
CLICK TOPIKS

A Day with David Ziser



It's About Time

Digital wedding photography looks mostly flat and one-dimensional these days. ***Its About Time*** to revisit the images that still take their breath away for those that see them - images that demonstrate the "lost art" of decent lighting, sensible posing, and good composition. ***It's About Time*** we look at real software solutions that will have you designing digital albums 300% faster than traditional PhotoShop methods. ***It's About Time*** we maximize our Sales and Profits efforts in our studios. David program will give you "***Power Marketing Strategies***" that can impact your business dramatically in a matter of months. Since converting to a 100% in-studio digital workflow/salesflow and printing, David's studio profits have never been greater, his production costs lower, and his finished product never looked better! This program shows exactly how you can do it too!

[Details](#)



Presidents Message

Welcome and greetings to Ohio's greatest affiliate, the Professional Photographers of Central Ohio. It is an honor and privilege to serve as your 2007/2008 PPCO President.

Over the past few years it has been a pleasure to witness the growth of PPCO. I applaud those members who have injected PPCO with new strengths. Thank you for being open, willing, curious, developing new mindsets, strong, positive, and especially for embracing change.

I also would like to add my heart-felt congratulations to what I feel is the best-ever PPCO board. I respectfully submit that those members who are not on the board take a moment to thank a board member. I assure you that every current PPCO board member works long hours without pay, to provide you with heart, soul, greatness, and a strong agenda.

It has also been exciting and challenging to see the growth of technology coupled with many new options and creative tools which have helped elevate our beloved profession. I know that sometimes it can seem overwhelming to find ourselves in a Profession that has been propelled through the tunnel of such swift change. The good news is that there is a "light at the end of the tunnel."

Remember that change is inevitable. Merv Griffin a great and successful man who just recently passed away said "if it ain't broke, fix it anyway." This statement may seem somewhat contrary to standard thinking, but the time has come for us to break out of the "comfort-zone" box and specifically define and advertise our true worth and value.

At the same time, there are issues and challenges that need to be addressed. Information is changing constantly. Being aware of and harnessing this ever-changing information is essential to the growth of our business, industries and network partners. I have made it a personal mission to share with PPCO mem-

bers those advancements in technology and information which will be beneficial to it's members.

PPCO AUG 2007 PICNIC

Elaine and I had a fantastic time at the August PPCO picnic. The company was awesome, and the food was very tasty. Thanks to Jim Nardone and the Mechtly's for organizing the Picnic. Also, thanks to Ace Winters and Ron Burgess for lending their Chef skills. Lastly, thanks to all the members who brought all the needed "goodies."

DAVID ZISER MONDAY SEPTEMBER 17, 2007

We are honored and fortunate to have David Ziser as our September "Kick-Off" speaker. David will be presenting much new information. David will share techniques such as; Lighting, Posing, Workflow, Marketing etc... We are looking forward to a fun, fabulous, and informative all-day seminar. Please feel free to bring your undivided attention as David has much information to share.

NOTE: THIS MEETING WILL NOT BE HELD ON THE SECOND MONDAY IN SEPTEMBER! IT WILL BE HELD ON SEPTEMBER 17, 2007 WHICH IS THE THIRD MONDAY IN SEPTEMBER.

Looking forward to seeing you on Monday
September 17, 2007,

Your PPCO President – Robert Hughes

<i>PPCO Board of Directors</i>	
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	Appointed Member Matt Lydy info@mattlydy.com
	Elected Member Ace Winters wintersphotography@windstream.net

<i>2006/2007 Calendar</i>
Sep. 17 David Ziser Seminar : It's about Time
Oct. 8 Matt Lydy
Nov. 5 TBA
Nov. 11 & 12 Fall Two Day Conference - Hilton - Easton
Dec. 10 Christmas Party
Jan. 14 Print Competition - Judges Amy Mears, Darrell Moll and Mark Garber
Feb. 12 Round Table Moderator to be Announced
Feb. 27 - Mar. 3 Mid-East States Convention – Dayton OH
Mar. TBA
Apr. TBA
May TBA

Details

David Ziser’s “It’s About Time”

Presented by the Professional Photographers of Central Ohio



Digital wedding photography looks mostly flat and one-dimensional these days. *It’s About Time* to revisit images that still take their breath away. *It’s about time* that we get back to creating images that demonstrate the “lost art” of decent lighting, sensible posing, and good composition. *It’s About Time* we look at real software solutions that will have you designing digital albums 300% faster than traditional PhotoShop methods. *It’s About Time* that we maximize Sales and Profits.

