

# DEVELOPMENTS



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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

March 2008  
[www.MemphisCameraClub.org](http://www.MemphisCameraClub.org)

## To Plant a Seed

— Barry Siegel

I must admit I am pleased to have finished my talk on Cuba. I really didn't have the time to put into it that I had devoted to my first talk on the subject. It was kind of rushed, and it showed. I was a bit embarrassed that my preparation was a bit rough around the edges. Dale kindly helped me salvage my photos, which I hadn't even had time to check after their conversion to a smaller size and to the sRGB color space. Thanks again Dale for your help! So knowing that, I wasn't surprised when a member came up to me after the talk and stated that they were a bit let down by my presentation. I don't think it was as good as your first one, they stated, even though I wasn't there for the first one. In essence they asked "where are the beautiful images that you usually bring?" Well, I have to say that it was never my intention to wow the audience with dazzling images. I think it was more important to tell the story of the Cuban people. Very few people from our country have been there. Would beautiful photos of the countryside or the sun setting over the water have conveyed the total experience of being there. I think not. It would have degenerated into a Cuban travel brochure in my mind. It was really more of a journey told through the mind and body of a Memphian than a portfolio review. Sometimes the photo stands alone. At other times it is embellished with words. Do photographs not exist to tell a story, or convey emotion, to teach, to question, to make a point, to put the viewer in the mind of the photographer? Well, anyway, that was my intent.

The day after, I received the following email from a member, "I think that your two presentations have given me more of an idea of what it must be like to live in a communist country than any other experience I have had...." Yes, this is what I had hoped to convey! A bit of story telling that leaves a seed in your mind....a bit of emotional baggage that you can't leave behind. It's all I can ever hope for my photography to bring.



## **March Speaker – Richard Ramsey**

— Blair Ball

Richard is the owner/operator of Ramsey Photography. For over 35 years Richard has used his talents to produce some of the Mid-South's finest portraiture. He is one of the highest awarded portrait photographers in the state of Tennessee and has been honored ten times with the prestigious title of "Photographer of the Year." Richard strives to produce his very best on every portrait he creates, which gives him, as well as his clients, much satisfaction. Richard holds the Master of Photography and Photographic Craftsman degrees from the Professional Photographers of America and the Tennessee Certified and Tennessee Service Degrees from the Tennessee Professional Photographers of America.

Richard has agreed to critique our portrait photographs during this meeting. This is a great opportunity to get first hand constructive pointers on how to improve your portrait photographs. We need to have a good showing. Please let Blair Ball know in advance if you will be bringing portraits so we can coordinate this great presentation.

### *Editor's Note*

*The following is the second in a three-part series on the topic of judging. This month's article is by Beverly Hammond. Last month's article was by Pattie Possel. Next month's final article will be by Bob Laster.*

## **Put Yourself in My Seat**

—Beverly Hammond

More often than not, the MCC members are quite critical of the scores given by the judges if they are less than 21 or 22. What you have to realize is that these scores are only the opinions of the three individuals chosen to evaluate your image. We all have "opinions" and they are probably all different. After all, an opinion is merely a "view", or a "sentiment", or a "belief". So when a judge gives you his/her opinion of your work, remember it is just "THAT"... his/her "view". It is not the right

"view" or the wrong "view", just their "view". We were asked to be a judge based on our years of experience, the quality of our work, and our knowledge of photography. We are not perfect, but we do try very hard to be fair and objective.

There are certain guidelines that we use to evaluate your work. The initial impact of your image carries the most weight for me. It's the first thing you see and the last thing you remember. It tells my eyes if the image has "interest", and "good composition". It tells me why you stopped to take this photograph, or why ON EARTH you stopped to take this photograph. If the emotion that you felt while shooting this image does not show through, then as a judge, I can't possibly feel it. That is a lack of impact. I realize that it is very hard to convey the same emotion to the viewer, but it is possible.

Following some simple, basic "rules" can help to get your message across. The "Rule of Thirds" is a strong compositional aspect. Careful placement of horizon lines, Strong Center of Interest, Creativity, Style and Human Interest, just to name a few important influences. These are the things that stand out when ignored. When your image is shown, I try to put myself behind your camera to see what turned you on to this image. I think what you expect from me as a judge is to recognize all of the positive aspects that caused you to record this image. I try very hard to do this. Bare in mind that I wasn't there, but hopefully you can create enough emotion to make me feel like I want to go there. (IMPACT)

After a positive critique is given and it comes to giving an opinion on how to possibly make your image even better, here lies the "RUB" with the members. They often take offense to the critiques. I say, "Take it if you can use it and trash it if you can't". We are not trying to change your style or individuality. We just want to help.

