

# *Southern Exposure*

Newsletter of the



## CAMERA CLUB of RICHMOND

February 2015

### President's Corner

The 2015 board of directors has hit the ground running. We had a good meeting on January 20 and got several new tasks rolling. We now have a new 84" x 84" projection screen that many of you saw at the January meeting. We moved quickly on this purchase since the Holiday Inn was going to charge us to rent theirs. We are also looking at upgrading the club laptop. We will have more information on that next month after we do some more research.

The board also selected the assigned subject topics for this year: Storytelling, Texture and Reflections. We are in the process of planning the meetings and will announce the months for these assigned subject evaluations in the near future.

As you all know, we sent out a survey to current and some past members to determine what you want from the club. We sent out 169 emails for the survey. 142 went to the active 2014 members and 27 went to previous members. We ended up getting a 50% response which is really good for a survey (normal response for surveys is 10-15%). We now have a lot of data and some very good information. It was good to get some info from past members which will give us some insight as to why they are no longer members. We are in the process of analyzing the data and will give the members a full report in the March newsletter. The board will use this data to guide the direction of the club and plan future events. We thank everyone who took the time to respond. I would also like to give special thanks to Toni Johnson and Donna Friend for all the hard work they did putting the survey together and analyzing the results. One of the items that was proposed is being put into action. We will be moving ahead with setting up a CCR meet-up website for activities and education events. This will function similar to the Richmond Photography meet-up group, but will only be open to CCR members. Non-members will be able to view the pages and hopefully this will draw in some new members. We will have a link from the website (it will also be accessible directly from a link). Meetup is a software tool that will cost \$180 per year. It has a lot of features including a waitlist, email notifications and areas to post comments. We hope to have this new club feature ready in the next couple months.

We are also looking at developing a new website. Our current website software is not flexible enough to support what we want to do and lacks any kind of technical support. Our current site is primarily text with very few pictures. We are a photography club and our new site should have the opportunity to

**Camera Club of Richmond Meets the second Wednesday of each month at:**  
Holiday Inn  
2000 Staples Mill Rd.  
Richmond, VA

Doors open at 6:00 PM for networking.  
Meeting begins at 7:00

### Upcoming Meetings

**February 11-**  
Evaluation – Anthony Rumley  
**March 11**  
**April 9**  
**May 13**  
**June 10**  
**July 8**  
**August 12**  
**September 9**  
**October 7**  
**November 11**  
**December 9**

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showcase member photos. The process of developing and changing the website could take a few months, so bear with us while we are doing this. Our webmaster, Toni Johnson, is leading the charge on this project and will be evaluating new website options in February. We will keep you posted on the progress.

Our new Padows exhibit is up and looks great. We only have about 12 pictures up, but it looks less cluttered, so we may stick with this quantity. The next exhibit will go up in mid-march. Submissions are due by February 14. We are also looking at putting up a sign in Padows to indicate that the photographs are by the CCR. Speaking of exhibits, the board discussed creating a position for a person dedicated to obtaining exhibit space for work by our members (in addition to Padows). If you think you might be interested, please see me or one of the board members. This person would have a committee of 1 or two other persons to assist with the exhibit setups, etc.

As most of you know, we had several cameras donated to us by canon that we used for the Shutter Buddies program we ran. Now that that has ended, they are now sitting in a box. We have decided to loan these to a teacher I know at Fox Elementary School for her use with the kids in her class. These are mostly inner city kids that don't have access to things like digital cameras. She will use these to teach them about photography (I offered to come in and teach the basics). This is similar to what we did with Shutter Buddies. We'll see how this goes this year to determine whether to leave them there for next year or use them somewhere else.

Thanks again to those people who completed the survey. If anyone has ideas or comments in the future, please don't hesitate to pass them along to one of the board members.

**Harold Lanna**  
**President, CCR**  
**president@cameraclubofrichmond.com**  
**804.363.3281**

## **Board Meetings Schedule**

### **Upcoming Board Meetings- Members Welcome- Locations TBD**

February 18

March 25

April 22

May 27

June 24

July 22

August 26

September 23

October 28

November/December- TBD

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## **VP Corner**

Our February meeting will be an evaluation night, and Anthony Rumley has graciously agreed to be our evaluator. Anthony provides insightful, constructive comments based on his extensive career as a professional photographer. Anthony is a Master Photographer, Certified Professional Photographer, Photographic Craftsman, and a Fellow of Photography who has dedicated his life to the art of photography.



He has served in almost every capacity in the Virginia Professional Photographers Association.

Anthony has owned and operated his retail photographic studio in Richmond for over 20 years. His ability to put his subjects at ease shines through in many examples of his work. This ability has been rewarded with merit prints for many years through the Virginia Professional Photographers Association and the Professional Photographers of America.

Kodak and Fuji Corporations have recognized Anthony's professional excellence with both Kodak Gallery and Fuji Masterpiece awards. His work has been recognized and published in both local and international publications.

Throughout his career, Anthony has striven to help others achieve success in photography through workshops, lectures and by judging competitions.

