

November 2015

FOCUS

a magazine by the Professional Photographers of San Diego County

All My Eyes Have Seen
by Ivy Gordon



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 2015-2016

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Howdy Photographers!

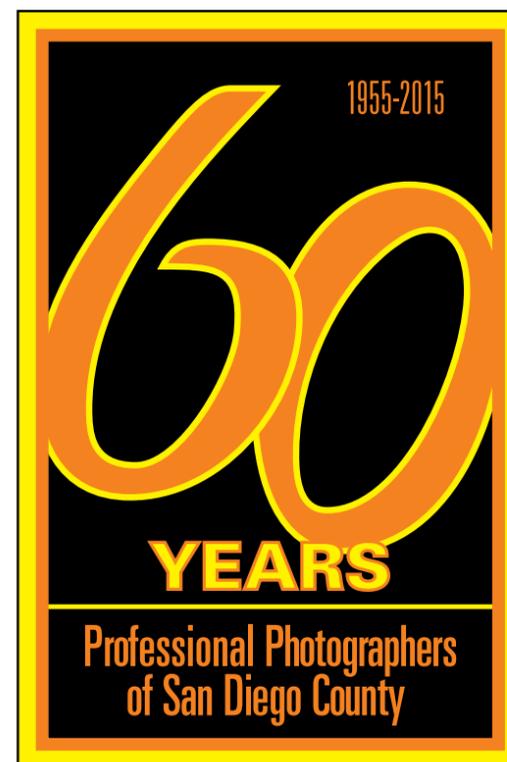
Welcome to PPSDC 2015 - 2016. We're celebrating our 60th Anniversary and I'm honored and proud to be your president during this very special year. Together with the Board, I want to set a goal to help you become the photographer that you want to be. How will we do that you ask? Let me tell you about CARE: Community, Awareness, Resource, and Education.

We're focusing on these core values because we feel these are areas that will not only help you become the photographer that you want to be, but also help build a community of photographers that together will foster, nurture, and grow our craft and industry. It is only when we stand together that we can keep the industry and craft of photography strong.

There is a lot of change happening in our craft and industry, and PPSDC is not immune to those changes. Change is rarely easy, but it is a necessary ingredient of growth and success, so over the next year we will be doing things we haven't done before. For example on Fridays, you'll receive a weekly e-newsletters with articles, topics, and events that relate to you as a professional photographer. We will also be doing more social events designed to help you meet your peers, try out new things, and just have fun. Additionally we would like to start moving our meetings around to local studios, shops, and venues, so you can see and experience the different types of places available to you as a photographer. We hope you'll be as excited as we are to broaden our professional horizons.

I want each of you to know, too, that I promise if you have a concern, issue, or problem with anything, that it will not go unheard or unanswered. This is your organization and we want you to make it work for you. Please do share your ideas for improvement, too. We all win when the level of professionalism in the photography community rises.

