

OUR MISSION: PPSNF is a guild of professional photographers, aspiring photographers and industry related businesses working together with the common goal of improving the photographic industry in North Florida by assisting each member with their career success and increasing professionalism in the industry by providing educational opportunities and promoting photographic excellence through public awareness.

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"The goal is not to change your subjects, but for the subject to change the photographer."

~Author Unknown

2009

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Spring Salon Results

The PPSNF Spring Salon Print Education was held on Tuesday, March 24th. There were 78 prints entered. Special thanks to the new Salon Committee chairman Michael Joseph for organizing our first ever electronic salon. Also thanks to our moderator Brenda Estes and our judges Susan Michael, Sherri Ebert and Rick Ferro. The Best of Show winner was Robbie Knapik with her print titled "Startled". Congratulations Robbie!



See all of the winning images inside this issue of Prolog!

The New President's Message



Remember that small light at the end of the tunnel that I wrote about last issue? Well it is indeed getting brighter and closer as the days fly by. Things, in general, continue to look better and the economy is starting a slow rebound that will affect us all in a very positive way. My advice is still the same – continue to work hard at your business and force yourself to come up with new ideas and try them out. The most successful people in the world are also the ones that have suffered the most failures. Sometimes failure is the best teacher that we can possibly have. Hang in there.

By the time you read this we will have completed our second Dream Team Wedding. An all day seminar with 12 of the top wedding photographers in the state of Florida doing the shooting and instructing during a complete wedding day. It was a fun day and a great success and we will have full video and master image sets available soon. Thank you Damon and Michael and the board, for getting it all together and making the day run smooth. And thank you to all of the instructors and volunteers that gave of your time and expertise and made the day possible. And one more big THANK YOU goes out to all of the sponsors that contributed their products, time, talents and some cash to make sure that the wedding day looked like a real wedding day. I don't know of any guild in the US that could pull this type of event off – and PPSNF has done it twice now, and the second time in the middle of a recession! Great job PPSNF – you all should be proud of yourselves. This is just another example of the many, varied educational opportunities that the board has worked on for you. The next unbelievable education event will happen on May 28th. We have been able to get Marcus Bell here for a day long seminar, all the way from Australia. Marcus is ranked as one of the top 3 photographers in the world and this will be his only visit this year on the east coast. This is one that you don't want to miss. All of the detailed information is on our web page at ppsnf.org. We also have a picnic and some bowling and a downtown urban photo shoot in the planning stages.

As you can see we are trying to make your membership value as high as it can possibly be. But, you still need to participate in order for it to work for you. We need to see you at these events and at the monthly meetings, and volunteering in areas where your time and resources allow. That is the only way that you will realize the maximum potential and get the most out of everything that we do. I look forward to seeing you a lot in the very near future.

Pat

Upcoming Speakers

May

Susan Torregrosa



About The Artist

SUSAN TORREGROSA HAS BEEN A PROFESSIONAL PHOTOGRAPHIC ARTIST FOR OVER 20 YEARS AND THE OWNER OF STUDIO T PHOTOGRAPHY FOR 17 YEARS. SHE HOLDS A DEGREE IN FINE ART PHOTOGRAPHY FROM THE UNIVERSITY OF FLORIDA. SUSAN IS A CERTIFIED PROFESSIONAL PHOTOGRAPHER AND HAS EARNED THE PRESTIGIOUS MASTERS OF PHOTOGRAPHY DEGREE FROM THE PROFESSIONAL PHOTOGRAPHERS OF AMERICA. SHE ALSO HOLDS THE FLORIDA DEGREE OF PHOTOGRAPHIC EXCELLENCE, THE FLORIDA SERVICE AWARD AND THE FLORIDA EDUCATION DEGREE. OVER 100 OF SUSAN'S IMAGES HAVE BEEN CHOSEN FOR AWARDS AND EXHIBITION BY THE LOCAL, STATE AND NATIONAL PROFESSIONAL PHOTOGRAPHY ORGANIZATIONS. SHE HAS HAD THE PRIVILEGE OF TEACHING AT THE PHOTO MARKETING ASSOCIATION CONVENTION, FLORIDA PROFESSIONAL PHOTOGRAPHERS SPRING SEMINAR AND NUMEROUS STATE GUILD MEETINGS. SUSAN ALSO PARTICIPATES IN THE STATE MENTOR PROGRAM.



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Spring 2009 PPSNF Spring Salon Results

