



The TAPPA Tribune

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

www.tappa.org

September, 2004



TAPPA Meeting

Tuesday, September 14, 2004

High School Seniors

Bruce Wilson, Jr.

PPA Cert, FDPE, FSA

Inside...

Winning Salon Competition (Part 3)	4
Heart Gallery	7
Do What You Love	8
PPALOC Efforts	11
<i>President's Message</i>	<i>2</i>
<i>Editor's Note</i>	<i>3</i>
<i>Print of the Month</i>	<i>5</i>
<i>Important Dates</i>	<i>6</i>
<i>Permanent RSVP List</i>	<i>9</i>
<i>Classified Ads</i>	<i>10</i>

Bruce Jr. is a 2nd generation photographer of a family owned and operated business since 1969. His 4,000 sq ft studio employs 9-professionals in downtown Kissimmee, FL. Each year, the studio photographs over 1,400 high school seniors (contract and non-contract).

He was voted photographer of the year 2001 & 2002 in the Professional Photographers of Central Florida and in the Top 10 Internationally by the Senior Photographers International 1999, and Top 3 photographers in the Florida Professional Photographers. His award winning images are in the loan collection along with, state and local awards. He will be accepting his Master Degree of Photography in July 2004. Bruce Jr. credits his father for allowing him to develop his own style. It was Bruce Sr. suggestions to try different aspects of photography and to attend various seminars. Topics will include Sales & Marketing for High School Seniors and the various techniques Bruce has used to build a successful business out of the Senior market.



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

Greetings everyone. It's been an interesting couple of weeks.

Again I would like to thank our speaker, Michael Joseph, for rearranging his schedule and coming to TAPPA at the last moment to bring us an exceptional program on photographing animals and their humans.

I was very proud of our organization when Ellen Fisher, from the Heart

Gallery, was informing every one about the children that have been or will be placed in loving homes, in part because of the photographs that you created. If you haven't sent Ellen your registration to be involved next year do it as soon as possible. There are a lot of children that need our help.

Its State convention time. TAPPA now has one of the biggest delegations at the annual Florida Professional

Photographers convention. I just heard from Judy Fish, FPP president that the hurricane caused no problems with the convention and everything is a go. I look forward to seeing all of you there.

Terry Allison
TAPPA President

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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.**

Permission is hereby granted to reprint the contents of this newsletter, provided the authors and *The TAPPA Tribune* are recognized as the source. The ideas and views expressed do not necessarily reflect the policies of the Tampa Area Professional Photographers Association; they are solely those of the author.

Editor's Note

Ron Grecco

Out of about 130 newsletters mailed last month, I was surprised that only 5 or 6 were returned undeliverable, but I suspect there are still some members who are not receiving it. Please let me know if you are having a problem getting your newsletter. We do our best to keep the mailing list up to date but sometimes we just can't keep up with you.

We have many fine, talented photographers in our guild with a wealth of information to share. If you are one of them, I'd love to hear from you with an article on your area of expertise. Let me know what you'd like to write about!

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Winning at Salon Competition

Part 3 - What the Judges Look For

by Terry Allison M, CPP, FDPE, FSA

As a print is rotated into position on the turntable to face the judges there will be a short span of time before the scores are announced. Each judge in his/her way is evaluating the image. For me the process goes like this.

[1] When I first view the print I'm looking for emotion. I need to have some sort of reaction to the image. Does the photo and everything about it create an excitement about this image? This is where creativity is really conveyed to the judges. Once I'm past the initial impact I begin to focus on the elements.

[2] Does the lighting used in the photograph create the mood, show texture, create depth, and establish the contrast ratio that emphasizes the main subject. Are there areas of the photograph that include light or distracting bright areas that draw the viewer's eye away from the main subject? That would cause a deduction.

[3] The rules of composition need to be followed in where the main subject and supporting items are placed. The image maker needs to address composition in three areas at three different times. Through the viewfinder of the camera,

cropping the image in the darkroom or in the computer, and placement on the 16x20 competition board.

At this point in the judge's mind, if the image isn't still in the merit category, probably nothing else you've done to the image will bring it back up to an 80. Also, by this time the judge has established the area the score will be in, for instance (76 to 78). The final score

will depend on the remaining areas of evaluation.

[4] Overall print and presentation quality, color harmonies if applicable, story telling, technique, color balance, and subject matter are the remaining areas of evaluation.

