



IN FOCUS



A Publication of
THE SANDHILLS PHOTOGRAPHY CLUB

Enriching Our World Through Photography

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P.O. Box 763, Southern Pines, NC 28388

www.sandhillsphotoclub.org

DECEMBER 2012

PRESIDENT'S NOTES, Scott Duvall:

I have enjoyed being your President this year. 2012 has been an interesting time to lead the Club. Together we have navigated through several challenges and have had some major accomplishments. I thank all the officers and members of the Board, committee members, and the individuals who organized the 2012 field trips, workshops, special-event excursions and exhibits. I am especially grateful to **Gene Lentz**, **Jill Margeson**, **Diane McCall** and **Bill Matthews** who stepped in and kept our competitions going. They have worked hard all year not only to run this year's competitions but to develop improved ways to conduct competitions in the future. I thank **Jim Davis**, our Past President, for all the sound advice and assistance he has provided so that I could better serve you. I know all our members will join me in thanking **Alison Earl** for continuing to publish our monthly Newsletter. I am sure it is the most outstanding and creative photography-club newsletter in the land!



Our Club continues to grow month by month. In 2012, our membership grew over ten percent. We expect it will continue to grow in 2013. One challenge this presented is that we outgrew our long time meeting place at Christ Fellowship Church on Midland Road. In August 2012, after some intense negotiations by **Jim Davis**, we signed an agreement with The O'Neal School to move our meetings to their 250-seat theater in the Hannah Marie Bradshaw Activities Center at their campus on Airport Road starting in October 2012. The agreement is part of a partnership that we have entered with The O'Neal School that will encompass several other activities in the future. Under the direction of **Linda Piechota**, we will work with the school to expand the skills of students that are interested in photography. Also, **Tom Reedy** will lead an activity to conduct photographic exhibits at The O'Neal School for our Club members and for students.

In March 2012, our Club participated in the inaugural "Double Takes" Exhibit at the EyeCandy Gallery in Southern Pines as part of the Palustris Festival. Many of our members exhibited, and several photographs were sold. This event is expected to become an annual event, and planning for the 2013 exhibit is underway. **Tom Reedy** is working to develop several other major exhibits starting in 2013. In November, I signed an agreement with the Arts Council of Moore County/Campbell House Galleries for the Club to put on a large exhibit at the Campbell House in September 2013.

Another of the challenges our Club faces as it grows is how to retain the feeling of intimacy we used to have. It's not uncommon to hear

CONTINUED NEXT COLUMN

UPCOMING EVENTS

NEXT MEETING

- January 14th, 7pm, THE O'NEAL SCHOOL
Hunter Rudd, "WHERE WILL PHOTOGRAPHY GO NEXT?"

BOARD MEETING

- Thursday, January 17th, 2pm

PROGRAMS

COMPETITIONS

FIELD TRIPS

WORKSHOPS

- January 12 – From Your Monitor to Club Projector, with Bill Matthews

HOLIDAY DINNER

- December 10, 2012, 6:00 PM, Table on the Green

(continued)

"...I recognize the face but I have no idea who it is..." Several activities in 2012 addressed this problem. Our Club Photographer, **Al Reeder**, took portraits of most of our members and created a Member Directory where names and faces can be matched. **Debra Regula** headed up a "New Member Development" initiative to get new members to know each other and to link up with older Club members who could serve as mentors. The trips taken in 2012 by **Tom Reedy's** Wildlife Focus Group provided small groups of members an opportunity to become better acquainted. This is a prototype for other common-interest subgroups in the future.

2012 has been an exciting time for our Club. Thank you for giving me the opportunity to serve as your President. I extend my best wishes to our incoming officers for a successful 2013. To our members, please have a happy and safe holiday season. I hope to see many of you at our Christmas dinner on December 10th.

From Your Monitor to Club Projector - An Experiment in Calibration

With Bill Matthews

Saturday, January 12, 2013, 9:30 to 11: am.

