



IN FOCUS



A Publication of
THE SANDHILLS PHOTOGRAPHY CLUB P.O. Box 763, Southern Pines, NC 28388
Enriching Our World Through Photography

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Spring in the Southwest, courtesy of our own **June White**. More images on page 5!

UPCOMING EVENTS

NEXT MEETING

- April 14th - Competition: Things We Love

BOARD MEETING

- April 17th, 2pm

PROGRAMS

- May: "Enhancing Your Photography With Flash", *Brian Osborne*

COMPETITIONS

- April: Things We Love
- June: Fog, Haze, or Rain
- August: Creative: Side by Side

EXHIBITIONS

- Ongoing: Local Artists: The Pierce Gallery
- Ongoing: Quail Haven Village
- April: Double Takes
- Fall: SCC Exhibition

WORKSHOPS

- March 22: "Options for Matting and Framing Photos" *Betty Hendrix*
- April 12: "Pre and Post Processing for Special Effects" *Matt Smith*
- May 17: "HDR Photography", *Dave Verchick*
- June 21: "Creating a Photo Montage",

"A picture is a secret about a secret,
the more it tells you the less you know."
— Diane Arbus

PRESIDENT'S NOTES, *Jill Margeson*

Last year we entered a Photographic Society of America (PSA) club competition with our NEWSLETTER. We did very well, missing an award by only 2 points. **Alison Earl**, our editor, has been implementing several of the suggestions from the critique to make our newsletter easier to read.



This year we have again entered our club in a competition...for our WEBSITE this time. Why not? It is looking inviting and up-to-date with current happenings. Members are finding the site useful for lots of things: the details of a workshop; to review some competition rule changes; look at gallery collections of other members; maybe to find helpful photography websites and tips; read old newsletters to catch up on things; and of course participate in the "Out and About" activity.

The annual PSA Website Contest provides an opportunity to receive feedback on the site's strengths and weaknesses. Feedback and ratings are supplied in August on the following categories and criteria:

- | | |
|---------------------------|-----------------------------------|
| 1. Home Page | 5. Functionality and Clarity |
| 2. Overall design | 6. Browser Compatibility |
| 3. Content | 7. Legal Considerations |
| 4. Navigation/Ease of Use | 8. Individual Club Objectives Met |

So, thank you members and **John German**, our Webmaster, for all your efforts. I'm betting we do pretty well in comparison to other camera clubs.

PROGRAMS, *Dave Powers*:

Mark May 12 and May 13 on your calendars:

Brian Osborne of The Photo Classroom will be presenting a program on "Flash Photography" on Monday, May 12. This program is one of the most popular of the over 30 subjects that Brian and his staff present in the Charlotte area. We are fortunate to be able to have Brian share his expertise in this subject with our club.



On May 13, we will have a workshop to follow-up on Brian's presentation. We will meet at the Sandhills Horticultural Garden Center at 9:00 AM and then go out into the gardens for a hands-on workshop on using flash to enhance our photography. The workshop will last for two hours.

There will be a \$10.00 registration fee to help offset the costs of Brian's overnight stay in the Sandhills. There was great interest in this workshop, as indicated by the sign-up sheet at the last meeting, and it is important to get your registration to our treasurer as soon as possible. **Please mail your check for \$10.00, made payable to Sandhills Photography Club to:**

Joanne Lentz-Treasurer
6117 Seven Lakes West
West End, NC 27376

If anyone has questions, or would like more information about this program/workshop, please call (910-692-2539) or e-mail me at dpowers4@nc.rr.com

See you May 12 and 13!!!!

MEMBERSHIP NEWS, *Judy Nappi*:

At the March meeting we welcomed 3 new members and 2 guests. Our newest members, all currently residing in Pinehurst, are Jerry Kozel, Roberta Williams and Beth Bennington. Jerry describes himself as an intermediate level photographer with a wide range of interests. Roberta Williams is a self-described beginning photographer. Beth Bennington is originally from New York, but has been in Pinehurst for 8 years now. Beth hopes to gain a better understanding of composition, and her favorite subjects are unusual or funny things and animals.

