



# Newsletter

February 2008 Issue 11

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Welcome to the February, 2008 Valley Viewfinders Camera Club Newsletter.

We have been without a club newsletter and editor since the end of spring last year. I started thinking about club members and how they are getting their information about past and future meetings. I am sure that some are getting an email that gets passed around or they might go to the VVCC web site. Overall I would say I miss the content and newsworthiness of the newsletter. So I decided to throw my hat into the mix and volunteer as the Valley Viewfinders Newsletter Editor.

I told Terry, I might regret it later but I am willing to keep it going with a little help from others. Terry was great to work with getting me past club information including logos and newsletters.

I doubt the newsletter will be as entertaining as what Terry was distributing but I will do my best to provide you with information and content that I hope you will find useful.

A very large Thank You goes out to Terry Talis for all of his past work on the VVCC Newsletter. The newsletter has been a great tool for club members and potential new members. Also I want to thank Tim, Art and Becky for this months content and print winners info from the January 24th meeting. Your 2008 newsletter editor,  
Kelly Carmichael

## **New Member!**

**Welcome Barbara Ayre!  
Came aboard at the  
January 24th meeting**

We have openings on the refreshment sign up sheet

Listed below are dates that need filled.

Everyone thanks you!

**Refreshments are needed for the following meetings:**

March 27  
April 10-(Drinks only)  
April 24  
May 8  
May 22  
June 12

If you want to sign up for refreshments call or email Tim Sperry with the date and specify Food or Drinks.

Fellow Viewfinders:

It is my hope that all will recognize this newsletter for what it is. Another example of the volunteer effort which provides all of us with the quality program we all have come to know as "The Valley Viewfinders Camera Club". You only need to review the club archives for a minute to realize the names rarely change from year to year. These individuals have given of themselves and have taken pride in their contribution to the organization.

Some of you may have figured out where I am going with this. You are correct if came to the conclusion this is a recruitment letter.

Before the end this season we will be in need of a couple individuals to *Chair* the Color and B&W prints. Those who perform these duties for us have done so for some time and have done a great job. If anyone has pondered the idea of stepping up and doing their part should do so before the end of the year in order to learn the process.

If you enjoy the print competitions, and want to see them continue, I encourage you to contact the current print *Chairs*.

I apologize if I sound like a broken record. But it is the responsibility of the club President to promote the club and the participation of the members.

Now get out and capture some great images.

Tim Sperry  
President, Valley Viewfinder



## **IMPORTANT REMINDER**

### **Print Chair People Needed!**

Becky will be resigning from the Monochrome/B&W print chair position at the end of June.

Art will also be resigning from the color print chair and may even be willing to train the right person for the job. Step up now so the transition is smooth for the change of guard at the end of June.

There will be other positions open to be filled, you may want to start thinking now because spring is coming fast and it will too pass.

**February 14 2008, 7:00--9:00**  
**Albany Library Meeting Room**

**Program: Photo Essays, What Are They,  
How Are They Created?**

**Competition: Fog**

**Food: Harold Marx**  
**Drinks: Terry Tallis**

**February 28, 2008, 7:00--9:00**  
**Albany Library Meeting Room**

**Program: Mark Allison**  
**Artistic Composition as it relates to  
Photography**

**Mid-year Potluck Dinner**  
**Members last names beginning A - H**  
**bring a main dish**  
**Members last names beginning I - P**  
**bring a dessert**  
**Members last names beginning Q - Z**  
**bring a side dish**

**The club will provide coffee, tea and soft  
drinks.**

**Thank you Evelyn and Jerry  
Smith for your Electronic image  
presentation at the  
January 24th meeting.**

### **VVCC Member Discounts**

**Oregon Camera, Corvallis**  
5% Discount, General Merchandise

**Focal Point Photography, Dallas**  
10% Discount, General Merchandise

**Al's Frameshop**  
Discount

Paid members of VVCC  
show your membership card and  
receive a discount

**D**o you have a favorite site on  
the web or a place you like to  
go and shoot photos? Share  
them with the club right here.

