



the Lens Paper

Nov/Dec 2013

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

Guest Speaker: Fred Greaves Wednesday, Nov. 27 @ 6:30pm*

“Shooting in the Middle of Nowhere”

Fred’s work has taken him all over the world, including multiple trips to both Iraq and Afghanistan. His ability to make great images in some of the most inhospitable environments is what makes his work stand out.



Depending upon

the project, he uses both film and the latest in high-end digital cameras to capture powerful, evocative images both in the studio and on location. He will be talking about how he shoots, and offer real-world tips on lighting, strategies for making great portraits, packing strategies for overseas shoots, and a few must-have items for any photographer who enjoys shooting in the middle of nowhere.

According to Fred, “Photographing people takes more than expensive cameras, big lenses or lights. It requires building a trust with your



subject, often in a short amount of time.” Being a 17-year veteran in the field, Fred has contributed images to The Los Angeles Times, The Washington Post, Bloomberg News, The Christian Science Monitor, Reuters News Pictures, Time, Newsweek, The New York Post, The New York Times, The Kansas City Star, USA Today, The Miami Herald, Parade, Glamour, PC Today,

Insight Magazine, The Orange County Register, Corporate Legal Times, AARP Magazine, The Associated Press, Knight-Ridder and other prime editorial outlets. During part of that time, Fred also worked as a staff photographer for the San Diego Union-Tribune.

Fred Greaves’ ability to meet his clients’ diverse photographic needs has attracted an impressive roster of advertising and corporate clients. They include Panasonic Computer Solutions Company, Motorola, AirTran Airlines, The American Red Cross, IBM, Nintendo, the Hard Rock Café, The Upper Deck Company, Campbell’s Soup, The American Cancer Society, Nintendo, Sanyo, Ikea, The Cartoon Network, Nickelodeon, Universal Records, Swiss Army, Pizza Hut, General Motors, Gartner, LEGOLAND California, Ford Motor Co., Compaq, NCR, UC San Diego, and USD.



In addition to shooting for his diverse blend of clients, Fred also contributes to the photographic community by guest lecturing on photography and photojournalism at schools across the U.S. as well as teaching photography at UC San Diego. He is also a board member of the San Diego ASMP chapter, and is a general member of NPPA, EP and NAAP.

*See the back page for location and times.

Save the Date!
January 25, 2014
for the annual NCPS
“Kick Off Party”

The President's Corner

by Steve Schlesinger

Many thanks to Sandy Zelasko for the fantastic job organizing this year's member show and to all the volunteers who worked so hard to make it possible. The quality of the photos was outstanding and the reception brought us together to see our work in a great environment.

As our first year as Co-Presidents of NCPS draws to a close, Kathy and I want to acknowledge the incredible efforts of the Leadership Team to keep NCPS a vital organization. They keep NCPS going from year to year. They made it very easy for us to act as Co-Presidents.

In today's Internet/Social Media connected world, many traditional clubs are having problems surviving. The NCPS remains dynamic due to our varied programs which challenge us to expand our creative vision and techniques. The biggest thanks is to you, our members. You are the reason we continue so successfully. Your participation in member activities and volunteering when needed, is the heart of NCPS.

MEMBER SHARE by James David Phenicie

November: Depth of Field

Thank you all for your showing of "your favorite images" at our last meeting. Each of us has a favorite image... some recent, some from the past. It was interesting to see those images and hear the reason it was your favorite.

This month, our last Member Share of the year, our subject is "Shallow Depth-of-Field." Photographers use a shallow focus technique to create images with out-of-focus areas of the photo to draw attention to certain aspects of it. For example, a portrait with a great out-of-focused background draws our attention directly to the subject. Same for the close-up of a lone yellow flower amongst green leaves. Used correctly, the "shallow depth-of-field" technique is pleasing to the eye when using long lenses for an isolated item or a macro lens for a close-up.

The current buzz word for this quality of blurring is "bokeh." However, "bokeh" is the way a lens renders out-of-focus points of lights. To best achieve "bokeh" in an image, you need to use a fast lens with an aperture of f/2.8 or even faster, such as f/1.8 or f1.4 and shoot wide open in Aperture Priority or Manual setting.

