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Tribune



**Michael Landes**  
2011 Photographer of the Year

Tuesday, January 10th ~ RC Concepcion  
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Photographer of the Year Michael Landes enjoying the respect and admiration that comes with the title.

*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

## January 2012

Welcome to the new year ! As your incoming President I look forward to serving you this year. As with any year we face new challenges. Our industry is constantly changing , new technologies and styles promise to keep us on our toes.

TAPPA will strive to help you keep up the latest trends in Photography. We are planning more hands-on events as well as our Photoshop Socials that we will run Bi-monthly.



We are very lucky to have RC Concepcion from NAPP to kick off our January meeting.

In February we have one of the most sought after speakers in the country; Pierre Stevenson. This will be an all day seminar Starting at 1pm on Feb. 15th (we changed the meeting date because of Valentine's Day) . And in March we will have our first Digital Salon competition.

TAPPA is here to help you succeed both professionally and artistically.

Your TAPPA board and I look forward to helping you make this a great year.

**Lee Burgess**  
*TAPPA President*

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On the cover:  
*Ashes to Ashes* by Michael Landes

# Why you don't need more equipment

By Chuck Vosburgh, CPP

We all love equipment, especially me. I frequently find myself thinking "if I had this I could do that". When I speak with people about photography, students and colleagues alike, conversation quickly turns to equipment. We all love it and I see it hurting some talented people.

It's a paradox. The best investment you can make is in your own business, but like everything else, excess is dangerous.

## The new math

Vosburgh math. That's what my accountant calls it. I can justify any purchase. You name it and I can prove that I can't afford not to get it. I can convince myself very well. Need or want? I hate that question. For me some things that make "want" look a lot like "need" are pride, trying to be like someone else, and thinking that something besides myself is holding me back. Sometimes it's hard to admit these things, but I have a feeling I'm not alone on this.

One of my favorite sayings comes from Dave Ramsey: "We buy things we don't need, with money we don't have, to impress people we don't like".

When I was new to the business, I noticed that the old-timers didn't use much equipment. I reasoned it was that they were old and didn't have the energy to set up a lot of stuff. Wrong. They didn't need it and I've found that as I get older and better at my craft, I use a lot less equipment than I used to. Those old guys were working smart. Study the masters whose work you admire and see what kind of equipment they had at their disposal. That will make you stop and think. And just for the record I still have plenty of energy to set things up.

Recently, I had a retired photographer whom I admire greatly visit my class. I had the oldest, lamest light kit I own that night and he was amazed at the equipment. "You mean you can adjust these lights by three stops?! Wow!" He told me about the light kit he used when he was working, and I remembered being just as amazed at a friend's light recently that adjusts in tenth of a stop increments and has a range of umpteen stops. It's all relative.

## The money sucking, endless treadmill of death

Exaggeration? Yes, but not by much. Picture this; if you get that lens, you'll be able to do work like that famous person you like and you'll really advance your career. If you also have that body, you'll have the kind of resolution the big clients probably want, and you'll really advance your career. Now your lights are too slow... It goes on and on and on.

**We buy things we don't need, with money we don't have, to impress people we don't like**

*David Ramsey*

## Equipment purchasing truths:

- 1: If I can't pay cash, I can't afford it.
- 2: If I can't afford it and actually need it, I can rent or borrow it.
- 3: If the equipment to do a job costs more than the job pays, I can't do that job and should refer it to a colleague.
- 4: Debt is almost never an acceptable option.
- 5: Clients don't care what equipment I use.
- 6: My colleagues don't care what equipment I use.
- 7: I've done some of my best work without that new thing that I want.

Do I always abide by these truths? Of course not! But the more I do the better off I am.

Share your thoughts. E-mail me at [Chuck@ChuckVosburgh.com](mailto:Chuck@ChuckVosburgh.com)

# Rembrandt was Right

By Chuck Vosburgh, CPP



Lighting styles come and go, but one has stood the test of time for over 400 years: Rembrandt. The Dutch master perfected the lighting technique that bears his name. Before Rembrandt, paintings were somewhat flat in their appearance. Rembrandt changed that. His paintings were very dramatic and three dimensional and it changed the course of fine art.

## Rembrandt Trivia

Movie director Cecil B. DeMille is credited with the first use of the term:

DeMille wrote in his autobiography that while shooting *The Warrens Of Virginia* (1915), he borrowed some portable spotlights from the Mason Opera House in downtown Los Angeles and "began to make shadows where shadows would appear in nature." When business partner Sam Goldwyn saw the film with only half an actor's face illuminated, he feared the exhibitors would pay only half the price for the picture. After DeMille told him it was Rembrandt lighting, "Sam's reply was jubilant with relief: for Rembrandt lighting the exhibitors would pay double!"

