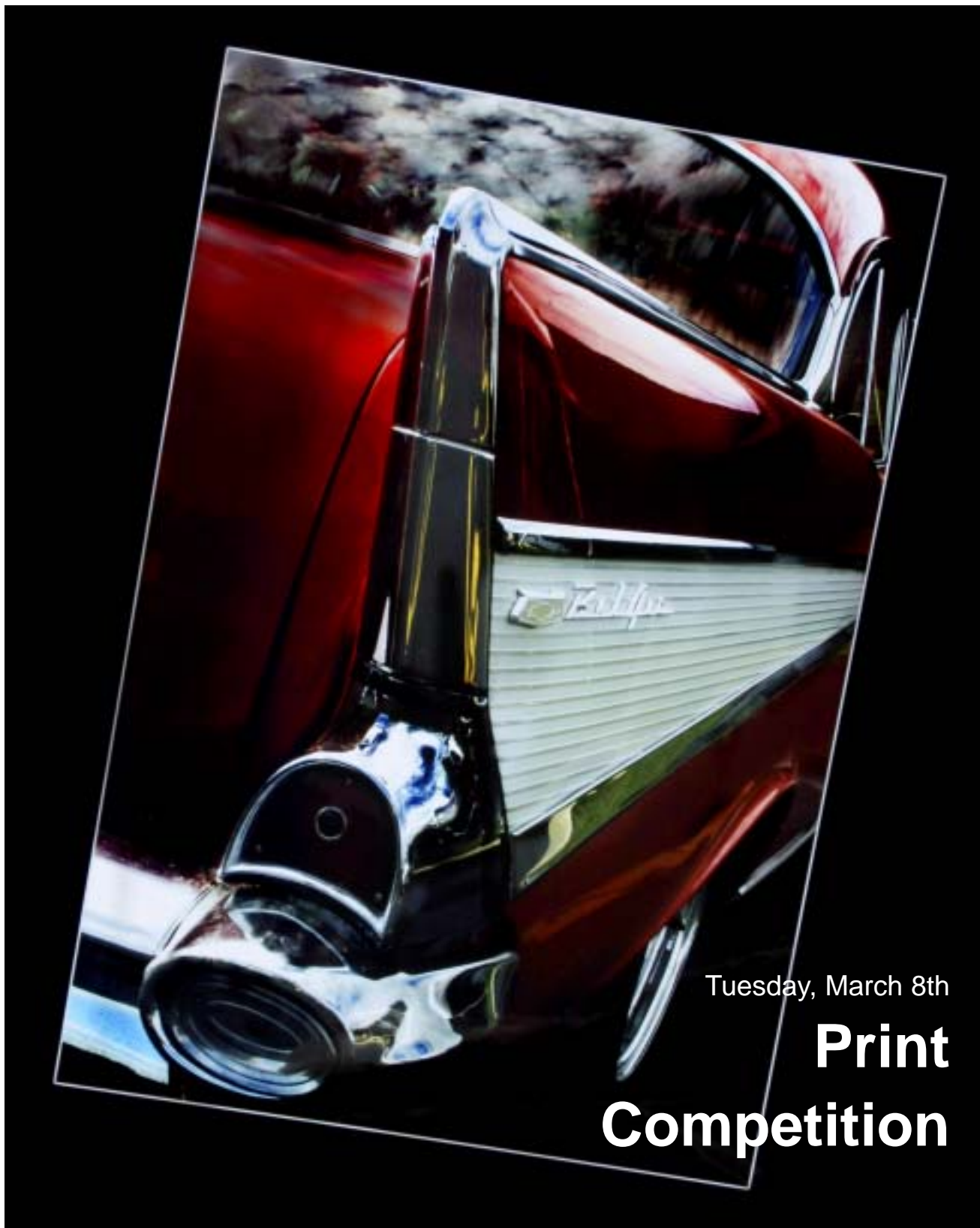


TAPPA

Tribune



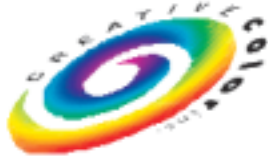
Tuesday, March 8th

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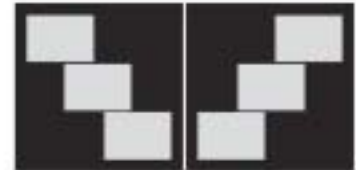
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President's Message

