



<http://psa-clubservices.org/>

Chapters, Clubs, and Councils

Vice President:

Sharp Todd, APSA, PPSA
stoddone@aol.com

Council Services Director:

Hazel Meredith
Hmeredithpsa@aol.com

Camera Club Committee Chair:

Margaret Sprott
dick_margaret@verizon.net

PSA International Newsletter

Contest Director:

Joan Field, APSA
jfzgf@att.net

PSA International Website

Contest Director:

Roxanne Overton
rbo854@yahoo.com

Camera Club Sparkle Group

Moderator:

Hazel Meredith
Hmeredithpsa@aol.com

PhotoEditors Group Moderators:

Margaret Sprott
dick_margaret@verizon.net
and Joan Field, APSA
jfzgf@att.net

PSA Journal Camera Club News

Editor:

Hazel Meredith
Hmeredithpsa@aol.com

Editor, The Projector:

Pat Gordy
patgordy@bellsouth.net

Youth Photography Showcase

Director:

Kathy Braun, APSA
Pkzbraun@aol.com

Member Organizations of PSA include Camera Clubs, Camera Club Councils, Federations, and Associations.

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The Projector

A NEWSLETTER FOR PSA-MEMBER CLUBS & COUNCILS WINTER 2011

Not Too Late for Adobe® Lightroom®

by Pat Gordy, Editor of The Projector and Region 13 Director

Although many PSA-member clubs have already hosted their Adobe® Lightroom® events, it is not too late for your club to host an event if they have not done so.

Since Adobe® has offered PSA-member Camera Clubs an exclusive opportunity to host a Lightroom 3® Club Event by providing everything needed including software, prizes, and training to host a successful event, many clubs have held their events have reported great success, and some (like the **Photographic Society of Chattanooga**) have even gained new members from it.

The **Jackson Photographic Society** (Mississippi) held a successful PSA - Adobe® Photoshop® Lightroom® 3 Club Event on November 9, 2010, with **Greg Britt** (PSA Region 22 Director)



Greg Britt presents Carolyn Campbell with the Adobe® Lightroom® camera bag that she won at the Jackson Photographic Society's Lightroom® 3 Club Event.



Becky Harris receives her free copy of Lightroom® 3 software from Greg Britt who led the Lightroom® presentation at the Jackson Photographic Society's Adobe® Lightroom® 3 Event.

leading the Lightroom® 3 workshop and the event (see pictures).

Some small clubs have jointly hosted an Adobe® Photoshop® Lightroom® 3 Club Event with another club in order to get the required 50 attendees. So why pass up this golden opportunity? Start planning your Club Event today by completing a short participation form at: http://www.surveymonkey.com/s/Lightroom3_Event_Form

Go to the PSA Club Services website, http://psa-clubservices.org/club_services/club_programs.html for the complete information on the possibility of your club's PSA-Adobe® Lightroom® 3 Club Event.

If you have questions, please contact Adobe's PSA Liaison, Kathy Waite at kathy.waite@comcast.net.



To allow time for shipping, please request A/V items from PSA Headquarters at least three weeks before the date your club needs them.

New Audio Visual Programs Available

by Henry Ng, PPSA, Image Collections Vice President

The following new PSA Audio Visual (A/V) programs are now available from PSA Headquarters for borrowing by any member/club/chapter/council. They are only available for the PC windows format.

1. "A Thing Called Focus" by Jon Fishback - 20 min.

This program designed to help the viewer better understand the concept of focus, depth of field, and shortcomings of the lenses optics. We may never see anything out of focus with the naked eye. This program may shed some light on why some photographers abhor anything out of focus, while others embrace the use of selective focus and the inherent limitations of the camera's optics.

2. "A Tribute to Wellington Lee" by Henry Ng, PPSA - 25 min.

The year 2009 was the 60th anniversary of the Photographic Society of New York (PSNY) which was founded by the late Wellington Lee. His outstanding images are admired by people all over the world. This program was made as a tribute to the remarkable achievements of Wellington Lee by PSNY.

3. "How to: Flash Photography" by Robert Griffith, FPSSA, EPSA - 21 min.

This program explains the fundamentals of Flash photography and how to apply the flash for its maximum performance for different situations. It is an excellent program for those

who want to learn about Flash Photography.

4. "Making Panoramas Using Photoshop" by Robert Griffith, FPSSA, EPSA - 15 min.

