

BERKS PHOTOGRAPHIC SOCIETY

FLASH

Volume 72 Number 2

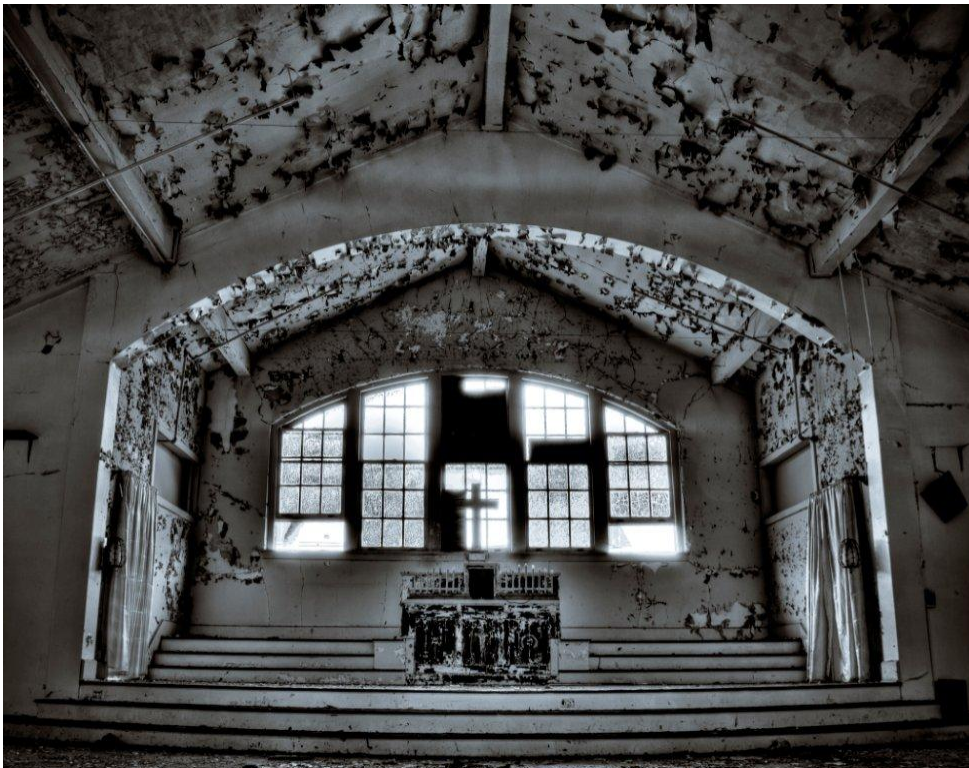
Fall, 2010

SEPTEMBER 13, 2010 AT 7:30 P.M.

LONG EXPOSURE PHOTOGRAPHY

Presented by George Gress

Lebanon Camera Club Member



1st Place Digital Image Contest
51st Annual Conference

Abandoned Faith by Tim Youse

Berks Photographic Society 2010 Officers:

President	Frank Lorah, Jr.
Vice President	Terry Mest
Treasurer	Phil Magistro
Recording Secretary	Tim Youse
Corresponding Secretary	Joe Ging
Financial Secretary	Cheryl Tumolo

Directors:

Kathy Grim
Gary Marszalak
Jenn Seale
Dave Starke
Bob Sheldon
Mike Seigafuse
Reno Unger
Matt Vardjan

2010 Chairmen:

Budget	Phil Magistro
Conference	Cheryl Tumolo Frank Lorah, Jr.
Programs	Cheryl Tumolo Dave Starke Phil Magistro
Property/Building	Board Members
Community Events	Frank Lorah, Jr. Phil Magistro
Digital Image Contest	Frank Lorah, Jr. Dave Starke Tim Youse
Print Contest	
Special Contests	Terry Mest
Newsletter	Cheryl Tumolo



Berks Photographic Society
40 N. Noble St.
Reading, PA 19611
610-373-7239
www.berkscamera.org

FLASH Fall 2010

The Berks Photographic Society was established in 1938 as the Berks Camera Club. The Berks Camera Club changed its name in January, 2006 to the Berks Photographic Society.