David’s new program will give you “*Power Marketing Strategies*” that can impact your business dramatically in a matter of months. Since converting to a 100% in-studio digital workflow/salesflow and printing, David’s studio profits have never been greater, his production costs lower, and his finished product never looked better! This program shows exactly how you can do it too!

You cannot afford to miss this program. This information will help separate you from the Shoot & Burners, the Soccer Mom’s, The Uncle Harry’s and all the rest of the wannabe’s.

When: September 17, 2007

What Time: 9:00 to 10:00

Registration and Bkfst Bar

10:00 to 12:30

Program Part 1

Where: The Berwick Manor

12:30 to 2:00

Lunch and Mini Trade Show

3250 Refugee Rd.

2:00 to 6:00

Program Part 2

Columbus, Ohio

Phone 614-235-7100

How Much: PPCO members \$50.00

Non-PPCO members \$75.00

Please Complete All Information

Deadline September 14, 2007

Name: _____

*Email address: _____

*Must be supplied for confirmation purposes only

Studio Name: _____

Number of Attendees _____

Address: _____

Names of Attendees _____

City/State/Zip: _____

Phone: (____) _____

Payment Info: Check# _____ Made payable to PPCO

Credit Card # _____

Exp date _____ 3 digit code on back _____

Mail Application with Check or Credit Card Payment

Credit Card Billing Address: _____ same as above

Professional Photographers of Central Ohio

c/o Heidi Mechtly

4121 East Main Street

Columbus OH 43213

or Fax (Credit Card only) to: 614-236-4588

Address: _____

City/State/Zip _____

ROCK BOTTOM WEDDING RECEPTIONS

Couples say 'I do' to iPods to cut cost

Tuesday, July 31, 2007 3:26 AM

BY AMY SAUNDERS

THE COLUMBUS DISPATCH

The disc jockey at the Carey-Pavlov wedding on Saturday will not, under any circumstances, make obnoxious announcements or play The Chicken Dance.

Instead, a laptop will select tracks from the 2,738-song iTunes collection of Jasmine Carey and Ronnie Pavlov of Columbus -- among a small but growing number of couples ditching DJs to cut wedding costs.

Such a choice might yield substantial savings, with DJs charging as much as \$3,500 and the average American wedding costing \$27,000, according to Christa Vagnozzi, senior editor of theknot.com, a popular wedding site.

Carey, 23, and Pavlov, 24, plan to set up a computer with speakers for their wedding and reception, both at the Worthington Inn. The occasion will mark one of the few times that an MP3 player has cranked the tunes for a wedding there. A handful of receptions this year at the Columbus Athenaeum used an MP3 player, with "more and more" on the way, said Ann Clark, sales and event manager.

An increasing number of brides, Vagnozzi said, are talking iPods on theknot.com.

Alan Fields also mentions MP3 players in his book *Bridal Bargains*: More couples are using them, he says, although they're still found in "a very small percentage of weddings in the single digits."

Managers at other reception facilities say they haven't noticed a trend. ("What's an iPod?" asked an event planner at YWCA Columbus.)

Enrico Margaroli, president of the Four Seasons Columbus, hopes it stays that way. The four or five MP3 weddings there have presented difficulties for Margaroli and his staff.

"Instead of me focusing on the bride and groom and guests, I now have to make sure this thing runs appropriately," Margaroli said. He has announced first dances or speeches when no one knows what's going on and reassigned servers to figure out how to work an unfamiliar iPod shuffle.

"We don't do as great of a job as a DJ would do," Margaroli said. "That's not how we operate." Which is why DJs say that such do-it-yourself technology won't put them out of business. "There's a lot of other stuff the DJ does as far as the evening goes, with keeping the schedule going and keeping events in order," said Columbus disc jockey Ryan Smith.

Acting as master of ceremonies, operating lights and speakers, playing Shout at just the right time -- "These are all things an iPod can't do," said Doctor Brax, president and executive director of the

American Disc Jockey Association. "I tell people to use their iPods when they're looking to ruin their weddings."

