



Through the Viewfinder

www.venturacountycameraclub.com

Sep 2011

Ventura County Camera Club

Assigned category for Sep 14 is **Botanic**

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From the Prez's Pad

by Nancy Lehrer

Lying, Cheating, and Stealing – Ed Freeman Photographer

I want to take this month to again introduce a photographer and some photography communities that led me to his discovery.

Last month myself and a few other fellow VCCC members braved the freeways, metro, and the heat to join a photo walk with the online photography magazine community of [Faded & Blurred](#) run by Jeffrey Sadoris and Nichole "Nikki" Rae. I was introduced to F&B, as it is known, by a couple of other young local photographers and communicators Frederick Van Johnson ([This Week in Photography](#)) and Ibarionex Perello ([The Candid Frame](#)). As is usual in life, one connection leads to another.

The day we walked it was hot, LA summer hot. We had just about succumbed to the heat when we decided to brave one more block into the back part of China Town. Past the food and cocktail demonstration, which was part of the Hot Summer Nights festival going on, we spied a plain white-walled storefront on 945 Chung King Road with the most amazing surfing images I've ever seen; big, beautiful B&W prints of amazing surf and surfers. It was the studio of Ed Freeman and you can find his surfer images here: <http://www.edfreeman.com/>

We looked and we commented and struck up a casual conversation. We were all struck by quality and detail of the images we were viewing. After the casual talk died down, I asked Ed a little more about how he made his living as a photographer. He explained that he did a lot of studio shooting and stock and taught courses on Photoshop that he called "Lying, Cheating, and Stealing". Ok, I'm no stranger to using Photoshop to accentuate the mood and impact of an image. We all tweak the white balance, increase contrast and saturation, dodge and burn to change which portions of the image stand out and direct the viewer. But as I continued to talk with Ed, he was talking about much more – so much more.



Image by Ed Freeman

Stormy skies were added, waves accentuated, surfers moved and added, and compositions were recomposed. And I had no clue. At first I thought about his Photoshop mastery, these images are incredibly well executed. Quickly, however, I began to think more about his artistry. How did he know which sky to use, where to add another surfer, or how to exaggerate the waves? This is something that reflects the vision of the artist and not the skills of execution.

Ed puts it this way on his site: "This is not reportage photography; it is meant as fine art, and I've taken all the liberties in edit and retouching that are permitted to artists but forbidden to journalists." In person he was more succinct as he retold one of the surfer's reaction to the imagery; "This may not be what it looked like, but this is what it felt like". See more at www.edfreeman.com.

Notes from the Couch of Photo Froyd

Summer means vacation, Ah Yes those photo Ops in sun drenched Hawaii with those beautiful beaches and waterfalls just asking to be photographed, "yes" in my dreams. Instead our daughter came to visit us for 2 weeks. During her visit she insisted that we go to The Los Angeles County Museum of Art (LACMA). Defiantly screaming and kicking I gave in.

At LACMA there was an exhibit of Tim Burton's work. Wow!!! was I surprised. But what impressed me the most was how he adapted his vision to create films, art work and animation that was different from the accepted norm. The norm set by the "Disney style". If you have ever seen one of his movies you will know what I mean. The next time you are in a NETFLIX mood look at *Bettlejuice*, *The Nightmare Before Christmas*, *Edward Sissorhand*, *Pee Wee's Big Adventure*, or some of the other movies he has created.

The thing that most impressed me was his vision, and how he applied this vision to create an entirely different form of art. Animation is as old as time, but he took this art form, applied his unique ideas, and wow out popped some spectacular and different forms of a traditional art form.



We as photographers exist in a different but still traditional art form. With the flexibility of the digital age we have the opportunity to be "Really Different" in the form of art we choose, namely photography. So the next time you press that shutter button, dare to be different, unique and away from the norm. Who wants to look at that same old landscape or street shot. Be different so your work will be remembered. To be different however, it takes a strong knowledge of the accepted style. With this knowledge you then have a solid foundation on which to bend, break or change the rules.

Take note however, if it's new there is a good chance people won't like it at first. As long as it's different and done well, who cares. It's your work. The famous artists of years past didn't just hit pay dirt with their first set of work. It took time, continued effort, and evolution to create great works. So Photo Froyd says, release that hidden artist with in you, developed a unique style and get to work producing great images.

