

# IPPG Guildlines

## Officers and Directors

2007

### President

**Rich Walton**  
317-844-4032

### 1<sup>st</sup> Vice President

**Ed Stewart**  
317-698-6979

### 2<sup>nd</sup> Vice President

**Scott Crosby**  
317-837-8100

### Recording Secretary

**Nancy Bailey**  
765-643-2500

### Treasurer

**Norm Dingle**  
317-861-9047

### Membership Secretary

**Chris Legg**  
317-570-4575

### Registration Director

**Christy Marks**  
765-477-2153

### Immediate Past President

**Sarah Bradley**  
317-566-1699

## Indianapolis Professional Photographers Guild

### Jim Chagares



Back by popular demand, Jim has once again agreed to share with us his Photoshop techniques with our group. If you missed him last year, now is your chance to learn more from the master himself.

Jim's program is designed for Photoshop users with a working knowledge of Photoshop who want to keep up to the speed on the newest features and techniques. His program will be filled with the latest insider tips that will help you edit images with expert results.

Jim has set the standards of excellence set forth by the Professional Photographers of America. He has earned degrees in *Master of Photography*, *Photographic Craftsman* and *Certified Professional Photographers* in recognition of superior photographic competence demonstrated through success in photographic competition, advanced education, and service to the profession and teaching. Jim has also earned the *Master of Electronic Imaging* degree.

Visit <http://www.chagaresphotography.com> to view more of Jim's work.

## A Message from the President: Rich Walton

### Sweet Water with a Twist

The 20<sup>th</sup> Century saw huge technological innovations in mechanization on the farms of America, which nearly eliminated the small farmer. The capital required to purchase combines and other sophisticated and expensive technology was too much for the small farmer to come up with, whereas the large farm was able to justify the purchase of this technology due to economies of scale. The efficiencies created with this new technology allowed the large farms to produce grains at much lower costs than the small farmer could, so most of the small farmers sold out to the larger producers and went on to do other things.

It is amazing to see where technology has taken our profession over the past three or four years! Who could have predicted that my \$15,000 worth of Bronica gear, accumulated over a period of twenty years, would become nearly worthless almost overnight? Or that we could experiment to our hearts' content, creating images and perfecting imaging techniques without having to buy a roll of film or print a single photograph? Or that my new competition in wedding photography would be someone with a Canon Rebel, zoom lens and a 580 flash slung over their shoulder that cost less than one-tenth the amount I had invested in my film cameras? Unlike the farmers of the past century we are not as likely to be replaced by large corporations that can support high levels of capitalization, as much as by new entrants into the market attracted by the lower costs of capitalization in the digital photography industry, though we can expect the large corporations to continue to take some of the market. Clearly, then, digital imaging technology has been a double-edged sword for me and most photographers: inexpensive

## Reminders

### This Month's Meeting

Tuesday, January 9  
Indianapolis Marriott  
Shadeland & I-465

**Social Hour begins  
@ 6:00 p.m.**

### Video Library

If you have checked out videos, please remember to bring them to the meeting. Also if you would like to donate Videos or DVD's to the Guild, please contact

Ed Stewart

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We're on the Web!

See us at:

**IPPGonline.com**

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### Pending Members

None

### Sustaining Firms

- *Art Leather*
- *E-studio resources*
- *Jack's Camera Shop*
- *Nettle Creek Color Systems*

**Thank you for your continued support!**

experimentation along with cameras that are automated to do things only the trained professional could do in the past (such as balanced fill flash and focusing and exposing in low light, for example) has made professional and amateur photographers both better! I have never offered a better product than I am offering now, yet I am having more trouble selling weddings than ever before! The trends of the past few years are likely to continue into the near future so we will all need to be at the top of our game if we are to survive and thrive!

On a recent cruise vacation I was pondering the changes that digital technology has brought to our profession. Our forefathers in this profession moved boldly into the world of photography in the 19<sup>th</sup> century. Considering that they had to create new boxes, glass, mechanical shutters and a whole new system of chemistry with limited educational systems, these ground-breaking individuals did a marvelous job of bringing an entirely new form of art to the world. The initial photographic systems were necessarily crude and the product was not too good in contemporary terms, but it was the only game in town unless one wanted to commission an artist to do their portrait. Photography was rare, which created scarcity, high demand and high prices. From my place on the cruise ship it was like these photographers were selling fresh water to people on a ship in the middle of the ocean. The water was not very good, but it was drinkable and much better than the salt water all around them.

Today, with imaging being ever-present: on television, in newspapers and magazines, on the internet, with decent six-mega pixel cameras available for a few hundred dollars and with hundreds or thousands of images on the home computer or hard drives, we are at extreme risk of the work we do being significantly diluted by the omnipresent nature of imaging. The law of supply and demand states that anything that becomes too prevalent will necessarily become less valuable over a period of time. Our problem, then, is that unlike our forefathers, we are trying to sell fresh water in the middle of a lake, not the ocean. Now lake water may not taste good and it might make you sick, but in most cases it will keep you alive. So, in order for people to want the water we sell our water must be very sweet indeed or else folks will just drink it from the lake because it is there and it is nearly free!

So, how do we make our water sweet? In my opinion it is through photographic education and innovation like I have received from my mentors here at IPPG. Hopefully, I am learning enough to make the water I sell sweet enough that folks will continue to buy it, even though water is now available almost everywhere at little or no cost.

All I have to do, then, is learn enough to create wonderful images and my problems will be solved – right? Well, not exactly, but it will help that's for sure! This is where the twist comes in. The problem is that people are born with the knowledge of what good water tastes like; they are not necessarily born with the knowledge of what a good image looks like. They might think that it is a high-resolution CD of their wedding images for \$500 so they can put the money that they save on wedding photography into an open bar. Probably, though, they are buying water that will make them sick, but they may not realize it for a few years... So our task, the way I see it, is to educate ourselves to the point where we are creating sweet water and then go about educating our market about what sweet water really tastes like so that they will want to buy only the sweet water we offer. Put another way, the great images we produce will not do anybody any good if folks think that bad images are acceptable. If we fail in this endeavor, our businesses and this wonderful profession could drown in a sea of mediocrity and we simply cannot allow this to happen. We do not want to become the small farmers of the 21st Century.

Education provides us with a means to offer value to our customers, as well as to be innovative and creative. The images that will be in demand tomorrow have not even been created yet. I believe that learning to create wonderful images and educating our customers on the value of the images we produce is our task this year at IPPG. I look forward to the challenge of helping to make this happen for all of us in 2007.

I wish each of you a happy and enjoyable Holiday Season. See you in January!

Best regards,  
Rich Walton