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"While there is perhaps a province in which the photograph can tell us nothing more than what we see with our own eyes, there is another in which it proves to us how little our eyes permit us to see."

~Dorothea Lange.

2009

Board of Directors

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 Tammy Czigan, Keely Deuschle,
 Mike Permenter, Tammie Sybelnik
Delegate: Ramfis Campiz

Holiday Party/Awards Banquet

On Thursday, December 11th we gathered together as friends and colleagues to celebrate the holidays as well as some professional accomplishments. If you missed it, this year Christmas party was held at Deer Creek Country Club. Karen Joseph, Tammy Sybelnik and Tammy Czigan deserve our gratitude for putting together such a wonderful evening.

This years mentor auction was a great success for those who participated. Thank you to our members who contributed their wealth of information and experience to the event. Thanks also go out to Desktop Digital for the portraits they provided of the evening.

We enjoyed a delicious dinner, door prizes, and the awards. A complete listing of the award winners is inside, so be sure to congratulate your fellow members on their accomplishments for 2008.

2009
Board
of
Directors
Not Pictured
Curt Coenen



The New Presidents Message



“If you keep doing the same things the same way how can you expect any different results?”

This is my “theme” for the 2009 calendar year and I believe it has a lot of relevance to what we are all about. I am honored to serve as your president for the 2009 term and look forward to all of the challenges that we all face. The economy is like a roller coaster ride and there is no guarantee that a new president will be able to do anything quickly to change it. All of the forecasts that I am seeing seem to say that we are in this turmoil for at least the next year.

So that puts all of us in the position to make decisions that we are not used to making. Some of you are looking at the price of membership for PPSNF and considering not joining for 2009, to “save that money”. I can’t tell you what to do, but I can tell you that now, more than ever, you need to continue to build your circle of friends and business associates that can help you. PPSNF is, and always has been, an excellent way to network with others and to share what is working and what is not. Sometimes, just a conversation to confirm that you are not alone in your struggles is important. The board for 2009 is taking the “theme” to heart and we are looking at ways to educate each other to better weather this storm. We are also looking for advice from the general membership. Let us know what your needs from PPSNF are. Let us know what you would like the meetings to look like, and think out of the box, we are open to any suggestions that will create value in your membership. We already have a lot of exciting things planned for 2009.

We will be having Doug Gordon in to speak in February along with a separate seminar that we plan to use as a membership drive. We are also planning another Mock Wedding. This was one of the best learning experiences that we had in the past and we have been planning the sequel for over 2 years. We will also continue with our Mini-seminars this year. They will take on a different look and we believe you will like the changes planned. We will also be doing something different with our first Salon for the year to make it into a better teaching and learning time for all that attend. We are also going to turn our focus to some external issues and attempt to let the community know who we are and what we are about.

So, now is the time to step up and participate, even if it is just through your attendance at our meetings and events. Now is the time to take on 2009 as a challenge and set goals for your success. Remember that I started with this quote and I will end my first presidents message with it again.

“If you keep doing the same things in the same way how can you expect any different results?”

Here’s to a happy and successful 2009.

Pat



Imaging USA

This year, Imaging USA was held on January 11-13 in Phoenix, AZ Imaging USA is a PPA (Professional Photographers of America) event held each year and features a 600+ booth industry trade show, seminars, and international print exhibition. This years headline speaker was the world-renowned photographer and best selling author Anne Geddes of Australia. Many of the PPSNF members including our new president Pat Tankersly not only attended but volunteered to serve. For more information you can visit www.imagingusa.org or www.ppa.com.

FPP Convention



Florida School

This years FPP (Florida Professional Photographers) convention will be held at the Rosen Plaza Hotel in Orlando and is the 76th anniversary of the event. This years theme is "Live, Laugh and Photograph" !! The convention will be held August 22-26. For more info visit www.fpponline.org Florida School is a week-long course (May 31-June 4, 2009) where attendees benefit from intensive study with one instructor. It is held each year at Daytona Beach Community College. For more information please visit www.fppfloridaschool.com.

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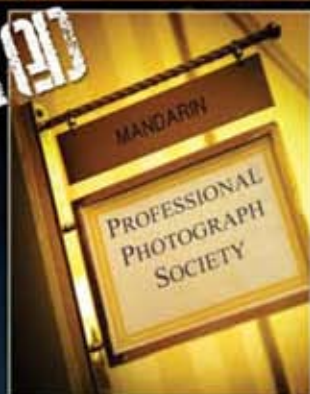
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YOUR INVITATION



The guild meets on the 4th Tuesday of every month.
 First Time Non-members are welcome *free of charge*.
 Enjoy a "Social time" from 6:30 to 7:15pm • Meetings begin at 7:15pm

Ramada Inn Conference Center - Mandarin
 Located off 295 and San Jose Blvd.
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Education • Inspiration • Motivation • Networking • Fun

Upcoming Programs

January Quick Tips & Business Boosters
 a catered event!

