



Camera Club of Central Minnesota



CAMERA CLUB OF CENTRAL MINNESOTA

Volume 2, Issue 1

1 January 2010

December Club Meeting Minutes

The **Camera Club of Central Minnesota** met on December 3 in the Bremmer Room of the Saint Cloud Minnesota public library starting at 6:45 p.m. Larry Grover was the club member speaker. Grover showed pictures of his early days and then discussed his favorite subject to photograph, flowers. He has won several contests with his photographs of flowers and they have been published in national magazines.



Also, Troy from Central Camera brought the Tamron representative to the Club meeting. An overview of some of the lenses that the Tamron Corporation manufactures was given. Also, a special pin was given to each person attending which permit-

ted one to enter an online contest where the main prize is a Tamron lens. There are some cash prizes also.



Submit Your Winter Photos

Residents can participate in a winter weather photo contest this season for the Minnesota Department of Public Safety. Photographers can submit their photos of winter weather in four categories: Mother Nature, Winter Holidays, Kids in Winter, and Outdoor Winter Sports. All entries are posted online, and the best will be considered for prizes.

Photo contest rules are at www.winterweather.state.mn.us. The winter photo contest runs until February 28, 2010. The photo contest is sponsored by the Homeland Security and Emergency Management Division

Next Camera Club Meeting on Thursday, 7 January

The next meeting of the Central Minnesota Camera Club will be on Thursday, 7 January at the Saint Cloud Public Library Bremmer Room, beginning at 6:45 p.m. A speaker is scheduled to talk about photography. Also, the past month was filled with the Christmas Holiday, family togetherness, snow storms, and in general, many opportunities for taking photographs. We will have a number of

members presenting their works in December and we will have a chance to learn and offer suggestions.

The club also had the assignment of photographing an action sequence in which a series (nominally three) of photographs will describe the action. These will be displayed, also.



Inside this issue:

NOVEMBER CLUB MEETING MINUTES	1
DECEMBER CLUB MEETING	1
HOW TO WIN PHOTO COMPETITIONS	2
NEW TO PHOTOSHOP?	2
CREATING A PHOTOGRAPHIC PORTFOLIO	3
WHAT IS A LIGHTROOM SNAPSHOT?	4
TEN THINGS I WOULD TELL A NEW LIGHTROOM USER	4
FOR SALE OR TRADE	5
CHEETAHSTAND	6
USEFUL WEBSITE LINKS	6



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CONSTANTLY
STRIVE TO DO
THE JOB RIGHT.
ALWAYS GIVE
YOUR BEST.

ARE YOU READY TO BE A SUCCESSFUL PHOTOGRAPHER

The title of this article includes the idea of being successful. This can mean different things such as taking pictures with the correct white balance, the correct exposure, the correct focus, the correct lighting, etc. In fact, these concepts are some of the basics of photography.

All photographers make mistakes from time to time, with the more experienced photographer making fewer mistakes. But the main difference between an experience photographer and a beginner is that the experienced photographer does not show the mistakes.

Let's hope that all of us will get to the point that we have several good photographs that we have produced.. What are we going to do with them? The photographs may be part of a wedding shoot for a friend, or perhaps a commercial wedding shoot. Or, we might have promised to display the pictures in a business location.

Whatever our situation is, people will be depending upon you, and you really need to keep your promises, to do as well and you can. As an example, suppose you have set up a business for wedding photography. What can you do to make your business a success? Consider the following.

I've just started reading a book by Andy Sernovitz entitled, *Word Of Mouth Marketing*. I have to tell you, it's a nice read brimming with common sense ideas anyone

can use in their business – large or small.

One sentence I picked up on was, *Success comes not from what you advertise, but from what you deliver*. He goes on to stress that a company's worth is determined by the sales/service experience your customer has with you. If they like you, they spread the word. If they don't, they still spread the word.

The word that is spread is super important to your business too. In the old pre-internet days, the reality was that if a wedding photographer did a crummy job on a bride's wedding, no big deal. There was always a new crop of unsuspecting bride's attending next year's bridal shows he/she could book for the following year.

That isn't to say that word of mouth was unimportant back then. It was vitally important. In fact, it's how successful businesses are built over the years. Today, though, word of mouth remarks –good or bad– can really affect your business.

Why? Because today those words live forever on the Internet, on forums, Facebook, and very many bridal sites. That's why it's increasingly important to have your word of *mouth* advertising be the best and most positive it can be.