Sincerely,
 Oliver Asis
 President PPSDC 2015/16

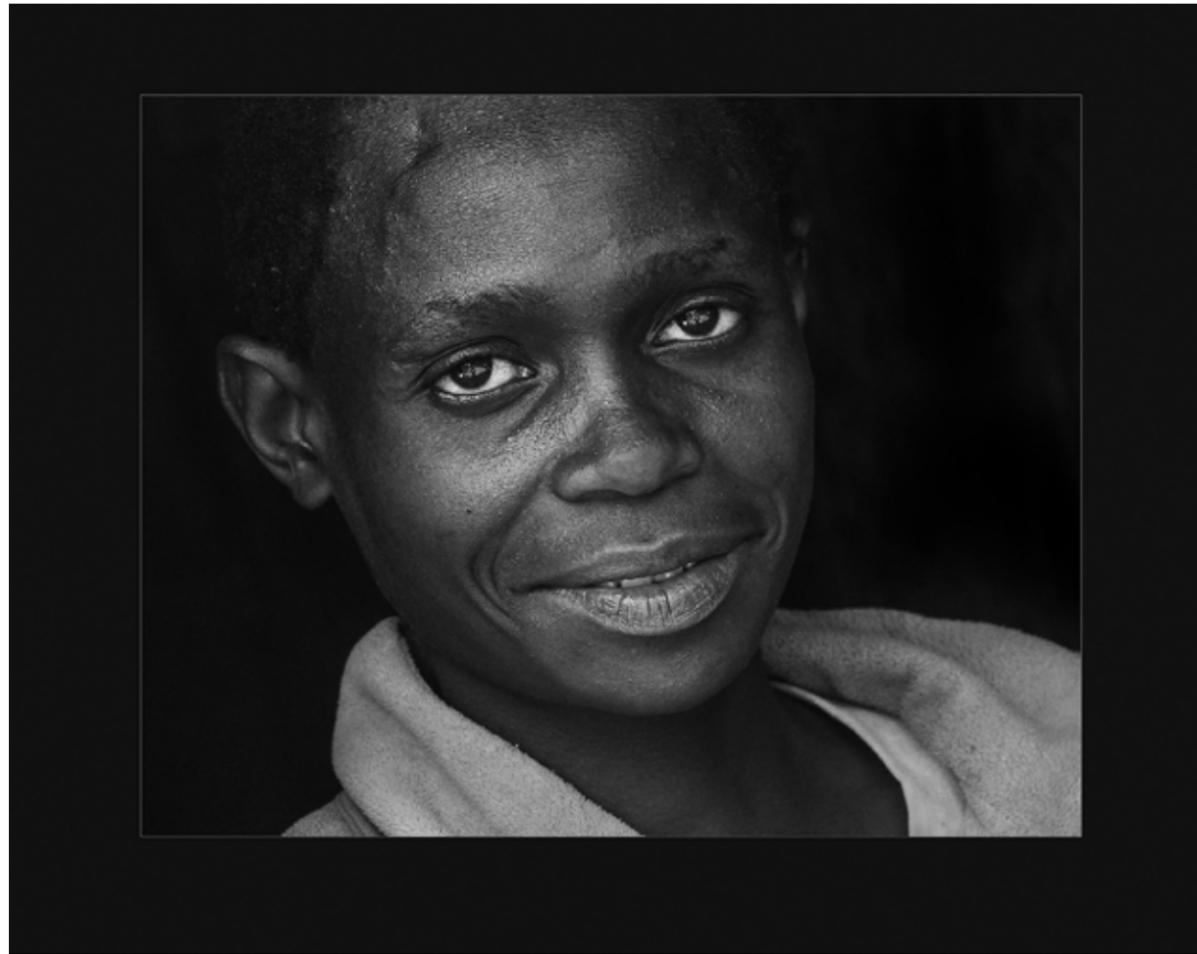


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All My Eyes Have Seen

By Ivy Gordon



September Best-In-Photojournalism

In June of 2013 I volunteered with the ECOLIFE® Foundation to facilitate an educational and community service experience in Uganda for twenty YPO (Young President's Organization) members and their twenty adult children.

We went to Mukongoro, a village near the Bwindi Impenetrable Forest, to provide fuel efficient wood-burning stoves to the first three Batwa and Bakiga families with the ultimate goal of providing a stove to each family in these communities in the coming years. The YPO group has come to learn about the issues and do community service work with these families. As well as helping to facilitate this large group, I was shooting to document the stove building process and the reactions of the locals for ECOLIFE's website and their marketing materials.

some of the most severely marginalized people in the world ...

The ancient jungle, now known as the Bwindi Impenetrable Forest in Southern Uganda, was home to the Batwa, an indigenous, short-statured "pygmy" people for 60,000 years. The Batwa survived by hunting small game and gathering plants and fruit in the rain forest. In 1992 their lives were irrevocably changed. In an effort to protect the remaining mountain gorillas and the rich biodiversity of the forest, the Bwindi Impenetrable Forest became a national park and World Heritage site. The Batwa were evicted from the park becoming "conservation refugees" - landless peasants living as squatters on land around the forest. They are now some of the most severely marginalized people in the world, with an average life expectancy of less than thirty years.

