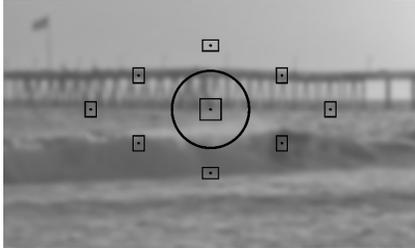


Through the Viewfinder



From the Prez's Pad

Sal Santangelo

May 2015

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By now you may have picked up from some of my earlier remarks that you and I can master our cameras and learn the rules of composition but for me, at least, creativity and a style of my own eludes me. Or is it staring me right in the face but I can't recognize it. My background is science and I operate (pun intended) in a realm that uses and depends on the rules, theories and laws of science. So much for being creative when boxed in. On the other hand, some of the most inventive, creative, think out of the box type of individuals are those scientists on the forefront of research, not constrained by convention...Galileo, Michelangelo, Darwin, Einstein, Hawking, Crick. What gave them the ability to go beyond, take chances, and buck the current conventional thought?

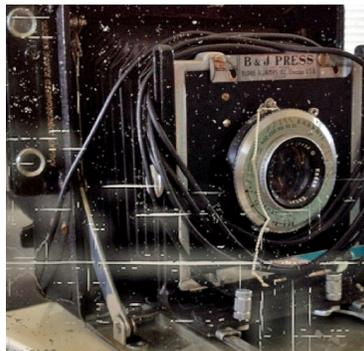
That's why I am very excited about having James Graca as our print judge this month. He has not only taught Conceptual Thinking and Visual Communication in Graphic Design at Ventura College but has been an award winning designer and conceptualist. He recognized the short comings of creativity in his students, their reliance on formulaic processes for their projects. As a result he wanted to provide a path for self-discovery, an exploration of self and a process to "step outside of the box". To this end he has taught workshops on the Art of Creativity. I realize there is no magic mechanism that will make me creative but bits and pieces here and there can possibly become a map helping to show me the way. Thus my excitement and great anticipation to have James Graca speak to us, judge our images and comment on our creativity.

Prez Pad (cont'd)

Bring your prints. It should be an interesting evening.

On a more sober note, I have been devastated looking at the images coming from Nepal. Having spent a week there and having Dan Holmes present some of his Nepal images at our annual banquet in January reminds me of the generosity of these people and of the uniqueness of their culture. The loss of many World Heritage Cultural sites is also depressing. I hope each of you has found an agency to contribute in the aid of these overwhelmed people.

Sal



Photographic *Musings* with Photobakobob

George Eastman - The Impact of Genius

A couple of weeks ago I was asked to photograph an academic event, a lecture by one of my colleagues to other faculty and staff. I wanted to capture his expressions without being too obvious. I was able to do that with the assistance of my sophisticated DSLR and lens, enabling me to make images at very high ISO levels, all the while hand-holding the camera. I believe this was made ultimately possible because of the genius and vision of a young bank clerk, George Eastman.



Eastman could be thought to be the Steve Jobs/Steve Wozniak of his time, but to do him justice, we ought to turn that around, because Eastman came first. He was the consummate American innovator and inventor. And he did some things a lot like Jobs. He took an existing technology, photography, and made it more accessible, convenient, and, most important, popular. Before Eastman, photography existed, but it was expensive, difficult, and very few people, particularly amateurs, bothered with it. According to Todd Gustafson's book, *Camera*, there were only two other amateur photographers in Rochester in 1877 when George decided to try photography and bought his first kit, a wet plate camera and accessories, for about \$50. He worked in the bank during the day and experimented with photography at night - in his mother's kitchen. Given the chemicals involved, one has to appreciate her patience. Back then, commercial dry plates were just coming into use, and George decided he could make better, more reproducible ones than those currently on the market. He designed a machine to do that, resigned from the bank, got a patent, and went into the dry plate manufacturing business. That was 1881. He never looked back, only forward.

