

November 2016

FOCUS

a magazine by the Professional Photographers of San Diego County



*Old West Meets
Near East*

by Ivy Gordon

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.

CONTENT

President's Welcome	3
May Best-in-Show	4
Best-in-Category	5-6
Adding Pop - Photoshop	7
<i>by Ken Hofheinz</i>	
Merit Awards	8-9
Photo Safari	10
Every Smile is a \$30	11
<i>by Roxyanne Young</i>	
Kurt's Camera Repair	13
Spot Removal - Lightroom	14

Monthly Meeting:

6:30 PM - 2nd Tuesday <http://www.ppsdc.com>



NELSONPHOTO
Where cameras, supplies and good service come together
Point Loma Plaza 3625 Midway Dr. San Diego, CA 92110 (619) 234-6621
M-Fri 9:00-6:30pm Sat 9:00-5:30pm Sunday 12-4:00pm
www.nelsonphotosupplies.com

PPSDC 2015-2016

LIST OF OFFICERS & CHAIRPERSONS

Chair of the Board

Oliver Asis
(858) 414-3271
chair@ppsd.com



President

Diana Aeria
(858) 538-1149
president@ppsd.com



1st Vice President

Janet Bark
(858) 774-5993
1stvp@ppsd.com



2nd Vice President

Roxyanne Young
(858) 371-1119
printcomp@ppsd.com



Hospitality Chairperson

Duane Chevalier
(619) 251-8481
hospitality@ppsd.com



Editor

Ken Hofheinz
(619) 470-3450
editor@ppsd.com



Membership Chairperson

Cindie Wolf
(619) 208-1282
membership@ppsd.com



Webmaster

Willie Sakai
(858) 442-1770
webmaster@ppsd.com



Vendor Liaison

Robert Olsson
(619) 892-3500
vendorliaison@ppsd.com



Vendor Sponsorship

Nathan Semel
(858) 779-4855
vendorsponsors@ppsd.com



Marketing/Social Media

Becki Freed
(760) 484-819
media@ppsd.com



Welcome from President Diana Aeria

I am very excited to be the president of the Professional Photographers of San Diego County. I have always been the one with a camera in my hands from my teenage years through several careers. I had the opportunity to make the decision to become a professional photographer a little over seven years ago. With the help of Professional Photographers of San Diego County, which I found right as I was starting out, I have been able to learn so much. Through my years in PPSDC, I have become more outgoing and confident in my ability to provide my clients with wonderful images, and it's helped me develop the skill set to pursue my passion project: Documenting through photography and video every Catholic Church in the San Diego Diocese, including the Missions, which will be over 100 locations. My family and Church are very important parts of my life, and working on this project should be a real adventure! Perhaps we'll add a Safari to include one of these locations.

I hope as members you'll share your own passion projects

I am hoping to provide our members with a Business Track this coming year... workshops to help our members get their business licenses, insurance, and other legal necessities in order...

with us and maybe we can use those personal interests to help shape our programming and Safari outings this coming year.

Together with the rest of the board, I am hoping to provide our

members with a Business Track this coming year that will include meetings with speakers who are Certified Professional Photographers and workshops to help our members get their business licenses, insurance, and other legal necessities in order, as well as marketing and self-promotion with websites and social media. We'll explore opportunities in commercial photography, too, to include real estate, art, food, and product photography, as well as photojournalism. And we'll have some of the more traditional workshops with posing, lighting and other portrait types of work, too.

We are a completely volunteer organization and we cannot achieve all we hope to do without your help. We have a few more openings for volunteers. The current openings are - **PPSDC Treasurer:** Keep track of our financials with Quick Books. Accept payments, make deposits & pay invoices that have been approved. Provide reports out of Quick Books & balance the checkbook always keeping to the budget established and approved by the Board at the beginning of the fiscal year.

PPSDC Safari Coordinator/Organizer: Set up fun shoots for our members with either a theme or subject that might be outside the norm for our members. In previous years, we have gone to the Safari Park, the Temecula Valley Wine & Balloon Festival, out to Borrego Springs to shoot the Milky Way, the Lakeside Rodeo, Windansea at sunset to shoot senior portraits, and to Balboa Park to find the perfect light for location portraits.

