

*Southern Exposure*  
Newsletter of the



# CAMERA CLUB of RICHMOND

November 2016

## President's Corner

Our November meeting will be our essay night. You can find information on how to prepare for the essay on our webpage. If you have any questions, please contact a board member.

The following is the list of nominees to be voted on at the November meeting. It has changed a little since the list that was posted in the October newsletter. We still have the VP slot open. We need someone to fill this position. The VP is responsible for getting our evaluators and speakers for the year.

- President: Phillip Snider
- Vice President: TBD
- Secretary: Tom Hobbs
- Treasurer: Doug Turner
- Membership Director: Margaret Moriarty
- Publications Director: Ruth Winston
- Digital Director: Jeff Claypoole
- Print Director: Leo Vaynberg
- Activities Director: Bruce Murff
- Education Director: Karen Davis
- Librarian: Sharon Miller
- Webmaster: Terry Troxell

All the entries for the end of the year have been submitted and they are being prepared for judging on November 13<sup>th</sup>. Our awards banquet will be held at Tin Pan again this year. Joe Ring will be our DJ for music at the event. Please sign up as soon as possible so that we can get a head count for the food.

Bob Papas has several photo shoots to finish out the year. Check the Meetup site for details. I have had some discussions with Richmond Camera and we will likely have some education sessions next year presented by them. One topic discussed was printing and discussing the process to get good prints and explaining the various types of paper and media utilized for prints.

Our November board meeting has been moved up to November 16<sup>th</sup> due to the holiday. We will have a joint meeting of the current and new board on December 7<sup>th</sup>.

**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 PM for networking.  
Meeting begins at 7:00

**Upcoming Club Meetings**  
November 9  
December 14  
Banquet

**Upcoming Board Meetings**  
November 16<sup>th</sup>  
December 7<sup>th</sup>

Looking forward to seeing everyone at the November meeting on the 9th.

**Harold Lanna**  
**President, CCR**  
**president@cameraclubofrichmond.com**  
**804.363.3281**

## Vice President Corner

### Photo Essay Night Information

For our new members, you may be asking "What is a Photo Essay"? We use the term to mean a slideshow of your photos that usually consists of music and slide transitions - sort of like a Power Point presentation of photographs with background music.

Members are invited to present a photo essay of no more than **5 minutes in length**. Your essay can be images of a vacation you took, a collection about your favorite hobby, a special event or celebration. Be creative! Your "essay" may be something obvious such as "My Trip to Italy" or something not so obvious such as "Food." Anything you like that has a consistent theme or common element running through it.

It is nice, but not a requirement, to have a musical background in your presentation, and it is up to you whether you wish to include any text (i.e., a title, individual captions). Also, you may want to stand up and give a brief introduction to your photo essay, or, if you prefer, you can just let the presentation speak for itself.

These essays make for a very relaxing, fun evening that everyone enjoys, whether you are a presenter or an observer. No evaluation, no critiques, no competition; just an opportunity to share a few moments of your own photography in a special way. Ranging from humorous to awe inspiring, they exhibit some of the best and most creative photography that CCR has to offer. We only ask that you respect all our members and guests, and remain in compliance with our Bylaw - Article I (c) - "It is the policy of the Club not to display photographs that may be pornographic, inflammatory, or offensive to the membership or to community sensitivity".

There is a variety of software that makes it easy to put these photo essays together. Most of us already use Photoshop, Lightroom or Elements for photo editing and each of these offer a "slideshow" option. Also check out Picasa, Microsoft PowerPoint and Proshow to name a few other software options.

We strongly suggest that once you have compiled your presentation and saved it to your CD/DVD or thumb drive, that you try running it on a computer other than your own just to make sure it works. Bring your CD/DVD or thumb drive to November's meeting and we'll run it on the CCR laptop.

There may be some clarification of some points in this message. Check the CCR website for the latest. We look forward to seeing your Photo Essays this year!

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**Member Column**

Dear CCR Friends,

As you may have heard, I was recently diagnosed with primary peritoneal cancer--a rare form that is very similar to ovarian cancer. Needless to say, this was quite a shock to me and my life was altered the moment I heard the diagnosis. Though it may be a tough road ahead, I am determined to kick this thing to the curb and look forward to many many more happy days looking through my viewfinder.