Message from your Editor

Ventura County Camera Club has been a source of inspiration and basic know-how that has transformed my photography from point and shoot to an improving craft. I have been fortunate to be able to learn from the selfless mentoring of the other club members. Without these contributions of the individual members, our club will stagnate. We all have something to contribute. In this spirit, I have agreed to edit and assemble our newsletter for another year in 2012.

This message is to ask you to consider contributing to the newsletter as well this year. Nancy and Roy give us wonderful insight and perspective with their articles each month. And this past year we had some great features by Anne Allen, Ron Matson, Susannah Kramer and Ed Pinsky. Whether it is a field trip you went on, an art exhibit you visited, or a new technique that you learned recently, we all have something we can share for the benefit of the others in the club.

Send your piece, ideally one half to a full page in length along with any images to editor@venturacountycameraclub.com

Our Judge this Month

Anne Hutton is very active with the Professional Photographers of America and has won numerous awards. Visit [Anne's webstie](#) for additional information.

Some of her awards include:

- Master of Photography: Professional Photographers of America
- Fellowship Award: Professional Photographers of California
- Photographer of the Year Bronze 2010: Professional Photoghapers of America
- Photographer of the Year Plantinum 2008: Professional Photographers of America
- Kodak Gallery Award 2010



ANNE HUTTON

A PPA Master of Photography, Anne's award winning portraits make her one of the most sought after photographers in the area.

“Flowers have spoken to me more than I can tell in written words. They are the hieroglyphics of angels, loved by all men for the beauty of the character, though few can decipher even fragments of their meaning. - Lydia Child

Photo Opportunities & Events

The Ojai Photography Club welcomes Ojai Valley resident and photographer Donna Granata to its September meeting.

Granata will discuss seven photographers documented through the Focus on the Masters art education program. Each photographer has an extensive archive housed at the Focus on the Masters Archive and Library in Ventura. The photographers to be highlighted are: Rondal Partridge, Robert Smith, Tony and Daphne Hallas, Horace Bristol, Sally Weber and Arnold Newman. Granata will describe the documentation process, share rare photographs of the artist's works, and offer a preview of her current subject of documentation, renowned fashion photographer Neal Barr.

The meeting begins at 7:00 PM, September 20th, at Help of Ojai's Kent Hall, 111 Santa Ana Street, Ojai, CA. Visitors are always welcome.

Please visit Donna Granata's Focus On the Masters website at: <http://www.focusonthemasters.com/>. For additional information about the Ojai Photography Club, visit: <http://ojaiphotoclub.com/>

Each month we will highlight field trips, gallery showings, and contests available for our members to participate and improve their photography.

Support Your Local Photographer

Dan Holmes Photo Workshops and Tours

<http://www.danholmesphoto.com/Danholmesphoto.com/Workshops.html>



Fall Colors Eastern Sierra

A Discovery Tour

September 30 - October 2, 2011

There are a couple of hanging valleys between Bishop and Mammoth that I have wanted to explore, so what better way than with a small group of photographers! We will be take four wheel drive vehicles, car camp in primitive sites, enjoy good food, cold nights, chilly mornings, and pure discovery photography. If the first valley turns out to be spectacular, we can spend the whole weekend there, if not, we try another, there are also some intriguing spots up near Tioga Pass! We will shoot dawn & dusk, and have discussion sessions at camp during mid day.

Jansen Photo Expeditions Eastern Sierra Summer



JANSEN PHOTOGRAPHIC EXPEDITITONS

Expect the unexpected!

Join us for a presentation and catch a glimpse of your journey with us. Our workshops are small, hands-on and personal...

EASTERN SIERRA ~ YOSEMITE IN WINTER ~ TANZANIA

BIG SUR ~ CALIFORNIA WINE COUNTRY ~ DEATH VALLEY

***Located at Samy's Camera, 614 Chapala St
Santa Barbara Saturday September 10th at 11AM***

<http://jansenphotoexpeditions.com> Phone: 805-701-8807



Merit Awards For August

Click here to see merit winning photos: <http://www.venturacountycameraclub.com/2011-merit-winners>

Print Color

A Small Glass of Wine: Al Sarnelle
 Allis Roller: Ron Matson
 Blossom: Don Cresswell
 Bodie Homstead: Phil Knepper
 Diving For Dinner: Hal Epstein
 Fiddler: John Ferritto
 Hotel Meade: Ron Matson
 Ivan: Hutch Hutchison
 Marmot Pup: Ed Pinsky
 Ready To Roll: Nancy Lehrer
 Tranquility on Dana Fork: Phil Knepper