My hope is that our current members and everyone who joins us this year will learn something new. Let us help you reach your photography goals this year. Please feel free to contact me if you have any ideas for a special meeting or subject you would like to have us try to cover.

Sincerely,
Diana Aeria
president@ppsd.com



GEORGE'S CAMERA
PHOTOGRAPHER'S SOURCE SINCE 1965
7475 Clairemont Mesa Blvd SD, CA 92111 (858)633-1510
3837 30th Street San Diego, CA 92104 (619)297-3544
www.georgescamera.com www.georges.camera





Old West Meets Near East

By Ivy Gordon

In February 2016 I visited Gujarat and the Malabar Coast in western India. It was my first trip to India and one of my strongest impressions of India is that of contrasts: old/new, rich/poor, developed/undeveloped, lush/bare. The sense of history there is very strong. For example, our guide's family has lived on their land for 1100 years and he is a member of its 46th generation.

We were headed to Poshina, a conventional village in the Sabarkantha district. Poshina is home to several tribal peoples, the Rabaris, Bhils and Garasias. One of the fun experiences in this town, where the tribal

people come to market, was staying in the Darbargadh Palace, now converted into a hotel. (Think *The Best Exotic Marigold Hotel*). Hanu, the Maharishi whose family traces back to the 12th century, was our host. It was a glimpse into wealth and privilege of generations.

The next morning we stopped in Khed Brahma, a nearby Garasias village dating back to the 11th century when the temple of Lord Brahma there is believed to have been built. The Garasias typically live in one-room thatched roof houses made with bamboo and mud, although families with more resources now build flat tiled roofs - more contrasts showing rich and poor, side by side. We walked through the village meeting the local people who graciously allowed us to photograph them.



Continued on page 12



BEST-IN-CHILDREN

New
- Stacey Marsh



BEST-IN-DIGITAL-IMAGING

Twilight on Presidio Hill
- Roxyanne Young

BEST-IN-PETS

Precious
- Kim Kuhlman

BEST-IN-NATURE

I'm a Perfect 12-Point Buck
- Kip Cothran

BEST-IN-CATEGORY

BEST-IN-ILLUSTRATIVE

Tribal
- Ivy Gordon



BEST-IN-SENIOR

Calm, Cool, and Collected
- Janet Bark



BEST-IN-PORTRAITS

I'll Always Remember
- Cindie Wolf



Need a Little Extra Pop?

By Ken Hofheinz



Mac to PC conversion
opt = alt cmd = ctrl

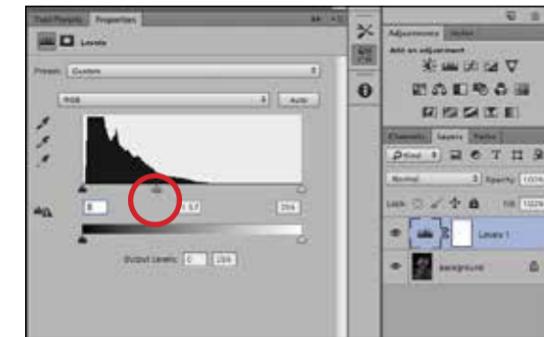
Typical blacksmith shop, dark with just the light from the barn doors being open. This is a shot from our 4th grade field trip to Sacramento.

So it needs some pop. I could have done it in camera raw or Lightroom, but lets just say it is a jpeg and it needs fixing.

Let's get started. This image is dark and what I am about to do will make it darker, so first lets create a new Levels adjustment layer and lighten up the entire image. Just grab the center gray slider and drag it towards the black slider. On this image I pulled it back to 1.57. Check out the screen shot and what the image looks like now.

Now for the Pop - I did the "claw" - which is command - option - shift - e. This makes a merged copy of everything visible and puts it in a layer above your active layer. (So make sure your active layer is the top layer, it will make your life easier.) Now just change the blend mode of this new layer to Soft Light and there you go - POP. I had a little to much pop so I changed the opacity of this layer to 80%.

Soft Light mode adds contrast and saturation. So anytime you need a little pop you can make a duplicate layer and change the blend mode to Soft Light. If you need a lot of pop change the blend mode to Overlay. Remember you can change how much by changing the opacity of the layer. •



Before



Levels used to open up everything.



