

# *Alfredo's*

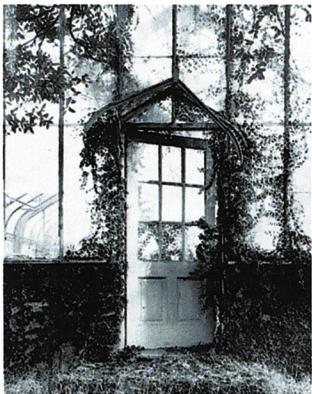
## Photo Gallery News

October 1999

### Pioneer Valley Photographic Artists

The new organization of world class photographers now has a membership of 40 with diversified portfolios of various types of photography. Projects now underway are a year 2000 calendar, permanent exhibition space at the Arts Alive Gallery at the BayState Medical Center in Springfield, Mass.; an exhibit at Arts Unlimited in Chicopee, Mass.; a cooperative calendar effort with the Pioneer Valley Planning Commission; a professional video of the organization; and initial work toward setting up a web site. It appears that the mission of the organization is well on the way to being met!

### Photographic Artist of the Month



Greenhouse Ruin by PVPA Member Ken Kipen

This month's recognition goes to Ken Kipen. Ken specializes in black & white photography using, primarily, a medium format camera system. He does all of his own processing, printing, matting and framing enabling him to control the results to his high quality standards. His work centers on landscape, things of beauty, and interesting subjects such as the "Greenhouse Ruin" shown above. He has a unique capability of capturing composition and lighting to give excellent results. Ken resides in Ashfield, Mass. and samples of his work are regularly on display at Alfredo's.

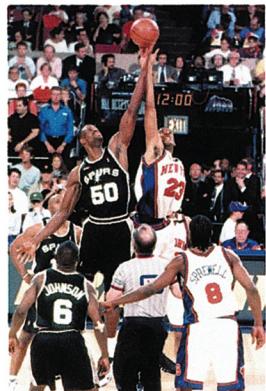
### Alfredo's Sports Corner

#### **Former UMass Stars Receive National (International) Recognition**

Former UMass Stars Brian Scurry and Marcus Camby have been in the limelight recently. Briana Scurry with her dramatic goal blocking giving the US Women's Soccer Team the World Cup Championship in an event internationally televised. This exciting event is being called one of the most significant of the past 50 years in sports and has catapulted women's sports to a new level. Marcus Camby's excellent play in the NBA Finals was also given special recognition. Larry Bird called Marcus the MVP of the semi-finals between the New York Knicks and the Indiana Pacers!



An Affectionate Hug, Briana Scurry, UMass Coach Jim Rudy



Game 5 NBA Finals, Marcus Camby, David Robinson

### Monthly Supplier Quality Recognition

This month's recognition goes to the US Postal Service! They simply have done an excellent job in sending glass framed photographs for Alfredo's around the country. They have been delivered on time with no damaged shipments--100% good quality and service. A special thanks goes to postal workers in Amherst and South Hadley for their help and care.



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**Recognition of Architectural Design  
And Beauty In Western Mass**

As we travel and photograph throughout Western Mass it is nice to point out structures--homes, buildings and businesses that enhance the surrounding area of the community through excellence in architectural design. This month Alfredo's would like to recognize **Carey's Flowers** on Newton Street in South Hadley, Mass.



Carey's Flowers, South Hadley, Mass.

**Photo Tips**

For the photographer who wants to take the next step toward some serious photography it is recommended that you consider a fully manual camera. Fully automatic cameras with all the bells and whistles are great, however, they don't necessarily give you the opportunity to learn some of the camera basics. With knowledge of the camera basics you can use this toward better achieving the results that you desire. Manual cameras force you to learn and lead to an eventual better application of creative skills. Such things as f/stops, shutter speed and metering are important fundamentals.

Many formal courses in photography require students to start with a manual camera. Recently camera manufacturers have sort of re-introduced manual cameras in their line since they too recognize the importance of learning the fundamentals first. Once the fundamentals are learned, a later "bells and whistles" camera will be better utilized and appreciated.

**Alfredo's Photograph Appearing In  
The Basketball Hall of Fame**

Last year Alfredo's Photo Gallery Covered the "Peach Basket" Kick-Off game of the college basketball season between UNLV and Kansas sponsored by the Basketball Hall of Fame. One of the photographs taken by Alfredo's is now appearing in The Basketball Hall of Fame in Springfield, Mass. Alfredo's will cover the Hall of Fame Enshrinement Ceremonies this year and plan to again cover the "Peach Basket" Kick-Off of the college basketball season and recently announced Boston Celtics games at the Springfield Civic Center.

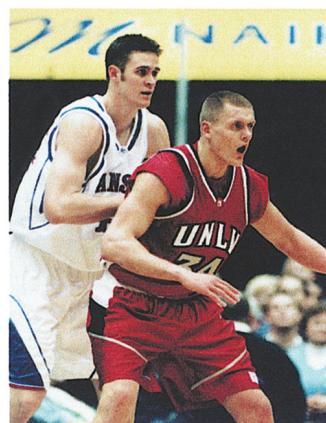


Photo Appearing at Basketball Hall of Fame

**Photographic News & Services Swings  
Into Action**

Alfredo's is legally incorporated to act as a news agency offering newsworthy photographs and articles covering events, including sports. This photographic news may be offered directly to the public or through news agencies, magazines, newspapers, and other such periodicals. Alfredo's has initiated contact with major magazines and newspapers and is in the process of setting up a web site. With the use of state of the art digital approaches Alfredo's will be able to offer near real time photographs of events and sports that can be picked up by our service anywhere in the world!

We are currently in the process of building files and portfolios so that we will have a stock pile of photographs as well as current event photographs. Much more to come on this.

**Photo Gallery News** is published by Alfredo's Photographic Gallery, Inc., 39 South Pleasant Street, Amherst, MA 01002. Phone: 413-253-1707, Fax: 413-253-1716. We welcome input and inquiries. Address them to Alfredo DiLascia or Christiann Blad.