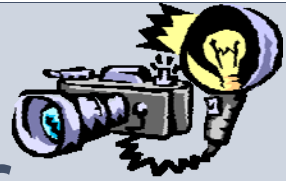




Flash! Newsletter



DECEMBER 9, 2011

VOLUME 4, NUMBER 5

aci Photographic & press printed
american color imaging

Fitzzy's Tools & Tips:



Warping text

Using the Warp feature on a text layer in PhotoShop is great because it allows you to maintain the text layer while distorting the text. Double-click on the text layer's thumbnail to select the text, then go to Edit>Transform>Warp. Then, in the Options Bar, from the Warp pop-up menu, choose a preset distortion. You can modify the settings to get varied distortions, but notice the text layer's thumbnail changes letting you know the text is warped though it can still be edited.

Until next time,
Greg

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Business First – Aletha Speakar, Cr. Photog., ABI, CBM, API

Ok, So You Want To Do Something Different.

Why not try your hand at wildlife photography. Just remember: You are more important than any photograph.

First of all know your camera, when a black bear is headed toward you, there is not time to get to know your camera.

You must be able to react quickly when photographing most animals in the wild. In order to concentrate on your subject and to anticipate its next move, you should be completely familiar with your camera's operation. Handling your camera should become second-nature to you, and using its controls should be instinctive. You can achieve this through frequent practice and test shooting before venturing into the animal's domain.

Be sure to shut off autofocus when you are close to your subjects since the noise from its operation may disturb them. This also applies to autoflash if your camera is so equipped. Use a cloth wrapped around your camera to muffle your motordrive.

Since it is often difficult or unsafe to get close to wild animals, especially big game and elusive smaller creatures, long (300 mm) and extra long lenses can do the job for you. The most useful lens is a fast 400 mm to 600 mm telephoto. Quality lenses in these sizes are, unfortunately, expensive. If a very long telephoto is out of your price range or you would not use it with sufficient regularity to justify its purchase, check with Christian Photo to find out whether they have long lenses for rent by the day or week. Select a lens with good light-gathering ability (a wide maximum aperture) since many animals are most active when lighting conditions are low at dawn or in the evening. A tripod or at least a light monopod will likely be needed for camera support.

Often the safest place to be when shooting dangerous animals is in a vehicle. An animal's natural curiosity may bring it quite close.

A shoot in the wilds calls for preplanning and preparation. You should carry only the minimum of gear with you. Think of your subject and its habitat while going through your camera bag, and discard anything that is not essential for good photograph under the circumstances in which you expect to be shooting. But, be sure you have a good supply of memory cards.

If you are going to be off the beaten path, in true wilderness, check anticipated weather conditions and bring appropriate outdoor wear and

McKennaPro

December Special

HOLIDAY CARD sale

Select sizes of press and photographic cards are on **SALE** this month!

Offers expire December 31st, 2011 and may not be combined with any other offer.

NEW IPHONE COVERS

These fully customizable covers are compatible with the new iPhone 4S.

ONLY \$11.70!

www.mckennapro.com

survival gear. Carry a first-aid kit, cellular phone, detailed maps of the area, a reliable GPS, a signaling device and other items associated with travel alone outdoors.

Not the outdoor type, maybe you could visit a zoo and get what you want. Or the days before Christmas you could come to my studio – some days it just a dare ZOO!!!

The MAIPP Experience – from Fred Fiddelke

Only the Best!

- The other day I was looking through the PPA magazine and checking the speakers that are speaking at the National Convention in New Orleans. It didn't take long to realize that four of our 2012 MAIPP instructors are speaking at the convention, and a fifth instructor is on the PPA board of directors. The four instructors are Suzette Allen, Steve Kozak, Cody Clinton and Mike Fulton (TriCoast) and Clark and Rachel Marten. Technically, I guess that's six instructors, but four of our classes. Doug Box, a long time MAIPP instructor is on the PPA board of directors. To be asked to speak at the PPA convention, you need to be one of the best. The same holds true for the instructors we choose for MAIPP. To give you the best education for your money, we look for only the best instructors.
- Want to save 25 bucks? Get your MAIPP registration in before the end of the year and you can deduct \$25 from your tuition.
- Want to make 50 bucks? All you have to do (as a former student) is bring a new student. We'll give you \$50 CASH at the opening orientation. (Be sure to read the details on the application.)
- At the 2011 MAIPP session we offered a FREE Sunday afternoon session for registered students and non-students could attend for a very low fee. The event was extremely popular so we're doing it again in 2012. Not all of the details have been finalized yet, but I can tell you that the program will deal with an aspect of photography that is important to all professional photographers. Stay tuned for more details.
- So check the website, choose your favorite instructor and get your registration in before the end of the year. If you have any questions, use the "Contact" area of the website and we'll help you any way we can.

