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Tribune



Sunday, December 5th ~ TAPPA Holiday Party

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I've Heard That Story Before!!!



I think our model from the November meeting is giving Carl the once over, sorry Lee you might want to think about growing a Goatee?

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, on the second Tuesday of the month.

President's Message November 2010

Eve Sanz
TAPPA President



It's not Adios. It's just "Hasta la vista, baby".

In this, my last message as TAPPA President, I would like to thank all of you. I want to thank you for your support. I want to thank you for your ideas and contributions. I want to thank you just for being part of the TAPPA family. All of you, my friends, have contributed to make this a wonderful year and one I will never forget!

The incoming Board and President already have a really complete agenda for next year, full of fun activities and speakers. Although it is now the end of my term as President, I plan to remain on the Board and support the incoming President to the best of my abilities. I hope I leave a stronger Board and a stronger more enjoyable TAPPA for all of our members.

Sure, there are challenges ahead. The economy is still not quite there yet. Our industry is still being shaken by the tidal wave of digital aficionados willing to take a shot at the business, sometimes at the expense of quality and professionalism, other times with creativity and imaginative use of the new technologies which can be inspiring. We shall persevere. We shall adapt. We shall overcome... after all being a TAPPA member is a constant reminder of the need to improve ourselves and many avenues we have to go about it.

Just two thoughts; remember that what makes a difference between the Professional Photographer and the advanced amateur is precisely that; Professionalism. Please, keep on working on your credentials and degrees. Thank you Carol Walker for your in depth series of articles that demystify these for us! Just the effort we put on preparing the CPP exam or entering in Salon Competition will help make us better photographers. The way we treat our customers speaks volumes too. It is no coincidence that the majority of the complaints (if any) TAPPA receives about professional misconduct tend to be about non-TAPPA members.

Although, I would like to personally thank each of our volunteers for their individual contributions to making this a successful year, I'll just say "Thank you" once more. You know who you are. I'm proud of you, my friends. I'm proud of being one of you.

Good times still lay ahead. Thank you.

Eve Sanz
TAPPA President

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On the cover ...

Marc Edwards ©2010 Marc Edwards, November Social Function 3rd place.

November Print Salon Winners

Monthly Assignment

Themes for 2010

Look in the January News-
letter for the 2011 themes.

Social Function



1st: Marc Edwards

Commercial



1st: Randy Van Duinen

Rules:

- Prints are unmounted
- Size: 8x10 only
- Must follow theme for the month
- One entry per member each month.

There must be at least three entries in a category for that category to be included in the monthly competition.

All entries **MUST** have your name and the category you wish to enter on the back of the print.

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



2nd: Michael Landes



2nd: Benjamin Todd



3rd: Marc Edwards



3rd: Julie Johnson

Portrait



1st: Dave Pritchard

Unclassified



1st: Nicole White

Electronic Imaging



1st: Julie Johnson



2nd: Dave Pritchard



2nd: Randy Van Duinen



2nd: Julie Johnson



3rd: Sophia Hyde



3rd: Michael Landes



3rd: Michael Landes

Next Months Meeting is Randy Van Duinen

High Dynamic Range (HDR) Photography and Lightroom: *The perfect combination for creativity!*

High Dynamic Range (HDR) photography has become one of the most talked about advances in digital photography in the past few years. Taking some of the confusion away from the process, Randy will show you the different programs for manipulating your photographs, how to decide which program is best for your needs and how to get the most out of each of those programs. He will then show you how to get the best possible images from your HDR photos by using Adobe Lightroom to take your photos to a new level of creativity.

Randy has been a professional Architectural and Art Photographer for over 25 years and his photography has been featured in hundreds of brochures for builders, architects and interior designers from around the country. His work has been published in many local and national magazines, including Interiors, Builder, Professional Builder, USA Today Tampa Bay Magazine and Tampa Bay Illustrated. Randy's art photography is in the permanent collection of the Grand Rapids Art Museum and is in many corporate and private collections as well.

Coming Events ...

Sunday, Dec. 5, 2010
TAPPA Holiday Party

Jan. 16-18, 2011
Imaging USA
San Antonio, TX

Tuesday, Jan. 11, 2011
Randy Van Duinen
HDR & Lightroom

Tuesday, Feb. 8, 2011
TBA

Tuesday, Mar. 8, 2011
TAPPA Salon

March, 2011
FPP Winter Seminar

April, 2011
TBA

June 5 - 9, 2011
Florida School

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TAPPA Holiday Party

December Meeting

Sunday, Dec. 5, 2010

It's time to deck the halls with boughs
of holly fa la la la la, you get the idea!



