



The TAPPA Tribune

The Official Publication of the Tampa Area Professional Photographers Association, Inc.

www.tappa.org

August, 2004



TAPPA Meeting

Tuesday, August 10, 2004

Kids & Critters

Marybeth Jackson-Hamberger

PPA Cert., M. Photog., Cr. Photog., FDPE, FSA

After specializing in children and family portraiture for many years, Marybeth decided to take on the additional challenge of photographing the four-legged members of her clients' families.

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Did I say challenge? Children and animals seem to have a lot in common: they both have a limited attention span, respond to visual and aural stimuli, may be very active, can be difficult to keep focused or in control, and sometimes require some cleanup after the photo session.



Learn from Marybeth the tools to meet these challenges. Ones very similar to those used when photographing children: lots of patience and tolerance, a genuine "liking" for animals, and a good understanding of what grabs and keeps their attention. Marybeth will give you all the advice and tips that she has gained through her own experience: marketing ideas, lighting, equipment, tricks when working with pets on live subjects and more!

Don't miss this opportunity to garner a few good tips how to develop pet photography as a your newest product line.

Marybeth Jackson-Hamberger, CPP, FSA has owned and operated her residential portrait studio in Deerfield Beach, Florida since 1982. Marybeth has won numerous awards for her children's portraiture and animal portraiture.

TAPPA Monthly meetings take place at the Doubletree Hotel, 4500 W. Cypress Street, Tampa (one block east of Westshore Blvd). Members gather for networking at 6:00 pm, dinner at 6:30, and the meeting begins at 7:30.



President's Message

Terry Allison

I'm sorry I wasn't able to be at the July meeting, I had to go to Alaska, but I hope to see all of you at the August meeting. I promise you it will be a great one. Our guest is an outstanding photographer, past president of the FPP and a good friend, Marybeth Hamberger.

Its time to prepare your images for the Florida Professional Photographers state Convention. Along with the print competitions, speakers, programs, parties, trade show, you will enjoy to camaraderie of all the great people in the same profession.

I want to thank Ron Grecco for taking over the TAPPA Tribune newsletter. Ron is bringing some new ideas and a new look to our publication. If you have any ideas, suggestions, or articles you would like to see published in the Tribune let Ron or one of the board members know about them.

See you at the Double Tree ...

Terry Allison

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The TAPPA Tribune is published monthly, except December, for the membership of the Tampa Area Professional Photographers Association. Its purpose is to share knowledge and spiritual insight with the photographic industry. **The deadline for submission of articles and ad changes is the 15th of the month preceding publication.**

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Editor's Note

Ron Grecco

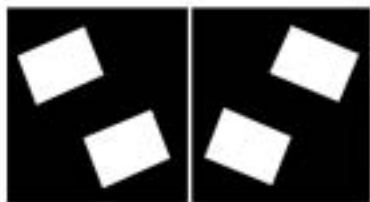
Hope Zagami has stepped down as *TAPPA Tribune* editor after three years. Thank you, Hope, for all your hard work. It is greatly appreciated.

You'll notice quite a few changes in this issue ... hope you like them. Also, starting with this issue, the *TAPPA Tribune* will be available online in PDF format on our website, www.tappa.org.

We have some new advertisers this month, eStudioResources.com and Art Leather/GNP. Our advertisers are the ones that support us and make this newsletter possible so please say thank you by supporting them.

Any comments or suggestions on the new changes are welcome (even complaints will be accepted - the complaint form is on page 13). You can contact me at rongrecco@att.net

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The Rules of Salon Competition

Part 2

by Terry Allison M, CPP, FDPE, FSA

The big difference between a monthly competition and a salon competition is the way prints are judged. In a salon competition the prints are exhibited on a turntable that is placed six feet from the judges. A drape or background is placed around the area that the print will be displayed to remove any possible distractions from the photograph. Color balanced lights are set to a height that removes any glare on the images from the judges perspective. The lights are set so a reading of f-16 at one second for a 100 ISO film covers the area where the print will be displayed.

At the guild level we typically use three judges. At least two of the judges have earned Master Degrees from the Professional Photographers of America or their Florida Degree of Photographic Excellence from the state of Florida. The third judge can be a master but must have earned at least 8 merits from state or national level competition.

As the prints come into the salon area they are registered, categorized and mixed with other prints in the same category. By mixing them, all of one photographer's prints will not come up one after another.

After the judges are seated the first print will be rotated into position to face the judges while the title of the print is announced. Every judge

operates differently, but usually most judges start judging at 100 and then deduct from that 100 for deficiencies in the print. Usually there is a pause while the judges evaluate the print on the twelve elements.

