



# IN FOCUS



Member

*A Publication of*

THE SANDHILLS PHOTOGRAPHY CLUB P.O. Box 763, Southern Pines, NC 28388

*Enriching the North Carolina Sandhills through Photography*

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[www.sandhillsphtoclub.org](http://www.sandhillsphtoclub.org)

August 2010

## **NEXT MEETING:**

**Monday, August 9, 7:00 PM**

Christ Fellowship Church

Midland Road at the corner of Pee Dee Road

Southern Pines, NC

Program: Digital competition

## **COMPETITIONS: Scott Duvall**

At the August 9th meeting, we will hold a **DIGITAL** competition on the topic of "Stop Action." Susan Bailey of Raleigh is returning to again judge for us. Susan has been a photographer since high school and has enjoyed portrait, nature and aerial photography through the years. She is an avid Photoshop and Corel Painter user. Currently she is on the Board of the Carolinas' Nature Photographers Association (CNPA) and plans their annual meeting and large weekend photo outings. She has enjoyed judging for a number of years and recently completed the judging certificate from the Photographic Society of America. Her work has placed in many photo contests. Susan is a member of CNPA, Professional Photographers of America, the Photographic Society of America and the National Association of Photoshop Professionals.

Her websites are: [www.spitfirephoto.com/susanbaileyphoto](http://www.spitfirephoto.com/susanbaileyphoto) and [www.sunrisedesigns.smugmug.com](http://www.sunrisedesigns.smugmug.com).

On October 11, 2010, the club will hold a **PRINT** competition on an "Architectural" topic. The main subject should be man-made buildings or structures. People and other objects may be included in the photographs, but the main subject should be architectural in nature. Each entrant can submit up to two (2) images taken on or after October 12, 2007. Entries must follow the print competition rules and guidelines listed in the Competition Manual on the club's website. Remember that prints being entered must be **pre-registered** at [competitions@sandhillsphtoclub.org](mailto:competitions@sandhillsphtoclub.org) by 11:59PM on Sunday October 3, 2010. Also, digital images of entered prints should be sent to [competitions@sandhillsphtoclub.org](mailto:competitions@sandhillsphtoclub.org) before October 11 so that all entries can be subsequently shown on the club website and the competition winners sent to the local media.

The Sandhills Photography Club Board has approved the topics and descriptions of the competitions planned in 2011. Please go to the club website to see what you should be planning to enter next year.

## **PROGRAMS: Jim Davis**

On September 13, Dr. Molly Gwinn will discuss some of the contributions to American photography by pioneers in the medium, including Mathew Brady, Timothy O'Sullivan, and Lewis Hine. They mastered new photographic processes in order to capture the events and personalities of their eras. As a result, their photographs endure as eyewitness reports of the conflicts and changes in America between 1850 and the Great Depression.

## **PRESIDENT'S MESSAGE: Len Barnard**

As mentioned in another article in this Newsletter I have been a member of the Sandhills Photography Club for five (great) years. Of those five years I have had various levels of involvement with our club from Field Trip chair, VP and now as President. From that I can truly say I think I am richer from being active with the club. This year I have had the opportunity to see it from a different perspective and I must say it is so enjoyable. What makes it so enjoyable? It is strictly our members and the Board that I work with. The Board does not know how much I appreciate their advice and candor. They are truly a great SPC Board!

But things must change. As per our By-Laws, I have appointed a nominating committee headed up by **Mike Stratil** to start the process of identifying a new President, Vice President, Secretary, and Treasurer for 2011. Working with Mike will be **Betty Hendrix** and **Donna Ford**. The slate of officers will be presented at our October 2010 meeting; election will be held in November and installation of the new officers at our Christmas dinner in December. If you wish to nominate someone from the floor you must secure his or her permission first. However, if you know of a good candidate or would like to be an Officer, contact Mike Stratil.

My email is: [lbarnard@nc.rr.com](mailto:lbarnard@nc.rr.com), my phone is 673-2135.

Molly Gwinn received her doctorate from Rutgers University in art history. Her area of specialization was modernism in Europe and America. She has taught art history at Rutgers, the School of Continuing and Professional Studies at New York University, and the Dallas Museum of Art. She was a featured speaker at the recent Palustris Festival and served as the judge for our April 2010 competition.

