

loved and cherished so much. Waldy Cruz and Emil Davocol said of him: ... ok na yan ... pasado na yan, ha!

- he was low key, gracious and simply gets things done without fanfare; no elaboration needed except to say when his evaluation for regular membership came up, it was the way he wanted it- unceremonious.

- He printed tarps we needed for our 25th wedding anniversary, fixed and printed photos for that event and wanted to gift me with a huge discount when he realized it was for our wedding anniversary. I insisted that his price is already reasonable.

- He covered almost a lot of my major sales conferences and corporate events. I asked him once to see me in my office one day to complain to him why his charges are so unreasonably low. It's almost embarrassing to budget photo coverages and executive portraits if only a fraction will be spent. What will the auditors think?

- In club meetings, he and I would spend time evaluating the latest digital cameras. He was convinced that the Nikon 850 was the best that year it came out. He told me that we should both buy ourselves a unit, but I told him I was not ready to jump into contests that year and I just simply do not like heavy equipment anymore. I wanted to wait for an 850 in a smaller body. He went on and proudly got one.

- He volunteered to be my Rudy de Leon for digital post processing requirements when I needed it, but it was not to be so. New projects kept me out of the club every time I would attempt to come back. And when I finally did, my first submission did not even make the passing grade. Never mind what he told me about my picture.

- The last job that he did for me was a photo he reprinted several times because a few friends wanted the photo to hang on their walls. It was a photo that didn't look like the original that I shot, thanks to his post processing talent.

This is what the Dash between Ray's birthday and the day he left us meant to me.

Rey made certain choices in his life — choices to ignore calls of self-centeredness and instead reached out to quietly help others, using his God-given talents to lighten our loads and brighten our days.

In the end, our dash can represent a full, grace-filled life of seeking to do things for God's greater glory, or just a space between birth and death. For all of us, Rey left behind heartwarming memories, touched and influenced our view of things and made this world, our world, a better place. He made a difference in our lives and life around us.

**Viewfinder** year 80  
THE CAMERA CLUB OF THE PHILIPPINES MONTHLY NEWSLETTER SINCE 1975 VOLUME XXXIX NO. 12 DECEMBER 2008


Manila is 127 kilometers south of Nueva Ecija. The distance was not a problem for an eighteen year old farm boy of San Antonio in 1975. In fact, this was practically not an issue for the young man to begin his career in acting. At that time, furthering his education went second to getting hired by LVN to be part of the film crew. These first tiny steps eventually led to getting bit roles in movies. One in particular is *Maynila: Sa Kuko ng Liwanag*. The first few breaks in cinema and the film industry gave the young Federico Ortiz his break as an advertising talent as the model for Tiger Jeans.

His years at LVN paved the way to his becoming a master of the darkroom. His Nueva Ecija patience and cool demeanor bore fruit as that is a true prerequisite of working in the confines of the lab and darkroom. Rey would even entertain his clients and guests within the boundaries of the pitch black room while explaining his techniques and processes. It was but natural technically for him to extend profession to photography. And by meeting fellow photographers Quincy Castillo and Sonny Camarillo during those years, the grade of the path led to the Camera Club of the Philippines.

Some four 2nd place wins, Master Photographer for 2007 and countless other awards bring in Rey Ortiz within the circle of immortals of the Camera Club of the Philippines. If 2007 was a pressure-filled year for someone who has quietly competed since 1993, 2008 can be considered an easy additional feather on the Master's hat. During the first quarter, the year seemed to be a typical one for Rey. When the 2nd quarter rolled in, he simply eased into first place leading the pack all the way to the finish line, so much like a baseball player stealing bases after the pitch. The situation could have turned the other direction with an almost defeat by another two-time Master, Raul Montifar. However, the last nail on the coffin was hit by the winner during the finals. The lead, though not as spectacular as 2007, was still a good, clean win. Theoretically, Rey just needed to gain 0.0001 points on top of Raul's marks.

Taking a look at the top ten scores for the year, everything was still being thrown in the air by the unpredictable outcome of the last quarter and the finals. Some changes occurred from the sixth place to the tenth. However, the solid three of Rey, Raul and Raoul kept the rest of the contenders eating dust. The Three R's did a great job of pacing the pack this year. Despite the workload and pressure to deliver as President, Raoul kept his place from mid to end of the year. Congratulations and a toast to the runners-up for 2008!

