



THE FOCAL PLANE

PIERCE COUNTY PROFESSIONAL PHOTOGRAPHERS ASSOCIATION-JUNE 03

A Note from The President

Well, the weather is always hit and miss in June. I hope you were all able to spend some time out in the sunshine.

Thank you to Leona Lisa for the fast recovery for the last general meeting. The planned speaker couldn't make it, and Leona did a great job. I heard a number of people commenting about being able to use some of the tips and tricks that she gave us.

We will be moving forward with the incorporation of the PCPPA organization. We will be able to keep the costs down, and still get the job done right.

We are also moving forward with the affiliation with PPW; something that has been in the works for many years. There are a lot of good things in the works, and it's going to be a busy year.

We will see you all at the next meeting, June 24, 2003.

Brian Page
PCPPA President

**PLEASE SUBMIT ARTICLES FOR OUR
JUNE NEWSLETTER NO LATER THAN
JUNE 30, 2003. THANK YOU!!**

Please note that we are posting this newsletter on the web with notification when it is available for viewing to see if this works better for our members and allows us to get the information to you without you having to open an attachment.

Next Meeting:

**Tuesday,
JUNE 24th, 2003**

General Membership Meetings are held on the fourth Tuesday of every month except August and December. Meetings are at

Eddie's Catering

7112 - 6th Ave., Tacoma
(253)565-6310

Our meeting schedule is:

5:30 PM Roundtable Discussion

6:30 PM Dinner (Optional)

7:00 PM Program

Our program this month will cover the topics of tax tips, and how to incorporate and use a Billing Service in your business.

ANNUAL FAMILY PICNIC

Our picnic will be held *Tuesday, July 15th* at 6PM. Mike and Dottie Elwell have graciously invited us to their home in Gig Harbor for this fun event. Their address is 9211 N. Harborview Drive, Gig Harbor. If you need directions, please call them at 253-851-1493. This will be a potluck event with the Association providing hamburgers for all. Watch for more information on the Website and via e-mail. Parking can be hard to find near Mike's house so car pool if you can. We will wait to eat until all of the people on the east side of the bridge can get there. Hope you can all make it!!!

Digital Solutions Workshop

Prolab is very excited to announce the only Seattle area presentation of the all new - all digital day long Digital Solutions Workshop with reknown photographer and digital mentor Will Crockett.

MONDAY JUNE 16th
at the Marriott SEA-TAC Airport
3201 South 176th Street, Seattle
from 9:00 AM TO 4:30 PM.

Take a look at the details of this terrific program: <http://www.digitalsolutionsworkshop.com>. To register for this event right away (seating is limited) go to http://www.shootsmarter.com/reg_policy.html.

Here's what's in store... Spend all day with national level digital mentor Will Crockett and improve the image quality of YOUR digital capture portraits. Will shares his deep technical knowledge, his pro digital techniques, even a few secrets on:

- * Upgrading Your Lighting Techniques for Digital
- * Proper Exposure Using Will's "Facemask" Histograms.
- * Gain Color Control with "Painless Color Management".
- * JPEG, TIF, or RAW which one is right for you?
- * Simple & Easy Digital Portrait Session Workflow.
- * Quality Output = Quality \$\$\$\$\$.

This is NOT a video, you'll actually see Will's digital workflow "live on-stage" featuring a complete premium digital studio that includes the Fujifilm S2 Pro camera, the Fujifilm Pictography 3500 printer, and Fujifilm's StudioMaster Pro presentation software in a real working setup to create images in real time.

Come & see solutions you can really use like:

- * The light modifiers that work best for digital.
- * Lighting ratios for quality digital capture.
- * Controlling and adjusting your color values for accuracy and effect WITHOUT Photoshop®.
- * Client pleasing output made easy and profitable.

Will's energy and enthusiasm always makes for a great seminar, so be sure to join us and you'll discover plenty of ready-to-use digital capture techniques from a top notch photographer and speaker.

Admission for this program is FREE for Fujifilm ProNet members who also agree to be registered to receive Will's shootSMARTER.com email newsletters, or \$50 for non-ProNet members. For more info about Will Crockett, please visit <http://www.shootsmarter.com>.

Don't miss out on this terrific event!
Presented by Prolab Visual Imaging, Seattle, WA
206-547-5447

World in Focus Exhibit Raising Environmental & Cultural Awareness Through Photography

Seattle's Rainier Square Building. 1333 Fifth Avenue, will host and sponsor this print exhibit for the third consecutive year, from June 1 through July 20. The exhibit is open and free to the general public. PhotoMedia anticipates a significantly higher volume of contest entries than in previous years, which should enhance the prestige of the winning entries. Tens of thousands of spectators are expected to view the exhibit throughout the course of its display.

A juried photo contest and print exhibit has been the basis for the event since its inception in 1997 as the Art Wolfe Invitational Exhibit. It was originally conceived to draw attention to the work of Northwest photographers (limited to Washington, Oregon, Idaho, Alaska and British Columbia) whose work dealt with issues of nature, the environment and endangered cultures. The exhibit later changed its name to the Earth Day Invitational Exhibit before adopting the NWEPP name in 2001.

