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Tribune



Best of
Show

Alycia Alvarez

April 12th: Photoshop with Matt Kloskowski



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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.

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.

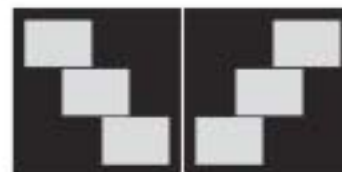
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President's Message

Debbie Alcorn



Hello everyone,

What a great turnout for our first Salon of 2005. Missy and her committee did a phenomenal job.

Congratulations to our 1st place winners and especially to Alycia Alvarez for her Best of Show!

A great big Thank You goes to our judges, they really had a lot of images to study, and they even stayed after to give help, advice and critique.

This month's program really sounds great. Be sure to bring your note pads, the information Matt is bringing to us will be more than the average brain can remember!

Please remember, if you are not on the RSVP list to respond to Julie (813-281-2829) no later than noon on the Friday before the next meeting. The hotel is very strict on the count she must give them.

Hope to see you all at our April meeting. Take care.

Debbie Alcorn

TAPPA President

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On the cover: An image from Best of Show winning storybook, "Audrey"
©Alycia Alvarez

March Meeting

Door Prizes

Val MacKenna has been doing a great job lining up door prizes for our meetings. Here what she had for March ... **North Tampa Photography** donated a \$25 gift certificate won by James R. "Kuki" Roel. North Tampa also donated several T-shirts and Kodak beach bags won by several people ... **Reedy Photoprocess**, a 20x24 print on canvas with retouching (\$100 value) won by guest, Alf-Goran Nisser ... **Creative Color**, a 20x24 metallic print (over \$50 value) won by Aaron Lockwood ... **Museum Bond**, two certificates for 16x20 canvas won by Aaron Noble and Alycia Alvarez ... **Southern Photo Technical Services**, SPTS, a free CCD & camera cleaning (\$70 value) won by Mary Doyle ... **GBS, General Business Systems** donated several items including shirts, coffee mugs, bags and lanyards won by many members.

If you know of a business that may like to donate a door prize, please email Val at val@valmackenna.com

March Print Competition

Congratulations to all who competed in this month's print competition.

Our three judges, **Sherri Ebert, Michael Joseph, and Manny Cruz** did a terrific job scoring and critiquing the more than 100 prints submitted by TAPPA members.

And a huge thank you to the Competition Chairman, **Missy Duncan**, and her committee for handling this enormous task with the kind of professionalism TAPPA has become known for. Excellent job!

Commercial



1st Place: Christine Reynolds



2nd Place: Rob Moorman



3rd Place: Rob Moorman



1st Place: Storybook & Best of Show
Alycia Alvarez



1st Place: Portrait
Dana Fiedler



1st Place: Commercial & Unclassified
Christine Reynolds



1st Place: Social Function
Shannon Livingston

March Print Competition

Portrait



1st Place: Dana Fiedler



2nd Place: Kevin Newsome



3rd Place: Alycia Alvarez

Social Function



1st Place: Shannon Livingston



2nd Place: Missy Duncan



3rd Place: Missy Duncan

Unclassified



1st Place: Christine Reynolds



2nd Place: Ronnie Wright



3rd Place: Ian Ware

Storybook



1st Place: Alycia Alvarez



2nd Place: Kevin Newsome



3rd Place: Aaron Noble

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	Members: \$20 Guests: \$35
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Tuesday, April 12, 2005



Photoshop

with
Matt Kloskowski

Join author/trainer Matt Kloskowski as he reveals the power of digital image editing with Photoshop. Matt will talk about the ins and outs of color and tonal manipulation, Photoshop speed tips that will let you perfect your images in record time, and great retouching techniques.



August 20 - 24, 2005

FPP Convention

Sheraton World Resort ~ Orlando

The Florida Professional Photographers 70th Convention is one of the largest 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: www.fpponline.org

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.

Tuesday, May 10, 2005
(RSVP by Friday, May 6th)
Speaker TBA

Tuesday, June 14, 2005
In Bradenton
Battle of the Bays

Tuesday, July 12, 2005
(RSVP by Friday, July 8th)
Speaker TBA

Tuesday, June 14, 2005

Battle of the Bays IV

**Date
Change!**

Print Competition

6:30 PM ~ Holiday Inn Riverfront, Bradenton

Judges:
Stephen Rudd
Tim Kelly
Domingo Sanchez
Larry Capdeville

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!

Delegate's Report

By Paul Gigante

Well, I finally decided to take an "active" role in TAPPA after seven years as a somewhat quiet, but outspoken FPP and TAPPA member, by accepting the position of delegate which was recently vacated by Dana Lunden. Please bear with me as I learn the ropes.

