

MadisonPhotoPlus the Photo Summit **e-Photo Newsletter**

SEPTEMBER, 2006

How is a Football Game Like a Dance Recital? **Congratulations, Steve Sagala**

In a word - Detachment. Year after year we hear from across the counter how disappointed our customers are with their pictures of their children taken at very special events. Sporting events, school plays, dance or music recitals, and other activities cause special picture taking problems.

Although camera, lens, lighting, and weather are considerations, the biggest problem by far is the photographer. Why? Because the photographer is emotionally involved. The experienced or professional photographer puts his or her emotions on the shelf and has a single goal: the picture. Watching a practice or the first few minutes of a game, the pro sees where to stand to capture the shot and lets the shot come to him or her. The shot could be at midfield, by a goal, at home plate, near the piano, or stage left - it doesn't matter. Then comes the hard part - ignoring most of the action. After picking the place where the shot will be taken, pay no attention to what's going on; just watch the subject (your son or daughter, player #17, or whom-ever). When the subject gets into the picture area you've chosen, take the picture or pictures.

The sad reality is that you can't enjoy the event and take great pictures. In a strange way, you have to ignore the subject to concentrate on it. It's hard to remove yourself from the emotions of the event - that's why there are so few photographers who excel in this type of situation (and why they often get paid so much).

Steve recently earned his International Certification by passing the difficult 300 item exam after 2 years of study. Steve had his own studio and shot professionally for over 20 years, and still found the CPC program difficult. Our stores now boast 9 CPCs to help you with most any photo need you may have. Again, Congratulations, Steve!



Welcome, New Readers

During August, more people have signed up for our newsletter than during any previously single month. Please don't hesitate to respond to anything you see here, or to offer suggestions on how to improve this communication.

BIPS schedule

MadisonPhotoPlus and the Photo Summit remind you of our Better Imaging Photo School (BIPS) schedule for the fall of 2006. The price of any session will be \$40. Each session will run no less than 2 hours in length and will be held at MadisonPhotoPlus. There is a limit of 20 people per session, and all seats must be paid for in full at the time of reservation. No unpaid reservation will be considered binding. If, for any reason, a session is cancelled, full refunds will be made. If a session is postponed, refunds will be available. If a seat is paid for, but not used, no refund will be made. A copy of the schedule accompanies this newsletter. It will also be listed at www.madisonphoto.com and www.photosummit.com.

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Not As Easy As Black and White

As film photography is being replaced by digital, good black & white processing is really hard to come by. This newsletter has discussed the problems of equipment, chemistry and paper before, but it also turns out that the recent improvements in processing software are only geared for color. Printing machinery has more open spaces than before, and this leads to more dust. The software removes the image of the dust from color films, but not from black & white. How wonderful progress sometimes is! We're still looking for solutions (as is everyone else) and will keep you posted.

Holiday Greeting Cards

The software templates have arrived, and we will soon be making your holiday greeting cards. For the first time, we offer you glossy cards (printed in Summit) as well as matte cards (printed in Madison). As soon as possible, samples of the cards will be ready and production will begin. Start thinking of the the photo you want to share this year. It's always a sure thing than no one else will receive another card like the one you'll send.

d-skin

We've been testing a not so new product that we heard about and like what it does. It's called **d-skin**, and it is a protective cover for your valuable picture CDs or DVDs. It protects the data side from scratches, fingerprints, etc, and can be left on when using it and when storing your CD. It is lightweight, easy to install, and very inexpensive. As soon as our supply arrives, we will be installing a free d-skin on every CD we burn from memory card during September - FREE!

Traveling with cameras

You may have heard that airport security has been tightened again. There is less and less you can bring as carry on. Even in a lead bag, you cannot safely put film in your checked luggage. You also cannot put a camera or any lenses there. Memory cards are safe in your carry on with no particular protection. You may put flashguns, batteries, chargers, a/c adapters, filters, tripods, etc. in your checked luggage. Legally, you may request your carry on be hand inspected on domestic flights. Legally, your request may be denied.

That's about it for this month. It's back to school and harvest time, so there's plenty to photograph. We hope you enjoy the photos on the next page, and enjoy the fun of taking your own pictures.