Our attendance at the March meeting was 70 and the total membership stands at 99 paid members and 5 honorary members.



Judy Nappi

TREASURER'S REPORT - *Joanne Lentz*

FINANCIAL REPORT as of February 28, 2014

CHECKING ACCOUNT	
STARTING BALANCE (January 31, 2014)	\$5,230.33
EXPENSES	200.00
RECEIPTS	575.04
ENDING CHECKING BALANCE (February 28, 2014)	\$5,605.37
SAVINGS ACCOUNT	
STARTING BALANCE (January 31, 2013)	\$4,882.03
ENDING SAVINGS BALANCE (February 28, 2014)	\$4,882.14
TOTAL FUNDS (February 28, 2014)	\$10,487.51

REFRESHMENT LIST

APRIL	Jennifer German	910-245-3177
MAY	Lana Rebert	910-949-1115
JUNE	David Funk	847-644-7038
JULY	Suzanne Faker	910-246-6215
AUGUST	The Sheppard's	910-944-1219
SEPTEMBER	Ray Pope	910-245-3548
OCTOBER	Carol Smetana	910-944-8125
NOVEMBER	OPEN	
DECEMBER	NO MEETING - Christmas Party	

Contact: Bill Sheppard
910-944-1219 or beeboy@pinehurst.net

WORKSHOPS SCHEDULED FOR 2014. *By Linda Piechota, Workshop Chairman*

April 12: "Pre and Post Processing for Special Effects" 9am-12 Noon (No Limit)

- **Location:** SCC Horticulture Welcome Center on Airport Road
- **Instructor:** Matt Smith **Sign up at the March 10 Club Meeting**

Sandhills Photography Club member, Matt Smith will share his techniques of pre and post-processing. The workshop will include live demonstrations of creative/special effect camera set-up and editing. Matt would like to keep the workshop interactive, so bring your questions. Cameras with manual settings and tripods are welcome if you would like to practice during the demonstrations.



Linda Piechota

May 17: "HDR Photography" 9am - 12 Noon (No Limit)

- **Location:** SCC Horticulture Welcome Center & Gardens, Airport Rd.
- **Instructor:** Dave Verchick **Sign up at the April 14 Club Meeting**

HDR Shootshop (means you will be shooting not just learning)

Bring your camera, tripod and cable release if you have one. If you are unfamiliar with shooting modes of your camera bring the instruction manual. We will be bracketing shots in aperture and/or manual priorities using exposure compensation.

First Hour

- Why HDR or Tone Mapping
- Gear
- Setup methods
- Situational awareness
- Software I use

Second Hour

Shoot series

Third Hour

Process the series

June 21: "Creating a Photo Montage" 9am - 11:30am (No limit)

- **Location:** SCC Horticulture Welcome Center on Airport Road
- **Instructors:** Gisela Danielson, Jill Margeson, Neva Schreve
- **Sign up at the May 12 Club Meeting**

Jill, Neva and Gisela are in the process of designing an exciting experience. Participants will learn how to make a Montage using layers. Knowledge of Photoshop and/or Elements is highly recommended, however all SPC members are invited to attend. Creating a Montage can be lots of fun.

2014 COMPETITIONS, *Debbie Regula and Grace Hill:*

Our "Things We Love" competition entries are coming in using SmugMug as this submission is being written. There seem to be a few small "bugs", but all in all, it is working very well. We hope that our members are finding this way to submit entries much easier than the old way. Any input from members to Grace and me would be appreciated - both pro and con. When using the drag and drop, please be sure to put your photos in the correct folder. There is a letter at the end of each folder title "a" or "b". That is your class, "a" or "b", drag and drop accordingly. We will be using SmugMug for our competitions from now on unless you are notified differently. Please consult the COMPETITION MANUAL on how to submit entries to SmugMug and for all rules for entries. We cannot emphasize the importance of using the club's COMPETITION MANUAL for competitions. The manual has been revised and updated and is your best source for information on how to enter our competitions.