In 1883, his company introduced roll film and roll film holders which were designed to fit most cameras of the day. But the real revolution came in 1888 with the introduction of the first Kodak barrel shutter camera and its famous slogan, "You press the button, we do the rest." ("Kodak" was invented by Eastman. He was said to like the letter "K.") That camera, which sells for ridiculous sums if you can find one today, went for a comparatively expensive \$25 then. It contained enough film for 100 exposures. Then the user would send it in, along with \$10, and receive 100 prints and a refilled camera. The next year the Kodak No. 1 came out, and the company was really on its way.

When the Kodak Brownie was introduced in 1900 for \$1, photography was now available to just about everyone.

Eastman was an innovator in management as well as technology. He believed in hiring good people and paying them well, substantially more than the prevailing levels of the day, and established a profit sharing plan for his employees.

Photographic *Musings* with Photobakobob (cont'd)

The scope of Kodak camera models, and film, was staggering. Eastman wanted to meet the needs of every kind of photographer, and at virtually all price levels, too. There were Girl Scout, Camp Fire Girls, Mickey Mouse, and Donald Duck Kodaks, for example, and Kodaks in a variety of colors to suit all tastes and fashions. There are Hawkeyes (made in a great variety over the years) and the very fine line of Retinas. And with this scope came extensive marketing. Kodak products were advertised everywhere. Of course there is the Kodak Girl – Ads showing her in 1913 and 1950 have her dressed differently, but the idea is the same. The company even added to the language; e.g., “the Kodak moment.”

George Eastman founded one of the first industrial research labs in the US, in 1912, and hired a British scientist to head it. The lab produced huge dividends for the company in the form of products such as new films, a category in which Kodak dominated the world for decades. Many of us grew up in photography using those films – Verichrome, Tri X, Panatomic X, Plus-X, Kodachrome, Ektachrome, Kodacolor ... Then, in 1974, a young engineer, Steven Sasson, who worked in the Rochester lab, was asked to look into uses for the relatively new charged coupled device (CCD) chip, which had been developed at Bell Labs. About a year later, Sasson had invented the first digital camera. I have met Sasson and seen the camera. It is pretty big, maybe the size of a (big) toaster, weighs 4kg, has a resolution of .01 megapixels, and stores its images on cassette tape – in black and white at 23 seconds per image. Not too impressive by today's standards, but the technology it introduced is said to have eventually destroyed the company, which declared bankruptcy in 2012. Somehow Kodak just could not accommodate its business model to the digital age. (Kodak was reorganized, but as a very different enterprise.)



Kodak's beginnings were based on the development of a new imaging process, coupled with the vision and marketing genius of its founder. The irony is that its failure also was based on a new imaging process, initiated within the research operation established by the same founder. Apparently there was no latter-day George Eastman available to show the company the pathway to success in the new era.

Photobakobob

Exploring *Digital* Photography with Photonaut

“Backyard Photography”

In 2009, I bought a Rebel DSLR, and in 2010 I bought a Rebel 55-250 mm telephoto zoom and a 60 mm macro lens. Why? Because soon after joining VCCC, I was told by Roy Allen that the answer to my question as to where I could first easily go to be creative and photograph interesting things was probably in my own backyard. He was correct. *Every image on the next page was taken in my own backyard* in 2010 or 2011. Looking really hard at what is going on around your house in the late afternoon might surprise you, as it did me....

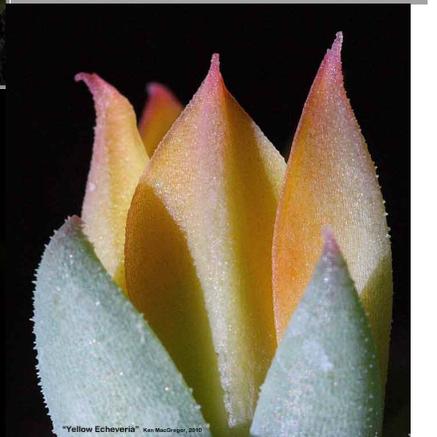
Buying and using a macro lens was the real eye opener. The world of the extremely small is very unusual and often very artistic looking. Plants, flowers, insects, etc, can each present an amazing view that with good light is bound to amaze and impress anyone. Try it, practice makes perfect.

