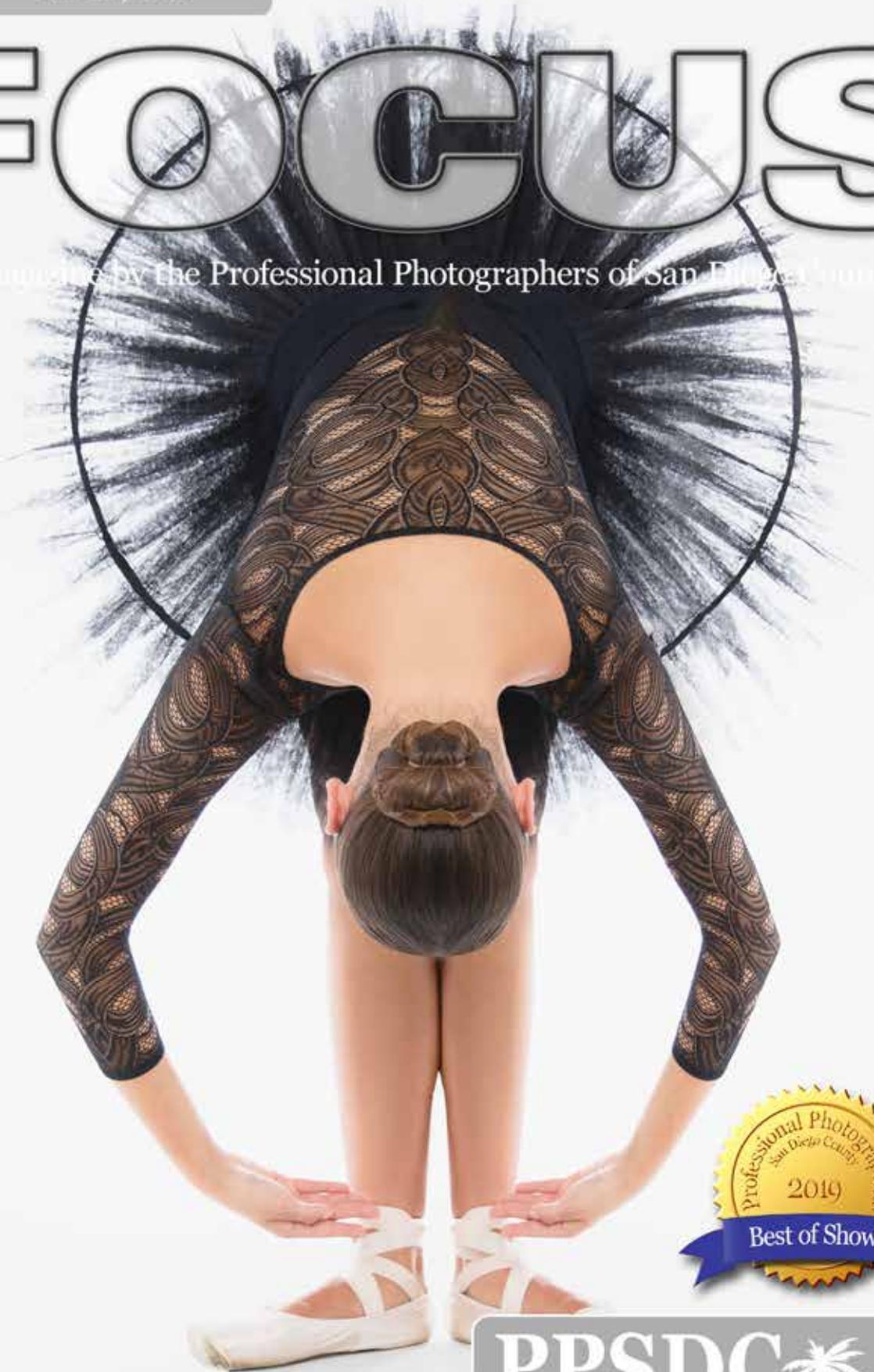


January 2020

# FOCUS

curated by the Professional Photographers of San Diego County



*Circle of Gratitude*  
by Monique Hoppe

**PPSDC**   
Professional Photographers of San Diego County

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

# Code of Ethics

- 1 Observe the highest standard of honesty in all my transactions, avoiding the use of false, confusing, inaccurate and misleading terms, descriptions and claims.
- 2 At all times endeavor to produce photographs of a quality equal or superior to the samples I display; to apply my best efforts towards providing the best possible photographic services and to play my part in raising the general standard of photographic craftsmanship.
- 3 Show a friendly spirit of cooperation to my fellow professional photographers and assist them whenever possible should they be in trouble or difficulty.
- 4 At all times avoid the use of unfair competitive practices and hereby subscribe to the Federal Trade Commission Rules of Fair Competitive Practices for the professional photographic industry.
- 5 Assist my fellow professional photographers and share my knowledge with them and encourage them individually and collectively to achieve and maintain the highest standards of quality.
- 6 Recognize the authority of the Association in all matters relating to the interpretation of this code.

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Monthly Meeting:  
 Ramada Hotel & Conference Center  
 5550 Kearny Mesa Rd, SD 92111  
 6:30 PM - 2nd Tuesday <http://www.ppsdc.com>  
 Check our site to confirm.

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### President's Message

Happy New Year! Are you ready for the new year, not to mention a new decade!? What are your goals this year? One way to prepare is to create a vision board. A good vision board should be one that you see on a daily basis. Creating an actual tangible board is more effective than a digital board, but anything is better than nothing. Why does a vision board work? Well, for one, what you focus on expands. Your mind has tremendous power and the power of visualization is huge. Professional athletes use it all the time when competing and training. Visualizing doing an activity and how you feel when doing it improves performance every time.