Our next competition is: **JUNE 9th: Fog, Haze or Rain.** Your subject for this theme can be fog, haze or a rainstorm or it could be objects, animals or people seen through a fog, haze or on a rainy day. Deadline for entries: 6:00 pm May 25th. Digital; Standard / Minimal post processing, following Competition Manual regulations; 3 year time limit, 2 images. Photo file should read; FHR_A or B_Doe_John_Title

AUGUST 11th: OPEN: CREATIVE side by side; Take one of your favorite photos and give it a new artistic look. No restrictions on altering the image. This is your chance to think out of the box. Original photo and your creative creation will be shown side by side. Only the CREATIVE entry will be judged. Both photographs should have the same title. Deadline for entries: 6:00 pm July 27th. No time limit, 1 image
*Please indicate in your entry email if you would be willing to share how you arrived at your final creative image. Photo file should read; CRE_A or B_Doe_John_Title

Good luck and we hope to see more and more new members entering our competitions. The best way to learn is to enter your images and have them critiqued by the judges. ***Debbie and Grace***



Chuhily Exhibit at the Desert Botanical Garden, Arizona.....thanks to June White

SPRING FIELD TRIP TO NORTH CAROLINA'S NORTHEAST CORNER, *by Linda Pietchota* **Thursday, May 1 - Sunday, May 4 (3 nights)**

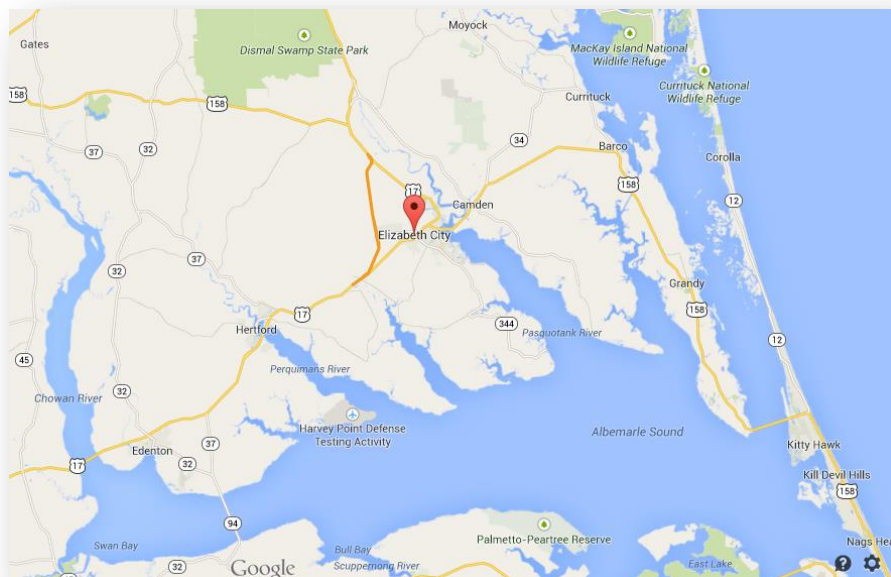
"Remember to make reservations for the Field Trip by the April 1st deadline. Packets of information will be available at the April club meeting for those who have made reservations."

SPRING, 2014 Field Trip - If you are new to the club, you might not know that for years, we have had a Spring and a Fall Field Trip, usually 2 or 3 nights, to a location that seems to offer good photo opportunities. We have had as few as 10 and as many as 36 participate in our field trips. Join us in May for a fun-filled 4 days.

