



The TAPPA Tribune

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

www.tappa.org

February, 2005

TAPPA Meeting

Tuesday, February 8, 2005

Got Questions? Get Answers!

TAPPA 2005 Roundtable

Featuring...

Moderator ~ Terry Allison

Panelists...

Rob Moorman

Missy Duncan

Hope Zagami

Kim Warmolts

Ron Grecco

Kevin Newsome.

**Photographer
of the Year**



Missy Duncan

Inside...

| | |
|---|-----------|
| Awards Banquet..... | 4 |
| 2004 Print Competition Winners | 5 |
| News..... | 8 |
| Photoshop Stuff | 10 |
| PPALOC News | 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> |

This month's meeting will feature a roundtable format featuring six panelists whose talents span the gamut from the technical to the artistic. Whether you have questions about photographing children, seniors or weddings ... marketing and selling your photography ... the business end of things ... studio lighting, digital workflow, Photoshop or salon competition ... this is the place to be!

Bring your questions and your notepads because attending a roundtable without taking notes is like going grocery shopping without a cart - you're limiting yourself to what you can actually take home!

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



Hi all,

After our hiatus in December, it sure was great to see so many friends again at our January Awards Banquet. The atmosphere was as always, fun and friendly.

Congratulations to all our winners! We gave away five \$400.00 scholarships. Our lucky winners are: Christine Reynolds, Donna Lynn Coats, Richard Borden, Kay Newsome and Julie Baker. To get your name in the hat for next years scholarships is extremely easy. All you need to do is come to your meetings. Every-time you attend your name goes in the "hat". What could be easier? It's a bonus for having a good time.

Congratulations to our 1st Place Salon Winners. Especially to Missy Duncan, TAPPA Photographer of the Year 2004!

Special thanks to Julie, Hope, Colleen, Missy, Jennifer and Val. You ladies truly out did yourselves. The door prizes were fabulous and there were so many, I doubt anyone left empty handed. The music and centerpieces were lovely.

I'm really looking forward to our February Roundtable. To be able to tap into the talents of these six people is one of the many reasons I'm happy to call TAPPA home. Great idea Pepito.

Hope to see ya'll at the meeting.

Affectionately,
Debbie Alcorn
TAPPA President

The "Power Marketing Roadshow-Marketing In The Digital Age"

is a dynamic educational program that is jam-packed with meat and potatoes information that will give you a new perspective on your business and your life, put an extra dose of excitement and passion into your photography, and teach you how to become a "Power Marketer". This all-day workshop is designed to give you the basic tools to compete more effectively in the battle for clients, and win the Marketing war!

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Join Mitche for this entertaining program as he takes an exciting look into the wonderful world of Marketing!

Tampa - April 25th

9:00 am - 4:30 pm

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www.powermarketing101.com

2- Call our 24-hour Phone Center:

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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

Congratulations to Missy Duncan, Kim Dallara, Aaron Noble and Carol Walker for their well earned awards. It's time to start a new year of print competition, so get your best prints together and bring them to the February meeting.

This month's program will have something for everyone. Our panel will answer your questions on just about anything you want to know about photography, so bring on your questions and get ready to learn.

If you're inviting a guest, be sure to read about the changes in meeting fees on page 8, and remember to RSVP by Feb. 4th.

See you all there ...

Ron

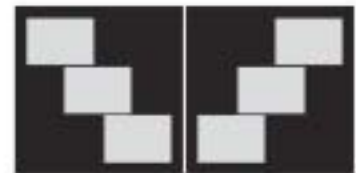
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2004 Awards Banquet

*Missy Duncan:
2004 TAPPA
Photographer
of the Year!*

“By a landslide” **Missy Duncan** overwhelmed the competition in the point standings and garnered TAPPA’s highest honor being named “2004 Photographer of the Year”. In addition, Missy also took

(Banquet, continued on page 7)

2004 TAPPA Photographer of the Year



Missy Duncan is presented with the 2004 TAPPA Photographer of the Year Award from Competition Manager Lynn Parry and 2004 President Terry Allison.



