

DEVELOPMENTS

Published by the Memphis Camera Club

April/May 2010

How to use the 5 C's for success in Social Media – Part 1

By Blair Ball

It wasn't too long ago that print media ruled the day and the nightly news on TV is where we tuned in for all the news of the day. Now there is a new kid on the block. Social Media, the new way to communicate that will define you and your business. That could be a good thing or maybe not.

So what exactly is Social Media?

“Social Media is utilizing various technologies, words, pictures and social interaction to communicate with on another.

The growth is staggering.

- Facebook for example has just passed 400 million users. www.facebook.com
- Twitter is getting 50 million tweets a day. www.twitter.com
- Linked-in now has 60 million users. www.linkedin.com

Best news of all, it is free.

Connect- Your first pursuit with any Social Networking site is to find people to connect with. Friend and Fan those you are already aware of the use Social Media and the branch out. Don't just randomly add people of friend those back because they have added you. Instead, check out their page and see what things you may have in common. This will cause you to have a more positive and long-lasting relationship with people, instead of numbers.

Communicate- After connecting, you need to reach out and communicate. Don't wait for people to talk to you. Instead strike up a conversation, whether it is in 140 characters (Twitter) or more. This shouldn't be too difficult since now; you have made connections with people who interest you in some way. Just remember to ask open ended question and to keep the 5 W's close at hand. People tend to respond better when statuses begin with What, Where, Who, When, Why and even sometimes How.

Consistent- Now that you have made some friends and you are now chatting with one another, it is time to remain consistent. You need to keep in touch and it's not just on occasion, you need to continue connecting and communicating. People will now expect it from you and will move on quickly if you don't. If you don't ask questions or respond, people will lose interest. Step up your game by promoting, sharing photos or videos, giving tips and lists or something as simple as leaving comments,

While all this new media can be daunting, sometimes waiting for all the lights to be on green before you leave the house will put you further behind. So get started connecting, and embrace the new wave, and remember to have some fun along the way.

Vicksburg Trip

By Peggy Copen

The weather was sunny and just a little breezy with temperatures in the 70's and 80's. Sunrises were beautiful. The catfish was fried crispy and the hushpuppies yummy. Happy hour was relaxing and enjoyed by everyone, especially Patty Mac. These were the ingredients that contributed to a fun and photogenic weekend in Vicksburg for 25 of our club members the weekend of April 15th. There were no lack of photo ops with scenic old churches, statued cemeteries from the 1800's, historic court house, ghost towns, River festival, and lots of antebellum mansions to keep us all busy. It was also a history lesson told in words and images by the lovely old southern city. Nothing can compare with being with new and old friends in a beautiful setting and sharing similar interests. I think we all learned something. A special thanks to Steve for organizing this trip and Paula, a native of Vicksburg, for her knowledge of the area. Steve has asked that those attending to prepare a CD of their best 12 – 15 images for a possible program so we can share the weekend with the rest of the club.

Upcoming Programs

May program will be Karen Pulfer Focht who has been a photographer for more than 25 years. The Chicago native is a staff photographer for the Commercial Appeal in Memphis. For many years she specialized in photographing the music scene in Memphis, also doing album covers for many of the local artists. Karen has won many national and international awards. She was awarded highest honors by the Casey Foundation and earned a Casey Medal for a project on infant mortality in Memphis. She has also been awarded a Bronze Medallion from the Society of Professional Journalists for, “distinguished service to the American people” with her photojournalism. Karen enjoys working on projects that transform and enlighten her community as well as human interest stories. She attempts to find the extraordinary in the ordinary every day.

June program will be Jeffery Jacobs. Jeffery photographs architecture and architectural design products. Combining professionalism, creativity and extensive production experience with quintessential Southern charm, Jacobs ensures his shoots are smooth, fun and always successful. He is a master at lighting and the use of light to optimize his subjects. If you have ever had an opportunity to see any of his images, you were probably impressed with the clarity and detail of them. Although based in Memphis he photographs all over the country and is considered one of the best, if not the best in the business.

Member Birthdays

5/18	Allen Sparks	6/16	Barry Siegel
5/21	Beverly Hammond	6/16	Rog Sphar
5/24	Pam Johnson	6/18	Barry Bowen
5/26	Ed Greenhaw	6/18	Dale Cox
6/3	Charles Everhart	7/11	Louis Ingram

“Professional” Cameras

By Tom Furlotte

Many times in the course of business at Memphis Photo Supply a customer will ask to see a professional camera. This seemingly simple request often leads to many questions for the customer to answer. The results of this long inquisition often determine that the customer is not a professional photographer but thinks that the act of buying a piece of gear will magically transform his/her images into ones of professional quality.

Photography forums are full of requests for the secret to professional quality images. Questions usually ask about specific lenses and post processing techniques. Those seeking the answers are certain that if they are allowed in on the secrets then the quality of their images will improve. I'm now going to let all of you into the secret society of pros. All the secrets are: practice, practice, practice, and more practice. But deep down inside you knew that.

