



# imagery

May 2013

Volume 37 09

IMAGES ALBERTA CAMERA CLUB

Edmonton, Alberta

Lessons Learned from  
Event Photography

2012–2013:  
A Year of Great Events

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Cover image—'Red Omen' © Robert Burkholder

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# Member Benefits of the Photographic Society of America

By Barbara Morban

Recently, when I met with Fred Rushworth I learned about his role as editor of our newsletter, *Imagery*, and I also learned about the [Photographic Society of America](#) (PSA). There may be other new members in our Club who may not know that the PSA, founded almost 80 years ago, is a worldwide organization with 7,000 members, who are living in over 70 countries and who are casual, amateur or professional photographers. The PSA Mission Statement is:

- “PSA promotes the art and science of photography as a means of communication, image appreciation and cultural exchange.
- PSA provides education, information, inspiration and opportunity to all persons interested in photography.
- The Society fosters personal growth and expression, creativity, excellence and ethical conduct in all aspects of photographic endeavor.”

I was intrigued when Fred shared that some of the many PSA member benefits are a monthly magazine, image evaluation, study groups, mentors, online courses, competitions and an annual conference. After taking one of the online PSA courses, [Image Analysis](#), Fred feels that he now has a better understanding of what makes a good image and what to consider when analyzing a photograph. Fred’s involvement with our newsletter led him to judge for the PSA Newsletter Contest in the Small Club Newsletter category (less than 75 members).

While visiting the PSA website, I noted that the week-long [2013 Annual Conference](#) is being held in Portland, Maine, from September 15 to September 21, 2013. Apparently, this is a sought-after Conference that offers registrants photo tours, classes, workshops, photo shoots, a variety of session topics, featured evening speakers, social events, a vendor area and numerous other photographic activities. More specific details are available on the [PSA website](#).



Needless to say, with so many benefits and Fred’s stories of success, I am planning to become a member of the PSA. The good news is that the one-year Standard Adult membership is only \$60.00 and includes a printed copy of the *PSA Journal* and complimentary access to the online and mobile *PSA Journal*. What a great deal!

## Beginnings and Endings

Fred Rushworth

I am really thrilled to bring you this month’s newsletter. Gilles Simard, Barbara Morban and I have been working together over the last year to showcase the Club’s guest speakers, member showcases, outings, workshops and individual accomplishments. We have shared photography tips, educational websites and publicized CAPA and PSA events. This month we will tell the rest of the PSA world about our Club, as this is the newsletter edition that we are submitting to the PSA newsletter competition. It will compete against newsletters from other PSA member clubs in the Large Club category (clubs with over 75 members).

As our season approaches a close, April kept us busy with two competitions—our regular Club competition plus our annual year end competition. This means that we have one outing article, and Gilles and Barbara pulled out all the stops and prepared a summary of the year’s events to showcase our Club activities. Wow, looking back, we really had a busy year! As our President is often heard to say, “and all of this for just \$50.”

May 23 is our Annual General Meeting and several of our board positions will be open to election. I am completing my fourth year as editor of *Imagery* and I will be stepping down. Barbara Morban has graciously agreed to have her name stand for election as the new editor. Gilles Simard will continue to contribute material and work on the layout.

I will continue to be active within the Club, but I am also looking forward to the time to pursue some more of the courses available to me as a PSA member. I want to take this opportunity to thank all of the board members and the general membership for their support, ideas, positive feedback and, especially, for their articles, so I could produce this newsletter. You made my task very rewarding!

## On the WEB

By Gilles Simard

For this version of the newsletter, I selected three websites that I find interesting. The first one is well known (I think), the second one is Micro Four-Third "Friendly" and the last one is all about "Shutter Therapy." I hope you also will find these websites interesting.

### The Visual Science Lab

Kirk Tuck is a freelance photographer, based in Texas, and, according to his website, worked in the advertising industry before moving to photography. You can enjoy his philosophical ramblings about photography, the role of the artist, and other thought processes in his **Visual Science Lab/ Kirk Tuck** website at <http://visualsciencelab.blogspot.ca/>.

### Photography is Fun



The second one is from a photographer, Siegfried Seierlein, whose interest is in Micro Four-Third equipment. On his website at [www.mycanong7.com](http://www.mycanong7.com) you will find blog entries and articles.

### simplyROBIN the origin of shutter therapy

Finally, Robin Wong, produces (in my own opinion) some of the best images on the web in a blog format. Based in Kuala Lumpur, Malaysia, he is an avid supporter of "Shutter Therapy" (I will let you find what this is all about). His website can be found at [robinwong.blogspot.ca/](http://robinwong.blogspot.ca/).

**Websites wanted!** If you like a specific website, please contact one of the newsletter team members or e-mail [imagery@imagesalberta.ca](mailto:imagery@imagesalberta.ca) so we can share the information in our newsletter.

