



Professional Photographers of Hawaii

April 2007
www.PPHawaii.org

Print Judging Months:
•June
•August
•November

April's General Meeting
at **IMAGES by Steven**
Wednesday, April 18, at 7 pm.

*Don't Forget to
Send your 2007 Dues*

Great Success! in March's Print Competition

Over 90 images and 5 Albums! 16 Entrants!



Amazing Images!

March was the first of 2007's print competition and the judges were overwhelmed with the quality of entries. 59 corners were awarded! 19 Silver and 40 Gold Merited Corners.

The meeting ended very late, past 11 pm. due to the high number of entries. *Much Mahalo and appreciation to Alan Nitta and Alvin Yoshitomi for keeping the doors open, and George Otsuka, General manager of Fuji Film Hawaii, for their continuous support to all of PPH's members.*

Douglas Hoffman of Maui, was the high scoring winner of 670 points, for the 100th Anniversary Cameracraftmen of America book.

The next judging is in June. Get your images ready, now! Also, Paul Sakai will be requesting your keep records of your earned merits for your PPH Fellowship.

Winning images have been posted at www.PPHawaii.org Navigate to the Events Gallery to view your images. Send the link to others and share your images.



Professional Photographers of Hawaii
P. O. Box 2891
Honolulu, Hawaii 96802



Sail Boats
Raymond Young, F-PPH.

THIS IS HOT! *The FASTEST Sports Photography...*

NHRA's Top Shooter-Ken Sklute, M. Photog., Cr., API.

The thundering roar of over 140db, the smoldering burn of Raw Nitro, split seconds of speed, is where you'll see Ken get his best 1/4 mile of photography. Ken has been PPH's featured speaker at many of our events in past years.

Check out his www.Racersedgephotography.com for more HOT ACTION!



*This is the
FASTEST
PHOTOGRAPHY
in 4 Seconds!*



General Meeting-next Wednesday, April 18, 7 pm. at IMAGES by Steven
Program: Two videos- Overview of Judging & 2006 ASP Loan Collection

Professional?

“Professional! Professional! Your not a Professional, you’re just a guy with equipment and you can focus.”

These were the encouraging words, of my first photographic mentor. Thick skin and desire, motivated me to pursue my photo education both locally and through PPA. While there were very little opportunities for classes locally, there was print competition. I soon came to know the agony of baring your soul to your fellow photographers, and having judges spend a whole 2 seconds to announce a score of 69 or 72. Staying after to ask advice and critique from the judges helps a little, but to be fair to my first former mentor, his advice was shoot a lot of film and spend money on processing. So lucky, you new young photographers digital allows you to practice with the only expense of time and energy, and instant Polaroid to boot. (Polaroid- what the old photographers spent a lot of money on to preview the exposure and composition with). After some research and more advice, I was soon advancing my scores to 76 and 78. Then, one year at the state convention, fortune smiled on me. I was sitting at a 3 seat cocktail table with 2 seats open. Having a Hawaiian Regent buffet lunch (remember those days?) along comes Don Emmerich and Dennis Hammond, two hot shot big time photographers from the mainland. They were both very nice and after lunch I asked them to look at my prints and give me some tips. Wow! Soon after I was scoring some 79s, I was onto something. I will never forget the first case I entered nationally, I even spent the extra \$25 to get the video critique. Well, after the long wait, none of my prints made an 80, the magic score. But the best part was watching the video critique, and hearing the judge say “Gee this looks like it shoulda hung, looks like an 80 to me?”

Before this story sounds like it’s totally depressing, I need to let you know that the very next case I entered, scored 3 general merits and 1 loan collection for a total of 5 print merits. Within the following 4 years I managed to earn my Master of Photography degree, and I even had some extra print merits left over! Digital has made life easier and harder in some ways, but if you really want to learn something and get better faster, enter print competition.

PS, the judges are nicer and more helpful now, they can’t guarantee that you will get an 80, but they will, tell you how you won’t get it.



Aloha,
James Kim Han, Master of Photography, Photographic Craftsman, PPH Fellow



Dear PPA Members,

Remember last week when I talked about nightmares and losing files? Well, have you ever received a call from an attorney representing the family of the high school senior/flower girl/family portrait that you used on your web site, printed in a brochure, or displayed at the mall? If you can’t find the model release, you are smack in the middle of another living nightmare.