## The simplest of lighting styles

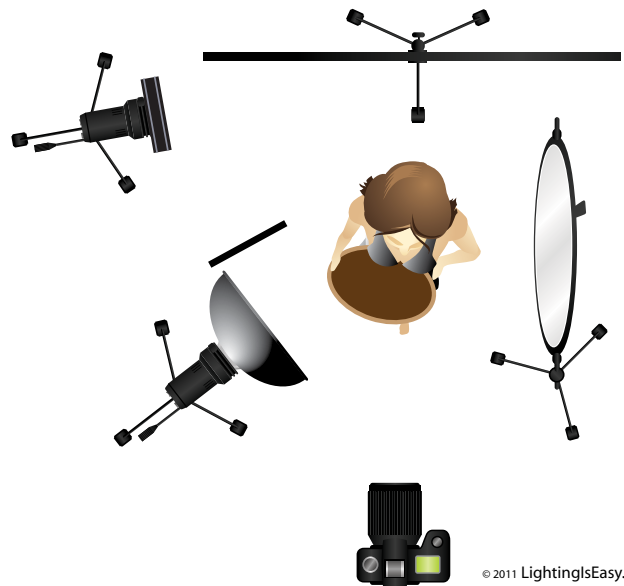
One of my mentors said "simplicity is the key to good design" and that's true of photography as well.

Normally, the key light is placed high and to one side at the front, and the fill light or a reflector is placed half-height and on the other side at the front, set to about half the power of the key light, with the subject, if facing at an angle to the camera, with the key light illuminating the far side of the face.

The hallmark of Rembrandt lighting is the triangle or diamond shape of light underneath the eye. One side of the face is lit well from the main light source while the other side of the face uses the interaction of shadows and light, also known as chiaroscuro, to create this geometric shape on the face.

Ideally, the triangle should be no longer than the nose and no wider than the eye. This technique can be subtle or dramatic by adjusting the amount of fill light from a reflector or second light.

Here's how the example to the left was set up:



One light and one reflector is all it takes to get great results. It doesn't get much easier than that!

Share your thoughts. E-mail me at [Chuck@ChuckVosburgh.com](mailto:Chuck@ChuckVosburgh.com)

# Next Months Meeting is Pierre Stephenson

## The Changing World of Low Light Photography

Pierre is the owner of the multi-photographer studio Pierre's Portrait Art Company which, over the past 16 years he has come to be recognized for it's innovative style. His unique approach has led to state and international awards, media attention, and his work has been published nationally in magazines including Professional Photographer, Modern Bride, PDN, Rangefinder, and more. [pierrestephenson.com](http://pierrestephenson.com).

The February meeting will be held Wednesday, February 15th so our members can celebrate Valentine's day with their loved ones.

## Photoshop Social January 19

Our next Photoshop Social will take place at the Studio of Lee Burgess on Jan 19 from 7-9pm bring your laptop, questions, and any images you want help with. Five dollar fee goes toward the scholarship fund. Lee's studio is at 22021 US Highway 19 North, Clearwater, FL 33765.

### Coming Events ...

Jan. 10, 2012

#### RC Concepcion

Get your Photography on the Web

Jan. 15-17, 2012

#### Imaging USA

Feb. 15, 2012

#### Pierre Stephenson

The Changing World of  
Low Light Photography

January 19, 2012

#### Photoshop Social

June 3-7, 2012

#### Florida School of Photography

August 11-15, 2012

#### Florida Professional Photographers Annual Convention

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# Rafael Concepcion (RC)

aboutrc.com

## Get Your Photography on the Web – Keep Your Photography on the web:

## January Meeting

These days its more important than ever to make sure that you maintain a presence on the internet. Best Selling Author RC Concepcion (education developer for Kelby Media Group and the host of DTownTV) will go over the things that you need to consider with getting online, making a website, and how to leverage social media platforms for their full effect. Whether you have a website or not, this chat will empower you to create (or redesign) your web strategy online fast!

Rafael Concepcion (RC) is the author of the bestselling book *Get Your Photography on the Web* a step by step book for photographers looking to develop their own websites without code, and *The HDR Book - Unlocking the Pro's Hottest Post-Processing Techniques* by Peachpit Press.

As an Education & Curriculum developer for the National Association of Photoshop Professionals and an Instructor for Kelby Training, RC spends his day working on Photography, Photoshop, and how to get users onto the web. RC is also one of The Photoshop Guys. and the host of DTownTV.

