



# imagery

September 2013

Volume 38:01

IMAGES ALBERTA CAMERA CLUB

Edmonton, Alberta

Welcome to the  
2013-14 Season!

The Palouse Area  
with Steve Ricketts

**Showing and Glowing:**

**IACC at the Royal Alex Hospital, Janice and Darlene get  
published and *Imagery* in second place!**

# President's Message

## Welcome to the 2013-2014 Season

By David Aldana

Welcome to a new and exciting season for the *Images Alberta Camera Club*. Last season was intense and full of activities, and it seems that things will get even busier, which is great.



After an outstanding job, some board members have decided to step down and we have a number of new faces taking over. I'm sure they will not only continue with the activities and events that have made our club so successful, but will bring new ideas and a lot of energy to the table.

Here's just a sample of the many things to look forward to this season:

- **Competitions:** Categories and rules have changed thanks to the input and suggestions of our members. I'm looking forward to enjoying the creativity and quality of the images entered in competitions. And remember, the best way to improve your skills is to enter competitions, ask for and receive feedback, and get inspired by fellow members.
- **Trade Show:** The Club will participate again in the Edmonton Photographic Trade Show this coming October.
- **Membership Card:** You will notice that we have introduced a membership card. This card will serve several purposes, such as:
  - \* identifying club members at outings
  - \* helping approach people and officials when taking pictures for the North Saskatchewan Watershed Alliance project

- \* asking for press access to different events (they may grant or deny access, but you can always try!)
- \* obtaining discounts from local retailers.
- **North Saskatchewan Watershed Alliance (NSWA) Project:** This joint project with the NSWA will give members access to interesting places, the opportunity to socialize with and learn from other members, and the possibility of having your images publicized in a best-seller book.
- **Slideshows:** They were a hit last season and we will have more this year. The slideshows will not only portray what members saw at the different outings, but we will also have a few themed slideshows, similar to last year's *Love Is...*, presented on Valentine's Day.
- **Presenters:** The roster of presenters that Cameron, our Program Chair, has assembled is impressive and ensures we will learn a lot from them this season.
- **Outings:** On top of our traditional outings, some interesting surprises are being prepared. Stay tuned!
- **Newsletter:** Our award-winning newsletter (second place for our May 2013 issue) has a new Chair. Barb will continue to build upon the foundation set forth by our previous editors. Don't miss an issue of it!

But of course, the only way to a successful season relies on a strong participation from all of our members. I encourage you to get involved, to provide feedback, to communicate your ideas and suggestions, and (why not) to become a member of the board and help shape and provide direction to our club. We need your active contribution!

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# Showing and Glowing

*Showing and Glowing* is a feature where we share news about members who have won awards outside of the club, have images published or who are participating in exhibits or shows. If you have news that you would like to share about yourself or another club member, please send an e-mail to [imagery@imagesalberta.ca](mailto:imagery@imagesalberta.ca).

## Images Exhibit at Royal Alex Hospital

By Fred Rushworth

This summer, IACC presented its seventh exhibit and sale at the Royal Alex Hospital. We had 29 photographers participate this year, many for the first time. Exhibits like this provide a chance to show off our work. I received several very positive comments about the variety and quality of the exhibit.



The exhibit is also a learning experience. More than one member said, "I had no idea what was involved to prepare a photo and frame it for exhibit. Now I have to think about mat colours and cut, the type of frame, glass and I never thought about finishing the back with paper." A group exhibit like this also provides exposure to hanging styles and using gallery tags to identify the artist, title and price. These are all things to consider when you choose to do an exhibit of your own.

The cost of framing drives our costs and I know some members spent \$100 having their photo matted and framed. Cameron McGregor, in his frugal manner, found a deal for us with The Art Company who did a 16" x 20" frame/mat/glass and mount for \$60. Carol Rusinuk was also involved in cutting mats for those who did their own framing.

Steve Ricketts, Linda Treleaven and Bob Royer did a fantastic job of grouping the photos and hanging the exhibit.

Unfortunately, we had no sales this year, which is disappointing since 20% of the sales price was earmarked for the Royal Alex Hospital. At first I attributed the lack of sales to price, but I have since learned that the information card with the contact number to purchase the photos either came off the wall or got moved to an obscure location. For future shows in a location like this, I would add a contact phone number to the exhibit card of each photo.

I also received some feedback that our prices were higher than for other works. I had suggested prices based on previous exhibits (e.g., \$20 lower). We will always be faced with balancing our base cost, commission and having some money left for profit. I want to make one final point on price: Once you set a show price, do not start marking it down in the last week of the exhibit. Doing that sets an expectation and potential buyers come to expect a sale and hold out for a price reduction. I feel that 'end of show' pricing is unfair to all artists selling in that space.

We will be submitting an application to exhibit again in 2015. Thank you to all of the photographers participating in this year's exhibit: Jackie Currie, Sheila Holzer, Carol Rusinek, Jim Kelcher, Steve Ricketts, Mirium Stanisavljevic, Linda Treleaven, Bob Royer, Wendy Royer, Robert Burkholder, Fred Rushworth, Bruce Smith, Bill Trout, Vincent Eyben, David Aldana, Quincey Deters, Jay Peavey, Alvin Baragar, Heather Kuchma, Mufty Mathewson, Jen Meers, Calvin Binnema, Gilles Simard, Jian Guan, Colette Panaioti, Jane Chesebrough, Cameron McGregor, Shirley Coulson and Gerry Wirun.

