing technology on humanity around the globe. (His last book, 24 Hours in Cyberspace, focused on Internet culture worldwide).

In one story, for instance, photographer Peter Menzel lends his signature Material World style to the book, airing the belongings of a California family, and itemizing myriad unassuming electronic devices that use microprocessors. The project is underwritten by the Intel Corporation, the inventor of the first microprocessor, on the occasion of the company's 30th anniversary. At press time, Smolan was negotiating with prospective publishers. He plans a Spring '98 release for the book.

PDN Tech Talk

### new products

Photo District News  
www.pdn-pix.com

## CACHET LIQUID EMULSION AND WARM TONE PAPER

Cachet Fine Art Photographic Paper Company of Santa Ana, California, has announced a new liquid emulsion product called Cachet Black Magic Variable Contrast Liquid Emulsion. Unlike its two other Black Magic

emulsion products (both of which will remain in production), the newest version is a variable contrast formula allowing the user to alter the contrast of the final image through the use of variable contrast filters when printing. It the first VC liquid emulsion to be introduced into the US market.

Cachet is also introducing a new black and white print paper called Cachet WA Warm Tone. It provides the user with print grades from 1-5 through the use of any of the popular print filters or VC light sources. It has a heavier fiber base than Cachet's WA Graded Warm Tone paper which will continue to be available. The new Warm Tone has a neutral black tone emulsion on a warm tone base material thus achieving its warm look "without sacrificing its rich blacks". The new paper is available in sizes ranging from 8"x10" to 20"x24" and mural rolls of 52"x100'.

## "SELL AND RE-SELL YOUR PHOTOGRAPHS"

4th edition, by Ron Engh, founder and director of the direct stock marketing company, PhotoSource International, has been considered the bible for photographers who sell their editorial stock shots directly to buyers. The latest edition contains completely updated listings for all markets along with new information on the use of computers in the business of stock photography as well as a section concerned with selling on the web. This book has been part of Engh's direct marketing approach which includes vari-

*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:

Fall seminar, Oct. 19 (last page article)

**Nov. 16** Paul Shoemaker data base designs (Photographer Assistant, software demonstration) at Lucent Technologies.

Christmas party surprise in **early December** details available soon.

**Jan:** Jim Reese of Mervin Reese Photographers: Children portraiture

### Midwest Camera Sales & Repair

SINCE 1975

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CANON FUJI MINOLTA PENTAX OLYMPUS VIVITAR SIGMA NOVATRON

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FAST TURN AROUND GUARANTEED WORK  
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• FREE PHOTOGRAPHY CLASSES •

HOURS MON-FRI 9-5 SAT 10-5

**334-5560** 2909 S 120 ST  
1 Blk. So. of Center St. on 120th St.

*continued from page 2*

efforts. As a group maybe we need to rotate our display's more. Invest in new prints so that our potential customers are not seeing the same old work every time we display. Possibly we should not use the same display more than twice at the same location, within the same year. Please let your ideas and concerns be know.

We have an excellent Fall Seminar coming up in October. Dian McGowan from Brickenridge Co. will be sharing some exciting wedding ideas with us. So if you haven't turned in your registration form yet, do it soon! PPGO tries to bring great talent to the metro area for all of us to benefit from. So help support your group by attending these fine programs. Again if you have ideas or know of someone you'd like to be learning new ideas from, let us know.

ous subscriber services for obtaining listings

of photo needs from a wide variety of buyers through his PhotoSource International, as well as marketing seminars he

gives throughout the country. Just recently, PhotoSource has come on-line with a site that supplies information on all

their services including a listing of images offered to photo buyers by photographers.

You can order "Sell and Re-Sell Your Photographs" online or by telephoning PhotoSource directly at: (715) 248-3800

## **A COMMENT FROM:**

Did you ever stop to think how lucky we are to be in this craft? Few people realize that photography is God's favorite profession. What other profession does one get to be with people at the best times of their lives, When they are married, when they graduate from high school, when they celebrate anniversaries, when they open new businesses.

I know that God likes photographers every time I look around and see all the beautiful yellows and greens that he spreads across the landscape, just like Ken Easdon and Ida Miller do at a seminar. Then he gives us the night time to make it easier to make darkrooms to develop our products in.

But ya know, I really am convinced

*continued page 8*

In this everchanging  
world of instant  
proofing and electronic  
imaging, one thing  
remains constant.  
Supra Color's  
dedication to our  
customers. For service  
you can trust, call us.

# SUPRA COLOR labs inc.

A BURRELL COLOUR COMPANY

3123 N. 93rd St.  
Omaha, NE 68134  
(402) 571-4006  
(800) 284-0017

continued from page 7

when I stop to realize that what everyone always says about the oldest profession is not quite accurate. More accurately it should be stated that prostitution is the oldest man-made profession (please forgive the pun), because photographers were the very first profession that God made. It is true! It's right here in my Bible! Right at the front. The second thing God made was photographers. Let me quote: "In the beginning God created the heaven and the earth. And the earth was without form, and void; and darkness was upon the face of the deep. And the Spirit of God upon the face of the waters. And God said, "Let there be Photographers." And there was Light. Warren H. Johnson

## THE GOALS OF PROFESSIONAL PHOTOGRAPHERS OF GREATER OMAHA INC.

To introduce professional photographers to new innovations as well as increase their knowledge in the field of professional photography. PPGO educates and introduces our community to professional photographers who are skilled to meet their professional and photographic needs.

