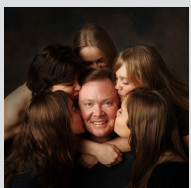




Professional Photographers of Hawaii
P. O. Box 2891
Honolulu, Hawaii 96802



David Taylor
M. Photog., F-PPH.



**Professional
Photographers
of Hawaii**

August 2007
www.PPHawaii.org

Print Judging Months:
•August

August's General Meeting
at Fuji Photo Hawaii
Wednesday, August 15, at 7 pm.

Plan your schedule for September's
Photoshop Digital Seminar!
Hands-On Workshop! A Full Day!



Many of your Digital question will be covered.
You'll get to understand the Basics, and Advanced
Techniques used by professional photographers.

Who should attend- Professional photographers that are
using digital as their primary image capture, film users come
for the lunch.

September 13, Thursday, 9 am. to 5 pm.
at FUJI PHOTO HAWAII, and cost will be updated soon!

*This event will earn you one PPH Fellowship merit AND a \$5.00 credit towards the PPH Christmas
Dinner Party in December.*

Annual State Print Competition--

Get your 16x20" mounted prints ready

The Eastman Kodak Company will be awarding Gallery Awards!



Meet your Speakers- Photography by JD

•Gurus of Photoshop CS3!

•See some neat Photoshop Plug-Ins!

•Get the Short Cuts and Tricks!

This highly respected family from Clintonville, Wisconsin, will be here to answer your questions and concerns with today's digital photo imaging. Jean and JD Wacker has earned the highest recognition in the industry. They both are Certified Professional Photographers, Master of Photography, Master of Electronic Imaging, Photographic Craftsman, Approved Photographic Instructors, PPA Affiliated Judges, and Jean also has her Master Artist degree.



JD



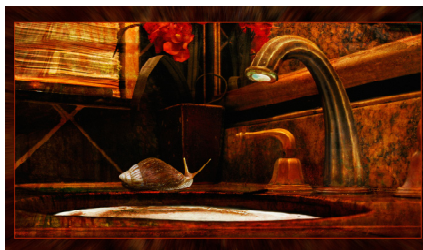
Jean

You've seen them at PPA's and WPPI's Annual Conventions as the authority of Digital, Workflow, and Retouching, for your daily assignments and studio operations.

View their amazing website!--- www.photobyjd.com

This will be an All-Day, Hands-On seminar.

Bring your laptop with PhotoShop installed to do the lessons.



The cost of Film vs. Memory Cards

When was the last time you sat down and calculated how much each exposure is costing you?

A member told me this story and I must pass it on to you:

The average cost of 120 color negative film is \$5.00, and you would get 15 exposures of 6 x 4.5 format.

The current cost of a 2 Gig memory card is \$20.00, giving you approximately 58-60 medium format files @ approx. 30-35MB RAW files, (three times more with the average RAW file, 100-130 files, equivalent to 35mm format).

Now with those numbers, 120 film cost are pretty much equal to digital memory cards. So, what's the big deal? The deal is, keep your files on the original card and you don't have to upload and copy files to archive anymore. Just buy new cards for each job, and of course you'll be spending money just as if you were using film again.

Always use the higher quality brand name memory cards. Stay away from unknown, discount store, weird sounding named, bright funky packaged cards. Sure these may work for awhile, but will you get the tech support when it messes up? Of course not, your common support answer would be "It's so cheap, just by another chip. Return shipping and time would cost more than the cost of a new chip."

Now, I just wasted enough time for you to upload and make a back up disk, you get the idea. Use good memory and it'll last forever, maybe.

August's General Meeting

Quarterly Print Competition, at Fuji Photo Hawaii

UPCOMING EVENTS

September- General Meeting -STUDIO 3
7:00 pm

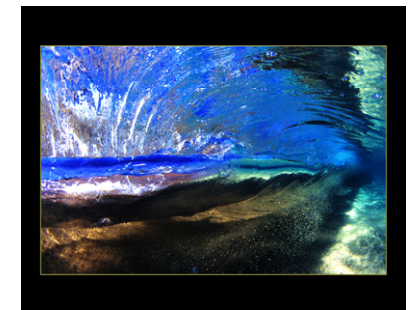
September- DIGITAL WORKSHOP! Hands-On Seminar! Lunch is included.

October 28, Sunday -Photo Shoot-Out!- Patrick Delos Santos, Chairman--Live Models, Lunch, on Location

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

December 2, 2007- PPH Christmas Party, Oahu Country Club, Nuuanu, Pali.

