

# FOCUS

SCHENECTADY PHOTOGRAPHIC SOCIETY NEWS

Volume 73

September - October 2003

Number 1



*Photo by Jill Enfield*

Kick-off  
meeting is  
**FRIDAY**  
September 19

Mark your calendars! Our kick-off this year will be held on **FRIDAY**, September 19<sup>th</sup> at 7:30 p.m.

The change was made so that we could bring you a very special speaker, Jill Enfield, one of the country's most experienced and respected handcoloring artists, and a fine art, editorial and commercial photographer.

Ms. Enfield has taught handcoloring and non-silver techniques at Parsons School of Design, The New School, FIT, LIU and ICP in New York, as well as in workshops throughout the USA and Europe. Her work is in the collections of RJ Reynolds, Co., Southeast Banking Corp., Museo de Arte Moderno de Medellin in Colombia, the Boca

Raton Museum of Art and Hotel Parisi in La Jolla.

Ms. Enfield's commercial clients include Kodak, Hasselblad, Nikon, Penguin Putnam, Inc., *Life*, Vassarette Lingerie, *National Geographic*, *the New York Times Magazine*, *American Heritage Magazine*, AT&T, Johnson & Johnson, *Woman's Day* magazine and many others.

Her personal work has appeared in such publications as *Camera Arts*, Hasselblad's *FORUM* magazine, *Nikon World*, *Camera & Darkroom Techniques*, *Archive Books*, *Step by Step*, *Shutterbug*, *Popular Photography*,

*Please see Enfield page 6*

# Slide group features Brenda Eckler at first meeting

David Lilac

Brenda Eckler, President of White Photo Sales, Inc./ operating company for White Studio, never thought she would own a photography business. Brenda was born and raised in Cooperstown, NY. Cooperstown, has barely 2500 residents and at the time had no professional photography businesses in the area.

At 26, Brenda was employed as a corporate accountant in Cobleskill, NY, but decided to move away from her roots and settle in Guilderland. Not knowing anyone in the area, she applied for both part time employment with a local supermarket, and as a receptionist for a local photography studio. Though she met many of her neighbors through the supermarket job, she found little fulfillment in working as a cashier. The photography job, however, interested her immensely. After seven years of corporate accounting, she decided that working in the photography business was more enjoyable than spending her day alone, in front of a computer screen.

Brenda has always been very outgoing and loves being around people. After a short, hair pulling stint assisting the children's portrait photographer, she was asked to become a saleswoman for the



photo by Brenda Eckler

studio. In the interest of saving her sanity she accepted. Several months later, she became the sales manager. Working in Guilderland, she had contact with many clients and vendors, including those at the White Studio.

Two years later, she joined their team as a saleswoman and receptionist. In 1996, the portrait studio she worked for dissolved, and she formed her own independent company. Some of the other fourteen employees stayed on including some of the wedding photographers, videographers, and studio photographers. Although Brenda is primarily a wedding photographer, her business has so far survived the "digital

revolution" and the continuing changes and challenges facing the photography business as a whole.

She is committed to keeping the White Studio, (originally founded in 1890 in Schenectady), viable and profitable no matter what new direction the business needs to take. Brenda credits the success of the Studio to her accounting, rather than photography background.

Please join us for the first slide program of the new season on Wednesday, October 8th at 7:30 p.m.

## Photo and Slide Essay plans for the year

Connie Frisbee Houde and  
Howie Johannessen

Last year Tom Knight took us to another level of learning about the process of creating a photo essay. We will be building on that process. Our October meeting will be an introduction to the "what is" and the "how to" of making an essay. Winners from previous years will be showing their essays and describing their processes. Subsequent meetings will follow a workshop format with participants working on their essays throughout the year. If you see pictures as you listen to music, this format is for you. Come and set that inner vision to reality. We look forward to working together throughout the year .

