

February 2014

FOCUS

a magazine by the Professional Photographers of San Diego County



“Bald Eagle’s Misty View”
Fred Blood III



www.ppsdc.com

Code of Ethics

- 1 Observe the highest standard of honesty in all my transactions, avoiding the use of false, confusing, inaccurate and misleading terms, descriptions and claims.
- 2 At all times endeavor to produce photographs of a quality equal or superior to the samples I display; to apply my best efforts towards providing the best possible photographic services and to play my part in raising the general standard of photographic craftsmanship.
- 3 Show a friendly spirit of cooperation to my fellow professional photographers and assist them whenever possible should they be in trouble or difficulty.
- 4 At all times avoid the use of unfair competitive practices and hereby subscribe to the Federal Trade Commission Rules of Fair Competitive Practices for the professional photographic industry.
- 5 Assist my fellow professional photographers and share my knowledge with them and encourage them individually and collectively to achieve and maintain the highest standards of quality.
- 6 Recognize the authority of the Association in all matters relating to the interpretation of this code.

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Monthly Meeting: **Holiday Inn**
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 6:30 PM - 2nd Tuesday <http://www.ppsdc.com>

PPSDC 2013-2014

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Welcome to Our New Magazine!

It's time to FOCUS!

2014 starts off with a new magazine and a renewed FOCUS on growing PPSDC and providing our members with great programming and exciting learning opportunities.

We have assembled an incredibly dedicated team of people who care deeply about the current and future state of this industry. They are willing to put their time and effort into furthering the field of Professional Photography for everyone.

Ken Hofheinz is the new editor of this beautiful publication. He's taken on an important project and we are looking forward to seeing his vision come together, both in digital and printed editions!

This year you will see the results of the monumental task known as bylaw revisions. The membership will be voting on them shortly. Huge thanks to the bylaw committee: Kim Hales, Lori Lum, and Oliver Asis.

Our first Image Competition of the year is behind us. Congratulations

...but if you do join, be warned,
you may become one.

to our new member, Fred Blood, who won Best-in-Show with his image, *Bald Eagle's Misty View*. We're looking forward to our

annual March Madness Image Competition where our members get to enter four images instead of the usual three. It makes for a long night, yes, but it's like auditing a Master Class in photography for everyone in attendance.

I strongly encourage members to participate in our Image Competitions. I know it's nerve-racking, but it is the fastest and most direct way to get critiques about your art that will help you take it to the next level. Our judges are seasoned photographers; many of them are Masters and/or Certified Professionals through PPA. I guarantee that you will leave a better photographer.

Image Competition is run by our Second Vice President, Oliver Asis. It's just one of the many roles filled by volunteers, and I'd like to express my appreciation for their dedication and hard work.

People have asked me recently, "Who can join PPSDC?" I tell them, you don't have to be a licensed, business-owning, full-time working photographer to join PPSDC, but if you do join, be warned, you may become one.

Come and hang out with us and you will learn about the fun of making beautiful artwork, but also the necessary evils that are contract writing and taxes, ugh. We are not a secret society. Our members are open and we will share our knowledge, experience and we'd love for you to share yours with us.

Be sure to check out our upcoming events and mark your calendars, but above all, value your artwork and make it the best that you can, every time.

Cheers,
Monica Royal

PPSDC President 2013 / 2014
Illustrative Photographer of the Year 2012, 2013
Member since 2011



“Bald Eagle’s Misty Morning View”

- Bosque del Apache National Wildlife Refuge New Mexico

When I go to an area to shoot landscapes I usually do just enough homework and research to cover where I want to go and when I want to be there. I am not one to scour through tons of images on the internet or to read blog after blog to fill a shot list before arriving at my destination. I truly believe that a place must speak to you, that you have to listen to the scene and to have it tell you where it wants to be shot. I don't want to know my shot before I get there. I want to experience the awe of each location and capture that feeling in my art.

