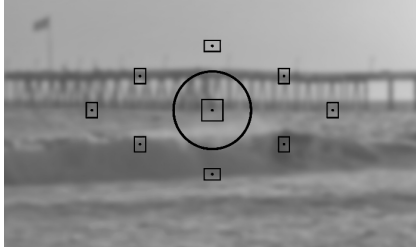


Through the Viewfinder



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From the Prez's Pad

Bernie Goldstein

August 2014

I was delighted with the great turn out at our Ventura County Camera Club leadership group meeting in July where we were able to exchange valuable input and arrive at productive decisions for the benefit of the club.

Christine Leong and Bryan McCall generously provided a quiet spacious air conditioned space at Christine's art studio. Her studio, along with at least forty other artist studios, are housed at a former Camarillo school complex in Old Town Camarillo. I was impressed with Christine's awesome painting of tigers that graced the rear wall, a previous blue ribbon winner at the Ventura County Fair. Bryan's impressive prints enhanced the south wall creating an artistic setting for our team meeting.

All of the committee chair leaders (with the exception of two who are out of state), all of our clubs officers, and a few additional members in attendance contributed positively to our discussions.

SOME ITEMS COVERED

- While a computer crash put the skids to getting an up to date printed financial report, it appears that our finances will without question allow us to finish the year in the black.
- The membership has increased by about 20 percent since January, with a current count of 55 members.
- Discussion about how to handle the Year End Print Contest.

A committee was formed to determine the categories and how many prints will be allowed for submission. The only restriction of what can not be entered will be a previous year end winner.

Prez Pad (cont'd)

You will be asked to bring your print entries to the November 12th regular meeting to enter into the Year End Print Contest judging in December. The December club judging will be "dark" (members not in attendance) and submitted prints will be returned after prints have been displayed at the January banquet.

- Banquet plans for January... We will reserve the 2nd and 3rd Wednesday evening of January at Poinsettia Pavilion. January 14th, the second Wednesday, is our regular monthly club meeting. The third Wednesday evening, January 21st, is for our annual banquet.

- A Nomination Committee for 2015 Leadership slate was formed...
"Plan Ahead to Stay Current". "If You Fail To Plan, You Plan To Fail."
These sayings, a way of life, adopted from my previous career management position with a major retailer are certainly applicable to the needs of our club.

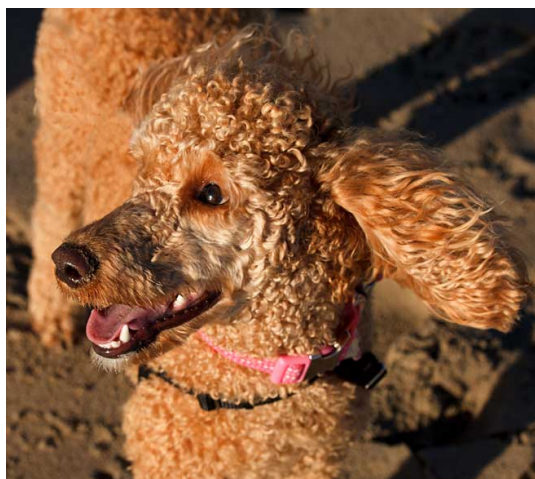
- Judge Contingency Plan...
Once in a great while, something unplanned prevents a judge from appearing at our meeting. What do we do? To be discussed, and a plan will be voted on by the membership at our August meeting.

I left the meeting feeling good about our accomplishments and grateful for the wonderful dedication, enthusiastic support, and cooperation I am the beneficiary of as your 2014 president.

P.S. Ventura County Fair print winners. Please bring your county fair winning images to our August 13th club meeting to share with the members.

