

# Southern Exposure

“Lens on the World”



## CALENDAR

- ▶ **Apr. 13 (Wednesday, 7:30 p.m.)**  
PROGRAM by David Everette at the Science Museum's Discovery Room.
- ▶ **April 26 (Tuesday, 7:30 p.m.)**  
Board of Directors meeting at the Science Museum's Discovery Room.
- ▶ **May 11 (Wednesday, 7:15 p.m.)**  
EVALUATION meeting at the Science Museum of Virginia.

Newsletter of the Camera Club of Richmond • Established 1932

APRIL 2005

## EVERETTE WILL PRESENT 'SPECIAL PROJECTS' APRIL 13

David Everette will present a program to the Camera Club of Richmond on Wednesday, April 13, entitled “Special Projects.”



David Everette

“It is nothing more than shooting some of my favorite subjects at every opportunity that presents itself,” David explained.

“It’s an idea that comes from one of the workshops and some reading that suggested that assigning yourself a project to shoot on a regular basis would improve your ‘photographer’s eye.’”

“I have found that this is a very true axiom,” David added. “The more I shoot the same thing the harder I have to work to find different approaches to the subject. Sometimes it is using a technique such as panning with slow shutter speeds or varying the shutter speeds to find a working speed for a particular subject.”

David has been a popular CCR presenter, teacher, nature-shoot guide and guest judge/evaluator over the years who has considerable technical knowledge and expertise that he’s willing to share.

He says he’s been a photographer since 1971 when, on a trip to the mountains, a friend handed him a brownie automatic in order to take a couple of shots of the view. The results hooked him on photography.

After several years of learning to use a 35mm camera, David turned professional in 1978, starting with portraiture and weddings. Then in 1983 he bought a rental darkroom called Photoworks.

When the rental aspect of the business declined, David began a B&W print service for corporate communications depart-

ments for Best Products, Blue Cross, Philip Morris and other firms.

During the 10 years he operated Photoworks, David felt his personal photography suffered. A decision to pursue his own work led him to stop doing commercial photography when he joined Action Photo as Lab Manager.

It was at this point that his work began showing improvement, he says. It didn’t hurt, he admits, that he took workshops led by John Shaw, Freeman Patterson, and Jim Zuckerman — all doing work that David felt strongly about.

During this period David began selling his photographs at art shows and to the corporate world as stock images. This is a current business pursuit of his, along with his high-resolution scanning, custom photo-retouching and manipulation services he provides to corporate clients under the business name A Better Image.

Along with the rest of the photographic community, David has felt the need and pressure to go digital, and finally did so in the fall of 2004. No regrets, he says, except that he can’t afford the new Canon 16-megapixel camera—“yet.”

David’s presentation will begin at 7:30 p.m. Wednesday in the Science Museum of Virginia’s Discovery Room, located on the first floor off the rotunda lobby.



PHOTOS COURTESY OF DAVID EVERETTE

### Science Museum seeks photography assistance

Our meetings host, the Science Museum of Virginia, is in need of help photographing its “Scooper Bowl” ice cream event for children on Saturday, June 25, anytime between 10 a.m. and 4 p.m.

If you can help document this event photographically using a digital camera (provided by the Museum, if you wish), please notify Cyane Lowden at the Museum, 864-1537. All the ice cream you can eat while you photograph kids enjoying theirs at this family fun science event!

## A WORD FROM OUR PRESIDENT



Taft Carter

I really enjoyed our Evaluation meeting last month. Thanks to Jeff Ruisi we had an excellent evaluator, Tom Hilterbrant.

There were many wonderful regular entries, slides and prints, and a larger number than usual very well done Assigned Subject (“Patterns”) photos.

It was very nice of Tom Hilterbrandt to tell us he thought our work was at a high level.

We will need another evaluator for our next evaluation on May 11th, and our next assigned subject is on July 13th, “Night Shots.” As the evenings get warmer, maybe Sallie will plan a night photo activity later in May, and maybe someone will put together some “how to” information on night photography.