The Berks Photographic Society is one of a few photographic organizations that owns its own building, housing a 90-seat auditorium, a large studio, darkroom, finishing/matte room, lockers and a social room.

All members, except Life Members must pay annual dues. The amount is determined by the Board of Directors. Failure to pay dues by April 1st will result in termination of membership. Dues are subject to annual review by the Board.

Regular dues:
\$45 annually

Darkroom, studio, finishing room key:
\$50 annually

Student dues:
\$25 annually

Application processing fee:
\$25 payable with application

Late dues fee:
\$3 for dues not paid by January 1st



PSA Rep
Cheryl Tumolo



Berks Photographic Society's 51st Annual Conference

Berks Photographic Society's 51st Annual Photographic Conference was held on June 11, 12, and 13, 2010 and was a great weekend. For those of you who weren't there, you missed one of the best conferences we have had. The programs were great and the speakers were outstanding as were the models.

I want to thank all of you who attended and would ask that you to let the Conference Committee know your thoughts on the conference.

I would especially like to thank the following people for the long hours they put in to making this year's conference run so smoothly:

Frank Lorah, Jr. who was Co-Chairman of the Conference and the Technical Chairman, who was on the competition committee, who moved equipment to Kutztown, around the building at Kutztown and back to BPS and who did whatever needed to be done when needed in addition to presenting a program on Sunday morning on putting together a ProGold slide show.

Terry Mest who was the free period chairman which means he set up and tore down the sets, moved equipment from BPS to Kutztown, moved equipment all over the building at Kutztown and moved equipment back to BPS from Kutztown, monitored the sets during the free period, and assisted wherever assistance was needed.

Tim Youse who was on the technical committee, equipment moving committee, photo competition committee and also assisted with the model and animal room set up and auditorium set up and tear down.

Gary Marszalek who was on the technical committee and doubled as event photographer and who assisted with set up and tear down on the auditoriums.

FRANK, GARY, TIM and TERRY were the heart of the conference and there would have been no conference without them. Frank, Gary & Tim kept things working in the auditorium and elsewhere and Terry kept things moving every where else.



Joe Berish who taught the mini class on working with the models and the lights, who provided items for the model sets as well as light stands and whatever other items were needed. He assisted in the model rooms and provided free period technical assistance for the attendees.

Phil Magistro who was our Emcee. He also put together the model sets, provided free period technical assistance for the attendees and monitored the model rooms.

Wayne Kiser who provided free period technical assistance for the attendees and monitored the model rooms.

Dave Starke who was the competition chairman this year and did a great job for the first time doing it. Dave also moved equipment to and from Kutztown and assisted with the tear down of the auditoriums.

Reno Unger for finding two of the three models for the Conference.

Alan Harris, Mike Seigafuse and Kathy Grim for the great help with on-site registration.

Connie and Bob Reinhart – from the Palmerton Camera Club – who provided the items and set ups for the tabletop photography. Bob and Connie aren't members of BPS, but they feel so strongly about our Conference that they offer their assistance.

Joe Ging for being the contact with Canon and Nik Software regarding sponsorship.

And finally the members who helped move the equipment to and from Kutztown. Those members were **Jay Nordstrom, Joe Fleckenstein, Bob Sheldon and Bob Eck.**

I hope I did not forget anybody, if I did I apologize and thank you for your help.

THANK YOU to everyone who helped.

THANK YOU to everyone who attended.

We hope to see more members at the 52nd annual Conference, which will be June 10, 11 & 12, 2011.

Cheryl Tumolo
Conference Co-Chairman



INTRODUCTION TO DIGITAL PHOTOGRAPH WORKSHOP

Introduction to digital photography will cover both the technical and artistic sides of digital photography. The class is made up of four individual sessions as follows:

Each Session: \$20 pre-registered - \$30 at the door

Pre-register (by October 15, 2010) for all four (4) sessions for \$60.00

Time: 9:00 A.M. to 12:00 P.M.
Place Berks Photographic Society
40 North Noble Street
Reading, PA 19611

Session #1 – Digital Camera Basics

OCTOBER 16, 2010

Understanding camera features, controls and menus.

