

the Lens Paper

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

AUGUST 2012

BACK PAGE HAS MEETING SCHEDULE

AUGUST PROGRAM

(August 22, 2012)

Mike Seewald: LIFE ELSEWHERE: A SELECTION OF IMAGES AND STORIES FROM 59 WORLD-WIDE DESTINATIONS.

Michael Seewald has created museum award winning images for over four decades now! After winning painting awards at the age of 13, he traded in his brushes for a camera. He received a journalism degree, with emphasis in photography, from San Diego State University. He went on to work for various newspapers and magazines and in May of 1983 opened a photographic art gallery in Encinitas, coincidentally the same month and year the Museum of Photographic Art did. He has exhibited his and dozens of other photographic artists over these many decades, from the well known (Aaron Chang, Ruth Bernhard, Brett Weston), to no-names and even group shows by NCPS members.



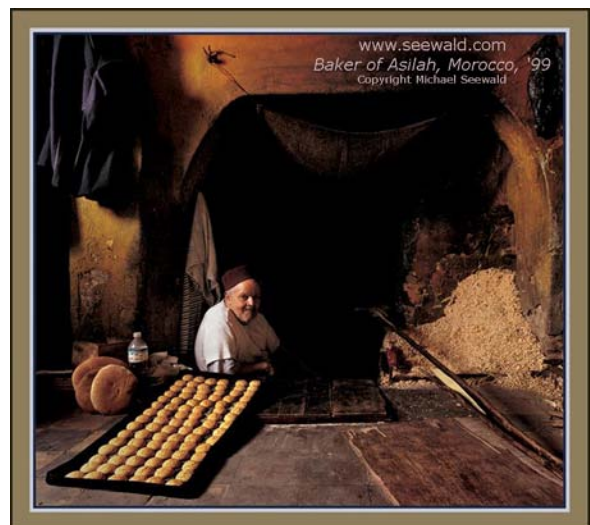
to exhibit, with many taking national and international awards. He now averages \$3,000 per sale sight-unseen for his 'futures'.

Michael had his first major museum exhibition, entitled 'Life Elsewhere' in Kunming, China, in May of 2011. He is represented in China, and now has his gallery in Del Mar, at the Del Mar Plaza, and exhibits images from many of his portfolios, including: Russia; Morocco; Israel; China; Croatia; India; Greece; Bali; Australia;

Italy; Iceland; Turkey; Laos; France; Portugal; all the Hawaiian Islands; Japan, Costa Rica and Nepal. He also teaches worldwide, in California (mostly Yosemite, Carmel and Napa), and locally with his 2 and 3 day 'A-Z workshops'. His current exhibit is Vietnam; it is open Wed. to Sundays, but call ahead (858.793.3444) as he's a one-man band and often gone. Website to view art is www.seewald.com.



After a few years of working full-time at selling his art, allowing no time to make new work, he developed a program to pay for his travels around the world so that he could. With little or no money, but plenty of film, he hit the road. And now, with 59 trips under his belt, he has plenty of new work



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PRESIDENTS CORNER by Barbara Swanson

Our annual Photography Show is approaching and is a great way to show off your photos. Please be sure to read the brochure carefully, as occasionally we have not been able to hang images because they do not follow our regulations. We don't want to turn away any images, so be clear about the requirements; if you have any questions please contact the show coordinator, Sandy Zelasko, before the take-in. The most common errors are: Overlarge framed image size and inappropriate hanging mechanism. There are also some changes from past shows, so read the brochure before selecting your photographs to print.

One of the ways we are able to host our annual show and have a well-attended reception is through the generosity of our sponsors. If you use one of our sponsors during the year or in preparing for our show, please remember to let them know that you are from NCPS. The list of our sponsors is shown in the newsletter and is on our website with links.

PHOTOSHOOT

Deer Park Winery & Auto Museum

Date: Saturday 8 September 2012

Time: 2:00 pm to 5:00 pm

Location: 29103 Champagne Blvd., Escondido

Directions: I-15 north to Deer Springs/Mtn Meadow Rd exit. Turn right, then take an Immediate left onto Champagne Blvd. Continue for just over 3 miles, Deer Park is on the right.

The collections at the Deer Park museum include carriages of the 1800's through the muscle cars of the 1970's. There is even a 3-wheeled Messerschmitt. The museum is considered to be the major showcase for American convertibles in the world. Plus the Americana is overwhelming. See scores of neon signs, Coca-cola memorabilia, vintage radios, TVs, and household appliances of days gone by. Entry is \$10 (\$7 for over 55). Sorry, does not include wine tasting. However, the club will chip in \$5 for members who email me that they are coming. Go to: <http://www.deerparkwine.com/home.html> for more information.

