



the Lens Paper

August 2013

News and Events of the North Coast Photographic Society...Inspired by Photography, Powered by Volunteers!

Guest Speaker: Robert O'Toole Wednesday, August 28 @ 6:30pm*



Robert O'Toole specializes in wildlife and nature photography. He is currently based in Los Angeles.

Robert O'Toole is an award winning professional photographer. He was named American Bald Eagle Foundation "Photographer of the Year" in 2008. Robert's vertical banking Bald Eagle image was awarded *highly commended* in the 2006 BBC Wildlife Photographer of the Year competition. Robert, who now specializes in wildlife and nature, has been a professional photographer for more than a decade. An accomplished photographic instructor, Robert has been leading and co-leading photography workshops across the United States and internationally for the



past seven years. He got his start co-leading *Birds As Art Instructional-Photo-Tours* with Arthur Morris. He has created two Photoshop tutorial CDs called, "APTATS 1" and "APTATS 2". Each features a variety

of creative and time-saving image enhancement techniques. Learn more about APTATS here: *Birds As Art* www.birdsasart.com.

Robert is currently based in Los Angeles California. He uses a variety of Nikon, Canon, and Sigma equipment. During the 1990s Robert did commercial and advertising photography around the globe. His clients included Quiksilver Inc., Billabong International, Liquid Energy Ltd., Action Sports Group, and Atoll Media Ltd.

***See the back page for location and times.**



Member Share: CURVES

by James David Phenicie

Thanks to all those who "braved" the HDR Member Share! At least one member used the 32-bit method that Teresa Jackson showed us back in April. Others used HDR software programs, layers method, or Adobe's HDR method.

One thought: before using the HDR method, you must evaluate the dynamic range of the scene to see if it lends itself to using HDR. For HDR, you should take a minimum of three images, preferably five so that you capture all the ranges of the image. Taking just one image can't get you there! Additionally, HDR lends itself to a "flatter" look, so you must include some contrast in areas of the image to give it some life. There are some really good tutorials available if you don't remember all of Teresa's demonstration. Again, thanks for being brave!

For August, the theme is "Curves." Go out and look for subjects which you interpret as Curves. Please submit two of your curvy curves to the projectionist for this month's Member Share. Thanks!

Theme for September: STRUCTURE

The President's Corner

by Kathy Nash

If there is one blight that every photographer suffers from, it is intrinsic uncertainty over which of their images are the best. Many mornings here in Montana, I am out just before sunrise waiting in the low lying areas here that often collect mist. Some mornings it is a perfect combination of mist and sunlight. I return home happy. I start the process of going through the shoot, flagging the winners and deleting the losers.

Now here's the strange part. I can look at these same images a month later and think totally different thoughts about them. The ones I thought were outstanding don't look so good after a month. Sometimes the images that I worked so hard to create I gave more credit than I should have. It's hard to see one's work objectively. It does help to let it rest for a few weeks/months and go back and look when we are emotionally removed from the photo.

So how do we determine which of our images are the good ones? Count the number of "likes" on Facebook? Ask our friends? I do think it helps to have fresh eyes on our work. It also helps to put some time and emotional distance between the creation of the image and when we view it again.

September Photo Shoot

by Dan Nougier

Topic: World's Greatest "Woodies"

Date: Saturday, September 21, 2013

Time: 7:30 a.m. to 11:00 a.m.

Location: Moonlight Beach, 4th and B Streets, Encinitas, CA

Come on along and check out the longest running and largest gathering of wood-bodied autos in the world! "Woodies" begin arriving early and by 8:00 a.m. there will be around 300 woodies of every size, shape, and description on display. Also, at 8:00 a.m., 80-90 woodies will cruise to Oceanside Harbor and back, on the historic Pacific Coast Highway, with a photo-op stop on the beach below the Oceanside Pier.

We will meet near the woody check-in table at 7:30 a.m. Parking is always a nightmare so arrive



as early as you can. Cell phones are great for finding the group if you arrive late or wander off. For any questions, please

contact Dan Nougier by phone or by e-mail: photoshoots@nc-photo.org or 619-884-1359.

It's Time...for our 18th Annual Member Exhibition!



A reminder from Member Exhibition Coordinator, Sandy Zelasko

Included in this month's newsletter you will find information on our Member Exhibition which will once again hang this fall at the Encinitas Library. There is also a link on the web site to access the prospectus which will help you prepare for the show.

