

Wednesday, October 28 @ 6:30 p.m. Guest Speaker: Kurt Lightfoot “Shoot for Story -- Edit for Perception”

The power of your photography begins with the visual symbolism of the story you are telling. Editing in Photoshop



conveys your story to the viewer. This interactive workshop traces the “story-perception” process using examples of classical and contemporary photos, events, portraits, pets, landscapes and car culture. This workshop is discussed in more detail here... <http://www.kurtlightfoot.com/blog/2014/7/shoot-for-story-edit-for-perception>

Artist's Statement

“The narrative creative framework informs and inspires all my client and personal photography projects. For clients



I am an event photojournalist: I seek and capture the visual story that unfolds at the client's event. My personal interests include narrative and documentary approaches to urban scenes with cultural relevance. Current projects

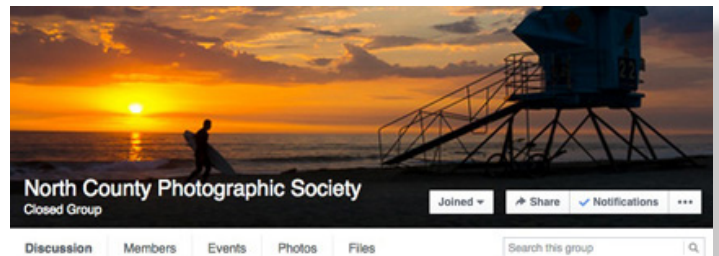
include: contemporary protest-activism iconography, urban narratives with irony and juxtapositions, and narratives with isolation. I have a special interest in hot rod and custom car



culture. ‘Car culture’ is defined by cars as artistic creations, cruising, and its spectators, cruisin’ venues, and the broader social context. I believe the photographer’s role is to find the subject’s message and translate it into a visual narrative that the viewer can understand intuitively and quickly. The successful image is a meaningful visual-literacy partnership between the creator and the viewer.” www.kurtlightfoot.com

NCPS Facebook Page

NCPS now has a Facebook page available to all members. This is a closed group page only accessible to members.



This also means only members will be able to post and view posts on the page. You must have a personal Facebook account. All postings to the club page must be about photography and club-related subjects only. The link below provides access to the club page. Once you are on the page click on the “join” button to request access. The page administrator will confirm you are a member and authorize your membership. Please read the TERMS OF USE section at the top of the page.

<https://www.facebook.com/groups/NorthCountyPhotographicSociety/>

If you have any questions e-mail the page administrator, Dennis Smith at: facebook@nc-photo.org

The Member Show

by Sandy Zelasko

Our 20th Annual Members' Show is in full swing now and scheduled to hang from Tuesday, October 20 through Saturday, November 21, 2015 in the Community Room at the Encinitas Library.

The opening reception is scheduled for Saturday, October 24 from 1:00 to 4:00 p.m. All are welcome! Bring a friend or two. It is open to the public. Don't forget to cast your vote for the *Viewers' Choice Award*. There will be a scrumptious cuisine lineup, live classical music and engaging conversation with fellow photographers.

Want to invite family and friends? Go to www.nc-photo.org and on the Home page there is a link to an e-card invite you can easily forward to your family, friends, and work colleagues.

If you have images hanging in the show don't forget to make note of the pick-up date: Sunday, November 22 from Noon – 2:00 p.m. If you have a conflict and cannot pick your work up at this time please feel free to contact me in advance so we can discuss options.

I am certainly looking forward to seeing everyone at the reception! Enjoy the show!

Sandy Zelasko
Member Exhibition Coordinator
membershow@nc-photo.org



Member Share

by James David Phenicie

October: **The Lucky Shot!**

Even though you are all accomplished photographers who carefully pursue the decisive moment ... you've done it. With reckless abandon you pushed the shutter release at that precise moment and captured a "lucky shot." Maybe it was a precious look on a child's face; or the exact moment two race cars occupied the same space! Or maybe you've waited forever to get the sun gleaming just right for that long-imagined vision. Could it be the "money" shot which earned you some big bucks? Go through your images and select two examples of your "lucky shots" and send them to the projectionist through the web site for this month's Member Share.

November: **Best of 2015**

Please welcome an NCPS returning member,
Sally Reis Vogt from Escondido!

SAVE THE DATE!

Annual Kick Off Party

Saturday, January 30, 2016

Details to follow...

MARK YOUR CALENDAR!

General Meeting on

November 18, 2015

Third Wednesday (*not the 4th Wed.
due to the Thanksgiving holiday*)

No meeting in December

Digital Photo Classes

NCPS member *Mike McMahon* continues his series of digital photo classes

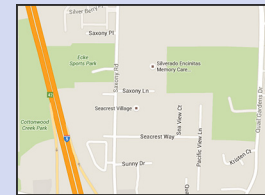
Carlsbad Senior Center, 799 Pine Ave., Carlsbad, CA 92008 -- 760-602-4650

Google Photos, Part 1 *NEW*.....Oct. 21@10:00 a.m.

Google Photos, Part 2 *NEW*.....Oct. 21@1:00 p.m.

Google Maps *NEW*.....Oct. 28@10:00 a.m.

Smartphone Photo Tips *NEW*.....Oct. 28@1:00 p.m.



