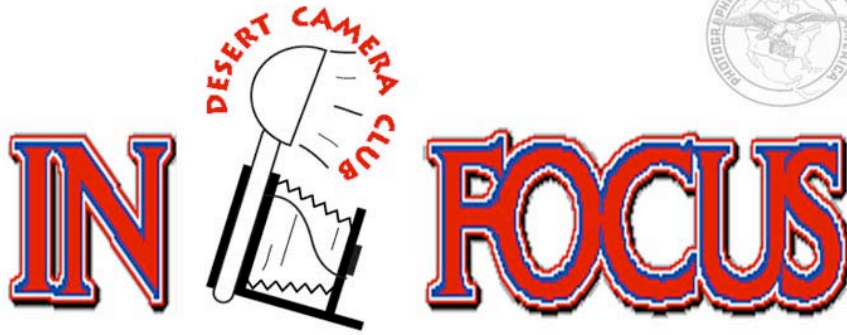


the newsletter of the coachella vally desert camera club



Member Photographic Society of America since 1982
Award: Best Use of Color for a Small Club Newsletter, 2001

March 2004 * Spring Is In The

Upcoming Events:

March 28 (weather permitting):
Joshua Tree Field Trip. Contact
Stuart Lynn for more:
webmaster@cvdcc.org.

March 6-7: WORKSHOP!
MACRO PHOTOGRAPHY
with Nancy Rotenberg
There's still time - Register Now!

March 13: S4C Competition

March 16: DIPSIG

March 23: Regular Meeting
Slide Show: PSA TOPS for 2003
Learn what wins in the main PSA
Competition Divisions with this
narrated presentation of the best
images of 2003

April 2-3: 24-Hour Joshua Tree
Photo Shoot-a-thon! Visit
<http://artmojave.org/jtnp24hr.htm>
for more information, or contact
Georg Burwick: 909.787.5314
email: georg.burwick@ucr.edu

April 27: Regular Meeting
Full Competition
Guest Judge: Larry Cowles

March 23: PSA TOPS Program
Competition Subjects:
Black and White • Spinning Wheels
Collage An Image Into Abstraction
Visit cvdcc.org or see the Feb IN FOCUS for details

Macro Workshop with Nancy Rotenberg

The club-sponsored Macro Weekend Workshop planned for March 6-7 promises to be a great success! Saturday's session will take place from 8:30AM-5PM at the Fountains, in our usual Meeting room. Advance registration for club members is \$65 through Tuesday; at the door \$75. You'll enjoy Nancy's approach to sharing her progressive photographic vision!



As of this writing, the Sunday "Day in the Field" is full. However if you've waited till now to sign up, do check with Lillian in case of cancellation.

Participants will receive a canvas bag stuffed with information on various photo-related equipment and activities. A Canon USA rep will be on hand to discuss and demonstrate the latest in high-end Canon equipment, focusing on macro equipment and digital SLR cameras. You'll have the opportunity to check out any of these items – bring your own compact flashcard! And there will be door prizes

Sunday, we'll meet at dawn for an optional wildflower shoot in Palm Springs (exact location TBA after we see what impact the rain has!) Then we'll swing by Starbuck's on the way to meet the late-risers at Moorten's Botanical Gardens at 8:00 where we'll experiment with outdoor lighting on cactus flowers. The Canon equipment will be available for use!

After lunch, we'll reconvene at Sherrill Associates photographic studio where we've arranged to rent the entire studio and an assortment of lighting equipment for the entire afternoon. Taylor Sherrill will be on hand to assist us in its use. At least 4 stations will be set up, and a variety of objects provided as subject matter. You're also encouraged to bring your own!

This is the most ambitious project our club has ever taken on – we hope you will join us for what promises to be an outstanding learning opportunity and a chance to take interesting pictures for future competition!

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The camera is an instrument that teaches people how to see without a camera. - Dorothea Lange

February 24, 2004 Competition Jan Maguire, Judge

Advanced Group ... Print Division:

Nature:

- 1st: **Woody Kaplan, Waiting for lunch**
2nd: Stuart Lynn, May I come in?

Open:

- 1st: Stuart Lynn, DESERT DERVISH
2nd: Jerry Dupree, CHUPERSOSA
3rd: Judie Ruzek, THANKS FOR THE RIDE DUDE!

