
CLICK TOPIKS

Our September Guest Speaker

Angela Talentino



Bio:

Angela, originally from South Florida, graduated from the University of Florida in 1993, earning her Bachelor's degree in Advertising/Marketing. While attending the University she met and was inspired by Susan and Stewart Powers, award-winning wedding photographers, and quickly fell in love with the people and the art of photography. After graduating, Angela moved to Cincinnati where she photographed for a high-volume wedding/portrait studio.

In 1999 Angela opened her own studio. Immediately she found her marketing knowledge very useful in her role as a business owner. Her first year in business was quite successful as she quickly created an in-road into the large Cincinnati-area market. Since then her business has flourished due to a strong emphasis placed on unique client service and portraiture that truly reflects the personalities of her clients.

Having worked with and been mentored by both low-volume/high-dollar studios as well as high-volume/low-dollar studios, Angela has been able to synthesize the two approaches to build a steady clientele.

Angela has earned her Masters and Craftsman Degrees from the Professional Photographers of America. In 2005, she was awarded the Bill Stockwell award for most outstanding album at the Mid-East States Regional. This album was also awarded the Kodak Gallery Award and accepted into the 2005 Loan Collection. In 2006 her album entry was awarded with the Fuji Masterpiece.

Program Description:

While understanding that there is not one solution perfect for every studio, Angela believes there are universal truths about creating long-term client relationships.

Do you have a plan? How do you define marketing? Are you positioning yourself or are you being positioned by your competition? Angela discusses tips on establishing yourself in your area and ways to differentiate your studio. She also discusses the importance of unique client service, building a great reputation and how to get people talking about you.

Presidents Message

Hi PPCO Gang!

I hope that your summer brought fantastic new and exciting adventures.

It is my honor to serve as your PPCO President. I am thrilled to have the support of my talented and hard-working board. My goal is to be an integral part of an action-packed, fun, and enlightening year!

Reflecting on last years PPCO activities, I remember how we grew, as a group! I am so impressed at how close the group became! We had informative and motivating speakers. We learned many new ideas on various subjects such as:

- Workflow
- Money-making tips
- Copyright issues
- Making “budget” backgrounds that pop
- How to handle difficult clients
- Grow Senior business through “add-on” sales
- How to achieve more successful print entries

The membership, once again, increased; our print competition was one of the most successful ever as evidenced by the Mid-East States and PPA Print Competition results. Congratulations to all our PPCO members who experienced such tremendous success with their prints!

We also had a great Christmas Party and the food was incredible! The gifts were awesome. (NOTE: There is no gift like the present)

I am looking forward to this year. We have a fabulous speaker line-up that will help you deal with many of today’s present concerns. This is a great time to be a PPCO member!

Our opening speaker on Monday September 11, 2006 is Angela Talentino, who will be sharing her secrets on successful marketing strategies. Angela is fabulous, informative knowledgeable, and cool. You cannot afford to miss this meeting!

You all have great curiosity and creativity. So bring it to the meetings and be prepared to learn, laugh, share, suggest, socialize, and grow. I invite you to enjoy the benefits of this great organization.

Your PPCO President,

Elaine Hughes

Important Note

Please remember to fill in the PPCO membership application and sign the Code of Conduct page for the new year and either send it to Kerry Mechtly or bring it with you to the September meeting.

After September 11 the dues rise \$10.00. So save a few dollars and get it in early.

Thanks

Jim

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<i>2006/2007 Calendar</i>
Sep. 11 Angela Talentino Marketing: Creating Healthy Habits
Oct. 9 Darrell Moll Setting Yourself Apart
Nov. 6 Jennifer Gilman / Mark Garber TBA
Nov. 13 & 14 Fall Two Day Conference - Hilton Easton
Dec. 11 Christmas Party
Jan. 08 Print Competition - Judges TBA
Feb. 13 Round Table
Feb. 28 - Mar. 5 Mid-East States Convention – Dayton OH
Mar. 12 TBA
Apr. 09 TBA
May 14 TBA

PPCO Board meetings are generally held at 6:00, before the regular meeting. PPCO financial information is available to members upon request.

The Creativity Attitude!

By Jeremy David Sutton © 2006

www.jeremysutton.com

It is All in Your Attitude

What is this mysterious sought-after thing called “creativity” and how can we nurture it in our lives? Creativity is defined by the Encyclopedia Britannica as “the ability to make or otherwise bring into existence something new, whether a new solution to a problem, a new method or device, or a new artistic object or form.” The Merriam Webster’s Dictionary describes creativity as “a quality of making, or an ability to make, something original rather than copied.” Both definitions reflect originality and newness. Creativity can be looked at as the bringing together of an idea or problem (inspiration) with action that manifests the idea, resolves the problem and results in something that didn’t exist before. That is, Creativity = Inspiration + Action. Creativity can be applied in all aspects of your life, not just creating expressive art. When it boils down to it I see creativity as an attitude. It is all in your attitude how you respond to an inspiration or a challenge or an idea, and whether you transform potential into process and succeed in working through, resolving and manifesting your ideas. Are you called to action? It is the *Creativity Attitude!* that calls you to action that I wish to share with you here.