An Adobe Certified Instructor in Photoshop, Illustrator, and Lightroom, RC has over 10 years in the I.T. and e-commerce industries and spends his days developing content for all applications in the Adobe Creative Suite. RC has held training seminars in the U.S., Europe, and Latin America, and recently

combined his photographic and web experience to teach with famed wildlife photographer Moose Peterson at the "You Can Do It Too" workshops in Mammoth, CA, The Digital Landscape Workshop Series, and at the Voices That Matter Web Conference in San Francisco, CA. RC is also a columnist for *Photoshop User Magazine* and *Light It* magazine.



## Tuesday, Jan. 10, 2012

Meeting: 6:00 pm

Dinner: 6:30 pm

Program: 7:30 pm

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

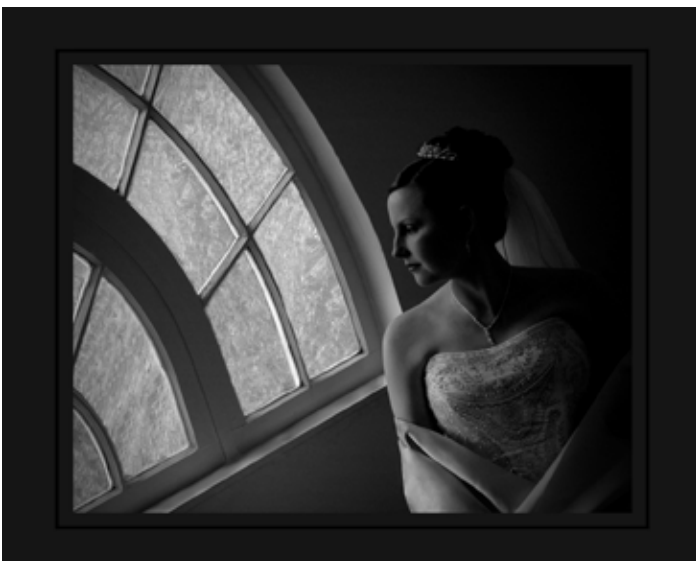
Member at the door/no RSVP: \$30

Doubletree Hotel  
4500 W. Cypress St., Tampa



## 2011 Photographer of the Year – Michael Landes

Michael Landes credits his 29 years of membership in the Florida Professional Photographers Association and its membership for his successes. He is a Master of Photography, a Photographic Craftsman and holds the Florida Degree of Photographic Excellence and the Florida Service Award. He has images in the PPA Traveling Loan Collection, Disney Epcot Exhibit, and in the Photokina International Exhibit. He has 100 combined salon First Place Awards and over 100 combined salon Merits and has been awarded as Photographer of the Year 10 times for the Professional Photography Guild of Mid-Florida. He is currently the Commercial Photography Program instructor at Pinellas Technical Education Center and one of his greatest joys is seeing his students succeed in TAPPA salon and Print of the Month competitions.



## Florida Professional Photographers Delegates Report

by Carol Walker, FSA, FED, FPP Delegate Chair/TAPPA Past President

The FPP Delegates met on Monday, November 7th at Newsome's Studio in Tampa. We welcomed two new members to the Delegates team, Robin Adams, representing Tallahassee and Britney Kirby Fullgraf, representing Lakeland. Much discussion centered on getting them up to date and reviewing the Delegates responsibilities. Several topics were discussed including how the respective sections are handling their own membership drives, speaker suggestions, and use of the newly created Yahoo Group for Delegates. Several suggestions were presented to the Board of Directors and a positive response was received. Among them, the Delegates requested a disclaimer being added to the website regarding the FPP's endorsement of judges listed on the site. Currently, the FPP requires a minimum degree of the FDPE to be endorsed on the website as a qualified judge; the Delegates were simply requesting an explanation as such. Also, a recommendation was made to eliminate the Delegates meeting at convention as it's too difficult to attend for those who are convention volunteers. Instead, it was requested --- and approved --- to move the meeting back in conjunction with the FPP board meeting in June.

There are several exciting changes within the FPP and more on the horizon! The Board has been working hard on increasing member benefits and recently met for a strategic

planning meeting. Most notably, the FPP Board has voted to roll the convention registration fee into the annual membership dues at a savings of \$30 per member per year! This means that convention is now included in your membership dues! No more scrambling for funds during the slowest time of the year --- convention will be paid for long before you get there! More money for the tradeshow --- woohoo!

Also, the NEW AND IMPROVED FPP website is alive and kicking! User-friendly and packed with great information, check it out at [www.fpponline.org](http://www.fpponline.org).

