



The TAPPA Tribune

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

www.tappa.org

January, 2005

TAPPA Meeting

Tuesday, January 18, 2005

NOTE: The January meeting is on the *THIRD* Tuesday of the month.

TAPPA's 2005

Annual Awards Banquet

The Annual Awards Banquet is TAPPA's opportunity to bask in the success of the previous year. The awards presentation will honor the top competitors in Print of the Month, and Salon Competition, with the crowning moment of naming TAPPA's "2004 Photographer of the Year".

In addition, the TAPPA Board has announced that it will be **giving away approximately \$2,000 in scholarship money this year!**

Add to that, the terrific door prizes (non-photographic) and the special honors paid to everyone that helped make TAPPA Florida's largest, most active FPP affiliated section in the state, and you've got the makings of a great evening.

This is the only meeting of the year that **YOU MUST RSVP** even if you're on the Permanent RSVP List! Please contact Julie Baker at 813-281-2829 or pepitophoto@verizon.net ASAP!

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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

Debbie Alcorn



Greetings to all,

Here's hoping everyone had safe and happy holidays! It's really hard to believe another year has come and gone. Now we have a bright and shiny new year ahead.

Pepito is our Program Chairman for 2005 and I'm sure he will scour the earth to get us great programs. If anyone has a special person or topic they would like to see, give him a call, I'm sure he'd love to hear from you.

TAPPA is blessed with so many wonderful people, we are the largest section in the state. I have been to many sections and our willingness to share and pitch in always warms my heart. The enthusiasm of members is what make us strong and keeps us growing.

Speaking of growing, I am now the proud Grammy of Dalton Richard King, born 12-23-2004, one month early weighing in at 7 lbs. 9 oz. That's a lot of baby for such a little lady. All are healthy and doing great.

Needless to say this is going to be a great year. Following in the footsteps of our terrific PP's won't be easy, but I promise I will do my very best. Any and all suggestions are welcome.

Hope to see ya'll at our Awards Banquet.

Debbie Alcorn
TAPPA President

In Memory of Don Blair

Many of the PPA Affiliate Schools are presenting scholarships in memory of Don Blair. Because each school is different in their tuition and housing arrangements, you should contact your school of interest directly. Contact information for all PPA Affiliate Schools can be found at <http://www.ppa.com/i4a/pages/index.cfm?pageid=44>

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

Volunteers are needed for several committees so if you think you can handle all the praise and adoration you'll get by serving on a committee, please contact Debbie Alcorn at dalcornreedy@aol.com, or just talk to her at the meeting.

We begin the new year with a thought provoking article by Pepito (and if you're like me, your thoughts could use some provoking!) and a review of some of the winning images from 2004.

Don't miss the Awards Banquet on Tuesday the 18th where we'll be giving away five \$400 scholarships!

See you there!

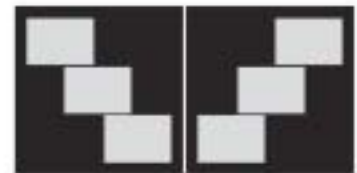
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Are You Paying Attention?

By Pepito Valdez



World-renowned molecular physicists and quantum scientists are saying today what the old Toltec masters and mystics knew a thousand years ago ... That the universe is made of light; that light contains the force that moves the stars and gives shape and form to atoms, to molecules, to everything in existence.

As photographers we capture this light, a slice of time/life, for everyone to see. Light carries all the information and wisdom of the universe. Light is a messenger, constantly in motion and interconnected to everything in existence.

You may be asking yourself, "What does that have to do with me?" So I'll

(Attention, continued on page 7)



813-935-9339

1020 West Busch Blvd., Tampa, FL 33612

Important Dates

TAPPA Meetings

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

January 18, 2005

Awards Banquet

(RSVP by Friday, Jan. 14th)
even if you are on the permanent list

Tuesday, February 8, 2005

(RSVP by Friday, Feb. 4th)

Speaker TBA

Tuesday, March 8, 2005

TAPPA Meeting

6:30 PM Doubletree Hotel ~ Tampa

Print Competition

This is the first of two judged print competitions this year. Dust off your cases and prepare to show off your best work against the rest of your fellow TAPPA members. [Rules](#) can be found on this web site.

Tuesday, April 12, 2005

(RSVP by Friday, Apr. 8th)

Speaker TBA

Tuesday, May 10, 2005

(RSVP by Friday, May 6th)

Speaker TBA

Tuesday, June 13, 2005

In Bradenton

Battle of the Bays

January 6-9, 2005

SPI Convention

Tradewinds Hotel ~ St. Petersburg

The Senior Photographers International Convention has been moved from Daytona to St. Pete due to hurricane damage on the east coast. For members of SPI, this is one great opportunity to compare shooting styles, equipment, and marketing strategies for your 2005 high school senior marketing campaign. For more information, please visit the SPI web site at www.spiinfo.com.