So, what should be on your board? First off, you want to add images of things you want to have, but secondly and more importantly, you want to add images and text of how you want to feel. It could apply to your career, your relationships, finances, or your personal growth. You could make a separate board for each area of your life but having one clear vision for all areas is usually just as effective.

So, get out some poster board or a decorative cork board and start gathering images, text, and items of things that motivate you, inspire you, and give you the feelings you want to have every day. I believe if you do this, and focus on these things by seeing them everyday, you will achieve more than you thought possible.

As always, PPSDC is here for your educational photography and business growth, as well as a place to build relationships with fellow creatives in the field. We have a diverse group of members and we welcome photographers at all levels who want to expand their knowledge and be the best they can be.

Let us know how we can help you get there!  
 Cheers to an amazing year ahead!

Janet Bark, CPP  
 President PPSDC 2019/20





Canon 5D Mark IV  
F2.8 1/200 ISO 160  
24-70 @ 39mm

**Circle of Gratitude**

*By Monique Hoppe*

I had a session with a local San Diego ballet dancer. At the beginning of her session, we went through her wardrobe, I fell in love with this black circle tulle skirt. I got inspired and this image was my 2<sup>nd</sup> or 3<sup>rd</sup> shot.

This image is backlit with (2) Godox AD400 + silver dish against savage white seamless paper. The dancer was approximately 10ft away from the backdrop. I had two white V-flats in front of her, to even the light around her.

For post-processing I brought the image into Lightroom for basic global edits, then into Photoshop for the details. I did frequency separation for her skin, liquify to make the left and right side identical, cloned some parts of the skirt - other than that, it was pretty much captured like this in camera. •