Debbie Alcorn



Greetings to all,

WOW! How about the talent in our "Roundtable"? (Yes I know it wasn't round) The vast knowledge of our panel, combined with the great input from the floor, made our February meeting not only informative but really fun. The interaction showed the friendly atmosphere TAPPA has become known for. Two of our new members commented to me how friendly we are and how they really were made to feel welcome. We should all be proud of our association.

This month is competition. Missy has lined up a great panel of judges. Enter and *learn*. Earn points toward photographer of the year and *learn*. Come to watch and *learn*. Get the key word here?

See ya'll soon,
Debbie Alcorn
TAPPA President

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On the cover:
"Chrome" ©Missy Duncan

May 15-19, 2005 ~ FPP Florida School

Daytona Beach, FL ~ 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. The 2005 lineup of instructors includes: Al Audleman, Jane Conner-Ziser, Bruce Evensen, Hanson Fong, Louise & Joseph Simone, Ira Wendorf, Greg Stangl, John Woodward, Doug Box, Rick Ferro & Robert Lino, Betty Huth & Ed Booth.

For more information please visit the Florida School web site at www.fppfloridaschool.com.

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 preceeding 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.

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.

The Executive Special

By Kevin E. Newsome, PPA Cert., Cr. Photog., FSA

Along with the advent of digital technology has come a whole new wave of requests by our executive clientele – images on CD.

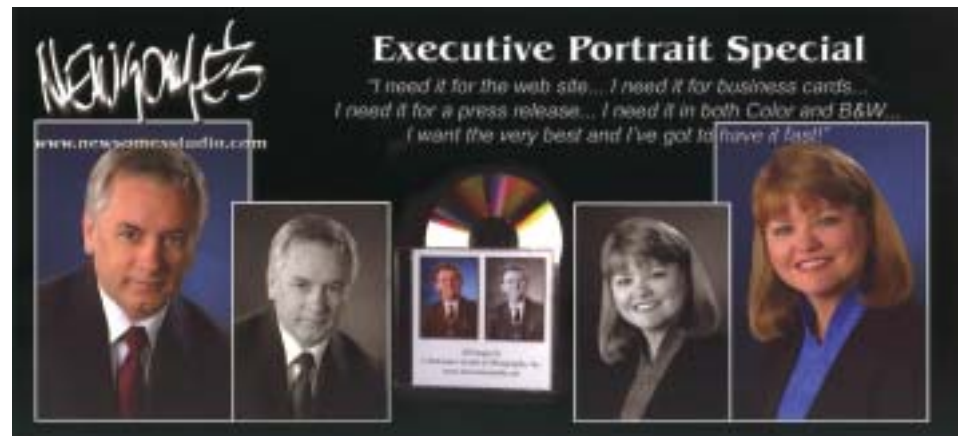
For years we've dealt with the standard lines "gotta have it fast, gotta have it cheap, and my printer needs the negative". Finally, all of those requests are much easier to grant. With excellent digital technology now available to the consumer, most are likely to scan and reuse that single 4x5 you might sell them anyway, so why not create the perfect package for them?

Our answer was to develop the "Executive Special" that answered all their needs. For one flat price they receive an abbreviated basic session (approx-

mately a dozen head and shoulder images taken), and a single, fully retouched image in a variety of formats that fulfill all the normal requests. Instead of scheduling a viewing the following day like most

of our clients, they immediately view their images, projected onto a 4x5 foot screen. By process of elimination, we narrow it down to their favorite image.