We had a productive Board meeting last month. Our new webpage was approved, and thanks to a lot of work by Jerry Zaun, it is up and running. Please get him some of your digital photos so they can be displayed on the Internet. (*See separate story, page 5.*)

We spent time on updating the club’s Bylaws. David and Lona Pugh are working on this. It’s not an easy job and we appreciate them putting in the time to get this done.

Irvin Alley is working on increasing the number of categories for the Year End Competition. We expect him to also clarify our digital category, and review the current Evaluation rules, so we can be all up to date on our webpage. To help get all this done soon, we have tentatively scheduled another Board meeting on April 26th.

Past-Secretary and longtime club member Louise Burke recently experienced a slight stroke and has decided not to attend meetings for awhile until she gets her energy level back to normal. We’ll keep her in our thoughts, and we hope to see her back soon.

—Taft

SALLIE JENNINGS PHOTO



## FLOWERS & GOLDEN GIFTS

• Describing CCR’s Easter Floral Shoot at Lewis Ginter Botanical Garden, activities director Sallie Jennings said:

“We had an excellent turnout, around eight or nine including the Blackstone contingent. Everyone was delighted with the ease of shooting in the conservatory, one great shot after another. The sun was overcast, giving us nice diffuse light (sometimes it can be too intense requiring a polarizer or neutral-density filter). Everyone stayed for lunch at the café.”

*One of Sallie’s floral compositions is at left.)*

• Members are reminded to save their Ukrops “Golden Gift” certificates — which Ukrops will mail out “mid-May”—and give them to CCR treasurer David Pugh by June 8 in order to benefit the Club’s treasury.

## 2005 CALENDAR

*Check this list each issue as more field trips, clinics, workshops, exhibitions and other special meetings and events are added throughout the year.*

### APRIL

Apr. 13 (Wednesday) . . . . . CCR Program:  
David Everette

Apr. 26 (Tuesday) . . . . . CCR Board Meeting  
at the Science Museum at 7:30 p.m.

### MAY

May 11 (Wednesday) . . . . . CCR Evaluation

May 14 . . . . . Outdoor photographer George Lepp  
at PSA Mid-Atlantic Chapter Spring Meeting,  
Leisure World, Silver Spring, MD  
(see story on back page)

### JUNE

June 8 (Wednesday) . . . . . CCR Program

June 10, 11 & 12 . . . . . Berks Camera Club  
46th Annual Photographic Conference,  
Kutztown Univ., Kutztown, PA.

June 18 (Saturday) . . . . . Floral shoot  
(Details to come from Jerry Zaun)

### JULY

July 13 (Wednesday) . . . . . CCR Evaluation  
Also, Assigned Subject: “Night Shots”

July 15-17 . . . . . New England Camera Club Council  
60th Annual Conference, Univ. of Mass., Amherst

### AUGUST

Aug. 10 (Wednesday) . . . . . CCR Program

Aug. 28 - Sept. 3 . . . . . PSA 67th International  
Conference of Photography\*, Salt Lake City, Utah

### SEPTEMBER

Aug. 28 - Sept. 3 . . . . . PSA 67th International  
Conference of Photography\*, Salt Lake City, Utah

Sept. 14 (Wednesday) . . . . . CCR Evaluation

### OCTOBER

Oct. 11 . . . . . Fall Foliage Bus and Steam Locomotive  
Railroad Excursion to Cass, WV (7 a.m. - 7 p.m.)

