



# THE FOCAL PLANE

Pierce County Professional Photographers Association

Jan 04

## PCPPA President Speaks

### MESSAGE FROM THE PRESIDENT

I wish all of you a prosperous new year. We have some big things planned for 2004.

First I would like to thank PCPPA members that were part of the leadership for 2003, and the members that stepped up for 2004. The past leaders are: Leona Lisa, Peter Walsh, Allen Grenky, Isabel Smith, Roy & Sue Burnett, Cedric Silas, and Carolyn Schneider. The new leaders are: Leona Lisa, Peter Walsh, Allen Grenky, Joan Consani, Joni Atkinson, Cedric Silas, Kazuko Wohlers and Thomas Davis. Thanks again folks. :-)

We are working to make PCPPA more valuable to our members, and other professional photographers in Pierce County. We will become affiliated with Professional Photographers of America (PPA), and gain our non-profit status. This will provide education opportunities to our members, and a path to certification for the members that choose that path.

We are also working on a Professional Photographer's Guide. This guide will lay out the process for becoming a self sustaining professional photographer. It will contain all the aspects of a photography business; from photography, to marketing, to business operations, and more. Our members will be able to use a worksheet, to see where they are in their business, and what areas they need to more education.

We will be placing a "TIP" in each newsletter, to give our members a step of improvement to work on for 30 days. By the end of the year, we should all be able to quantify the growth in our businesses.

February is the month we have a print competition. For the winners of that competition, we have arranged a public place to hang your work, for 30 days. Border's Books, on 38th and Steele, is opening up the walls of their Cafe to us in June and October. June is for the winners in February (that is as early as I could get it).

## Next Meeting:

Tuesday, February 24, 2004 at 6 pm  
Eddie's Catering  
7112 - 6<sup>th</sup> Ave., Tacoma  
(253)565-6310

### February is Print Competition!

Our normal schedule is:  
General membership meetings the fourth  
Tuesday of every month except August and  
December.

5:30 PM Roundtable Discussion  
6:30 PM Dinner (optional)  
7:30 PM Meeting

PLEASE SUBMIT ARTICLES FOR OUR  
NEWSLETTER TO  
JOAN CONSANI AT  
jeconsani@earthlink.net

October is for the winners in September. If October is too soon after the September competition, let me know this month, and I can have it changed to November. The winners will be able to display a number of images, in various sizes, and display your business cards, along with PCPPA fliers.

I hope to make this year better than last year, and set improvements into motion for next year.

We will see you at the dinner party, or the next general meeting in February.

From the desk of the President  
Brian Page

## Print Competition Tips

Here are some tips to save you time and money!

1. Create a show box marked 2003-2004:  
Competition Print Potential. Place in this box, negatives, proofs, Chroma-Vues, CD's, etc, for future review, but don't wait until it becomes a rush to meet the entry deadlines.
2. Colour Workprints are very helpful tools to assist in making a selection. These are also used for printing instructions; burning and dodging, cropping and art enhancement requests. Plan on about 4 weeks to complete the entire process.
3. Subject impact is probably the most important of all factors when considering a competition entry. Unique and creative ideas, when handled well, technically will almost always outscore the more typical and mundane subjects even though it might be technically perfect. Examples of this would be the Polaroid "Scratch and Sniff" method, watercolor prints and especially black and white images. They must originally be a very good photograph to have additional treatments done to enhance the image.
4. In general, keep your images for competition simple. Use of props, backgrounds and even foreground material should be included ONLY if they add to the overall effect. Do not fall into the trap of an overly cluttered print simply because the items are available. Be selective in your judgment.
5. One MAIN center of interest is usually, though not always, the best for competition. View your image upside down. Your eye will tell you where the interest is.
6. Seek the advice and opinions of others who have gone before you. Learn from constructive critiques of your images so that the next time you have the opportunity for a great photograph, you'll know the rules and will be able to get it on the negative!
7. Invest in the resources available to you, such as:  
The PPA Annual Loan Collection Book and PPA Showcase Book, both available from Marathon Press at 1-800-228-0629.
8. I do not recommend any form of cassette or video critique from the PPA national judging. 99% of the time, the comments on the tape are not from any of the actual judges who scored your print.
9. A very advantageous form of education is to be a part of your local or state's print competition committee. When you are able to be an integral part of the judging process and see first hand what takes place, you will be well on your way to making better images.