So look about you as the leaves change, the shadows get longer, and the sun drops below the horizon sooner in the day. There are some good subjects to photograph using shallow depth-of-field for this Member's Share.

2013 NCPS Members' Show



A Sampling of Winning Images from This Year's Show

BEST IN SHOW, 1st Place PEOPLE

Wayne Richard

Lost in Thought



"Every time I visit China, I am captivated by the aura of tradition, innocence, and simplicity of daily life in the older urban areas. Sadly, that precious aura is fading into the shadows of rapid commercialization. "Paused in Thought", taken in the beautiful old canal city of Szhou, shares with you just one unique person, in one special setting, at one moment in time, representing many that are disappearing into the future."

1st Place NATURE

Sandy Zelasko

Maneuvering the Madison



"I watched this Bison drink from the Madison River on the bank opposite where I was standing. Hopeful that he was going to swim across, I waited. With a little patience and persistence he entered the water and swam directly towards me, the effort of the act displayed in his eyes. Canon 1D Mark IV, 500 f/4, 1.4x teleconverter, ISO 200, f8, 1/250."

18th Annual Member's Exhibition by Sandy Zelasko

"Another year and another successful members' show graces the walls of the Community Room at the Encinitas Library for all to see! Thanks to all the volunteers of the Exhibition Committee Team who made this happen and to

Jim Gilliam at the library who gave us space and direction once again. Enormous amounts of appreciation go to our sponsors who helped fund this exhibition. The Exhibition Committee Team consisted of Nancy Telford, Nancy Boyer, Stan John, Nancy Jennings, Deaney Gauntlett, Hugh Cox, Mike McMahon, Sing Baker, Dan Nougier, Ed and Brenda Stalder, Kathy Nash, Andrew Szikla, Jim Wang, Ted Whirledge, Francine Filsinger, Candi Francis, Prashanth Rangachari, Gary Wyko, Steve Schlesinger and Hugh's wife Martha! Thank you all for an efficient take-in, expeditious hanging and enjoyable reception! Thanks to our judges Leland Foerster and Lin Craft who spent a morning awarding ribbons and sharing comments about the process (see Notes from the Judges article in this issue)."

Congratulations to this year's Member Exhibition Winners and to all who entered!

1st Place ARCHITECTURE

Nancy Jennings

Under Construction



"Latitude 33 is a new apartment building in Escondido. This hand-stitched panorama composed of five images was taken during the last phase of construction in November 2012 and submitted to fulfill the requirements for a Digital Darkroom class at Palomar College with Professor Robert Barry".

2nd Place STILL LIFE/ABSTRACT

Kathleen Nash

Splash

"This was taken on my kitchen counter last May. I found a dark bottom cake pan, some pretty wrapping paper behind the cake pan, a table lamp for light. Then I filled a zip-lock



bag with water, tied it to the kitchen cupboard handle above, then poked a hole in the bottom of the baggie and tried to capture the water as it dripped into the cake pan. Lens: Canon Macro lens, 2.8L, 100mm, I.S. Exposure details: ISO 100, f8, 1/125. No flash.

1st Place, OTHER (color)

Jim Wang

Moon Landing

“The airport photo was taken in August 2012 after checking my Android app (which I wrote :-) for sunset/moonset times and azimuths; it’s Palomar Airport in Carlsbad. When I



owned an airplane, I flew in and out of this airport many times and I know how the twilight colors can be really beautiful at times. So when the sun and moon (and stars :-) aligned, I went to take this photo. The landing twin plane of course was not planned but it came at just the right time. The camera was a Canon 60D 90mm f/4.5 1/20s ISO 160, aperture priority with -1EV exposure bias.”

1st Place, CREATIVE

Ted Whirledge

Beyond



“I made this image during a monthly model shoot at the Museum of the Living Artist in Balboa Park. I set my camera for multiple exposure and the number of exposures at 3. The images were captured with unique shutter releases as I panned the shadow of the model cast to a wall. I aligned the shadow in the frame for each release to achieve the compositional balance I wanted. This technique is a challenge for me as there is no alignment tool or ghosted image after each exposure.”