People:

- 1st: Ingrid Knight, DO YOU LIKE MY ELMO?
2nd: Jerry Dupree, LOOK OUT FOR THAT TREE!
3rd: Woody Kaplan, ALL ABOARD!

Creative (Altered Reality in Red):

- 1st: Judie Ruzek, FIERY SUNSET
2nd: Joan Petit-Clair, RED ROSE
3rd: Woody Kaplan, YAHOOOO!

Advanced Group ... Slide Division:

Nature:

- 1st: Lillian Roberts, MONTANA GROUND SQUIRREL
2nd: Ingrid Knight, COLD WINTER MORNING

Advanced Group ... Slide Division (cont):

Open:

- 1st: Stuart Lynn, DRAGON'S TEETH
2nd: Lillian Roberts, HORNED PUFFIN ON LEDGE

Intermediate Group ... Print Division:

Nature:

- 1st: Bill Coleman, THREE IN THE GRASS
2nd: Ed Oppenheimer, COLD BIRD

Open:

- 1st: Gitta Gorman, BLUE PRIMROSE
2nd: Bill Coleman, GALLERY GUARD

People:

- 1st: Bill Coleman, BEST FRIENDS

Creative:

- 1st: Richards Rogers, DISNEY CENTER
2nd: Dorothy Dupree, DECISIONS, DECISIONS

Special Project (Sequences):

- 1st: Stan Spiegel, UP, UP, & AWAY!
2nd: Judie Ruzek, WHERE'S MY CHICK?
3rd: Stuart Lynn, A NEW DAY

April's Creative Subject is STILL LIFE: Candid And Studio Shots. Photographing still life is one of the easiest ways to sharpen your compositional skills while creating original pictures. Still lifes are simply arrangements of inanimate objects. The variety of subject matter is limited only by your imagination.

They can be *candid* or found subjects that the photographer just happens upon, or they can be *studio* arranged groupings carefully set up by the photographer. The advantage of still life is that they allow you to work at a leisurely pace, giving extra attention to how all the elements work together in the final image.

Photographing a still life in a studio or another controlled setting, rather than photographing an arrangement you happen upon, greatly increases your control over how the final image will look. You take charge of not only selecting and arranging the subject matter, but also of choosing the background, camera angle, and lighting.

Look for combinations that are visually distinctive. Experiment with your camera angle until your scene shows the elements in the most pleasing balance and don't be afraid to improve upon a scene. Try using natural lighting or using reflectors or in shadowy areas, fill-in lighting.

Your assignment this month is to take one Candid Still Life and one Studio Still Life (2 images total in each division, print or slide).

April's Special Project is MACRO PHOTOGRAPHY. Following our Macro Seminar / Workshop, last month, this month's Special Project is Macro Photography or Close-up Photography.

Extreme close-ups are among the most fascinating photographs, whether they provide an intimate view of plants and insects or simply enlarge some common household object. Since most camera lenses will focus only as close as two or three feet, you will need special close-up equipment to get really close to your subject.

There are a number of ways to obtain a close-up image. The best way is to use a close-focusing or macro lens, which is designed especially for working at close range. If you are using a digital camera, most have a macro function built into them.

The simplest, and least expensive, is to use supplementary close-up lenses – auxiliary lenses that look like filters and screw into the filter threads of your prime lens. They are available in different strengths of magnification – usually marked as +1, +2, or +3 – and can be combined for greater magnification.

Another way of taking close-ups is to use extension tubes. They are hollow devices that fit between the camera body and lens to extend the lens positioning and thereby increase its magnifying power.

When you are working at close range, framing is difficult and the depth of field is limited, often to a fraction of an inch. Keep in mind, when you magnify a subject at close range, any camera movement during exposure is magnified proportionally. For camera steadiness and sharper results, always use a tripod and if possible, also use a sync cord.

From the President's Desk--- *By Roger Kipp*

A combination of a short month and an enormously busy life prevented Roger from writing his column this month. Watch this space in the future for witty insights and inspirations!

Help Wanted! Newsletter editor. No experience required. Basic word processing program needed, WORD preferred. Lillian Roberts will be stepping down as IN FOCUS editor after the June 2004 issue but will continue to provide help and advice, if requested by the new editor. Could that be you? Contact Lillian at infocus@cvdccc.org or Roger at prex@cvdccc.org to volunteer.