He is a wonderful supporter of The Camera Club of Richmond and has volunteered to be an evaluator for many years. We truly appreciate his contributions to our club.

Anthony's community involvement has been recognized with a profile in the Business Section of the Richmond Times Dispatch. Community involvement includes donations to many local charities and schools. Some examples are; ASK, Richmond Symphony, Trinity, and the Richmond Children's Museum to name just a few.

Anthony was recently selected to be the Local Area Coordinator for the Now I Lay Me Down To Sleep organization. The NILMDTS (non-profit) organization provides professional photography services to families whose newborns are not expected to live. This organization creates images to celebrate the life of a child no matter how long or short it may be. All photographers donate their time and talent to those families that request their services.

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For detailed guidelines regarding the submission of photographs for evaluation, please refer to the current issue of Southern Exposure

Please note that digital images must be received by the Digital Director at [digital@cameraclubofrichmond.com](mailto:digital@cameraclubofrichmond.com) no later than midnight on the Saturday prior to the evaluation.

Prints being submitted for evaluation should be delivered to the Print Director no later than 6:30 pm on the evening of the evaluation meeting. Please see the current edition of Southern Exposure for more information about submitting prints.

Because of very limited interest, slides are no longer accepted for evaluation. There is no assigned subject for the February evaluation.

At this time we have not selected a topic for our March meeting. We are awaiting the results of the membership survey and would like to use it as a guide in selecting topics of interest to the membership.

**Billy Sinclair**  
**Vice President**

## **Dues**

Dues for 2015 (**\$30**) is due no later than the March general meeting. You can pay at the Jan/Feb/Mar meeting or mail a check to the treasurer at:

**CCR c/o Jane Phillips**  
**6427 Lantana Lane**  
**Mechanicsville, VA 23111**

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## **Editor's Choice**

This is a new Southern Exposure feature. Each month I invite members to submit a photograph they consider outstanding. Just one each, please. Ideally, something you created recently. Your Editor (yup, that's me) will unilaterally and without regard to anything but the prerogative of being the Editor (now you will want to be Editor next year and have all this fun!) and choose those I think are just wonderful examples of the art and its craft and publish them in the newsletter. This is not a contest. There are no rules other than to send the photograph to [alklein65@gmail.com](mailto:alklein65@gmail.com) on or before the 20<sup>th</sup> of each month. I will publish one or more of what I think embodies fine photography. You may submit any category you wish in color or black and white. This month, the first of this new feature, I have chosen two photographs from last year that I particularly like. The goal is to add photographs to the newsletter than can serve as inspirations for all of us so we can go out and take better pictures having seen these pictures.

Editor's choice #1



By Troy Robinson

Editor' Choice #2



by Susan Van Manen

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## **Padow's Gallery**

The club is getting ready for our March 14 show at Padow's and we would love for all of our members to submit an entry for our judges to select for the show. It is our goal to grow the participation in the Padow's shows as well as other exhibits. In the coming months we will be making some changes to enhance how we handle our exhibits. These changes will be based on the feedback you gave us in our recent survey.

There are a few simple steps to follow in submitting an entry. In order to be considered, please submit your entry in digital format via email to [ccrexhibit@cameraclubofrichmond.com](mailto:ccrexhibit@cameraclubofrichmond.com) no later than February 12th. Be sure that your entry is no longer than 1920 pixels on the longest side and that you include your name and the name of the photo in the file name. Also include the size frame you would like to use if your photo is selected.

The club has 22 black frames available for the show. Twenty of the frames are 16x20, two are 14x18.

Entries will be judged no later than February 22. If your entry has been selected you will be notified and at that time we will validate what size frame you will be using as well as ensuring we have the following information:

1. Your Name
2. The name of the photograph
3. Your contact information (telephone and/or email)
4. A sales price for the photo and matting only. We will add the appropriate cost for each frame (\$30). As with all our prior shows, five percent of each sale will go to Padow's; five percent will go to the Club, and the balance is yours.

If you are selected you will need to print and matt your photo and bring it to Padow's on March 14 at 12:30 pm. If you cannot bring your photo to Padow's, you can bring it to our March 11 monthly meeting.

We want to thank you in advance for submitting your entry and helping to make the Padow's show a success.

Donna Friend and Toni Johnson  
CCR Exhibit Coordinators

email: [ccrexhibit@cameraclubofrichmond.com](mailto:ccrexhibit@cameraclubofrichmond.com)

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## **Editor's Corner**

This past Christmas my generous wife gave me a book called The Photographer's Playbook. It is 307 Assignments and Ideas, Edited by Jason Fulford and Gregory Halpern, Aperture, 2014. I had found the book in the tucked away corner of a bookstore in Duck, NC and was delighted to find it in my stocking on the 25<sup>th</sup>. It is a compilation of very provocative ideas for "self-assignments" that provide a guided reason to go out and create great photographs. Really! The photographers suggesting their ideas are top professionals and they offer interesting and "growth promoting" ideas. I invite you to select one of the two assignments I share here. I will offer two new ones each month hoping that one might inspire you. Please note, I sometimes do some light editing of the material.

