

Southern Exposure

Newsletter of the



CAMERA CLUB of RICHMOND

March 2018

President's Corner

Our meeting on March 14th will bring our first assigned subject evaluation night: black and white. Remember, you can submit one assigned subject image and one "open" category image for a maximum of two images. If you do not have an image for the assigned subject, you can submit only one image for the open category.

Black and white conversions can be done in Photoshop, Lightroom, in camera or in many other photographic processing software. I recommend the Silver Effects plug-in for Photoshop as it gives many conversion options including filters. It is part of the Nik effects package, free from Google. Usually, evaluators look for rich blacks, whites that are not "blown out" (still have detail) and a wide range of grays in an image. The histogram on your camera or in Photoshop will help you spot clipped blacks or whites. Wow us on the 14th with your great images and prints!

If you missed last month's meeting, I mentioned then that we have added an affiliation with Adorama on our website. This is in addition to our BH Photo link- the club will get a 2% rebate on your purchases, plus they have a learning center online: <https://www.adorama.com/alc/> Now you have more choices for your camera and accessory purchases! Just remember to use the link on the Camera Club website: <http://www.cameraclubofrichmond.com/web-links-for-more-info>.

Keep on clicking!

Philip Snider
President, CCR
president@cameraclubofrichmond.com

Camera Club of Richmond meets the 2nd Wednesday of each month

Chamberlayne Heights
United Methodist Church
6100 Chamberlayne Road
Richmond, VA
Doors open at 6:00 p.m.
Meeting begins at 7:00 p.m.

Club Meetings

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

Board Meetings

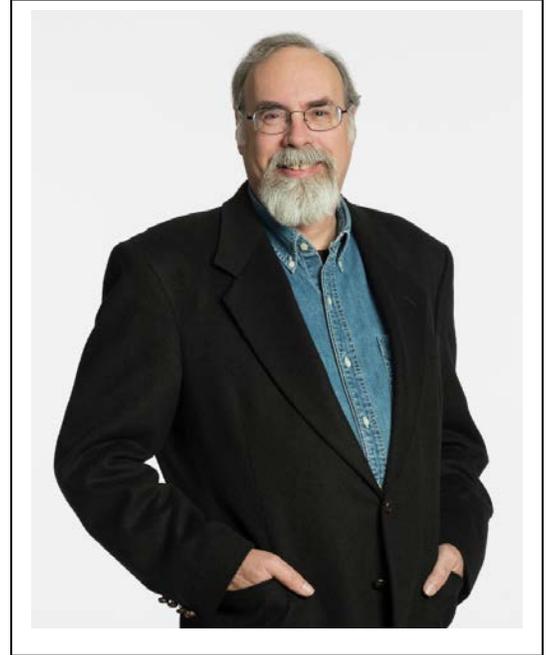
March 28
April 25
May 23
June 27
July 25
August 22
September 26
October 24
November 28
December 19

Vice President's Corner

Frank Saunders is our evaluator in March

Frank Saunders will be our evaluator for this month's assigned subject on black/white photography. Involved with photography for over 40 years, Frank grew up in Charlottesville and moved to Richmond to attend Virginia Commonwealth University, graduating with a BFA in Communication Arts and Design in 1977. He later pursued graduate studies in photography at VCU.

Frank worked in the Visual Literacy Program of the Richmond Public Schools for 21 years, and for the last 12 years has been the Administrative Assistant for the Virginia Museum of Fine Arts Studio School, where he also teaches darkroom photography. He is the Educator for the VMFA's photography collection. His primary interests are in darkroom photography and photographic history.



Robert Papas
Vice President, CCR
vicepresident@cameraclubofrichmond.com

Education and Activities

First, a few reminders...

We use MeetUp.com to schedule and communicate our Activities and Education events to both CCR members and other people out in the "MeetUp World". So, you will see both familiar and NEW faces at some of our MeetUps! This is a GREAT way to invite people to CCR, so please make them feel welcome!

If you need help signing up or signing in to MeetUp, please let us know. We'll be glad to help!

RSVP's: If your plans change, please change your MeetUp RSVP! Especially if you have reserved a spot in a MeetUp where attendance is limited.

And, if you have suggestions for things you'd like to see, do, learn – or TEACH! – please let us know. (Especially the TEACH part – you don't have to be an expert; just willing and able to share your knowledge of some aspect of photography about which you are passionate or knowledgeable. So, if we call, please say YES!)

March Events

It almost feels like Spring has Spring! I see daffodils and flowering crabapple blossoms, so grab your camera and get out there to enjoy our milder weather!

Mini Module: Let's Learn about PSA's Online Courses



Who:

Ed Tepper, CCR's Digital Director will be our presenter.

What:

The Camera Club of Richmond is a member of the Photographic Society of America and they offer us a wide array of Online Courses. Our Digital Director, Ed Tepper recently completed PSA's online "Image Analysis" course and will share feedback on taking PSA's online courses, plus some specifics about image analysis that he learned from the pros!

"PSA's online "Image Analysis" course is designed for individual members of PSA who wish to know more about photography and what may constitute a pleasant photographic image. Students will also learn what to say in the analysis or evaluation of a photograph. This course is also designed to improve the student's personal work through a comprehensive analysis of the work of others. The lessons will contain the work of master photographers as well as the work of the amateur and beginner, for a broad range of visual stimulation.

"The Photographic Society of America (PSA) is a worldwide organization for anyone with an interest in photography. Founded in 1934, the Society is for casual shutterbugs, serious amateurs, and professional photographers. PSA has members in over 80 countries. Individual and photo organization memberships offer a wide variety of services and activities: a monthly journal; online photo galleries; image evaluation; study groups; courses; competitions; an annual conference; opportunities for recognition of photographic achievement and service; and discounts on photography-related products and services. To learn more about PSA and its activities, visit "About PSA."