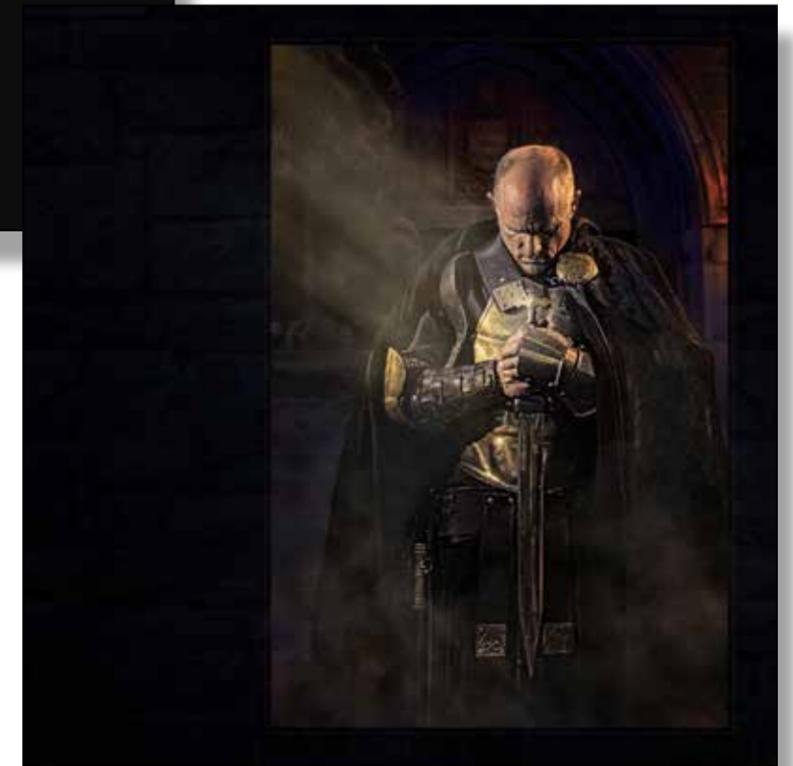
The Batwa cook and heat their homes on open fires. They deplete the forest with their reliance on its wood, not only causing habitat destruction but impacting their own health from smoke exposure and burns to their children who stumble into the open flames. In partnership with ECOLIFE®, Maasai Stoves and ...

Continued on page 10



BEST-IN-CHILDREN
Jackson Takes Five
Ken Hofheinz

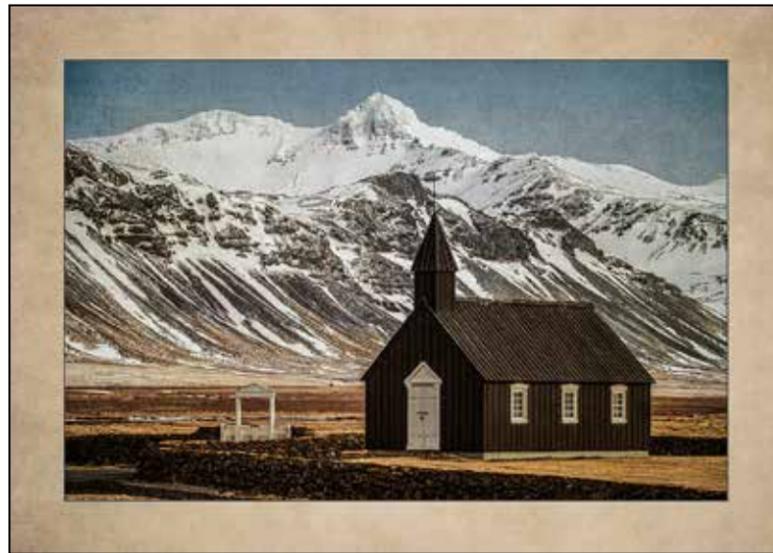
BEST-IN-DIGITAL-IMAGING —
Preparing for War
Ken Hofheinz



