

The Connecticut

VISIT OUR WEBSITE: www.ctppa.com

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

ppanepub@aol.com

SPOTLIGHT



VOL. LVII No.7

March 2006

Nine CPPAers Share Their Knowledge In Roundtable Discussions on March 15

On Wednesday, March 15, nine members of CPPA will share their expertise in a casual setting at Laurel View Country Club. With the round tables as the stage(s), **Rich Castiglione, Marie Curtis, Ann Dyer, Tom Fedora, Harv Goldstein, Maripat Goodwin, John Hill, Rich Pomerantz and Ed Zemba** will offer advice and answer questions on topics ranging from custom mat framing to basic contract law for the photo studio.

Do you dress your images or send them home undressed? By framing and matting your images, they are ready to go home fully dressed, in style. By putting a complimentary mat around your beautiful image, not only do you enhance the final piece, but it also gives you a way to sell a larger frame. The mat gives the photograph separation from the wall color, enhancing the beauty of the print.

Richard Castiglione, *CPP, Cr.Photog.* will demonstrate the art of mat cutting and how to cut single and double mats. He will also expose you to a simple hand tool to cut V grooves and a simple marking tool to lay out the mat for cutting.

If we don't accept change we will certainly be left behind, and that is true of the Certification process at PPA. A new commission was appointed to oversee the original standards and set new guidelines. This committee is responsible for policy making, marketing Certification outside of PPA, administration of the Certified credential and research and development for questions for the exam. The world of professional photography is changing rapidly, and we hope to keep up with it all while maintaining the commonly held standards for the exam and the print submissions.



Richard Castiglione

Being a Certified Professional Photographer doesn't come with x amount of years in CPPA or PPA or even in business. It is status you EARN. If you want to know more about Certification and re-certification, Marie Curtis, *CPP* will have all the latest information and can help you get started in the application process. She will go over all that is new and explain how certification can mean more in your business.

Marie, who has been certified for 15 years, operates Curtis Studio in Durham with her husband **Glenn**. She is the Connecticut liaison to PPA (and was recently appointed to the Certification Commission by PPA President **Ann Monteith**). Please visit the table with the big smile during our March meeting. *(Please turn to page 4)*



Marie Curtis

Location:

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

Time:

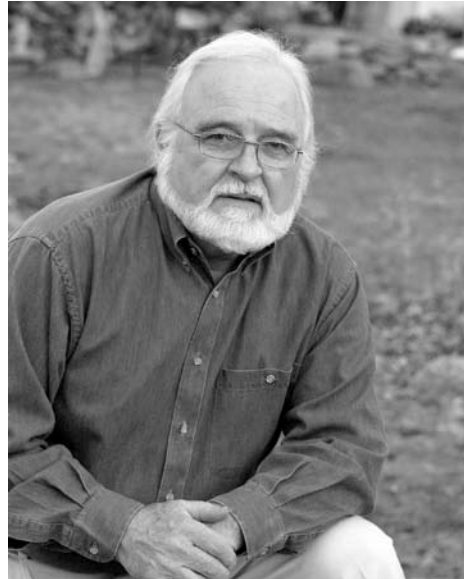
**Cocktails: 6:30 P.M.
Dinner: 7:00 P.M.
Program: 8:00 P.M.**

President's Message

Polliwogs, Tadpoles and Frogs

Dear Members,

My mother had gray hair at a young age, some of which came naturally, but most I'm sure were a direct result of "yours truly". As a youth I was very fascinated with nature. My pockets were often the home to all types of things that crawled, crept or slithered. The one thing that was of endless fascination came from my favorite location for finding unusual specimens. "The Pond", as we called it, was a spring-fed pond located in a large undeveloped wooded area not far from our home. Early in the spring I would walk the banks, my eyes searching the waters for that prize I hoped to find. Slowly I walked and then I'd spot it, work it to the shore and gather it into a container. A short time later, back at home, I prepared a small fish tank in which to observe this wonder of nature. There in my room floating in the waters of my little tank was a clear glob of jell, a bit larger than a softball. Suspended inside the gel were a large number of little black spears. It wasn't long before the spears sprang to life; wiggling about, they worked their way free of the jell and were soon swimming about the



tank with their long tails, plump bodies and big eyes. As the weeks passed and they grew in size, the next phase of their evolution took place and they began to grow legs. Soon the whole process was complete and "Voila" I had a bunch of frogs; it was now time for them to be returned to their home in "The Pond".

