

# Newsletter

WWW.HVPPSNY.ORG

SHERRIE FRYXELL, EDITOR

MARCH 2018

## Wednesday, March 21, 2018

*Reservations are Required*

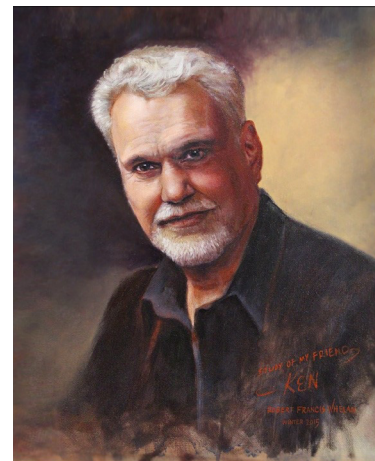
**BIO:** Ken Bovat, Jr., Master Photographer, Craftsman, is the owner and sole photographer of Photo-Art by Ken Bovat in Claverack, New York.

He began his business in 1976, photographing mostly weddings and environmental portraits, working out of his home.

As his business grew, he relocated to an old railroad depot, which he converted into his current studio. His photography consists of weddings, portraits - specializing in High School Seniors, copy and restoration and a small amount of commercial photography.

Ken received his Master of Photography Degree from the Professional Photographers of America in 1988 and his Photographic Craftsman Degree in 1992. He was awarded Life Membership in 2014. In 1998, the Professional Photographers' Society of New York State awarded Ken the PPA National Award. Ken went on to serve as President of that organization in 2003-2004.

Ken is the recipient of numerous photographic awards on the local, state and international levels. He has lectured and presented photographic classes to many groups, both professional and amateur.



## Ken Bovat, Jr.

M.Photog.; Cr.Photog.

## Photoshop Tips & Tricks

- Head Swaps
- Blending Modes
- Compositing
- Presentation for Competition
- Editing a photo start to finish
- Q&A

### Artist Statement

Photography is my passion, as well as my profession. I use the power of light, color and composition to create an image that reflects a specific mood and meaning. I love creating new and different images that I hope will be enjoyed for generations.

**March's Image Critique Theme is 'URBAN'**

*See page 5 for details.*

### LA CASA VICINA

1015 Little Britain Road, New Winsor, NY \* 845-567-1890

Social Hour 5:30, Dinner/Meeting 6:30

Members: \$27; Guests \$27 (first two meetings); Non-Members: \$35

**R.S.V.P. by Sunday, March 18th**

**CLICK  
HERE**

**to r.s.v.p.**

[info@hvppsny.org](mailto:info@hvppsny.org)



## *A Message from Our President*

This month promises to be a banner month for photography education! Our meeting on Wednesday, March 21, will feature Ken Bovat and "Photoshop Tips and Tricks." Ken's images are stunning and he tends to score very well in state and national print competitions. His photographic skills are always evident; but it is the editing work in Photoshop that generally should not be evident yet is so necessary for a beautiful final image. Ken will be sharing some of his tips and tricks for producing a beautiful image with us on the 20th. Don't miss it!

Just a few short days after our meeting is the Focus NY state convention. It is not too late to register and if you wish to stay overnight at the Villa Roma resort, you may still be able to get the group discount. (Just call the hotel directly and tell them you are attending the Focus NY convention.)

The line-up of speakers includes:

- Michael Mowbray - The Cordless Studio
- Judy Host - Photographing Ballet
- Bruce Berg - Rocking the High School Senior Market
- Chris Wunder - Top 10 Big Money Promotions for Photographers
- Jessica Lark - Creating Your Dream Life Around Your Dream Art
- Joe Edelman - Social Media for Photographers & Understanding Creativity and How to Boost Your Creative Abilities to Become a Better Photographer
- Kristy Steeves - will share her unique approach to posing bridal couples, seniors, children & families
- Lisa Cuchara - Creative use of Blend Modes
- Marilyn Sholin - The Artists Touch (Corel Painter)
- Mark Bowie - Night Photography & the Art of Seeing Creatively
- Michael Zide - Landscape Photographer - Things Half Hidden, Affirming a Sense of Place.
- Rick Friedman - Location Lighting - His work has appeared in over 75 magazine and book covers.
- Vincent Versace - Black and White Capture and Printing
- Will Cadena - How to Use Light in Any Situation and Upsell.

You can find registration info and the full schedule of speakers and events including a Shootout, a Theme Party and an Image Awards Banquet at <http://ppsny.com/>.

Stay well!

