



# FORUM

American Society of Media Photographers  
San Diego Quarterly Magazine | October 2010



**GENERAL MEMBER PROFILE:  
FRANK ROGOZIENSKI**

**NEW MEMBER PROFILE:  
DANIEL BRENNAN**

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# PRESIDENT'S MESSAGE

Dear Members and Friends,

Our Industry is Changing Fast!

Change...It is unavoidable, usually scary and almost always exciting. With the announcement of ASMP's new level of membership called Associate Plus, the leadership listserv has been a buzz. It's good, it's bad, it's this, and it's that. I think it will be a little of all these and time will tell if it's an overall plus for ASMP. The new level of membership comes with a \$300 price tag and one FAP portfolio. It is designed for the working professional photographer making less than 50% of their earned income from the licensing of their own photography.

Many good points were made regarding this change. One thing is certain, this industry is changing fast. Dozens of photographers are leaving the field and hundreds are joining. Somehow the idea that shooting for free as a good way to start your career has become popular with

If we are all "they", then what can each of us do to help him/herself? What can I do to help the industry? There is little to no policing of our organization. We pretty much do as we please - as members, and as leaders. The fact is we can only police ourselves for the good of our industry, our association and ourselves. The good news is, I think, there are some things we can do and agree on:

- List yourself on the FAP.
- List yourself for areas of specialty that you actually have an online body of work to support.
- Be vocal with your opinions.
- Be open and receptive to others opinions.

dp Bestflow was logistically a bit bumpy at City Colleges' new facilities, but a masterpiece as far as Jay Kinghorn's presentation. His choice of content and pace were perfect for the heady subject of digital workflow. Jay kept the audience engaged and presented a clear and complete picture of digital workflow standards

**It's too easy to neglect loading new images - it's another task on a long list of things that we need to do. But we really all need to do that.**

many new photographers. Is it? I don't know, but I don't think so and it is hurting our industry.

Gail Mooney said "A few years back I was complaining to someone I know in my town about something I didn't like. I said something like "they should do something...". And this person said, "who is they?" We are all "they". We all should be doing something. We all should be focusing on creating new and fresh work and uploading it to the FAP to make it stronger and more attractive to the buying community. And I include myself in that category. It's too easy to neglect loading new images - it's another task on a long list of things that we need to do. But we really all need to do that. This will ultimately be far more effective and positive than trying to keep things the same."

in the categories of good, better and best. What level do your clients and your business require? Log onto: <http://www.asmp.org/dpbestflow-seminars> to download the dp Bestflow handout and see for yourself.

October 23rd brought "A Day of Fine Art Photography" with Thomas Werner. This event promises to be a unique and amazing experience in the history of ASMP-SD programs. Please log on to [www.asmp-sd.org](http://www.asmp-sd.org) and read the description for our November event, "Speed Mentoring".

There is a rumor the infamous ASMP-SD Holiday Party will return to the home of Al Bruton. It has been requested by Al's neighbors that we keep our clothes on this year, or at least remain inside the premises...

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# PRESIDENT'S MESSAGE

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We will not be having a local event in January 2011 to promote attendance at SB3. (<http://asmp.org/content/strictly-business-3>) My experience at SB2 was the beginning of clearly seeing where I was at as a professional photographer, where I wanted to go and how to get there. It was also the beginning of my understanding of the

**I recommend SB3 to anyone looking to improve his or her chances of success as a professional photographer.**

leadership structure within our organization. I got to meet those leaders and be mentored by all who were ahead of me. In short, I became part of it. For all my strengths and weaknesses, I made the choice to become part of the solution, part of our future. I recommend SB3 to anyone looking to improve his or her chances of success as a professional photographer.

For all the advice I share or pass on I hold myself first and foremost accountable to the task. Together we are stronger.

Kind Regards,  
David Hartig  
*ASMP-SD President*

# GENERAL MEMBER PROFILE

## Frank Rogozienski

### *What brought you to photography?*

I've always loved photography, ever since I got my first Kodak Instamatic X-15 as a kid. The thing was sweet! Square format with the flashbulb cubes. I shot everyone and everything in my neighborhood with that workhorse. The prints I used to get from FedMart with the rounded edges are still fresh in my mind. From there I graduated to a Canon TX and then on to an AE-1. I was always the kid that took pictures.