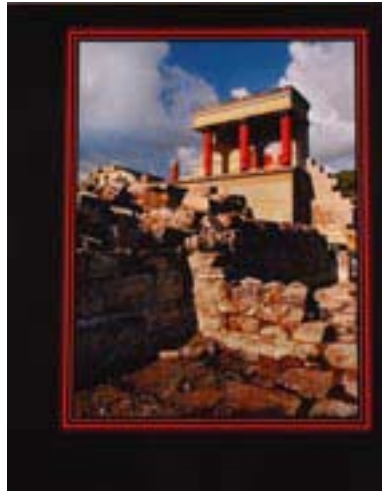
813-935-9339

1020 West Busch Blvd., Tampa, FL 33612

2004 Competition Winners



Missy Duncan
First Place Portrait



Carol Walker
First Place Unclassified



Aaron Noble
First Place Social Event

Kim Dallara, First Place Commercial
(image not available)

The February meeting will begin another year of Print Competition, so bring in your best prints and enter! If you have any questions about entering prints, contact Missy Duncan at 813-659-0648

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

2005 TAPPA Board of Directors

Back row: **Mike Matthews**, Director; **Terry Allison**, Past President; **Missy Duncan**, Photographer of the Year; **Kevin Newsome**, Director; **Carol Walker**, Director.

Front row: **Robert Sargent**, Treasurer; **Pepito Valdez**, Vice President; **Debbie Alcorn**, President; **Kim Warmolts**, Secretary.

Not present, Kim Dallara, Director.



Important Dates

TAPPA Meetings

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

Tuesday, February 8, 2005
(RSVP by Friday, Feb. 4th)

Roundtable
Got Questions?
Get Answers!

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

Tuesday
February 8, 2005

Roundtable

Featuring...

Moderator ...
Terry Allison

Panelists...
Rob Moorman
Missy Duncan
Hope Zagami
Kim Warmolts
Ron Grecco
Kevin Newsome

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.

(Banquet, continued from page 4)

First Place in the Portrait category. Other First Place honors went to **Aaron Noble** for the Social Function category, **Kim Dallara** in the Commercial category, and **Carol Walker** in the Unclassified category.

Competition Manager **Lynn Parry** handed out the awards at the

Annual Awards Banquet on Tuesday, January 18th at the Doubletree. The Door Prize Committee of **Hope Zagami, Missy Duncan, Julie Baker,** and **Jennifer Mills** totally rocked the house with enough door prizes that every person in the room went home happy!

The Board of Directors awarded five \$400 scholarships, and the lucky recipients were **Donna Lynn Coats, Richard Borden, Kaye Newsome, Christine Reynolds,** and **Julie Baker.**



Aaron Noble - First Place, Social Function



Carol Walker - First Place, Unclassified



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Scholarship Winners

Kaye Newsome



Julie Baker

Don't Forget!
RSVP
for the February meeting
by Friday, Feb. 4th

Meeting Fee Increase for Non-Members

At the November 2nd board meeting, the TAPPA Board voted unanimously to raise the meeting fee for non-member guests to \$35. The reasons stated during discussion involved the continuing problem of non-members showing up without an RSVP, then TAPPA having to beg the Doubletree staff to hustle around and set up more tables and hopefully have enough dinners to accommodate those who *did* RSVP but showed up after all the seats were full!

It was the consensus of a majority of the board that membership should have its benefits and one of those might be meeting fees less than what a non-member would pay.

Non-members and guests are still allowed to attend up to two meetings prior to being required to join, allowing them a first hand look at the quality of meetings and caliber of individuals within our membership.

Please remember that if you invite someone to attend a TAPPA meeting, they **MUST** RSVP, and it will cost them \$35 instead of \$20, unless they pay to join that evening.

