

# FOCUS

## SCHENECTADY PHOTOGRAPHIC SOCIETY NEWS

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May 2006

Number 8

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## Why galleries are important for the photographer

Mark Joseph Kelly, our speaker for the final print meeting of this year, is the owner of the brand new and very beautiful "Exposed Gallery" in Delmar. We are delighted to welcome him on Wednesday, May 3<sup>rd</sup>.

For 30 years Mr. Kelly has created successful marketing communications programs for multi-national, small business and not-for-profit clients. His philosophy of Reactive Consequential Marketing™ promulgates the belief that energy, which causes a reaction and leads to behavioral change, is the true pathway to branding success.

A brief sampling of industry and client experience *Automotive* – Oldsmobile, *Ski / Winter Sports* – American Ski Company, *Hotel & Resort* – Marriott *Healthcare*, – Center for the Disabled *Elder Care* – Delmar Place, *Banking* – Home & City Savings Bank, *Food* – KFC, *Toy* – Columbia Bicycles, *Home Furnishing* – Ashley Studio, *Retail* – Manchester Designer Outlets, *Infant/Toddler*

– Silgo International,  
*Golf* – Harmon Golf, *Tennis* – USTA, *Beverage* – Anheuser Busch, *Power Equipment* – Stihl  
*Technology* – PowerAdz, *Arts* – Exposed Gallery of Art Photography

In addition, Mr. Kelly's practice has also included political marketing. Before retiring from politics, his record of forty five victories against only four losses, earned him a ranking among the nation's best.

Mr. Kelly has been a featured speaker at numerous industry seminars, university and secondary education level institutions. MJK Management was founded in 1989 and is located in Delmar, New York. The firm provides total marketing services that include: Strategic Marketing Planning Market Research Brand/Trademark, development New product Development & Design Packaging, Creative Development Campaign, executions Media Planning & Buying,

*Please see Kelly page 2*

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## The Northern Catskills – Under the Watchful Eye of Francis X. Driscoll

Kevin Sarsfield – Slide Co-  
Chair

*Photo © by Francis X. Driscoll*

It's barely 15 degrees, the wind's-a-howling, and the fresh powder is building huge drifts.



Many of us would just as soon turn over in bed, pull the covers up a bit tighter and plan

to wait it out. But, this might just be the perfect day to pack up the gear, lace up the gaiters, strap on snowshoes and head out to take pictures. Let's see now – some extra Velvia, camel's hair brush to remove the snow, tripod

*Please see  
Driscoll page 2*

## Kelly

*continued from page 1*

### Strategic Public Relations

Mr. Kelly, founder and director of the Exposed Gallery of Art Photography, has been passionate about photography since he was a teenager haunting the New York City waterfront with his camera. He has known and worked with some of the best photographers in the country throughout a career as a leading marketing and communications professional. Mr. Kelly opened Exposed Gallery as an expression of his commitment to the fine photographers he knows or has yet to meet, and to share their vision and inspiration with patrons and the public.

MJK Management is the parent company of The Exposed Gallery of Art Photography and Fire+Water Films, both based in Delmar, New York.



*The Exposed Gallery, Delmar, NY. Photo by M. J. Kelly*

## Driscoll

*continued from page 1*

– and lots of determination. If you are Francis X. Driscoll, however, you’ve also got a full-time job to consider, as well. Decisions, decisions, decisions...

Fran Driscoll, born and raised in the Bronx, New York, is a self-taught photographer. His admiration and love of the “Mountain Top” were the inspiring motives for his pursuit of photography as a hobby. Fran jokes that his photography “is a hobby gotten out of hand”. Francis is always on vigil for an elusive shot in our ever-changing mountains. One of the rewards he has as a photographer is sharing the beauty of nature, as he perceives it, with others. Ultimately, Driscoll’s images perfectly convey the beauty of the astonishing place known as the Catskill Mountains.

Fran has found 35mm transparency film to be the medium of choice, although he also has 6x7 medium format equipment.

