

The Connecticut

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Editor Harvey M. Goldstein, *Cr. Photog.*

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Happy New Year!

SPOTLIGHT



VOL. LVII No.5

January 2006

Start the CPPA New Year on January 18 with Marty Seefer, “...and Along Came Digital”

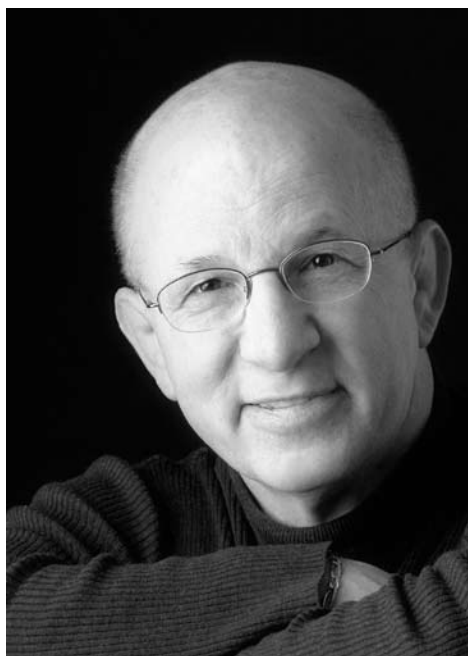


Photo by Stella Seefer

Marty Seefer, *PPA Certified, M. Photog. Cr.* has embraced the digital world full speed! Stelcar Photography in East Hartford is a full service, digital capture studio with Marty at the helm. And, like McDonalds, he is loving it! Adobe Photoshop is the key. Not only can Marty pre-visualize his images, but he can idealize them as well. Marty and his wife and Studio Manager, Stella, have heard so many times from their clients, “Can you do this in real life”? Or, “Can we take him with us”?

On January 18 at Laurel View Country Club, Marty will demonstrate such techniques as instant weight reduction, head swaps, eye replacements and body maneuvering. Marty is a detail-oriented person. He is hands-on and needs to be involved with every aspect of his photography. When he was involved with film, he learned negative and print retouching. He also did all of his own black and white darkroom work. The lab would receive the information fourth hand during the old film days. Today, Stella communicates with the client regarding their print enhancement possibilities, prices the work based on time required, and then passes the work to Marty to carry out the process. The images are then sent to the client via Adobe’s Web Gallery for approval before it goes to the lab via FTP.

Author of the book, “The Art of Bridal Photography”, Marty comes to us with an extensive technical background; mastering digital technology just continues on that path. Stelcar Photography is able to enhance an image based on their own artistic demands. They encourage all of CPPA to Challenge Yourself! Marty will help you stretch and grow by illustrating known techniques in a variety of ways. Whether you are an old hand, or a beginner, learning to apply some of his approach and techniques will help you grow.

Stelcar Photography caters to clients who want and expect the best. Marty and Stella invest time in their clients through custom designing packages, schedules and photographic coverage, specifically to meet their clients’ needs. They have grown almost exclusively by referral and now enjoy repeat business passed down through the generations.

Stelcar is housed in a turn-of-the-century, 4,000 square foot Victorian Gallery Studio. Marty has been a member of the Professional Photographers of America

(Please turn to page 4)



LOCATION:

Laurel View Country Club
310 West Shepard Avenue, Hamden
(203) 407-1755

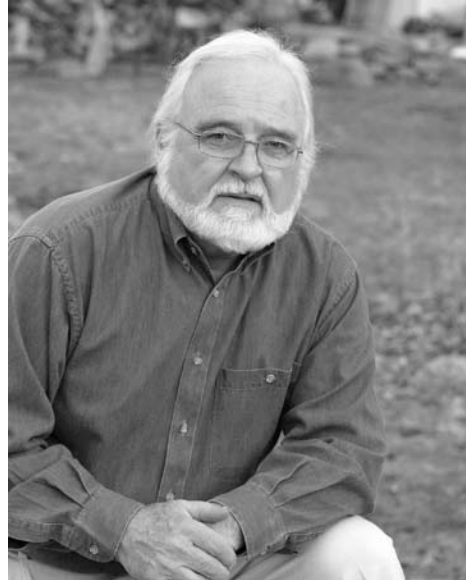
TIME:

Cocktails: 6:30 P.M.
Dinner: 7:00 P.M.
Program: 8:00 P.M.
Print Competition: 10:00 P.M.