BEST-IN-PETS
Bright Eyed Angie
Janet Moyer

BEST-IN-CATEGORY

BEST-IN-ILLUSTRATIVE
The Black Church But No Blacks Attend
- Kip Cothran



Gradient Map

By Ken Hofheinz, Photoshop Guy



Mac to PC conversion
opt = alt cmd = ctrl

The Gradient Map is a very powerful adjustment layer. If you haven't tried it, you should take a little time and do so. This is our "before" image. It has some good potential for a composite background, but for now I am just going to use it to show off the Gradient Map. Go to the Adjustment Layers and pick the Gradient Map. If the Properties didn't show up, double click the little icon on the layer. Now double click the gradient in the Properties to get the Gradient Editor. (Below) Just pick the Blue, Red, Yellow (circled). Your image will go psychedelic on you. If you are going for the 60's hippy look, you're done, but if you would like something a little more subtle, we need to make a couple of quick changes. Take the opacity of the layer to around 31% and change the blend mode to Soft Light. Now we have something a little more moody.

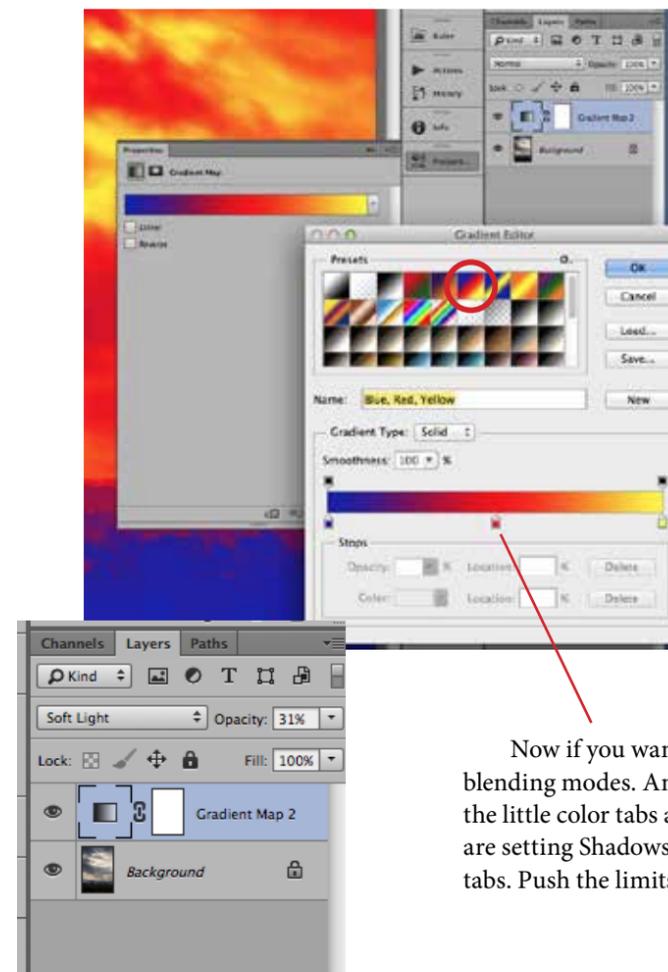


Before

BEST-IN-NATURE
The Stream of Ice Cold Water
- Kip Cothran



BEST-IN-PORTRAITS
Bathed In Nature
- Judy MacLean



Now if you want to have some fun, experiment with the blending modes. And go back to the Gradient Editor and click on the little color tabs and pick your own colors. Here's a hint: You are setting Shadows, Midtones, and Highlights with these three tabs. Push the limits and see if you learn anything new. •



After

MERIT AWARDS

DIGITAL

Star Gazer Princess —
- Judy MacLean



Fuchsia Flare in Sunlight
- Hollie Ward



ILLUSTRATIVE

Drying Fish Heads for Soup —
- Kip Cothran



Balancing Act
- Willie Sakai



Blowing Smoke —
- Ivy Gordon



NATURE

Valley Vision - Judy MacLean



Georgia Pearl —
- Richard Benton



MERIT AWARDS

Why Be Normal Be Weird AI
- Lois Fong-Sakai



Cuban and Cigar —
- Ivy Gordon



PHOTOJOURNALISM

Thriller
- Willie Sakai



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Continued from page 4

... Solar, and the Batwa Development Program, three Maasai women and an installation team leader came to build and install the demonstration stoves and chimneys for the first few families. These stoves and chimneys produce 90% less smoke than cooking over the traditional open fire and reduce respiratory ailments by at least 35%.