Just a brief history, I have been a professional school and sports photographer for more than fourteen years, as well as a professional disc jockey since ... well, let's just say a long time. I have worked with many of TAPPA's members either at wedding receptions or special events and look forward to being the "Official Disc Jockey" at this year's FPP convention party in August.

As Dana stated in previous articles, the delegate's responsibility is to be the line of communication and dialogue between our local chapter

(that would be you), the other state chapters and the FPP by keeping you informed about the many issues and problems that our profession faces on a daily basis.

On Sunday, February 20th I attended my first delegate's meeting at the Fowler Avenue Holiday Inn and had the opportunity to meet the FPP's board of directors as well as the delegates from around the state. I did not think that I would have much to contribute when we began, but was pleasantly surprised when my expertise in marketing management and sales played an important role at the end of the day.

The delegates were very motivated in finding ways to help each guild build up their membership and all eyes were on TAPPA, as we are the largest in the state. We discussed our meeting formats, what works, what doesn't and

what we can improve on individually and as a whole.

The idea of a general information packet outlining the benefits of membership on the state and local level that could be given to potential members is in the works. In the meantime, each one of us could do our part by contacting any photographer, aspiring or student in the state that we know, who is not currently associated with a local guild and discuss the benefits of membership to them.

Please feel free to e-mail me at paul@giganteproductions.com with any news or information about our guild and its members that may make for some interesting reading in the *Florida Photographer* "Around the State" article. I look forward to working with everyone. Take care.

Monthly Print

Assignment

Rules:

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

Themes for 2005

April: Green, St. Patrick

May: Food

June: No Assignment

July: Pets

August: Beach

Sept: Laughter

Oct: Halloween

Nov: Birds

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Are You Targeting The Right Market?

Lori Osterberg



Everyone hears how the baby boomer population is the most powerful generation of our time. They have money. They have influence. And they have power. But have you ever stopped to think of exactly how they can impact your business?

I recently read *Age Power* by Ken Dychtwald, an incredible book that opens your eyes to where the real power is in America. Take a look at these numbers.

- In 2000, 76 million Americans will be over the age of 50.
- Americans 50+ earn \$2 trillion in annual income.

· More than 70 percent of the financial assets in America are owned by those 50 and over.

· These Americans make over 50 percent of all discretionary spending. (In fact, their per capita discretionary spending is 2.5 times the average of younger households!)

These numbers are amazing! And the best thing is these numbers are only going to grow in the future, adding even more opportunity to this already huge market!

So what do these facts mean for you and me? How can we take these facts, and incorporate them in to our existing

business plans?

As a photography studio owner, chances are you already have a predefined niche market. Take a look at whom you are currently targeting with your marketing strategies. Do you photograph babies and children? Do you concentrate your efforts on families? Your goal is to continue marketing to your core target market, but also find new ways of bringing in business through the baby boomer.

A baby boomer may not have babies anymore, but they definitely have growing families. Not only do they

Targeting, continued on page 10

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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 | Kelly Smith |
| Tracy Bober | Lois Ludington | Robert Sargent |
| Paula Boone | Lara Manning | Alicia Skelton |
| Richard Borden | Jay Marino | Jim Swallow |
| Ina Chittenden | 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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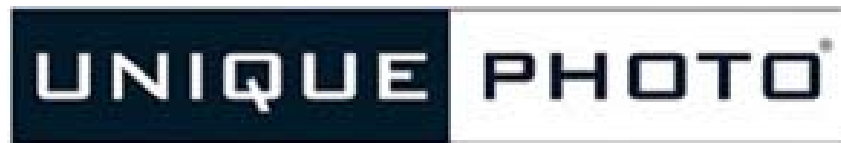
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Targeting ...

Continued from page 8

have teenagers finishing up their education, but they also have adult children starting families of their own. And as they begin having grandchildren for the first time, they will lavishly spend their money in new ways.

Let's take a look at a quick example. When my daughter was three, my mother put in her own request for a Grandparents Day gift: a photo session with her granddaughter. I spent an afternoon photographing my mother with her only granddaughter, capturing them sharing an afternoon of fun together in a local park.

Those photos ended up in an album, several wall collages, and holiday cards that were sent all over the world that Christmas season. My mother shared those images with people all

over the country, and was very proud doing so. Money wasn't an object; she wanted to have the memories preserved from that special day. And all of her friends took notice.

Traditionally, we've been taught to concentrate our marketing methods to the women that control the pocket-book: the young woman recently engaged, the young woman with a new baby, or the young woman with a growing family. But from the example I shared with you above, you can see an easy way of taking your marketing ideas, tweaking them, and creating a whole new target market.

