

# *Southern Exposure*

Newsletter of the



## CAMERA CLUB of RICHMOND

March 2017

### President's Corner

Although it is just the end of February, the warm weather is bringing out some early blooms! March may bring a late snow, so it is a good time to be prepared for some great shots of blossoms poking out of snow! If you know of a great spot for a Meetup like this when it happens, please let Karen, Bruce, or me know so that we can schedule an impromptu meetup.

This month is an evaluation month with no assigned subject. Jeff Saxman will be our evaluator and you can find his bio in the VP section of this newsletter. Please keep in mind that membership dues must be paid by the end of March to submit images or prints for evaluation.

Your board is working hard to make this an exciting year for the club. Our mini-training/education sessions will continue, starting before the regular meeting, so be sure to get there early.

I am excited that Carole Hagaman will be giving us a live demonstration before our March 8<sup>th</sup> meeting on how to navigate and make the most use of the Photographic Society of America website. Even if you are not a member of PSA, you should attend to learn everything that PSA can do for you to develop your expertise in photography. Future sessions will include software instruction, so keep checking Meetup for announcements!

To improve our financial situation, the board has voted to change the venue for our monthly meetings, after March. We have narrowed down the list of sites to two, with the final decision to be announced soon. Some of the many factors involved in the decision are not just financial: we want convenient access to members, plenty of seating, storage for our library and equipment, etc. Stay tuned- an announcement shall be coming shortly!

**Philip Snider**  
**President, CCR**  
[president@cameraclubofrichmond.com](mailto:president@cameraclubofrichmond.com)

**Camera Club of Richmond meets the second Wednesday of each month at:**

Holiday Inn  
2000 Staples Mill Rd.  
Richmond, VA  
*Doors open at 6:00 p.m. for networking.*  
*Meeting begins at 7:00*

### Club Meetings

March 8  
April 12  
May 10  
June 14  
July 12  
August 9  
September 13  
October 11  
November 8  
December 13

### Board Meetings

March 22  
April 26  
May 24  
June 28  
July 26  
August 23  
September 27  
October 25

## Vice President Corner

### Jeff Saxman will be our evaluator in March



Jeff Saxman studied Imaging and Photographic Technology at the Rochester Institute of Technology, but, upon arriving in Richmond in 1990, became immersed in the world of commercial photography.

Working for an established studio gave him the opportunity to wet process both color and B&W films, assist studio photographers, and eventually take a shooting role at the studio. 1996 saw him step out on his own, first as a freelance assistant then increasingly shooting for his own clients.

Along the way, Jeff has shot a wide variety of subject matter, but primary specialties have evolved into food and product photography. Since 1999, Saxman Photography, Inc. has operated out of an old warehouse space in Shockoe Bottom. The studio moved to a full digital capture and processing operation in about 2003, and digital effects have become a part of the work done as well. Recent cycling events in Richmond have opened the door to shooting area biking events as well as leading Jeff to join a mountain bike racing team.

A list of Jeff's clients includes Hamilton Beach/Proctor-Silex, Wolf Appliances, CF Sauer Company, Reynolds Metals, University of Richmond, Swedish Match and Richmond Magazine.

**Don Hanna**  
**Vice President**  
[vicepresidentofcameraclubofrichmond.com](mailto:vicepresidentofcameraclubofrichmond.com)

## Membership

We had 55 people at the February meeting and three new members.

**Margaret Moriarty**  
**Membership Director**  
[membership@cameraclubofrichmond.com](mailto:membership@cameraclubofrichmond.com)

## Activities and Education

February is history and March is upon us! Who knows what the weather may bring?

Nevertheless, your Education/Activity team has come up with something to hopefully tweak your photographic obsessions. Whether you are an experienced photographer or a newbie, young or old, free-spirited or a curmudgeon, life is better when you get involved. So, please join us for any or all of our March events....

### First, the History:

The “Shiver in the River” Meetup got a Five Star rating from the 15 CCR participants. Everyone stayed dry and had a good time.

Check out the [Meetup Website](#) and the 45 posted pictures to see what you missed!



