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26 Goodsell Point Road, Branford, CT 06405

Telephone: 203-488-2855 FAX: 203-488-2334 E-Mail: ppanepub@aol.com

www.ppane.com

NEWSLETTER

Harvey M. Goldstein, Cr. Photog., Editor

February 2004

Painter Creativity – The Art of Transforming Your Photographs into Paintings Presented by Jeremy Sutton

On Monday, September 20, 2004 **Jeremy Sutton** will share the power, excitement and ease of working with the phenomenal paint program, Corel Painter 8, and applying its amazing range of natural-media brushes to transforming your photographs into paintings. Jeremy, known for his lively, entertaining and educational presentations, shares easy-to-follow techniques that allow you, even without a formal fine art training, to create beautiful works of art.

You will see demonstrated:

1. How to select, control and apply the amazing range of brushes available in Corel Painter 8.
2. How to use Painter's powerful cloning capability to add hand-painted brush strokes to your photos.
3. Techniques to transform your photos into paintings that emulate the look and feel of traditional pastel, water color and oil.



Here are some examples of photographs that Jeremy has transformed that will give you an idea of the type of effects you'll learn about in this session.

Pastel

This example, *The Ballerina*, is based on a photograph by **David Taylor**. See the tutorial on Jeremy's web site www.paintercreativity.com that explains the technique used to achieve this pastel look.

(Please turn to page 2)

President's Message:

By Paul Camello, Sr.
PPA Certified, M.Photog.Cr



Photo by David Congolton

Brand recognition is the most important business asset we have. Damage your brand and the results can be devastating. If this happens enough times, your customer base starts to dry up. Once that occurs, cash flow is in-

terrupted and meeting your expenses starts to become a problem. Even though referrals are the engine that keep our studios busy, brand damaging can change that quickly.

Last year an article appeared in the Boston Globe that described how a CEO's character is measured by return calls. Even though it was aimed toward large corporations, it certainly can be translated to smaller business owners who routinely ignore their telephone calls, letters and e-mails. That same article went on to say that if CEOs ignore their phone messages every day, he or she creates a large number of brand damaging impressions. More often than not, CEOs who are indifferent in their calls and e-mail will probably equally have indifferent customer service departments.

Closer to home, by not returning messages to excited customers and inquiring prospects in a timely fashion diminishes the personal touch that we take pride in. Imagine a bride who has booked your studio for her wed-

ding, paid a deposit and has to wait days for a response to her call, or worse yet, no response at all. That kind of negligence will have a negative impact on your name. The customer service part of your studio is investing as much effort after the sale as you did to get it in the first place. In addition, planning a wedding or getting a family together to be photographed can be stressful. Some brides and portrait customers have more questions than others, requiring more service help. Recognizing those customers and establishing a comfort zone is part of the personal touch offered by a small business.

Being too busy to talk to customers is not a good excuse. However, if that is the case, then hiring a receptionist is a small investment with big returns. Just adding that feature to your business will help your customers remain loyal and retain their confidence in your studio. No answering machine can replace those kinds of benefits.

Painter Creativity

(Continued from page 1)

Water Color

Precious, a portrait of **Lisa Evans** and her daughter **Quinn**, rendered as a water color in Painter by Jeremy. This image was selected to be first place in People's Choice at Northern California Professional Photographers, August 2003.

In his program, Jeremy shares not just tools and techniques, but also his philosophy to creating art and using technology.

"I encourage you to adopt an open-minded creative approach to transforming your imagery. Think beyond just applying a single effect or technique. Think, instead, of entering a journey of transformation. Every image suggests its own path of transformation that may include experimenting with several different effects and brushes. The creative process is intuitive and spontaneous, rather than pre-planned and calculated. Embrace



serendipity and treat every unexpected result as an opportunity to explore a direction you may not have previously considered. Be open-minded and allow your creativity to flow."

Jeremy Sutton is an internationally renowned portrait artist, author and educator. Originally from London, Jeremy has a Master of Arts degree in Physics from Oxford University and studied art at the Ruskin School for Drawing and Fine Art, Oxford University and at the Vrije Akademie, The Hague, in The Netherlands. Jeremy, a former faculty member of the Academy of Art College, San Francisco, has spoken at major conferences and taught workshops and seminars all over the world. Jeremy runs Painter classes at his School of Painter Creativity in San Francisco.

