

# PHOTOGRAPHY

# TODAY

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

October 1998

## Creative Photography for the Contemporary and Discriminating Wedding

by Lenny Dixon M. Photog., Cr.

Lenny Dixon has been a leader in the wedding photography industry for years. His photography style and command of subject, composition and artistry is unequaled in his trade area. Lenny does all his own photography, prints and oversees his own color lab, and print finishing. Lenny runs a high end photography business featuring weddings. He personally photographs 50 to 60 weddings per year on a total referral basis. Some clients include the governor of Minnesota, Arnie Carlson.

Lenny is highly awarded in the state, regional and national photography organizations. Some of his achievements are Master of Photography, Photographic Craftman, member of ASP, and past president of Minnesota Professional Photographers Association.

Some of his awards in wedding photography are: 11 Kodak Gallery awards for Weddings, seven Fuji Masterpiece awards in weddings, eight Haga Wedding awards received best wedding album of the Northern Light regional six times, received best of the Masters

seven times, winner of the Northern Light sweepstakes, winner of the Minnesota sweepstakes five times. Was chosen Minnesota's "Wedding Photographer of the Year" in 1998. According to Hanson Fong, "Lenny is in the top 1% of all professional photographers."

As a PPA certified print judge, Lenny brings insight from both a creator of superior merit winning images, and the insight and reasons behind the merit print from the print judges viewpoint. For those photographers interested in improving their chances at creating merit print submissions and in improving the quality of their wedding photography work, Lenny is a must see.

A one day workshop with Lenny Dixon will be held:

**October 18, 1998**  
**9:00 am to 5:00 pm**

**Best Western Regency West**  
**9009 S. 107th Ave.**  
**(I-680 and Pacific St.)**



Registration fee is \$65.00 per person \$50.00 per add'l studio member. Your registration fee includes lunch and refreshments at break.

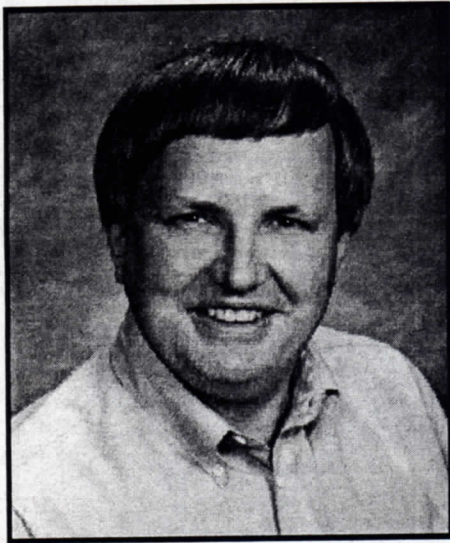
**Mail your check to:**  
**PPGO c/o Ronald Deyo**  
**10727 Laci St.**  
**Omaha, NE 68127-2928**

Registration fees also accepted at the door.

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# Incoming Presidents' Message



**Steve Miller 1998-1999**

It is with great anticipation that I have accepted the position as president of PPGO Inc. This being my third time, I hope wisdom and experience will guide PPGO to be a improved and more focussed organization. I encourage you the members to express your ideas and suggestion, yet it would be most helpful to take a minute and **write your ideas down on paper or email** them to me or any officer. This greatly enhances the opportunity for the officers to review any suggestion, and have a written explanation of what your positions are on a certain issue.

Although late to my first official meeting, I was overjoyed with the attendance at Billings Photography and the program by Jeff Funk. Many new and old friends were there, and I hope they will become renewed friends and more active members in PPGO. Many thanks to Darlene Miller for getting the food, and Billings Photography staff for all the assistance.

You may have of also heard from Steve Reese and Ron Deyo about some new ideas, schedules and possible membership fee restructuring of what PPGO will do in 99. While the board has not completely worked out the details for cost and program schedule, the officers feel a better budget will allow programs with more content and information to become available to members. We hope to also encourage more participation of the door owners in the displays therefore the door members have asked for full participation in all door displays. The door rules the members just received will go into effect in Jan-uary 1999.

Finally, Many thanks go to the following people from the previous board. They are Ron Deyo, Mark Ciciulla, Eric Brun, Rolland Montgomery and Jeff Funk. I wish to welcome to the board the new officers of Steve Reese and Bob Shiley. Bob will be our official PPGO photographer at our events, so smile at Bob for '98 and '99.