For any questions, contact Dan Nougier at photoshoots@nc-photo.org or cell 619-884-1359.

MEMBER SHARE by James Phenicie

August: Shadows

For our July meeting we had some nice Member Share images interpreting the theme "Patriotic." A shock: no fireworks images! I thought for sure there would be at least one since we just celebrated the 4th. It was nice to have additional submissions to view because that is what keeps the segment fresh and fun.

The theme for August is "Shadows." On a more artistic and serious note, shadows add aspect and meaning to an image, which without shadows an object or person may appear rather plain and boring. It is the shadows that shape the light that draws attention to the light, so we need to learn to master the shadows as well as the highlights in our images. Several ways we can use shadows to our advantage in our images: to produce drama and contrast, to draw attention to a specific area of the work, and to reveal texture and form. We use shadows in portraiture to give form to the face and we use shadows in landscape to add some mystery and drama to the mood.

For those of you who are natural light enthusiasts, wonderful images can be made in bright sunlight by using the shadows as part of your composition. Let us guess which hour of the day you made the image by the size and shape of the shadow! So submit two of your favorite images interpreting "Shadows." Come on, give it a shot!

The theme for September is: Cell Phone Photos, and for October, it is: Open Season.

NEW MEMBERS by Nancy Jennings

Barbara Brouillard - Carlsbad

Janet Gilinsky - Vista

FRAMING VIDEO ON-LINE by Mike McMahon

The step-by-step guide to matting and framing presented last month is now available online at www.vimeo.com. Enter the keyword **mikemcvideo** in the Vimeo search field.

MEMBER ACTIVITIES

Jeff Pendleton is exhibiting at Poway Center for the Performing Arts. "Sun on the Room" is a collection of enhanced color and altered perspective images on view from 29 Sept. to 27 Oct. 2012.

Jeff will also present "Poor India" Wednesday 5 Sept., 5:30 pm at the Oceanside Museum of Art, 704 Pier View Way, Oceanside. This is a photo presentation of his recent trip to rural northeast India.

Mike McMahon is teaching the following classes at the Carlsbad Senior Center. Call 760-602-4650 or visit Mike's website (www.mikemctechguy.com) for more information.

<i>iTunes Overview</i>	Aug 22 nd at 10 am
<i>iPad – Q&A</i>	Aug 22 nd at 1 pm
<i>iPhoto – Part 1</i>	Aug 29 th at 10 am
<i>Video Editing – Part 1</i>	Aug 29 th at 1 pm

SPONSOR ACTIVITIES

FINDING YOUR VOICE, CHANGING YOUR TUNE, DOING THE WORK - by **Donna Cosentino** at **MOPA**
 What inspires your image-making? The Museum of Photographic Arts in Balboa Park together with the Sierra Club Photo Section presents educator and photographer Donna Cosentino in an all-day workshop designed to enlighten and motivate the creative spirit within every photographer. She will discuss finding and trusting your photographic voice, being unafraid to try something different, and discovering ways to make your work feel valid.
 Sunday, Sept. 9, 10:00 am – 2:30 pm Cost: \$55 MOPA Members and Sierra Club Photo Section Members, \$75 General.
 Lunch is included. For tickets and more information go to: <http://www.mopa.org/summerseries>

MEMBER SHOW

Our 17th Annual NCPS Member exhibition is coming up in only two months. Exhibition details and entry forms are attached to the end of this *e-Lens Paper*, and Mike’s step-by-step framing video will make preparing your images a snap. What are you waiting for?!

SPONSORS

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

GOLD LEVEL

Calumet San Diego 830 West Valley Pkwy Suite330 Escondido, CA 92025 800-451-6650 760-737-6002 www.calumetphoto.com	Modern Postcard 1675 Faraday Ave Carlsbad, CA 92008 800 959-8365 www.modernpostcard.com
Jim Cline Photo Tours 11387 Ocean Ridge Way San Diego, CA 92130 858-350-1314 www.jimcline.com	Oceanside Photo and Telescope 918 Mission Ave Oceanside, CA 92054 760-722-3348 www.optcorp.com
Kurt's Camera Repair 7811 Mission Gorge Rd #E San Diego, CA 92120 (619) 286-1810 www.kurtscamerarepair.com	

