

Ohio Valley

Spring 2009  
NEWSLETTER

# IMAGE



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OHIO VALLEY  
AMERICAN SOCIETY OF  
MEDIA PHOTOGRAPHERS

Cincinnati  
Columbus  
Indianapolis  
Louisville  
Lexington

## Mission Statement

The mission of the Ohio Valley Chapter of ASMP, an organization of talented, ethical, responsible photographers, is to maintain photography as a viable, vital profession.

The American Society of Media Photographers is an organization promoting the photographic profession through consistent action and information exchange on rights, ethics, standards and technical subjects. All opinions expressed in this publication are solely those of particular authors and do not necessarily reflect those of the Society, the Ohio Valley Chapter, or the Editors. No articles, letters or photographs will be published without written permission. Contents, copyright Ohio Valley Chapter ASMP 2009, all rights reserved one time reprint rights for articles herein are granted only to other ASMP Chapters and the National Headquarters. Reprints must bear the authors name, Chapter and copyright notice. The Ohio Valley ASMP Newsletter is not responsible for errors or omissions.

Questions, articles, letters and photographs are welcome and should be directed to the attention of the Editor or Associate Editor.

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# Contents Inside the Issue

- 3 Co-Presidents' Messages
- 5 "Evolve or Die"
- 6 It's Time to Stop and Think
- 7 Let's Talk About VisCom
- 8 One & Only Item Winners
- 11 Have I Got an Idea for You
- 12 Think Globally, Act Locally
- 15 Developing Artists
- 17 "I Stink at Negotiating"
- 19 Assistants Workshop
- 21 Seminar Was a Success
- 24 Final Frame

### Ohio Valley BOARD MEMBERS

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## Co-Presidents Messages

# The Beginning of a New Year

**Joe Harrison** Cincinnati

My name is Joe Harrison and I have the privilege of sharing duties as an Ohio Valley Chapter Co-President with two piers from Columbus and Indianapolis, Tom Dubanowich and Jim Barnett. I can't tell you how much I respect what these two have accomplished in their business lives as well as their personal lives. You see we all have challenges and quite honestly some have much more than others. We all have our good streaks and our lousy streaks with business and in our personal lives and we have lent a hand and confided in each other through some of them. What still impressed me about our Ohio Valley Chapter is that there is no way that I could have made it in the business of commercial photography without my piers that I quite honestly would have never met if I didn't join ASMP.

Over the years I had heard that our chapter was somehow just a little more special than other chapters. I didn't really know if that was true or why that would be the case. I knew that our chapter covered 3 states and that must make for a challenge. I knew that we had plenty of members that had served at the National Level. Was it this that made our chapter more special?

I have to tell you that over the last year I have been extremely

**Continued on Page 10**

**Tom Dubanowich** Columbus

The Columbus region of the Ohio Valley Chapter will start off 2009 with a new Chapter Co-President in Mike Foley, of Rycus Associates Photography. Mike has been active in the Columbus ASMP scene since 1989, and an ASMP member since 1991. Among other things, Mike was instrumental in the early days of developing the ASMP Assistants Workshop. This remains one of our most sought out local programs.

As Mike takes the reins from me on March 15, 2009, he'll have a lot on his plate. We are currently organizing the 2009 Assistants Workshop to be held in April. April will also see a program produced from ASMP National entitled "Taking Control of Your Career". Who doesn't need that? There will also be the continuing programs of Pints & Pixels, First Friday Lunch and our Chapter's continuing work with Flashes of Hope, (An organization dedicated to producing and giving intimate family photos of children who are facing life threatening illnesses).

I will continue on as a Chapter Board member and look forward to years of serving our local community and industry. I thank all of those member volunteers who give much of themselves to ensuring we all have a better market to work in and a great organization to be associated

**Continued on Page 4**

**Jim Barnett** Indianapolis

We are fortunate to belong to a thriving chapter that offers its members a wide variety of programs. This is only possible because of the many volunteers that step up and offer their talents to help produce and run these events. Two programs that Indianapolis area members were heavily involved in 2008 were Flashes of Hope and the Red Bull Soapbox Derby.

I'm so proud and pleased that our community of ASMP photographers has stepped up in such a strong fashion to support Flashes of Hope in Indianapolis. Since March 2007, twenty different photographers have donated their time and talent to provide images to the families of children stricken with cancer. Many other ASMP assistants have helped on the sets at Riley Hospital and Peyton Manning Hospital. With generous support from Midwest Graphics, we were able to produce a traveling show of photographs from the first year of shooting. These 4 feet x 6 feet black and white prints have hung in three locations; The Artsgarden at the Circle Center Mall in Indianapolis, the Indianapolis Central Library and the Learning Center in Columbus, Indiana. The show has received excellent reviews as well as local newspaper and television coverage. We will continue to seek

**Continued on Page 4**

**Jim Barnett** Indianapolis

Continued from Page 3

additional venues to host the exhibition and we will expand the show to feature photographers not yet included.