President's Message

Dear Members,

I always look forward to this time of year. With the Holidays behind us and a New Year at hand, it feels like a new start: a new ballgame. The Holiday Season can and often is very stressful with so many things that need to be attended to in such a short space of time. I look at the New Year as an opportunity to make changes in the way we do things, making the coming year better than the past; those good old New Year's Resolutions. Soon things will pick back up again and we will find ourselves in the same old groove. Look at the things you would like to change, but keep expectations within reason. The main thing I want to talk about is that of setting up your calendar for the coming year. In setting up your schedule, put aside some time for yourself. During your busiest times, which may tend to be a long stretch, mark off a few days in the middle to allow yourself a break. It gives you a chance to regenerate and helps prevent burnout.



Speaking of marking your calendar, don't forget to put aside the weekend of February 10, through the 13 and join us for "The Challenge of Change" at the Crown Plaza Hotel (formerly The Radisson Hotel and Conference Center), 100 Berlin Road, in Cromwell, just off exit 21 of I-91. If you are going to stay at the hotel, be sure to reserve your room by January 9 to lock in the \$79.00 per night room rate. **Grace Cribbins** has put together a great line up of talent for this year's Convention, which includes **Chris and Pat Beltrami** to start things off on Friday night with their program, "*The 12 Best Things We Have Done For Our Studio*". **Dennis Kirkpatrick** starts off Saturday morning with "*Digital Sports and Photoshop*" and **Steve Bedell's** "*Finding The Balance*" on Saturday afternoon. **Samuel Gardner's** program, "*Environmental Portraiture*" will commence our Sunday morning's program, and on

Sunday afternoon we have **Shirlee Robinson's** "*Leading Lady Photography*". Monday's all day program will feature **Doug Gordon's** "*Cutting Edge Wedding Photography: Taking it to the Next Level*".

Roger Picard has worked hard to give you another outstanding Trade Show for 2006. Be sure to visit the Trade Show and bring a friend, there will be something there for everyone, not to mention all the fabulous door prizes. The Print Competition will begin at 7:00 P.M. on Friday night and resume on Saturday morning at 8:00 A.M. thanks to the stars of our Print Committee, **Ann and Jeff Dyer**. Saturday night we will have the Past Presidents Party hosted by **Tina-Petta-Pelletier**, and on Sunday night will be the Awards Banquet and Entertainment. For just a relaxing time with some good food, good drink, and a chat with an old colleague or a chance to meet some new friends, **Maripat's** Hospitality Room is a must.

Many have worked very hard to put on this convention just for you. I am looking forward to seeing all of you at the Convention.

Marianne and I would like to wish you and your loved ones a healthy, prosperous and happy New Year.

Jim

Coming Events

January 18 – Marty Seefer, "*And Along Came Digital*", *Print Competition*

January 22-24 – Imaging USA, Austin, Texas

February 10-13, 2006 – CPPA Convention, Crowne Plaza Hotel and Resort, Cromwell

March 15 – CPPA round-robin discussion

April 26 – Frank Kaczmarek, "*Nature Up Close*", *Print Competition*

May 24 – Ann Dyer

June 28 – TBA, *Print Competition*

September 16-19 – PPANE Convention, Sturbridge, Massachusetts

Directions to the Crowne Plaza Hotel, Cromwell, Connecticut

Traveling North

Interstate 91N to Exit 21. Turn left.

Traveling South

Interstate 91S to Exit 21. Turn left.

Traveling East

I-84 to Exit 27 to Route 691E (Meriden-Middletown) to I-91S to Exit 21. Turn Left.

Traveling West

I-84 to Hartford Interchange to I-91S to Exit 21. Turn Left.

CPPA Convention Print Competition

by Jeff Dyer, *PPA Certified*

Get your competition prints, folios and finished albums ready early! This year's entry fee for CPPA members is \$50.00 for print cases received by Friday, January 27, 2006 with a late entry fee of \$60.00 for cases received after January 27, but before 6:00 p.m. on Friday, February 3, 2006.

Mail your print cases to Photo Expressions LLP, 66 Vicki Lane, Southington, CT 06489. Your print competition forms will be available for download at the www.CTTPA.com web site after January 1, 2006. Please email **Jeff Dyer**, *PPA Certified* at photoexpressions@cox.net with any questions or if you have any problems downloading the forms.

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Certification News!

By Marie M. Curtis, PPA Certified
Connecticut Liaison to PPA

Congratulations to **Maurice DeLage**, the newest Certified Professional Photographer in Connecticut! Big cheer for all of those who recertified this year (there are too many to list and I might leave someone out). Our number is still in the high twenties, although we gain a few and lose a few every year. Good luck to the handful who still have part of the process to get through before they can be Certified.