Digital Open

Alaska Morning: Susannah Kramer
 Arches: Molly Zaidman
 Bite of Lunch: Bryan McCall
 Black Crowned Grossbeak: Ed Pinsky
 Cookie, Daddy: Neal Ortenberg
 Craig: Rachel Allen
 Flamingo Classico: Kevin Charbonneau
 Flying Free: John Ferritto
 High Flyers: Kevin Charbonneau
 Majestic Pelican: Valerie Hoffman
 My Pal: Tomi Murphy
 Painted Bulls: Patty Hester
 Red Skies At Night-Sailors Delight: Darrel Priebe
 Sky Ship: Ken Macgregor
 Slipper Orchard: Al Sarnelle

Digital DA

Mums The Word: Gina Ramsay
 Trumpet Vine: Michael Gordon

Print B&W

Portrait: Richard Shaw

Digital Assigned

A Pirates Life For Me: Kevin Charbonneau
 Barnyard Gossip: Valerie Hoffman
 Capturing Half Dome: Anne Allen
 Check Out Those Humans: Neal Ortenberg
 Decisions: Myrna Cambianica
 Don't Take My Picture: Tomi Murphy
 For The Fans: Rachel Allen
 I Got It, I Got It, I Got It!: Valerie Hoffman
 I Want That Too: Tomi Murphy
 Let's Negotiate: Doug Dow
 Maintenance: Nancy Lehrer
 Seen Better Days: Roy Allen
 Steam Powered Dreams: Ken Macgregor
 Take A Deep Breath: Don Hoffman
 The Fan: Rachel Allen
 The Vendor: Louis Wilk
 Time 4 A Story: Albert Huen
 Together With Bow-Wow: Roy Allen
 VCCC At Play: Susannah Kramer
 Waiting: Jean Castaing
 Wedding Parade In San Miguel: Hank Stutz
 Yesterday: John Ferritto
 Yesterday's Laundry: Anne Allen

Print DA

Ghost of Fishermen Past: Ron Matson

IN THE SPOTLIGHT

Every picture tells a story. As photographers we know that there can be an interesting story about how the image was made as well. In this feature we will spotlight one merit winning photograph from the last club meeting and explore the story behind the story with the maker of the photograph.

This shot was taken at a wedding in August. This little girl's beautiful long hair and very sophisticated purple dress caught my attention. But every time I try to take a shot, either she turns away, cover her face, or make funny faces and say "Don't take my picture!"

I chased her with my camera for a few hours... When it was finally time to cut the wedding cake, she was standing by the table with a wedding program. So, I pretended that I was only interested in the cake, not her. But I was watching her, and she was watching me!

Of course, as soon as she saw me raise my camera, she covered her face with the program. So, I kept my camera on her and ready to shoot. After a few seconds, she peeked to see if I was still holding my camera up - so my shutter when down just in time to catch her eye!

Camera used is Canon 7D. It was about 6pm and I was in and out of the shades of big trees, so I don't remember the setting for this particular shot, but I know I used Canon Speedlite 430EX with a diffuser to keep her face from being too dark with the sun almost behind her.



"Don't Take My Picture" by Tomi Murphy

Ventura County Camera Club

Visitors are welcome at all regular club meetings, which are held in the Santa Paula Room of the Poinsettia Pavilion, 3451 Foothill Road, Ventura. Regular meetings are held on the second Wednesday of each month at 7:00PM.

Image Guidelines:

Members may submit no more than 3 photos each month to be critiqued. There may be no more than 2 entries in any category. Projected images must be sized to 1024 x 768 pixels. Outstanding work may be awarded a merit by the judge. For categories and complete rules to submit images for judging:

[VCCC Submission Guidelines](#)

Email entries: digitalentries@venturacountycameraclub.com

If you would like to submit an item for the newsletter or offer other comments, please contact the editor directly:

editor@venturacountycameraclub.com

Club Officials for 2011

President: Nancy Lehrer
Vice President: Allyson Barnes
Treasurer: Susannah Kramer
Judge Coordinator: Bernie Goldstein
Website: Bob Murtha
Newsletter Editor: Kevin Charbonneau
Entry Coordinator: Anne Allen
Membership: Joyce Schoppe
Public Relations: John Ferritto
Field Trip Coordinator: Ed Pinsky, Bryan McCall
Workshop Coordinators: Roy Allen
Banquet Coordinator: Jean Castaing
Refreshment Coordinator: Patty Hester
Assigned Category Developer: Hutch Hutchison
General Advisors: Hutch Hutchison, Don Hoffman