

Through the Viewfinder

www.venturacountycameraclub.com

January 2011

Ventura County Camera Club

Assigned category for
January 12 is
AIR or WIND

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From the Prez's Pad

by Nancy Lehrer

Happy New Year! 2011 is going to be a great year for the VCCC. We have challenging set of assigned topics for the coming year and have already lined up some incredible judges to help us on our photographic journey.

In order to fulfill our mission of education, in addition to our monthly critique meeting on the 2nd Wednesday of each month, Roy Allen is planning a full calendar of monthly workshops to be held on the 4th Wednesday of the month. There will a range of topics hitting areas for all levels of photographers. Ed Pinsky and Bryan McCall are planning several club outings both local and distant. More information on these will be coming in the future. And finally, our incoming Newsletter Editor, Kevin Charbonneau, is working with our outgoing Newsletter Editor, Allyson Barnes, on some changes and expansion of the Newsletter. We will be listing local workshops and photography services as well as providing a profiles of wining images and their makers.

At the General Business Meeting held on Tuesday December 14th, we had a broad discussion on the focus of the club.

We stay committed to a focus on critique and interaction with local professional photographers. In order to allow our judges to really concentrate on the images we present, beginning in January we will be limiting each member to only three entries per meeting. As before, these three entries can be in any of our six categories, but no more than two entries per category. Our categories are Projected Assigned, Projected Open, and Projected Digital Art; B&W Prints, Color Prints, and Digital Art Prints. There are no assigned topics for the print categories.

Another change we feel is necessary for the health of the club is to raise the dues to \$40 per year starting with new members joining in January 2011. If you renew your membership by January 12th, 2011 (our first meeting), you will still receive our \$35/year rate. If you renew after January 12th your rate will be \$40/year. Please send your check to Joyce Schoppe, 4875 Mascagni St., Ventura, CA 93003 – or bring it to the first meeting in January.

Finally, I would like to thank a few people for the incredible support and contributions to the club: Susannah Kramer and Roy Allen for their passion for the club and teaching me the ropes; Anne Allen for all she does organizing our photo entries and end-of-year judging; Allyson Barnes for her work on the 2010 Newsletter and for accepting the Vice President position for 2011; Joyce Schoppe for organizing our membership; Jean Castaing for organizing our banquet; Bernie Goldstein for judge coordination; Bob Murtha for his webmaster services, and our new volunteers Kevin Charbonneau and Patty Hester who bring with them new energy to our leadership team. Finally, I'd like to recognize three members who, without official roles or titles, year after year, work behind the scenes to make our club stronger: Don Hoffman, John Ferritto and Hutch Hutchison.

Happy New Year and may all your images be merits.



VCCC Banquet and Awards Ceremony

by Jean Castaing

Wouldn't you know it? You no sooner lose the holiday pounds and here comes the banquet! But it should pose no problem, because you will be walking off the guilt free calories by taking glorious photo hikes. So far, we have approximately sixty people attending the banquet. Not sure about the hikes. The theme this year is Latin. The club will provide the main dish which will include ingredients for a Fajita/Taco Bar, including Tri Tip and chicken, soft drinks and coffee. The cost is \$5 per person and the deadline to pay is January 14th.

JANUARY 26, 2011

Mail checks by Jan 14th to:
Susannah Kramer
2062 Sierra Mesa Dr.
Camarillo, CA 93010

To date we have four people bringing appetizers, thirteen bringing side dishes and nine are bringing desserts. We could use more dips or appetizers, salads, green or other. Dessert suggestions would be pie, cheesecake, pudding. Your imagination rules. We do have some brownies, cookies and cake. But are there ever enough brownies? Always fun and inspiring, our banquets offer the opportunity to see the judges' picks from our 2010 merit winners. And then, you can say, "Wow, it's no wonder that won." Or, you might whisper to your dinner companions, "What were those people thinking?"

Bill Hendricks, the highly regarded head of the photo department at Ventura College, will be our keynote speaker. Visiting the painted streets and mosaic walls of Havana is visiting a time 50 years

gone by. Bill has made more than 40 trips to this small island nation where he leads tours to photograph the grand architecture, the joyous music scene, and the friendly people that you see everywhere, as well as the reminders of the revolution and its consequences. The U.S. does not have diplomatic relations with Cuba, so travel there is tricky. We are fortunate to have Bill share his perspectives with us.