Combination of hands on and computer presentation.
Attendees should bring their camera.

Session #2 – Using Your Camera

NOVEMBER 6, 2010

Understanding camera settings and function.

Combination of hands on and computer presentation.
Attendees should bring their camera.

Session #3 – Taking Better Photos

DECEMBER 4, 2010

Learn the technical and artistic side to taking and making better photos

Combination of hands on and computer presentation.
Attendees should bring their camera

Session #4 – Managing Your Images

JANUARY 15, 2011

Develop basic work flow for saving and working with your images. Learn the basics of image storage, editing and resizing of images using various software programs.

Combination of hands on and computer presentation.
It is suggested that attendees bring their camera and laptop to this session

For Registration form see page 5 or go to our website:
www.berkscamera.org or email: berkscamera@aol.com

PHOTOGRAPHY EXHIBITION

Members please prepare your best work for the following exhibits.

Muhlenberg Township Building Exhibition

During the month of October, 2010

Muhlenberg Township Building is located in Muhlenberg Township

Please bring your prints to BPS no later than Monday, September 27, 2010 to be included in this exhibition.

If you have any questions, please contact Frank Lorah, Jr. @frank@berkscamera.org



CONTACTS

PLEASE CONTACT THE OFFICERS AT THE FOLLOWING EMAIL ADDRESSES:

Frank Lorah – frank@berkscamera.org
Terry Mest – terry@berkscamera.org
Phil Magistro – phil@berkscamera.org
Tim Youse – tim@berkscamera.org
Joe Ging – jging@berkscamera.org
Cheryl Tumolo- cheryl@berkscamera.org

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Registration Form**

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Each Session: \$20 pre-registered - \$30 at the door

Pre-register (by October 15, 2010) for all four (4)sessions for \$60.00

Time: 9:00 A.M. to 12:00 P.M.

Place Berks Photographic Society
40 North Noble Street
Reading, PA 19611

Enclosed is my check for:

- \$ _____ [\$20 per Session Choose Sessions ___#1 ___#2 ___#3 ___#4]
 \$60 for all 4 sessions - must be received by October 15,2 010

Make checks payable to "Berks Photographic Society."

Name: _____

Address: _____

City: _____

State/Zip: _____

Phone Number: (____) _____

E-mail Address: _____@_____

Mail to: Berks Photographic Society
Intro to Digital Photography
40 North Noble Street, Reading, PA 19611

Cancellation Policy: There will be no refunds unless cancellation is received 5 days prior to session.

ANNUAL HIGH SCHOOL STUDENT PRINT COMPETITION

Open House and Reception
November 20, 2010
1:00pm - 4:00pm

DETAILS:

Berks Photographic Society is once again holding an annual High School Student Print Competition. The competition is open to all Berks County High School tenth, eleventh, and twelfth grade students. Students are asked to submit original photography from film, slide, or digital media by October 25th to be judged by a panel of individuals with expertise in photography.

WINNERS:

Winners of this competition receive various prizes donated by the community. The top three winners are awarded a scholarship toward secondary education which we are able to offer through the Annual Scholarship Fund supported by the donations of local businesses and individuals.

All Entries and Winners will be exhibited at the Berks Photographic Society building during its Open House and Reception on Saturday, November 20, 2010 from 1:00 PM until 4:00 PM. Awards will be presented at 3:00 P.M.

DONATIONS NEEDED:

This competition is a great way to recognize young artists, as well as reward them with a public exhibition during the BPS Open House and Reception. Please consider donating to support this program and the young artists of our community. Donations to the scholarship fund by local business are not what they used to be, and while we are all feeling the pinch of the recession even a small donation will make a big difference.

If every BPS member were to donate even \$10, then we would have \$1,000 to fund this program. Remember that BPS is a non-profit organization and all donations are fully tax deductible, so please consider donating today.

Donating to the fund is as easy as writing a check or if you prefer just visit the Community page on the BPS website at www.berkscamera.org and click on the Donate button there. Donating via the website is safe, secure and easy. Thank you.

Mike Seigafuse, Chairman
Jennifer Seale,

WHAT NOW?