A telephoto lens is usually needed to photograph wild birds. Ventura County has an amazing array of birds because it is between the mountains and the ocean. I have a neighbor's tree near my fence that has lots of looping branches for passing birds to rest upon. The views are often unobstructed. In the late afternoon, the top of the tree is in golden sunlight. Many of my best bird images were taken there with me sitting in the shade in a lawn chair on my patio. The key to all this is *patience* and paying attention to what is happening. If you are in a rush, you might not see anything worth photographing. Spend a few hours, and then the constantly changing scene will unveil itself, often with a fleeting glimpse of interesting things to shoot.

There has been some recent discussion in the Club about what to shoot and where. It has been years since I did any “backyard photography”, so just for old times sake, last weekend I spent *two hours* sitting on my backyard patio in the late afternoon with camera and telephoto lens. I got several decent shots of a hummingbird, and a butterfly. Here are a few examples. The bottom line is never give up looking for interesting things to shoot, the answer might be in your own backyard...



Examples of "backyard photography" in 2010 and 2011....



2015 Suggested Photo Opportunities

Individuals can use this information as suggested ideas/destinations for doing their own photography. The items shown in color are the ones that people have expressed the greatest interest in doing. There are people in the club that have been to most of these destinations in the past few years, and can advise on what you should expect to see and do.

Whatever you do, mark your calendars, don't miss the Pt Mugu Air Show with the [Navy Blue Angels](#), **Sept 26-27**. It is one of the best jet shows in the world.

Within 45 miles:

[Loons Beach \(Summerland\)](#)
[El Matador Beach \(Malibu\)](#)
Ventura Mission
Local Ventura Beach - Sunset
Local Ventura Surfers (waterfront promenade)
[Local Downtown Ventura Architecture](#)
[Nite Shooting Downtown Ventura Main Street](#)
[Ventura City Hall](#)
[Butterfly Grove - Santa Barbara \(Nov-Feb\)](#)
[Santa Barbara Zoo](#)
Getty Museum/Center
Anacapa Island (Island Packers Ventura Marina)
Topanga Park
Santa Barbara Mission
[Santa Barbara Botanical Garden](#)
[Pt Mugu Air Show, Sept 26-27](#)

Less than 100 miles:

Hollywood at Night
[Griffith Observatory at Sunset](#)
Morrow Bay

More than 100 miles:

Pt Lobos State Beach (Monterey/Carmel)
Mono Lake
Huntington Beach
Yosemite National Park
Kings Canyon
Sequoia Park
Big Sur

Club Announcements



Membership Renewal

Only members in good standing may submit images for judging. Important! We will start checking! If necessary, please talk to **Joyce Schoppe**, our Membership Chairperson, at the next meeting, or send an email to Joyce at:

membership@venturacountycameraclub.com

Note that at the March Club meeting the members voted (almost unanimously) to increase the annual membership fee by an additional \$20 to cover announced increases by the Poinsettia Pavilion for the second half of the year plus some other expenses. **If you have not already done so, please provide Joyce with the additional \$20 by cash or check at the next meeting.**

Instructions for Digital Projection Entries!

Please **ensure** your files are correctly labelled in accordance with the required format: (this is not new!)

Required: **LastnameFirstname_IMAGE TITLE_month-year_category.jpg**

example... **SmithJohn_ENTER AT OWN RISK_03-15_Assigned.jpg**

JohnsonRobert_WILD WEST_04-15_Open.jpg

All images submitted for projection must be in jpg format with pixel dimensions not to exceed 1024 width and/or not to exceed 768 height (1024x768). Images that exceed either of these dimensions will not be shown.

Images must be emailed to: digitalentries@venturacountycameraclub.com no later than 6:00 pm on the Monday prior to the meeting.

Please Share Your Images!

The digital Merit Award images from the previous meeting are normally displayed in each month's Newsletter. If you want to share any of your special images, or **PRINT MERITS** in the Newsletter, please send the digital image files to: editor@venturacountycameraclub.com