Social: 6:00 pm
Dinner: 7:00 pm
Awards & Dancing: 8:00 pm

Member with PayPal or at the
door/with RSVP: \$25
Member at the
door/no RSVP: \$35
Doubletree Hotel
4500 W. Cypress St., Tampa

TAPPA Holiday Party

It's time for TAPPA's holiday party, where we celebrate, reminisce, party and most importantly, hand out awards and scholarships. Our party will be at the Doubletree Hotel with the same DJ that has kept us grooving the past couple of years, so bring your dancing shoes (I know Randy will.)

We will be awarding our print competition winners and announcing TAPPA's Photographer a Year and Amber will have some great door prizes for the party. This is also when we handout scholarships to Florida school. Remember all those red door prize tickets you signed at our monthly meetings, now they will be used for handing out scholarships, **but you must to be present to win.**

RSVP on line at www.tappa.org, bring your significant other, have a great time and a chance to win a scholarship to Florida school.

What's Your Wish List?

By Angela Wijesinghe

Every person has at least one wish. There are wishes for tangible items (toys, electronics, photography equipment) and wishes for more abstract things (improvement in your art, love, higher sales). So in the spirit of the coming holiday season, I challenge you to create your own photography wish list.

Making the List

Did a hundred pieces of new equipment flash before your eyes? Well, if you don't ask, you don't get! Just don't forget to think deeper. What do you want to improve in your business? That should be an important part of your wish list, too.

If you want to list "smart" wishes, it's going to require a little digging. Sure, you may be able to name off a dozen or so software bundles and gizmos, but do your research before adding them to your list. Have any of your colleagues used that lens? What do they say about it?

PPA has good resources for learning more about photography products and services. You can get great insight on the OurPPA Forums (www.ppa.com/community/forums). There are conversation topics called Equipment, Computer Tech and even one for vendor announcements. Or you could check out the winners of Professional Photographer's Hot One Awards (www.ppmag.com). There, you'll find products and services that pros like you judged, based on how effectively the items would help their art, business and workflow.

And if you wait until January, you can learn firsthand about the items you're interested in via the Imaging EXPO trade show at Imaging USA (www.ImagingUSA.org). Not only are there show-special prices there, but you'll also be able to pick up the product and often sample the service, all while asking the vendors your questions. Plus, you can get the inside scoop by asking fellow attendees what they use.

Thinking about your business improvement wishes may not be so easy, though. It's going to require you to look at where you are now and where you want to be. It's going to require knowing your numbers. Knowing your numbers may even be one of your business wishes! If that's the case, try to write down specific steps you want to take in the coming days, from PPA's Studio Management Services (SMS) education and consultations to reading the Financial Benchmark Survey Analysis (www.ppa.com/benchmark).

Checking It Twice

After you make your list, prioritize it. Sandy Puc', M.Photog.Cr., CPP, ABI, says that making better choices often means "keeping a tighter rein on your credit card." Ask yourself the following as you look at your wish list: Do I really need this? Will this improve my business?

Once you've rearranged your list accordingly, go through it again. Your goal here is to stretch your dollar. Try to find three wishes that would positively affect the most aspects of your business (such as increasing efficiency) if they were "granted." Focus on those three first, so you don't become overwhelmed.

Chris Brogan, who consults and speaks to Fortune 100 and 500 companies, wrote his own business wish list for 2010. Afterwards, he noted: "There's a lot of stuff on my list. If I want to be successful, I have to find a few things to consider NOT doing. But until I wrote it down, I didn't know what I wanted to do."

So go on and start your photography wish list while you're planning your trip to Imaging USA and your education goals for 2011. All will help you focus on what you want to change and how you want to grow.

This article was previously published in Professional Photographer magazine's "PPA Today" and can only be republished with permission from Professional Photographers of America.

Florida School Information You Should Know



The Florida School takes place once a year for one week only (Sunday, June 5 – Thursday, June 9, 2011). You sign up for one class by one instructor. For 5 days in June you'll be treated to an intense learning opportunity being taught by one of the industry's most knowledgeable photographers. Not only do you gain the information necessary to become a better photographer, you gain a whole new circle of friends who share the same aspirations and goals as yourself. This is what makes the Florida School so special.

This year we are also offering two day courses on Sunday, June 5 and Monday, June 6th Please check the website information for details of course contents and what you may need to bring to class.

Orientation will take place at the Daytona State College campus, building location to be announced. Please join us for our opening ceremonies and registration; featuring some light refreshments (sponsored by Reedy Photoprocess), brief announcements and information for the week.

Course Fees....

FPP/PPA Member Tuition

Five Day Course \$585.00

Two Day Course \$199.00

Non Member Tuition

Five day Course \$775.00

Two Day Course \$299.00

EZ Payment Plan.....

