

All day seminar

Kevin Harrington's "Digital with Seniors"

An all day seminar, Monday, Feb. 16 at the Midway Hotel, 4101 28th St. SE, Grand Rapids. Join Kevin Harrington and his staff while they ramble how they became the number one studio in their area, even though their seniors have to drive at least 30 miles one way to the virtual paradise of Three Oaks, MI. You'll be entertained and dazzled while learning how to market like a champ, increase your digital productivity, spend less time with each customer and get bigger orders.

Seminar, trade show and lunch: \$69 for PPWM members; \$79 for affiliates; \$49 for staff; \$99 for non-members.

To register, contact Bruce Boutet, 6080 E. Fulton, Ada, MI 49301: 616.682.1160. Registration deadline is Feb. 12, 2004. Add \$15 for late registration or at-the-door registration. See map on page 2.

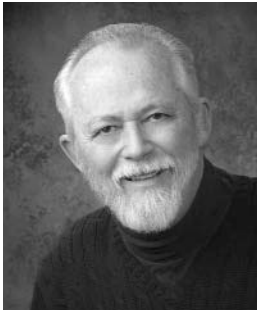


IN TUNE.

Crystal Allers of The Van Dyke Studio in G.R. created this image that received a score of 87 during the annual PPWM print competition in January.

2004 Calendar of Events

- **March 15:** "Quick Takes Marketing" featuring Dave and Denise Boyce - more information to come; Print of the Quarter: Seniors
- **April 19:** Wedding Print/Album Competition
- **May 17:** Seeing the Light with Todd Reed
Todd Reed is a scenic/landscape photographer based in Ludington. For over 30 years, he has been capturing the beauty of the western Michigan shoreline. Todd will talk about his recent book: "Ludington: Point to Point," and how he captures special moments.
www.toddreedphoto.com
 Print of the Quarter: Family
- **June 21:** Marketing and Promotions with Wendy and Larry Bosly - More information to come.
- **July 19:** Family Picnic and Photography Sessions- More information to come.
- **August 16:** Studio Tour of Simmons Morningside Studio in Kentwood - more information to come; Print of the Quarter: Weddings
- **September 20:** West Michigan Stars and Allied Sponsors Night - more information to come.
- **October 18:** Print Critique - more information to come; Print of the Quarter: Children
- **November 15:** All Day Program featuring Robert and Billie Nicholson, "Creating Merit Prints." More information to come.
- **December:** Christmas Party and Awards Banquet



From the President

One of the best pieces of advice I ever heard was that luck is the perfect meeting of preparation and opportunity. You should always stay prepared so that when opportunity knocks, you're ready to open that door and step through it.

Four great opportunities coming up are Kevin Harrington (Feb. 16), Professional Photographers of Ohio Convention (March 3-8), Professional Photographers of Michigan Convention (Mar 19-23) and Great Lakes Institute of Photography (June 13-18).

Get prepared for opportunities.

Question: Would you miss \$20 a week out of your pay check? Reason: Take \$20 a week out of your pay check and put into an education "Cookie Jar" and in just 50 weeks you'll have the money to go to GLIP next year! Be prepared for opportunity. Set your goals!

Come and learn "Knowledge through fellowship" with PPWM.

