

July 2016

# FOCUS

a magazine by the Professional Photographers of San Diego County



*Americas Finest Skyline*  
by Kip Cothran

**PPSDC**   
Professional Photographers of San Diego County

[www.ppsdc.com](http://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:

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

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## Life Means Change

Change is one of those things that happens despite every effort to keep things the way they are. It is in transition between the past and future that growth and progress are made. And it is also in how we handle the change that can shape the outcome.

Over the last year, PPSDC has been going through some pretty major changes. Some have been easy and others not so much. We've been forced out of our regular meeting space because the hotel is undergoing a long-term remodel, which has left us bouncing around the city looking for a permanent home. It's caused confusion and it's been unsettling, to say the least. It's led to a fall off in attendance to our Image Competitions and workshops, which has led to a drop in membership, and some of our most experienced and active members have moved away, retired, or just moved on to other industries. PPSDC is changing. However challenging this year has been for PPSDC, the board and I have been working on ways to make this change happen as easily as possible for everyone.

We have been working on ways to help our members grow and be the photographers that they

Let us know what is working and how we can help you reach your photography goals.

want to be. We have made it our mission to be the best resource and provide as much help as we can by providing programs on using social media to improve photography

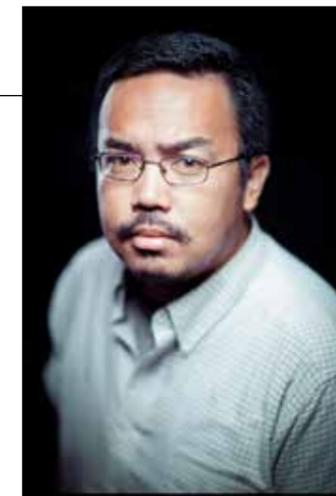
skills and business practices, how photographers work in today's industry, and how photographers can still use classic photography techniques and business skills to help them stand out in an ever more crowded field. We've had workshops on introducing mini-sessions to help carry you through the lean months after the busy holiday season, how to use various light systems in studio and on location, how to bring a more commercial edge to your work to appeal to high-end clients, and more. We have shown that there are a lot of facets within photography that we can showcase that will help you, our members become better photographers.

With the majority of the current board coming back to serve for you again, we can focus our attention on the programs that are working well and make adjustments to those things that still need a lot of work, like the website and marketing our events in a more timely fashion. We will put more effort into serving you and helping you reach your photography goals. We will also do our best to keep you up to date on everything photography-related in San Diego. And we have some great programs scheduled for next year, too, in skills, craft, and business, and we're bringing back monthly Photo Safaris. We want to do more for you.

However, we also need your involvement. We want you to talk, call, text, email, and Facebook with us. We want to hear about your ideas, your struggles, your goals, your concerns, and how we as an organization can help you accomplish your photography and business goals. It is with your feedback that we can help you and make this organization work for you.

On behalf of the 2015-2016 board, it was a pleasure serving you and we look forward as the 2016-2017 board to serve you better.

Sincerely,  
Oliver Asis  
President PPSDC 2015/16



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**BEST-IN-SHOW**

**America's Finest Skyline**

*By Kip Cochran*



*May Best-In-Landscape*

San Diego is known as Americas Finest City, home to the World Famous San Diego Zoo, Wild Animal Park, Sea World, and some of the world's most beautiful beaches. I believe we have one of America's finest skylines, only to rival New York and maybe Chicago! As a tourist destination, guests can only rely on us to show them the finest parts of town. Frequently they see postcards or the news and wonder where those featured locations are. Being born in San Diego, I am blessed

*... I won the title of the World's Best Cousin!*

to have access to some of the best views of Southern California.

I have been to this location many times and I move up and down the beach, but on this evening everything was perfect. We had a low tide, and I wanted to show my cousin, visiting from Iowa, a view of San Diego that she wouldn't get from The Hyatt Regency in Mission Bay. It was actually her birthday, so I took her out to dinner and desert at The Cheesecake Factory, and before taking her back to her work vacation at the Hyatt, I said "Let's do Coronado." She had never been over the bridge or seen that incredible view from there. When we got to this view of the city she said, "Wow!" I wanted her to experience something special for her birthday and I succeeded. For that night I won the title of the World's Best Cousin!

When I photograph moving water or do night photography, I typically look for the drama. I want to add movement, but that night there were no boats or wake in the harbor. This was a basic image with very little enhancement later in Photoshop. I photographed this image @ F22 for 30 seconds, ISO 640. Normally I'm around ISO 100 or 200 for long exposure night photography, but I was at 640 ISO from another shoot I had earlier that day. (Oops! We've all done it.) The reflections popped and the colors were there! It truly was a San Diego Post Card Moment!

