



The TAPPA Tribune

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

www.tappa.org

October, 2004



TAPPA Meeting

Tuesday, October 12, 2004

Digital Workflow

Tom Muñoz

Learn how to capture beautiful portraits at any event with techniques and gear that adjust to the fast pace world of wedding photography. Tom will share his methods with lighting and exposing digital images and explain the options and his solutions. He will discuss his complete wedding workflow from pre-wedding preparation to final image archive. Tom Munoz is an exciting new presence in the wedding world – be prepared for a high-energy program with a mountain of useful information.

Tom will discuss:

- Raw files vs. JPG
- Manual vs. TTL strobe
- Proofs or CD presentations
- Digital Album Design
- Make online ordering profitable

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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

As Bruce Wilson talked about the methods he uses to market to high school seniors, at our September meeting, I noticed the interest and attention that was paid to his presentation. We, meaning all photographers as a group, are becoming as passionate about the business of photography as we are about the art and craft of photography.

I teach the craft of photography. The students spend the majority of their year and a half with me learning about cameras, lenses, composition, making correct exposures, lighting, Photoshop, presentation and so on. But one of the biggest questions and topics of discussion in my classroom is, "how can I make a living as a photographer?"

There are a lot of very creative and talented photographers in our area. To distinguish yourself among this group and make a living as a professional photographer we all need to be a continuing student of not only the craft of photography but also, and especially, the business of photography.

I would like to thank Bruce Wilson Jr. and Kevin for sharing their

insight and talents with us, and Stan Reedy for sponsoring Bruce's program.

Congratulations to last years TAPPA newsletter editor for, Hope Zagami, for winning first place in the FPP state newsletter competition. It takes a huge amount of work and dedication to publish a monthly newsletter. Thank you Hope for all you've done.

I'm so glad that our membership voted Kevin Newsome to receive the Florida Professional Photogra-

phers *OUTSTANDING SERVICE AWARD* for 2004 /2005. This organization would not be as successful as it is today without Kevin's leadership, guidance, support, and enthusiasm. We are proud to count you as a member of the Tampa Area Professional Photographers Association.

See you in October,
Terry L. Allison
President, TAPPA



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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

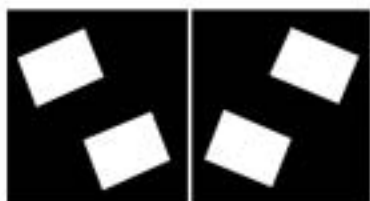
Ron Grecco

This issue features part four of Terry Allison's continuing series on print competition. This is a great series of articles that take the mystery out of coming up with merit quality prints. If you missed any of the previous parts, remember you can now download past issues of *The TAPPA Tribune* at www.tappa.org.

You'll notice a news item about the PPA Super Monday (page 11). In this area, a Super Monday seminar will be held by Tony Hopman on "Non-Destructive Print Enhancement Methods in Photoshop" at his studio in Lakeland. You can reach Tony at 863-646-4648.

Ron

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Winning at Salon Competition

Part 4 - Selecting the Correct Image

by Terry Allison M, CPP, FDPE, FSA

In a recent conversation, a friend and fellow photographer commented, "I know I shoot at least 6 merit prints a year, I just don't know which ones they are."

Learning to recognize an image that has the potential to be a merit print is not a natural ability, it is a learned process. It takes time, patience and a lot of study of prints that have received 80 points or better in competition. These merit images can be found on the FPP web site and they are published on

a CD and distributed to FPP members. You can also find merit images published yearly in the PPA Loan Collection book. A careful study of these images is recommended in order to reach a point where you can consistently recognize the strong points of each one.

When you are looking at your images apply the 12 elements of print competition to each one.

Does the Image have instant

impact? Is the subject matter presented in a creative manner? Is this the best composition the way the subject is presented to the viewer? Etc., etc..

Lets take a look at two different images that were entered and merited in the 2004 FPP State Competition by one of TAPPA finest photographers, Kim War-molts.