His publications include the following:

(Please turn to page 4)

"Let's Stay in Focus".

Digital and Traditional Services

"We Do It All"

FTP Ordering...Wedding Website...Imaging

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ROES, simply put, is a Remote Order Entry System which enables you to send digital files from your computer to our Lab.

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Painter Creativity

(Continued from page 2)



Painter 8 Creativity: Digital Artist's Handbook (Focal Press, 2003)

Painter Creativity for Professional Portrait and Wedding Photographers 4 DVD Tutorial Set (PhotoVision, 2003)

Secrets of Award-Winning Digital Artists (co-author Daryl Wise, Wiley, 2002)

Total Painter Video Series (Total Training, 1998)

Painter 4 Video Series (MacAcademy, 1996)

Fractal Design Painter Creative Techniques (Hayden Books, 1996)

Articles and artwork by Jeremy have been featured in numerous magazines and books.

Don't miss this opportunity to expand your creativity and express yourself on the digital canvas. This program is designed for all levels of experience.

2003-2004 PPANE Officers

President

Paul Camello, Sr., PPA Certified, M.Photog.Cr
33 Jasper Lane, Randolph, Massachusetts 02139
(781) 963-5331 / polapaul@aol.com

First Vice President

Ruth Clegg
688 French Town Road #3
Greenwich, Rhode Island 02818
(401) 885-4065 / angell3@cox.net

Second Vice President

Gillian Randall, PPA Certified, M.Photog.Cr
68 Woodland Way, Charlotte, Vermont 05445
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Joe Dunn
404 Middlesex Road, Suite 6
Tyngsboro, Massachusetts 01879
(978) 649-3990 / perfimpres@aol.com

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Roland Laramie, PPA Certified, M.Photog.Cr.,
Hon.M.Photog., A-ASP, Hon. F-ASP
P.O. Box 316, Willimantic, CT 06226
(860) 423-1402 / ppaner1@aol.com

Vice Presidents to the States

Connecticut
Tom Hurlbut, PPA Certified
506 Westford Road, Ashford, Connecticut 06278
(860) 487-3800 / tomhurlbut1@juno.com

Maine
Bernie Littlefield, PPA Certified
P.O. Box 455, Winterport, Maine 04496-0455
(207) 223-4400 / belportraits@juno.com

Massachusetts
Diana Mirasolo, PPA Certified
15 Old Colony Drive, Wakefield, Massachusetts 01880
(781) 245-2920 /Diana@Mirasolophotography.com

New Hampshire
Jane Walsh
P.O. Box 842
Hampton, New Hampshire 03843
(603) 926-9468 / Jane@janewalsh.com

Rhode Island
Judith Potter
281 Harris Avenue
Woonsocket, Rhode Island 02895
(401) 722-7198 / potterfoto@aol.com

Vermont
Donna Goodhue, PPA Certified, M.Photog.Cr
107 Franklin Street, Rutland, VT 05701
(802) 775-2520 / dmgoodhue@aol.com

Representatives from the States

Joan Genest, M.Photog.Cr.
18 Clintonville Road, North Haven, CT 06473
(203) 239-6331 / jmgenest@aol.com

Thomas Morelli
15 Brimmer Street, Brewer, ME 04412
(207) 989-2577 / tom@tmphotography.com

Ed Pedi, PPA Certified, M.Photog.Cr.
324 Berry Street, North Andover, MA 01845
(978) 686-6535 / edpedi@edpediphoto.com

Gary Rosenfeld
17 Barnside Drive, Bedford, NH 03110
(603) 669-3895 / gary_rosenfeld@fujifilm.com

Susan Bouchard
1204 Main Street, West Warwick, RI 02893
(401) 826-8380 / bouchardr@earthlink.net

Martin Lavalley
72 Pinecrest Drive, Essex Junction, VT 05452
(802) 878-2500 / upcountry@adelphia.net

Looking Back

Enter The "Gay 90s" with the Glamorous New Portrait Styles by Bill Penberthy and Debbie Young at PPANE 90, August 25-29 at the Sheraton Sturbridge