Inez Roberts, a distinguished member of The London Royal Salon who has graciously judged for us several times, will present her beautiful slide show on Iceland.

You won't want to miss this wonderful evening. Sign up today and bring a friend or loved one. You'll be glad you came.



"Pipeline Speed Blur" by David Orias was one of the merit



"Body & Soul" by Patricia Marroquin was the first place winner in the Open Category for 2009.



No more Kodachrome will ever be developed again.

For Kodachrome Fans, Road Ends at Photo Lab in Kansas

The passing of Kodachrome has been much noted, from the CBS News program "Sunday Morning" to The Irish Times, but it is noteworthy in no small part for how long it survived. Created in 1935, Kodachrome was an instant hit as the first film to effectively render color. Kodak stopped making Kodachrome in 2009, and now, the last photo processor in the world able to develop Kodachrome is done.

At the peak, there were about 25 labs worldwide that processed Kodachrome, but the last Kodak-run facility in the United States closed several years ago, then the one in Japan and then the one in Switzerland. Last year, Kodak stopped producing the chemicals needed to develop the film, providing one business with enough to continue processing through the end of 2010. And last week, right on schedule, that lab opened up the last canister of blue dye.

The full NY Times story: <http://www.nytimes.com/2010/12/30/us/30film.html?src=ISMR AP LO MST FB>

Notes from the Couch of Photo Froyd

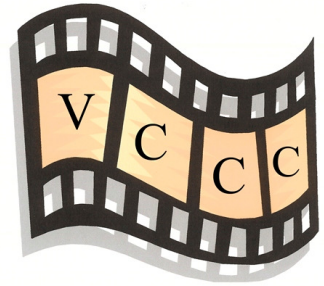


I would like to wish everybody a Happy and Prosperous 2011. As we start this new year we face new opportunities, adventures, and events that are exciting photographically. Now is the time to sit down and develop a list of goals we want to achieve this year. Without goals we wander about in photo confusion. So let's set those goals, and a time frame in which to complete the goals you set. Push yourself to do better than 2010.

At VCCC we are trying to make the club better and more informative, so you will have the resources to improve your photography. With a whole new set of team members, I think you will see an improved and more educational club. I have talked with Nancy and she has some great ideas. Please let's get behind her and all work to

improve our club. This will in turn improve your photography. Have an idea or a suggestion, let a team member know. If you have a photographic problem or question ask a member, we are there to help. We also try to let you know where you can display your work, via Gallery shows, competitions, and of course the Ventura Fair.

Photography is exciting, and the primary way I choose to display my art. So let that hidden artist that resides within you out, yes, release it and let it shine. We are really fortunate to live in this area because there is so much around us to photograph, there is something for everybody. So with 2011, make those goals, pick up your camera and go out and let your images shine. Remember, the worst photo is the one that was never taken. Shoot, shoot and then shoot some more, or as my daughter says, "A B S" (always be shooting).



Happy New Year!

Happy 2011 to all from Photo Froyd.

"When you find yourself beginning to feel a bond between yourself and the people you photograph, when you laugh and cry with their laughter and tears, you will know you are on the right track."

- Arthur Felig, American Photojournalist (1899-1968)

2011 Membership Fees Due



Remember to send in your 2011 VCCC dues. Yearly dues are \$35/person for current members if received by January 12. For new members and those renewing after January 12 the dues are \$40/person. While you are writing that check, please also make your payment for the January Banquet. In addition to your pot-luck dish, the banquet fee is \$5/person to help cover the costs of the main courses and table settings. Your check should be sent to:

Joyce Schoppe
4875 Mascagni St.
Ventura, CA 93003

If you haven't signed up for your pot-luck contribution please contact Jean Castaing at compunuts@roadrunner.com. Family and friends are welcome to the banquet.

Our Judge this Month

Donna Granata joined the Brooks Institute faculty in September 2006. She is a 1993 graduate from Brooks Institute and in 2003 was honored by her alma mater with an Honorary Masters of Science Degree.