The original image was selected for

(Salon, continued on page 7)



813-935-9339

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September Print of the Month



1st Place Portrait
Missy Duncan



1st Place Social Function
Bob Sargent



1st Place Unclassified
Bob Sargent



2nd Place Portrait
Missy Duncan



2nd Place Social Function
Aaron Noble



2nd Place Unclassified
Lee Burgess



3rd Place Portrait
Paula Boone



3rd Place Social Function
Aaron Noble



3rd Place Unclassified
Tracy Bober

**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, October 12, 2004
(RSVP by Friday, Oct. 8th)

Tom Muñoz
 Digital Workflow



Tuesday, November 9, 2004
 Speaker, TBA
 TBA

December - No Meeting
 Enjoy the holiday rush!



Tom Muñoz is a fourth generation photographer who manages a successful family studio in Ft. Lauderdale. The Muñoz family legacy began in Cuba where Tom's Great Grandfather passed his love for the art of photography on to his children.

Tom started assisting his father Mario at the age of seven and he photographed his first solo wedding at the age of twelve. Tom has a fresh, enthusiastic attitude merged with a commitment to the finest quality. His work is a blend of classic and romantic posing along with a fun contemporary style of wedding photography that his clients love.

With the advent of the digital age Tom and his dad have worked very hard to achieve expert status with many types of digital capture and work flow. Tom, age twenty-one, has attended over 700 weddings and personally has completed 100 completely digital events. The Muñoz studio's digital workflow is a model of efficiency and superb quality.

Tom has earned several awards for his wedding work from state and national competitions. In three times entering at the PPA, he has earned 17 print merits and has had six prints accepted for the loan collection.

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:

- October - "Feet"
- November - "Jack O'Lantern"

(Salon, continued from page 4)

competition initially because of the impact and story telling qualities of the subjects. The strong points from a photographic standpoint are the poising of the subjects, the way the little boy seems to be peeking around his sister to glimpse what she is looking at, as well as the beautiful light on both of them. This image really tells a story and has impact.



How can this image be improved? From a technical aspect the composition and lighting are good but the color on the original image made the skin tone to warm. Adjustments were made to take out red to leave a more natural skin tone. The background, being a very even tone, allowed the viewers attention to drift off of the image so a graduated vignette was add being careful not to add any exposure to the children. The presentation around the image enhances the main subject by using one of the darker tones from the background and

then completed with an outer glow using one of the white tones from the little girls gown. This image scored an 81 at FPP convention.



The original image was created to emphasis the gull wing doors on this 1955 Mercedes Benz. It is a well-done image but it needs help to really make it soar. By taking a cue from the gull wing styling of



the cars doors, a fantasy image was created of a classic machine. Several other images were incorporated to complete the final photograph. The background image is of the tops of clouds taken from An airplane. The car was moved onto the background image and any

areas from the original print were erased. The seagulls were also dropped on to the background, each on a different layer. Then to create the illusion of movement a smart blur was added to the car and the birds. To add a visual base for the car to rest on the clouds below were darkened. The results scored a merit print at the 2004 FPP Convention. Thinking outside the box created this fantasy image.



To become a successful competitor you will have to set your ego aside. By detaching yourself emotionally from your images you will better be able to evaluate our work to recognize the qualities that make a competition print. After you have selected your best images take them to others whose opinion you respect, to get another viewpoint. You do not have to believe or take all the critique they give you, but keep an open mind and accept what makes sense to you, when applied to your work.

Next month: How your photo lab helps you to create a merit print.

**Remember to RSVP
for October meeting
by Friday, Oct. 8th**

Delegate's Report

By Dana Lunden, FSA

The third Board meeting and Delegates' meeting of 2004 was held on Saturday, August 21st at the Sheraton World Resort in Orlando, at the beginning of the Convention. PPALOC, also known as Professional Photographers Against Lock-Out Contracts, is gaining momentum across the state of Florida. Kevin Newsome, PPA Cert., Cr. Photog., FSA, 2001 Past President FPP, 2003 Past President TAPPA, is

spearheading the movement. It is designed to allow high school seniors to use photographs taken by a photographer other than the school district's contract photographer as their portrait in their high school yearbook. Regular updates as to its progress will be reported.