May 1 through 4, 2014 Field trip to Elizabeth City, NC and surrounding areas

- Staying at Hampton Inn, Elizabeth City for 3 nights. (3.5-4 hour drive)
- Room cost per night: \$111.63 including tax. Non-smoking, 2 beds, free breakfast
- Reservations: Call: 252-333-1800 and ask for a room under name Sandhills Photo Club
- Deadline for Reservations is April 1.
- E-mail Linda Piechota (lp7611@embarqmail.com) to tell her your reservation has been made.

This trip should offer something for everyone, no matter what they like to photograph. Within 30 miles of Elizabeth City, visit beautiful historic waterfront towns, drive to the Outer Banks, visit numerous Wildlife Refuges, the Great Dismal Swamp and more. Maybe you'll get a bear photo because the largest bear population in the Southeast is right there!



IS THERE A CAMERA CLUB AROUND HERE????

I can imagine someone new to the area asking that question. Maybe someone with a new camera and a desire to talk “camera” with someone else could also voice that question.



Unfortunately they will not find an answer in the Pilot newspaper, calendar pages of the Pinestraw, *Seven Lakes Times*, or any local booklets. We still have no publicity person to email information to these papers-yet. (Yes, they could go to Google our website.)

Could YOU be the one to volunteer? Maybe you and a friend? This is a board member position if you choose to attend the monthly meetings. All contacts and sample articles and deadlines are on file to your use. Call Jill Margeson for more information or to volunteer: 910-673-1497



BEHIND THE SCENE AT EYE CANDY STUDIO – *Roving Reporter #2*

Woody, Frank Pierce’s brother, has already conducted 2 workshop sessions for members who are participating in Double Takes at the Eye Candy Studio this year. There is to be one more workshop on April 1. Four members attended the second session. Woody spent about an hour demonstrating how he frames a panorama sepia print.

It was interesting to see the array of new and old equipment used and adaptations made to the cutting table to accommodate larger pieces. We watched closely as he selected foam core, a leather-looking mat board, and beige board for a double mat. He made measurements, used an assortment of hand cutting tools, with a metal cutting rail on his huge table. The photo was bonded to the foam core with glue paper from a roll, and heat pressed in a machine. Then edges were cut to size, 3” mat on bottom, 2 ½” on other sides. Next the frame was cut for mitering at the corner with an impressive quick slice on an old, heavy machine with a very sharp blade. Woody pulled out the guns and glue for nailing frame corners together. A glass cutter tool was used to cut the glass to size, and then another staple type of gun was used to hold everything in the frame. Members were impressed with Woody’s double-sided tape dispenser used to attach brown paper over the back for a finished look.

Thanks, Woody and Frank, for sharing the process, tips, and knowledge of equipment you find works best.

SANDHILLS PHOTOGRAPHY CLUB'S WEBSITE

WWW.SANDHILLSPHOTOCLUB.ORG

Member Only Page

The "member only page" contains various items not available to the general public. For the current password call or email jojegerman@outlook.com. The "board only" page has items necessary to the club's operations.

Member Galleries

Members who would like a gallery should let me know at jojegerman@embarqmail.com, and I will send an upload link to them. See the website "Member Galleries" page for instructions on sizing, etc.

*Take a look at the current galleries at www.sandhillsphotoclub.org. We now have 7 members with galleries. **Member's websites may also be linked here.** The galleries look very nice and I would like to thank the current participants.*

*Thank you,
John German*

IPAD APP CALLED ZITE, *submitted by Dave Powers*

One of my favorite apps for the Ipad is called ZITE. One of the sections that I have set up is PHOTOGRAPHY and it gives a cross section of tips, news about photography and equipment, photos taken by well-known photographers and other items of interest to people like ourselves.

Recently, an article caught my eye. It was "Quotes by Photographer Joel Meyerowitz". There were eighteen quotes and three of them really made me stop and think. I wanted to share them with you.

