



PPABC - ZONE ONE

OCTOBER
2004

Zone Meeting - Monday, October 25 “Frances Litman—MPA”

“Profit from your Passion”

In a rut, want to earn more, move from being a part-time shooter to a full-time professional photographer?

If so, Victoria’s busiest Master photographer, Frances Litman, has some advice to share with you.

This motivational presentation helps takes some of the mystery out of pricing while offering plenty of tips to doing business better.

(see page two for Frances Litman’s bio)



Calendar of Events

for a more comprehensive calendar, including links to flyers etc., be sure to visit www.ppabc.com

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| October 25 | <i>Zone One Meeting—Frances Litman, MPA “Profit from your Passion”</i> |
| November 29 | <i>Zone One Meeting—Kent Wong, CPA, SPA, F/PPABC, B.Sc</i> This meeting will be the final meeting of the year and will include our Christmas Banquet, plus Zone One Elections. Thinking of Running for a position? Contact Rob Krochenski. |

Your Zone One Committee for 2004

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|----------------------|--|--------------|----------------------------|
| Chairman | Rob Krochenski | 604-535-1666 | gallerycreations@telus.net |
| Vice Chairman | Christopher M. Johnson - MPA, F/PPABC | 604-599-0369 | vicechair@cmjphoto.com |
| Treasurer | Tamara Roberts | 604-990-4301 | focusyou@tamararoberts.com |
| Coordinator | Sharon Murphy-Brownrigg | 604-735-7995 | smurphyb@shaw.ca |
| Secretary | Helen Svisdahl - CPA | 604-870-0355 | helenjoy@shaw.ca |



Zone Meeting - Monday, October 25

“Passion from your Profit” *Frances Litman—MPA*

Frances Litman is an award-winning photographer with 12 years of experience and a reputation for providing excellent quality imagery, originality and service. She has won Best Wedding Album in both BC and Canada, received three Kodak Gallery Awards, been recognized with Fuji Masterpiece Awards and been a recipient of numerous honours, including Best Child Portrait, Best Wedding Portrait, Best Unclassified Image, Best Fashion Image and Best Group Photo.

Her candid, photojournalistic approach comes naturally as she dove into the professional photography field from a daily newspaper background where she had worked for more than 12 years in the editorial department.

As the Special Sections Editor responsible for an entire feature on any given subject, Frances was in the position to not only write, but find imagery suitable for the publication. Her desire to supplement her stories with her own imagery, as well as provide images to editors purchasing her freelance writing, created a need and desire for Frances to learn more about photography.

As she was free to set her own hours, Frances chose to burn the midnight oil and work evenings at the newspaper, so that she could attend a full-time, intensive photography program at a private facility. When she graduated 10 months later, her biggest fear, which had been photographing people, became her greatest love and the rest is history. Her portfolio won the school's top awards and garnered the attention of the media and art community.

"I quickly realized that if a photograph could say it all for me, why would I want to slow my energy down and try to find the words to write it?," she says. Within two years of acquiring her new found camera skills, Frances took the plunge and left her well-paying, secure job to open her own studio full-time and hasn't looked back since.

Her charismatic and free-flowing journalistic approach was well-received by all the competitions she entered. Little did she know, but she was breaking new ground. "When I joined the Professional Photographer's Association I kept it a secret that I used 35mm cameras because I was truly afraid they wouldn't consider me a professional as everyone else used medium format. When it came up in a seminar by another photographer that I used 35mm with excellent results, I almost fainted from the feeling of being exposed as some sort of phony. It's amazing how much this industry has changed in the last 14 years," she says.

For further information visit Frances Litman's website at www.franceslitman.com or call 250-383-0206



*Where?
When?
How
Much?...*

October 25, 2004 7:00pm (doors open at 6:30)

Members \$10 Students \$5 Non members \$20

Tickets available at the door

For information call Rob Krochenski 604-535-1666 or Chris Johnson 604-599-0369

Inn at Westminster Quay

900 Quayside, New Westminster

A short walk from the New Westminster Sky Train Station. Plenty of cheap parking in the hotel underground