



Professional Photographer's Guild
of the Palm Beaches, Inc.
www.ppgpb.com

Monthly Meetings
Open to Members and Visitors

Third Thursday of each month

6:30 PM Cocktails
7:00 PM Dinner
8:00 - 10:00 PM Lecture

Cost

Members of Any Fla. Guilds
Meeting & Dinner Buffet: \$22
Meeting Only: \$5

Non Members
Dinner Buffet: \$22
Meeting: \$25

First Time Guests
Dinner Buffet: \$22
Meeting: Free

Upcoming Events

Board Meeting
March 7, 2007

Guild Meeting
March 15, 2007
Christopher Samuels
Reedy Photo

NOTE FROM THE EDITOR
I would like to recognize Guild Members throughout the year for service and achievements. If you know of someone who should be recognized, please send email to linda@graphicspalmbeach.com. Information will be submitted to the Board of Directors for approval and publications may take place at a later date.

NEWSLETTER

Networking for Excellence in the Palm Beaches

Christopher Samuels from Reedy Photo

March 15, 2007 Guild Meeting

Chris Samuels from Reedy Photo says, "We will be talking about the Reedy Order Entry System. The system allows photographers to order anything from prints to books easily and quickly. We will discuss the basics of the system as well as more advanced use as well as short cuts and customization."

Second Location for Julie & Peter Hughes

Julie has for a long time been tempted to move to a Mall location. Two years ago she rented the old Victorias Secret storefront display at the Treasure coast mall in Jensen Beach and, although expensive, it quickly turned out to be the best advertising dollar that they were spending. Sadly the mall now need the space for a Jeweller who wants to build out the whole store. So they decided to take on a 2,000 sq feet store just a few doors down . Although they have only been open a few weeks , business is very brisk and looks promising.

Last Month's Print Competition

February Print Competition was a huge success. I was so proud of our members and the quality of work that was submitted, and the judges were really great. It was a great learning experience, interesting, and fun. I also thought Julie Hughes did an excellent job of MC'ing.

There are a few photos inside this newsletter. For more photos from the competition, be sure to check www.ppgpb.com and click on Meeting Photos.

We need digital files submitted in order to create an online gallery of the February 2007 Print Competition. If files are not submitted there will be no online gallery.

Send files to linda@graphicspalmbeach.com



Membership Renewal Time

Membership renewal fees are due at the beginning of each year. **Members who have not paid for 2007 will have their names removed from the Guild Web Site as well as the Newsletter mailing list.** For those who wish to renew your membership, please make checks payable to **PPGPB** and mail to:

Teresa Stevenson
Your Magic Moments Photography
1038 N.E. Jensen Beach Blvd.
Jensen Beach, FL 34957



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- Vice President..... Judy Swan
- Treasurer..... Bob Swan
- Secretary..... Marty Grivjack
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The **PPGPB** Newsletter is the official publication of the **Professional Photographer's Guild of the Palm Beaches, Inc.** It is published as a service to its members as well as interested colleagues and suppliers. Articles may be reprinted if the author and this publication are credited. Articles, letters and news releases are encouraged.

Submissions should be provided as computer generated text document files when possible, and sent as email attachments to Linda King.

Photographs and other graphic files must be provided in any one of the following formats: High resolution TIFF (.tif), Photoshop (.psd), PDF (.pdf), or highest quality JPG (.jpg) files. Files may be transmitted as email attachments, server downloads, or burned to CD/DVD and mailed to Linda King.

Email:

Linda@GraphicsPalmBeach.com

Mail:

Linda King

Graphics Palm Beach

P.O. Box 32248

Palm Beach Gardens, FL 33420

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This organization is dedicated to the support of the professional photographic industry in the Palm Beach area. Membership is open to all persons regardless of race, creed, gender or color. The PPGPB is an affiliate of the PPA and FPP. However, membership in these organizations does not constitute membership in the PPGPB.

PPGPB Web Site: www.ppgpb.com

P R E S I D E N T ' S M E S S A G E

Greetings Guild Members!



We would like to thank Julie Huges and her staff of Judges for the last competition event. It was nice to see the wonderful photographs which were created by our members.

From our recent survey results, we have discovered that many of our members really enjoy seeing the creativity that comes out of photographers in our area.

Several of our members are top award winners at the State (FPP) and National (PPA) level. The local guilds are a great place to start.

So you can attend the Palm Beach Guild and learn from the best.

Sincerely,

Jim Jett

Your '07 President

Technology Corner

By Marty Grivjack

Updating DSLR Firmware

This month I have a tech tidbit to keep you aware of one of the services offered by camera manufacturers that can enhance the performance of your DSLR... and it's free.

After a new DSLR is released, it can have one to two "firmware" releases for the computer inside your camera. Fortunately, the installation instructions have become much easier to understand and simpler to follow than in the old days, whenever they were. The benefits are worth it, and sometimes it can bring your once cutting-edge DSLR to being nearly as capable as a current upgraded version for sale today. Usually bugs and consumer complaints are worked out in the first release,

and then the second release of firmware will include operational enhancements, making a 2005 D2X nearly as good as a 2006 D2Xs, for example. Of course, larger screen sizes and extra buttons don't come with it, but that's called buying a new camera.

A firmware release upgrade is simple to do. It is handled via the menu system of your camera, usually where you find the place to view the firmware level. It is at that spot in the menu where there is the feature to upgrade the firmware to current levels. Net-net: download it from the manufacturer, load it onto a memory card, put the card in the camera, then perform the upgrade.