"I think of photography as being full, or empty. You picture something in a frame and it's got lots of accounting going on in it-stones and buildings and trees and air - but that's not what fills up a frame. You fill up the frame with feelings, energy, discovery, and risk, and leave enough room for someone else to get in there." Joel Meyerowitz

“OUT AND ABOUT” PROGRAM; *by Neva Kittrell Scheve*

Our first Out and About prompt, “Window Light” was a success. If you haven’t checked into the gallery to see the really good work that was done, you are missing a real treat.

Now the “Aperture Priority” prompt is in full swing. We are getting more uploads each day and there is still time to get yours uploaded. The gallery will be open for uploads until the new prompt is announced at the April Meeting. But, if you want to take advantage of the comments and critiques, it best to get it in as soon as possible. Our “mystery critiques” will be starting to appear soon.

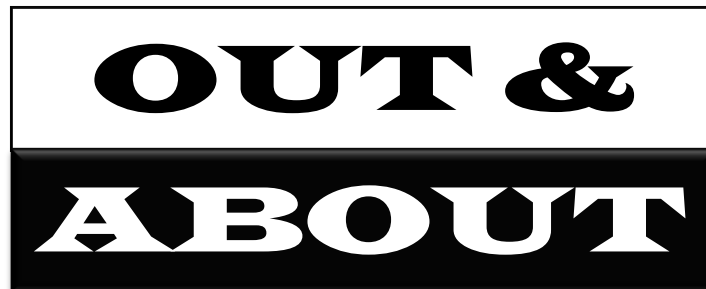


All the information you need can be found on our website. This link will take you directly to “Aperture Priority” and there are links to the uploader and also a link to view the gallery or make comments without uploading a photo.

<http://www.sandhillsphtoclub.org/#!/aperture-priority/c1t35>

So, even if you don’t have your own work to upload, please check in and make some comments on the images that are there.

Neva Kittrell Scheve and Linda Piechota



EXHIBITION PLANS, *Tom Reedy*, wreedy1@nc.rr.com:

We will be participating in the ***Double Takes*** exhibition at the Eye Candy Gallery in May, 2014. Notifications to photographers about photos that have been selected have begun to be mailed by the gallery.



The reception date for the artists and photographers (family and friends too) is Saturday, May 10. 7-10pm. The exhibit will actually open to the public on Friday, May 2 (6-9pm) for the First Friday event roster. Photographers and artists are more than welcome to attend that evening. Based on a lack of parking (because of First Friday) and the SPC field trip, the gallery opted to do the later reception instead. There will be live music for that evening (May 10) so it is sure to be a fun time. Please come if you can.

The framing workshop dates are:

- Saturday, March 8 from 2-3pm
- Thursday, March 20, 11-12
- Tuesday, April 1, 1-2pm

For now the gallery is limiting these complimentary workshops to 6 participants for each session. They prefer that these 3 workshops be for Double Takes participants. If demand is larger they will add workshops prior to the Double Takes opening. The gallery is planning on offering the same workshop on a regular basis in the future to anyone that wants to participate.

We have also confirmed a date for our fall exhibition at ***Sandhills Community College***. It will run from Thursday September 4 (with a reception) until the end of October. The gallery can accept about 40 to 50 photographs. We will initially limit the number of photographs to one per photographer and strongly encourage everyone to submit your best work. For this exhibition the photographs will be mounted, matted, and framed (a change from previous newsletter). The SCC does not take any commission on the works that sell. The money goes directly to the photographer. I will provide more information in a future newsletter.

As of now the exhibitions for 2014 by the club or its members include:

Name 2014	Club or Members	Venue	Date
<i>Double Takes</i>	Club	Eye Candy Gallery	May 2014
Sandhills CC	Club	SCC Library	September, October 2014

ROVING REPORTER, *submitted by John Ambrosio*

The guest speaker for the March SPC meeting was Susan Bailey who is a former SPC member. Her presentation was "Basics of Image Critique". The basics mentioned were impact, lighting, technical excellence, creativity, composition, and subject matter.