We arrived at Basque on this morning and the weather was the worst, total fog and heavy, wet mist. You could not see across the ponds and there I stood with a Canon 1D MK III, 800mm Canon L Series Lens on a Really Right Stuff Tripod and Wimberley Head staring at a tree waiting for the sun to rise. Freezing cold, two days after Christmas.

After about thirty-five minutes of photographer after photographer walking out to our spot, looking at the view and turning around and walking back to their cars I noticed a Bald Eagle flying in our area. The next hour was spent listening to a man who had traveled from Alaska, telling us about how a big bear had taken half his calf off a few years before and my whirling around following the Bald Eagle flying from limb to limb.

As happens quite a bit with Landscape and Wildlife photography, there is a fleeting few seconds when it all comes together. As the sun finally rose to just above the horizon and generating just enough heat to dissipate the fog, the Bald Eagle landed on the branch I had been willing it to all morning. It sat there for a few minutes looking straight ahead. I fired off a few shots to cover the scene when he turned his head and his profile was perfect, I got off 8 frames, of which I processed this single shot. Seconds later he, and the fog were gone. The sun had risen to an unflattering position and we were moving on to our next location.

Fred Blood

www.FredBloodPhotography.com



January's Best In Show

Fred Blood is new to PPSDC but he is not new to Photography

- 2013 & 2012 Top Ten Photographer of the Year - Professional Photographers of CA (PPC)
- 2013 Landscape Photographer of the Year - Inland Empire Professional Photographers & Videographers (IEPPV)
- 2013 Commercial Photographer of the Year - Professional Photographers of Orange County CA (PPOC)
- 2012 Commercial Photographer of the Year - PPC
- 2012 Photographer of the Year - PPOC
- 2012 Landscape / Nature Photographer of the Year - PPOC
- 2011 & 2012 Photographer of the Year - IEPPV
- 2011 & 2012 Illustrative Photographer of the Year - IEPPV
- 2010 New Photographer of the Year - IEPPV
- Outdoor Photographer Magazine on line Hall of Fame Member

BEST-IN-CATEGORY

BEST-IN-CHILDREN

Siblings - Sean Capshaw



BEST-IN-COMMERCIAL

Portland, Oregon - Oliver Asis



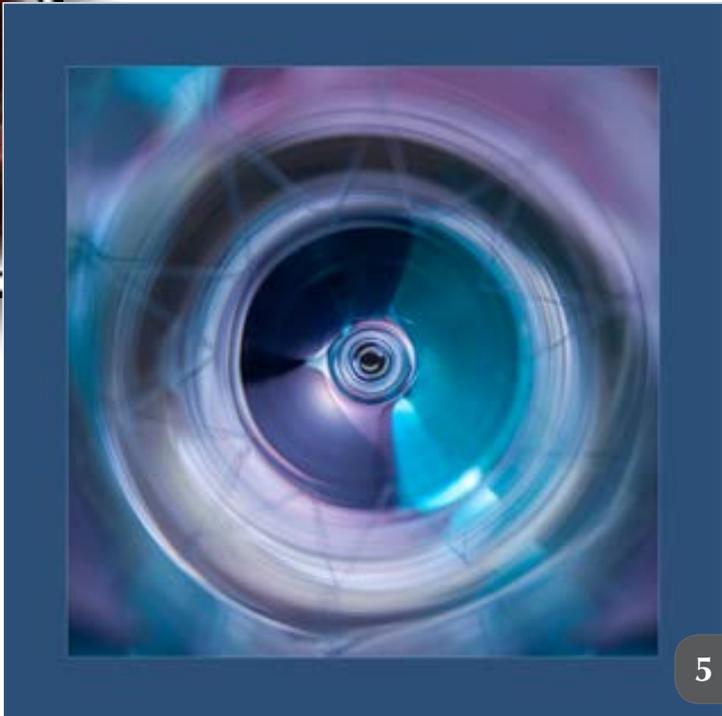
BEST-IN-ILLUSTRATIVE

Circulo Azul - Monica Royal



BEST-IN-DIGITAL-IMAGING

All American - Kim Hales



BEST-IN-CATEGORY

BEST-IN-PETS

A Study in Black and White - Janet Moyer



BEST-IN-PORTRAITS

Content - Jeff Davidson



BEST-IN-SENIOR

Industrial Park - Derick Le

BEST-IN-WEDDING

Love in the Shrubbery - Sean Capshaw



How Does Adobe Lightroom work and... How Do I Make Sure I'm Backed Up???