That image will be fully retouched, *("Executive" continued on page 8)*



813-935-9339

1020 West Busch Blvd., Tampa, FL 33612

February Print Competition

Portrait

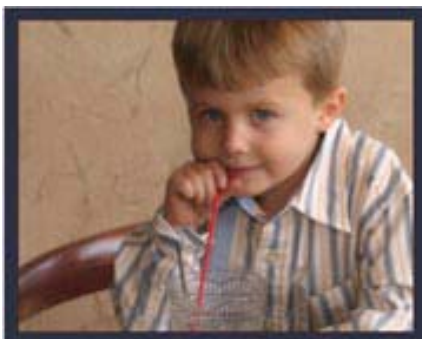


1st Place (tie): Missy Duncan

Ron Grecco

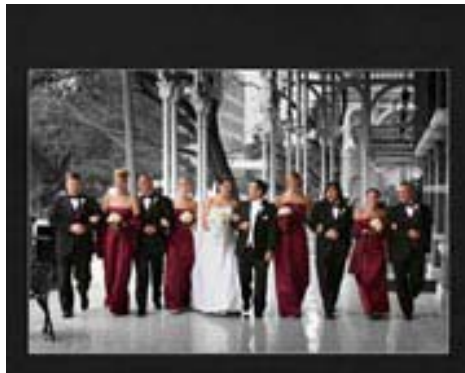


2nd Place:
Yu (Lois)
Ludington



3rd Place: Tracy Bober

Social Function



1st Place: Aaron Lockwood



2nd Place: Aaron Lockwood



3rd Place (tie): Ron Grecco



Unclassified



1st Place: Terry Allison



2nd Place: Kevin Peterson

3rd Place: Terry Allison

Assignment



"Wind": Terry Allison

See page 7 for coming Assignments.

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 Members: \$20
 Program 7:30 Guests: \$35

Tuesday, March 8, 2005 TAPPA Meeting

6:30 PM Doubletree Hotel ~ Tampa

Print Competition

Judges: Sherri Ebert, Michael Joseph, and Manny Cruz

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 and entry forms can be found on page 10 & 11 or on the web at www.tappa.org.

**Sherri
Ebert**



Two time Becker Award winner for her portrait albums, Sherri is a wedding and portrait photographer based in Jacksonville, Florida for 15 years. Among her many accomplishments: the Fuji Masterpiece Award, Florida Top 10, and 3 entries selected for the prestigious 2003 PPA Loan Collection.

**Michael
Joseph**



Michael received the Florida Photographer of the Year award in 2003 and North Florida Photographer of the Year in 2004 as well as the Kodak Gallery Award and Florida Top 10 in 2003 & 2004. While photographing families and their pets remains his specialty, he also photographs, weddings, children and families, both in the home and on location.

**Manny
Cruz**



Kodak Gallery Award Winner, Manny Cruz specializes in fine portraiture of families and children in the Bradenton-Sarasota area. Voted Best Photographer in the local Readers Preference Poll 7 times in the last 10 years.

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

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!



Photography Techniques

By Terry Allison M.Photog., CPP, FDPE, FSA



Transform it in Photoshop.

you have both sides of the building vertical, use the crop tool to re-crop your image to a rectangular format. Sure beats dragging out the old 4x5 view camera.

When you make images of tall buildings you will get a keystone effect any time you tilt the camera up. This can be corrected in Adobe PhotoShop. Start by putting your image on a layer by going to *layer, duplicate layer* or simply use Ctrl+J.

Be sure the new layer is the active one then go to *edit, transform* and select *skew*. This will place a controllable marquee around your image. Place the cursor on the upper right corner and drag the cursor to the side to start straightening out the verticals on that side of the building. Repeat on the opposite side of the building. If it is an extreme keystone you may have to take the upper corners out only part way and move the bottom corners in to attain true vertical lines on the edges of the building and keep any distortion out of the bottom of your image. After



Tilting the camera causes keystoneing.

Photo by Carol Glazer

Monthly Print Assignment

Rules:

- Prints are unmounted
- Size 8x10 only
- Must follow theme for the month.

