

News and Events of the North County Photographic Society...Inspired by Photography, Powered by Volunteers!

Gene Wild and Lois Fong-Sakai
San Diego County Fair Photo Critique
Wednesday, March 22 at 6:30 p.m.



Interested in entering the International Exhibition of Photography at the San Diego County Fair? Join us to learn everything you need to know to enter, what is new for 2017 and have your questions answered by the curator himself, Gene Wild and the assistant curator, Lois Fong-Sakai.

Gene and Lois will spend the first half hour discussing in depth the categories, the regulations, the judging process and how to process and present your images to maximize your chances of being accepted through both rounds of judging.

The rest of the meeting will be a critique session by Gene and Lois. You can get personal tips on how to make your image the best it can be and get the attention of the judges.



The image critique will be limited to 2 images per member. Please use the standard submission process for the Member Share.

Gene Wild has spent 20+ years in retail sales and management,

and twelve years as a Neurology/Neurosurgery nurse in Portland, OR. Co-owner of Skyline Photo, a photography and custom black and white printing company in Southwest Washington where he published print and on-line magazines including American Track and Field, Lighthouse Digest and Let'sRun.com.

He has been active in various aspects of the International Exhibition of Photography at the San Diego County Fair since 2007.

Follow his work at sandiegoimages.net. He can be reached at gwild@sdfair.com.



Lois Fong-Sakai is the Assistant Coordinator of the International Exhibition of Photography at the San Diego County Fair. She has been on staff for 5 years.

Lois has over thirty-five years of photography experience. She is co-owner of Jade Coast Photography, specializing in portrait, dance, team, and commercial photography. In addition, she claims, "a passion for landscape work."

She is a member of the Professional Photographers of San Diego County and is a Registered Civil Engineer in both California and Nevada. Lois has a B.S. in Chemistry and a M.S. in Civil/Environmental Engineering from UC Berkeley.

Follow her work at www.jadecoastphoto.com or www.facebook.com/jadecoastphoto.

President's Corner

by Sandy Zelasko

EMBRACE METADATA



Wish I could say this picture captures the essence of my everyday life, however, I haven't been back to Dog Beach since Dan Nougier took this image a couple of years ago. (*Shout out to Dan for the capture!*) Betty and Freckles nag at me to return on a daily basis but I don't always act on their pleas. Seems like there is no getting out of the office these days with all the rain (*and I love the rain*) but largely because of the long dreaded task of updating and rebranding my website, from scratch it turns out. Once I decided on the host, viewed all the instructional videos, I started populating webpages and ran into my first hiccup. Now,

I consider myself very disciplined when it comes to adding metadata and keywords to my images immediately after a shoot, making it easy for buyers to find my material. But what I didn't know until now is how or where the information would actually show up! (See images below).

File Info box in Photoshop (original document title, description/caption & keywords)

File Info box in Photoshop (original document title, description/caption & keywords)

Document Title:

Author: SANDRA LEE ZELASKO; Sandy Zelasko; Sandra Zelasko; Sandra Lee Photography

Author Title: owner, photographer

Description: Sitka, Alaska-Crossroads Workshop, Aug 2015.

Rating: ★ ★ ★ ★ ★

Description Writer:

Keywords: USA; Alaska; AK; Sitka; Alaska Raptor Center; old growth forest; northern saw-whet owl; captive.

ⓘ Semicolons or commas can be used to separate multiple values

Copyright Status: Copyrighted

Copyright Notice: ©2015 SandraLeePhotography.com 760-749-2174

Copyright Info URL:

Created: 8/5/2015 - 3:35 PM Application: Adobe Photoshop CS5.1 Macintosh

Modified: 8/6/2015 - 2:07 PM Format: image/jpeg

Powered By **xmp**

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Before

(original info copied from File Info box in PS)

TOOLBOX

Gallery

1 Photo



_30D1769.jpg

(i)



Photo Details ^

Title

☐ Copy from file name

Caption

Size

B **I** **U**   **I_x**

Sitka, Alaska-Crossroads Workshop, Aug 2015.

Copyright

©2015 SandraLeePhotography.com 760-749-2174

Alt-Attribute

☒ Same as Title

Keywords

AK, Alaska, "Alaska Raptor Center", Sitka, USA, captive., "northern saw-whet owl", "old growth forest"

Category

Select...