Our November Program will be “A Special Evening with Your Pictures and George Butt,” an opportunity to participate in a live, open evaluation on whether a picture could have been made better by using your or George’s ideas...always a relaxing, fun-filled and entertaining evening where everyone gains.

#### **WORKSHOPS: Bill Matthews**

##### ***Art Photography with Mike Stratil***

**Saturday, September 18, 9:00AM-12:00NOON**  
**Burlingame Room,**  
**Sandhills Community College Horticultural Center**

This workshop is intended as an overview of contemporary art photography. All photography involves artistic principles to some extent. Even the most elementary decisions in the composition of a photograph, for example, are artistic because they are efforts to influence the viewer's attention, emotion and personal relationship to the subject. Similar considerations apply to depth of field, exposure and shutter speed. In art photography, these artistic aspects become the photographer's central focus.

Mike believes that photographers can achieve a much deeper level of self-expression through an artistic approach to their work. It may not be for everyone, but some members will find it a great source of satisfaction. In the workshop, he will cover the following topics: (a) the historical roots of art photography, (b) the creative process in art photography (including the psychology of imagination, symbolism, emotion and subconscious processes), (c) a spreadsheet grid analyzing the relationship between artistic themes vs. artistic photographic techniques, (d) examples of certain combinations of artistic theme and technique, and (e) a demonstration of artistry in still life photography.

If there is interest from members, two-day

#### **Special Notice to Sandhills Photo Club Members**

During the five years that I have been a member of the Sandhills Photography Club I have witnessed some major changes and improvement in all facets of our club. Our membership has grown from 91 as of Dec. 31, 2008 to our current membership on July 15, 2010 of 107. We have been able to obtain program presenters and judges that are talented and knowledgeable professionals to be our competition judges and program presenters. In turn this has allowed each class, A and B, to learn and improve in their photographic skill level. There are numerous photography workshops presented on the many areas of interest that are free to our membership. In addition, we have two field trips each year, spring and fall, to a variety of locations that offer excellent photo opportunities for all. At the request of members, we also attempt to include a program, presented by a local professional person, on photography one night of the field trip. Another change that has occurred is the presentation of photos in our competitions. Somewhere around 2005 we changed from using a slide projector to show our competition images to using a digital projector connected to a computer.

All the above items do not come free. Approximately 3 to 4 years ago we purchased a digital projector for showing our images for competition. Last year we purchased a laptop computer for use by the Club and the Competition Committee rather than using an individual computer. To obtain talented and knowledgeable judges and program presenters we must reward them with an honorarium and/or expense reimbursement since they travel from Raleigh, NC or another distant place to provide us a service. Then consider our workshops and field trips that are free to our members but yet there are expenses related to them.

As we reviewed our plans for 2010 we saw that our expenses were exceeding our revenue and slowly depleting our cash. It was at this point we felt a more detailed study was required of our expenses and revenue for now and the future. We do have a substantial cash balance in the bank; however, if our projections for 2011 and 2012 are even close to being correct, all funds will be depleted before the end of 2011. The major projected expenses for 2011 would be a new digital projector (est. \$4000). You may recall that recently a judge raised a question as to the quality of the image that was being shown on the screen versus what you see on your computer. This supports our need to replace our digital projector that is nearing its life expectancy. We have exhausted the supply of brochures (est. \$1000) that we give out to promote our Club. Other expenses are church rent (\$600), judges (\$450) and presenters (\$450) plus expenses associated with our field trips. There are numerous other smaller expense not mentioned here but based upon the total package we are projecting a negative budget of **\$4700** for 2011 and **\$255** for 2012.

At our July Board meeting the SPC Board voted and recommends a dues increase of \$10 for single membership (from \$35 to \$45) and for family, an increase of \$15 (from \$45 to \$60) effective January 1, 2011. Student membership would remain the same at \$20.

Per our By-Laws, Article IV, Section 2: “The dues schedule shall be established by the Board of Directors and approved by the membership. A notice, through the Newsletter, of proposed changes in the dues schedule shall be provided to membership prior to the meeting at which action is contemplated.” To insure everyone is aware of this notice, it will be placed in the August and September newsletter, with a vote being called for at our September 13, 2010 regular meeting.

