

the Lens Paper

*The North County Photographic Society...Inspired by Photography,
Powered by Volunteers!*

MARCH 2009

PLEASE SEE BACK PAGE FOR MEETING SCHEDULE

MARCH PROGRAM (Mar 25, 2009)

By Carrie Barton

Bob Bretell – Flower & Studio Still Light

Commercial and fine art photographer Bob Bretell will be sharing traditional and experimental techniques he uses in the studio to create dramatic still



life photographs. Bob has been a professional photographer for 23 years and the focus of his work has been devoted to the plant and flower industry. In this presentation Bob will show examples of his personal work and break down the process he uses to achieve dramatic lighting

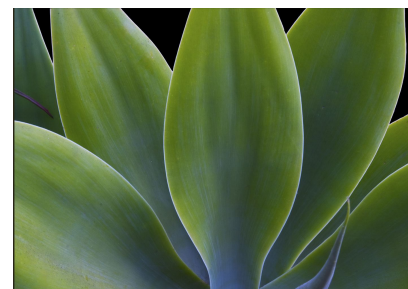
effects, including his “Painting with Light” technique. Many of his “*painted*” images have a stunning resemblance to old Masters paintings. Bob explains “I have always had a love and appreciation for 17th century

still life painting. What I am doing is more of a modern day adaptation of that style using this unique digital process”. Don’t miss this



opportunity to learn more about how Bob “Paints with Light” as well as other studio still life secrets.

Bob Bretell, is a San Diego based photographer specializing in Food, Flowers and People. His amiable sense of humor and collaborative nature have helped build enduring relationships with clients such as the Paul Ecke Ranch, Pro Flowers, Bronners Soap and San Tropez Bistro & Bakery. He is distinguished by his attention to detail and his dramatic lighting style which he incorporates into his fine art and commercial work.



After graduating with a degree in Commercial Photography in 1979, Bob served as staff photographer for Northern Virginia College for four years. After moving to California in 1983, he opened 2nd St Photography where he became established as a portrait and wedding specialist, eventually shifting his direction to commercial work. Today Bob balances the demands of running a photography business with the challenges of helping raise a “pre-teen” daughter, a high maintenance cocker spaniel, a tweaked cat and two rats. Fortunately Bob is a dedicated Yogi. Bob has taught photography workshops at UCSD, Palomar and Mira Costa Colleges. He currently teaches flower photography at Quail Botanical Gardens in Encinitas, Ca. Examples of his work and upcoming events and workshops can be viewed at www.2ndstphoto.com.

MEMBER SHARE by Barbara Swanson

The membershare topic for March is "Portraits". Please send up to two images to share. As a reminder, all images must be to our projectionist by 6:30PM on the day before the meeting.

Portraits are a wonderful way to express something

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about a person, and have been a favorite subject of painters and photographers for this reason. Much can be learned about portraiture by looking at paintings; many of the artists were masters of lighting, mood and posing, and these same techniques translate into photography. I always think of Rembrandt when I think of portraits; his way of lighting his subject is still amazing centuries after the portraits were painted.

Good portraiture is dependent on a number of factors. Good lighting is important. Usually this means soft lighting, such as near a window or in the shade with bright indirect light. Harsh lighting, such as mid-day sun, is usually not complementary to your subject. The eyes should almost always be in focus; if they are not, the portrait rarely works. Small catch lights in the eyes are often desirable. The expression on the face can say so much about the person, so work with your subject to make him/her feel comfortable and at ease. Have confidence in your ability to photograph people! Many people are shy about photographing others, especially strangers, but really you are complimenting them by wanting to photograph them. Have fun!

If you are doing street photography and someone really doesn't want to be photographed, respect that and move on. You most likely will get better photos from a willing subject. You can also position yourself to photograph people as they walk by; pick out a good background and wait for the people to move through it. Outdoor markets and street fairs are good places to photograph, as there are generally many people with colorful surroundings. Often one side of a street has better lighting than the other side. Beaches are also good places to photograph strangers.

Portraits can be effective as just a face shot or the whole person. Groups of people are also fun to do. I always take multiple shots with groups, as often someone is blinking or looking away. Of course, the more time you have, the more you can experiment and the probability you will make a really good photograph goes up.

The April topic is "Pets and Animals". Many of the same techniques that work for people also work for pets (and pets can be bribed with food!).