Please take some time to read over the information carefully, taking note of both submission guidelines and important dates. The show opens on October 8th and closes November 23rd with our opening reception scheduled for Saturday, October 12th from 1-4 p.m. PLEASE take advantage of this opportunity and submit work – two submissions per person are accepted and there are NO ENTRY FEES! If you have any questions please send them to Sandy at slzphoto@sbcglobal.net.

18th ANNUAL NCPS MEMBERS' PHOTOGRAPHY EXHIBITION

Tuesday, October 8 to Saturday, November 23, 2013

CONDITIONS FOR ENTRY

Who can enter?

The Eighteenth Annual Members' Photography Exhibition is open to members of the North County Photographic Society. Membership dues must be current as of October 1, 2013. 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:

E-mail your registration.

Send your entry via e-mail to Sandy Zelasko at slzphoto@sbcglobal.net. Be sure to include ALL the information on the attached entry form. If you e-mail your entry and do not receive a confirmation reply within 24 hours, you must assume that your e-mail did not come through. Please resubmit it. Please do not wait to submit via e-mail until the last minute. E-mail registration must be received by Tuesday, October 1, 2013. **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 Tuesday, Oct. 1, 2013. **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 outermost edges of the frame).

Again 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 12:00 p.m. and 2:00 p.m. on Saturday, October 5, 2013 or between 12:30 p.m. and 2:00 p.m. on Monday, October 7, 2013. It is not necessary to wrap images for delivery, however each entry must have an identification tag on the reverse side which includes the:

- 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 Tuesday, October 1, 2013.

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 need to be picked up at the Encinitas Library on Sunday, November 24, 2013, between the hours of 12:00 p.m. and 2 p.m. 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, contact Sandy Zelasko at 760-749-2174 by Wednesday, Nov. 20, 2013.

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 – Scenic (color)

landscapes, waterscapes (such as countryside, flowers in the desert, beach, woods; can include man-made structures where the primary subject is the scenery)

Category 2 – Nature (color)

plants, wildlife, all underwater scenes

Category 3 – Architecture

(color) architecture, cityscapes, urban and other street scenes

Category 4 – People (color)

people as the primary subject (formal or informal)

Category 5 – Still Life/Abstract

(color) subjects such as flowers in a vase, pattern details, etc.

Category 6 – Other (color)

any topics not covered in the other categories; includes pets

Category 7 – Monochrome

black-and-white 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, 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 (VLT). 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.

A "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 (NCPS) will be responsible for any loss or damage of any kind. Model releases are the artist's responsibility.

Questions?

Please direct any specific comments or questions directly to the exhibition coordinator at the following e-mail address:

Sandy Zelasko

Member Exhibition Coordinator

slzphoto@sbcglobal.net (best)

760-749-2174

IMPORTANT DATES

Tuesday, October 1, 2013

Deadline for entry applications to be received

Delivery of images to the Encinitas Library:

Saturday, Oct. 5, 2013, 12--2:00 p.m.

Monday, Oct. 7, 2013, 12:30--2:00 p.m.

Tuesday, October 8, 2013

Exhibition opens

Saturday, October 12, 2013

Reception from 1:00 p.m. to 4:00 p.m.

Saturday, November 23, 2013

Exhibition ends

Sunday, November 24, 2013

Pick up images at Encinitas Library between 12:00 and 2 p.m.

LOCATION

Encinitas Library

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

Hours:

Mon - Thurs: 9:30 a.m. – 8:00 p.m.

Fri & Sat: 9:30 a.m. – 5:00 p.m.

Sunday: 12:00 p.m. - 5:00 p.m.

Eighteenth Annual Members' Photography Exhibition - 2013 Entry Form (DUE: Oct. 1, 2013)

Name: _____ E-mail: _____
 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 e-mail 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 e-mail this information to coordinator Sandy Zelasko at slzphoto@sbcglobal.net. Or, you may fill out this form, place it in an envelope, and mail it to Sandy Zelasko at 15864 Severino Lane, Valley Center, CA 92082.

