



Shutterbug *newsletter*

Volume 7 Number 1

Newsletter Changeover

The Oceanside Photographers Club newsletter, Shutterbug, is changing editorial hands with this issue. Many thanks to Frieda van der Ree who took the newsletter to great heights both in design and content during her stint as Editor. On behalf of the Club I'd like to thank Frieda for her tremendous contribution to keeping us all up to date, educated and interested in all things photographic. She has covered events, assignments, CAPA, and Club doings in general.

Rest assured that we will do our best to live up to the very high standards set by Frieda and her predecessors.

With that in mind I'd like to ask that our members take a moment to consider taking on the editorial duties for the Shutterbug Newsletter. I will be acting as interim editor but should there be someone out there with the background and enthusiasm to take on this task it would be wonderful.

Shelley Harynuk
Interim Editor
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Photograph by Kevin McGuinness
"Souper Lens"

First Place in the March Assignment -Soup Cans.
Digital Art Section

The aim of the Oceanside Photographers Club is to promote learning, sharing and the enjoyment of photography in a convivial atmosphere

Visitors welcome

You may attend two free meetings (either general meetings, field trips or education meetings) before deciding if you would like to join. Please check in at the membership desk as you enter. The membership dues are \$36 per year plus \$12 for a name tag.

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Upcoming Assignments and Field Trips

Assignments

The assignment for April is already past its due date of April 20th but voting will continue from April 21st until the 27th. The subject of the assignment was Night Photography/Painting with Light.

May's assignment is "Flowers" which is due on May 20th with voting from the 21st to the 27th.

June's assignment will be "Birds". As always, due on the 20th with voting from the 21st to the 27th of the month.

Finally, for July, you will be given free range as the topic is "Photographer's Choice" - due July 20th with voting from July 21st to the 27th.

Field Trips

May 10th, Saturday (Sunday is Mother's Day after all) we will be meeting in the parking lot at Milner Gardens at 10 a.m. with lunch to follow at the Shady Rest in Qualicum Beach. Please be sure to let us know if you're going to join us for lunch so that we can let the restaurant know how many will be attending.

June 8th - Raptor Centre in Duncan for the 1:30 flight demonstration. Details to follow.

July 13th - Parksville's Heritage Museum at 10 a.m. with lunch at Boston Pizza

This newsletter is published monthly via posting to the club website. Back issues can also be accessed from the website.

Submissions: The editor welcomes ideas, questions, articles, suggestions, and photos that illustrate club activities.

- Sold an image? Exhibiting?
- Win a photo competition prize?
- Taking a photo related course?
- Investigating a new technique?

Other members would be interested in hearing about it.

Please send material to Editor

Shelley Harynuk

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Program for the General Meeting on May 7th, 2014 at 7 p.m.

This is the Annual General Meeting of the Oceanside Photographers Club. The meeting is held at the Qualicum Beach Civic Centre in the Auditorium at 7 pm. The election of the Executive for the 2014-15 year will take place and then there will be a series of short slide presentations created by our members.

Our second hour will be club business followed by the Assignment Slideshow and the Field Trip Slideshow

Education Update

Libby Lovis



Photo from previous Education Meeting - Zoomba which is the term we used for the technique of zooming the lens either in or out while shooting

OPC Education Meetings take place on the third Tuesday of the month at 7 pm and are held at the Qualicum Beach Civic Centre in the Windsor Room. Bring your camera and manual if you want help but most of all bring your enthusiasm.

We have 2 more Education meetings before our summer break in July and August. At the May Education meeting on May 20th we will be having Gavin Hardcastle coming to speak to us about various aspects of watermarking your images and sharing them. This is a free presentation and we are very grateful to Gavin for doing this for the club. He is an excellent teacher and runs many workshops which some of us have taken and thoroughly enjoyed.

In June the Ed meeting will be on 17th and at the moment I am thinking of revisiting some of our more popular programs such as bubbles etc. If there is one you would like to do again please let me know.

Our special SIG (Special Interest Groups) meetings are booked until the end of June as well - on May 13th and June 24th. At the

moment we have the following subjects at most of them, Elements Photographic Techniques and also Macro and Wildlife meetings and occasionally Landscape meetings to discuss locations and review images etc.

In all there are 7 SIGs - Coffee and discussion, Elements, Landscape, Lightroom, Macro, Photographic Techniques and Wildlife. We have 2 on the back burner ie Aperture and MAC so if anyone would like to see these active again please notify me.

If any one would like to be a member of these groups let me know.

Our library is housed at my house now and if you wish to borrow anything please let me know and I will bring it to the next meeting. The full list is on the web site.

