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Tribune



Tuesday, November 8 ~ Jack Resnicki – A Photographer's Life

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## October Meeting



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, 2011

**Rob Moorman**  
TAPPA President



**I start every President's message with a WOW!!!... So, WOW!!**

I cannot believe that this is our last formal TAPPA meeting of the year. We have the holiday party to look forward to, but as far as a meeting where we get together, network and learn – well this is it for 2011.

I would like to publicly thank the TAPPA board for all the long hours and hard work they have put into this year. The TAPPA membership is blessed with a great board. I look forward to seeing what new and exciting things they will bring to the members next year.

This association is a wonderful place to make business relationships that last. The last few months of this year have been hard and busy for my family. I have a mother in law in ICU, a step father that had open heart surgery and my dad fighting cancer. Through it all the TAPPA members stepped up to help us cover our clients needs when personal life demanded our attention. I am forever grateful. That is what TAPPA is all about. I urge you to get involved because it is a benefit to you and all the other members. Thanks for the support.

The holiday party is a great opportunity to make friends and relax as we celebrate the holidays together. I hope to see you there.

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*On the cover ...  
photo: Jack Resnicki*

## This Month

Jack Reznicki

reznicki.com

Internationally renowned commercial people and children photographer



### Jack Reznicki- A Photographer's Life

Humor, wit, and more than a passing familiarity with the absurd have all helped Jack Reznicki become one of the most sought-after illustrative and people photographers in the world. He may be best know for his expressive photographs of kids or as he says "Kids as kids". He is also a master of adult lifestyle and portrait photography. He

photographs his international travels "just for the love of it." Jack says, "Photography is a wonderful hobby, even if it's how you make your living." An internationally popular lecturer, he is always very informative, insightful, entertainingly outspoken, and refreshingly candid. Jack will discuss in this far reaching session, his commercial and personal work and how they interact.



## Next Month

# Holiday Party and Award Banquet

# RSVP

for the

## Tuesday, December 13 Meeting

### by noon, December 6

email Lee Burgess [lee2810@verizon.net](mailto:lee2810@verizon.net)

or call Lee at 727-724-1022

## Tuesday December 4, 2011

Meeting: 6:00 pm

Dinner: 6:30 pm

Program: 7:30 pm

Member with PayPal or at the door/with RSVP: \$25

Member at the door/no RSVP: \$30

Doubletree Hotel  
4500 W. Cypress St., Tampa

## Coming Events ...

Dec. 4, 2011

### Holiday Party & Award Banquet

Jan. 10, 2012

### RC Concepcion

Jan. 15-17, 2012

### Imaging USA

Feb. 14, 2012

### TBA

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# October Print Salon Winners

## Storybook



1st: Jeff Mason

## Social Function



1st: Pedro Carrillo

## Commercial



1st: Chuck Vosburgh



2nd: Jeff Mason



2nd: Nicole White

Image not available

2nd: Gary Smith



3rd: Jeff Mason



3rd: Susan Black



3rd: Michael Landes

Print Salon Rules and Instructions are on page 8 >

**Portrait**



1st: Chuck Vosburgh

**Unclassified**

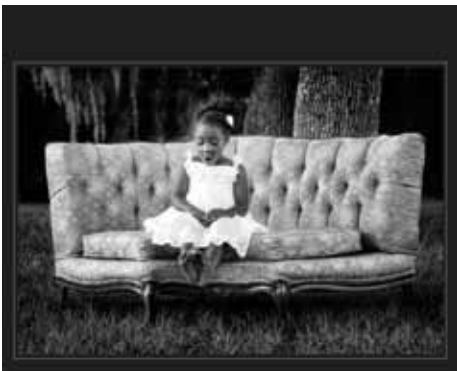


1st: Chuck Vosburgh

**Electronic Imaging**



1st: Alex Melo



2nd: Nicole White



2nd: Nicole White



2nd: Michael Landes



3rd: Susan Black



3rd: Julie Johnson



3rd: Alex Melo

## TAPPA Board of Directors Nominees

Its time for you, the members of TAPPA, to vote on your 2012 Board of Directors. Nominations include Susan Black, Rick Lewis, Nicole White and Christine Reynolds. Please see the bios of each of the candidates below. A ballot will be passed out at the November meeting.