2nd Place, MONOCHROME

Jim Collier

Denali Monochrome

“This photograph was taken in September, 2009 in Denali National Park, Alaska. The weather was remarkably clear



and Denali was visible for over 100 miles. Camera: Olympus E520 , Lens: Olympus 14-54mm 2.8-3.5, Exposure: 1/250 sec f/5.6 ISO 100. Software: Adobe CS6, NIK Silver Efex Pro. Print: San Gabriel archival paper with archival pigment ink.

1st Place, SCENIC

Robert Conrad

Virgin River



“Walking along the Virgin River in Zion National Park in the early morning, I noticed this beautiful warm light reflecting off the canyon walls. Climbing down to a shaded area along the river, I knew I could extend my shutter speed for effect and still capture the warm tones reflected on the surface of the water. Canon camera, on a tripod of course, using the 24-105mm f/4 lens, set for 2 seconds at f/20.”

2nd Place, NATURE

Kathleen Nash

Mushrooms, Glacier Park

"I took this photo in early September in Glacier National Park after a couple of rainy days. The mushrooms were only about 1 1/2 inches tall and were growing on the bark of a fallen tree. I loved the purple stems so I knew I had to



get a photo of these tiny little "fairy-style" mushrooms. I used a Canon Macro lens, 2.8L, 100mm, I.S. Exposure details: ISO 100, f7.1, 1 second. No flash, but I may have used a reflector."

2nd Place, ARCHITECTURE

Sing Baker

Havana Window



"Wandering the streets of old Havana, Cuba, I was mesmerized by the decayed & crumbled elegance of the colonial architecture & the hanging laundry on every balcony."

2nd Place, OTHER (color)

Jim Wang

Rarin' for a Fight



"The Rams photo was taken in March 2013 in Borrego Springs. It initially was after the crescent moon which was going to rise about an hour before the sun, but I also noted that the Milky Way rose around 3 AM, so I took this shot too (it turned out better than the moon photo). The orange glow is from the town of Borrego Springs, while two flashes provide highlights for the rams. I used a Canon 6D, manual exposure with 17mm f/4 lens, 30 seconds at ISO 3200."

2nd Place, PEOPLE

Candice Francis

Rajastani Boys



"While not for the faint-of-heart traveler, India is a wonderful place for photography. English is commonly spoken, Westerners are a curios-

ity, the people are friendly and love to be photographed or even stranger, ask you to be in their photographs if they have a camera. We met these boys when our driver had stopped along the road in Northern India. Two of the boys were walking along the road and began to practice their English with us. It wasn't long before they began "flirting" with my camera when the third boy suddenly showed up on his bicycle and decided to join his pals for this photo-op. That is India; a surprise for the heart and the senses around every corner."

VIEWER'S CHOICE, 3rd Place, NATURE

Sandy Zelasko

Owlets



"I found these owlets on the grasslands located in the South Platte River basin during a recent photo work-

shop. On the last day shooting, after many of the attendees had already gone home, the remaining couple of photographers shot this pair of sibling great horned owlets in vivid golden light. I was very pleased with the images, just in time to hit the road. But the owlet's beauty tugged at me. I didn't want to leave and turned to take one last look. Bingo! The backlighting was breathtaking."

Honorable Mention, CREATIVE

Robert Conrad

Starboard in San Diego



"Trying to capture some good sailing photos for a local website, I maneuvered near the starting area of a local race with a friend until I could approach a tight group of boats from their "leeward" side. I thought it looked a bit like a promo poster for San Diego."

Notes from the Judges

by Sandy Zelasko

This year's Members' Show participation increased from last year's total of 80 to 86 entries, contributed by 45 artists. As last year, they were judged in eight distinct categories. Our judges, Leland Foerster and Lin Craft, harmoniously completed the task in two hours and afterwards joined Nancy Jennings and myself to discuss the process and where they thought there was room to improve.