If you have time, check out their Website before this session: <http://www.psa-photo.org>.

When:

Wednesday, March 14, 2018; 6:15 – 6:45 PM
(Just come a little early to the CCR meeting!)

Where:

Chamberlayne Heights United Methodist Church
6100 Chamberlayne Road, Richmond, VA

Why:

To help us all better understand and utilize this great resource available to us.

Let's Learn about Photo Printing from Richmond Camera



Who:

Nick Fitzgerald, Director of Retail Operations, Hosted by Karen Davis & Bruce Murff

What:

Join Nick for a tour of Richmond Camera's Broad Street location and an overview of their photo lab and printing facility.

About Richmond Camera

Established in 1938 by James Bullard, Richmond Camera is based on the simple premise of providing quality products, fair prices, and timely deliveries. Since that time, Richmond Camera has provided superior photofinishing services as well as an endless selection of products and equipment for over 70 years, making Richmond Camera a primary source for photographic supplies in Central Virginia.

The founding philosophies live on in their processing laboratory and seven retail stores. They are only satisfied with the best equipment, products, and personnel. Their goal has always been (and always will be) to provide excellent customer service while remaining on the cutting edge of photographic technology.

Richmond Camera is also recognized as one of the best professional labs in the nation for quality, service, and professional results. www.RichmondCamera.com

When:

Saturday, March 17, 2018 10:00 AM to 12:00 Noon

Where:

Richmond Camera Shop, Inc.
213 West Broad Street, Richmond, VA

Why:

To see their operation and ask questions about their processes and photo finishing services.

We are looking forward to another FUN year of photography and friendship!

Karen Davis, Education Director
Education@CameraClubofRichmond.com

Bruce Murff, Activities Director
Activities@CameraClubofRichmond.com

Membership

We had a total of 41 members and three guests attend our February meeting.

REMINDER: Club dues are now due. If you haven't paid yet, please bring a check for \$40 to our March meeting or mail it to Doug Turner, 16301 Midlothian Turnpike, Midlothian, VA 23113. Unpaid dues will move you to inactive status after March 31.

Guest Column by Andy Kline

This article is heavily excerpted from the February 2018 version in Shutterbug magazine. As educational material, properly attributed, this excerption is permissible but cannot be distributed outside our non-profit.

Jay Maisel: The Power of Perception

How this Master Photographer uses Gesture in Images to tell a Story

Maisel is best known for his ability to capture vibrant colors using light and gesture found in everyday life.



Maisel says one needs to first learn what works visually, “whether it’s a painting, sculpture, architecture, or pottery. Our history of photography did not start with the daguerreotype. It started with cave painting.”

Maisel does not believe in Photoshop to change a photograph, but will on occasion use it to lighten an image. He believes a photographer should crop or frame his image in the shooting, not in post-production. He uses a Nikon D4s with a 28-300 zoom) as his go-to kit. “You crop or frame the image by moving yourself, or changing lenses, or zooming in or out on the image. If you don’t shoot carefully, you start getting sloppy in your thinking and seeing. You will find yourself spending way more time behind the computer rather than the camera.”

In his book, *Light, Gesture & Color*, Maisel states that of the three, gesture is the only one capable of carrying narrative. He uses the word “gesture” as the “expression that is at the very heart of everything we shoot.” Gesture give you a visual story of the essence of what you are looking at. “It is important to realize that gesture can be about someone, one who is absolutely still, in repose or even asleep. You can show resignation, sorrow, thought, introspection, delight, acceptance, and more.”







Maisel goes on to talk about “asking questions”, “capturing emotions”, and “storytelling in a series”. For more, see the article or read his book. Hopefully this might help club members with your next photograph.

Spotlight on Club Members

Let us know about your news worthy activities in photography as we would like to share them with other club members.

CCR member **Michael Orr** had two full-page and accredited photographs of the Brandermill Reservoir in autumn published in the book “Brandermill: the Nature Place to Be.”

Check it out here! [Book Launch for Brandermill: The Natural Place to Be](#)

For Sale

- HP Large format printer, B9180 with some extra ink, \$200
- Lenses for Cannon cameras:
 - Tamron 18-250mm \$100
 - Sigma 70-300mm \$100

Call or email Phillip Snider: 804-356-3780 or pasnider@gmail.com

He can bring items to the next meeting.

Miscellaneous

CCR MeetUp

Check our [CCR MeetUp site](#) for new events and activities – and LOTS of great photos!

CCR Library

CCR maintains a library that offers free checkout to club members. The library list can be viewed at: <https://docs.google.com/spreadsheets/u/0/>. Books are available at club meetings.

Like our Facebook Page!

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

Our planned monthly meeting schedule:

- April: David Everette, presentation, Image Composition & Design
- May: Alex Nyerges, presentation, VMFA and Alex's Photos
- June: Ken Conger, presentation, Four Continents of Critters
- July: Jessie Boyland, evaluation, assigned subject: Things That Don't Work
- Aug: Frank Lee Ruggles, evaluation, open subject
- Sept: Anthony Rumley, evaluation, open subject
- Oct: Andy Klein, evaluation, assigned subject: In the Moment
- Nov: Irene Sacilotto, presentation, Life in the Chesapeake Bay; Essay Night
- Dec: Awards Banquet

Note that this schedule is subject to change.



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

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		
President	Phillip Snider	president@cameraclubofrichmond.com
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Past President	Harold Lanna	pastpresident@cameraclubofrichmond.com
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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.

