

the *Lens Paper*

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

JANUARY 2008

PLEASE SEE BACK PAGE FOR MEETING SCHEDULE

JANUARY PROGRAM (Jan. 23, 2008)

Come Fly with Ariel Photographer Troy Hartman!
by Carrie Barton

I did not grow up with a natural interest in photography. My first true passion was flying. I joined the Air Force out of high school to go to fighter pilot training, but ended up finding that the military way of life was not for me. I continued to follow the civilian flying career path by getting my commercial and instructor ratings. But I always found myself making time for "sport" flying, which was what interested me more than just traveling from point A to point B. Being that I grew up in Mammoth, I was lucky enough to be building the majority of my flying time on scenic flights. Of course, my passengers always had cameras, and they were frantically snapping away. Almost every flight ended with the passengers saying they wished they had brought more film, or that we had more flight time. I realized how lucky I was to be able to spend that much time in the air, and I had every opportunity to capture images that are rarely seen, much less photographed. But this was during the pre-digital age, and I really couldn't afford the film and processing. So I dropped the idea. Then one day the digital SLR was created.

I am still very new to photography. I admit I am not much past amateur level in post-processing techniques, and I have mastered only a couple of manual shooting settings. My expertise is in my flying. I have spent thousands of hours in the air and know how to place an airplane in an exact point in space for a one-of-a-kind perspective of an object on the ground. In the last few years, I have learned how to "pat my head and rub my belly" at the same time in order to put those perspectives into digital form. I have also learned that photography is as much being in tune with the environment around you as it is

understanding f-stops and composition. My flying skills have improved to a level I would have never attained without taking a camera into the cockpit, and I have finally realized that dream I had of being a fighter pilot - I locate my target, line up the crosshairs, and shoot.



MEMBER SHARE by Barbara Swanson

Because of the wildfires causing our October meeting to be only take-in of the pictures for the show, we were not able to share the presentations put together by our members. Instead, we will use those presentations for our January membershare. As we won't have quite as much time as planned, I would suggest that the presentations be a little shorter if possible.

Everyone can do a short presentation, most likely from 1-2 minutes depending on how many people

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participate. I would suggest using 10-25 pictures, and editing so that every picture is of the highest quality and adds to the presentation. Fewer photos can be more meaningful and powerful than a lot of photos. You do not need to have a theme, but I believe that themes can help to structure and strengthen a presentation. Think about what you want to convey in your presentation and how each picture helps to show your message. If the picture doesn't help show your message, maybe it doesn't belong there. Also consider the flow to the pictures; how does one lead into the next?

February's membershare will be back to normal and the topic will be "Backlighting". Backlighting refers to having the light source behind the object(s) you are photographing and can be very striking when used properly.

Please send your pictures ahead of time as jpg files to our projectionist, Bill Barton <projectionist@nc-photo.org>, to give him time to organize everyone's presentation. Label each photo with your initials and a number which denotes the order in which you would like your pictures shown. If you have any questions, please ask the projectionist or me.

PRESIDENTS CORNER by Stan John

I've been studying and studying and I still don't understand what the heck 'Fine Art' photography is. I'm sure we have all heard that it takes a lot of planning and waiting for the right light to make the difference between a 'snap shot' and a prize winning fine art image. Then I went to an exhibit by a famous photographer only to see dozens and dozens of poorly planned and lighted grab shots. This was the case last year when a famous photographer had a rather large exhibit at Balboa Park. I must admit that I was not familiar with the work that 'made her famous' but what was shown, as representative of her life's career, was quite ordinary and not worthy of any wall space.

So, what makes an image qualify for the title 'Fine Art'? I've been convinced for some time that I have no idea. At a recent exhibit I remarked to a friend that I didn't see any value in one or two of the prizewinners. His response was that he 'just loved them'. Since he was in full agreement with the

exhibits judges I have to assume his is the majority opinion and that I have not developed any judgment in this area. But, I'm not alone in this.

The January 2008 issue of Shutterbug takes up the topic of the Fine Art Photo Market. On page 10 the editor, George Schaub, writes that he is uncomfortable when the words 'photography' and 'art' are linked in a single sentence. There are several articles throughout the January edition addressing art in photography. On page 64 Roger W. Hicks has written a Point of View article titled Fine Art ...And a Family Sized Pizza.

In his article Mr. Hicks points out that there is a wide divergence of opinion on the subject of 'what is fine art'. He makes a number of interesting observations and believes they all boil down to: "Reduced to its basics, it is stuff that people want to have on their walls for it's own sake, as a picture". He excludes most photos that have a meaning to us such as wedding photos and portraits since their meaning is personal. I think he would eliminate most news photos since their meaning is in the context of the event being reported. The important point of his observation is that the picture is of value 'for it's own sake, as a picture'.

I think I like this definition and believe it applies to most of the images that I like. I have always liked the pictures used on posters, calendars, and post cards and have aspired to achieve that level of 'Art'. I have heard many people disparage such images as common travel poster art or calendar art, but I like them. Perhaps that's because I have no real art sense.

On page 36 under Business Trends, there is an article on 'Fine Art Marketing'. The author shows several images as an example of what sells. In my personal opinion the images shown are not very good. I am certain that many of the images shown in our Member Share program are very much better.

Shutterbug has asked its readers to submit articles/opinions on the subject and plans to publish these in their 'Point of View' section. I'll be looking forward to their future articles. There were no new opinions in the February issue but I suspect there wasn't enough time between the reader's receipt of

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the January issue and the finalization of the February issue. Lets hope the March issue will contain more on the subject.

I will not be able to attend the February meeting because I will be skiing at Mammoth Mountain. This is a new hobby for me and I am looking forward to new experiences.