“There’s just something so pure, so honest about slide film”, says Fran. “You must take extra care about exposure, however – and it doesn’t hurt to bracket a bit”. But, when a pro-lab produces his 20x enlargements, he knows they can maintain that quality from a well-exposed chrome. Since January, Fran has been delving into digital imaging, utilizing a top-of-the-line DSLR. Much testing remains to determine just how well this new technology compares to his old stand-bys. However, in the middle of a snowstorm, there is some small comfort knowing that the image is secure on his CF card. Now, if he can only keep those batteries warm...


Winning numerous local photography awards such as the Hunter Promotion Association, the Windham Chamber of Commerce, and the Twilight Park Artist Association has helped to spread word of his talent. Francis has shown his work at the Greene County Council of the Arts Gallery, the Catskill Mountain Foundation, the Pratt Museum and Columbia Memorial Hospital as well as other exhibits. Many of his images have been

published regionally and nationally in magazines, textbooks and travel guides. His work is also part of several corporate collections. Fran conducts workshops, photography hikes and speaking engagements for adults and children. He has served as curator of a show at the Mountain Top Gallery, where he is a committee member. He recently took a third-place award from the North American Nature Photographers Association for his snow-bound apple tree image.

Fran is currently in the final stages of production on a new book on the Northern Catskills. Hopefully, he’ll share some of this fine work with us at our May 10<sup>th</sup> meeting. Plan to attend – invite a friend to join you – and enjoy the work of Francis Driscoll.

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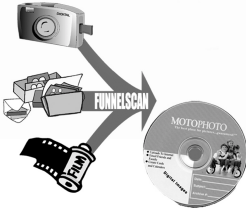
➔ Slide Processing

➔ Black & White Processing

➔ Enlargements

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# Making INSTANT Selections

Text and photos by Jane Riley

If the subject of your image is much **brighter or darker** from the rest of your image, you can isolate your subject in just a few quick seconds using the blending sliders in photoshop. A few examples of a bright object with a dark background are: the moon or fireworks against a dark night sky. An opposite example would be an image with dark birds silhouetted against a bright sky.

The first step is to access the blending sliders under the blending options. Click on Layer: Layer Style: Blending Options. OR: You can double click in the empty area to the right of the active layer's name. I usually activate the background layer that I have unlocked.

When you bring up the Blending Options dialog page, go to the bottom of the page where you see Blend If sliders labeled "This Layer" This slider is going to remove everything from your image except the bright or dark object that you want to keep or select.

If the subject is brighter than the background as in a photo of the moon with the dark sky as the background, move the sliders on the left of "this layer" to the right until the background disappears. Keep your eye on your image. It's like magic! The background disappears in a few seconds. To control the edge quality of the selection, now hold the Alt. key and pull. The sliders will split. Pull on the left edge of the slider to produce a "softer edge" on your selection.

In my bird silhouette example, the sky is very bright, and the birds are very dark. I want to keep the dark birds and hide the sky. This time I move the sliders on the right toward the left to make the background sky disappear. It happens very quickly. Don't worry if some part of the background is left over. The eraser tool will remove it very easily. Voila! You have a perfect selection ready to move into another image.

BUT not so fast!...So far you have only hidden the background.

You have to perform a few more steps if you want to make the selection permanent. Control click the New Layer icon at the bottom of the Layers palette. Put this empty layer below the one that you applied the sliders to. In my case it would be the background layer.

Click on the upper layer now to make it active. Then click on Layer: Merge Down or Flatten, and the two layers will merge together. Your selection is now permanent...and ready to use over and over.



In the original photo: A young man was shooting the pelicans in the sky with his digital camera, but my photo only caught one blurry bird.



I shot a second image of some pelicans with the bright sky as the background. Using the blending sliders, I removed all of the background to make a perfect selection of the birds.



I have now moved the selected birds into the original photo, and the picture now looks as I intended.