The exam will again be given at our convention on Sunday, February 12 from noon to 2:00 to give everyone ample time to take the test and get to the next program. You will just have to do your shopping at the Trade Show on Saturday! There are a few changes to the exam that many people have put in a lot of time and effort to update. The most important being that it will be 100 questions. Don't cry, when I took it there were 125! However, with more questions you have a better chance of scoring higher. If you want a new information packet from PPA, just call 1-800-786-6277 or you can download the test specifications from the PPA website.

Anyone interested in becoming certified can contact me at marie@curtis-studio.com or 860-349-8679. Our March CPPA meeting will be mini programs on a wide variety of topics, and I will do one on certification, so bring your questions. You don't just want to be certified because you are close to receiving your Master of Photography degree; you will want to do it for your clients, but most of all for yourself. Set yourself apart with the status that certification can afford you.

Past President's Party

By Tina Petta-Pelletier, PPA Certified

Hola! Get that pen out and mark off Saturday, February 11, 2006 on your calendar for one heck of a Mexican Fiesta. The CPPA Past Presidents are putting together an awesome Mexican theme party for the evening. Get ready to do the cha-cha-cha and shake some maracas. Come dressed causal or go all the way and come dressed in a Mexican outfit. The food for the evening is from South of the Border.

Vamonos! Join the CPPA Past Presidents for a fun-filled evening of music and dancing. Adios.

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PROFESSIONAL PHOTO PACKAGING

Doug Gordon, PPA Certified, Cr.Photog. Presents “Cutting Edge Wedding Photography: Taking It to the Next Level” Sponsored by Albums, Inc.

The 2006 CPPA Convention, *The Challenge of Change*, closes on Monday, February 13 with an all day program featuring **Doug Gordon, PPA Certified, Cr.Photog.**, “*Cutting Edge Wedding Photography: Taking It to the Next Level*”. Learn how to use a method of flow posing from one of today’s leading photographers. Doug will demonstrate how he can make more than 30 poses in five minutes. He will show how creativity can occur under any lighting condition and will introduce you to his video lighting techniques and discuss his methods of how to make your work sell itself. Doug comes to us through the generosity of Albums, Inc.

Doug Gordon is one of today’s brightest photographic talents. He is currently one of the most sought after inspirational lecturers and photographers in the country. His seminars are always standing room only and leave photographers wanting more.

Doug is owner of Patken Photographer Inc., a New York based studio photographing more than 800 social events per year. Doug has been photographing people and their social events internationally since 1990. His approach is extremely contemporary and cutting edge. He strives hard to impact each and every person he comes in contact with.

His creative vision and open-minded approach offer a fresh perspective on wedding photography and marketing. His work has been featured in several New York bridal publications as well as In Style magazine. Doug has also been featured in Rangefinder Magazine. He has had the honor of having several images awarded merits from both PPA and WPPI, including his image, “*Love Lights The Way*”, which appeared in the 2000 PPA World Showcase Book. In 2003, Doug was awarded the Artist of Photographic Mastery from Weddings and Portrait Photographers International and his photograph, “*Vibrance*”, was chosen to appear in the 2004 PPA World Showcase Book and appeared in PPA’s International Advertising campaign for their Wedding Specialty Conference. In 2004 Doug received nine honorable mentions at the WPPI convention as well as being awarded the Accolade of Photographic Excellence.

Be sure to spend the last day of the convention with Doug Gordon; you won’t want to miss a single instructional tip or image. For more information about Doug, please visit his website, www.patkenphotographer.com.



Twenty O Six

In just a few weeks we will be tearing another page off of the calendar and marking another new year. What will twenty o six have in store for us? How many of those reading these words will be in business in twenty o seven? With each new year comes additional challenges – the Challenge of Change. In today's economy, the challenges are many, but not insurmountable. Rather than sit back and complain or whine, "Woe is me", do something about your challenges. Gone are the days when you could sit back and just wait for clients to call for an appointment or walk in the door. Today, you have to aggressively go after business. You can advertise in your local newspaper, but what works best is direct mail to a target audience.

The buzzword today is, "I have a web site and everyone can see what I do." Yes they can IF THEY GO LOOKING FOR YOU. Why wait for someone to happen upon your site, wouldn't you make more money if you went directly to them?