**BEST-IN-CHILDREN**

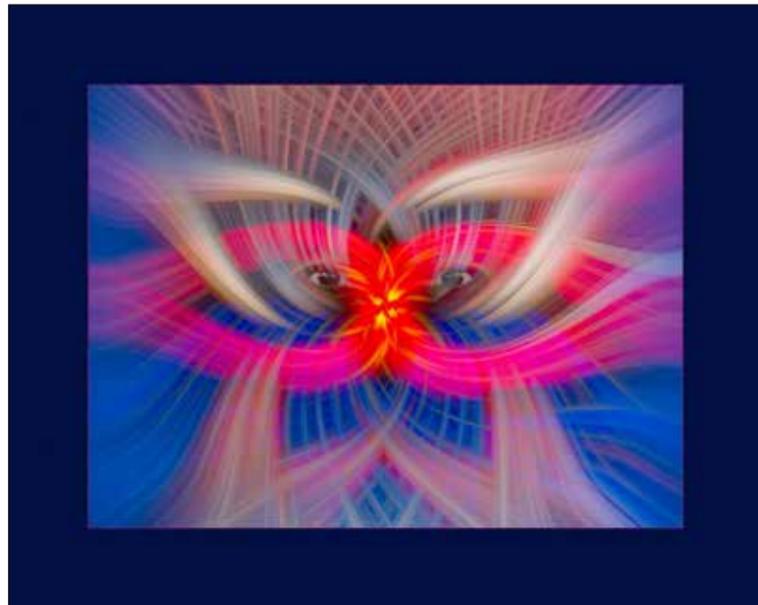
*Boden  
- Yaneck Wasiek*



**BEST-IN-COMMERCIAL**

*Big Dog  
- Ken Hofheinz*

**BEST-IN-CATEGORY**



**BEST-IN-DIGITAL-IMAGING**

*Masquerade*  
- Lois Fong-Sakai



**BEST-IN-NATURE**  
*Stained Glass Window to the Center of the Earth*  
- Daniel Clouser



Mac to PC conversion  
opt = alt    cmd = ctrl

**Photoshop 2020**

*By Ken Hofheinz*

Well I finally drank the cool-aid. Actually a year ago I went with Adobe's subscription. So I am slowly finding all the cool stuff that didn't make the big head lines. This was probably a big deal in 2016, but if you don't do Liquify and heavy corrections you might have missed this.

We are going to give someone a little smile. I would normally swap faces or heads but this is so easy that I thought I would make you aware that it is there.

Here we have a pretty girl that at this particular moment was not smiling and of course it was the best shot of mom and dad. So what to do? We don't need a big toothy grin to save it. Just not a grimace. So go to the Liquify filter, select her face and now play with the sliders. Remember that people smile with their eyes as well, so you need to enlarge the height of the eyes as well.

That's it. Go play, but make sure not to go to far with it. Liquify and warp can get out of hand real fast. This young lady would not appreciate looking like the late Micheal Jackson. •