## Today is a Good Day to Fly

by Amanda Tween

On Saturday, May 4, 2013, 18 IACC members headed to the Edmonton Flying Club for a great opportunity to photograph the planes, buildings and surrounding areas of the City Center Airport and the Edmonton Flying Club. The Flying Club gave us access to the hanger and tarmac where a few planes were set out for us to shoot, admire and sit in. We were also given a great vantage point to the runway and with the steady landings and takeoffs there were many opportunities for great shots.

It was exciting and interesting to capture images from an area that is usually off limits, especially by getting up close and sitting in some of the aircrafts. A few members took advantage of the Flying Club's offer (for a fee) to take us up for a flight around the City. This is something to add to your 'To-Do List' before the opportunity is lost, as the views and chance to photograph the City from a different perspective is amazing (especially when you get to fly over your own house).

We would like to say a big 'Thank You' to the Edmonton Flying Club for giving us the opportunity to photograph and for giving some of us a chance to also enjoy the beautiful day and watch the planes go by.



© Amanda Tween





## *Giving Back: Joint Project with the North Saskatchewan Watershed Alliance (NSWA)*

By David Aldana

**A**t the beginning of this season, I proposed building the Club on three main "pillars": Learn, Give Back, and Have Fun. We have learned a lot and have had tons of fun so far, and now, in addition to the individual efforts of Club members, I believe we can still do better in the "Give Back" part.

Through our Outings Chair, Calvin Binnema, I contacted the North Saskatchewan Watershed Alliance (NSWA). Calvin's daughter volunteers with them. Billie Milholland, from the NSWA's board, gave a short presentation to our Club about the NSWA. After further talks with her, a joint project has developed that requires your help and participation. Here are the details of this project:

### BACKGROUND AND OBJECTIVE

The NSWA is divided into three regions and is composed of 12 sub-watersheds. More details can be found on their website at [www.nswa.ab.ca](http://www.nswa.ab.ca). The objective of this project is to provide NSWA with professional images that will be used in their 2015 calendar and in an upcoming book portraying the history, geography, hydrology, flora, fauna and human activity associated with the areas surrounding the North Saskatchewan River.

### MECHANICS

- IACC will request three, four or six members to volunteer as "team leaders." So far, we have three individuals who have volunteered. The team leaders and the project coordinator will meet with NSWA officials to coordinate the effort.
- Each team will be assigned a number of sub-watersheds to cover, depending on the number of team leaders the Club is able to assemble.
- NSWA will provide logistic support to team leaders, including contact names on each sub-watershed that could provide guidance and advice on locations and accommodations; maps; tips and suggestions on places to go and events to cover; and, when possible, preferred access to campsites and other facilities.
- Team leaders will recruit IACC members for their teams and will be asked to:
  - organize one or more trips to the assigned sub-watersheds, where club members will photograph the different aspects associated to the area
  - distribute team members geographically across the sub-watershed to try to cover as much area as possible
  - document each trip
  - solve any issues that may arise within their team, and escalate if necessary to NSWA through the project coordinator
  - gather images from team members and select the ones that will be presented to NSWA for consideration
  - provide IACC with a brief presentation of their experiences, findings, challenges and outcomes.
- Any IACC member will be allowed to join as many teams as he or she wishes, although it will be encouraged to limit the participation to only one team. Every IACC participant will be responsible for his or her own expenses.
- The project coordinator (David Aldana) will coordinate team leader's efforts and act as a liaison to NSWA to solve any issues that cannot be solved by team leaders.
- A final set of images will be presented to NSWA. Selected images will also be presented to the Club as a slide show.



## OUTCOMES

The final result will be a collection of images for NSWA to use in a print and digital format. Ideally, there will be images from each season of the year. Images for each sub-shed should include:

- landscapes
- flora
- fauna
- people
- human activities
- communities
- architecture
- fine details (i.e., macro).



## RIGHTS

- The final set of images selected will be licensed to NSWA. The photographer will allow NSWA the use of the selected image for any purpose NSWA deems necessary.
- NSWA will credit each photographer on their material (printed and web-based) to the best of their knowledge, and credit the Club on both the book and the calendar.
- Images not selected by NSWA will remain the property of each photographer.

## LIABILITY

Each photographer enters this project at their own risk. It is understandable that participating in this project necessarily involves the risk of physical injury. Both IACC or NSWA will *not* be liable for any injuries that may result in relation of an individual's participation in this project. An injury liability disclaimer release form will be signed by each participant.

## SCHEDULE

This project will begin on May 9, 2013 and will end on April 24, 2014. Through this project, Club members will have the opportunity to photograph interesting areas (many of them new to most members), socialize with fellow members, learn a thing or two, and get publicized in another best-seller book, which, I'm sure, will also be a historic legacy our Club can be proud of for many years.