Contributing photographers to Flashes of Hope: Jim Barnett, John Bragg, Kevin Foster, Joe Vondersaar, Ann Schertz, Mary Ann Carter, Jonathan Wilson, Harold Miller, Tod Martens, April Knox, Cindy Wagner, Karen Vance, John Freeland, Lesle Tomlin, Mark Bealer, Duwayno Robertson, Zach Dobson, Amanda Hessel, Megan VanValer, Keri Riedel, Wilbur Montgomery.



©JIM BARNETT

### Flashes of Hope

Another 2008 highlight for the Ohio Valley Chapter was Team Ansel Mt. Adams participation in the Red Bull Soapbox Derby in Cincinnati. We pulled an old process camera out of Wilbur Montgomery's garage and over the course of several weeks, we put racing wheels, steering and brakes on it. Team Ansel Mt. Adams consisted of five ASMP members:

- Dan "Yosemite" Frances from Arizona
- Wilbur "Worldwide" Montgomery from Indianapolis
- Jim "Shutter Speed" Barnett from Indianapolis
- Joe "Zippi" Vondersaar from Indianapolis
- Tony "Photo Finish" Arrasmith from Cincinnati

We ran "OI Woody" on race day and didn't win, but we didn't lose either. "ASMP" was announced over the P.A. system to 30,000 people. Over a dozen ASMP members showed up to cheer the team on and to document the event with both still and video cameras. Additional members created a DVD to remember the day. The following month, the car was showcased in the lobby of the Vernon Manor Hotel which hosted our chapter's annual "PhotoShop Seminar". Our chapter is full of energy. Members work hard in their chosen profession, but the two programs I have mentioned above suggest that Ohio Valley Chapter members know how to play and give as well.

Jim Barnett, Co-president ASMP  
Ohio Valley Chapter - Indianapolis



## Ohio Valley Retreat

# I'll tell you how: "Evolve or Die"

by Tony Arrasmith - Cincinnati

Every June at the annual Ohio Valley ASMP Retreat members gather on Saturday morning to set the calendar for the upcoming year. Last year was no different than the previous fourteen. What were the hot topics, who were the hot speakers and what can we do to reach more upstart photographers. We tossed these questions around for the usual 15 minutes and started penciling in and updating the calendar for 2008-2009.



©TONY ARRASMITH

### Evolution

In the middle of this exercise the conversation started to change direction, we went from what are we wanting to do as an organization to what are we going to do as photographers. Without even having it on the morning agenda we had come full circle, back to our original Mission Statement: To maintain photography as a vital and viable profession. This was and is what ASMP is all about.

As we went back to the calendar we asked different questions. How do we grow as photographers, what is the future of imaging, how will our clients use images in a wireless dominated

market place. Then Dave Wendt took another sip of his two hour old Starbucks Jumbo latte mocho fat free... and said it "I'll tell you how, We evolve or die", ouch.

Harsh, but to the point, Dave was right on. The tools that we now have at our disposal was a dream as little as ten years ago. In a four year span we've watched digital 35mm camera's mega pixel size go from under 8 to 10 then 12,16

and now 22. Medium format cameras are touting their new 39 megapixel backs. Most of us have added the roles of retoucher and color printer to our resumes. Our printers have grown from three color inks to ten. We even dabble the once evil CMYK world, I almost forgot I.T. Tech. In order to evolve visually we have been forced to grow technically. We kicked off the year with The Annual PhotoShop Seminar, with the world reknown author and speaker, Jim DiVitale. It was two action packed days of all the new Features of Photoshop 3, Lightroom and HDR tips and tricks from one of the

premiere Photoshop authors. In December, Blake Disher brought us a preview of his national show on the web.

If your looking for more information on how you can evolve, check the Ohio Valley ASMP calendar at [asmpohiovalley.org](http://asmpohiovalley.org) and get involved.

With the evolution of our profession as the theme for 2008-2009 year, it was great. Now we look forward to the Ohio Valley Retreat this June and setting the 2009-2010 Calendar.

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# It's Time to Stop and Think

by Kim Simmons - Cincinnati

We are extremely excited about IMAGE coming back into our lives, and we think it is an important tool to keep our membership abreast of what great things are happening in our chapter. The challenge that we need to put out to all of you is that IMAGE will only last as long as we have content coming in from you. We will need articles, perspectives on technology and your latest and greatest images to keep it fresh and interesting. Please help us and contribute. We will be putting out a call for content well ahead with a deadline before each issue so be ready.

Now I understand that we are all photographers first and most of us are definitely not writers. Although I do not consider myself a writer, I have contributed to the newsletter in the past and our editors did a terrific job making me look good. Please keep in mind that everyone involved in publishing IMAGE is not being paid to do this. This makes it that much more important to have members' involvement with contributing content or the results will be that our Ohio Valley Chapter Newsletter will die out again.

