

# the Lens Paper

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

NOV/DEC 2011

BACK PAGE HAS MEETING SCHEDULE

## NOVEMBER PROGRAM (Nov 30, 2011)

### Mike McMahon: Why Photographers love the iPad

The iPad has come on strong as a tool for photographers. Images look great when displayed on the 10-inch display. Presentation software now makes it feasible for the iPad to serve as a stand-alone portfolio viewer or as a platform for presentations delivered via digital projectors. Most exciting is the rise of impressive photo-editing apps that are now available. Join us on the 30<sup>th</sup> to learn more about this exciting new tool.



### Bio

A resident of Carlsbad since 1983, Mike is a photographer, videographer, and instructor.

He is a past president of the NCPS and currently serves as the liaison to the club's sponsors. He is active with the North County Videomakers and has contributed footage to programs shown on KOCT TV.

Mike serves as a volunteer instructor at the Carlsbad Senior Center where he creates and delivers a wide variety of classes on digital photography, video, and the iPad. He provides photo work for several groups including Carlsbad's Parks and Recreation Department, the Cannon Art Gallery, and local theater groups.

He turned his attention to photo and video work after finishing a 22-year career with Hewlett-Packard. He received his undergraduate degree in Economics from UC San Diego and his MBA from UCLA.

Information about Mike's classes can be found on his website ([www.mikemctechguy.com](http://www.mikemctechguy.com)).

**PLEASE NOTE  
THE NOVEMBER MEETING  
WILL BE HELD ON  
WEDNESDAY, THE 30<sup>TH</sup>  
and  
THERE IS NO MEETING IN DECEMBER**

## OUR GREAT VOLUNTEERS by Nancy Jennings

You can **never** thank your volunteers enough, but each year we try to let everyone know how much their efforts have meant to the club. On November 2<sup>nd</sup>, we hosted eighteen club members with our annual Volunteer Appreciation Dinner at Chin's Restaurant, with a wonderful menu selected by our President, Barbara Swanson. It's a way to relax and talk about, what else, photography and all the latest electronic gadgets. It was orchestrated by a photographer (Mike McMahon) and snapped by our waitress who knew exactly what to tell us—SAY CHEESE !!



Our volunteers serve as judges for the Student Showcase at the San Diego Fair, lead photoshoots, provide technical support, assist with the annual member exhibit, and serve on the Volunteer Leadership Team. Although not everyone could attend the dinner this year, we want to list all our volunteers here and thank them again for taking their time to make our club the great organization it is!

- |                    |                 |                |
|--------------------|-----------------|----------------|
| Lew Abulafia       | Sing Baker      | Carol Bonomo   |
| Felix Bonomo       | Nancy Boyer     | Ann Collins    |
| Gesa Cowell        | Hugh Cox        | Vern Elmore    |
| Deaney Gauntlett   | Fred Heinzmann  | Grant Hulbert  |
| Nancy Jennings     | Stan John       | Sonja Longley  |
| Joyce Mate         | Mike McMahon    | Kathleen Nash  |
| Mort Needle        | Dan Nougier     | James Phenicie |
| Garrie Lynn Rhodes | Al Schlegel     | Pat Slator     |
| Brenda Stalder     | Ed Stalder      | Don Stapleton  |
| Richard Stephens   | Barbara Swanson | Andrew Szikla  |
| Carolyn Taylor     | Nancy Telford   | Gary Wyko      |
| Sandra Zelasko     |                 |                |

## *the Lens Paper*

### **PRESIDENTS CORNER** by Barbara Swanson

This month's meeting will wrap up another successful year for NCPS. Our membership has held steady, our finances are looking good (due in part to conversion to an electronic newsletter and our sponsor renewals), and the annual member's show was as good as ever. Earlier this month we held our annual volunteer appreciation dinner as a way for saying "thank you" to all who have contributed their time to the organization; truly, without all of the volunteers, we would have no NCPS. We will be starting off next year with our January meeting and something new, our "holiday party" in January, when hopefully everyone has a little more time to relax and socialize than at the end of the year. I look forward to another year with NCPS, and have a safe and happy holiday season.

### **MEMBER SHARE** by Gesa Cowell

#### **November: Open Topic**

This month's member share topic is an invitation to submit two images of your choice. This can include photos that come with a great story, images for which you are interested in receiving specific feedback, or simply some favorite photos you would like to share. We are looking forward to seeing all your work!

The member share topic for the next meeting (January) will be "Your favorite destination".

### **MEMBER SHOW** by Sandy Zelasko

What a great turnout for our 16<sup>th</sup> Member Exhibition reception. There was an estimated 300+ guests! It was a fun-filled afternoon of music, delicious food and engaging conversation.

