

July 2017

FOCUS

a magazine by the Professional Photographers of San Diego County



Cheers

by Jean Eichenlaub

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:

Hilton Garden Inn SD Mission Valley
6:30 PM - 2nd Tuesday <http://www.ppsdc.com>

PPSDC 2015-2016

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Final President's Message

I hope that all of our members found this year beneficial to their journey as a photographer. One of the biggest benefits of being a member is participating in a truly meaningful way. I've gained so much more than I've given during my tenure on the board. I started years ago on the hospitality committee, then moved up through the various board and committee positions until I became president last year. I will continue to do what I am able as Chairman of the Board during the next fiscal year.

Our members are vital to our organization and if you participate in a committee or take on a board position, you can be one of the ones to help with the direction of the chapter. With more people involved in leadership positions, we can provide more services and provide more programs for our membership. The usual progression is to join a committee, or maybe even chair one, and then be elected to one of the executive board positions.

At the time I'm writing this, we're looking for several people to fill open positions, including Treasurer. If you have an interest in QuickBooks, please contact me to sign up: president@ppsd.com.

We have a lot of other committees that are always looking for energetic volunteers:

- Hospitality is probably the easiest and most fun because you're one of the people signing in guests at the front door - you get to meet everyone!
- The Membership committee works on benefits for our members and puts together the membership packets that explain it all. membership@ppsd.com
- Media/Marketing is in charge of getting the word out about our programs, classes, workshops, Image Competition, and more through our digital newsletters, Facebook, the Meetup groups we work with, and creating print materials that promote PPSDC. marketing@ppsd.com
- Our Webmaster keeps our site up to date, including posting updates to the calendar, Image Comp results, images, and so on.
- Our FOCUS magazine is put together by editor Ken Hofheinz, and he's always eager to get content to fill the pages, plus you can earn merits when you contribute how-to articles and images. Contact him at editor@ppsd.com.
- The Vendor Liaison/Sponsorship position works with our professional partners in the community to help promote PPSDC and the photography-related businesses that offer our members discounts, bring great giveaways to our meetings, and more. This is a really fun committee to be part of because you get to go visit all the camera stores, check out the new gear, and meet the reps.

Please contact anyone on the board or the President regarding any of these positions, if you are interested or want more information about them.