Most of us "old timers" have become very close friends over the years, but we are really looking for input from our newer members. The perception of our chapter sometimes is that we are a bunch of old guys that have an OVC clique, but in reality, we have grown up together in this organization. We have be-

come the best of friends, just like the new comers of today will do in the years to come as well.

We have so much respect for our younger members who are so well versed with today's technology and have already helped to point our chapter in a new direction. Having been around the block a few times, we hope that you appreciate what we have to offer to you in business knowledge. We welcome a fresh perspective on our industry, and we hope that you will get involved in shaping our chapter. If you are an assistant, volunteer to help out on committees. If you are a general member just hanging, ask what you can do to help out. We all need to talk openly about better business practices, and we need to ask questions and share openly with others in order for all of us to grow.

We would like to highlight a member in each Newsletter, but we need submissions from you. If you travel to exotic places or you find something right around the corner and it's cool, share your adventure with us. If you discover new technique or a hurdle you have cleared, share it with us. If you want to let off steam or communicate your opinions on today's industry, share it with us. In other words, get involved with our ASMP-OVC Newsletter. If you have any suggestions, contact us. Let's talk.

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**CLICK ON IMAGES, BY-LINES, ADS or COLORED TYPE and CONNECT DIRECTLY TO WEB SITES or TEXT**

# Let's Talk About VisCom's Four Sequences

by Gary Kirksey - Athens

Ohio University's School of Visual Communication (VisCom) has four sequences, photojournalism (PJ), Commercial photography (CP), page design with informational graphics (IN/PD) and multimedia design (MM). Having these four degree tracks housed in one of the school is a major strength, each student is required to take basic classes in each area. The CP and IN/PD majors are encouraged then required to collaborate with fellow students in the senior year.

era for faculty research projects. Currently 99% of our classes are digital media format. We have one silver or traditional photography elective class.

I feel VisCom assignments continue to stress the basic photojournalism story telling skills while Commercial Photography classes stress effective image concept communication. In this way, students still concentrate on the principles

of their discipline and learn how to apply new technology as it changes during their academic and professional career. We have converted all view camera related classes to digital using the Leaf digital backs tethered and using Leaf's software's "live view" mode.



VisCom students enjoy classes which stress effective image communication concept using in their disciplines and learn how to apply new technology as it changes.

The enrollment balance between the photography majors is 65% PJ and CP 35%. The majority of our PJ majors head to daily newspapers, the CP majors traditionally head to be photography assistants, currently a trend is to become a digital assistant, digital retouching, production assistants and magazine staff members.

VisCom has embraced the digital evolution since 1986 with the purchase of a Canon still video cam

Com original digital imaging class were basic Pre-Photoshop classes. Now our classes concentrate on theory regarding digital file processing especially color control, and basic retouching skills, while continuing to push visual concepts. The current version of the digital imaging class is much more than a technical driven class. The students must also develop

Continued on Page 14

# THE & Only item SHOW



©JOE VONDERSAAR

**1st RUNNER UP**  
**AN ITEM FOR CONVEYANCE** JOEVONDERSAAR



©TONY ARRASMITH

**2nd RUNNER UP**  
**PIES, PAGEANTRY, PAPARAZZI AND PEPTO** TONYARRASMITH



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**1st PLACE**  
**FILM STUDY THREE** MARY ANNE CARTER



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**3rd RUNNER UP**  
**ONE ITEM** KEVIN FOSTER

## HONORABLE MENTION 2009



©GEORGE ANDERSON

**STUFF I DO NOT USE** GEORGE ANDERSON



©JERRY SLAUGHTER

**LOST VIRGINITY FOR ASMP** JERRY SLAUGHTER



©CATHRINE MURRAY

**TRASH TO TREASURE** CATHRINE MURRAY



©KIM DM SIMMONS

**FILM BUG STRIP** KIM DM SIMMONS



©JOHN BRAGG

**A FILM STAR IS BORN** JOHN BRAGG

### UP COMING VENUES

Our next "One and Only" item will be revealed at ASMP/OVC RETREAT June 12th and 13th 2009  
Everyone will have until January 2010 to get their images shot, framed and ready for the show

Con't from Page 3

fortunate from a business stand point. I was awarded a project that has lasted since November 2007 and it included fairly consistent travel. Of course my client didn't want me to travel with an assistant and I was charged with the challenge to find local help all over the country. This provided me the unique opportunity to have very candid and in depth conversations with ASMP leaders under the veil of getting recommendations on good assistants while on location. It also afforded me the ability to meet some of the most terrific up and coming talent and the future of ASMP in these assistants. It has been an awesome experience. In my conversation with other chapter leaders it became extremely apparent that we did indeed have a special chapter. Our chapter is all about the relationships that we have with each other. We are more open to welcome in others/competitors to a whole different level than other chapters, and we are more focused on photographers helping photographers. We are a trusting group that understands that knowledge strengthens our industry.