Embrace Every Problem as a Gift

Creativity starts with an inspiration. That inspiration can be an idea you have or a problem you face. Every idea presents a problem as well as an opportunity. Put another way, Inspiration = Problem +

Opportunity. The problem, or challenge, is how to manifest and realize the idea. The opportunity is to engage in the process of exploring solutions and to bring something into existence that didn’t exist before. With this perspective you can now embrace every problem and challenge as a gift. Every problem is an opportunity for creativity.

Lay Out the Red Carpet for the Unexpected

Creativity can be looked at as a process of continual transition and discovery where the end result evolves in an organic way, taking on a life and voice of its own. Creativity welcomes, celebrates and lays out the red carpet for the unexpected. The unexpected will always happen. The only question is how we react to the unexpected. Creativity involves flowing with what *is* rather than either forcing another solution or giving up. It involves seeing the unexpected as an opportunity rather than a barrier. Treat your journey in creating as a path of continual improvisation. When something happens that you don’t like or expect, see it as an opportunity to make your creation more interesting. The unexpected is a launching point or catalyst for creative growth.

Make All the Mistakes You Can

There’s a lot of trial and error in creative process. A lot of : “this doesn’t work, this doesn’t look right, this doesn’t feel right, this isn’t working, ah, this works!” This echoes the advice attributed to IBM founder Thomas J. Watson, Sr. to “go ahead and make mistakes. Make all you can. Because that’s where you will find success. On the far side of failure.” Legendary sound editor Walter Murch, in his

book *In the Blink of an Eye*, makes the point, in discussing the enormous task of editing the film *Apocalypse Now*, that the actual rate of cuts per editor per day turned out to be 1.47, a process that takes under 10 seconds. It took Murch a year to edit his sections of the film. If he'd known exactly where he was going at the beginning, he could have just come in for 10 seconds of work each day! His point is that creativity, in this case film sound editing, "is not so much a putting together as it is a discovery of a path."

Accept that the creative process involves trial and error and frustration. In reality there is no such thing as a mistake in your creative process, simply marks that add to the richness and character of your creation, and which may take you in a new unexpected direction. The Navajo weavers are reputed to purposely create a flaw in their weaving, with the attitude that God is in the imperfections. With that in mind we can take a new look at our mistakes.

Be a Risk-Taker

Helen Keller expressed a simple truth regarding the futility of fear: "avoiding danger is no safer in the long run than outright exposure. Life is a daring adventure or nothing at all." The biggest barrier to creativity is fear: fear of letting go, fear of missing out, fear of starting, fear of completion, fear of imperfection, fear of failure, fear of inadequacy, fear of computers, fear of the unknown, and fear of other people's judgment. Do any of these ring a bell?

They certainly do for me. When it comes to creative and expressive endeavors, whether art related or in some other aspect of your life, be a risk-taker. Allow yourself the freedom to fail, to trip up, to be vulnerable. Sometimes it's risky being honest and real, but it's worth taking that risk for the power and beauty of what results.

Be Spontaneous

The blank canvas or the empty dance floor can elicit both fear and excitement. To start creating, we need to overcome our fears and open ourselves to being vulnerable and exposed. We also need to forget old patterns, attitudes, and habits. This is always easier said than done. Every time I am about to begin a live digital portrait in front of an audience, I face fear. A voice in me asks: "What if it ends up looking nothing like the subject?" "What if I make a fool of myself?" and so on. Yet it is that very risk, of ploughing into the unknown, of being vulnerable, of creating something spontaneous and unrehearsed, that excites and interests the audience, and that keeps me learning and developing. My creative process is a continual dance with letting go and overcoming fears. Allowing myself to be spontaneous is one of the tools that helps me overcome my fears and drown out the voices of doubt.

Be Committed

Commitment has power. Be committed to the process of learning and experimenting. Be committed to taking risks. Be committed to persevering even

when the going gets tough! Every creative process has its ugly stages. Those are the times you feel like giving up, starting a fresh, throwing in the towel! Those are also the times when it is most powerful not to give up but to persevere and see what lies at the other end of the tunnel. If you need to take a break do so, but then return to the process and see where it leads. The easiest way to remain committed through the ugly stages is to be highly motivated. The easiest way to be highly motivated is to focus on something you care about. Passion is a great motivator. When you care and are passionate about what you are doing, the creative process becomes an exciting and energizing journey, even in the tough stages.

Trust in Yourself

Trust in yourself and in your creative process. Allow yourself the freedom to be creative. Listen to your inner voice, your gut feeling, your intuition. In trusting the creative process you become one with the creative process—totally absorbed. It is safe to be vulnerable. It is safe to honestly express your emotions in the creative process. Accept how you are, who you are, and what you create. Do not be overcritical of yourself. Acceptance allows us to open ourselves to the intuitive, to flow with the organic unfolding of the creative process, to enjoy improvisation, to relish the role of serendipity, the accidental, and the unintentional.

Jeremy