PRESIDENTS CORNER by Stan John

At our last meeting we held a Critique Session led by Kevin Connors and James Phenice. Their comments were along the lines I mentioned in last month's President's Corner and were very informative to all members present. In addition to the issues we have discussed previously, they pointed out the importance of ensuring the eyes of people and animals are tack sharp and contain a highlight. In addition, it was pointed out that vacant areas should be guarded against. This is an important point and one that is often difficult to attain. Kevin and James' comments were very well received and will be of considerable aid to all of us in selecting and preparing our images for entry in the San Diego Fair.

The NCPS is a member of the Photographic Society of America (PSA) and they have put out a call to all member clubs to join in their Print Competition. I admit that I haven't deciphered all of the schedules and rules of this competition, but I can tell you it includes categories for commercially printed images as well as photographer printed images. There are four major categories and we can submit four images in each category, for a total of sixteen images. I believe the first submissions are to be in October of this year. All images are to be submitted in print form, and may be any size, up to 16 X 20. They do not encourage mounting and do not permit frames.

We need a volunteer to manage this activity and others to participate. Collection and selection activities need to be planned and run. Please contact me if you are willing to participate in this activity. As with all NCPS activities, nothing can take place without volunteer leaders.

We left for Mammoth Mountain on Sun, 3/1, thinking there might be some good photo opportunities along the way. Rumor said the wild flowers were ready to come out and should be worth the trip. Reality presented itself along the way, but not a single wild flower was to be found. Perhaps by the time you read this they may have begun to blossom.

Since arriving in Mammoth it has been snowing non-stop. We have had at least 30 inches of fresh powder in the last two and half days (today is Wed. 3/4) and

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the winds have been fierce. My friends have been out skiing but it's not for a beginner like me.

I have looked for photo opportunities but the weather has not cooperated. For much of the time you could not see more than a few hundred feet and the rest of the time it was really bad. The light is 'flat' from sun-up until sundown. So, landscape photography is out of the question. Now I'm thinking about trying to 'get in close' to find some photo opportunities. The weather service has promised tomorrow will be partly cloudy with moderate winds. Perhaps I'll be able to find some interesting things to photograph.

But, on the other hand, it may be a great ski day. YES!

APRIL PHOTO SHOOT DEER PARK, ESCONDIDO

Date: Saturday, April 4, 2009

Time: 10:00 am – 1:00 pm

Location: Deer Park Winery & Auto Museum, Escondido

29013 Champagne Blvd., Escondido CA 92026
off the I-15 just north of Lawrence Welk Village

Directions

(You may wish to MapQuest the address for a more direct route, but this is the simplest) From I-5 South or North to Highway 78:

Take Highway 78 East toward Escondido.

Take I-15 North to Deer Springs Road exit

Turn right on Deer Springs followed by an immediate left onto Champagne Blvd

Continue past Lawrence Welk Village to the Deer Park Winery

Inside the Winery building is a display of '50's cars, including the world's best restored "triple black" 1953 Cadillac Eldorado. The total collection includes over 130 autos. However, they are doing a lot of work on the place, so it's uncertain exactly how many will be on display. The Winery Building houses some of the most fabulous wonders in Auto-



Historical. They have also have collected, restored and installed a spectacular collection of neon

signs from all the dealers of the era: Buick, Cadillac, Ford, Oldsmobile and more. The building also houses the winery bottling room, the place where a great many award winning wines have been crafted since 1979. <http://www.deerparkwinery.com/>

Rain will not cancel. For any questions, contact Dan Nougier, photoshoots@nc-photo.org or 619-884-1359



Joshua Tree Photo Shoot

From the "Projectionist"—

We have had great fun with our new projector at recent meetings. NCPS is now projecting all club images in state-of-the-art digital format. Much expense & effort has been expended to assure that your images will be displayed by a calibrated and accurately profiled system.

To get the most out of this system, each member must do their part in processing and preparation of their images. To help, we have prepared the following steps to guide in your submission and preparation.

Happy shooting and sharing,
Vern Elmore

Image submission and preparation for "member share" and "photo shoot" reports.

PLEASE FOLLOW THESE GUIDELINES FOR DISPLAY OF YOUR IMAGES AT OUR MONTHLY MEETINGS (This does not apply to our website Gallery images, which has separate requirements).