After several years of spinning my wheels, trying to decide what to do with my life, I decided to go for what I had always loved to do, which was photography. I went through the photography program at San Diego City College, moved to New Orleans, opened my first studio in 1996, then moved back to San Diego in 2001 and have been back here since.

### *What are your favorite types of photography?*

Interesting question. I don't know that I have one particular favorite type of photography. When I was a student I devoured every image I could. I spent almost as much time in the library as I did in the darkroom. I loved to look at images and bodies of work. Still do actually. Henri Cartier Bresson was a huge early influence. I fancied myself the next great Street Photographer. Some other favorites when I was starting out were Ralph Eugene Meatyard, William Klein, Ralph Gibson, and Clarence John Laughlin. Robert Frank & Irving Penn continue to influence my work. Recent influences



have been Nadav Kander and the portraits of Dan Winters. Currently, I'm enjoying my evolution as a portrait photographer and I shoot a lot of landscapes, but not in the traditional sense. I'm both intrigued and intimidated by still-lives, so I anticipate there will be a still life project in my future.

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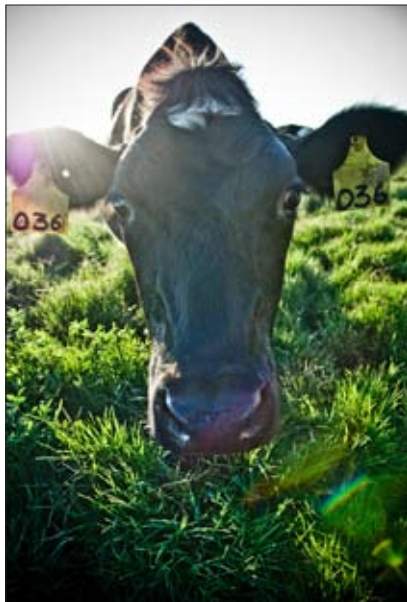
# GENERAL MEMBER PROFILE

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## *What do you do for inspiration in your art?*

I shoot a lot! For me, it's essential to shoot for myself on a regular basis. The projects keep me fresh and on my toes. In fact, in 2008, I shot a picture every day for my 366 | 08 project, which was later shown in it's entirety at Subtext Gallery. There's always a portrait, landscape, or some other series I'm working on. While in

New Orleans, I set up a backdrop on the street every Mardi Gras Day to shoot the drag queens and revelers. That project produced a gallery show every year over the course of 5 years. Currently I'm in the middle of a decade long project of the



American landscape and I'm continuing to develop several portrait series using my old YashicaMat 124G's.

And just as I did as a student, I look at a lot of images. I'm constantly checking out websites and blogs and ingesting images. I also try to incorporate other disciplines into my inspiration, be it painting, video, or prose.

## *What interests or hobbies would you like our readers to know about?*

I've got 2 sons that keep me running pretty good. Family is very important to me and I'm very proud of the boys my wife and I are raising.

I also love to coach youth sports. I've been coaching my boy's baseball and soccer teams for years. And I recently rediscovered soccer. This year I decided to start playing again myself. I can't get enough. It's my latest greatest passion outside of photography. I look forward to playing every week! Interestingly though, I do not see a soccer photo project on the horizon.

**To view more of Frank's work, visit [www.frankrogozienski.com](http://www.frankrogozienski.com).**



# UPCOMING LOCAL EVENTS

## MARK YOUR CALENDARS...

**November 16 Speed Mentoring** - Ray Street Studios, 6:30 pm

Join ASMP San Diego on November 16th as we present six photographic veterans for an enlightening evening of discovery. During this novel program, attendees will have an opportunity to sit down with successful experts in six fields of photography, including: Product photography, Architectural photography, Sports photography, Event photography, Photojournalism, and Corporate photography.

Rotate through each group in a “speed dating” format as you query them on their industry, and

get an insider’s view on each. Fascinated with one field in particular? Rotate back in for additional follow-up questions! Rather than listening to a single presentation, get input from professionals in a variety of specialties. Get your questions ready, and join us!