Finally, Just a remember about our fall seminar with Lenny Dixon. Programs like this is what made PPGO financially sound in the past and although there are many opportunities for seminars, how many times could you go to a "live speaker", talk to the speaker and ask for his or hers opinions.

Thank you,  
Steve Miller , President

## 1998 - 1999 PPGO Officers

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**Past President:** Ron Deyo Sr.  
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email: rdhoney@aol

### 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.

### 1998 DOOR DISPLAYS

Oct. 12-18                      Oakview  
Nov 9-1                              Southroads

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

# Kodak Announces a New Family of Color Negative Films

COLOGNE, GERMANY, September 15—A family of four new color negative films from the Eastman Kodak Co. features a Unified Film Emulsion technology that advances the art of professional photographers and allows them to attain matched prints even when using different film speeds. Introduced at Photokina, Kodak Professional Portra 160NC, 160VC, 400NC & 400VC films give photographers a choice of film speeds (ISO 160 & ISO 400) and color saturation—natural color (NC) for controlled lighting situations and vivid color (VC) for more brilliant colors.

“Whether photographers are shooting Kodak Professional Portra 160NC or 400NC film, regardless of format, they can expect the prints to have the same look. That’s also true for the two new vivid color films, Kodak Professional Portra 160VC and 400VC films,” said Patrick T. Siewert, President, Kodak Professional, and Vice Pres., Eastman Kodak Co. “There’s no more having to guess exposure index either; the film speed on the box is the ideal shooting speed. As a result, photographers can now work with different film speeds and still have confidence in their final images.”

## Wide Exposure Latitude, Great Color Reproduction

The four new films deliver excellent flesh tone and color reproduction along with an improved ability to capture highlight and shadow detail. They also offer un-

precedented exposure latitude, yielding rich and detailed negatives even when under- or over-exposed. This means new freedom for photographers shooting in challenging lighting situations. Kodak’s patented T-Grain emulsion and advanced dye and coupler technology results in improved color performance even under mixed lighting conditions such as daylight and fluorescent lighting.

Kodak Professional Portra films can capture hard-to-reproduce colors, especially in fabrics and flowers, caused by anomalous color reproduction, a condition resulting from film “seeing” a color differently from the way the human eye sees it. Anomalous reflection can result in two colors that look similar—for example, a purple dress and a purple flower—appearing as quite different colors in a photographic print. Kodak film scientists have virtually eliminated this problem in Portra films by making the individual color layers respond to color in a way that is very similar to that of the human eye.

## Other Ease-Of-Use Features

The benefits from the new Kodak Professional Portra films don’t end with their emulsion and chemistry advances. New packaging clearly calls out speed, format and color saturation. It’s also simpler than ever to tell exposed from unexposed 120/220 size film. New, easy to open foil wraps and easy-to-remove pasters simplify medium format use, while

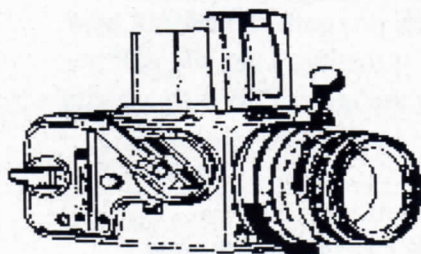
translucent 35mm film cans make it easier to identify film type. The 35mm magazines also feature a writable area for photographers’ notes.

“Our aim was to create a new system for professional portrait and wedding photographers,” said Siewert. “With the family of Portra films we listened to what our customers said they wanted and delivered a total film solution to make their jobs easier and more productive.”

Labs will welcome the new films because they all print and analyze through a single channel. They were also designed to use a single scanner set-up, resulting in higher-quality prints from digital output systems.

Kodak Professional Portra 160NC, Portra 160VC, Portra 400NC and Portra 400VC films will be available in Nov. in 135, 120/220 and long roll sheet formats.

This article was down loaded from Kodaks website [www.kodak.com](http://www.kodak.com)



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

# PPGO Happenings

## Upcoming Programs

PPA's Super Monday Nov. 9th, 98  
Three PPGO members will have programs for Super Monday.