Done

Next Photo »


After

(Corrected information to populate the website)

TOOLBOX

Gallery

1 Photo



_30D1769.jpg

(i)

Photo Details ^



Title

Tootsie

☐ Copy from file name

Caption

Size

B **I** **U**   **I_x**

Northern saw-whet owl, a resident at the Alaska Raptor Center, Sitka, Alaska (captive, rehab)

Copyright

©SandraLeePhotography.com 760-749-2174

Alt-Attribute

Tootsie

☒ Same as Title

Keywords

AK, Alaska, "Alaska Raptor Center", Sitka, USA, birds, captive, education, "northern saw-whet owl", "old growth forest", rehab, rehabilitation, wildlife

Category

Animals

Subcategory

Birds

Done

Next Photo »

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As you can agree, changes were needed in the Title, Caption, Copyright and Keyword boxes. You can imagine the task of correcting the information on each individual image. So, to save you time, here is some advice when entering information in the File Info box of your editing software: check your spelling, write short descriptions conveying the essential information presented by the image, add concepts and know your audience. Don't include dates (keep it timeless). Think about how you would search for an image.

Now, I'm willing to bet some of you out there don't ever keyword your images and others have lots of suggestions for me. Send me your thoughts or questions at president@nc-photo.org. I'd love to hear from you. And check out InvestInNature.org to see the finished website with updated captions!

P.S. - I went with Zenfolio as my web host. Happy keywording! ☺ **Sandy**

February Photo Shoot Wrap-up by Dan Nougier



Balboa Park is always a wonderful place to photograph. We drifted around a bit in the cactus garden and then into the Air & Space Museum. The crowded exhibits were a challenge but we came away with more than a few nice images. The center area under the dome provided a great location for abstracts & reflections. Next we walked through the Japanese Friendship Garden and ended with a quick visit to the Museum of Photographic Arts. And, of course, no trip to Balboa Park would be complete without lunch at The Prado.



The 2017 International Exposition of Photography held at the San Diego County Fair is now open for entries. The Exposition started in 1947 and has been held annually ever since. We display approximately 1400 images and offer over \$25,000 in prizes and awards making us one of the largest photographic print shows in the country.

All entries go through a two-tiered judging process. The first tier is online. Prints of images selected at this stage are then reviewed a second time. If they meet the judges standard they will hang in the show. Our judging team is made up of highly qualified photographers, digital artists, and college level photography instructors. For more information, and to enter this outstanding show go to:

<https://sdfair.com/exhibits/photography/>

Don't hesitate to contact us with questions.

Gene Wild, Coordinator

Exhibition of Photography

San Diego County Fair

photo@sdfair.com

sandiegomimages@gmail.com



***“The Anza Borrego Desert State Park
Wildflower Hotline number is
760-767-4684.”***

No March Member Share

SD Fair Images Critique

Take advantage of this opportunity to receive input on your strongest image which you consider destined for 2017 International Photo Exposition at this year's San Diego County Fair. (see page 1 of this newsletter for more)

April Member Share Topic - “Not Touching”

Find something that does not touch anything. You could shoot subjects flying, jumping, falling, and floating.... but, is there anything else that is active and not touching anything? What vision will you share?

Next Photo Shoot

We will try to schedule a photo shoot to the desert wildflowers later in March or early April. Details will be posted on the website. - Dan Nougier

Welcome New NCPS Members

Don Anderson - Encinitas (returning member)

Carol Bonomo - Lake San Marcos (returning member)

Rick and Heidi Gauthreaux - Oceanside

Patricia Ann Levine - Oceanside

Martha Sloan - Encinitas

Linda Smith (dual member with Dennis Smith)

Bruce Zelasko (dual member with Sandy Zelasko)

How Did You Get That Shot?

by Jeffrey R. Brosbe



Like all other photographers, I have often been the beneficiary of a grabbed shot, but “Mele – Sonepur” is a prime example of what I call an Ed Stalder image. No one is more dedicated to planning and lying in wait for long periods of time to create great images than our own Ed Stalder.

During the annual religious festival in Sonepur, India, hundreds of thousands of devotees and their families come to this small town on the bank of the Ganges River where they camp out near the festival area for 3-4 days. One afternoon, walking through the camp, I noticed how the light was coming in just right. I returned the next day about 20 minutes earlier and spent the next hour photographing in the area. As is my habit in

these situations I first took a few shots of the people and shared the shots with them until I became part of the woodwork, so to speak.