This program will be held on Tuesday, November 16. Check-in and social time will begin at 6:30pm with the program beginning promptly at 7:00pm. Ray Street Studios will host, 3436 Ray St, San Diego CA.

### Levels of Sponsorship - ASMP San Diego

#### **Diamond Sponsorship ~ \$2,000\***

- Ad banner on the ASMP-SD website. Ad banner is linked to the sponsor’s website and will appear on twice as many pages as a Platinum sponsor
- Full-page color advertisement in Forum Magazine, our online quarterly publication.
- Logo in monthly newsletter, clickable\*\*
- Advertorial content in Forum Magazine.\*\*\*
- Printed materials displayed at monthly events.
- Name and sponsorship level announced at monthly events.

#### **Platinum Sponsorship ~ \$1,500\***

- Ad banner on the ASMP-SD website. Ad banner is linked to the sponsors website and will appear on twice as many pages as a Gold sponsor
- Half page color advertisement in Forum Magazine, our online quarterly publication.
- Advertorial content in Forum Magazine.\*\*\*
- Printed materials displayed at monthly events.
- Name and sponsorship level announced at monthly events.

#### **Gold Sponsorship ~ \$1,000\***

- Ad banner on the ASMP-SD website. Ad banner is linked to the sponsors website.
- Half page color advertisement in Forum, our online quarterly publication.
- Advertorial content in Forum Magazine.\*\*\*
- Printed materials displayed at monthly events.
- Name and sponsorship level announced at monthly events.

#### **Silver Sponsorship ~ \$750**

- Ad banner on the ASMP-SD website. Ad banner is linked to the sponsors website.
- Quarter page color advertisement in Forum Magazine, our online quarterly publication.
- Printed materials displayed at monthly events.
- Name and sponsorship level announced at monthly events.

#### **Event Sponsorship ~ \$250-1,000**

- Promoted as the event sponsor at venue and in our two monthly emails to our entire mailing list. (Includes logo placement)
- Names and emails of attendees provided

\* Sponsor may select any ratio for the cash value plus 2x the remaining balance in goods and services. (I.e. Gold: \$1,000 cash, or \$500 cash and \$1,000 in G&S, or \$250 cash and \$1,500 in G&S, etc.)

\*\* Only offered to Diamond Sponsors.

\*\*\* Advertorial content needs to be approved by ASMP-SD.



# POPPIN' PIXELS: A SUNNIER SAN DIEGO

By Holly Kramer of Spitting Images  
[www.spittingimages.com](http://www.spittingimages.com)

It's no secret San Diego saw temperatures well below seasonal averages this past summer. We went from May Gray, right into June Gloom and continued with July No Sky. A thin layer of clouds covered most coastal and inland communities causing headaches for Architectural and Landscape Photographers. Because of this, I saw a huge increase from clients requesting pretty sunset skies instead of drab colorless tones.

Have no fear, Photoshop is here and with a few clicks you can save your not-so-sunny shot. To

apply a warm sunset or sunrise feeling, start with a bland image that is preferably backlit and add a Gradient Map. This will cause a simple, but odd effect. The Gradient Map converts your image to grayscale and then replaces the shades of gray with different colors chosen by you.

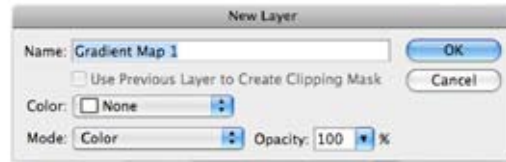
Let's start by holding down the Option key (Mac) or Alt key (Win) and choose Gradient Map from the Adjustment Layer pop-up menu at the bottom of the Layers panel. Set the Mode to Color and click OK. An Adjustment Layer will be placed over your image and the Gradient Map dialog box will appear in the Adjustments

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panel. Go to this dialog box and click in the middle of the gradient preview to edit the gradient. Try using a three-color gradient such as brown or black on the left, orange in the middle, and yellow on the right. If it is too colorful, just bring the Adjustment Layer's opacity down a notch.