### **Michael Dwyer**

Michael will be covering customer service, marketing, easy and accurate financials, personnel leadership and How to take excellent pictures consistently.

### **Jim, Bud and Steve Reese**

The Reeses will discuss traditional and high-key photography, with an emphasis on lighting. They will also cover sales and posing.

### **Tom Wandel**

Tom will discuss lifestyle engagements, posing, lighting, networking, scene setters and marketing. It will be held at the Joslyn Castle.

Classes are only \$99. To register call 1-800-742-7468 ext. 266

## November PPGO Meeting

Location: Midwest Photo Co.

4900 "G" St. Omaha

Date: Nov.16th, 1998

Time: 6:30 Snacks 7:00 Program

This will be a continuation to Funk's program. There will be a tour of the lab. Then we will see what the lab can do with a digital file.

## 1998 Christmas Party

The 1998 Christmas Party will be held at Harvey's Casino. The date and time had not be set at time of printing. Details will be in the November Issue of the newsletter.

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WISA

## **For Sale**

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

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Omega Cold light 4x5 enlarger, and 4 - 1/2 Gal. Stainless steel processing tanks. Call 397-9610 For details

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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.  
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- Fujivix
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- AGFA Film
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Kodak Professional

The new family of PORTRA Films.

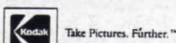
What they have  
 in common  
 is what  
 sets them apart.



Try the new family of KODAK PROFESSIONAL PORTRA Films—four professional color negative films that use a breakthrough Unified Film Emulsion technology to give you remarkably consistent-looking prints regardless of speed and format.

- ▶ Available in Natural Color (NC) and Vivid Color (VC), 160 and 400 speed, and 120/220, 135, sheet-film, and long-roll formats.
- ▶ Exceptional flesh tones that look like they belong together, no matter what combination of the four films you shoot.
- ▶ Unprecedented exposure latitude lets you shoot with greater confidence.
- ▶ True-to-speed shooting lets you set your meter to the box speed and fire away.
- ▶ New papers, co-optimized with PORTRA Films, help ensure that you get outstanding prints.

So give the new family of PORTRA Films a try. And get consistently extraordinary results.



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# Kodak Announces New Digital Camera - DCS 560

SAN FRANCISCO, Calif., September 1—The Kodak Professional DCS 560 digital camera provides professional photographers who require high-resolution images with a device that can meet their needs in a studio environment or in the field. The newest addition to Kodak Professional's expanding portfolio of innovative digital cameras, the DCS 560 offers a six megapixel Charge Coupled Device (CCD) sensor, a burst rate of one image per second, a flexible ISO of 80 - 200 and other unique features required by professional photographers.

Jointly developed by Kodak and Canon, the DCS 560 combines Kodak's leading digital technology and Canon's state-of-the-art subsystem and optics. The DCS 560 is an integrated single lens reflex (SLR) digital camera designed to let professional photographers digitally capture images using traditional photographic techniques, such as perspective control and swings and tilts. Using common studio accessories and Canon EF lenses, professional photographers will be able to accomplish the techniques of studio photography with this easy-to-use camera, which features almost all standard functions, including autofocus, automatic exposure, metering modes, flash and self-timing.

"The DCS 560 offers high-end productive shooters—such as studio, catalog and fashion photographers—with a digital camera that can accelerate workflow without compromising image

quality," said Peter Jameson, director of digital capture, Kodak Professional. "The DCS 560's flexibility and portability provides new imaging opportunities to photographers normally restricted by the tethered nature of other high-end studio digital cameras. This, coupled with its high resolution, make the DCS 560 ideal for studio work, location assignments, runway fashion shows and food services." Other applications are portraiture, surveillance and aerial photography.

## About The DCS 560

With a resolution of 6 million pixels and an 18Mb file, the DCS 560 digital camera meets the needs of professional photographers in a wide range of applications and situations. Its features are ideal for studio photographers, and its portability and high resolution make it perfect for on location assignments, including runway fashion shows. The DCS 560's burst rate allows professional photographers to shoot images in quick succession to capture moving images.