It was this same fascination I had watching my frogs evolve that drives us as photographers to do what we do. We go out looking for that image, capture it in our cameras, bring it back to our studios and either in our darkroom or computer, we go through that process of taking the image and transforming it into what we hope will be a merit print. Getting a merit print from each shot we take should be our goal, and with practice, attending seminars and participation in print competition, every day will find us closer to realizing that goal.

I would like to thank **Tina Petta-Pelletier** and **Marie Curtis** for all their support in the past year, the Executive Board, **Grace Cribbins**, **Roger Picard**, **Maripat Goodwin**, **Dan** and **Deborah Tual**, the Board of Directors, along with all the committee members and their volunteers who helped put the 2006 Convention together and to have it run as smoothly as it did. Thank you all, you make the Conventions the outstanding success that they are.

Jim

A Message to the Members of CPPA:

Richard and I have been active members of CPPA for about 17 years. That may not be as long as some, but longer than a lot of you. We have seen many changes in the association, some good and some not so good. Recently, we have noticed that we do not have as many people volunteering to serve on the Board. This is very difficult, because some of our members are doing multiple jobs and getting very burned out. I am directing this message to people who have joined us over the past 5 or 6 years. If you are having a challenge growing your business, the best way is to get involved in our association. By being involved, you will make connections with people who can advise you on marketing, photographing, legal matters, managing your business and probably anything else you may be having difficulties with. Our monthly meetings are wonderful and educational and

we sit with different people each month with lots of things in common to talk about. Just imagine meeting with a select few who are working hard to keep our organization strong. These are the most caring and sharing people of all. You will develop a much more broad circle of friends...friends who care about you and your business. We are all competing for business, yes, but we are in different parts of the state, and there are a million people who need all kinds of photography, so we are not in direct competition. The people on the board are working hard to get speakers, vendors, hotels, meeting places, and the list goes on, to make our great association stronger and more helpful to everyone.

If you would consider becoming a Board member, there are many levels of responsibility that you can commit yourself to. You can start as a director, with minor duties, but you

must be at all the Board meetings and you will have input on decisions. You can then move on to positions with more responsibility, and with this responsibility comes more respect from fellow members. It is the best! Board meetings are held at different studios throughout the state about eight or nine times a year. You will get to see how other people show their work and care for their studios.

Getting involved is the greatest thing that we have done to enrich our lives and business and grow our circle of friends. **Tina Petta-Pelletier** is the Chair of the Nominating Committee. She is always working hard to fill open positions on our Board of Directors, and you just might be the perfect person for one of those positions.

Your friend always,
Carmela Castiglione

2006-2007 CPPA Officers

President - James Chedister, Jr. (203) 377-7065 / ChedJames@aol.com

President-Elect - Grace Cribbins, CPP, M.Photog. (203) 929-9916 / foto9@snet.net

Vice President of Trade Show Sales & Advertising - Roger Picard
(203) 879-3356 / npicard@snet.net

Vice President of Programs & Publicity - Dan Tual (203) 321-8300 / pmemories@aol.com

Vice President of Records - Michael Spiegel, CPP, Cr.Photog.
(203) 756-1113 / photowed@aol.com

Vice President of Membership - Susan Drew (203) 375-7485 / top10photo@sbcglobal.net

Immediate Past President - Lynn Damon, M.Photog.Cr. (860) 649-9667 / LADamon@worldnet.att.net

Regional Directors

Terry Deyo - Milford (203) 882-8746 / foto1@optonline.net

Carmela Castiglione - North Branford (203) 488-7678 / castfoto@yahoo.com

Rick Ciaburri - Cheshire (203) 272-5054 / rick.studio@sbcglobal.net

Jeff Dyer, CPP, Cr.Photog. - Southington (860) 628-2169 / Photoexpressions@cox.net

