

PPCO

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Beth Forester

Biography

Beth Forester owns and operates Forester Photography in the small town of Madison in the heart of the coalfields of West Virginia. In 1995, she turned her hobby into a part-time business and opened a studio in her home. Within a year, Beth moved her business out of her home and opened a full-time portrait studio specializing in classic portraiture. In 2000, Beth made the jump to the digital world of photography and now the studio is operating 100% digital. "I love the control I have over the final look of the portrait. The ability to put that little something extra into each image is a very rewarding experience. I feel digital photography enables me to give my clients more quality, originality, and creativity."

Throughout the years Beth has achieved many accolades for her portrait work. In 2004, she was named "West Virginia Photographer of the Year" and is only the second woman in the history of the West Virginia Professional Photographer organization to hold this title. In that same year she received the coveted "National Photographer of the Year, Gold level" which placed her among the top



50 photographers in the nation. To date, she has 6 Loan Collection images, 2 Fuji Masterpiece Awards and 4 Kodak Gallery Awards.

Presidents Message

Hello Everyone. I hope that all of you are planning to attend the Fall PPO Conference at the Easton Hilton. Since it is being held in our area, people with questions about Columbus will look for us to help them. There is no reason we can't. Let's show them that PPCO is here to help our peers.

Unfortunately, that wasn't the case recently. A situation has been brought to the board that one of our members, when asked by a potential client about another PPCO member, responded that "He is a weekend warrior and you get what you pay for." That type of response about a fellow photographer is insulting to me. We are here to help each other; it is in our code of ethics and in our constitution and bylaws. There is no reason to be insulting about another member.

If you don't know the other person, a simple "I don't know them very well." would have been sufficient. If a person is a new member to PPCO, it becomes obvious that they are professional and are trying to increase their knowledge and improve their products. To suggest to the potential client that they look at their work and choose for themselves is also appropriate. The board and I hope we don't hear of this type of situation being repeated.

It is almost Halloween and then Thanksgiving. We have much to be thankful for. The Christmas Party will be held at Berwick Manor this year. In acknowledging the many years that Penney Adams has opened her home to us for the party, the Board voted to give her a break this year.

THANKS PENNEY! We will be setting up a committee for the Party. Volunteers can contact myself at our November meeting. We will need to decorate the meeting room, arraign for appropriate music, etc. The meal will be a three-entree buffet, with all the works.

We can all start putting our 8 by 10's together for the PPCO Photo Contest, which is held in January. Another point is an apology to our October Speakers, members and guests for starting the meeting so late and causing the meeting to run so late. As President, I must take responsibility for that. I promise that I will do everything in my power to prevent that from happening again.

HAPPY TRICK OR TREATING

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Photographers' Dictionary:

Amateur Photographer:

Someone who takes photos because they want to

Pro Photographer:

Someone who takes photos because someone else pays for them

Consumer:

Someone industry relies on to purchase lots of stuff that sees little use

Prosumer:

Someone industry relies on to purchase lots and lots of stuff before they figure out that it doesn't really work the way it is supposed to and then buy the replacement a year later

Hobbyist:

Someone who has enough time to actually figure out how to make the products they buy work the way they are supposed to

"Project":

What you tell people you're working on when you're really just out taking pictures

"Customer":

Someone willing to write you a check

"Client":

Someone willing to write you a check more than once

Studio:

Laundry room with 2 strobe lights, used mostly after the rest of the family has gone to bed.

Digital Studio:

Laundry room with 2 strobe lights and a computer.

Fine Art Print:

Anything you sell for more than you spent on paper and ink

Rush Job:

Something I forgot to do yesterday and now need to rush someone else to make my deadline

Urgent Rush Job:

Something the client forgot to do and now needs me to rush around and do for them

Contract Proof:

If this proof print doesn't make the client happy they reserve the right to take out a contract on the printer and photographer

Color Management:

The process of hiring, training and setting appearance goals for the colors you need for a project. Then re-viewing their achievements and firing any colors, which do not perform as required.

Raw files:

Files you purchase from the meat department to be cooked at home. These contrast with JPEG files, which you buy in the freezer section and warm in the microwave.

Software Activation:

A way to make sure that when something unpleasant like a computer crash happens it becomes really, really unpleasant.

This is courtesy of DigitalPro Shooter

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	Christmas Party
Jan. 09	Print Competition Judges TBA
Feb. 13	Linda Durham
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.