**ONCE IS NEVER ENOUGH:**



**FEDERICO REY ORTIZ**  
MASTER PHOTOGRAPHER 2008  
By Rolly Santos

After the dust has settled, and the list cast in stone, our hero on the silver-haired horse Federico Rey Ortiz rides with much pride and glory. We would like to imagine the man from Nueva Ecija keeping the bandits at bay while rescuing the country less from the clutches of evil. But our hero wields a camera instead of a sword and dagger. Rey Ortiz is now plays a permanent role in the Alamats that we call the CCP Master Photographer's Cup. Our cowboy hats off to the 2008 Master Photographer, Federico M. Ortiz!

**Viewfinder** year 81  
THE CAMERA CLUB OF THE PHILIPPINES MONTHLY NEWSLETTER SINCE 1975 VOLUME XXXIX NO. 01 JANUARY 2009



The year 2008 marked our 80th year as a club. A lot of historic events happened during this past year like the "22/44 Dimensions of Hope" New York Exhibit held last February, the opening of the CCP Center on August and the "Visions for Red" exhibit by the Red Cross held on same month and the DOE exhibit at the Mall of Asia at the last quarter. This year also, we saw the winning of Master Photographer Rey Ortiz, a title he won two years in a row now - an achievement not easily replicated by other master photographers.

With the start of a new year, all scores are set back to zero. With the new set of contest themes already published, we can only predict what is in store for everybody this year. Will Master Photographer Rey Ortiz be gunning for a three-peat? Or will 2008 second placer and 2009 Contest Chairman Raul Montifar have the upper hand this time around? Let's not take out 2008 third placer and 2008 president Raoul Littau who has been in the top 10 in the past few years.

This year also, we will see the return of the film competition on one of the OTS events. This is in response to the members request in the yahoo group discussions. Newbies and regulars alike will surely find this a welcome change since going totally digital a few years back.

Happy New Year to everybody and may our lenses guide us to the winning shot always.

**The year that was...**  
By Nedy Ocampo





## GENTLE & GENUINE

I met Rey Ortiz roughly three decades ago at LVN studios where Chroma had their Photography Film processing and printing Lab. From the very first time I met Rey, I immediately felt like I was talking to an old friend even if we had just met.

Rey has always had a very kind and gentle disposition and I felt his sincerity and goodness. He was not only a gifted film processor and printer but also a very good photographer. Chroma was composed of members of our club namely: Emil Davocol, Bien Bautista, Waldy Cruz and Pancho Escaler.

Rey was positively influenced by the company he kept at Chroma and after a few years, I sponsored him to CCP. Eventually Rey won very many awards. I know that he won the Master Photographer of the Year Award, 1st Place, four times, a major achievement that I think is only surpassed by the record of Rudy de Leon.

Rey served our club for decades and personally saw to it that our entries as well as posters and exhibition prints were always of the highest quality. He also invited many judges for CCP when asked to do so. He was always ready to help.

During OTS contests, Rey was so much fun to be with as he also had a good sense of humour. I have had countless phone chats with him through these years and I feel fortunate that a few months ago, we had a long and pleasant phone conversation.

When one of my external drives crashed, I asked for his help to recover my data and he did it without charging me anything. He was a generous soul. He was amiable and will be missed.

*Quincy Castillo*

It is hard not to know Rey, if you are a member of CCP. His was an ubiquitous presence in all Club affairs; silent but was always there. Truly, the Club lost a part of itself today.

It's hard not to grieve for Rey, but I know that in time, the good things that he did for the Club and to me personally, will prevail in my memory.

*Kiko Balagtas*

CCP will never be the same without REY, a good and most helpful friend to everyone. He was the 'Mang Rudy' in the digital darkroom.

*Joey Montalban*

So sad to learn of Rey's passing. It truly is a sad day for CCP, a big loss for the club and more so a big loss of a genuine friend. Rey, you will always be in our hearts and your memories, friendship, thoughtfulness will inspire us to continue what you have begun.

*Gam de Armas*

Big shoes to fill in. We all witnessed Master Rey's dedication to the club. A humble person who was always ready to extend a helping hand. I remember when he mentored me when I was new to the club. Despite his quiet demeanor, he was a warm and welcoming person. A big loss to all of us. Our heartfelt condolences to Nenette.