The 12 Elements

Impact - As the print turns to face the judges the first and the most important element is the visual impact. What the judges are looking for is an emotional reaction to the image. It has to grab their attention and draw them in. This

is probably the most important moment for your image. If it doesn't have that impact for the judges it probably will not be in the merit category.

Creativity - The creativity in the image gives the judges an indication of the skill level of the maker. It takes a level of finesse to take an ordinary subject, such as a bride, a child, a landscape, a bottle of cologne, etc. and handle it in a creative manner that will impress a master photographer.

Style - Style is the way a subject is
(Salon, continued on page 7)



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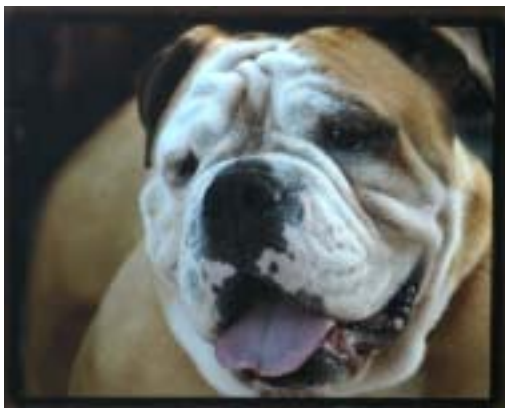
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July Print of the Month



1st Place Unclassified
Carol Walker



Tie - 2nd Place Unclassified
Missy Duncan

Tie - 2nd Place Unclassified
Kevin Newsome



Interguild Competition

If you have prints that merited (scored 80 or above) in the March competition or the Battle of the Bays, please bring them to the August meeting so we can select the best four prints to represent TAPPA in the FPP Interguild Competition at the convention.

Print of the Month Critique

Beginning in August, Print of the Month winning images will be critiqued and suggestions will be offered on how to make these images into salon material. The critique will be done in private, during the break between dinner and the featured speaker. Notes will be taken and published at the next meeting so that we all might learn.

**Print of the month competition prints must be turned in *before* 6:25 pm.
Prints recieved after 6:25 will not be accepted!**

Important Dates

TAPPA Meetings

2nd Tuesday of the month
Doubletree Hotel, Tampa
Dinner 6:30
Program 7:30

Tuesday, August 10, 2004
(RSVP by Friday, Aug. 6th)
Marybeth Jackson Hamberger
Kids & Critters

Tuesday, September 14, 2004
Bruce Wilson
High School Seniors

Tuesday, October 12, 2004
Speaker, TBA
TBA

Tuesday, November 9, 2004
Speaker, TBA
TBA

FPP Annual Convention

August 21-25, 2004

69th Annual Convention
of the Florida Professional Photographers
Sheraton World Resort - Orlando

Currently slated for the 2004 FPP Convention...

- Bert & Cindy Behnke - Marketing: Families & Children
- Bob & Cherry Saint - Portrait: Children
- Doug Box - Lighting, Posing, Digital,
- Maria-Bel & Zeke Cejas - Digital Weddings
- Betty Huth & Ed Booth - Marketing & Sales
- Greg Stangl - Marketing
- Jane Conner - Painter Workshop
- Calvin Hayes - Wedding Photojournalism
- Darton Drake - Portraits
- Terrell Lloyd - Sports
- Tim Kelly - Portrait
- True Redd - Imagination & Creative Process

For more information contact:

FPP Executive Director
Teri Crownover, 800-330-0532
email: TC2U@att.net

2004 FPP Convention Manager
Cherylin Nocera, 239-458-5100
email: noceraphoto@aol.com

Out of the Box

Monthly
Print
Competition

Rules:

- Prints are unmounted
- Size 8x10 only
- Must follow the theme for the month
- There are no other rules!

Themes:

- August - "Road Signs"
- September - "Night Lights"
- October - "Feet"
- November - "Jack O'Lantern"

(Salon, continued from page 4) presented to the viewer. Use a style that compliments the subject matter. For instance, you would almost never use hard edge lighting with extreme contrast to try to show the soft sweet innocence of a small child. Likewise, using soft lighting and soft warm colors on a commercial shot of a milling machine is probably the wrong style for that subject matter.

Composition - Composition is the arrangement or placement of the subject within the print frame. I have seen many prints fall under the 80 mark because of the way the subject was placed within the frame of the photo or the way an image is positioned on the 16 x 20 mount board. Composition is one area of photography where there are some hard and fast rules. If these rules are not adhered to there's a pretty good chance your print will not merit.

Presentation - Presentation is everything. From the way the print is cropped and placed on the 16x20 board, to the color of the matte, you want to do everything you can to enhance the image. Be careful not to do so much print presentation that you tend to over power the image. Print presentation must be an integral part of the image.