February Meeting

Tonight's meeting was started a little late, because of the set up of the room. This, of course did not diminish the mood of the Club Members as they scrambled to get their pictures ready for Competition. We had a short report from the Board Members, Roger, Lillian, Joan, Stuart, and Judie. Roger wants to start a new segment, allowing conversation from the Club Members. Lillian reminded us that a few spots were still available for the Macro event.

If you are interested, please contact her. I, Judie, asked for any preferences or suggestions as to a place for the End of Year Banquet. Please contact me. We had many guests and new and old members and the attendance was good. Especially nice to see the Hindmans.

Then on to the Competition and our Guest Judge, Jan Maguire. She has a bubbly personality and it made for a little fun during the judging. We had lots of good pictures and congratulation to all the winners. Pictures may be seen soon, on our website www.cvdccc.org It would be nice to see some of our other members compete. We'd all love to see your work.



Judie Ruzek, Secretary.

The Case For Photo Workshops

By Lillian Roberts

You've heard the old adage, "If you aren't learning, you're forgetting." Many experts believe that if you aren't improving your photographic skills, you're losing them!

Numerous opportunities exist for photographers at all levels to learn and improve. From basic digital classroom instruction to live-in-the-field wildlife sessions in locations that require two days just to reach.

I personally believe a photographer can't have too many teachers, or too many adventures. Photography has been the common denominator for me in so many "life experiments" I can't list them all – it has led me under water and over mountains, on the highway and on planes all over the world; I have met fascinating people and learned from them all.

March 6-7 the Desert Camera Club is privileged to bring a workshop on macro photography – one of the most fascinating of all photographic techniques – to our own turf. Award-winning nature photographer Nancy Rotenberg will bring her own special brand of insight, innovation and instruction to us! This is a rare opportunity to see the work of a master, and photograph under her personal tutelage without having to fly across the country or spend the year's vacation budget.

By now, you've heard the details and have signed up if you could. If it's your first photo workshop, you'll wonder why you waited so long. I believe everyone who attends will come away inspired and with a new appreciation for the small things in your photographic life. I look forward to seeing you there.

In the Frame by Shirley Brenon

We must be doing something right because many former members are returning to our camera club. One that we are currently welcoming back, after a five-year hiatus, is **GITTA GORMAN**, a native of Stockholm, Sweden. Gorman has traveled back and forth across the ocean on many occasions, living for years at a time in the United States and Canada. She finally moved to the desert in 1990, as a permanent residence so she could be near her grown children.

“I have one in L.A. and one in Denver but living in Stockholm put me an ocean and continent away from them,” she explained. “I’m a new grandmother and felt it was time to be closer. I fell in love with the desert and enjoy nature photography and taking casual pictures of children.” Gorman developed an interest in photography as a teenager but this hobby had to be put on the back burner for many years due to other obligations.

“My father was a florist and I grew up in the flower shop,” Gorman said. “I watched my father make beautiful arrangements for the royal family in Stockholm but during the war you just couldn’t sell flowers so he took up painting. Due to my temperament and youth I chose to capture beauty with a camera rather than a paintbrush. However, in the last few years I have discovered that I have my father’s artistic talent as I put my photographs on canvas and embellish them with oil paints. I do this for pleasure.”

She finds the camera club to be an all-round learning experience.

“It keeps me motivated,” she said. “The competitions make you work and I look forward to the camaraderie.”

She uses a Minolta Maxxum 350 SI for 35 mm prints.



GENE HUNT has actually belonged to the camera club for one year but hasn’t been able to attend many meetings because he has been busy supporting his teenager’s activities. He became involved with the La Quinta High School band boosters when his, now 19-year-old, son was a drummer. His activities with the booster board and fund raising efforts have continued as his 16-year-old daughter, Amy plays the flute.

Hunt is a true Californian and hasn’t strayed very far from his roots as he was born in Oceanside, but moved to the desert in 1982.

His interest in photography began after high school with a “square box brownie camera” but he has since graduated to a Minolta Maxima 7 for prints and just purchased a digital Minolta Dimage Z-1 that



he is “playing with”.

He entered our monthly competitions when he first joined and won three ribbons, took some time off for his family, but is now looking forward to putting photography back into his busy schedule. In addition to volunteering at school or being at home with his wife, Marie, he is a heavy equipment operator.