*Chito Viñas*

A large void was left in CCP and in all our hearts... parang napilay ang CCP sa pag panaw ng ating Guro at kaibigang Manong Rey.... such a sad sad day for all of us...

*Tim Abejo*

Very much saddened by the passing of our very dear friend LTM Rey. A very good man, so helpful, supportive and generous with his time and talent. A major pillar of the the club, a gentleman. While we grieve, we are thankful to God for having made him a part of the club and all of us.

*Tito Santos*



My first memorable encounter with Rey was during my first monthly contest as a Probee. The theme was Black on Black. Like many of CCP members, I sent him my photos for printing. He gave my photos the same attention and care as all the members. He showed me how he painstakingly polished the item I took a picture of. He even shared with me his entries for that theme. As a Probee, i felt appreciated and humbled. It meant so much to be treated like an equal. And that first experience has been repeated over many months and years. Rey treats everyone in the Club, in his kind and gentle manner, equally and not based on their status or position.

The last memorable activity I had with Rey was during our batch project to take photos of the Vanguard of the Club, the Lifetime Members. I was assigned to shoot Amang Jose. For some reason, I didn't have a partner member to shoot with, as was the original plan. Portrait photography is not something I am comfortable with. Feeling desperate, I reached out to Rey for assistance. Despite the short notice, Rey showed up during the scheduled shoot. He gave me guidance and the shoot went well. Maraming Salamat Rey for making me feel like I am worthy of your time, attention and guidance.

Despite his very great talent, Rey is very humble. To me, he is GOODNESS personified. Tunay na MABUTING TAO.

*Ruth David*



This is very saddening. He was my sponsor sa Club. Sobra bait ni Master Rey. He would give me tips on how to get along with the club. During my probee days, kinakamusta niya ako every meeting. He will be missed. A true gentleman.

*Stephen Valera*





Ever since I've met Rey back in 2016, when he was introduced to me by LTM Master Patrick Uy, we hit it off right away. He was one of the most down-to-earth men I've met in my whole life. He was warm, simple in his ways, self-effacing, humble and so caring as a friend.

I considered him not only my CCP sponsor, but one of my best friends, photography mentor and big brother as well. He used to print, and even edit, all my photos coming from my then photo studio business – I was a photography hobbyist who turned my passion into business between 2014 and 2017. He was also my printer whenever I submitted my entries in our monthly competition.

Rey was the one who encouraged me to join the Camera Club of the Philippines in 2017. I told him at first that my hectic schedule in Globe Telecom would not allow me to join any extra-curricular activities but he persisted until I decided to become a CCP probationary (probee for brevity) during erstwhile CCP President Marivic Lopa.

During my probee months, Rey would always check on what I was doing and gave me some tips to be liked by all the members, especially lifetime members. He mentioned that *"pakikisama"* is a must in the Club. When it's time for dinner, after setting up all the lights and taking enough BTS shots during our monthly meeting, he would call me to sit and eat with him together with other regular and revered members. I always hesitated because I know the Club rules – probee is not allowed to grab food from the buffet table when all the members are having their dinner. However, knowing Rey, he wouldn't take "no" for an answer, so I would obliged. He would then whispered, *"Pre, ako bahala sa iyo. Relax ka lang, kumain ka lang."*

When we had our OTS in Baguio, a day before we left for Manila, he called me to invite me to hitch with their group in the van but I begged off. I told him that I had to be with the probee team going to Baguio; otherwise, the latter would frown on me for not being with them.

There were days when we would have our usual coffee chat together whenever I visited his shop in Guadalupe. There was once an event where he called me to be with him, as 2nd photographer, in a birthday party at the Manila Pen hotel.

When I had my 25th wedding anniversary, he was the only Club member I invited to the event. He knows my family very well – my wife Agnes and my daughter Andie. I, together with my family, fervently prayed every day for his recovery. Thus, when we learned he passed on, we were stunned and was so devastated.

Last time I had spoken with him was on the phone, around early this year, to ask me to join the monthly photo competition, which I did.

The Club meeting will never be the same without Rey – my CCP sponsor, my best buddy, my mentor and among others, my big brother. I will surely miss him.

Rest in peace to Mr. CCP, Rey Ortiz.