Any questions, please address to me and I will attempt to get you an answer: Len Barnard, SPC President, Email: [lbarnard@nc.rr.com](mailto:lbarnard@nc.rr.com) or 673-2135

trips emphasizing art photography may be held in the fall. One would be to the renovated NC Museum of Art in Raleigh, and the other would be a trip to Mike's home in Whispering Pines during which the various art objects he has collected could be used in still life photos by members. An art photography special interest group similar to the recently created group for nature photography will also be considered.

**Please sign up** for the workshop by emailing or calling Mike ([mstratil@charter.net](mailto:mstratil@charter.net) or 949-6518).

Members who are interested in doing some preliminary exploration of art photography are referred to the following sites:

- Center for Fine Art Photography <http://www.c4fap.org/>
- the creative section of digital photography at PSA [http://www.photographybybuynick.com/Results-01006Creative/sect\\_1.htm](http://www.photographybybuynick.com/Results-01006Creative/sect_1.htm)
- National Association of Photoshop Professionals, browse portfolios <http://www.photoshoper.com/members/portfolios/browse>
- Color Magazine <http://www.color-mag.com/>
- B&W Magazine <http://www.bandwmag.com/>
- Lenswork <http://www.lenswork.com>
- Wikipedia article [http://en.wikipedia.org/wiki/Fine\\_art\\_photography](http://en.wikipedia.org/wiki/Fine_art_photography)
- display of miscellaneous images [http://www.google.com/images?q=fine+art+photography&rls=com.microsoft:en-us:IE-SearchBox&oe=UTF-8&rlz=1I7ADBF\\_en&um=1&ie=UTF-8&source=univ&ei=jE1HTOWQE8L98Aax9rSqBQ&sa=X&oi=image\\_result\\_group&ct=title&resnum=4&ved=0CD4QsAQwAw](http://www.google.com/images?q=fine+art+photography&rls=com.microsoft:en-us:IE-SearchBox&oe=UTF-8&rlz=1I7ADBF_en&um=1&ie=UTF-8&source=univ&ei=jE1HTOWQE8L98Aax9rSqBQ&sa=X&oi=image_result_group&ct=title&resnum=4&ved=0CD4QsAQwAw)

#### **Additional workshops this year:**

*A Brief History of the Camera, Basic Photography and Resizing & RAW Revisited* with **Bill Matthews**, Saturday, October 23, 9:30 - 11:30 a.m. at the Burlingame Room, Sandhills Community College Horticultural Center.

*A Photoshop topic TBA* with **Bob Biamonte**, Saturday, November 13, 10:00 - 12:00, at a Sandhills Community College Computer lab.

Suggestions for workshops are always appreciated. Please pass them on to Bill Matthews, 692-8254 or [wmatth@embarqmail.com](mailto:wmatth@embarqmail.com).

#### **EXHIBITS: June White**

##### **Campbell House Exhibit**

**Sept. 3 - 26, 2010**

##### ***Through The Lens***

For those who are going to exhibit work at the Campbell House, the necessary forms are at the end of the newsletter (page 6). Please complete and take with you Aug 31 when you deliver your work. This same information must be on a card on the back of your work.

**In addition, PLEASE email me your name, title of the photograph and sale price by Aug. 20. The person at the Campbell House who makes the labels placed beside your exhibited piece needs this information prior to the date you deliver your work. You may call me if you have questions.**

The post cards advertising the exhibit are now at the printers. I am hoping to have extra cards at our August meeting. For those who belong to the Arts Council, you will be receiving one in the mail.

#### **MEMBERSHIP: Alison Earl**



As of the July 2010 meeting we are at **102** paid members, along with our five (5) honorary members, bringing us to **107!** By our count we had 60 in attendance for Juan Pons' presentation. We had five guests, two who joined after the meeting and two others join that night: **Chris Arnold, Bob Esworthy, Elizabeth (Libby) Harrell** and **Al Reeder**. So far I've heard from Libby and Chris to share their information:

**Chris Arnold** considers himself a beginner, with some prior film experience and shallow digital experience. He uses a Nikon D60 and likes to photograph landscapes, people, and macro shots. He is hoping to gain improvement in photo taking, more technical skills, and new friends from our club, along with the use of Photoshop editor. He has lived in this area for 10 years, originally from the Northeast, but coming from California to North Carolina. He has four children and six grandchildren.