Regards,

Bernie



Photographic Musings with *Photobakobob*

“Full Frame Follies”, Part 1

There is a lot of discussion about “full frame” these days - why we need to have a camera that has it - or why we really don't. Back some decades ago (I won't mention how many), when I was about 7 or 8 and took my first photos with my mother's Brownie Six-Twenty, little did I know that I was practicing medium format photography, above and beyond full frame. After all, those negatives were huge 2 ¼ x 3¼ inches! In the following years, I graduated to other cameras, including a twin lens reflex and finally, about 1960, to my first SLR, a Pentax H1. It was full frame, I suppose, but I don't recall the term even being mentioned until digital SLR's came along, in the 1990's. That first one, the Kodak DCS 100, was based on the Nikon F3 and indeed had a “full frame” detector, although it was only 1.3 MP and was a bit pricey at \$20,000. Canon produced its first all-Canon DSLR, the D30, in 2000. (It made some earlier ones with Kodak technology.) But Canon didn't use full frame for that camera, and either did Nikon for its D1 in 1999. Both used smaller, “APS-C” sensors, although they weren't actually the same dimensions. The resolution was a little different too: Canon about 3 MP and Nikon about 2.7 MP. And they...



Kodak DCS 100
www.talktalk.co.uk

both were pretty expensive by today's standards, particularly taking inflation into account. The Canon body was \$3,000 and the Nikon, targeted more at the professional market, was \$5,500.

As professional level digital SLR's were further developed, even from scratch, manufacturers continued to primarily employ the 35mm (36x24mm) format (with a few exceptions) for the digital sensors. I have always assumed that the reason for this was to be able to use legacy lenses for that format. It might also be because the first DSLR was a retrofitted film SLR, and the practice was continued even when totally new systems were designed.

Those first DSLR's, and their successors, aimed at professionals, were very expensive, partly due to the cost of producing the large digital sensors required. In order to make equipment more affordable (for amateurs and well as some pros), DSLR's began to be produced with the detector size reduced to about 40% of the full frame area, for Canon cameras, 22.2x14.8mm and for Nikons, about 23.6x15.6mm. As mentioned above, this format is termed “APS-C,” referring to a mostly failed attempt by Kodak, among others, to introduce a new film and associated camera format in the 1990's. Lenses made for full frame SLR's (film or digital) can be used for these cameras, too, but they are said to have a “telephoto effect.” Because only part of the full frame image is recorded, the result appears to be magnified. To obtain the effective focal length of a given lens, it must be multiplied by a factor. For Canon APS-C DSLR's, this factor is 1.6; for Nikon, it is 1.5. There are other sizes and shapes, too, of course, such as four-thirds, and a variety of larger medium formats.

Photobakobob (cont'd)

The table below places some of this in perspective...

			% Full Frame
Full Frame (35mm equivalent)	36x24 mm	864 sq mm	100
Canon APS-C	22.3x14.9 mm	332 sq mm	38
Nikon APS-C	23.6x15.6 mm	368 sq mm	43
Micro four-thirds	17.3x13 mm	225 sq mm	26
Hasselblad HSD-50, 50 MP medium format	36.7x49.1 mm	1802 sq mm	210

Over the last couple of years the price of full frame digital SLR's and SLT's (single lens translucent, like the Sony) has fallen like the proverbial rock. Cameras that were once out of reach of many amateur and even professional photographers are now, not inexpensive, but at least affordable. Indeed, it is thought by some that the era of the more advanced, and relatively expensive, APS-C DSLR's may have ended. Canon, for example, has yet to replace its dated EOS 7D, an APS-C DSLR introduced in 2009. I suspect the reason is that the anticipated price of a new model likely would not be much less than for an entry level full frame, if at all. The reason for this price decrease is commonly attributed to more efficient chip production but may also have to do with an effort on the part of major manufacturers to expand their full frame sales to the "enthusiast" market.

Currently there are a number of reasonably affordable (although "affordable" certainly is a relative term) and excellent full frame choices from major manufacturers. Some examples include Canon EOS 6D, Nikon D610, and Sony 7.