**Boyot Fidelino**

## Finally!...

from being an extra (including being in award-winning "Maynila: Sa Kuko ng Liwanag"), to film crew, to being a leading man in a commercial. Rey is 5'10" after all. Can you imagine our Rey in tight fitting Tiger Jeans in 1982? He even wrote a screenplay depicting the life of none other than...himself. (Uh, he is still looking for a producer.) Of course, he cannot live down the fact that he can be a dead ringer for the shorter Lito Lapid but being offered to be his stunt double is true to life. Rey denied the job but kept the hairdo (to this day). He says he realized it was not for him when he saw the intensity and dedication needed of acting while watching Vilma Santos perform on many sets.

With LVN studios at the top of its game, cinematography must have aroused his curiosity. But why didn't he stick to cinematography? He was shooting with a double- and triple-camera in 1983 already. Apparently, there were low seasons in the industry and photography put food in the table more consistently. He had married Nenet in April 24, 1983 and was starting a family (that blossomed today with **Ralph Rey, 23, Reynica, 21, Reynierza, 17, and Reyniel, 15.**)

After a few movie roles in LVN, he was assigned the task of handling the LVN labs. This jump-started his career in custom lab work. His skills in the darkroom as well as photography were honed to a great extent here. The takeoff point for Rey was when he retired from LVN in 1986 and opened **Photo Finesse with Mon Abad**. After a year, **Pancho Escaler** bought LVN's Photolab with the condition that Rey came with it. **Chroma** then was now composed of **Pancho and Rey with Bien Bautista, Waldy Cruz, Raul Montifar, Ed Sarte and Emil Davocel**. Then finally in 1990 with P5,000 cash, Rey went from being a more or less conventional sideman to creator of **Rey Ortiz Custom Photolab** which eventually evolved into **Asia Digital Custom Photolab** because foreign contracts were pouring in.

In 1991, while doing the printing for the exhibit of **Quincy Castillo**, Quincy finally convinced and sponsored Rey to the Club. **Sonny Camarillo** and the late **Waldy Cruz**

became his revered secondary sponsors. Today, Rey is involved in a new venture with fellow CCP members in **Metro One**.

Looking back, when asked whether there was a single photo that inspired him into photography when he knew nothing about it or with no exposure to the craft, Rey says that it was a photograph by **Pancho Escaler** that did him in. Otherwise, **Director Mike de Leon** (who directed critically acclaimed "Itim"), son of the LVN Founder and a personal friend was also influential.

When asked what his other favorite winnings were among many, the recent 2007 **Fuji Film Photo contest: Quiapo Festival** comes to mind. Rey won first place from over 2000 entries composed of pros and amateurs alike.

One of most eventful episodes in his career worth noting was while volunteering for the **KFF livelihood project of Ming Ramos** during FVR's term. Once while working with **Chito Madrono** for 4 years in this project, the **Presidential plane they were in almost crashed**. He says this renewed his perspective in life and his chosen profession - as a discipline, as a means of expression and finally as a spiritual path. That's about it for trivia. He seems to have had no life outside his photography as far back as anyone can remember.

The only possible biography of a man like this is a photo book that looks at his life through his work and how he translates the contents of his soul through his art. All of it characterized, with increasing focus and intensity.

Rey is capable of impressing his peers, but he wasn't shooting only for some elite cadre who knew the secret handshake. He just wanted to reach as many people as possible without compromising himself.

Even after all these years in the top ten, his photography remains startling, beguiling and fresh, no matter how many times we see it.



Canon  
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Viewfinder  
year 80

THE CAMERA CLUB OF THE PHILIPPINES MONTHLY NEWSLETTER SINCE 1975 VOLUME XXVIII NO. 8 JANUARY 2008

For the first time in over 2 decades, the Camera Club annual awards night was held not only outside the Hotel Intercontinental in Makati but it was held simultaneously with the opening of the first ever exhibit of the winning entries for the year. Inspired by outgoing President Leo Ringen and sponsored by SM Malls Marketing which was also responsible for our ELEMENTS exhibit tour in the SM Super Malls within Metro Manila in 2007, the PODIUM ATRIUM was the venue for our awards ceremonies and the five day exhibit of all the top three winning photos under all the monthly, OTS and annual competitions for 2007. The Ribbon was cut by the National artist **Bencab** who was also conferred as Honorary Fellow the same night. Event management again went to the able hands of incoming 2008 President **Raoul E. Littau** with his Sunlife Financial marketing staff complete with audiovisual, light & sound system and entertainment. Member **Francis Magalona** hosted the event with co-host **Issa Litton**. The Audio visual presentation for Master Photographer **Rey Ortiz** was prepared by 2nd place **Raffy Santos** with **Raul Montifar** and **Noel Maximo**. All in all, both boards succeeded in making it look like a Camera Awards complete with the red carpet and the paparazzi led by **Patrick Uy** and probed head **Manolo Roxas** and his team. Except that our ceremony started and ended on time and within schedule.