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

GOLD	GOLD	GOLD
Calumet San Diego 830 West Valley Pkwy Suite 330 Escondido, CA 92025 (800)451-6650 (760)737-6002 www.calumetphoto.com	Oceanside Photo And Telescope 918 Mission Ave. Oceanside, CA 92054 (760) 722-3348 www.optcorp.com	Modern Postcard 1675 Faraday Ave. Carlsbad, CA 92008 (800) 959-8365 www.modernpostcard.com

Silver	Silver	Silver
C&H Photo: Leon Chow 7442 Girard Ave. La Jolla, CA 92037 (858) 729-6565 www.CandHPhoto.com	Kurt's Camera Repair 7811 Mission Gorge Rd #E San Diego, CA 92120 (619) 286-1810 www.kurtscamerarepair.com	Photographic Explorations Donna Cosentino 197 Woodland Pkwy Suite 104-218 San Marcos, CA 92069 donna.d.cosentino@gmail.com

Silver	Silver	Silver
Encinitas Photo Center 967 Highway 101 #107B Encinitas, CA 92024 (760) 436-0562 www.encinitas101.com/encinitasphoto.htm	Nelson Photo 1909 India Street San Diego, CA 92101 (619) 234-6621 www.nelsonphotosupplies.com	Pro Camera Repair 7910 Raytheon Road San Diego, CA 92111 (858) 277-3700 www.procamerarepair.com

Silver	Silver	Silver
Green Flash Photography 4966 Lamont Street Pacific Beach, CA 92109 (858) 272-1926 www.greenflashphotography.com	Ordovery Gallery 410 S. Cedros Ave. Solana Beach, CA 92075 (858) 720-1121 www.ordovergallery.com	Wayne Richard Photography 8838 La Cartera Street San Diego, CA 92129 (858) 248-5179 wayne-photo.com

Silver	Silver
Jim Cline Photo Tours 11387 Ocean Ridge Way San Diego, CA 92130 (858) 350-1314 www.jimcline.com	PC Photo & Imaging 113 N. El Camino Real #B Encinitas, CA 92024 (760) 632-1790 www.pc-photo.net

New Members - Returning
 by Nancy Jennings
 Ardis Taschner - Oceanside
 Sally Reis Vogt - Escondido

Upcoming Workshop!
 James David Phenicie and Barbara Swanson will conduct an outdoor lighting and portrait workshop at Ponto Beach on September 14th at 5:00 p.m.
 The workshop will concentrate on creating outdoor beach portraits using reflectors, camera flash, etc. Twilight is around 7:30 p.m. so we will have plenty of time to practice with the information presented.
 The cost will be \$10 per person. For more information and/or to sign up via e-mail, contact Barbara Swanson at: workshops@nc-photo.org.



Do You Have Camera Equipment to Sell?
 Bring your item(s) to a regular NCPS meeting and place them on one of the side tables with your name and the price. Too big to carry? Bring a photo!

August Meeting

Wednesday, August 28 @ 6:30 PM

San Diego Botanic Garden

(formerly Quail Gardens)

230 Quail Gardens Drive, Encinitas, CA 92024

Meet in the Ecke Building Meeting Room

Enter at the Front Gate - Exit at the Rear Gate Only

The 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 & Greetings

6:45 p.m. - Presentation

7:45 p.m. - Break & Refreshments

8:00 p.m. - Member Share

First-time guests Free

Returning guests \$3.00

Volunteer Leadership Team (VLT)

Co-President.....	Steve Schlesinger	president@nc-photo.org
Co-President.....	Kathy Nash	president@nc-photo.org
Vice-President.....	James Phenicie	vicepresident@nc-photo.org
Treasurer.....	Nancy Jennings	treasurer@nc-photo.org
Secretary.....	Nancy Telford	secretary@nc-photo.org
Gatekeeper.....	Ed Stalder	na
Hospitality.....	Deaney Gauntlett	hospitality@nc-photo.org
Historian.....	Sing Baker	historian@nc-photo.org
Mailbox.....	Nancy Jennings	mailbox@nc-photo.org
Membership.....	Nancy Jennings	membership@nc-photo.org
Member Show.....	Sandy Zelasko	membershow@nc-photo.org
Newsletter.....	Robert Conrad	newsletter@nc-photo.org
Photo Shoots.....	Dan Nougier	photoshoots@nc-photo.org
Projectionist.....	Mike McMahon	projectionist@nc-photo.org
Programs.....	Sandy Zelasko	programs@nc-photo.org
Reception.....	Nancy Jennings	reception@nc-photo.org
Reception.....	Nancy Telford	reception@nc-photo.org
Sponsors.....	Mike McMahon	sponsors@nc-photo.org
Web Site.....	Fred Heinzmann	website@nc-photo.org

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



**NORTH
COUNTY
PHOTOGRAPHIC
SOCIETY**

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Encinitas, CA 92024-1881