The entire village wanted to see what was going on and gathered and watched outside of the home where the first stove was being built. Mothers carrying infants clustered, teenagers hung out, others were in small groups, and everywhere the children played all around them. The colorful dress of the Maasai made a beautiful contribution to the local attire. It was a festive day.

In a procession, school children from the near-by Nina Waits Mukongoro Primary School carried the bricks down from the road in buckets. During the stove building many of the locals joined in with the visitors to mix the mortar with their hands or climb the roof to mount the exhaust pipe. It was quite a scene with the forty-five visitors and about as many curious locals hanging around talking and helping. Villagers kept coming up to us asking when they could get their stoves.

I wished I had a wider lens as the kitchen where the stove was being built is really small and it was crammed with helpers so I wandered out to mix with the people. I asked to take photographs of the husband and wife in whose home we were installing the stove. They also posed with the installation team leader, a Maasai, providing a nice contrast of one of the tallest and one of the shortest peoples in the world. I noticed a young woman standing alone in a doorway. I was able to photograph her and later photographed her with the wife of the family. I thought she was beautiful. This is the woman with the scar on her forehead. Her name is Sarah and she is married. I regret not learning how she got this scar.

I became interested in photography in the late 1970s and built a darkroom in a closet in my guest bedroom to develop the black and white photos I was taking. But I got busy with work and life and let it go for over thirty years. While on a safari in Botswana in 2012 my interest rekindled and I purchased a Canon 7D. As we were also going on two gorilla tracking adventures in Bwindi and in Volcanoes National Park in Rwanda I came armed with a Canon EF 70-200mm f/2.8L IS II USM Lens as well as the EF 28-135mm lens that I purchased with the camera. I have since added a Canon 5D Mark III and additional lenses.

This image was taken 70mm, f5.6, 160 ISO, shutter 500, -1/3 EV. I did very little post production work on the photo. I cropped tight, angled her face a few degrees, underexposed and burned her white t-shirt to allow the focus of the viewer to be on her eyes and forehead. I also burned out a few distractions in the wall behind the door against which she was standing. •



I UNDERSTAND [SMALL BUSINESS] BECAUSE I AM ONE.



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My Image Didn't Look Right in Comp

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 guidelines.

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

Nelson Photo Now in Point Loma Plaza!

By Robert J. Olsson

Nelson Photo, locally owned and one of our favorite camera stores - a PPSDC sponsor - will have just moved to the Point Loma Plaza by the time you are reading this.

For six decades, Nelson Photo has served the photographic needs of the San Diego community from their location in Little Italy. The 65-year-old company recently lost its lease. (Apparently, the owner wants to convert this location into yet another restaurant.) The actual move started in late October. The new location opened October 30th.

The owners, Nancy and Larry Kuntz, a couple of great people, had two key criteria in mind when they began their search for a new home. They wanted to be within 5 miles of their Little Italy store. And they wanted plenty of free parking. Larry and Nancy looked at many properties and received input from customers, industry friends, employees, friends and family.

Larry happily stated that he has met both of his goals with the new location in Point Loma Plaza. (We will especially appreciate the plentiful parking.)

The address is 3625 Midway Dr. The cross street is Kemper Street. Access is simple from either the I-5 or the I-8. Point Loma Plaza includes a number of familiar tenants, including Sports Chalet, Vons, 24-Hour Fitness, a couple of banks and a number of great small shops. The new location is in the second long building on the left as you enter, next to Classics Burgers.

Larry and Nancy were able to secure a long-term lease. The 5000 square foot location is roughly the same size as the Little Italy store. The new location is also planned to have a classroom.

Nelson Photo Supplies has been a major photographic supplier to the San Diego community of photographers. With a complete line of photographic equipment and supplies, Nelson Photo Supplies is able to meet almost any photographic need, from amateur to professional.

Watch your emails for the announcement of the Official Grand Opening event!

Nelson Photo Supplies
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