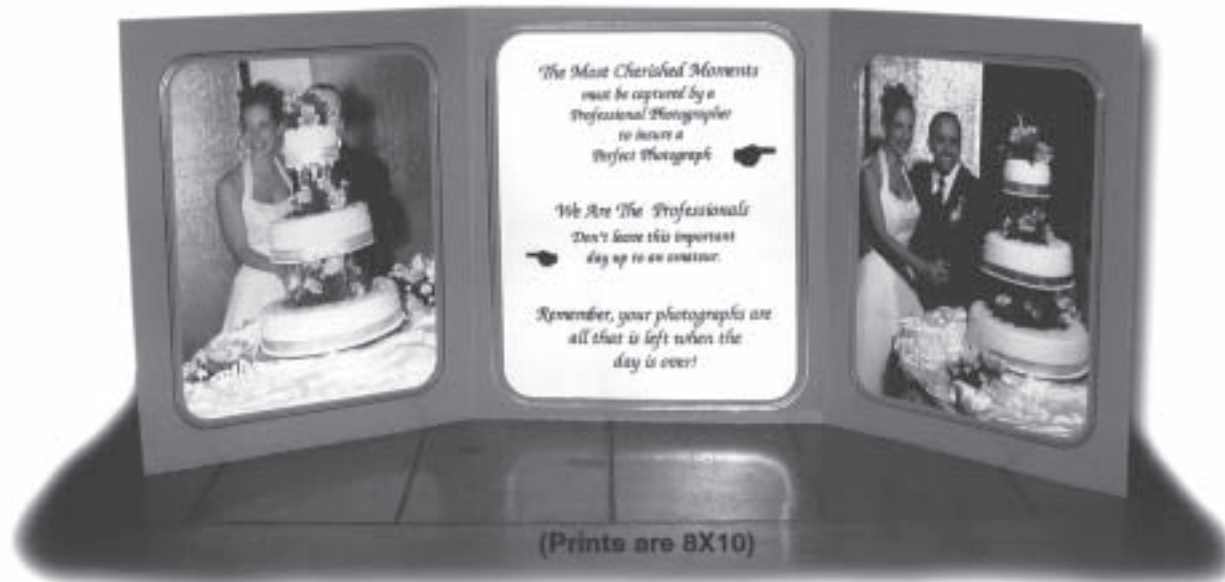
Reprinted from the February 1990 PPANE Newsletter

Current fashion trends combined with the emphasis women are putting into looking good at all ages make glamorous portraits a very timely product. **Bill Penberthy** uses these new portrait styles (Boudoir, Glamour and Make-Over) to get more business from "old" clients as well as attracting new clients year 'round. He uses make-up artists at his studio to produce a cover girl look in black and white or color and specially built sets to make his boudoir clients look like playmates. Creating these new style images is fun and offers photographers a chance to break away from the "rules" of traditional studio portraiture.

(Please turn to page 10)

"Let's Stay in Focus".

The Greatest Help to Booking Weddings is now Available



Many of our wedding photographers have expressed concerns that prospective Brides believe they don't need a Professional Photographer to cover their wedding, they feel that Uncle Harry with his digital camera can handle it. They are not aware that the Professional Photographer is there for his or her artistic talents, not just a camera.

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Who are these wild and crazy guys?



PPANE PROFILE

Name: Tracy Chasse

Birthdate: February 4, 1968

Studio and location:
Art Rich Photography
(Southington, Connecticut)

Spouse: John Chasse

Children: Tyler and Lexi

Favorite Pig-out food:
Popcorn

Favorite Childhood memory:
Taking a trip to Beverly Hills,
California with my Uncle Art,
Aunt Jan and cousins.

Favorite TV program: Survivor and C.S.I

Favorite Movies: National Lampoon's Christmas Vacation and
Father of the Bride

Prized Possession: My children

I've never been able to: Stick to a diet.

I'd give anything to have met: Oprah Winfrey

A really great evening to me is: Going out with my husband to
dinner and a movie.

My fantasy is: To do a lot of traveling with my husband.

The best part of being a photographer is: Capturing the emotions
of children

Favorite non-photographic activity: Shopping

People who knew me in college thought I was: Thoughtful,
cheerful, funny

I knew I was grown up when: I became a mother

The best time of my life: When I got married

Major personal accomplishments: Becoming a photographer,
raising my children, doing volunteer work at my children's schools.

Three words best describe me: Creative, Honest, and Aggressive

My work philosophy: Put your heart and soul into capturing
beautiful images.