Ingenuously using light and special display systems courtesy of probed **Mark Bautista** with set designs by new member **Annel Murtillo** in cooperation with **Christian Panganiban**, **Philip Yu** and other members and probed, actual winning entries were used for display further reducing exhibit expenses. This would be the first time that the awards ceremony was held in public, being in the 2nd floor of the activity center of the Podium Atrium Mall. The activity was viewed from all floors of the shopping mall with Holiday shoppers stopping to view and watch members receive their numerous awards. Dinner was then held exclusively at the **Banana Leaf** restaurant in the same floor where we did away with our gala attire and formalities and even had party games and continuing fellowship until late. Wine kept on flowing throughout the night courtesy of **Billy Mondonado's** **Tinder Box**. Raffle and prizes were courtesy of our late member **Johnny Cruz's** family and **Balikbayan Handicrafts**.

## The 79th Annual Photography Awards and Exhibit

by Tony D. Liles



Media were given out by hosts Issa Litton and Francis Magalona



The Best of year 2007 photographs displayed simply and elegantly using actual entries



Viewfinder  
year 81

THE CAMERA CLUB OF THE PHILIPPINES  
MONTHLY NEWSLETTER SINCE 1975  
VOLUME XXIX NO. 1 JANUARY 2009

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The year 2008 marked our 80th year as a club. A lot of historic events happened during this past year like the "22:44 Dimensions of Hope" New York Exhibit held last February, the opening of the CCP Center on August and the "Visions for Red" exhibit for the Red Cross held on same month and the DOE exhibit at the Mall of Asia at the last quarter. This year also, we saw the winning of Master Photographer **Rey Ortiz**, a title he won two years in a row now - an achievement not easily replicated by other master photographers.

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This year also, we will see the return of the film competition on one of the OTS events. This is in response to the members request in the yahoo group discussions. Newbies and regulars alike will surely find this a welcome change since going totally digital a few years back.

Happy New Year to everybody and may our lenses guide us to the winning shot always.

## The year that was...

by Nedy Gumpo



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viewfinder  
year 79

THE CAMERA CLUB OF THE PHILIPPINES MONTHLY NEWSLETTER SINCE 1975 VOLUME XXVII NO. 1 JANUARY 2007

## Federico "Rey" M. Ortiz: Master Photographer for 2007

### Finally!

By Tony D. Liles

He finished 5th place in his probationary year. Since 1993, he was in the top 10 Master's Cup finishers except for 2004 and 2005. That's 12 of the past 14 years.

So how did this 4 time, 2nd place Master's Cup winner get this far in his craft?

By wanting to become an actor! Curious? Read on.

It started with a farm boy from **Nueva Ecija**, from the town of **San Antonio** to be exact (126km north of Manila). You may wonder what they grow out there but just for the record, NE has produced quite a good crop in the likes of **Omeng Esguerra** and **Abe Abesamis** (both from **Penaranda**) and even **Amang Jose** who hails from the town of **Cuyapo**.

Due to a brotherhood pledge there with fellow graduates (read as a frat) to boycott the NCEE, Rey found himself in Manila in 1975 at the age of 18 trying to continue his education but only getting sidetracked when he found working in the movies lucrative. Initially invited to crew LVN studios, one of the biggest cinema outfits then, he delved

turn to page 2





# Farewell to 3 Time Master Photographer, Past President and Lifetime Member, Rey Ortiz

Probee Rey Ortiz joined CCP immediately after my induction as a regular member in '92. The very first time I worked with Rey was when we were assigned to do a Lifetime Story for CCP'29 co-founder, Dr. Alejandro Legarda. Like a seasoned photojournalist covering his beat, Rey disappeared into the background of the iconic Legarda Heritage home methodically shooting it and my interview of Mrs. Legarda.