Themes for 2005

- March: No Assignment
- April: Green, St. Patrick
- May: Food
- June: No Assignment
- July: Pets
- August: Beach
- Sept: Laughter
- Oct: Halloween
- Nov: Birds



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(Executive, continued from page 4)

then burnt to a CD in 6 formats. Two 5x7 TIF files @ 300 dpi; two 3½x5 JPEGs @ 300 dpi; and two 2x3 JPEGs @ 72 dpi. One in each size is done in color and one of each in black and white. This provides the client with images to accommodate nearly every request – business cards, brochures, trade publications, newspaper, and web sites.

I can shoot, preview, retouch, and thanks to custom actions in Photoshop – crop and save six ways to Sunday, then burn the CD in less than an hour. If it’s a light day, the client can pick up the final product the same afternoon, but we advertise a 24-hour turnaround so we’re not rushed.

As an added bonus, we also provide a copyright release so they can take that CD anywhere they want to have prints made whenever necessary. In many

instances they order additional prints, which are available at our normal studio prices. If they have a hard time narrowing it down to just one, they can purchase additional images on the CD (in the same six formats) for an additional “per image” fee.

This little executive special has provided us with dozens of new clients, many of whom come back later for family portraits. And no, they do not expect to be able to purchase their family images on disk. It’s understood from the beginning that the Executive Special is for executive sessions only.

The market for images on CD consists of real estate agencies, title companies, mortgage companies, banks, credit unions, and insurance companies. Many of these institutions put their images on business cards and nearly

all of them have images on company web sites.

The total material cost for providing this product is about a dollar. Time investment is just less than an hour. The profit is pure and the client is ecstatic. They receive a fully retouched image on disk, provided in every conceivable format needed, color and black and white, with a copyright release – all at a price they could afford, delivered within 24 hours.

To me, it was a no-brainer. Times are changing and no longer can we get indignant over the “can I buy the negative” request when it comes to our executive clientele. Let’s face it; it’s a commercial job, not a portrait job. Accept it for its limited portrait average and exploit the technology available to you.

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

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OFFICIAL ENTRY FORM - PHOTOGRAPHIC COMPETITION

NAME _____

Entry #	Category Title	Score
#1	_____	_____
#2	_____	_____
#3	_____	_____
#4	_____	_____
#5	_____	_____
#6	_____	_____

Photographic Certification:

This is to certify that I have personally originated the concept behind each photograph, and that to the best of my recollection, images represented by my entries in no way intentionally imitate any other work with which I am familiar. I further certify that I created, composed and made the original exposures and that any special effects were done by me or under my direction. I understand that if this statement is proven false, I face the penalty of the loss of Eighty (80) points towards the "Photographer of the Year" award.

ENTRY FEE ENCLOSED? _____ \$5 IF ATTENDING _____ \$15 IF NOT ATTENDING

Signature _____ Date _____

Name _____ Title _____ Category _____ Entry # _____ Score _____	Name _____ Title _____ Category _____ Entry # _____ Score _____
Name _____ Title _____ Category _____ Entry # _____ Score _____	Name _____ Title _____ Category _____ Entry # _____ Score _____
Name _____ Title _____ Category _____ Entry # _____ Score _____	Name _____ Title _____ Category _____ Entry # _____ Score _____

Official Rules for TAPPA's Semi-Annual Formal Print Competition

TAPPA rules are written to conform to the guidelines set forth by the Florida Professional Photographers annual print competition rules. Should you have any questions, you can contact the Salon Chairman, **Missy Duncan** at mduncan@tampabay.rr.com.

Entry Forms and Labels are on page 10 or you can download them in a printable PDF file from www.tappa.org

