

PPCO

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FEBRUARY GUEST SPEAKER

LINDA DURHAM

Linda Durham is currently the President of the Kentucky Professional Photographers Association. She started her business in 1995 photographing children, families and seniors on property that has been in her family for over 100 years.

Linda started entering print competition in 1999 and in that first year received 7 awards in her state including Photographer of the Year and Top Ten Mid-East States Regional. She received her Masters, Craftsman, and PPA Certified in those first 3 years and since then has won numerous awards and several PPA Loan Prints.

Linda loves to travel and spend time learning and sharing her knowledge of photography.

In the presentation Linda will cover small segments on the different types of photography they do at her studio Creekside Treasures. Also in the presentation, how they market for the slower season and the tools she uses to photograph in all kinds of light.



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Presidents Message

After promising our members to prevent late night meetings, our Annual Competition Meeting was a late one by the time it was over. We had almost 100 images entered. Obviously our members wanted the input from the judges about their images qualities and what they can do to improve them. To meet that end, we had a late meeting but I feel it was worth the wait.

Three new attendee's came to our January meeting and hopefully they will return and bring their friends. We had a strong showing of our desire to help each other as well as to see the work of our peers. For those of you who have never been to the PPO Annual Convention / Mid-East States Print Competition, plan on March 1 - 6. The first through the third (Wednesday to Friday) is when you can learn the most about Print Competition by being a Volunteer. You get to see the images as they are received, processed in, and judged. You can form your own opinions and then see how the judges grade them and learn why.

Seminars start Friday night and go through Monday. The hotels and other expenses are a good investment into your learning processes. Not to forget the people you get to meet and learn from.

Congratulations to the individuals, who received such good scores on their images, and keep on learning and improving to all others. See you in February.

Ron

For those who have never looked through a view camera,



One sees the image on the ground glass as upside down.

Of course that is due to the optical law of any lens to reverse the image when focused.

Sometimes it takes looking at something upside down to get the composition right.

I have come to realize that looking at an image upside down is one of the reasons why the composition of view camera images are so good. Being upside down, it shifts the image pattern to the right side of the brain. Thus, making it a pattern of light and dark shapes to be interpreted instead of a scene that is understood in a logical fashion by the Left brain side. It forces the brain to see the image in a different way. The placement of objects into equal balance using only positive and negative spaces, and values.

Maybe we should start looking at our business upside down?

It probably already seems that way.

I offer the following for your consideration.

As a business owner today, it is hard to see exactly what is going on because everything has been turned upside down!

In a way, I believe it to be true that our industry has been turned upside down by the mass marketing to the consumer, and the apparent over simplified advertising by major manufacturers of photographic equipment and its use.

Now, as a result, nothing in the studio business is going according to plan. Nothing is happening like it did last year. It can be confusing for the well-established studio, as well as the younger, newer photographers, who are struggling and trying to understand why they have no customers calling. Or, at least, why the number of calls are very low for this time of year.

As professional photographers we must create our own upside down business compositions that will play to and be understood by the public. As with a view camera, if we create in the upside down place, might not we find some answers that we never have thought of?

By looking at the basic shapes of the profession, the basic construction of the entire business of photography, can we come up with some answers to better educate our clients? Try only looking at the BASIC concepts, and figure some changes and apply those changes to the business.

Can you compose a composition of positives and negatives that would result in a new presentation to the public that makes them realize and better understand why a professional image is better than what they can do themselves?

Do you dare ask yourself these questions of your business?

“Just what are the True Consumer Benefits of A Professional Portrait from ME?”

OR,

“Why should a customer come to Me instead of doing their own?”

OR,

“What is it that we as Photographers really do for our Society?”

If you can't answer these questions effectively, then learn the phone number of the local employment office. If you can, then start telling everyone.

Photographers must start playing outside the box of conventional marketing and thinking. They must adapt, or disappear.

“What is presented to the consuming public with enough repetition will soon be understood and considered NORMAL.”

We then, as professionals, will then become the abnormal in the public sight, unless we start presenting our abilities in a stronger and more dramatic way.

Instead of selling PRICE, SIZE, or FINISH could we illustrate and sell the real benefits to society by starting to make presentations using the emotional specifics that only professional photographers can provide? The Longevity, the individuals or families emotion, the truly timeless artistic image, the quality in color harmony in images, with all components making

the image meaningful to the customer. Images that are have all elements compatible with the message of the image.

Spend some time upside down thinking of other ways to confront and change the consumer's idea of what photography is, or what it is not.

Come up with your own meanings, and the ways to express them to your customers.

It is feared that we will have a lost generation because of the consumer self interest invading the hearts of the general public. What will be in their shoebox of pictures to hand down to their families? Not much I fear. Between being unable to read CD's, wet ink jet prints, bad lighting, poor composition, what this generation will leave to their descendants will be very poor. As professional documenters of society, we owe a responsibility to instruct and demonstrate what it is we really provide.

Think hard on how you can educate the public around you so that they become more aware of the fact that self-creation can be fun, but in time they will become the real loser.

We do not have to be dishonest, or deceiving, but there has to be some solid emotional, and logical reasons that can presented in a way to "De-Frock" the mass media simplicity of doing one's own photography and calling it acceptable.

Share your thoughts and ideas with other photographers so all can benefit from your ideas. Work together!

Separate chunks of ice melt quickly and disappear. An iceberg can halt a steamship.

Bdroberts 2005

2005/2006 Meeting Announcements

Sep. 12	Rod Brown
Oct. 10	Julie Bush
Nov. 07	Beth Forester
Nov. 13 & 14	Fall Two Day Conference - Hilton Easton
Dec. 12	Christmas Party
Jan. 09	Print Competition Judges TBA
Feb. 13	Linda Durham
Mar. 1 - 6	Mid-East States Convention – Dayton OH
Mar. 13	Round Table
Apr. 03	Ron Kotar
May 08	TBA

PPCO Board meetings are generally held at 5:30, before the regular meeting. PPCO financial information is available to members upon request.

Need to know the ins and outs of Photoshop CS2? Or just need to brush up on your Photoshop skills? Clay White an instructor at Columbus College of Art and Design offers a “Photoshop for Photographers” class.

This is a 12 week course, meeting once per week from 6:45p to 9:30p.

This is designed for the working professionals who have a strong knowledge of Photoshop. This is a very fast paced, highly informative instruction.

If you want to have a better understanding of the digital workflow, actions, scripts and more, I would strongly encourage you to check this opportunity out. Classes begin again at the end of January 2006.

Lori Ryan – PPCO Member