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## Message from our president

N. Sukumar

Dear members,

Welcome back to another year of exciting programs at SPS. Our kickoff speaker on September 19 (Friday) is Jill Enfield, who will also be doing a couple of workshops for us the following day. Regular meetings will commence on Wednesday evenings from October 1. I'm sure you have spent a productive summer shooting images for our competitions and assignments and we look forward to your sharing them with us.

For those of you who are new here, welcome to the club! We have many active groups: print, slide, digital, fine art, photo essay, mentoring and grab bag. Each group has its own programs, activities and competitions. You can find information on each of these groups and its activities on our website at <http://www.schenectadyphotographicsociety.com/> Competition rules, the meeting schedule and assigned topics are also posted here and published in the *FOCUS*, which is mailed to you each month. Feel free to collar our membership chair or one of our group chairpersons if you need more information about the activities of any group... or ask at our online forum or just come to the meeting and see for

yourselves. Entering competitions is a great way to learn and improve your photography. Our mentoring group is especially directed, not at those who are learning photography for we all are, but at those who are new to it.

With more photographers entering digital photography, our digital group has seen a great increase in attendance and activity over the past couple of years. This year the digital group will be offering several instructive tutorial programs for photographers entering the digital world or those entering photography through digital media. But we at SPS haven't seen any decline in the other groups. The slide group, where I've served the last 3 years, has been going strong. The print group has seen a resurgence of interest in monochrome, with prints originating both as traditional film and as digital images. The photo essay group this year will be encouraging entries in print, slide and digital media. Our invited presentations include work in all media and cover the range from commercial photography to photojournalism to fine art.

This year we are excited to offer you a beautiful calendar displaying the meeting schedule and competition topics and illustrated with images contributed by our office bearers. Please support SPS by purchasing these calendars for \$10 each. All members are invited to submit images

*please see President on page 6*

## Print group presents *Nature's Micro Lenses*

### Wet Screen Photography

On Wednesday, October 1st, our print speaker will be Ken Deitcher, a 30 year member of SPS and one of the driving forces that has made SPS the dynamic club that it is today. He will tell us about the interesting multiple images that can be obtained by the use of simple tools and a macro lens. This technique does not use computers or digital manipulation to get interesting and eye-grabbing images.

You have to have a good print image to start with and go from there. All tools that you will use can be found around the house or purchased from a hardware store for pennies.

This program will illustrate the techniques used to get refracted images in water droplets.



*photo by Ken Deitcher*



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# Schenectady Photographic Society Print Competition Rules 2003 - 2004

The purpose of the competition is to provide a venue for showing prints. The competitive element exists to add interest, and these rules are intended to provide order in the competition and simplify the process of handling prints. Judging is inherently subjective and does not yield a definitive evaluation of the merits of individual images.

## 1. Monthly Competition October – April

Only dues-paid members may enter

Three categories

*Monochrome* – Images consisting of one color.

Uniformly toned images are acceptable in the monochrome category.

*Color*- including partially toned and hand-colored images.

*Assigned topic* – negatives must have been made after announcement of topics on May 1, 2003.

Each maker may enter **three prints each month**. However, **one** of the three must be entered in the monochrome category. And no more than two prints may be entered in any one category.

### Presentation

\*Prints must be 5"x7" or larger. An exception will be made where the process is not conducive to enlargement (eg, Polaroid, contact prints, etc.)

\*Prints must be mounted on matboard or foamcore.

\*Overmats are optional.

\*Mounts must 8"x10" or larger, but may not exceed 16"x20".

\*Colored mounts or mats, and multiple overmats are not allowed. Mounts and mats must be white or black.

\*Prints in frames are not allowed.

\*Prints requiring special handling are not allowed. The Print Chair may disqualify prints that, in his sole judgment, may present risk of physical harm to other prints.

\*Signed prints are not allowed.

\*Prints must be submitted to the registrars on the night of competition. Prints will not be accepted after 7:30pm.

\*Each submitted print must have a 3x5 card (available on the night of competition) with required information filled in and placed on back of mount.