Oct. 12 (Wednesday) . . . . . CCR Evaluation  
Also, Assigned Subject: “Trees”

### NOVEMBER

Nov. 9 (Wednesday) . . . . . CCR Program

### DECEMBER

Dec. 3 (Saturday) . . . . . CCR Awards Banquet

\* \* \* \* \*

*\* PLAN AHEAD for the Photographic Society of America’s 68th International Conference of Photography to be held Sept. 4-9, 2006, in nearby Baltimore. Join PSA soon to take advantage of PSA-member conference prices. (See Carole Hagaman or Dave Chapin for a PSA application.)*

## EVALUATION ENTRIES — MARCH 9, 2005

### Slides

1. Winter in Maymont . . . . . Jeff Ruisi
2. Relaxing . . . . . Irvin Alley
3. Goliath . . . . . Virginia Broitman
4. Two Mushrooms . . . . . David Pugh
5. Pelican Twins . . . . . Edward Hagaman
6. Nepalese Sherpa . . . . . Tone Del Papa
7. Following in Line . . . . . Irvin Alley
8. \* Red-Haired Clown . . . . . Edward Hagaman
9. Old Farmer . . . . . Carole Hagaman
10. Sunrise, Rockport . . . . . Edward Hagaman
11. Rose . . . . . Pat Billings
12. Tired Artist . . . . . Irvin Alley
13. \* Exploring White Sands . . . . . Carole Hagaman
14. Black-Eyed Susan . . . . . Pat Billings
15. Canyonlands . . . . . Edward Hagaman
16. Minnesota Falls . . . . . Pat Billings
17. \* Jennifer and Sue . . . . . Edward Hagaman
18. Stop the Music...Please! . . . . . Tone Del Papa
19. Controlling the Rapids . . . . . Carole Hagaman
20. \* Soft and Pink . . . . . Edward Hagaman
21. Red Geber Daisies . . . . . David Pugh
22. Bear Cub in Tree . . . . . Carole Hagaman
23. Orange Geber Daisy . . . . . David Pugh
24. Setauket Harbor . . . . . Jeff Ruisi
25. \* His Handmade Basket . . . . . Carole Hagaman
26. Bath Day—Vietnam . . . . . Tone Del Papa
27. Birch . . . . . Virginia Broitman
28. \* Danger Approaching! . . . . . Carole Hagaman
29. Echinacea . . . . . Virginia Broitman
30. Pastel Ivy . . . . . Sallie Jennings
31. Feather Fern . . . . . Sallie Jennings
32. Rudder . . . . . Sallie Jennings
33. Old Faithful . . . . . Walter Taylor
34. Misty Morn—Maine . . . . . Walter Taylor
35. Crater Lake . . . . . Walter Taylor

### Color Prints

1. \* Yellow Crocuses . . . . . Sallie Jennings
2. Center - Blue Anemone . . . . . Sallie Jennings
3. Red Tulip Center . . . . . Sallie Jennings
4. Fragmented Sunrise . . . . . Sallie Jennings
5. Crater Lake . . . . . Walter Taylor
6. Upper Falls—Yellowstone . . . . . Walter Taylor
7. Mt. Rainier . . . . . Walter Taylor
8. The Race Is On . . . . . Irvin Alley
9. Billy . . . . . Irvin Alley
10. Cool Clear Water . . . . . Irvin Alley
11. Window Shopping . . . . . Virginia Broitman
12. Good Color . . . . . Taft Carter
13. Bound Feet—Bound to the Past . . . . . Tone Del Papa
14. Froze Lavender Daisies . . . . . David Pugh
15. OBX Fleet . . . . . Danny Poole
16. Green Acres . . . . . Rhonda Poole
17. Sunset . . . . . Danny Poole
18. White Egret . . . . . Edward Hagaman
19. \* Buckboard Wagon . . . . . Edward Hagaman
20. \* Prince of Wales Hotel . . . . . Edward Hagaman
21. \* Eight Pointer . . . . . Edward Hagaman
22. White Egret . . . . . Carole Hagaman
23. The Matterhorn . . . . . Edward Hagaman
24. Covered in Snow . . . . . Edward Hagaman
25. Great Blue Heron . . . . . Carole Hagaman
26. \* Sunset Point . . . . . Carole Hagaman
27. \* Samantha in Pink . . . . . Carole Hagaman
28. \* Three Red Sails . . . . . Carole Hagaman
29. Red-Topped Sandhill Crane . . . . . Carole Hagaman
30. Little Miss . . . . . Pat Billings
31. Howard . . . . . Pat Billings
32. Little Man . . . . . Pat Billings
33. Spider Lily . . . . . Jerry Zaun
34. Male Cardinal . . . . . Jerry Zaun
35. Blue Ribbon Winner . . . . . Jerry Zaun