Send Kelly Carmichael an  
email with the information and  
he will try and make available  
in the next newsletter for all to  
see. Thank you!

**“FOR SALE”**

**What do you have  
for sale?**

**There is space for  
Photo related items**

## V V Color Print Competition Winners

January 2008

### Large Open:

- |                   |                    |                  |
|-------------------|--------------------|------------------|
| * 1 <sup>st</sup> | Larry Rosenkoetter | “Mother’s Touch” |
| * 2 <sup>nd</sup> | Jan O’Donnell      | “Garden Beauty”  |
| * 3 <sup>rd</sup> | Lee Perigo         | “Giddy Up”       |

### Large Theme (Street Scene):

- |                   |                    |                         |
|-------------------|--------------------|-------------------------|
| * 1 <sup>st</sup> | Bob O’Donnell      | “Sky in the Spring”     |
| * 2 <sup>nd</sup> | Chris Sinnett      | “Colorful Water Drop”   |
| 3 <sup>rd</sup>   | Larry Rosenkoetter | “Do You See What I See” |

### Small Open:

- |                   |                |                  |
|-------------------|----------------|------------------|
| * 1 <sup>st</sup> | Bob O’Donnell  | “Rise and Shine” |
| * 2 <sup>nd</sup> | Art Burkhalter | “Mt Hood #2”     |
| * 3 <sup>rd</sup> | Ellen Hamill   | “Tweety”         |

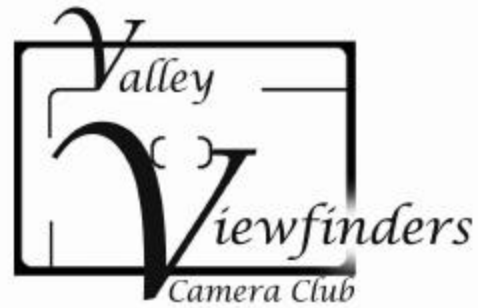
### Small Theme (Street Scene):

- |                                  |               |                       |
|----------------------------------|---------------|-----------------------|
| * 1 <sup>st</sup>                | Dan Rucker    | “Ice Crystals”        |
| * 2 <sup>nd</sup> <sub>(t)</sub> | Bob O’Donnell | “Got the Blues”       |
| * 2 <sup>nd</sup> <sub>(t)</sub> | Harold Marx   | “ ‘X’ Marks the Spot” |

\* Indicates print goes on to 4Cs for February

Under the current 4Cs rules we will submit 5 large prints (because we had 8 different photographers entering large images); and we will submit 6 small prints (because we had 12 different photographers entering small images).

Current rules are: Divide the number of photographers by 2 to get allowable submissions; with a max of 10 and a guaranteed minimum of 5.



## EID Winners, January 2008

Hal Schalles  
Dolores River Fall Color

Art Burkhalter  
Mukilteo Ferry

Art Burkhalter  
Overflow

Art Burkhalter  
Slipping In

## V V B&W Print Competition Winners

January 2008

### Large Theme:

- 1st - Lee Perigo - Stapler  
2nd - Perry Carmichael - Digger  
3rd - Perry Carmichael - Slug in a Shell

### Small Theme:

- 1st - Harold Marx - Left to Nature  
2nd - Lee Perigo - Fly Swatter

### Large open:

- 1st - Lee Perigo - White Dahlia  
2nd - Jan O'Donnell - Rock of Ages  
3rd - Perry Carmichael

### Small Open:

- 1st - Ellen Hamill - Winter at McDowell Creek  
2nd - Lee Perigo - Oregon Fall  
3rd - Art Burkhalter - Mt Hood # 3  
3rd - Kelly Carmichael - Detroit Lake in 08

## **4Cs: First Qtr meeting report – 26 Jan 08 – by Art Burkhalter**

The most noteworthy item coming out of today's meeting was the formation of a monthly EID competition. The competition will formally begin in the fall, however it is expected to operate on a "trial basis" as early as the month of March.