*Before*



*After*



*Don't go crazy. Unless you wish to do impersonations.*

**BEST-IN-CATEGORY**

**BEST-IN-PETS**  
*The Mighty Brando*  
- Michelle Pennings

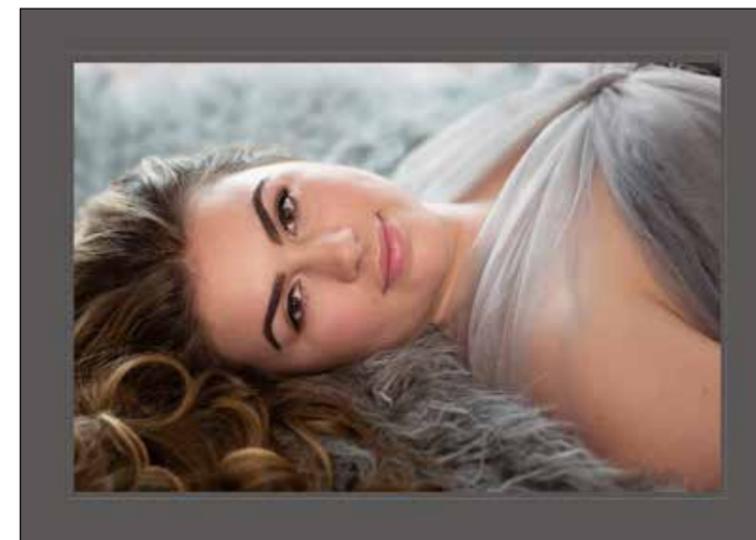


**BEST-IN-CATEGORY**

**BEST-IN-PORTRAITS**  
*Antoine*  
- Janet Bark



**BEST-IN-PHOTOJOURNALISM**  
*Minimalist Halloween Costumes*  
- Lois Fong-Sakai



**BEST-IN-SENIOR**  
*Natural Glow*  
- Melanie Robertson

**BEST-IN-CATEGORY**

**BEST-IN-WEDDING**  
*In Our Own World*  
- Antoine Didienne



**MERIT AWARDS**

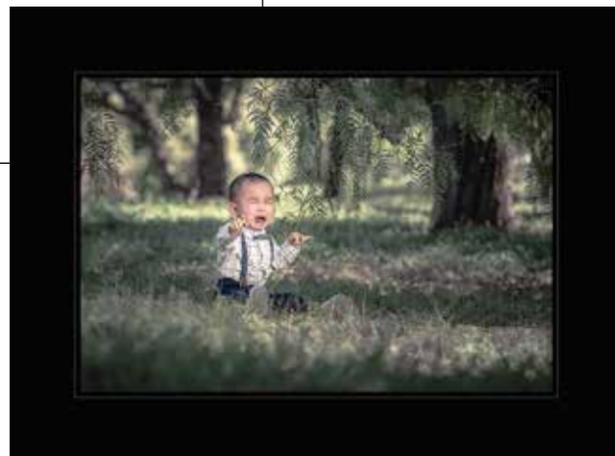
**CHILDREN**



↳ *Lets be Clear I am Little Miss Charlotte NOT Miss Muffet*  
- Michelle Pennings