Merit Awards

April 2015 Meeting

Judge: Gary Moss

Digital Assigned

“Solemn Stare” by Chris Borel

“Eye of the Iguana” by Gregg Gillmar

“El Ray” by Susannah Kramer

“I See You” by Susannah Kramer

“What Sharp Teeth You Have” by Bryan McCall

“Preening” by Ron Lindsay

Digital Open

“I Can Do It” by John Ferritto

“Chinese Garden” by Susannah Kramer

“Jungle Flower” by Ken MacGregor

“Flowers from Bud to Full Bloom” by Al Sarnelle

Print Assigned

“Layin In the Weeds” by Bernie Goldstein

“Lookin Both Ways” by Bernie Goldstein

“Threes a Croud” by Bernie Goldstein

“And Stripes Forever” by Albert Huen

“What You Looking At” by Albert Huen

“Mrs Moose” by Ed Pinsky

Print Open

“Ready for the Show” by Ed Pinsky



“Layin In the Weeds” by Bernie Goldstein



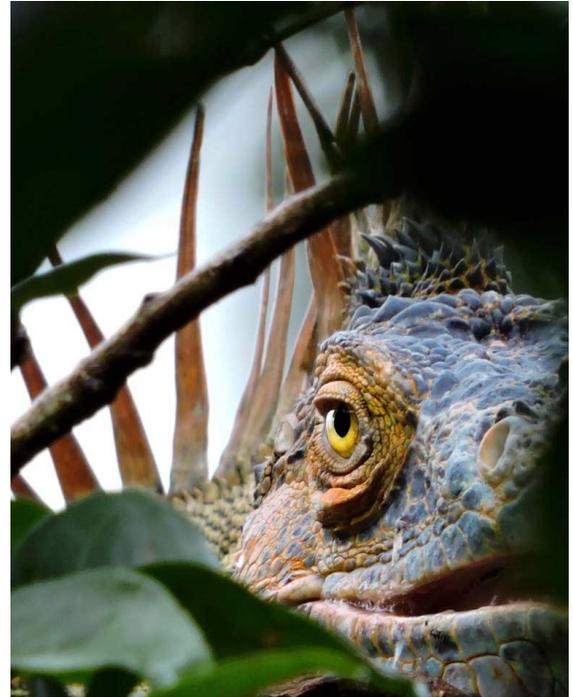
“Lookin Both Ways” by Bernie Goldstein



“Threes a Croud” by Bernie Goldstein



“Solemn Stare” by Chris Borel



“Eye of the Iguana” by Gregg Gillmar



“And Stripes Forever” by Albert Huen



“What You Looking At” by Albert Huen



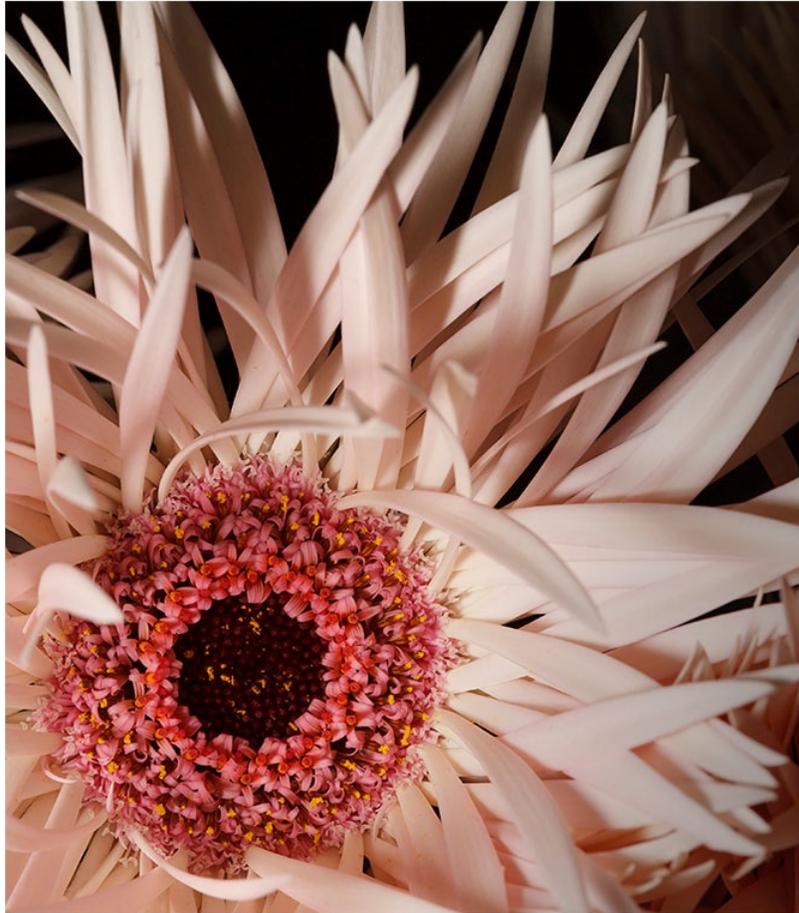
“Chinese Garden” by Susannah Kramer



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“Jungle Flower” by Ken MacGregor