But if a photographer is happy with a an excellent DSLR such as a Canon 70D or Nikon 7100, or with a four-thirds model such as the Olympus OMD EM5 or Panasonic G6, why get a full frame DSLR? There are a number of reasons as well as dissenting opinion. More on than that next time.

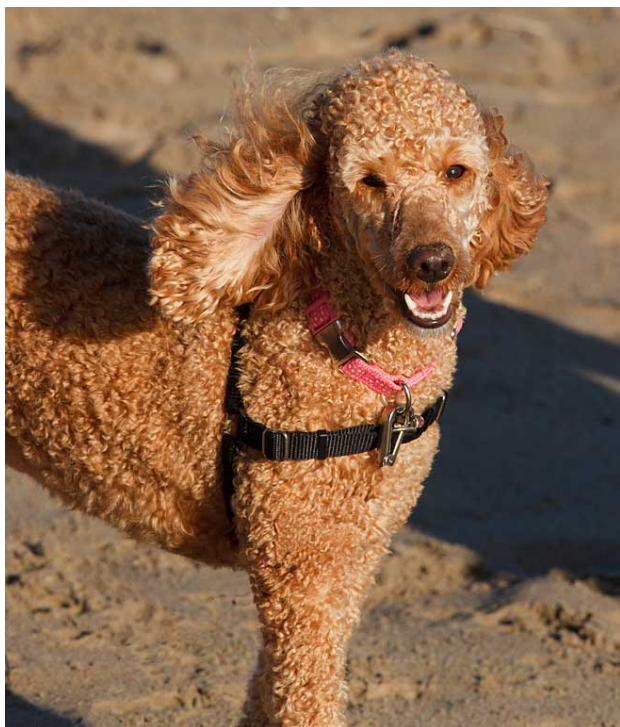
Photobakobob

Exploring Digital Photography with *Photonaut!*

Averting “Near Disaster”

If you leave your camera equipment at home safely stored on a shelf, it should last a lifetime without hardly any problems. However, the more adventures you go on, the more likely you are to run into situations that can harm your equipment. For understandable reasons, most of my equipment “near disasters” have occurred on or near beaches. Salt spray and sand can quickly cause bad things to happen to cameras, lenses, bags, boots, etc.

I recently agreed to take golden hour shots of a relative’s dog at the beach in Ventura. It almost turned into a complete disaster, and near *Kiddie Beach* of all places! Rule number one, if you are anywhere near the water, keep a constant eye on the waves. Occasionally, “rogue” waves will appear and sweep in much harder and further than the 20 or 30 waves before it. It is hard to look through the viewfinder and concentrate on the subject and composition while also looking out for the occasional and unpredictable rogue wave.



We were on dry sand about 10 feet away from the wet part of the beach, the light was perfect, the dog was happy, I managed to only squeeze off three shots, then BAM! A huge rogue wave hit both of us with considerable force. I was down low at almost dog level and looking through the viewfinder when the wave hit. I didn’t see it coming. Suddenly both the dog and I were in two feet deep rushing water, the salt spray was splashing all over me and the camera, plus my waterproof boots were filling up full of ocean water. While quickly sloshing to higher ground, I slipped and fell down onto the wet sand, which needless to say, got all over the camera, lens, and small camera bag. Almost the perfectly staged Hollywood disaster.....

Fortunately, after only a one minute walk, I had access to everything needed to help counteract what had just happened. The camera and lens had not been submerged, just sprayed heavily by the foamy rushing salt water and dusted with wet sand. (If it had been completely submerged, this would be a very different story!) In the trunk of the car were several large clean beach towels, fresh water bottles,

micro fiber cloths, and my trusty large red Giotto’s air rocket blower. I doused a beach towel with fresh water, and wiped the camera and lens with that, followed by a dry towel. I repeated the fresh water wipe down and drying process with 2 other clean towels. Things were looking pretty good. I then used the rocket blower to blow off any remaining sand out of the cracks and crevices, opening the hatches to the battery and memory card compartments to get to the small sand particles wedged along the edges, and looking to be sure no water had sneaked inside. Last but not least, I used a wet then dry micro fiber cloth on the glass lens surface once I was sure there was no sand on it. As the camera bag is almost waterproof, it only had wet sand on the outside surface, which was easy to clean up at home.