As an award winning painter turned photographer, Granata is admired for her portrait work. She is the Founder and Executive Director of Focus on the Masters (FOTM), a highly respected non-profit educational program documenting many of the contemporary artists of our time. Founded in 1994, the goal of FOTM is to demonstrate the importance of the arts to society by bringing highly accomplished artists to the forefront of the community. The program presents its research to a broad public through regular photographic exhibitions; oral histories; meet-the-artist series; educational outreach to schools and youth centers; lecture series; and cable access programming. Focus on the Masters is the recipient of the inaugural City of Ventura Mayor's Art Award in 2005 in recognition of its outstanding contributions to arts education.

Selected works from Granata's FOTM portrait series and other photographs are housed in numerous public and private collections including the Carnegie Art Museum, Oxnard, CA; City of Ventura Municipal Art Collection, Ventura, CA; Museum Ventura County, Ventura, CA; Ojai Valley Museum, Ojai, CA; the Santa Barbara County Arts Commission; Santa Barbara, CA; Polaroid Corporation, Cambridge, MA; Smithsonian Archive of American Artists; George Eastman House, Rochester, NY; and additional public institutions that house the personal archives of the artists documented. Her photographs have been displayed throughout Santa Barbara, Ventura and Los Angeles counties and in selected shows in New York, Chicago, and Las Vegas.

Visit her website at www.focusonthemasters.com.



DONNA GRANATA

This portrait of sculptor Matthew Furmanski shows the artistic vision and creativity that Donna brings to photography.

Photo Opportunities & Events

VCCC La Jolla Field Trip (Jan 21 - 23)

The first VCCC trip of 2011 is to La Jolla the weekend of Jan 21 - 23 to shoot Pelicans in full breeding plumage. Bring your long lens. The Cove in La Jolla offers the opportunity for in flight shots with the birds coming straight at you! We will also explore Santee Lakes the winter home of many colorful waterfowl including the top of the chain Wood duck, Ring necked ducks and more. The San Diego Zoo and the Wild Animal Park, the waterfront around Mission Bay also offer interesting opportunities. Contact Ed Pinsky for more details at zapogee@gmail.com.

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

National Park Service Art Show Featuring Tom Gamache

Landscape photographer, Tom Gamache, will have an exhibit of more than 30 large landscape prints on display from January 16 through March 15, 2011 at the Thousand Oaks National Park Service Visitor Center <http://www.nps.gov/samo/planyourvisit/directions.htm>. There will be an exhibit reception on Sunday, January 23 from 1:30 to 3 pm. Refreshments will be available. You can meet Tom at the reception. He will answer questions about his art photographs, sign copies of his book, Range on the Edge and give details about his free photo walk taking place on Saturday, January 29.

For a preview of Tom's work see his website: <http://www.tomgamache.com/index.htm>

Photo Opportunities and Events (continued)

T.O. Club Shared Workshop (Jan 24, 2011) "How to Crop for Stronger Compositions"

Darrel Priebe will show us how our images can be improved by the artistic use of cropping to enhance the image's composition. Each participant is asked to bring 3-5 **uncropped** images on a flash drive (jpg images up to 2048 pixels in size) for use in the demonstration. As each image is cropped, participants will be encouraged to engage in a dialogue on the relative strengths and weaknesses of each image's composition. Hopefully, everyone will understand a lot more at the end of the evening about how powerful a tool cropping is for creating a stronger and more dramatic image. This workshop is designed for *beginning to intermediate photographers* who wish to understand **composition** and how **cropping** affects the impact and wow factor of an image.

The first 40 participants will receive a free, hand-held cropping device!

Workshop held at the T.O. Library, Monday, Jan 24th, 6:30 - 8:30pm. RSVP to Workshops@topcc.org.

Ventura Breeze

Sheldon Brown of the Ventura Breeze would like for any interested VCCC members to take photos of "assignments" for this newspaper distributed freely throughout the local area. This is a fantastic opportunity to get your image published! If you are interested, please contact John Ferritto for more details at ferritto@roadrunner.net or call 805-647-2539.



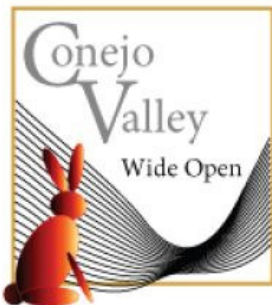
Elements Art Exhibit (May 2011)

elements: art of the earth, wind, fire and sea is the regional juried art exhibit sponsored by the Arts Council of the Conejo Valley in May 2011.

