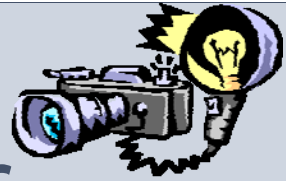




Flash! Newsletter



JANUARY 9, 2012

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aci Photographic & press printed
american color imaging

Fitzy's Tools & Tips:



Customize your Photoshop Experience

Imagine having the ability to have all of the tools you need in one panel, and none of the ones you don't. That's what you get with Adobe Configurator, a program that allows you to create your own Photoshop panels. Visit

<http://labs.adobe.com/technologies/configurator> for more info.

Until next time,
Greg

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

Opportunity with Email

The inbox is one of the most private places in our digital lives. Email has long been used as a way to engage with consumers, and reactions are strongly positive or negative when it comes to these tactics. Now more than ever, people are having a more positive experience in the inbox, partially due to better spam filters. It has become extremely personal: We connect with friends and family, get our first news of the morning, and even use email as a portal to begin shopping.

As studios, we have to learn to respectfully engage consumers in their inbox. That means if you're going to market directly to a consumer in their inbox, you need to do it in a way that is respectful of their time and space.

Consider those email newsletters people receive every day. In many cases, they act like homepages with headlines and content teasers that drive readers back to a studio's website. It's also the place for the first and most valuable impression -- and a premium one at that. If studios can make that first impression a lasting one, you can successfully connect with someone without bothering them or appearing as spam.

The newsletter is the new homepage hit the market. Your newsletter can keep your clients in tune with what has gone on or is coming up in your studio. Little articles about your city, interesting happenings (other than within your studio) and general information that might interest your readers, will keep you and your studio in their mind. Use it wisely and always ask for their email address, if there is hesitation on their part explain that you wish to include them in your email newsletter. Explain further this gives them information about their community, interesting stories and opportunities for saving at your studio.

There are many templates that can make your newsletter attractive and adds interest, making your newsletter stand out. Try it give it a whirl. At the end of the letter ask them for referrals or to forward this newsletter on. What a great way to spread the word.



McKennaPro

January Specials

NEW CRYSTAL WRAPS™
Save **25%** for the month of January.

ACCORDION CALENDARS
Now **20% off!**

21 FOR LARGE PRINTS

Offers expire January 31st, 2012 and may not be combined with any other offer.

FREE UPS Ground Shipping on January Specials

www.mckennapro.com

The MAIPP Experience – from Fred Fiddelke

FREE!

Last year at MAIPP, we offered a Sunday afternoon session for the first time. The session was free for registered MAIPP students and only \$20 for those not attending MAIPP. The response was overwhelming. Lou Everling gave an outstanding program that was enjoyed by everyone who attended.

This year, we're going to do the same thing. On the first day of the MAIPP session (Sunday, June 3rd) we'll be presenting another free program for all registered students and it will be available to everyone else for only \$20.

Lightroom® is a program developed by Adobe that simplifies how you can handle your images. It lets you edit, manage and showcase your images in one easy to use program. Ed and Joanne Blumenshine will be presenting the *Lightroom®* program. Ed and Joanne have always been on the cutting edge of digital imaging, and will give you all the ins, outs, tips and tricks you need when using *Lightroom®*.

You don't need to pre-register to attend this session. Just show up at 12:30 p.m. on Sunday, June 3, at Schindler Hall on the UNI campus. It's a program you won't want to miss.

And be sure to stop by the MAIPP booth in the tradeshow at the upcoming PPI convention. We'll be giving away some scholarships, we'll answer any questions you may have about any of the classes, and might have some other surprises. So don't miss it.

If you've been thinking about signing up for a class this summer, don't hesitate too long.....some of the classes are filling quickly.

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

Background Clutter

With 18GB of RAM memory and a quad core CPU, I rarely need to worry about what programs are running in the background of my desktop computer. My thin and light laptop is a bit more limited (4 GB RAM, dual core CPU). But my netbook only has 1GB RAM and the modest Atom processor. Having a bunch of relatively useless stuff running in the background can make a real difference in how it performs (actually how all my computers perform).

I was trying out some new backup software and as a matter of course looked to see what was running on my computer at the time. I was a bit surprised to find there were 93 processes running at the time, taking up about 24% of the computer's memory. Actually there were over 120, but I had Google's Chrome browser open at the time and it runs each tab as a separate process so if one tab/website crashes it doesn't take all the other tabs with it (less of a problem as fewer websites use Flash).

A process is a computer program that is in memory either running or waiting to run. So when I have Outlook and Microsoft Word running, as I do know, there are two processes, one for Outlook and one for Word (actually Outlook occasionally has a second process). If you'd like to see the processes running on your Windows computer, press Control-Alt-Delete (all at once) and select the task manager option. One of the tabs in that window will show you the processes that are running.

But those are applications I'm using at the time.

What about the 90 other processes? About 30 are related to the operating system, such as the process that does antivirus scanning, or a process to manage your wireless internet connection.

But there are a lot of processes for application programs I may only use occasionally. For example, there are at least 4 processes that identify themselves as being part of Adobe Acrobat. I know these processes are not vital to Acrobat displaying my PDF files, because I can kill the processes and Acrobat works just fine. I know one of the processes, taking 4 MB of memory, is there just to check for updates to Acrobat, as if it is of some vital importance that I know within seconds of when the next version is available. Why not just check when the program starts and give me that small part of my memory and CPU back?

There is a disturbing trend of applications automatically installing a permanent process that is always running in the background. A lot of those processes, often shown in the system tray on the lower right corner of your screen, do nothing more than open the program and/or check for updates.

