

In Focus

CLUB EVENT SCHEDULE

MARCH 2011

- 7th Critique: **Digital** Open & Theme
Theme: Silhouettes
- 8th Lunch at Cafè Sintra 11-1 PM
- 21st Program: Brian McLernon
- 22nd Photo Talk Lunch at Cafè Sintra 11-1 PM

APRIL 2011

- 1st Atelier 6000 Exhibit Reception
5:30pm - 8:30pm
- 4th Critique: **Digital/Prints** Open & Theme
Theme: What Is It
- 5th Lunch at Cafè Sintra 11-1 PM

MAY 2011

- 2nd Critique: Digital/Prints Open & Theme
Theme: Reflections
- 3rd Photo Talk Lunch at Cafè Sintra 11-1 PM
- 16th Program Night: TBA
- 17th Photo Talk Lunch at Cafè Sintra 11-1 PM

JUNE 2011

- 6th Critique: Digital Open & Theme
Theme: Bridges
- 7th Photo Talk Lunch at Cafè Sintra 11-1 PM
- 20th Program: TBA
- 21st Photo Talk Lunch at Cafè Sintra 11-1 PM
- 25th Geo. Lepp Seminar - COCC
- 26th Geo. Lepp Field Trip



*Image of the month copyright Robert Agli
"No Country for Old Homes" Critic's Choice
Theme was "Old Bones"*

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Welcome to **IN FOCUS**, newsletter of the Cascade Camera Club, located in Bend, Oregon.

Our meetings are held at the Bend Senior Center, 1600 SE Reed Market Rd, the First and Third Monday of each month (except September). Doors open at 6:30 PM, the meetings start at 7:00 PM.

GUESTS ARE WELCOME

Cascade Camera Club email:
info@casadecameraclub.org

**February Critiques
Were By
Thom Porterfield**

**February's Theme Was
Old Bones**



APRIL THEME: WHAT IS IT?

Further Explanation

We'll be using a little different approach for our April critique night. Using your imagination, make an image where the subject matter isn't evident, maybe something macro or abstract. Submit your image in the usual manner. When it's shown on the screen the audience will be given time to guess what it is, prior to the title being given. After we guess, the critique will be given.

Banner Image on the front page thanks to John Hart. All images in this newsletter are copyright of the Maker and may not be reproduced without permission.

FEBRUARY DIGITAL IMAGES

Theme:

- | | |
|-------------------|----------------------------------|
| Paula Adelman | Brazil Marketplace Woman |
| Robert Agli | No Country For Old Homes |
| Jim Bell | These Old Bones Are Tired |
| Kathleen Climer | Backbone of The West |
| Donita Elbert | The Lost Struggle On Mt. Hood |
| Brian Ellis | Two Windows at Sunrise |
| Bob Engelbrecht | Cycle of Life |
| Darrell Fevegeon | Old Malagawatch Church |
| Avery Frazier | The Old Grist Mill |
| Larry Goodman | Hard Times |
| Chris Gorman | Tumalo Cemetery |
| Howard Gorman | Camp Polk Cemetery |
| John Hart | Ancient Juniper |
| Mike Jensen | Forgotten Patient - BREAK |
| Kim Kehoe | Wikipedia Says Exoskeleton |
| Chris Kryzaneck | Ten Times Seven Equals Old Bones |
| Buddy Mays | The Surgeon General |
| Bev Murphy | Rusted Hardware & Shadows |
| Judy Neill | Retired Iron |
| Diane Reed | Flowers In Arctic Bones |
| Eileen Riley | Determined Old Bones |
| Ginger Sanders | Written Bones |
| Jack Schade | Mary Dune Tug Boat |
| Jim St John | Abandoned |
| Valorie Webster | Family Bones |
| MA Willson | An Old Threesome |
| Linda Ziegenhagen | Barely There Pickup |

Open:

- | | |
|-------------------|---------------|
| Scott Marchington | Monkey Face |
| Pete Martin | Night Fantasy |

NORTH RIM LODGE PHOTO EXHIBIT

The CCC Board has been contacted about hanging an exhibit of our prints at the North Rim Lodge. This juried exhibit will be for large black & white prints only, framed and matted. The horizontal size can't be more than 46" framed, and should be no smaller than 30" framed. There is room for 6-12 prints, depending on size. Please submit a digital jpeg (use guidelines of critique submissions) and include your framed size of the image to Bev (bbmurphy@earthlink.net) by April 4, 2011. The exhibit will hang from May 1st until after the 4th of July Holiday.