See you next June!

MAIPP 2012
June 3-7, 2012

Education is your best investment.

Tech Bits - by Gregg Marshall, CPMR, CSP, CMC, speaker, author and consultant



Time for a QR Code?

QR-Codes. You've probably seen them and not paid a lot of attention. They are the square black and white "matrices" you see on outdoor advertising or in magazines. They are becoming more and more common, yet a lot of people don't know what they can do for their businesses.

QR Codes are just one of many bar codes that have been developed since 1950 when the first bar codes for rail car identification were developed. Of course if you buy anything in a store you see the ubiquitous UPC bar code that was developed in the mid 1960's for grocery stores. Where the UPC bar code is one dimensional (you scan from left to right), a QR code is two dimensional (scanning from left to right and top to bottom), so it can hold a lot more information. The QR Code is not the first two dimensional bar code to be used, PDF417 is used by the Postal Service for postage and airlines for their boarding pass. QR Code stands for Quick Response Code and was originally developed in Japan for inventory tracking in the auto industry.

But QR Codes have seen an explosion in use as marketing tools. With a greater percentage of the population carrying smart phones, mostly iPhone or Android, with cameras and web browsers, smart marketers have discovered you can make it easy to go from a sign or magazine article to a related website. While "typing" in a URL on a smart phone might be hard enough to discourage visiting a URL, free applications on all major smart phone platforms make taking a picture of a QR Code and being whisked to that website simple.

The good news is the applications to create QR Codes and the applications to use QR Codes on your smart phone are free, so there

is no barrier to starting to use QR Codes for your business. In fact, even if you don't think there will be a lot of traffic from a QR Code in your ad or at your place of business, having one shows you are up to date with the times. It's free, it's easy, so adding one or more should be a no brainer.

To create a QR Code on-line you can go to either [QR Code Generator by Delivr](#) or [QRals.com- QR Code App](#) to generate your own QR Code for free. The first offers .EPS output which would be good for printed materials, QRals is the de-facto standard for generating .JPG or .PNG files for other uses. Either will generally work. Just remember to use a high enough resolution that you can scale down rather than scaling up.

I would recommend you use a special URL with its own landing page. That way you can tailor the message and if you have Google Analytics installed you can see who used your QR Code to get to your website.

More information is one application for a QR Code. Another might be a discount coupon or contest people could enter by scanning a QR Code. The possibilities are limited by your imagination (or by what you can learn by Gogging "QR Code uses").

Beyond marketing applications, think about what other uses you can put QR Codes to work doing. Since you can encode any text in a QR Code, you could use a QR Code to make it fast for an employee clock in or clock out of a specific place. Or you could track your inventory using QR Codes, something they were designed to do in the first place.

The bottom line is automated data entry is an overlooked productivity tool. The UPC revolutionized retail sales. QR Codes are changing how advertising and smart phones interact. And there are lots of other uses that you can put a QR Code to. Even if it is just to show that you are keeping up with the times, you should start putting QR Code links to your website on printed materials. I'd love to see any examples you have come up with.

Gregg Marshall, CPMR, CSP, CMC is a speaker, author and consultant. He can be reached by e-mail at gmarshall@vendor-tech.com, or visit his website at <http://www.vendor-tech.com>

Personal News –

Congratulations go out to PPI member Molly Long and her husband Chris Debruyne on the birth of their baby girl!!!! Evie Mae was born on 11/21/11, weighing 8 lbs. 6.5 oz. The PPI Family wishes you all the best.



Congrats as well to the proud grandparents, Barb and Christopher Becker of Christopher's Photography, Ltd. in Le Mars, Iowa. They have their first grandbaby, William (Liam) Christopher who was born July 10, 2011 to Jay and Sarah Becker in Springfield, MO. He was two months early (couldn't wait!), but things went well, and he is good sized and healthy, for which they are all thankful. Jay is the Becker's middle son. They also have son John who just married in May to Kiley, and another son Ryan.

Baby Liam -



Becker Family -



Our thoughts and prayers go out to the family of Leota Buckroyd of Fort Dodge.



Age: 83

Resided in: Fort Dodge

Birth Date: January 1, 1928

Death Date: December 1, 2011

Leota Buckroyd passed away on Thursday, December 1 at Tompkins Memorial Health Center.

A funeral service will be Tuesday, December 6, 2011 at 1:00 PM in the Chapel of Laufersweiler-Sievers Funeral Home with Rev. Gary Armstrong of First United Methodist Church officiating. Burial will follow at North Lawn Cemetery. A visitation will be one hour prior to the service at the funeral home.