January 16-18, 2005

PPA Convention

**Ernest N. Morial Convention Center
New Orleans, LA**

The Professional Photographers of America's annual convention will be in New Orleans this year. Always one of the largest and most exciting conventions and trade shows in the country, the PPA is expecting record crowds this year with a move in dates from their traditional July convention to January. For more information, please visit the PPA web site at www.ppa.com.

May 15-19, 2005

FPP Florida School

DBCC ~ Daytona Beach

The FPP Florida School is held annually on the campus of Daytona Beach Community College. Widely acknowledged as one of the best PPA affiliated photography schools in the country, the Florida School attracts approximately 200 students each year for an intense 5 day course with one instructor. For more information please visit the Florida School web site at www.fppfloridaschool.com.

Monday, June 13, 2005

TAPPA Meeting 6:30 PM

Holiday Inn Riverfront, Bradenton

Battle of the Bays IV

Print Competition

**NOTE: THIS MEETING IS IN
BRADENTON!**

Here we go again! TAPPA verses BAY in the fourth meeting between these two powerhouses of talent. TAPPA leads the series 2-1, but Bradenton has managed to take home the "Best of Show" trophy all three times. And the home field advantage has always lead to a home team win, meaning we're going to have to put up an incredible effort to break that trend and beat BAY on their own turf. Get your cases ready and plan ahead to make a trip south of the Skyway so we can defend our bragging rights!

August 20-24, 2005

FPP Convention

Sheraton World Resort ~ Orlando

The Florida Professional Photographers 70th Convention is one of the largest and most attended conventions and trade shows in the southeast. Five days of programs by some of the industry's best photographers, the best trade show around, the best parties south of Atlanta, and the best state print competition in the country. Mark your calendar now and plan on attending the year's biggest event for professional photographers in the state of Florida. For more information, please visit the FPP web site at www.fpponline.org.

(Attention, continued from page 4)

put it another way ... are you paying attention? You have the ability to shape your life by becoming aware of the thoughts you think. Are you still doing the same old things over and over again and expecting a different result?

This question reminds me of a famous line from the old Rodney Dangerfield movie, *Easy Money*. Rodney, as stressed out baby photographer, Monty Cappaletti, says, "I'm so broke, I can't even pay attention!"

What's a photographer to do?

Pay Attention to your own world and, most importantly, to yourself and your thinking. Why not try something different?

One technique is to get quiet and ask your self five simple but very important questions.

1. What do I love to do more than anything in the world? (Author Joseph Campbell calls this "following your

bliss".)

2. What is preventing me from doing this right now?

3. What changes do I have to implement to accomplish my intent?

4. How do I define my image? Take time out to write a statement that clearly defines your style and how you feel about your photography.

5. Do I value myself and respect my work?

We, as photographers capture light ... we, "paint with light". We do it with f-stops and shutter speeds.

Whether it's done with film or digital doesn't really matter. The real question to ponder is, do you have enough respect for your work and what you do as a professional photographer? What value do you place on your work?

By charging an adequate amount of money you are sending a message. You are saying to your clients, "Yes, what I do is important. It is valuable."

because they are paying you a lot of money for it.

In this consumer society we have a tendency to respect, or at least take a little more seriously, something that we're paying a lot of money for as opposed to something that is low priced or just plain cheap.

How your clients perceive your work and how much you get paid is a direct

result of the law of attraction. This law states that whatever you put out, you get back. So if you don't think it's worth much, neither will anyone else. To put it another way ... like attracts like.

... if you don't think it's worth much, neither will anyone else

If you 'can't afford to pay attention', don't blame your clients, the economy, where you live, or anyone or anything else. Take responsibility and know that you are a unique human being. There will never be another masterpiece quite like you.

Before I met Julie, I would give my work away. Why? Because I wanted everyone to like me. It wasn't until I got quiet and asked myself those five questions that I started to get some answers.

Who is to say what your photography is worth?

Learn from others. We have a tremendous wealth of resources and knowledge ... right here in TAPPA.

Work smarter, not harder. Follow your bliss. Do what you love!

Don't Forget!
RSVP
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by Friday, Jan. 14th
(even if you are on the permanent list)



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TAPPA Members in the News

Burton McNeely

The Burton McNeely Elementary School Art Contest, named in honor of TAPPA member Burton McNeely, was held last November at Alexandria Art Gallery in Land O' Lakes, Florida.

Visitors could vote on the art work created by Pasco County fourth and fifth graders and also view a display of Burton's work, featuring his "Vanishing Florida" limited edition print.

Burton created the "Vanishing Florida" photo with an underwater housing and "over/under" lens that he designed and built. This print was his contribution to

the Kodak/ASMP "10,000 Eyes" project several years ago ... BPS (Before PhotoShop!)

Burton McNeely is an internationally acclaimed outdoor photographer who has worked on assignment for Life, National Geographic, Sports Illustrated, Saturday Evening Post, Fortune and Playboy. His advertising assignments include major ad campaigns for Chrysler Marine, Ski-Doo/Sea-Doo, Hatteras Yachts, Kodak, and many others.