Julia Gerace - Monroe (203) 922-0191 / gerace@charter.net

John Hill - Easton (203) 545-6069 / john@johnhill.com

Rita Maroun - Middletown (860) 635-1383 / imageartistryrita@sbcglobal.net

Jack Narayanan - Waterbury (203) 596-0304 / photobyjack@aol.com

Alison Wachstein, CPP, M.Photog. - Weston (203) 226-5296 / alison@alisonwachstein.com

New Applications

The following new applications have been received. Names are published once before being acted upon by the Board. Anyone objecting to their acceptance should present their reasons in writing to **Michael Spiegel, CPP, Cr.Photog.**, 198 Dracut Avenue, Waterbury, CT 06704-2208, Vice President of Records. Reasonable objections will be heard: **Sarah Gannon**, Killingworth, Non-Photographic employee.

MODELS NEEDED

NEIPP is looking for people to model this March. All ages are needed and as a model you get to attend NEIPP for room and board only. When you are not modeling you can attend any class, except the computer courses. For school rates, please contact **Sal** at 401-738-3778, for modeling assignments, please contact **Julie** at 860-870-9887.

Coming Events

March 15 – CPPA round-robin discussion

March 19-24 – NEIPP

April 26 – Frank Kaczmarek, “Nature Up Close”,
Print Competition

May 24 – Ann Dyer

June 28 – Ken Graff, “Camera Raw 101- The Digital Negative”,
Print Competition

September 16-19 – PPANE Convention,
Sturbridge, Massachusetts

September 27 – TBA

October 25 – TBA

December 1 – TBA

January 17 – TBA

February 9-12 – CPPA Convention

March 28 – TBA

April 25 – TBA

May 23 – TBA

June 27 – TBA

Shutter Clicks

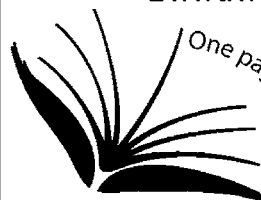
Our heartfelt sympathies go out to former CPPA member **Phyllis Keenan** on the recent deaths of her mother and father. Notes of sympathy may be sent to her home, 19 Tarrywile Lake Road, Danbury, CT 06810.

CPPA members observed roaming the streets in Austin, Texas during the PPA Convention in January were **Rich and Carmela Castiglione, Rene and Joan Genest, David Frost, Harv Goldstein, Grace Cribbins, Ann and Jeff Dyer, Greg DerBoghossian, Jack and Nancy Holowitz, David Hughes, Art Rich, Ralph Rookey, Denise Smith, Robert Taylor, James Esslinger, Ed Zemba, Robert F. Zemba and Robert C. Zemba.**

Joe Damon, husband of CPPA Past President **Lynn Damon** (Manchester and Italy) was injured in a car accident on January 31 in Foggia, Italy. Lynn wrote that Joe was in an induced coma to help his injuries heal. Please keep the Damon family in your thoughts and prayers.

flora
PROFESSIONAL ALBUMS™

Enhancing Life's Images



One page at a time...

Available nationwide through
an exclusive network of
leading distributors.

www.floraalbums.com
Visit us online for more information.

Nine CPPAers

(continued from page 1)



Ann Dyer

Ann Dyer, *CPP, Cr.Photog.* will demonstrate how she uses Corelle Painter. She studied with **Helen Yancy** five years ago at NEIPP and has never looked back. She incorporates Painter into each of her wall portraits to some degree. She will show how she uses the program to enhance facial features as well as how to make a photo look “painterly”.

Tom Fedora has been photographing high school seniors for the past 12 years. He has created a method to his photography that guarantees great results every time. Tom will talk about his approach to senior photography using contemporary style elements. He will also share some tips to increase overall sales.

Harv Goldstein, *Cr.Photog.* has been a writer since his college days at Quinnipiac. He is currently the editor for CPPA, PPAM and PPANE as well as LENS magazine published by CPQ Professional Imaging in Cleveland, Tennessee and has been a featured writer for Rangefinder and the WPPI Newsletter for more than two years. He has helped produce studio newsletters for **Tina Petta-Pelletier**, **Jack and Nancy Holowitz**, **Rene and Joan Genest**, Gemini Color Lab and **Kevin Macy**. Harv’s presentation on *The Art of Communication* will show how you can promote your own studio easily and effectively to your clients and prospective clients.