Leota is survived by her two children, Tom Buckroyd of Sitka, Alaska and Scott Buckroyd of Waterloo; five grandchildren and seven great-grandchildren. She was preceded in death by her parents, Alva and Fay Hartsock; husband, James Buckroyd and brother, Gerald Hartsock.

Leota Hartsock was born in Fort Dodge. She graduated from Fort Dodge Senior High and attended the University of Iowa. On August 18, 1947 she was united in marriage to James Buckroyd and the couple established their home in Fort Dodge. In September of 1947 the couple opened Buckroyd Photography Studio. The couple operated the studio until James' death on January 11, 1985. Leota continued to work with the new owner until her retirement, after fifty years. Leota was a member of First United Methodist Church.

In lieu of flowers, memorials may be left to the Human Society of Fort Dodge.

We also want to express our sympathy to the family of Charles F. "Chuck" Kent. Mr. Kent was President of PPI in 1976-1977. I was notified this past week by his daughter Ann Hitchcock of his passing.



Obituary:

Charles F. "Chuck" Kent, 86, of Iowa City, died Sunday, July 31, 2011 at Mercy Hospital in Iowa City.

Charles Frederick Kent was born April 7, 1925 in Iowa City, the son of F.W. and Clara (Hartman) Kent.

A lifelong Iowa City resident, he graduated from University High School and attended the University of Iowa.

He married Alice Mae Donham on April 3, 1947 in Iowa City. Alice died in 1991. On January 2, 1993, Chuck married Helen Taylor Keppler in Iowa City. Chuck was a professional portrait photographer (Kent Studio) from 1947 until his retirement in 1975. He was instrumental in establishing one of the first color photo processing labs in Iowa.

Chuck served in the Army Air Corp during WWII. He was a member of First United Methodist Church in Iowa City, Phi Kappa Psi and served as president of the Professional Photographers of Iowa. He very much enjoyed traveling the country in his RV, boating, playing bridge, golfing and dancing – all of which were shared with family and friends.

Chuck is survived by his wife Helen; children, Jane Kent of Iowa City, Ann (Mike) Hitchcock of Iowa City, Julie (John) Larson of Ames; step children, Kathy (Greg) Wunsch of Naperville, IL. And Karen

(John) Bower of Stillwater, MN; grandchildren Jenny (Luke) Sutter, Tyler (Alina) Beck, Shawna Hitchcock, Corey Hitchcock, Sara Larson, Bryan Larson and step grandchildren Libby (Greg) Phillips, Katie Wunsch, Christopher Bower and Adam Bower and great granddaughter Samantha Kriz; brother Tom Kent, brother -in-law Charles Buckley, sister-in-law, Blanche Hartsock and many nieces and nephews.

Chuck was preceded in death by his parents, his first wife Alice, brother Jim (Cloy) Kent, sister Barbara Buckley and sister-in-law Ann Kent.

Please let me know your news of the month. Are you having a grand opening, a child, grandchild or are you getting married? Celebrating a big birthday or anniversary? Have you completed your certification? Let me know so we can share the news with all the PPI members. We are a family. We celebrate together and we mourn together, that's what makes Iowa PPA the best organization to belong to.

Please send Personal News to:

Chris Brinkopf, editor
ppichris@iowatelecom.net

Chris's Corner



Mark your calendars now for February 3 – 7 for Winter Convention 2012. **THE COUNTDOWN IS ONE - WE ARE ONLY 56 DAYS AWAY FROM THE START OF OUR WINTER EVENT.** We will be back at our favorite hotel, the Airport Holiday Inn in Des Moines. Get yourself and your staff registered by January 9 (**32 Days Away**) and save \$20 each. Advance registration price is \$175, which includes Sunday lunch, Monday night banquet and Tuesday morning breakfast. You will NOT find a better value anywhere.

Wow, does Prez Pierson have a great line up in store for all of you!!!! I have all the info on the website – membership application, Winter Convention registration form, all the print competition rules and forms – everything you need is all there. You need to go and check it out at www.ppiowa.com. Click on the Calendar of Events box on the bottom of the home page and there you will go to all the speakers and their bios, programs titles and descriptions and five of their images. **Take the time to check it out and decide which programs you want to attend!!!** Remember, we have anywhere from 2 – 4 programs, etc. happening at one time.