Carey and Pavlov think they have it under control. A friend will man their playlists, and Pavlov's sister, Ali, a theater major, can jump on a chair to announce the event schedule. The room is small, anyway, Carey said. As for dancing, it's an afternoon wedding, so "I don't know if people will," Carey said. But she said it doesn't matter. If everything runs smoothly, Carey will get to hear all her favorite songs at her wedding. She and Pavlov are picky enough about music that their "do-not-play" list for a DJ might be longer than a list of requests.

The dance playlist will include music by Beck, Fatboy Slim and Shiny Toy Guns. The songs might be unfamiliar to many of the guests, but Carey hopes they have a good enough beat that no one will notice. Besides, hardly anyone will recognize the wedding processional: an orchestral piece called Aerith's Theme, a motif associated with a character from the video game Final Fantasy VII. "She does die -- which is kind of sad," Carey said. "But it's a pretty song, anyway."

asaunders@dispatch.com

PPCO Membership Information

It's that time of year again. Time to re-new your membership. Please take the time to visit the PPCO web site and click on apply.

This year our September meeting will not be a regular meeting, instead we have David Ziser for a full day seminar.

Your day will start with registration and a continental breakfast at 9:00 AM followed by the morning session at 10:00 AM. A lunch buffet will be provide from 12:30 PM until 2:00 PM. The afternoon session will begin at 2:00 PM and end at 6:00 PM. It promises to be a very worthwhile seminar.

There is one thing we need to make very clear. The 2007-2008 membership dues must be paid to take advantage of the \$50.00 seminar fee. Otherwise, the cost to attend is \$75.00. I keep repeating this so there won't be last minute confusion.

Canon strengthens pro lineup with 21 Megapixel EOS-1Ds Mark III

Amstelveen, The Netherlands, 20 August, 2007: [Canon](#) raises the stakes in the professional photography market with the launch of the 21 Megapixel, 5 frame per second EOS-1Ds Mark III. Delivering 14-bit depth resolution from a newly developed 35mm full frame CMOS sensor, Canon's new flagship digital SLR produces files that convert to over 100MB uncompressed 16-bit TIFF, setting a new benchmark in image resolution and sharpness for 35mm-format digital photography.

As well as producing outstanding color rendition, Dual DIGIC III processors drive 5 fps continuous shooting for up to 56 Large JPEGs (12 RAW) – unrivaled by any other camera at this resolution. This capacity to shoot such large images uninterrupted is regarded as a big driver in switching studio photographers to the EOS platform.

The EOS-1Ds Mark III inherits the new technology platform introduced earlier this year in the EOS-1D Mark III, including 63-zone exposure metering, 19 cross-type auto focus system, a 3.0" LCD with Live View mode and EOS Integrated Cleaning System. The Highlight Tone Priority function expands dynamic range for more depth and detail in bright areas. The launch is supported with the announcement of Canon's new ultra wide-angle lens, the Lens 2.

"Taking image quality and versatility to unprecedented levels, the EOS-1Ds Mark III redefines commercial photography conventions", said Karz Suzuki, Head of Canon Professional Services. "The camera will strengthen Canon's popularity amongst professional studio photographers. Culminating 20 years of EOS development, the EOS-1Ds Mark III represents a definitive moment in our company's photographic history."

Key features

- 21 Megapixel full frame (35mm) CMOS sensor
- 5 fps continuous shooting for up to 56 frames
- Dual "DIGIC III" processors
- Highlight Tone Priority
- Auto focus system with 19 cross type sensors and 26 focus assist points
- EOS Integrated Cleaning System
- ISO 100-1600 (expandable to L:50 H:3200)
- 3.0" 230K pixel LCD with Live View mode
- Redesigned viewfinder now wider and brighter

Image quality

The EOS-1Ds Mark III produces files that exceed the standard resolution requirements of leading agencies and stock libraries. The third generation CMOS sensor incorporates a new pixel design with on-chip noise reduction circuitry to ensure high image quality all the way to ISO 1600. 14 bit A/D converters provide a total color depth of 16,384 tones per pixel - delivering smoother gradations and more accurate color reproduction.

The option to expand to H:3200 will be welcomed by professionals working in churches and sensitive situations where the use of flash is not permitted or desired. Where discretion is paramount, a silent drive mode delays shutter re-cocking for as long as the shutter release remains depressed.