My goals are: Raise my children and be there for them, while
working towards a studio.



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after the photography

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Contact **Dan Rodrigue** at studio1@prexar.com or 207-737-8636 for more details & photos.

MPPA Convention

April 4-7, 2004

Bethel Inn & Resort

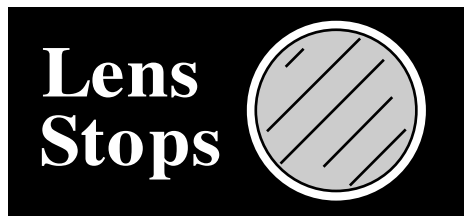
By **Mark Haskell**, *M.Photog.Cr.*

Maine moves their annual convention to the springtime with a visit to the Western Mountains at the Bethel Inn & Resort. **Ron Simons**, Maine's own Photoshop Guru, starts things off on Sunday afternoon followed by **Barry Hayes** and **Louise Supple** with a program called "They Shoot Cowboys, Don't They?" Sounds like some fun with a little education mixed in.

Monday is "Judgment Day" (The Judges Meant to give you a Blue but...); the day is dedicated to print competition with an afternoon Trade Show and evening scholarship auction. Several of Maine's most famous photographers have donated images.

World-renowned photographer **Jay Stock** is the featured speaker on Tuesday; **Ellie Vayo**, *The Country's Most Innovative Senior Portrait Photographer*, rounds out the convention on Wednesday.

There is no charge for MPPA members and meal plans are available. There are special rates for members of other state PPA affiliate associations. For rooms please contact The Bethel Inn 207-824-2175. To register for the convention, please contact **Mark Haskell** 207-236-3829 or mhaskell@midcoastcom.



Congratulations to **Chuck** and **Jen Maring** (Wallingford, Connecticut) on having the cover photo and a featured article in the December issue of the Professional Photographer.

Harvey Goldstein (Branford, Connecticut) had his first article, an interview with **Steven Katzman** from Sarasota, Florida, published in the December issue of The Rangefinder. Harv's interview with **Arthur Rainville** (Whitinsville, Massachusetts) appears in the January issue of The Rangefinder.

Dolly Robbins, wife of **Jim Robbins** from Johnston, Rhode Island, a mentor and friend to many photographers, passed away on Christmas Day. Our deepest sympathies go out to Jim and his family. Notes of condolences may be sent to Jim and his family at 328-1/2 Cherry Hill Road, Johnston, Rhode Island 02919.

George Hawkins (Meredith, New Hampshire) recently saw the **Lotte Jacobi** exhibit of photography in New Hampshire. He gives it a glowing report and recommends that everyone should try to see it. It will be on display at The Jewish Museum in New York City from February 6-April 11 and in Washington, DC from June 18-September 5. George wrote, "This was special to me as I booked her for an NHPPA monthly program some time between 1983 and 1985 when I was program chair! She died in 1990, at age of 94! She was accompanied by **Gary Samson**, the University of New

Hampshire person who is in charge of her 47,000 negatives, which she donated. She is best known for images of **Albert Einstein**. More information about her work is available at www.currier.org.

Best wishes to **Susan White** (Pembroke, Massachusetts) and **Mark O'Connell** (Raynham, Massachusetts) who met at NEIPP, fell in love and are getting married this April.

PPANE's heartfelt sympathies go out **Lizbeth Guerrina** and her family on the death of her daughter, **Susan Guerrina**. Susan died of complications after minor surgery in Venezuela on Friday, January 9, 2004. Lizbeth has requested that donations be made to the preservation of the 150 year old Cider Mill in Poughkeepsie that is on the National and State Historical Register. Susan was involved in urban planning in Poughkeepsie and was a board member of this organization. Donations can be sent in Susan Guerrina's name to: Cider Mill Friends, PO Box 2873, Poughkeepsie, NY 12603.

Best wishes to **David LaChapelle** (Salem, Massachusetts) and **Annette Rinaldi** who are getting married on March 14.

Mazel Tov to **David Gordenstein** (Zeff Photo Supply) and **Debrah Booras** who were married on January 11.

Our heartfelt sympathies go out to **Mark O'Connell** (Raynham, Massachusetts) and **Fred Stiteler** (Lee, New Hampshire) on the recent passings of their mothers.