- #1) ELIGIBILITY:** Any ACTIVE, ASSOCIATE, ASPIRING, or STUDENT TAPPA member whose dues are current.
- #2) ENTRIES ALLOWED:** The entry fee for print competition is \$5 if you are attending the competition, or \$15 if you are not attending. You are allowed to enter from one to six (1-6) entries of either Prints, 4x5 Transparencies, or Albums.
- #3) IDENTIFICATION OF ENTRIES:** The name of the maker, the entry number from the entry form, and the classification must appear in the top center of the back of each entry. (See Forms on page 10). Titles are optional and if no title is provided, a number will be assigned by the competition committee for identification purposes. The name of the maker is not allowed on the front of any entry. A title may appear in the image if the title is an integral part of that image.
- #4) PRINT CASES AND DEADLINES:** TAPPA suggests that all entries be delivered in standard 16x20 fiber or metal cases. If you choose to deliver your entries in a plastic bag, TAPPA will assume no liability for damage done to the print during competition. Only one (1) individual's entries are allowed per case. All cases must be received by the salon committee on or before 6:30 PM on the day of judging.
- #5) CLASSIFICATION OF ENTRIES:** Entries must be designated by the entrant in one of the five (5) categories listed on the entry form. If the chairman feels the entry is placed in an incorrect category, he/she may change the entry's category. Color and Black & White images will be judged together in all categories.
- #6) CATEGORIES:**
- PORTRAIT:** This category includes portraits of men, women, children, couples (2 people), groups (3 or more), and environmental portraits.
 - STORYBOOK:** This category is for albums that document an event, such as a Wedding, Bar or Bat Mitzvah, Anniversary, etc. It is also for albums that document an individual(s) and is geared to tell a story.
 - SOCIAL FUNCTION:** This category includes bridal portraits, wedding portraits, wedding candids and Bar/Bat Mitzvah portraits on location.
 - COMMERCIAL:** This category includes illustrative, industrial, architectural, and product photography. Live models may be used for these entries.
 - UNCLASSIFIED:** This category includes abstracts, pictorials (non-portrait), figure studies, animals, and photojournalism.
- #7) MOUNTING:** Images may be any size up to 16x20 inches, however, all prints must be permanently mounted on a 16x20 inch mat or foam board. The combined thickness of the print and mount shall be a minimum of 1/8 inch and a maximum of 1/4 inch. Any entries that have foreign material on the front of the print that the chairman feels will damage other entries will be disqualified. Tear sheets are encouraged, but not required, in the commercial category. Tear sheets must be enclosed in an envelope and attached to the bottom center on the back of the entry.
- #8) TRANSPARENCIES:** Transparencies are acceptable in the commercial and unclassified categories only. 4x5 transparencies must be masked and mounted on a 12x12 inch black mat with the viewing area (minimum of 1 1/2" x 2") cut from the mat. If you are entering Transparencies, you must provide a small light table for viewing your images.
- #9) SCORING PROCEDURE AND JUDGING:** The Florida Professional Photographers point system will be used:
- 100-95 Exceptional
 - 94-90 Superior
 - 89-85 Excellent
 - 84-80 Very Good
 - 79-76 Good
 - 75-74 Average
 - 73-70 Fair
 - 69-0 Unacceptable

All entries receiving initial scores of 78 to 81 are automatically challenged and reviewed. On the re-judging, the change of a score is by majority vote of the judges. The final score will be the official score on these and any other challenged entries.

A three person panel of judges, consisting of a majority of Masters of Photography or holders of the Florida Degree of Photographic Excellence or those with a minimum of 8 print merits toward either degree will judge the photographic entries. Lighting specifications will be to PPA standards.

#10) COMPETITION CHAIRMAN: The Chairman will have the authority to decide any questions not specifically covered by these rules. The decision will be final. All entries not following these rules will be automatically disqualified.

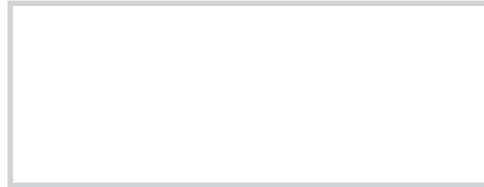
#11) AWARDS: Ribbons will awarded for 1st, 2nd, and 3rd Place in each category provided they score an 80 or above. Merit ribbons will be awarded to all prints scoring an 80 or above. A Best of Show ribbon will be awarded to the print judged best by the panel of judges.

Tampa Area Professional Photographers Association

Ron Grecco, Editor
PO Box 8263
Seminole, FL 33775



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The TAPPA Tribune

March, 2005

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