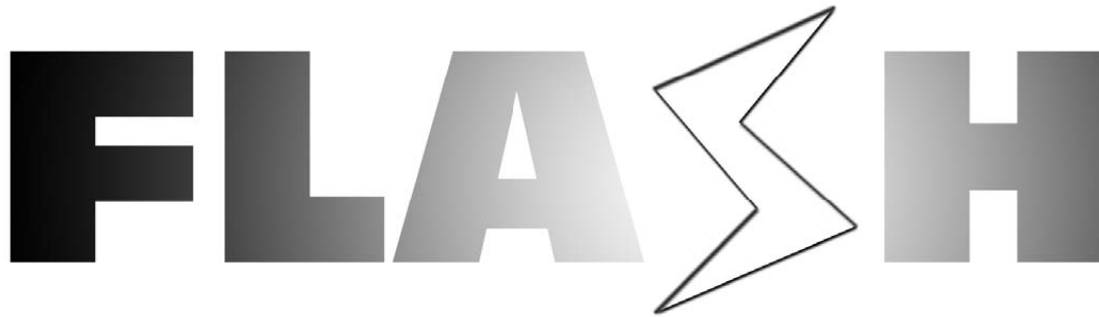


BERKS PHOTOGRAPHIC SOCIETY



Volume 72 Number 1

Spring, 2010

**BERKS PHOTOGRAPHIC SOCIETY'S  
51<sup>ST</sup> ANNUAL  
PHOTOGRAPHIC CONFERENCE**

**June 11, 12 & 13, 2010**

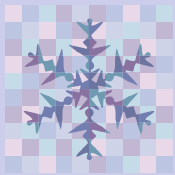
Boehm Science Building, Kutztown University, Kutztown, PA



## 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:



Joe Ging  
Kathy Grim  
Gary Marszalak  
George Rhoads  
Jenn Seale  
Dave Starke  
Bob Sheldon  
Mike Seigafuse  
Reno Unger

## 2010 Chairmen:

Budget	Phil Magistro
Conference	Cheryl Tumolo
Programs	Cheryl Tumolo Dave Starke Phil Magistro
Property/Building	Matt Vardjan
Community Events	Frank Lorah Phil Magistro
Digital Image Contest	Frank Lorah
Print Contest	
Special Contests	Terry Mest
Newsletter	Cheryl Tumolo
Refreshments	



Berks Photographic Society  
40 N. Noble St.  
Reading, PA 19611  
610-373-7239  
[www.berkscamera.org](http://www.berkscamera.org)

## FLASH Spring 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 51<sup>ST</sup> ANNUAL PHOTOGRAPHIC CONFERENCE

**June 11, 12 & 13, 2010**

Boehm Science Building, Kutztown University, Kutztown, PA

Featuring Programs by:

**RICK SAMMON**

Canon Explorer of Light

**LINDSAY ADLER**

Sponsored by:

Sponsored by:

**Canon**

**Mpix**

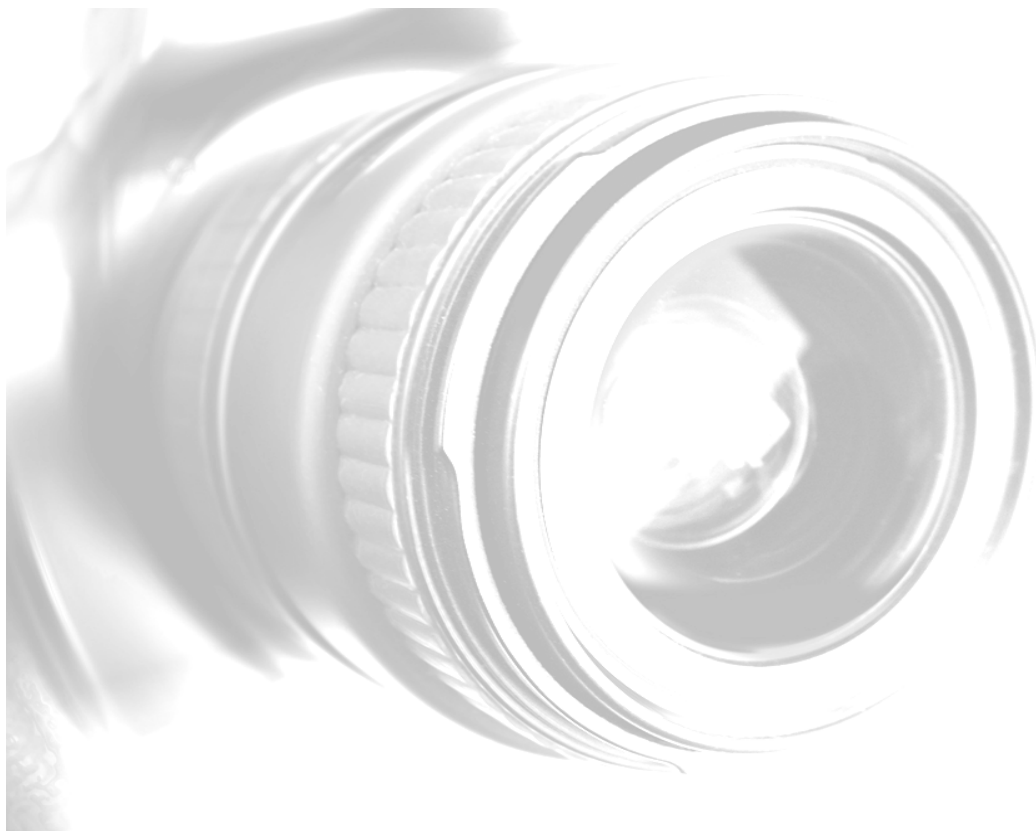
Additional Sponsorship provided by  
Additional Speakers and Programs throughout the weekend  
Doorprizes donated by **Wacom** and **Photodex**



For information and Registration form

**Website:** [www.berkscamera.org](http://www.berkscamera.org)

• **Email:** [conference@berkscamera.org](mailto:conference@berkscamera.org)



## ANOTHER [FINAL] REQUEST

Tom Davis is still waiting to hear from you if you were on any of the photo road trips of the past year or two. He needs about 10 or 12 photos from the following trips (named have been disguised to save embarrassment):

New York Christmas Lights (Dec., 2007) – Dave F., Gary M., Rod S.

Cape May (May, 2009) – Joe G., Frank L., Rod S.

Old City Philadelphia (June, 2009) – Bob E., Joe G., Wayne K., Phil M., Mike S., Tim Y.

If you were participated in the road trip but your name is not shown, you should assume that Tom already has your pictures. If your name is on the list but you are certain you already submitted photos, you should assume that they have been misplaced in the incredibly long time it is taking to get responses. Apologies for that, but you will need to resubmit.

Tom is requesting about a dozen photos from each participant for each trip you were on. They should be submitted as high quality jpegs, but there is no need to size them to BPS competition standards. You can/should crop and post process to your heart's content because he is looking for your best efforts. Please, only one or two shots of fellow BPSers for each trip you participated in. This is not about us. It's about the photography.

Submit them via email to Tom at [trdcpa2@live.com](mailto:trdcpa2@live.com), or put them on a disk and bring them to the next BPS meeting.

- Tom Davis



## In Photography, It's the Archer, Not the Arrow

Don't you love when someone sees one of your photographs and their comment is "you must have a nice camera". We all have heard this hundreds if not thousands of times. But you would never tell someone who made a great meal or an awesome cake "you must have great pots and pans" ! It's the person behind the camera that MAKES the photograph.

A few weeks ago, I read a quote that I thought applied well to photography: "It's the archer, not the arrow." We all should take that quote to heart and take a step back from our arrows and focus on the archery itself.

## 2010 Conference

The 51st Annual Photographic Conference will be held on June 11, 12 & 13, 2010 at Kutztown University

We have a GREAT line-up this year.

Some of our Speakers are:

Rick Sammons - sponsored by Canon  
Lindsay Adler - sponsored by MPix  
Ron Wyatt  
Florence Robbins

We will again have the auditoriums and rooms in Boehm Science Building.

Wacom and Photodex have given us doorprizes.

Our lodging will be in the new apartments behind University Place as University Place is being renovated (again).

More information is available online at [www.berkscamera.org](http://www.berkscamera.org)

The Conference Committee has been working very hard to try to make this a great conference and we all hope that you will attend and tell your family, friends, co-workers, neighbors and acquaintances about this Conference.



## Photography Exhibitions

Members please prepare your best work for the following exhibits.