**First-time CCR guest evaluator Tom Hilterbrant offers a critique of a Club member's print at our Evaluation on March 9 as print director Jeff Ruisi readies the next entry.**

### B&W Prints

1. Confusion . . . . . Jerry Zaun
2. \* Moon at Monolake . . . . . Edward Hagaman
3. \* Fjorlands, New Zealand . . . . . Edward Hagaman
4. Glacier Bay, Alaska . . . . . Edward Hagaman
5. Enclosed in Clouds . . . . . Edward Hagaman
6. Wolf in Stream . . . . . Edward Hagaman
7. \* Boy and Eagle . . . . . Edward Hagaman
8. Shadows . . . . . Virginia Broitman
9. Punk Model II . . . . . Sallie Jennings
10. Carved Bird . . . . . Sallie Jennings
11. Frond . . . . . Sallie Jennings
12. \* Feather . . . . . Sallie Jennings

### ASSIGNED SUBJECT (‘Patterns’)

#### Slides

1. Cactus Pattern and Bloom . . . . . Edward Hagaman
2. Patterns in Henna . . . . . Tone Del Papa
3. Nature's Design . . . . . Irvin Alley
4. Harvest . . . . . David Pugh
5. Boat Patterns . . . . . Walter Taylor
6. Sandstone Patterns . . . . . Carole Hagaman
7. Radiating Color . . . . . Pat Billings

#### Prints

1. Three Aningas . . . . . Edward Hagaman
2. Outer Banks Dune . . . . . Dave Kral
3. X's and O's . . . . . Dave Kral
4. Screw Pine . . . . . Dave Kral
5. Yellow & Red . . . . . Pat Billings
6. Nature's Patterns . . . . . Jerry Zaun
7. Winter Waterfall . . . . . Jeff Ruisi
8. Glass Patterns . . . . . Carole Hagaman
9. Sun Stripes . . . . . Virginia Broitman
10. Echoes . . . . . Virginia Broitman
11. Broken Glass Pattern . . . . . Irvin Alley
12. Snow Pattern . . . . . Taft Carter
13. Nature's Pattern—Hoo-Doo's . . . . . Walter Taylor

(\* Makeup entry)

***Save this listing for your future reference. Only photographs entered in our 2005 Evaluations may be entered later in our Club's 2005 Year-End Competition.***

## DIGITAL PHOTOS: PRINT THEM YOURSELF OR HAVE THEM PRINTED COMMERCIALY?



**Jerry Zaun**

**N**ow that you have your digital camera you are going to want to print some pictures. The question is do you do it yourself or take your memory card to the photo shop for them to print. You have choices now. Let's look at some.

1. Do you have a Digital Point and Shoot camera or a SLR? Most P&S cameras take pictures ready to print. That is, you don't normally have to do post processing at home before printing. Most digital SLR cameras take pictures that benefit from some post processing. Let's talk about P&S first.

2. Since Digital P&S cameras photos are usually ready for printing you have 3 choices. (a) You can just take the memory card to a photo shop and have the images printed for you. Many places like Target, Wal-Mart and others have self serve machines that will do it for you while you wait. Cost \$.25 each and up. (b) There are small printers that some P&S cameras dock with that only print photos. I personally find this option too expensive but you do have more control than taking them to the photo store. (c) You can print them yourself at home if you have a PC, a photo printer and software. Most digital cameras come with just such software. This is my choice. You will probably also want to store digital copies of your pictures on your computer to share on-line or for

future use. (Make sure you have back up).