By Ken Seals,
Adobe Certified Expert – Lightroom



Lightroom users will know that although the program is relatively easy to get started using, it's an extremely complex and

powerful solution for organizing, developing, printing and exporting your digital image files. In this series of articles we will be covering the ways that Lightroom accomplishes this in an easy to understand way that will be helpful for Lightroom beginners and more advanced users. It will be a great help to me if you would email me your questions and a short description of your level of Lightroom experience and ability so I can tailor future articles for the specific needs of our readers. Email me at Ken@kenseals.com.

A great deal of confusion about how Lightroom works is caused by the fact that Lightroom works on information (Meta data) about your digital image rather than working directly on the pixels in that image. Most of us in our experience as computer users are familiar with applications (programs) like Microsoft Word, Photoshop and others that start with a new file, make changes and additions to that file, then require the user to save those changes to the file in order to prevent losing those changes. We've all experienced it, the application gets closed or your power suddenly dies and you've just lost your work. Lightroom does not work that way. Once you install and open the Lightroom application, it immediately must know what "Catalog" you want to work with or requires that you create a new Catalog. You can name the catalog whatever you want, the file will have the

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By Laune LeSage

On August 24, 2013 a group of PPSDC photographers headed out to the Pala Youth Camp in North County where the "Honoring Traditions Indian Powwow" was being held. I've wanted to attend a Powwow for a while now, and it finally came together for us. Groups from



© Laune LeSage



© Ken Hofheinz

numerous Indian Nations attended and sang, chanted, danced, and shared their culture. When we first arrived the men were at the microphones doing a chant and shaking seeded gourds to the beat. The women and girls were in the open arena dancing. Some were in full traditional costume, and some were in jeans and casual clothes. They moved to the chants, many had their daughters with them. The next generation to carry on the traditions.

At dusk the Grand Parade began with the elders carrying flags and continued until the whole arena was filled.

We tried to remain less intrusive by only creating natural light images throughout the evening. As the night approached, the arena was lit like a football field, and thus the lighting was okay using a high ISO setting.

As the entry parade proceeded, I was amazed by all the color, texture and detail created within the costumes. Feathers, beads, leather, colored material and more were used to create their costumes. It was amazing!!! Each group and nation had their young and old, parade together around the arena. Honoring the traditions of the past, while bringing the young and new into the fold. Seeing the hundreds of Indians together was quite something.

Attending from our group were: Chris Pantaleoni, Ken Hofheinz, Ken Seals, new member Alan Hickey, Laune LeSage, Roxyanne Young, and her daughter, Danielle Ohumukini. We had a great time. Check the Events Calendar at [and join us next time!](#) •



© Ken Hofheinz

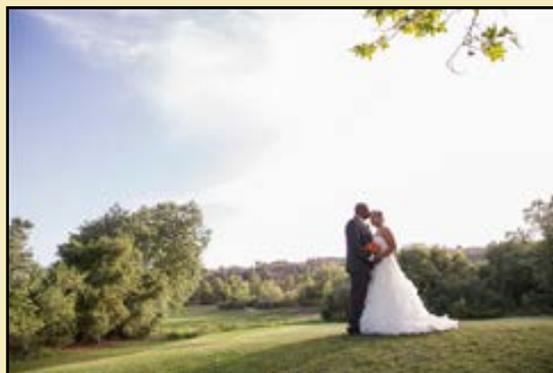
“Romance at Sunset”

- Derick Le



“Romance at Sunset” was taken at the Golf Club of California in Fallbrook. It was a May wedding and the weather was great. After the ceremony I took the couple and their family to the lake to make some family portraits, and then walked the bride and the groom around the golf course for some more bridal portraits. Even though the sun was still too high it was time to head back to the reception. I noticed that as we crested this hill the view of the valley below was amazing. There was a great image waiting to be made, I just had to find it. I decided to take a few final shots in a wider format showing the viewer what a spectacular scene it was.