Member Theme Gallery for February
Theme Was "Old Bones"



©Ginger Sanders



©Judy Neill



©Jack Schade



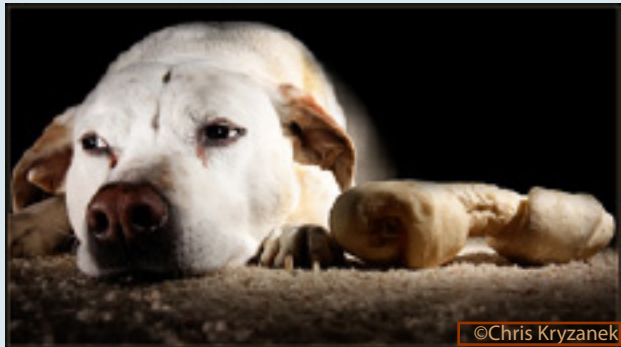
©Avery Frazier



©Valorie Webster



©Buddy Mays



©Chris Kryzanek



©John Hart

Member Theme Gallery for February
Theme Was "Old Bones"



©Darrell Fevegeon



©Kim Kehoe



©Brian Elli



©Diane Reed



©Eileen Riley



©Donita Elbert



©Chris Gorman



©Mike Jensen



©Kathleen Climer



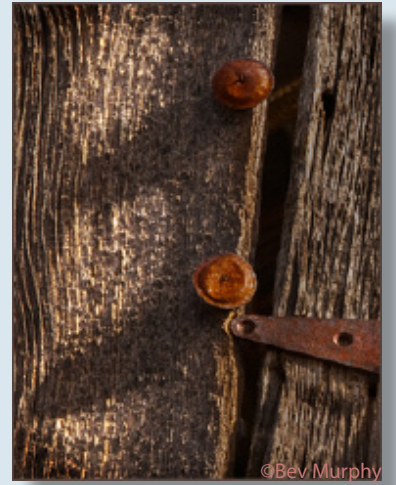
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©Larry Goodman



©Howard Gorman



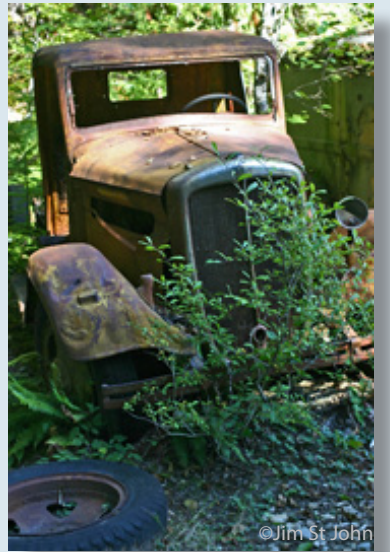
©Bev Murphy



©Bob Engelbrecht



©MA Willson



©Jim St John



©Linda Ziegenhagen



©Scott Matchington

Member Non Theme Gallery
for February



©Pete Martin



©Jim Bell

MARCH 21st PROGRAM

Brian McLernon is a commercial photographer, author and educator based in Portland, Oregon. Originally from New Jersey and educated in Arizona, Philadelphia and New York City, he moved to Portland in 1996, shooting primarily for editorial, commercial, corporate and lifestyle: locations, portraits, products, travel, weddings, seniors, artworks, special events and sports, capturing moments and telling visual stories.

Brian is author of several digital field guides for Wiley Publishing, the most recent on Lighting. He is also honored to be a guest speaker for numerous artistic associations, communication groups and business organizations and always enjoys speaking to student groups as well. When not photographing in the studio or on location, he spends time with his wife and daughter, family and friends, camping, travelling, white-water rafting, cross-country and downhill skiing, and photographing nature & all kinds of motorsports!



NATURE PHOTOGRAPHERS OF THE PACIFIC NORTHWEST

The spring meeting will be April 2 at Pacific Lutheran University (PLU) in Tacoma, WA. Doors open at 8:30 AM, and the program will begin at 10 AM.

The invited speaker will be Laurie Excell. Laurie is a widely published nature photographer with credits in Audubon and Outdoor Photographer to name but two. She is also the equipment guru for the National Association of Photoshop Professionals. Her morning presentation is entitled "Shoot from the Heart: Understanding What It Takes to Become Proficient at Your Craft" and her afternoon presentation will be "Excellent Adventures in Wildlife and Nature Photography." Treat yourself to Laurie's website at www.laurieexcell.com.

