Southern Exposure

Newsletter of the

CAMERA CLUB of RICHMOND

March 2016

President's Corner

This month we have Wolfgang Jasper for our evaluation. This is an evaluation month with the subject being "sepia". Sepia is defined as a reddish-brown color associated particularly with monochrome photographs of the 19th and early 20th centuries. Sepia is named after the brown pigment in the ink sack of the cuttlefish Sepia. You can submit one photo of anything and the one assigned subject photo (2 photos total).If you have any questions about how to prepare a sepia photo, please contact me or one of the board members. Here's a sample of a sepia photo.

The club has a new laptop. It's an HP with 8GB of memory and a 1TB drive and Windows 10. This should satisfy our needs for many years. It should also improve the presentation quality of our photos and photo essay presentations.

As you know, we removed the scoring at evaluations as the result of suggestions we received. At the last meeting, Anthony Rumley made a case for re-instating the scoring of submitted photos. I also talked to a couple people at the last meeting that wanted scoring back for evaluations. How do you feel about this? I'm thinking we should put it to a member vote since we have mixed feelings on this. Maybe the file name could be tagged for those that don't want a score. I personally like the scoring so I know where I would stand in a photo competition, but will go with the majority on this.

Hope to see you all at the March meeting on the 9th. Don't forget that it's time to pay your dues. You can bring it to the meeting or mail it to the treasurer. You can't participate in Meetup and other club activities if you have not paid your dues by March 9.

Harold Lanna
President, CCR
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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

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

Upcoming Board Meetings

March 23
April 27
May 25
June 22
July 27
August 24
September 28
October 26
November 16
December- TBD

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Yard Sale

This year we have added a buy/sell area in the newsletter. If you have something to sell (or looking to buy), you need to send the following information to the Publications Director (publications@cameraclubofrichmond.com): Item for sale (keep it brief), sales price, my name and contact information (telephone and/or email). If any of this information is missing, it won't be published. Submissions for a newsletter must be received by the Publications Director by the 25th of the previous month. The item will only remain for that month. If you need to post it again, you'll need to re-submit it.

YARD SALE AD: Nothing for sale this month. Spring cleaning happens soon. All the new products from the Consumer Electronics Show are hitting the shelves. Help finance the next tool guaranteed to allow you to take pictures just like in the ads by the pros. (if you believe this you will love all the promises made during the campaigns by the politicians!)

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VP Corner

Our assigned subject this month is “Sepia”. Our evaluator for the month of March is Wolfgang Jasper. Wolfgang has helped the camera club with past evaluations and has given photography presentations as well. Wolfgang Jasper is a studio where partners Wolfgang Jasper and Beth Beaven Jasper use their artistic sensibilities and genuine warmth for capturing the beauty of their subjects to create unique and memorable portraits. With over 40 years of photography experience, Wolfgang brings a unique style of art and design to his photography. He holds a Master of Fine Arts degree in Painting and Printmaking from Virginia Commonwealth University. He has taught painting and drawing courses at VCU and also at the Virginia Museum of Fine Arts and also teaches photography. Wolfgang is a member of the Professional Photographers of America and the Virginia Professional Photographers Association. Wolfgang regularly wins awards in both PPA and VPPA print competitions. We’re very pleased to have Wolfgang Jasper return as our evaluator for the month of March.

Scott Pels
Vice President

Events of Interest to Photographers

VIRGINIA MUSEUM OF FINE ARTS

March 6th – June 19th at VMFA

The noted American contemporary **photographer Thomas R. Schiff** uses a panoramic camera to create dynamic and startlingly original images of well-known buildings and familiar places: “I always like to go to places people are familiar with and show the perspective from a panoramic camera,” he recently stated. “The camera distorts everything in the picture – straight lines become curved and it throws off your perspective. It challenges your relationship to what is familiar or thought to be understood.”

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Education

PLEASE SIGN UP FOR EDUCATIONAL OFFERINGS AS SOON AS POSSIBLE

Dear Members,
In response to our 2015 Survey and many suggestions received by members I have added several education opportunities for 2016.

We currently have 3 classes scheduled with a small number of members enrolled in each class.

- **March 12 - "How to set up a Home Based Photography Business." (10 enrolled)**
  - Setting up a legal business (VA Taxation ID, sole proprietor vs. LLC, franchises?)
  - Coming up with a business plan
  - Pricing your product to make a profit
  - Hardware (lights, cameras, backdrops, etc.)
  - Software (on-line hosting and image processing, choosing a lab)
  - Lunch Break
  - Setting up for the shoot (in studio/garage and on location)
  - Demo photo shoot (posing children vs. teens)
  - Processing images and work-flow
  - Marketing your business (materials, social media, Internet and email ads)

- **April 9 - "Unlocking the Key to Histograms" - (2 enrolled)**
  - What is a histogram?
  - Why and how to use histograms
  - Reference points and how to read and interpret them
  - The desired effect
  - The good and the bad and the in between

- **April 16 - "Bird Photography Program: Basics to Best" - (9 enrolled)**
  - **Part 1: Best Practices for Bird Photography (Beginning to Intermediate)**
    Time: 1:30 PM to 2:15 PM followed by 10 minutes open questions and a short break.
  - Covers the When, Where, Why and How of Bird Photography Basics. Understand what makes (and does not make) a quality, compelling image when it comes to nature photography. Why does knowledge and passion matter? Includes: focus methods, framing the subject, importance of light direction, equipment, composition and exposure from years of experience. Learn about seasonal, activity diversity and habitat specific photo ops for several local species. Plus discussion of equipment and stealth techniques. Concludes with a brief overview of post processing methods specific to bird photography.