While in post-production I realized that this image had much more potential than what came out of the camera. At the time that I took the image, I was limited by the time of day – the summer sun was setting slower than I needed it to, and



there weren't any clouds. I wanted this shot to have a “Wow!” factor and stand out from the rest of the images of that day. This was to be one of the images for my “signature” look, so I added a more dramatic sky with a sunset and clouds, giving the image more drama.

I have very high expectations for my images. Every wedding, I work extra on one or two images that I feel would be a signature shot. These are

the images that will have a fine art feel and the client can enjoy hanging on their wall.

Derick Le
www.dericklestudio.com

CHILDREN



└ Really. Polka Dots? - Lisa K. Miller

└ OMG - Kim Curran



└ Not a Creature was Stirring; Well, Maybe One - Jeff-Davidson



MERIT AWARDS

ILLUSTRATIVE



└ A Nature Photographer at Work - Jon Campbell

└ It's Hot and There is a Storm Coming - Jon Campbell



└ Descent - Monica Royal



“Sitting Pretty”

- Amy Dawnelle



Amy Dawnelle
951.294.1059
www.amydawnelle.com

It was one of those sessions where the baby was melting down before we even started.

Usually, I choose a background and minimal props based on clothing and style. This set up was picked largely to keep the baby happy. I needed to choose a color that would help uplift this baby's spirits. I find that this shade of pink, for some strange reason, really does make a baby happy. Also, I've found that babies love baby-size furniture. It just makes them feel safe and secure.

Minutes before this shot she was crying due to a head band-outfit disagreement. Mom walks into the camera room, baby is protesting and in that moment I bust out my best version of 'The ABC's' to distract the baby. She calms down just enough so that mommy can set her down in the chair and applaud to make her feel proud, then a quick game of peekaboo behind the camera, and voilà! A great baby portrait!

This was a two light set up: a main and a fill, f/11 1/125, ISO 200.