When in Chicago for Strictly Business 2 with about 45 members from our chapter, I heard one comment over and over from our members. They had remarked that they had met so many ASMP members from Chicago but none of them knew another person at SB2. They had no clue who any of the Chicago members were. Yes, I'll give you that the host city was Chicago so there were probably more attendees from Chicago. I know for a fact that our members knew most of our 45 in attendance. It was mind boggling that other chapters don't interact like our chapter.

I would like to challenge the Ohio Valley to do an even better job than we have done so far in building a community. We have been led down this path for many years by very forward thinking leaders and piers and now times have changed. We used to be introduced to each other at the labs and have extended conversations in the parking lot while waiting for film to develop. Camera stores were a mecca of photo banter and shenanigans. Now the norm is our cave and email.

We have incredible talent and personalities that we can all learn from and having met most of you at one time or another I think it would be an awesome sight to bring all of you together. We have many events coming up and we will need extra hands to get it all accomplished. What better way to create a support system for you personally and professionally then to share some time with others going through the same trials and tribulations that you are. Get involved in shooting special chapter projects like Flashes of Hope, help out with the Best Damn Photoshop Seminars, attend the extremely successful First Friday Lunch that some regions of our chapter holds. Your involvement in our photo community will strengthen our friendships and will grow exponentially so our chapter will continue to awe the country.

Joe Harrison, Co-president ASMP  
Ohio Valley Chapter - Cincinnati



# Have I Got An Idea For You

by Rob Kumler - Cincinnati

### Aperture:

Have you heard about the NEW Aperture 2.1 from Apple? It has several (many) new and exciting features that we have been looking for in any program. The TETHERING option for CANON and NIKON is among the most interesting to all NIKON users. Aperture presents in 2.1 the 1st mainstream application that allows tethering Nikon (and Canon) cameras directly to a computer for shooting and immediately viewing images in a large, clear display directly from the .jpg or RAW image file. This is exciting, as customers have become accustomed to viewing images quickly from all of the medium format or large format cameras like Hasselblad, Leaf, Phase and Sinar. Operation is easy and 1 step, no more double programs and hot folders needed.

### Apple:

Apple has very quietly introduced Imaging enhancements into its OS (10.5.5 & 6), these should have been SHOUTED in the imaging community as the OS, iPhoto and Aperture now recognize and display most of the RAW images from Canon, NIKON, Olympus, Leaf and Hasselblad. This makes it very easy to browse folders of images as their Thumbnails are readily viewable in native format.

### Adobe:

Adobe has just released BOTH Photoshop CS4 with ACR 5.3 and Lightroom 2.3. Photoshop is available in standard and extended versions along with the Creative Suites. The extended PS4 offering includes a lot of enhancements and features. Lightroom 2.3 is a significant improvement (IMHO) in both features and speed. As with Aperture above, the current versions are a large leap from where we were last year. (K&R has full and upgrade versions in stock)

### Dollar:

The US Dollar, We all have been talking about the economy one way or another. I keep hearing that jobs are not booked as far in advance as they

used to be, that customers (especially agencies) are asking for more discounts and other monetary concessions and that payments are many times being paid later. Everyone seems to be waiting for the last possible moment to book a photographic job and of course wanting it faster. What's this have to do with the dollar? Many, if not most, IMO, consumers don't know what is happening with the dollar in the rest of the world, because they still get paid and buy in the same dollars. Many think the price increases we all see, expressly GAS, is all caused by the "oil countries" raising their prices. To some degree that is true, but the much larger reason for all price increases is because of the VERY weak US dollar against other currencies. In 2002 it took 87 cents to buy 1 Euro, in 2004 it took \$1.22 for 1 Euro, now it takes about \$1.58 to pay for that same Euro. That means for a Euro 10,000.00 piece of equipment in 2003 it cost the US \$8700. to buy it, now in 2008 it costs the US \$15,797.54. That's scary, approaching a 2X increase in costs.

### Price Increases:

We have and are seeing more price increases primarily because of the weak US dollar, this is in addition to all of our combined cost increases that are based on the increased fuel cost for food production and transportation of all goods. We have seen reductions in staffing in many US companies, but do you realize how our (US) economy effects many of our main photographic manufacturers? Weak US dollar = Higher prices for our photographic equipment.

Continued on Page 20




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# Think Globally, Act Locally

by Todd Joyce - Cincinnati



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You've heard the phrase before. It means Think about your environment and do what you can on a local level. I've always considered the statement to be about pollution and waste. Recently though, I've taken a bit of a different look at the phrase. It applies also to our local business environment.

Sometimes, a client will go out of town to use another photographer. Let's face it, we all live in a global economy. Photographers are easier to find

now than they used to be. Web sites and more and more source books make the search an easy one for art buyers. It's also become easier for us to reach outside our market. With electronic transfers of information on the internet, clients can communicate their layouts and get images on line. It has become easy for us all to do business from a distance.