Special thanks go out to our sponsors who helped to make this exhibition a great success as well as our fabulous Exhibition Committee team, without whom this would not have been possible (picture, page 4).

Nancy Telford, Nancy Boyer, Stan John, Nancy Jennings, Deaney Gauntlett, Ann Collins, Hugh Cox, James Phenicie, Mike McMahon, Sing Baker, Gesa Cowell, Carol and Felix Bonomo, Dan Nougier, Pat Slator, Ed Stalder and Brenda Stalder, Kathy Nash. And three people who are not members of our club, my good friend Diana, my biggest fan, my mom Lil and my rock, my husband Bruce.

A special thank you to our judges, Robert Turner and Larry Vogel who not only spent time judging and reviewing the process with us (see *Notes from the Judges* article in this issue) but for taking time to attend our reception and speak with many of the artists to personally discuss their work.

And thank you to *Endangered Speciez* who, for the second year, set the mood and provided wonderful jazz music during our reception.

### **And BIG Kudos and Congratulations to this year's Member Exhibition Winners!**

**Best in Show:** Mark Drawbridge, *Kermit Meets Big Bird*

#### **Category One:**

**First:** Gary Wyko, *Lundy Canyon*

**Second:** Robert Conrad, *Sandy Creek*

**Third:** Hannah Daley, *View of Nuuk, Greenland*

#### **Honorable Mention:**

Lisa George, *A Path of Purple* — **1<sup>st</sup> Viewer's Choice**

Fay Henexson, *Zion canyon walls during a snowstorm*

#### **Category Two:**

**First:** Mark Drawbridge, *Kermit Meets Big Bird*

**Second:** Sonja Longley, *Autumn Leaves*

**Third:** Mark Drawbridge, *Pond Colors*

#### **Honorable Mention:**

Lisa Blake, *Morning Stretch*

Brenda K. Stalder, *Nature I*

Sandy Zelasko, *Moose* — **2<sup>nd</sup> Viewer's Choice**

Sandy Zelasko, *Mommy Said So*

#### **Category Three:**

**First:** Felix Bonomo, "139" (*Hong Kong*)

**Second:** Art Rudnick, *The Golden Pagoda*

**Third:** Mike McMahon, *Baja Series No. 24*

#### **Honorable Mention:**

James David Phenicie, *The Bar*

Morry Shechet, *Celebrity Century Staircase*

Stuart Smith, *Vatican Stairs*

#### **Category Four:**

**First:** Wayne Richard, *The Look*

**Second:** Hugh Cox, *SPEED*

#### **Category Five:**

**First:** Felix Bonomo, *Clean Sweepers (Tibet)*

**Second:** Robert Pendleton, *Artist's Impression*

**Third:** Deaney Gauntlett, *Grand Prix Sensation*

Deaney Gauntlett, *Perfect Dog Day* - **3<sup>rd</sup> Viewer's Choice**

#### **Category Six:**

**First:** Trisha Ratledge, *Dancing in the Park*

**Second:** Fay Henexson, *Ferns and Fallen Log*

**Third:** Bryant Nelson, *Monsoon-Soaked Trooper, 1969*

**Honorable Mention:** Joe Chirra, *Dedos*

#### **Category Seven:**

**First:** Nancy Jennings, *Garden Finial*

#### **Category Eight:**

**First:** Gesa Cowell, *Untitled*

**Second:** Brendan Dozier, *Apples and Grapes*

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### **JUDGES NOTES** by Sandy Zelasko

This year's Members' Show consisted of 91 entries in eight categories. Everyone did a great job following the entry rules and delivering their images on time. Judging took just under two hours and afterwards our judges, Larry Vogel and Robert Turner sat down with us to discuss the process and what they look for when awarding ribbons.

"Capture the image protecting the highlights," Turner emphasized. Technical details played a large part in their decision. Check your histogram! Make sure you are not clipping the highlights. They were very passionate about presentation and technical details of the final prints.

Both judges concurred that a clean, detailed presentation (mounting, framing and matting) increases your chances to place in a competition. They suggested dry mounting your images to eliminate print warping; be careful when your presentation of choice is mounting on foam core only; choose the correct color to help achieve a finished look.

"People are learning to process their images better and that brings it up a lot," Vogel commented referring to post-processing techniques. There are several software programs that offer tools to do just that. *Photoshop*, *Lightroom*, *Aperture*, *PS Elements* and others are available to attain better contrast, sharpening and saturation. A little goes a long way. There are many free webinars available that cover basic to advanced editing suggestions.

