

October 2014

FOCUS

a magazine by the Professional Photographers of San Diego County



Lean On Me
by Kim Hales

PPSDC 
Professional Photographers of San Diego County

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**
 3805 Murphy Canyon Road, San Diego, CA 92123
 6:30 PM - 2nd Tuesday <http://www.ppsdc.com>



PPSDC 2014-2015

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DIRECTION

First, let me say thank you to all the photographers and vendors who come together each month. PPSDC would not exist without your efforts and participation.

It seems like only yesterday I was attending my first meeting, invited by my friend and mentor Doyle Terry. I was immediately struck by how friendly everyone was. There was a true sense of community in the group and I found myself a member after only a few meetings. Not long after that I joined the board in the position of hospitality chair. Two years as vice president followed, and most recently I spent two years as treasurer. This year I find myself stepping into the president's shoes. I hope to,

“One program we are developing could potentially aid the growth of both our chapter and our individual members' businesses.”

along with the other members of the executive board and committee chairs, guide the organization into a year of growth both in terms of membership as well as growth for each individual member.

As a professional industry, we sit perched on a precipice between old and new, not in the film vs. digital way, but with regard to the economic success or failure of each of our individual businesses. One program we are developing could potentially aid the growth of both our chapter and our individual members' businesses. The board of directors is implementing a mentorship program to identify and match up those photographers who have skills they can share and those photographers who are struggling in various areas (accessible here: <http://ppsd.com/photography-mentoring/>). I believe this one-on-one mentorship will not only help to bring new photographers up to speed and augment the skills of current professionals, but also help to stem some of the devaluing of the market from less experienced photographers... a rising tide lifts all boats.

We are fortunate to be able to draw on a membership of incredible photographers, many of whom are award winners, masters and craftsman. Our chapter roster will be adding three new PPA master photographers this coming year. I can speak from personal experience and say that being a member and participating was the single largest factor impacting my growth as a professional, and I hope others would say the same.

I am eager to hear from every member if you have thoughts on the group, its direction, and things you would like to see as a member or vendor. Please feel free to email me at president@ppsd.com

I look forward to serving over the next year and to making the Professional Photographers of San Diego County an even stronger resource in the world of photography.

Sean Capshaw
 President PPSDC 2014/15

PPA Bronze Level Photographer of the year 2011, 2012
 San Diego Wedding Photographer of the year 2009, 2010, 2011
 San Diego Illustrative Photographer of the year 2010,
 F-PPSDC, F-PPC



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BEST-IN-SHOW



September's Best In Show - Pets

Lean On Me
Finding the Heart in the Art
- Kim Hales

From time to time, there is a shot that you can't get out of your head. You know it could be amazing if only you had the time. But life goes on. Days, weeks, even years go by and somehow it's still there, in the back of your mind, calling to you, asking you to make it what it needs to be. "Lean On Me" is one of those shots.

Remarkably, this moment wasn't planned, pre-conceived, or anticipated - it just happened. It was taken on January 15, 2012, the day we went to pick up our new puppy, Ruby. I was in heaven having ten romping subjects to shoot. While on my second CF card, I happened to look up (there were a lot of low angles that day :) and saw four of the pups taking a break. I couldn't believe it! They were more or less, sitting side by side on top of a large granite boulder at the back of the yard. It was an overcast day but I swear there was a beam of light shining on them. I couldn't run fast enough! I started signaling to my husband (aka Sherpa) and the breeder to get over there and try to hold them in place. They snuck up from behind and kind of squished (technical term) the unsuspecting puppies together. From that point on it turned into a comedy of errors but I just kept shooting, hoping and praying that the "one shot" was in there somewhere, and it was.

While the science of photography has taught me to see the light, the art of photography is my true love. I love painting and I love the possibilities of "what can be" with a photograph. After spending a week with Arthur Rainville at West Coast School this summer I decided it was time to find the "heart in my art." This image was the perfect opportunity.