For the time being, the quarterly EID competition will continue also. There is good reason for this. The monthly EID competition is a "club" competition while the quarterly EID will continue to be an "individual" competition as it is now.

In the monthly competition each participating club will be allowed to submit only five (5) images. Each image will be scored and the total score for all five images will be the "club" score for the month. Notice that there is no mention of "traditional" and "creative," it is simply five images.

The quarterly EID competition will continue, at least through the summer, as it is currently configured. The future beyond this summer is dependent upon new people being willing to take over the quarterly competition. Currently it is shared by two people and that model could extend into the future, but it could also be chaired by just one person.

Needless to say, if you would like to run the quarterly EID competition, please step forward.

The general discussion seemed to favor keeping all EID submission formats identical. That said, there was also consideration given to requiring all images to be the same size when measured on their longest dimension. Formal notification is still pending and quarterly EID is not changed for the remainder of this season.

Valley Viewfinders was cited by the current EID chair as being a "great submission model" for all clubs. The credit for this goes to our EID chair, Steve Young. Steve ensures that all submissions meet titling and other submission requirements and it is highly appreciated by the 4Cs EID chairs.

In other news, the financial success of the Annual Convention was record breaking. A portion of the proceeds will be used to establish scholarships and/or donations to existing scholarship funds that promote photography. It is expected that the 2008 convention will again be a joint affair with the Seattle organization, Northwest Council of Camera Clubs. Furthermore it will be hosted in the Puget Sound area; current expectation is Tacoma, but that is not finalized. The advantage of a combined convention is that with the larger attendance the convention can more easily get big name speakers and more vendors.

## What is a good photograph?

1. It must be interesting to the viewer and sometimes challenging. Some photographs cry for the photographer to answer "how did he do that?".
2. It should have a sharp image and the subject should stand out from the background. This can be accomplished by either "depth of field" focus or color contrast. (A soft focus on a person's face or a flower may still be considered sharp. This may have been the photographer's intention when they made the photo).
3. The photograph should tell a story, make a statement, or set a mood. This may be one that is easily understood as seen in a landscape or may be abstract as seen in creative or contemporary work.
4. It should be properly exposed to show what the photographer intended. It should be done so that the public can understand what the intentions of the photographer were when they made the photo.
5. It should have good color rendition of the subject. This may be natural colors or colors that have been reversed or altered, but they must be complementary to the viewer's eye and to each other.

## Judging Critique

Safety - Don't make comments that might encourage the photographer to take chances to improve a photo, like "Bears aren't dangerous".

Be Positive - Remember you are looking at someone's pride and joy. Always start with a positive point in the photograph, such as "you have placed the subject very well in the frame", or "the \_\_\_ leads my eye directly to the subject without any distraction". Then let them know what little thing might have improved the photograph, such as "I think that late evening light might have given you a richer color and looked better, don't rush the time of day".

Don't Find Fault - Remember that you don't have to find something wrong with the photo. If it isn't an above average photo you can just let them know how it could have been improved. Sometimes they can't change what would have helped the photo (they can't move mountain or a tree), but you can ask if they could have changed the angle or location when they took the photo and explain how that would improve it.

Exposure - Would the photo been better if the subject had been lighter or darker? Explain that the subject blends into the background and would have been better if they had taken the photo at a different time of day so that the light was better. If they wanted a silhouette then the other areas should not have details in them.

Focus - Is the image sharp or was it intended to be soft? It may be that the depth of field could have been changed to make a better photo. Maybe a soft focus lens was used to achieve a specific mood. Point out the benefits of using different depth of fields and how it could improve or change the photo.

Personal Bias - Don't inject your personal bias into the judging and critique of the photograph. We all know that babies and bunnies are cute, but a landscape is just as beautiful and should be given the same respect. This is probably the hardest thing to leave behind when you judge, just remember you must be fair.

Difficulty Level - Don't let your personal perceived level of difficulty enter into the scoring of the photograph.

