



The Open Shutter

June - 2004

Newsletter of the Delaware Professional Photographers, Inc.

Make It Happen!

When: June 15, 2004

7PM

Where: Sheraton Hotel
Dover, DE.



Monica Sigmon

Think back to when you got started in photography. What did you want your business to look like? Does it look that way today? Monica Sigmon will share with you how she began her company with a vision 4 years ago and how, by following that vision, she has built a successful carriage-trade business and, more importantly, she is living the life that she wants to live.

Monica will address niche marketing, how to put yourself in the mind of your client, and how to achieve and maintain the business image that best represents your work. Realistic solutions for issues that often paralyze new business owners and photographers will be shared.

Monica will also talk about the philosophy behind her photography and how she has incorporated it into a successful business design. "Life on Film", her company's trademarked slogan, reflects the message of her emotional black-and-white portraiture as well as the documentary style she uses by getting her clients out of the studio and into their own natural environment. Specific information on her unique, fine art product selection will be discussed.

Ask yourself what you want to be, what you want your work and your life to look like, and join Monica for this seminar to learn how to make your vision a reality.

Non DPP members \$25
Payable at the door.

UPCOMING EVENTS

2004

**June 15: Monica Sigmon
"Make It Happen"
7PM, Sheraton Hotel
Dover, DE.**

**July 20: Print Competition
Modern Maturity Center
Dover, DE.**

August: Annual Picnic TBA

**September 21: Annual All Day
TBA**

**October 19: Print Competition
Modern Maturity Center
Dover, DE.**

**November 17: Round Tables
TBA**

**December: No Meeting
Possible Santa Visit and
Pictures for Terminally
Ill Children**



2005

**January 16, 17 & 18 PPA National
Convention, New Orleans**

**January 11 or 25 Year End Print
Competition**

**February: Annual Awards
Banquet TBA**

**March 19-21 Combined Maryland
Delaware Convention**

**March 30 thru April 4: SEPPA
Convention and print Com
petition. Atlanta, Ga.**

April 18: Print Competition

May 17: Speaker TBA

June 21: Speaker TBA

July 19: Print Competition

August: Annual Picnic

September 20: Annual All Day

October: Print Competition

November 15: Round Tables TBA

December: No Meeting



Jim Jones, CPP

Presidents Message

OK everyone, first, let's deal with the most important issues since our last newsletter. It's time for MEMBERSHIP RENEWALS and we need your support and involvement to meet our goals of making DPP a strong, viable, growing organization. Remember that DPP is us and the more potent it is as a professional photographic association, the more it gives back in support of our businesses. Return the renewal form and dues ASAP and continue to be a part of the only organization in Delaware that represents professional photographers and the business of photography.

Our second major item is the June Program with Monica Sigmon of Williamsburg, VA, and her presentation of "Make it Happen". Many of us are ready to move to the next level in our businesses, but could use a little help on how to do it. Monica's presentation will give us that roadmap and will include developing a vision for your business, niche marketing, really understanding your clients, making your vision a reality, and much more. Oh, another point – there is no charge for DPP members to attend. You can bring a friend or colleague for a mere \$25 so be there on June 15 (Dover Sheraton, 7 PM) for this exceptional program.

Next item, DPP's Board meetings are open to all members. Our next meeting will be at 3 PM, Dover Sheraton, on June 15 and you are invited to attend. We had an interesting discussion at our May meeting regarding where members want programs and activities of the organization to focus. After about 15 minutes of discussion, it appears members want more time to share their own works and ideas with each other. That being the case, now is the time to make your thoughts heard since John Shipman, Program Chair, is asking for input on programs and activities for the next two years. Send John a note and share your ideas with us but do it soon as we need to finalize the list.

Needless to say, our "regular" activity is on track. Other items dealt with in our Board meeting were:

- **The establishment and preparation for work of our audit committee.**
- **The near completion of transfer of funds to PNC bank.**
- **Implementation of ID badges for members**
- **Additional details on parliamentary procedure**
- **Reports from each of our Area Reps on contacts with other professional photographers**
- **Attendance of Rudy Foschi, first president of DPP and present chair of our Past President's Council.**

Of the last two last items to mention, one is the presentation by Paula Mignogno for our May program. This was one of the best programs I've seen since becoming a member of DPP and if you're a child photographer but not in attendance, you missed a perfect program on how it's done. Paula made it look easy.