After

MERIT AWARDS

CHILDREN



— *Pretty in Teal*
- Violet Bowlan

NATURE



Lake Tahoe View —
- Oliver Asis

ILLUSTRATIVE



Casting a Wide Net II —
- Ivy Gordon

PHOTOJOURNALISM



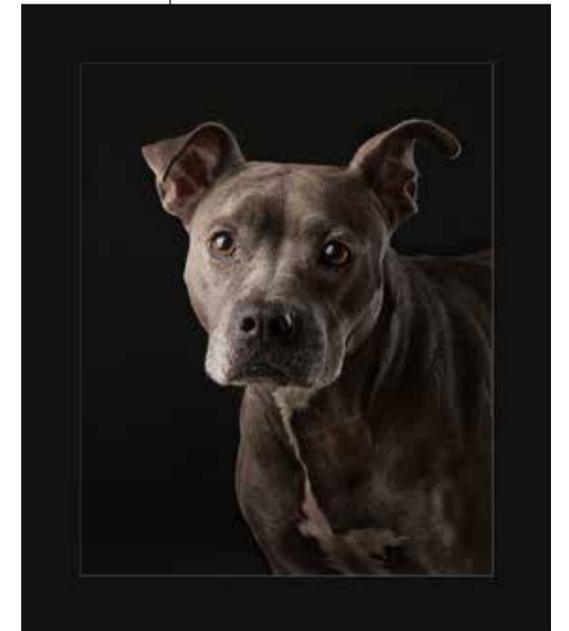
— *Inverted*
- Willie Sakai

PETS

MERIT AWARDS



They Say I'll Grow Up to It —
- Janet Moyer



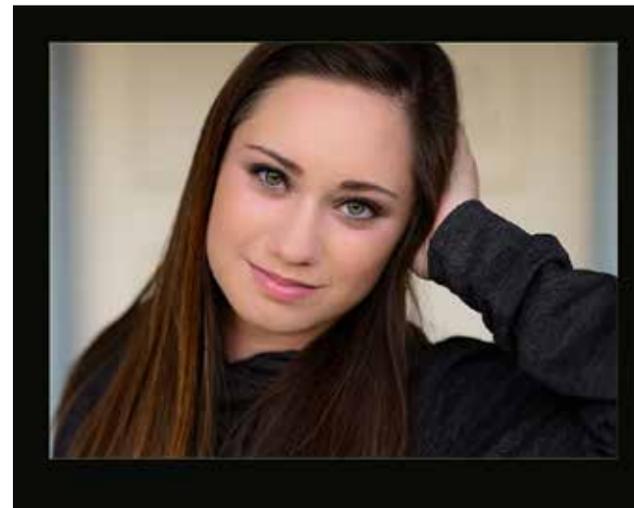
A Lost Soul —
- Kim Kuhlman



Blue Bonnet Joy —
- Kim Kuhlman

SENIOR

— *Those Green Eyes*
- Willie Sakai



— *Criss Cross Applesauce*
- Janet Bark

PHOTO SAFARI

Safari in Balboa Park

By Janet Bark

Our September Safari brought us to beautiful Balboa Park with Oliver Asis leading the way. Our focus was Nature/Landscape so we started in the Rose Garden on the east side of the park. There we concentrated on finding one nice flower that stood out from the rest, used shallow depth of field to isolate it from the background, and looked for back-lighting to give it some dimension.

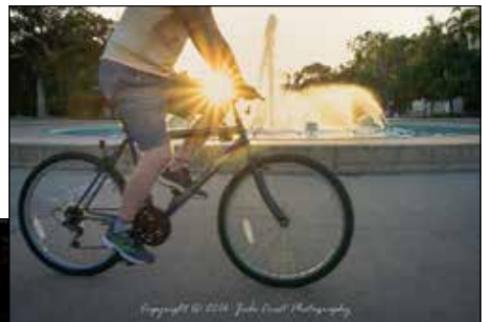


Next, we moved on to the fountain by the Reuben H. Fleet Science Center. Because it was a bright cloudless afternoon, and not much drama in the sky as Oliver explained, we photographed the fountain as a silhouette. Not only did we photograph the fountain, but were delighted with those that passed by our lenses to add other elements to our image. PPSDC member Cindie Wolf's dogs even sat in on the action being wonderful models for us. They stopped visitors to the park who had to take out their cell phones to get a picture too.