Kip A. Cothran  
KC Photography  
[www.kcp-photo.com](http://www.kcp-photo.com)

**BEST-IN-CATEGORY**

**BEST-IN-DIGITAL-IMAGING**

*Starting Young*  
*- Ken Hofheinz*



**BEST-IN-CHILDREN**

*Sad*  
*- Ivy Gordon*

**BEST-IN-ILLUSTRATIVE**

*Watching The Girl Go By*  
*- Ivy Gordon*



**BEST-IN-PETS**

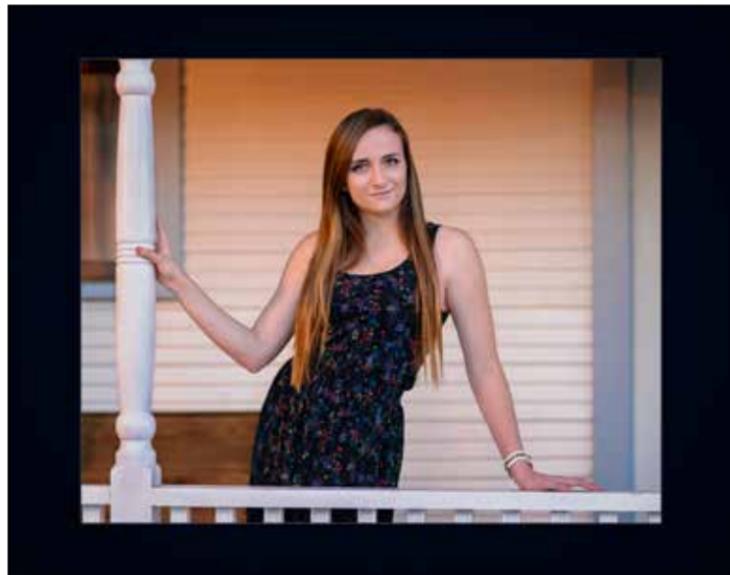
*Worried Dog*  
*- Janet Moyer*



## BEST-IN-CATEGORY

### BEST-IN-SENIOR

Golden Hour  
- Willie Sakai



### BEST-IN-PORTRAITS

Eyes Dimmer - Memories Brighter  
- Ivy Gordon



Portraits  
At Last  
- Cindie Wolf

## MERIT AWARDS

This beautiful image is from our March Image Competition. It inadvertently was not included in our last addition of FOCUS. Cindie I am truly sorry. Congratulations on your merit image.



## Making a Brush

By Ken Hofheinz



Mac to PC conversion  
opt = alt    cmd = ctrl

Why would I make a brush? There are many reasons but for this tutorial we are making one so that we can “water mark” our photos. Let’s get started:  
1) Open a new file. Set your size. This will be the size of your brush.  
2) Type out your website or place your logo or type out your name. Make sure whatever you do is in black.  
3) Go to Edit - Define Brush Preset. Name it whatever you want.  
4) Done. You have made a brush.

Now to use it to water mark an image. Open your image, size it for your final use. Add a layer and now select the brush tool. In the brush menu go all the way to the bottom. The brush you just made will be the last one. Select it and make white (or whatever color you want) the foreground color. Make sure your brush is at 100% opacity and click once. You now have your water mark on it’s own layer. You can scale it and change the opacity to suit your purposes.

The brush can be made from your logo, type something or even sign your name on a piece of paper and take a picture of it. Photoshop will allow you to make a brush up to 2500 x 2500 pixels. But this is really large. The brush I just made is around 1500 pixels wide, plenty big enough for anything you are planning to post to the Internet. •

Anything can become a brush - the sky is the limit. You could even use a picture of the sky. Just make it B&W.

# Blink™

## PHOTOGRAPHY

www.blink4me.com

Anything can become a brush. Brushes are in black & white and shades of gray. Whatever is black/gray will be the brush. For this watermark, I choose straight black & white.



Using your new brush, stamp it once on it’s own layer at a large size. You can make it a smart object if you want. Now you can scale it and change the opacity.