Both Vogel and Turner preferred to see a couple images printed larger and both agreed that using a vignette to help the viewer's eye focus on your subject matter would have improved some of the entries.

In general and referring to subject matter that has been "done to death," Vogel advises "you better make sure what you are doing is different. Really have a good version of it." "If you want to make a statement, try doing something that hasn't been done," Turner added.

Thank you to our dedicated judges who also offer seminars and workshops to help you improve your photography.

Overall, it is great to see all the participation in our annual show. One last quote that resonated with me and which I would like to share came from Vogel before we parted. "Performance of the image means everything."

### **MEMBER NEWS** by Nancy Jennings

#### **Welcome to our newest members!**

Robert Conrad – San Diego

Lee Jennings - Encinitas

Kevin Price - Wildomer

### **PHOTOSHOOTS** by Dan Nougier

#### **November: Death Valley National Park**

**Date: Nov. 18-20, 2011**

**Time: pre-dawn**

**Location: Death Valley Furnace Creek Ranch**

Tired of the crowds? Join us on a short, 2+ day tour of one of the most unique places on the planet. We will meet before dawn on Friday at Furnace Creek to catch sunrise at Zabriskie Point and end on Sunday with sunrise over the sand dunes. Group will be limited to about 10, so please email me soon if you are interested and I'll send you the itinerary and other important details. High clearance vehicle or 4x4 recommended but not required. Our plans will remain flexible based on road conditions, weather, etc. Go to <http://www.nps.gov/deva/index.htm> for more about Death Valley.

#### **January: Pelicans at La Jolla Cove**

**Date: Sunday 8 Jan. 2012**

**Time: 8 to 10 am**

**Location: Coast Blvd., La Jolla**

Directions: From the north, take I-5 to La Jolla Village Dr., westbound. Turn left on Torrey Pines Rd. at the top of the hill. Follow Torrey Pines Rd. to Prospect St. and turn right. Watch for the signs and bear right on Coast Blvd. Park as soon as you can. The pelicans will be on your right about half-way down the hill.

Photographers come from all over the world to photograph the pelicans in our own backyard. This time of year is normally near peak breeding plumage. Bring your tripod and your biggest lens. We'll meet at 8 am, but come earlier if you want less light and less people. Sometime after 9:30 we'll wander La Jolla for a breakfast stop at "The Living Room" and take in a gallery or two afterwards. What better way to start off the New Year (unless it rains, in which case we cancel)

For any questions, contact Dan Nougier at [photoshoots@nc-photo.org](mailto:photoshoots@nc-photo.org) or cell 619-884-1359.

### **MEMBER PROFILE** by Sandy Zelasko

For this month's member profile I caught up with the busy and vigorously active Ed Stalder. I promised to keep our interview to 20 minutes-45 minutes later and late for his scheduled badminton outing in Balboa Park, we finished up. I was fatigued just learning all about Stalder and his wife Brenda's adventures.

SZ: "How long have you been a member of NCPS?"

ES: "Since 1991. That's 1991 not 1891! (Chuckle) When I joined the club there were only about 10 members."

SZ: "Which club activities are your favorites?"

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ES: "I enjoyed the activities out in Del Mar" referring to working the Del Mar Fair's Photography show. And the outings, "ones that take you out in the country."

SZ: "What type of photography do you enjoy the most?"

ES: "Tracking down historical sites and relocating old movie sites."

(Ed and Brenda have researched and located scenes from the original movie *True Grit* with John Wayne. Carved in an aspen tree, they found the words "True Grit Campsite 1969," indicating an area used during the making of the film. They have also spent time in Death Valley directly south of Golden Canyon where *Star Wars* was filmed.)

SZ: "Who is your favorite photographer or mentor?"

ES: "The whole Muench Family, for landscapes. (Jack) Dykinga and Galen Rowell."

SZ: "Do you have a favorite photo accessory?"

ES: "A camera." (We laughed.)

SZ: "An **accessory** to your camera."

ES: "A tripod. I don't shoot without a tripod. The tripod is all of it."

▫

### **NCPS Party! Sat 28<sup>th</sup> Jan 2012**

**3:00pm Hensley's Pub Rte 5 & Tamarack**

Join your fellow NCPS members at a 2012 Kick-Off Party. The club will provide appetizers and members can display their images on the big video screens in the room. Details to follow

▫



NCPS Member Show picture hanging crew on lunch break

SZ: "Do you have any photo techniques or tips that you would like to share with the membership?"

ES: "The big thing is pure patience. Don't be too anxious. Sometimes you have the right scene but the light or mood isn't right. You might have to wait until the next morning! (It might make) the difference between a really great landscape and a postcard. One picture took 15 years to do."