Hooray for the job Dave Koster is doing as chair of our Education Committee. He has gone beyond expectations by providing books, magazines, and literature for members to take or borrow to help increase their level of expertise. He's planning to have tapes of programs soon that can also be borrowed to view in your studio. Take advantage of this opportunity and stop at his table at our next meeting.

To sum up DPP at this point in time, I'd say we're doing great thanks to your Board of Directors, committee members, and members who are involved with our activity. Don't forget that if you are not one of those mentioned, you too could come on board and be a part of this satisfying and motivating experience. We're looking forward to seeing you in June.

**Jim Jones, CPP
President**

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Visit the DPP Website at
www.delawarephotographers.com

Certification Update

Your certification liaison set out four years ago with a goal to get 50% of our DPP-PPA membership to become Certified Professional Photographers.

As of the printing of this newsletter that goal has been attained. We have 52% of our DPP-PPA membership certified.

Standing in the wings are 5 more folks who have passed their exam and preparing to submit their prints for review.

When these five have become certified we will be able to boast that 67% of our DPP-PPA membership is certified.

PPA has been interested in this figure for quite some time and has followed the progress. There has been conversation that this could end up being a feature in the PPA magazine.

Just goes to show that being the smallest PPA State Affiliate does not, and will not mean, being left out of the main stream of the industry.

Thank you to all my students for their dedication, determination, and hard work to achieve this goal.

John L Shipman
Certification Liaison

“Bits” of Information...

Up Coming Events

Next Meeting

When: June 15, 2004

Time: 7PM

Where: Sheraton Hotel, Dover, DE.

Monica Sigmon

“Make It Happen”

Next Board Meeting

When: June 15, 2004

Time: 3PM

Where: Sheraton Hotel, Dover, DE.

**Visit the DPP Website at
www.delawarephotographers.com**

Mission Statement

Delaware Professional Photographers is an organization committed to producing the highest caliber of photographers through education, collaboration, and ethical practices.

As an organization, we aim to advance our photography as an art and as a profession by staying up-to-date with current trends, technology, and new products and services in an effort to best meet our clients needs.



Committee Heads

Bylaws/Managing Guidelines: John Shipman, M. Photo, CR, A/F Photo, CPP
Parliamentarian: Mark Davis
Program: Jim Jones CPP, John Shipman, M. Photo, CR, A/F Photo, CPP
Nominating: Jim Jones, CPP
Unethical Practices: Jim Jones, CPP
Association Photographer: Ed Macchione, CPP
Degree: Kim Shipman, A Fel
Print Competition: Mike Callahan
Publicity & Public Relations: Keith Mosher
Loan/Web Collection: Mike Demyan
Newsletter: Dennis Mignogno, CFEI, CFII
Social : Paula Mignogno CPP, A Fel, Fel
Membership: Pam Callahan
Raffle: Robert Mitchell
CPP: John Shipman, M. Photo, CR, A/F Photo, CPP
Convention: Jim Jones, CPP
Education: David Koster
Past Presidents Council: Rudy Foschi, CR Photo, CPP



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One image is worth a thousand words.

Photographs of special events communicate more feelings and emotions than words can ever say. As valuable memories, they are as important as works of art, and deserve to be treated as showpieces.



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Kodak Professional

Letter to the Editor

For everyone, who for one reason or another, were not interested or motivated to come to our May 18th meeting to listen and learn from one of our own members, Paula Mignogno: you missed one of the most outstanding programs provided in an incredible long time for DPP. Monty move over, you have nothing on this photographer.

“From Capture to Print” was the title of the program and that is exactly what Paula did. From a three year old model, lights- camera- background, working a 15 minute session, down loading the images, working them a bit in photoshop, demonstrating Her sales program and then printing a 20x24 print on the Epson 7600 for us right there on the spot, was more than any speaker I’ve seen do in all years I’ve been a member. What a learning experience

What an incredible feat to pull off for our organization.

What an incredible shame we only had the support of 5 members outside of the board present.

