

May means Mother's Day and standing on the cusp of summer. It's a time filled with end-of-year school parties and the anticipation of some well-deserved vacation. This month's issue celebrates the importance of Mom and the beauty of spring's last stretch before warmer weather takes over. We've included our popular Mother's Day Gift Guide and mixed in some LinkedIn and smart phone photo tips. Add in some sports shooting and fantastic flower photo ideas and this issue is filled with possibilities! Remember to keep up with us on Facebook and spend a bit of time with us this summer. We have a lot going on here and we want to make sure you don't miss a thing!



Photos in Full Bloom

When it comes to photographing flowers, your unique viewpoint plays an important role your final results. You stand before a field in full bloom, and while it's beautiful in your eyes, the ability to translate its majesty through the lens requires a few techniques and a bit of planning.

For example, instead of standing above the flowers, consider getting low and shooting from that vantage point. Don't shoot right away, but instead, spend a few moments taking in the scenery and contemplating which parts of nature speak loudest. Photographing from a lower point will allow you to better capture the details in the petals and the center, the small veins in the leaves and the slight change in hue in the bloom. Filling the frame whenever possible will add more grandeur to the image and experimenting with your perspective may lead you to uncover new ways of seeing nature – and sharing it with others.



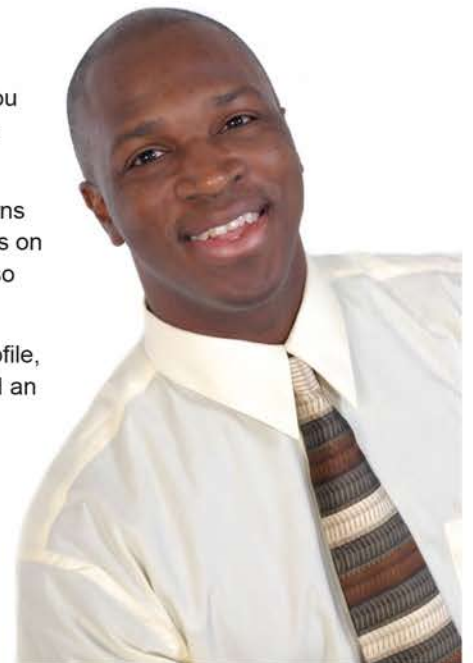
LinkedIn Photo Tips

According to recent research conducted by business networking site LinkedIn, profiles that include a profile photo are seven times more likely to be viewed than those without one. If you don't have a photo yet to accompany your profile, here are a few tips to help you make sure you put your best face forward:

Dress Professionally. Keep your dress simple, clean and attractive. If possible, keep patterns to a minimum in a headshot – solid colors and, for women, simple jewelry, will keep the focus on you rather than your clothing. Your apparel should complement you rather than overpower, so keep that in mind when dressing for the photo.

Appear Approachable: This photograph will be a first impression for many viewing your profile, so lead with a pleasant expression. You don't need a Cheshire cat smile but a small one and an approachable manner come through clearly in your profile photo.

Consider a Professional: This is one instance where a professional photo bodes well for your business efforts. While a candid shot of you on the beach is fine for your Facebook profile, LinkedIn requires a different approach. A professional headshot will come in handy on numerous occasions, particularly if your business goals include garnering new business, starting a blog, speaking at a conference or publishing an article in an industry magazine or website. Consider your future goals as well as your present ones as a professional headshot may be necessary to help you stand apart from the crowd.





Make Mother's Day Marvelous with Our Gift Guide

Mother's Day will be here before you know it, and we understand that you're tight on time. Don't let your packed schedule keep you from finding that perfect gift for that special lady in your life. Our Mother's Day Gift Guide will help you locate the ideal offering to thank her for all the wonderful things she does for you all year. Here are a few of our fan favorites:

GIVE THE GIFT OF GUIDANCE: The ProMaster Guide to Digital SLR Photography, 2nd Edition, written by Jenni Bidner, is the perfect companion to Mom's DSLR. Help her get past auto mode by giving her valuable and practical advice on topics ranging from settings and perspective to how to leverage every lighting situation.

MOMMA'S GOT A BRAND NEW BAG: If the mom in your life loves savvy accessories, our selection of camera bags will delight her to no end! For example, if she likes to travel light, our ProMaster Digital Elite Messenger Bag will keep all her gear secure and do so fashionably without attracting too much attention by screaming, "Camera Bag!"

If she prefers something bolder, our ProMaster Gear 2020 Extreme 30 SLR Bag is a stylish carryall that can work in any casual or formal setting. It's designed to hold everything you need on your next shoot and is made of durable, water resistant materials. Its shoulder strap and top handle provide multiple carry options to help you lighten the load when out all day.

If Mom would rather forgo the camera bag entirely, consider our handy and wildly popular neoprene cases. Just slide the SLR into the protective case and the camera can be carried in an existing handbag. This case is ideal for moms who are on the go but don't want to miss any photo opportunities.

SPECIAL EFFECTS FILTERS: One of the many joys of photography is that it is a creative medium that encourages experimentation and play. Our selection of special effects filters will give her just what she needs to shoot uniquely stunning images. For example, our soft spot filter allows the central subject to remain in sharp focus while blending the edges, and our sepia filter gives images a vintage feel by simulating a black and white photo that has been discolored with age. We also offer density, enhancing, cross screen filters and more! Pick one or two and watch her creativity soar!

TRIPODS ARE TOPS: If Mom hasn't yet experienced the benefits of a quality tripod, now is the perfect time to introduce her to the many ways this handy accessory can improve her photography. From a mini model to help with her compact camera to a professional model that can support both her photo and video cameras, we've got the best fit for her photography interests and needs



iPhone Quick Photo Tip

When taking a photo, remember that the picture isn't captured until you take your hand OFF the shutter button on your screen. If you are missing your shot, it may be



because of the delay between when your finger presses the button and when it releases from the button. Remembering this distinction can help you better time your release and ensure you capture your kids' stunning smiles.

Geotagging and Security on Smartphones

Geotagging is the process of adding latitude and longitude – GPS coordinates – to an image so the geographic location can be identified. Many smartphones, especially current models, include the ability to automatically add these coordinates to every photo taken on your smartphone. It's important to make sure that the geotagging option is turned off so that the GPS coordinates of your photos aren't included, especially when uploading images to Facebook, Twitter and other social media sites.

To check this on the iPhone, go to Settings>Privacy>Location Services. If it is selected as 'on,' press that option and it will show you which applications are selected as 'on.' Turn off your camera, Facebook and any other application you do not wish to have access to your GPS coordinates. This is particularly important for those minors with smartphones as they are heavy users of social media and may be putting out more information than they intend. By adjusting your location settings, you may also influence other things such as locator software and maps so be aware of which apps have access to this information.



Sports Quick Tip

Sports shooters are always looking for that ideal action shot – the one that makes all the waiting and camera work pay off in the end. Being positioned close to the field is always an advantage, and having a monopod or tripod to provide stability is another important benefit.

It also helps to keep your eye on the ball.

It's often our instinct to focus on the players and wait for one of them to have possession of the ball, but it's sometimes more effective to keep your camera trained on the ball and follow it until the action shot reveals itself. Having your camera set in continuous shooting mode will also help when the moment arrives.

In addition, you may want to use a larger aperture so that the focus remains on the player while the background is thrown out of focus and not competing with the subject.