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*Summer Breeze by Howie Johannessen*



*Playing in the Sand by Michelle Calderon*

## April's winning photos

*There's Always One by Kevin Sarsfield*



*The Reverend Mr. Johnson by Kevin Sarsfield*



*Bewildered Bird by Jane Riley*



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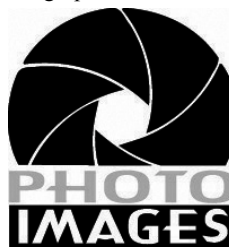
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# April Competition Results

## Prints

### Color 33 Entries

|                 |                 |    |
|-----------------|-----------------|----|
| * Jane Riley    | Bewildered Bird | 1  |
| Connie Bush     | Thursday Tulip  | 2  |
| Carole Clements | Flower Box      | 3  |
| Robert Near     | Bish Bash Falls | 4  |
| Bob Warner      | Old Memories    | 5  |
| Ken Deitcher    | SX - Car        | HM |
| Helen Penna     | Eagle           | HM |
| Bob Gough       | Untitled        | HM |
| Linda Wroble    | Town Square     | HM |
| Max Tiller      | Colorful Table  | HM |

### Assigned Hands 13 Entries

|                      |                     |    |
|----------------------|---------------------|----|
| ** Michelle Calderon | Playing in the Sand | 1  |
| Karl Becker          | Painting            | 2  |
| Barb Lawton          | In Safe Hands       | 3  |
| Aavo Merend          | Hands of the Artist | HM |

### Monochrome 22 Entries

|                     |                          |    |
|---------------------|--------------------------|----|
| *** Kevin Sarsfield | The Reverend Mr. Johnson | 1  |
| Max Tiller          | Botanical Garden         | 2  |
| Bob Ricketson       | Five Cents               | 3  |
| F. Bumardatore      | Doorway                  | 4  |
| Ken Deitcher        | Pugilist                 | 5  |
| Ray Henrikson       | Old Wall                 | HM |

**Judge** Jim Craner

**Program** Ken Deitcher / Creating Galaxies and Photo Collages

### Winner's Notes:

\*Jane shot the meadowlark outside of Orlando last spring from the car. She used a Nikon D100 and an 80-300 lens which is about 450 on a digital camera. She thought a butterfly on his foot would be amusing so she added one, using Psp CS2.

\*\*Michelle, a new member this year, entered for the first time and produced the winning photo which she took with a Canon Digital rebel XT and a Tamron 70-300 zoom. It was recess at a school playground.

\*\*\*Kevin took this photo with a Leica M5, a 50mm Summicron lens and Tri X film. He wrote "while strolling the city of Beaufort, S.C. with his wife, he spotted a local church undergoing extensive repair.. The roofing was supported at odd angles by numerous pieces of lumber. The Reverend Johnson wandered by and provided them with an exhaustive history of his church, which dated from the Civil War. He was so proud of the renovations that I just had to document them with him beaming alongside. The extreme contrast between Reverend Johnson's complexion and the white church certainly challenged the dynamic range of the film. However, careful exposure and attention during processing yielded a negative that could be easily printed or scanned. The dynamic expression of the Reverend just made this picture.

## Slides

### General 20 Entries

|                   |                       |    |
|-------------------|-----------------------|----|
| * Kevin Sarsfield | There's Always One    | 1  |
| Jeff Plant        | Melting Ice at Sunset | 2  |
| Nick Argyros      | Leaf Peeper           | 3  |
| Ruby Gold         | Cyclamen and Screen   | HM |

### Assigned Romantic Interlude 7 Entries

|                   |               |   |
|-------------------|---------------|---|
| ** H. Johannessen | Summer Breeze | 1 |
| H. Johannessen    | First Dance   | 2 |

**Judge** Stan Johnson

**Program** Phillip Caruso / Still Photography on the Hollywood Set

### Winner's Notes:

\*Kevin took this with a Leica R3, a Leitz 35mm Elmarit R lens and Fuji Provia 100 film. This image resulted from a series made while testing the lens. Kevin said "typically, I run through the series of apertures on a number of different subjects, and while searching for a mid-test snack, I came upon the eggs in the refrigerator. Setting them up on a piece of white posterboard on the back porch, the still-life was in deep shadow which contributed to the blue cast to the image. The fact that I broke one egg while constructing the still-life only made the image more interesting."