TAPPA Dues Now Due

Your 2005 dues are now due! Please send your check, made payable to TAPPA, to the Treasurer, Robert A. Sargent, at 1906 N. Armenia Ave, Tampa, Florida 33607. To calculate your dues fee, please go to the "To Join" page at www.tappa.org. Remember, if joining as an ACTIVE member, please submit a copy of your Occupational License or your Sales Tax Certificate. The web site will be updated in the coming weeks and will only reflect those whose 2005 dues are paid.

If you joined after the first of August as a new member, your dues are already paid for 2005!

Why pay more to sell your pictures online?

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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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Loyd Overcash
Houston, TX
TPPA Member



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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.Photos, MEI, Cr., FDPE, FDAE, FSA
Competition Manager, FPP
PPA Councilor for FPP

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Get it at www.tappa.org

Photoshop Stuff

by Ron Grecco

In Photoshop, there's at least 50 ways to do *everything!* Well, we don't have room here for 50, but here's my favorite way to convert from color to black & white.

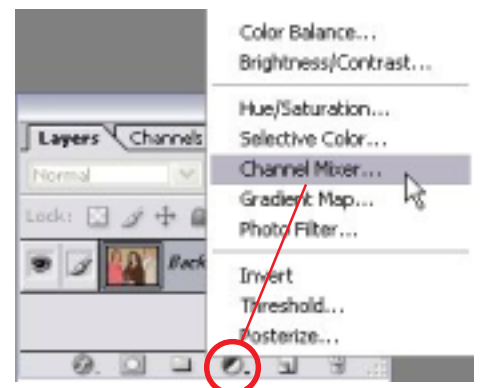
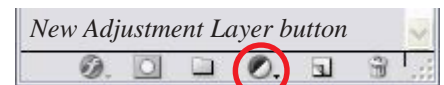
If you've been converting to grayscale or desaturating your images to make them B&W, you may have found that some come out fine but many just look flat.

If so, try ...

Using Channel Mixer

Open the Channels Palette and click through each channel. Make a mental note of which channels contain the best B&W information. You'll generally find the most contrast in the Red channel, the best detail in the Green channel, and the most noise in the Blue channel.

Be sure to click on the RGB channel, then go back to the Layers Palette and click on the *New Adjustment Layer* button at the bottom of the layers palette and choose *Channel Mixer*.



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In the Channel Mixer dialog box, check Monochrome.



Now you can dial in the amount of information you want from each channel. I've found that often about 60-70% Red and 30-40% Green gives the best results, but every image is different. Sometimes there is useful information in the Blue channel so you can add some of that.



If the numbers add up to 100% you will retain the same tonal range, but there is no rule that says you have to make them total 100. Just be careful that you're not blowing out the highlights if you go over 100 percent.

There's an added bonus to using this method. By using an adjustment layer, Photoshop puts the Channel Mixer on it's own layer and automatically adds a layer mask. If you paint with black on this mask, you can selectively bring back the color.

PPALOC News

Representative Russell Pledges Co-Sponsorship



From left to right are Patrick Skipper, Representative David Russell, and Kevin E. Newsome.

Spring Hill House Representative **David Russell** met with photographers **Patrick Skipper** and **Kevin E. Newsome** on January 20th. Representative Russell has offered to co-sponsor our bill and indicated that he will actively assist us in seeking a primary sponsor in the House.

Finding a House Representative

who has not already allotted one of their six allowable bills for primary sponsorship has proven to be an arduous task, however the possibilities of tacking our bill onto another as an amendment is still a good alternative.



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| | Mike Matthews | 813-251-8741 | fastslides@mindspring.com |
| | Carol Walker | 727-464-7241 | carol@floridasbeachfilm.com |

Committees

| | | |
|-------------------|----------------|--------------|
| Delegate | Paul Gigante | 813-907-1078 |
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| Program | Pepito Valdez | 813-281-2829 |
| Print Education | Missy Duncan | 813-659-0648 |
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Professional Photographers
of America



Tampa Area Professional Photographers Association

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