At this time the score is given by the judge to the scorekeeper to be averaged with the other two judges scores. Then the final score is

(Salon, continued on page 7)



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August Print of the Month

1st Place Portrait
Missy Duncan

Tie - 2nd Place Portrait
Laura Allen
Missy Duncan
Mary Lou Johnson



1st Place Unclassified
Ina Chittenden

2nd Place Unclassified
Carol Walker

3rd Place Unclassified
Kevin Peters

1st Place Assignment
Mary Lou Johnson

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, September 14, 2004
(RSVP by Friday, Sept. 10th)
Bruce Wilson
High School Seniors

Tuesday, October 12, 2004
Speaker, TBA
TBA

Tuesday, November 9, 2004
Speaker, TBA
TBA

December - No Meeting
Enjoy the holiday rush!

Sept 14
Bruce Wilson, Jr.
H.S.Seniors



Out of the Box

Monthly
Assignment

Themes:

September - "Night Lights"

October - "Feet"

November - "Jack O'Lantern"

Rules:

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

(Salon, continued from page 4)

announced.

The Elements of Print Judging

(1 thru 6 were printed in July's newsletter)

7. Center of interest - A good photograph will have only one main subject with any other elements contained in the photograph directly supporting the main subject. If there is an item or element in the photograph that doesn't support or add to the main subject it should be cropped out or eliminated.

8. Lighting - If you are entering a portrait you should use one of the classic portrait lighting styles to bring out the character of the subject and or add a style to your image.

9. Subject matter - The subject of your photograph needs to be shown or posed in a striking manner.

Show the subject in something other than a normally viewed way.

10. Print quality - Everything from negative/digital exposure, print density and color, mounting and presentation and lacquer spraying needs to be as close to perfect as you can make it.

11. Technique - These can include lighting, focal length of lenses, depth of field, color of light, camera angle, filtration, vignetting, etc., etc., to enhance your subject.

12. Story telling - Every image must tell a story to the viewer.

*Next month: **Selecting the competition image***

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



The Heart Gallery of Tampa Bay is a unique way to use your talents to make a difference. Through the display of compelling portraits of children in the child welfare system, the Heart Gallery aims to raise awareness and educate the community concerning the urgent need for foster and adoptive parents. Every child featured in the Heart Gallery of Tampa Bay is in need of a permanent loving family. The portraits will be part of a year-long traveling exhibit that will tour the community to promote adoption and foster care.

If you haven't signed up to participate in the Heart Gallery, you still have a



Photo: Pepito Valdes

little time. Go to their website, www.childrenshome.org and click on the "Connect with Kids" link, then "Heart Gallery" where you'll find more information and a downloadable participation form. While you're there, check out the link to the portraits from last year's Heart Gallery, many of them created by our own TAPPA members.

NancyBell Hamilton is now accepting images from photographers for minor retouching, print enhancement and Ready-to-Show Competition Entries. All work is confidential.

Please visit her website at

www.photosbynancy.com for samples of her work and call or email her if you are interested.

NancyBell

NancyBell Hamilton,
M.Photos, MEI, Cr., FDPE, FDAE, FSA
Competition Manager, Florida Professional Photographers
PPA Councilor for Florida Professional Photographers

Photographs by Nancy

1535 Cypress Drive

Jupiter, Florida 33469

561-746-1223 ~ Fax 561-741-4987

Do what you love. Love what you do.

By Kim Dallara

As TAPPA Board members, we are asked to write a column for the newsletter. So, when pondering my subject of choice, the obvious solution is to write about what I know ...advertising and marketing.

Seriously, how many more articles do you really want to read about marketing? OK, how about "how to create a merit print?" I've never merited in my life, so I'm hardly qualified to write about this subject. How to photograph kids? I don't have the patience. Pets? There's that lack of patience issue again. Weddings? No thanks. Fashion? Warmer, warmer ... Commercial? Oh, never mind.

I'm left with writing about what I believe. I believe that we can never be truly successful as photographers until we do what we love and love what we do. I also believe you can't get to the root of exactly what "that" is until we expand our horizons.

I keep referring back to why I started in photography in the first place ... because it makes my heart sing like no other career does.

A turning point for me was Eric Larson's program. He reiterated that agents and potential clients want to see personal work because they want to get deep inside your head and your heart and find out

what makes you tick. Business these days is as much about building relationships as it is creating a superior product. Maybe that's what it has **always** been about.