## GET INVOLVED

More details regarding team leaders, assignment of areas and schedules will be posted on our website and through our Facebook group as they become available. I encourage all of our members to get involved and participate in this exciting initiative.

## Annual General Meeting - May 23 at 6:30 p.m.

- Potluck supper
- Annual General Meeting, including elections
- Annual Competition Awards
- Entertainment
- Door prizes
- Final meeting (until September 12, 2013)
- 2013 -- 2014 fees can be prepaid

## Oh, What an Annual Competition Night!

By Fred Rushworth

On April 25, 2013, we were pleased to welcome, as our guests, the three photographers judging our Annual Competition submissions. Daryl Benson, Leslie Degner and Mark Degner are former Images Alberta Camera Club (IACC) members who were thrilled to participate in our annual event. Leslie said:

"We were impressed with the variety and quality of the images that were entered. A big thank you to the Competitions Chair, Quincey Deters, for all her hard work and effort in coordinating all the categories and images. She made our jobs of judging so much easier. We had a great time and want to thank IACC for inviting us to judge the competitions."

The members, in turn, were very impressed with the judges, who spent about an hour providing members with feedback about specific images and providing 'tips' about photographic techniques. The following short biographies illustrate the wealth of knowledge and expertise that each judge brought to the table.

Daryl Benson's photographs and articles are regularly published in *Photo Life*, *PC Photo*, and *Outdoor Photography* magazines. He has taught his skills to photographers at various photography clubs and through community colleges. Daryl encourages photographers to find new and novel methods to present their photographs from unique perspectives to the integration of textures and fonts to set the finished image's mood. Daryl, an entertaining storyteller, is always a pleasure to have as a guest speaker or judge. Daryl's website is at <http://www.darylbenson.com/>.



Mark and Leslie Degner met through IACC and have gone on to partner in marriage and careers, as commercial and stock photographers, writers and educators. Mark and Leslie have published articles in *Outdoor Photography Canada*, *Photo Life*, *Outdoor Photographer*, *Nature's Best*, *Canadian Geographic*, *Geo*, *Birder's World*, *Canadian Wildlife*, and *Gardening Life*. Mark and Leslie regularly run a 'Women Only' photography workshop at Aurum Lodge. You can read about their photography and see examples posted on their website at <http://www.markandlesliedegner.com>.



Quincey Deters, our hard-working Competitions Chair, created a private online gallery to allow the judges to mark the digital images before Competition Night. This gave the judges time, in advance, to prepare their comments on the digital images and then allowed them a good part of the evening to judge the prints. The Annual Competition submissions were plentiful and inspirational.

Category	Number of Submissions
☺ Outings	26
☺ Workshops	07
☺ Nortek Nature (Set of 3: flora, fauna and landscape)	90
☺ Humour	26
☺ President's Challenge: Dreams	21
☺ New Members	12
☺ Clive Mathewson (10-15 humorous or light-hearted photographs in a slideshow)	01
Total Submissions	183

Our thanks go out to Quincey and her competition team, who have spent countless hours organizing this competition, and to our judges for their time and feedback. The scores are now tallied and we must wait patiently until our AGM on May 23 at 6:30 p.m. when the images will again be on display, winners will be announced and the trophies will be awarded.



# Top Tips from the Judges

By Barb Morban

The three Annual Competition judges, Daryl Benson, Leslie Degner and Mark Degner, provided some excellent feedback with respect to some of the print and digital photographs that were submitted for the Annual Competition. For close to an hour, members learned to 'see' the images through the eyes of the judges. The following are some of the tips that the judges shared.

**Perspective:** The eye goes to whatever is sharpest and from close to far; foreground gives photographs a strong sense of distance and depth; different types of lines create a different effect; e.g., strong lines from the corner pull you into a picture, an S-curve creates an impression of depth.

**Cropping:** Photographers subtract from an image and artists add to an image; watch the edges of your photo; clean up distractions and cut out extraneous stuff; cropping "square" brings order to an image; rule of thirds (use three simple shapes and then you can do anything you like; if sky isn't interesting make image stronger by cutting out too much sky).

**Vignetting:** Edges fade out gradually; be careful not to be heavy handed; the vignette needs to frame the photo well versus cutting off parts of the image.

**Low key lighting:** Shadows are the most important and darkness (negative space) helps to tell the story.

**Photo editing:** Don't overdo processing; technique should reinforce not clash with the photographic subject matter; when adding movement to a photo using the computer, make it believable; ask yourself if the image evokes any emotion; the horizon should not be in the middle of a picture; for people and animals, the eyes are the most important.

**Black and white:** It is all about contrast and a range between highlights and shadows (be careful not to use too much shadow which can overpower the image).