Most of the photos will be displayed and available for pickup at our first meeting in September.



# Showing and Glowing

## Congratulations to Janice Kretzer-Prysunka!

The following information and images were provided by Janice.

### 1. PAZA 2012 Annual Report Cover

I entered the Peace Airshed Zone Association annual photo contest. I am a prior winner. None of my photos were selected this year but I was thrilled to see one of them on the cover of the PAZA Annual Report. This image was taken last September in Grande Prairie. We were at a Darwin Wiggett workshop, out trying to catch the sunrise in our local urban park. All of a sudden two hot air balloons showed up and launched right in front of us. This image was taken as they were setting up with the sun rising. Perfect morning!

[http://www.paza.ca/wp-content/uploads/2011/09/PAZA\\_AnnRep2012\\_web.pdf](http://www.paza.ca/wp-content/uploads/2011/09/PAZA_AnnRep2012_web.pdf)



1. PAZA 2012 Annual Report Cover

### 2. GP Smartguide, Bi-monthly Magazine Cover, July/August

I have been working with the *GP Smartguide* as its community photographer since it launched in May of this year. The owner contacted me to ask if I could shoot a local race car driver who actually competes on the NASCAR K & N Series. I was very nervous because I do not have much experience shooting people, much less a magazine cover! It turned out OK I think . . . sure have lots to learn about this aspect of photography! This is a digital and print magazine delivered to 20,000 homes in Grande Prairie.

[http://issuu.com/smartmarketingcommunications/docs/smart\\_guide\\_magazine-issue1-no2](http://issuu.com/smartmarketingcommunications/docs/smart_guide_magazine-issue1-no2)



2. GP Smartguide Magazine Cover

### 3. Visual Arts Alberta Open Photo/Open Digital

I was thrilled to have one of my photos selected in this exhibition (31 images were selected out of 200 submissions). The exhibition opening will be on August 30, 2013 at the Kaasa Gallery of the Northern Alberta Jubilee Auditorium and will be on display until October 12, 2013. The exhibit then moves to the Southern Alberta Jubilee Auditorium for the next month. This image was taken last year on a GP Photo Club outing to Sexsmith.



3. Visual Arts Alberta Open Photo/Open Digital

### 4. Black & White Show, Centre for Creative Arts, Grande Prairie

Two of my B&W images were selected to be in this show of all types of B&W art (about 100 pieces in all). It is fun to be part of the local art community as a photographer!



4. Black & White Show  
Centre for Creative Arts  
Grande Prairie



# Showing and Glowing



## Congratulations to Darlene Young!

Every month *Digital SLR Magazine* has started asking readers to participate in a monthly challenge. They have three of their pro contributors shoot the theme and then they select photos from the reader entries to use as well. The June theme was coffee and Darlene wanted to do something outside the box. So, she used her coffee grinder to spin some beans. While messy, it was loads of fun and the results are some of Darlene's favourite photos ever. As a long-time subscriber to the magazine, Darlene said, "It is very cool to see one of my own photos in the magazine."



## Congratulations to Fred Rushworth, Editor of *Imagery*!

Fred received notification that our May 2013 issue of *Imagery* won second place in the Photographic Society of America (PSA) Newsletter Large Category. Congratulations to Fred and his editorial assistants Gilles Simard and Barbara Morban.

It was a tight race (first place had 301 points and we received 298 points). There were lots of positive judges' comments, including:

- stunning first page
- a very professional looking newsletter that shows a lot of time was spent putting it together
- the watershed article is interesting and an aggressive operation for the club to attempt
- the graphic presentation of club data saved throughout the year is impressive and gives a clear insight into the ups and downs in several areas
- beautifully presented newsletter.

There were also noteworthy suggestions from the judges to provide guidance as we publish future issues; e.g., put name of newsletter on every page, use two-column presentation of articles.

[Online Digital Photography Certificate Program](#)

Red Deer College, Continuing Education. Contact Allison Nestorvich at 403.342.3442.



# North Saskatchewan Watershed Alliance Project Update

## Joint Project

### IACC and North Saskatchewan Watershed Alliance (NSWA)

By David Aldana

As you may know, the Club has joined forces with the North Saskatchewan Watershed Alliance (NSWA) to document the flora, fauna, communities and human activities surrounding the North Saskatchewan River.



The river watershed is divided into three regions and is composed of 12 subwatersheds. The following five club members have volunteered as Team Leaders and are coordinating the activities in their corresponding regions:

- Bill Trout (Vermilion, Brazeau, Monnery and Clearwater subwatersheds)
- Bruce Smith (Frog and White Earth subwatersheds)
- Mufty Mathewson (Beaverhill and Sturgeon subwatersheds)
- Robert Burkholder (Strawberry and Modeste subwatersheds)
- Kirsten Kachuk (Ram and Cline subwatersheds).