↳ *Snuggle Bug*  
- Therese Ruffner



*Don't You Dare Leave Me Here* —  
- Thuan Ton

**MERIT AWARDS**

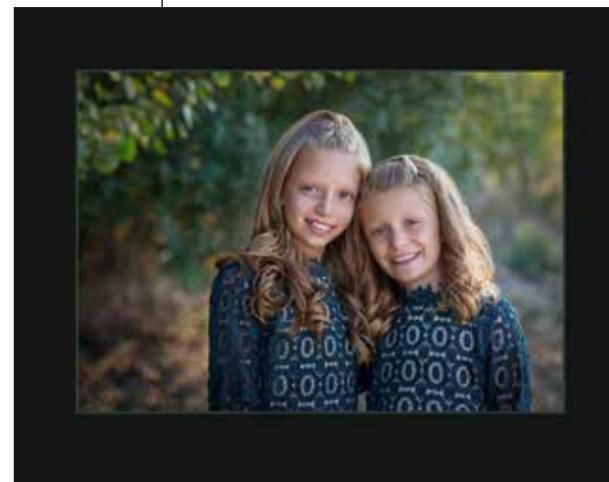
**CHILDREN**



↳ *Mommas 4 and Done*  
- Therese Ruffner



↳ *Beauty's First Struggles*  
- Yaneck Wasiek



↳ *Sisters*  
- Janet Bark



*She Loves to Twirl In the Garden*  
- Cindie Wolf

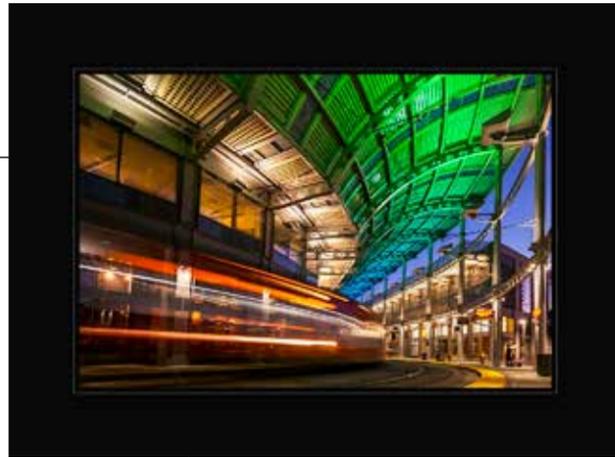


*Little Miss Society*  
- Cindie Wolf

**MERIT AWARDS**

**COMMERCIAL**

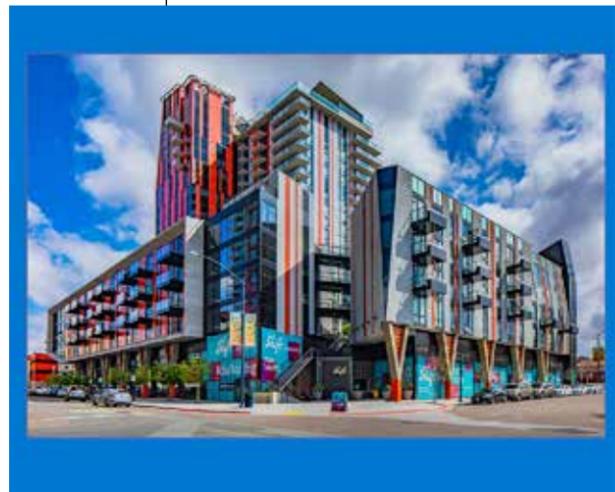
*The Trolley* —  
- Thuan Ton



— *The Louisiana*  
- Oliver Asis



*Shift Apartments* —  
- Oliver Asis



— *Reflections on History*  
- Daniel Clouser



**MERIT AWARDS**

**DIGITAL**

— *Mother Nature*  
- Svetlana Aleynikova



*F-35B Sunset*  
- Morgan Maiani



— *Jim's Big Dog*  
- Ken Hofheinz



**MERIT AWARDS**

**ILLUSTRATIVE**

*A Study of Beauty –  
- Janet Bark*



↳ *Dance of the Painted Ballerina –  
- Michelle Pennings*



↳ *Blue Moonlight –  
- Willie Sakai*



↳ *Falling For Your Love –  
- Kip Cothran*

*Upstairs Downstairs –  
at the Rookery –  
- Jim Tomcik*



**MERIT AWARDS**

**ILLUSTRATIVE**

– *Grandpa What Does it Say –  
- Nancy Hazen*



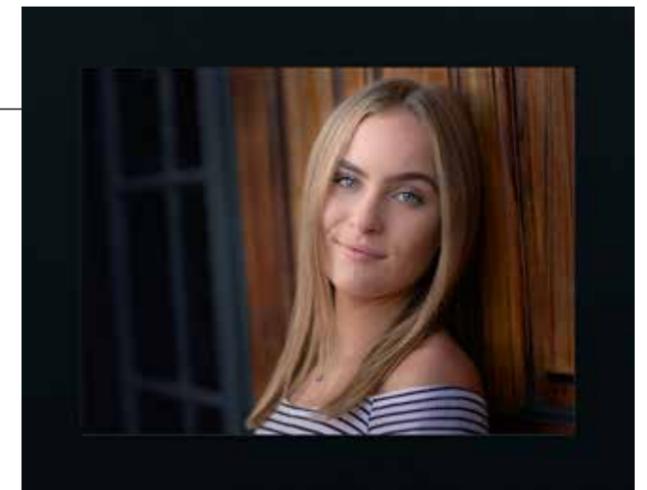
*Pawely Island Sunset –  
- Ken Hofheinz*



– *Spring Enters Grand Teton Like a Lion –  
- Daniel Clouser*

**SENIOR**

*Serena –  
- Willie Sakai*



**MERIT AWARDS**

*Morning Lines Drawn In The Sand –  
- Kip Cothran*



**NATURE/LANDSCAPE**

*– Brown Pelican Gliding  
- Stephen Hough*



*A Walk on the Wild Side –  
- Willie Sakai*



*Standing Watch Until the Break of Dawn –  
- Kip Cothran*



**MERIT AWARDS**

**ILLUSTRATIVE**

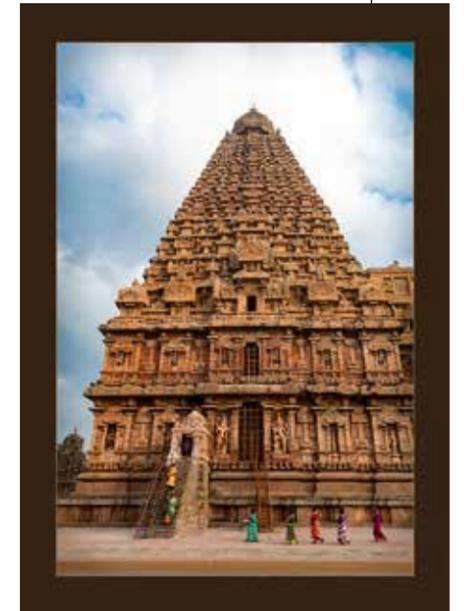
*– F-86 F-16 Heritage Flight  
- Morgan Maiani*