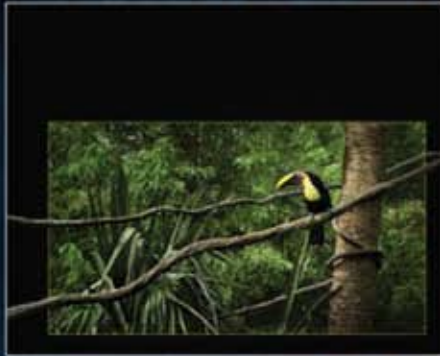
Portrait

FIRST



"On The Lookout"-
Tammie Sybelnik

SECOND



"Tropical Paradise"
Tammie Sybelnik

THIRD



"My Sweet Valentine"
Keely Deuschle

FIRST



"Startled"- Robbie Knapik

Illustrative

SECOND



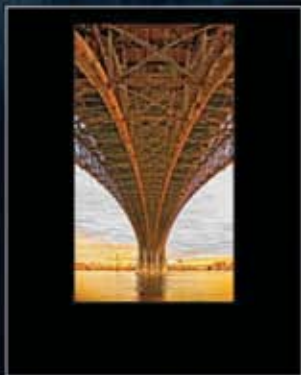
"Winter Viaduct"- Keely Deschle

THIRD



"Summer Solstice"- Dan Harris

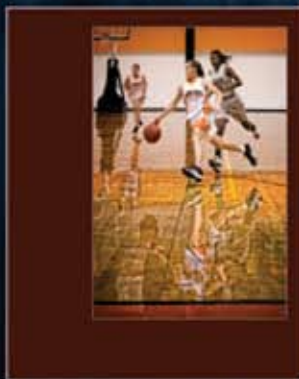
FIRST



"Undergirded"- Scott Beahan

Commercial

SECOND



"Driving The Lane"-Scott Beahan

THIRD



"Nikon Digital-A Hit With The Ladies"
Scott Beahan

Social Function

FIRST



"Statuesque"-
Ramfis Campiz

SECOND



"What A Catch"- Dan Harris

THIRD



"Classic Beauty"-Ramfis Campiz

Digital Art

FIRST



"Almost Home"-Tammy Czigan

SECOND



"Beanie Bag Bash"-Mike Permenter

THIRD



"Marion"- Keely Deuschle

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First Ever "Electronic Salon"

"It's electric"

by Scott Beahan

The first ever electronic salon coupled with the half price case fee brought out the courage in several new competitors and a few of the more established professionals for this years spring Salon. The results were impressive for the guilds first attempt at hosting such a feat. Props go to Michael Joseph our new Salon Committee Chairman for coordinating and implementing the event. Competitors e-mailed in their entries to Michael in advance and eagerly waited to see what the judges would say about their prints. Hearing the dreaded score of 79 could possibly send someone over the edge but everyone kept their cool and the the night progressed nicely. There were 15 cases submitted which totaled 78 individual prints. Michael Joseph said " It was a great night, not perfect in every regard, but nothing that can't be straightened out. In fact, for the next digital salon coming in early 2010, we've already figured out how to smooth out those areas. Also, a special apology to the 1 or 2 entries that were accidentally left out of the competition... their digital entries were not found in my e-mail box!". To help rectify the situation the board has approved submitting their images to our judges from that night and scoring them honestly and accurately... just as though they were seen on salon night.

Michael would like to thank you for all your positive comments, and we all would like to thank our moderator... Brenda Estes, and our judges... Rick Ferro, Susan Michael and Sheri Ebert for their generosity and service to the guild.

Now is the time to get ready for the next salon in October! It will be the traditional 16x20 print case entry. All the Salon rules and guidelines are available for download at www.ppsnf.org so start getting your images together.. we'd love to see a great fall Salon '09!

As you can see from the images below the process was quite different. Everyone huddled around Michael's new monitor (check out the dimensions on that thing!) to choose the first, second, and third place winners in each category and then the prestigious Best Of Show Award.



June

Frank Donnino

Upcoming Speakers

Moms Marketing and Money
How to market to a tech savvy client and keep more of what you earn!

Frank Donnino Cr.Photog. has been a photographer for 29 years. To him that's no big deal. What is a big deal is that only 10% of his business is photography. The other 90% is constantly figuring out ways to improve his marketing especially in "economically challenged" South Florida. He recently hit another marketing home run that NOBODY in the country is doing. NOBODY - (except Frank's students)

Noted for his 1st year Baby Plan, he had to take that idea and rethink the whole process to mold it to today's "moms with a computer." He teaches his techniques to studios all over the world. Frank teaches in a way that a 5th grader could understand it. So...are you smarter than a 5th grader?

Frank and his son Tony will teach you about babies and their BRAND NEW off the charts marketing campaign.



Frank Donnino



Delegates Report

Greetings Fellow Photographers,

How this year is flying by. I hope you are taking advantage of the opportunities for furthering your education, renewing friendships and meeting new members by attending our outstanding Florida School and the many great seminars that are taking place around the state this spring and summer.

One of the highlights of the year is happening August 22-26th at the Rosen Plaza in Orlando. Begin to make your plans to attend this great week and enjoy the many speakers and especially the print competition and the awards banquet. The banquet will be Tuesday evening from 7pm until midnight. The dress will be semi-formal. The prices for the banquet tickets will be forthcoming.

The theme set forth by our President this year is a great one, "Live, Laugh, and Photograph". With that theme in mind, be sure to get your competition prints in so you too might be a recipient of the coveted awards for the year. Visit www.fpponline.org for all the up to date information.

If you would like to volunteer on the banquet committee, please contact Wanda Tankersley at 904-886-4410 or wanda.tankersley@cameracraft.cc.

Till next time,
Wanda Tankersley

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More News

In just a few days we will be enjoying the company of World Renowned Photographer Marcus Bell from Australia. Hope to see you there for this exciting once in a lifetime event!

May: May 26- PPSNF general meeting

June: 10th- PPSNF board meeting
23- PPSNF general meeting

Welcome New Members
Camuriel Cunningham - Jan
Caroline Blochlinger _ Feb
Olis Garber _ Feb
Devin Faulkner _ April
Erin Heuser - May



Want the latest info?

get it at the new web site
ppsnf.org