Model releases are important, especially in this day and age! Even though you are the copyright owner, you do not have an absolute right to use all images as you choose. Using a photo of a client might be intended as flattering, but without a release you can easily violate your client’s privacy and put yourself and your business in a very unpleasant spot.

In its simplest form, a model release is a waiver of a person’s privacy rights. While there are certain uses of a photograph that may not require a release, PPA always recommends one. Better safe and protected than sorry and in a lawsuit. For instance, wedding photographers should note that the bride and groom signing your wedding contract, which contains a basic model release, does not cover the flower girl or any of the other guests. Even vocal approval from a client might not protect you. We also stress getting a model release in writing—vocal releases are not adequate in at least eleven states! See that list of states in the Members Only area of www.ppa.com.

In addition to giving you the best protection, having a release on file can often head off legal trouble. PPA has developed a sample model release for your use; find it in the Legal area of the Members Only section of www.ppa.com. Providing you with the information and resources you need to avoid the “nightmares”... it’s just another part of the Value of Membership.

Sincerely,

Al Hopper

Director of Membership, Copyright and Government Affairs Professional Photographers of America



PROFESSIONAL PHOTOGRAPHERS OF HAWAII

‘Partners for Your Business’



Professional Photographers of America

“Success through Your Professionalism”

For Information & Applications for either membership- contact Dwight Okumoto-591-9044



A Burning Issue www.photobyjd.com

By **J.D. Wacker** PPA Certified, M.Photog. M.EI, Cr., API, F-WPPA, F-IPPA

Lately, much attention has been drawn to the question, "How will we survive now that everyone can be a photographer?" I can summarize the solution in one word, professionalism. It's one thing to call yourself a professional, but it's another to actually be one. What it takes to be a professional isn't always clear, but it is when it comes to properly archiving your image files.

Here are five guidelines to how you can avoid digital disasters and lost images:

1. When archiving images, be afraid of anything that moves! External drives are great and are very handy when your computer is up to its eyeballs in pixels. I've had great luck with LaCie firewire hard drives. But, I've had plenty of internal hard drives die to convince me that they are not "long-term" storage options. So, if it has moving parts inside, chances are it will eventually break; it's just a matter of when. Just ask anyone who has dropped a microdrive (something I've never used, and never will). Besides, will anyone know what USB or IEEE 1394 mean in ten years?

2. Use quality media! This is big! Did you know that cheap disks can become unreadable in less than five years! Hmmm, assuming the couple from your last wedding sticks together for awhile, what are you going to tell them when they need prints made for their 25th anniversary? What will you tell them when their children's portraits are lost in a fire?

This is not a place to try to save money or cut corners! You might say, "I've never had trouble". Well, cheap disks are made by several manufacturers and marketed under the same brand. So, they will be consistently inconsistent!

Several factors may cause a disk to fail: corrosion, fading, scratches, etc. Fight these villains by using recordable disks that have recording layers made with the highest quality dye and are coated with protective layers of silver or gold. Luckily for me, after some pain and suffering with recordable media in the late '90's, I found Colorado based, MAM-A/Mitsui (www.mam-a.com). Thousands of CDR later, I've barely ever had a disk failure, and the few I did (<10) were probably due to operating system issues and not the media itself. MAM-A/Mitsui uses their patented Phthalocyanine dye (No, I can't say it either), which is the highest performing dye available, and silver or gold protective layers. MAM-A/Mitsui gold CDR disks are estimated to be archival to 300 years. So, when ancestors fifteen generations after your wedding clients need some reprints, you'll be covered. Also, lucky for me, I found out about an excellent media source, Media Supply, Inc. Contact their sales rep, Joe Navalance, at 800-681-9214, to order. He has some special packages available (CDs, protective sleeves, pens, etc.) available for professional photographers (Hint: Mention this article to get discount pricing!).

3. To CD or to DVD... A Timely Question. Up until about a year ago, most DVDs available did not possess the same archival qualities as archival CDRs. This was very unfortunate, especially when I heard several wedding photographers "archiving" wedding images to DVD, because "DVDs are so big, they're great for storing my thousands of wedding shots I took this weekend!" Well, if you like re-burning all your data every year to back it up, I guess you'll be fine. But, I say, "No thanks". The good news is that Mitsui and Verbatim are now offering archival silver and gold DVD media (rated for up to 100 years or more). You can afford \$1.50-\$2.00 for a gold DVD (also available from Media Supply) to safely record your clients' precious memories.

