

CLICK TOPIKS

OUR MARCH SPEAKER



MARCI ALLIN

"Changing Times...Changing Brides - OR are they?"

[Details](#)

Presidents Message



We had a great turnout for our February Meeting. Robert Kunesh was our speaker and not only was he humorous; he helped open the right brain hemisphere to more fully understand our uniqueness and creative possibilities. Robert showed some of his award winning images and demonstrated some of his Photoshop techniques, Robert stated not to complicate the moment with too many "how to's," but to "JUST BEGIN". We were all refreshed, hummed refrains of Kum-By-Ahh, and were very grateful to receive speaker enlightenment taking a break from roundtable discussions.

It seems as though we all have been given some time to make some "beginnings" with this cold and snowy weather. My car is buried in the snow, I can barely find it. I have, however, been able to find my computer! (Alternatively, does the computer find me?)

It is almost time for the Mid-East Convention. Are you excited as I am? (February 28-March 4th). We not only have wonderful speakers, great fun and a huge tradeshow, but one of the best print competitions ever. In addition, PASO has a print competition and two (2) days of art seminars for a minimal fee. All of the information is in the PPO Convention issue. If you did not receive the issue, check on PPO's website.

(www.ppofohio.org)

Thanks to Heidi and Kerry Mechtly for ordering all the plaques for PPCO and Mid-East States. They are greatly appreciated. Thanks to Jim Nardone for doing such a great job on the Website. Thanks to all the other board members who help make PPCO such a fantastic organization.

Congratulations to all who entered our PPCO print competition in January. I have been interested in print competition for the last thirteen years. I did burn the midnight oil in my "quest" to learn Photoshop and create my prints. I was honored to be chosen as the PPCO Photographer of the Year. All of you inspire me to keep learning and growing. Thanks!

Our March 12th speaker is Marci Allen. Do not miss this! Marci is not only funny and fun but is going to share the ways that she books her weddings. Marci already has over 30 weddings in her books for this year! **She does not give away her files!** This will especially be encouraging if you are looking for answers or a different perspective. Marci has some unique insights to share with those who are looking for fresh new approaches.

See you at the March Meeting,

Your PPCO President,
Elaine Hughes

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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 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 TBA
May 14 Jon Johnson TBA

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

Details

"Changing Times...Changing Brides - OR are they?"

How to turn generic emails of "What are your prices and packages" into appointments. I will discuss the psychology behind selling wedding photography, and how we apply those theories into our every day dealings with clients.

The program highlights the fact that due to digital technology, as well as other advances in today's society, we are hearing more and more photographers complain that they cannot relate to and/or sell to today's brides. However, today's brides are really no different than years previous. We are selling the same things, but need to find other ways of portraying and selling our professionalism.

Marci began her photographic career in 1996 when she went to work for a retail portrait studio catering to families, children, and pets. Desiring a more challenging style of photography that would fulfill her passion for capturing life's most precious moments, in 1999, she began working under a PPA certified, Master photographer as an assistant photographer for weddings. Thus, she had found her passion. In 2000, Marci opened Everlasting Moments Photography. Since then, striving to provide only the best for her clients, Marci has worked diligently to pursue the personal and professional goals she has set for herself. Marci is a member of the Professional Photographers of America (PPA), Professional Photographers of Ohio (PPO), North East Ohio Bridal Association (NEOBA), Akron Society of Professional Photographers (ASPP), and Senior Photographers International (SPI).

In 2003, her first competition awarded her an Honorable Mention for her unique wedding candid, "Oh Say Can You See." Since then, Marci has achieved several photographic awards including her latest two Merit Prints for her fine art portrait "My Glorious Day," and her photojournalistic image, "Oh My Gosh." "My Glorious Day" has also awarded her "Best Bridal Portrait" for the 2006 Mid-East Regional Convention, along with her first Fuji Masterpiece Award. In addition, "Oh My Gosh" has been accepted into the General Collection Book from PPA's National Print Competition. Marci is Past President of the Akron Society of Professional Photographers (ASPP), fills the position for Akron's Representative to the Board of Trustees of the Professional Photographers of Ohio, and is a member of the Rotary Club of Barberton.

While enjoying the success that her hard work and passion for her career has awarded her, Marci is convinced that to be one of the best, you must never stop learning. In May 2005, she had the opportunity to study under world-renowned photographer, Monte Zucker, and continues to study under another photographer to pursue her goal to be one of the best.

The world's fastest D-SLR – re-mastered EOS-1D Mark III: The new benchmark



Press Release:

Pre-PMA 2007: Canon has today announced the latest iteration of their EOS-1D digital SLR. The Mark III has a ten megapixel APS-H (1.3x FOV crop) CMOS sensor and can shoot at ten frames per second. It features the updated DIGIC III image processor, a new 19 area Auto Focus system, up to ISO 6400 and a 3.0" LCD monitor (with a live view feature). The Mark III should ship in April for US\$ 3999.

Canon today sets new standards for professional photography with the launch of the EOS-1D Mark III. Delivering 10 frames per second at 10.1 megapixels for a maximum burst of 110 Large JPEG images (30 in RAW), the EOS-1D Mark III replaces the EOS-1D Mark II N as the world's fastest digital SLR. Dual "DIGIC III" processors drive the camera's high speed, high resolution performance, and bring 14-bit image processing to the EOS series for the first time.

A ground-up redesign introduces a host of new features and advancements to Canon's flagship EOS-1 series, including a 3.0" LCD with Live View mode, EOS Integrated Cleaning System, new

auto focus system with 19 cross-type sensors, and 63-zone exposure metering. The camera's APS-H size (28.1 x 18.7 mm) CMOS sensor enables a wider 100-3200 ISO range as standard, expandable to L:50 and H:6400.