From there we headed down the park, chatting and getting to know one another better, to the Cabrillo Bridge where we experimented with long exposures. It was fun to see all the different images everyone created with our individual tastes and eye for composition and style. It was a little scary for me at first, being afraid of heights, but once I settled down, I really enjoyed the view. (One tip to remember: when shooting on a tripod, turn off Image Stabilization or you'll get lens movement that will slightly blur your image). Thank goodness it wasn't the bridge moving!

We ended the evening hiking down a small trail that gave us an amazing view of the bridge from below. The new lights on the bridge really make it spectacular. Like Oliver said, "there really is peace and solitude with landscape photography." It's all about the moment.



— Notice the little sign. It reads "Please Keep Out". Great capture.



Every Smile is a \$30 Bill

By Roxyanne Young

On October 11, we moved our regular monthly meeting to George's Camera on Clairemont Drive to hear our own Kip Cothran talk about how he runs his event photography business. Cothran has many local clients (many of whom he's worked with for years doing annual portrait events) and many for whom he travels out of state. He explained how he sets up for sports, summer camps, dance schools, real estate offices, marching bands, school choirs, and so much more.

There's a lot that goes into event photography. It's not just knowing how to set up your backdrop and lights. You need to be able to establish a quick connection with your client in order to get great smiles over and over again, in just a minute or so per person. You also need to know what kind of print product your clients are going to want and what you can provide for a profit. As Cothran exclaimed over and over, "That smile right there is a \$30 bill, baby!"



Create an Event, The More Unique the Better

Know your audience and what kind of commemorative photography will mean the most to them. Whether it's to celebrate a championship sports season, a graduation ceremony, a family celebration, or an annual seasonal marker like a visit with Santa Claus or a holiday concert, there's a market for it. A customer waiting to buy what you're selling: Memory Mates, Panoramics, Plaques, posters, and prints, prints, prints.

A few tips:

- Pose large groups in lines tallest to smallest feeding in the back row first, then filling in the "windows" as you move down to the front row
- Add team names to banners
- Add the organization logo to your prints
- Borders add style
- If the individual players ask for buddy pics or other groupings, always say Yes - "That's another \$30 bill!"
- Include tax in your price
- Practice your setup before you go; make sure you have backups for every piece of equipment, from lenses to camera bodies, to batteries

Cothran also shared some of his preferred vendors for creating the products he sells:

- Candid Color
800-750-0494 - Team Panos and Composites
- JDS Industries - 800-843-8853 - Slide-in Plaque Frames
- Group Photographer Association - 800-558-5010
- Image Tech Digital Event Software - 714-639-5411 - Doug Shrippa



Continued on page 15

Continued from page 4

Old West Meets Near East

By Ivy Gordon

Although I saw electric lines, I didn't realize that this village we were visiting had made history – being the first WI-FI enabled “taluka” (district) of Gujarat. Students will now begin to get an “e-education” and not have to travel to internet cafes to help with college applications. Farmers will now be able to use the internet to get market rates for their milk and not be cheated by wholesalers. Another example of contrasts – old and new ways of going about life. Although it was Saturday, most of the children were in school. After entering a few classrooms, we were invited into a home where the children were not in school. We were photographing a mom and her three daughters when I left and walked around to the front of the house, where



I encountered this little boy. I had an emotional connection right away with him. He was very shy and seemed sad, but wanted to have his photo taken. I was with him for quite awhile, making images of him alone, and then his sister joined us.

As in most countries I visit, children especially love to see themselves in the LCD monitor on the back of the camera. They like to touch the LCD screen and point to themselves. Although both of these children were shy, they were no exception.