Frank Cricchio, one of my favorite Portrait Photographers, says an image should "get your attention", "command you to look", encourage you to see", and "cause you to feel".

I hope this explains a little bit about how I was asked to sit on the "front row", and how I arrive at the points that I give. Please don't hesitate to ask me questions after Club about your image. I don't mind explaining the score I gave. Remember that this is a Learning club. Critiquing is a teaching tool

and meant to be constructive. It is a “suggestion” for a possible improvement to your photograph. I hope that I have never said anything hurtful or insensitive or discouraging .Forgive me if I have. It was unintentional.

Try not to be too hard on us. It’s not easy. (remember too that we get critiqued also and it ai’nt always good”

## Entering Prints?

—A note from Beverly, Patti, and Ann

It will help us tremendously if you guys who enter your prints will please put your information on the back, upper right hand corner, as follows:

First line should be “CATEGORY”. Second line should be your “TITLE”. Third line should be the “MAKER”. We are getting so many wonderful prints now that we need your help in making our jobs easier and faster. If you hand write your information, please print. When you bring your images to the table, just place them face down under the correct category card. Come a few minutes early when entering competition. We need all prints in by 6:45 in order to start at 7:00. If you would like the judges to critique your print, ask at the table. We’ll try to make it happen. If you are in doubt about the right category, Bob Laster or Barry Siegel will be glad to help. Thanks in advance for your help in making this run more smoothly. After all, this is your club. (Anyone failing to comply with these regulations will be dragged before a firing squad immediately after competition.)

## Competition Winners

—Dodie Bush

The following lists our monthly winners so far this year. Congratulations to all our winners!

<u>Category</u>	<u>Maker</u>	<u>Title</u>	<u>Score</u>
Jan-2008			
B&W	Glenn Fuqua	Satin and Steel	25
Candid People	Ray Albonetti	Arezzo Mime	21
Color Scenic Landscape	Joe Sullivan	White River from Calico Rock	27
Color Nature	Shilesh Jani	Last Light	26
Creative	Joe Sullivan	Only a Rose	23
Open Color	Paul Fultz	57 Chevy Hood Ornament	25
Portrait	Beverly Hammond	Amanda	24
Print of Month	Joe Sullivan	White River from Calico Rock	27
Feb-2008			
B&W	Peggy Copen	View from the Ridge	24
Candid People	Glenn Fuqua	Guitar Man	24
Color Scenic Landscape	Beverly Hammond	My Favorite Best Place	26
Color Nature	Dodie Bush	Almost Perfect	25
Creative	Ellen Cox	Pile on the Love	27
Open Color	Patty MacLaughlin	Old Bench in Texas	24
Portrait	Beverly Hammond	Southern Charm	27
Print of Month	Beverly Hammond	Southern Charm	27
Mar-2008			
Assigned	Mary Stubbs	A Butterfly Grin	22
B&W	Mary Stubbs	Wings of Clouds	25
Candid People	Susan Wood	The Violinist	23
Color Scenic Landscape	Susan Wood	Duomo	24
Color Nature	Glennn Fuqua	Sweet Savor	22
Creative	Steve Copen	Alien Chili Peppers	25
Open Color	Patti Possel	Simple Yet Eloquent	24
Portrait	Carl Ray	Fire	25
Print of Month	Steve Copen	Alien Chili Peppers	25

## **Photos for Ave Maria Home Auction**

Patti Possel

Ave Maria has been a place where I have volunteered for the past seven years. I can truly say, it has been both meaningful and rewarding on many levels. Because of my attachment to Ave Maria, I am quite excited that some members of the Memphis Camera Club will join me in helping to support their annual fundraiser. Photographers putting their framed work on consignment will receive 70% of the purchase price if the work is sold. It is also up to you, the photographer, to set the starting bidding price for your own work. Of course, you are also encouraged to attend the Concert and Auction on June 1<sup>st</sup>, 2008 to be held at St. Agnes Academy on Walnut Grove Road. The featured entertainment this year will be Memphis' own Kallen Esperian. Please contact me if you are interested in purchasing tickets.