"The EOS-1D Mark III represents a complete reappraisal of everything Canon has learned over the past 20 years of EOS development," said Tsunemasa Ohara, Senior General Manager, Camera Development Center, Canon Inc. "In building this camera, we started with a blank canvas. Every facet of the photographic process has been refined, every design decision re-evaluated to bring us to this point: a camera that combines familiar EOS ergonomics with a vastly enhanced specification. Our engineers are overjoyed with the result."

Key features

- 10.1 Megapixel APS-H CMOS sensor
- 10 fps continuous shooting for up to 110 frames
- Dual "DIGIC III" processors
- New auto focus system with 19 cross type sensors
- EOS Integrated Cleaning System
- ISO 3200 (expandable to H:6400)
- 3.0" LCD with Live View mode
- Wider, brighter viewfinder
- Picture Style1

The choice of professionals

The EOS-1D line has enjoyed massive popularity among the world's leading sports, reportage and wildlife photographers, with international wire agencies AFP, Getty and Reuters choosing Canon for their photographers. "The people at Canon are great to work with because they listen to photographers. It's their attention to detail and the pace of innovation that makes EOS the system of choice," explained Stephen Munday, Director of Operations – Editorial, Getty Images.

Exceptional image quality

Canon's dual "DIGIC III" processors deliver unprecedented levels of speed, responsiveness and image quality. Ready to shoot within 0.2 seconds of power on, the EOS-1D Mark III can capture and process over 100 megapixels of image data per second, rapidly clearing the image buffer to allow up to 110 frames in one burst. Images are processed at 14 bits for a total color depth of up to 16,384 tones per pixel, compared to 4,096 tones from 12 bit images.

The third generation CMOS sensor incorporates a new pixel design that works together with on-chip noise reduction circuitry to ensure high image quality at ISO 3200. The option to expand to H:6400 will benefit professionals working in news and sports locations where the use of flash is not permitted or desired.

Greater precision, more control

Canon has redesigned its auto focus system to include 19 cross-type sensors with sensitivity up to f/2.8, spread out across the AF area to better accommodate off-centre subjects. An additional 26 AF assist points are used to aid AF tracking for improved accuracy.

Responding to professional photographer requests, a dedicated AF button on the back of the camera allows users to instantly switch auto focus on or off while keeping their eye on the viewfinder. The viewfinder is now brighter and offers a wider angle of view. The camera's new 63-zone metering system gives photographers greater level of control over exposure.

New LCD with Live View

The bright 3.0" LCD monitor provides 230K pixels resolution for precise framing and reviewing of shots. New to EOS, Live View mode enables photographers to frame without having to look through the viewfinder – particularly useful for shooting from awkward positions.

The menu system on the EOS-1D Mark III has been completely redesigned to take advantage of the LCD size – menus are easier to read and use. A choice of 57 custom functions gives photographers more options for customizing camera settings to their daily working requirements. A new My Menu option allows photographers to store frequently used settings on a separate menu for faster access. Settings for new accessories such as the Speedlite 580EX II and Wireless File Transmitter WFT-E2 – also released today – can be controlled directly from the LCD.

Total reliability

The EOS-1D Mark III incorporates a range of practical enhancements for the working photographer. Shutter durability has been increased by 50% to 300,000 cycles. The body is protected by a magnesium alloy casing with dust and moisture resistant seals. The EOS Integrated Cleaning System provides further reliability by reducing sensor dust, minimizing the need for manual cleaning on assignment. To avoid corruption of captured images, a warning appears on the LCD and an alarm sounds if the memory card door is opened while images are still being written. Interfaces include video out (for display in both NTSC and PAL formats) and USB 2.0.

Compatibility and accessories

Canon is marking today's launch with the release of several additions to the professional EOS system:

- EF 16-35mm f/2.8L II USM – A fast, ultra wide-angle zoom lens delivering exceptional image quality throughout the aperture range.
- Speedlite 580EX II – An update of the Speedlite 580EX that offers weather resistance when attached to the EOS-1D Mark III.
- Wireless File Transmitter WFT-E2 – Smaller, lighter and more versatile than its predecessor, the WFT-E2 speeds up workflow by allowing photographers to transmit images wirelessly during the shoot.
- Original Data Security Kit OSK-E3 – Verifies the authenticity of images taken with the camera and supports image encryption for additional security.

Software

The EOS-1D Mark III is supplied with a comprehensive software suite to help the photographer's workflow. This includes Digital Photo Professional (DPP), a powerful RAW converter that provides complete RAW image processing control.

DPP integrates with camera's features such as the Dust Delete Data and Picture Style. The camera also comes with EOS Utility, Image-Browser/Zoom Browser and Photostitch.

Article courtesy of DPReview

COPYRIGHT RECON: Time to Investigate FedEx Kinko's

PPA's RECON program is investigating FedEx Kinko's – and we need your help.

PPA's recon program is copyright enforcement driven by volunteer participation, and PPA is asking you to get involved by placing an investigative order with the FedEx Kinko's. The process is simple:

Take a clearly marked photographic print (or CD of images that is clearly marked as containing copyrighted material) and ask to have some copies made. Then, report the results of your test to PPA – it's that simple.

If the store associate refuses to make the copy, thank them. If the store associate makes the copy, or allows you to make the copy please keep a copy of your receipt and your filled order. Regardless of the outcome, contact PPA by e-mail at mmathews@ppa.com and let us know how it went.

Join us in protecting your copyrights. Read more at copyrightdefense.com.