

# Pocono Photo Club

December 2018

*My earliest and best lesson in photography was "the best photographs are about one thing". The job of the photographer is to make a choice about that one thing and how to give its best expression.*

*David du Chemin*

## Elections and Holiday Party at December Meeting

2018 coming to a close which means two things will happen at our December meeting. Elections for the 2019 Executive Committee will take place first and then the holiday fun will begin with a review of your favorite shots from the year, goodies and door prizes! The 2019 Executive Committee nominees are: President– Ray Roper, 1st VP– Ann LeFevre, 2nd VP– Eric Goins, Secretary– Bill Keenan, Treasurer– Dick Ludwig, and Webmaster – Bob Hare.

Members are encouraged to share up to 5 pictures of their choice, telling us a little bit about the photo and why it's your favorite. The subjects

are endless and there are no technical requirements (other than sending us a jpg format if you're sending a digital file). And while we're enjoying each other's pictures, we'll be munching on some holiday goodies too! Submitting digitally? Send your file (s) labeled with your name to this dropbox: <https://www.dropbox.com/sh/ktzpzfjdsjlt1q1/AAAaFWGQfepSjKPmFNKcGuX9a?dl=0> (click here for quick access)



The names of all members who share photos during the meeting will be put in a drawing for door prizes which we know you're going to enjoy!

The December meeting will take place on December 18, 2018 from 7-9 pm in the Keystone Building, Northampton Community College, Monroe Campus, 2411 Rt. 715, Tannersville, PA. 18372.

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## Hidden PHO-tential Comes to PPC

If you're into home improvement shows you may be familiar with HGTV's "Hidden Potential". In this show homeowners who are planning to move are presented with 3 different properties which need some form of renovation or remodeling to suit their needs. A design expert then uses computer generated graphics to show them the "hidden potential" of each home. At the end of the episode the homeowner reveals which property and

project they have chosen to undertake for their future residence. January's meeting will feature our own PPC version demonstrating that there is hidden PHO-tential in each one of us. Bring 1 to 3 pictures that you'd like to discuss with some of our own photographic experts. We'll have round tables set up with laptops for digital viewing (flash drive submissions) or you can bring in prints. We'll show you how cropping, simple post-processing with a

variety of programs (Light Room etc.), and composition can bring your photos to the next level and elevate your photographic skills. This program is designed to help you become more confident in exhibiting your photos. So don't be shy! PPC is one of the most non-threatening places to improve your photography skills with other members who are willing to share what they know with you. The January meeting will take place on January 22, 2019 from 7-9 pm in the Keystone building, Northampton Community College, 2411 Rt. 715, Tannersville, PA. 18372.

## 5 New Year's RESOLUTIONS Every Photographer Should Make

As an artist, the start of a new year is a great time to step back, look at the progress you've made and recalibrate your efforts moving forward. Sometimes it can be easy to fall into a compositional or creative rut- but there's no time like the present to take stock of your situation and challenge yourself to try new techniques in the coming year. Getting started, here are 5 resolutions we recommend all photographers make for 2018:

**Image resolution is the detail an image holds.**

**What details in your photography will you focus on in 2019?**



Photo by Hannable Parrish

1. **Travel-** You don't have to spend a ton of money or time in order to explore somewhere completely new to you. Whether it's in interesting local landmark or a nearby nature reserve you've been meaning to see, promise yourself a day in which you'll actually pack up your gear, hit the road and capture some photos of somewhere you've never seen before. There's nothing like a change of scenery to rouse the creativity that might've been otherwise lying dormant over the past few months.
2. **Go Manual-** If you've fallen into the habit of allowing your camera to do most of the work for you, challenge yourself to switch into manual mode and take the reins yourself sometimes. Not only does this keep you more in touch with the scenes you're working on, it allows you more compositional and creative freedom. If you're unsure how to get started, check out these 3 [manual focus tips](#) for some help.
3. **Leave Your Comfort Zone-** Do you consider yourself strictly a wedding photographer? Or maybe heading outside and shooting landscapes is your thing? This year, challenge yourself to choose and conquer a subject you'd usually consider off-limits. Whether it is a portrait of your family or some action shots at a local sporting event, make it a point to include a new compositional niche in your routine.
4. **Take Better Care of Your Gear-** Make some time to browse the internet and learn the right way to clean and prepare your gear for the work you're doing. Especially if you live in an environment that's severely effected by winter weather, it's important to treat your equipment with the appropriate seasonal care it deserves. Here's a guide on [cold weather photography](#) you can reference getting started.
5. **Put Yourself Out There-** If you haven't already, take the time to create some social media profiles for your pictures. Although it may seem like a daunting task to someone unfamiliar with the social media world, platforms like Facebook or 500px are extremely user-friendly and easy to get used to. Running a [photography Instagram](#) is a great way to keep yourself inspired and to share your work with others\*\*\*. That way, when it comes to promoting your work professionally, you'll have already developed an easily accessible archive of your images to share with anyone who's looking to check out your style. *Michelle Ecker, NY Institute of Photography*

\*\*\* You might not be ready for social media but 2019 is the year for you to take part in a PPC exhibit! Do you think it's cost prohibitive? It's not! Affordable frames can be purchased at A. C. Moore and Michael's- watch for sales for even better prices. Rotate your pictures when a new exhibit starts. You don't need to buy new frames each time. Start with a smaller 11x14 frame with an 8x10 print. It's a lot easier to learn how to swim in 3 feet of water as opposed to 11 feet- so why should exhibiting be any different? Prints at Stroudsburg Foto are also affordable and the staff is ready, willing and able to help you with cropping and adjusting your photos in the best way possible. So make one of your RESOLUTIONS exhibiting with PPC. There's no better year to do it than 2019!