Head spinning from dealing with too much technology? Visit with Maripat Goodwin, *CPP, M.Photog.* and learn *Photo-Therapy: The Cure for Too Much Technology*. This will give you the opportunity to make something with your own hands that you can give to your



Harvey Goldstein



John Hill

sweetheart. What’s old is still old. Maripat will show you a little-known method of hand tinting black and white photographs that was first patented in 1902. It is guaranteed to help you tune out the world, at least for a little while.

John Hill will explain the Magic of Lab Color. Lab Color is an extraordinary color space that is perfect for many commonly required retouching activities. An overview of the fundamentals of Photoshop Lab will be followed by a walkthrough of a few quick and dirty Photoshop workflow techniques that can be used right away. Make flat photos snap with rich color and realistic contrast, get the grass and leaves in your photographs to look the way you remembered them, fix



Maripat Goodwin



Rich Pomerantz

blown out highlights, correct color cast and other wonders (depending on the time).

Rich Pomerantz is a full time freelance photographer based in New Milford. His studio caters to two very different types of clientele. It is a commercial studio for his editorial publication and advertising agency clients. It is a wedding and portrait studio for his retail customers. Rich’s images have appeared in periodicals ranging from Garden Design, Travel Holiday and Coastal Living to National Geographic for Kids, Horticulture, Fine Gardening and Outdoor Photographer. His pictures have been used to illustrate Workman and Sierra Club Calendars, the cover of Frommers Travel Guides, and garden and trade books from a number of major publishers. (Please turn to page 5)



Ed Zemba

Rich was a working commercial photographer while in college and before he enrolled in law school. He practiced law in New York and Connecticut for almost 15 years before returning to photography full time. At the March CPPA meeting, Rich will be discussing the importance and the role of using appropriate paperwork in your studio, to protect your (and your client's) interests.

Ed Zemba is the numbers cruncher at Robert Charles Photography. His presentation will help those who want to learn how to obtain a better bottom line and how to obtain a win/win solution in negotiations.

You should Beware the Ides of March (March 15) if your name happens to be Julius Caesar, but for everyone else, Get Thee to Laurel View Country Club for an information-packed evening.

"It is the light that reveals, light that obscures, light that communicates. It is light I 'listen' to. The light late in the day has a distinct quality, as it fades toward the darkness of evening. After sunset there is a gentle leaving of the light, the air begins to still, and a quiet descends. I see magic in the quiet light of dusk.

I feel quiet, yet intense energy in the natural elements of our habitat. A sense of magic prevails. A sense of mystery. It is a time for contemplation, for listening - a time for making photographs.

- John Sexton

Imaging USA 2006

Imaging USA, which took place January 22-24 in Austin, Texas, broke all records with approximately 7,000 people in attendance and over 4,000 pre-registered. About the only complaint coming out of the convention was that it was difficult to see all of the vendors in the trade show because of the crowds – and that was a good thing. Attendance at Imaging USA 2006 was the largest convention in PPA's 126-year history. There was plenty of participation in educational programs and the Imaging EXPO, not to mention the fabulous convention-wide parties.

It was announced at the PPA Council meeting on Monday, January 23, that the new officers are:

President – **Michael Taylor**

President-Elect – **Jack Reznicki**

Vice-President /Treasurer – **Dennis Craft**

Chairperson of the Board – **Ann Monteith**

Elected to the Board of Directors were **Ronnie Norton** (Incumbent), **Louis Tonsmeire** (Incumbent) and **Ralph Romaguera** (elected from the floor).

President Ann Monteith's message was that with the changing world in photography, and the declining perceived value of professional photography, we must redefine ourselves, otherwise the public will do it for us.

Vice President/Treasurer Jack Reznicki announced that PPA has just finished the third straight year of exceptional financial results, the best three years in PPA history. Revenues and expenses were both slightly down in 2005, resulting in a net profit of approximately \$100,000 less than the last two years. However, part of that was due to a drop in our investment income during the year, and therefore operating profits still grew to \$850,000, which is a record-setting year for the third year in a row. Some of the significant changes included:

- PPA membership continued to grow at its fastest pace in many years.
- Professional Photographer magazine revenues have grown at an average of 6% over the last three years, at a time of substantially increased selling efforts by our competition.
- Cash and investment balances continued to grow as the organization continues to

move closer to the Board of Directors' goal of one year's revenues in liquid asset reserves.

