
CLICK TOPIKS

OUR APRIL SPEAKER



Gregg Wurtzler, M. Photog., Cr.

"Improve Your Digital Workflow "

[Details](#)



Presidents Message

Hi PPCO Gang,

We have had great turnouts for our PPCO meetings thanks to all of you. Thank you for making my year as

PPCO President memorable, fun and educational.

Spring has sprung it will be warmer and provide us with longer periods of light! One of the great things about longer periods of light is that we have more time to see. Bob often says ‘it’s funny how we are always looking, but seldom really see.’ Take some extra time to work on some of those great ideas you have had, but never got ‘a round tuit.’ You can create some wonderful images if you will remember to give yourself permission to do some of the things that you have not yet done. If you do the same old stuff, you will get the same old results!

Our March speaker, Marci Allin was fantastic! She gave us ideas of ways not only to book more weddings, but booking the weddings we want to book. She shared how she makes brides and grooms feel comfortable and giving them what they are asking for. Marci stressed how important superior customer service is. She never never gives her files away! Marci shared with us how she educates her clients in regards to the time and effort that is involved in preparing a professional each image before it is printed. We were honored to have Marci as our speaker.

Our April speaker, Gregg Wurtzler is giving a talk about ‘Improving Your Digital Workflow’.

He is a teacher at the Ohio Institute of Photography, (OIP) so I’m sure he will provide useful information to improve our time in front of the computer. Looking forward to seeing you there.

PPCO needs volunteers for the board. The jobs are rewarding and knowledgeable and the year goes by so fast. It’s all worth the time, without our PPCO Board we have no PPCO Group!

“Leadership is the courage to admit mistakes, the vision to welcome change, the enthusiasm to motivate others, and the confidence to stay out of step when everyone else is marching to the wrong tune.” E.M. Estes

Your PPCO President,
Elaine Hughes

<i>PPCO Board of Directors</i>	
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	Elected Member Ace Winters wintersphotography@windstream.net
	Elected Member Kim Myers kim@myers-photo.com

<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 15 Ways to Create Buzz for your Business
Nov. 13 & 14 Fall Two Day Conference - Hilton - Easton
Dec. 11 Christmas Party
Jan. 09 Print Competition - Judges Amy Mears, Darrell Moll and John Wurzell
Feb. 13 Robert Kunesh "Discovering & Developing The Creativity Within You."
Feb. 28 - Mar. 5 Mid-East States Convention – Dayton OH
Mar. 12 Marci Allin "Changing Times..Changing Brides - OR are they?"
Apr. 09 Greg Wurtzler "Improve Your Digital Workflow"
May 14 Jon & Linda Johnson "High School Seniors 2007 and Beyond"

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

Details

"Improve Your Digital Workflow"

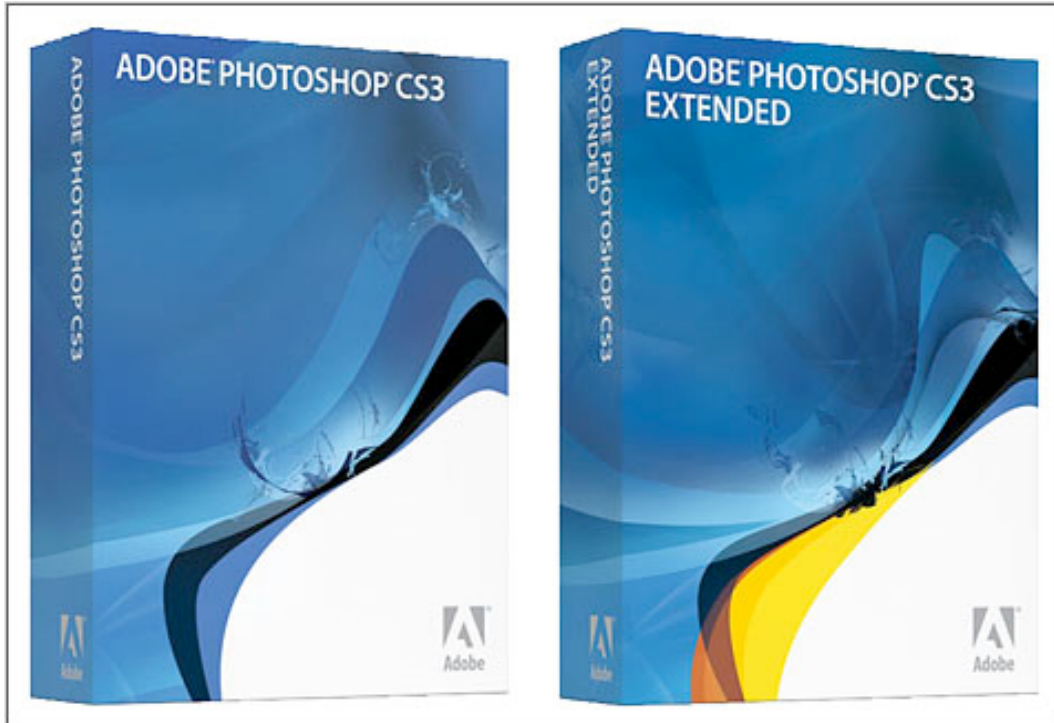
Gregg's program will center around ways of improving your digital workflow. Whether your capturing a jpeg or a raw file he will help you to "get r done" in a more timely manner. He will explore the use of actions and the raw file converter to make it all more consistent and better quality. Archiving and file management will also be explored as well as some really cool photoshop techniques.