Likewise, the two workshops on “Conservation Framing Workshop and Demonstration” by Richard Koechlein, President of [Custom Framing Made Simple](#), were tremendously informative.



We all walked away with a greater understanding and appreciation of the Art of Framing. You can also see those pictures on the [Meetup site](#).

Richard did mention that he will give all CCR members a lifetime 20% discount for any of our framing needs. Thank You, Richard!

**Now, the Future:**

**Photographic Society of America Overview – Carole Hagan**

March 6, 2017, Wednesday  
6:15 p.m., Holiday Inn, Crossroads



Please join Carole Hagan as she discusses what the Photographic Society of America is and what it offers to its members. We hope to be able to give you a live demonstration of how to navigate the website including a tour of all the drop-down menus and what they mean. The link to the website is [www.psa-photo.org](http://www.psa-photo.org).

This is Topic #2 in the: "2017 Mini-Workshops". These sessions are held before the scheduled CCR meeting.

**15th Annual Dog Jog and 5K Run**

March 25, 2017, Saturday  
[Richmond SPCA's Robins-Starr Humane Center](#)  
2519 Hermitage Road, Richmond, VA

Come out, cheer on the two and four-legged runners and walkers, visit the Vendor Fair and Adoption Center – and take lots of great pictures! All events are pet friendly except for the 5K Run, which is for people only. If you want to fully participate, register to run (or walk!) in either of the two races - and the rest of us will take YOUR picture! It's a great way to support and raise much needed funds for the pets cared for by the Richmond SPCA. For additional information about the Dog Jog, contact Gray Miller at 804-521-1320 or [gmliller@richmondspca.org](mailto:gmliller@richmondspca.org).

**Timetable**

- 8:00 a.m. SPCA Retail Shop & Vendor Fair Open
- 9:30 a.m. 5K Race Begins
- 11:00 a.m. Dog Jog Begins, SPCA Adoption Center Opens
- 11:30-ish Awards

There is no "official" meet time. Karen will have a Palladin Photography booth at the Vendor Fair, so stop by and let's talk cameras, pose dogs, and have fun.

### **Adobe Lightroom Basics**

April 8, 2017, Saturday  
Lakeview Volunteer Rescue Squad  
2007 Timberlake Avenue, Richmond, VA  
1:00 p.m. to 4:00 p.m.

Liz Clayton has agreed to give a three-hour training session covering the basics of Adobe Lightroom. If you have attended any of her training sessions, you will know that she is a knowledgeable, informative, and polished instructor. This is a great opportunity to take the plunge, jump in the water, and have Liz as your lifeguard.

To cover the cost of this event there will be a one-time \$10.00 charge payable at the Meetup.

Let us know of any educational seminars or activities you would like us to schedule.

**Karen Davis, Education Director**  
[Instruction@CameraClubofRichmond.com](mailto:Instruction@CameraClubofRichmond.com)

**Bruce Murff, Activities Director**  
[Activities@CameraClubofRichmond.com](mailto:Activities@CameraClubofRichmond.com)

### **February Digital Images**

Below is a link to access the dropbox folder where the February evaluation images are located. The images have been culled for ones that do not have signed release forms.

[https://www.dropbox.com/sh/v2ks474rlvs224h/AADoxO8Yy8rpg\\_Gql0Kao7M8a?dl=0](https://www.dropbox.com/sh/v2ks474rlvs224h/AADoxO8Yy8rpg_Gql0Kao7M8a?dl=0)

**Jeff Claypoole**  
Digital Director - Camera Club of Richmond  
[digital@cameraclubofrichmond.com](mailto:digital@cameraclubofrichmond.com)

### **Topic: Color Management**

#### **Cameras, Color, and Color Space (A Conversation about Color Management - Part 2)**

By: Jeff Claypoole

This is the second in a series of articles about Color Management. The first article was published in the February Newsletter which can be found on the Camera Club of Richmond's website.

For a quick recap, here are the crib notes:

- A Color Space defines a range of color.
- There are 3 major color spaces (listed in size order smallest to largest).
  - sRGB

- AdobeRGB
- ProPhoto
- Deciding which Color Space to use depends on the device an image will ultimately be viewed on or will be created by.