“Flowers from Bud to Full Bloom” by Al Sarnelle



“What Sharp Teeth You Have” by Bryan McCall



“Ready for the Show” by Ed Pinsky



“I Can Do It” by John Ferritto



“Preening” by Ron Lindsay

“Mrs Moose” by Ed Pinsky —>



Club Announcements (cont'd)

2015 Topic Assignment Schedule:

January: Eyes, the Window to the Soul

February: Texture

March: Golden Hour

April: Animal Close Ups (Wild or Domestic)

May: No Assignment - prints only - open competition

(max 3 prints per person, no categories)

June: Architectural Details

July: Reflection Story

August: Photojournalism

September: No Assignment - prints only competition

October: Movement / Motion Blur

November: Autumn Colors

December: No Assignment - No Meeting - "End of Year" prints only competition

2015 Refreshment Schedule:

JAN - John Ferritto

FEB: Bernie Goldstein

MAR - Sal Santangelo

APR - Bryan McCall

MAY - Allyson Barnes

JUN - Bruce & Joyce Schoppe

JUL - Les Collier

AUG - David Paumier

SEP - JP Watson

OCT - Ken MacGregor

Club Announcements (cont'd)

Club Meeting Info:

Please come to the next meeting of the Ventura County Camera Club on...

Wednesday, May 13th, at 7 pm. Poinsettia Pavilion, 3451 Foothill Rd, Ventura CA 93003

Our scheduled Judge for May is **Jim Graca**

Professor, Graphic Arts, CSUCI

http://www.vcreporter.com/cms/story/detail/creative_types/8111/

April 22nd Workshop *Report*

You be The Judge

A repeat of a very successful workshop!



Photo by JP

The excellent print Workshop led by Gary Moss was, as expected, a very informative and educational experience. Members formed their own opinions about each print, then Gary weighed in with his opinions and ranked each print with explanations.... *It was one of the best meetings of the year.*



Other Announcements

Ojai Photo Club:

Quite a few of your members have participated in the Photo Branch at the Ojai Art Center exhibit every June. Here are a couple of press links for you to choose from that might work for your newsletter. I will ask Susannah if she can talk a bit about this at your next meeting. The theme has to do with Peace, but rather than antiwar kind of images, we are looking for images that give one a sense of peace when viewed. So, actually this is a rather broad topic.

So, here you go. Either the Ojai Post or the Fillmore Gazette are my best links and accessible to all:

<http://www.ojai-post.com/2015/04/photo-branch-of-ojai-art-center-call-for-photographers-for-june-exhibit/>

or

<http://www.fillmoregazette.com/arts-entertainment/upcoming-exhibit-ojai-art-center>

Myrna

OJAI ART CENTER PHOTO BRANCH WALK COMING UP SOON:

"STREET PHOTOGRAPHY WITH A FLAIR FOR FASHION"

David Baker resumes the educational and popular Ojai Art Center Photography Branch Photo Walks in May with "STREET WITH A FLAIR FOR FASHION"

WHEN: May 9, 2015 at 5:00 pm

WHERE: Meet at the "Poppy Fountain" in the Ojai Arcade

BRING: Any Camera or smart phone.

