

## President's Message – January 2012

Richard Esposito gave a great presentation on “**Digital Asset Management**” at our January 2012 dinner meeting, or “How to get your Images from your camera to your client as quickly and efficiently as possible”.

He demonstrated his Systems and Workflow: “A place for everything and everything in its place”. The Main Hard Drive contains your “Operating Systems Software” **ONLY !!!**

Essentially, Richard maintains the following Digital Images Filing System:

First: All images taken during 2011 were in a “Year 2011” Folder. Second: He has several Folders titled: “Portraits” “Weddings” “Events” “Vacation” “Personal”, etc. Third: Images taken at various photo shoots are titled by Month, Date & Unique Name. ie: 11-11-11 – Veterans Day Ceremony, or Month & Date & Bride & Groom’s name.

Then, within each “Specific Folder”, he downloads his Images into “Raw”, “JPEG” and “Rejects” File Folders. During a photo shoot, Richard may take 5 similar images of one specific scene, and decide to keep the two best shots, and he places the other 3 images into his “Rejects” Folder – he does **NOT** delete them at this time.

For backup of his Images and software programs, Richard has two Internal Hard Drives, and two External Hard Drives, and at 2:00 AM each night, all “New”, or “Changed” Images or Word Documents or Excel Files, whatever has been edited, is automatically backed up on an off-site storage facility. (A safety precaution in case his Photo Studio burns down).

After the Images from a specific photo shoot have been delivered to a client, then Richard deletes the Images in the “Rejects” folder. At the end of each year, ie: 12-31-2011, he copies all of the Files in the “Year 2011” Folder onto an External Hard Drive for storage and deletes the full year’s files off of his PC, in order to retain storage space at the end of each year . . . otherwise valuable space tends to be used up by Images that you’ll most-likely never ever need to view or use ever again !

Any Images that he has displayed on Facebook are low-resolution images, and they are “branded” with his Photo Studio’s copyright information.

Richard demonstrated how he quickly edits his Images using “Photo-Mechanic” rather than utilizing “Lightroom”. I had never heard of “Photo-Mechanic”, but after seeing his brief demonstration at our January dinner meeting, I plan on getting it to use on my PC in conjunction with Photoshop.

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At our December 2011 dinner meeting, 19 Merit Prints were eligible for our DRPP’s “**Print of the Year - 2011**” award.

The Print Competition judges meticulously looked at each Print very closely and narrowed their choices down to about 4 or 5 “Finalists”. . . . As you can imagine, it was very difficult to choose just one Print as the “Best of the Best” !

After about 20 minutes the Judges finally choose One Print to be awarded our coveted Dutchess Regional Professional Photographers' "**Print of the Year - 2011**" Award !

And the winner is . . . D r u m   R o l l   P l e a s e . . . . .

### **"The Guiding Light" – by Chris Davis Cina !**

Chris was unable to attend our January dinner meeting, so I made arrangements to go to her house to make the "Official Presentation" of the "**Print of the Year - 2011**" Award to her. Click on "**Competitions**" to view her winning Print and also see the Crystal Glass award.

DRPP Members whose Prints won ribbons in our quarterly Winter 2011 Print Competition are also pictured on the "**Competitions**" screen.

Steve Lynch – President  
Dutchess Regional Professional Photographers  
[AskLynch@Yahoo.com](mailto:AskLynch@Yahoo.com)      (845) 896-8755