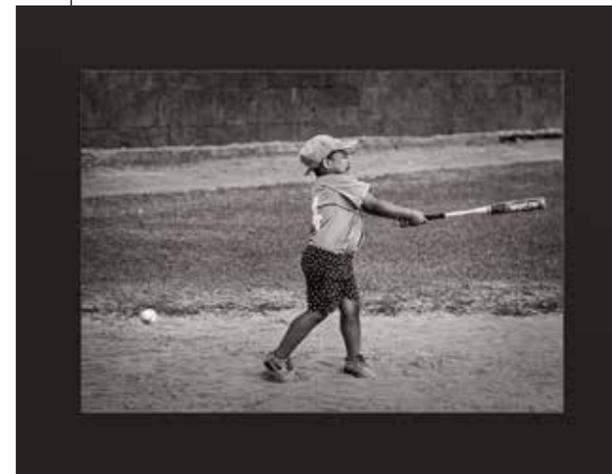
*– Wipe Out  
- Kip Cothran*



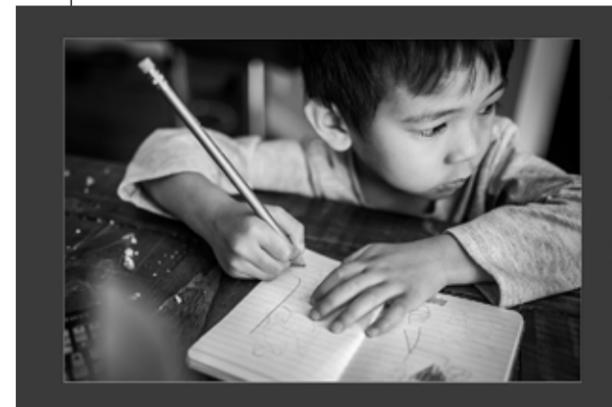
*Morning Rituals  
- Jim Tomcik*



*– You Only Get Three Strikes  
- Willie Sakai*



*– Putting Down My Thoughts  
- Antoine Didienne*



**MERIT AWARDS**

**PHOTOJOURNALISM**

*A Joyful Chance Encounter —  
- Daniel Clouser*



*— Oops Cut It Too Close  
- Lois Fong Sakai*



*Jasmine —  
- Yaneck Wasiek*



**PORTRAIT**



*— Santa Needs a Headshot Too  
- Thuan Ton*

*— Raven  
- Monique Hoppe*

**Making Simple Changes to Help You Focus:  
Tips for Choosing Your Word for 2020**

*By Cindie Wolf*



It's really powerful to sit down and review where you are in business and life, then take a day or two setting goals for the upcoming year. Often times I ask myself one question: "With the time that I have left, what do I want to accomplish"? Choosing my One Word for the new year is always at the top. My motivational word. This sets the tone and acts as a "light" to stay on track. If I don't do this, I find myself scattered, chasing after other good things out there that are not what I want long term.

So how do you find your one word? Here are a few easy steps:

**Step 1: Reflect**

The first place to start is to grab a piece of paper and make a two-column list. Title one side: "Did Well" and the other side "Do Better". Then list in each column the answers to the headings, looking at your life and business over the past year.

Continue reflecting on the past year and ask yourself these questions, writing down what comes to mind: *What could I use more of in my life? What could I use less of in my life? What characteristics would I like to have? By the end of the day, I feel (fill in the blank). How do I want to feel?*

This will help you have a better sense of the direction you are desiring, and help you understand what might be lacking in your life.

**Step 2: Visualize**

What would the perfect day feel like? Think about your daily routine and how you feel at work or through-out the day, including when you go to bed. The key word here is "Feeling". Find a couple of hours in silence where you can think, asking yourself where you want to focus for the upcoming year "2020".

**Step 3: Create a list**

Spend 15 minutes creating a list of words that come to mind. Don't over think it, but what words make you feel? There is a list below to help you get going. Feel free to use this list on page 21 or create your own.