Highlight Tone Priority mode gives wedding and landscape photographers the option to boost dynamic range for highlights when shooting above ISO 200 – reproducing more tonal detail from wedding dresses, clouds and other bright objects.

Precision and control

The auto focus system includes 19 cross-type sensors with sensitivity up to f/2.8, spread across the AF area to better accommodate off-centre subjects. An additional 26 AF assist points help with AF tracking accuracy.

The control layout includes a dedicated AF-ON button on the back of the camera, allowing users to instantly switch auto focus on when composing. The viewfinder is now brighter with a wider angle of view, while the 63-zone metering system gives photographers a greater degree of control over exposure.

New LCD with Live View

The bright 3.0" LCD monitor provides 230K pixels resolution for precise framing and reviewing. Live View mode displays a real-time image on the LCD, including a selectable grid overlay and a live histogram that simulates image exposure. For the studio environment, remote Live View lets the photographer compose, adjust settings and capture the shot from a PC using the supplied EOS utility software.



New controls and menu

The EOS-1Ds Mark III's menu incorporates a tab structure that eliminates scrolling for vastly improved readability and ease of use. Improving on previous models, personal settings and custom functions are consolidated into 57 custom functions grouped into four logical categories. Photographers can also now see at a glance any default setting changes. The My Menu option allows photographers to store frequently used settings on a separate menu for immediate access. Settings for recently released accessories such as the Speedlite 580EX II and the Wireless File Transmitter WFT-E2 can be controlled directly from the LCD. Along with a new dedicated ISO button, ISO is permanently displayed on the top LCD panel.

Reliability

Shutter durability is increased by 50% to 300,000 cycles. A magnesium alloy casing with dust and moisture resistant seals protects the body. The EOS Integrated Cleaning System reduces, repels and removes dust from the sensor to significantly limit the need for manual cleaning. To avoid image loss, a warning alarm sounds if the memory card door is opened while images are still being written.

Connectivity

Interfaces include video out (for display in both NTSC and PAL formats – with the Live View mode ideal for live display to clients during the shoot) and USB 2.0. To prevent the USB cable becoming accidentally dislodged during shooting, a special connection secures it to the camera body.

Compatibility and accessories

As well as full compatibility with all EF lenses and EX Speedlite flashes and accessories, the EOS-1Ds Mark III is supported by the recently released Wireless File Transmitter WFT-E2. The WFT-E2 enables secure wireless uploads to FTP servers as well as remote access via HTTP and PTP protocols. The unit also connects wirelessly to external storage media and supports GPS tagging when used with a portable GPS device. For assignments where image protection and authenticity are crucial, the EOS-1Ds Mark III is compatible with the Original Data Security Kit OSK-E3.