The exhibit will be at the Thousand Oaks Community Gallery May 2011. send an email to elements@conejoarts.org to get a prospectus.

<http://www.conejoarts.org/>

Conejo Valley Wide Open Photography & Digital Juried Art Show (June 2011)



Open to all photographers and artists who create works derived from photographic processes, the third annual Conejo Valley WIDE OPEN Photography & Digital Art Show will be held during the month of June at the Thousand Oaks Community Gallery, 2331-A Borchard Road, Newbury Park, CA 91320.

Entry forms are available at the Thousand Oaks Community Gallery with entry fees dependent upon entry date. Applications postmarked by February 28 will enjoy the lowest entry fees. Postmark deadline for entry is April 15, 2011 with acceptance notifications announced on or before May 1, 2011. Take-in of accepted works will be June 1, 2011. The Show will be judged and the Reception and Awards Ceremony will be held on Sunday, June 12, 2011.

This Show is made possible by the cooperative efforts of representatives from the Ventura County Camera Club, the TOPCC – Photo SIG, and the Westlake Village Art Guild. For more information, contact Craig Morton, Show Coordinator, at (818) 991-6158 or E-Mail to craigmorton@sbcglobal.net.

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Photo Opportunities and Events (continued)

2011 Ventura Digital Photo Contest — Take a Shot!

Enter from Jan 1 to Nov 1, 2011 - Vote Nov 7-13 - Results & Exhibit in December

Amateur, professional and school-age photographers are invited to enter their best images taken by digital or any other type of camera in the eighth annual City of Ventura Digital Photography Contest between January 1 and November 1, 2011. For more information <http://www.cityofventura.net/photocontest>.

Photos must be “recognizably Ventura” and taken within our city limits. Judging in November is by photography professionals and community leaders based upon use of color, quality and clarity, illustration of theme or category, evoking a sense of place, telling a story or depicting Ventura. Capture Ventura’s beautiful environment, eclectic architecture, active people and vibrant community life, and submit your favorite photographs in these categories:

1. Environment—skylines, open spaces, beaches, parks & wildlife
2. Architecture—urban design, cityscapes, landmarks & infrastructure
3. People Portraits—of residents participating in city sponsored events & classes
4. Community Life—education, volunteer, street/nightlife, celebrations, arts & cultural scenes
5. Altered Images—photos manipulated for artistic purposes
6. Photo Voice—images illustrating a community issue or problem

The City of Ventura invited all participants of the city’s 2010 digital photography contest to attend a special reception and exhibit at City Hall, 501 Poli Street, on Monday, December 13, at 6 PM in the Council Chambers. Mayor Bill Fulton congratulated winners with certificates at the beginning of the Council meeting, followed by a reception with refreshments in the City Hall Bridge Gallery where winning entries will be on display through January 2011.



“Pier Sunset” by our John Ferritto was a People’s Choice award winner in the 2010 contest

Support Your Local Photographer



Jansen Photo Expeditions (Jan 28-30)

Yosemite in Winter

Yosemite Valley is a mystical place in the winter. Very few photographers brave the cold to capture it's essence. We find it the most interesting time to visit.

You'll be amazed by the crystalline ice forms on Bridalveil and Yosemite Falls as they take on winter's beauty in their own special way.

Wildlife quietly moves through the valley. Winter's snow offers unique valley compositions, as well as quiet and solitude you'll not find any other time of year.

Included also is a full online evaluation of each participant's work. Mark will comment on, or suggest ways to improve each photographers work at the conclusion this workshop.

\$399 (does not include lodging, transport or meals). Limited to six persons.

Mark Jansen Fine Art Photography: mark@markjansenphotography.com

Also coming soon....