Are you wondering how you as a new member [or even an old member] of the Berks Photographic Society can become more active and involved in the Club? You have been to a few meetings and have been introduced to some of the Club's functions. How can you become more involved? The Club is in need of your time, energy and ideas. There are numerous opportunities available for you to become active and more involved in the Club and at the same time get an idea of what goes on behind the scenes: We need volunteers for the following:

Programs: Need people with fresh ideas to be on the Program Committee. Please see Cheryl Tumolo

We also need input from you, the members, regarding the programs you would like to see at Club meetings (as well as at the Conference). If you have any ideas, know of any programs or if you would like to present a program, please see Cheryl Tumolo, Dave Starke or Phil Magistro.

Workshops: Terry Mest is the Workshop Chairman. Should you have any ideas for workshops, please see him. The Workshop Committee welcomes all willing to help.

Conference: The Conference Committee invites all members, new and old, to participate in the Conference and would like to see as many of our members as possible attend the Conference. The Conference is one of the Club's major moneymakers and the Conference Committee is asking that you donate a little bit of your time by volunteering to help with the behind the scenes work for the Conference. You can help with the set up and tear down work and still be able to enjoy the Conference. There are various jobs which need to be done so no matter what your age or physical ability, there is someplace where your help is needed. Please talk to Cheryl Tumolo or Frank Lorah, about helping with the Conference.

Flash - Flash Editor is needed. Please see Cheryl Tumolo if you have any interest in being the editor or would like to help with the Flash.

There are also other things that can be done by the members, old and new, to help keep the Club going. Your input and help will be greatly appreciated. Please see any member of the Board and volunteer a little of your time to keep the Club in shape, both physically and financially.



SAVE THE DINOSAURS!

I've been a member of this organization for just about a year now, and it's been interesting to say the least. I came back to photography as a more-or-less serious pursuit only very recently, after a hiatus of some 40 years, when I purchased some darkroom equipment at a neighborhood yard sale in May 2008.

Well, good morning, America! Darkroom? Film?? Monochrome??? Now I know how Rip van Winkle must have felt when he woke up from his 20-year nap in the Hudson Valley a couple of hundred years ago. It was illuminating at one of our meetings to hear someone say my images looked as if they'd been made a long time ago. New images; old methods.

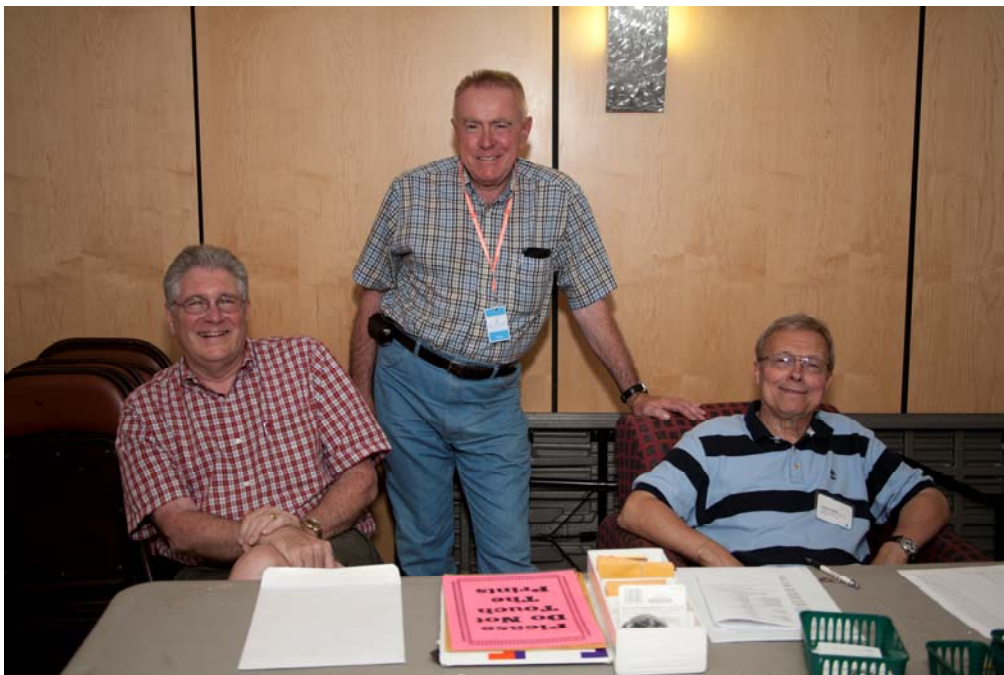
Actually, with two exceptions from 1969, I made them all within the past 24 months. But I didn't make them with a state-of-the-art DSLR camera sporting lenses that look like trench mortars. No, I made them with the very same Pentax Spotmatic 35mm camera that was my pride and joy 40-some years ago. I made them with Kodak TMAX 400 film bulk-loaded onto cassettes the way I did it back in my Navy days (only back then it was Tri-X 400). I made them in my home darkroom using those smelly chemicals I loved so well when I was a lad. I made them with the bated-breath anxiety that accompanies having to wait to see how one's efforts have turned out after a long process studded with more opportunities for disaster than a minefield.