### Susan Black

Susan Black is a Tampa-based High School Senior & Family Fine Art Portrait Photographer. Born and raised in upstate, NY, her background includes studies in art and photography. She was first introduced and developed a love for photography in 1972 while in high school. Her passion for photography was re-ignited in the early 1990's with the introduction of digital photography. Susan has earned a Certificate in Photography from the University of South Florida (USF) and is also a Certified Professional Photographer (CPP). She is a member of the Florida Professional Photographers, (FPP) the Professional Photographers of America (PPA), Senior Photographers International (SPI), National Association of Photoshop Professionals (NAPP) and the Wedding and Portrait Photographers International (WPPI). Susan enjoys the day-to-day responsibilities of working with clients and running her photography business. She finds that the most rewarding aspect is the time spent behind the camera. Her drive for continued education and seeking what the next bend will be in the road is what continues to motivate her today both personally and professionally.

### Rick Lewis

Like many, I got my start early. In the '50s my father was a freelance editorial photographer that did a little portrait work on the side. I was his darkroom helper. My first paid job was at 15 years. I was hired to photograph a neighbor's wedding. Yes, they were broke, and yes, I screwed it up. Things have gotten better over the years. People told me for years I should sell my work. I finally listened, and around 2006, I went professional. I concentrate my efforts on family beach portrait sessions and actor headshot sessions. But, I have many other interests. I have done a little work for the Hillsborough County Sheriff's Office, for their recruiting efforts, and enjoy the creative avenues small commercial jobs afford.

I have been photographing people, places, and things for well over 40 years but still have so much to learn.

### Nicole White

Nicole White is a 2011 graduate from Pinellas Technical Education Center and owner of Nicole White Photography Studio located in Tampa, Florida. She has been the SKILLS State of Florida Photography winner for the past 2 years, was named Tappa Student of the Year for 2010, and was also among Tappa's Top 10 Photographers for 2010. She specializes in weddings, portraits and fashion photography.

### Christine Reynolds

Christine Reynolds is an Award winning professional photographer; PPA Master Photographer, PPA Certified Professional Photographer, Florida Master Photographer, FDPE, and PPA Photographer of the year for 2006. She also has the Florida Professional Photographer's Education Degree

(FED), and an MBA from USF. Her images have won local, state, regional and national awards. They have been published in local, national and international publications including the prestigious PPA Loan Collection and Show Case books. She is an Instructor for the Digital Photography Academy, and is a Speaker and Print Judge for the Florida Professional Photographers. She specializes in: Commercial and editorial images including people, events, products, interiors, exteriors working both in studio and on location. Her Fine Art is currently featured in the Denise Oliver Gallery in Harrison Idaho.

### Chuck Vosburgh

Chuck Vosburgh is an award-winning Photographer, Author and Educator based in Tampa Bay Florida and serves clients throughout the US and Europe. He is a PPA Certified Professional Photographer, Adobe Certified Expert, Adobe Certified Business Partner and Comp TIA Certified Technical Trainer. Chuck's fine art photography has been featured in shows and galleries nationwide. Chuck is a member of the faculty of The St. Petersburg Museum of Fine Art, The Dunedin Fine Arts Center and The Morean Arts Center. He has also taught at numerous industry events, conducts seminars and has published dozens of articles and three books.

## Quick Tips for the Digital Photographer

Provided by NAPP (National Association of Photoshop Professionals)

### I SHALL CALL IT...

#### MINI BRIDGE!

So those of us who use Bridge know it's an awesome app but wouldn't it be cool if it could live inside Photoshop? Well thanks to custom Flash panels it does. Just go to the Window menu to Extensions and select Mini Bridge. This will open a new panel containing a light version of Bridge. With only the most essential features available. Now you can browse and open your images without ever having to leave Photoshop. You can even dock it at the bottom of the interface and have filmstrip view of your images while you are working. Pretty cool!

#### CHANGE OPACITY OF MULTIPLE LAYERS

Before you could only change the opacity of a single layer. Now in CS5 you can change the opacity of multiple layers in CS5 by highlighting 2 or more layers and then change the opacity as you normally would.