I cannot take credit for bringing along all the clean beach towels, they were actually for the wet dog to sit on for the ride home. The lesson learned is to always keep an eye on the waves when near the water, **and** to take along lots of clean towels and big bottles of fresh water whenever you take your camera gear near the ocean.

Photonaut

2014 Field Trip Opportunities – VCCC (updated 8/3/14)

Daylight Savings Time: **March 9 – November 2**

Month / Date	Place / Attraction	Notes / Comments	Interests
Saturday August 23	“Wings Over Camarillo” Air Show Historic World War II era, Korean War vintage aircraft, and experimental aircraft. Upside-down helicopter flying. http://wingsovercamarillo.com	Ken MacGregor will host this field trip, having experience shooting at previous air shows. \$15 general admission Gates open 9:00 am Show 12:00-4:30 pm	Panning Fast shutter Long lens Short lens
Tuesday September 16	Santa Barbara Zoo 500 Niños Drive, Santa Barbara http://www.sbzoo.org/visitor-infor/plan-your-visit	Adults \$15 / Seniors 65+ \$12 Parking \$6 Hand feed giraffes while taking photos up close. \$6 For 15 min between 11:30-1:30	Animals Scenic Landscape Botanical
Saturday October 18 (Tentative, based on member interest)	LA County Museum of Art (LACMA) 5905 Wilshire Blvd., Los Angeles (323) 857-6000	<ul style="list-style-type: none"> • Levitated Mass, a large rock from a local quarry. • Urban Lights exhibit 	Afternoon & twilight photography

Other Community Events Worth Noting (not group field trips):

Saturday & Sunday Sept 13 & 14	California Street Longboard Classic Surf Contest Seaside near the Crown Plaza	http://www.venturasurfclub.org/cstreet/photos.php	
Saturday August 30	Ventura Nationals Hot Rod & Motorcycle Show Ventura County Fairgrounds http://www.venturacountyfair.org/events/	9:00am – 4:00pm \$15 adults	
December 6	Ventura Harbor Parade of Lights	Admission is free Judging takes place near the Harbor Patrol dock by the entrance to the Keys.	Long Exposure Night shots

2014 Field Trip Opportunities – VCCC (updated 8/3/14)

Dallas Cowboys Training Camp

Field next to Marriott Residence Inn, 2101 West Vineyard Ave., Oxnard

<http://www.dallascowboys.com/team/training-camp.html>

Admission is free. On-site parking is \$10

Mon, Aug 4 5:15 pm

Thur, Aug 14 3:45 pm

Other Helpful Information:

Time & Tides – Ventura / Channel Islands

<http://www.saltwatertides.com/dynamic.dir/californiasites.html#barbara>

More Field Trip Suggestions from Fellow Members:

Within 45 miles:

Loons Beach (Summerland)
El Matador Beach (Malibu)
Ventura Mission
Local Ventura Beach - Sunset
Local Ventura Surfers (waterfront promenade)
Local Downtown Ventura Architecture
Nite Shooting Downtown Ventura Main Street
Ventura City Hall
Butterfly Grove - Santa Barbara (Nov-Feb)
Santa Barbara Zoo
Getty Museum/Center
Anacapa Island (Island Packers Ventura Marina)
Topanga Park
Santa Barbara Mission
Santa Barbara Botanical Garden

Less than 100 miles:

Hollywood at Night
Observatory at Sunset
Morrow Bay

More than 100 miles:

Pt Lobos State Beach (Monterey/Carmel)
Mono Lake
Huntington Beach
Yosemite National Park
Kings Canyon
Sequoia Park
Big Sur

Club Announcements



Membership Renewal

If you have not already done so, please renew your membership for 2014. *Only members in good standing may submit images for judging.* If necessary, please talk to **Joyce Schoppe**, our Membership Chairperson, at the next meeting, or send an email to Joyce at: membership@venturacountycameraclub.com

Instructions for Digital Projection Entries!