So, it's a bit humbling to present my rather anachronistic images seemingly from yesteryear, putting them in juxtaposition with images created and enhanced through a technology that didn't even exist when I started using a camera.

A friend once said to me: "A camera is something you talk through." An image is an image, whether it's made with the latest digital-Photoshop techniques or the prehistoric film-based monochromatic techniques I seem so stubbornly to prefer.

What I'm wondering is: Are there any like-minded souls here? And if so, would you like to get together to save the dinosaurs from extinction?

—Clem Page.





How to Photograph Autumn Color

or

It's the Leaves, not their Fall.

By NYI Dean Chuck DeLaney

There is perhaps, no more pleasant outdoor photography adventure than the pursuit of the colors of autumn. Let's modify that – certainly no more *solitary* outdoor photography adventure exists. Frolicking in the woods with a model or two might strike some as even more pleasant.

Granted, there certainly are greater outdoor photography adventures, including many grueling and more dangerous ones. But a trek in a hardwood forest on an autumn day – morning, afternoon, or evening – with camera in hand, is hard to beat. Another plus: the subject matter is very accessible. For photographers who lack great mobility, fall colors are within reach.

Simply put, autumn photography is both pleasant and easy. There are three main reasons for this.

First and foremost, you're outdoors during one of the absolutely finest seasons of the year. As the long, languid days of summer start to wane, the humid, sometimes foggy mornings of August and early September gently give way to the crisp, clear, low humidity days of fall. Even if you don't record a single image, you will be the beneficiary of a marvelous day out of doors.

Second, the riot of fall colors created by the last gasp of the leaves of deciduous trees creates a scene that is easy to capture with your camera. There are many outdoor settings that are awe-inspiring to the beholder in the moment, but elusive when it comes to recording them on film. Not so with fall color. You have an infinite variety of options. Vistas, close-ups, mid-range photos with a portrait subject in the foreground – all present exciting possibilities.

Third, and perhaps best, there will always be the one that got away. If this seems overly philosophical, you simply haven't taken enough photographs. When your files are filled with fireworks, and you have pictures aplenty of your nieces and nephews, there's always room for more fall color. The shifting combinations of color and weather never cease to amaze.

With regard to the last point, the subject matter is more than just "fall color."

It would be more accurate to describe it as the departure of one season's leaves in preparation for those of the next. I'm glad to remind you that there are a few feisty trees – some oaks and a few others – that refuse to yield to the inevitable onslaught of winter. They keep their leaves affixed through fall storms and winter's ravages, only dropping last year's withered brown or tan leaves when the buds of the new growth finally push their predecessors off the tree in early spring. "It's all part of the great circle of life," an apt and well-turned phrase. We might say the circle starts in the spring when the new leaves appear

Where can I photograph fall color?

The best place to photograph fall color is probably the place that is most accessible to you. It's better to be able to come back to a scene from time to time so you can take pictures while the color emerges, and take advantage of different times of day and lighting conditions.

When is the best time of day to photograph fall color?