I was shooting with a Sony A-700 at the time. It was set at ISO 800, shot @ 1/250 with the zoom lens at 85mm. I did lighten the little girl's face slightly in Photoshop. Of the three dozen shots I took, this is the one I chose to share. I do not like shots with a subject who “mugs” the camera, but the halo made up for it.



Southern California Roundup Chapter of PSA

Saturday, April 1st Photo Event!



Dear S4C Participant:

If you are a member of the Photographic Society of America (PSA) you have received an email announcing this event – please look at this email as a reminder if you have not already registered. If you participate in S4C and are not a PSA member, you can join PSA for \$45.00 and receive a one-year PSA digital membership and can attend this event.

On Saturday, April 1, 2017, there will be a fun-filled and inspiring photography event with eight photo opportunities on March 31 and April 2. The Saturday morning speaker, Brent Paull, will address “Wildlife Photography in the American West.” The afternoon speaker, Sandy Zelasko, will present “Photographing the South Dakota Badlands.” The event will also include an opportunity to: take a Hummingbird Photo Safari with Brent Paull at a reduced fee, take advantage of seven photo Walk-Abouts around Ventura County, sign-up for Brent Paull and Sandy Zelasko’s field trips, sign-up for four reduced-fee future Photography Opportunities with Brent and/or Sandy, participate in a drawing, and socialize with photo friends from the southwestern area.

Online registration is required and is available now. Unfortunately we are no longer able to find sponsors who will support the Chapter’s Annual Event meeting room. Therefore, \$20 will be charged to register for this event, \$30 after March 20. You need to be a PSA member with membership through April 2017 for your registration to be confirmed. Registrants can sign-up for a Friday morning Hummingbird Photo Safari directly with Brent Paull. Registrants can also sign-up for a Friday morning, one of four Friday afternoon, a Friday evening, or an all-day Sunday photo Walk-About. Registrants will receive a badge on Saturday morning of the event to be worn for admission.

This event will be held at the Hampton Inn & Suites in Camarillo, CA (Ventura County - right off the 101 at the Las Posas Road exit). If this is a lengthy drive for you, consider carpooling, staying at a hotel Friday and/or Saturday night (many are listed on the event webpage), and participating in the Friday/Sunday photo Walk-Abouts or area activities (e.g., Ronald Reagan Library, the Camarillo Premium Outlets).

For the event program/schedule, a link to the speakers’ web sites, location directions and maps, and a list of hotels/motels, lunch information, descriptions of the Friday and Sunday Walk-Abouts, and a list of area activities go to the Chapter website: 2017 Event; and for online registration go to: Registration.

I look forward to seeing you on April 1,
Joanne

Joanne Stolte, FPSA, MPSA, EFIAP
Chair, Southern California Roundup Chapter of PSA
Email: chapter-southern-california-chair@psa-photo.org
Web Site: www.psa-socalchapter.org
Facebook: <http://tinyurl.com/psa-socal-fb>
(“Like” this page for up-to-date Chapter Event information & follow area PSA member’s photo activities.)

Digital Photo Classes

Mike McMahon continues his series of **FREE** digital photo classes

Carlsbad Senior Center

799 Pine Ave., Carlsbad, CA 92008

760-602-4650

Photoshop Elements - Artistic Effects - Wednesday, March 15 / 10:00 – 11:15 a.m. / ACT

Adobe's Photoshop Elements makes it very easy to apply artistic effects to your photos. Our instructor, Mike McMahon, will demonstrate how to make your photos look like an impressionist painting, a color comic, and other fun effects. The last 15 minutes will be devoted to questions. Seating is limited. Please bring note-taking material.

iPad - Part 3 - Tips and Tricks - Wednesday, March 15 / 1:00 -- 2:15 p.m. / ACT

This class will cover tips for making your iPad more fun and productive in everyday use. Our instructor, Mike McMahon, will discuss using the iPad to surf the internet, use the Maps app for getting directions, and reading electronic books. Attendance at previous iPad classes is not required. Fifteen minutes will be dedicated to your questions. Seating is limited – come early for a good seat. Please bring note-taking material.