SILVER LEVEL

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

AUGUST 2012 Meeting

Wednesday, August 22, 2012 San Diego Botanic Garden (formerly Quail Gardens), 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**

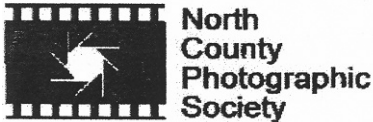
TO REACH NCPS

Web Site: www.nc-photo.org

VOLUNTEER LEADERSHIP TEAM

President	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.	James Phenicie	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	
Gatekeeper	Ed Stalder	
Hospitality	Deaney Gauntlett	
Historian	Sing Baker	
Mailbox	Nancy Jennings	
Membership	Nancy Jennings	
Member Show	Sandy Zelasko	
Newsletter	Rich Stephens	
Photo Shoots	Dan Nougier	
Projectionist	Mike McMahon	
Programs	Sandy Zelasko	
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



SEVENTEENTH ANNUAL NCPS MEMBERS' PHOTOGRAPHY EXHIBITION

Friday, October 12 – Saturday, November 24 2012

**Encinitas Library
Community Room
540 Cornish Dr.
Encinitas, CA 92024**

**Exhibition Coordinator
Sandy Zelasko**

CONDITIONS FOR ENTRY

Who can enter?

The Seventeenth Annual Members' Photography Exhibition is open to members of the North County Photographic Society. Membership dues must be current as of October 1, 2012. Photographic work must be that of the entrant. Processing, printing, and mounting may be done commercially. Group work will not be accepted.

How many entries can one submit?

A maximum of two entries, all classes combined, may be submitted per entrant. Work previously shown at NCPS exhibits is not eligible. *Work must be in good taste and suitable for family viewing as determined by the Exhibition Committee.*

How do I enter?

Entrants must do one of the following:

Email your registration.

Send your entry via email to Sandy Zelasko at slzphoto@sbcglobal.net. Be sure to include ALL the information on the attached entry form. If you email your entry and do not receive a confirmation reply within 24 hours, you must assume that your email did not come through. Please resubmit it. Please do not wait to submit via email until the last minute. Email registration must be received by Monday, October 1, 2012. **No late registrations will be accepted.**

Complete and mail the attached entry form as directed on the form.

When mailing your form, be sure to place it in an envelope. It must be received no later than Monday, October 1, 2012. **No late registrations will be accepted.**

What are the display requirements?

Entries that do not adhere to the display requirements will be disqualified. Each piece must be either: (1) mounted, matted, framed, and covered by plexi or glass, (2) mounted, full-bleed (borderless) image, or (3) an image printed on canvas that is then mounted on stretcher bars and where the sides are finished. Because of space limitations, the overall size of the presentation must be no greater than 20" x 24" and no smaller than 4" x 5" including the frame (measurements will be made from the outer most edges of the frame).

New this year—there will be separate size limits for panoramic formatted images.

Horizontal panoramic presentations must be no greater than 35" w x 15" h. **Vertical** panoramic formatted images remain limited to the 20" x 24" limit.

All work must have a wire on the back for hanging and be secure. Please wrap the wire ends with tape to help prevent injuries!

Is there an entry fee? No.

How do I deliver my images?

Your entries must be hand delivered to the Encinitas Library between 5:00 pm and 7:30 pm on Wednesday, October 10, 2012 or between 12:30 pm and 2:00 pm on Thursday, October 11, 2012. It is not necessary to wrap images for delivery, however each entry must have an identification tag on the reverse side that includes the following:

- Artist's name
- Address
- Phone number
- Title of image
- Category entered

- Sale price (or "NFS" designation for "Not For Sale")

You may have someone deliver your entries for you. If you need assistance in this matter, please contact Sandy Zelasko (at 760-749-2174) no later than Monday, October 1, 2012.

What is the judging procedure?

The images entered will be judged for ribbons by one or more experts in the art of photography.

Each print will be viewed on its own merit. Impact, Composition, Technical Quality, and Workmanship are the four main criteria upon which the image is judged. Then selected images will be judged against each other for award consideration. The judges have the right to consider other aspects in making their decision.

The decision of the judges is final.

When can I pick up my images?

All images **must** be picked up at the Encinitas Library on Sunday, November 25, 2012, between the hours of 12:00 pm and 2 pm. Images not picked up at this time become the property of the North County Photographic Society and will be disposed of at the club's discretion. If necessary, please make arrangements to have someone pick up your images. If you need further assistance with pick up, please contact Sandy Zelasko (at 760-749-2174) by Wednesday, November 21, 2012.