There's no bad time of day to photograph fall color. As with most landscape work, the morning and late afternoon often provide the most interesting shadows.

Early morning may bring fog or mist that will provide a soft background, along with long shadows. The rich golden light just before sunset transforms not only leaves on trees, but those on the ground as well.

However, there are also opportunities mid-day. With the sun overhead, you can use backlighting to make leaves glow in your photographs, as in the photo above. Notice how the warm late afternoon light, coupled with the long shadows turns this field into a rich pattern of color.

What is the best lighting and weather for fall color?

Once again, it really doesn't matter what kind of lighting you encounter. Each type of lighting offers different opportunities. If it's sunny, you get the benefit of blue sky and strong light and shadow. However, when the sky is overcast or when clouds obscure the sun, you get the benefit of enhancing the colors of the leaves relative to the rest of the surroundings.

A warm mid-day haze adds to the feeling of the photograph and mutes the colors of the leaves and the hillside behind, while creating bright highlights on the river at the bottom of the scene. By finding the right angle, it's possible to use backlighting to highlight a colorful tree against a muted background. Walk around and look for angles that add this type of drama to a photo. A heavy leaden sky can make subtle colors pop.

It is a good idea to start taking pictures as soon as the leaves start to turn. If a heavy frost comes along, or a big windy rainstorm, color can wane quickly. The frost will actually diminish the color, and the wind will rip the leaves from the branches.

In addition, once leaves start to fall out of the trees, many trees, particularly maples, will start to have a threadbare look. This starts at the top of the tree, and while you may not notice it when you gaze at that bright crimson color, it will show up in your photograph.

Watch out for distracting elements in all your fall photographs. It's easy to get carried away by the beautiful colors all around and the crisp, clear air and fail to notice the telephone pole, wires, or stop sign that will be all too apparent in your photograph.

To conclude our fall photography tips, let me leave you with the same notion I raised at the start: There's nothing finer than a fall day outdoors. Get out there with your camera and enjoy!

Assigned Subjects for 2010

September	Fun
October	Transportation
November	Animal(s) – Non Domestic
December	Red



Berks Photographic Society Photo Scavenger Hunt November 29, 2010

Subjects:

- | | |
|--|----------------------|
| 1. Summer Time | 11. Chair (s) |
| 2. The Color Yellow | 12. Rail Road Bridge |
| 3. Night Scene | 13. Morning |
| 4. Close - Up | 14. A Sport |
| 5. Old | 15. Oriental |
| 6. Fence | 16. Bicycle |
| 7. Food | 17. Military |
| 8. Work | 18. Stairway |
| 9. Church | 19. Stained Glass |
| 10. Berks Photographic
Society Activity | 20. Statue |

Digital Images are to be submitted on a CD. Your CD must be at the BPS building on or before 7:00 P.M. On Monday, November 29, 2010 and must be accompanied by a title sheet.

Terry Mest
Special Contests Chairperson



CONFERENCE
CONTEST
WINNERS

PSA NEWS

2010 PSA Exhibition & Conference Deadlines Fast Approaching!

PSA Conference, Charleston, SC: October 3 - 9, 2010

Deadlines for the 2010 PSA Conference in Charleston, SC:

July 31, 2010: Deadline - PSA Registrations prior to \$40 late Fee

August 31, 2010: Cutoff for Embassy Suites Hotel Reservations

Get your registration in for the PSA Conference. To register for the Conference prior to the late fee deadline, go to http://psa-photo.us1.list-manage.com/track/click_u=928faa062a369bb4374d2cdc7&id=7dcdf6b10c&e=06edc745d5 click on CONFERENCES, click on CONFERENCE DETAILS. There you will find the PSA online registration or PDF Conference registration form and the Embassy Suites Hotel Reservation information. Join us for great classes, tours and programs. See the details online under the CONFERENCES menu button of the PSA website.

Don't miss this amazing historical city, with great photography opportunities. Charleston, SC is one of the original thirteen colonies of the United States, rich in history and other fascinating architecture with famous buildings, homes, plantations, and churches that date back to the 17th century. There are historic military forts such as Fort Sumter that is at the entrance to the Charleston Harbor and the Atlantic Ocean. Don't miss this opportunity to see the Charleston.