Craig Brubaker

## Boudoir Seminars

Fred Rabel will be conducting a series of Boudoir seminars starting in the first part of February as long as the demand is there. There will be a reduced registration fee of \$ 70 for each of the first 2 classes to get things off to a good start. Call early or send an E-mail to reserve you space. This is a must do investment. Profits from your first client should double or triple your seminar investment.

Some of the highlights are:

- 1) Paid model
- 2) Pizza and beverage provided at the seminar
- 3) A copy of my personal price list
- 4) The seminar will be held in my studio located on the water front near Purdy
- 5) A limited model release so that you can use the photographs for your own personal use and portfolio
- 6) 8 – 4x5 photographs for you to use as idea guides
- 7) Class size limited to 6 or less for more personal attention and more shooting time.
- 8) Hand-outs to help remember the seminar points
- 9) Your very first client should double or triple your seminar investment
- 10) Bring your own cameras. Must have a PC sync cord connector or compatible hot shoe.
- 11) Strobe sync will be provide by Pocket Wizards

Call Fred at (253) 853-3665 or email him at [fredrabel@harbornet.com](mailto:fredrabel@harbornet.com).

## Annual Dues

The annual dues for most members are due for 2004. Cedric Silas, our treasurer, will be prepared to take your payment at the February and March meetings, or you can mail them to him at 14715 Pacific Ave. S., Tacoma, WA 98444. Membership is \$50 for individual, \$25 student, and \$75 for corporate membership. Please make checks payable to PCPPA.

If your dues are not received by the March meeting (March 23<sup>rd</sup>), your name will be taken off of the website.

## Epson Stylus Pro 4000 Printer

Epson recently announced that the January delivery date has been slipped to March. In it's memo, Epson states: "Production shipments of the Epson Stylus Pro 4000 printer model have been delayed until March 2004, in order to take advantage of improved production control changes that will ultimately yield greater unit quantities.

The Epson Stylus Pro 4000 has enjoyed a massive reception since it's announcement, and these latest production control improvements are expected to meet the strong worldwide demand for the printer. We understand your concerns for this delay and apologize for the inconvenience. We hope this communication clarifies the situation for you. When the Stylus Pro 4000 begins shipping during March, allocation will be made in an equitable manner to make the product available through our highly valued resellers."

Bottom line: We expect a number of units at JVH in March and will keep you informed of when you can expect to get your printer. Certainly feel free to contact us any time for an update.

Epson 4000 Printer Day - Thursday, Feb 26, 2004  
We cajoled Epson into lending us a demo unit for our event at the end of February. If you can make it, please do come over to JVH Technical in Bellevue, WA on Thursday, Feb 26 and see, firsthand, the cool new Epson 4000 digital printer. Factory experts will be here from Epson and Imacon. We will also be showing the new 6.0 version of the Imageprint RIP from ColorByte. Hourly demos from 10:00am to 5:00pm. To RSVP, call Kathy any time at 425.746.2605 or email us at [jvhman@aol.com](mailto:jvhman@aol.com)

John Harrington, member  
JVH Technical LLC  
4334 130th Place SE  
Bellevue, WA 98006  
tel: 425.643.7323

## SPPA Directory Ads

Members are invited to place ads in the upcoming SPPA directory. Cost is \$10 for a business card size ad. This is a great way to introduce yourself to other members and gain referral work. Use your business card or design an ad that lists your specialties.

Please forward your pdf file to Kim Wise asap.  
Deadline is Jan 30th. [wiseimages1@comcast.net](mailto:wiseimages1@comcast.net)

## Photoshop CS

What's New in Photoshop CS for Photographers  
Saturday, Jan. 31, 2004 9:00 a.m. - 4:30 p.m.  
The Mountaineers Building;  
300 Third Avenue West, Seattle, WA.

Photoshop CS, the latest version of Adobe's industry-standard digital imaging software, contains a wealth of new features and tools for both amateur and professional photographers.

The exciting new features in Photoshop CS will be presented, with an emphasis on procedures that make user workflow more efficient through the improved raw image processing and new automation tools. Your creativity and fun will be enhanced with the use of these new tools and filters, which include multiple stacked photo filters and the capability to create your own custom filters.

