

# *A Message from the President*

**Bernie Littlefield**

The theme for PPANE this year is "Through Our Eyes". The PPANE membership was challenged to choose their favorite charity and NOT donate money, but donate something a hundred times more valuable - their talent.

I asked the members to create a brochure, slide show, pamphlet - anything to raise awareness for their charity. The public will see the charities through our eyes as professional photographers.

My goal was to see how this community of photographers would come together and help out a diverse range of charities and causes with the wonderful gift of photography.

Of course there wasn't any monetary return for their work, but make no mistake, the returns were HUGE! By raising awareness for their favorite cause, the PPANE members also raised awareness for the professional photography industry.

With all the great cameras out there, many amateurs think they no longer need a professional photographer. I like the analogy that just because you have the best pots and pans - that don't make you a chef! Or if you pick up a scalpel and call yourself a surgeon, someone's gonna get hurt! A good camera is nice, but as we, as professionals know, it's more important to understand concepts such as lighting, posing, composition and creativity. This year's theme was designed to educate the public to what WE already know - and do it by helping our favorite charities. The old "two birds with one rock" trick.

Instead of focusing on a specific charity or cause, ANY charity was "fair game" (i.e. homeless shelters, pet rescues, domestic abuse counselors, AIDS functions - the list goes on and on). And thanks to our affiliation with PPA, PPANE members could always log on to PPA.com and check out the charity functions THEY have. My goal at the end of the year is to show what we were able to accomplish as a community of professional photographers.

A huge THANK YOU to all those who participated in this year's PPANE project. I sincerely appreciate and am amazed at what you've accomplished!