If you are looking for more business portraits, make up a postcard WITH IMAGES THAT YOU HAVE CREATED, establish a mailing list of businesses in your area and mail the cards to the businesses. Read the newspaper everyday and look for people who have been promoted, received an award or have announced that they are running for office. In addition to your newly created mailing list, send these people a more personal note with a sampling of



your portraits of recognizable professional people. Al and I did this 15 years ago and it worked then, why wouldn't it work now? Sounds simple doesn't it? When was the last time you did it? I guarantee that you will get your cost back and turn a nice profit on the postcards and postage with the first mailing. Be sure to order enough postcards for multiple mailings. These simple publicity photographs often lead to children, high school senior and family portraits as well as weddings and bar and bat mitzvahs. Every session is an opportunity for additional dollars down the road.

Looking to increase your wedding business? Make up postcards and leave them at jewelry stores. Jewelers usually have the first contact with the engaged couple, why shouldn't you be the second contact? I recommend postcards or brochures with a sampling of your photographs on them rather than business cards. A business card is a business card is a business card; you want to be able to grab their attention with your creativity. Just maybe, with well done photographs for the couples to see, their first question won't be, "How much is...?"

If you are more commercially oriented, make up a business card with product photographs and send them to local businesses. Everyone thinks that they are a photographer with a digital camera, but more and more are finding out that for special jobs, they still have to hire a professional who has knowledge of lighting and subject placement.

While these ideas are not new, it takes a little nudge from someone like me to remind you that they really DO work. Rather than sitting back and resting on your 20-year old laurels, go out and actively pursue some new business. You may be the most creative and greatest photographer in Connecticut, but if you don't market your studio, you will also be the poorest photographer in Connecticut.

Marketingly,

Marty Seefor

(Continued from page 1)

since 1979. He has been awarded both state and regional Courts of Honor and several Kodak Gallery and Fuji Masterpiece Awards. His photographs have been selected for the PPA Loan Collection. He earned a B.S. from Springfield College in Education and was awarded an M.A. in Instructional Technology from the University of Connecticut.

Begin your photographic education in 2006 with Marty Seefor. Always the teacher, you will learn Marty's techniques in Photoshop – or you will stay after school. Following Marty's presentation will be the final print judging of the current season. This will be a great time for you to test your convention images.

Join your colleagues and enjoy another wonderful buffet at the Laurel View Country Club on January 18, just before you pack your bags and fly to Austin for Imaging USA 2006.



Before



After

Connecticut Professional Photographers Association Monthly Print Competition Report - October 26, 2005

Compiled by

Print Chairpersons

Ann Dyer, PPA Certified

Jeff Dyer, PPA Certified

89 prints entered by 25 members

Honors: Best in Show, 1st, 2nd, 3rd & Corners

Judges:

Joan Genest, *M.Photog. Cr.*

Maripat Goodwin, *PPA Certified, M.Photog.*

Dan Roggi, *PPA Certified, M.Photog.*

Portrait

Julia Gerace – 25
Jack Narayanan- 6
Elizabeth Taylor-5
Ralph Rookey-4
Ann Dyer – 3
Rodney Jovanelly-3
Lara Strachan-3
Patty Swanson-3
Jerome Braga-2
Bob Consolatore - 2
Tom Fedora – 2
M. Hebenstreit – 2
Carol Dupuis – 1
John Hill-1

Unclassified

Susan Drew – 18
John Hill – 15
Carol Dupuis – 10
Ralph Rookey-10
Mike Asaro – 6
Leo Hebert-6
Ann Dyer-4
Rita Maroun – 4
Mark Brendel – 3
Jim Talarino – 3
David Bowman – 2
Bob Consolatore – 1
Jill Davenport-1
Tom Fedora – 1
Julia Gerace – 1
M. Hebenstreit - 1
Jen Palma – 1
Patty Swanson-1
John Wason-1

Best in Show Award

Portrait – Julia Gerace, “Age of Innocence”
Wedding - Jeff Dyer, “Balcony Silhouette”
Unclassified – Susan Drew, “Stormy Day”
Art EI – Carol Dupuis, “Stormy Night in the City”

Wedding

Jeff Dyer –24
Jerome Braga –12
Robert Taylor – 6
Rodney Jovanelly-4
Steve Brown-3
Susan Drew-3
Bob Consolatore-1
John Hill – 1
Kathy McGarry – 1

Art EI

Jeff Dyer – 11
Julia Gerace-8
Carol Dupuis-6
Rita Maroun-5
Jim Talerino-5
Ann Dyer -4
Susan Drew-1
Lara Strachan-1

Master

Steve Cooper –9
Paul Korker – 9
Grace Cribbins - 7

Year to Date

89 Prints
25 Cases
14 Awards

The Connecticut Spotlight

Published by

The Connecticut Professional
Photographers Association

Harvey M. Goldstein, *Cr.Photog., Editor*

26 Goodsell Point Road

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