\*The negative or slide from which the print was made must be the work of the maker. Printing and mounting may be done commercially.

\*Prints that "place" may not be re-entered in a subsequent monthly competition. Prints may not be entered more than two times.

## 2. Judging and Scoring

\*An impartial judge will evaluate each print for impact, composition, technical execution, and presentation. The

judging of the assigned topic category will include the additional factor of how well the image responds to the assignment.

\*Prints will be displayed on racks under normal room lighting for judging. The arrangement of prints on the display racks will be at the discretion of the print stewards. The judge will not be given titles at the time of judging.

\*Judges will be asked to comment on prints that "place", and if time allows, on other prints that deserve discussion. This discussion is intended to help members and visitors discern the strengths and weaknesses that the judges see in the prints.

\*For the purpose of the Printmaker of the Year awards, prints that place in competition will be awarded points as follows:

First Place	7 points
Second Place	5 points
Third Place	4 points
Fourth Place	3 points
Fifth Place	2 points
Honorable Mention	1 point

If the number of entries is limited, the Print Chair may, at his/her sole discretion, eliminate one or more of the "places" for that month.

## 3. Year End Competitions

### Print of the Year

\*Separate Monochrome and Color Print competitions will be held at the May meeting.

\*Only prints that have been entered into a monthly competition during the 2003-2004 season of Schenectady Photographic Society may be entered into the Print of the Year Competition(s).

\*Entries must bear the original entry card on the back of the mount.

\*Presentation and entry rules are the same as for the monthly competitions.

\*Each maker may submit up to **two entries in each** of the Print of the Year categories.

### Printmaker of the Year

\*Recognition for Printmaker of the Year, Second Place Printmaker of the Year, and Third Place Printmaker of the Year will be awarded in the three categories of Monochrome, Color and Assigned Topic.

\*Award selection will be based on total points accumulated during the October – April monthly competitions of the respective categories. In case of a tie, the person with the most first place scores will be judged the winner. If first place scores are tied, then second place scores will be used, etc. until a clear winner emerges.

# Schenectady Photographic Society Slide Competition Rules 2003-2004

## 1. Monthly Competition October -April

- \* Current member of SPS (dues paid)
- \* Submitting slides for competition
  - Competition limited to 35mm format (color and B&W)
  - Put a dark colored dot at bottom left corner of slide as normally viewed
  - Put your name and title of slide on same side as dot
  - Do not use gummed labels that require moistening as they may come off and jam the projector. Pressure sensitive labels may be used
- \* Complete a 3x5 card (available on night of competition) with the required information. Submit both slide and card when registering for competition
- \* Number of slides allowed each month - **three**  
Maker has the choice of entering two slides in assigned and one in general or one in assigned and two in general
- \* Alternative processes
  - Alternative processes or manipulations (including digital) are allowed in creating an image. Every element of such an image must be an original creation by the maker
- \* Assigned Topic
  - Must have been taken after May 1, 2003.
  - Must meet the assigned topic
- \* Entry Time
  - Slide group night of each month between 7:00p.m. and 7:30p.m.
  - No slides will be accepted after 7:30 p.m.

## 2. Judging

- \* Impact
  - Interesting subject, subjects which fill the frame, strong colors, texture, patterns, action, emotion, creativity
- \* Composition
  - Strong center of interest, leading lines, framing, vertical/horizontal format, perspective, graphic elements, rule of thirds
- \* Technical Quality
  - Focus, exposure, lighting, tonal range
  - Image surface free of scratches, dust and finger prints

## 3. Scoring

First place	7 points
Second place	5 points
Third place	4 points
Fourth place	3 points
Fifth place	2 points
Honorable mention	1 point

If the number of entries is limited, the Slide chair may, at his/her sole discretion, eliminate one or more of the "places" for that month.