Congratulations to **Mary Ann Nourse** on her new grandson, **Michael Richard Anderson**, born January 16. Mom, baby and *Babci* are doing fine.

Dear Photographers,

As PPA representative to the World Council of Professional Photographers, one of my duties is to help bring the PPA perspective to other national associations. Likewise, I try to bring new ideas from them back to PPA.

For the past two years I have had the pleasure to meet and visit with many photographers from all over the world. Mostly at the PPA convention, but also at some international events.

The reason I am contacting you is twofold. First, to make you aware that if you are interested in overseas travel that may include photography exhibitions, conferences or just meeting with fellow professionals, I would be happy to assist you in making contacts. Just e-mail me and I will see what I can do to find a fellow photographer.

Secondly, my friends in the Italian Association are hosting an incredible conference in Orvieto, Umbria, Italy in March (12 - 16). It is quite a special place that is worth the visit. They also are having their first photographic competition, the images will be judged on CD and the entry fee is \$25 USD. First prize is the opportunity to attend and give a presentation at Orvieto Fotografia 2005. I know how we PPA-ers like to travel and give programs as well as compete in print competition, so I thought I would pass this info on.

If you would like more information, contact me. You can also go right to www.orvietofotografia.org. I hope to be able to bring you more opportunities in the future, in fact I am in contact with the people from Photokina, it runs September 28 - October 3,

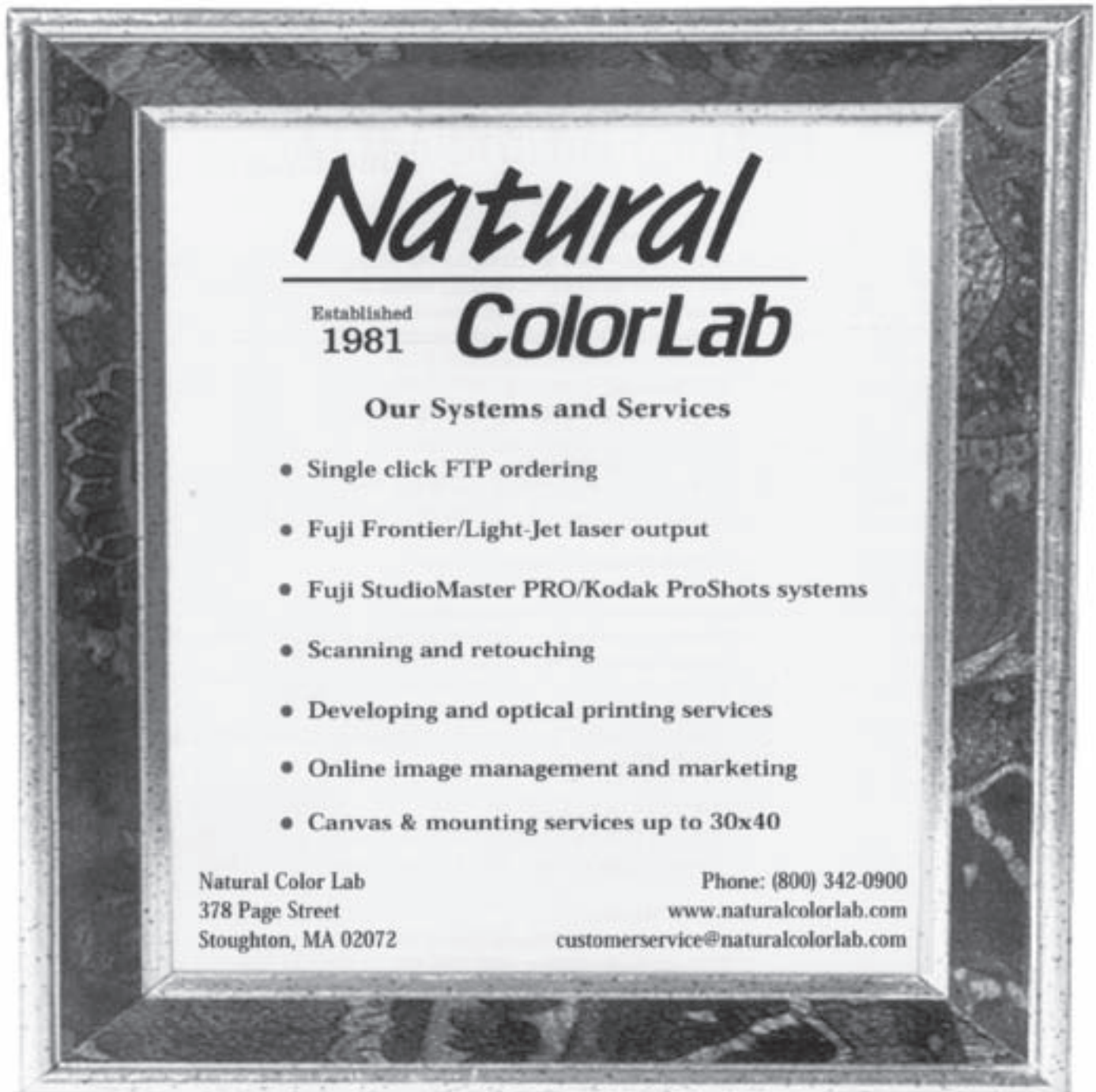
2004 in Koln, Germany. If we want to put together a PPA group, they may be able to secure us housing at the same location. Contact me if you or any of your fellow state members may be interested.