#### SCRUBBY ZOOMY!

To zoom in and out of your images is getting so much easier. While keyboard shortcuts will always be a favorite

a great new addition to CS5 is the Scrubby Zoom. Simply select the Zoom tool then click and drag to the right to zoom in and to the left to zoom out.

#### CHANNEL MIXER FOR PREVIEW

Sometimes it's very difficult to find all the spots on skin. Try creating a Channel Mixer adjustment layer to turn the image into a high-contrast black-and-white image. Turn on the Monochrome checkbox, and move the Red slider to -100, the Green slider to +50, and the Blue slider to +150. This adjustment layer is just for a preview, so don't try to retouch on it. Create a blank layer, and retouch on it.

#### OPENING A JPEG IN RAW

Did you know that you could open and process JPEG photos in the Adobe Camera Raw dialog? If you're in Bridge, select a JPEG photo that you want to edit. Then go to the File menu and choose Open in Camera Raw. You can also just press Command-R (PC: Ctrl-R) instead of going through the menu.

## Print Salon Rules

- Prints must be mounted
  - Size: 8x10
  - Electronic Imaging size can be two 8x10 taped together on the back and spread open for viewing
  - Three entries 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!**

#### Send your images for the newsletter to:

Chuck@ChuckVosburgh.com



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#### Photo Studio and Meeting Room Rentals

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## October Meeting Photos

Photos by Robert Sargent



**RSVP**

for the

**Tuesday,  
November 8  
Meeting  
by noon,  
November 1**

email Lee Burgess  
[lee2810@verizon.net](mailto:lee2810@verizon.net)

or call Lee  
at 727-724-1022

# 2011 Photographer of the Year Standings

Here the top 10 standings for Photographer of the Year for 2011 as compiled by our salon chairperson Melissa Sewell as of 8/31/2011. There is still a lot of time to make a run for the top photographer of TAPPA, so watch out Michael.

Standings are pending confirmation of meetings attended and Professional Association membership (ie. FPP and PPA membership)

Michael Landes

Julie Johnson

Randy Van Duinen

David Reed

Rob Moorman

Robert Sargent

Gary Smith

Alex Melo

Marc Edwards

Susan Black

## Everything I need to know about business, I learned from my Mom when I was still a kid

By Chuck Vosburgh

I was talking with a new client and he said something that got me thinking; "didn't other people's Mothers teach them what my Mom did?" He was talking about vendors and freelancers in particular.

According to him, and my observation, Mom's advice is easy to forget. It's simple common sense, but in today's busy world they're often forgotten and some things just need repeating. I know it was good for me to give it some thought. Here are a few of my favorites:

**You are judged by the company you keep.** A-List people do business with A-List people. Honest people don't hang around dishonest people. Good people don't participate in evil. There's an old saying that goes like this: If you're not a duck, don't hang around the pond or people will think you're a duck.

**A person in front of you is more important than someone who isn't there.** A person calling, texting or e-mailing can wait. Don't insult someone by taking a call or texting while speaking with them. Of course there are exceptions, in that case ask if it's okay to take the call. Those exceptions should be rare. This applies to call-waiting also.

**Don't wear out your welcome.** Keep your promotional communication to an appropriate level. One really good e-mail a month is better than one mediocre e-mail every day or every week.

**There's a time and place for everything.** People who are always "on" and people who are always hawking their services are annoying.

**Your word is your bond.** In these days of explicit contracts, for every little thing, be a man or woman of your word. If you do, you'll stand out and people will trust and want to do business with you.

**Your reputation is the most valuable thing you have.** We're known by our deeds and your business deeds should be consistent with your personal beliefs and standards.

**Knowledge can never be lost or taken away.** If you're reading this, chances are you believe in continuous self-improvement by learning.

**Send a thank-you note.** Want to stand out? You'd be surprised how few people do this.

**Beware of snakes.** You have a gut for a reason, follow it. Chances are it's right. I can't think of a single time I've gone against my gut and not regretted it.

**Two wrongs don't make a right.** Try to be known as someone who always has a level head and reacts calmly.

The fact that most people don't do these things is a great opportunity to stand out among your competitors. It's impossible to do these things all the time. I know I don't, but I'm trying. I'm glad my Mom hammered these things into my little brain.

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Tampa Area Professional Photographers Association



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The TAPPA Tribune

November, 2011

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