This program describes the procedures to stitch several overlapped digital images to make a panorama image in Photoshop. It is an excellent how-to program for any level of photographer. This technique is especially very useful for landscape photography.

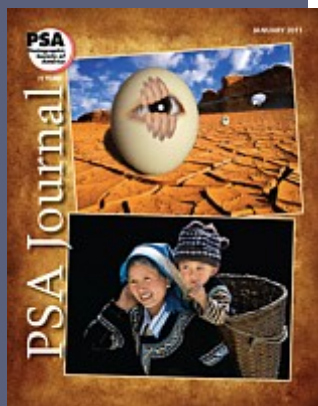
To borrow these and other DVDs and CDs, the Club Rep or an individual PSA member may complete the PSA Program Request Form found on the Club Services website, <http://psa-clubservices.org/> and look under Club Programs for PSA CDs/DVDs for loan.

Reproducing PSA Journal Articles

by Elena McTighe, APSA, PPSA, Publications Vice President and Managing Editor of the PSA Journal

Several times throughout the year, the *PSA Journal* receives inquiries from PSA member club Webmasters and Newsletter Editors as to whether or not they may reproduce a copy of an article from the *PSA Journal*. It is the policy of PSA to grant permission to PSA-member organizations to reproduce and distribute a maximum of four articles or other material per year from the *PSA Journal*. **Whenever reproduced material appears, a statement similar to the following must be included:** "This article (photograph, cartoon, etc.) is reproduced with permission from the (month, year) issue of the *PSA Journal*, the official magazine of the Photographic Society of America, Inc. (PSA). For information on PSA membership, please write to PSA Headquarters, 3000 United Founders Blvd., Suite 103, Oklahoma City, OK 73112-3940." (Excerpt from the *PSA Journal* Reproduction Policy.)

For a copy of the complete *Journal* Reproduction Policy, please send a request by e-mail to Editor Donna Brennan at editor@PSA-photo.org.



PSA 73rd Annual Conference

by Janet Bigalke, APSA, Conference Vice President

SA VE THE DATE – September 18-24, 2011 for this year's 73rd PSA Annual Conference of Photography at Colorado Springs. The conference hotel will be the Doubletree Hotel Colorado Springs – World Arena. This year's conference will have eleven tours on Sunday, Monday and Tuesday, September 18-20. On Monday evening, PSA will have a "FUN NIGHT" tour at the Flying W Ranch asked for by PSA attendees. See the February PSA Journal for an overview of the conference, the March PSA Journal for an overview of the tours and classes and the April Journal will have the Registration forms for the conference and the hotel.

On April 1, the PSA website, www.psa-photo.org, will have the

online registration and conference information under the Conference navigation. There will be five classes that will be held on Sunday, Monday and Tuesday and one additional class that will be offered on Monday and Tuesday.



International Conference

These classes are three day classes in Photoshop® Elements, Intermediate Photoshop®, Lightroom®, and Photodex Pro Show®

Gold. The two day class to be offered by Nik Software will be a High Dynamic Range (HDR) class using their software.

The conference programming will begin on Tuesday evening with the opening of the PSA International Exhibition. On Wednesday

through Saturday there will be programs, workshops, exhibitions, and famous guest speakers. Just to name a few of the main speakers: there will be two Canon Explorer of Light presenters – Wednesday will be Tyler Stableford and Thursday will be **George Lepp**. Joe LeFevre, Adirondack Photography Institute, will be the guest speaker on Friday, and **Julianne Kost** from Adobe® will be the speaker on Saturday morning.

Please promote the PSA Conference by using the PSA Conference Logo on your group's website and talking about it at your meetings. You can download the logo by going to <http://psa-clubservices.org/> and going to PSA Conference Logos under Getting Started.

See you in Colorado Springs!

"On Monday evening, PSA will have a "FUN NIGHT" tour at the Flying W Ranch asked for by attendees."

PSA Youth Showcase

by Kathy Braun, APSA, Youth Photography Showcase Director

It is not too late to contact high school photography/art/tech classes in your area for participation in this year's PSA Youth Showcase. You can find the information and entry forms on the PSA website, <http://psa-clubservices.org/> under Club Community Service.

There is no fee to enter, and the categories are Architecture, People and/or Animals, Photojournalism, Photographer's Choice, & Scapes.

Remember that each school can have a total of six entries.

For more information, contact **Kathleen Z. Braun, APSA**, at Pkzbraun@aol.com or call her at (262) 375-1829.