\*\* Howie took this in Maine with a Nikon N90s and a 28-70mm 3.5-4.5 zoom lens, using Fuji 100 ISO film on a tripod at f22 and the shutter speed was probably about 1/2 second. The metering was spotted on the sky, the redish portion. He wrote "sometimes the results you get are surprising. The sky and rocks did not look as dramatic as I wanted when I took the image but the resulting tones turned out to be pleasing and an accurate recording of the evening light. The posture of the couple captured in the photo conveyed their shared wonder of the magic of the fading light over the sky and sea."



## Print of the Year competition May 3

Each maker may submit up to two entries in monochrome and two entries in color print competitions. Only prints that have entered into a monthly competition during the 2005-06 season may be entered. The original entry card must be on the back of the mount.

## Slide of the Year competition May 10

Each maker may enter three slides. Only slides that have been entered into a monthly competition during the 2005-06 season may be entered.

# **SCHENECTADY PHOTOGRAPHIC SOCIETY**

## **2005 Annual Dinner Meeting and Awards Ceremony**

### **Wednesday, June 7, 2006**

**The Edison Club  
Riverview Rd.  
Rexford, NY**

|      |  |
|------|--|
| 6 pm | Social Hour with Hors D'oeuvres and Cash Bar |
| 7 pm | Dinner                                       |
| 8 pm | Meeting and Awards Ceremony                  |

#### **Menu:**

**Butler passed hot hors d'oeuvres during social hour**

**Fresh Garden Salad with Balsamic Vinaigrette**

**English Cut Prime Rib of Beef with  
Oven Roasted Baby Red Potatoes**

**or**

**Chicken Picatta with Lemon Wine Sauce and Capers  
with Rice Pilaf**

**or**

**Eggplant Parmigiana**

**Chef's Blend of Fresh Vegetable Medley**

**Warm Apple Dumpling with Caramel Sauce  
and Vanilla Ice Cream**

**Tickets: \$25 per person**

From Albany

Take the Northway (I87) North to Exit 8A. Turn left onto Grooms Road. Stay on Grooms Road until it merges with Riverview Road. Merge Right onto Riverview Road. Take Riverview for about 1 mile. The Clubhouse will be on your right.

From Saratoga

Take the Northway (I87) South to Exit 9. Follow Route 146 approximately 6 miles. Turn Left at the Four-way traffic light. Go to the next light (Stewarts) and take a left onto Riverview Road. The Clubhouse is approximately ¼ mile on your left.

From Schenectady

Take Route 146 (Balltown Road) North to Rexford. Cross the Rexford Bridge. At the light (Stewarts) take a right onto Riverview Road. The clubhouse is approximately ¼ mile on your left.

## 2006 - 2007 Assigned Print Competition Topics

| Competition month | Assigned Topic          | Comments   |
|-------------------|-------------------------|--|
| October 06        | <b>Saratoga</b>         | From a street scene on Broadway to horses coming around the far turn |
| November 06       | <b>Fire</b>             | Capture the mesmerizing effect of fire                               |
| December 06       | <b>Spider Webs</b>      | Show their delicate nature, with or without a resident               |
| January 07        | <b>Sporting Event</b>   | Any aspect: excitement, concentration, frustration, joy, etc.        |
| February 07       | <b>Motion</b>           | Your work will convey movement of anything                           |
| March 07          | <b>People, close up</b> | One person, possibly more, and not necessarily a portrait            |
| April 07          | <b>Hudson River</b>     | Let this be the beginning of the Hudson River School of Photography  |

