

# DEVELOPMENTS



April 2009

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MCC meets nearly every Thursday  
1<sup>st</sup> Thursday: Competition  
2<sup>nd</sup> Thursday: Digital Class  
3<sup>rd</sup> Thursday: Program & Business  
4<sup>th</sup> Thursday: Carl & Tom's Class  
for Enthusiastic Photographers

## How to Determine What Memory Card Speed is Right for You

-Blair Ball

It's truly amazing to think that a little memory card could capture digital images with such clarity and speed. Once sizes that were 256 MB were sufficient enough....we now have upwards of 32 GB because of the pixel size of these modern day DSLR's. Technology is a beautiful thing, when it works which these little cards perform pretty flawlessly!

High-speed memory cards save big digital images fast. The higher the speed rating, the faster your camera will write images to the card. Maybe.

Using a memory card with a "write speed rating faster than what your camera supports doesn't increase how quickly your images are processed and stored. Not only does the card have a minimum speed rating, but so does your camera. When combined, it's the slower of the two write speeds that determines your maximum throughput.

So it might seem like using a card that's faster than your camera is overkill, and you'd probably be right accept for this important factor. "Read" speed is where the rubber meets the road in this impatient world of downloading. The faster the card, the better. Provided you use a card reader that can handle the speed and not your camera to download your images.

Memory card speeds are generally rated in terms of "x" - 40x, 133x, 266x. Each x equals a minimum sustained transfer rate of 150KBps, and all other speeds are expressed as multiples of that speed. For example, 40x is 6 MBps (150 KB X 40 = 6,000 KB or 6 MB). 133x equals 20 MBps and 266x is 40 MBps. Be sure to read what the manufacturer describes for read speed or write speed. Some will call it the same and label it "data transfer" rate. Read speed times are often higher than write speed times.

Conventional wisdom says that if you are using a digital camera with up to around a 5 - megapixel sensor, a standard speed card rated at less than 45x will work best. Higher end cameras with sensors over 5 megapixels benefit from cards rated over 45x. Besides fast write times, these cards perform better when shooting in continuous burst mode or recording high-res videos.

Compact Flash and Secure Digital are the memory-card formats typically categorized by the x factor. Secure Digital High Capacity (SDHC) speed class

ratings are standardized and more objective. All SDHC cards are Class 4, for example can write at the speed of 5 MBps. Class 6 cards write at a minimum of 6 MBps.

Speed Rating	MBps Rate
8x	1.2
12x	1.8
20x	3
25x	3.8
30x	4.5
40x	6
60x	9
66x	10
80x	12
90x	15
133x	20
266x	40
300x	45

If you shoot RAW vs. JPEG you will quickly fill up your memory card. On a 12 megapixel camera with a 4 GB card you'll get around 220 pictures depending on compression.

Some of more well-known memory card manufacturers are:

Lexar - [www.lexar.com](http://www.lexar.com)

Kingston - [www.kingston.com](http://www.kingston.com)

SanDisk - [www.sandisk.com](http://www.sandisk.com)

PNY - [www.pny.com](http://www.pny.com)

Prices have come down quite a bit per GB. Look for specials and rebates that run several times a year on these cards, and use that opportunity to stock up.

## New Members

We are still trying to get the newsletter to be what we want. Here is a list of the new members since the beginning of the year. We plan to acknowledge new members monthly. Please make them feel welcome!

Stephanie Aldrich	Steve Davis
Dennis and Laura Allen	Curt Hart
William Belus	Hiram & Carolyn
Bob Christian	Shephard
Teresa Chumney	Charles Spencer
Thomas Coughlin	Dana Stine
Paula Cravens	Jerry & Diane Turner
	Kitty Whitlow

## Presentation is Everything

-Barry Siegel

Tom Richey asked me to write an article about competition this month. I wouldn't even consider boring you with such things! Hopefully you'll be slightly amused by this situation I found myself in. Having piled up a mass of framed images leftover from various exhibitions over the past several years, I finally decided, "Why these might look nice hung on the wall somewhere". I decided I would take them to my office and hang them in my waiting room and exam rooms. Well, about a year or so ago, I did. The wallpaper in the waiting room was a typical, somewhat boring red leafy pattern, and the framed photos really added interest to the room, or so I thought.

Recently, I had the whole office redecorated. New carpet, new paint and wallpaper, new tile in the exam rooms, the works! In the waiting room, I took down the wallpaper and painted it Ferrell-Calhoun "barn rafter" (since everybody has been asking me what color that is). I was seriously thinking of a neutral dark gray initially, but I compromised with my decorator and chose this sort of chocolate milk brown with a hint of red, i.e. barn rafter. It's a dark, rich color, which looks good with my silvery green chairs and beige, brown, and green lined carpet.

Well, I re-hung my framed photos and thought they looked great against the plain wall of my waiting room. Some of my regular patients come in every few months, so gradually everyone is getting to see the new decorations. Well, it cracks me up every time I hear it, but I've already had several patients say "Barry (or Doctor), I love those new pictures you put up in the waiting room." Of course, that is the only thing that stayed the same! Well, the chairs have been there for several months. It's not as if they didn't notice the new carpet or the new tile and wallpaper in the exam rooms, the point is that most of these people had been in several times since I put the photos up and never noticed them!