4. Practice safe media handling! Here are a few musts: You must handle disks on their edge. You must write on them with solvent-free pens. You must store them in archival sleeves or cases. If you must use labels, you must use archival labels with solvent-free adhesive and shrink-free paper.

5. If you sell your images on a disk, make it a double! Multimedia DVDs are a big hit with portrait clients, especially for weddings and seniors. But, who can remember what drawer they're in a year from now! Such items should be out for all to see and ready to grab and pop in a drive and view. Photo/CD or DVD albums from Topflight or Tap easels (available from

Wn Albums & Frames, www.wnalbums.com) are perfect for this task. They hold a both a disk and a portrait, together. They'll be seen and get used! But, kids, and other disk-destroyers, happen. So, provide your clients with a second disk in an archival case for safe storage. Your clients will be impressed with your concern for the well-being of their images.

So, if you plan on being an "old pro", do the right thing and use the best means available to archive your media files!



Meet Douglas Hoffman—March's High Scorer!

We have been in business since the early 90's and specialize in family portraiture and weddings. Our interests both relate to photography but in different ways.

Mieko enjoys working in the digital world and has become quite knowledgeable with photoshop, and even more so with Corel Painter. Having recently completed her second week long work

shop with Jeremy Sutton, Mieko was asked to translate the next series of educational DVD's for the Japanese market. Production is to start later this year.

Douglas on the other hand has a passion for scuba diving and for the last 18 years Douglas has been leading small groups of divers to exotic locations within Hawaii, Indonesia, Palau, Papua New Guinea, and most recently in 2006 Tonga, to snorkel with Southern Hemisphere Humpback whales. The trip was so successful he has organized another for September of 2007. There is space available and interested people should contact Douglas.

PPH association Polo Shirts PPH Custom Embroidering

Bring your own shirts to April's meeting. You have a choice of including the Fuji Professional or Kodak Professional graphic embroidering along with the PPH logo with your shirts. Each logo cost is \$5. Contact Kay for specifics:591-9044



Kodak Professional
Imaging Solutions


<p style="font-size: x-small; margin: 0;">KODAK SPECIAL LIMITED-TIME OFFER</p>	<p style="font-size: x-small; margin: 0;">Remarkable rebates for KODAK PROFESSIONAL Digital Photo Printers</p>
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Get a \$500 mail-in rebate when you buy a KODAK PROFESSIONAL 9810 Digital Photo Printer.

Fast, fabulous prints. Wherever, whenever.

Get high-speed, high-quality production printing anytime, anywhere with the KODAK PROFESSIONAL 9810 Digital Photo Printer. In your studio or on location, the 9810 Printer opens up one window of opportunity after another.

To receive a \$500 mail-in rebate discount when you buy a KODAK PROFESSIONAL 9810 Digital Photo Printer, you must purchase it from an authorized dealer of KODAK Products before 6/30/07.



PPH's Annual Flea Market in May



Ricardo Finney

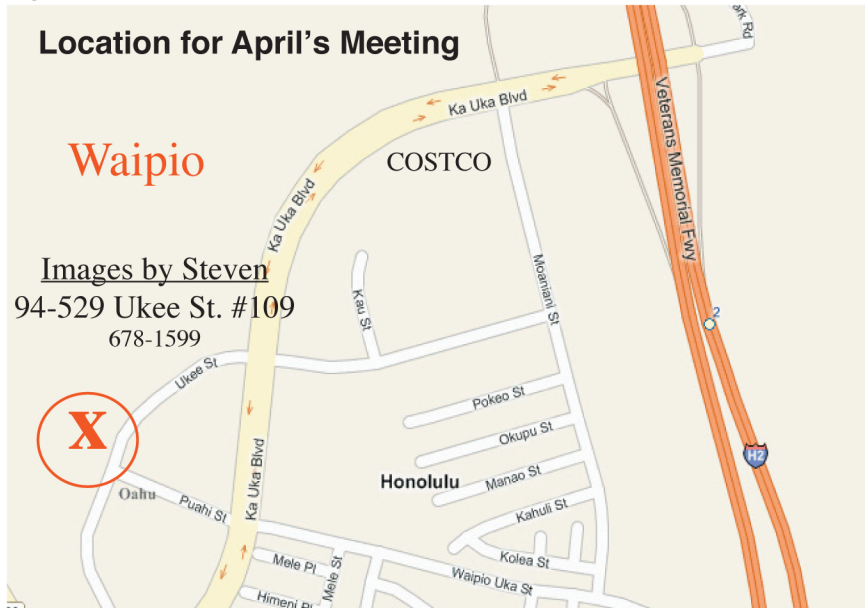
Terry Takaki and Ricardo Finney are chairpersons for the upcoming flea markets. The locations has been set at the Kapiolani Community College's campus. Exact times and seller's fees will be given as the event approaches.