ILLUSTRATIVE

MERIT AWARDS

— *Midnight Man* - LauneY LeSage

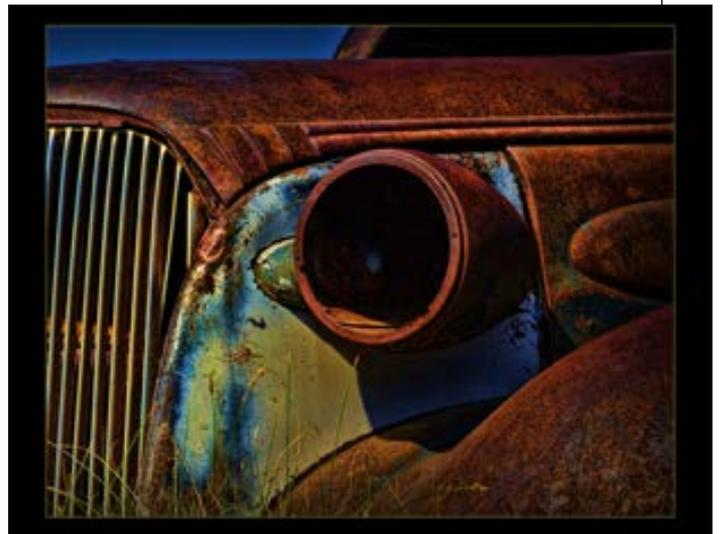


Oh My, Oh My, Look Who Stopped By
— Duane Chevalier



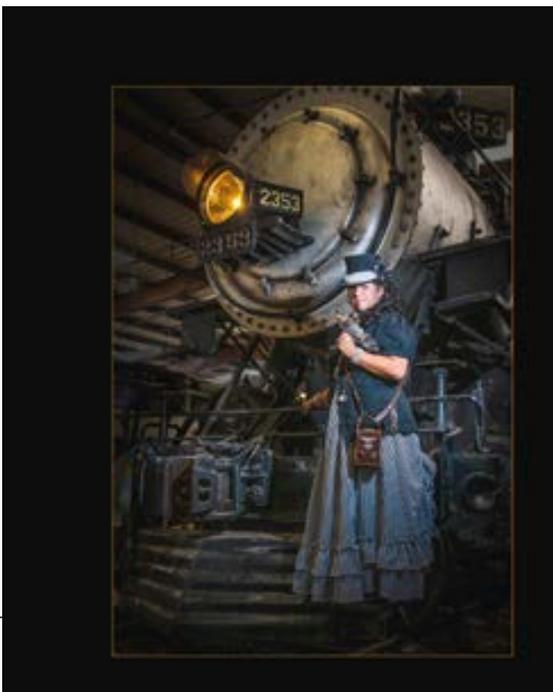
— *No Seriously, Are We Done?* - Janet Bark

— *Rusty Car* - Kip Cothran



— *Steam Punk On Stream* - LauneY LeSage

— *Sundance Skate* - Bill Sandke



ILLUSTRATIVE

MERIT AWARDS

The Muse - Launey LeSage

Princess and the Pontiac - SeanCapsha



NATURE

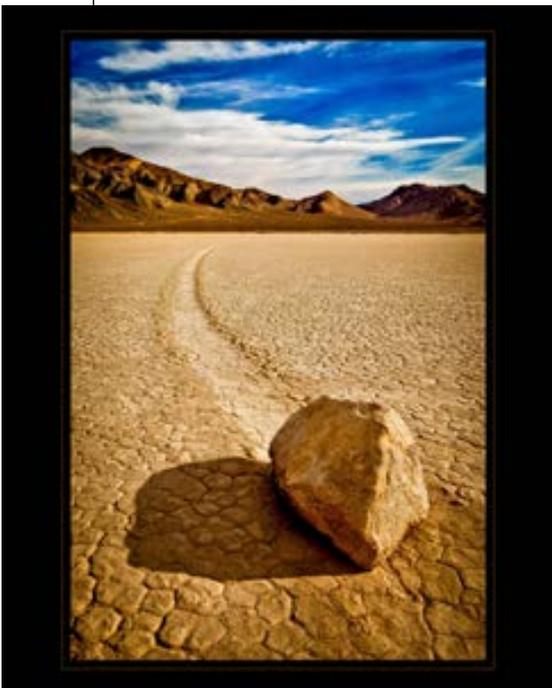


Golden Morning - Oliver Asis

Colors of Nature - Kip Cothran

Off Road Racer - Fred Blood III

Twisted Canyon Glow - Oliver Asis



PETS



— Are You Coming - Ann ONeill Deal

MERIT AWARDS

WEDDING Evening Romance - Derick Le



PORTRAIT

Kylie2- Robert Bennett —

└ The Makeup Artist - Jeff Davidson



| Velvet K9 Komfort - Amelia Durham

└ Posing Pretty - Amelia Durham



I'm Cool & 15 —
- Christi Ransom



© Christi Ransom



PHOTO SAFARI

On September 7-8th, 2013 our group ventured to the Anza-Borrego Desert for a nighttime Milky Way and Star Trails Safari. Some arrived earlier in the day and were attacked by little biting gnats that drove some of the group away.

I arrived almost at dusk and then the critters were almost gone. The evening was great, mostly clear skies with a beautiful view of the Milky Way above us. We had a no-moon evening as planned, and the sky shone bright above. Getting away from the city really makes a huge difference on the amount of light in the sky. We all had tripods and trigger releases to capture the night sites. The surrounding mountains made great silhouettes against the starry night sky.