**Elizabeth Harrell** prefers to be called Libby and considers herself an intermediate photographer, with a Canon EOS XTi. Her favorite shots are food, macro, products, and small events. She is hoping to learn more technical aspects of photography so that she can achieve the ideas that she has in her head (i.e. lighting, exposure/flash compensation). She also wants to maximize the knowledge of her camera and what it can and cannot do. She is glad to be part of the group and thanks us for having her! ☺

NOTE: I apologize for butchering so many names when I introduce people! Libby's last name is pronounced Ha-Rell.

**NOTICE:** If you have any changes to your information (address, email, phone, etc) **PLEASE** let me know and I will let the rest of the board know. I keep a roster of all members and their information. Email me at [theearls@nc.rr.com](mailto:theearls@nc.rr.com) or call at home (910) 215-0316. Thanks!

### **LIBRARY: Gisela Danielson**

**Are you interested in our Library?** Please check out our website <http://www.sandhillsphtoclub.org/>, go to Library and open the drawer. The index will give you a quick description of all our library books.

You may borrow books and/or DVDs/CDs. Place your order via email, [gdanielson@nc.rr.com](mailto:gdanielson@nc.rr.com) or call me, 673-0521. Your order will be ready for pick-up at the next SPC meeting and is due the following month.

### **THE STOFFEL AWARD: Jill Margeson**

Since 2002 our camera club has honored the top competition point winner in the A and B categories with the presentation of the coveted annual Stoffel Award. In December, during the Christmas dinner, a winner from each class is recognized with a certificate and \$75 for the A-class recipient and \$25 for the B-class recipient. The monetary award is sponsored by Bill Stoffel's wife Kaye in honor of her husband, who was one of the founding members of this club.

Our top two winners are determined by a total of ribbons won during the six competitions throughout the year: five (5) points for a first place ribbon; four (4) points for a second place; two (2) points for third; and one (1) point for an honorable mention. Points are kept by the competition chairman, **Scott Duvall**. Email him at [duvalls@earthlink.com](mailto:duvalls@earthlink.com) if you are wondering about your total accumulated points for this year.



We are fortunate to have so many excellent photographers in our growing club membership. Competition is tough, but there is still time with three more competitions before the award is determined. Get busy and YOU will be a winner, with or without an award!

### **Past Stoffel Award Winners**

These are our champs from years gone by. They strived to excel and won with their tries! Two more names will soon be chosen. Hurry, get out your gear. December awards coming up fast. Will you be one of those we cheer?

**2002** A - Fred Cirule; B-Amy Purvis

**2003** Missing-if you know, please contact Scott Duvall

**2004** A - Fred Cirule; B-Fran Piechota

**2005** A - Jim McGill; B-Brady Smith

**2006** A - Jim McGill; B - Jill Margeson

**2007** A - Jim McGill; B-Marilyn Owen

**2008** A - Jim McGill; B-Donna Ford

**2009** A - Donna Ford; B-Dave Verchick

**2010** A -???? ; B-????

### **FALL FIELD TRIP: Dave Powers**

Oct. 12 - 14 are the dates for our fall field trip to the Asheville, NC area. Interest is building, and I know that this will be a trip that you will enjoy making. Fall is a great time in the Asheville area and I am looking forward to spending a couple of days with you.

Please make your reservations at the Holiday Inn Express, 1 Wedgefield Drive, Asheville, NC. The phone number is 828-665-6519. If you have any difficulties making reservations, please ask for Ellen Pettigrew, Director of Sales and Marketing. I was able to get a guaranteed rate of \$89 per night plus tax. This is an excellent rate because it is a prime time for tourism in the mountains. Reservations can be made at this rate until September 13. I would suggest that if even if you are unsure of your plans, you should still reserve a room. You can always cancel if plans change but rates will be much higher if you book after the cut-off date.