Burlingame Room, Ball Visitors Center, Horticultural Center, Sandhills Community College

The workshop will start with a brief review of photo competitions at SPC and the problems encountered, in terms of resolution and tonal reproduction, in the display of prints vs. projected slides vs. projected digital images. Then we will present the initial results of a project to standardize the color and tonal calibration of the club projector and an individual member's equipment to *minimize* the difference between images displayed on a member's monitor and projected on the club screen.

To compare color in a monitor image with color in a projected image we need a measure of visual color difference. A widely accepted industry standard, introduced in 1976, is ΔE^* (Delta-E) where a ΔE^* of 1 represents a just perceptible visual color difference. In the ensuing years the definition of this metric has been further refined and developed to improve its value for meaningful color comparison. I have an X-Rite i1Pro 2 spectrometer and software to measure and analyze ΔE^* in monitors and projectors. The very best (and very expensive!) display equipment is capable of ΔE^* close to 1. Good monitors and projectors after calibration can offer acceptable performance in the 2 to 4 range. Initial measurements on our club projector fall close to this range.

The widely accepted 24 patch Macbeth Color Checker chart will be used as the color reference and the results will be presented as a comparison of ΔE^* values, monitor vs. projector, for each patch, before and after calibration. And in addition to the chart, a sample photo will be included in the before and after comparison.

We will also be concerned with tonal reproduction. Although color reproduction is obviously important to us, tonal resolution, especially in the shadow and highlight areas, is perhaps even more important. In a dark room a projected image with technically significant color errors might be readily accepted by viewers (who do not know what the colors should be), but blocked shadows or clipped highlights would be readily apparent.

Suggestions for workshop topics are always appreciated. Please pass them on to me, Bill Matthews, at 692-8254 or bematthews@nc.rr.com.

Holiday Dinner Announcement:

We hope everyone has their reservations for the Christmas Dinner, Monday, **December 10th** at **Table on the Green at 6:00PM**. We will continue a 50/50 cash drawing. Tickets will be on sale at the door for \$2.00 for 1 ticket; \$5.00 for 3 tickets; and \$10 for 8 tickets. Participation is optional but some lucky person will win 50% of the pot and the club will get the other 50%. So come prepared to buy your tickets and **Win**.

TREASURER'S REPORT; *Dave Powers*
THROUGH 10/31/2012

CHECKING ACCOUNT

BEGINNING BALANCE	\$3403.00
EXPENSES:	\$137.54
RECEIPTS	\$1141.03
ENDING BALANCE 10/31/2012	\$4406.49

TECHNOLOGY RESERVE SAVINGS ACCOUNT

BEGINNING BALANCE	\$3380.16
INTEREST PAYMENT	\$.14
ENDING BALANCE	\$3380.30

TOTAL FUNDS BALANCE **\$7786.79**

Membership News: *Judy Nappi*

Please join me in welcoming three new members to the photography club. They are **Bonnie Hanley**, **Agnes Cohen** and **Kathy Taylor**.

These additional members bring the total membership to 136.

PROGRAMS, *John German*

About Hunter and his January presentation:

BIO:

Hunter Rudd is a Southern Pines based photographer, and Moore County native. His photography career started as a local O'Neal School yearbook photographer from 1999-2001. Assigned to 3rd Special Forces Group (Airborne) after joining the military in 2003 he developed a passion for photography in cataloging his worldwide travels. Hunter started his own profession photography business, Rudd Photography LLC in 2010 to service his growing number of military clients and their families. He was invited to join the Sandhills Photography Club after winning 1st and 2nd place for photography in the 2011 Art's Council of Moore County's Fine Arts Festival. He is a current, personal member of the PPA, PSA, and NAPP while teaching photography skills to military units worldwide.

PRESENTATION:**"WHERE WILL PHOTOGRAPHY GO NEXT?"**

In this, Hunter's first presentation to the entire club we will address the current state of affairs for all things photography. Over the past 5 years we have seen unprecedented changes in the technology that allows us to capture and manipulate our images and videos. To bring our membership up to speed on the current and upcoming technology we will all be exposed to in person or just in passing, we will talk about the evolution of camera technology up until today in order to help us anticipate where it is going tomorrow. Our members should walk away from this workshop capable of making smarter purchasing decisions throughout the year.