Death Valley: Feb. 18-20, 2011

Anacapa Island: Mar. 19-20, 2011

<http://www.markjansenphotography.com/>

Support Your Local Photographer (continued)

Photoshop Fundamentals and Composition and Design

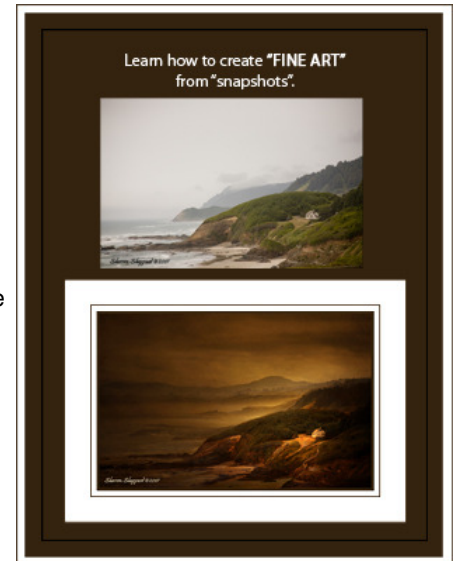
Sherron Sheppard's Digital "Art" Workshop for only \$169!

This five week course beginning January 9th is geared to the beginner and intermediate Photoshop users who want to learn basic Photoshop fundamental techniques for creating higher end, fine art images. More advanced Photoshop users will benefit from the Photoshop fundamental review and the emphasis on working with composition and design to create better images.

Each participant will be given individual feedback to help them analyze their images with more of an artistic eye. In addition, students are encouraged to post "Before and After" images, along with a brief description of their creative process, so students are exposed to a variety of creative and artistic ideas and learn from each other. Students will gain compositional design knowledge and Photoshop skills that can be applied to any photographic style.

For workshop information and registration: <http://www.equinephotographers.org:80/courses/>

Sherron's work can be seen at: <http://www.sheppardphotography.com/>



PHOTOSHOP EASY!™

Announcing New Photoshop Small-Group Classes in Ventura County



Photographers wanting to learn Photoshop can now access small-group, hands-on Photoshop classes in Ventura County. Darrel Priebe's new Photoshop Easy!™ classes offer each participant guided practice in a small-group setting to insure that everyone learns and understands the essential Photoshop techniques demonstrated in each lesson.

Using a combination of live demonstration, written materials, and hands-on practice guided by the instructor, participants discover that Photoshop actually becomes easy and fun to use! The skills you will learn in Photoshop Easy!™ classes will help you create more powerful and creative images and have fun while you are doing it.

- All Classes teach practical Photoshop techniques for photographers to help you create images with greater impact and wow!
- All classes meet for two separate weekly sessions on Saturday mornings. Each session is 3 hours in length which provides for a total of **6 hours** of small-group Photoshop instruction per class.
- Photoshop Easy!™ classes will help beginning to intermediate Photoshop users quickly advance their knowledge and skills
- Classes are limited to **6 students** to ensure that every student receives individual attention.
- Each participant will receive a **note book** which covers all class techniques to make it easy to remember and practice the skills you have learned with step-by-step written guidance. Classes are affordable and a **10% discount** is available for early registration.

Email or call the instructor for more information:

Darrel Priebe - Darrel@DazzlingPhotography.com

(805)368-0816

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.

Rachel Allen is a student at the Academy of Art University in San Francisco. "Bathhouse Ruins" was taken in conjunction with a class assignment at the Sutro Baths in San Francisco.

Rachel showed up early for the class on night shooting in order to capture a Pacific Ocean sunset. The resulting image is an HDR composite of 9 exposures taken in manual mode with her Canon EOS Rebel X Si and the 18-135mm zoom lens. The exposures were all taken at 30 seconds duration while the f-stop varied from f4.0 on up. Most HDR shooters will vary shutter speed while maintaining one specific f-stop, but Rachel wanted the long exposure to maintain the glassy smooth appearance of the water so she varied the f-stop instead. Then using numerous layers in Photoshop, she blended the best lighting from each of the images and made other contrast and color adjustments.

The unusual lighting on the rocks and the ocean is actually floodlights from the Cliff House Restaurant just out of the frame to the left. Rachel says, "The site of the baths is vial and smells disgusting!" Eight hours of Photoshop work later, the place seems so inviting. We just hope Rachel got her class assignment done so well!



"Bathhouse Ruins" by Rachel Allen



Google image of Sutro Baths that reveals the location of the Cliff House Restaurant

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.org

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
Refreshment Coordinator: Don Hoffman
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