NORTH COUNTY PHOTOGRAPHIC SOCIETY

Income and Expense Report: 1/1/07-12/31/07

Beginning Balance 1/1/07	\$ 5,384.82
INCOME	
Dues	\$ 3,049.00
Guest fees	\$ 39.00
Del Mar Fair - Volunteers	\$ 1,633.50
Sponsors	\$ 3,300.00
Miscellaneous	\$ 50.00
EXPENSES	
Rent - Quail Gardens	\$ 935.00
Newsletter/Other Printing	\$ 1,352.77
Refreshments/Supplies	\$ 983.54
Photo Shoots and Workshops	\$ 52.93
Postage	\$ 922.52
Annual Exhibit Expenses	\$ 874.87
Speaker/Judge Expenses	\$ 560.00
Misellaneous	\$ 1,058.61
Ending Balance 12/31/07	\$ 6,716.08

January Photo Shoot

by Al Schlegel and Robert Cameron

What: Photo Shoot in Balboa Park

When: 10:00 AM Saturday, January 26, 2008

Where: Rancho Gaujome Adobe near Vista

Meet at the Park and Ride at the NE corner of I-5 and La Costa Ave. An interesting historical landmark with many photo opportunities. Plan to bring a wide angle, macro and normal lenses. A tripod/monopod and flash might be handy for indoor shots. After the shoot we can gather for lunch at Trupianos Italian Restaurant at a nearby shopping center.

<http://historyandculture.com/guajome/>

<http://www.trupianos.net/>

Rain cancels these events.

Questions to Al Schlegel 858-755-8838

<aadelmar@pacbell.net> or

Bob Cameron 858-456-3862

<cameronbob@san.rr.com>

MEMBER SUBMISSIONS

Mike McMahon saw a notice for the Carlsbad Library Gallery showing of In Focus, the National Geographic Greatest Portraits exhibition, running January 20 through March 16, 2008. This is a major exhibition of 56 of the most memorable photographic portraits captured by the legendary photographers at the National Geographic.

There will be an opening reception Sunday, January 20th from 4 to 6pm.

Felix Bonomo warns that by entering a photo contest, you just might forfeit ownership and rights to any photos submitted! It pays to read the contest rules before entering. The following is quoted from his letter to Nation Geographic:

I was about to enter your National Geographic photo contest sponsored by Bestbuy, and read the contest rules prior to submitting a photo. Frankly, I was amazed to see the clause which made me forfeit my ownership and rights to National Geographic of the photo I submit.

Your rules state the following:

"Entering a photo in this contest constitutes entrants irrevocable assignment, conveyance and transference to sponsor, any and all right, title and interest in the photo, including, without limitations, all copyrights."

This is such an affront to photographers who spend time and energy, and invest their artistic effort to capture these images, and National Geographic demands ownership gratis.

SPONSORS

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

GOLD LEVEL

<p>George's Photo & Video Exchange 3837 30th Street San Diego, CA 92104 619-297-3544 www.georgescamera.com</p>	<p>Nelson Photo 1909 India Street San Diego, CA 92101 619-234-6621 www.nelsonphotosupplies.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>Kurt's Camera Repair 7811 Mission Gorge Rd #E San Diego, CA 92120 (619) 286-1810 www.kurtscamerarepair.com</p>	<p>Oceanside Photo and Telescope 918 Mission Ave Oceanside, CA 92054 760-722-3348 www.optcorp.com</p>
<p>Modern Postcard 1675 Faraday Ave Carlsbad, CA 92008 800-959-8365 www.modernpostcard.com</p>	<p>Photo Art of Carlsbad 2744 Carlsbad Blvd Suite 116 Carlsbad, CA 92008 760-729-1960 www.photoartofcarlsbad.com</p>

SILVER LEVEL

<p>Calumet San Diego 830 West Valley Parkway Suite 330 Escondido, CA 92025 800-451-6650 www.calumetphoto.com</p>	<p>The Ordovery Gallery Studio 172 444 S. Cedros Ave Solana Beach, CA 92075 858-720-1121 www.ordovergallery.com</p>
<p>Encinitas Photo Center 967 S. Coast Highway 101 #107B Encinitas, CA 92024 760-436-0562 www.encinitas101.com/encinitasphoto.htm</p>	<p>PC Photo & Imaging 127 N. El Camino Real Encinitas, CA 92024 760-632-1790 www.pc-photo.net</p>
<p>Green Flash Photography 4966 Lamont Street Pacific Beach, CA 92109 858-272-1926 www.greenflashphotography.com</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>	<p>Pictology, Inc. 6370 El Cajon Blvd San Diego, CA 92115 800.930.4087 go.pictology.com</p>

Sponsor Spotlight

Please welcome our newest sponsor, Pictology.

Pictology has been powering online sales for photographers since 2001. Pictology is a full service online proofing solution built by photographers, for photographers. Pictology's purpose is to offer a simple, easy to use, and affordable way for photographers to sell photos online. Pictology provides potential customers with a way to view and purchase images in a secure and efficient manner.

In fall 2007, Pictology released its latest version of the online proofing solution, Pictology 2.0. Some of the new additions include an interactive FLASH-based gallery, user favorites for easy shopping, a flexible lab printing solution and the ability to sell your products and your price.

If you are interested in using Pictology as your online proofing solution, check us out on the web at go.pictology.com to sign up for your free account today!



JANUARY 2008 Meeting

Wednesday, January 23, 2008 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. - Presentation

7:45 p.m. - Break & Refreshments

8:00 p.m. - Member Share

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

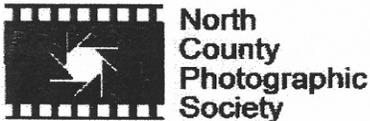
TO REACH NCPS

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	Ron Nash	
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.



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