THE COMPETITION COMMITTEE, *Jill Margeson*



Bill Matthews, Gene Lentz, Jill Margeson, Diane McCall
Your 2012 competition committee at work.

A CHANCE TO PARTICIPATE

Five more days to VOTE on your 5 "A" reflection shots, and 5 "B" reflections. It's easy! You might get some ideas of reflection shots to try. So far, 30 people have participated. That leaves 100 or so more who have yet to see the Reflections show. Go to our SPC website —

www.sandhillsphotoclub.org. Click on the link that takes you to the images. Write down the numbers of your favorites and email "A" numbers and "B" numbers to [www.competitions@sandhillsphotoclub.org](mailto:competitions@sandhillsphotoclub.org). That's it!! Ribbons awarded at the Christmas dinner on Dec. 10.

Keep thinking about 2013 competition topics: Pets in Feb., 'Scapes, Old Barns and Buildings, Doors and Windows, and possibly Chairs for online.

This year's competition committee is ready to move on to other things. We enjoyed the challenge! We'd like to thank each of you who participated in a competition. You followed directions, learned how to resize, email, add an appropriate file name, and met the deadlines. You made it much easier for us. Keep that up and next year's committee will thank you too! **Diane McCall, Jill Margeson, Gene Lentz, Bill Matthews**

Some HINTS from Bill Sheppard:

WINTER TIME THOUGHTS

WILL YOU BE READY WITH YOUR CAMERA FOR THESE SHOTS WHEN THEY COME YOUR WAY???????????

<http://grumpy-gpabud.blogspot.com/2012/07/no-words-necessarygreat-pics.html> (Control click to follow the link)

MERRY CHRISTMAS and a HAPPY NEW YEAR!!!

IF you believe, and I still do.....LOVE to ALL,
Bill



Photo by Al Reeder

2013 SPC DUES

Fellow Sandhills Photo Club members,

Membership dues for 2013 are now being accepted by our Treasurer Dave Powers. Payment is due prior to January 15th. Payment by January 15th will ensure that the member is eligible to participate in all club activities, including the February competition.

2013 MEMBERSHIP COUPON FOR DUES:

Couple: \$60.00 Renew _____ New _____

Single: \$45.00 Renew _____ New _____

Student: \$20.00 Renew _____ New _____

Name 1: _____

Name 2: _____

Address: _____

E-Mail: _____

Telephone: Home: _____ Cell: _____

Please make your checks payable to **Sandhills Photography Club** and mark them **Membership Dues 2013**.

Mail to:
Sandhills Photography Club
Treasurer
P.O. Box 763
Southern Pines, NC 28388

Forms and dues will be accepted at the October, November, December and January 2013 club meetings.

OUT AND ABOUT

Raptor Center Wildlife Focus
Group field trip on Nov. 17
(photos by John German)





CLASSIFIEDS:



Club Patches still available!
\$8.00 each

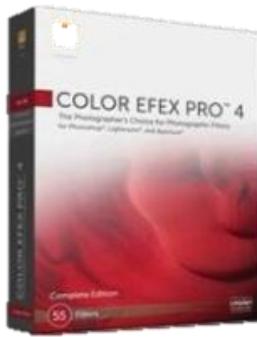
See **Kathy Green**
at the next club meeting
or Ph-910-585-0190



FOR SALE Copy of Nik Software Color Efex Pro 4 Complete Edition.

This has never been used. The retail price is \$199.95 and I am selling it for \$75.

**Call Brenda Hiscott
295-9544 or email at
Hiscott@nc.rr.com.**



I have a Phoenix 650-1300 f/8-16 Telephoto Lens for a Canon EOS (autofocus) T mount. I Paid \$300 for it. I have since sold all my Canon equipment (way too heavy) and changed to a FujiFilm point and shoot (much lighter).

Asking \$150 for the lens

Walter Morris
[Email:wmorris14@sc.rr.com](mailto:wmorris14@sc.rr.com)



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

Thanks,
*Alison
Earl*