I am trying to declutter my house, removing many things that I haven't used or don't think I'll be using in the near future. As it is, I will be undergoing 3-4 months of chemo before having surgery and while I am recovering I will only receive a portion of my salary. Thus, decluttering will hopefully also help me earn some money for those lean days and also help relieve some of my stress so I can focus on getting rid of this alien within.

At the next CCR meeting on November 9, my husband (yes, that's right--William and I finally did it!!) will be displaying several items I am interested in selling and I wanted to give the Club first dibs. There will be many books and magazines from my personal photography library, several vintage cameras (I've only used them for display), some filters and other accessories, and lots of frames--all VERY reasonably priced.

So, please bring bags or boxes to carry your purchases--William will be arriving by 6:00 p.m., so get there early to have first choice! We would prefer to accept cash only, but will also accept personal checks. William will only be staying at the meeting until 7:30 p.m., so please don't wait to make your purchases. Any items that remain will be included in a huge Nov. 13 sale that you can read about in the flyer included in this newsletter. Please try to attend the sale and share the flyer with all of your friends!

I can't tell you how much I appreciate your support, both in this sale and in the wonderful wishes and prayers that you have sent my way. I look forward to seeing you all next year after I've won the battle.

**Your old friend,  
Karen Molzhon**

Karen is former 2 term President of the CCR, long-time member, and a very fine photographer (Ed.)

**Membership**

Greetings fellow members. Forty-two of us signed in at the October 12 meeting which featured a very interesting lecture by Dana Chapman about the unusual subject of underwater portrait photography. We also welcomed one visitor that evening. No new members this time.

Keep on clickin'! mj

**Mary-Jacque Mann  
Membership Director**

**Equipment for Sale**

**Special Yard Sale**

**HELP MY COUSIN,  
KAREN,  
KICK CANCER!!**

My cousin, Karen, has been a yard and estate sale addict for many years. Several months ago she decided it was time to declutter her house and has been preparing for her own yard sale ever since. Then, in September, she was diagnosed with primary peritoneal cancer and will go through 3-4 months of chemotherapy before surgery. She will have to live on just a portion of her salary while recovering from surgery. I'd like to help relieve some of her stress so she can concentrate on KICKING HER CANCER. So please join me at

**KAREN'S INDOOR YARD SALE!!!**

**WHEN: SUNDAY, NOV. 13, 2016  
8:00 A.M.-3:00 P.M.**

**WHERE: SCOR (SPORTS CENTER OF RICHMOND)  
1385 OVERBROOK RD. RICHMOND VA 23220**

She has such a variety of stuff--eclectic, traditional, lots of smalls, furniture, kitchenware, old grocery store items, lots of photography-related items, electronics, art, vintage collectibles, great ebay sellables, clothes, books, records and more. There will definitely be something for everyone, all marked at ready-to-sell prices. Cash sales only.

Hope to see you there!!!

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**Member Education**

**How to Sell Photos at an Outdoor Art Show**

Do you wish to sell your amazing photographic images, but do not know where or how? How about selling at an outdoor art show, such as Arts In the Park? You have probably attended some of these shows, seen the wonderful art, watched as the artist makes sales, and even purchased works at these shows and wondered, "Could I be that artist, making all that money?" Well, here is an introduction into the world of outdoor shows- I have some experience with indoor shows, but for the most bang for the buck, I prefer outdoor events!

**The Basic Hardware:**

At a typical outdoor show, you will be given a 10'x10' area for your booth including all your art work, tables, displays, and you and your "staff". Most let you camp outside your booth in a neutral area a few feet in front of/ or behind your booth. Some allow extra area side-to-side for "breathing" room, or a place for you to sit. That said, you need some basic hardware for a two day show:

- 1) A canopy or "tent" under which to display your work. Does not have to be fancy for starting out, but make sure it has a water-proof roof to keep your work dry and, as far as color, white is best. Why? As photographers, we know light is everything, so a \$69 blue canopy from Dick's Sports, or Lowes, will work, but your booth will be dark and not inviting compared to your competition next door. So, get white, and preferably one with walls, so at the end of day one, you can close things up, or if bad weather does come, there is protection for your valuables. I have used EZ-UP canopies, but there are many more on the market. Look on Craigslist, or other sites for gently used equipment- I purchased my canopy and walls from an artist getting out of shows for half the cost of new!
- 2) Displaying your work: for photography, customers like to see your work displayed on the walls (it draws them into your booth); once in, they look at the smaller pieces in the boxes, print racks, etc. that are more affordable. I have large, heavy gridwalls that allow me to use "S" hooks to hang work directly from the walls, plus the walls help hold down my booth in high winds. You could use inexpensive fabric walls, using drapery hooks to hang pieces. I started with bed sheets as a back-drop, used inexpensive decorative chains hanging from the walls to use hooks to hang pictures. Some artists use painted shutters or lattice panels. More advanced participants use Pro-Panels, fabric-covered panels that can stand alone and assembled in a variety of arrangements, but cost over \$1000 for a typical booth.
- 3) Other than hanging your work, you need a way to display your smaller pieces; for photography, this typically means your prints that are matted or loose. First, be sure to protect those prints with clear, finger proof, waterproof bags. The leader in this area is Clear Bags, [Clearbags.com](http://Clearbags.com). Their website can guide you through the correct purchase of size given your print size. Remember to allow extra if you mat on foam board versus thin mat board.

Next, find boxes or display racks for the prints. Simple cardboard boxes, cut at an angle, nicely covered or decorated work on a table. I have found canvas racks less expensive than wooden, try Jerry's Artarama.com online.

## Applying to Shows

First, find shows that fit your level of experience. Use sites such as festivalnet.com, fairsandfestivals.net, artfairinsiders.com, zaplication.com. The former lets you search for juried, or non-juried as well as by location and date, while the latter is strictly juried events. Second, apply early! If it is a juried event, there probably is a three to four month application period for them to process all applicants. Don't despair if you are not invited into a juried show, as previous participants are often given priority, so there are few open spots for new artists. Apply next year! For starting out, try some low-key events such as church fund-raisers, police or fire-station sponsored events.

Included in your application will often be a requirement of photos of your work and your booth. Send small images of your work, easy for us photographers, but use some of your best images as you will only be allowed a few. As far as the booth shot, if you have never done a show, now is the time for a trial run in the yard with your canopy. Just make sure your name is not shown on any signage in the photo.



First yard booth shot



Williamsburg, 2016

## **Show Time**

Ok, now you have been accepted, what to expect? If it is a two day show, you may be able to set up on the day before. Whether you set up the day before or the morning of the event, remember that many other artists will be attempting the same thing at the same time in a limited amount of space. If you can, get there early, unload all your things, move your vehicle out of the way, then set up your booth.

Once the show starts, be ready to greet and meet guests, giving them time to browse your booth. Be ready for sales with plenty of change (\$) and some way to accept credit cards. Remember that you lose 2-3% or more on credit cards, so adjust your prices to accept that. I use the square card reader, many banks offer a similar device. It works wireless on my Iphone, but can work on other devices. You need to collect sales taxes (in VA 5.3%, northern VA 6.0%, other states vary). No worry, you can file and pay limited use tax collection on the VA tax site, many shows provide you with the form needed.

Take-down is similar to set-up, but a mad rush as everyone wants to leave at the same time. We have found it easier to take all the art down, pack it up, set it aside, remove the walls, set them down, then take down the canopy before getting the vehicle to load as there is always a traffic jam of vehicles trying to load up.

## **After Show**

If you had a great show- rejoice! If not, learn from the experience. It may have been the weather- too hot, raining, windy, etc. It may have been competing events nearby taking customers away from your show. I always learn from each show- what did my customers buy, what did they ask for that I did not have, what did the competition sell that I did not.

The more shows you do, the more you will learn, so keep trying!

Are you overwhelmed? Don't be as it is easy to start in outdoor shows at a local level and work your way up to the big shows. Along the way you will sell your work, meet customers, expand your network and become a better photographer!

If you would like more info, please email me.

**Phillip Snider**

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**804.356.3780**

**Pasnider.smugmug.com**

**Facebook: Snider's Photo Art and Gifts**



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

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**2016 CCR Officers and Board of Directors**

<b>President</b>	Harold Lanna	president@cameraclubofrichmond.com
<b>Vice President</b>	Scotty Pels	vicepresident@cameraclubofrichmond.com
<b>Secretary</b>	Susan Snyder	secretary@cameraclubofrichmond.com
<b>Treasurer</b>	Jane Phillips	treasurer@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