Business at a distance... that sure makes it hard to do business with a handshake, doesn't it? You can



©TODD JOYCE

easily do business without ever meeting anyone face to face. The cyberworld isn't a very friendly place. But who needs friendly? It's "cheap" is why we use the internet isn't it? At least that's what I hear. Oh I do use the internet for things such as props that I cannot get here; the fresh lei from Hawaii, the Mardi Gras mask from New Orleans... I do, however, try to buy anything I can from local suppliers!

Think about our economy. We live in a tight micro economy of sorts. We use suppliers who sell mostly to us. If we don't support them, someday they just might not be around. Who would carry the equipment for us to examine before we purchase? Who would we see with a problem? Try dealing with an online complaint department and you'll appreciate having someone locally to deal with, with whom you can talk face to face.

All of us are living in a different world of doing business from what we are accustomed. We need to look at what is really important. The camera store has the information and equipment on hand for us to try. The lab takes things back when I am over critical and fixes it. When I have a question, my supplier finds the answer and calls me back because we have a relationship. Our local suppliers do a great deal more for us than an on line supplier. I'm not suggesting that we buy our supplies locally at whatever cost. I am suggesting that we all take a look at what we get for our money and what we are saving when we do business on line and locally. Think about what you are doing to the local economy when you save a small amount of money on a large order bought on line. If it is

a large amount of money, give the local supplier a opportunity to come close to the price. And, even if you have to pay a little more to get it locally, it's worth it to have someone to deal with face to face if there is an issue with the product.

Support our local suppliers. Our micro-economy is fragile. If local suppliers go out of business, it will hurt us too.

Think about the added support you get in dealing with someone face to face on a regular basis.

Think about what the relationship does for you. Think Globally, but act locally.

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## Let's Talk About VisCom

Continued from Page 7

their conceptual side while applying the new software tools.

All Viscom students learn digital photography from their first term on campus. Our current first classes now incorporate, video and audio elements and are consequently expanding into digital and multimedia presentations. VisCom converted graduate and senior classes toward digital production a decade ago. We are now on our 13th generation of computers for visual communication. This transition reflects VisCom's philosophy of emphasizing the blending of communion theory and real world tools.

VisCom has relationships with Mamiya/Leaf, Nikon and Canon offers students a range of educational programs from school loaner cameras and lenses to discount purchase options. Students can check out DSLR cameras, lenses, medium

format cameras with digital back and strobe equipment for a 24-hour period. These programs have made a tremendous difference in VisCom's digital transition.



All VisCom students learn digital photography from their first term on campus which incorporates video and audio elements.

I have witnessed both positive and negative aspects of students using digital cameras. Clearly digital photography has more positive educational effects than negative. The supply costs for each class has greatly been reduced. As an example for the view camera classes the students no longer have to purchase a long list of equipment accessories and supplies that normally total over \$600.00. This was one of the most expensive classes in our curriculum. Today, those same students have a dedicated supply list of less than \$75.00.

Students working digitally can experiment more with their compositions and concepts. I have also experienced a faster student learning curve regarding lighting skills with digital visual education.

One negative aspect is that a greater number of students are less technical driven. Even with teachers, stressing photography's technical aspects (traditional or digital) many students rely primarily on how the image looks on the small camera