Professional quality images result from the photographer's knowledge of the equipment, the techniques, and the subject being photographed. A Pro will know the controls on his gear and how to set it for the results needed without fumbling around. Familiarity with various techniques will provide the ability to adapt to conditions as they arise. Pros cope with the unexpected hindrances that crop up in any assignment. Knowledge of the subject allows the Pro to anticipate the needs of the job. They are able to accept any assignment and to return with images the client can use.

Still you hear it often at the Memphis Camera Club exhibits at CBU when a viewer praises one of our images, seeks out the maker, and promptly asks what camera they used to make it. The artist showing paintings in the main gallery is not besieged with questions about what kind of brushes he owns. I'm sure that the people working at the Art Center don't have customers asking what brushes will make their work into Rembrandts. The admirer of images never asks the photographer how he learned to see light like he does. A good photographer is like any other artist who studies the craft and invests much time and effort to become good at it. Pros are able to take professional quality images because they have learned the skills required. True professionals always get the images required of them.

This need to come back with the goods causes professional photographers to gravitate to the types of cameras that have versatility, reliability, and quality. The camera they choose is their tool-of-the-trade and must hold up to constant, heavy use. It must perform in a variety of conditions that require a feature set that gets the job done. Equipment failure is no excuse for not completing an assignment. The true pro always has a back-up plan and the gear to implement it.

Camera manufacturers try to build cameras that will appeal to this segment of the market. They love to be able to advertise that their camera is the choice of professionals. The type of advertising gives the impression that the particular camera the pro uses makes the image of a certain quality. But there is nothing magical about the camera itself. The magic is the mind and hands of the user.

In short, a "professional" camera is whatever camera a professional photographer uses to make images. The photographer's skill and vision create the images that sell. The cameras and lenses are the tools he uses to capture his vision.

April 2010 Winners

Category	Winner	Title	Pts
B&W	Mary Stubbs	Windy Willow	26
Candid People	Rog Sphar	Water Got in Our Eyes	23
	Mimi Ragon	Hollywood	23
Color Open	Dale Cox	Ordinary to Extraordinary	24
	Lynn Cole	The Party's Over	24
Creative	Patti Possel	Phoibos in Hadas	26
Nature	Rog Sphar	Protea Flowerhead	26

Portrait	Beverly Hammond	Angel Eyes	24
	Beverly Hammond	Lovers Lane	24
	Patty Smith	Teenage Beauty	24
	Mary Stubbs	My Little Brother	24
Landscape	Charles Spender	Fire in the Sky	24
Digital Nature	Curt Hart	The Starting Block	25
Digital Open	Bill Belus	Pecking Order	25
Digital Scenic	Ellen Cox	Aspen Viewing	27
Digital Image of the Month	Aspen Viewing	Ellen Cox	27
Print of the Month	Phoibos in Hades	Patti Possel	26

May 2010 Winners

Category	Winner	Title	Pts
B&W	Steve Copen	Cleanliness is next to Godliness	26
	Steve Copen	Echoes of Children's Laughter	26
Candid People	Bill Belus	Batman wit the Joker's Smile	25
Color Open	Charles Spencer	Tiger in the Drink	27
Creative	Dale Cox	Grass Fire	23
Landscape	Dodie Bush	Windy City at Dusk	25
Nature	Charles Spencer	Peek-a-boo Squirrel	27

Portrait	Mary Stubbs	The Girl Next Door	26
	Mary Stubbs	Girls Just Wanna Have Fun	26
	Mary Stubbs	Kaitlyn	26
Digital Nature	Dodie Bush	Taking Flight	27
Digital Open	Jim Langston	Chambered Nautilus	25
Digital Scenic	David Taylor	Across Dismal Swamp	23
	Mo Gehi	Cold and Windy Mont Blanc	23
	Dodie Bush	Lake Martin Sunset	23
	Dot Jenner	Skeleton Trees	23
Digital Image of the month;	Dodie Bush	Taking Flight	27
Print Image of the month;	Charles Spencer	Tiger in the Drink	27

Reelfoot 2010

By Tom Richey

July 9, 10 & 11 will be the dates for our annual trip to Reelfoot Lake State Park. This is always a fun trip with lots of opportunities to photograph nature and wildlife. If you have never been, or haven't been in awhile, consider signing up for this year's trip. I will be starting to collect names of those interested in coming meetings. We will block a group of rooms, probably at Blue Bank Resort again. State Parks ranger and interpretive specialist David Haggard will again be our host. Who knows, we might be able to talk him into a fish fry at his place again this year. If you would like an opportunity to photograph Osprey, Great Egret, Great Blue Heron, Bald Eagles, Owls along with some spectacular sunrises and sunsets you need to mark your calendars and plan on attending.