



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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Contents

UPCOMING EVENTS	1
PRESIDENT'S NOTES	2
MEMBERSHIP NEWS	2
TREASURER'S REPORT	3
A NOTE FROM AL REEDER	3
REFRESHMENT LIST	3
PROGRAMS	4
SCAVENGER HUNT WORKSHOP	5
FALL FIELD TRIP	6
2014 COMPETITIONS	7
TO ALL PHOTOGRAPHERS OF "DAVE'S CHURCH"	8
HINTS	8
EXHIBITION PLANS	9
ROVING REPORTER	9
KNOW YOUR BOARD OF DIRECTORS	10
2014 SPC BOARD	10
CONTACT "IN FOCUS" EDITOR	10
CLASSIFIEDS	11

UPCOMING EVENTS

NEXT MEETING August 11, 2014

BOARD MEETING August 14, 2014

PROGRAMS

- **Sept 8:** "A Look at the Changing Technology of Photography"
Sandy Berger

COMPETITIONS

- **August:** Creative: Side by Side
- **October:** Naturally Occurring Patterns in Nature

EXHIBITIONS

- **Ongoing:** Local Artists: The Pierce Gallery
- **Ongoing:** Quail Haven Village
- **Fall:** SCC Exhibition

WORKSHOPS

"What I like about photographs is that they capture a moment that's gone forever, impossible to reproduce."

— [Karl Lagerfeld](#)



PRESIDENT'S NOTES, *Jill Margeson*

It's almost August and, would you believe, time to think about our club for next year. I have counted 32 reliable, efficient, very generous members who are presently working diligently to keep this club running smoothly. Thankfully, many are returning to help again next year. But don't worry...there will be important positions open that might be just right for you!



A nominating committee of 3 is forming to search for candidates who would be interested in filling some of the vacancies. Thanks to Gisela Danielson and Diane McCall, we only need one more person for that temporary committee.

Most important need will be for a Vice President, as our current VP, Dave Powers, will move into the Presidency. Besides being in training for taking over the Presidency, the VP will be planning club evening programs every other month, and organizing the Christmas party in December.

If you get a call from the nominating committee in the next couple months, please give some thought to what they are asking. Their mission is to present a final slate of officers for a membership vote in October. At the same time, they will be inquiring about your interest in volunteering for other positions that might be needed by Dave when he selects people for next year.

Could you give some time and effort to help the camera club? There is no better way to have your voice heard if you have some good ideas that would work for our club. I promise that you will get to know some wonderful, friendly people with whom you already have something in common-that love of photography.

MEMBERSHIP NEWS, *Judy Nappi*

At our July meeting we had two guests, Dana Danielson (Gisela's daughter) and John Reckless who lives part of the year at Seven Lakes. John belongs to 2 other photography clubs and gave the membership committee great feedback on what we were doing right. Thank you John for your input. Renewing their memberships at the July meeting were Pat Murray and Richard O'Connor. Our membership stands at 108 paid and 5 honorary members.

You all should have received a copy of the membership roster in an email prior to the meeting. Please take a look at your contact information and if there are changes that need to be made, please send the information to the membership committee.



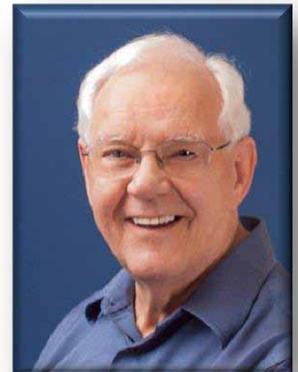
TREASURER'S REPORT - Joanne Lentz

FINANCIAL REPORT as of JUNE 30, 2014

<u>CHECKING ACCOUNT</u>	
STARTING BALANCE (MAY 31, 2014)	\$ 4,400.12
EXPENSES	\$ 108.88
RECEIPTS - INTEREST ONLY	\$ 0.03
ENDING CHECKING BALANCE (JUNE 30, 2014)	\$ 4,291.27
<u>SAVINGS ACCOUNT</u>	
STARTING BALANCE (MAY 31, 2014)	\$ 4,882.50
INTEREST	\$ 0.12
ENDING SAVINGS BALANCE (JUNE 30, 2014)	\$ 4,882.62
TOTAL FUNDS (JUNE 30, 2014)	\$ 9,173.89