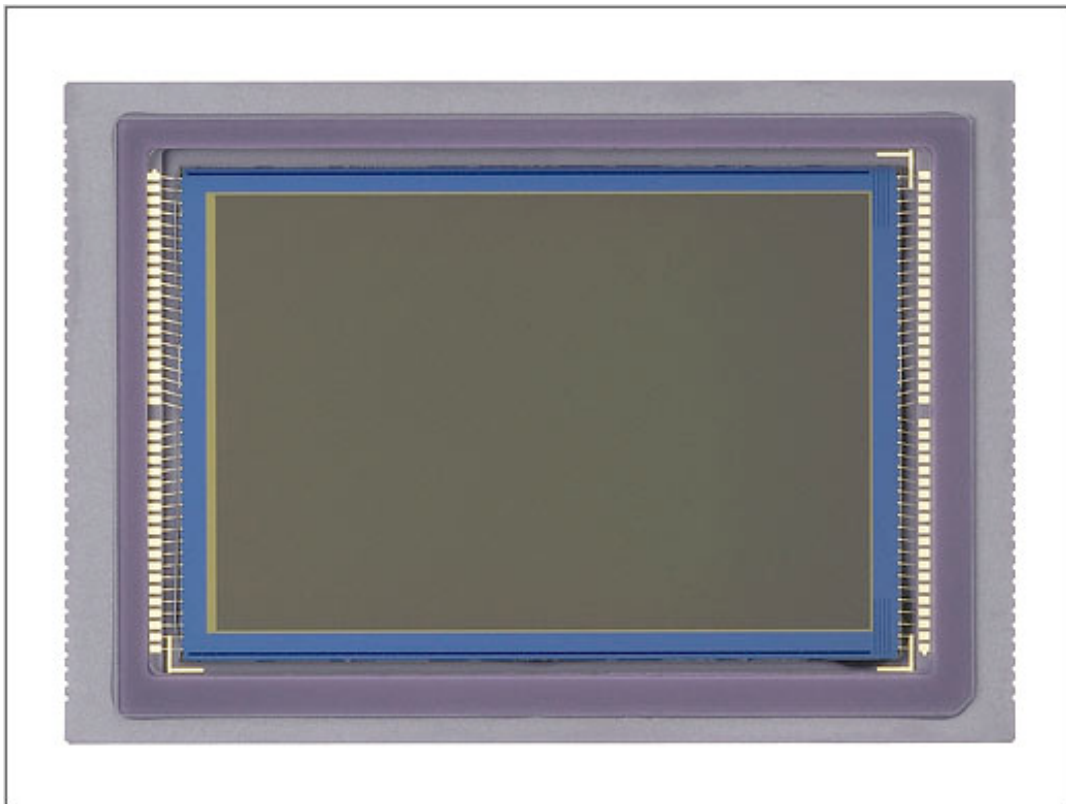
New lens

Today's launch coincides with the release of the EF 14mm f/2.8L II USM: Canon's new professional L-series ultra wide-angle lens for the photographer requiring a slightly different perspective. As with many L-series lenses and the Speedlite 580EX II, the EF 14mm f/2.8L II USM incorporates environmental sealing to match that of the EOS-1Ds Mark III, creating a fully weatherproof camera system. Aspherical and UD lens elements produce exceptional image quality with improved corner-to-corner sharpness. The ring-type USM delivers fast, silent auto focus with full-time manual focus override. A circular aperture produces pleasing bokeh at wide apertures and Super Spectra coatings suppress ghosting and flare by suppressing internal reflections from lens element and sensor surfaces.

Software

The EOS-1Ds Mark III is packaged with a comprehensive software suite to streamline the photographer's workflow. This includes Digital Photo Professional (DPP) RAW conversion/processing software for complete RAW image processing control. DPP also integrates with camera features such as the Dust Delete Data and Picture Style. The camera also comes with EOS Utility, ImageBrowser/Zoom Browser and Photostitch.

CMOS



Canon's CMOS technology is one of the company's key competitive advantages, with noise reduction circuitry at each pixel site delivering virtually noise-free images. In comparison with CCD technology, the lower power consumption characteristics of Canon's CMOS sensors also contribute to longer battery life.

Signal conversion in Canon's CMOS sensors is handled by individual amplifiers at each pixel site. Unnecessary charge transfer operations are avoided, vastly speeding up the process of getting signals to the image processor. Noise generation is reduced, power consumption is limited and faster frame rate potential is increased.

EOS Integrated Cleaning System

The EOS Integrated Cleaning System combats sensor dust in three important ways: Reduce, Repel and Remove.

1. Reduce – Internal camera mechanisms are designed to minimize dust generation. The re-designed body cap prevents dust generation through wear on the cap itself.
2. Repel – Anti-static technologies are applied to the low-pass filter covering the front of the sensor so as not to attract dust.
3. Remove – A Self-Cleaning Sensor Unit uses hi-frequency vibrations to shake dust from the infrared filter for a period of approximately one second after each start up. For instant shooting after power up, this feature is disabled immediately the shutter release is depressed.

Canon has also developed an internal Dust Delete Data system, which can map the position of visible dust on the sensor. This can then be deleted automatically after the shoot with the latest Digital Photo Professional software.

Picture Style

Picture Style pre-sets simplify in-camera control over image qualities. Picture Style pre-sets can be likened to different film types – each one offering a different color response. Within each selectable pre-set, photographers have control over sharpness, contrast, color tone and saturation. The camera's factory default configuration is set to deliver immediately-usable JPEG images without need for additional menu settings. Picture Style pre-sets applied to a RAW image can be revised with Canon's Digital Photo Professional software.