Continued on Page 16

## DEVELOPING IMAGE MAKERS

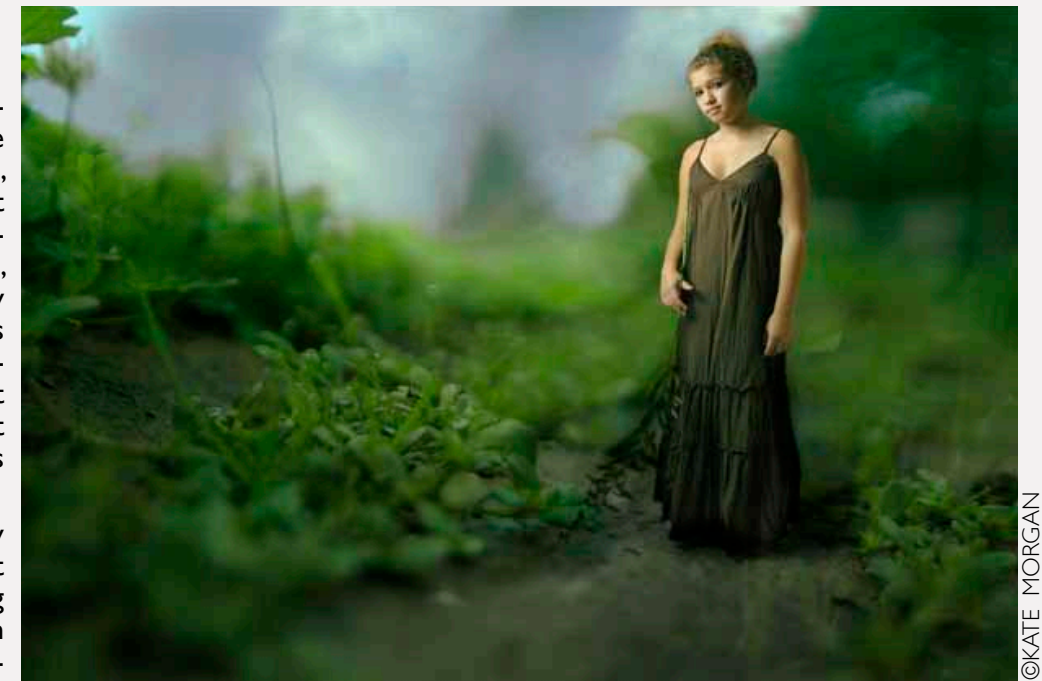
### KATE MORGAN MEMBER SINCE 07

**PROFILE:** In high school I attended a vocational photography course at Fort Hayes. I graduated in 1995, when Photoshop 3.0 was the hottest program. I began attending the Columbus College of Art & Design in 1995, took about a 10 year break and in May of 08 graduated. I will say I was furious with talks of my school possibly ditching the wet lab! Digital just doesn't have the smell of the lab, nor does it put you in the place the way film does when your learning!

**RIGHT NOW I AM** aware of my "Pre-fessional" status and love to assist photographers and continue learning and growing. I continue to photograph and market myself for my digital composites and portraiture.

**IN FIVE YEARS I** would like to be able to make a living solely on my photography, being known in the industry for being fun, creative and a great photographer. I love to photograph so many things, but if I had my pick I would have to say I would like to complete and publish at least one book illustrating folklore and fable books made entirely of digital composites for children. I also make photo-gravure prints and would like to have several gallery shows under my belt. And last but not least, I think I might want to be the co-president of the Ohio Valley Chapter.

[www.katemorganimagedesign.com](http://www.katemorganimagedesign.com)



©KATE MORGAN

### ZACH DOBSON MEMBER SINCE 07

**PROFILE:** I received my B.A. in Journalism with a concentration in photography from Indiana University in 2004. After working at newspapers in Delaware and Illinois for two years, I decided to move towards freelancing, which I have been doing full time for 2.5 years now. In addition to news and sports, I use my experience as a photojournalist to shoot a candid style of commercial photography and to document weddings.

**RIGHT NOW I AM** shooting some personal projects and seeking new avenues to publish them. After SB2 I am striving to build my business nationally.

**IN FIVE YEARS I** I'm planning to shoot editorial and commercial work both locally and internationally, including events such as the 2014 World Cup. I also plan to spend at least half of my time shooting documentary photojournalism.

[www.zachdobson.com](http://www.zachdobson.com)



©ZACH DOBSON

## Let's Talk About VisCom

Continued from Page 14

monitor. The major negative aspect is students are less likely to perfect a specific composition during the capturing process approach requires spending a large amount of time in the post production process correcting the tool (camera) problems. While I feel too much time is spent in postproduction those same retouching skills are in high demand with studios and production houses. VisCom's better digital retouching students consistently can establish a small freelance digital retouching business nationally with the use of FTP servers.

The Internet is a great resource for students. Newer search engines such as Google allow students to quickly research a photographer or style of photography. We encourage students to augment their internet research with hands-on education at Ohio University's Alden library. Our library has a tremendous photography book collection. Unless a report assignment specifically requires citing books as a resource, most students seldom use the library resource. I now incorporate library resource assignments in first and second years that require trips to the library and resource photographer's monolith books. As a professionally directed program, VisCom incorporates needed business knowledge for the small business owner, we have done this within our class structure for many years. Our students often have to estimate and/or invoice the faculty for their assignments.



**Ohio University Student working with large format camera in VisCom studio.**

The faculty and visiting professionals present information regarding copyright issues, usage rights negotiations, equipment investment concerns, retirement investment plans, and tax information and planning. Often the business aspects are not the student's favorite part of the classes, but the business skills learned are the number one reason cited with alumni in e-mail and discussion after they have entered the real world. Additionally CP majors have a required year long project that entails them to research and prepare a business plan for their possible future business.

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## Synopsis of Seminar: "I Stink at Negotiating"

by Jerry N. Slaughter - Cincinnati

"I Stink at Negotiating" seminar by Detroit's own Blake Discher was held at John Bragg's studio in Indianapolis, Indiana on January 29, 2009. 35 members attended from Columbus, Cincinnati, Louisville, and Indianapolis.

Jim Barnett, Co-President from Indianapolis, introduced Blake Discher and thanked Discher for speaking to his class at Ivy Tech earlier that day. Blake covered the entire meal from bread and butter to the rhubarb pie... oops, my mind wandered back to the dinner at Shapiro's Delicatessen where many of us met with Blake before the seminar.

Blake started out the evening by having all of the attendees quickly estimate a photo shoot he had already completed. He wanted us to use our individual methods of pricing the same shoot to show how each photographer looks differently at a job. The object of this exercise is to show the variance in our industry when pricing a photo shoot. Comparisons were made

between the anonymous estimates to the actual numbers that he had negotiated and differences in items that were not considered in the estimating process were brought up. As you well know, many times photographers forget about including little items in their estimates and end up taking a bath on the job.