A NOTE FROM AL REEDER:

Here is the updated link to the **2014 MEMBERS** book. Please click on the link below and then click on the SPC logo and then use your arrow keys.
Enjoy, Al



AL REEDER

<http://al-r.smugmug.com/SPC-2014-Book/>

REFRESHMENT LIST

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

PROGRAMS, *Dave Powers*:**SEPTEMBER PROGRAM**

SEPTEMBER 8, 2014

“THE CHANGING TECHNOLOGY FOR PHOTOGRAPHY”

SPEAKER: SANDY BERGER



Sandy Berger is the owner of Compu-Kiss in Pinehurst, NC. Sandy writes a column on technology for the Pilot as well as several books on Computers and technology. On her website, www.compukiss.com, she has the line, “Technology Made Simple” and she will be sharing ideas on how this technology can enhance our photography.

Sandy will be speaking on the new and ever changing technology that we, as photographers should be aware of. There are thousands of apps available for our computers and phones that offer post-processing and new ideas for photography. DSLR sales are decreasing due to the improvements in phone and point and shoot cameras.

Please make plans to hear Sandy on September 8, 2014.

NOVEMBER PROGRAM**“FROM ROBBINS TO RUSSIA AND OTHER PLACES WE GO”**PRESENTER: MEMBERS OF THE SANDHILLS PHOTOGRAPHY CLUB-(YES THAT MEANS ***YOU***)

This will be a different program for our club and one that I hope will be a lot of fun. I talk with a lot of our members and usually the subject of a recent or upcoming trip will be mentioned. I want to give our members a chance to share their travel images.

I hope to get at least twenty members to present up to 10 photos of a trip they have taken. It can be ten different places or all from one trip. The photographer will share with the club where the photo was taken and why they like this photo. It is not a competition nor is it a technical session. It is a chance to share views that you have captured by touring the beautiful world that live in.

I will send more information in newsletters and “blasts” from Alison about how to submit your photos as we get closer to November. For now, look at your favorite travel photos, enhance them using Joel Collins’ suggestions, if needed, and be prepared to share with fellow members. Locations do not have to be “exotic” as indicated by my including Robbins in the title. Beauty can be found both near and far. Show us what caught you eye enough to stop and admire and to capture that moment.

SCAVENGER HUNT WORKSHOP

HUNTERS TAKE A CLOSE LOOK AT THEIR CAPTURES! *By Jill Margeson*

Fifteen members spent a morning mulling over their 83 Scavenger Hunt images, with the attitude that criticism is a healthy means of growing and learning. We looked at what had been done well, and what could be improved. Technical quality, and the more subjective points of composition and emotional appeal were addressed.

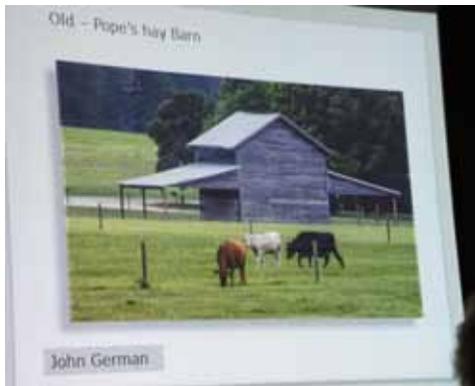


Being able to identify what you like about a/your shot is important. If we know what we like and why it works, we can keep improving on what we like in the next shots. Ask yourself, "I like this photo because...". Each photo should bring out some kind of impact or emotion. Don McCullin says that if you can't feel what you're looking at, then you're never going to get others to feel anything when they look at your pictures. Ask yourself, "When I look at this photo I feel....."

Thanks, Tom Reedy, for giving us other views of the photos to highlight perspective and cropping choices. And thanks also to Dave Verchick, invited to make some helpful comments. He added one more after the workshop ended: Most of the shots were taken from the same position/perspective – standing still and holding the camera up to your face. Get lower or higher, or lay on the ground sometimes for a different angle to create impact.

Les Saucier, a macro photographer/speaker at the last CNPA conference, wrote that, "Photography is both art and craft. The craft is the doing. The art is the seeing and feeling. It is the seeing and feeling that makes the difference."

Al Reeder, Tobe Saskor, and Linda Piechota earned a logo patch for their creative efforts to get all 6 categories of pictures into one shot.