And also visit www.wcpp.net, it is the site for the World Council of Professional Photographers and may have information you find interesting.

Bert Behnke
PPA Past President
WCPP Secretary General
Behnke Photographers Ltd.
20600 S. Old Wolf Road
Mokena, IL 60448 USA
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Harvey M. Goldstein, Cr.Photog., Editor

Another Wintry Day



photo by John Ouellette, M.Photog.Cr.

Nancy and I didn't plan a winter vacation this year, but its never too late. Working in a hospital, her schedule is a little more rigid than my schedule, but anything is possible. I'm anxious to get away for a week to a nice warm, sunny climate, relax on a beach, read a book, have some fun. A week away from my computer would be very relaxing. I wouldn't even take a laptop with me. Everyone needs to recharge his/her battery, and right now, I'm running on reserve. So, if you try to call me or e-mail me in February or March and don't get a response within 24 hours, you'll know that we have headed south.

This is a great time of year for portrait/wedding photographers to get away. The months following the Holiday rush are usually pretty quiet. Even with the ability to deliver Valentine's Day portraits in record time utilizing digital cameras, it is still not an overly busy time of year. People are still paying their Christmas/Chanukah bills and waiting to find out how much they will have to pay the government in taxes. Even if it were a good economy, the cash flow during the first quarter of the year is usually a trickle. Take advantage of the down time and get away. Go to one of the many conventions or seminars that take place during this time of year. If you love the cold and snow (yecchhhh), head to

Vermont, New Hampshire or Aspen for some quality skiing. If you're like me, look for a place to hide out in Florida, the Caribbean, southern California or Mexico.

Nancy and I are already planning on attending the PPA Convention in New Orleans in January of 2005. We'll spend a few days conventioning, taking in the sights, sounds and tastes of N'Awlins, then we'll spend a few more days just relaxin'. Nancy's father was from Louisiana; we plan to go to the town where he was born to see if there is any family information available.

In the meantime for this winter, I'll check out the airfares to Miami, Key West and St. Kitts. Even if I don't make it there this year, thinking about it will warm me up.

Brrrrrringly,

New Members

Please welcome PPANE's newest members: **Jackie Nelson**, Coventry, Rhode Island; **Carolyn Beaudreau**, East Greenwich, Rhode Island; **Autumn Underwood**, Wolcott, Connecticut; **Tracy Leigh Aalto**, Marstons Mills, Massachusetts; **Mary Dinneen**, Bristol, Connecticut; **Alissa Dinneen**, Bristol, Connecticut; **David S. Schneider**, East Brunswick, New Jersey; **Kristopher Ventresco**, South Eaton, Massachusetts; **Sarah J. Thornington**, Hyannis, Massachusetts; **Richard Kizirian**, Providence, Rhode Island; **Joseph A. McKenney**, Biddeford, Maine; **William Larkin**, Danielson, Connecticut; **Deborah Schenck**, Strafford, Vermont; **Carol Butler**, Mashpee, Massachusetts; **Denise MB Sauer**, Bennington, Vermont; **Barbara Szostek**, New Britain, Connecticut; **Charles A. Parker**, Quechee, Vermont; **Curtis Caldwell**, Billerica, Massachusetts

Looking Back

(Continued from page 4)

Among the special topics covered will be: creating sets from fabrics; special techniques and equipment to eliminate retouching creating hand-colored black and whites; promotions, marketing and selling.