The Asheville Convention and Visitors Bureau has a website that you will find helpful. Go to [www.ExploreAsheville.com](http://www.ExploreAsheville.com) and start planning your photographic journey.

If you have any questions or suggestions, please call me at 692-2539. Looking forward to joining you in Asheville, NC.

**MONTHLY FINANCIAL REPORT: Dave Verchick**

<b>Monthly Financial Report Regular Account</b>		
May 28, 2010	Beginning balance	\$5097.44
June 15, 2010	Ending balance	\$4973.63

**NEXT BOARD MEETING:**

**Thursday, August 12, 2:00 PM,  
Sandhills Community College  
Horticultural Gardens Visitor  
Center.**

**2010 SPC Board Members**

President	Len Barnard	673-2135
Vice President	Jim Davis	673-7017
Secretary	Tom Reedy	295-2674
Treasurer	Dave Verchick	246-2080
Past President	Don Hiscott	295-9544
Programs	Jim Davis	673-7017
Competition	Scott Duvall	673-1501
Exhibitions	June White	692-6385
Hospitality	Bill Sheppard	944-1219
Publicity	Susan Capstick	295-1832
Workshops	Bill Matthews	692-8254
Newsletter	Ann Stephens	673-2091
Library	Gisela Danielson	673-0521
PSA Rep	Jim Smith	673-4744
Membership	Alison Earl	215-0316
Website	Brady Smith	947-3946
Club Photographer	Jim McGill	295-6686
Field Trips	Kathy Green (Spring)	525-0190
	Dave Powers (Fall)	692-2539
Day Trips	Mike Stratil	949-6518
Scavenger Hunt	Jill Margeson	673-1497

**PHOTO EQUIPMENT CLASSIFIED****FOR SALE - Contact Beth Allison at 910-246-6378**

Epson Stylus Photo R1800 printer: highly rated printer. Used only a few times. Price is \$200 or best offer. This includes 2 sets of cartridges.

Please make offer. Call number above or email [Bethallison44@yahoo.com](mailto:Bethallison44@yahoo.com)

The Sandhills Photography Club is offering the following equipment for sale:

- One pair Optimus wireless speakers with transmitter, Radio Shack #40-1372. \$18.00 or best offer.
- 1 Kodak Ektagraphic III AM carousel slide projector with 100-150 mm f/3.5 lens. \$35.00 or best offer.
- 1 Kodak 700 carousel slide projector with 5-inch f/3.5 lens and spare DEK-DFW projection lamp. \$20.00 or best offer.

Please contact Bill Matthews (692-8254) for more information.

*If you wish to buy or sell photo equipment, send your ad to **Ann Stephens** at [astephens95@nc.rr.com](mailto:astephens95@nc.rr.com). Ads run for two issues unless you request otherwise.*

**Through the Lens**  
by Sandhills Photography Club  
**September 3 – 26, 2010**  
Exhibit at the Campbell House  
**482 East Connecticut Avenue, Southern Pines, NC**

**Deliver photographs to Campbell House August 31 between 9:00 and 10:00 AM.**

Each member may bring **one to three photographs** for the exhibition. The images should be 8 x 10 or larger, current, and not formerly exhibited in this area. **All items must be nicely matted and framed, wired and ready to hang.** No saw tooth hangers or single loop pieces will be accepted.

**Attach a small card to the back upper left stating the title, price and your name.** Consider preparing a small card with a sentence or paragraph describing the subject, place, and way image was taken or printed and attach it to back of the photo.

**Bring the listing of your titles and price with your name at the top to the drop-off desk when you deliver your photos to the gallery. (form attached).** When pricing your photographs, take into consideration that the Campbell House retains 35 percent commission. Price accordingly.

**Pick up photographs on Sept. 27.**

Email [juncwhite@embarqmail.com](mailto:juncwhite@embarqmail.com) with the photographer's name/title of piece/price by Aug 20<sup>th</sup> so labels can be made ahead of time.

**Cut off**

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Listing form to hand in at Campbell House

**Photographer's Name** \_\_\_\_\_

**Title 1** \_\_\_\_\_

**Title 2** \_\_\_\_\_

**Title 3** \_\_\_\_\_