SZ: "What would you like to see this club do next?"

ES: "I think the club is doing extremely well and is on the right track."

I was really surprised to hear that Stalder has only recently begun shooting with a DSLR. "I just used up my last roll of film in the Grand Canyon," Stalder stated. "I'm just breaking into digital."

What is in the future for Stalder? He and his wife are preparing to research and relocate areas where the remake of *True Grit* was filmed. He is still trying to achieve the Yosemite fire fall image that has eluded him the last three years. They are planning a trip to Bluff, Utah where there are lots of old Indian ruins they plan to explore. And of course, are dedicated to playing badminton in the park every week.

Do you see what I meant by saying I was exhausted just learning of Stalder's adventures? Unfortunately he is "not a computer person" as he states, so there is no website or blog where we can see his work. He does display and rotate prints in his home for pure enjoyment. But he is "kicking it around" (the idea of posting on the web) and maybe we will see his work online soon!



## Accessing Member Pages on the NCPS website

### Why Are We Doing This?

Easier member share, both for members and volunteers

Keep your mailing address accurate and up-to-date

Show off our great photos to the world, and help keep the website fresh

Makes it easier than ever to participate!

### How to Log In

It's easy to access your private membership login on the club website. Here's how: go to <http://nc-photo.org> and click the red Members Login button at the top of the page. If this is your first time here, simply enter your email address and the last 7 digits of your phone number, including the dash. If you would like your browser to remember your password for you, click the "Remember me" button.

### Change font size

If you would like to see larger text onscreen, click the large "A" to make text bigger...and click the small "A" to make it smaller. Click login to proceed.

### What to do if you can't get in

The website will give you instructions if your login doesn't work the first time; it reminds you that you need to type the dash in your phone number, and provides an email address to get additional help if that doesn't work.

### What You Can Do

#### Notice tabs across the top to access each feature

Now let's see what you can do once you've logged in. Click each of the tabs across the top of the screen to see each feature: Contact Information, Galleries, Suggestion Box, Member Share.

#### Update contact info

Let's go back to the first tab to look at your contact information. First, it's a good idea to change your password in order to make your account more secure; because your password starts out as your phone number, it's a little too easy to guess. Notice the website tells you this when you first log in.

Next, update your mailing address and fix any typographical errors.

You may choose to "Go Green" — by unchecking the "Mail newsletter via USPS" which tells the club not to send you a newsletter in the mail, and clicking "Email newsletter", which tells the club to email the monthly newsletter. If you would rather not receive any communications from the club at all, uncheck both boxes.

Now click "Save" to save your changes.

Rev. 11-6-11

### Easily send photos to projectionist for member share

Now let's see how easy it is to send photos in for member share. First, click the Member Share tab at the top of the screen. Once there, you'll see a short description of the month's member share topic, and two buttons for uploading your photos.

Click "Upload Photo #1" and choose the image file that you would like to share. Then, click "Select" to proceed. Once your photo finishes uploading, the web site automatically resizes it to the proper size for projection, and tells you what size it changed it to. Click "OK" and you're done! Only JPEG photos are allowed.

### Create and manage online galleries

Now let's create a photo gallery on the club website. You may have seen other members' galleries and wanted to create your own. Now it's easy to create and manage your own gallery!

Click the galleries tab to get started. You can write a short biography that will appear on the club website...if you would like your email address to be visible to the world in your gallery, click the "Reveal email address in galleries" checkbox, otherwise your email will remain private.

Now let's create your first gallery. Start by clicking the "Create Gallery" button on the lower-left corner of the screen, and then type a name for your gallery.

Now let's add a photo to your gallery. Click "Upload new Image" and choose a photo from your computer's hard disk. The software automatically scales your photo to the appropriate size, and even knows what year you took the photo so it can make a copyright notice. Just type a short description and you're done! If you make a mistake, it's easy to correct; simply click to edit your photo descriptions.

Have you noticed how each member's gallery on the website has a key photo next to their name and biography? Here's how you pick one of your own photos to be your gallery key photo: select the photo, and click the "Make Key Photo" button.

Now let's see how your gallery is shaping up on the web site. Click "Visit this gallery on the web site" to see how the rest of the world will see your gallery. You may click the up-arrow to go up one level to see your categories, and then go up another level to see everyone else's galleries. Notice your key photo in the top-level gallery, as well as your mini-biography.