How can I sell my work?

Images will be considered for sale at the price indicated on the registration form. Images not for sale must be marked "NFS" on the registration form. Listing a selling price on the

registration form authorizes the NCPs to give your phone number to interested buyers. All sales will be the artist's own responsibility, and no work may be removed from the exhibition prior to the above stated pick up time.

CATEGORIES

- Category 1 – Color, Scenic: landscapes, waterscapes (such as countryside, flowers in the desert, beach, woods; can include man-made structures where primary subject is the scenery)
 - Category 2 – Color, Nature: plants, wildlife, all underwater scenes
 - Category 3 – Color, Architecture: architecture, cityscapes, urban and other street scenes
 - Category 4 – Color, People: people as primary subject (formal, informal)
 - Category 5 – Color, Still Life & Abstract: such as flowers in a vase, pattern details
 - Category 6 – Color, Other: any topics not covered in other categories; includes pets
 - Category 7 – Monochrome: B&W and tinted images; CANNOT contain more than one color; can be any subject
 - Category 8 – Creative: handmade and computer alternative processes; such as platinum print, Polaroid based images; photo-based computer painting, photo manipulation, composite images
- Multiple image pieces (diptychs & triptychs) that are not altered or alternatively processed (straight) may be entered directly into the appropriate category.
- Computer post processing including HDR, stitching and stacking allowed in all categories. Photos where the post processing affect dominates the image should be entered in Category 8.

Horizontal and vertical panoramic formatted images may be entered directly into the appropriate category.

**** PRINT SPECIFICATIONS ****

- * For all categories, submissions may be traditional photographic prints or digitally-produced prints. Images may be captured using film or digital cameras.
- * Retouching is permitted in all categories. This includes the removal of minor elements (such as a background telephone pole) and stitching together of photos (for example, to make a high-resolution panorama or enhance the tonal range of a single scene).
- * Please bring all questions to the attention of the Volunteer Leadership Team. They will consult with the artist if possible but ultimately reserve the right to change the category designation of an image.

AWARDS

First, second, and third place ribbons will be awarded in each of the 8 categories.

A "Best of Show" ribbon will be awarded to one of the first place ribbon winners.

An indeterminate number of honorable mention ribbons will be awarded at the judges' discretion.

"Viewer's Choice" ribbon will be awarded during the exhibition's reception at the Encinitas Library.

The Judges have the right to award fewer ribbons in a category or to combine categories if the number of entries in any given category warrants such an action.

What else do I need to know?

Neither the City of Encinitas, nor the North County Photographic Society, will be responsible for any loss or damage of any kind. Model releases are the artist's responsibility.

Questions?

Contact Sandy Zelasko (at 760-749-2174) or by email at slzphoto@sbcglobal.net.

IMPORTANT DATES

- Monday, October 1, 2012 - Deadline for entry applications to be received
- Delivery of images to Encinitas Library:
 - Wednesday, October 10, 2012 – 5 pm-7:30 pm or
 - Thursday, October 11, 2012 – 12:30 pm-2:00 pm
- Friday, October 12, 2012 - Exhibition opens
- Saturday, October 20, 2012 - Reception from 1:00 pm to 4:00 pm
- Saturday, November 24, 2012 – Exhibition ends

Sunday, November 25, 2012 - Pick up images at Encinitas Library between 12:00 and 2 pm

Encinitas Library
Community Room
540 Cornish Dr.
Encinitas, CA 92024
760-753-7376

Hours:
 M-T 9:30 am – 8 pm
 F-Sat 9:30 am – 5 pm
 Sun 12:00 pm – 5 pm

Seventeenth Annual Members' Photography Exhibition - 2012 Entry Form

Name: _____ **Email:** _____

Address: _____ **Phone:** _____

City, State & Zip Code: _____

Entry	Category	Image Title	Price	Dimensions
1				
2				

If you would like your images to appear on the NCPS Web Site at www.nc-photo.org, please email a jpeg image of each entry, in accordance with the specifications published on the NCPS Web Site, to webmaster@nc-photo.org. If you need help with this, contact webmaster@nc-photo.org.

Please email above information to Sandy Zelasko at slzphoto@sbcglobal.net – OR – place this form into an envelope and mail to Sandy Zelasko, 15864 Severino Lane, Valley Center, CA 92082.