The six presets include:

- Standard – for crisp, vivid images that don't require post-processing
- Portrait – optimizes color tone and saturation and weakens sharpening to achieve attractive skin tones
- Landscape – for punchier greens and blues with stronger sharpening to give a crisp edge to mountain, tree and building outlines
- Neutral – ideal for post-processing
- Faithful – adjusts color to match the subject color when shot under a color temperature of 5200K
- Monochrome – for black and white shooting with a range of filter effects (yellow, orange, red and green) and toning effects (sepia, blue, purple and green)

The User Defined Picture Style can be used to store up to three customized pre-sets, or any of the pre-sets available for download from Canon's web site at www.canon.co.jp/Imaging/picturestyle/file/. Additionally, users can create their own custom Picture Style pre-sets using the supplied Picture Style Editor software.

Software

Digital Photo Professional Software

Digital Photo Professional software provides high speed, high quality processing of lossless RAW images. Processing with Digital Photo Professional allows real-time display and the immediate application of image adjustments, giving control over RAW image variables such as white balance, dynamic range, exposure compensation and color tone. Images can be recorded in camera with sRGB or Adobe RGB color space. Digital Photo Professional supports sRGB, Adobe RGB, ColorMatch RGB, Apple RGB and Wide Gamut RGB color spaces.

ICC (International Color Consortium) profiles can be attached to TIFF or JPEG images when converted from RAW. This allows faithful reproduction of colors in software applications that support ICC profiles, such as Adobe Photoshop. For improved efficiency, a set of image adjustments can be saved as a combination and applied.

Improvements in the latest version of Digital Photo Professional include three times faster image previews, an enhanced Noise Reduction tool and simultaneous batch processing of TIFF and JPEG images.

EOS Utility

The latest version of EOS Utility provides essential support for remote shooting control, camera configuration, remote Live View support and configuration of the new Original Data Security Kit OSK-E3 and Wireless File Transmitter WFT-E3 accessories. EOS Utility can be configured to monitor 'hot' folders, automatically renaming and moving incoming images to a structured file system – ideal for Wi-Fi transfers, or for commercial and studio photographers who want to shoot direct to a computer.

Canon EOS 40D Preview

<http://www.dpreview.com/previews/canoneos40d/>

Nikon D3, Full-Frame, previewed

<http://www.dpreview.com/previews/nikond3/>

Nikon D300 Preview

<http://www.dpreview.com/previews/nikond300/>

Drawbacks To Relinquishing Your Electronic Image Files

By Patrick Rice

Provided by Jerry Wolff

Unfortunately, more and more photographers are caving-in to client requests to relinquish their electronic files on a CD or DVD. While there is the illusion that you are booking additional work because of this policy, it is a shortsighted gain at best. First of all, if a client truly wants to secure your services, not receiving the electronic image files will not be a determining factor in their decision. Second, releasing the electronic image files allows the client to have YOUR images printed at ANY local drug store, super store or warehouse club. These facilities do not maintain the same high standards of quality control that professional color labs adhere to. Both the client and the professional photographer lose when inferior images are printed from your electronic files.

To validate this statement, I did a market test that any photographer can repeat in their area. I placed a single wedding image of a bride and groom in church posed on the altar on a CD and brought it to several of my local drug stores, super stores, and warehouse clubs. The results were eye-opening! The bride's white dress had a colorcast of red, yellow and blue from three of the stores where the print was made. While a few of the stores made an acceptable print, none had the 'snap' that you receive from a professional color lab. Moreover, one of the stores actually printed the image out of focus!

When your client takes your electronic image files to one of these stores for their cheap printing and receive inferior results, who do you think suffers more? I believe that the reputation of the professional photographer is damaged every time this occurs. Worse yet, once you relinquish your electronic image files, you'll never even know when your client experiences this type of problem. Your reputation as a professional is being irreparably tarnished and you aren't even around to provide an explanation! When your client's friends and family view inferior quality prints of your work, they will probably assume that you created the images poorly. It is doubtful that they will fault the store that printed the photos. Over time, the professional photographer's referrals will diminish and they will secure viewer bookings and wonder why. Knowing the way some photographers think, they will then probably lower their prices thinking that will solve their problems. Soon, they will be out of business or looking for a "real" job to pay their bills.

Sadly, professional photographers are currently causing the problems that will lead to their demise.