Please **ensure** your files are correctly labelled in accordance with the required format: (this is not new!) Some people are doing it wrong, and that creates extra work for the digital entry coordinator.

Required: **LastnameFirstname_IMAGE TITLE_month-year_category.jpg**

examples... **SmithJohn_ENTER AT OWN RISK_03-14_Assigned.jpg**

LehrerNancy_NOTHING WORTH WATCHING_3-14_Open.jpg

Note that the **TITLE** must be all **CAPS!** That is so it can be seen in the darkened room and read out loud. Note where the underscores go, and where they don't! The date is optional but recommended.

All images submitted for projection must be in jpg format with pixel dimensions not to exceed 1024 width and 768 height (1024x768). Images that exceed either of these dimensions will not work with the Club's projector and therefore will not be shown.

Images must be emailed to: digitalentries@venturacountycameraclub.com no later than 6:00 pm on the Monday prior to the meeting.

Entries received after the deadline, mislabeled, or too large to project will not be shown and will not receive a critique from the judge.

Please Share Your Images!

A selection of digital Merit Award images from the previous meeting are normally displayed in each month's Newsletter.

If you want to share any of your special images with the club in a future Newsletter, please send them to: editor@venturacountycameraclub.com

Club Announcements (cont'd)

Congratulations to Our July Merit Winners!

Prints:

"Tough Dude" by Albert Huen

"Shriveled" by Albert Huen

"Banjo Man" by Bernie Goldstein

"Striped Furor" by Bernie Goldstein

"Salcombe" by Susannah Kramer

"Crunch It!" by Sharon Kolsch

Digital Assigned:

"Lonely at the Top" by John Ferritto

"Spelling" by Richard Lieberman

"Eagle Point" by Ken MacGregor

Digital Open:

"Mama Via" by Chris Borel

"During the Storm" by Richard Lieberman

"Perfection" by Gina Ramsay

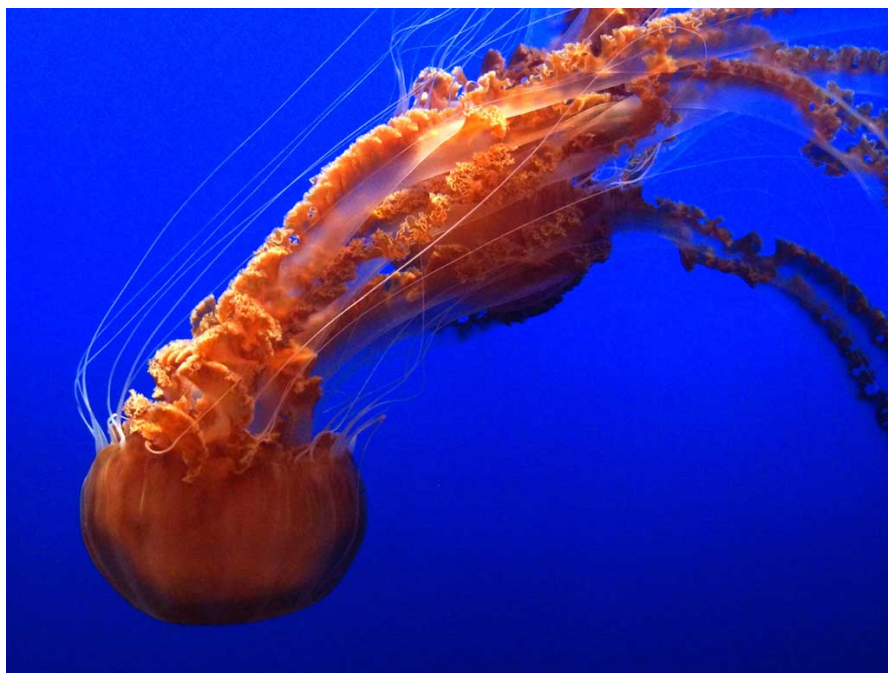
"West Wall" by Sal Santangelo

"Jelly Fish" by Al Sarnelle

July Digital Merit Awards

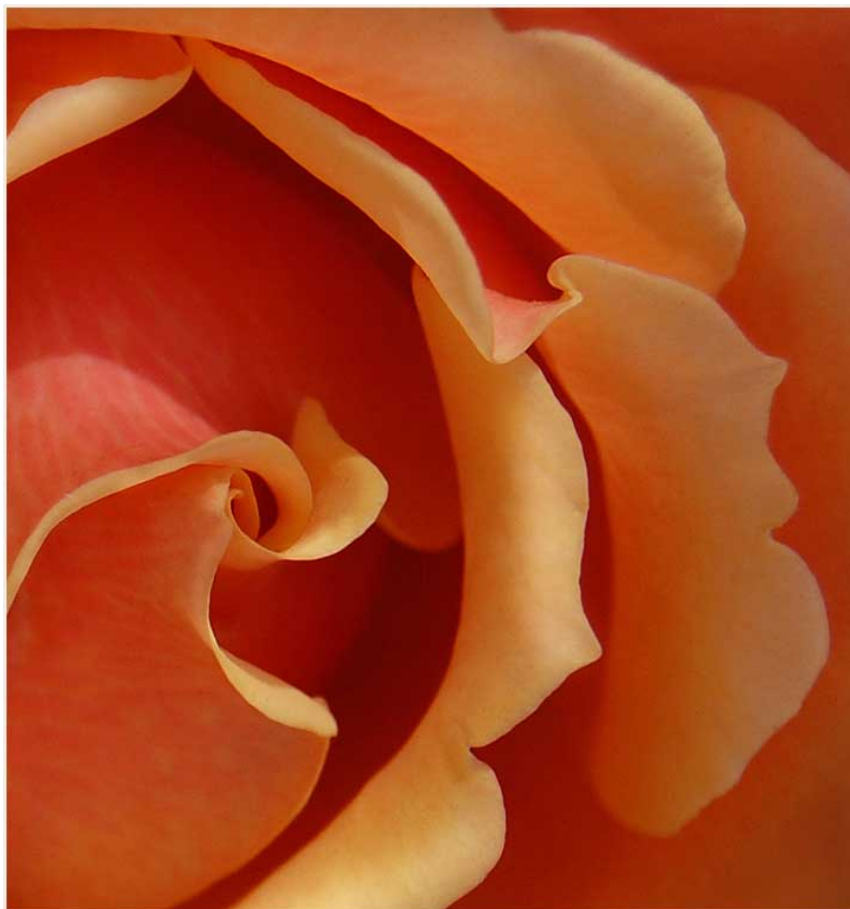


"Mama Via" by Chris Borel

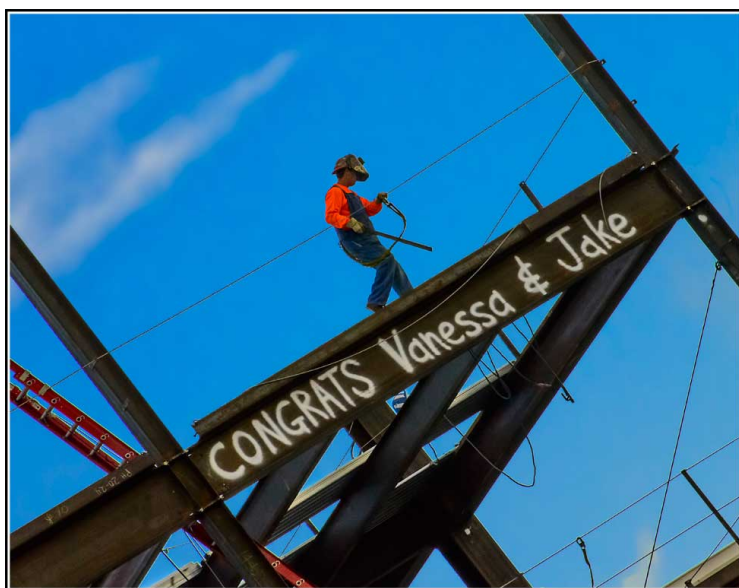


"Jelly Fish" by Al Sarnelle

July Digital Merit Awards



"Perfection" by Gina Ramsay



"Lonely at the Top" by John Ferritto



"Spelling" by Richard Lieberman

July Digital Merit Awards



"West Wall" by Sal Santangelo



"Eagle Point" by Ken MacGregor

Club Announcements (cont'd)

Official Federal Recreation Lands Photo Contest

The [2014 Share the Experience Photo Contest](#) is now accepting entries through December 31. If you're an amateur photographer, this is your chance to submit inspiring images of America's federal lands, national parks, forests, waterways and historical sites. The 2014 contest features many prizes and a brand new submission category – Night Skies.

Share the Experience showcases amazing photography that highlights the endless recreation opportunities and breathtaking scenery offered by our federal lands. In 2013 about 18,000 images were submitted. See our complete list of [2013 winners and honorable mentions](#).

Will you be our next winner? The 2014 Grand Prize package includes \$10,000, the winning image featured on the 2016 America the Beautiful - The National Parks and Federal Recreational Lands Pass and other great prizes. For a full listing of prizes and rules, or to submit a photo, please visit www.sharetheexperience.org.

Greg Cooper Show Opening

Friends,

I'm pleased to announce that my work is featured in a group show coming up next week in Santa Barbara called "Related"

My work is a collection of daily images that I have been making since Cláudia left in January 2013. As a way to connect, I've been making a portrait of myself along with our dog Biskit - posting them online so she can share those moments while in Brazil.