How do you ensure that the good word get's out? *You strive deliberately and diligently to provide your client with the best product and service you can.*

How do you gage your success? One simple way is with a simple customer feedback – something as simple as a customer service questionnaire is a good place to start. This feedback is important for you to know in order for you to enhance and maybe improve what you are doing well. Even negative feedback is important for you. Now you know where to make any mid course corrections that need to be corrected in your weak customer service areas.

It's amazing to me how many business people want to keep their heads in the sand about how well or poorly they serve their clients. It's almost as though they don't want to know how they are doing. Why, because in many cases, they are just doing enough to get by and they want to avoid the truth. Or maybe they just don't care.

That's too bad – how can you ever improve your customer service with that kind of mentality? In today's digital age the stories of bad customer service live on forever, it could be disastrous if you chose to run your business without any kind of customer feedback.

So, constantly strive to do the job right. Always give it your best. Institute any kind of customer feedback survey so you know where you stand. And then stand tall knowing your client is getting the best you can deliver and is willing to tell the world about it! Now your business is ready for success!



A PLUG-IN SOFTWARE SUITE FOR PHOTOSHOP

OnOne Software, Inc., has announced Plug-in Suite 5 for Adobe Photoshop. Designed to solve the most common problems facing photographers in the areas of color correction, enlarging, masking and professional photographic effects, the Plug-in Suite 5 combines full versions of six essential software tools in one affordable package: *FocalPoint 2*, *PhotoTune 3*, *PhotoFrame 4.5 Professional Edition*, *PhotoTools 2.5 Professional Edition*, *Genuine Fractals 6 Professional Edition*, and *MaskPro 4*.

Plug-in Suite 5 includes full versions of the following onOne Software products:

FocalPoint 2 – Like bringing the camera lens inside Photoshop, this new version of FocalPoint 2 gives photographers the best way to add the most realistic depth of field and selective focus control to any image after it is photographed. Photographers now have an incredible amount of flexibility and control over the look of the blur with FocalPoint 2's new blur algorithm, FocusBrush, Lens Presets, and multiple FocusBug features.

PhotoTune 3 – Getting great color doesn't have to be so hard. This new version of PhotoTune 3 uses patented eye-fidelity™ technology, originally developed by and licensed from Im-sense to optimize the dynamic range, color and sharpness of images so that they look more true-to-life. The improved Wizard offers fast color and tone correction in as little as two steps

while giving pro users direct access to advanced and innovative controls. SkinTune, which represents two years of research and analysis of thousands of skin tones, now offers one-click color correction of portraits and the option to correct just the skin in an image.

PhotoFrame 4.5 Professional Edition – With PhotoFrame 4.5, you can add the perfect finishing touch to your images with over 100 exciting new professionally designed frames, backgrounds, textures and layouts including over a dozen from professional photographer Kersti Malvre. With one thousand design elements like film edges, borders, textures, backgrounds and adornments, PhotoFrame 4.5 Professional Edition even has complete layouts where users can simply drop an image in and they are done. It is the easiest and fastest way to add an authentic darkroom touch with a film edge or to create beautiful albums or scrapbook pages

PhotoTools 2.5 Professional Edition – PhotoTools 2.5 is the highly acclaimed Photoshop plug-in that allows photographers of all skill levels to maximize the full power of Photoshop with it's ability to preview and combine Photoshop Actions in a single, intuitive interface. Designed by photographers for photographers, PhotoTools 2.5 Professional now includes a new MaskingBug control based on the FocusBug control from the award-winning FocalPoint plug-in. The new MaskingBug allows photog-

raphers to create high-quality masks to selectively apply effects to images. With over 30 new creative effects, for a total effect library of 280, photographers can easily find, combine and save the results to create images that truly stand out.

Genuine Fractals 6 Professional Edition - The industry standard for enlarging photos, Genuine Fractals 6 enlarges images up to 1,000% while maintaining sharp edges and important image details. Genuine Fractals 6 now includes an automated gallery wrap feature and output options for tiling an enlarged photo. No other resizing plug-in is as widely used by more professionals than Genuine Fractals.

MaskPro 4 – For those times when you need to extract a subject from a photo, Mask Pro 4 uses a color-based method that allows users to easily remove unwanted backgrounds from your photos. Mask Pro's unique Color Decontamination technology allows users to get realistic results by maintaining transparency in hard to mask objects like hair, smoke and glass in a fraction of the time using traditional tools.



ON ONE PLUG-IN SUITE 5 COMBINES FULL VERSIONS OF SIX ESSENTIAL SOFTWARE TOOLS IN ONE AFFORDABLE PACKAGE.