3. If you bought a digital SLR it did come with enhancement software and you will need to enhance most photos with your PC. In addition if you shoot in the raw mode you need to convert to another format even for the photo store to print for you. (I will discuss raw later) So you have 2 options, enhance, then print it yourself or enhance and save to a CD or memory card and take it to the photo store. Since you must have a PC for enhancements and you will need a printer anyway, why not make it a photo printer and you can use it for all printing. There are lots of printers to choose from. I will talk about printers at later time.

4. Getting the photos to the computer is easy. All digital cameras come with the ability to download pictured directly from the camera to the computer. In my opinion it is too slow and takes too much camera battery power. I prefer using a USB2 memory card reader. Readers can be bought for around \$20. It is much faster and easier. They act just like a very small external disk and you can just copy files to your hard disk

5. Now that the photo is in the computer, you can enhance it, crop it and save it to disk. The printing is now up to you. Do it or not. Print it now or wait a year. YOU have control.

I personally think even P&S photos at times benefit from some post processing. You can fix some flaws, crop the picture the way you like it and print it at home when you want it. Yep I thing post processing and printing at home is fun but it does take some hardware, software and a bit of learning. What's for you, only you can decide.

Capture the moment.....do it with photography then print it!

—Jerry

► Basic and advanced digital photography classes are offered by several local camera shops. Classes are typically free if you purchase a new camera, but are also offered at modest cost to others. Contact Richmond Camera (Joan at 355-5793), Ritz/Wolf Camera (Short Pump store, 364-5700), or Simjo Photo (730-9332).

## WELCOME!



The Camera Club of Richmond meets at the Science Museum of Virginia, 2500 W. Broad Street, Richmond.

The Camera Club of Richmond invites prospective members to attend our meetings which are held the second Wednesday of each month at 7:30 p.m. at the Science Museum of Virginia.

Annual dues are \$20 a person, \$35 a couple. Call any of our officers for additional information.

Our new mailing address is P.O. Box **12511**, Richmond **23241-2511**.

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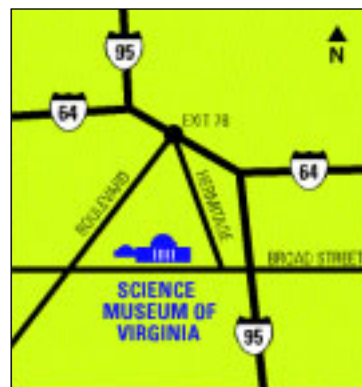
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*Immed. Past President  
& PSA Representative*  
**Carole Hagaman**

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Our club is a member of the Photographic Society of America. Visit PSA online at [www.psa-photo.org/](http://www.psa-photo.org/)