Gregg has worked at Ohio Institute of Photography and Technology as the Photography Department Chairmen for twenty six years. Gregg has also been photographing portraits and commercial work for just as long. In 1999 he married his wife Kathie and they started Wurtzler Photography. Most of their business concentrates around portrait photography including seniors, families and shooting approximately 25 weddings a year.

Gregg is member of PP of Ohio and has served on the PPO board for the past seven years. His work has gained him nine Court of Honors in Commercial, Portrait and illustrative, as well as winning the George Edmundson trophy for outstanding Commercial entry in 1984, 1991, 1997, 2003, and 2004 and 2006. Gregg has been in the Top Ten Photographers in Ohio six times in the past ten years as well as receiving the Fuji Masterpiece award eight times.

This past March he won his first Kodak Gallery award in Commercial. One of his wedding entries was also awarded the Akron Society of Professional Photographers Award in candid wedding. At national level he presently has ten images in the Loan Collection as well as had images displayed at Epcot. In January of 2004 Gregg became a PPA Affiliated Juror.

Adobe Delivers Two Editions of Photoshop CS3



Photoshop CS3 and Photoshop CS3 Extended Push the Boundaries of Digital Imaging

London — March 27, 2007 — Adobe Systems Incorporated (Nasdaq:ADBE) today announced Adobe® Photoshop® CS3 and Photoshop CS3 Extended, two new editions of the professional industry standard for digital imaging. Photoshop CS3 software is a major upgrade, offering new innovations in editing power and productivity for designers and photographers. The addition of an entirely new version of Photoshop, Photoshop CS3 Extended, means creative professionals can now discover new dimensions in digital imaging, harnessing everything in Photoshop CS3 plus groundbreaking tools for 3-D, motion graphics, image measurement and analysis. Photoshop CS3 Extended expands the boundaries of digital imaging, simplifying the workflow's for professionals in architecture, engineering, medicine, and science.

Photoshop CS3 and Photoshop CS3 Extended will be available as stand-alone applications or key components of Adobe's expanded Creative Suite® 3 family, also announced today (see separate press releases). The software will be available as a Universal application for both PowerPC and Intel-based Macs and will support both Microsoft® Windows® XP and Windows Vista. Customers will experience increased levels of performance and speed running Photoshop CS3 on Intel-based Macintosh systems and the latest Windows hardware.

“This is the year in which Photoshop reinvents itself,” said Deborah Whitman, vice president of product management for Digital Imaging at Adobe. “In this landmark release, we took the professional industry standard and greatly expanded the possibilities for designers and photographers, while challenging it to shine across a whole new set of tasks. We’re delivering Photoshop CS3 and Photoshop CS3 Extended to a new breed of cross-media creative professional and stretching the limits of what can be done by architects, scientists and doctors.”

Advanced Tools for Designers and Digital Photographers in Photoshop CS3

Photoshop CS3 beta testers have confirmed the release as a must-have for designers and photographers. With new features for advanced compositing, designers can automatically align multiple Photoshop layers or images based on similar content. The Auto-align Layers command quickly analyzes details and moves, rotates or warps layers to align them perfectly, and the Auto-blend Layers command blends the color and the shading to create a smooth, editable result.

With the latest version of Camera Raw, photographers can process raw images with increased speed and superior conversion quality, with its support for over 150 raw formats, JPEG and TIFF files, compatibility with Adobe Photoshop Lightroom™, and new tools such as Fill Light and Dust Busting.

Image Analysis, 3-D and Motion Support in Photoshop CS3 Extended

Photoshop CS3 Extended software includes everything in Photoshop CS3 plus additional specialized features such as support for 3-D and video workflow's, animation and in-depth image analysis. With support for popular 3-D formats, creatives can render and incorporate rich 3-D content into their 2-D compositions, including texture editing on 3-D models. Using the Enhanced Vanishing Point, designers can measure in perspective and also export from Enhanced Vanishing Point to a 3-D model. For video post-production, Photoshop CS3 Extended now includes video-format and layer support to edit video files frame by frame. The resulting video can then be exported to a variety of formats including Flash®. Pioneering new uses in areas such as manufacturing and medicine, the Measurement Log palette calculates a range of values within an image, the Scale Marker easily adds a scale graphic to any image, and the new Count tool tallies features in an image simply by clicking on them.

“We estimate that 98 percent of all video games on the shelf were created with Photoshop,” said Michael Casalino, senior environment artist for Electronic Arts Sports. “The enhancements in Photoshop CS3 and Photoshop CS3 Extended will make the software even more indispensable to us, with functionality like the new 3D editing tools allowing users to seamlessly incorporate 3D content into the image-editing workflow.”

New to Photoshop CS3 and the Adobe Creative Suite 3 family, Adobe Device Central (see separate release) radically boosts the productivity of creative professionals who develop content for mobile handsets.

Adobe Photoshop Family

Adobe offers the right Photoshop for all types of users. Photoshop CS3 and Photoshop CS3 Extended are at the heart of the Photoshop family. The portfolio also includes Adobe Photoshop Lightroom™, which provides a complete digital darkroom for professional and serious amateur photographers; Adobe Photoshop Elements with editing and sharing options for photography enthusiasts; and the free Adobe Photoshop Album Starter Edition, which meets the needs of the casual photographer.

Available Board Position

We have one position opening up for the PPCO board. Please think about nominating yourself or someone else that you would like to see on the board.

It's not a hard job but it is rewarding. If you want to get involved and make a difference in the PPCO organization send your nomination to me at Jim.Nardone@mac.com and I'll get to the board for review.