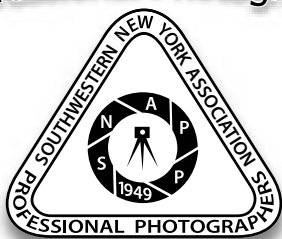




Southwestern New York
 Association Of Professional
 Photographers
 Olen Seidler, Treasurer
 37007 Lake Road
 Union City, PA 16438

Southwestern New York Association
 of Professional Photographers



**Talent Exchange Program
 &
 Print Competition
 Sunday
 September 18, 2011**



**Presenting
 Program Speaker
 Seth Garcia**

Join Seth Garcia, award winning and published photographer for a day of learning.

The Power of Light: Free yourself and have more control shooting morning, noon or night regardless of the natural or artificial light conditions, properly exposing your subject as well as your backgrounds.

The Power of Photoshop: Today, digital processing skills are essential to every photographer. Increase the value and profitability of your work, learn the power of Adobe Photoshop the number one photo editing tool on the planet and unleash your creativity.

Program Schedule

- 8:30 AM Registration and Print Entry
 - 9:00 AM Seth Garcia's Program
(The Power of Light)
 - 11:30 AM Print Judging and Trade Show
 - 1:00 AM Lunch
 - 2:00 PM Seth Garcia's Program
(The Power of Photoshop)
 - 4:00 PM Print Critique
- Banquet and Awards Presentation

Event Location



Robert H. Jackson Center
 305 East Fourth St.
 Jamestown, NY 14071
 Please use the
 Prendergast St. entrance

Overnight Accommodations

If you wish to come in the day before contact the Clarion Suites Hotel and Conference Center. When booking a reservation tell them its for SNAPP, as we have a block of rooms for \$65.00 a night. Also join us in our *Hospitality Suite room* Saturday evening (please call Olen and let him know if you will be there so he can have refreshments available).

Clarion Suites Hotel and Conference Center
 150 West Fourth St.
 Jamestown, NY 14701
 716-664-3400

Print Competition Rules

- Eligibility:** Any individual, professional photographer who is a member of PPA, PP of PA, PPSNYS or PPO may enter.
 - Entries Allowed:** A total of four (4) entries are allowed in any three (3) categories. Total entries in all categories cannot exceed four (4) prints per individual.
 - Categories:** P-Portrait, W-Wedding/Candid, I-Illustrated
 - Mounting:** All entries must be permanently mounted on 16 x 20 artboards. Entry must meet all PPA standards. Minimum thickness 1/8" and maximum thickness 1/4".
 - No two photographs shall be of the same subject, model, etc. Photographs previously entered in PPA, PPO, PP of PA or PPSNYS competitions are not eligible and will be disqualified.
 - Entrants must have created, composed, and made original exposures. The processing, printing, and special effects must have been done by the entrant or under entrants direction.
 - Name, Address, print title, and category MUST be printed on the reverse of the print with an arrow designating the top of the print.
 - Individuals must be present to enter their own case for the prints to be judged and be eligible for awards.
 - SNAPP Members**
 Print case and 1 Folio and 1 Wedding album **\$10.00**
 - National/PPSNYS/PPA**
 Print case only 4 Prints or less **\$10.00**
 - National PPA standards and rules are to be followed. TEP Print Chairman and Judges decisions will be final.
- Plaques for Best of Class, Best of Show, as well as Masters Exhibit will be awarded.

SNAPP Wedding Album Competition

- Only SNAPP members whose dues are paid are eligible. One entry per member.
- Albums must be registered before the first scheduled program and must be delivered by the maker.
- No album may be entered more than one time.
- Albums cannot be removed from the display room.
- All prints must pertain to a single event

SNAPP Folio Competition

- Only SNAPP members whose dues are paid are eligible.
- Eight (8) prints in a folio judged as one body of work. No montages allowed, single prints only.
- Artwork is defined by blemish removal and minor facial touch up, as well as eye glass glare. Folios are meant to be judged on technical merit, not on image enhancement. Black and white conversions are allowed.

Seth Garcia

Award-winning published photographer Seth Garcia was born in Washington, D.C. and grew up in Huntsville, Alabama. He currently resides in Jefferson City, Missouri.

After a 30-year career as a technical specialist in the office machine business, Seth is now a full-time photographer. He shoots high-resolution digital images for weddings, corporate events, photojournalism, and commercial and fashion clients. He is highly proficient in Photoshop.

Seth's work has appeared in numerous international, national and local publications and magazines, and on billboards, websites, posters and CD covers. His portfolio includes work for Maxim. Com, Fox Sports, Scout.Com, Kansas City Chiefs, The Sierra Club, NFL Warpaint Illustrated magazine, Ebony, Newsweek, and numerous other publications. A licensed pilot, Seth also does aerial photography.

Seth hosts his own Power-of-Light Photography Workshops in which he presents valuable tips and tricks on lighting techniques and Adobe Photoshop.

Learn the secrets of lighting and composition, as well as how to see natural light and use your own lighting in advanced lighting techniques in ANY location regardless of lighting conditions.

Power-of-Light

- * The beauty of natural light: Learn how to see and effectively use naturally occurring light
- * Natural light and Artificial light: Free yourself and have more control shooting morning, noon or night regardless of natural light conditions
- * Studio lighting: Learn how to use soft boxes, octo-boxes, umbrellas, beauty dishes, ring lights, Snoots, flags, gobos and grids; set up and balance several lights; shoot with seamless, muslin or no backdrops at all



* Composition: Learn how your brain sees things

- Hands, arms, legs
- Lines? What lines?
- Working with the model or muse

* Equipment & portability

- What is the relationship between f-stop, ISO and speed?
- Never leave home without it...

Today, digital processing skills are essential to every photographer. Increase the value and profitability of your work. Learn the power of Adobe Photoshop, the number-one photo editing tool on the planet, and unleash your creativity.

Power-of-Photoshop

Digital projector topics:

Digital workflow from download to archive, raw files, jpegs.

Skin, face, hair and eye retouching

Working with unwanted shadows, and high-lights

The beauty and vibrancy of color, cross color processing

Always a classic: B/W and tinting

All those wonderful tools: clone, history, liquefy, etc.

Noise, sharpening, curves, contrast, hue and saturation

Consistency & productivity: the Photoshop action

What are plug-ins?

Camera raw presets



SNAPP TEP REGISTRATION FORM

SUNDAY SEPTEMBER 18, 2011

You Must Return this form with your check payable to SNAPP before Aug 18, 2011.

If your registration is not postmarked by Aug 18th, Registration will be \$79

Please fill out your member information below:

First Name ↪

Last Name ↪

Address ↪

City/State/Zip ↪

Phone ↪

Email Required – PLEASE PRINT CLEARLY ↪

Name of Guest /Spouse ↪

SNAPP Members; \$65

Members PPA, PPSNYS, PPO: \$65

Non-members: \$75

The first 20 registrants get VIP status which includes preferred seating at the program and seats at the President's and Speaker's tables. 2 of the VIP's will be chosen at random and win an image review with Seth Garcia! (winners will be notified by email so they have time to collect their images to discuss with Seth).

Registration fees include the all day program, Continental Breakfast, Lunch and Dinner Banquet.

Mail registration forms to:

Olen Seidler, Treasurer

37007 Lake Road

Union City, PA 16438

Phone: 814-694-2008