It has been my honor to represent TAPPA as your Delegate to the Florida Professional Photographers for the past six years, and Delegate Chair for the last two. I was recently appointed to a Directors position on the FPP Board; therefore, I am resigning my position as Delegate at this time. As always, if you have any questions regarding the FPP or would like more information on the report above, please don't hesitate to contact me at [carol@thomasbruce.com](mailto:carol@thomasbruce.com). And thank you, once again, for allowing me to represent the largest and most respected section in the state. We set the bar --- let's keep it up there!



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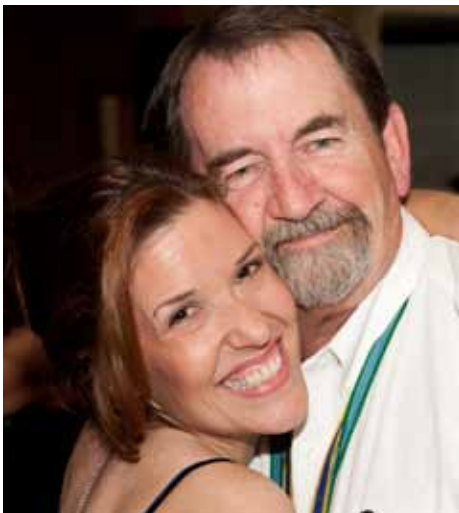
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**Holiday Party Photos**



**RSVP**

for the  
**Tuesday,  
January 10th  
Meeting**  
by noon,  
*Jan. 3rd*

email Benjamin Todd  
[benjamin.todd@  
verizon.net](mailto:benjamin.todd@verizon.net)  
or call Benjamin  
at 813-431-2873

## CNN Fires Photographers Because Others Will Do It for Free

by Chuck Vosburgh, CPP

Times are tough, especially if you're a photojournalist. The latest testament to this is the recent layoff of 50 staff photographers from CNN. Part of CNN's justification is that amateur work is good enough to take their place.

In a press release, CNN says: We also spent a great deal of time analyzing how we utilize and deploy photojournalists across all of our locations in the U.S. We looked at the evolution of daytime and evening line-ups. We analyzed how stories are assigned and more importantly the ratio of stories assigned that actually make it on to our networks or platforms. We know that we have to sharpen our focus on stories assigned to ensure that this great work gets on air. We looked at production demands, down time, and international deployments. We looked at the impact of user-generated content and social media, CNN iReporters and of course our affiliate contributions in breaking news. Consumer and prosumer technologies are simpler and more accessible. Small cameras are now high broadcast quality. More of this technology is in the hands of more people. After completing this analysis, CNN determined that some photojournalists will be departing the company.

In short, it doesn't make sense to have a paid, trained staff of photojournalists, when someone with a compact camera or cellphone will be at the scene sooner, and their photos are good enough.

It does feel like every other person has a print quality DSLR, but do they have enough to replace a dedicated photojournalist? We know there's a lot to knowing where to be and when to look for the perfect shot of a scene, which will be lost if the entire industry just crowd-sources their content.

So, what do you think? E-mail me your comments to [Chuck@ChuckVosburgh.com](mailto:Chuck@ChuckVosburgh.com)

**Consumer and prosumer technologies are simpler and more accessible.**

**some photojournalists will be departing the company.**

## Quick Tips for the Digital Photographer

Provided by NAPP (National Association of Photoshop Professionals)

### Deleting A Layer

This one is short and sweet: Instead of dragging a layer to the Delete Layer icon (trash can) to delete it, you can quickly delete a layer by pressing the Delete (PC: Backspace) key.

by Matt Kloskowski

### Deep Eye Sockets

If your subject has dark eye sockets, press Command-J (PC: Ctrl-J) to duplicate the Background layer, then change the layer blend mode to Screen to brighten the entire image. Option-click (PC: Alt-click) the Add Layer Mask icon (circle in a square) to hide this brighter layer behind a black mask. Press D to set your Foreground color to white; choose a small, soft-edged Brush (B); then paint over the entire

eye-socket area to brighten that area. Now, lower the layer Opacity until the brightening matches the surrounding skin.

by Scott Kelby

### More Brilliance In The Eyes

To make the eyes pop, make a selection of the iris (you can use the Quick Selection tool [W]), and then add an Exposure adjustment layer. If you drag the Exposure slider to the right, you'll get brighter eyes. But if you also drag the Offset slider to the left, you'll get more contrast/detail. This is a very easy and fast technique if you like to brighten eyes with details.

by Calvin Hollywood

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Tampa Area Professional Photographers Association



Professional Photographers  
of America

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The TAPPA Tribune

January, 2012

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