Location for April's Meeting

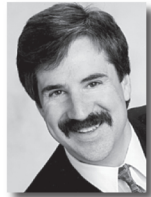
Waipio

Images by Steven

94-529 Ukee St. #109
678-1599



April's Program: There has been an overwhelming request on how to analyze prints for competition. At April's meeting, there will be two video presentations, The PPA PEC Judges charge. In this video you will see and understand the 12 elements of which the Approved Affiliated judges base their scoring. The second video will be the 2006 American Society of Photographers' BEST of the BEST Loan Collection images. You will not be disappointed in viewing this video Masterpiece. Both videos were produced by our own Honorary member Don Emmerich, of Oklahoma City, for the exclusive use by the PPA and ASP. Don't miss seeing it at April's meeting.



If time permits, there will be print critiquing of March's images.



March's Judges

David Taylor, M. Photog., CPP., F-PPH.

Wilber Bergado, M. Photog., CPP., F-PPH.

James Kim Han, M. Photog., CPP., F-PPH.

Claude Ayakawa, M. Photog., Cr. F-PPH.

Scorers:

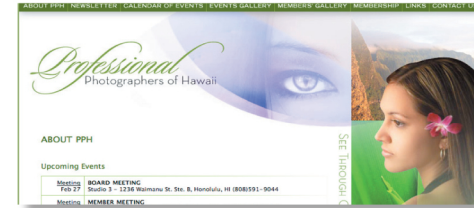
Derwin Hayashi, Cr., F-PPH.

Kay Okumoto, Cr. F-PPH.

Jury Foreman

Dwight Okumoto, M. Photog., M. Artist., M. EI., Cr., CPPS., API., F-PPH.

Your Member's Only web site- www.PPHawaii.org



To answer some of your questions:

the PPH web site is averaging over 5000 daily Hits for this 2007 year! In 2006, the average day was under 1200 hits. Records indicate that an increasing number of out-

siders and potential customers are viewing the PPH web site.

PPH's new Web Master, Robby, has given the site a fresh look and is constantly updating and maintaining your site. This is a good time to update your personal PPH gallery with new images. Did you notice the Events Gallery for the **Monthly Print Competition Winners**? All entries that receive a SILVER or GOLD Corner will be posted into this Gallery.

For simple instructions or help "On How to Post Your Images" you may contact Dwight at 591-9044.

Future Shoot-Out in the Planning

PPH is getting the details ready for an upcoming post summer Shoot-Out.

Patrick Delos Santos is chairing this event and has plans for a full day of photography and models. Updates to follow at future meetings.

KING Digital Service is offering 16x20" CUSTOM PRINTING for competition quality for \$24.00! COMPETITION PRINTS do REQUIRE MORE SPECIALIZED PRINTING for judging lights. KING PHOTO HAS THE EXPERIENCE AND KNOWLEDGE for what judges ARE looking for in LARGE FORMAT PRINTING.

King Digital Service
627 South Street

524-6400



April's General Meeting

IMAGES BY STEVEN

UPCOMING EVENTS

April 18- General Meeting- hosted at **IMAGES by STEVEN**- 7pm.

May- General Meeting
PPH Flea Market- KCC campus

June 20- General Meeting at Fuji Photo
Hawaii, Quarterly Print Competition

August- Quarterly Print Competition

September- General Meeting at Fuji Photo
Hawaii

Photo Shoot-Out!- Patrick Delos Santos, Chair

November- General Meeting at Fuji Photo
Hawaii, Quarterly Print Competition

December 2, 2007- PPH Holiday Party
FOR ADDITIONAL INFORMATION,
Contact DWIGHT 591-9044,
FOR ALL PPH EVENTS

Tech TIP: Additional information when cleaning your digital camera's Sensor Chip, from Take Morohoshi, **King Photo Service**. "Always while performing cleaning maintenance to your camera, use only FULLY charged batteries, and follow the manufacture's recommended procedure." A battery that hasn't a full charge may fail during the cleaning process and default to closing the shutter and dropping the mirror onto your swab or brush. **BE CAREFUL** and take every precaution before touching your sensor.