A NOTE TO OUR MEMBERSHIP

It's that time of year when your memberships are due for renewal as of the first meeting in May. If you have attended two meetings for free and wish to continue, please purchase a membership at the next meeting. If you are renewing please bring your \$36.00 either in cash (the exact amount would be greatly appreciated) or a cheque made out to Oceanside Photographers Club. While we encourage members to bring their significant others on field trips, if they wish to attend regular meetings they should purchase a membership whether they are active photographers or not.

Aerial Photography by John Critchley

Aerial photography requires a stable platform and an unobstructed view of your subject. This is best obtained from a light aircraft such as a Cessna 150 or Cessna 172 as used typically by Flight Schools. One consideration is that your window should be opened before shooting as the plastic used in these aircraft windows is prone to scratches and is not very optically pure. A Flight School will often take you up for an "Air Experience Flight" at a nominal cost of around \$200 per hour or part of an hour which is an ideal opportunity to decide whether the little aircraft is for you. Flight schools also are obliged to take very good care of their aircraft and so they are maintained to a high standard. This might not be the case if you go up in a friend's aircraft which is one reason I do not recommend that course of action.

The camera needs to be set up for high shutter speeds and should have a lens (ideally a zoom) that goes from wide angle to about 100mm focal length. Anything of a longer focal length will tend to get in the way and, if there is even a small amount of air turbulence, it will be very difficult to get sharp pictures, even if the lens is equipped with stabilization.

Avoid the necessity of changing lenses, make sure you are dressed warmly and secure the camera via shoulder straps to your person. Spectacles should likewise be attached using elastic clips and loose

articles of clothing such as scarves should be avoided. Wear gloves and practice using the camera controls with gloves on before flying.

Fly early in the morning (around dawn) or very late in the day for the smoothest air and choose the day carefully to avoid showery type weather and strong winds - especially if you plan on visiting mountain tops

where turbulence from winds above 20 knots can be extreme.

Remember that you will be wearing a headset for communication with your pilot which means a microphone boom in front of your lips and ear-muff size hearing pads on your head.

Hot air balloons, helicopters, gliders and ultralights are also options for a shooting platform but their efficiency and cost are very variable depending on individual parameters, may be required for the type of shooting you prefer.



Weddings - to Shoot or not to Shoot

With June approaching and weddings scheduled it is perhaps time to look at some useful links if you are coerced by friends or relatives to be the go-to photographer for their special day. Digital Photography School has some wonderful tutorials and articles related to Wedding Photography. Here are but a few:

Wedding Photography – 21 Tips for Amateur Wedding Photographers

<http://digital-photography-school.com/wedding-photography-21-tips-for-for-amateur-wedding-photographers>

Wedding Photography - Tips to Get You Started

<http://digital-photography-school.com/wedding-photography-tips-to-get-you-started/>

Wedding Photography - 50 'Must Have' Wedding Photography Shots

<http://digital-photography-school.com/50-must-have-wedding-photography-shots/>

What to Do with All Those Digital Files? by Debra Kuzbik

If you're like me, you likely have a hard drive, a back-up hard drive, CD's, flash drives and memory cards loaded with digital image files. How many? It's anyone's guess—5,000? 10,000? Maybe 20,000 or more? A few years ago I decided it was high time that all these digital files that were happily residing in the cozy and safe storage places I had provided for them should start earning their keep.



We were living at Elk Ridge Resort in north central Saskatchewan, a beautiful, relatively new golf resort where we planned to retire (but that's another story!). The resort featured 27 holes of championship golf, 3 residential areas with room for over 200 homes and was located five minutes from the gates of Prince Albert National Park. A couple of years after we moved there, the owner decided to build a Lodge that would accommodate golfers as well as vacationing families and be a destination to host conventions, retreats, conferences and weddings. It would have fine dining, a lounge, an indoor swimming pool and waterslide, and a gift shop.

Of all the amenities offered by this beautiful new Lodge, the gift shop was the one that most interested me. I decided to print and frame a few 8 x 10 photos of the area to see if the resort Manager would be interested in selling them in the gift shop. He agreed and before long, I was also selling images of various golf holes out of the Pro Shop and providing the resort with images for their marketing—website, print material and even billboards.

Like any hotel, the Lodge had long hallways that led to the various rooms and suites. One day I suggested to the Manager that the hallways would look much more interesting if they were adorned with photographs of the area that the guests could purchase. Not only did the Manager agree to allow me to hang as much photo art as I wanted, the resort also purchased a number of my pieces to hang in the conference and banquet rooms, offices and show homes.

You might think that mine was a unique situation, that I just happened to be in the right place at the right time, or that there is way too much competition here for anyone to successfully sell photo art. These observations are true, but I have been able to expand my sales beyond the Lodge at Elk Ridge and I have learned a few tips on selling photo art that I am happy to share with you.