Meet the Board

Come ready to discuss business strategies and question the pros in a round table discussion format. Upon arriving you will be given a number and assigned a table where you will have approximately 15-20 minutes with board members that will lead a discussion about four topics: Marketing & Business, Tech Talk, Weddings, and Portraits. After the first session your board members will rotate to the next table giving you new instructors to question about the new topic. Afterwards we will open the wall to the next room and enjoy a fajita buffet. It looks to be a great time to meet your new board members and gain some great insight into making 2009 a strong year.



Coming Soon

We have several great things planned for 2009 to help each of us grow in our profession and have some fun along the way.

Print Coaching-Have a master photographer evaluate the images you are considering for salon. Get feedback on how to improve your prints. Ask questions about mounting cropping or any other subject related to the print education process. This will be held before the general meeting during the social time.

New Members Orientation- New members will have the opportunity to find out all of the ins and outs of the PPSNF organization. Be a part by being in the know.

PPSNF Picnic- This event is held at Hannah Park in July and is a great time for the whole family

Spring Salon- The spring salon will be geared more to the education side of competition. Judges will be free to discuss prints and give feedback on what made or broke a print. You can even ask questions about your prints and THE BEST NEWS.... it may even be at a reduced cost. So what a great time to Get your prints ready even if it's your first time competing. Points will be accredited to you as usual toward the end of the year awards.

Safari- Last year the Jacksonville Zoo felt the impact of PPSNF members capturing images of its inhabitants. This year we may tackle the nation's oldest city-St. Augustine. Date is TBD.

YOUR INVITE



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Upcoming Speakers

February Doug Gordon

To see Dougs work
visit

patkenphotographer.com

As a second generation photographer, Doug has been honing his artistic skills for almost 2 decades. He has been around weddings since the young age of 11; when he began his apprenticeship with his dad Ken. Doug continued his training with photography legend Monte Zucker. As the lead photographer and owner of Patkin Photographer Inc., Doug heads up a close knit team of associate photographers that specialize in capturing life. Doug continues to aggressively change and grow. While his work continues to garner international awards and media attention being featured in many magazines including Rangefinder, Storyteller, Martha Stewart; just to name a few.



His work has been described as a fashionable, editorial style of today's wedding.

At the young age of 34, Doug has photographed at more than 3000 weddings internationally as well as capturing on film several celebrities and athletes at a wide array of weddings and social functions. His weddings span around the globe, from Mexico to Manhattan, Canada to Europe. His detailed approach and stylish portraits are the reason he is one of the most sought after photographers around.

As a leading expert in the industry, Doug has been a sought after inspirational lecturer and educator on the latest trends in photography. Since 1988 Doug has spoken in almost all the major cities across the United States, as well as several others worldwide in which he has reached tens of thousands of photographers with his message of dare to be different. He has been a featured speaker at PPA, WPPI, SWPP, PPE, SPD conventions and in '08 spoke at the first WPPI Asia.

Doug is currently sponsored by Asuka Book, Bay Photo, Eventpix, Tamrac, Quantum Instruments, Denny and many others.

Tips for success in 2009

Keep Score: It's amazing how few small businesses have any idea of the daily, weekly, and monthly numbers and financial trends in the organization. Spend the necessary time keeping current on cash flow and if you lack the financial skills then hire an accountant.

Set Goals: Like keeping score, setting goals and objectives is an essential part of business success.

Use High Impact Marketing: It's easy to waste money on ineffective marketing. Learn how to use low budget high impact marketing to improve your small business.

Monitor Trends: No business operates in a vacuum. The events and changes in the global landscape have an effect on your business. Stay current on trends and issues

Foster current client relationships - their referrals are invaluable.

Find Best Practices: Every industry has its own best practices or ways of doing things that are tried and true. Avoid wasting money and time reinventing the industry is generally a good approach.

Motivate Staff: Talented and motivated staff members can bring on big improvements in business. Learn what motivates your employees to higher levels of performance.

Know Your Limits: Every successful business owner, even Bill Gates, has a clear idea of their limitations. By knowing your entrepreneurial personality type, you can manage your resources and find help in areas of weakness.

Take a Break: Running a small business is hard work. Sometimes the best way to improve your business and re-ignite your passion is to take a vacation.

Business improvement is a way of life for succeeding.

2008 Award Winners

Photographer of the Year-Pat Tankersley

Service Award- Wanda Tankersley

Marjorie Sharp Award- Scott Beahan

First Time Competitor-Marie Moran

People's Choice Overall- Tanya Bauer

Abrisch Scholarship- Heidi Ecklor

15 Year Service Award- Ramfis Campiz

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Scott Beahan, Editor
5159 San Juan Ave.
Jacksonville, FL 32210
shutterly@bellsouth.net



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Auction Winners

With Sherri ...winner Kevin Floyd

With Damon...winner Tracey Choulat

With MJ...winner Gina Fowler

With Susan...winner Deanna Clement

With Scott...winner Chris Weigl

With Pat... winner Tammy Czigan

January: Jan 27- PPSNF general meeting

February: 2nd- PPSNF board meeting
24- PPSNF general meeting



Want the latest info?

get it at ppsnf.org