



Newsletter

September 2006 Issue 1

Welcome to the Valley Viewfinders Camera Club newsletter. It will be published on a periodical basis, primarily to give you a heads up on upcoming meetings, events or activities. We will use it to congratulate monthly winners and highlight items of interest to our members. It will be used to supplement the web site at www.valleyviewfinders.com, but will not replace it. It will normally be a lot shorter than this one, however, this one contains a lot of important information about print submissions. We suggest you read this closely to see how to get your prints into the competitions and if you win, what the heck happens to them.

We will probably be experimenting with different newsletter formats and transmission methods so we can accommodate everyone's highly standard (just a little facetious here) PCs. Comments and ideas are always welcome.

If you have items that are of interest to the entire membership or comments, send an email to Terry Tallis at ttallis1@comcast.net.

Dues are due:

Membership privileges include the opportunity to enter your prints and slides into competitions, being included in the club email list so you are notified of club activities, voting in club elections, inclusion in field trips, an invitation to include your work in club exhibits, and more! Annual dues are \$20.00 for an individual, or \$25.00 for a family. Pay Dawn Onstad at the meeting on Thursday or send to Dawn Onstad 39120 Mountainman Lane Lebanon, OR 97355

Next Meeting – September 14 (like this week already!)
Albany Library Meeting Room

Theme: History

Program – We will have a discussion on the new print guidelines to answer any questions and anything necessary in kicking off the new shooting year and have a photo roundtable.

Officers 2006-2007

President - Stephen Young; Vice-President - Terry Tallis; Secretary/Treasurer - Dawn Onstad; Color Print Chair - Art Burkhalter; Monochrome Print Chair - Becky Renfro; Slide Chair - Marian Good; Columbia Council of Camera Clubs Representative - Marian Good; Past President - Sallie Riehl

Competition Themes:

Sept 14 – History; Oct. 12- Bridges; Nov. 9 – Close-up; Dec. 14 – Rocks; Jan. 25- Boats; Feb.8 – Street scene; Mar. 8 – Clouds; Apr. 12 - Ocean or beach; May 10 – Reflection; and June 14 – Architecture. See the following article on the changes for print entries.

Valley Viewfinder Print Entry Changes

Print submissions are on the increase, both color and b/w. Monthly color alone went from 20 entries a year ago, to 40 entries this spring. The peak month was February with 46 submissions for judging.

The reasons for the rising numbers are twofold; an increase in VV membership and the continued ease with which members are now able to make their own prints instead of needing to use commercial print resources.

This growth has prompted the print chairs to look for ways to tweak the submission process for **easier entry, judging, bookkeeping and making the treatment of color and b/w identical**. Over the summer, entry forms have been revised; ballots have been standardized; and the bookkeeping spreadsheets used to determine year end awards have been improved and made consistent between the color and b/w categories.

No change was made in the sub-categories however. We still have **Open** and **Theme**; and they are still split into **Large** and **Small**. This is still true for both color and b/w.

Two other minor changes will go into effect with the September '06 competition procedures also. **Print makers will now sign in their entries and place their prints face down in a stack**. The print stacks will be set out and numbered by the print chairs after they have been verified for proper entry. The verification process will check each entry to ensure proper sizing and labeling. Discrepant entries will be returned to the print maker prior to judging.

The intent of these changes is to aid in the elimination of prints being judged in wrong categories, be it size or open/theme. *A couple of common errors in labeling can be eliminated during the review also; notably labels that do not include the club name (Valley Viewfinders) and labels that have not been placed at the top, on the rear of the image*. Both issues create problems for other clubs when we sent winning prints out for judging by another 4C's club. (When the club name is missing, it is difficult and/or time consuming to figure out which club to return a print to. If the label is not in its proper location, prints are sometimes oriented

The label must be at the top of the print. The following information must be on the label:

- 1) "Valley Viewfinders Camera Club"
- 2) **your name**
- 3) **the title**
- 4) "Color" or "Monochrome"
- 5) "Large" or "Small"
- 6) "Theme" or "Open"
- 7) "Top" at the top of the label (which is adhered at the top of the print)

incorrectly for judging.)

All prints submitted for competition need a label attached to the back of the print. The label must be at the top of the print. The following information must be on the label:

- 1) "Valley Viewfinders Camera Club"
- 2) your name
- 3) the title
- 4) "Color" or "Monochrome"
- 5) "Large" or "Small"
- 6) "Theme" or "Open"
- 7) "Top" at the top of the label (which is adhered at the top of the print)

You may review these labeling requirements at any time by navigating to the Viewfinders web-site, in the Member Handbook, Print Competition Guidelines, item number 6. [http://www.valleyviewfinders.org/pdf_documents/

Print_Competition_Guidelines_2004-5.pdf]

Print makers will not need to be concerned with labeling that is added when prints are sent out for 4C's judging. That will be handled completely by your print chairs.

These changes are a result of collaborative brainstorming by the club officers and print chairs. It is our sincere hope that they result in an improvement that is not an unreasonable burden on anyone.



The Journey of Winning Prints

We are all pretty much aware of the Valley Viewfinder's monthly print competition, and maybe even

of the End of Year awards. Oh yah, additionally some of the prints get send out to be judged by other clubs. But how does all that happen? What prints are selected? It turns out that winning print treatment is slightly different for in-club competitions and for the Columbia Council of Camera Club's (4Cs) competitions. Does it work the same way for black & white prints as it does for color prints?

Here's how it all plays together within our club. As you know, we have monthly competition. Winners (first, second and third place) are selected from our four categories: large and small Open; as well as large and small Theme. At the end of the year, all the first place winners are recalled for the end of year competition within Valley Viewfinders. Since there is no way to weigh one theme against another, all the recalled prints in open and theme are combined, where they all compete to be the best of the year in what amounts to an "Open" category. This judging is done in both the large and the small categories and the winners are declared the club's "Print of the Year".

Sometimes we experience ties for either first or second place. In that situation we try to let the ties stand. For example, when two prints tie for first, then there is no second place, and the next best print is awarded the third place. Similarly, when prints tie for second, then no third place is awarded. The greater objective is to still end up with just three winning prints in each category. This past year we have had only a couple incidents when ties made the situation more complicated and then we examine the details of the incident to decide the proper approach to resolve the ties.

The club print chairs keep records that are used to determine the end of year awards within our club. Awards are based on points earned by the print makers (photographers). Points are given for both participation (1 point per print entered) and for winning the monthly competitions (3 points for 1st; 2 points for 2nd; and 1 point for 3rd place). In the recent past, end of year awards were given for photographer of the year based on combined (large; small; open; theme) total points earned. During the 2006-2007 club year, addi-

tional awards will be giving for the Open and Theme categories.

The 4C's story is a bit different. At the current participation levels, our club and most all clubs are allowed to submit five large and five small prints each month.

(There is a 4Cs formula that allows clubs with many active print makers to submit more prints for monthly judging.) As indicated above, we choose six large and six small prints each month as winners within our club. Note that 4C's does not have a Theme category, so our open and theme prints are combined into simply the large and small categories. Five of those six prints large prints and five of those six small prints, get sent off to the club that is the 4C's judging club the next month. The print chairs will send the first place winners, the second place winners, and the best of the third place winners in the large and the small categories. The print chair will choose which of the third place prints gets included in the 4C's submissions. (Again, ties can complicate this process on occasion, but the philosophy is applied to the extent it is possible to do so.)

Each month, a different 4C's club does the judging. Valley Viewfinders is the 4C's judging club in January. Whenever a club is judging, that club is not allowed to enter any prints, to avoid conflicts of interest. To compensate, after a club does the judging, they are allowed to submit double the usual number of prints the following month.

The 4C's judging is always done using three judges and a 1-to-9 point scale. Each judge assigns a score value to each print. Then the scores from the three judges are added and that is the score for the print.



Blue ribbons, or Awards of Merit, are given to the top 10% of the prints in each category (large and small). Additionally, the next four high scoring prints are awarded red ribbons as Honorable Mention. All prints are then returned to the print chairs of the submitting clubs and ribbons are sent separately.

When the prints arrive, the print chair then returns the prints to their makers and awards the ribbons if awards were earned. At the end of a season, the 4C's will send out a recall list for End of Year judging. The recall list will ask for all blue and red ribbon winners. The print chairs collect and submit the recalled prints to the 4Cs print chair. From the entire set of recalled prints (by large and small category) the 4Cs end of year awards are decided over the summer. Awards are announced and all the prints are displayed at the fall convention of the 4Cs. This convention takes place at the beginning of October. (This year's convention is at Coos Bay over the weekend of October 6-8th.) After the convention, the recalled prints are returned to the club print chairs and then are once again returned to the owner/print makers.

Valley Viewfinders treats both the color and the black & white prints in the same manner, and the information provided above applies equally to color and black & white. Your print chairs hope that this article has succeeded in informing you about what is going on as you submit prints for competition each month. The color print chair is Art Burkhalter and the black & white print chair is Becky Renfro. (Slides are handled in a similar way, but just a bit differently. Marian Good is the slide chair.) We hope you have happy shooting this year.

Moose Peterson and photography pros Joe McNally, Laurie Excell, Kevin Dobler, plus Photoshop instructor Matt Kloskowski. This place is not far from here, if the pocket book can stand the registration fee—but it really sounds like fun.

Okay, stop imagining. It's true. Just swing by the official website www.goinwild.org to sign up before all the precious spaces are gone.

So there you have it folks—our first attempt at a newsletter. Let us know what you think—does it work for you? And send in those cards and letters if you are aware of things the membership might like to know.

Oh yes, by the way, we will soon be having a slide presentation on celestial photography by an amateur astronomer and photographer. I have seen his work and it is quite incredible. We are making arrangements for a date; in the meanwhile check out this site: <http://www.astronomytom.com/>. Pretty awesome!

See you all on Thursday!

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Goin' Wild with Moose Peterson and Friends

Imagine how really great it would be to go on a two-day field workshop with daily shoots in the Northwest Trek with legendary wildlife photographer