DCS 560 Front



DCS 560 Back

The DCS 560 offers commercial photographers the freedom of a portable digital camera and the image quality of a high-end tethered camera. The proprietary Kodak CCD sensor delivers the high resolution needed for studio work, while the 35mm SLR camera subsystem makes the DCS 560 adaptable for current users of film cameras. Using the DCS 560, commercial photographers can make offset print photographs up to a full page when using a 150-line screen. And the 36-bit color provides rich, saturated color with detail in both highlights and shadows.

*Continued on page 7*

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[www.photosite.com](http://www.photosite.com)

2909 So. 120th St. 334-5560

With the advanced histogram feature—introduced on the Kodak Professional DCS 520 digital camera—professional photographers can review the accuracy of the exposure in real-time.

### Innovative Features

- 6 megapixel CCD delivers outstanding quality for a range of photographic applications.
- Calibrated color response and white balance ensure the camera adjusts image color to match the light source.
- Portability makes it ideal for field use.
- 36-bit color (12 bits per color) for capturing color and detail in shadows and highlights.
- Flexible ISO of 80 - 200.
- Patented histogram allows photographers to verify exposure accuracy on the spot.
- Burst rate of one image per second up to a total of three images.
- Open Application Programmer Interface (API) lets third-party developers write their own custom software applications.
- Color liquid crystal display (LCD) provides instant review of images.
- Integrated SLR system based on the state-of-the-art Canon EOS platform.
- IEEE 1394 interface provides major improvements over SCSI.

- Dual PC card / removable media offers storage flexibility.
- Removable batteries for easy transport and recharge (charges in one hour).
- Improved 5.5 acquire software tools.
- Voice annotation provides audio notebook to document specific shots.

### Availability

The DCS 560 will be available in October 1998 through authorized dealers of Kodak Professional products.

For additional information about the DCS 560 or Kodak Professional, customers may call 1-800-235-6325 in the U.S., or visit Kodak's web site at: [www.kodak.com/go/professional](http://www.kodak.com/go/professional)  
This article was downloaded from Kodak's web site.

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## PPA To Issue Seal of Approval for Imaging Products

The Professional Photographers of America (PPA), has established a new program that will identify digital imaging products it deems suitable for professional imaging with a "PPA Approved" symbol.

"We see this initiative as another step in PPA's progressive efforts to assist our members in the marketplace," says PPA President Bert Behnke of Frankfort, Ill. "We believe having our experts review products will help the imaging community as a whole to keep pace with advances in digital technology."

Products are being evaluated by PPA's Committee on Digital & Advanced Imaging Technology. Committee chairman Eddie Tapp of Lilburn, Ga., explains, "The committee will evaluate products for their manufacturer's stated use, and our criteria will be updated as frequently as necessary to stay ahead of changes in imaging technology."

Products awarded the "PPA Approved" status will be entitled to display the following identification on their packaging, ads and other promotional materials.

Through the evaluation process, PPA and the Committee on Digital & Advanced Imaging Technology imply no warranties or guarantees on "Approved" products, and are indemnified for all product liability by the product's manufacturer.



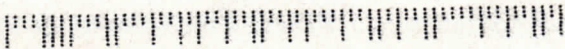
This product has been reviewed by the Professional Photographers of America Committee on Digital & Advanced Imaging Technology and was found to be an effective tool for creative professional imaging.

The "PPA Approved" program will be added to a list of member benefits that includes a national consumer advertising campaign with free referrals to PPA members, copyright advocacy, and year-round continuing education programs.

*Article taken from PPA's web site.*

## Calendar Of Events

|  |                     |   |
|--|---------------------|---|
| PPGO Fall Seminar                        | October 18, 1998    | Regency Best Western                      |
| PPN Board Meeting                        | November 9, 1998    | TBA                                       |
| PPA Super Monday                         | November 9, 1998    | PPGO Happenings Page 4                    |
| PPA Digital Imaging and Video Conference | January 8-10, 1999  | Caesars Palace Hotel<br>Las Vegas, Nevada |
| PPA Marketing and Management Conference  | January 11-14, 1999 | Caesars Palace Hotel<br>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                          |



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If you haven't returned your completed membership survey to Jeff Funk, please do so ASAP. So that I can complete the updating of the member list.

Thank you, Jeff Funk

**Attn: PPGO Members**

DARLENE MILLER  
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