We currently have a calibrated/profiled system that will accurately project your image settings. To be sure that your images match what you see on your monitor, you too should have a calibrated monitor with your computer.

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SUBMISSION

Each member is encouraged to submit up to **two images for “member share”**. These will be viewed and constructively commented on by the attending members or judges.

Each member, who has participated in a “club photo shoot”, may also contribute their favorite photos for the “photo shoot” section of our monthly meeting. These photos will be shown, without comment by the attending members, and on a “as time permits” basis. Please give us your journalistic or fine art view of the photo shoot. This is your chance to show us what went on and what the photographic results were.

All images are to be emailed to the club “projectionist”, no later than 6:30 PM the night before our meeting. Due to time constraints, there will not be any images added the evening of the meeting.

PREPARATION STEPS

1. Edit your photo in your favorite software application. There are no restrictions on digital darkroom technique.
2. Save the original high resolution image in your normal workflow procedure.
3. Using a duplicate image, do the following:
 - a. Set to **72 dpi**
 - b. **Size to fit the projector; 1024 max. width X 768 max. height.** All images must fit within this box size. Be certain that the width pixels and height pixels do not exceed either of these dimensions, e.g. landscape images should not exceed 1024 pixels wide X 768 pixels high, and portrait images should not exceed 768 pixels high.
 - c. Set the **color profile to sRGB IEC61966-2.1.**
 - d. Set sharpening and contrast as needed for this reduced resolution.
 - e. **“save as” jpeg at the highest quality setting & file name with your first and last name; #1 or #2.** e.g. JohnDoe#1.jpg JohnDoe#2.jpg
 - f. Check your image prior to submission, to confirm your settings.
4. This procedure will result in an image not larger than 500-1,000 kb.
5. **E-mail to projectionist@nc-photo.org**
6. You should receive an e-mail reply confirming your submission, as soon as the projectionist opens the file.

Any questions can be directed to #5 above.

Thank you. Happy shooting and sharing

Member Profiles Wanted!

Tell the club about how your interest in photography began, and grew. Here is your chance to showcase your favorite photo and tell us about yourself. If you are interested, please email newsletter@nc-photo.org and include your profile and optionally one or two photos.

Member Profile – Ron Nash

My first memories of using a camera are from around 1964 when my parents gave me a Kodak Instamatic 100 camera. I was 7 at the time and thoroughly enjoyed taking pictures of gooney birds (the local name of the Laysan Albatross) and other sights on Midway Island. My father was stationed at the Naval Station for 3 years and our family was fortunate to be with him on Midway Island. Midway is way out in the middle of the Pacific Ocean, about halfway between Hawaii and Guam. The Midway Island Naval Station was closed in 1993 and Midway is now a National Wildlife Refuge.

Later in junior high I took a class in black and white photography. I had a year of timers, safe lights, developers, fixers and enlargers as we learned how to develop our own black and white negatives and prints.



My interest in photography waned and laid dormant until after college. Around 1981 I took an Adult Education class in photography and bought my first SLR. Later in 1982 I joined the Photo Arts Camera Club in Balboa Park. I learned a lot about slide photography, composition and color from the friendly folks in the club. For a while I was the club’s newsletter editor,

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pounding out each edition on an old manual typewriter!

Over the years I've dabbled with various cameras. For a brief time I used a large format Crown Graphix 4X5 camera. Ah! The joys of dark slides and changing bags! I have a small pile of 4X5 slides and negatives I should digitize before they fade. About 3 years ago I bought a Sony H1 5mp digital camera. The quality of the images convinced me to switch to digital photography. Oddly enough I find the dynamic range of the Sony almost identical to the old Kodachrome slides I used to shoot.

A few years ago I joined our club and have been editing the Lens Paper for a bit over a year now.

CALL FOR VOLUNTEER(S)!!

A big thank you to our new Member Show leader, Joann Johnson! Our club needs volunteers to assist Joann with our annual Members' Exhibition (aka, "the member show"). We already have the October slot reserved in the Encinitas City Hall calendar, so we need to get moving on this! The show is an integral, and much enjoyed, aspect of the NCPS membership. But as they say, it won't get done on its own! We have great members, many of whom pitch in with the different tasks year after year. And for new members, it's a wonderful way to get more involved and meet fellow photographers.

Help us keep this popular tradition going by stepping up and lending a hand.