Well, it could be that like most doctors, my patients never have to wait more than a minute or two past their appointment time ;). It just goes to show that Presentation is Everything!!! Brother Robert Werle was telling me the same thing at the CBU show opening this week. He noted how far we had come in the last

few years choosing nice frames that really complement the work. Brother Robert mentioned Steve Copen's cowboy image as a prime example with its striking wood frame. A well considered frame choice for sure! I've never seen Beverly Hammond's work hung without a beautiful sympathetic frame to go with it. Just as she takes great care in choosing, even sewing, the clothes for her portrait models, so she exhibits the same care in choosing her frames. It's the total package, and it shows!

### **Member Birthdays - 4/15 to 5/15**

Esther Kraft 4/19  
Dennis Allen 4/21  
Ed Greenhaw 5/3  
Tony Menne 5/5

Be sure to tell these folks "Happy Birthday!"

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### **Overton Park's Old Forest Shows Off its Abundance**

-Tom Furlotte

A field trip to the Old Forest at Overton Park in Memphis this time of year will fill the eye of a serious wild flower enthusiast with an abundance of images. Twenty members of the Memphis Camera Club were treated to a showy array of spring wildflowers on Saturday morning. During the three hours spent on the trails they had the opportunity to try close-up photo techniques on yellow violets, red trillium, blue Jacob's Ladder, purple violets, Periwinkle, Jack-in-the-Pulpit, Wild strawberry, Yellow wood poppy, Dogwood flowers, ferns, May Apple, Phlox and other forest images. Bird enthusiast Allen Sparks even stalked the

### **Year End Winners Show**

-Tom Richey

There was a real nice turnout for the Memphis Camera Club annual year-end winners show at Christian Brothers University Ross Gallery Friday night. As usual the University had a nice spread of Hors d'ouvres and wine. This was the first show that the club had hung since the foyer area was renovated. Now a very wide open area, visitors no longer have to go around to the other side of a wall to see all of the images.

One image sold even before the show opened - Patti Possel's "Winds of Change - the Rosa Parks story." Congratulations to Patti.

The show will hang until May 2<sup>nd</sup>, so if you didn't make it to the opening, be sure and stop by during the next few weeks and give it a look.

elusive Red-tailed Hawk rumored to be in the area. Afterwards the group gathered at the Bayou Bar and Grill for lunch and camaraderie before dispersing. I'm looking forward to the next few competitions for a chance to see some of the results of the group's efforts.



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### **Memphis Camera Club History**

**Collated from Old Newsletters**

**Excerpted by Tom Furlotte**

I hope you enjoy reading this as much as I enjoyed compiling it. There are some familiar names and some familiar events along with a few lesser ones, too.

#### **Month Event**

Sep-89 Tom Furlotte is guest speaker and the judge for slide competition  
Luis and Esther Prieto are new members  
Club president is Angela Edmonds  
Walter Mewborn is newsletter editor  
Meetings are held at the Pink Palace Museum

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- Oct-89 Tom Furlotte joins MCC  
Tom Furlotte wins assigned category OLD with “Peeling Paint”
- Nov-89 MCC exhibits at the Parkway Village Library
- Dec-89 Member Joe Tyler has image win in Parade Magazine “Young America” contest
- Jan-90 Sandy Mortakis joins the newsletter staff  
Cameron Morgan wins 1st Place in the junior division of the Spirit of America print competition
- May-90 Carl Nilson joins the Club
- Jul-90 MCC newsletter is christened “Developments” by vote of the membership  
Brian Mortakis is elected President; Randy Wiese V.P.
- Aug-90 Carl Nilson made lifetime Member of the Memphis Professional Photographic Guild
- Sep-90 MCC starts meeting at Lichterman Nature Center due to Museum expansion
- Nov-90 Brian Mortakis takes over as newsletter editor
- Dec-90 Competition changes to use of three judges awarding 2-5 points each
- Mar-91 Competition is opened to Prints as well as slides
- May-91 MCC Meets at Cumberland Presbyterian Church
- Jun-91 Annual Competition has 200 slides in 3 categories: Scenic, Nature and Open  
Slide of the year is “Inside City Walls” by Tom Furlotte

*Editor's Note: We'll continue Tom's historic list in our next edition.*

<b>April 2009 Competition</b>			
<b>Category</b>	<b>Winners</b>	<b>Title</b>	<b>Points</b>
Assigned: Still Life	Ann Moore	Twilight Elixir	25
	Dale Cox	Petters, Potatoes, and Garlic, Oh My!	25
Black & White	Ellen Cox	Eye Over London	26
Candid People	Cathy Wilhelm	Sherry	23
	Ellen Cox	Wall Dancers	23
	Ellen Cox	My dog Spike	23
Color Open	Ellen Cox	All Aboard	27
Creative	Rog Sphar	Look Into My eyes	26
Digital	Paul Ward	Tender Touch	26
Landscape	Beverly Hammond	Rest in Peace	26
	Steve Copen	The Last Barn	26
Nature	Allen Sparks	Spring Treat	27
Portrait	Beverly Hammond	Cradled	27
Image of the Month	Ellen Cox	All Aboard	27

**THIS MONTH'S  
WINNERS**