**Humour:** The photograph is important and should be able to stand alone; the title is a bonus that supports the message.

**Presentation:** Certain things make a difference when printing an image (e.g., matting, font used in a title).

# Showing And Glowing

By Fred Rushworth

On April 12, 2013, Gilles Simard had this image chosen as "Photo Of The Day" at the Steve's Digicams website.



<http://www.steves-digicams.com/photo-of-the-day/2013-04-12-over-the-water.html> to see the full version.

Derald Lobay recently won Grand Prize Winner in the Rocky Mountain Outlook's Photo Competition with his photograph 'Rear View Mirror' *RM Outlook* is one of three papers in the Bow Valley area of the Banff/Canmore corridor.



"Rear View Mirror" © Derald Lobay

What the Judges Said!

Showing and Glowing



# Lessons Learned from Event Photography

By Fred Rushworth

Images Alberta Camera Club seems to be receiving more requests from locals groups to provide photographic services for their events. Some requests come through member friends and associations, while others are a result of people seeing our photographers at one of our outings. This season, we 'officially' provided photographic services to the SkirtsAfire herARTS Festival, a Chinese New Year's event, First Lego League and the MS Bike Tour, although I am sure many members personally offered their services to other events.

How can you prepare if you are asked to coordinate photographers for an event? I am sharing my 'lessons learned' from the various events that I have covered.



- **Work with people who have good judgment.** Despite all the planning and dry runs, the event will take on a life of its own. When teams are shooting people in different places, photographers need to make decisions on coverage and follow through.
- **Develop a good shot list.** Are there particular individuals, groups or sponsors that need to be recognized? What venues require coverage? Once you have this information, you can develop a master shot list with the event coordinator to set expectations on both sides. Now, break these into a shot list for the photographers based on location, timing and availability. Also, consider the look, including angles, overview shots and close-ups. Remember that you want to shoot a mix of vertical and horizontals to accommodate different uses. For example, a vertical shot may be used for the cover of a newsletter or background for a poster, and a landscape shot may be a better fit for a slide show. During a physical event, recognize that much of this is impromptu photography, but you can still make use of downtimes to pose some subjects and set-up shots.
- **Exchange cell numbers and e-mails.** You need to be able to stay in contact if changes happen. For example, at the MS Tour we have had to call lost photographers, relay detour information and reschedule a photographer when the organizer wanted a group shot at one of the locations.
- **Sync camera time stamps, shoot signs and programs, and update camera IPTC metadata.** This point actually covers three items related to library management. When there are multiple photographers, it is harder to sort where the image was taken and to identify the subject of the photograph. With consistent camera time stamps, the event program and bookmark photographs of venue signs or programs, it is easier to find a photograph or identify a subject. This information can also be used when you create keywords to identify your finished photographs. For example, the MS Society wants our photographs broken into categories, such as single riders, sponsors, groups and volunteers to help them catalog the images for future needs. Camera IPTC metadata is information that can be programmed into a camera that identifies the photographer, copyright and user rights. This may be required for some publications.
- **Be clear on deliverables.** You need to understand your workload, and photographers have to be clear on how to prepare files and delivery requirements. Does the client require RAW or JPG images? Does the client need some 'same day' images for presentations or media releases? Ask photographers to pick favourites from each event or venue if a quick turnaround is required. Establish a timeline to deliver a more extensive set of images sorted by keywords. These will be the photographs that you have selected to finish after you have culled the rest.
- **Look after your photographers and look after your gear.** At all of the events I have been involved with, photographers received meals and refreshments. Make sure the photographers are briefed on where these can be found. Weather is always a factor with outdoor events, so sunscreen is a necessity, as is rain gear. We have used rain sleeves and umbrellas to keep our cameras dry, while sporting scorching sunburns!

Event photography is a very rewarding opportunity that challenges you, as a photographer, to be organized and to think quickly. Competitors and performers may stop and pose for you, but often this is a 'see it or miss it' photographic opportunity. With proper planning, you can enjoy interacting with the people, get great photographs and make a professional impression!