FALL FIELD TRIP, *Tom Fagan and Bill Bower***SAVE THE DATE****FALL FIELD TRIP****SUNDAY, OCTOBER 19TH TO WEDNESDAY, OCTOBER 22ND****BAYMONT INN AND SUITES****204 HENDERSONVILLE ROAD****ASHEVILLE, NC 28803****PHONE: 1-828-274-2022**

Please Use Our Group Name Of

SANDHILLS PHOTO CLUB

When Making Reservations

Contact The Property Directly

The rate is \$115.42 per night which includes all taxes & continental breakfast

RESERVATIONS SHOULD BE MADE BY NO LATER THAN 9/19/2014**GOOGLE: BAYMONT INN, ASHEVILLE, NC**

Local Attractions Websites:

www.exploreasheville.comwww.romanticasheville.com/fall.htm

[MORE INFORMATION TO COME](#)

2014 COMPETITIONS, *Debbie Regula and Grace Hill:*

The competition committee is happy to report that we have secured judges for all competitions. Susan Bailey is judging our exciting Creative competition, and one of our very talented past members, Brady Smith will judge our Naturally Occurring Patterns in Nature Competition. We are very happy to have such excellent photographers as our judges!



Our next and last judged competition will be in October:

OCTOBER: Naturally Occurring Patterns in Nature: Nature (our natural, physical world including all natural phenomena and living things) provides us with an astonishing array of lines and shapes that form fantastic patterns. A pattern is the focus of your image. NO HAND OF MAN will be allowed. Deadline for entries: 6:00 pm September 28th.

Digital; Standard / Minimal post processing, following Competition Manual regulations; 3 year time limit, 2 images JUDGE: Brady Smith

Important*** Please make sure your NAME is part of your entry file name. When you drag and drop your entries into SmugMug, we have no way to know who the photographer is. Entries without member identification will be deleted from the competition. To avoid this, if you do not hear from the competition committee 2 days after submission, that your photos have been accepted or rejected, contact Grace Hill or Debbie Regula. Your name missing might be the problem. All rules and how to submit your entries can be found at the club website in the competition manual at:
sandhillsphotoclub.org

All members will notified by Alison with links to each class, when SmugMug is opened to receive entries. This is always 2 weeks before each competition deadline.

Our final competition for the year is our online competition which will be judged by YOU our members. Please participate, even if you do not enter the competition.

NOVEMBER: ONLINE; Animals in the Zoo: Any zoo animal on display by the Zoo can be the subject. The title must list the zoo you visited. Wildlife rescue centers, animal rehabilitation centers, wild and captive animals outside the zoo are not to be used. Deadline for entries: 6:00 pm October 26th.

Digital; Standard / Minimal post processing, following Competition Manual regulations; 3 year time limit, 2 images

As always, any questions and needed help can be sent to Grace Hill or Debbie Regula or email us at competitions@sandhillsphotoclub.com

TO ALL PHOTOGRAPHERS OF "DAVE'S CHURCH"

Thanks to all who participated in the recent scavenger hunt and took photos of Page Memorial United Methodist Church in Aberdeen (Dave and Bill's Church).

I have received photos from some of you and was just blown away by the creativity and skills that were exhibited in the photos. I have already received some but I would like to start receiving your photos that you think would help me with my book project.

Please send me your jpegs with good resolution for printing within the next three weeks. Send them to my email, dpowers4@nc.rr.com, and I will take it from there.

Thanks so much for your participation. I think this will be a book that will be very much appreciated by the members.

Dave Powers



HINTS, by *Bill Sheppard*

August the month of opportunity....the weather is warm or hot real early in the day so it is not too bad to get up early for the chance to get a good shot when the flowers are at the best shape for photography and might have dew or water on them. Also the sunrise and sunsets are nice this time of the year. Over in the late afternoon is a good time to take pictures of deer and other animals....if you watch real close and are really still you might see a young deer. They make a nice photo when they still have their spots on them. The best time and place to see them is around the edge of a field of grass or a hay field or on the edge of a golf course late in the day. Don't forget about when the weather starts to get cool in the morning and the water is still warm the fog will lay right on top of the water until the air heats up even to the water temp. If you have a pier, house or animals or person at the edge of or standing in the water, this will make a nice shot. There are a lot of lakes and ponds and rivers in the area so you don't have to go far.