Be sure to invite these high school students to your club meetings.

2011 Website Contest

by **Roxanne Overton, PSA Website Contest Director**

Each year the PSA International Camera Club Committee sponsors the PSA Annual Website Contest. The submission time is April 1 - May 31. Any PSA Chapter, Club or Council currently maintaining an Internet Website is eligible, provided the PSA dues are current to June 30, 2011.

The Website Contest entry form and instructions are available on the PSA Club Services website, <http://psa-clubservices.org/> under the Recognition, Website Contest. The competition is divided into two divisions: Division A, for clubs greater than 75 members; and Division B, for clubs of 74 members or less. The two divisions enable smaller clubs to participate in the contest and not feel intimidated by the large clubs that have more resources available to them.

Each year for the last several years, there have been enough entrants in both divisions to award first, second and third place awards to each division and honorable mentions depending on the number of entries. The plaques and/or ribbon awards for the contest are presented at the

General Membership Awards Ceremony at the Annual PSA Conference.

In addition, each entrant is given both positive feedback and constructive criticism from the judges to understand what they are doing well and where they may need to improve. After the Conference, all winning entries are then published on the PSA Website and in the *PSA Journal*.

If your club is interested in participating in the contest, you may view last year's winners on the PSA Club Services website, <http://psa-clubservices.org/> under Recognition and click on the "Previous PSA Club Website Contest Winners."

As the Director of the Website Contest, I welcome input from various Clubs, Councils and Chapters and recommendations of qualified judges. If you need to contact me, I can be reached via e-mail at rbo854@yahoo.com. Good Luck!



Roxanne Overton

Newsletter Contest Goes All Electronic

by **Joan Field, APSA, International Newsletter Contest Director**

Information is now available on the Club Services website, <http://psa-clubservices.org/> under Recognition, Newsletter Contest. The whole contest will be handled electronically this year - no hard copies required.

The registration form is in Word format, so can be filled out and returned electronically. All newsletters should be in PDF format and condensed in size as much as

possible. Most programs will allow you to choose a PDF format and, usually, there are options for minimizing size.

The newsletter can be forwarded in 72 or 95 pixel resolution, since these will be seen only on computer. It says 144 on the entry form, but that will not be necessary. All newsletters received that qualify will be shown at the PSA Conference in Colorado Springs

by computer. The closing date is June 1, 2011.

Please consider sending in your great newsletters for the contest. The only requirement is that your organization must be a valid PSA member. Newsletter editors are not required to be PSA members, but, of course, you are encouraged to join PSA!

Public Relations V.P. Needs Help

by *Laura Davies, FPSA, Public Relations Vice President*



Laura Davies, FPSA

Sharp Todd, APSA, PSA's V.P. of Clubs, Councils, and Chapters issued an invitation to the Board members of PSA to introduce ourselves and write an article for *The Projector*. My name is **Laura Davies, FPSA** and I am the Public Relations V.P. of PSA. As part of my job, I work to publicize what PSA is all about. When I joined a camera club many years ago, I had never heard of PSA. I suspect this is true of new camera club members today. I would like to increase awareness of the benefits of PSA to all camera club members and council members, both new and long-time members. What better audience than camera club members who have already exhibited a serious interest in photography when they joined the club?

With that idea in mind, I decided to contact 45 PSA members who received our most prestigious awards,

offer my personal congratulations, and ask if I could send a News Release to their camera club newsletter editor. It would have the two-fold purpose of publicizing the PSA member's accomplishments to fellow club members and would also give PSA some publicity. I underestimated the response and was soon overwhelmed with contact information! I sent 3 to 4 times as many News Releases as I originally expected to send. Furthermore, I realized that it could have been expanded to cover other important awards that were newsworthy, but I can't do it alone.

I am appealing to PSA members to join the PSA Public Relations Committee and help with this project. This is a great opportunity for someone who doesn't currently have a volunteer position in PSA to make a contribution. You can serve PSA and also make new friends. You do need

to be an individual PSA member and have access to a computer and the internet. You can work from home with no need to attend International Conferences. I am particularly looking for people who have good writing skills. If you happen to be bilingual, we are always in need of translators. PSA members in other countries were very appreciative of News Releases in their own language. Even if you don't feel comfortable about your writing ability, someone needs to look up the e-mail addresses of members to contact. It may be just the job for you!

If you would like to become more active in PSA and would like more information, please contact me, **Laura Davies, FPSA**. My e-mail address is LJD1538@aol.com. I look forward to hearing from you.