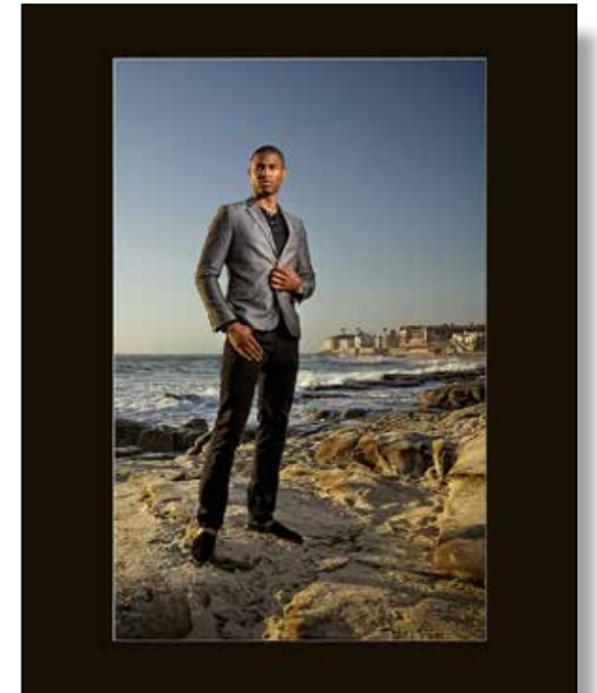
However when I revisited the image my first thought was, "Why? Why this image? Is it really Image Comp-worthy? Would it be a mistake?" I started to think too much,

Continued on page 10

BEST-IN-CATEGORY

BEST-IN-CHILDREN

Tinyracer - Gretchen Barros



BEST-IN-PORTRAITS

Debonair - Sean Capshaw



BEST-IN-NATURE

And Me With No Umbrella - Monica Royal

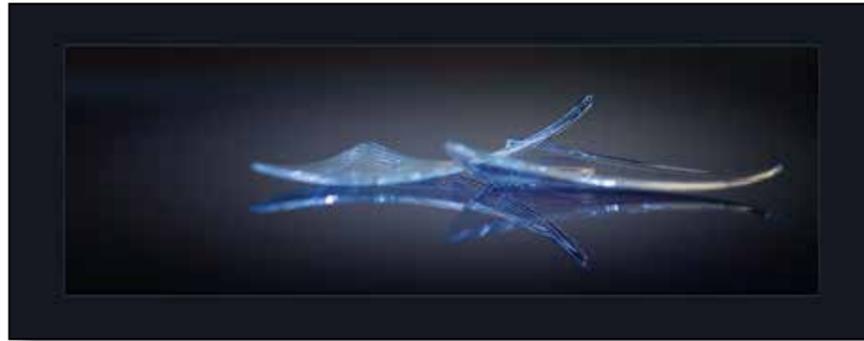
BEST-IN-DIGITAL-IMAGING

WaterBride - Judy MacLean



BEST-IN-CATEGORY

BEST-IN-ILLUSTRATIVE —
Broken Beauty - Monica Royal



BEST-IN-PHOTOJOURNALISM
Late Night Drifter - Fred Blood



BEST-IN-SENIOR —
Balboa Park Beauty - Janet Bark

PHOTO SAFARI

Sunset + Seniors = Super Safari!

By Roxyanne Young

© Roxyanne Young



Our September Safari took us to Windansea Beach in La Jolla, with five teen models, ten photographers, and one of those glorious sunsets for which San Diego is famous. Armed with a light meter and using a remote flash in a softbox, Safari Chair Launey LeSage gave us a brief how-to demonstration on using a flash to fill in shadows or outright overpower the sun to create the look we want, then let us loose to take over the rocks and beach. We separated into small groups and started putting the lesson into practice.

One of the best parts of the Safari was getting to work with photographers whom I hadn't met before, as well as seeing some old friends. Not all the photographers who participated are members, but everyone benefitted from Launey's experience. One of



© Roxyanne Young

the non-member attendees pulled me aside and told me she's just learning how to use her flash, adding, "He is a really good instructor. I feel a lot more confident now." The models had fun, too. Who wouldn't feel awesome after two hours of being treated like supermodel? Walking through the groups, I heard lots of, "Yes, yes, I love that!" and "You're doing great!"

One of the girls came in straight from a soccer game in San Juan Capistrano. Her mom was apologetic before the shoot, saying her daughter would be sweaty and gritty from the game. I told her not to worry at all – sweaty and gritty in full soccer gear would make for a great senior portrait for her All-Star daughter! She actually showed up bloodied, too, with a long scrape down her shin. Way to commit for the shoot!