What's worse, they don't give you the option of whether to have them run when you are installing them. In fact they don't even tell you they are installing a background process, or what it does. And they frequently have names so obscure you need to Google the process filename to find out what they do.

If your computer is running slow and you suspect it's because there are too many processes from programs being loaded during start-up, you can take control if you're a bit adventurous. Windows includes a program called MSCONFIG, which you can run by clicking Start and Run (usually in the accessories folder). Once MSCONFIG is running, select the start up tab. There you will be given a list of programs that will be run during startup, you can uncheck the boxes of any you don't think you need. MSCONFIG will require a reboot of your computer when you are done, and the programs you deselected won't be loaded. If you make a mistake and something isn't working, you can always go back into MSCONFIG and re-select the program. And don't be surprised if, during some upgrade, the program puts yet another entry in the startup program list, Acrobat is famous for doing that.

It's unfortunate that so many programs feel the need to have some small part of them running all the time. Often whatever that part is doing isn't really needed and it's just clutter in your computer's memory.

Take some time and clean up the extra process clutter and your computer will run faster. And if you are ever "talking" to the software company (e.g. tech support), let them know you don't appreciate hidden background clutter. Maybe if we all start saying "we're mad as heck and we're not going to take it anymore" the software companies will stop cluttering our computer's memory.

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 –

Congrats to Jaimy Ellis of Ovation Photography in Oxford, IA and her husband, who welcomed a baby girl on Friday, December 30. Her name is Brena Jo Ellis and she weighed 8 lbs 14 oz., and was 19.5 inches long. We welcome Brena into the PP of IA Family!!!



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



PPI Winter Convention 2012 - February 3 – 7. **THE COUNTDOWN IS ON - WE ARE ONLY 25 DAYS AWAY FROM THE START OF OUR WINTER EVENT.** We will be back at our favorite hotel, the Airport Holiday Inn in Des Moines.

ACI is our Platinum Level Convention Sponsor for Winter Convention 2012.

The economy is still tough out there. But what a great way to get revitalized; get new ideas; jumpstart 2012. The old saying you need to spend money to make money, may really apply to this new year. Education is what the PPI is all about. We work hard to bring you the best speakers, tradeshow, hospitality, and all around good time to help you, help your business. Find all of the information on the website at www.ppiowa.com. Go check it out if you have not done so already.

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. If you can buddy up with another member and each go to a different program and take good notes that would be awesome. Take the time to figure out which programs you want to see and you will be totally prepared to enjoy a great event.

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

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.

We will again be offering the main Print Competition, Digital Competition, Mr. & Ms., Lil Mr. & Ms., Finished Product, and the IA Marketing Award. The DEADLINE for these competitions is Monday, February 6 at 9 a.m. **The rules have changed a bit for the Lil Ms. & Mr. and Ms. & Mr. competitions. You now NEED to add a CD of your images to**

with your entry. The images need to be sized to a 4x5 at 100 dpi.

The DEADLINE to have your prints turned in for the print competition is **1 p.m. on Saturday, February 4.** You need to have your prints turned into the table by the Ambassador Room or mailed to the Airport Holiday Inn and received no later than 2/4/11 at 1 p.m. Judging will begin at 5 p.m. on Saturday afternoon, February 4. JUST DO IT!!

The **Kodak Gallery Award** is available this winter convention again. Kodak has changed up their rules quite a bit this year. Here are the highlights below.

Highlights for 2012:

#1) Three awards will be awarded instead of five for a "set".

#2) We continue the requirement that ONLY PRINTS AND PRINTED ALBUMS are eligible to be considered for a Kodak Gallery Award.

#3) Each entry MUST be submitted and entered into a print competition with the attached "Gallery Award Entry Label" completed by the maker. There is a signature line where the creator has to confirm this image has never won another Gallery Award. Only one Gallery Award is allowed for the same image... ever. Plus the photographer has to complete the entry label to specify what paper their print/album was printed on. While non-Kodak papers are eligible to win Kodak Gallery Awards - - only those originally won on Kodak paper will be invited to proceed to the Gallery Elite Competition at the end of the year.

#4) Awards will not be sent to anyone in advance of their print competition. Three envelopes with contents that will specify the information that must be sent to Lori at Kodak in order to receive the winner's trophy and pin. Kodak must also receive the completed winner submission form from the print chair to verify each winner of the three (3) awards.



2012 Kodak Gallery & Elite Award Rules.pdf

Here are the links to the rules:



Gallery Award Entry
Label.pdf

Here is the entry label you will need:

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.

We can't forget about the 2012 Tradeshow. The vendors will be all ready to go on Saturday, February 4 at 4 p.m. The ballrooms will be filled with vendors waiting to show you their new items. Check out the website for the vendors who have committed to a space thru far. Let them know you appreciate them!

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 that is 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.

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 more news on everything about the Winter Convention. I have sent out many "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.

Our PPA District Competition Opens Soon-

Online registration opens January 26 – February 16 (online entry closes at 5 p.m. ET). Judging will be held February 23-24, 2012 in Green Bay, WI for our North Central District. You can now enter either prints or digital files, and image formats are no longer restricted to 16"x20". Plus, images receiving a score of 80 or above in district competitions will automatically earn an exhibition merit when they are submitted to the 2012 PPA Internal Photographic Competition.

Remember the rules for the PPA District Competition are not the same as the rules for the PP of IA Print Competition. The IA competition does not accept digital files except for album entries. Good luck!!!

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.

Hope to see you all in Des Moines.

If not, till next month

Chris B.