Photo Books Made Easy - Wednesday, March 22 / 10:00 – 11:15 a.m. / ACT

It is now fairly easy to display your photos in a beautiful photo book and to do so at a very reasonable cost. Our instructor, Mike McMahon, will present a live demonstration of creating a photo book using the Costco software. See samples of photo books and learn how to start your own photo book project. Please bring note-taking material.

Video Editing - Wednesday, March 22 / 1:00 -- 2:00 p.m. / ACT

The secret to producing an effective video is to understand the building blocks of video production. Our instructor, Mike McMahon, will explain how to combine video clips, still photos, titles, and music for an effective video. The process is fun and the results are very rewarding. Come learn how it's done! The last 15 minutes of class will be devoted to your questions. Please bring note-taking material.

March 2017 Digital Photo & Tech Classes

Photoshop Elements - Editing Workflow **NEW! - Wednesday, April 19 / 10:00 – 11:15 a.m. / ACT**

Learn how to preserve your originals and make amazing edits to your photos using a non-destructive workflow.

iPad - Photo Editing - Wednesday, April 19 / 1:00 -- 2:15 p.m. / ACT

This class will demonstrate traditional edits as well as adding artistic effects to your photos with the iPad.

Lightroom - Advanced Topics **NEW! - Wednesday, April 26 / 10:00 – 11:15 a.m. / ACT**

Mike will demonstrate some advanced techniques using this very popular Adobe photo organizer and editor.

Safe Computing **NEW! - Wednesday, April 26 / 1:00 -- 2:15 p.m. / ACT**

Mike will discuss and show you how to protect your computer from viruses, malicious software, etc.

March Meeting

Wednesday, March 22 @ 6:30 p.m.

San Diego Botanic Garden (formerly Quail Gardens)
230 Quail Gardens Drive, Encinitas, CA 92024
Meet in the Ecke Building Meeting Room

Enter at the Front Gate - Exit at the Rear Gate Only
The Front Gate is Locked at 7:00 p.m.

6:00 p.m. - Front Gate Opens

6:30 p.m. - Announcements & Greetings

6:45 p.m. - Presentation and Critique

7:45 p.m. - Break & Refreshments

8:00 p.m. - Critique Continued

First-time guests Free

Returning guests \$3.00

Annual Membership \$30 (Household \$35)

Contact Information

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**Please put NCPS in the subject line of all correspondence.*

Look for us on Facebook, and please 'LIKE' our page!



WOMEN IN CREATIVE PHOTOGRAPHY

**MISSION TRAILS REGIONAL PARK
VISITOR CENTER GALLERY**

March 4 - March 31, 2017

Reception: Saturday, March 11 1-4PM

ONE FATHER JUNIPERO SERRA TRAIL
SAN DIEGO, CA 92119

•LAURA MAKENNA•PATRICIA GRABSKI•ABBEY CHAMBERLAIN•LUCI DUMAS•
•EILEEN MANDELL•NICOLE TOESCA•MARY BETH KLAUER•PRISCILLA MONGER•












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Stop by their business and tell them you're an NCPS member!

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San Diego, CA 92111

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and

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San Diego, CA 92104

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www.georgescamera.com

Nelson Photo

3625 Midway Dr., Suite J

San Diego, CA 92110

619-234-6621

www.nelsonphotosupplies.com

SILVER SPONSORS

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Cardiff, CA 92007

(858) 334-3699

www.ordovergallery.com

Encinitas Photo Center

967 Highway 101 #107B

Encinitas, CA 92024

(760) 436-0562

www.encinitasphoto.com

Jim Cline Photo Tours

11387 Ocean Ridge Way

San Diego, CA 92130

(858) 350-1314

www.jimcline.com

Kurt's Camera Repair

7403 Princess View Drive

San Diego, CA 92120

(619) 286-1810

www.kurtscamerarepair.com

Local Photo Classes

7960 Silverton, Suite 125

San Diego, CA 92126

760-920-6380

www.localphotoclasses.com

Michael Seewald Galleries

1555 Camino Del Mar, Suite 312

Del Mar, CA 92014

(858) 793-3444

www.seewald.com

PC Photo & Imaging

113 N. El Camino Real #B

Encinitas, CA 92024

(760) 632-1790

www.pc-photo.net

Sandra Lee Photography

Valley Center, CA 92082

(760) 749-2174

www.sandraleephoto.com

Wayne Richard Photography

8838 La Cartera Street

San Diego, CA 92129

(858) 248-5179

www.wayne-photo.com