Richard McEnery, photographer, writer and digital consultant will teach the workshop. Richard has been an instructor in the Mountaineers Basic Photography Course for five years and teaches digital photography at the Santa Fe Workshops. He photographs for the US Tennis Association and University of Washington. Richard's work has been widely published in magazines and he is the digital columnist for PhotoMedia magazine.

The workshop is for those who are already familiar with Photoshop and now want to learn about the capabilities and techniques featured in Photoshop CS. A comprehensive workbook will be provided. Laptops are welcome, but not required.

NOTE: All attendees will receive all the tips and tricks from this workshop in a file that can be added to their Photoshop CS Help screen! Come and learn how to do that yourself!

Enrollment - To enroll, you may register in person at The Mountaineers Building or call the office (206) 284-8484. The course # is 1910. Registration will also be available at the door on the day of the workshop, as space permits. A price break is offered for members of The Mountaineers.

The workshop fee is \$40 for members or \$45 for non-members, with a \$10 cancellation charge, withheld from refunds. Visa and Mastercard accepted.

For more information: The Mountaineers office (206) 284-8484 or Richard McEnery (425) 898-8791 or [Richard@RichardMcEnery.com](mailto:Richard@RichardMcEnery.com)

## Pacific Northwest School

June 20 – 24, 2004

Here is the exciting line up of speakers.  
Joseph and Louise Simone - The Portrait  
Judy Horn - Digital Artistry  
Brigitte Carnochan - Figure Photography  
Steve Kozak - The Road to Success Requires 4  
Wheel Drive  
Craig Minielly - Taming the Digital Roller Coaster  
Tammy Loya - Developing a High End Portrait  
Studio in the middle of Nowhere  
Michele Celentano - Real Life Digital Wedding  
Photography

### Video Review

"Hudson's Marketing Series – Family Portraits"  
Review by Joni Atkinson

Bruce and Sue Hudson's video "Family Portraits"  
shows new and innovative ways to market to  
your clients through AV presentations.

They demonstrate how to use AV to showcase  
and sell their work during the consultation phase,  
showing examples that have the greatest  
emotional impact. Just as meaningful, they  
combine music and client testimonials.

If you are looking for dramatic ways to sell your  
work with projection, this video is for you.

## ***Rise to the Summit***

PPW 2004 Educational Conference, Trade Show  
and Print Competition

Speakers:

Tony Corbell - "Mr. Hasselblad"  
Bryan Cox - Weddings  
Suzette Allen - "Killer Photoshop"  
Aaron Pepis - Commerical Photography for the  
Portrait Studio  
Stephen & Stephanie Lagow - Seniors - Lighting &  
Composition  
J.P Prutch - Digital Workflow  
Gary Scott (Earlybird) - A visual journey, from  
Pakistan to Portraiture.  
Jim Niswonger (Earlybird) - Computer Magic for the  
computer phobic.

Registration Form is due no later than March 1st.  
Scholarship Appl. is due no later than March 5th.

*Hawaiian Fun Party & Auction*

*Bid for a day with a Master Photographer!*

**The Largest Trade Show in PPW  
Convention History!**

Questions? contact:

Teri & Greg Harris  
2004 Salon Chairmen  
6427 111th St. NW  
Gig Harbor, WA 98332  
Phone: 253-593-3940  
teri@ladybugphotography.com

## Calendar of Events

Feb. 9: 6 pm PCPPA board Meeting at Elmer's Restaurant, 7427 S. Hosmer St., Tacoma

Feb 24: PCPPA Print Competition at Eddie's Catering, 7112 6<sup>th</sup> Ave., Tacoma

March 12 - 16: PPW Convention in Olympia. Registration due March 1<sup>st</sup>!  
[www.ppw.org/convention04\\_info.asp](http://www.ppw.org/convention04_info.asp)

March 23: PCPPA meeting at Eddie's Catering, 7112 6<sup>th</sup> Ave., Tacoma

March 28 – April 2: CPW School, Fisherman's Wharf, San Francisco, CA. [www.cpwschool.com](http://www.cpwschool.com)

April 25 - 30: Texas School, [www.tppa.org](http://www.tppa.org)

May 18 - 23: Wall Portrait Conference in eastern Washington, [www.wallportrait.com](http://www.wallportrait.com)

June 20 – 24: Pacific Northwest School, [www.pacificnorthwestschool.org](http://www.pacificnorthwestschool.org)

July 11 – 15: Image Explorations, [www.imageexplorations.ca](http://www.imageexplorations.ca)