Bruce Boutet
Bruce Boutet Photography
Ada

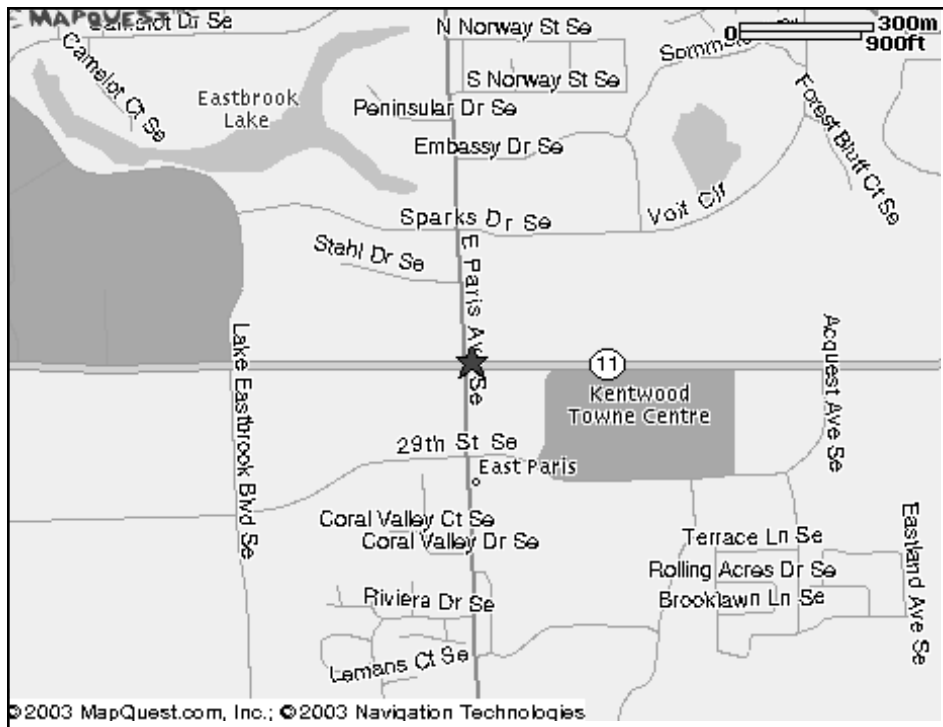
Kathy Fisher gets front page of GR bridal edition

Congratulations to Kathy Fisher of Fisher Photography, Fruitport. Kathy's photograph of her daughter and husband made the cover of the Grand Rapids Press' bridal magazine.

Newsletter Deadlines and Submissions

The deadline for the PPWM newsletter will be the first of each month, no exceptions. If you have information to provide, please email it to Rob Alway at rsalway@t-one.net. Articles must be in a format so they can be copied and pasted. Articles that have to be re-typed will not be accepted. If you wish to submit a photograph, please also send via email or CD (PO Box 851, Ludington, MI 49431). Again, hard copies will not be accepted.

Map to Best Western Midway Hotel, 4101 28th St. SE, Grand Rapids
From Muskegon, take I-96 east to 28th St., go west about 1 1/2 miles. Hotel on right side.



If you would like to submit photographs for the website, please send digital files to rsalway@t-one.net. Please note, hard copy prints will not be accepted.

An Introduction to Digital Photography

By Rob Alway

I was visiting a fellow photographer the other day. He has been like a kid in a candy store, because he just bought his first digital camera, a Fuji S2. We were discussing how it's so exciting to be able to instantly see your photographs and print them, if you wish, rather than waiting hours or days for them to come back from a lab. I've been really working with him and other photographers getting them adapted to this brave new world of photography.

There seems to be a lot of discussion about digital photography. There are multiple articles in magazines and every convention you go to has multiple speakers on the subject. But, what about the basics? It seems like most seminars and articles are geared toward those of us who learned digital from scratch or from someone else. But, if you are just getting into digital, there is so much to learn. These seem like simple things to those who have been working with digital for awhile. But, it's Greek to those just getting into it. For the next couple months, I plan on throwing out some terms used in digital photography

These are notes that I give my students in Digital Photography I class at West Shore Community College. I hope you can find them useful.

PIXEL.

In the beginning is the pixel, the smallest unit of brightness and color in an image. The word is a contraction of "picture element."

Pixels have been around for a long time. Half-tone printing, used in publications, uses dots of a few pure colors packed closely together to mimic the effect of a smoothly printed photograph. Silver halide grains on film work to produce a photographic image in a similar way. On exposure, an invisible speck of metallic silver is formed within each tiny crystal, which with later development turns opaque black.

In a digital camera, a small sensor measures the light as an electrical charge; when converted into a tone or color it becomes a pixel.

In other words, digital photography uses electricity rather than chemicals, inks or oil paint.

The difference is the signal that senses the light can be processed mathematically, in any number of ways. Silver halide grain, once developed, sits embedded in its emulsion.

RESOLUTION.

Resolution is the premium quality in digital cameras. Resolution is measured in MEGAPIXELS.

1 megapixel = 1 million pixels.

Pixels are captured by a SENSOR. Currently there are two different types of sensors: CCD and CMOS.