We learned that when it comes to using color to draw people's attention in a photo, red is a real good color. Colors that complement one another such as blue and orange are also good together in photos. Simple black and white photos can also draw people's attention. What also goes good together in photos are smooth and rough images.

We learned that cropping can really enhance a photo. For instance, it is good to shoot a vertical crop with vertical pictures.

When it comes to lighting, it is good to always lighten the eyes of people and animals in photos and Catchlight can be used for that. Also, it is good to lighten the main subject in a photo to better focus on it, while darkening or blurring the background of the photo. And some photos do well with an anchor object in it particularly when it is in the left side of the picture because Westerners are used to seeing images left to right in photos.

Other important things we learned in the presentation were that metal is a difficult element to photograph, Topaz De-noise helps to get rid of noise in photos, and Reflections are a great creative tool to have for the creativity in photos.



Hints, *by Bill Sheppard*

Spring has sprung!! Flowers are starting to bud and bloom....just a few more days of cold weather and it will be shirt sleeve time. Have you figured out what you would like to take pictures of???? The local birds are starting to make nests and hatch their little ones and the local wildlife will have their young and the migratory birds will be headed back north to hatch there young. A good rule of thumb to follow is when you see the Robins in your yard you will know spring is on the way. Have you talked to anybody about any good places to go? **Tom Reedy** is a good man to ask about the places for water fowl, their fly ways and refuges; and **Chris Christiansen** is very knowledgeable about how and where to photo birds and small animals; and **Donna Ford** can tell you about ball games, horses races and other sports as well as Reenactments. Some of our other members can tell you about river trips (floating shoots) and other action shots, so don't forget we have a lot of members that are very knowledgeable about a lot of subjects and will be glad to share their knowledge and experiences with you. Don't forget our local gardens and water places for when you don't have a lot of time. Enjoy the friendship and the weather and remember..... **YOU CAN'T GET A SHOT WITHOUT YOUR CAMERA** (unless you have a real smart phone)!!!!



Bill

2014 SPC BOARD

TITLE	NAME
President	Jill Margeson
Vice President	Dave Powers
Secretary	Marilyn Owen
Treasurer	Joanne Lentz
Past President	John German
Programs	Dave Powers
Competition	Debra Regula/Grace Hill
Exhibitions	Tom Reedy
New Member Dev.	OPEN
Hospitality	Bill Sheppard
Publicity	OPEN
Workshops	Linda Piechota
Technical Consultant	Bill Matthews
Newsletter	Alison Earl
Historian/Web Links	Linda Piechota
PSA Rep	Jill Margeson
Membership	Ira Miller
Website	John German
Club Photographer	Al Reeder
Field Trip Spring	Linda Piechota
Field Trip Fall	OPEN
Wildlife Focus Group	Tom Reedy
Strategic Planning	Scott Duval
O'Neal School Liaison	Scott Duval
"Out and About"	Linda Piechota/Neva Sheve

KNOW YOUR BOARD OF DIRECTORS

Jill Margeson



Dave Powers



JILL MARGESON

PRESIDENT

MARILYN OWEN

SECRETARY

DAVE POWERS

VICE PRESIDENT

JOANNE LENTZ

TREASURER



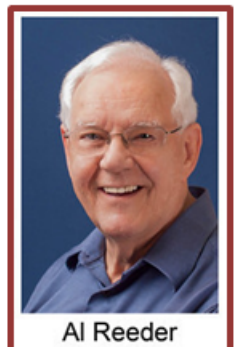
Marilyn Owen



Joanne Lentz

DIRECTORY OF MEMBER PORTRAITS

All SPC member photos throughout newsletter have been taken by Club Photographer, **Al Reeder!!** Please see our directory:



Al Reeder

<http://al-r.smugmug.com/Clubs#!i=1922859778&k=smhmFPw>

CONTACT "IN FOCUS"

EDITOR Alison Earl with any questions, concerns, ideas, submissions (including images), etc. @ alisonspcnewsletter@gmail.com

Thanks, Alison Earl