## 4. Year End Competition and Awards

- \* Slide of the Year
  - The slides must have been entered in competition between October 2003 and April 2004 (regardless of score received)
  - Three slides may be entered for Slide of the Year competition
- \* Assigned Slidemaker of the Year
  - Award points will be based on total points accumulated during the October - April monthly competitions.
- \* Slidemaker of the Year
  - Award points will be based on total points accumulated during the October - April monthly competitions.
- \* Ties
  - In the event of a tie in any of the categories, the person with the most first place scores will be judged the winner. If first place scores are tied, then second place scores will be used, etc. until a clear winner emerges.



Schenectady Photographic  
Society  
is a member of the  
Photographic Society of  
America

**During judging, no one will be permitted in the judging area except the group chairperson and/or his or her designated assistant(s)**

## Enfield

*continued from page 1*

Digital Camera and ZOOM. She is also a board member for "To Make the World A Better Place."

Several of her images from 9/11 were chosen to be included in the *Here is New York Show* that is traveling throughout the USA in the next few years.

Ms. Enfield's book on non-silver techniques, *Photo Imaging: A complete Guide to Alternative Techniques* was published by Amphoto, a divisions of Watson Guptill. The book has won the Golden Light Award for Best Technical Book of 2002.

Ms. Enfield's current work consists of photographs on tiles that reflect a fresco like appearance. The tiles have been featured in the spring 2000 issue of the Hasselblad publication *FORUM*, and the September issue of *Camera Arts* magazine. The March 2001 issue of *National Geographic* featured a two year collaboration between Ms. Enfield and Annie Betts on William Bartram. An interview and photographs are archived on the *National Geographic* website. Ms. Enfield has appeared on the CBS Saturday Morning Edition, New York 1 and NBC Weekend TODAY as a spokesperson for [WWW.takegreatpictures.com](http://WWW.takegreatpictures.com) on several occasions.

## Mentoring group will hold two sessions this year.

*Frank Bumbardatore*

Mentoring classes are open to all members. They are designed to help gain knowledge of basic photographic skills.

The first mentoring session will be Wednesday, October 29<sup>th</sup> at 7:30 p.m. We will discuss lens perspective and filters. After the meeting, we will take questions and show different types of filters.

The second mentoring evening will be Wednesday, March 31<sup>st</sup>. It will give members an opportunity to photograph a still life with a digital camera. We will then show the images on a laptop and compare composition and views. Afterward, we will discuss the work and take questions.

Please join us.

## Digital group announces plans for October meeting

*Max Tiller*

The first digital meeting of the 2003-04 year will be held on Wednesday, October 15th at 7:30 p. m.

The speakers for the evening will be

Bruce Bogossian and Jason Pierce.

Bruce Bogossian is the Vice President of Castle Computers, an Apple Authorized Reseller and Digital Specialist in Latham, NY. Bruce has been recommending and selling digital photography equipment since the introduction of the original Apple QuickTake camera and has his fingers on the pulse of the digital industry.

Jason Pierce is the Sales Manager for Castle Computers and has a background in graphic design for both traditional and new mediums. With his Canon PowerShot G3, Jason can often be found snapping photographs for later digital manipulation in Adobe Photoshop on his Macintosh systems.

They will be discussing the state of digital photography and the latest advances from Canon, Apple Computer, and others. They will be showcasing the newest digital cameras from Canon and discussing the latest technological advances from camera manufacturers and software publishers. Bruce and Jason will also be showcasing the Apple Macintosh as the leading platform for digital photography.

## President

*continued from page 3*

for next year's calendar; images to be published will be selected by a panel appointed by the board; details will be announced soon. We have such extraordinary talent in the club that these will surely be calendars that you can proudly give your friends and colleagues; proceeds will benefit the club.

So go out and shoot pictures, whatever be your choice of medium and subject matter. Shoot for the assignments, for our many competitions, for our calendar, for display on the SPS website, for learning, for profit... and have fun at it. Now settle down at our meetings and enjoy the range of invited programs we bring you. If you feel the urge to contribute more of your efforts, to take an active part in the club, do step forward; we are always looking for volunteers and assistants to bring fresh blood to the board.