Digital Photo Essentials Class (Nov 2, 9, 16 at Encinitas Senior Center)

This 3-week course will teach you to get better photos with your digital camera. Learn to master the settings on your camera and practice techniques for better photo composition. Basic photo editing will be covered using the free Picasa software. Class limited to 13 students. Each student will have their own computer in the Computer Lab at Encinitas Community Center. Course #5309 - Encinitas residents \$61, non-residents \$64 Each session will run from 1:00 - 3:00 p.m. (3 sessions total on Mondays, Nov. 2, 9, 16)

Call 760-943-2250 for instructions on how to register for this fun and informative class. www.mikemctechguy.com

GOLD

Nelson Photo
1909 India Street
San Diego, CA 92101
(619) 234-6621
www.nelsonphotosupplies.com

Please thank these sponsors for supporting our annual Member Show. Please visit them!

UPCOMING PHOTO SHOOT!
The L.A. Art District
Date: Sunday November 15, 2015
Time: 8:00 a.m. to 12:00 p.m.
Location: TBD

GOLD

Kurt's Camera Repair
7811 Mission Gorge Rd #E
San Diego, CA 92120
(619) 286-1810
www.kurtscamerarepair.com

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George's Camera
7475 Clairemont Mesa Blvd.
San Diego, CA 92111
3837 30th Street
San Diego, CA 92104
858-633-1510, 619-297-3544
www.georgescamera.com

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Oceanside Photo & Telescope
918 Mission Ave.
Oceanside, CA 92054
(760) 722-3348
www.optcorp.com

Silver

Citrus Frame Shop
1524 S. Citrus Ave.
Escondido, CA 92027
(760) 300-8181
www.facebook.com/CitrusFrameShop

Silver

Michael Seewald Galleries
1555 Camino Del Mar, St. 312
Del Mar, CA 92014
(858) 793-3444
www.seewald.com

Silver

C&H Photo
7442 Girard Ave.
La Jolla, CA 92037
(858) 729-6565
www.CandHPhoto.com
www.candhphoto.com



Silver

Jim Cline Photo Tours
11387 Ocean Ridge Way
San Diego, CA 92130
(858) 350-1314
www.jimcline.com

Silver

Encinitas Photo Center
967 Highway 101 #107B
Encinitas, CA 92024
(760) 436-0562
www.encinitas101.com/encinitasphoto.htm

Silver

Sandra Lee Photography
Valley Center, CA 92082
(760) 749-2174
www.sandraleephotography.com

Silver

Modern Postcard
1675 Faraday Ave.
Carlsbad, CA 92008
(800) 959-8365
www.modernpostcard.com

Silver

Abe Ordober
Cardiff, CA 92007
(858) 334-3699
www.ordobergallery.com

Silver

PC Photo & Imaging
113 N. El Camino Real #B
Encinitas, CA 92024
(760) 632-1790
www.pc-photo.net

Silver

Donna Cosentino
197 Woodland Pkwy.
Suite 104-218
San Marcos, CA 92069

Silver

Pro Camera Repair, Inc.
7910 Raytheon, SD 92111
1763 Oceanside Blvd., Ste. D
Oceanside, CA 92054
(858) 277-3700

Silver

Wayne Richard Photog.
8838 La Cartera Street
San Diego, CA 92129
(858) 248-5179
www.wayne-photo.com

Come wander the eastern edge of downtown Los Angeles and experience public art at its finest! The artwork is constantly changing. So while I can't guarantee what we'll see, I can guarantee it will be fabulous. Expect to see block after block of huge murals and colorful graffiti. The photographic opportunities are endless. The exact meeting location in L.A. is still being determined. However, those who wish to carpool should meet at the Park & Ride on the NW side of Hiway 78 and I-5 at 6:00 a.m. Info will be updated in the November newsletter and on the web site. Please contact Dan Nougier at photoshoots@nc-photo.org or cell 619-884-1359 if you plan on coming.

YOUR DIGITAL LENS PAPER

Coming January 1, 2016!

Nancy Jennings, Membership

North County Photographic Society will change to a totally digital newsletter effective January 2016. For those of you who already receive the newsletter via e-mail, this is a good time to make sure the club has your correct e-mail address. If you haven't been receiving an e-mailed newsletter, maybe this is the reason. Go into your member account via our web page (www.nc-photo.org) and make sure your information is correct.

For those of you who will be new to an e-mailed newsletter, you need to go into your member account and change from a mailed newsletter to an e-mailed newsletter. Take the opportunity to make sure all your information is correct.

And if you don't have an e-mail address on file, now is the time to update your member account. Of course, an option available to everyone is to look at the Lens Paper on the club web site.

If you have a problem accessing your account (www.nc-photo.org) - MEMBERS LOGIN - you can watch the instructional video by clicking on Help. Your account was set up with your e-mail address as your user name and your seven digit telephone number (with the dash) as your password. You then had the opportunity to change your password. If you need further assistance, please e-mail membership@nc-photo.org and I'll try to help you.

You will like your digital newsletter. IT IS IN COLOR. It will also give the club more space to provide articles and information benefiting our membership.

October Meeting
Wednesday, October 28 @ 6:30 p.m.

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

6:30 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

Annual Membership \$30 (Household \$35)

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.....	Jim Dease	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
Facebook.....	Dennis Smith	facebook@nc-photo.org

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

***Save the date!* January 30, 2016 -- Time for the NCPS 'Kick Off' Party!**



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