So, how do you discover (or re-discover) beauty and passion and a love for the profession you chose? Try this:

1. Take a cooking class. Play with the noodles and find the perfect curve of linguini that makes your dish the most visually appetizing. Really look at how the sugar crystals on top of the cookie sparkle like little diamonds.

2. Attend an opera. Pay attention to the energy and passion with which these vocalists perform.

3. Sign up for a figure drawing class at your local art center. Try to translate the relationship between head and body size to paper. Look at hands and feet. Pay attention to spatial relationships between eyes, nose, mouth, and cheekbones.

4. See a movie a few times. The first time around, listen to the dialogue. Is it well written? The next time around, watch the cinematography. Is the camera work trying to convey a sense of peace, urgency, panic, or calm? How does the musical score relate to the mood of the scene?

5. Go to a museum. Look at how various painters portray dark and light, movement, and emotion.

NOW pick up your camera and shoot what you appreciate. Don't

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Permanent RSVP List

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

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
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Richard Borden	Tanya Kaa	Jerry Nelson	Colleen Walsh
Ina Chittenden	Aaron Lockwood	Kevin Newsome	Kim Warmolts
Rita Daley Conners	Harrison Ludington	Wengay Newton	Diane West
Kim Dallara	Lois Ludington	North Tampa Photo	Jim Wright
Glen Desthers	Dana Lunden	Lynn Parry	Ronnie Wright
Lorelei Diaz	Lara Manning	Dan Parry	Hope Zagami
Mary Doyle	Jay Marino	Kevin Peters	
Missy Duncan	Heather Martelo	James "Kuki" Roel	

(continued from previous page)

worry about the "rules of photography" or whether or not this would be a good "competition print." Just shoot and rediscover what made you pick up a camera in the first place.

I'm a very green photographer. Actually, I'm dabbling in it again since my fulltime job has drastically cut into my time to actually take a picture. That doesn't mean I don't love it. Quite the contrary. I've developed a new appreciation for the art/business and the people in it.

For some reason though, my friends (non-photographers who don't know any better) consider me the local Tampa Bay photography expert. They ask, "What makes a good photograph?" I may have never merited, but I can answer them this with authority: "do you love it? If the answer is 'yes,' then it's a good photograph."

In our case, if we put all our heart and soul and love into what we do, our clients' appreciation and our own self-satisfaction are the only merits that matter.

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Photoshop Quick Tips
 by Ron Grecco

New in Photoshop CS, when you have two or more files open you can zoom in (or out) on all images at the same time by holding down the Shift key while you zoom.
 Hold down the Shift key while using the Hand tool and you can scroll all the open images at the same time.

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Lisa Mauriello
 Tampa area, FL
 TAPPA Member

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TAPPA Unanimously Backs PPALOC Efforts

In a unanimous vote of the membership, the Tampa Area Professional Photographers Association has voiced its strong support for PPALOC in ending lock out contracts. TAPPA President Terry Allison stated that "today's young people have suffered with standard mug-shots long enough. It's about time we end the cookie cutter look of the 50's & 60's and allow the individual personalities of these young people to shine through." With more than 130 members, the Tampa Association is the largest FPP affiliated guild in the state. Below is the text of TAPPA's letter of support.

"On July 13, 2004 the membership of the Tampa Area Professional Photographers Association, Inc. voted unanimously to support the efforts of the Professional Photographers Against Lock Out Contracts (PPALOC).

As an organization representing over 130 professional photographers, TAPPA believes that lock out contracts border on restraint of trade, stifling the free market environment, and allowing a monopoly that can raise prices at will, while paying little or no attention to quality.

Wisconsin and New Jersey both passed legislation this year that restored the rights of high school seniors to go to the photographer of their choice for their senior portraits, and allow their selected image to be submitted for their yearbook photo.

The long standing practice of school districts and photography companies entering into contracts that prohibit inclusion of images into a yearbook if they were not taken by the contract photographer has restricted the free market economy our country thrives on. In addition, it has created a cookie cutter look, generating boring yearbook photos.

Please assist us in following the lead of other states that have taken a stand against this injustice."

In the coming days, Florida representatives for PPALOC will be meeting with State Representatives and State Senators

to discuss sponsorship of a bill to end lock out contracts between schools and contract photography companies. As soon as a bill is assigned a number, the real work will begin.

For more information on PPALOC and what you can do to help, visit www.tappa.org and click on the link to the PPALOC web site. The site includes links to contact info for your State Senator and House Representative, downloadable form letters for photographers, parents and students, and other information for photographers and legislators.



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