Note: Prints for assigned print competitions must be taken after May 1, 2006

## 2006 - 2007 Assigned Slide Competition Topics

| Competition month | Assigned Topic      | Comments   |
|-------------------|---------------------|--|
| October 06        | <b>Fences</b>       | White picket, barbed wire, stately iron, etc                           |
| November 06       | <b>Moving water</b> | Waves, streams, large, small, fountain, etc                            |
| December 06       | <b>Shoes</b>        | On or off, old or new, bronzed or otherwise                            |
| January 07        | <b>Portrait</b>     | Tell me about this subject and what they are like                      |
| February 07       | <b>Tracks</b>       | For bicycle, pedestrian, vehicles, through the woods or over the field |
| March 07          | <b>Streetscape</b>  | Quiet village or bustling city   |
| April 07          | <b>Interiors</b>    | From, through or of the inside   |

Note: Slides for the assigned slide competitions must be taken after May 1, 2006

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# News You Can Use

## Photo Op coming up

**Civil War Weekend** - 9am - 5pm June 24 and 25  
10th Annual Civil War Weekend. TWO DAYS June 24th and June 25th. Troy hosts an annual 'Civil War encampment' of this historic event. You are invited to come and share a day of fun with us. Visit the Sutlers and purchase period goods to take home as souvenirs. Take a tour of the building, once a stop on the Underground Railroad. Stop and speak with President Lincoln. There will be food and drink available throughout the event. This TWO day event is FREE to the public. For more information on this event, please contact Doug or Maria Hull at (518) 663-7645.

Cost: FREE

Location: Congress Street / Route 2 Prospect Park

Sponsor: [www.troyny.gov/visittroy/civilwarweekend.html](http://www.troyny.gov/visittroy/civilwarweekend.html)

## Two members had joint exhibit

Joan Heffler and Harvey Mendelson had a joint photo exhibit at the Flavor Cafe and Lounge in Troy during the month of April.

In addition, the recently published cook book, *Divine Kosher Cuisine* features over 200 food photographs by Harvey. The book has received rave reviews for it's 400+ recipes and the quality of it's artistic presentation.

## Dave Lilac wins honor

Dave Lilac received second place in alternative process in the Adirondack Life Calendar contest. Beautiful shot, Dave.

## Two SPS members had photos published

Both Ken Deitcher and Jeff Perkins had pictures in "The Fix" column in *Photographic* magazine during these past few months.

## Ken Deitcher has been busy

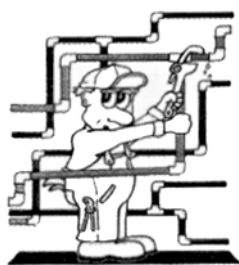
He just won third place in San Francisco's Photochrome photo competition. The title of the competition was 'Visual Impact' and he had a two page article on rear projection, "Mimicking Monet," published in the spring issue of *Digit*, the digital journal of the Royal Photographic Society.

## Statue of Liberty and Ellis Island Trip

The SPS trip to the Statue of Liberty and Ellis Island will be on Saturday, May 27th. Many members have already signed up for this great trip. There is still time to make your reservations. Call Brown Bus Tours at 399-3128. If you have questions, write to Jeff Perkins at Perkster46@yahoo.com

## Max Tiller had exhibit

Max Tiller had an exhibit of photos entitled "Color Impressions" during the month of April at the Massry Residence at the Daughters of Sarah campus.



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### Web Page Address

[www.schenectadypicturesociety.com](http://www.schenectadypicturesociety.com)

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## May - June - Calendar

Wednesday, May 3

Print group: Why galleries are important / Mark Joseph Kelly  
Print of the Year competition

Wednesday, May 10\*

Slide group: The Northern Catskills /  
Francis X. Driscoll  
Slide of the Year competition

Wednesday, June 7

Annual meeting and awards banquet

Wednesday, June 14

Joint board meeting - incoming and  
outgoing boards 6:30p.m.

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.