Jerry & Lynne

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Steeve Girard



Jerry Harmen

Jerry Harmen



David Brownell

Marian Petrov



Our Instructors

All of our instructors are Internationally Certified Photographic Counselors



Jerry Harmen has been the owner of Madison PhotoPlus for the last 31 years, Jerry takes pride in how his store is dedicated to customer service, and what better way to give his customers the very best other than making sure they know how to use their camera in the most effective way to create their memories.



Eric Kazmirek is organizer of the *Better Imaging Photo School*. Eric has been with Madison PhotoPlus for six years now, but has been giving personal photographic and computer courses for seven years. He is completely dedicated to making sure that you understand what you need to know. Eric has Bachelor of Arts Degrees in Behavioral Science and Philosophy from Drew University.



Adrienne Barr is originally from Grand Blanc, Michigan where she attended the College for Creative Studies and received her BFA in Photography. Adrienne has extensive experience with large and medium format photography as well as working with Adobe Photoshop. In her spare time, Adrienne dedicates a lot of time to custom scrapbooking and spending time with her new puppy.



Bret Harmen is a graduate of the Rochester Institute of Technology with a degree in Photo Science. He has spent 6 years working for Fuji Hunt Photo Chemicals as a technician and is excited to be back with our company. Bret enjoys shooting nature, sports, and candid photos, and is familiar with many of the new challenges the digital world can provide.

Here at Madison PhotoPlus and the Photo Summit, the Better Imaging Photo School is dedicated to helping you improve your photographs. Whether its at one of our photo seminars or just a personal one-on-one lesson in the store, we are always here to serve you.



present ...

Fall 2006

DIGITAL POINT & SHOOT



BIPS

FILM & DIGITAL SLR



Course

LIGHTING



Catalog

MACRO



SPORTS



MadisonPhotoPlus

40 Main Street Madison, NJ 07940
973-966-2900 www.madisonphoto.com

The Photo Summit

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Better

Imaging

Photo

School

Putting the fun back into photography

Fall 2006 Courses

DIG101: Introduction to Digital

This course is directed at those who are interested in purchasing a digital camera, or who have recently purchased their first digital camera and want to understand the basic concepts of digital photography.

Offered September 12, 2006 7PM.
Instructor: Jerry Harmen

DIG102: Digital Point and Shoots

"Sure, I can zoom and snap a photo, but what else can my compact digital do? How can I improve my photos? Why does it have such a long delay?" This photo seminar addresses these questions and many others people have about their compact digital camera.

Offered October 10, 2006 7PM
Instructors: Jerry Harmen/Eric Kazmirek

SLR101: Introduction to the SLR

Whether you own a film SLR or digital SLR or are planning on purchasing either, this class will go over the basics of the world's most popular camera type. Topics or discussion include lenses, metering, filtration, flash, shutters speeds, depth of field and others.

Offered September 19, 2006 7PM
Instructor: Eric Kazmirek

SLR201: Canon Digital SLRs

This class is geared toward those who own or use Canon digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered November 21, 2006 7PM
Instructor: Eric Kazmirek

SLR202: Nikon Digital SLRs

This class is geared toward those who own or use Nikon digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered October 17, 2006 7PM
Instructor: Eric Kazmirek

SLR203: Pentax Digital SLRs

This class is geared toward those who own or use Pentax digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered October 25, 2006 7PM
Instructor: Bret Harmen

SLR204: Olympus Digital SLRs

This class is geared toward those who own or use Olympus digital SLRs. Please bring your camera to this class so you can have an interactive and hands-on learning experience.

Offered November 28, 2006 7PM
Instructor: Eric Kazmirek

SPE300: Sports Photography

This photo seminar will address how to take pictures of your son, daughter, or whoever playing sports. Topics will include framing, lens choice, film speed, panning, and others. Bring a selection of your sports photos as we will use individual case studies to demonstrate a variety of techniques.

Offered September 27, 2006 7PM
Instructors: Bret Harmen/Eric Kazmirek

IMG101: Adobe Photoshop Elements - Basic

This is our introductory class to using Adobe Photoshop Elements. If you consider yourself fairly proficient with the program, this class is not for you. This is geared toward those who have little or no experience, but would like to extend their capabilities with digital photography.

Offered November 15, 2006 7PM
Instructor: Adrienne Barr