# Digital Projection



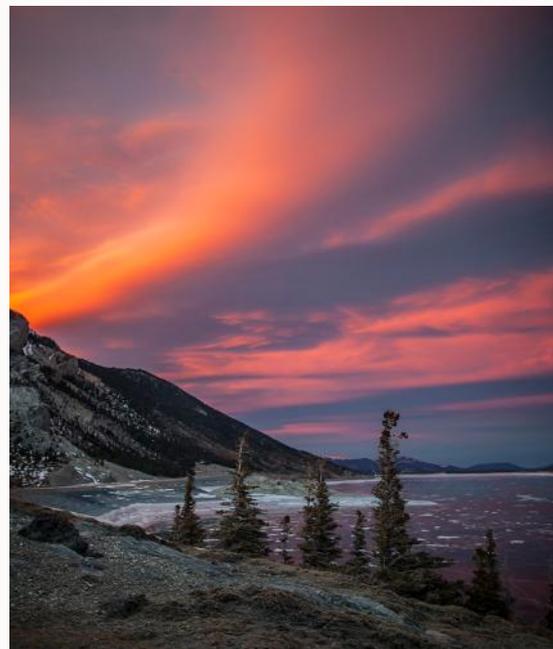
*'Starry Night'* © Bob Royer



*'Consolation Lake'*  
© Jason Zhu



*'Aurum Sunset'*  
© Bill Trout



*'Horseshoe Lake in Early Winter'*  
© Bruce Smith

Competition Results: OPEN



# Small Print

Competition Results: OPEN



*'Morning Sentries'*  
© Robert Burkholder



*'Last Of Winter'*  
© Karen Maloney

*'I Can See For Miles'*  
© Sieg Koslowski



# Medium Print



*'End Of An Era'*  
© Frank Giacconi



*'Desolate Field'*  
© Bruce Smith



*'The Terminator'*  
© Sieg Koslowski



*'Hang Loose'*  
© Quincy Deters



*'Red Omen'*  
© Robert Burkholder