Over the years, the show has moved from a small Seattle gallery to a more impressive venue on Seattle's waterfront. Its current venue, the Rainier Square Building in the heart of downtown Seattle, will once again display 91 selected World in Focus prints with captions relating to each image.

The Photographic Center Northwest

Please come visit our gallery & celebrate with our graduating artists: Stephanie Costa, Laura Gillan, Jolanta Kotlarczyk, Bob Munro & Rebekah Schmidt

June 2-29, 2003

900 12th Avenue, Seattle, WA 98122

206.720.7222 www.pcnw.org pcnw@pcnw.org

In June, the Photographic Center Northwest will feature work by five graduating students from PCNW's Certificate Program. Their work offers a fascinating range of vision, from stark documentary to personal introspection; these interpretations are offered up in color, black & white, and alternative processes.

In *Anodyne* Stephanie Costa's images are emotional explorations, depicting the struggle between self-destruction and the choice to move forward. These dreamlike, ethereal images reveal the beauty in darkness.

Inside the King County Jail is a dramatic and disturbing look into the institution and the people that work there. Laura Gillan's stark photographs document the jail as seen from a Corrections Officers' point of view. Gillan's intensive interviews and portraits of the staff provide a unique humanistic contrast to the shocking world of incarceration.

Jolanta Kotlarczyk's black and white series, *Portrait*, can be best described as a self-portrait; however, in most images she uses her daughter as a visual representation of herself. She does not attempt to document reality. Rather, she creates a very individual, personal vision where the past, the present and the future can meet and permeate each other to the point of saturation.

Is darkness false and light truth? In *Without Contraries*, Bob Munro challenges our ideas and perceptions of darkness and light, beauty and ugliness with his color night photography of industrial landscapes and interiors.

In *Through the Senses* Rebekah Schmidt's alternative process photographs explore the subtle balance between control and acceptance. These metaphorical portraits are manipulated with drawing and stitching to form a narrative of the senses, memory and dreams.

Wedding Back-up Kit as Recorded by Mike Elwell

The following items were suggested by the group attending PCPPA meeting in May to be useful for backup in your car while photographing a wedding.

| | |
|----------------------|------------------------|
| Black socks | Baby pins |
| Safety pins | Aspirin |
| First aid kit | Contact lens solution |
| Studs & cuff links | White tux shirt |
| Oxy Clean | Cough drops |
| Breath mints | Blank Marriage License |
| Matches/Bic lighter | Water bottles |
| Snack packs | Cheese & Crackers |
| White wine | Spare car keys |
| Handy wipes | Hairbrush/comb |
| Roll of garbage bags | Green Tarp |
| Fishing tackle box | Plastic cooler |
| Paper towels | Kleenex |
| Step stool | Silk Bouquet(flowers) |
| Hair spray | Clothes pins |
| Masking tape | Duct tape |
| Scotch tape | Vaseline |
| Make-up/Powder | Q-tips |
| Lint roller | Sewing kit |
| Pens, pencil, paper | Black Magic Marker |
| Swiss Army Knife | Wedding ring |
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Progress on the Process of getting PCPPA registered as a Non-Profit Organization

At our most recent board meeting, a committee was appointed to work on the paperwork and legalities to register our association as a non-profit organization. The committee members are Brian and Cindi Page and Brad Bogue. They have a good start on the process and will keep us informed of their progress.

Staying Alive

by Gail Ann from the Seattle Professional Photographers Association (SPPA)

I read several industry rags and have found that ours is not the only creative industry feeling the pinch of the slow economy. While everyone says the economy is turning around it's still a bit tough out there. Convincing people to part with their hard-earned money is a real challenge. And sometimes staying alive can lead us down an ugly road in our pursuit of money, power and prestige. We need to stick to the practical ethics of good business for survival.

1. Don't steal each other's clients: It just ain't right. Work on making current clients happy and don't bad-mouth anyone in the industry.
2. Do what you do best. If you're not a wedding photographer now is not the time to start. If you are not a commercial photographer, now is not the time to start. You get my drift? Stick to what you do best even in these tough times.
3. Remember your pals. Return calls and emails. Network with others. Say thank-you more frequently. What goes around comes around. You will be rewarded in the end. Attend SPPA (and PCPPA) meetings regularly!
4. Don't sell clients anything they really don't need.
5. Avoid lowball estimates.
6. Stay committed to professional development. Support your local/state/national organizations. Attend seminars even though it may feel like it's draining your cash flow. Share skills and concepts with others. No training, no gains! Don't miss Kirk Voclain! (He is doing an upcoming program in Seattle - more info in this newsletter.) Sign up today.
7. Do some pro bono work. But it doesn't pay! Volunteer. Get involved with something close to your heart. You'll usually find a silver lining along the way! (One of my photos ended up in the latest issue of Billboard Magazine!)