Discussion was also held regarding dual membership, where a person is a member of two guilds; this becomes an issue in relation to print competition, such as in the annual Battle of the Bays, between Bay and TAPPA. TAPPA and Bay have agreed that members who compete will do so for one guild one year and the other guild the next year.

Additionally, there was discussion about whether guild Board members should be required to be PPA members. Different guilds have different requirements; TAPPA requires its

Board of Directors members to be PPA members in good standing. TAPPA's SOG (Standard Operating Guide) is patterned after FPP's. It was suggested that guilds give new members a packet, including the SOG, Salon/Print Competition Rules, and Code of Ethics.

Kate Hill-Moore, the Delegate Coordinator, handed over the reigns of the FPP Delegates to Sheila Morello. Thank you Kate, for your great service to the FPP!

As you know, the Delegates gather information about their guild members for inclusion in the *Florida Photographer*; this information is fun stuff, like who has gone on vacation to exotic locales, opened a new studio on "valuable" Florida waterfront property, had a baby, etc. Please email your news bits to Dana Lunden, FSA, at Photosbydesign1@msn.com.

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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 |
| Tracy Bober | Sabrina Johnson | Rob Moorman | Jose Velez |
| Paula Boone | Frank Juds | Tom Munro | Carol Walker |
| Richard Borden | Tanya Kaa | Jerry Nelson | Colleen Walsh |
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| Glen Desthers | Dana Lunden | Lynn Parry | Ronnie Wright |
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| Mary Doyle | Jay Marino | Kevin Peters | |
| Missy Duncan | Heather Martelo | James "Kuki" Roel | |

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NancyBell

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September Meeting ...



Photos by Dana Lunden



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November 8, 2004

"THIS AIN'T YOUR MAMA'S MARKETING!"

Mitche Graf

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Jacksonville, FL

Register: www.fpponline.org

If you are like most other small business owners, you are constantly striving to learn the hottest new techniques, and are very aware of what new toys are on the market for you to buy. But all those things will not make your phone ring, or put money in the bank! Mitche Graf's seminar, "**This Ain't Your Mama's Marketing**", will give you the basic tools to not only compete more effectively in the battle for clients, but will give you the dynamic skills you need to win the Marketing war!

Speaker and Author Mitche Graf brings more than 25 years of dynamic Marketing experience and 8 years of Studio experience to his energetic "Power Marketing 101 Seminars". He is the author of the "Power Marketing 101 CD Training Series" for photographers, studio owners, managers, and entrepreneurs, and he has had extensive training in the field of Sales and Marketing, as well as being a student in the School of Hard Knocks! His book "Power Marketing for Wedding and Portrait Photographers" by Amherst Media has exploded onto the scene as one of the fastest selling books in the industry. This is a seminar you won't want to miss!

www.tappa.org

PPA News

Super Monday: Big Education, Little Money

Don't forget to register for the Super Monday course closest to you! Local studios will host educational programs in their studios on November 1, 2004. This might be the most hands-on, affordable education you'll find anywhere! Catalog of courses available, listed by state, can be found in the photographers' section of www.ppa.com, or call 800-786-6277.

TakeGreatPictures.com Hosts Slideshows of PPA Members' Work

TakeGreatPictures.com has jumped on board with Professional Photographers of America (PPA) in promoting some of the finest photography in the world today. The site now features slideshows of PPA members' images, selected from the 2003 PPA Loan Collection.

Images that received the highest honors of the 5,000 prints entered in PPA's 2003 International Print Competition comprise the most current Loan Collection. Thousands of photographers just viewed these award-winning prints live, while they were on display at PPA's annual convention, Imaging USA, in Las Vegas at the end of July.

The slideshows can be found in the "World Photo" section of www.TakeGreatPictures.com



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| | Mike Matthews | 813-251-8741 | fastslides@mindspring.com |

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