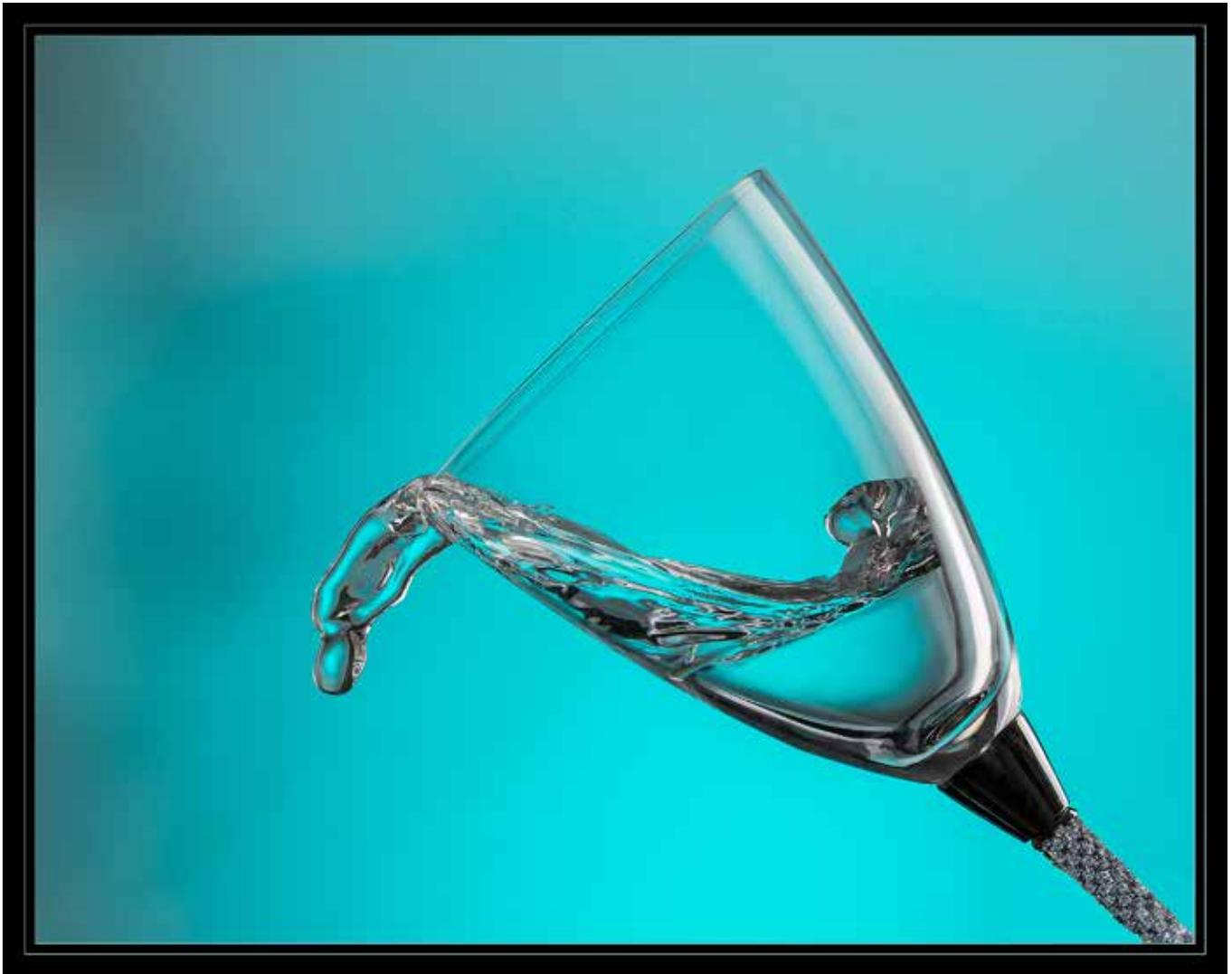


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CHEERS

By Jean Eichenlaub

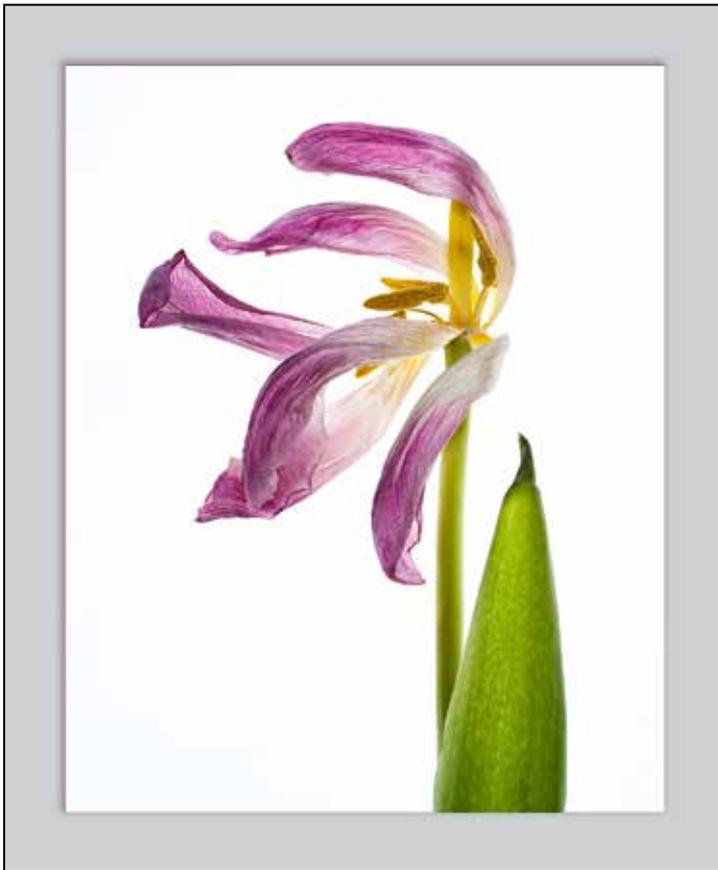
I saw the glasses in Home Goods, thought the stem had great potential. Bought two for the large expenditure of ten dollars. Glasses and liquid go together, so decided to experiment.

Lighting is two Einstein stobes with strip boxes behind medium weight translucent plastic. Lights were positioned to create the light gradient on either side of the glass. Background was another Einstein strobe with gel on a white background. A matte black board was below the glass to prevent reflection from below. A yungo flash with snoot was aimed at the stem from the left.

The liquid initially was a 1:10 mix of glycerin and tap water. Eventually I added some water. I think this shot was before the water was added. I liked this image because the liquid resembled a tongue. I thought about titling this image *Lingua franca*. But i wasn't sure the humor would be understood.

PS. I learned the lighting set up from an online product photography program Photigy.