“I like to take action pictures,” Hunt said. “Being in the camera club helps you to learn how to take better pictures and how to use your equipment the

right way.”

Business Spotlight: CAMERA EXCHANGE

Palm Springs' Neighborhood Camera Store

By Lillian Roberts

John Fedde came to Palm Springs to be a photographer. He took a “temporary” job in a camera store on North Palm Canyon Dr. – that was 35 years ago.

Within months the owner asked him to buy in. Soon he owned the store. “Our customers were all the local businesses – we provided all the film and processing they needed, sold them cameras and lenses. That, and any professional photographer who needed gear,” John says from behind the glass counter piled high with mini tripods, printer paper, and assorted goods.

Entering the crowded store is like stepping back in time – if history included digital cameras and printer cartridges alongside the more traditional displays of how-to books, photo vests, photo frames and albums.

I browse the filter display and studio lights as he waits on a customer. The latest Lowepro camera bags catch my eye, and soon I’m absorbed in comparing the new Nature Trekker against the Roadrunner Mini. The latter weighs more but has wheels. I glance at the price tag.

“I can’t match the prices online,” John tells me. I didn’t ask. Online I can’t hold it in my hand, compare the heft, even put my own equipment into each bag to assess the fit. That’s worth a little extra.

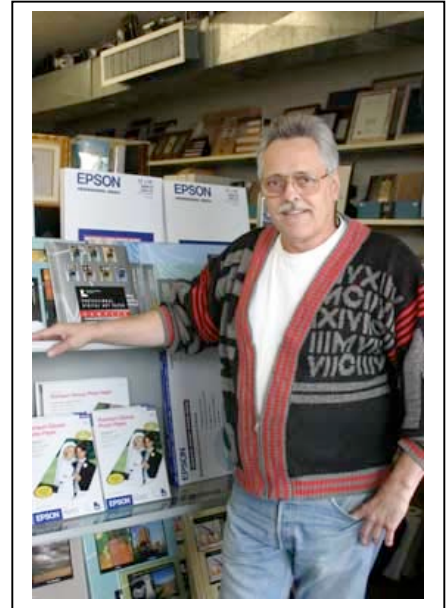
“I guess you’ve seen some changes in the industry!” I suggest.

He laughs. “I don’t even get used equipment any more. On ebay, everyone’s a retailer. Film used to be what kept me in business. Now, the few who still buy large quantities of film order it from New York! But digital is taking over.”

I note the digital paraphernalia that were once relegated to a back counter are now prominently displayed on the shelves nearest the entrance. I’ve bought cartridges for my Epson 1280 here, at a price comparable to what Staples charges. No other local store offers the variety of printer paper John does. In addition, dozens – probably hundreds – of unusual items are offered for sale. I learn something every time I browse the store! And I often buy something I never knew existed. To my mind, that’s why we still need a neighborhood camera store.

John points out that this is where you go to check out that new Digital Rebel you’ve only heard about, or to try a lens you’ve been considering. “I can’t match the internet prices, but they can’t put the lens in your hand. Even at what I’m forced to charge, I lose money on every camera I sell. But I sell it anyway, and hope to make it up on the small stuff. The days of the local camera store are limited.”

John has supported the club’s raffle with a donation every year, and the Camera Exchange is featured on our new Desert Camera Club canvas totes.





Newsletter of the
Coachella Valley Desert
Camera Club
February 2004

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Meeting Information: The Desert Camera Club meets the 4th Tuesday of each month, 7PM at The Fountains, 41-505 Carlotta Dr., in Palm Desert. Go east on Hovley from Cook St., past two signals. Carlotta Dr. is the second left after the second signal. The Fountains is about 300 yards north, on the left.

Dial 100 and tell the receptionist you are with the Camera Club. Enter, and park almost straight ahead. The auditorium is easy to find down the hall and on the right. Please attend your first meeting as our guest. For information, contact Roger Kipp: prex@cvdcc.org Jean Cohen: members@cvdcc.org or Joan Petit-Clair: events@cvdcc.org.

DIPSIG, the Digital Photography Special Interest Group, meets the 3rd Tuesday of each month, 6:30PM at The Marriott Courtyard Inn, southwest corner of Frank Sinatra Drive and Cook Street. Participants are encouraged to bring a laptop computer and an extension cord. For information, contact Joe Ramsey: 760-320-4678/ Dstcamtopdog@mindspring.com.

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