Some tricks and tips: If you click on any color swatch in the Gradient Editor, you will bring up the color picker and be able to change the color. If you want to add a color swatch, just click below the gradient in the area that does not already have one. Need help choosing colors? While using the color picker, you can click on colors from any open sunset image you have from your files. Once you are happy with your Adjustment Layer, try dragging it on top of other open documents to apply the same effect instead of recreating. Good luck!





# **YOUR AD HERE**

**See page 7 for  
sponsorship details**

# NEW MEMBER PROFILE

## Daniel Brennan

### *What brought you to photography?*

First and foremost I want to say thank you to the San Diego ASMP for being such a great resource for photographers and for helping evolve the business and craft of photography. It is nice to see photographers working together. As far as me getting started, I would like to think that my own childish curiosity brought me to photography. There was always this unrelenting question in my head of "What will it look like (when composed in a frame)" I guess I became interested in video cameras as a teenager and I began to film my friends skateboarding, which led me to film school where I studied cinematography. During my first semester I took a class which taught us story telling and basic photographic technique while using inexpensive 35mm cameras and slide film. I was attracted to the medium right away and my passion for photography has been evolving ever since, though I still feel strongly for cinematography and the moving image. Thank goodness for the creation of the 5Dmk2, eh?

### *What are your favorite types of photography?*

At the moment my interest lies mostly in photojournalism and portraiture, so I like the kind of photography that takes me to new places, challenges me in new ways and lets me meet new people. Of course, after all that fun I have to worry about paying the bills!



### *What you do for inspiration in your art?*

For inspiration I do quite a variety of things. For starters, I usually leave my cameras at home. I almost always leave the house, go out into the world. I go to the movies, go to museums to look at art, go to the beach, take a walk, talk to friends about ideas,

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# NEW MEMBER PROFILE

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maybe have a beer...fun stuff like that. My approach to find inspiration just depends on the day and the outcome is never consistent. One thing I always always do, however, is look at other people's work. I dig up work I admire and I REALLY spend time with it. I think we often look at images too quickly, spending only a few seconds sometimes. If an image strikes me, I spend time and try to figure out what it is that makes me feel something for the work and why it is so effective. For me, it is important that I always try to be aware of my ability to see and to visualize, and I am always trying to improve upon it.

*What interests or hobbies would you like our readers to know about?*

For the last few years my main hobby has been surfing, and what better a place then San Diego? I also really enjoy playing soccer, camping, riding bikes, going on adventures, and jumping off



cliffs into large bodies of water...sunset cliffs is great for this! Also, I just discovered free Spanish lessons through podcasts available on itunes, so I am starting to brush up on my foreign language skills while making plans to possibly visit South America sometime next year.

To view more of Daniel's work, visit <http://www.thel latentimage.carbonmade.com>.



# TECHNOLOGY

## SMART PHONE APPS V. 0.1

As a freelance digital tech and assistant, I bring many tools to the set to help photographers complete their project. Some items in my grip bag are used often, like my super clamps and magic arms, while others, like my light meter, not so much. The tool that gets the most use is my smart phone. This little gadget has helped me get more work and keep more clients happy than anything else that I bring to the set, other than my personality and knowledge of photography. What else can you use to help answer an obscure question from an art director, find the user manual to trouble shoot camera issues, and find the menu online so the crew can order lunch? This little gadget packs a lot of punch, and with all of the apps available for my phone and its competitors, you can fill it up with a lot of useful information.

I wanted to share two of the applications I have installed.

The Sun Seeker by ozPDA is one that I use all the time. It is a fantastic tool when you are scouting a location and need to know where the sun will be positioned at a certain time. I have recommended this app to several of the photographers that I work and travel with, and the \$2.99 it is worth every penny. Between the compass view and the camera overlay, you have some

great options to see where and when the sun will move behind a building or what its path will be throughout the day. You can also change the date and forecast future paths when you are scouting, so when you come back a month later, there are no surprises. Check it out here for more information: <http://itunes.apple.com/us/app/sun-seeker-3d-augmented-reality/id330247123?mt=8>