The line-up includes:

Add-On Day with Brian DeMint (\$50 extra)

Donna Goodhue

Jim Chagares

Scott Robert Lim

Kevin Hudson

Mark Brandes

Joyce Wilson

Jeff Tobe

Tina Marie Vance-Crnic

Brian Stevens & Jeremy Orr

Crystal O'Connor

J. Michael McBride

Dennis Hammon

Cheri MacCallum

Janet Boschker

Michael Barton

and Michel Tcherevkoff

You have until **12/30/11** to pay your dues for 2012 and get a \$20 discount for you and your staff. If your envelope is postmarked by 12/31/11, you will also receive the discounted membership price. 1/1/12 the price will go up \$20. I did send out a membership application via email to everyone. If you need one, call me or you can find it on the website – www.ppiowa.com.

January 9, 2012 should be marked on your calendar. That is the last day to register for W.C. 2012 at the discounted price of \$175. Please know that \$75 of your registration fee will go back to the hotel to pay for the three (3) meals that we will serve. Some of you ask about not having the meals. But in order to get all and I mean all of the meeting rooms (we tend to use about 95% or more of the meeting rooms at the hotel each winter) for free, we need to provide a meal or some kind of food each day. Let me ask you, where can you get such great programming, so much to choose from (the hard part), plus three meals for \$175???????

We are bringing back the **Techno Lounge** for 2012, but moving it to Saturday night, February 4. We want to involve the vendors this year. We will have five (5) pods available for you to check out on Saturday, February 4, from 9:30 p.m. – midnight. One pod will be a **Marketing Pod**. This pod will be mentored by speaker Jeff Tobe. We will have a **Mastering Off-Camera Flash Pod**, which will be mentored by speaker Scott Robert Lim. Another pod, this one from 9:30 – 10:45 p.m., **Pro-Select Sales and Management Software**, will be mentored by Lee Speakar. One the back side of Lee's pod, from 10:45 p.m. – Midnight, Troy Schroeder will be

back with his **Question and Answer Pod**. You have your business started, now what? We will have a **Throwdown** in another pod, just like the Food Channel networks. Troy Schroeder and Michael Cerizo will be challenged in a cooking contest. Don't miss it!! Our fifth pod will be **Vendor Time**. We have invited vendors to be a part of this pod to show how their product(s) work for you. **The Techno Lounge** will be located on the third floor of the hotel right around the hospitality room. Pick up a plate of munchies, a beverage and go check out all the pods.

Start putting together your ideas for all of the print competitions. How many will you enter? Many have no entry fees. We also have a great line-up of judges for our Print Competition. Don't wait until the last minute, get those creative juices flowing. I know you all have them. **JUST DO IT!!**

The Airport Holiday Inn is waiting for you call to reserve your room at 1-800-248-4013. The rate will be \$82 a night plus taxes - \$91.84 total per night. Just let them know you are attending the PPI Winter Convention to get that great room rate. **This room rate is good until Friday, January 13, 2012**. The block of rooms will be dropped and the price may then be increased I am told. So don't delay, get those rooms reserved. You will NOT want to miss this event.

The PPI Winter Banquet will be **Semi-Formal** this year. If you have a dressy outfit gals that you want to wear, wear it by all means. The gals on the board will be dressed up for this occasion. Guys, a suit and tie work, but if too much for you, khakis and a sweater work just fine. Prez Doug wants you to be comfortable.

We are bringing back the **FLEA MARKET** again this year. We will have the Flea Market on Tuesday morning, February 7 at 7 a.m. It will be located in the Holidome. If you have any photography related items to sell, bring them to the Holidome by around 6:30 a.m., set up and be ready to sell by 7 a.m. Any questions, just give me a holler.

Food Allergies or Food Issues: If you have a food restriction or allergies, etc., please let me know when you register for the convention. The Airport Holiday Inn is more than willing to work with those of us who

need to stay away from certain foods.

Here is your homework assignment – go to the website – www.ppiowa.com and print off the Winter Convention 2012 schedule. Read through the bios and program descriptions of each speaker and mark on your schedule what programs you are interested in attending. This is the hard part. Unlike Fall Events, you have to pick and choose the programs as we have so much going on at one time. If you can buddy up with another member and each go to a different program and take good notes that would be awesome. If you take the time to do this one assignment, you will be totally prepared to enjoy a great event.

I have rambled on enough, but there is so much to tell you. You need to invest in yourself and your business. What a better way than attending Winter Convention 2012. Get new ideas; get rejuvenated for a new year. Meet up with old friends and meet new ones. Let 2012 be the year you better yourself through a great educational opportunity and thus better your business.

Watch your email for lots of news on everything about the Winter Convention. I have sent out a couple of “ads” already. Don’t let “well I have never heard of some of these speakers before” stop you from attending. Do your homework and see what insights these speakers can give you.

A reminder – if you received a degree from the PPA level, please let me know. This includes passing your CPP test and images. The PPI is never contacted when one of our members receives a degree or adding those CPP letters behind your name.

Til next month, Chris B.