*Continued on page 21*

**I UNDERSTAND  
[SMALL BUSINESS]  
BECAUSE I AM ONE.**



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**MERIT AWARDS**

*Behind the Red Door –  
- Marlisys Hirako*

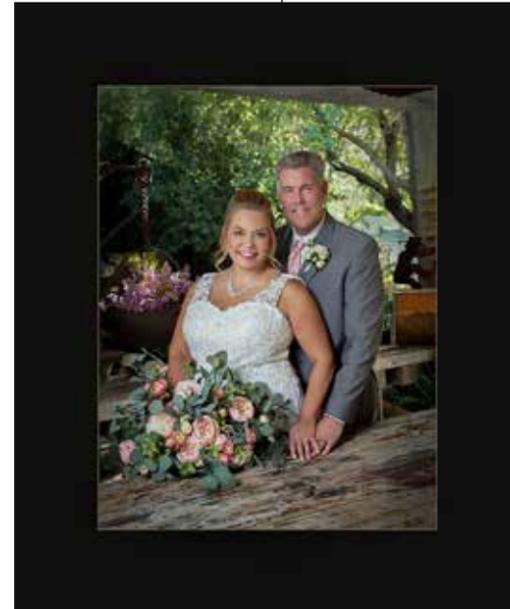


**WEDDING**



*– Chris & Ashley  
- Marlisys Hirako*

*It's About Time –  
- Janet Bark*



*– The Abbey  
- Marlisys Hirako*

*Continued from page 19*

**Making Simple Changes to Help You Focus:  
Tips for Choosing Your Word for 2020**

**WORD OF THE YEAR: 2020**

GRACE	LEAD	IMAGINE
GROW	DISCIPLINE	BRAVE
STAND	BALANCE	CONFIDENCE
CALM	JOY	EXPLORE
GENEROUS	YES OR NO	FORGIVE
GRATEFUL	INTEGRITY	MINDFUL
CREATIVE	DREAM	CONQUOR
HOPE	SIMPLIFY	LOVE
WELLNESS	COMMIT	CONTENT
AWARE	ABUNDANCE	HUMILITY
STRONG	MAGICAL	GATHER
FEARLESS	ABIDE	PATIENCE
RELIABLE	CAPABLE	CREATIVE
SURRENDER	EMBRACE	INTENTIONAL
BELIEVE	CONNECT	FOCUS

**Step 4: Review & Refine**

Review your list and narrow down your favorites. Circle at least 3-4 words and look up the meanings. You may see a theme going on between the words you circled. Choose words that jump out at you. Do any of these words make you feel excited, uncomfortable, or at ease? Sometimes the words that scare us the most can mean we are on the right track because change isn't easy. Choosing that one word can also bring about peace, focus and empowerment. As you "feel" the words, think about what emotion you feel.

Of those 3-4 words, which one can you not throw away? When you find that one word, you'll know where your focus will be.

**Step 5: Are you in?**

Now write out your word in large letters and put it everywhere you will see it every day.

Are you all in? If you commit yourself, you'll do whatever it takes to implement that word and bring more of it into your life. Now start planning your year! •

*Creative*

**Disciplined**

*Explore*

**GROW**

## The Christmas Party Was a Lot of Fun

If you didn't make it this year, you should really try to make it next year. We kicked back and just had a good time. These are the times you get to know your fellow photographers.

We had a pretty good turn out. Some new and some old. You decide which category you fit in. We had a surprise visit, all the way from Florida, Roxy. We miss you.

We look forward to this New Year and all it has in store for PPSDC and you being a part of it.

One of the highlights of the evening is our gift exchange. If you wanted to participate you brought one of your images printed and ready to hang. But of course there is a twist, the opportunity to steal the one you want.



So exciting!

Yeah!!



What?



Some enjoyed stealing more than others.

I believe Janet picked 4 presents before she got to keep one.



What's so funny?



Oh - that is funny.



Picked the Naughty gift.



He got it!



Thank you Morgan for capturing the fun.

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Xpozer



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Wood Prints

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