

the Lens Paper

*The North County Photographic Society...Inspired by Photography,
Powered by Volunteers!*

MAY 2007

PLEASE SEE BACK PAGE FOR MEETING SCHEDULE

MAY PROGRAM (May 23, 2007)

Bob Couey of SeaWorld San Diego Visual Services Manager

Realities of Getting Your Photography Published



For nearly 20 years, Bob Couey has managed SeaWorld San Diego's in-house marketing/public relations photography department – a continuing adventure that has taken him from Antarctica to Alaska and many points in between. In 2000, Bob was

tapped for Visual Services Manager and assumed responsibility for the success of SeaWorld's Emmy-winning video team.

Long before joining SeaWorld, Bob served in the United States Navy and, as a Photographer's Mate, documented the Evacuation of Vietnam and operations "Frequent Wind" and "Eagle Pull" in 1975. After being honorably discharged from the US Navy, Bob attended the Art Center College of Design and graduated in 1982 with a BFA in Commercial Photography. He worked briefly for Pacific Southwest Airlines (PSA) and freelanced in San Diego's industrial and manufacturing community before joining SeaWorld San Diego in 1988.

Bob has received numerous awards for SeaWorld photography and feature writing. His work has appeared in "A Day in the Life" and "One Digital Day" book series, *People* magazine, *US* magazine, *The New York Times*, *Los Angeles Times*, *Sports Illustrated*, *Associated Press*, *Reuters* and more. His "stunts of the week" series at SeaWorld during 2003 Super Bowl week earned top prizes with the Public Relations Society of America, San Diego chapter. Several years ago, Bob taught commercial lighting

classes, "All About Light and Form," at UCSD Extension and continues to lecture or discuss photography on a regular basis.

Like most of us who enjoy photography, it is his lifelong passion yet he also considers this craft a publicity tool and a means to an end. Because his value to the company he works for is based in part on media exposure, he needs to be mindful of the kinds of images that see print and avoid any notion of, "If I create it, it'll get published." Consequently, it's essential to constantly monitor the "look" of images and trends in the news. It's also important to always ask yourself, "Who might publish this photo, and why?" More often than not, you'll answer your own question...



Super Bowl 2003

So come hear this most accomplished photographer and businessman share his experiences. While Bob will focus on how to get your photography published, he will also regale us with stories and images from his Sea World treasure trove. And with all that he's done and learned, you'd better start thinking now of questions to ask him! He's going to be another good Answer Man!

PRESIDENTS CORNER by Stan John

Last month I mentioned that we had formed a committee to review the categories and rules for the next NCPS Member Exhibition to be held later this year. In last month's Lens Paper I notified everyone and requested that you send us your concerns and interests. No one took advantage of this offer. The official results of that review will be published when the call for entries

is issued. I summarized the key decisions at our April meeting and will repeat them here.

The exhibit categories will remain the same as last year except that 'Digital Arts' will be placed into it's own category and therefore separate from the platinum's and Polaroid lifts. These categories were combined in 2003 because there were so few entries. However the combination didn't really make sense, and the number of entries has increased.

There are three rule changes.

- a) The use of Photoshop techniques has been expanded. For all categories retouching such as removal of posts, signs, wires, etc. will now be permitted.
- b) The combining of more than one image of a real world scene will be permitted when done to improve sharpness, depth of field, or range of exposure. The images must be from the same scene and in their normal placement. I used an example at our last meeting in which I combined 3 shots of a church in a panoramic form to increase the resolution of the image. The resulting image could have been taken with a medium format camera as a single shot. Images, which combine two or more shots from 'different' scenes, should be placed in the Digital Arts category.
- c) All images must be framed with a glass or plastic covering except for those printed on canvas, which has been wrapped onto a frame. Also, prints may be submitted that have been mounted on foam core board without a window matt and without a frame/glass. Such prints must fill the entire 16x20 sheet of foam core board. All prints Must be ready to hang with an appropriate hanging wire affixed to the back.

Last month I mentioned that I had bought a Safe-Sync to use with my Vivitar 283 flash unit. When I first received the unit I had a little trouble getting it to work, but then it began working and I used it for several school assignments. Since then it has given me more trouble and I may return it to the vendor for replacement. I'll let you know how this progresses.