The second application I recently found is the ID Release. This one has great potential. The ID Release walks your model through the process of filling out their release and explains everything so they understand what they are signing. You are able to customize the form and take a photograph of the model which is then attached to the file. Then the release is saved and you can email a PDF to the model or yourself so you can find it later. I don't see this application replacing the traditional model release, but it is a great supplement. Now there is no excuse to not have the proper documentation to license an image you capture on a scout or even vacation, or at least have the option to license. More information can be found at: <http://www.idrelease.com/>

*Jesse Dhein is an Emerging Associate member who volunteers on the San Diego ASMP board as the Programs Chair. He is a Phase One certified digital tech and assistant with San Diego as his home base. Jesse has assisted many of our local top professionals and traveled the country helping his national clients with their projects. If you are in need of an assistant, contact him at [info@jdhainphotography.com](mailto:info@jdhainphotography.com)*

# SPOTLIGHT

## A PERSONAL PROJECT TO HELP REBRAND PIT BULLS

By Jesse Dhein

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

I have spent the past year working on a personal project with Even Chance Pit Bull Advocacy + Resources + Rescue. When considering this project, I knew I didn't want to just go out and take average portraits. I wanted to take all of the experience I have gained over the years assisting on commercial shoots, both on location and in the studio, and do my part to help these dogs get adopted and help rebrand the pit bull breed. I wanted to look back and be proud of the craftsmanship and effort put into each image. I feel like I have a good start.

Part of my plan from the beginning was to consider this personal project as an assignment. I think every photographer should have one, and if you don't yet, go out and find one. I was going to attack this long-term commitment as if I had been contacted by my dream client. So in my spare time I made lighting diagrams, scouted locations, researched what angles I wanted, and what feel I wanted the image to have with the lighting. We had production meetings, we talked about what the rescue needed, and about what I needed. I did some testing. I tried different lighting modifiers and finally came up with my plan. I made a wish list and rented all of my equipment locally through [www.photomonkey.info](http://www.photomonkey.info). I got a lot of great advice at the same time and if you need something, go to Rob. He was willing to talk out my lighting scenarios and helped immensely.

I have been working on this project for the past year; however, I shot the majority of the studio



Photos by [www.jdheinphotography.com](http://www.jdheinphotography.com)

portraits over three days. Each averaged 12 hours of shooting with a new dog every 30 minutes. In those three days, almost 50 of pit bulls from Even Chance came through the door. I contacted Susan Cooper Photography ([www.susancooperphotography.com](http://www.susancooperphotography.com)) for the studio space and designed two sets

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# SPOTLIGHT

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to fit within it. One high key, and one that had the rescue's branding in mind. I made sure that every pit bull that came through the door filled out a model release. This body of work is just over a month and a half old, and as both an exercise of what to do and also how to protect myself, I have decided to copyright and register the images with the Library of Congress. This will be my first submission and I think it is a step in the right direction. I also plan on attempting to license a chosen few as stock images. Thankfully, I have plenty of notes from past ASMP meetings on how to properly do these tasks. And if I forget, well, SB3 is just down the road.

I'm very happy with the results from this project and we have big plans for the images. Even Chance already has been able to use some of the imagery in a recent grant proposal which earned them \$15,000 they desperately need to help care for their animals.

"Jesse Dhein has graciously devoted his time, amazing talent, and undying patience (which is a requirement when photographing dogs, let alone rescue dogs) to Even Chance Pit Bull Advocacy + Resources + Rescue. Because of his beautiful photographic contribution, our dogs are always the first to be noticed when we post their portraits online! He has made a huge impact in our adoption success." - Even Chance

**Even Chance Pit Bull Advocacy + Resources + Rescue:** [http://evenchance.org/Even\\_Chance/Welcome\\_to\\_Even\\_Chance.html](http://evenchance.org/Even_Chance/Welcome_to_Even_Chance.html)

**To view the images go to:** <http://jdheinphotography.smugmug.com/>

*Jesse Dhein is an Emerging Associate member who volunteers on the San Diego ASMP board as the Programs Chair. He is a Phase One certified digital tech and assistant with San Diego as his home base. Jesse has assisted many of our local top professionals and traveled the country helping his national clients with their projects. If you are in need of an assistant, contact him at [info@jdheinphotography.com](mailto:info@jdheinphotography.com)*