For those who wish to arrive on Friday, April 1, a block of rooms has been reserved at the Best Western Park Plaza. Please contact the Hotel directly ASAP to reserve a room (888-204-5804). If you identify yourself as a member of the Nature Photographers of the Pacific Northwest, you will receive a special rate of \$109 plus tax for one or two persons.

To register or for more information, check their website at www.NPPNW.org or contact Ralph Delamarter

CUSTOM WEBSITE DESIGN FOR CLUB MEMBERS

If you are a photographer looking to make your images available for purchase on the web, or a professional photographer with a less-than-professional site, you may want to take a look at what Cory O'Neill is offering as part of his web design package. Cory has recently released his latest personal website design (www.coryjoneillphotography.com), and is now offering each member of the Cascade Camera Club a 25% discount on a custom website designed to present, manage and sell fine art and stock images online. Key features of the design include:

- A homepage with flash slideshow
- Customizable gallery with unlimited collections and images
- Customized design built around your images (background, colors, and some layout changes)
- Editable image search engine with suggested keywords list
- Integrated Paypal shopping cart and checkout
- Administration section that allows you to completely manage the image database, keywords, blog/news section, and collections
- Site design that is search engine optimized
- One year of free hosting and maintenance

Custom sites loaded with these features can cost over \$3000, but Cory is offering his full package for \$1650, 25% off of regular price. If you would like more information, or are interested in reviewing a copy of the website design package agreement, contact Cory at coryjoneill@gmail.com, or visit his website at www.coryjoneill-photography.com and send a note through his contact page.

ANOTHER VIEW by ROBERT AGLI

Target Fixation and the Moron Test

MONTHLY THEMES

2011

Mar Silhouettes
Apr What Is It
May Reflections
Jun Bridges
Jul Blowing in the Wind
Aug Stones
Oct I Spy.....
Nov Abandoned
Dec Images in Nature

Send your digital submissions to:
digitalcompetition
@cascadecameraclub.org

Be sure your image is
submitted by 5pm on the
Friday prior to the
Monday critique

Guidelines for submitting digital
images can be found on our website
Cascadecameraclub.org

Target fixation is as old as mankind. A derivative is called hyper focus and it is the ability to focus on a target to the exclusion of everything else. It can be a good thing but it often has its perils. If you are a fighter pilot completing a strafing run and you forget to pull up the plane from your dive, target fixation is not a good thing. Having pilots run into granite clouds is considered an ineffective utilization of man and machine by the military. We suffer similar target fixation when photographing. Typically the consequences are not as dire. Our brains just miss details. But in both cases the solution begins with identifying and becoming aware of the problem. Training helps and in the case of military flying having a copilot screaming in your ear to pull up works well. Unfortunately we don't have the same opportunity while photographing but more on that in a moment.

All of us have experienced the process of carefully writing something, proofing it ourselves and then sending our well-crafted literary work to a recipient only to discover during a second reading or from our recipient that we overlooked a really stupid error. Yes, you feel like a moron. Having these kinds of gaffes when sending your communications to hundreds, thousands or millions of recipients can have horrific consequences in the business world. That's where proofreaders come in. At Honda, we called it the moron check. I was part of an ad hoc team that reviewed important communication released from our division. Our job was to avoid having the company look like morons and equally importantly make certain any moron could understand the document. I never did find out if I was picked for the job because they thought I was a moron. It was a question best left unanswered.

Recently I had a minor epiphany when I realized the critique process is visual proofreading. It can point out target fixation and possibly mitigate the moron effect in our photography. The downside is that it's tough to apply the critique process when shooting in the field. It usually happens after you have edited your image, which could be days

or weeks after the shoot. There are, however, some things you can do in the field particularly if your subject is stationary and you are using a tripod. Have a fellow photographer look through the viewfinder and give you an opinion. What you are asking for is a second and different viewpoint. I do the same thing with commercial shoots. I'm tethered to a computer and I have the client review the image I just shot on screen. Oftentimes the client will spot something I have completely overlooked. It's a grand collaboration because the client feels like part of the process and I get immediate buy in and approval from the client. Target fixation is always lurking about ready to make you look like a moron so any help is welcome help.