### **The Ending Dictates the Beginning**

Deciding on which color space to use is not clear cut. This is because of the multitude of choices for outputting an image. It might be viewed on the internet through a web browser, via a monitor/tablet/phone, or physically printed on any number of media. All of this can happen now or some time in the future.

Another issue when dealing with color on electronic devices is whether the viewer's device is color space aware and has been properly color calibrated. Without both, the colors will be off -- sometimes greatly so.

There are two mindsets when it comes to photography and color space.

1. This is a destructive process and the other is non-destructive. The first, the destructive one, looks at the here and now and thinks: "The technology out there today all can handle the sRGB color space; I'll also never go back and reprocess any of my images. Therefore, I'll use the smallest color space: sRGB."
2. This second mindset looks towards the future and thinks: "Digital photography is just beginning its adolescence and as technology changes over time so will the hardware that can reproduce my images in larger color spaces. Therefore, I'll save my digital images in a larger color space, AdobeRGB or ProPhoto, and then downsize them to a smaller space depending on the media they will be viewed/created on."

There are pros and cons for these two mindset. In the first strategy, the biggest con is: it's destructive, once the color information is downsized to the smallest color space, sRGB, it cannot be retrieved. The big pro for this strategy is that the file sizes will be small and not take up much space on a storage device. In the second strategy, the big pro is: it's non-destructive, all the color information is saved and can be used in the future as photography changes. The biggest con is that the file size of the images will be large and each image will take up much more space on a storage device. Over time, the larger saved file format will impact hard drive storage, backups, and ultimately cost more money.

I, personally, adhere to the second mindset utilizing the largest color space: ProPhoto and employ a non-destructive workflow as I process my images. In addition to the above reasons, I will quote two of my favorite photographers. One from the days of film, and the other from the digital age of photography.

"The negative is everything. The Print is all. The negative is the sheet music. The print is the symphony."

-- Ansel Adams

"All decisions about a print are best made at the point of capture and all decisions are informed by your understanding of how it all works. The more you understand about the middle (Photoshop), the more informed your decision can be at the beginning (the point of capture), because everything you do is in service of the print and the goal of every print is to be in service of your voice."

-- Vincent Versace

It is based on these philosophies that I have chosen to retain as much digital information possible so that as my skills and technology in the digital darkroom improves, I can attempt to leverage every tool at my disposal.

In the following months more considerations for choosing specific color spaces, and Color Management will be discussed further.

## Library

CCR maintains a lot of good books that are available for checkout by club members at no charge. The library list has been updated and can be retrieved from:

<https://docs.google.com/spreadsheets/u/0/>

**Doug Turner**

**Librarian**

**librarian@cameraclubofrichmond.com**

## Miscellaneous

**Like our Facebook Page!**

<https://www.facebook.com/CameraClubOfRichmond/>

**Our planned monthly meeting schedule:**

- April: Scott Brown - presentation
- May: Anthony Rumley - evaluation
- June: Assigned subject: Natural Framing
- July: Ken Conger - presentation
- Aug: Assigned subject: Hidden Letters
- Sept: Speaker presentation
- Oct: Assigned subject Wabi Sabi

*Note that this schedule is subject to change.*

**Member articles are welcome!**

Share your photography knowledge with fellow club members! Guest columns are welcome in the CCR newsletter. Topics might be new equipment or software, trips you've taken, the sky's the limit!



The Camera Club of Richmond is proud to be a charter member of the Photographic Society of America

Visit PSA online:

[www.psa-photo.org](http://www.psa-photo.org)

*For a PSA membership application see Carole Hagaman, CCR's PSA representative*

### **PSA Mission Statement**

The Photographic Society of America (PSA) promotes the art and science of photography as a means of communication, image appreciation, and cultural exchange.

PSA provides education, inspiration, and opportunity for all persons interested in photography

The Society fosters personal growth and expression, creativity, excellence, and ethical conduct in all aspects of photographic endeavor

**2017 CCR Officers and Board of Directors**

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## Friends of CCR

These are firms that have provided exceptional services to the Camera Club of Richmond and its members. We show their logos as a way of saying thank you. This list is updated as appropriate.