It would be great if you could come out for the opening which will be "First Thursday" August 7 from 5-8p at the Cota Street Campus (27 E. Cota, Street, Santa Barbara, CA)

The opening reception is free and open to the public.

-Greg

Greg A. Cooper
Faculty, Visual Journalism
Brooks Institute
gcooper@brooks.edu
805-585-8089

Club Announcements (cont'd)

2014 Topic Assignment Schedule:

January: Earth Without the Hand of Man

February: Unusual Perspectives

March: Long Exposure

April: Tell Me a Story

May: Botanic

June: "Prints Only" meeting, *no assigned topic*

July: Lonely or Solitary

August: Ridiculous & Absurd

September: Action

October: Creative Patterns (Geometrical)

November: *Monochrome*

December: End of year judging, *no assigned topic*

Rumors Rumors VC Fair Rumors!

We are hearing that some members of the Ventura County Camera Club have done *very well* at the Ventura County Fair Photo Competition. We do not have a complete list of the award ribbons hanging on club member prints (unfortunately we might *never* get a verified tally of all the winners honored), so we are depending on each Club member that entered the competition at the Fair to let us all know how they did, and to share and show their results at our next meeting in August.

All prints must be picked up at the Fair on the 11th of August between 12 noon and 7 pm. That is only 2 days before our regularly scheduled Club meeting. So, if you won a Ribbon at the Fair, ***bring the winning print(s) to our August meeting.*** Based on what shows up, I will try to put together a list of Ribbon Winners at this year's Fair and list them in the next Newsletter.

"Congratulations and Salutations" to Club Members that won by Ribbons at the Fair!

Club Announcements (cont'd)

Club Meeting Info:

All Welcome! Please come to the next meeting of the Ventura County Camera Club on...