FOR ADDITIONAL INFORMATION,
Contact DWIGHT 591-9044,
FOR ALL PPH EVENTS



Nick Pugay
Pacific Gold

Douglas Hoffman presents PPA Super Monday in Maui!

November 12th, 2008

Planning for profit



Topics to be covered:

Managing costs

Planning for success.

Past clients as a source of future business.

Projection sales – this is the key to selling more.

In almost every professional photography seminar and workshop I hear the same thing. Our industry is shrinking, there is too much competition, there are too many soccer moms, digital technology makes taking pictures to easy.

So what can professional photographers do to not only survive in today's economy but make a profit. The answers will be discussed in a PPA sponsored Super Monday seminar about planning for profit, managing costs, and the power of projection sales.

The day will begin with a short portrait session to acquire images for projection later in the day. Second on the agenda will be a discussion on how to increase profit by managing costs. After a meal break the third segment will begin with a discussion about projection and then we will project images created earlier in the day.

Participants will experience seeing how portraits appropriately sized sell themselves and at the same time help the client feel good about investing in their portraits.

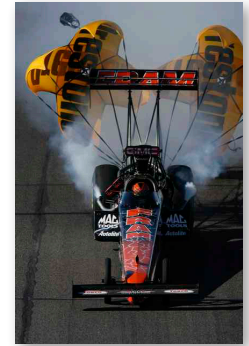
By managing costs and planning for new equipment, training, retirement, and by implementing projection in to your business it is possible to work less hours, make more profit, and have more time to spend with your family.

Contact PPA or Doug for Super Monday's registration and information.

Ken Sklute, M. Photog., Cr., API.



Canon Mark II N-300mm 2.8+1.4 TE 1/1250@f9.1



Canon Mark II N-300mm 2.8-1/250@f/11



Canon Mark II N-70-200mm 2.8-1/1000@f/11



Canon Mark II N-300mm 2.8+1.4 TE 1/800@f6.3



PROFESSIONAL PHOTOGRAPHERS OF HAWAII

'Partners for Your Business'

"Success through Your Professionalism"



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



October's Fashion Shoot-Out Load your cards!

Patrick Delos Santos is organizing this all day event to photograph great models on location, October 28, Sunday. DIGITAL or FILM, it's your choice of ammunition. Lunch and refreshments will be included.

You will also be receiving a packet of Kodak Professional Inkjet Photo Paper. \$40 for this all-day event, membership is required.



The shoot out will be on the Kaneohe side of the island on an exclusive private property. Participation in this event will earn you one PPH Fellowship merit AND a \$5.00 credit towards the PPH Christmas Dinner Party in December.



"I invite all members to have a fun day of shooting. The location is on an exclusive landmark where KARATE KID II was filmed. Since we'll be on a film set, there are some restrictions of where we will be shooting. The models I have selected are my favorites. I will be getting more information out as the day approaches. Sign up on the registration and prepay, lunch and refreshment will be included. You'll also receive a packet of Kodak Professional Inkjet Paper. If you have any question, contact Dwight at his office, 591-9044."



Douglas Hoffman
Killer Rain



Willard Poindexter
Moving with the Spirit of Aloha

Major Changes made to web site

You may not have noticed, but the PPH web site gets a major overhaul. New to our support team, Robby, is a dedicated webmaster



whom seamlessly made the switch over of servers last month. The decision was made to eliminate some inherent problems from the original web setup/design from a few years ago. The issue of security and control is now back to the members. Another major benefit is the savings of running the PPHawaii site. There is a projected saving of 66% or more per year, and Robby Did Not charge an additional reconstruction fee for the switch over!

As an added note: Keep updating images of your personal gallery. Keep your images fresh, do some housekeeping and remove images that are older than mold. You belong to a professional organization, be professional.



2007 PPH Member and Supplier



Important 4-Rule for Premium Printing

Today's digital capture has made professional photography a breeze, 'if' you know what's involved for optimum results.

Alex Chong makes some important rules to know BEFORE sending files to the lab:

- 1. Get accurate Exposures during capture
- 2. Default files for sRGB or the requirements of your lab's output
- 3. White Balance properly!
- 4. Accurately Calibrate your monitor to the printer's output

Also, understand the requirements of the lab, 'What file format', 'What size and resolution is best'.

Working with RAW vs. jpg files is the way to go. RAW's nondestructive advantage outweighs the compact compression of jpgs.

Client's work should always be printed on silver halide paper, wet process.

Aloha Professional Imaging, INC., TWO Waikiki locations
808-944-0883 and 808-735-8488, ask for Wendy or Edmond