- **Part 2: Birds in Flight (Beginning/Intermediate to Advanced)**
  Time: 2:30 PM to 3:15 PM followed by 10 minutes open questions and a short break.
- Flight photography is one of the most fun, yet highly challenging categories of bird photography. Covers the basic techniques for capturing fast action situations in sharp, well exposed images. Numerous examples of varying light and subject conditions, and how to compensate for each unique situation. Learn about desired shutter speed and focus mode options. See how weather affects flight direction, and thus photographer positioning. Includes information on native Virginia species and reoccurring flight patterns.
- **Part 3: Backyard Habitat Improvement and Bird Photography (All Levels)**
  Time: 3:30 PM to 4:15 PM followed by 15 minutes open questions. Ends at 4:30 PM.
  Improve your personal habitat and improve your nature photography opportunities at the same time. All living things need food, shelter and water. See how establishing and providing these vital resources attracts birds and wildlife, even in a suburban setting. Includes favorable landscaping, feeding, and housing practices, plus a segment on how to install a “Bird Spa”. Program also includes backyard photography techniques and practices that have produced hundreds of great photos, right in the backyard.

We need a minimum of 15 students for each class in order to hold the class. At this point we still need 5 more students to be able to confirm our March 12 class. If you are interested this class or other classes please be sure to sign up as quickly as possible to ensure we have the number of students needed to hold these classes.

Please sign up for each class via our Meetup site as this is this is the only way that you can enroll in our educational opportunities. If you are not enrolled in Meetup or you are having issues accessing the site; please do not hesitate to contact me and I will be happy to help. I will also be at our March monthly meeting with my laptop in order to help members register.

Donna J. Friend
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Library

No library news this month. Do check out all the great books we have on our website. If you want to borrow something in particular, drop Jeff a line at librarian@cameraclubofrichmond.com.

Jeff Claypoole
Librarian

Membership

Greetings all! We are pleased to welcome new member Matthias Miller to the CCR family. We are also very happy indeed to welcome back former CCR President Ken Stevens. We look forward to learning from and with both of you this year!

Thanks to the two members who submitted suggestions during the February meeting. The Board has discussed both of these excellent ideas and we'll share our thoughts with the membership at the March meeting. Keep these suggestions coming! If you think of something but can't make it to a meeting, please don't hesitate to contact any of the Board members by e-mail or phone.

Keep on clickin'!
Mary-Jacque Mann
Membership Director

Editor's Corner

Saturday morning I received a request to go to Tappahannock and provide photo coverage of the efforts of the Red Cross to help those hit by the disaster of the tornados that touched down Wednesday night. I went. It was an amazing experience.

In a church hall the Red Cross had arranged for social service agencies, banks, DMV, mental health professionals, and the Red Cross all together to provide assistance. A steady stream of people arrived and they were triaged to see what they needed. The warmth and caring provided was amazing. Volunteers had come from all over Virginia. There was a safe place to sleep, hot meals, and help getting life back together. All for free because volunteers and donors made this possible

And I was there to hear the stories and take pictures. Stories like the three women who drove from Baltimore with their cars loaded with bags with comfort for children. Or the man who put his wife, child, and mom into the bathtub and then went to get the dogs. When he turned back, they were airborne. They were medevac'd out and are recovering. Of the family that was living in a trailer. They evacuated the trailer and then returned. The trailer was gone and has yet to be found. A stranger who came to see if he could help said he had a trailer they could live in for nothing for six months.

Then I followed the Emergency Response Vehicle out to where the tornado had touched down. A driveway lined with huge trees had every tree top above about eight feet torn off and scattered. Whole wooded areas were turned into bits and pieces of tree parts. Then there were the houses. Roofs were gone, huge trees across houses, crushing them to the ground. Garages were torn from their foundations and smashed into kindling. There were trucks and chainsaws, bearcats lifted the debris into trucks or pushed it pushed it out of the way. Along way, I took a few pictures. They are shared below. Why do this…so people will know that the momentary headline in the news has a long tail of recovery that happens quietly and with great generosity. Take a picture, tell a story.

Incredible damage

On the scene

The Red Cross team at work providing help

Shirley Grant and donated bags of treats for kids

PSA Photographic Society of America

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

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2016 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

ANTHONY RUMLEY
the Art of Portraits

Richmond Camera

James River Photography
By Peter Kapasakis

B&H
PHOTO - VIDEO - PRO AUDIO