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WARNING!
LIGHTROOM
ONLY BACKS UP
THE CATALOG,
NOT THE
PHOTOS.

THREE MORE THINGS FOR LIGHTROOM USERS

Lightroom saves all of your history states ... forever!

Ever notice that when you're working in Lightroom you never actually have to save your image? In Photoshop we're always going to File > Save but not in LR.. That's because Lightroom has a History panel in the Develop module (on the left side panel group). It automatically saves every single thing you do to your photos. The cool part is that unlike Photoshop (which discards your history when you quit the program), Lightroom saves this forever so you can always go back to it.

Lightroom's Backup feature only backs up your catalog,

not your photos.

Don't forget that Lightroom's backup feature only backs up the catalog, not the photos. So if your computer crashed and you had your backup, you could reinstall Lightroom and revert to the backup you created from Lightroom. But you'd only have your catalog with all the "stuff" you've done to your photos. You wouldn't have your actual photos unless you've specifically backed them up separately.

No matter what you do, if you shoot in raw, editing in Photoshop will create a copy of your image.

People are surprised that

after they go to edit a raw photo in Photoshop, there's a copy of the photo when they return to Lightroom. This will always happen. You can't change it because you can't edit the original raw photo in Photoshop. Lightroom has to render a copy of the image out and you'll have that copy (in PSD or TIFF format) when you return to Lightroom. Your raw photo is still there, by the way, and it will still have all of your Lightroom-related changes in it, but only the copy will contain any Photoshop edits you've done.

RAW OR JPG

You know, this question keeps popping up for me. I was a JPEG shooter for seven years of my nine years of shooting digital. And, I was a very happy photographer.

I was usually able to "nail the exposure" with my tried and true metering methods better know as the "blinkie" method. I usually shot in the largest JPEG but at a tighter compression giving me files in the 1- 2 meg range. I was able to back up a shoot in no more than just one DVD's. I got great images with a few on display up to 24x36 inches. Life was good!

It was Lightroom 2 that convinced me to convert to shooting RAW. I was a custom color and B&W printer

back in the mid '70's and loved the localized density control I could manage over each print. Lightroom 2 now gave me that same capability with it's adjustment brush. I was sold.

The down side – now I had multiple GIGs of data to back up for each shot. That meant several DVDs and the hours of production time to burn them – YIKES!!!

There was another issue too. When I imported the images into Lightroom 2, the RAW images never looked as good as my JPEGs. The images would load up, look good, and quickly switch to some kind of anemic looking image that was never as brilliant and full of life as what my

JPEGs were giving me.

The root of the explanation lay in the fact that the JPEG was processed in the camera to the presets I had programmed into the camera. The RAW import process stripped all those settings away from my images leaving me just the RAW data – sort of like the King with no clothes – not a pretty site.

After installing Adobe's camera profile presets into Lightroom, things improved. But there were still a number of adjustments to make to hundreds/thousands of images that took hours of time. Import presets and processing presets did help ease the process.



Volume 2, Issue 1

After installing Lightroom 3 and working with it these last few weeks, some of my frustrations have returned since the camera profiles have gone south. I know, I know, Lightroom 3 is in BETA.

The reason for this is the fact that the software from Nikon and Canon camera manufacturers, and I'm sure others too, are able to read ALL the EXIF data in the RAW file and create a preview that matches exactly what you see on the back of the camera. It sure would be nice if Lightroom 3 could incorporate the translation of that same data when importing the RAW images. What a time saver that would be! All we can do is hope.

But that's still only half the problem. The other issue is the amount of hard drive real estate we encounter when shooting exclusively RAW files. It's going through the roof these days! For example does a wedding shooter really need to shoot every last candid image – 1000's of them - in RAW mode just so I have to tweak them a bit more in Lightroom or any other RAW conversion software?

I'm thinking not. Why add to ones processing production overhead time and costs and why chew up "gobs" of hard drive space for images that mostly are going to be no larger than 4x6 or 5x7 size in a wedding album!?

I think the answer to his dilemma is for all of us to consider what the subject matter is and to shoot accordingly. If you are a landscape photographer and need to elicit every last nuance of detail

out of that image, then RAW is it. That would be true for the commercial shooter too. And, I would say it's also true for the portrait photographer that is considering producing larger wall portraits.

But for the wedding guys, I'm suggesting a different scenario. Let's just shoot the "high profile" wedding images in RAW. Those images would include the altar return images, the groups, the special images of the bride and groom, and the key candid's at the wedding reception – cake cutting, bouquet and garter toss, etc.