*Steve Moses*  
HVPPSny President





# FOCUSNY

# *Illumination*

## MARCH 24 - 26, 2018

**Villa Roma Resort and Conference Center**

356 Villa Roma Road • Callicoon, NY 12723

**Register today at [www.PPSNYS.com](http://www.PPSNYS.com)**

Full Registration Includes:

- Speakers
- Trade Show
- Sunday Night Party
- Monday Night Banquet
- ... and more!



## SPEAKERS:



**BRUCE  
BERG**



**JUDY  
HOST**



**MARK  
BOWIE**



**LISA  
CUCHARA**



**JOE  
EDELMAN**



**RICK  
FRIEDMAN**



**JESSICA  
LARK**



**MICHAEL  
MOWBRAY**



**MARILYN  
SHOLIN**



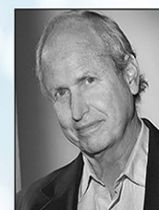
**KRISTY  
STEEVES**



**VINCENT  
VERSACE**



**CHRIS  
WUNDER**



**MICHAEL  
ZIDE**



**WILL  
CADENA**

**Register today at [www.PPSNYS.com](http://www.PPSNYS.com)**



## HIGHLIGHTS OF IMAGE COMPETITION RULES

for Complete Rules visit [www.ppsnys.com](http://www.ppsnys.com) and read carefully

*Note: This is ONLY A BRIEF SUMMARY!*

*Please review the FULL details at the website above.*

- Digital only entries accepted **February 1st through March 17th at 9:00 pm - no exceptions;** there will be no prints accepted or print awards given this year
- Mandatory online image submission system website - [printcompetition.com](http://printcompetition.com)
- Max # entries= 6 (you MUST choose Case of 4 online); PPSNYS Member Pricing: Standard Membership=\$6 plus \$15/image up to 4 images; \$10/image for 5th & 6th images (Non-Member costs are extra)
- File Size=4000 pixels on longest side; JPG Quality=10; Color Profile=sRGB or Adobe RGB1998; File Name=Image Title.jpg (i.e. Alone at Last.jpg)
- Five Categories = Portrait; Social/Event; Album-Social/Event; Illustrative; Album-Non Event (see Rules for description of categories)
- Entrant must have captured and created the original exposure
- Entries are not eligible if made under the supervision of an instructor or as a class assignment
- No two entries may be of the same subject or social event
- Entries previously receiving a score of 80 or higher at PPSNYS State Level or PPA District/National level competitions are not eligible
- Awards: 320 Pins for Case of 4; Premier Case Award for Case of 4; Rookie of the Year; ASP Member Highest Score; CPP Award Highest Score; Judges Choice; Court of Honor (Master & Non-Master Categories)

*Are You Ready to Get that Merit at FocusNY?*

### 12 ELEMENTS OF A MERIT IMAGE

**Impact** is the sense one gets upon viewing an image for the first time.

**Technical excellence** is the print quality of the image itself as it is presented for viewing.

**Creativity** is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.

**Style** is defined in a number of ways as it applies to a creative image.

**Composition** is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image.

**Presentation** affects an image by giving it a finished look. The mats and borders used, either physical or digital, should support and enhance the image, not distract from it.

**Color Balance** supplies harmony to an image.

**Center of Interest** is the point or points on the image where the maker wants the viewer to stop as they view the image.

**Lighting**—the use and control of light—refers to how dimension, shape and roundness are defined in an image.

**Subject Matter** should always be appropriate to the story being told in an image.

**Technique** is the approach used to create the image. Printing, lighting, posing, capture, presentation media, and more are part of the technique applied to an image.

**Story Telling** refers to the image's ability to evoke imagination.

*PLUS...a Good Title!*



# February Meeting Highlights

WITH TAB MORGAN



Photos by  
Mark Kovner

*Critique Theme for March is:*  
**URBAN**

Submit Images to ELI SLOVES at [ESP377@OPTONLINE.NET](mailto:ESP377@OPTONLINE.NET)  
*no later than the Monday before the meeting*  
Save as: Your Name.Title.jpg; 4000 px longest side (20 inches @ 200 dpi); sRGB



**JULY 15-20, 2018**  
**Hobart & William Smith College,**  
**Geneva, NY**

*(located on Seneca Lake, between  
Syracuse and Rochester)*

Your tuition (\$1095.00) includes a prominent instructor of your choice for the week, air-conditioned classrooms, dorm facilities, breakfast, lunch, dinner, the wine and cheese party, Thursday night banquet, degree merits for PPA members (if PPA member), class photograph, diploma for the wall, commemorative Workshop shirt, and central parking facility.