After Rey's own induction, he unceremoniously joined me in the Board for many years. I don't know if anyone can surpass his tenure as Contest Chairman since he continued to serve even when he was out of the Board between years. From then to today, there is not a photographic output by the Club that does not clear with him: Every entry, every print, every exhibit, every billboard, backdrop, every Calendar and every Book has his finger prints on it. If there is such a person as Mr. CCP today, it would be 3 Time Master Photographer, Past President and Lifetime Member Federico "Rey" Ortiz.

*Tony Lilles*



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

## Federico "Rey" Ortiz

3 Time Master Photographer  
Past President 2010  
Lifetime Member  
April 27, 1957 - October 4, 2021



Rey was a multi-talented artist, he won and received various photo awards within and outside CCP. A back to back 3 Time Master Photographer awardee. A Master Printer, he did the printing job of many professional photographers, club exhibits and events as well as the club's members contest entries. We called him the magician due to his expertise in post processing. When it comes to photography he is the Master, from camera technics, composition, post processing to printing, "nasa kanya na lahat".

He has created many coffee table books and am fortunate enough to work with him on two books, the club's "Intimate Images" and Fred Yuson's "Journeying - To Live Wisdom". I have witnessed his dedication in ensuring the quality of the books through meticulous editing, paper selection, photo layout and print quality of the book. He stayed overnight at the printer's office to ensure quality of print before production.

Every year, Rey takes care of the club's BW calendar, coordinating with members the photo selection, editing,

layout and arranging with the printers. He took this job on his own since no one would do it. He says “para hindi mapahiya ang club”. He did it with passion without expecting anything from the club.

Rey also spearheaded the annual photoshoot with some club members of the Best Dressed Women and its photo exhibit . This annual outreach program of the Best Dressed Women is the main source of funds of Phil Cancer Society. This annual activity generate funds which he contributed to CCP.

Any club events, photo exhibits, charity events, Rey is always there to ensure club output are of the highest quality, “hindi pwede sa kanya iyong ok na yan , dapat maganda”. Even to the point of shouldering some of the cost .

Rey was a reluctant CCP President, he felt not up to it. However with the help of his friends in the club and his Board of Directors, we were all proud of his achievement as President in 2010. He championed family and members participation in club activities.

Rey was a simple and humble person . We used to call him “lumang tao” his outlook has always been conservative. What is remarkable is his willingness to help, “hindi s’ya madamot“. He answered all your questions about camera, post processing and even about club history. He was a mirror of Mang Rudy in many aspects .

Rey is an icon in the photography community and known by many artist , photographers, designers and directors. He is Mr CCP, a legend and our hero. He serve and dedicated most of his life to CCP.

*We will greatly miss you Rey, the club lost a dedicated member. You have left a big vacuum in the club which will be very difficult to replace.*

*I will miss you Pre, your silent presence, your whispers, your tentative gestures and your big aura when you are holding your Nikon and carrying your Domke .*

*Goodbye for now Rey, my Friend, my Brother and my Kumpare !*

*Armand Apuya*



“Para umabot kayo ng 25 years, at para hindi kayo mainip, every month, palagi kayong mag-attend ng meetings, at mag-submit ng entries. At para abutin nyo ang 25 years, huwag nyo kalilimutan magbayad ng annual membership dues...”

Those were from Rey Ortiz’s brief and simple note of thanks after being recognized as a Lifetime Member of the Camera Club of the Philippines on August 15, 2019 during CCP’s 91st Anniversary at the Mella Hotel.

Photo collage with then CCP Pres Fred del Rosario, the late PP/ LTM Sonny Camarillo, one of his club sponsors, and fellow CCP members.

*From T.G. Serrano.*





Photo by  
fellow farmer and Nueva Ecija  
LM Amang Jose

## Tribute for Rey Ortiz

by Rafael "Lito" Cruz - CCP President, 1993.

The impact of Rey's loss has yet to be measured by how big a shoe we have to fill as life goes on without him.

Federico "Rey" Ortiz, April 27, 1957 dash October 4, 2021 is what we will see in his gravestone, his marker or memorial: his name, date of birth, "a dash" and the date he left his human condition to be reborn to join other family, friends and loved ones and Camera Club colleagues he knew like Mon Abad, Sonny Camarillo, Amado Castro, Bobby Paterno or even of recent departures like Fr. Basil or Ed Banaga.

When life is at an end, everything you did will be represented by that single dash between two dates, your birth date and the date you pass on — what that dash means for the people you have known and loved defines your legacy.