COST: \$5:00 for Art Center Members, \$10 for Non Members

FULL INFORMATION ON THE PHOTO WALK AT: <http://www.ojaiacphoto.org/photo-walks.html>

REGISTER: Please register for the walk at: <http://www.ojaiacphoto.org/photo-walks.html>

On this walk photographers will emulate Bill Cunningham, well-known Street and Fashion photographer from New York City. Fashion is all around us but no place more than the street. It takes all forms: shoes, legs, clothes, hats hair styles & many other forms of fashion. Age groups have a wide variety of fashion form. You are challenged to record all of this in your images. Here is a link to a short youtube video about [Bill Cunningham](https://youtu.be/j5TUCmAWI9g), <https://youtu.be/j5TUCmAWI9g>

Samy's Photo School Santa Barbara:

Saturday May 9th, 8:30 - 12:30 iPhone and Smartphone Photography - cost: \$49.95

samysphotoschool.com

Other Announcements (cont'd)

Smartphone Workshop

DATE: MAY 16, 2015

TIME: SATURDAY 9 AM TO 5 PM

LOCATION: 5301 VENTURA AVENUE, BROOKS INSTITUTE CAMPUS, VENTURA, CA 93001

COST: \$175 (INCLUDES LUNCH)

FOR FULL INFORMATION AND SIGN UP SEE: <http://workshops.brooks.edu/smartphone/>

Workshop Instructor: **Greg Cooper**

Smartphone photography is all the rage amongst young and professional photographers today. They use their smart phones to capture publishable images and to upload or create videos. This course will cover the latest photography apps and equipment.

Walkabout with Dan Holmes

Date: May 19, 2015

Time: 1.5 hours before sunset

Location: **Leo Carrillo State Beach**, meet in parking lot

Cost: \$25 per person (make check to Dan Holmes Photo and bring to event)

Parking: There is a fee to bring vehicles into the park

No registration or signups required, just show up and bring your camera!

2015 VC Fair:

JP Watson contacted the powers that be for the 2015 photographic entry process at the VC Fair for clarification of the photo mounting procedure. This was an issue of contention last year. There is a new entry guide. Below is the website for anyone interested in entering photos in the fair. Visit this VC Fair link for general information, entry forms, due dates and guidelines. Online entry is required, and is from 1 June through 20 July 2015. I want to thank JP for letting me know about this. Appreciate her efforts to keep us informed. - Sal

<http://www.venturacountyfair.org/fair/entryguides/>

No borders, no front matting. Image prints to be flush mounted to the edges of a white or black backboard, with Velcro on the back at the top corners. However, a *small* white printed border is acceptable on the front printed surface. More:

<http://www.venturacountyfair.org/wp-content/uploads/2014/04/2015-Photographya.pdf>

Many VCCC Members have been active participants and done very well winning VC Fair ribbons in past years. This is an excellent way of showing the general public the unique skills of the photographers being exhibited. Thousands of local residents view the prints on display each year. The environment in which the prints are displayed is less than ideal, however, the exposure of each print to the general public is considerable.

Professional Support

Below are some of the local professional photographers that have been gracious in providing their free time as judges to attend and critique member's images at our recent Club meetings. Thank you all for supporting our Club!

Sherron Sheppard:

<http://www.sherronsheppard.com> <http://www.sheppardphotography.com>

Dan Holmes Photography Workshops, Tours, and Photo Adventures:

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

Robert Fields Photography

<http://www.robertfields.com>

Mark Jansen (& Holly Higbee-Janzen) Photography and Expedition Workshops:

<http://www.jansenphotoexpeditions.com/Pages/default.aspx>

Sam and Patricia Gardner - Medici Portraiture Studio

<http://www.mediciporraiture.com/about-medici-portraiture/meet-the-artists-sam-patricia-gardner-fine-art-photographer>

Gary Moss Photography - (Gary is Photo Editor of 805 Living Magazine)

<http://www.garymossphotography.com>

Chris Zsarnay - Z Studios

<http://www.zstudios.com>

Greg Cooper - Brooks Institute

email: gcooper@brooks.edu

Bill Hendricks - Ventura College

<http://www.hendricks-studios.com>

Matt Haines

<http://matthainesphotography.com>

Ines Roberts

<https://sites.google.com/site/ccccangle/bios/ines-roberts>



Club Officials for 2015

President:

Sal Santangelo

Vice President:

Ken MacGregor

Treasurer:

Susannah Kramer

Judge Coordinator:

Bernie Goldstein

Memberships:

Joyce Schoppe

Website:

Ilka Boogaard

Newsletter:

Ken MacGregor

Digital Image Entries:

Albert Huen

Workshops:

Denise Wenger

Photo Opportunities:

JP Watson