### **Muhlenberg Township Building Exhibition** During the month of May, 2010

Muhlenberg Township Building is located in Muhlenberg Township



## CONTACTS

**PLEASE CONTACT THE OFFICERS AT THE FOLLOWING EMAIL ADDRESSES:**

Frank Lorah – [frank@berkscamera.org](mailto:frank@berkscamera.org)  
Terry Mest – [terry@berkscamera.org](mailto:terry@berkscamera.org)  
Phil Magistro – [phil@berkscamera.org](mailto:phil@berkscamera.org)  
Matt Vardjan – [matt@berkscamera.org](mailto:matt@berkscamera.org)  
Joe Ging – [jging@berkscamera.org](mailto:jging@berkscamera.org)  
Cheryl Tumolo- [cheryl@berkscamera.org](mailto:cheryl@berkscamera.org)

## RECYCLE Cell Phones and Print Cartridges

At this time the Berks Photographic Society is no longer collecting old cell phones or used print cartridges.

## ZOOM EFFECT

Reprinted from Digital Photography School: [http://digital-photography-school.com/using-the-zoom-effect?utm\\_source=feedburner&utm\\_medium=email&utm\\_campaign=Feed%3A+DigitalPhotographySchool+%28Digital+Photography+School%29](http://digital-photography-school.com/using-the-zoom-effect?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+DigitalPhotographySchool+%28Digital+Photography+School%29)

If you want to have a little fun with your digital camera next time you go out with it, have a go at experimenting with the zoom effect.

In essence the zoom effect is a picture which look like the subject is either moving towards or away from you with motion lines.

There are a number of ways to get this effect, some are done while shooting the image and some afterward through zoom blur post production techniques. I'm not going to talk about post production techniques here but will instead focus upon what to do to achieve the zoom effect while taking the shot in camera.

Ultimately, what you need to do to get this effect is set your shutter speed to be a longer exposure and then while taking the shot (between when the shutter opens and closes) you will need to use your zoom lens to either zoom in or out from your subject.

That is the basics of it but in reality getting a good zoom effect takes a lot of practice and experimentation and/or a bit of luck.

Here are a few tips to help you improve your results:

**Keep the Camera Still** – as you will be using a slow shutter speed any movement of the camera will significantly impact your shot. Ultimately you want to capture a zooming movement in these shots so any side to side or up and down shake will impact the smoothness of the lines in your image. Of course camera shake can also add interesting effects to the shot but it can also make the shot too blurry. To eliminate camera shake use a tripod or set your camera on a still surface.

### **Lower Light Situation or set your camera on a still surface.**

**Lower Light Situations might help** – one of the problems with using longer shutter speeds is that you let more light into your camera. You can help your camera cope with this extra light by using a larger aperture (the larger the number the smaller the hole that lets light in) but in bright situations you still might not be able to use long shutter speeds without over exposing your image. As a result it can be easier to get well exposed zoom effect shots in lower light situations.

**Lights are Fun** – taking the last point into consideration one of the most popular subjects for the zoom effect is lights whether they be city lights, Christmas lights, neon signs etc. They are often a good place to practice the technique and can produce pretty spectacular effects.

**Move the Camera Manually** if you don't have a zoom lens or your camera won't let you zoom while the shutter is open (as happens on some point and shoot cameras) the other way to get this effect is to manually move your camera towards or away from your subject. Of course this introduces other camera shake (see above) but it is possible to get a nice shot if you're good (or lucky).

**When choosing a shutter speed** – there is no one shutter speed that will work for all situations. Factors to consider will include the levels of light, the speed at which you'll zoom etc. I generally would shoot at up to a second (or even a little longer) which is usually enough to zoom a lens from one end to another. The key is to experiment with different shutter speeds to see what works best.

**Work on Smooth Zooming** – to get nice smooth motion lines in your photo you'll need to work at a 'smooth zoom'. ie you don't want to zoom at one speed early on and then speed up and then slow down (see next point for the exception). This will make your lines a little jerky. Getting a nice smooth zoom technique takes practice.

**Pause mid-zoom** - another technique to experiment is to pause your zooming either at the start, end or during the procedure (while the shutter is still open). This will mean that what your camera sees at the point when you pause your zoom will be stronger and hopefully clearer in your shot.

**Fire your Flash** – another element that you can add to this technique is light. You can do this with virtually any light but the most common one is obviously the flash. Fire it during your long exposure and you'll freeze part of the image while still getting movement behind and around it. Some cameras will allow you to do this using 'night mode'.

