

# the *Lens Paper*

---

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

---

**JULY 2012**

BACK PAGE HAS MEETING SCHEDULE

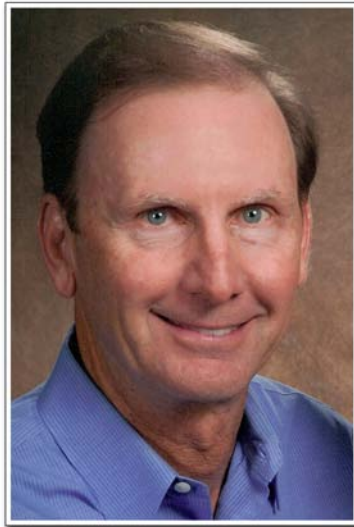
## **JULY PROGRAM** (July 25, 2012)

**Mike McMahon:** Matting and Framing made easy!

Mike will discuss and demonstrate his approach to matting and framing. His emphasis will be on producing gallery-ready results that don't break the bank.

Mike is a past President of the NCPS and is currently our Projectionist and Sponsor Liaison.

Mike serves as a volunteer instructor at the Carlsbad Senior Center where he creates and delivers a wide variety of classes on digital photography, video, and the iPad. He teaches Photo Editing and iPad/Photo classes at Calumet Photographic. Mike is also involved with several retirement communities where he provides technical help, photo instruction, and event photography. He provides photo work for several groups including Carlsbad's Parks and Recreation Department, the Cannon Art Gallery, and local theater groups.



He turned his attention to photo and video after finishing a 22-year career with Hewlett-Packard. He received his undergraduate degree in Economics from UC San Diego and his MBA from UCLA.

Information about Mike's classes can be found on his website ([www.mikemctechguy.com](http://www.mikemctechguy.com)).

## **JULY PHOTOSHOOT**

### **Oceanside Pier**

Date: Sunday 22 July 2012

Time: 6:00 pm to 8:30 pm

Location: 300 N. Pacific St., Oceanside

Come and cool off with the ocean breeze down at the longest wooden pier in the west. We'll catch the



evening light and photograph the pier, people, surfers, cottages, etc. This is one of the best beaches in the county and only a few blocks from Civic Center and Library. Exit I-5 on Mission Ave (west). Look for parking around the end of Mission. We'll meet at the end of the pier at the junction of North

Pacific St & Pier View Way. Sunset is at 7:56. Call my cell if you're running late or get lost.

For any questions, contact Dan Nougier at [photoshoots@nc-photo.org](mailto:photoshoots@nc-photo.org) or cell 619-884-1359.

---

In August xx will discuss xx.

---

## *the Lens Paper*

### **PRESIDENTS CORNER** by Barbara Swanson

One of the benefits of being a member of our society is the opportunity to learn. We have speakers covering a wide range of topics, from outdoor photography to studio photography to computer post-processing. We have a number of more participatory opportunities as well, where members can get feedback on their work or photograph with other members. Over the last few years it seems that participation in membershare and the monthly photo outings has declined. These events offer the chance to get input and learn from other photographers to improve your skills. James Phenicie is working to make membershare more interactive and to encourage more members to submit photos and then make comments and suggestions during the session. The usefulness of membershare is entirely up to our members, so I encourage you to participate. If you have suggestions or comments on how to improve this part of our meetings, please talk to or email James or any VLT members; we welcome your suggestions and are always striving to make the society better.

Our annual Photography Show is fast approaching, so it is time to start considering what images to submit. Our show is a great way to share your work with the society and the public. If you are unsure about how to display your photos for the show, this month's meeting topic on framing should not be missed.

### **MEMBER SHARE** by James Phenicie

#### **July: Patriotic (or un-patriotic)**

During our past meeting we were graced with images which were submitted to the San Diego County Fair by our members... wow some of them were awesome! Several participants either placed or won awards for their work. Congratulations to all our members who entered and were selected! We also viewed several images which were not accepted at the Fair, including a beautiful landscape which didn't meet technical criteria. Of course the whole process highlights the subjective nature of judging: what we might think is an excellent image, sometimes doesn't have the same impact with the judge.

Our member share theme for July is "Patriotic." The image doesn't have to be of firecrackers or flags, but it could be a soldier, a parade, a family gathering or something which you interpret as Patriotic... or how about something "un-patriotic." Think about this... How about a composite using some of your "patriotic" images!

On a side note, one member requested we provide several months of themes so they can shoot for the topic as they travel about. So...

The theme for August will be: Shadows; For September: Cell Phone Photos; For October: Open Topic.

---

## **MEMBER ACTIVITIES**

**Jeffrey R. Brosbe** is exhibiting at Spanish Village, Balboa Park. "Point of View" is an exhibition of fine art photography and digital art by six award winning artists: Jeffrey R. Brosbe, Dana Levine, Jan Thompson, Lev Tsimring, John Valois, and Judi Works. It runs from Wed. July 18<sup>th</sup> through Mon. July 30<sup>th</sup>, 11 am to 4 pm daily, at Gallery 21 in Spanish Village, 1770 Village Place, Balboa Park, San Diego, CA 92101. There is a reception on Sat. July 22<sup>nd</sup>, from 11 - 3 pm. The exhibition is free and open to the public.

**Mike McMahon** is teaching the following classes at the Carlsbad Senior Center. Call 760-602-4650 or visit Mike's website ([www.mikemctechguy.com](http://www.mikemctechguy.com)) for more information.