Competition Results: OPEN



# Large Print

Competition Results: **OPEN**



*'Magical Light Show'*  
© Bruce Smith

*'Cool Morning'*  
© Bill Trout



*'Gallo de Cuba, Dos'*  
© Jack Bawden



# Monochrome Print

*'What A Sky'*  
© Bruce Smith



*'Old Birch Bark Canoes'*  
© Wendy Royer



*'Untitled'*  
© Jack Bawden



Competition Results: OPEN

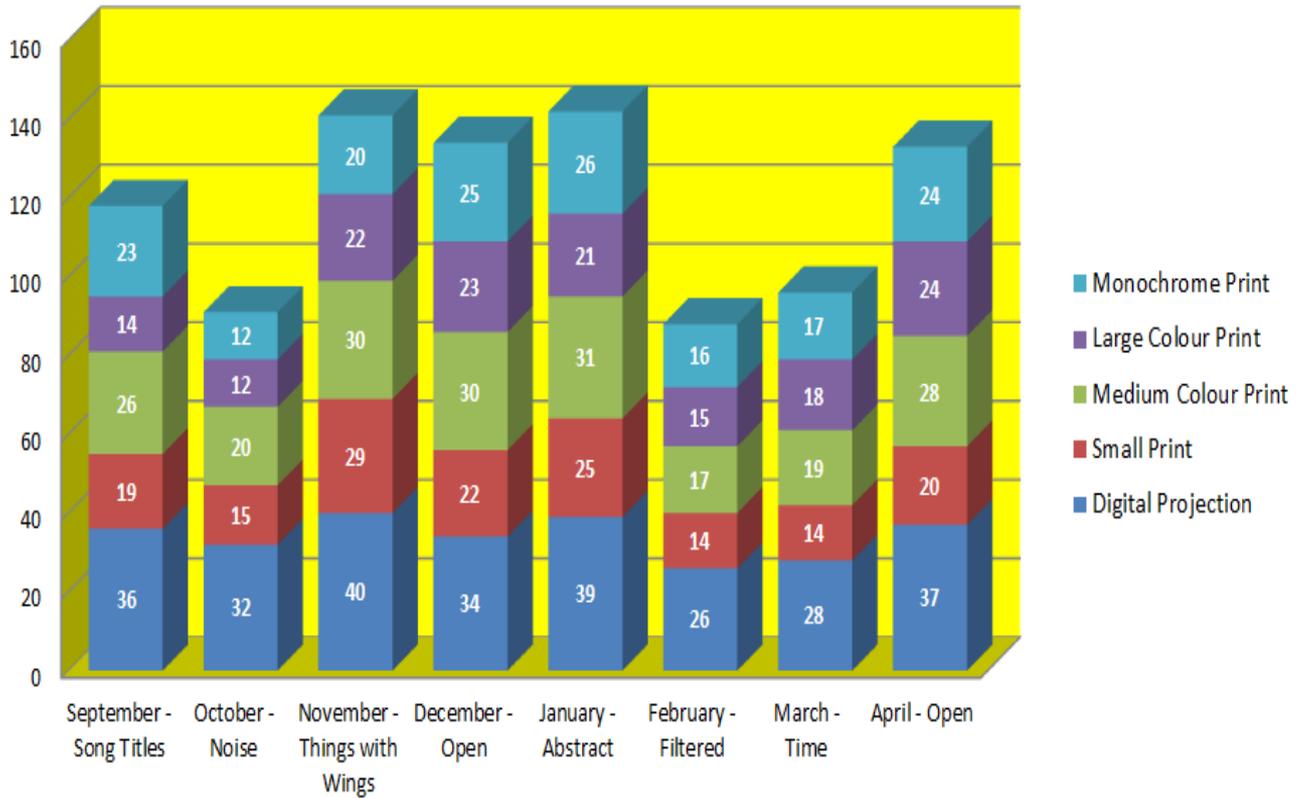


## Images Alberta Camera Club

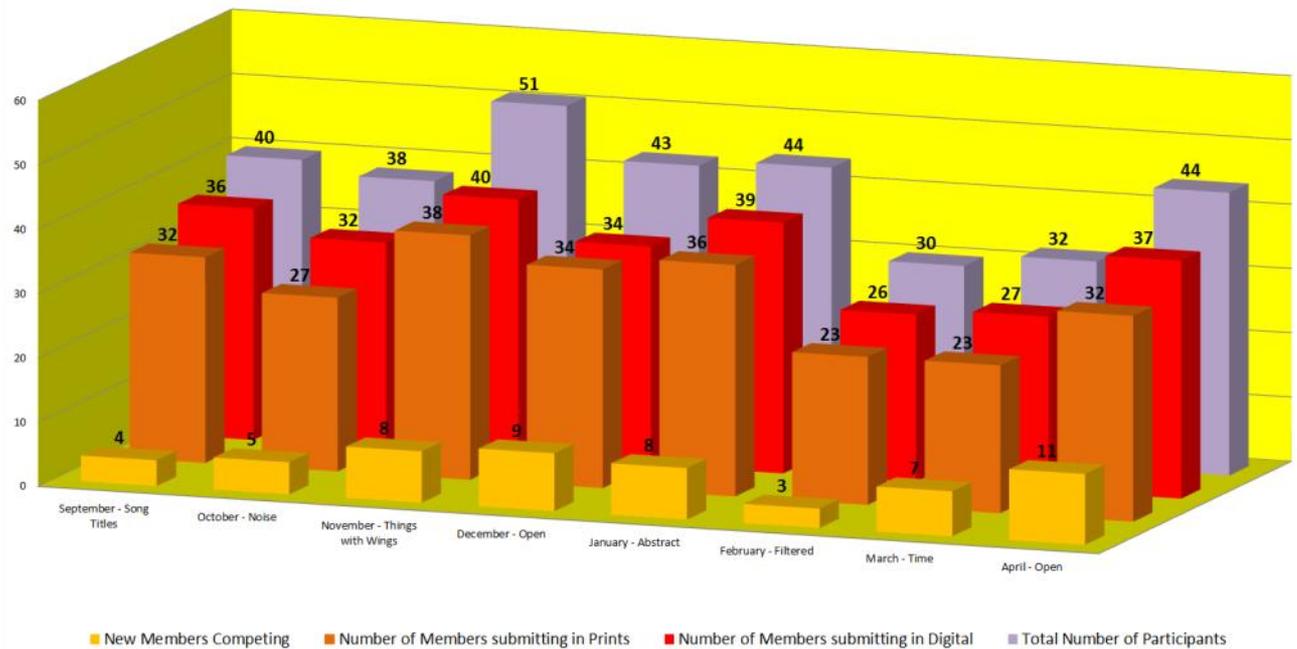
meets at 7:30 p.m. on the 2nd and 4th Thursday of each month from September to May (only 2nd Thursday in December). Pleasantview Community Hall, 10860 - 57 Avenue, Edmonton, Alberta