All the rest of the 100's or even 1000's of candid's could be shot in JPEG mode saving tons of time in processing and gobs of hard drive real estate. Do we really need to put the "ultimate" tweak on each of those images? Working in JPEG mode still gives us plenty of control over the final result without all the RAW production overhead.

Something tells me that we could reduce costs considerably if we DON'T buy into the fact that EVERYTHING needs to be shot in RAW.

BACK IT UP NOW!

A few times each year someone tells me that his computer "crashed" and that he lost all his photos. "Is there anything I can do?" he asks me.

Perhaps you have had the same experience of someone sharing with you this tale of woe. Let's hope this has never happened to you, but you must prepare for that situa-

tion. Understand that the question is not "If my computer crashes...?" The question is "When my computer crashes..."

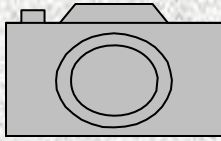
This newsletter is a few days late because a week before Christmas, my computer crashed. I was aware of this possibility and had been backing up all of my data files and all of my downloads. Thus, when the crash occurred, I lost no data. However, I lost a lot of time recovering from the crash.

While I've been able to "recover" by transferring everything to my laptop, my main computer still is unusable due to a bad hard drive. So next I need to install a new hard drive and then begin loading the operating system, the applications, and the data files.

Isn't there a better way! Yes, there is. Whenever the crash occurs, one merely replaces the hard drive and then inserts a recovery program into the computer and runs it. That's it! Within a hour, the "crashed" computer has been completely restored. The operating system, the application programs, the data files, everything has been recovered.

What is this magic that restores everything for us? It's a home server. Microsoft has created the software called *Windows Home Server* and you can purchase the software and hardware for under \$500. [B&H](#) sells the complete system for \$492.99. Since it is shipped from New York, there is no sales tax and if you are a member of NAPP the shipping is free.





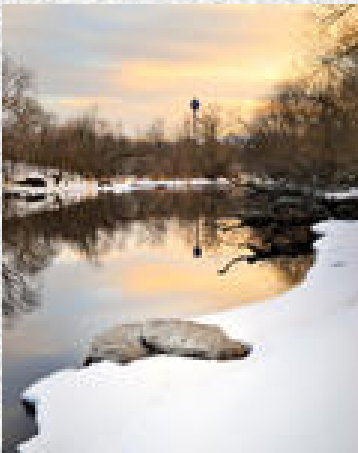
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The Camera Club of Central Minnesota publishes a monthly newsletter which is distributed via e-mail. The newsletter will contain information about up-coming meetings, summaries of previous meeting, recommendations for photographers, announcements of photographic workshops, and other material that seems appropriate.

If you would like to send suggestions, comments, or other communications concerning the club or newsletter, please send your e-mail to rheath@tds.net.



DISPLAY YOUR PHOTOGRAPHS IN GALLERIES

Janice Springer from the Red Cross sent a message stating that there are Camera Club member photos on display at the American Red Cross (across the street from the library) and members of the Camera Club are welcome to bring new photos there. If you want to hang your photographs at the Red Cross building, just contact Nicole--she also has an interest in photography and she can show you the way.

The National Association of Photoshop Professionals has just launched Kelby TV, a site

that gathers every Kelby Media Group Podcast into one place so you can watch and learn to your heart's content. KelbyTV.com is your new one-stop-shop for every Podcast they produce including:

- PhotoshopUserTV
- LayersTV
- Photoshop Killer Tips
- Lightroom Killer Tips
- D-Town TV.

SOME TUTORIAL SITES

Some internationally known photographers have been inspiring people for years now. The all blog and I have been going to their blog for some time to see what I can learn. I've selected three of them to bring to your attention. One is a spoof on photography, another is a list of the ultimate products of 2009, and the third is pure inspiration.

Joe McNally Confesses his sins

First off, you have to go check out Joe [McNally's blog](#) for January 4. He has gotten together with Bob Krist to make an absolutely hilarious video about your photographic sins. I'm not going to tell you anything else about it. All I'm going to tell you that it's hilarious, and does make you think

about what you've been doing lately photographically.

Scott Kelby Has The Ultimate List

Make sure you stop by [Scott Kelby's blog to check out his Bests of 2009 Awards](#). I'd love to say that I'd made one of those list but truth be told there probably not a better list than Kelby's.

Moose Peterson is Making you think

Moose has kicked it into high education mode as of late. I find myself more and more going to [his blog](#) to check what he has to say and how he can inspire me. It's definitely worth a look.