<i>Secrets to Better Photos</i>	July 18 <sup>th</sup> at 10 am	<i>iTunes Overview</i>	Aug 22 <sup>nd</sup> at 10 am
<i>iPad - Intro</i>	July 18 <sup>th</sup> at 1 pm	<i>iPad - Q&amp;A</i>	Aug 22 <sup>nd</sup> at 1 pm
<i>Picasa - Part 2</i>	July 25 <sup>th</sup> at 10 am	<i>iPhoto - Part 1</i>	Aug 29 <sup>th</sup> at 10 am
<i>iPad - Q&amp;A</i>	July 25 <sup>th</sup> at 1 pm	<i>Video Editing - Part 1</i>	Aug 29 <sup>th</sup> at 1 pm

---

## **SPONSOR ACTIVITIES**

**Oceanside Photo and Telescope** is sponsoring its 8<sup>th</sup> annual Southern California Astronomy Expo on July 14<sup>th</sup> at their store on Mission Ave. in Oceanside. It is primarily an astronomy event, but they will have a Canon rep there talking about the new Canon 60DA (astronomy camera), special pricing on everything in the store, and \$50,000 in astronomy equipment to give/raffle away. More information at the OPT website or <http://www.optscac.com/>

**SPONSORS**

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

**GOLD LEVEL**

<p><b>Calumet San Diego</b> 830 West Valley Pkwy Suite330 Escondido, CA 92025 800-451-6650 760-737-6002 <a href="http://www.calumetphoto.com">www.calumetphoto.com</a></p>	<p><b>Modern Postcard</b> 1675 Faraday Ave Carlsbad, CA 92008 800 959-8365 <a href="http://www.modernpostcard.com">www.modernpostcard.com</a></p>
<p><b>Jim Cline Photo Tours</b> 11387 Ocean Ridge Way San Diego, CA 92130 858-350-1314 <a href="http://www.jimcline.com">www.jimcline.com</a></p>	<p><b>Oceanside Photo and Telescope</b> 918 Mission Ave Oceanside, CA 92054 760-722-3348 <a href="http://www.optcorp.com">www.optcorp.com</a></p>
<p><b>Kurt's Camera Repair</b> 7811 Mission Gorge Rd #E San Diego, CA 92120 (619) 286-1810 <a href="http://www.kurtscamerarepair.com">www.kurtscamerarepair.com</a></p>	

**SILVER LEVEL**

<p><b>C&amp;H Photo</b> 7720 Fay Ave. La Jolla, CA 92037 858-729-6565 <a href="http://www.CandHPhoto.com">www.CandHPhoto.com</a></p>	<p><b>PC Photo &amp; Imaging</b> 113 N. El Camino Real #B Encinitas, CA 92024 760-632-1790 <a href="http://www.pc-photo.net">www.pc-photo.net</a></p>
<p><b>Encinitas Photo Center</b> 967 S. Coast Highway 101 #107B Encinitas, CA 92024 760-436-0562 <a href="http://www.encinitas101.com/encinitasphoto.htm">www.encinitas101.com/encinitasphoto.htm</a></p>	<p><b>Photographic Explorations</b> 197 Woodland Pkway Ste 104-218 San Marcos, CA 92069 <a href="mailto:donna.d.cosentino@gmail.com">donna.d.cosentino@gmail.com</a></p>
<p><b>Green Flash Photography</b> 4966 Lamont Street Pacific Beach, CA 92109 858-272-1926 <a href="http://www.greenflashphotography.com">www.greenflashphotography.com</a></p>	<p><b>Pro Camera Repair</b> 7910 Raytheon Road San Diego, CA 92111 858-277-3700 <a href="http://www.procamerarepair.com">www.procamerarepair.com</a></p>
<p><b>Nelson Photo</b> 1909 India Street San Diego, CA 92101 619-234-6621 <a href="http://www.nelsonphotosupplies.com">www.nelsonphotosupplies.com</a></p>	<p><b>Wayne Richard Photography</b> 8838 La Cartera Street San Diego, CA 92129 (858) 248-5179 <a href="http://wayne-photo.com">wayne-photo.com</a></p>
<p><b>Ordovery Gallery</b> 410 S. Cedros Ave Solana Beach, CA 92075 858-720-1121 <a href="http://www.ordovergallery.com">www.ordovergallery.com</a></p>	

**VOLUNTEER LEADERSHIP TEAM**

**JULY 2012 Meeting**

Wednesday, July 25, 2012 San Diego Botanic Garden (formerly Quail Gardens), 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**

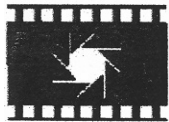
**Donations: First-time guests free/returning guests \$3.00**

**TO REACH NCPS**

**Web Site: [www.nc-photo.org](http://www.nc-photo.org)**

President	Barbara Swanson	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.	James Phenicie	
Treasurer	Nancy Jennings	
Secretary	Nancy Telford	
Gatekeeper	Ed Stalder	
Hospitality	Deaney Gauntlett	
Historian	Sing Baker	
Mailbox	Nancy Jennings	
Membership	Nancy Jennings	
Member Show	Sandy Zelasko	
Newsletter	Rich Stephens	
Photo Shoots	Dan Nougier	
Projectionist	Mike McMahon	
Programs	Sandy Zelasko	
Reception	Nancy Jennings	
Reception	Nancy Telford	
Sponsors	Mike McMahon	
Web Site	Fred Heinzmann	

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



**North  
County  
Photographic  
Society**

PO Box 231881  
Encinitas, CA 92024-1881