## Conclusion

Easier than ever to participate

Update your mailing address, or choose to save the club a stamp

Send member share to projectionist

Where to go for help: check out video on the website: [link is next to Members Login](#)

**WORKSHOPS by Mike McMahon**

*Photoshop Elements workflow* Wed, Nov 16<sup>th</sup> 9:30 – 11:30am  
*Picasa II* Mon, Nov 21<sup>th</sup> 9:30 – 11:30am

The classes are offered at the Carlsbad Senior Center (at the corner of Harding and Pine in Carlsbad). Visit Mike’s website for course descriptions, schedules, and availability. Then call the Carlsbad Senior Center at 760-602-4650 to reserve your seat. Mike teaches these courses as a volunteer with a \$5 donation appreciated. Visit [www.mikemctechguy.com](http://www.mikemctechguy.com) for more information.

**SPONSORS**

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

**GOLD LEVEL**

<p><b>Calumet San Diego</b>              830 West Valley Pkwy Suite330              Escondido, CA 92025              800-451-6650 760-737-6002  <a href="http://www.calumetphoto.com">www.calumetphoto.com</a></p>	<p><b>Modern Postcard</b>              1675 Faraday Ave              Carlsbad, CA 92008              800 959-8365  <a href="http://www.modernpostcard.com">www.modernpostcard.com</a></p>
<p><b>Jim Cline Photo Tours</b>              4463 Longshore Way              San Diego, CA 92130              858-350-1314  <a href="http://www.jimcline.com">www.jimcline.com</a></p>	<p><b>Oceanside Photo and Telescope</b>              918 Mission Ave              Oceanside, CA 92054              760-722-3348  <a href="http://www.optcorp.com">www.optcorp.com</a></p>
<p><b>Kurt’s Camera Repair</b>              7811 Mission Gorge Rd #E              San Diego, CA 92120              (619) 286-1810  <a href="http://www.kurtscamerarepair.com">www.kurtscamerarepair.com</a></p>	

**SILVER LEVEL**

<p><b>C&amp;H Photo</b>              7720 Fay Ave.              La Jolla, CA 92037              858-729-6565  <a href="http://www.CandHPhoto.com">www.CandHPhoto.com</a></p>	<p><b>PC Photo &amp; Imaging</b>              113 N. El Camino Real #B              Encinitas, CA 92024              760-632-1790  <a href="http://www.pc-photo.net">www.pc-photo.net</a></p>
<p><b>Encinitas Photo Center</b>              967 S. Coast Highway 101 #107B              Encinitas, CA 92024              760-436-0562  <a href="http://www.encinitas101.com/encinitasp_hoto.htm">www.encinitas101.com/encinitasp_hoto.htm</a></p>	<p><b>Photographic Explorations</b>              197 Woodland Pkwy Ste 104-218              San Marcos, CA 92069  <a href="mailto:donna.d.cosentino@gmail.com">donna.d.cosentino@gmail.com</a></p>
<p><b>Green Flash Photography</b>              4966 Lamont Street              Pacific Beach, CA 92109              858-272-1926  <a href="http://www.greenflashphotography.com">www.greenflashphotography.com</a></p>	<p><b>Pro Camera Repair</b>              7910 Raytheon Road              San Diego, CA 92111              858-277-3700  <a href="http://www.procamerarepair.com">www.procamerarepair.com</a></p>
<p><b>Nelson Photo</b>              1909 India Street              San Diego, CA 92101              619-234-6621  <a href="http://www.nelsonphotosupplies.com">www.nelsonphotosupplies.com</a></p>	<p><b>Wayne Richard Photography</b>              8838 La Cartera Street              San Diego, CA 92129              (858) 248-5179  <a href="http://wayne-photo.com">wayne-photo.com</a></p>
<p><b>Ordovery Gallery</b>              410 S. Cedros Ave              Solana Beach, CA 92075              858-720-1121  <a href="http://www.ordovergallery.com">www.ordovergallery.com</a></p>	

**NOVEMBER 2011 Meeting**

Wednesday, Nov. 30, 2011 San Diego Botanic Garden (formerly Quail Gardens), Encinitas Ecker 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](http://www.nc-photo.org)**

**VOLUNTEER LEADERSHIP TEAM**

President	Barbara Swanson	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.	Gesa Cowell	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	
Gatekeeper	Ed Stalder	
Hospitality	Sonja Longley	
Historian	Sing Baker	
Mailbox	Nancy Jennings	
Membership	Nancy Jennings	
Member Show	Sandy Zelasko	
Newsletter	Rich Stephens	
Photo Shoots	Dan Nougier	
Projectionist	Vern Elmore	
Programs	Andrew Szikla	
Reception	Nancy Jennings	
Reception	Nancy Telford	
Sponsors	Mike McMahon	
Web Site	Fred Heinzmann	

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



PO Box 231881  
Encinitas, CA 92024-1881