The Club has opened a website dedicated to this project where members can upload images and also enjoy pictures taken by other members (visit <http://imagesalberta.smugmug.com/>).

During the summer, there were several expeditions to the different regions; some were in large groups, some in small groups and some were individual efforts. I personally joined

some other club members in documenting the river flooding in the Edmonton and Devon regions at the end of June.

I also traveled to the Frog region in a “solo” journey and I’m happy to report that the trip was one of the most rewarding experiences I have had in recent years, and not only from the photographic aspect. I got to know a lot of different people and everybody was interested and excited about the project when I explained it, and offered help and assistance beyond what I requested. From the postings I have read and the comments I have heard, I know that the group expeditions were similarly rewarding and a lot of fun.

The NSWA has been very helpful and is providing us with contacts who know every region and with tips regarding activities, events and hidden gems not widely known by the public. This project will give you not only the opportunity to photograph interesting areas, socialize with fellow members and learn from each other, but also the possibility to have your images publicized in a best-seller book and to contribute to a historic legacy our club will be proud of for many years. But more than that, it will put you in contact with people and places you wouldn’t have the opportunity to know otherwise and will give you experiences you will treasure for many years to come.

I strongly encourage you to participate in this project and share your adventures. Contact me or any of the Team Leaders to know how you can contribute.

**To Give Away:** About 10 years of back issues of *Photo Life Magazine*.  
Call Frank Marsh at 780.454.0965.



# Summer Adventure

## Palouse Area

By Steve Ricketts

After hearing about the Palouse area, I've always wanted to visit it. This summer, when my wife Deb and I went on a 2-week road trip to the Oregon coast, I was able to do just that. The Palouse area is about a half-hour south of Spokane, along I-95. It's about 60 km long and within 40 km of the Idaho border, all the way south to the Snake River.

We stayed in Colfax, at the Siesta Hotel (nice, inexpensive). It's a convenient place to stay, as it's right in the middle of the Palouse, close to Steptoe Butte (a hill that rises 1,000' up from the rolling hills, from which there are many great vantage points). It's also a favoured area for paragliders, who take advantage of the thermals and updrafts caused by the butte to soar 3,000-4,000' into the air.

The Palouse area is as pretty as I had imagined. It's known for a few things: agriculture, football, hunting ... and photography. Many photo tours go there. There is a continuous landscape of low, rolling hills, all of it cultivated. When we were there in late July, the canola crop had already been harvested, but there were lots of other interesting crops in various stages of ripening. There was a multitude of colours (greens, browns and golds), plus wind turbines, abandoned houses and barns. The farmers plant and swath their crops in fascinating patterns and swirls around the hills. One problem is that there are few roads (there is no grid system, as in Alberta) and these mostly keep to the valleys, so it's hard to get good vantage points.

Against all odds (for me), I got up at 5:00 a.m. in the morning and headed out to shoot some sunrise pictures (just north of Colfax, from and around Steptoe Butte). And what a glorious morning it was! I travelled up and down the narrow country roads (some literally were cart paths) and snapped picture after picture. The early morning sun made for great shadows and subtle contrasts. I saw partridge, deer, and hawks on my peaceful journey.

After four hours of shooting, I returned to the hotel, picked up my wife, and we continued on our journey westward. But I will return.



# IACC Board Members

## BOARD OF DIRECTORS 2013–2014

President:	David Aldana	president@imagesalberta.ca	780.481.2272
Vice-President:	Steve Ricketts	vice-president@imagesalberta.ca	780.449.6055
Secretary:	vacant	secretary@imagesalberta.ca	
Treasurer:	Vincent Morban	treasurer@imagesalberta.ca	780.716.1660

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## BOARD MEMBERS

Competitions:	Quincey Deters	competitions@imagesalberta.ca	780.465.3963
Membership:	Linda Treleaven	memberships@imagesalberta.ca	780.640.3467
Program:	Cameron McGregor	program@imagesalberta.ca	780.437.0473
Outings:	vacant	outings@imagesalberta.ca	
Workshops:	vacant	workshops@imagesalberta.ca	
Social:	Bob Royer	social@imagesalberta.ca	780.425.2462
Historian:	Muffy Mathewson	historian@imagesalberta.ca	780.452.6224
Equipment:	Steve Sutphen	equipment@imagesalberta.ca	780.492.4768
Webmaster:	Barry Headrick	webmaster@imagesalberta.ca	780.461.4710
Newsletter:	Barbara Morban (Editor) Gilles Simard (Asst. Editor)	imagery@imagesalberta.ca	780.716.1660

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

**Location: Pleasantview Community Hall: 10860-57 Avenue, Edmonton, AB.**

**Visitors are welcome to attend two meetings to determine if they wish to join the Club.**

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

### IACC WEBSITE

Members are encouraged 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:

<http://www.facebook.com/groups/imagesalberta/>.

### IACC NEWSLETTER

Please submit articles to:  
[imagery@imagesalberta.ca](mailto:imagery@imagesalberta.ca)

**DEADLINE for October Edition is  
Wednesday, October 2, 2013.**



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

### ASSOCIATE MEMBERSHIPS

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