For some reason, this image reminded me of an image one might have seen from an archive of pioneers in the late 1800s in the western US. And in a sense, these children are pioneers in a new stage of development in their village. So in processing it I gave it an aged look. •

Shot with Canon 5D Mark III, 67mm, f 4.0, 500/second, ISO 320

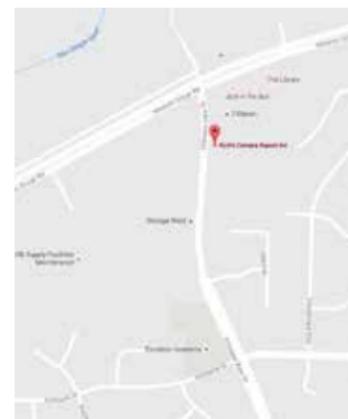


Kurt's

CAMERA REPAIR INC.

1975 is the year an engineer at Kodak named Steve Sasson invented the first digital camera. It weighed 16 pounds, took 23 seconds to record an image onto a cassette tape and another 30 seconds to display it in black and white. 1975 is also the year Kurt's Camera Repair opened it's doors.

41 years later we continue to offer top level customer service on today's digital and yesterdays film cameras, as well as Kodak slide projectors and the occasional movie projector. We have just moved into our new 2200 square foot facility, put in all new technicians benches and storage for thousands of repair parts. Well lit, shiny floors, fresh paint, we love it. We are open from 9 to 5 Monday through Friday and 9 to 1 on Saturday. Estimates are free, walk-ins are always welcome. Drop on by; 7403-B Princess View Drive, San Diego, 92120, just a quarter mile from the old shop.



kurtscamerarepair.com

Kurt's Camera Repair, Inc. is a family-owned, factory-equipped camera and projector repair facility. We are authorized warranty service for Nikon and Sigma. We perform out-of-warranty repair on most other cameras including Canon, Pentax, Hasselbad, Bronica, Kodak, JVC, Ricoh, Panasonic, Sony, Casio, Fuji, Mamiya, Toyo, most enlargers and large format equipment, Kodak A.V. equipment and tripods.



Spot Removal Tool

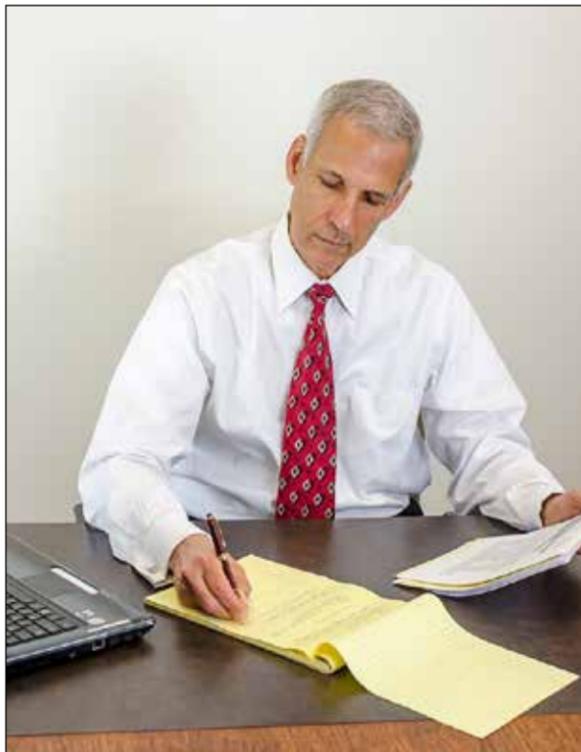
By Ken Hofheinz



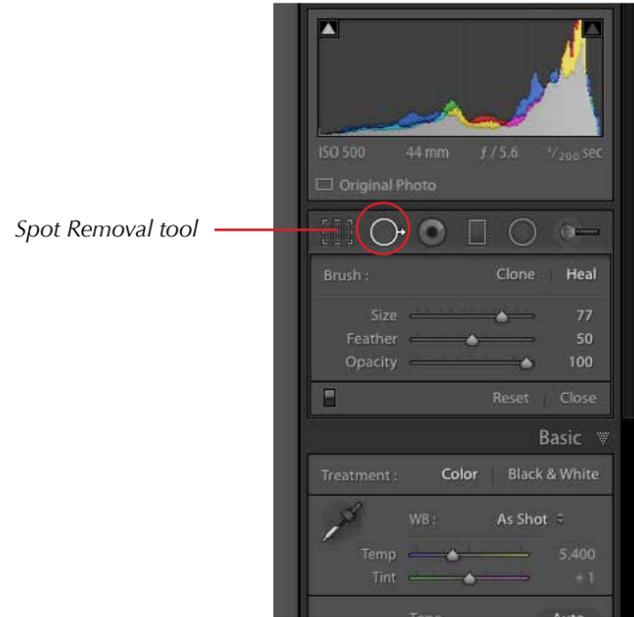
Do you know how powerful the Spot Removal tool is? I'm sure you have used it to remove a blemish on someone's face. Or maybe to remove dust spots from your sky. (Come on admit it we all have) But did you know you can paint over an area and have Lightroom take care of it. Now it's not like content aware in PS but it is pretty good.