BEST-IN-CATEGORY



— **BEST-IN-ILLUSTRATIVE**

Almost
- *MonicaRoyal*



— **BEST-IN-CHILDREN**

My Bundle of Joy
- *Maria Lombard*

BEST-IN-CATEGORY

BEST-IN-NATURE —
Mother and Colt
- Richard Benton



BEST-IN-SENIOR —
Her Future is Bright
- Janet Bark





Mac to PC conversion
opt = alt cmd = ctrl

Blend if to the Rescue

By Ken Hofheinz

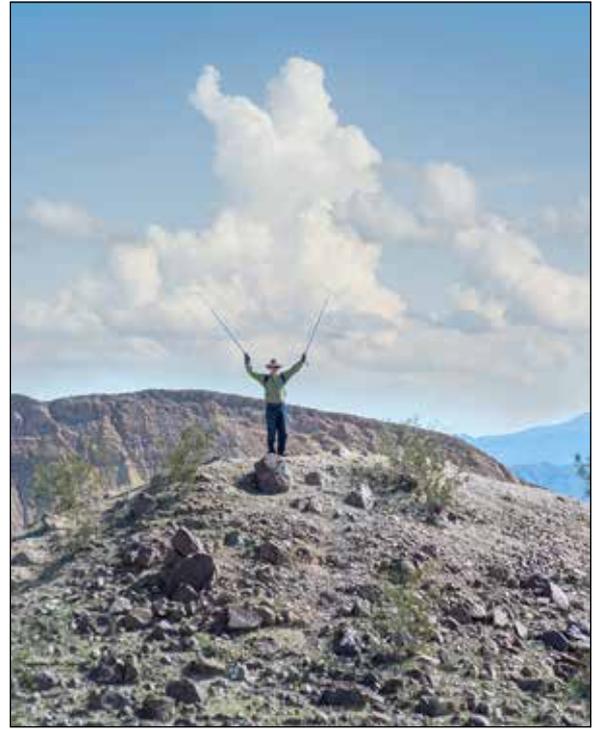
We live in San Diego so we are going to have times with empty skies. Here is one option to add clouds. This works well if the sky is washed out and your subject is dark.

Find a cloud image and make sure the clouds are lit believably. Sunset clouds would be a hard sell for this image. Place the clouds where they should meet the horizon. Now double click on the thumbnail of the clouds layer so that the Layer Style panel comes up. Down at the bottom Blend if: is there. Default is Gray, but you can change it to Red, Green, or Blue. Play with it and see what works for your image.

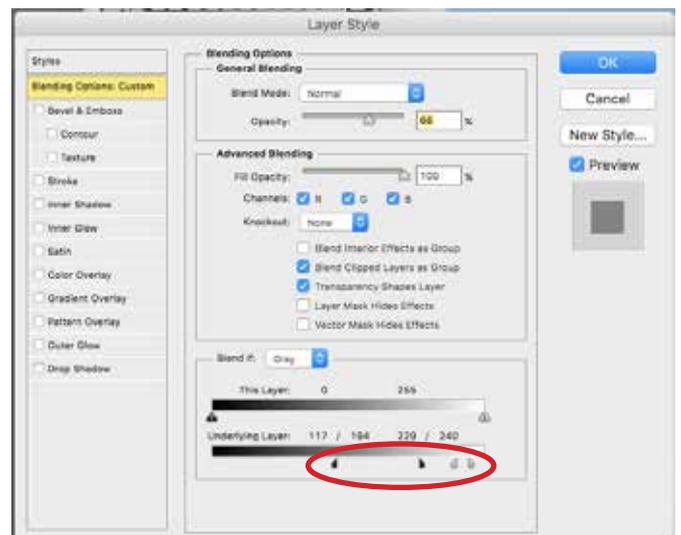
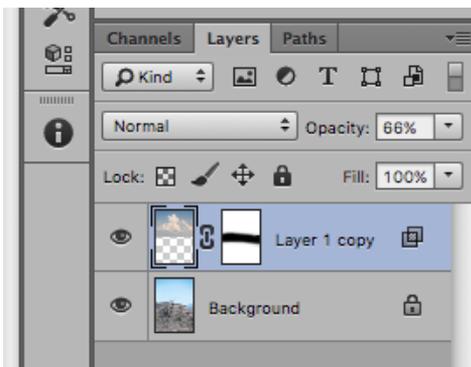
In this image I have changed the “Underlying Layer” sliders. All the way to the left is the dark slider. Push it to the right until things start to blend. Then hit the option button and move the slider to get it to split. Move these halves of the slider to get the best results. This feathers the transition. You may have to work the “white” end as well. I did a little for this image.

