

# PPOC Central Ontario Branch Meeting Minutes

**Date: Oct. 24/16**

1. **Call to Order:** The meeting was called to order by the Chair, Jennifer Gilbert at 4:10 p.m.
2. **Discussion about PPOC judging:** Jennifer stated that if the image receives an "Accepted," judges will comment about strategies could be used to move the image to the next category. There was a general overview from the judges with tips for improving images:
  - muddy blacks are too flat and have limited definition; they need more contrast
  - check the iso & aperture to ensure image is not too bright; try bracketing, for example if the sky or clouds are too bright. Note that the sky must be your own for most categories.
  - check that the horizon line is not cutting through the subject's head level
  - use a reflector for eyes e.g. outdoor portraits
  - enhance texture for example to get detail in an old door
3. **Prize for Best Image:** GTA generously donated a gift certificate for 50% off canvas or metal print as the competition prize, which went to Katie from GTA sales was available at the meeting to discuss products and display items on her display table.
4. **Refreshments:** A light dinner was provided.
5. **Guest Speaker:** Danielle Botterell is a business coach and strategic advisor at Spark Consulting, who works with her partner to help entrepreneurs create opportunities for growth. Danielle advises entrepreneurs to figure out what you do and whom you do it for, and to know clearly and what you don't do; and whom you don't work for. Choose your market, narrow it down and stand out from your competition. Know your demographics & market trends; and have a unique selling proposition by exploiting what makes you special. Your branding should show the personality of your business an elicit an emotional response from your clients.
6. **Adjournment:** The meeting adjourned at 9:45 p.m.