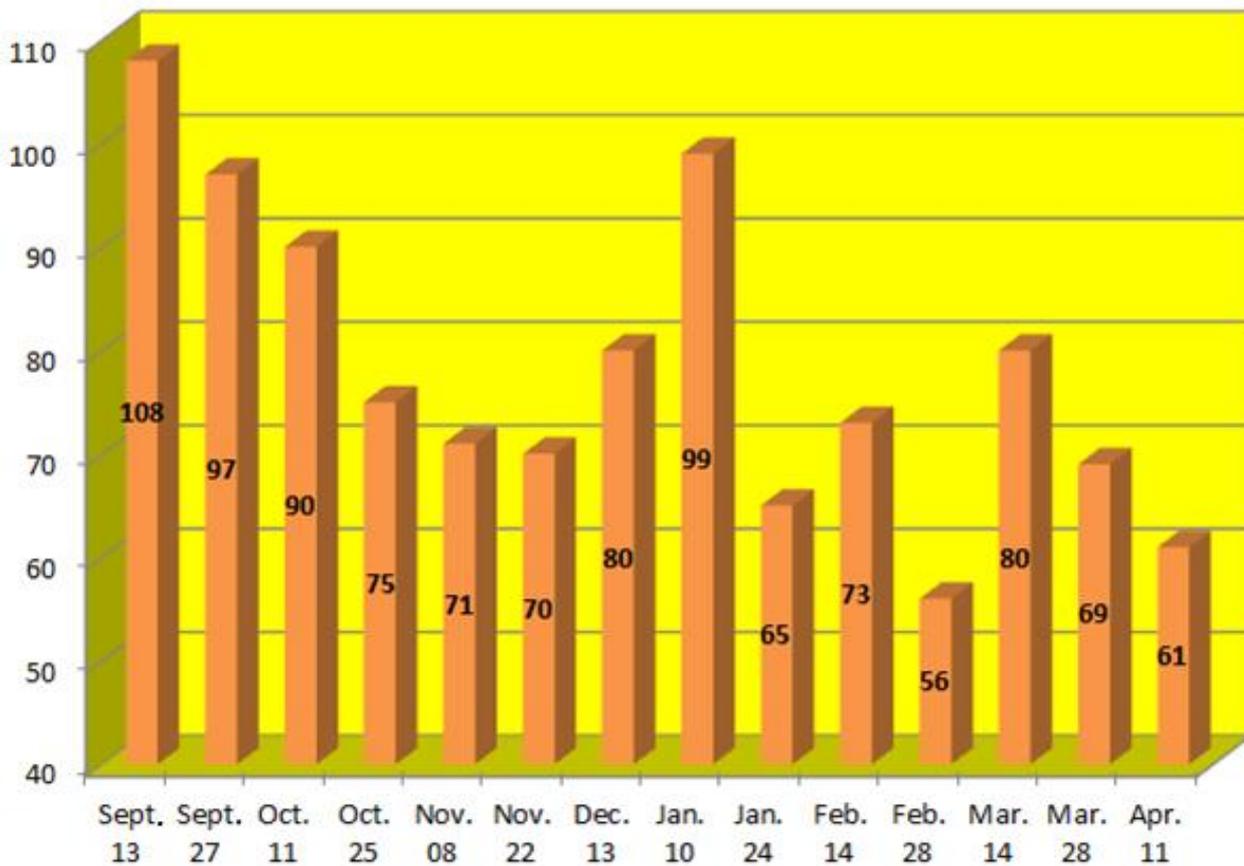
### Competitions Submissions 2012 - 2013