**CHRIS  
SMITH**

Spark Your  
Creativity



**MARILYN  
SHOLIN**

Corel Painter  
& Beyond



**RICK  
FRIEDMAN**

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Lighting



**VINCE  
VERSACE**

Almost Every  
B&W Conversion  
Technique

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*Reserve your place today at [ppsnysworkshop.com](http://ppsnysworkshop.com)*

## 2017 HVPPSNY Scholarship Point Distribution

CATEGORY	POINTS	FREQUENCY
Monthly Meeting Attendance	3	per month
Chair a Committee	5	per year
Website/Social Media	5	per year
Officer	5	per year
Print at State/PNE	3,2,1,3	Blue=3; Red=2; White=1 Loan=3 in addition to blue award of 3
Serve on a Committee	2	per year
Newsletter	5	per year
Board Meeting	1	per meeting
Council Meeting	1	per meeting
TEP Attendance	5	Hudson Valley TEP only
Member PPA	1	per year
Workshop	1	per day at a PPA affiliate school
Attend State (PNE) Conference	1	per day of attendance, if registered - Trade Show only does not count
HVPPSNY Print Competition	1	per print competition entered - not per print
Bring a Guest	1	per guest
Guest Joins	2	Sponsor gets the points
Publish a Photo	1	per publication. Max 3 annually. Publication may be print or digital. Self-promotion not allowed.
Worthy Cause	1	per charitable event up to max of 3 per year
Photography Education	1	per workshop or seminar as either a learner or instructor; up to a max of 5 per year. Must present receipt or proof of attendance.

### SCHOLARSHIP DISTRIBUTION

1. Three Scholarships will be distributed to the three members with the highest points.
2. Scholarship awards to be used specifically for PPSNYS Workshop in Geneva, NY
3. If a recipient chooses not to accept the award, the next person with the highest points will be awarded the scholarship until all are awarded.

***Any state scholarships not used will be returned to PPSNYS WORKSHOP for refund.***

## 2018 PPSNY HUDSON VALLEY SECTION

### OFFICERS

Steve Moses, President  
Gina Babbage, Vice President  
Mark Kovner, Treasurer  
Steve Lynch, Secretary

### BOARD

*(includes all officers & committee chairpersons)*

Steve Moses, President  
Gina Babbage, Vice President  
Mark Kovner, Treasurer, Past President  
Steve Lynch, Secretary  
Klaus Kretschmer, Past President  
Lynn Kovner, Past President  
Eli Sloves, Past President  
Gary Ditlow

### COMMITTEE CHAIRPERSONS

Eli Sloves, Image Competition  
Eli Sloves, Scholarship Committee  
Gary Ditlow, Photographer Committee  
Gina Babbage, Web Editor  
Sherrie Fryxell, Newsletter Editor  
Klaus Kretschmer, Parliamentarian  
TBD, Special Events  
TBD, Charitable Initiatives

### PAST PRESIDENTS

Mark Greenstone  
Lea Bedinotti  
Liz Ferrara  
Frank Bulfamante  
Lou Bedinotti  
Maureen Gates  
Aaron Pepis  
Susanne Pepis  
Klaus Kretschmer  
Lynn Kovner  
Eli Sloves  
Mark Kovner  
Colleen Drew  
Carmen Schettino  
Anthony Volpe

## 2018 CALENDAR OF EVENTS

Mar 21: HV Ken Bovat;

"Photoshop Tips & Tricks"

Mar 24-27: PPSNYS FocusNY;

Villa Roma, Callicoon, NY in the Catskills

Apr 18: HV Monroe Payne;

"The Magic of 'Playing' in Photography"

May 16: HV Image Competition

Jun 18: HV-TBD

Jul 15-20: PPSNYS Workshop

Hobart & William Smith College, Geneva, NY

### 2018 Hudson Valley Top 10 Scholarship Awards

Gina Babbage	18
Mark Kovner	15
Steve Moses	14
Steve Lynch	10
Gary Ditlow	6
Eli Sloves	5
Frank Dispensa	4
Klaus Kretschmer	4
Vickie Muller	4
Donald Schwartz	3

*Remember: It is YOUR responsibility to inform Eli of any activity which may qualify you for points.*

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### Deadline for April Newsletter

Members: Kindly respond with information

**no later than Wednesday, March 28th**

but sooner would be appreciated.

Send it directly to Sherrie: [sefryx@hotmail.com](mailto:sefryx@hotmail.com).