Color Balance - Color balance not only refers to correct color but to color harmonies and complementary colors in the image. Study the color wheel and get to know the color relationships and how to use them.

Next month we will address the remaining six elements of print competition.

**Don't Forget to
RSVP for August Meeting!**

TAPPA Joins PPALOC

Kevin Newsome

In a unanimous vote of the membership July 13th, TAPPA enthusiastically threw its support behind the efforts of PPALOC (Professional Photographers Against Lock Out Contracts).

PPALOC is an ad hoc organization formed in Wisconsin whose sole purpose is to put an end to the lock out clauses in contracts between contract photography companies and high schools. These lock outs prohibit seniors from submitting an image for the yearbook that was not taken by the school's contract photographer.

Wisconsin and New Jersey both successfully passed legislation this year making it illegal for schools to prohibit a 12th grade pupil from submitting their own image, provided the image can be supplied by their own

photographer in the format specified by the yearbook company, and conforming to the guidelines set forth by the school's yearbook committee.

This vote is just the beginning of what will be a long and difficult task, but with everyone's help it has a very good chance of succeeding. The state's legislative session is only during the months of March and April (60 days), but there's a ton of phone calls, letters to write, and emails to send between now and then.

To stay updated on the progress, and for more information on how you can help end this unfair practice, you can log onto PPALOC's web site directly off the front page of TAPPA's web site, or go to www.tappa.org/ppalocindex.html.

***NancyBell Hamilton is now
accepting images from photographers
for minor retouching, print enhancement
and Ready-to-Show Competition Entries.
All work is confidential.
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her work and call or email her if you are interested.***

NancyBell

NancyBell Hamilton,
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Competition Manager, Florida Professional Photographers
PPA Councilor for Florida Professional Photographers

Photographs by Nancy

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Delegate's Report

By Dana Lunden

The second Board and Delegates meeting of 2004 of the Florida Professional Photographers was held June 28 at the Sheraton World Resort in Orlando. At these meetings, the Delegates from the twelve guilds around the state of Florida get together to discuss not only problems and situations guilds may be experiencing, but also to offer up suggestions to the FPP Board on how to improve our association. These suggestions may be related to education, programs, or legal issues affecting the photographic community.

One such legal issue that affects those of us who photograph high school seniors is the problem of lock-out

contracts. If you are familiar with this issue, then you know that this deals with a situation where one studio has a contract with the school district to do all or a majority of its photography, ie., sports teams, clubs, organizations and the portraits of the students, all of which go into the yearbook. The lock-out contract states that only the class photos taken by the contract photographer will appear in the yearbook. In exchange for this, the contract photographer provides free film, processing and sometimes free cameras for the school's yearbook committee to use. It's an incentive to maintain the "status quo". There are many of us who would like to get a piece of the pie. Lock-out contracts have been declared illegal in

many states and we hope to make Florida one of those. Kevin Newsome is spearheading our effort; you should be receiving e-mails from Kevin regarding this issue. Please join in the fight to make lock-out contracts illegal in Florida.

A great suggestion brought up in the Delegates meeting and brought before the Board was to design a digital information/workflow class for the Florida School. Many speakers give programs on digital photography and tell us to "do this or that" but, and here's the important part, they don't tell us *HOW* to do it. For those of us just starting out, it's a nightmare. Where do you learn all this stuff? Hopefully the Florida School can solve that dilemma. Remember to put www.fppfloridaschool.com in your favorites and check out the Florida School page on the website often.

The FPP Annual Convention and Trade Show will be held August 21-25 at the Sheraton World Resort in Orlando. If you haven't been to the convention yet, now is the time to resolve to further your education, meet new friends and have a great time. If you are going to the convention and haven't yet signed up to work on a committee, call Bruce Wilson, Jr., Speaker Support, at 407-846-3838 or me, Dana Lunden, Convention Committee Assistant Manager, at 813-980-2177. We will find the perfect place for you to help out.

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Permanent RSVP List

Unless you are on this list, you must call Pepito or Julie at **813-281-2829 by noon on the Friday before the meeting** if you will be attending. Julie must let the hotel know by Friday how many people to expect, so it is very important that you take the time to let her know you're coming. Remember, it is \$25.00 if a reservation is not made by the Friday before the meeting. You can also RSVP (by Friday noon) on the internet at www.tappa.org.