More than likely neither of the above options will be available in your shooting situation and your first opportunity to review your work will be image editing time. It's nice to have a well-trained spouse or significant other that can look over your shoulder but you can always email your masterpiece to a friend. I can't begin to count the number of times I have sent an image to Brent McGregor thinking I had the consummate masterpiece only to get a reply like "why didn't you remove the sensor spot in the sky?" It happens to all of us, that's the nature of photography and that is my final point.

Output review is critical. It's always a shocker to have something pointed out that you never saw before but at least the process makes you more sensitive to target fixation. You can also take comfort in the fact that we all do it and probably will continue to do it as long as we can pick up a camera.

Christian Heeb's
 Cascade Center of Photography
 opening
Thursday March 3rd from 5-8pm
 A slideshow presentation of our latest series "99 People of Central Oregon".
 Special Guest John Gottberg Anderson.
 Meet some of our Workshop teachers
 Robert Agli, Chris Mather and Christian Heeb.

free event invitation



*Cascade Center
 of
 Photography*

390 SW Columbia St. Suite 110
 Bend, OR 97702
 phone 541-241-2266
 workshops@heebphoto.com
<http://heebphotography.wordpress.com/>

Portrait and Commercial Photography Studio
 for all your Photo needs. Photo Gallery and
 Workshop Center for Classes and Field Trips with
 Professional Photographers.

This is an exciting first in Bend! A facility totally dedicated to photography. Come check out the classroom, studio and just plain fun space for photographers. Future plans include classes, meetings, exhibitions and much more. Come to the open house and find out more about the new Cascade Center of Photography.

David Hobby and Joe McNally

The Flash Bus Tour
 Coming to Portland March 13th

You'll spend the day studying light as you watch over the shoulders of two experienced professionals. Their paths may be different, but the end goal is the same -- to create interesting light that is appropriate to the subject and to do it in an intuitive way.

Doors will open at 9:30am, and we'll hit the ground running at 10am.

It's Joe and Dave, so formality (and, possibly, propriety and/or decency) will have the day off so we can concentrate on learning together and having fun.

THE PRICE: Event only: \$99.95
<http://www.theflashbus.com/register>



Valorie Webster will head up a carpool for The Flash Bus Tour with Joe McNally and David Hobby on the 13th. Just contact her if you're going and want to share a ride:
val1053@bendcable.com

REMINDERS

In order to submit for the March Critique night, you must have either joined the club, or renewed your membership.

April critique night will be prints as well as digital. If you plan to submit a print, please let Mike Jensen know ahead of time so the appropriate amount of time can be allowed.

ROCKY MOUNTAIN SCHOOL OF PHOTOGRAPHY

Salem, OR - March 5-6, 2011

As a member of a camera club you may register with a code to save on registration fees. Contact Bev or Ralph for this code.

Location: Red Lion Hotel Salem

3301 Market Street NE • Salem, OR

Visit www.rmisp.com/weekends

Class content is suitable for beginner through intermediate. Group Pricing \$159 per person for both days, \$119 for one day.

Register online at www.rmisp.com/weekends or call (800) 394-7677.

Congratulations to Judy Neill who just had her image, "Running Free" published in the new book, "Capture Central Oregon" which just came out.

GEORGE LEPP SEMINAR

Saturday, June 25, 2011
 9am - 4:30pm
 COCC Campus - Willie Hall
 1-day Seminar. Cost is \$15.
 Community Learning
<http://noncredit.cocc.edu>
 541/383-7270

**TWO FACES OF THE ALPS:
 French & Italian**

A photographic journey by Hilloah Rohr
 • Paulina Springs Bookstore Redmond
 422 Southwest 6th Street, Redmond OR
 Friday April 22, 2011, from 6:30-8:30 pm
 • Paulina Springs Bookstore Sisters
 252 West Hood Avenue, Sisters, OR.
 Saturday April 23, 2011, 6:30-8:30 pm
 Preview Hilloah's new photo book: Writing with Light

Join photographer Hilloah Rohr as we explore two very different aspects of the Alps, both magnificent. All new photos this year will create a visual journey certain to inspire!

Both shows are free to the public.

CLASSIFIEDS

For Sale - Apple 23" HD Studio Cinema Display (acrylic bezel) w/original box and documentation. This unit is about 6 years old still performing flawlessly. It is considered the benchmark by which all other LCD monitors are compared. Originally \$3500 but I'm selling it for \$200 with the special DVI adapter. Call Robert 541-382-1705.

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