Additionally, PPGO provides career development and training in the field of photography, resources and support services necessary to improve photographic opportunities include but are not limited to the following:

- \* Information Exchange (job recommendations, training, marketing and certification).

- \* Career developments (scholarships, fellowships, mentors, internships, job assignments and training) pg. 8

- \* Encourage participation in professional development and opportunities offered by existing professional training, seminars and special programs to improve overall photographic opportunities.

- \* Research various program developments and library materials.

- \* Professional recognition of photographers who show exceptional talent and/or those who have received awards locally and nationally.

## THE "COMPLETE PRODUCT" ON STORYBOOK WEDDING

By Dian McGowan

*October 19, 1997 (Sunday)  
PPGO Fall Seminar*

From Breckenridge, Colorado we have Dian McGowan to share some wonderful ideas and excitement on some new and fresh ideas of Storybook Wedding for this full day seminar.

**The Complete Product on Storybook Weddings:** Along with her point on how pricing structure equals product and closing, Dian will tell us where and how she obtains her clients on a local, state and nationwide basis. Dian also will share ideas about providing other "service" information and how to schedule a wedding day plan. By the end of her question, answer and critique session, Dian will have given us more helpful hints on producing a final product, delivering it to the customer, and follow-up business practices.

**Professional Memberships:** Dian has many local membership including the Professional Photographers of Colorado, The Guild of Professional Photographers Colorado Springs, Breckenridge Resort Chamber and Summit County Chamber of Commerce. Along with these, Dian maintains a membership in Professional Photographers of America, Wedding and Portrait Photographers International, and Kodak Promise of Excellence Program.

**Awards:** In the 1996 state competition, Dian received a first place for her entry "Sage Crow", second place for "High Plains Drifter" and the Kodak Gallery Award. In the 1997 Rocky Mountains Regional, Dian again received the Kodak Gallery Award, along with a first place for "Mountain Splendor" and for all of the images she submitted are to receive a merit. In 1997, Dian received here C.P.P.degree.



Register by October 10, and the cost is: \$39.00

After this date cost is \$49.00





# MR VIDEO PRODUCTIONS

Order your very own videotape copy of...

**The PPGO Fall Seminar Presents...**  
**"Dian McGowan"**

Mr. Video Productions is videotaping the seminar **October 19, 1997** featuring Dian McGowan. Ms. McGowan, a member of PPOA (as well as other prestigious organizations), will be explaining *The "Complete Product" on The Storybook Wedding*. Mr. Video looks forward to providing complete coverage of this fresh and exciting seminar! We will use a professional-quality camera and custom graphics on your video. **Orders will be mailed directly to the address below on November 29, 1997. (allow one week for delivery)**

**PRICE PER 2 TAPE SET ..... \$30.00**

Includes Shipping/Handling and Sales tax

**Make check payable to Mr. Video Productions. Turn in order & payment to the Mr. Video Representative at the seminar or mail to: 12015 Pacific St., Omaha, NE 68154.**

PLEASE PRINT

Name: \_\_\_\_\_ Phone Number: (\_\_\_\_) \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

**PPGO Fall Seminar (October 19, 1997) (OMA LECT 63578)**

**Yes, I would like to order \_\_\_\_ Copy(s) of: "PPGO '97 Fall Seminar"**

**Price Per Set: \$ 30.00**

**Qty. Of Sets Ordered: X \_\_\_\_\_**

**Attached Is My Payment Of (\$30.00/ea): \$ \_\_\_\_\_**

Payment must accompany order. Make check payable to **Mr. Video**. To order by Visa, Master Card or Discover Card, fill in items below, or call (800) 324-3949:

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

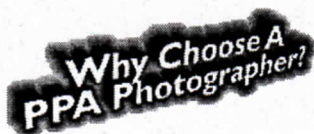
Signature: \_\_\_\_\_

*To share with you a WEB page from the internet, here is what our trade association looks like, more to come in the future.*

*This WEB page is something your prospective customers might view for more information.*

Why choose a PPA Photographer?

<http://www.ppa-world.org/why.html>



Whether you want to record your wedding, create a family portrait, or promote your company's products, you want to make sure you choose a reputable professional photographer.

All members of Professional Photographers of America have agreed to abide by the Association's code of ethics. In addition, PPA members have access to the PPA/Winona Continuing Education System. This year-round system of courses and seminars offers PPA photographers the opportunity to hone their skills, master new techniques and stay on top of the latest trends in photography.

Through our mentoring program and extensive networking opportunities, all PPA members have access to the accumulated knowledge and expertise of the world's largest and oldest photography association. With more than 14,000 members, PPA makes it easy to find a qualified professional in your area who meets your photography needs.

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[Consumer Information](#)    [Copyright Information](#)

[Frequently Asked Questions](#)    [TRAK Program](#)



Professional Photographers of America  
THE WORLD'S GREAT STORYTELLERS.

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SEMINAR:**

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ON VIDEO TAPE OFFER OF  
THIS FALL SEMINAR:

REGISTRATION FORMS:

Steve Miller, Editor  
P.P.G.O. Inc.  
12000 & I St.  
Rm 5A  
Omaha, NE 68137



DARLENE MILLER  
STEVE MILLER PHOTOGRAPHY  
7411 SO 89TH ST  
LA VISTA NE 68128