## Mark your calendars

**February 28:**

Mid-year Potluck Dinner

Be sure to bring  
your place setting

**March 13:**

Theme; Time Lapse Photography

**If you have suggestions for  
future newsletters  
please let me know!**

**Kelly Carmichael,  
fkellyc67@yahoo.com**

New members and those that have not looked at this information, here are organizations affiliated with Valley Viewfinders Camera Club.

### **Columbia Council of Camera Clubs (4Cs)**

is an organization consisting of photography/camera clubs from Oregon, Washington, Idaho and northern California.

### **Photographic Society of America (PSA)**

is a worldwide interactive organization for anyone interested in photography, be they casual or serious amateurs or professional photographers. PSA offers their individual, camera club, and council members a wide variety of activities

Don't forget to check out the VVCC web page, [www.valleyviewfinders.org](http://www.valleyviewfinders.org). This is where you will find a lot of information about the club. There is a list of field trips, events that have taken place in the past and a long list of links pertaining to photography or places to visit personally. While there do not forget to check out the Gallery. Who knows you might see your work there.

I hope the information provided in this months newsletter has been helpful and not boring or too repetitive for you. If you have suggestions for future please be sure to email me, Kelly C.

Hey everyone,  
you may want to start thinking about themes for next year.

While I have been out pixel-peeping and I come across something I think will work for a Photo Theme I write it down so I will have it when the time comes for the new selection.

Make sure to have your thinking caps on while pressing the shutter release to come up with new ideas.



## January 26, 2008 Minutes

The meeting for the Columbia Council of Camera Clubs convened at King City Town Hall. In attendance were **Tye Watts**, BMPC & 4C Chair; **Gary McMillan**, BMPC & 4C Vice/Newsletter; **Steve Ness**, EPS & 4C Treasurer; **Lori Montgomery**, BMPC & 4C Sec; **Art Burkhalter**, VVCC; **Pat Starr**, PPS & 4C Monochrome Chair; **Bruce Bittle**, EPS & 4C Show Chair; **George & Virginia Siegel**, MON; **Ed & Marge Gervais**, BCC; **Chuck Sanders**, FPCC; **Ron Chaff**, KCCC; **Sally Jones**, KCCC; **Gordon Battaile**, FGCC; **Drinda Battaile**, MET & 4C Color Print Chair; **Carol Berget**, FGCC & 4C Quarterly Eid Chair; **Neal Thompson**, SOPA; **Tony Mason**, OCPA;

**Stuart O'Hare**, YVCC; **Krystal Sharinghousen**, CGCC; **Doug Fischer**, FPCC; **Gary Fields**, TDCC & 4C Slide Chair; **Irene Fields**, TDCC & 4C Monthly Eid Chair.

### Old Business

Correction to the minutes = change month from November to October.

It was moved and second that the minutes from the **October** meeting be approved.

4C's Scholarship – Treasurer Steve Ness issued a check \$1400. to Stuart O'Hare, YVCC, to start the scholarship. BMPC is donating \$600 toward this as well. To make this easier to administer to students the suggestion was contact the schools see about making a donation in 4C's name and let the schools deal with the paper work. Stuart was going to start on the paper work. Steve Ness & Tye Watts are also helping.

Gold Book Update – Art Burkhalter, Check your e-mail and the gold book if you see something that needs changing contact Art. The rest of the discussion was deferred to the end of this meeting.

Slide Study – nothing happening at this time.

Tony Mason pointed out he had given his resignation from the executive board, and Tye needed to appoint someone. Drinda Battaile has graciously accepted the appointment for the rest of the term.

### Committee Reports

**Treasurer** – Steve Ness, our profit from the convention was \$6100. Treasurer report approved.

**Monochrome Prints** – Pat Starr, Everything is doing fine the average per month is 15 large prints and 15 small. Pat will better define monochrome for gold book changes, as needed.

**Color Prints** – Drinda P. Battaile, OK, 60 large prints and 50 small. Postage in stamps needs to be put into the print boxes for return shipment by US Postal Service. UPS is not convenient for some people to ship back. Smaller post offices may be charging more for straps on the outside of the shipping boxes so take that into account. Art Burkhalter has a source for custom made (inexpensive) shipping boxes.

**Slides** - Gary Fields, schedule issues resolved. We currently have 16 clubs participating in slide competition and Gary thinks that will drop to 12 next year.

**Eid** - Carol Berget, fall competition had 141 images in traditional, and 52 in creative. Currently the image size is 1024x768, 350k, it was suggested we change to 768x768 to make all images the same (vertical & horizontal). After some discussion, we had an informal vote which was tied, so no changes at this time. People need to enter their images in the subject line correctly – (MyName\_CLUB\_ImageTitle\_C/T) Carol is still getting some sent incorrectly. Entries accepted are up to 2 images in each category (creative / traditional).

**Newsletter** – Gary McMillan, Will try to have it ready by the end of the month. If you have something you would like to submit send it to Gary.

**Slide Sets** – George Siegel announced his retirement from this position. After over 25 years George is passing the slide sets on to Ed Gervais. George received a hearty round of applause for his good work. Slide sets are Best of the Northwest, Top 80 and Creative Slide sets.

**CD Sets** - Ed Gervais, Currently available **BNWCC Slides & EID 2006, BNWCC 2007 EID & Slides 4Cs EID Creative and Traditional 2005-2006, 4Cs Top 80 2006 – 2007.** A suggestion to reduce the cost of renting/ship Cd's was voted down 8 to 7.

**Certificate of Recognition** – Tye– no discussion.

**Mini & Ben Andrews Presentation Committee** – Bruce Bittle. . No video inserts – these are “still image” competitions. Working on standardizing entry criteria. Pro Show Gold is the standard right now, but don't check the auto-exe. Still working on what will work with Mac, but preliminary changes will be sent out and will be consistent for pc and mac. Bruce would like entries to be sent in on Cd, have it judged and send it back. No hassles. Tony asked about the processor and ram.

**Maxine Van Hoy** – Bruce Bittle, Mary Furness, Pat Starr. No discussion

### **New Business**

Monthly Eid – Irene Fields, individual club chairs will send in 5 images one per maker via e-mail to designated council address. Irene will pick up and make a cd of the images to be sent to the judging club. Discussion on monitor calibration was brought up, Tony Mason will help with calibration. The official start of monthly eid will be September 2008. There will be a couple test runs (unofficial) competitions starting March 08 to see what needs tweaked. Reps watch your e-mail for information.

Neal Thompson moved to continue quarterly Eid, Pat Starr seconded and it was passed.

The council needs someone interested in taking over the quarterly eid starting Fall 2008.

Discussion on sizing – continue monthly/quarterly/invitational 1024x768. All electronic images use the same set of sizing guidelines.

4C Judging and Scoring Guidelines Revisions – 5 as average score. Remove the abbreviated version from the gold book. There was discussion on, previewing. Suggestion in the gold book to preview for more consistent judging, but it is not a rule. Another suggestion from the floor was – Judge first then give the title of the image. Title may influence judging.

Clarification of 96sq Color/Monochrome Minimum Print Size. - As the rule reads - Prints and/or mounts must have a minimum size of 35-square inches and may not exceed 96-square inches (with the longest dimension not exceeding 20 inches).

It is written this way so people don't have to buy custom mats/mounts or equipment to make mats/mounts to enter a 4C's competition they may buy a mount/mat off the rack.

Any size print + mount/mat = 35square inches minimum for 4C's competition. Discussion complete and rule stands as is.

Nominating Committee – Steve Ness, Gordon Battaile, Bruce Bittle, Ed Gervais.

Discussion of 2008 Budget – Steve Ness, amended and approved.

2008 Conference – Hosted by Olympia Camera Club NW Council at the Church for All Nations in Tacoma WA Sept. 26 – 28<sup>th</sup> Wes Kirkpatrick is the chair on this. Question is it going to be called a conference or convention also what will it be titled? Last year it was unofficially the Columbia Northwest Council. Next meeting April ?? to be announced.

Respectfully submitted,  
Lori Montgomery