Minimum \$100.00 deposit and we'll automatically charge your credit card each month until your class is paid in full.

Hotel Accommodations.....

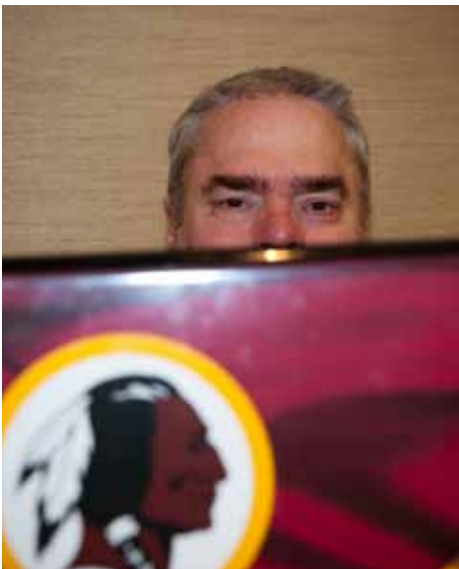
You are responsible for making your own hotel arrangements. Our NEW host hotel is The Hilton at Ocean Walk Village at 100 North Atlantic Avenue, Daytona Beach. Please mention the FPP for the special room rate of \$89.00 plus tax per night. Complimentary valet or self parking is also included at no add'l charge. Reservation cutoff is May 13, 2011. Their direct phone number is 386-255-8200. Visit their website at www.daytonahilton.com for additional information.

PPA/FPP Merits...

Attendees who are PPA members in good standing will receive 2 PPA Educational Merits upon completion of their class. FPP Members will receive 3 points; which is good towards their FED degree.

For more information please visit FPP web-site at: www.fpponline.org

November Meeting Photos



I don't know what Nicole said, but it put a big smile on Michele's face!



RSVP

for the

Sunday,

Dec. 5th

Holiday Party

by noon,

Dec. 1st

email Lee Burgess

lee2810@verizon.net

or call Lee

at 727-724-1022

South Africa Photo Safari Sweepstakes

PPA has come together with a number of their closest partners to put together a complete Photo Safari Experience and thousands of dollars worth of best-of-breed products and services! Best of all, entry is free at www.safarisweepstakes.com.

Led by famed photographer **John Paul Caponigro** beginning in September 2011, this private photo safari will take you on a wide-ranging exploration of South Africa. The safari will focus on photographing wildlife in the world-famous Sabi Sand Game Reserve and the many landscapes of the Cape Town region.

Organized by renowned tour operator Eyes on Africa, you'll experience some of Africa's finest wildlife photography opportunities, great accommodations, and expert guiding. These two locations have been selected to create a private safari geared specifically toward serious wildlife, landscape and scenic photography.

Enter the sweepstakes, and read more about the partners and the photo safari at www.safarisweepstakes.com

Below is the schedule of prize drawings:

PhotoPlus Drawing, Friday, October 30, 2010, 2:00 p.m., EST, Nik Software booth

November Drawing, Friday, November 19, 2010, 12:00 p.m., PST

December Drawing, Friday, December 17, 2010, 12:00 p.m., PST

Imaging USA Drawing, Tuesday, January 18, 2010, 12:00 p.m., CST, Nik Software booth

Grand Prize Drawing, Tuesday, February 1, 2011 at 12:00 p.m., PST

Quick Tips for the Digital Photographer

Provided by NAPP (National Association of Photoshop Professionals)

Layer mask love

The new Masks panel consolidates working with layer masks by putting most of the functions commonly used in one place. Show this panel by selecting Masks from the Window menu. Want to change the layer mask from its normal white reveal all to black hide all? Click the Invert button. Bonus tip: You can do the same thing from the key-board by pressing Command-I (PC: Ctrl-I).

Stretch (or shrink) to fit

When the image won't fit the page, use Content-Aware Scale to resize the background. And if you're working with a human subject, click the Protect Skin Tones icon in the Options Bar, it will even leave the subject itself untouched. Pressing Command-Option-Shift-C (PC: Ctrl-Alt-Shift-C) gets you there.

More Vibrance Eyes

Choose the Sponge tool (nested under the Dodge tool [O]) from the Toolbox. In the Options Bar (shown below), choose Saturate from the Mode menu, set the Flow to at least 50%, and then click the Vibrance checkbox. Brush over the irises and ta-dah! Brilliant irises. Bonus tip: This works for lips too!

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Tampa Area Professional Photographers Association



Randy Van Duinen, Editor
 1530 86th Avenue North
 St. Petersburg, FL 33702

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The TAPPA Tribune

December, 2010

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Door prize	Amber Wilkes	605-351-5865	ambi57106@yahoo.com
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