# JERRY ZAUN RELATES THE A-B-C'S OF BUILDING OUR CCR WEBSITE

By JERRY ZAUN  
CCR Membership Director & Webmaster

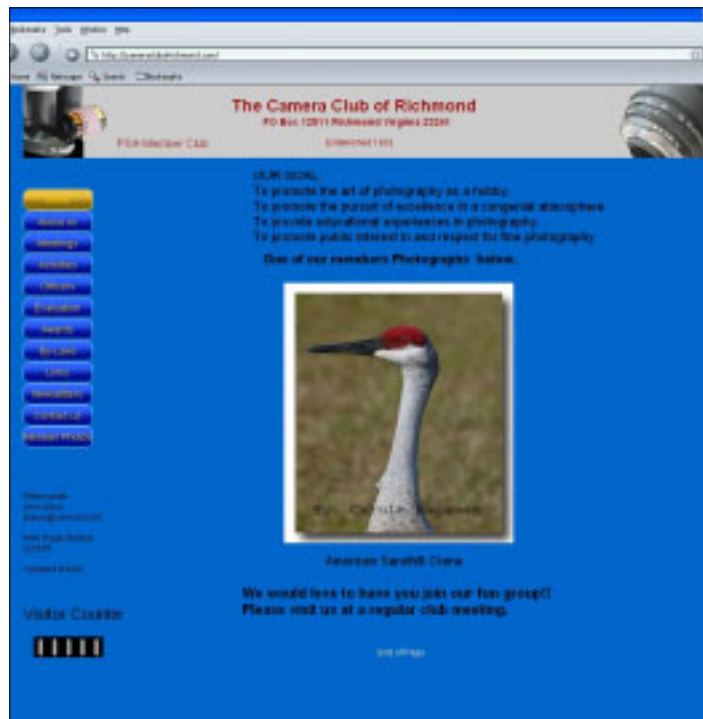
When David and Taft mentioned that the club wanted a web site, I thought that could be fun to work on one. Being newly retired and looking for something else to keep me occupied, the chance to work on the club's web site was a gift.

Never having entered into this kind of project, I started by visiting other club web sites to see what others had on the web. Then I started researching web hosting companies. I wanted one large enough that would not go out of business soon and would be competitive price and feature wise.

Yahoo seemed to fit the bill. They had a free software package Yahoo Site Builder that you could download and build the site off line. After trying their site builder I was sure that was the one to use. The site went through many changes over its development. I wanted it to be easy to read, easy to use and to supply all the information a new or prospective member may need to enjoy the club.

Every thing I put there is being used in other club sites in one way or the other. We have 12 pages: Home page, About Us, Activities, Meeting Schedule, Officers, Evaluation Rules, Awards page, By-laws, Links to other points of interest, Newsletter, Members' Photos, and, finally, a Contact Us / Guest Book page.

The board approved a web page and it went live on 3/24/05. I belong to several on-line forums and I posted a link to one of them and asked those folks to comment and help test our new site. Immediately we had a page loading problem (slow) and it loaded to the left and jumped to the center. It was also hard to read because of the colors. I changed where the page loaded to correct the speed issue and changed the color for easier reading. At this point the site had had over 350 visits. I think it will help the club attract more new members if we can advertise it. I envision using some part of it, maybe the front page, to honor members for something they have done with or for the club. Maybe we could post a larger picture they



have taken and won an award for as an example. I made a business card size hand out for members to give to folks they know in order to help advertise the club and site. I will give them out at the next meeting. I know there are some changes that still need to be made to correctly update the By-Laws and the Evaluation Rules and they will be done as soon as I get the correct information. I would like to have more input from members, but for now the site is up and running at:

[www.cameraclubofrichmond.com](http://www.cameraclubofrichmond.com)

—Jerry Zaun

## DIGITAL 'WHITE BALANCE' SETTINGS A KEY TO GETTING ACCURATE COLORS

At our last meeting Tone Del Papa brought in copies of a photography article to share with other CCR members. The article was from the February 2005 issue of *PC Photo* magazine, written by its editor, Rob Sheppard.

The words of advice that Tone found most interesting were:

"I rarely shoot 'Auto' white balance for three basic reasons: it doesn't consistently give the best colors; it gives inconsistent results when shooting multiple images in a scene where you change your angle to the subject and lens focal length [and] auto white balance's inconsistency is due to the camera's attempt to adjust to the different things it sees on the sensor.

"I recommend shooting with 'Presets,' which set your camera to a particular color temperature." These presets are usually called things like sunny, cloudy, partial shade, shadow, sunrise, sunset, incandescent, florescent, etc.

"Learn to use your camera's custom white

balance, concluded Sheppard, as "this is the best way to get accurate, brilliant colors from every situation."

Tone adds that using the Custom white balance settings are the best way he's found to get accurate color. They are based on the camera's measuring the color of light as it is seen on a white or gray card.