My own daughter, Danielle, told me she definitely wants Launey to do her senior portraits. She loved working with him. For the few minutes while he was directing each model and showing them poses to mirror, he achieved an amazing level of connection through both verbal and body language, tapping into each teen's personal interests. Props included a soccer ball, guitars, a video game controller, a cool cowgirl hat

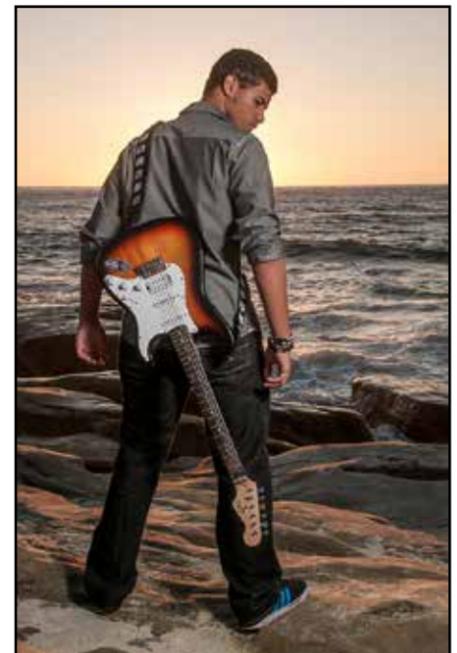


and boots, and a bright red parasol. I just hope they'll let mom come along to assist on the shoot, because I loved working with Launey, too, and not just because of what I learned about using a flash, but also because I got to see how



© Launey LeSage

he treats his portrait clients - like absolute rock stars. His confidence in using the equipment and his knowledge of posing, coupled with his easy smile and effusive personality sent these teenager - and their photographers - home with their confidence levels boosted and some really beautiful portraits.



© Launey LeSage

MERIT AWARDS

CHILDREN

Perfect Slumber - Kim Ogden



Consumed by Football - Lisa K. Miller

ILLUSTRATIVE



Evening Ending - Richard Benton



Storm Watcher - Kim Hales

Seduction - Janet Bark



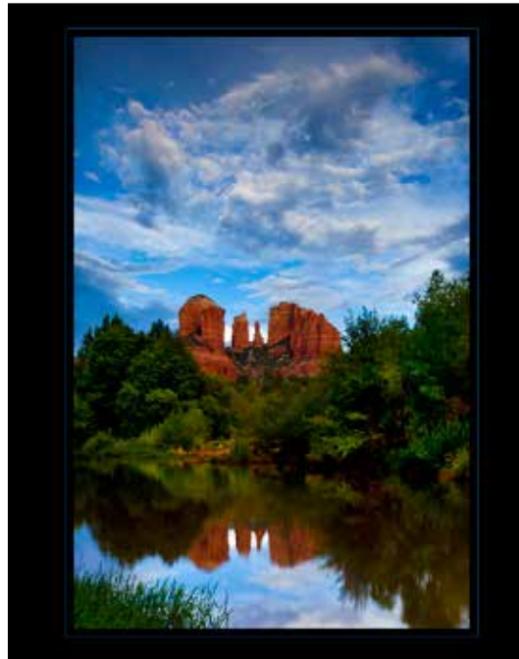
How about This Outfit - Jon Campbell



NATURE

MERIT AWARDS

Stormy Sedona - Fred Blood III



Mt. Rainier - Oliver Asis



PETS

In the Twilight of His Years - Janet Moyer



It's Your Birthday and the Confetti is Flying - Janet Moyer.

SENIOR

Crashed - Lisa K. Miller





Lean On Me Finding the Heart in the Art

Continued from page 4

I started to doubt. Then I asked myself, “What would Arthur do?” and I decided to take a chance, listen to that “little voice” and let my passion for art lead the way. I’m glad I did.

Basic editing was done in Lightroom, then I moved over to Photoshop. I extracted the subjects from the background and put them in front of something much more appealing. With the darker background, the original foreground was too light and distracting. After trying to make it work with burning and textures, I gave up and replaced it with the brick ledge that complimented the background and the puppies’ color. I then used duplicate layers, texture overlays, layer styles and variable blending modes to create the depth and richness in color and texture. After that I expanded the canvas to create space for the presentation mat/frame. It was amazing to see the vision in my head come to life on the canvas! The image became art. I found the “heart in my art.”

So if you have one of those shots that you can’t get out of your head (or heart), maybe it’s time to take a second look and ask yourself – Why? Why this image? YOUR Best of Show could be hiding in the answer.

Thank you so much everyone!