Membership has grown considerably over the last 4 years, with 2005 dues revenue \$678,000 over 2001. This is an average of over \$150,000 per year increase in dues received and a 31% growth in membership since the year 2001, and has been accomplished without raising dues throughout that time period.

There were several areas that resulted in an increase in spending.

- While PP magazine has shown continued revenue growth, expenditures were increased approximately \$100,000 in 2005 to gear up for increasing future competition in the magazine industry.
- Certification costs went up by about \$35,000, or double the amount spent in 2004, as it continues the conversion to an independent entity. There were also major expenditures made to speed up the updating of the tests, to make them more relevant for today's photographers.
- PPA's equity is now almost \$6 million, which continues to be the highest net financial worth the association has ever had.

David Trust announced that with the AVA, umbrella associations in league with PPA, PPA had better buying power and a louder voice on Capitol Hill. PPA boasts almost 17,000 members worldwide.

The bylaws changes proposed by **Harvey Goldstein**, Chairman of the Bylaws, Rules and Ethics Committee were accepted.

Robert Taylor, CPP received the Master of Photography degree. CPPA members who received their Photographic Craftsman degrees in Austin were **Richard Castiglione**, CPP, **Ann Dyer**, CPP, **Jeff Dyer**, CPP, **David Frost**, CPP, *M.Photog.* and **Robert Francis Zemba**, CPP, *M.Photog.* Not present to receive their Photographic Craftsman degrees were **Alan Goldstein**, *M.Photog.* and **Helen Laramie**. Also honored at the Awards Presentation was **Joan Genest**, *M.Photog. Cr.* for her four for four – having four images accepted into the 2006 PPA exhibit.

Mark your calendars now for January 14-16 for Imaging USA 2007 in San Antonio, Texas!

Editorial

Welcome to the middle of February. It is almost March, it is almost spring, and it is almost nice weather once again. This is the time of year that most portrait/wedding photographers sit back, relax, take vacations, plan the rest of their year. It is not usually a very exciting or profitable time of year. Many years ago (25?) I suggested that photographers promote Ides of March Day to generate business for March 15. I even advertised in our local newspaper (The Middletown Press). Strangely, the only telephone call I received was from someone who asked, "What the heck is the Ides of March?" I figured if florists and card companies can invent Mother's Day, Father's Day, Grandparent's Day and Valentine's Day, photographers could create their own day, too. Unfortunately, I was mistaken.

There has been a fervent attempt to establish events for people to purchase photographs during this notoriously slow time of year. Many color labs have established kid's contest to promote business. Perhaps it is time for the movers and shakers in the



photographic industry to establish another national holiday that would benefit JUST photographers. The florists and greeting card people have Valentine's Day in mid-February to generate income. This holiday falls nicely between Christmas and Easter, two great card

and flower days. I don't think they do as well with Chanukah and Passover – they are just not the same. It is kind of like the chocolate makers making a bundle with edible chocolate Easter bunnies and tasty jellybeans, while makers of prune Hamantashen (a Passover treat (?)) and matzo probably do not fare as well.

Grandparents Day is in September, Family Portrait Day is in October (or anytime in good weather), communions are in the spring, high school seniors are photographed in the summer, so what can we propose for this time of year? How about "*It's the Middle of Winter and We Need an Excuse to Get Out of the House Portrait Day*"? Think about it. If you come up with a better idea, please share it with the rest of us, we all need some cash flow in February, March and April. Think positive, it is almost spring. With spring comes proms, family portraits, weddings and high school seniors. All I can say is, "Just hang in there."

Blahhhhhhhingly,

The Connecticut Spotlight

Published by

The Connecticut Professional Photographers Association

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

26 Goodsell Point Road
Branford, CT 06405-4407
Address Correction Requested

This Really Is FIRST CLASS MAIL.
PLEASE TREAT IT THAT WAY!