My Landscape class visited Yosemite in early April. The weather was beautiful with temperatures in the mid 70's each day. The falls were full and the foliage was green and lush. I recommend that time of year to anyone wanting to visit Yosemite.

MEMBER SHARE by Barbara Swanson

The membershare topic for May is "Creatures". As usual, please bring up to two images to show.

This topic is very broad, as anything from pets to insects to fish are welcome. Think about what aspect of the animal you most want to emphasize. Different ways to consider showing your subject could include portrait, action, behavior and interactions

with other critters or its environment. The subject can fill the frame, or only be a small part of it in order to show how it is part of its environment. Also consider the lighting. Back-lighting might really show off a fuzzy animal by illuminating the edges of the animal, while side-lighting might emphasize texture. One other tip to remember with animals (and people) is to be sure that the eyes are in focus. If the eyes are sharp, it usually is okay for other parts of the animal to be out of focus, but the opposite is rarely true.

PHOTO SHOOTS by Al Schlegel
May's Photo Shoot – hosted by Al Schlegel

The May Shoot will be held at "Free Flight" a bird sanctuary and hospital in Del Mar.

Located at 2132 Jimmie Durante Blvd. just south of the Del Mar Race Track. We will meet at **10 AM on Saturday, May 19th**.

There are many friendly colorful tropical birds on perches that are easy to photograph. Admission is \$5. If it rains the birds are not out and the event will be canceled. It is suggested that tripods not be used because they might frighten the birds.

Use this link for more info:
<http://www.gocitykids.com/browse/attraction.jsp?id=26082>

June's Photo Shoot – hosted by Sharon Anthony

Bolsa Chica Ecological Reserve, Huntington Beach
San Joaquin Wildlife Sanctuary, Irvine

Date: Saturday, June 23, 2007
Time: 9 am – 3 pm
Meet: Park & Ride, I-5 (east side) and La Costa Ave. (north side), in Carlsbad



Black-necked Stilt Photo by Sharon Anthony

This will primarily be a bird Photo Shoot, but there are also plenty of landscape opportunities. We will meet at the Park & Ride at La Costa Ave in Carlsbad at 9 am and drive north to the San Joaquin Wildlife Sanctuary in Irvine (Thomas Guide 859, J7 phone (949) 261-7963.

Directions: www.seaandsageaudubon.org/birdinfoparksoc.htm .

This will be our first stop, and is considered one of the best birding locations in Southern California. There are ponds which can be accessed by 10 miles of carefully graded trails. They have built boxes for the tree swallows at this time of year, and it is a lot of fun photographing the parents bringing insects to the chicks. Other species which we may see at this time are black-necked stilts, avocets, herons, egrets, terns and ducks.

We will stay approximately an hour or so, depending on what is there, and then drive up the I-405, taking the Warner exit to the Bolsa Chica Ecological Reserve (Thomas guide 857, D4) (714 840-1575, located at 3842 Warner Ave. in Huntington Beach, on the inland side of Pacific Coast Highway at the only signal between Seapoint Ave. and Warner in Huntington Beach. This is also considered one of the best birding locations in Southern California. They have recently undergone an extensive 100M renovation, building a new bridge and trail, and opened up a very large new space for the birds, which unfortunately is not for people. In the past, there has always been a good opportunity for close-up shots, and flight shots of Terns and Black Skimmers with fish. I will try to scout it out the week before so we will have a good idea of what species are there. Again, usually there are black-necked stilts, avocets, herons, egrets, ducks etc.

There are toilet facilities at both areas. You should bring a lunch, water, sunscreen, sun glasses, hat, and good walking shoes. On the way home, if there is an interest we could stop by the Upper Newport Bay Ecological Reserve which is on our way. There is a platform where a pair of Ospreys, built a nest and had two chicks last year, and I will find out if they returned this year.

I use a 300MM lens, with a 1.4 teleconverter. Just bring the longest lens that you have, and that you are comfortable with. In both places, there are opportunities to get fairly close. If you have any questions, please email me at anthonyysk33@aol.com or phone me at (home) 760-632-8382, (cell) 760-828-7363.

NEW MEMBERS

Welcome to our newest members!