Wednesday, August 13th, at 7 pm. Poinsettia Pavilion, 3451 Foothill Rd, Ventura CA 93003

Our scheduled Judge for Aug: [Greg Cooper](#) (see announcement above about Greg's show)

<http://www.brooks.edu/About-Brooks/Faculty-Staff-And-Administration/Faculty-Profiles/Greg-Cooper>

2014 Refreshment Schedule:

JAN - John Ferritto

FEB - Ed Nailor

MAR - David Paumier

APR - Allyson Barnes

MAY - Bruce & Joyce Schoppe

JUN - Nancy Lehrer

JUL - Susannah Kramer

AUG - Harold Epstein

SEP - JP Watson

OCT - Ken MacGregor

NOV - Don Hoffman & Sharon Kolsch



Professional Announcements



<http://www.sherronsheppard.com>

Rangefinder Magazine article featuring Sherron's work:

<http://www.rangefinderonline.com/features/how-to/Composition-and-Design-3281.shtml>

Dan Holmes Photography Workshops, Tours, and Photo Adventures:



TBA 2014	California Wildflowers, Surprise Location!
TBA 2014	Modelo Canyon, Piru
TBA 2014	Ventura Workshops, Basic Photo & Digital Workflow
Sept 10-17, 2014	Fall Colors Valdez, Alaska
November, 2014	Annapurna Base Camp Trek, Nepal
March 3-16, 2015	Namibia Desert, Africa (Photo Safari)
TBA April 2015	Coast & Crest Big Sur
TBA 2015	Katmai National Park, SW Alaska (famous Brooks Falls)

<http://www.danholmesphoto.com/Danholmesphoto.com/Workshops.html>

Dan Holmes Photo

805-643-1086 805-701-5559 cell Ventura, Ca. 93001 Danholmesphoto@gmail.com

Professional Announcements (cont'd)

Mark Jansen Photography and Expedition Workshops:



Workshops/Expeditions:

DSLR:

Ventura Birding 8/3/14
Ventura Street 8/9/14
Santa Barbara Street 8/16/14
Big Sur 9/5-9/7/14
Santa Barbara Balloon 9/13/14
San Francisco 9/27-9/28/14
Eastern Sierra 10/16-10/19/14
Hot Air Ballooning 7/2015
Landscape Santa Barbara TBD
Anacapa Island TBD
Ventura Landscape TBD

SMART PHONE:

Santa Ynez 8/2/14
Ventura 8/10/14
Santa Barbara 8/24/14

INTERNATIONAL

Iceland TBD
Tanzania Safari 2015

For detailed info on above workshops, go to:

<http://www.jansenphotoexpeditions.com/Pages/default.aspx>

Sam and Patricia Gardner - Medici Portraiture Studio

<http://www.mediciportraiture.com/about-medici-portraiture/meet-the-artists-sam-patricia-gardner-fine-art-photographer>



Sept Workshop -

Mark your calendar and RSVP!

Chris@Zstudios.com

Workshop Sept 24 @
Chris Zsarnay's Photo
Studios

6:30 pm

1144 Dupont Ct #120 Ventura

RSVP dluvsurfn@gmail.com

We'll bring Pizzas and drinks.

Item For Sale by Member:

Spyder2 Express colorimeter by ColorVision, to calibrate your CRT, LCD and laptop displays. It includes everything that came inside the box. Works for older versions of Windows and Mac. \$5.

Contact: Albert Huen for further information.

Club Officials for 2014

President:

Bernie Goldstein

Vice President:

Susannah Kramer

Treasurer:

Susannah Kramer

Judge Coordinator:

Bryan McCall

Website:

Ken Clunis

Newsletter:

Ken MacGregor

Digital Entry Coordinator:

Albert Huen

Membership:

Joyce Schoppe

Field Trip Coordinator:

JP Watson

Workshop Coordinator:

Denise Wenger

Room Setup:

Ken MacGregor, Allyson Barnes

General Advisors:

Don Hoffman