Penberthy Studio has specialized in glamorous portrait styles for women and as a result, has been featured on Pittsburgh television stations three times. For the past nine years, **Debbie Young** has managed Penberthy Studio. Teamed up with Bill Penberthy, they are recognized as Pittsburgh's boudoir and glamour specialists. They are experienced, enthusiastic instructors and photographers whose prints have been accepted into the Loan Collection and EPCOT displays. Bill's work has been featured in the *LENS* magazine and the *Professional Photographer*. Debbie is the editor of the *Triangle Newsletter*, which serves professional photographers throughout Pennsylvania, West Virginia and Ohio.



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"Let's Stay in Focus".

PPA Council Representatives from New England and New Jersey

The Professional Photographers of America recently held elections for Council Representatives for the years 2004-2006. Newly elected and re-elected Councilors are:

Connecticut - **Rene Genest**, *M.Photog.Cr.* and **Harv Goldstein**, *Cr.Photog.*

Massachusetts – **Paul Camello**, *PPA Certified, M.Photog.Cr.*, **Rick Nourse**, *PPA Certified, M.Photog.Cr.*,

Allen Swinimer, *M.Photog.Cr.* and **Ed Lilley**, *PPA Certified, M.Photog.Cr.*

New Hampshire – **Skip Foisy**, *PPA Certified* and **Gene Paltrineri**, *PPA Certified, M.Photog.*

Rhode Island – **Gary Thibeault**, *PPA Certified, M.Photog.Cr.* and **Sandra Thibeault**, *Cr.Photog.*

Vermont – **Donna Goodhue**, *PPA Certified, M.Photog.Cr.* and **Charlie Parker**, *PPA Certified, M.Photog.Cr.*,

New Jersey – **Susan Meyer**, *Cr.Photog.*, **Tobias Morgan**, *PPA Certified, Cr.Photog.* and **Eugene Urban**, *PPA Certified, M.Photog.Cr.*

In addition to attending the Council Meetings at Imaging USA in Las Vegas (2004), New Orleans (2005) and San Antonio (2006), the Councilors have the responsibility of representing PPA to the members in their home state as well as representing the members of their respective states to PPA. They are the local members link to the largest professional photographers' association in the world.

Coming Seminars & Conventions Regional Educational Events 2004 Events

- | | |
|--|---------------------|
| PPARI Seminar
Areti Bratsis – <i>“Pulling It All Together: Digital Capture and Beyond”</i>
Contact: Judith Potter (401) 765-3577 / PotterFoto@aol.com | February 11 |
| WPPI Convention | February 21-26 |
| PPAM Convention
Exceptional Imaging without Exception
The Center for Executive Education at Babson College
Contact: John Lenis (508) 753-7665 | February 27-March 1 |
| NHPPA Seminar
Joe Dunn and Diana Mirasolo, <i>“Digital Work Flow: From Birth to Photoshop”</i>
Contact: Candace Pratt Stiteler, <i>Cr.Photog.</i> , ACPH., (603) 868-2575 / candace@candacepratt.com | March 3 |
| PPARI Convention | March 6-8 |
| CPPA Monthly Meeting
Cara and Michael Chase, <i>“Portraiture”</i>
Contact: Dan Tual, (203) 321-8300 / pmemories@aol.com | March 10 |
| VPP Meeting
Contact: Linda Rock, lcrock@attglobal.net | March 14 |
| NEIPP | March 21-26 |
| MPPA Annual Convention
Bethel Inn & Country Club, Bethel, Maine
Jay Stock, Ellie Vayo and Ron Simons
Contact: Mark Haskell, (207) 236-3829 / mhaskell@midcoast.com | April 4-7 |
| NHPPA Seminar
Jennifer and Daniel Roggi, <i>“The Creative and the Practical”</i>
Contact: Candace Pratt Stiteler, <i>Cr.Photog.</i> , ACPH., (603) 868-2575 / candace@candacepratt.com | April 7 |
| PPAM Seminar
Louise and Joseph Simone
Henderson House, Weston, Massachusetts
Contact: Mark Till, mark@marktill.com | April 12 |