Last month Mr. Shipman asked for input in the newsletter from the entire membership on the kinds of programs that the board should try to provide. After speaking with him at the May meeting he expressed his disappointment in only four members responding – even with an 800 number provided.

Thank you DPP for the wonderful program you provided for us in May and THANK YOU Paula for your dedication to the industry and your incredible ability to share it with all of us. You are a Master Photographer and don’t even know it.

To the rest of the membership – How do you expect the board to have any motivation to work for you if you don’t support their efforts.

Come on folks – lets have a full turn out for Monica Sigmon in June at the Sheraton, Dover on June 15th at 7:00 PM.

Anonymous

PPA Certification Committee Expands Member Options For Re-certification

There are now three (3) options for Re-certification:

- 1) The current option is still available – submit 20 8x10 prints
- 2) Submit a record of 25 education units accrued over the 5 years.
- 3) Re-take the certification examination – NO Prints

There are at this time two image judging dates:

- 1) June 1, 2004
- 2) September 3, 2004

Please note: these date are when the images need to be at PPA Atlanta.

Also in the works, PPA will notify every re-certification candidate one year, 6months, and 3 months prior to the re-certification due date. Everyone who is due to re-certify in the year 2005 will be notified well in advance and will have till November of that year to submit re-certification material.

More extensive information can be read on the PPA website at www.ppa.com

Thank You

John L Shipman Certification Liaison Delaware

Program Committee Needs Help

Buy the way folks the program committee is made up of the entire board of directors

The DPP board has set a goal to provide all of you with the best programming available and to provide you with at least a one year advance notice of what the programs will be and where.

To be perfectly frank we need you help and input.

Over the next several months it is our intention to put together all the programs for 2004 & 2005, including the 2005 convention so that all the information can be ongoing in the DPP newsletter. We are asking that you call John Shipman at 800 398 5069 and either express your wishes and desires or leave a message indicating your interests in the categories that will follow. If you have a specific speaker in mind that would also be a great help, but not necessary. The point being that we can then make decisions provided from the input from all of you.

Posing and Lighting – basic & intermediate
Photoshop – beginner, intermediate & advanced
Painter
Digital Capture – strobe, fill, natural
Digital output
Marketing & Business
Motivational
Technical – f Speeds & shutter stops
Weddings – One act Play, 5 scenes
Portraits - how to sell
Portraits – how to create
Seniors
Commercial
Environmental lighting & Posing
Competition – how and why
Competition – 12 elements of

As you can see the list could be endless.
Again the eight hundred number is:

800 398 5069

Thanks everyone. Please don't be shy, we would **love** to hear from **you!**

BOARD OF DIRECTORS MEETING
May 18, 2004

Officers:

President	- Jim Jones	302-764-9469	
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Executive Secretary	- Kim Shipman	610-869-2533	
	kim@shipmanphotography.com		

Others in attendance: Mike Callahan, Mark Davis, Rudy Foschi, Paula Mignogno

- I. Call to Order 3:15pm
- A. President's Comments: This is the third Board Meeting with the new board and we are making great progress. Change is difficult but we are getting stronger. Thank you for helping all of this come together. Photography is a difficult business where you have to be a jack of all trades.
- II. Approval of Minutes
- A. Pam motions & Eric seconds to approve the previous minutes as submitted. Motion carries. Note: Kim will resend the minutes to Keith and Eric asks that his be mailed to him.
- III. Financial Report
- A. See attached - Kim added that SEPPA Dues at \$5.00 per member is now due and reminded Dennis that our domain name has to be paid for also.
Pam motions & Eric seconds to pay all four. Motions carries.
- IV. Committee Reports
- A. Membership: See Pam's report . Note regarding Bear Express: Pam & Kim both spoke with Dina Bole and are waiting for the additional \$30 before their membership can be considered. Jim will write a letter to each member encouraging each to renew their membership.
- B. Program/Banquet/Convention: See attached report from John. John passed around the contract for Monica Sigmon. He also states that he will be assigning the names on his list to Board members along with a list of questions. Each Board member will be expected to contact the assigned speaker and report back to John with information so he can put together a solid recommendation for an All day seminar on September 21. Bill suggests that we e-mail all members for their desires for speakers and that if they don't respond they will be receive a phone call.
- C. Bylaws & Managing Guidelines: John received Jim's report and will start reviewing Managing Guidelines this month.
- D. Past President's Council: Rudy Foschi states that he is not positive of the aim of the Council. He can see that most past presidents have dropped out of the organization. He will try to get those he knows personally to rejoin. Asking for help with finding addresses & phone numbers. Eric volunteered to help.
- E. Publicity: Keith has looked into the Adopt a Highway Program and will bring up under new business.
- F. Education: Dave Koster not able to attend Board meeting but he e-mailed Dennis suggesting that we record programs to add to a library. Discussion centered around the fact that paid speakers will probably not allow. There is no reason why we can't ask them with the understanding that the recording will only be available to DPP members. Tonight will be a test since Paula is not a paid speaker.