The most useful portion of the evening was the break out session. Everyone there agreed that you can never practice this roll playing exercise enough and there definitely was not enough time that evening to for everyone to contribute. Blake divided everyone into small groups to practice negotiating in real time situations with a mock client in editorial, advertising and corporate industries.

If you had the chance to go to Strictly Business 2 then this Negotiation was a repeat, but the concepts and questions never seem to wear out. If you're interested in catching the seminar, check the coming dates at [HYPERLINK: www.fireflystudios.com/speakingEngagements.html](http://www.fireflystudios.com/speakingEngagements.html)





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## Tech Talk

# HAVE I GOT AN IDEA FOR YOU

Continued from Page 11

### Sensor Cleaning:

Many manufacturers have been trying to absorb the loss by not raising prices as much as the dollar has lost, reducing staffing, and trying to cut other costs, but have now been forced to raise prices or they would be in a financial crisis. Price increases in the past were in the average range of 2-4% per year, in the last couple of years that has increased to 5-15%. Just had a 35mm user ask about and bring his camera into K&R to get it "cleaned". He was told yes, we can do that for you or sell the tools for doing it himself. He opted to have it done. When I checked the camera sensor I was SHOCKED to see a very heavy swirl pattern and the signs of a fingerprint on the sensor. I immediately stopped and placed a call to see what had happened and to decline K&R cleaning the sensor without an express waiver of liability. The user said to the effect of "It was dirty so I tried to blow it clean, which didn't work, so I took it to a dealer (to remain undisclosed) that said they would clean it, and this is how they delivered it back to him." WOW, I was amazed, but he agreed to our terms, and the good news is that after several wet cleanings with 2 different solutions, we were able to deliver a clean sensor. Sensor cleaning does need to be done on ALL sensors, and a wet cleaning on occasion to remove the scum that accumulates over a period of time.

Forward any questions and comments about this or other topics to my eMail address. Happy and profitable shooting to you all.

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K&R Photographics      www.Krphotodigital.com

office 859-341-6986    fax 859-341-6987    mobile 513-484-5610



# Assistants Workshop



## THE ASSISTANT'S WORKSHOP 2009

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MUST PRE-REGISTER ONLINE!  
[www.ASMP.org/aw09](http://www.ASMP.org/aw09)

9:30AM - 4:00PM  
Saturday  
April 25th, 2009

### Location:

Rycus Associates Photography  
128 Spruce Street  
Columbus Ohio 43215  
Phone: 614.461.6633

### Fee:

ASMP Members.....\$15 (pre-registered)  
Non-Members.....\$35 (pre-registered)

*You must pre-register to secure your spot!!*  
**\*Deadline: APRIL 23rd.**

Need more info? Contact co-chairs:

Dustin Halleck    Parker Steele  
c: 614.581.5531    c: 740.703.3736

[asmpworkshop@gmail.com](mailto:asmpworkshop@gmail.com)

9:30AM - 4:00PM  
Saturday  
April 25th, 2009

### Location:

John Bragg Photography  
12 E. Ray St., Indianapolis, In 46225  
Studio: 317-972-8171

### Fee:

ASMP Members.....\$15 (pre-registered)  
Non-Members.....\$35 (pre-registered)

*You must pre-register to secure your spot!!*  
**\*Deadline: APRIL 23rd.**

Need more info? Contact co-chairs:

Andrew Johnston    John Ruzich  
c: 812-345-9366      c: 219-308-5069

[asmpworkshop@gmail.com](mailto:asmpworkshop@gmail.com)

# ASMP CALENDAR

**Wednesday, March 11th** 6:30 p.m.  
 Indianapolis Pints and Pixels  
 Leave your Pixels at home, come ready to tour Firehouse Graphics. 2000 N. Illinois St. Indianapolis, In 46202  
<http://fire-house.net>  
 Meet following the tour at The Claddagh 234 S Meridian St. Indianapolis, In 46225 317-822-6274  
 Contact Jim Barnett [jameskbarnett@yahoo.com](mailto:jameskbarnett@yahoo.com) or Ann Schertz [ann@annschertz.com](mailto:ann@annschertz.com)

**Thursday March 12th** 6:30 p.m.  
 Cincinnati Pints and Pixels  
 Hosted by Gary Kessler Photography EssexStudio 2511 Essex Place Cincinnati, Ohio 45206 513-703-7996  
<http://www.kesslerphotography.com>

**Friday, April 3rd** 11:30 a.m.  
 Cincinnati First Friday Lunch  
 The British Pub at Rookwood Commons. Starting at about 11:30. Contact Joe Harrison for details. \*Members Only