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# News You Can Use

## Oops – sorry about this

In the compiled list of printmaker standings for the year (2002-03) included in the annual report, four names were missing. They are: Tony Hilferty (assigned topic 5 points), Jennifer Paley (general topic 3 points), Donna Martin (monochrome 12 points) and Jessica Hohenstein (Monochrome print of the year).

## Summertime contest winners

### Gazette photo contest

Jessica Hohenstein and Tom Hughes were honorable mention winners in the summertime *Gazette* photo contest.

### Altamont Fair

Dale Winsor won first prize and Sue Gersten an honorable mention in the Altamont Fair contest.

## Rental of Photoshop Tapes

Ken Deitcher has about 10 Photoshop tapes for rental at the Print meetings. The tapes can be rented for one week

for \$5 plus a \$5 security fee. All tapes are by Photoshop experts and cover PS 4 to 6.

Tapes are required to be returned at the Slide meeting so other members can rent them.

Only paid up members can be eligible for tape rental. Tapes have to be rewound before return.

If you are seriously interested, contact Ken (kendeitch@aol.com) to reserve your copies

## Photography course is announced

There will be a day long photography course on Saturday September 13, 2003 at the Marriott Hotel in Springfield, MA called *From Picture to Digital Print*.

There will be four courses.

9:00 Back to Basics

10:30 Fine Tune Your Photographs

1:30 Understanding the Digital world

3:00 Get Ready to Print

The cost of the entire day of courses is \$49.00. Lunch is on your own.

For more information, call Gary W. Stanley at 781-599-0819 or e-mail gary@light-chasers.com or his web site www.light-chasers.com

## Tri fold program instructions

Enclosed is the tri-fold yearly program. It includes the form to fill out for membership. Please fill out the **entire form**, even if you are a returning member.

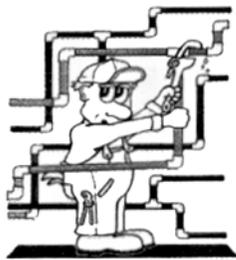
And during the year, if you have a change of mailing or e-mail address or change of phone number, please notify Linda Buckman at linda@empireone.net

## Meeting cancellation notice posted on website

In the event a meeting has to be cancelled, it will be on our web page. So please check that before venturing out on a snowy night. Or call the chairperson of that night's meeting. The telephone numbers of the chairs are on the back page of the *Focus*.

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**Web Page Address**

**[www.schenectadyphotographicsociety.com](http://www.schenectadyphotographicsociety.com)**

**September - October Calendar**

- |                              |   |
|------------------------------|---|
| <b>Friday, September 19</b>  | Kick-Off meeting Alternative Processes / Jill Enfield                         |
| <b>Wednesday, October 1</b>  | Print group: Nature's Micro Lenses / Ken Deitcher<br>Assigned: Reflections    |
| <b>Wednesday, October 8*</b> | Slide group: Studio photography / Brenda Eckler<br>Assigned: Inverted Reality |
| <b>Wednesday, October 15</b> | Digital: State of Digital Photography / Bruce Bogossian and<br>Jason Pierce   |
| <b>Wednesday, October 22</b> | Photo Essay: What is and How to of Photo Essays                               |
| <b>Wednesday, October 29</b> | Mentoring: Lens Perspectives and Filters                                      |

Meetings are at 7:30 p.m.

\*Board meetings are at 6:30 p.m.

The *Focus* is published nine times a year by the Schenectady Photographic Society. The organization meets each Wednesday at 7:30 p.m. from October through May to promote and present informative programs, activities and competitions in the photographic arts for photographers throughout the Capital District. Members range from novice to expert.

Annual dues are \$30.00 for individuals and families. The *Focus* newsletter is included in the membership dues. SPS meets at the First United Methodist Church, 603 State Street, Schenectady, New York. Parking and entrances are on Chapel Street, a one way street off Nott Terrace. Guests are welcome at all regular meetings.