If you have questions, email Janet Bigalke, PSA Conferences VP at convVP@psa-photo.org or contact Kara Goodson, PSA Operations Manager at hq@psa-photo.org

PSA International Exhibition Deadlines

Time is getting shorter so do not lose out. The 2010 PSA Exhibition will close Monday, August 9, 2010. **The entry process is open now.** Please go to <http://psa-photo.us1.list-manage.com/track/click?u=928faa062a369bb4374d2cdc7&id=9ded8024a5&e=06edc745d5>. From this page you can click to go to any section of the exhibition or you can click to register for the Charleston Conference in October.

As in the past, the projected image sections of CPID, Nature, Photo Travel, Photojournalism and Stereo will accept slides as well as digital entries. EID accepts only digital images and Pictorial Prints only accepts prints. Nature, Photo Travel, and Photojournalism also accept prints while Stereo accepts stereo cards.

New this year: All prints in Nature, PJ and Photo Travel will use the same feature we used for Pictorial Prints last year. Pictorial Prints are staying with it since it worked so well last year. You fill in your personal data and the titles of the prints you want to submit **on-line** and when you click on the submit button, the necessary entry forms will be email to you for printing out and including in the package with your prints. No need to request blank forms this year. PJ Slides and Travel Slides also use this same method.

When you submit your entry to any of the digital sections you will get an acknowledging email, just as always, but this year you will also get a thumbnail of each submitted image.

As always, winning images will be displayed or shown, to the extent possible, at the PSA Conference in Charleston, South Carolina (October 3 to 9).

We would like to encourage everyone to enter the exhibition. With sections in color projected images, electronic images, nature projected and printed images, photo travel projected and printed images, photojournalism projected and printed images, pictorial prints (large and small as well as color and monochrome) plus stereo projected images and prints, there are sections for every interest!

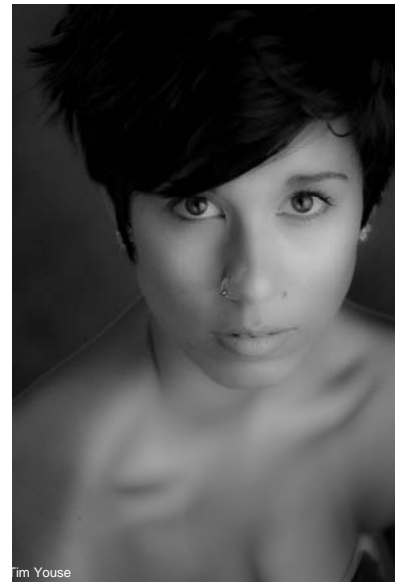


2010 CONFERENCE MODELS



51ST ANNUAL
CONFERENCE
MODELS

- Carly Wong
- Kate Elias
- Ashley Young



**2010
CONFERENCE
SPEAKERS**



2010 Program Schedule

(subject to change)

September 13

Long Exposure Photography presented by George Gress of Lebanon Camera Club

September 20

Monthly Digital Image Contest and Assigned Subject

September 27:

Eagles of Conewingo Dam presented by Frank Plucinsky

October 4:

TBA

October 11:

Monthly Digital Image Contest and Assigned Subject PLUS Print Contest

October 18

Photo Essay contest

October 25

Studio Part III—Shooting in the Studio (with model)

November 1

A Glimpse of Beijing and Bangkok presented by Celeste Geschwindt

November 8

Monthly Digital Image Contest and Assigned Subject

November 15

TBA

November 22

Paris presented by Frank Lorah, Jr.

November 29

Scavenger Hunt contest

December 6

TBA

December 13

Monthly Digital Image Contest and Assigned Subject

December 20

Christmas Party plus short program

December 27

No meeting

Berks Photographic Society
40 N. Noble St.
Reading, PA 19611



Upcoming Events

Muhlenberg Township Building Exhibition

Month of October, 2010

October 16, 2010

DIGITAL BASICS WORKSHOP

Session #1 - Understanding Your Digital Camera