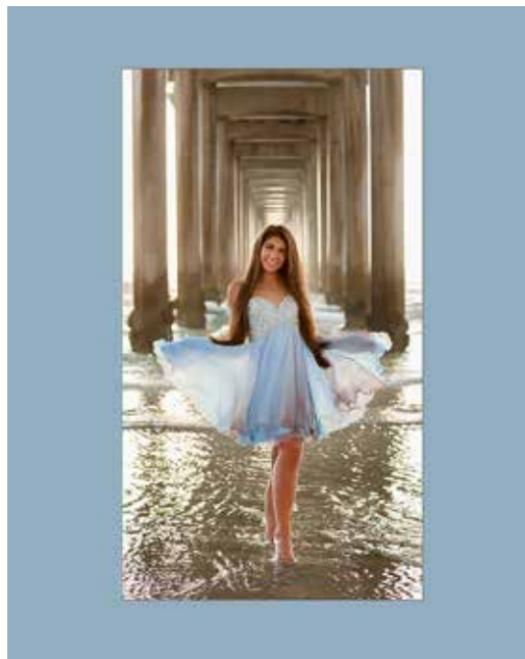
Kim Hales
www.kimhalesphotography.com

Commercial Photographer of the Year 2012
PPSDC Frank Van Valkenburgh Award 2013
PPSDC Board of Directors and
Treasurer 2012-2014

Technical details:

Time 2:00 pm
Conditions Overcast
Equipment Canon 5D Mark II
Flash Fired Canon 580EX II Speedlite
Lens..... 70-200mm F2.8L
F-stop f/3.2
Shutter 1/250
ISO 400
Focal Length 95mm
Post Process Lightroom, Photoshop
OnOne & Nik Software

MERIT AWARDS



SENIOR

— *Angelic* - Lisa K. Miller

My Image Didn’t Look Right

So if your image didn’t “look” right in the last image competition, you might want to check and make sure you are following our guide lines.

Files MUST be in **sRGB Color Space**. Files need to be sized with the longest dimension at 4000 pixels at 300dpi. It must be saved as JPG format and may not exceed 3.5MB in size. Naming must be as follows: category_titleofphoto_firstname_lastname.jpg

PORTRAIT

Frankly My Dear I Don’t Need A Man —
- Launey LeSage



— *Dr. Michael Mahin is a Happy Happy Man*
- Roxyanne Young



New Camera Store in Town!

By Robert J. Olsson

There's a new camera store in town! George's Camera was established in Hillcrest in 1965 to serve the needs of local photographers. For those who haven't heard, George's has opened a spacious new location in Kearny Mesa.

Located on Clairemont Mesa Blvd. between the 163 and the 805, the new location carries forward the tradition of a locally-owned, full-service photographer's store. You'll find a full line of camera bodies and lenses, film (Yes! It still exists!), paper and mounting supplies. I also discovered a wide range of tripods, monopods, camera bags and backpacks. George's even has the new bags from ThinkTank Photo designed for ILC cameras.

The new store features a large, open concept. From anywhere in the store, one can see the full range of merchandise and easily find store staff. Even those of us who are vertically challenged will feel at home.

A number of special events running through November, are planned to celebrate the new location's grand opening. You can check on the store's website or with the store staff for details. Tamron is host a George's Camera Tailgate Party as part of the celebrations, November 14th & 15th.

George's features Canon, Nikon, Sony, Tamron, Sigma, Tokina, Manfrotto, Benro, Sekonic, PocketWizard, Bowens, Profoto, Induro and more.

The rental department in the Kearny Mesa store has already expanded, and more items will be added in the near future. It has a larger lighting department as well.

George's Camera also has educator and student discounts, and a professional staff that can help with any manufacturer's discounts. Make sure to mention you are a PPSDC member and receive a discount. While the store is new, the staff is experienced. Some have come from the original George's location in Hillcrest. Others have found a new home after the closing of Calumet in Escondido.

One very nice thing about the new location is that there is plenty of free parking. Those of us who have shopped in town can appreciate the convenience this offers.

George's Camera Academy will offer a wide variety of classes, seminars and demonstrations throughout the year. Whether you are a newbie or an established pro, George's will have a workshop to help sharpen your skills. These classes will take place in the store's dedicated classroom. Several are already scheduled. For details, see <http://georgescamera.com/photoclasses>. Click on "View Calendar Browse Classes." Many more will be scheduled in the coming weeks and months.

George's will also be offering location training and consultations.

Coming in the future is an in-store print station.



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