1. Be hyper critical of your work, make it the best it can be, and then get it out there. Most buyers will not have your photographer's eye. Be confident that your work is good.
2. Know your market. I knew that people traveling to Elk Ridge would like photographs of the boreal forest and the resort to take home with them. There would be no use in trying to sell my Caribbean photos in the Elk Ridge gift shop!
3. Make it easy for people to sell your work. When you set up a meeting to show your portfolio, leave the portfolio at home. Come with matted, framed work that's ready to sell, even if it's only 4 or 5 pieces. The Manager at Elk Ridge has a resort to run. He had no time to worry about how long it would take me to get the images framed and ready to put into the gift

- shop. Offer to hang and/or display the work and have a price list and suggested commission ready. You've just saved the Manager a ton of time.
4. Make it easy for people to buy your work. Travellers can't take a 30 x 40 canvas home with them, but they can take 3 or 4 matted or framed 5 x 7's or 8 x 10's. If they would like one of your images enlarged on canvas, by all means have your business cards available, a link to your website and your contact information and prices readily available.
 5. Create coffee table books of your images. I sold dozens of copies of The Boreal in the Elk Ridge gift shop.
 6. Review your images to see where else you might be able to sell them. I like to create abstracts so one day I took four 30 x 40 canvas abstracts into a furniture store in Saskatoon that sells high-end modern furniture. They took all four and I was able to keep providing them with canvas prints for as long as I lived in Saskatchewan.
 7. I don't particularly like doing event photography, but I have done three weddings, and a number of family reunions and anniversaries. The best advice I could offer is to make sure you know ahead of time what the client wants. It may turn out to be so much simpler than you thought it was going to be!
 8. Match your photos to the market. Do you have great photos of wildlife? Make them the best they can be, watermark them and send them off to all the wildlife markets you can think of with a short letter that includes your prices. I've seen some beautiful photos of the French Creek Marina taken by our club members but I've yet to see one for sale in the French Creek Marina Bait Shop or Restaurant. Last spring I took a bunch of framed 5 x 7's to the gift shop at the Milner Gardens to sell. These were images I had taken there the week before. They were happy to have them to sell.
 9. Take your work to the local hotels. They have a revolving market, like to have the walls decorated and usually take only a small commission. I have displayed work in restaurants, but have not found them to be ideal venues. People are there to eat, not purchase art and pieces are easily damaged by a spill or a splash. How about the local B & B's? Real Estate offices? Golf Courses?
 10. Government departments and corporations have art budgets. Because my work was on display at Elk Ridge, I am still selling images to SaskTourism and the Waskesiu Wilderness Region.
 11. Use your network. I like to do a little commercial photography. I have several clients in Saskatoon that I do work for every time I go back. I also have a commercial client here. When I had the countertops in our new home replaced with granite I offered to send the company some photos of the completed kitchen. They liked the photos so much that now I do all their photography for them.
 12. Don't wait for a gallery to show your work —host your own show! I was able to host a very successful show at Elk Ridge at no charge because I brought lots of sales to the gift shop. Your show could be at your home or at a space you can rent at a reasonable price. Maybe instead of a meeting one month our club could host a show of members' work. Invite friends and neighbours, put out a little wine and cheese and enjoy!
- What to do with all those digital files? Make the little critters start to pay for their keep!

Classes and Workshops

On May 20th Gavin is coming to speak to the Club about various aspects of watermarking your images and sharing them. This is a free presentation and we are very grateful to Gavin for doing this for the club but we ask that you go to Gavin's Website and sign up. Check out Gavin Hardcastle's website for upcoming photo trips/classes and workshops.
www.fototripper.com

Assignment - Soup Cans

Category - Colour

First - Wayne Duke "Picked for the Pot"



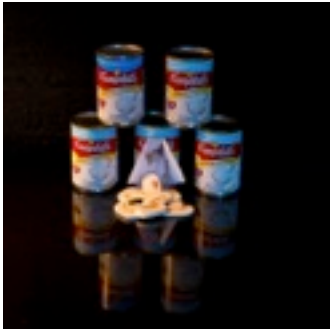
Second (tie) - Vivienne Bearder "Trio"



Second (tie) - Michael van der Ree "Chowder"



Third Place - Gail Courtice "Mushrooms"



Category - Black and White

First - Michael van der Ree "Beach Soup"



Second (tie) Roy Watts "Cannai Anraith"



Second (tie) - Shelley Harynuk "I Can't Bear Making Soup"



Third - Tuomo Jantunen "Two Soup Cans"



Category - Digital Art

First - Kevin McGuinness "Souper Lens"



Second - Roy Watts "Gawl Call"



Third (tie) - Mary Watts "This Soup is for the Birds"



Third (tie) - Gail Courtice "Lentils"



Third (tie) - Brad Powell "Rebel Soup Can"