Continued on Page 4

Photos From the PPGPB February 2007 Print Competition

Photos by Vince Pepe



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Delegate's Report

By Sheila Morello

The delegates had their first meeting of the year on Sunday, February 25, 2007. It was brought to our attention that the Competition/Judging class by Barry Rankin for Florida School has a very low sign up as of this date. If anyone is interested in this class you need to sign up as soon as possible otherwise the class will be canceled due to lack of interest.

Some fund raisers are happening in the next few weeks to benefit Jerry Perkins who has become very ill. The first one is Thursday, March 1 at Tony Hoppman's studio. He and Bruce Evensen are doing a program and \$10.00 from each attendee will be donated to the Jerry Perkins fund.

Larry Peters is doing a two day program in the Bay area on March 15 & 16. Class will cost \$89.00 with some of the proceeds going to Jerry.

One of the delegate's suggested that we ask each section if they would be willing to pay for their area president's PPA dues. This is a requirement by each section to keep their affiliation with PPA and receive merits for speakers and judges. The dues is approximately \$330.00 a year and can be paid in monthly installments. It was noticed that some guild members who are very involved in their guilds can not afford the PPA dues and this would allow them to sit on their boards and become president of their guild at some point in the future. Each delegate is going to present this idea to their guild and report back at the next delegate meeting.

Carol Walker of Tampa has a couple of dynamite speakers coming from out of state and would love if they could do a state sweep to offset the expense of them coming here. Kevin Jiminez from Augusta, GA is coming to speak in Tampa on May 8th. He will be in

Tallahassee on the 7th. Find out from your guild if they would be interested.

Lou Azoke from Illinois will be in the state from Oct. 6th - the 16th. He will be speaking in Tampa on Oct. 9th. His subject is Hollywood style glamour lighting from the 1930's.

Gerald Hardage of Jacksonville is trying to get Sunny Carol from South Carolina here this year. She does an Art Tech program with painter.

That was it for this meeting.

Technology Corner

Continued from Page 2

Some words of advice before we go any further:

Read your manufacturer's instructions completely and understand them prior to performing a firmware upgrade (on anything).

The dialog that follows here is to illustrate the process, hopefully making it easier to comprehend. If you have any doubts about doing it yourself, have a pro do it or, you don't have to do it at all. It's not mandatory.

Here's the total process:

First, find your manual, learn how to locate the firmware level and verify the firmware level you have now. You won't need to upgrade if what you have is the same as the most recent release from the manufacturer. Next, you'll need a spare empty memory card. Place it in your computer card reader slot. You visit the manufacturer's site, go to "Downloads," keep hunting until you find "Firmware" and then see what is available for your camera. At that point, there will be instructions on how to do it, probably using several methods such as via USB cable or via the simpler memory chip method. I like the card method below.

Download the most recent update and copy it to your computer drive. You may have to unzip it to obtain the upgrade file(s). To move it to the camera, in the case of the Nikon upgrade, copy the "A" file from your computer to the root directory of the memory card. It's just like a disk, so when you open the "H:" drive or whatever your computer gave as a drive letter for your memory card, the first area you see IS the root directory. The camera needs to find the file in that location (not within a folder on the card) because it knows what to look for. Don't ask why.

Continuing, Nikon uses firmware "A" and "B," so load the "A" firmware into the card first (more on "B" later in this broadcast). Once it's on the card, wait until the drive light stops blinking, remove the card and place it into your camera.

Turn the camera on. Press the "Menu" button and navigate to the "Firmware" menu item, locate the "Update" item and press the "Enter" button and OH BY THE WAY... Do this on A FULLY CHARGED BATTERY. Got it? If you don't, and the battery runs out in the middle of the upgrade, it's off to the dealer with a crippled

camera. It really doesn't take much battery power to do the upgrade, but that is the caveat to the process. Full batteries only, please.

The camera will tell you not to turn it off for some length of time (~2-3 minutes) while in the upgrade process. If you're not too good at following directions, this is a great time to learn how. If not, see the crippled camera note above. When the upgrade is done, it will tell you to shut the camera off. Lather, rinse, repeat for Firmware "B." Delete upgrade file "A" from the card before loading the "B" file onto it.

When you're finished, you'll have bugs fixed, and more than likely, added features enhancing metering matrixes, extra ISO settings, maximum burst shots, etc. Be sure and also see if there's addendum to your user manual. Download it and read about the enhancements.

That's it, you're finished! Format the memory card and start shooting!

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Professional Photographer's Guild
 Of The Palm Beaches, Inc.
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NEW WEB ADDRESS: WWW.PGPB.COM

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First Time Visitors:
 Dinner \$22 - Meeting is free

Cardello's Italian Restaurant

1447 10th Street
 Lake Park, FL 33403-2041
 Phone: (561) 848-0123

Location
 South east corner of Prosperity and
 A1A just behind Shamrock Jewelers.



Directions from the North:

Take I-95 South to Northlake Blvd. (Exit 77). Head East on Northlake Blvd. for 2 miles to Alternate A1A. The Restaurant is on the South East corner of Alternate A1A and Northlake Blvd. in the Cardello's Plaza.

Directions from the South:

Take I-95 North to Northlake Blvd. (Exit 77). Head East on Northlake Blvd. for 2 miles to Alternate A1A. The Restaurant is on the South East corner of Alternate A1A and Northlake Blvd. in the Cardello's Plaza.