Bill Sheppard



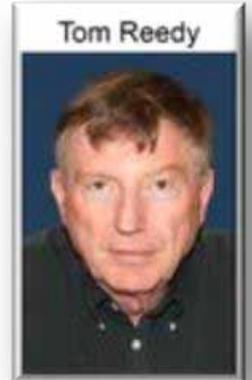
Enjoy the weather and **unless you take a picture you can't enter or win a competition!!**

Have fun and good shooting!!!!!!!

Bill

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

We have a 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. Please let me know if you plan to exhibit your photography. **Could you send me an email that confirms you plan to exhibit and the approximate size of your framed artwork?**



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

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

ROVING REPORTER, submitted by John Ambrosio

Anyone use a little "Spyder"?

The guest speaker for the July SPC meeting was a return visit from Joel Collins, who is a professional travel photographer. Joel takes trips throughout the world, particularly to Eastern countries. He has learned that in many of those countries, it's pretty easy to get someone's photo by just simply spending five minutes talking with them.



Joel taught us that monitors need to be adjusted correctly with the computer in order to produce good photos. The human eye is drawn to saturated colors, brightest areas, high contrasts, and human faces. Joel's analogy is that just like a good cook needs many different spices, each photo also needs color tuning on things such as skin tones, brightness, high contrast, faces, and saturation levels. Keep the screen neutral, and change in moderation. Every monitor and computer is slightly different so you need to adjust accordingly. Joel's advice is to get a monitor calibrator such as a Spyder calibrator, which is what brand he has.

He then opened Lightroom and showed us how to use some of the tools. Blue Skies can be made by adjusting Blue saturation and luminance sliders. The Graduated filter tool is cool because you can make a graduated coloring affect over the entire scene. Perspective corrections were demonstrated. To eliminate any distractions and spots, you should use the spot removal tool or darken areas. Double clicking any slider will bring it back to zero.

Joel said that doing the same kind of adjustments with JPEG is possible but not as effective as starting with a raw picture. With JPEG, everything is already "baked in". It's like telling your camera that everything needs to be spicy when it really doesn't. You can make several versions of the raw image by using different recipes with the same raw ingredients. You can further edit in photo shop. Store all images in a big hard drive. Light room never touches your raw files.

Joel's upcoming trips will be to Bali, Java, Thailand, Angkor Wat, Myanmar, Vietnam, and Turkey. Anyone can come with Joel on his photo tours!

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	Kathy Green
Workshops	Linda Piechota
Technical Consultant	Bill Matthews
Newsletter	Alison Earl
Historian/Web Links	Linda Piechota
PSA Rep	Jill Margeson
Membership	Jerry Kozel
Website	John German
Club Photographer	Al Reeder
Field Trip Spring	Linda Piechota
Field Trip Fall	Bill Bower/Tom Fagan
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

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

Thanks, Alison Earl

DIRECTORY OF MEMBER PORTRAITS

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



Al Reeder

NOTE: below is NOT a clickable link:

<http://al-r.smugmug.com/SPC-2014-Book/>

CLASSIFIEDS:



Please help me finish cleaning out my closets. If I live to be 100, I will never be able to use all this stuff! Contact: Linda Piechota, templinda@embarqmail.com or call 215-8852 & leave a message.

1. **Manfrotto Monopod Black 679B** (monopod only, no head) in original box received as a gift. never used (B&H selling for \$53.00) I'm asking \$40.00
2. **Tamrac ADVENTURE 7 Photo Backpack Model 5547** Red & Black, medium size. Purchased new 3 years ago. Never used. Amazon selling for \$70+ used. I am asking \$50.00 and it has never been used. You can see it here: <http://www.tamrac.com/products/adventure7/>
3. **Beseler Photo Backpack**. Almost exactly like the larger Tamrac Adventure above. Bought it for my husband when he first got on a walker, but sadly, he never used it. Has mesh pockets on both sides, zippered pocket in front and back, zippered pocket on flap and a zippered compartment at the top to stuff a small jacket or personal items inside plus a roomy zippered camera compartment with movable dividers. Well-made like everything Beseler sells. Can't find it online so Beseler must have stopped making it. I paid \$42.95 and would like to get \$25.