Consider Sponsoring an PSA-Recognized International Photography Exhibition

by *Pat Gordy, Editor of The Projector and Region 13 Director*

Has your club ever considered hosting an international photography exhibition recognized by PSA? Since my local club, the Photographic Society of Chattanooga, just completed its first international exhibition through PSA, the Scenic City International Photo Exhibition (SCIPE), I can say from experience that it is a terrific club project and learning experience.

First, the club members are exposed to photography from around the

world, and this can help broaden their own interests in photography.

Second, if publicized locally, an international photography exhibition can bring positive attention to your club and bring in new members.

Finally, the club charges a nominal fee to enter the exhibition, and after all expenses are paid, the club gets to keep the remaining money.

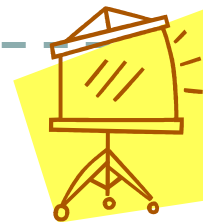
For details, go on how to get started, go to the PSA website:

<http://www.psa-photo.org/> and go to Exhibitions. Read the Exhibition Standards (rules for PSA-recognized exhibitions), the Uniform Practices (judging standards for PSA-recognized exhibitions), and the PSA Exhibition Standards (how to apply for exhibition recognition).

If you still have questions, contact the listed PSA Exhibition Standards Director for the division of your interest. PSA offers assistance to make your club's first exhibition a successful event.

Changes in Council's Challenge 2011

by *Margaret Sprott, Camera Club Committee Chair*



All of the people in charge of the various contests for 2011 are hard at work revising rules and publicizing their contests. This year those people are:

Joan Field APSA – Newsletter Contest
Roxanne Overton – Website Contest
Margaret Sprott and Roz Kleffman – Council's Challenge

Be sure to check the PSA website for all the rules and details of each contest. It is also beneficial to have some PSA members from your club check the two on-line yahoo group sites for news about these contests. Newsletter editors and web masters should join the PhotoEditors group, (<http://groups.yahoo.com/group/PhotoEditors/>), which is moderated by **Joan Field** and myself.

One or two individuals from each club (the club President, PSA Club Rep, and/or the club Membership Coordinator) should join the Sparkle group

(<http://groups.yahoo.com/group/ccsparkle>), which is moderated by **Hazel Meredith**.

I am continuing to work on how to improve educational services to camera clubs and would love to hear what your club needs in the way of photographic education. Please e-mail any concerns or suggestions to me (dick_margaret@verizon.net).

The rules for the Councils' Challenge have changed slightly this year. The three divisions are:

Color Projected Digital Images
 Monochrome Projected Digital Images
 Prints (Color or Monochrome)

Both color and monochrome prints will be judged in the same division. There will be two digital divisions because the slide division has been discontinued.

Below are the complete rules for the Council's Challenge as posted on the PSA Club Services website, <http://psa-clubservices.org/> under Recognition.

PSA Councils Challenge 2011

Sponsored by PSA Camera Clubs Committee
 Hosted by Bowie-Crofton Camera Club in Bowie, MD

The International organizations that include several camera clubs; whether the group of clubs is called a Council, a Federation, or an Association, are all eligible to enter the annual PSA Council's Challenge. Each "group" may enter ten color digital images from ten makers, ten monochrome digital images from ten makers, and ten prints by ten different makers. There are separate judgments for each category, individual winners are selected, and a ranking for all the groups that entered is listed. The scores for each category are tallied and an overall winning "group" is identified. If you belong to a group of camera clubs, encourage the group to enter the PSA Council's Challenge.

Closing Date: May 27, 2011

Results and Show: Presented at the 2011 PSA Conference in Colorado Springs, CO

Return of entries: Entries will be returned following the show at the 2011 PSA Conference. A council representative should pick up the entries whenever possible. Any entries that are not picked up at the conference will be mailed back to the council in the fall after the conference.

Divisions:

Projected Color Digital Images Projected Monochrome Digital Images Prints – Color or Monochrome

CONTINUED ON PAGE 7

Council's Challenge ... Continued from Page 6

Subject: **Fees:**
Open None

General Instructions:

- PSA member councils, associations, or federations with their member clubs are invited to participate.
- Each council should submit 10 images per division and should determine their own selection process for entries to be submitted to the Councils Challenge.
- An individual photographer may not enter more than one image per division.
- Like images from the same photographer in more than one division will not be accepted.
- Images entered in previous Councils Challenges are not eligible.