## Member Photos from Recent Shoot Outs

### What's a Shoot Out?

Shoot outs are informal meet-ups where PPC can photograph interesting subjects and venues, share their expertise and tips, and get to know one another better. Do you have an idea for a Shoot Out? Contact Ann LeFevre at [Olivetreeann@mail.com](mailto:Olivetreeann@mail.com) or grab her at a meeting. She's always looking for new places to go!



*A photographer went to a socialite party in NY. As he entered the front door, the host said, "I love your pictures—they're wonderful; you must have a fantastic camera." He said nothing until dinner was finished. Turning to his host he said, "That was a wonderful dinner; I really loved your roast. You must have a terrific stove." Sam Haskins*



Photo credits: (clockwise from top) Gamut Art Gallery Glass Balls by Larry Gugenheim (Gallery Shoot Out), Golden Eagle by Richard Nelson (Birds of Prey Shoot Out), Windows and Reflections by Bob Hare (Shoot and Show Shoot Out), Gamut Art Gallery Sculpture by Ray Caswell (Gallery Shoot Out), Goblets and Silver Dish by John Anzivino (Gallery Shoot Out), and Upside-down Gallery by Ann H. LeFevre (Gallery Shoot Out).

# Executive Committee Meeting Notes - December 4, 2018

*In attendance: Ray Roper, Dick Ludwig, Eric Goins, Ann LeFevre, Terry Flatt, Bob Hare, Bill Keenan*

Ray Roper announced that he had arranged to continue the PPC executive committee meetings at the Eastern Monroe County Library in Stroudsburg, PA. The January 2 meeting will be held in the Eisman Room. Others will be held in the Pullen Room on the first Tuesday of every month, except for the June 2019 meeting, which will be held on Monday, June 3.

The December general meeting on Tuesday, December 18, will not include a curtain raiser because members will be bringing in their “favorite photos” of photos to share. Members are being asked to bring up to five favorite photos from 2018 to the meeting or to submit them in advance in jpg format to the Dropbox file that is posted on the PPC website. It will also be a social event, so members will be asked to bring along some cookies or other finger foods to share. Members will also be voting at the December meeting on the slate of candidates for the PPC executive committee for 2019. And we also discussed the possibility of offering some door prizes to members at this meeting.

For the January 2019 meeting, the committee is planning a session on how to bring out the “hidden potential” in member photographs. There will be a number of tables set up for the session where several of our more experienced members will demonstrate some basic Lightroom adjustments that can be made to improve photo quality. Members will be asked to bring in some of their “hidden potential” photos on flash drives. We might also discuss some photo adjustments on the main screen to the group as a whole.

In February, the club plans to do a “What Would You Do?” session. This is something we have done in the past, and it involves distributing a number of simple, relatively un-processed photos to the group well before the February meeting, and asking members to do with them what they will in terms of cropping, coloration, and other post-processing techniques to see what kind of images we can create. Dick Ludwig will oversee the process, and the executive committee will supply basic photos in jpg that others can work on.

The committee also discussed the protocols for the annual Spring Scavenger Hunt that the PPC does in conjunction with the Palmerton Photo Club. Ann LeFevre will be the point person for PPC this year, with assistance from Eric Goins, and they will work out the themes and categories. The competition will run from April to mid-May, and results will be presented at the June general meeting. Ann and Eric will also be looking for someone to judge the photos when they are collected, and they will try to find someone with serious photographic experience who can also give a presentation along with the results of the competition for both PPC and the Palmerton Photo Club.

The committee also discussed the possible rescheduling of the Smithfield photo exhibit, and it will probably be in March or late May, so that it doesn't conflict with the club's annual exhibit in Middle Smithfield, which is usually scheduled around Middle Smithfield's Restaurant Week, which is usually at the end of April.

Ray Roper will be selecting someone for “Photographer of the Month” before the general meeting on December 18<sup>th</sup>.

We also discussed the rotating exhibit of PPC member photos at Pleasant Valley Manor. Eric Goins will be displaying some of his photos in April, and Terry Flatt will be displaying some of his in May. Other PPC members interesting in displaying their work can contact Ann LeFevre via the PPC website.

The committee also discussed the issue of allowing sales of photographic equipment on the PPC website, and/or facebook page and the general consensus was that at this time we should not.

Respectfully submitted,

Bill Keenan, secretary

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**WE'RE ON THE WEB!**

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