**Friday, April 3rd** 12:00 p.m.  
 Columbus First Friday Lunch  
 The North Market, 59 Spruce St. @ Front St., Columbus, Ohio 43215 Upstairs south seating area; [www.northmarket.com](http://www.northmarket.com) \*Members Only For more info contact: Dan Floss 614.876.5988, [Dan@danielwflossphotography.com](mailto:Dan@danielwflossphotography.com)

**Wednesday, April 16th** 12:00 p.m.  
 Columbus Board Meeting and Lunch  
 Location TBA - Check [www.asmpovc.org/events.htm](http://www.asmpovc.org/events.htm) for details

**Wednesday, April 16th** 7:00 p.m.  
 ASMP National Seminar Hosted by ASMO-OVC proudly presents:  
 Judy Hermann / Taking Control of Your Career  
 Location in Columbus TBA - Check [www.asmpovc.org/events.htm](http://www.asmpovc.org/events.htm) for details  
 Get all the info you could ever want right here [http://www.asmp.org/commerce/education/event\\_details.php?id=28](http://www.asmp.org/commerce/education/event_details.php?id=28)

**Tuesday, April 14th** 6:30 p.m.  
 Columbus Pints & Pixels  
 Location TBA - Check [www.asmpovc.org/events.htm](http://www.asmpovc.org/events.htm) for details

**Saturday, April 25th** 9:30 a.m.  
 The Assistants Workshop 2009, Columbus and Indianapolis "Helping you evolve into a professional". You must Pre-Register Online to participate in the workshop.

**Indianapolis Location:** JOHN BRAGG PHOTOGRAPY  
 12 E. Ray St., Indianapolis, IN 46225 317.972.8171

**Columbus Location:** RYCUS ASSOCIATES PHOTOGRAPHY  
 128 Spruce Street  
 Columbus Ohio 43215  
 614.461.6633

**Friday, May 1st** 11:30 a.m.  
 Cincinnati First Friday Lunch  
 The British Pub at Rookwood Commons. Starting at about 11:30.  
 Contact Joe Harrison for details. \*Members Only

**Friday, May 1st** 12:00 p.m.  
 Columbus First Friday Lunch  
 The North Market, 59 Spruce St. @ Front St., Columbus, Ohio 43215  
 Upstairs south seating area; [www.northmarket.com](http://www.northmarket.com)  
 \*Members Only  
 For more info contact:  
 Dan Floss 614.876.5988, [Dan@danielwflossphotography.com](mailto:Dan@danielwflossphotography.com)

**Wednesday, May 13th** 6:30 p.m.  
 Indianapolis Pints and Pixels  
 Location TBA - Check [www.asmpovc.org/events.htm](http://www.asmpovc.org/events.htm) for details

**Thursday May 14th** 6:30 p.m.  
 Cincinnati Pints and Pixels  
 Location TBA - Check [www.asmpovc.org/events.htm](http://www.asmpovc.org/events.htm) for details

**Friday, June 5th** 11:30 a.m.  
 Cincinnati First Friday Lunch  
 The British Pub at Rookwood Commons. Starting at about 11:30.  
 Contact Joe Harrison for details.  
 \*Members Only

**Friday, June 5th** 12:00 p.m.  
 Columbus First Friday Lunch  
 The North Market, 59 Spruce St. @ Front St., Columbus, Ohio 43215  
 Upstairs south seating area; [www.northmarket.com](http://www.northmarket.com)  
 \*Members Only  
 For more info contact:  
 Dan Floss 614.876.5988, [Dan@danielwflossphotography.com](mailto:Dan@danielwflossphotography.com)

**Tuesday, June 9th** 6:30 p.m.  
 Columbus Pints & Pixels  
 Location TBA - Check [www.asmpovc.org/events.htm](http://www.asmpovc.org/events.htm) for details

**Friday, June 12th-13th**  
 ASMP Ohio Valley Retreat  
 Hueston Woods, Ohio

# SEMINAR WAS A SUCCESS

Our Photoshop V Seminar was another successful venture. Everyone had a terrific time as always. Our main speaker was Jim DiViale. Not only did we all get some good information; but we enjoyed good food and great prizes.

Bethany Vail and Kurt Strecker were gracious enough to provide us with some images of the Seminar. As always we want to thank all our helpers. We couldn't do it without you.

Join us this November for Photoshop 6. Look for more information in our Summer issue.

• • •



Our main speaker Jim DiViale

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Jim DiViale showing some of his work.



Color Balance is important to all photographers.

©KURT STRECKER



Everyone enjoyed good food and companionship.

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**ASMP**OVC

# FINAL FRAME



Mary Strubbe's studio is located at 14 Far Hills Drive in Cincinnati Ohio 45208  
She has been a General Member of ASMP Ohio Valley Chapter since 1994.

If you would like to see more of Mary's work check out her web site at:

[www.mary@marystrubbe.com](http://www.mary@marystrubbe.com)

Final Frame is a reserved for a special photo to close the issue.  
Interested members please submit photos for future issues to Kim Simmons: [ksphoto1@one.net](mailto:ksphoto1@one.net)