Both judges offered suggestions to help artists increase their chances of placing in a competition. Submissions should be fresh, in other words no clichés. Create images that have not been done before; take a new perspective.

Again this year it was suggested to pay close attention when coordinating matte color and frame style with an image. Foerster and Craft felt some of the frames used seemed to overpower the image. Images that were over-exposed, soft, or exhibited blown-out highlights were passed over and did not receive awards. In addition, the proper use of depth of field in the landscape category was instrumental in the judge's decision.

According to Lin the PSA general nature definition is as follows: "The story telling value of a photograph must be weighed more than the pictorial quality while maintaining high technical quality. Human elements shall not be present, except where those human elements enhance the nature story."

The Best of Show image beat out all others due to its appealing composition and pictorial quality including the interesting things happening around the subject.

I would like to say thank you again to our 2013 judges! You can find out more about the judges by visiting <http://www.lelandfoerster.com/> and searching LinkedIn.

- Sandy Zelasko, Exhibition Coordinator, 2013

Photoshop & Lightroom for \$10?

Adobe has moved many of its products to a subscription-based pricing structure (i.e. no more outright purchase). Called the Creative Cloud, users will rent the software on a monthly basis. Initial reaction has been mixed, prompting Adobe to announce a very attractive limited-time offer on two of its flagship products, Photoshop and Lightroom.

Available to current owners of Photoshop CS3 or above, the offer (available through 12/31/13) will deliver a Creative Cloud subscription for Photoshop and Lightroom for only \$10 per month. The monthly subscription allows you to download the software to two computers at the same time. In fact, one can be Windows and the other Mac. Most consider that to be a great deal. For more information on the Photoshop Photography Program, call 800-585-0774 or visit <https://creative.adobe.com/plans/offer/photoshop+lightroom>. -- Mike McMahon

Digital Photo Classes Available

NCPS member, Mike McMahon, continues his series of digital photo classes:

- Backup Strategies.....Wed., Nov. 13, 10 a.m.**
 - Photoshop - Layers.....Wed., Nov. 13, 1 p.m.**
 - iPad - Photos, eBooks..... Wed., Nov. 20, 10 a.m.**
 - iTunes - Part 2.....Wed., Nov. 20, 1 p.m.**
- Free at the Carlsbad Senior Center (760) 602-4650**

Visit Mike's website (www.mikemctechguy.com) for more information and directions for all classes.

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

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Photographic Explorations Donna Cosentino 197 Woodland Pkwy Suite104-218 San Marcos, CA 92069 donna.d.cosentino@gmail.com	Pro Camera Repair, Inc. 7910 Raytheon Rd. San Diego, CA 92111 (858) 277-3700 www.procamerarepair.com	Wayne Richard Photog. 8838 La Cartera Street San Diego, CA 92129 (858) 248-5179 wayne-photo.com

January Photo Shoot Pelicans at La Jolla Cove

Date: Sunday, January 5, 2014
Time: 8:00 a.m. to 10:00 a.m.
Location: 1325 Coast Boulevard, La Jolla



We will start off the New Year with our annual visit to the pelicans at La Jolla Cove. This time of year the birds are normally near peak breeding colors. We'll meet at 8:00 at the overlook near the La Jolla Cave Store, but come earlier if you want less light and less people. Photographers from all over the world come here for the easy access to the pelicans. Bring your tripod and your biggest lens. Afterwards we'll breakfast at The Living Room on Prospect St. followed by a visit to a photo gallery or two. For any questions contact Dan Nougier at photoshoots@nc-photo.org or cell 619-884-1359.



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!

November Meeting

Wednesday, November 27 @ 6:30 PM

(Yes...the day before Thanksgiving! There will be no December meeting.)

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.

***Don't Forget!* Pick up your Member Show pics, Sunday, Nov. 24 from noon to 2:00!**



**NORTH
COUNTY
PHOTOGRAPHIC
SOCIETY**

P.O. Box 231881
Encinitas, CA 92024-1881