- G. Social: Paula contacted Modern Maturity & Sheraton for prices and Sheraton came up cheaper for tonight. Will bring up under new business.
- H. Print Competition Mike –see report
- I. Newsletter: Dennis states that deadline is May 28 for next newsletter. Jim would like to see an article by the 3 county reps.
- J. Raffle Robert not in attendance
- K. Loan/Web Collection: Dennis in contact with Mike Demyan. Waiting for his reply.
- L. Association Photographer: Ed will be taking photos tonight.
- M. Parliamentarian: See attached information from Mark about rules for making motions.
- N. CPP: John will be presenting Ed with his CPP medallion tonight.
- O. Audit: See report from Mark.
- P. Area Reps - Will be included from now on in Committee reports. See Keith's report on contacting members in his county. Bill will be working on calling photographers in the yellow pages. Eric has been calling the same people for 7 yrs with no positive results about joining DPP. He always calls when he hears of a new photographer in the area. What would help? – web site, programs planned in advance. Major discussion about Board meeting vs membership meeting to have members vote on items that the Board has approved. John suggests maybe an annual or semi-annual meeting. Mark suggests publishing Board approved items in the newsletter and ask for positive and/or negative response from membership. Eric states that November roundtables are the most valuable programs for him. Paula suggests more programs from members or a member "tradeshaw" type format. Keith suggests an open meeting for members for networking. These are the types of ideas that John needs for developing programs for the future.

V. Old Business

- A. Kim received SEPPA's speaker contract from Tom McCollum and will be working on designing a new speaker contract for DPP.
- B. ID Cards: Kim has completed design for membership ID cards which will be given to members in July along with the new directory.
- C. Letterhead template: Kim needs to resend the template to Keith & Eric.
- D. Past Pres Council : Dennis very concerned that Board has not followed procedure. This appointment is for the Board to take action on, not just the President. Jim explained the progress of events in approaching Rudy because of Shorty resigning. Dennis states that we have not followed By Laws. John feels there are three steps that we need to take in order to be in line with our By Laws. He will bring these up in new business.

VI. New Business

- A. John motions for Paula to book Sheraton for June 21 & overnight for Monica. Bill seconds, Motion carries.
- B. Pam motions for Modern Maturity to be booked for July & October print competitions. Bill seconds. Motion carries.
- C. John motions for waiver for Rudy's membership being published in newsletter. Dennis seconds, Motion carries at 5:29
- D. John motions to approve Rudy's membership. Eric seconds. Motion carries at 5:30.
- E. John motions to approve Rudy as Chair of PPC. Pam 2nds. Motion carries at 5:32.
- F. John motions to create a bar for CPP recertification. Eric 2nds motion carries.
- G. Keith motions for DPP to participate in Delaware Adopt-a-highway program. Discussion about feasibility and whether membership is willing to participate. Keith withdraws motion. Bill motions to accept in principle participating in the DE Adopt-a-highway program, pending membership approval. Pam seconds. Motion carries.
- H. Keith received the award of Best Wedding Photographer Downstate from Delaware Today.

VII. For the Good of the Order

- A. Next meeting June 15, 2004 3:00p.m.

VIII. Adjournment 5:54pm

What You Missed In May



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Preliminary Information

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FinePix

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The Open Shutter
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The Open Shutter is the
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Readers are encouraged to
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