The following members are not required to make a reservation for each monthly meeting:

- | | | | |
|--------------------|--------------------|-------------------|----------------|
| Debbie Alcorn | Bruce Evensen | Mike Matthews | Robert Roehl |
| Jim Allen | Michael Fredette | Trish McFarland | Kelly Smith |
| Laura Allen | Ron Grecco | Val McKenna | Bob Sargent |
| Terry Allison | Eileen Henderson | Burton McNeely | Alicia Skelton |
| Julie Baker | Pete Jernigan | Suzana Meadows | Jim Swallow |
| Leon Blumberg | Mary Lou Johnson | Jennifer Mills | Pepito Valdes |
| Tracy Bober | Sabrina Johnson | Rob Moorman | Colleen Walsh |
| Paula Boone | Frank Juds | Tom Munro | Kim Warmolts |
| Richard Borden | Tanya Kaa | Jerry Nelson | Diane West |
| Ina Chittenden | Aaron Lockwood | Kevin Newsome | Jim Wright |
| Rita Daley Conners | Harrison Ludington | Wengay Newton | Ronnie Wright |
| Kim Dallara | Lois Ludington | North Tampa Photo | Hope Zagami |
| Glen Desthers | Dana Lunden | Lynn Parry | |
| Lorelei Diaz | Lara Manning | Dan Parry | |
| Mary Doyle | Jay Marino | Kevin Peters | |
| Missy Duncan | Heather Martelo | James "Kuki" Roel | |

To be added to, or removed from this list call Julie at 813-281-2829.

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July Meeting ...



Speaker Mark Fitzgerald, and Pepito compare haircuts.



Missy Duncan lined up some great door prizes from Fuji, North Tampa Photo, Reedy Photoprocess, Museum Bond, Creative Color, Albums Inc, and Art Leather.

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FPP Convention Flea Market

Sell your stuff at the FPP Flea Market, Monday, Aug. 23, 7:30 to 9:00 pm. For more details contact Dave Extercamp, 727-391-2923

Mamiya 645 Pro body, Prism Finder, 120 & 220 Backs, Polaroid Back, 55mm f/2.8 wide angle lens, 80mm f/2.8 lens, 105-210 f/4.5 Zoom lens, Bellows lens hood and other accessories. Bargain prices!
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Ron Grecco, 727-656-9542

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Photoshop Quick Tips

by Ron Grecco



When you need to rotate an image by a specific amount, such as when you want to straighten the horizon, select the Measure Tool (it's under the Eyedropper) and click start and end points along the line you want horizontal. Go to Image>Rotate Canvas>Arbitrary and you'll get a small dialog box with the exact angle you need already plugged in. Just click OK and you'll have a straight horizon.

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Monthly Print Competition

Lynn Parry

A month after Battle of the Bays and I am still thrilled with that special night. TAPPA regained the coveted cup and honor of winning the competition. The BAY Guild will be hosting next year and we can all bet that the rung of competition will be ratcheted even higher. Below is the evening in review-

- Twenty cases were entered from TAPPA members
- A total of 66 prints were entered for TAPPA
- Judges awarded 31 merits to TAPPA images
- With an average score of 79.46 we won!

Perhaps most remarkable of all, seventeen of the twenty cases entered had merit prints. That means we have in our membership some very talented, artistic, dedicated, and learned photographers. Good for us all!

However, there is another thought that comes to mind regarding the competition. TAPPA has 130 members on its roster; only twenty members entered prints. True, there was not much time between March and June's salons and photographers are busy with their clients and studios but perhaps there are other forces at work for so many members to have entered so few cases.

Looking and discussing all of these points, your TAPPA board has adopted a few new strategies for education of its members. In last month's newsletter, Terry Allison began the dialog by writing about the difference between the print of the month competition and the print salons held twice a year. Print

of the month is a subjective and emotional competition; this is a good testing ground of the print's IMPACT on the viewer.

However, just because a print has IMPACT it may not be technically well done and therefore will not do well in a salon. So, the board has proposed that starting in August, if the maker chooses, the Print of the Month winning images will be critiqued and suggestions will be offered on how to make these images into salon material. The critique will be done in private, during the break between dinner and the featured speaker. Notes will be taken and published at the next meeting so that we all might learn. BAY guild has gone so far as to have set aside one night a month to meet and critique images. If we have enough interest and dialogue perhaps this could be done for our guild, too.

We also continue with the monthly Out of the Box competition. There has been a good response to this print contest, perhaps because of the convenience in that only 8x10 unmounted prints may be entered and the print must represent that month's theme. August is "Road Signs"; September is "Night Lights"; October is "Feet"; and November is "Jack O'Lantern". This inspires creativity, art, thought, humor, as-well-as technique and IMPACT. Again, we're back to IMPACT—it's a critical element of a photograph though not the only one!

Please contact me or a member of the board with your thoughts and needs regarding rules for print competition, membership education, the nuts and bolts of creating a photograph. Let us know how we can serve you the membership and what it is that you need to help you craft your talent and grow your business.



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