Joseph Epstein once said, "We do not choose to be born. We do not choose our parents, or the country of our birth. We do not, most of us, choose to die. . . . But within this realm of choice lessness, we do choose how we live. And how we lived is what "The Dash" is all about."

In the poem "the Dash", Linda Ellis wrote "For that dash represents all the time you spent alive on earth and now only those who loved you know what that little line is

worth. For it matters not how much we own, the cars ... the house ... the cash. What matters is how we lived and loved and how we spent our dash."

In Rey's lifetime in the Camera Club, I was President of the club when he started in 1993.

28 years ago, Rey was a candidate for regular membership. Through the years, Rey kept reminding me of how we were those days when he first started out with the club.

In my time, the board were all first time directors: Manny Espiritu our VP and Jun Miranda. Tony Lilles, Patrick Uy and Albert Chiu served their first terms and the same with Lito Quimel and Chito Madroño who just came out of their probationary tenures. These are names that might be familiar to the Ortiz family and to a lot of our affiliate institutions like the Cancer Society as almost all of them subsequently became presidents of the club. Rey served all in all our terms.

When Rey was going through his first year of the club as a candidate for regular membership, little did we know that Rey would become a solid pillar in the organization he loved and cherished so much. Waldy Cruz and Emil Davocol said of him: ... ok na yan ... pasado na yan, ha!

- he was low key, gracious and simply gets things done without fanfare; no elaboration needed except to say when his evaluation for regular membership came up, it was the way he wanted it- unceremonious.

I met Rey Ortiz when he was working for Chroma, a very successful chain of photo studios in the 80's, which also eventually got into the photo custom printing business.

Chroma was founded by our lifetime member, Pancho Escaler. The other eventual co-owners of the company were Emil Davocol, Bien Bautista, the late, Ed Sanle and the late Waldy Cruz.

Rey was, aside from being a very able photographer's assistant at Chroma, was also the main person in charge of printing various requirements for Chroma, at their printing facility at LVN Studios. Pancho Escaler's family were part owners of the studios and so was Jun de Leon, (official photographer for Bench to this day) a cousin of Pancho and who I presume was the one who first realized Rey's potential.

When Chroma disbanded, so to speak, and Emil and Bien decided to put up their own studios, Rey was more or less, left out in the cold. He got into partnerships with different people, still being in the custom photo printing business however, things did not turn out well.

He slowly started doing custom printing jobs on his own and eventually started getting a lot of work from Island Photo, who although had a commercial one hour printing facility with many branches, was not able to provide custom printing work to their clients, most especially in as far as photo blow-up prints were concerned.

That I believe is where Rey got his big break. After that, he has continued to prove his mettle as a photo custom printer. Today, he is considered one of the best in the Philippines. Credit also goes to his wife, Nenet Ortiz, without whom I am sure things would not have turned out as positively as they have, business wise for Rey and his family.

Nenet was and still is, a very active player in their custom photo printing business, (a business which has grown by leaps and bounds.) This allows the very lucky Rey, (sinuwerte talaga) to shoot for various projects, commercial/advertising, books, weddings etc.

During my very first personal encounters with Rey some 20 years ago, I immediately sensed that he was amiable, mild tempered, sincere and a soft spoken person. Rey is very passionate about what he does as well as his love for our craft. His candor shines through at all times. I consider him a gentleman, in the true sense of the word!

This is why I sponsored him to our club and now he has surpassed all my expectations. Not only has he won many other accolades and awards in our CCP through all these years, but his crowning achievement is to win the 1<sup>st</sup> Place.

Masters cup 3 times in a row, 2007, 2008 & now, 2009. A feat which has never ever been achieved.

He has made CCP history. (ala Paquiao, minus Dionisia & Crista.)

What Rey has been able to accomplish is admirable and should be emulated by our new members. It is very very difficult to win the highest award and it is incredibly awesome to win it for 3 straight years.

To top it all, he is now our incoming President! I only hope that he will not win again in 2010. (malakas na paulit-ulit na lawa,) biro lang.

I am very proud of this simple and humble man who has made a mark in the history of our club. I feel blessed that I met him and that he has become and continues to be a very close friend.

**Federico "Rey" Ortiz**  
**Humbly Makes History**  
**at CCP**  
By: Quincy Castillo