Tone said that he hasn't yet selected a digital camera, but expects to eventually. As are some other photographers, Tone says he's waiting for the cameras with full-size imagers to become more affordable.

Separately, Tone and his wife Rita are working up a Microsoft Word template that would enable members to use their computers' printers to fill in their Evaluation Entry Forms.

(Your *Southern Exposure* editor would welcome that prospect, in that the computer-printed information would be easier to read and to decipher than some of our members' handwriting!)

### CCR Tip of the Month

Everyone knows to use acid-free rag board when matting photos.

But did you know there are *two* types of rag board—buffered and non-buffered?

Color prints should be matted with non-buffered mat. Putting a buffered mat next to acidic color dyes can cause a color shift in the dye.

When matting black & white prints that are silver based, you should use the buffered mat.

Not all frame shops stock non-buffered mat board because they are not that familiar with archiving color prints. Most art shops have it or can get it.

—Contributed by  
Tone A. Del Papa

## MAY 14 MID-ATLANTIC CHAPTER PROGRAM FEATURES GEORGE LEPP

The Mid-Atlantic Chapter (MAC) of the Photographic Society of America will offer a program by noted nature photographer George Lepp on May 14.

Several members of our club are expected to car-pool to Silver Spring, Md., that morning to catch the MAC presentation.

**“THE PROMISE OF DIGITAL,” a program by George Lepp — Saturday, May 14, at 1 p.m. at MAC’s spring meeting, Silver Spring, Md. Free to CCR members; No reservations needed.**

George will present information and some demonstrations about the latest equipment and techniques on the positive use of the digital format in outdoor and nature photography.

World-renowned outdoor and nature photographer George Lepp has been making trips from his home on the Central

Coast of California to many areas of the United States and around the world for about 25 years.

For more than 20 of those years he has led photographic workshops, sharing his extensive photographic and biological knowledge with groups of photographers. He has also educated other photographers through his books, newsletters, monthly Tech Tips column in *Outdoor Photographer*

magazine, and feature articles in *Outdoor Photographer* and *PC Photo* magazines. He has lectured around the U.S. and internationally for more than 30 years. Most recently the Lepp Institute of Digital Imaging has been established, which provides interactive photographic workshops with a state-of-the-art digital darkroom lab.

During his decades as a professional photographer, George has captured many extraordinary images, representing his unique style and vision. Most recently, George has pioneered a process of creating composite panoramas. These consist of multiple sequential 35mm or medium format photographs that are digitally assembled and printed. He has used this technique extensively to create unique images of many different subjects. He made use of this and many other photographic techniques during his recent trips to Africa, the Netherlands, Yellowstone, and the Central Coast of California.



**Plan to catch George Lepp’s May 14 presentation at Silver Spring, Md.**

George’s work has been displayed in major shows featuring photographic exhibitions on hummingbirds, monarch butterflies, and nature photography. His work has been exhibited at the Oakland Museum, Pacific Grove Museum of Natural History, Santa Barbara Museum of Natural History, Riverside Museum, Pioneer Museum (Stockton, CA), Los Angeles County Museum of Natural History, Brooks Institute of Photography photo gallery, Western States Museum of Photography, International Center of Photography in New York, Canon USA corporate offices, Eastman Kodak Company corporate offices and Epson America corporate offices.

Besides his passion for photography, George has a strong interest in preserving our natural resources, and has focused much of his energy on this effort. Through his support of various organizations, educational workshops, and in his various writings, George has promoted responsible enjoyment and preservation of our natural world.

Let Taft Carter or Carole Hagaman know of your interest in attending, and whether you’ll drive (and perhaps offer a ride to one or more other CCR members?), or if you would prefer to ride with others.

Note: The first three rows at the Lepp program will be reserved for PSA members.

## *Southern Exposure*

THE NEWSLETTER OF  
**THE CAMERA CLUB OF RICHMOND**

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