This is so simple I am almost ashamed of writing this out. But not everyone knows. Select the Spot Removal tool while in the Develop module. Make sure it has a good feather amount and is large enough. Start at an edge and paint over the entire area you want corrected. Boom! your done.

The chair scuffs on the wall are a perfect candidate for this. Now I don't have to go into PS. •



Painting over the area to be corrected



Spot Removal tool

Light Room Short-Cuts

Some usefull Cropping keyboard short cuts while in the Develop module:

- R = crop tool
- When in Crop
- X will switch between landscape and portrait crop
- Hold down cmd/ctrl to straighten (my favorite of these)
- O rotates through Grid, Thirds, Diagonal, Triangle, Golden Ratio, Golden Spiral



Continued from page 11

Every Smile is a \$30 Bill

By Roxyanne Young

Fine Art Bonus

If you've ever met Kip Cothran, you know this article doesn't come anywhere close to the level of energy in the room while he's presenting. He's as generous as he is boisterous. He shared his template designs, pricing, marketing tips, and a brand new program he's developing to provide event coverage for Celebrations of Life. And he gave us this tidbit: "Fine art photography is furniture in the office. Clients can write it off if they hang it in their office for six months."

That's another \$30 bill right there. •



Kip was excited to share with us. And he did a Great Job.



I UNDERSTAND [SMALL BUSINESS] BECAUSE I AM ONE.



Howard Burkholz
801-451-8880
877-485-8600
hburkholz@allstate.com
<http://allstateagencies.com/HBurkholz>

"Use your eyes as if tomorrow you would be stricken blind."

"Character cannot be developed in ease and quiet. Only through experience of trail and suffering can the soul be strengthened."

- Helen Keller

Proud Sponsor of PPSDC.



Subject to terms, conditions and availability. Allstate Fire and Casualty Insurance Co., Allstate Indemnity Co. Northbrook, IL. © 2012 Allstate Insurance Co.

127122



WEST COAST SCHOOL

PROFESSIONAL PHOTOGRAPHERS OF CALIFORNIA

CALL NOW: 1 (800) 439-5839 EXT.3

www.westcoastschool.com

**WEST COAST SCHOOL
60TH ANNIVERSARY
COME CELEBRATE
WITH US!**



**Register
Now!**

June 11-16, 2017

You are the first to see who our 2017
5 day session instructors
will be...

Tim Meyer
Beginning Lighting

Michael Collins
Photoshop, Zero to Sixty in a Week

Frank Peele
Macro Photography: Up Close and Amazing!

Rick Ferro
Beginning Wedding Photography

Suzette Allen
Intermediate Photoshop

Jesus Padilla
Looking For The Light (Intermediate/Advanced)

Thom Rouse
Fine Art Techniques in Photoshop (Intermediate)

Arthur Levi Rainville
Art, Heart, & Soul - A Retreat For Creatives

Sandra Pearce
Demystifying Painting with Photoshop (Intermediate)

Steve & Sophie Winslow
A Kick in the Seat of the Pants - Beyond Basic Portraiture

Carl Caylor
Natural Light Portraiture with the Assistance
of the 'F' word



**LIVE, LEARN, AND CREATE
WITH YOUR WCS INSTRUCTOR. GET PERSONAL, HANDS ON, EDUCATION
IN PHOTOGRAPHY, PHOTOSHOP OR VIDEO.**