Burton McNeely's "Vanishing Florida" limited edition print, and much more of his work can be seen at www.photo-sales.com

Why pay more to sell your pictures online?

"Personal service is what won me over to eStudioResources. They showed that they cared about my business and me. eStudioResources has far exceeded all my expectations. I would recommend them to any photographer."

Lisa Mauriello
Tampa area, FL
TAPPA Member

Three Month Fee Comparison*				
	Per File or Per Job	+ % of Sales	+ \$ Per Month	= 3 Month TOTAL
eStudioResources	-	-	\$180	\$180
Kodak ProShots	\$750	\$200	-	\$950
EventPix	\$433	-	-	\$433
Collages	-	\$300	\$210	\$510
Pictage	-	\$200	\$447	\$647
Digiproofs	\$1040	-	-	\$1040

*Based on 12 events (500 pics ea), 20 sittings (75 pics ea) & online sales \$2000

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Discounts for TAPPA members.  1% of sales donated to St. Jude Children's Research Hospital.

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

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

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

NancyBell

NancyBell Hamilton,
M.Photog, MEI, Cr., FDPE, FDAE, FSA
Competition Manager, FPP
PPA Councilor for FPP

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Exploring Your Health Insurance Options

What is more important than your health, your family's health, and the health of your employees? The response we've heard from many of you is, "Nothing!" That's why providing health insurance options for you, your family and your employees is an important PPA objective. While PPA lobbies Congress to change laws governing insurance to allow you greater options, we strive to provide you with the best quality, most cost effective coverage available today.

Health insurance can be complicated, with different state regulations, coverage limits, deductibles, etc. But PPA is trying to make it easier for you. PPA has developed a program through Health Benefits Professionals & Association Health Programs that can assist you in understanding and selecting the best coverage at the best price - and PPA members receive a 30% discount on the regular premiums!

Association Health Programs offers PPA members exclusive Health & Benefits Solutions Programs. All members will receive special premium rates and enhanced insurance coverage for themselves, their families and their employees (part-time and full-time). Choose from the following types of coverage:

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2005 TAPPA Board Elected

At the General Membership Meeting held November 9th, the TAPPA membership voted unanimously to elect Carol Walker, Pepito Valdes, and Debbie Alcorn to the TAPPA Board. Pepito and Debbie were re-elected to their 2nd three-year term, and Carol was elected for her 1st three-year term.

The 2005 TAPPA Board will serve as follows: President Debbie Alcorn; Vice President Pepito Valdes; Secretary Kim Warmolts; Treasurer Robert Sargent; Past President Terry Allison; Directors Mike Mathews, Carol Walker, Kim Dallara, and Kevin E. Newsome.

PPALOC News

Representative Pickens Vows Support



Palatka House Representative **Joe Pickens** met with photographers **Kirk Kief** and **Kevin E. Newsome** on December 9th. In addition to offering his support, Representative Pickens has submitted the text of our proposed bill to the Republican Leadership to assist us in finding a House sponsor. From left to right are Kevin Newsome, Representative Joe Pickens, and Kirk Kief.

TAPPA Members Help Raise Money for Charity

TAPPA members Lisa Mauriello, Jose Valez, and wife Nikki Valez, Peggy Warmolts and Kim Warmolts donated time, talent & much effort to help in the fight against ALS and it's victim Helena Paolini, and the Children's Home of Tampa. The photo team was assisted by Marsha Smith, Cindy Schneller, Brian McCall, & Mike Wiatrak.

Geigerween II was sponsored by former basketball star Matt Geiger who generously donated his mansion for a "Nightmare on Old Keystone" in a transformation that literally cannot be described on paper.



Kim Warmolts discusses the value of good fashion with arts Peggy while Lisa Mauriello looks on. Nikki Valez and Jose Valez are in the background.

All proceeds from tickets, donations, and photography purchases aid these two very worthy causes.

See the images from this haunting event on Geigerparty.com



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Vice President	Pepito Valdez	813-281-2829	pepitophoto@verizon.net
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Treasurer	Robert Sargent	813-930-7390	rsarg@aol.com
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	Mike Matthews	813-251-8741	fastslides@mindspring.com
	Carol Walker	727-464-7241	carol@floridasbeachfilm.com

Committees

Membership	Julie Baker	813-281-2829
Programming	Pepito Valdez	813-281-2829
Print Education	Lynn Parry	727-530-0667
Library	Jose Velez	813-205-7358
Door Prize	Missy Duncan	813-659-0648
Hospitality	Colleen Walsh	727-897-7222
Scholarship	Robert Sargent	813-930-7390
FPP Delegate	Dana Lunden	813-980-2177
Newsletter Editor	Ron Grecco	727-656-9542
Webmaster	Kevin Newsome	813-968-2810



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Tampa Area Professional Photographers Association

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