I've co-led the show for five years and would be happy to talk to you about the possibilities... You can contact me, Carrie Barton, at programs@nc-photo.org (or on my home phone at 858-756-5231). But also, feel free to contact our new Member Show leader, Joann Johnson, or any of the VLT members from the contacts page on our website: www.nc-photo.org.

Welcome to our Newest Members!

Louie and Suzie Sherwin - Encinitas
Donald Haake - Carlsbad

SPONSORS

The NCPS thanks the following Annual Photography Exhibition sponsors. Please show your appreciation by visiting them.

GOLD LEVEL

George's Photo & Video Exchange 3837 30 th Street San Diego, CA 92104 619-297-3544 www.georgescamera.com	North Coast Photographic Services 5451 Avenida Encinas, Suite D Carlsbad, CA 92008 760-931-6809 www.northcoastphoto.com
Jim Cline Photo Tours 11223-5 Carmel Creek Road San Diego, CA 92130 858-350-1314 www.jimcline.com	Oceanside Photo and Telescope 918 Mission Ave Oceanside, CA 92054 760-722-3348 www.optcorp.com
Kurt's Camera Repair 7811 Mission Gorge Rd #E San Diego, CA 92120 (619) 286-1810 www.kurtscamerarepair.com	Photo Art of Carlsbad 2744 Carlsbad Blvd Suite 116 Carlsbad, CA 92008 760-729-1960 www.photoartofcarlsbad.com
Modern Postcard 1675 Faraday Ave Carlsbad, CA 92008 800-959-8365 www.modernpostcard.com	

SILVER LEVEL

Calumet San Diego 830 West Valley Parkway Suite 330 Escondido, CA 92025 800-451-6650 www.calumetphoto.com	The Ordovery Gallery Studio 172 444 S. Cedros Ave Solana Beach, CA 92075 858-720-1121 www.ordovergallery.com
Encinitas Photo Center 967 S. Coast Highway 101 #107B Encinitas, CA 92024 760-436-0562 www.encinitas101.com/encinitasphoto.htm	PC Photo & Imaging 127 N. El Camino Real Encinitas, CA 92024 760-632-1790 www.pc-photo.net
Photographic Explorations 197 Woodland Pkway Ste 104-218 San Marcos, CA 92069 www.photographicexplorations.com	Professional Photographic Repair 7910 Raytheon Road San Diego, CA 92111 858-277-3700 www.procamerarepair.com
Seewald's Photo Workshops 835 N. Vulcan Ave. Suite B Encinitas, CA 92024 760-633-1351 www.seewald.com	Green Flash Photography 4966 Lamont Street Pacific Beach, CA 92109 858-272-1926 www.greenflashphotography.com
Wayne Richard Photography 8838 La Cartera Street San Diego, CA 92111 (858) 248-5179 wayne-photo.com	Nelson Photo 1909 India Street San Diego, CA 92101 619-234-6621 www.nelsonphotosupplies.com

MARCH 2009 Meeting

Wednesday, March 25, 2009 Quail Botanical Garden, Encinitas

Ecke Building Meeting Room

Enter Front Gate - **Exit Rear Gate**

Front Gate is Locked at 7:00 p.m.

6:00 p.m. - Front Gate Opens

6:15 p.m. - Sign-in & Refreshments

6:30 p.m. - Announcements & Member Greeting

6:45 p.m. - Presentation

7:45 p.m. - Break & Refreshments

8:00 p.m. - Member Share

Donations: First-time guests free/returning guests \$3.00

TO REACH NCPS

Web Site: www.nc-photo.org

VOLUNTEER LEADERSHIP TEAM

President	Stan John	To contact an individual Team Member go to our Web Site and click on CONTACTS and then on the person you wish to contact.
Vice Pres.	Barbara Swanson	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	
Gatekeeper	Ed Stalder	
Hospitality	Sonja Longley	
Historian	Sing Baker	
Mailbox	Jack Jennings	
Membership	Al Joseph	
Member Show	Joann Johnson	
Newsletter	Ron Nash	
Photo Shoots	Dan Nougier	
Projectionist	Vern Elmore	
Programs	Carrie Barton	
Reception	Darlene Ashley	
Web Site	Fred Heinzmann	

NOTE: Please place NCPS in the Subject line of all correspondence.



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