MERIT AWARDS



↳ Iced Water In Iceland  
- Kip Cothran



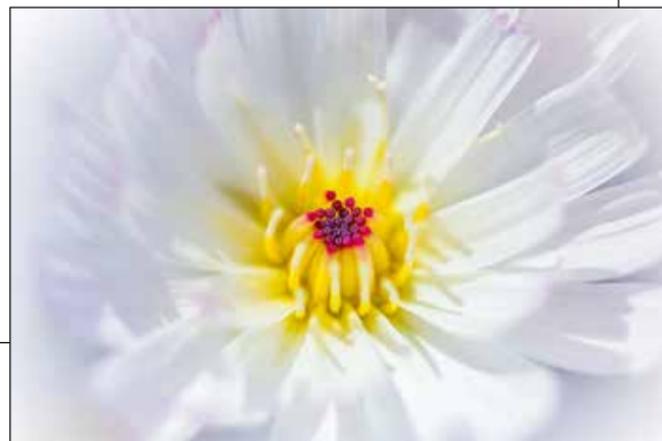
↳ Beautiful Standout  
- Diana Aeria

↳ It's Springtime  
- Diana Aeria



↳ The Pacific Eye At Sunset  
- Oliver Asis

The Stamen —  
- Oliver Asis



MERIT AWARDS



— Confident of My Future  
- Janet Bark



↳ Sweet Flower Child  
- Janet Bark



— Reflecting on the Moment  
- Janet Bark

**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

## Photo Walk in North Park

By Ken Hofheinz

Three good models, a great neighborhood, some reflectors, diffusers and a little imagination spells fun to me. That is what we had on our last Photo Safari. We thank Janet for getting us all together to do some shooting.

The idea for this Safari was to use available light. So we looked for the good light and made some images. We did move the light around a bit with reflectors and turned it down a little bit with some diffusers. Hopefully you can come on our next Photo Safari. •

# PHOTO SAFARI



© Nowell C. Wisch



— This is an example of what we were doing this day.



If you are wondering - these were shot with a Lens Baby, hence the soft focus on the edges.



## June Workshop Review: Running Profitable Mini-Sessions with James and Stefani Hays

By Roxyanne Young

Our June workshop featured photographer James Hays and his wife, Stefani, who manages the sales and business side of their thriving portrait studio in Sacramento. Seven years ago, they developed a program to help fill in the slow months following the holidays. It was Stefani's idea, inspired by a workshop with Sandy Puc: Vintage Valentine.

They decided to create a themed, limited-edition portrait session with special discount pricing that was different from what they usually offered to their portrait clients. A 20-minute mini-session with wardrobe and props provided, Valentine-themed, but not kitschy with hearts and cupids. These sessions would be classic, and would offer products that were a departure from the usual wall portraits their clients ordered. To help market this special event, they would work with a high-end children's boutique in their town, creating a small set in the store itself, allowing the boutique to offer a valuable service to their clientele and giving the Hayses access to the boutique's mail list.

Stefani and James had young daughters, so expanding their studio wardrobe to include more tulle skirts, flower crowns, and angel wings was easy, but they had to fill out the boys' side with newsboy caps, dress shirts, ties, and vests. Stefani encouraged us to invest in quality props to set ourselves apart from the photographers who opt for cheaper pieces.

Where Stefani was inspired by Sandy Puc, James found his inspiration in the set design of Annie Leibovitz. He started with a deftly draped backdrop in a soft muted color, a large umbrella with a strobe and a reflector, then added a sofa Stefani found at World Market, a hat here, a pair of perfect angel wings there — every piece creating a feel of classic timelessness.

Seven years later, their limited edition sessions sell out quickly and they've had to add on a third day to accommodate the overflow. The key, Stefani says, is to only offer these special sessions once or twice a year, so it's not what you're known for, so they remain special and become something your regular clients look forward to.

Marketing includes social media like Facebook, mass email, promo cards at local businesses, and working with local businesses, like the children's boutique, to host the event. The logistics of the day require help from at least one other person to help with wardrobe while Stefani is coordinating clients coming in and James is photographing in the studio. The shooting aim for each client is 20 usable images - enough to fill the album.

Ordering sessions are held in the next week or so in the studio - Stefani handles the in-person sales - with samples of all the available product there for the clients to touch and hold. James designs a press book album and two different framable prints, one a 10x20 two-up and the other a 20x20 four-up with an option to make a 10x10 four-up as an add-on gift for grandparents. Of course, wall portraits are also an option, and they sell quite a lot of those. The special discount pricing is on the themed two-up and four-up prints and the albums James designs just for these events.

Stefani and James started this with the hope of filling in the lean months between holiday portraits and wedding season. They've built something that their regular clients look forward to every year, and something that draws in a whole new group of clients to their portrait studio. These themed sessions have become a lucrative part of their business, and it's given them a chance to build relationships with other businesses in their area and to promote the work of creative artists. It's a win-win for everyone involved, and it was a definite win for those of us attending the workshop. •



# I UNDERSTAND [SMALL BUSINESS] BECAUSE I AM ONE.



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