We all know that this business is an up and down endeavor. Practice good moral and business ethics and you'll see that this too shall pass.
gail ann, tradition with a twist

June Program - SPPA

June 30, 2003

All aboard! as we are taken by motorcoach to the coolest sites we could find in Seattle and the surrounding area! Kirk Voclain will keep us entertained (er, educated!) as we watch him photograph the cutest model we could find. Don't miss....

That Crazy Guy Kirk, It's all about being cool! SPPA welcomes Kirk Voclain... Kirk's love for photography began with the first camera he got by saving breakfast cereal box tops when he was only eight years old. By the time he was 15 he shot his first wedding for \$100.00. He learned his technical and management skills by managing a camera store for nine years. After he married his lovely wife Tammy in 1987 he opened Kirk Voclain Photography and quickly grew to become the areas most creative and innovative photographer. He is a member of numerous professional photography organizations and has won many awards including the Fujifilm Masterpiece. But he says his greatest award to date is his daughter Scarlett who was born in 1994, two weeks after he got his Masters. Watch for details on this all day seminar on how to become the coolest senior studio in your neighborhood!

Meet at Glazer's Meeting Place at 9am. Be ready to go all day long! Cost is \$89 for SPPA members/\$99 for nonmembers. Visa/Mastercard accepted. Cost includes lunch and refreshments throughout the day. SPPA members earn 1 education merit. Seats are limited.... Contact Kim Wise at wiseimages1@attbi.com for more information or to reserve your seat.

Emergency Call-up List

We are including this list again as there have been a couple of corrections from what was printed last month. This is a list to refer to if you need help with a project or if you need to pass a job on to another photographer if you are already committed for the given day.

EMERGENCY CALL-UP LIST

| Name | Phone | Specialty |
|------------------------------|-------------------------------------|---|
| Ron Allured | (253) 770-3676 | You name it I'll step in for you |
| Joni Atkinson | (253) 815-0488 C:(206) 817-0827 | Assist if needed. Studio or location - no weddings |
| Bradley Bogue | (253) 222-7569 C:(253) 565-7784 | Studio or location; families, Children, Weddings, Basic Commercial, Legal, light product or fashion |
| Sonny Brown | (253) 474-5020 | Weddings, Children, Families, Events |
| Roy & Sue Burnett | (253) 853-1665 | Will help or take over in just about any situation |
| Rick Cole | (253) 851-6551 | Weddings, Children, Families, Events |
| Becky Fields | (253) 639-1288 | Studio or location |
| Allen Greenky | (253) 588-7005 | Events, Portraits, Small to medium weddings |
| Lorylee Lejon | (253) 740-0212 C: (253) 839-9982 | Weddings, Children, Families, Events |
| David Lobban | (253)565-1840 | Weddings, Children, Families, Events |
| Brain Page | (253)858-9420 | Assist for weddings & Portraits |
| Fred Rabel | (253) 853-3665 | Studio or outside or beach at studio location (NO weddings) |
| Eric Rehn | (208) 722-6683 | Weddings, Engagements, Families, Commercial, Archetecture, assist at anything |
| Alton Reid | (253) 588-7537 | Weddings, Portraits, assist at Weddings |
| Carolyn Schneider | (253) 922-2343 | I'll help with most anything if I'm available! |
| Peter Walsh | (253) 759-7290 | Photo and Video; Events, Weddings, and almost anything else |
| Kazuko Wohlers | (253) 565-1701 | Weddings |
| Lorie Wood | (360) 897-2134 | Weddings, Children, Families |

Calendar of Events

June 2 - June 29 The Photographic Center Northwest Exhibit, 900 12th Ave., Seattle (206)720-7222.

June 5 - July 20 World in Focus Exhibit, Rainier Square, Seattle

June 16 Digital Solution Workshop, Marriott Seat-Tac, <http://www.digitalsolutionsworkshop.com>

June 29 - July 1 PP OR Summer Seminar, Hood River, OR, 800-370-5657, www.pporegon.com

June 30 - SPPA day long event with Kirk Volclain in Seattle, Kim Wise at wiseimages1@attbi.com

July 13 - 17 Image Explorations, Vancouver Island, Canada, don@macgregorstudios.com

July 15 PCPPA Family Picnic at Mike & Dottie Elwell's home in Gig Harbor, 6:00 pm (253) 851-1493.

July 26 - 30 PPA Imaging USA, Las Vegas, NV, 800-786-6277, www.ppa.com

NO MEMBERSHIP MEETING FOR PCPPA IN AUGUST

August 4-7, 2003 Outdoor Photography Workshop at the Sentry Mountain Lodge back country lodge in the Selkirk Mountains of British Columbia. <http://www.alanmaudie.com/workshop/workshop.htm>

November 3 PPA Super Monday Seminars, various locations, various topics (800) 786-6277

www.ppa.com



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Gig Harbor, WA. 98332

Stamp

To: