



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

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

The Projector

A NEWSLETTER FOR PSA-MEMBER CLUBS & COUNCILS

SPRING 2011

PSA Conference Early Registration Deadline on June 30

by Janet Bigalke, APSA, Conference Vice President

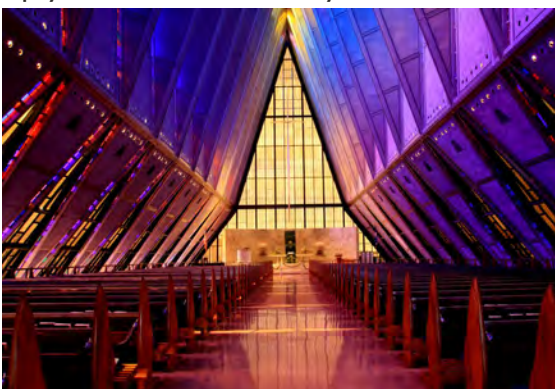
If you have not already heard about the upcoming PSA Conference or have not promoted it with your club, council or chapter, please share the following information about this year's event to be held in Colorado Springs, CO at the Doubletree Colorado Springs World Arena Hotel. Note that the first deadline is June 30, for early registration. So remember to register early to avoid extra costs.

From September 18-24, PSA will conduct the 73rd Annual Conference of Photography in Colorado Springs. Information for the conference is available in the *PSA Journal* and on the PSA website at www.psa-photo.org. Click on the Conference area for information about the event and to complete your registration for the conference. To register at the Doubletree Hotel, site of this year's conference, go to the PSA website and click on Conference and Hotel Registration. There will be a link that you can follow that will take you to the special Doubletree Hotel registration page for the PSA Conference.

A typical conference week consists of classes, tours, programs, lectures, workshops, evening receptions, and finally culminating with the PSA Honors Banquet on Saturday evening. From Sunday through Tuesday afternoon, you may participate in the "pay for" classes and or any of the eleven tours. The classes and tours are explained further



Air Force Academy Exterior by Gerry Emmerich, FPSA



Air Force Academy Interior by Janet Bigalke, APSA

on the website. There are 5 classes: Photo-shop® Elements; Intermediate Photoshop®; ProShow Gold; Adobe® Lightroom®; and an HDR Efex Pro™ class presented by Nik Software. The tours will provide photo opportunities at the famous Garden of the Gods, the Air Force Chapel, Pikes Peak via the Cog Railway, the Paint Mines Park, the Cheyenne Mountain Zoo, Will Rogers Shrine, Helen Hunt Falls, Seven Falls,

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Club's Adobe® Lightroom® Club Event Highlighted

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

As Bob Coffey gave an overview of the principal features of Adobe® Photoshop® Lightroom® 3, he told 65 of his fellow club members at the **Delaware Photographic Society** about features of the software using tips that he had learned in a 90-minute online recorded training session by **Julianne Kost** of Adobe.

“While Lightroom is not a replacement for Photoshop,” Bob told his audience, “Lightroom is designed especially for photographers by photographers, so all its features pertain only to processing photographs, not graphics. The result is a simpler, more intuitive and more efficient approach to organizing, selecting, editing,



Bob Coffey, Lightroom 3 presenter, at the Delaware Photographic Society's Adobe Lightroom 3 Club Event. Photo by Bob Hunt.

optimizing and outputting many images much faster; thus saving you time and making it more enjoyable.”

Bob's presentation was part of the Delaware Photographic Society's Adobe Lightroom Club Event, which many other PSA-member clubs have also hosted during the past year. If your club has not hosted an Event yet, then, it needs to do so soon to take advantage of this limited time offer that Adobe has exclusively given to PSA-member clubs. To find out more, go to http://psa-clubservices.org/club_services/club_programs.html

To host an event, a club must:

- Plan an event with at least 30 attendees.
- Designate a member to demonstrate Lightroom 3



The Delaware Photographic Society has an Adobe Lightroom 3 Club Event on May 2. Photo by Bob Hunt.

Three items the demonstrator/presenter receives:

- An opportunity to attend online training with Julianne Kost
- One t-shirt
- One Julianne Kost DVD of Lightroom3 tutorials designed for viewing on computer monitors, or projected from a computer
- One DVD that includes everything required for a Lightroom 3 demonstration

Adobe will send your club a valuable Lightroom® 3 Club Event Kit developed specifically for PSA-member Clubs containing these items to raffle to attendees during your event:

- One copy of Lightroom 3
- One camera bag
- One t-shirt
- Five microfiber lens cloths
- Five luggage tags

Included will be Lightroom® 3 logo stickers and raffle cards for everyone.

Start planning your club's successful Adobe Lightroom 3 Club Event today by completing the participation form at http://psa-clubservices.org/club_services/club_programs.html If you have questions about the Adobe Lightroom 3 Club Event, contact Adobe's PSA Liaison, Kathy Waite at kathy.waite@comcast.net

2011 PSA Youth Showcase Garners 571 Entries

by *Kathy Braun, APSA, Director, Youth Showcase*

This year's Youth Showcase brought in 571 entries from 110 (109 and one homeschool) schools. There were 20 sponsoring clubs, councils, and chapters, and 149 prints were chosen for Youth Showcase Exhibition in Colorado Springs.

Four new clubs participated this year: **Camera Club of**

Hilton Head Island by Linda Kondor; **Mayslake Nature Study and Photo Club** by **Fred Drury**; **Lancaster Photography Association** by **Nan Carder**; and **Loveland Photographic Society** by Nancy Abraham.

The winners and sponsors will be featured in the September issue of the PSA

Journal. Watch for an expansion of Youth Showcase to be announced at the PSA Conference in Colorado Springs in September.

Additional information may be obtained by contacting **Kathleen Z. Braun, APSA**, pkzbraun@aol.com

Each PSA chapter, camera club or council with a printed or electronic newsletter may enter the PSA International Newsletter Contest.

PSA International Newsletter Contest - Deadline June 1

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

This is a reminder that the Newsletter Contest deadline for entry is June 1, which is coming up quickly. To get the information and entry form, go to this link: <http://psa-photo.org/regions/psa-member-clubs/club-contests/club-newsletter-contest/>

All camera clubs, councils and chapters newsletters are

eligible provided the organizations are paid members of PSA. The editor does not need to be a member. There is no additional fee except that paid by your club to be a PSA member.

After the PSA conference, entering editors will receive score sheets from three judges for their newsletters, plus the judges' comments,



which are very valuable - more so than the score sheets. Winners will receive plaques, and ribbons.

Website Contest - Deadline June 1

Roxanne Overton, Director of the PSA Club Web Site Contest, invites all chapters, clubs or councils currently maintaining an Internet web site to enter the contest. To find out more details go to <http://psa-photo.org/regions/psa-member-clubs/club-contests/club-web-site-contest/> or contact Roxanne at rboverton@gmail.com



“From
Wednesday
through Saturday
attendees may
select from 50+
programs and
workshops that
are scheduled.”

Featured
Speakers: Tyler
Stableford
George Lepp
Joe LeFevre
Julianne Kost

CONFERENCE...CONTINUED FROM PAGE 1

the Cliff Dwellings, Glen Eyrie Castle, the Town of Manitou Springs, a lunch and train ride through the Royal Gorge, and a FUN NIGHT at the Flying W Ranch where attendees may enjoy the quaint western town setting, the show by the Flying W Wranglers, and a dinner in the steakhouse.

On Tuesday evening, the projected PSA International Exhibitions from each PSA Division will be shown followed by the “grand opening” of the International Print Exhibitions in the Colorado Springs Ballroom Print Gallery. From Wednesday through Saturday attendees may select from 50+ programs and workshops that are scheduled. Each day there will be division programs pertaining to one of the following areas, such as 3D; Color Projected general, portraits, and creative images; Electronic HDR, Photoshop tips; Nature programs on birds, dynamic landscapes, photographing bears and African areas; Photojournalism topics and sports tips; Photo Travel people, places and architecture; and Pictorial Prints topics pertaining to raw power, printing, and monochrome. There will be guest speakers each day sponsored by some of the vendors, the Nature Division, the Photo Journalism Division and others. Watch for more information on the website.

Keynote speakers are scheduled as follows: Wednesday evening, Tyler Stableford, Canon Explorer of Light; Thursday evening, **George Lepp**, Canon Explorer of Light; on Friday evening, Joe LeFevre, sponsored by Hunts Photo Video; and on Saturday morning, sponsored by Adobe® Systems, **Julianne Kost** will cover Photoshop and Lightroom. Each day, there will be different workshops covering subjects such as: model shoots, macro photography, how to make better digital photos, conducting camera club digital operations, and how to develop honors applications. Watch for the Meeting Schedule and Programs Schedule on the PSA website in June. If you have further questions, please contact **Janet Bigalke**, **APSA**, PSA Conferences VP at conferenceVP@psa-photo.org.



POST CONFERENCE TOUR

by Don Lyon, APSA



Photo by Don Lyon, APSA

Sign up now to Photograph the Colorado Rockies after the PSA Conference in Colorado Springs. Join guide **Don Lyon, APSA** and 40 of your PSA friends September 25-October 2 to capture fall color at Mesa Verde’s cliff dwellings. Includes Jeep tour in the San Juans (Ouray and Telluride) and Aspen’s Maroon Bells.

The 7-day tour is \$1233 if the minimums are met by June 10. View the brochure at www.cuephoto.com or on the PSA website at post conference tours. E-mail to don@cuephoto.com or call 541 466 5969 and leave a message with your name and phone number. We’ll have a great time—we always do!

Club Rep Login to My PSA (Members Only Area of PSA Web Site)

by Joanne Stolle, APSA, EPSA, Information Systems Vice President

Club Reps who are using the same email address for both their individual PSA membership and the club's PSA membership account, need to update one of these listed email addresses to login to My PSA, the members only area of the PSA web site. The My PSA login does not allow the same email address to be used for multiple accounts. It is usually best to update the Club Rep email address. If you do not have a separate club email to use, you can find a variety of quick, easy, and free email programs online. To update your club email address, contact Jimmie King (support@psa-photo.org).

Club Reps can log into My PSA to renew the club's membership and view all the services and activities available to PSA-member clubs. To log in, click "club rep login" in the left column, below the navigation bars, under "Member Login" on the PSA website homepage or go to http://psa-photo.org/mypsa_club_login/. Use the email address and password on file for your club. If you do not know your password, contact PSA Membership Coordinator, Jimmie King (support@psa-photo.org) for assistance.

A Note About PSA Interclub Competitions

With the PSA Interclub Competitions finishing up for the year, it is not too early to start thinking of what division of this competition your club wants to enter in the fall. Perhaps your club has never participated in the PSA Interclub Competitions, and you would like to get started this fall, or your club may want to expand into another division of the PSA Interclub Competitions.

PSA offers a unique opportunity for member clubs from all over the world to enter PSA Interclub Competitions each year. Both the club and individual members of the club can receive recognition for their photography. Clubs wishing to enter one or more PSA Interclub Competition, should read the article, "A Dynamic Interactive Process for Entering PSA Interclub Competitions," which can be found at http://psa-clubservices.org/club_services/interclub_competitions.html and contact the Consultant, **Nan Carder** who is available to help clubs decide what PSA Interclub Competitions to enter and help them through the process nancarder310@msn.com.

The PSA Interclub Competitions are organized by PSA Divisions and begin in the fall each year. Each Interclub Competition has its own schedule, guidelines, and requirements (e.g., three or four judgments a year; one or several skill levels).

There are six free digital Interclub Competitions sponsored by five PSA Divisions.

- Color Projected Image Division (CPID):
- International Club Image Competition (ICIC)
- International Creative Club Competition (ICCC)
- Electronic Imaging Division (EID)
- Nature Division
- Photo Travel Division
- Photojournalism Division

There is also an Interclub Competition sponsored by the Pictorial Print Division. Take your choice but do get your club involved in at least one.

Chapters Showcase Highlighted

by Joanne Stolte, APSA, EPSA, Information Systems Vice President

In the early 1980's, the Connecticut Chapter promoted a "showcase" of the photography of the Society's Chapters. The first PSA Chapters Showcase was presented at the Society's 50th Anniversary Annual Conference in San Francisco in 1983. This first showcase was organized as a prejudged, inter-Chapter pictorial slide presentation with taped music and commentary; and the showcase program was duplicated for use by PSA Chapters, and PSA-member clubs and councils.

Today the Chapter Showcase is announced early in the year when each Chapter asked to appoint a Showcase Chair. Each Chapter submits twelve images from twelve different photographers for judging by the host Chapter. The host Chapter submits images for the Showcase but those images are not judged or eligible for awards. Following the judging each Chapter is advised of its entrant's scores, but no other scores are provided. The winners are introduced at the initial showing of the Chapter Showcase during the PSA Annual Conference. The Chapters with the three highest cumulative scores (First, Second, and Third place) receive certificates; the Best of Chapter goes to the First place image from each Chapter with the maker receiving a ribbon; and the photographers whose images were selected as the overall winning images: Best of Showcase, First, Second, and Third place, receive a framed certificate that has a copy of their image printed on it.

A CD of all the images submitted to the Chapters Showcase is prepared as a program appropriate for showing at a club, council, or Chapter meeting. A copy of the Showcase CD is given to each Chapter following the premier showing at the Annual Conference. PSA-member clubs and councils, and individual PSA Members can request a [free Chapters Showcase CD](#). This year's overall winning images are displayed below.

Best of Showcase:

"Descending Fox"

Bob Griffith, FPSA, EPSA

Inland Empire Chapter





First Place:
"Egret Dancing"
MyPhuong Nguyen
Mid Atlantic Chapter



Second Place:
"Rice Terraces"
Nancy Brown
Chicago Chapter



Third Place:
Battle in the Sky,
Michael Rosenbaum, PPSA
Everglades Chapter

Camera Club Committee News

by Margaret Sprott, PSA Camera Club Committee Chair

All those involved in the club competitions have been busy helping member clubs navigate the new PSA website. **Joan Field, APSA**, Director of the Newsletter Contest is getting many questions about how to find the entry forms and how to enter the club newsletter for the contest. Given the number of inquiries it seems that there should be many entries. The new web contest director, **Roxanne Overton**, is also fielding questions about that contest but maybe not quite as many since webmasters are probably more adept at navigating through web sites. Councils are encouraged to enter the Councils' Challenge by sending their prints and digital images to **Roz Kleffman**.

Remember the deadlines for these contests:

Newsletter – June 1, 2011

Website – June 1, 2011

Councils' Challenge – May 27, 2011

Remember that you can find all the information you need about these contests on the PSA website, www.psa-photo.org. For people who are not individual members, the place to go for information is

the "Regions" Section. If you have any trouble locating information, please feel free to e-mail me –

Margaret Sprott – dick_margaret@verizon.net.

Joanne Stolte, APSA, EPSA asked me to be a consultant to help people who have questions about the website and about how to get information about the contests. I am getting a few inquiries but not as many as I thought I might. I believe that people are beginning to find their way around the new site. Of course it would be ideal if all reps and anyone else involved in PSA events were individual members of PSA. That makes it easy to find everything you need on the site.

The other contest you should consider entering is the big open exhibition with many sections that is run by PSA every year. It is a great way to see how your images compare to other members' images and to add to your number of acceptances.

If you have not yet registered for the PSA conference to be held in September, in Colorado Springs, it would be good to start making plans to do so.

Use of the PSA Logos by PSA Members

PSA members (individuals, clubs, and Councils) in good standing are encouraged to display the PSA logo as a way to identify their membership in PSA. The logo consists of its art design and the words Photographic Society of America® (as shown here).

The logo must be used in its entirety and the colors cannot be altered. The word "Member" or "Member since XXXX" should be displayed directly below the PSA logo. Individuals, clubs, and Councils in good standing are "members" and the term "affiliated with" should not be used. The logo may appear on current members business cards, literature, electronic correspondence, and web sites.

Use of the PSA logo or PSA's name or acronym by non-members or members that have allowed their membership to lapse due to non-payment is forbidden.



Member Since XXXX

As a PSA Club Representative, be sure the PSA logo is on your club's website and newsletter. This logo and one with a black background may be downloaded once you have signed in on the PSA website: www.psa-photo.org. The PSA Conference logo may also be downloaded there.