- Nancy Boyer - Oceanside
- Michelle Thompson - San Diego
- Sonja Longley - Vista

MEMBER SUBMISSIONS

The entire month of May, **Jeffrey R. Brosbe** has a solo exhibition at the Encinitas City Hall. The show entitled **Natural Fantasies** will feature his nature abstract images. See Jeff's website www.beyondwordsgallery.com and tell your friends. Your support is greatly appreciated.

SPONSORS

The NCPS thanks the following Annual Photography Exhibition sponsors. Please show your appreciation by visiting them.

GOLD LEVEL

<p>Calumet San Diego 830 West Valley Parkway Suite 330 Escondido, CA 92025 800-451-6650 www.calumetphoto.com</p>	<p>George's Photo & Video Exchange 3837 30th Street San Diego, CA 92104 619-297-3544 www.georgescamera.com</p>
<p>Kurt's Camera Repair 7811 Mission Gorge Rd # P San Diego, CA 92120 (619) 286-1810 www.kurtscamerarepair.com</p>	<p>Modern Postcard 1675 Faraday Ave Carlsbad, CA 92008 800-959-8365 www.modernpostcard.com</p>
<p>Nelson Photo 1909 India Street San Diego, CA 92101 619-234-6621 www.nelsonphotosupplies.com</p>	<p>Oceanside Photo and Telescope 918 Mission Ave Oceanside, CA 92054 760-722-3348 www.optcorp.com</p>
<p>Photo Art of Carlsbad 2744 Carlsbad Blvd., Ste. 116 Carlsbad, CA 92008 760-729-1960 www.photoartofcarlsbad.com</p>	<p>Total Photo 118 S. Solana Hills Dr Solana Beach, CA 92075 858-755-6311 www.totalphoto.net</p>

SILVER LEVEL

<p>Encinitas Photo Center 967 S. Coast Highway 101 #107B Encinitas, CA 92024 760-436-0562 www.encinitas101.com/encinitasphoto.htm</p>	<p>Green Flash Photography 4966 Lamont Street Pacific Beach, CA 92109 858-272-1926 www.greenflashphotography.com</p>
<p>Jim Cline Photo Tours 11223-5 Carmel Creek Road San Diego, CA 92130 858-350-1314 www.jimcline.com</p>	<p>North Coast Photographic Services 5451 Avenida Encinas, Suite D Carlsbad, CA 92008 760-931-6809 www.northcoastphoto.com</p>
<p>The Ordovery Gallery Studio 172 444 S. Cedros Ave Solana Beach, CA 92075 858-720-1121 www.ordovergallery.com</p>	<p>PC Photo & Imaging 127 N. El Camino Real Encinitas, CA 92024 760-632-1790 www.pc-photo.net</p>
<p>Professional Photographic Repair 7910 Raytheon Road San Diego, CA 92111 858-277-3700 www.procamerarepair.com</p>	<p>Michael Seewald Photo Workshops 835 N. Vulcan Ave. Suite B Encinitas, CA 92024 760-633-1351 www.seewald.com</p>

MAY 2007 Meeting

Wednesday, May 23, 2007

Quail Botanical Garden, Encinitas

Ecke Building Meeting Room

Enter Front Gate - **Exit Rear Gate**

Front Gate is Locked at 7:00 p.m.

6:00 p.m. - Front Gate Opens

6:15 p.m. - Sign-in & Refreshments

6:30 p.m. - Announcements & Member Greeting

6:45 p.m. - Member Share

7:15 p.m. - Break & Refreshments

7:30 - 8:30 p.m. - Presentation

Donations: First-time guests free/returning guests \$3.00

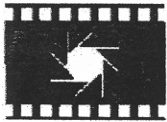
TO REACH NCPS

Web Site: www.nc-photo.org

VOLUNTEER LEADERSHIP TEAM

President	Stan John	To contact an individual Team Member go to our Web Site and click on CONTACTS and then on the person you wish to contact.
Vice Pres.	Barbara Swanson	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	
Gatekeeper	Ed Stalder	
Hospitality	Judi Works	
Mailbox	Jack Jennings	
Membership	Al Joseph	
Newsletter	Terri Sp ath	
Photo Shoots	Al Schlegel	
Programs	Carrie Barton	
Reception	Darlene Ashley	
Web Site	Fred Heinzmann	

NOTE: Please place NCPS in the Subject line of all correspondence.



**North
County
Photographic
Society**

**PO Box 231881
Encinitas, CA 92024-1881**