Shelby Lee Adams

### **Find Your Reflection**

*If you're having difficulty finding a natural or intuitive expression when trying to make a good portrait, especially when the person you are photographing is not all the comfortable in front of the camera, does not reveal themselves readily, or is someone you do not know well. Look into their eyes carefully and see you can see your own reflection there. Discover yourself looking at your. Then, ask your subject to look into your camera lens and find their own reflection. Be prepared to make the portrait. In that singular moment, people are less focused on projecting an image of themselves for the camera and are more looking to find themselves.*

Christopher Anderson

### **Parameters**

*The greatest freedom is to have no choice. Confining yourself to certain parameters can actually lead to discovery of a universe of subject matter that is hard to find when you (if you are like me) tend to wander aimlessly and endlessly.*

*Make a set of parameters within which you will photograph. This could be a geographic parameter (one city block, one rusted old car, one tree) or a psychological (happy, thoughtful), thematic (shiny, abstract, middle-class), or technical (high key, macro, B&W). The point is to create a method of working where you make some very strict and precise choices about how you will not work. The stricter the better. Set a time constraint (one day, one week, etc.) during which you will work only this way. After the time period is finished, repeat the assignment by creating an entirely different list of parameters.*

I loved the potential these "exercises" suggest. Two more next month.

**Andy Klein**

**Editor**

[Alklein65@gmail.com](mailto:Alklein65@gmail.com) (please send all articles and correspondence to this address)



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## **Member's Corner**

As photographers, we are always learning: new equipment (lenses, filters, cameras...the list goes on and on!), different lighting situations, advice from the journals and experts, and most importantly, our own mistakes. Preparing for our trip to Oregon, I decided to review my equipment and make last minute purchases needed. We had to travel light to avoid checking luggage due to a tight schedule, so I had to leave behind my sturdy Vanguard tripod. However, I did realize that Oregon is the land of waterfalls(77 or more according to the travel guides), so that when my wife and I could take some time away from her conference, we would be in landscape photographers heaven! I have often admired the rushing waterfall pictures with super long exposure times, like Tony Sweet's. Most of us have heard of neutral density filters-they block all light equally across the spectrum, so that you can either go for a smaller f-stop, or longer shutter speed, or both. My dilemma: 4 different lenses, all different filter sizes, and not knowing how much of a density to purchase. In comes technology to the rescue! Variable ND filters are all the rage, allowing you from n1 to n8 in just one filter! As I later learned, they work as two polarizing filters, one rotates against the other to combine to give the darkness needed. So, if I purchased one variable filter, plus adapter rings, I could have all my lenses outfitted with one neutral density filter, for less than the cost four filters. Sounded so good, especially being on a budget.

A trip to the local camera shop (it was now too late to order from my favorite B&H), provided me with the 77mm filter, largest of my sizes. I ordered the adapters on-line. The proprietor was adamant that the store brand filter was made by one of the "big name filter makers" and that he had used them himself. Ok, last minute and thinking I had found a bargain, I bought it.

Once in Oregon, the filter did well at the minimum settings:



This is Multnomah Falls in a morning shot, with the filter set just above minimum so that I could slow the shutter down to 1/20<sup>th</sup> ( I did some others at 1/13, and slower). This was with a medium zoom, not my Tokina 11-16mm. I could have gone to a longer shutter, but the lightweight tripod I picked up at Walmart (see traveling light above) would not have been steady enough, thus the foliage would have been blurred - in Oregon in the summer, winds are constant!

So a few months pass, and I attempted some long shutter speed photos off River Road in Richmond, thinking that the rushing water and fall foliage would be a great combination. It was mid-morning, so I needed to block some light to get the effect I desired and I wanted to use my wide angle zoom....something bad happened:



Whoa! What went wrong?!! Let's look at a similar shot with the filter at near minimum:



There is still some uneven exposure in the lower right quadrant, but this is much better. My later research found that inexpensive ND filters use non-circular polarizing elements that are incompatible with digital camera sensors, thus the distortions at maximum settings with wide angle lenses.

The lesson learned: buy the best that you can afford, and plan ahead!

**Phillip Snider**

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The Camera Club of Richmond is proud to be a charter member of the Photographic Society of America

Visit PSA online:

[www.psa-photo.org](http://www.psa-photo.org)

***For a PSA membership application see Carole Hagaman, CCR's PSA representative***

### **PSA Mission Statement**

The Photographic Society of America (PSA) promotes the art and science of photography as a means of communication, image appreciation, and cultural exchange.

PSA provides education, inspiration, and opportunity for all persons interested in photography

The Society fosters personal growth and expression, creativity, excellence, and ethical conduct in all aspects of photographic endeavor

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## **2015 CCR Officers and Board of Directors**

<b>President</b>	<b>Harold Lanna</b>	president@cameraclubofrichmond.com
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