CCD is a charged-coupled device. It contains millions of light sensitive cells arranged in a grid like squares on a sheet of graph paper. During an exposure, the lens focuses light on the CCD, just as it does on film in a conventional camera. Each cell on the CCD measures the intensity of the light that falls on it. Red, Green, Blue filters in front of each cell allow it to record color information as well.

CMOS is a complementary metal-oxide semiconductor. It works on the same principle but is manufactured by the process that is used for making most computer memory chips. It is actually a conventional memory chip with a light sensor in each cell, and is less expensive to make than the CCD.

FYI: The human eye has the equivalent of 120 megapixels; a fine-grained 35mm slide like Fuji Velvia has around 20 MP; a full-page picture in most books has over 9 MP; most film equals around 16 MP.

Next Month: BYTES AND MEGABYTES.

PPM Change of Information

PPM members should update their records with the following changes:

Contact information for PPM

Shirley Blessing, Executive Secretary
4570 Commercial Ave.

Portage, MI 49002

PPM phone: 734-394-5767

Email: ppofmich@aol.com

Professional Photographers
of Michigan
Spring Convention and Trade Show
March 19-23
Dearborn

www.ppm.org for more information

2004 PPWM Board of Directors

PRESIDENT: Bruce Boutet, Bruce Boutet Photography, Ada, 616-682-1160, bbphotography@earthlink.net
PAST PRESIDENT: Margaret Visser, Margaret Visser Photography, Grand Haven, 616-847-0515, mvp@MargaretVisserPhotography.com
PROGRAMS: Mike Simmons, Simmons Morningside Studio, Kentwood, 616-698-2828, simmonsphoto@juno.com
MEMBERSHIP: Dallas Stalzer, DMC Studio - Photography by Dallas, Grand Haven, 616-846-1827, dmcst@novagate.com
NEWSLETTER: Rob Alway, Alway Photography, Ludington, 231-845-9198, rsalway@t-one.net
TREASURER: Alan Carson, Tourcotte/CT Gallery, Muskegon, 231-780-4430, ctgaller@iserv.net
EDUCATION: Steve Van Oostenbrugge, KVO Studio, Jenison, 616-669-0650, svo@kvostudio.com
SECRETARY: Dennis Bates, Denny's Studio of Photography, Muskegon, 231-744-3354, drbates@aol.com

Print competition results

Jim Churchill: 357; Best of show in Illustration 20; Best of show over-all 20: Total 397	Margerett Visser 306
Candace Young 356; best of show in candid 20; total 376	Steve Van oostenbrugge 299
Deb Sportal 336; best of show in portrait 20; total 356	April Decker 299
Crystal Allers 338	Denny Bates 297
Bill Timmer 319	Jennifer Deming 294
Gabe Guerrero 318	Kathy Fischer 293
Christine Gribble 318	Rolund Struve 277
Bruce Boutet 315	Sue Brown 238(only 3 prints entered)

PPWM News

The official newsletter of the Professional Photographers of Western Michigan

PPWM News is published monthly and is distributed to its members. Readers are encouraged to submit letters, technical tips, marketing ideas, announcements and other items of interest for publication. Send them to Rob Alway, PO Box 851, Ludington, MI 49431 or email rsalway@t-one.net. Deadline for submissions is the first of each month. Classified ads are free to members. Display ads are available at reasonable rates. Opinions expressed by guest writers or editorials do not necessarily reflect the views of this publication or the Professional Photographers of Western Michigan. Subscriptions to PPWM News for non-PPWM members are \$12 per year.

Suppliers Guide

These are our Allied Business whom we would like to thank for their support. We encourage you to do business with these fine people.

Walter Bucki, Herf Jones800-533-8030
Michelle Frazho, Global Art866-310-4278
Joy Hein/Jan Collins: Allied Photographic and Imaging616-452-3941
A. Kozicki, Photo Sculptures by Ajac, Inc.800-213-8903
Jim Nelson, Great Lakes Albums800-594-9048
Joyce Collinson, Art Express ..800-542-7188
Bruce Roberts, Customation800-225-5880
Steve Weck, Burrell Colour800-348-8732

PPWM News

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