A new marketing strategy isn't difficult; it just takes time. Spend a few hours working up new promotions, new packages, and finding places to reach your new potential customers. Grandparents Day is the first Sunday after Labor Day, which allows you plenty of time to work up

your strategies and get your systems in place. .

Start by answering a few questions. What new programs can you create especially for the new grandmother or grandfather? What products and services can you offer that would specifically address grandparents? What about having brag books, wall folios, and album clubs exclusively for grandparents? What about Grandparents Day promotions in the late summer?

Then sit back and watch an entire new clientele come through your doors!

Denver photographer and marketing guru, Lori J. Osterberg is co-founder of Vision Business Concepts Inc. www.VisionofSuccess.com and creator of www.VirtualPhotographyStudio.com geared towards photographers that want to delve into the virtual studio world.

TAPPA 2004 Financial Report

Income

50/50 Tickets	903.50
CD Interest	45.20
Competition Fees	325.00
Equipment Rental	95.00
Membership Dues	7,877.50
Monthly Meeting Fee	20,203.50
Scholarship Sunday	116.00
Service Member Dues	1,000.00
Sponsorship for Meetings	<u>325.00</u>
Total Income	\$30,890.70

Expenses

Accountant Fees	250.00
Annual Corp Filing Fee	61.25
Awards Banquet	497.59
Bank Charges	90.83
Board Expenses	682.24
Competition Awards	408.06
Comp Judges Expenses & Fees	779.56
Dues – FPP	264.00
Equipment	12.29
Hospitality	52.38
Library Videos	119.00
Meeting Room Expenses	18,019.08
Name Badges	315.92
Newsletter Printing	1767.19
Office Supplies	328.15
Petty Cash	20.00
Postage	192.93
Scholarship Expenses	1375.00
Speaker Expenses	502.44
Speaker Fees	450.00
Web Site Hosting	<u>252.60</u>
Total Expenses	\$26,440.51

Net Income **\$4,450.19**

Balance Sheet

As of December 31, 2004

ASSETS

Current Assets...	
Checking Account	10,076.94
1 st CD	3,413.74
2 nd CD	<u>4,098.57</u>
Total Checking and CD	\$17,589.25

TOTAL ASSETS **\$17,589.25**

LIABILITIES & EQUITY

Equity...	
Retained Earnings	13,139.06
Net Income	<u>4,450.19</u>
Total Equity	\$17,589.25

TOTAL LIABILITIES & EQUITY **\$17,589.25**

Your Board of Directors is pleased to present you with the 2004 Financial Statement.

This year's profit of \$4,450.19 can be attributed to a sizable increase in membership, as well as the payoff of owning our own projector screen and sound system for the second year. The expense for these items were written off last year, and TAPPA has been able to save the expense normally charged by the hotel for the monthly use of these items.

Any TAPPA member in good standing can request to view TAPPA's financial records simply by contacting the TAPPA Treasurer, Robert A. Sargent at 813-930-7390.

PPALOC Hires Lobbyist

On the advice of a few Legislators, **Kevin E. Newsome** registered as an official Lobbyist for the state of Florida. Doing so will allow him easier access to the Legislators during the 2005 session in Tallahassee.

In addition, PPALOC has hired professional Lobbyist **Doug McAlarney** to assist us in walking our bill through the necessary doors, hoops and hurdles that accompany a legislative act.

Between the efforts of **Senator Mike Bennett, Representative David Russell**, and Doug McAlarney, we feel confident that our bill can be introduced and passed this year.

The hiring of a professional Lobbyist was not an easy decision, as they can often get quite pricey, however at this critical stage of the game it was viewed as a necessary ingredient to finish what's been started.

To pay for the Lobbying fees and other expenses already incurred, we are appealing to all of the professional photographers in the state of Florida to contribute a small amount - \$25 per person (or more if you'd like!), and we'll easily raise the necessary capital to cover our costs.

Don't consider it a donation, consider it an investment. Stand up and be counted. *Do you want to look back at a missed opportunity and wish you'd done more?* Do something NOW and *don't live to regret - live to enjoy!*

Please send your checks, made payable to **PPALOC FUND**, to Newsome's Studio at 13910 N. Dale Mabry Hwy., Suite 6, Tampa, FL 33618. THANK YOU!

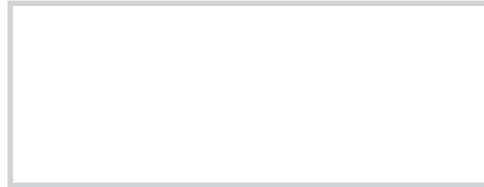
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by calling Julie at **813-281-2829**
by noon on Friday, April 8th
or online at www.tappa.org

Tampa Area Professional Photographers Association

Ron Grecco, Editor
PO Box 8263
Seminole, FL 33775



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The TAPPA Tribune

April, 2005

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