It might not look completely finished. For this image I lowered the opacity of the clouds layer to 66% and applied a layer mask removing the hard line that was still visible and fading the clouds into the distance. These clouds were a little to sharp so I applied a Gaussian Blur to match the background focus. •

After



Before



Layer Style pannel using the Blend if sliders to get the clouds to blend with the underlying layer.

MERIT AWARDS

CHILDREN

Parasol Princess —
-Roxyanne Young



I Could Do This All Day —
- Monica Royal



NATURE

So Beautiful —
- Kip Cothran



Same Scene Different Take —
- Jean Eichenlaub



MERIT AWARDS



ILLUSTRATIVE

— *Baking Day*
- Roxyanne Young



Rain Crown ┘
- Jean Eichenlaub



In Harmony ┘
- Ivy Gordon

Fire and Ash, the Young Fire Tender —
- Ivy Gordon



The Business of Headshots

GARY HUGHES

M. Photog. Cr. CPP



Gary's go to set up for fast confrence headshots. One speedlight in a big soft box. One speedlight on the background for seperation. Reflector under and oposite. Camera always on a tripod and use backbutton focus. This way you have eye contact with them, you aren't hiding behind the camera.

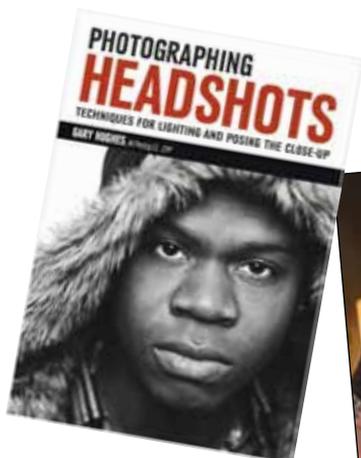
By Morgan Maiani

Recently PPSDC invited Gary Hughes to come and talk about his Orlando headshot business. I was fortunate enough to attend the day and half workshop. I have only focused on events and weddings during my new career, and so I was excited to learn more. I really liked his no nonsense, but accessible, approach when he was talking with us.

The first night Gary spoke, he gave a presentation about the general bullet points that he follows when working with a large group. He often works with corporations and needs to do hundreds of headshots within a three-day period. The first thing he does is focus on efficiency over quality. His goal is 20 headshots an hour for an event. This statement made many an audience member gasp! Quantity over quality? You can hear the audience say in their heads. However, he echoed that if you do it right you won't lose quality and you won't lose your home life (or sanity) from being swamped with work after hours. Think Little League production line but for grown-ups.

Use their name! Gary always acts as if he is meeting them for the third time, even if just meeting for the first time.

Headshots are an under served area in photography. As Gary says "Everyone needs a headshot." I am excited to use what I have learned to branch out into this world. Moreover, the techniques and tips Gary shared are universal to other businesses as well not just photography. I am excited to be part of the Professional Photographers of San Diego County and am looking forward to joining my fellow members on this journey of learning and to make friends along the way. •



Gary's book is available on Amazon.



Gary recalls his time in a band living out of a van with four other guys.

Final President's Message

Continued from page 3

International Print Competition is coming up. You don't have to be a PPA member to enter, but only PPA members will earn merits if their images do well. Registration is already open as of May 22 and will close June 20. (For those of you who really procrastinate, you can actually take until July 6, but that extended date will come with late fees!) Be sure you tune in for live judging July 30-August 2 – the link to watch will be on the PPA website (you don't need to be a PPA member to watch). Competition is such a great learning experience, I highly recommend it for everyone.

Finally, I wanted to let you all know that a brand new website is in the works! If the current site is down for a couple days during the transition, please be patient. We will keep the Facebook pages updated and will be sure you have all the information in your email box as well.

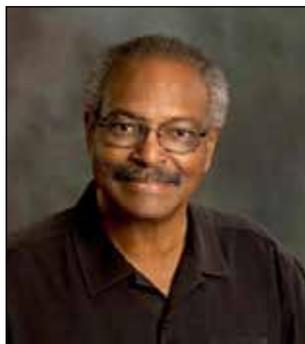
I am so glad that I agreed to be your president this year! It has helped me in ways that I'm sure will continue to affect my personal life and business for years to come.

Gratefully,

Diana Aeria
PPSDC President 2016/17
(858) 538-1149

president@ppsc.com

Lorenzo Gunn Long Time Friend of PPSDC



It is with great sadness that we announce the passing of Lorenzo Gunn. Lorenzo was a frequent visitor to PPSDC's chapter meetings, mentored and advised many of our members, and shared his wealth of experience with us at board meetings, too. He was a longtime member of PPC and was a past director of West Coast School. He gave a great deal to the photography community and will be greatly missed.

Our deepest condolences go out to his wife Olga and their family during this most difficult time. •

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



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