© Launey LeSage

We tried some light writing with colored flashlights. That was really fun too! It's interesting to write cursive backwards with a flashlight in the dark! Give it a try sometime and see how easy it is.

Some found cool cactus and trees to light up in their nighttime exposures. We camped in tents and cars and had a fun evening. At morning light the sun rose to a beautiful clouded sky and the day began. The gnats returned and everyone packed up and departed in a hurry.

Attending were Christi Ransom, Roxyanne Young and her daughter, Diana Aeria and her son, Launey LeSage, Amelia and Joseph Durham, Lisa K Miller and her husband, and Jon Campbell.

Thank you to all who support our outings and make it a great experience! Send me any suggestions for the coming year. We are selecting fun places and things to do for 2014! See you next time.

Thanks,
Launey

lovelauneyportraits@cox.net



© Launey LeSage

Lightroom

Continued from page 7

extension .lrcat when it is created. The catalog is a central place (database file) that Lightroom uses to store ALL the information about your digital images during the “Import” process. Then as you use the “Develop” function of Lightroom, all the visual changes you make to the image are stored in the catalog as well. The information about the digital image and changes you make in the Develop module are written IMMEDIATELY to the catalog file. For that reason you never have to worry about saving your file or the work you have done. It’s done by Lightroom automatically!

Because of all the creative effort you have put into developing your digital image, backing up that file is critically important. You have at least two options for backing up the Lightroom catalog. Lightroom will do it for you or you can do it manually with the file manager that comes with your operating system, Windows Explorer or Mac Finder. In Lightroom for Windows in the menu go to: Edit > Catalog Settings > General > Backup and from the drop-down list, choose “Every time Lightroom Exits”, then click on OK. On Mac OS, you will find the Catalog Settings under the File menu item. Once you have chosen the “Every time Lightroom Exits”, when you quit Lightroom, the “Back Up Catalog” dialog will pop up before Lightroom exits. In this dialog box, you will be able to choose the location where your catalog back up will be saved. It’s very important to save the catalog backup to a separate hard drive from the drive where your main working catalog is stored. Also, save it to a folder that you name with an easily understood name. In the “Back Up Catalog” dialog box, you will find two check boxes, “Test integrity before backing up” and “Optimize catalog after backing up” Check both of those boxes to insure that your back up will be usable when you need it.

Future Lightroom articles will include additional tips for organizing your digital images files and optimizing your use of this fantastically useful program. •

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Editor's Notes

Hello, I hope you are enjoying our new magazine, FOCUS. Let me introduce myself: My name is Ken Hofheinz. I'm still pretty new to PPSDC; I guess I have been a member a little more than a year. I've worked as a Graphic Designer for 20+ years, starting my own business here in San Diego in 1998. I have had a camera in my hand for as long as I can remember. I almost made photography my second major in college, but being tired of school at the time I didn't pursue it.

A few years ago I decided to start pursuing photography again. A friend, James Hays, a member of PPA, told me if I was serious I needed to join this group. On his recommendation I did a search for the local chapter and found PPSDC. I'm loving it and learning so much.

If you are not entering in the Image Competition, you are really missing out. I am not into New Year Resolutions, but I am going to try to enter two images per Image Comp for the rest of the year. Push yourself it will only make you better.

... come away with a few good nuggets every time.

The speakers that we have had are phenomenal also. You don't want to miss them, either. I take notes at each one of the talks and come away with a few good nuggets every time. And our members are a plethora of knowledge and very willing to share. I have been on the receiving end of that knowledge base many times. All you have to do is seek someone out and ask.

This is your magazine, we want your input, if you have any suggestions or want to write an article, please let us know, "us" being myself and Roxy Young, my Assistant Editor, who I am extremely happy to have working with me on FOCUS.

Thank you for reading FOCUS, and I'm looking forward to seeing you at our next meeting.

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