### Competitions 2012 - 2013

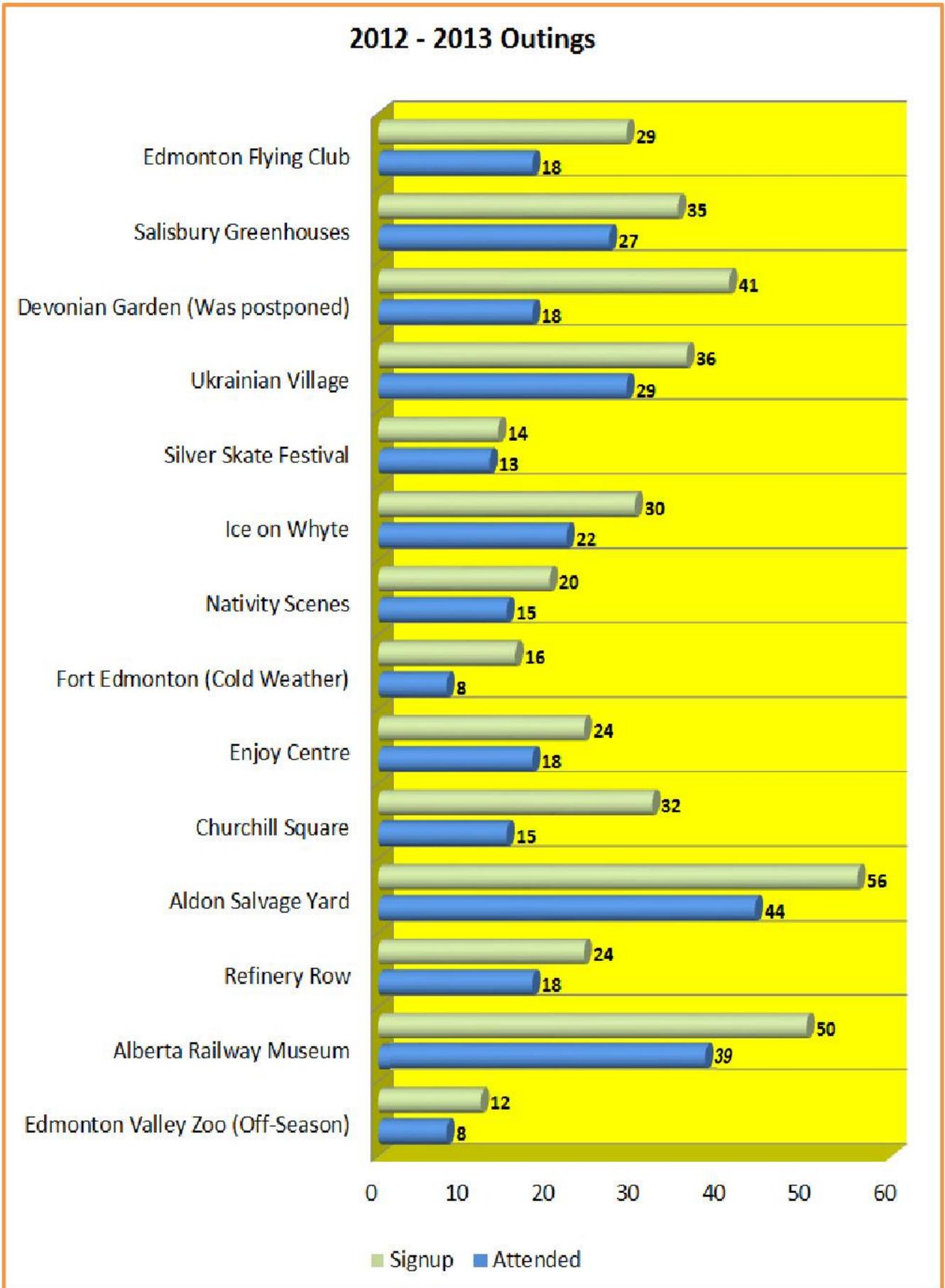


## Meetings Attendance 2012 - 2013



## Membership Trends 2009 - 2013





100 of our 153 members attended at least one outing this year





# IMAGES ALBERTA CAMERA CLUB

## Board of Directors 2012–2013

EXECUTIVE		
<b>President</b>	David Aldana president@imagesalberta.ca	780.481.2272
<b>Vice-President</b>	Steve Ricketts vice-president@imagesalberta.ca	780.449.6055
<b>Secretary</b>	Shirley Coulson secretary@imagesalberta.ca	withheld
<b>Treasurer</b>	Jason Badry treasurer@imagesalberta.ca	780.498.6258
BOARD		
<b>Competitions</b>	Quincey Deters competitions@imagesalberta.ca	780.465.3963
<b>Equipment</b>	Steve Sutphen equipment@imagesalberta.ca	780.492.4768
<b>Historian</b>	Muffy Mathewson historian@imagesalberta.ca	780.452.6224
<b>Imagery</b>	Editor: Fred Rushworth Assistant Editor: Gilles Simard imagery@imagesalberta.ca	780.461.9315
<b>Membership</b>	Linda Treleaven membership@imagesalberta.ca	780.640.3467
<b>Outings</b>	Calvin Binnema outings@imagesalberta.ca	780.667.6659 (cell)
<b>Program</b>	Cameron McGregor program@imagesalberta.ca	780.437.0473
<b>Social</b>	Bob Royer social@imagesalberta.ca	780.425.2462
<b>Webmaster</b>	Barry Headrick webmaster@imagesalberta.ca	780.461.4710
<b>Workshops</b>	Bob Royer Perry Dixon workshops@imagesalberta.ca	780.425.2462 780.450.0082

### CLUB MEETINGS

Meetings are held at 7:30 p.m. on the 2nd and 4th Thursday of each month from September to May (except in December: 2nd Thursday only).

Pleasantview Community Hall  
10860 - 57 Avenue, Edmonton, AB

Visitors are welcome to attend two meetings to determine if they wish to join the Images Alberta Camera Club.

You must be a member to attend outings and workshops and/or to participate in competitions.

### MAILING ADDRESS

Images Alberta Camera Club  
PO Box 29015 RPO Lendrum  
Edmonton, AB T6H 5Z6

### IACC WEBSITE

[www.imagesalberta.ca](http://www.imagesalberta.ca)

We encourage all members to submit samples of their work for the website at [webmaster@imagesalberta.ca](mailto:webmaster@imagesalberta.ca).

Also, join us on [Facebook](#) and receive the latest news on upcoming events at [www.facebook.com/groups/imagesalberta/](http://www.facebook.com/groups/imagesalberta/).

### IACC NEWSLETTER

Please submit articles or images to the imagery newsletter team at [imagery@imagesalberta.ca](mailto:imagery@imagesalberta.ca).

**Next Edition: Summer 2013**

**Submission Deadline: June 5, 2013**

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### ⇐⇐⇐⇐ ASSOCIATE MEMBERSHIPS ⇨⇨⇨⇨



Photographic Society of America  
(PSA) [www.psa-photo.org](http://www.psa-photo.org)

Canadian Association for Photographic  
Arts (CAPA) [www.capacanada.ca](http://www.capacanada.ca)