Use of Images: By entering the Councils Challenge, individual photographers grant the PSA sponsors, free of charge, the right to reproduce their images for publication and display at the annual PSA International Conference, in the PSA Journal, and/or on the PSA website for the purpose of advertising the Challenge and announcing the winners.

Projected Color Digital Images and Projected Monochrome Digital Images:

- Color and monochrome digital images will be judged separately.
- Digital images should be e-mailed to **Roz Kleffman** (mermaid51@verizon.net) or burned to a CD and mailed to the address below.
- Each image must be titled and numbered to match the entry form.
- Digital files (jpeg) must be no wider than 1024 pixels horizontally and no taller than 768 pixels vertically and each file size must be less than 350kb.

Prints:

- Photographic prints may be color or monochrome, commercial or inkjet (both color and monochrome prints will be judged in the same division).
- Prints must not be mounted or matted.
- Minimum print size is 8" x 10" and maximum print size is 8 1/2" x 12".
- The photographer's name, title of print, council affiliation, and print orientation arrow must be placed on the back of each print. The maker's name may not be attached to the front of the print in any fashion.

Submissions and Return of Entries:

- All images (except digital images that have been e-mailed), along with an entry form for each division entered, should be sent to:

Ms. Roz Kleffman
PSA Councils Challenge
2708 Keyport Lane
Bowie, MD 20715

- Images will be returned following the announcement of winners at the annual PSA conference.
- If at all possible, a council representative should pick up the images at the conference.
- Any images not picked up will be mailed back to the council in the fall after the conference.

Questions?

- **Roz Kleffman** mermaid51@verizon.net 301-464-1867
- **Margaret Sprott** dick_margaret@verizon.net 301-299-6805

PSA Provides Judging Services

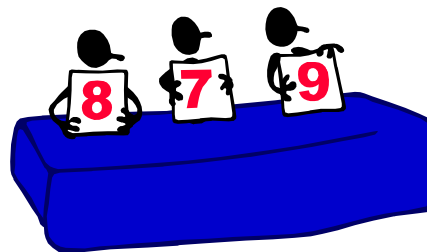
There are PSA-member clubs in remote areas where it is difficult to find qualified judges for a monthly club critique-type judging. There are also member clubs that need judges from outside their area for an End of Year scoring by three judges and the selection of award recipients. PSA has qualified judges who volunteer their judging services with proper lead time and scheduling.

For digital images judging the images are sent on a CD or DVD and the judging report will only be sent back to the contact person via email.

To arrange for the judging of digital images, contact **Erik Rosengren, PPSA**, PSA Club Services Digital Consultant, at erikgren@tampabay.rr.com with the following information:

- Name of PSA-member Club/Council
- Contact person, email address, phone number, club position
- City, State, Country
- Images judged: Pictorial, Nature, Photo Travel, Photojournalism

- Number of images to be judged
- Date images will be sent, date judging report is due back to club contact person
- Description of judging needed (e.g., critique, scores, awards)
- Description of scoring to be used (e.g., 3 to 9, 3 to 5, half points)
- Number of Awards and HMs to be selected
- Special instructions (e.g., description of a theme, number of skill levels)
- Description of judging software used and any computer requirements (e.g., PC, Mac)



For more information on judging, such as judging of prints, the Image Analysis Course, and digital judging software, go to the PSA Club Services website: <http://psa-clubservices.org/> and look in the Judging Services area. The above information came from the PSA Club Services website.

Document Activities for Club Service Awards

by Pat Gordy, Editor of The Projector and Region 13 Director

Is someone documenting your club's activities - especially those in which your club is helping the community through its photography? Many clubs are busy doing good, but some forget to document their service efforts. To earn a PSA Club Service Award, documentation (newspaper coverage, programs, or photos of the events) is of utmost impor-

tance to include with the Club Service application form.

Club Service Awards are given in recognition of many major photography service efforts made by a member club in communities worldwide. The award recognizes clubs participation in photographic projects of a civic nature such as town or area publicity, welfare and charity fund-raising, historical documentation, community promotion, and education in the art and craft of photogra-

phy. This award may be applied for by a club member or officer, with endorsements.

Generally the Club Service Award is expected to be presented at the PSA Annual International Conference. For more information, contact **Dana Vannoy, APSA, PPSA**, the Club Service Awards Director, danavannoy074@gmail.com, or go to the Club Services website at www.psa-clubservices.org, under Recognition.