**Reverse the Zoom** – zooming in on a subject can give a different result than zooming out, especially if your subject is moving and depending upon whether you pause at the beginning and or end of the zoom. Experiment with both.

**Partial Zoom** – some zoom lenses have very wide focal lengths. I have a friend with a 28-200 zoom and he finds that using the zoom effect can be too much if he starts at one end and goes right to the other. For starters he can't maintain a smooth zoom over that focal length but also it's just too much motion for one image. Instead it can be more effective to only zoom part of your focal length range. If you have a 28 200mm try zooming from 28-100mm or from 80-200mm or even smaller ranges.

**Most of all have fun with the zoom effect and experiment.**

## Assigned Subjects for 2010

January	Pattern(s)
February	Moving Water
March	Small
April	Bird(s)
May	New
June	Strange or Interesting Sign(s)
September	Fun
October	Transportation
November	Animal(s) – Non Domestic
December	Red

## Website

The website has been updated with the help of one of our members, Mike Seigafuse. Please check it out and let us know what you think about it.



## Photo Scavenger Hunt November 29, 2010

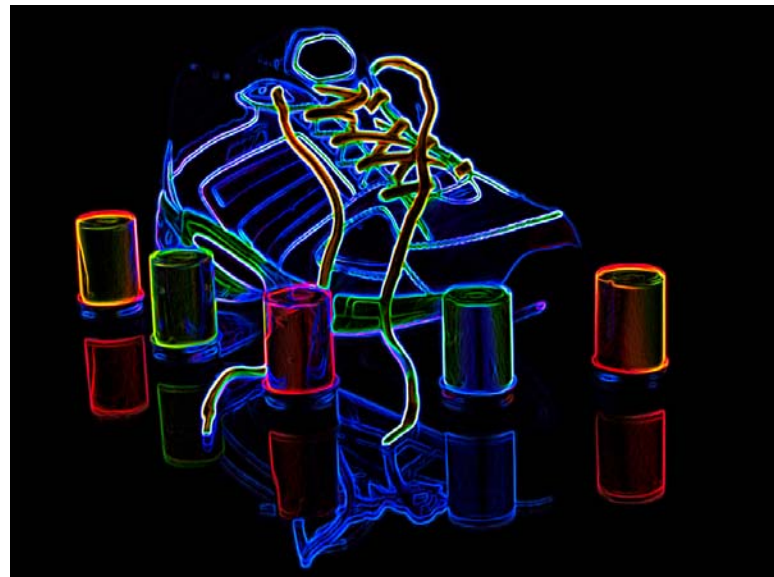
Subjects:

1	Fast Food	11	Summer
2	The Color Blue	12	Fruit
3	Window	13	Boat
4	Graffiti	14	Fence
5	People	15	Automobile
6	A Pet	16	Shopping
7	Beach Scene	17	Up or Down
8	Landmark	18	Building
9	Hobby	19	For Sale
10	Berks Photographic Society Activity	20	On The Street

Slides are submitted in your own tray  
(80 capacity)

Digital Images are to be submitted on a CD no later than 7:00 PM the day of the contest.

Terry Mest  
Special Contests Chairperson



## 2010 Program Schedule

(subject to change)

### April 26:

Introduction to Glamour/Fashion Photography  
presented by Lisa Young with model – In the Studio

### May 3:

Group discussion about workshops (good & bad),  
seminars and conferences

### May 10:

Monthly Digital Image Contest and Assigned  
Subject

### May 17:

Off-camera flashes – hands on program  
presented by Phil Magistro

### May 24:

Studio Part II – working with and posing your  
model or models—In The Studio

### May 31:

**MEMORIAL DAY—NO MEETING**

### June 7

TBA

### June 14

**NO MEETING—DAY AFTER CONFERENCE**

### June 21

Monthly Digital Image Contest and Assigned  
Subject PLUS Print Contest

### June 28

TBA

**JULY & AUGUST—NO PROGRAMS**

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

## Upcoming Events

**Muhlenberg Township Building Exhibition**  
Month of May, 2010

51st Annual Photographic Conference  
June 11, 12 & 13, 2010  
Kutztown University

Website: [www.berkscamera.org](http://www.berkscamera.org)  
Email: [berkscamera@aol.com](mailto:berkscamera@aol.com)