Important Dates:

April 24 – Collect matted images to be juried  
May 7 – Return image to artist, if selected please frame  
May 29 – Turn in finished work  
June 1 – Concert at St. Agnes

## **In My View...**

—Beverly Hammond

This article that I read in the February issue of Popular Photography answered some questions I had regarding lenses. You may have wondered about this also. Do independent lens makers offer the same quality lenses that the major camera makers offer? My feelings were that they did not.

I was wrong! Full lab tests were done for Popular Photography by Dan Richards. He found that the three top independent lens makers; Tamron, Tokina and Sigma perform equally as well as the equivalent lenses from Nikon and Canon, and often better. The image stabilization of these lenses was competitive. The price is usually below that of major camera brand lenses. Before reading this article I recently bought a Nikon 18 to 200 mm f3.5 VR lens only to learn, after this article, that

the Sigma 18 to 200mm f3.5 VR lens performed optically a notch above Nikons, and was \$100 cheaper.

I'm not for a minute saying to abandon our camera makers' lenses, however sometimes it is necessary to save \$100 and still get a good lens.

## **Campaign for a New Computer**

—Patti Possel

With changing times and technological advancements, our club needs to purchase a new computer. We fortunately have several very talented and giving members who have spent many volunteer hours on researching our need and figuring out what would be best for our club. Dale and Barry, strategically and meticulously, selected a computer that could serve all our purposes, i.e. digital classes, presentation formats, and competition formats. The computer that was selected can run both Apple applications and PC based applications. It will be efficient and productive.

As many of you know, we recently needed to replace our old projector. It was having intermittent problems and could not be repaired. It also was inadequate. The new projector was very expensive, but the quality we needed to really illuminate digital images in teaching situations, presentations and when we add a digital competition category. This expense drained our savings.

Barry announced our plan to raise the needed funds for a new computer before March competition began this past Thursday night. Members are being asked to contribute to off-set the costs of the new computer since we do not have the revenue in our treasury. We need \$1,284.00 to purchase the computer. In the future, within one year, we will need to purchase an extended warranty plan, \$275.00 and have a reserve for a new light bulb, \$300 to \$400.00, in addition.

We will ask members to give at each meeting during the month of March and hopefully by the end of the month we will have enough to buy the computer. You may also send a check via mail to:

Memphis Camera Club  
P.O. Box 17628  
Memphis, TN 38119

## 2008 Committee Chairpersons

The following is a list of this year's committee chairpersons.

Exhibition	Quinn Strother
Field Trip	Carolyn Furlotte
Keepsakes	Angie Menne
Membership	Jill Griffith
Newsletter	Dave Masterson
Programs	Blair Ball
Social	Cathy Wilhelm

It would be wonderful if we had 100% participation from all members. However, like in every organization, not everyone is financially equal. We are asking, if you are able, to give what you feel comfortable doing. We have 72 active members and below is a flow chart showing how much we need if we were to have X percentages of participation.

Cost of Laptop	\$ 1,284.00	
100% Participation	\$ 17.83	Each
90% Participation	\$ 19.81	Each
80% Participation	\$ 22.29	Each
70% Participation	\$ 25.48	Each
60% Participation	\$ 29.72	Each
50% Participation	\$ 35.67	Each
40% Participation	\$ 44.58	Each
26 People	\$ 50.00	Each

Special thanks to these chair-persons for volunteering. Many thanks also to all our members who have joined our committees and work on behalf of our club!

## Financial Forecast

—Patti Possel

For those who like to know how and where our resources are spent, below is a spread-sheet of our projected 2008 expenses and revenue.

MCC Financial Report			
	Expenses	Revenue	Balance
Current Balance 3-4-08			\$ 1,567.13
Projected Expenses for 2008			
Website Hosting Due 5-08	\$ 110.00		
Deposits Trip/Travel	\$ 150.00		
Deposit Awards Dinner	\$ 150.00		
End of the Year Awards & Cake	\$ 400.00		
Party Supplies, Holiday/Scrap Book Etc.	\$ 160.00		
Misc. Office Supplies	\$ 50.00		
St Francis Meeting Space Appreciation	\$ 200.00		
Reserve for spare projector bulb	\$ 300.00		
Reserve	\$ 200.00		
Total Projected Expenses	\$ 1,720.00		
Balance Forward			\$ (152.87)
Average 2 New Members/Mo until 11-08		\$ 300.00	
Balance Forward			\$ 147.13
Laptop including tax	\$ 1,284.00		