

Volume 2, Issue 1

January 2013



The Official Newsletter of the Camera Club Council of Tennessee

3CT In Focus

Reelfoot Lake Field Trip for CCCT Set for March 22-24— Save the Dates!



The Camera Club Council of Tennessee invites photographers to its Field Trip to Reelfoot Lake set for Friday-Sunday, March 22-24. So save the dates!!

This event will be hosted by the West Tennessee Photographers' Guild (WTPG), a new photography club started by Jeff Roush who took the photographs shown of Reelfoot Lake. WTPG will provide guides for numerous photo safaris and eagle-watching tours. More details will be available online soon and in the February issue of *3CT In Focus*.



Inside this issue:

President's Message	2
LeConte Free Lightroom Program	3
Book Review	3
Education Corner: Starting a Photography Business—Part 2	4-5
Photography That Heals	6
Beginners Photography by Cookeville Camera Club	7
Wilderness Wildlife Week Photography Classes	8



President's Message

by Sue Milligan, 3CT President

Happy new year, one and all!

This time of year always seems to generate a heightened awareness of possibility and expectancy. We seem to get to start over with a clean slate. We want to do better; to do more. There is an exciting, new-found, charged energy, making it the perfect time to wrap up old projects and get started on new ones.



The Camera Club Council of Tennessee has its first year behind it and is ready to start fresh, do better; do more! This is the perfect time for all our member clubs to step up and start planning how to get more involved. If the council is to accomplish its second year goals it will need everyone's help.

You are probably thinking that you have your hands full already and can't possibly add anything new to your club's agenda. In reality, you don't have to. Pick just one of your scheduled events for the year, be it a fieldtrip, a contest, a special program or a workshop and invite CCCT members to attend.

As a member of the Council please think seriously about finding a way to help 3CT meet its objectives:

The Camera Club Council of Tennessee (3CT) is dedicated to the advancement of all things photographic to the citizens of the State of Tennessee through its member clubs and their respective memberships.

Through the sharing of the experiences and events of its member clubs, 3CT intends to be the source of insights, information, and inspiration to all of Tennessee's photographers regardless of their skill levels.

By accumulating and sharing information on, and offering speakers, workshops, field trips, seminars, competitions, and exhibits, 3CT hopes to create a dynamic, interactive exchange forum that will enrich each member club's activities.

By working together we can accomplish great things! On a personal note, what I bring forward from my 2012 Council ex- **Continued on Page 2**

The Camera Club Council of Tennessee is proud to be an active member of the Photographic Society of America (PSA). Click [here](#) to learn more about PSA and the advantages of being an individual member or a club member of PSA.



3CT Governing Board

President: Sue Milligan

Vice President: Ron Plasencia

Secretary: Pat Gordy

Treasurer: Les Milligan

Web Master/Editor:
Ron Plasencia/Titus Bartos

Membership Director:
Randy Harris for Jim Bruner

Publicity Director: Currently
open

Activities Director: Dee Murphy

Education Director: Jeff Roush

Member Clubs

Brentwood Photography Group

Camera Club of Oak Ridge

Cookeville Camera Club

Crossville Camera Club

Fayetteville Photo Club

Great Smoky Mountains
Institute at Tremont

Jackson Photo Club

LeConte Photographic Society

Memphis Camera Club

Nashville Photography Club

Photographic Society of
Chattanooga

Photographic Society of East
Tennessee

Southern Appalachian Nature
Photographers

<http://3ct.org/>

President's Message ...continued

perience are all the new friends I have made as a result of various Council activities. I am looking forward to meeting, working with and enjoying events with them again and again in the years to come. I wish similar experiences for all the members of CCCT.

May it be a great year for all... filled with many wonderful opportunities to share with others our favorite pas-time...photography!

Book Review

By Les Milligan, 3CT Treasurer

I have a new book on Lightroom® that came highly recommended by two trusted sources:



The Adobe Photoshop Lightroom 4 Book, The Complete Guide for Photographers by Martin Evening. I am slowly but surely working my way through this 681 page workbook. So far, so good!

The author is a London-based advertising and fashion photographer and a noted expert in both photography and digital imaging. The book represents eight years of working with the Photoshop and Lightroom engineering teams consulting and testing.

With both amateurs and professionals in mind, starting with image selection to image editing to image management, it is perhaps the most detailed book ever on the subject and it has a companion website:

www.thelightroombook.com offering video tutorials, articles, sample images and updates.

PHOTOGRAPHY PROGRAM ON LIGHTROOM®

By CINDY MITCHELL, LECONTE PHOTOGRAPHIC SOCIETY

The LeConte Photographic Society is proud to present "*Neat Things You Can Do with Lightroom*" by local photographer Bob McAnally of Sevierville, on Saturday, January 26, at 10:00 a.m. at the King Library, 408 High Street, Sevierville in the Burchfield Room on the First Floor.

Bob moved to Sevier County when his wife Terrye took a call as pastor at the First Presbyterian Church in Sevierville in 2005. He retired after 40 years of working with computers. After shooting film for 15 years, he got his first digital camera in 2002. With a computer background, he felt at home in the digital darkroom. Bob started working with Lightroom's first Windows Beta in July 2006, and has used Lightroom (LR) as his primary digital darkroom tool ever since. Bob's last 15 years of working, were as a professional presenter for two software companies. Combining the presentation skills and depth of LR experience, Bob hopes to help others decide if LR is right for them, and if so, to jump start their use of this tool dedicated to digital photography. Currently Bob has some of his work being shown and for sale at the Edward James Gallery in "The Shoppes at the Roper Mansion" in Dandridge, TN.

Lightroom is software from Adobe used to manage and develop your digital images and to manage their use. If you use Lightroom or think that you would like to, come to this class. After a quick review of critically important basics we will spend the entire time in an interactive Question and Answer session with primary focus on the Library and Development Modules. The Q&A format is designed to let everyone, from beginners to experienced users, get value out of an open discussion of Lightroom's major features, tips & techniques, to shortcuts and general workflow. For those that can, bring your laptop, it could be useful but certainly NOT required. There will be handouts and discussion of further classes.

Please, try to join us for another great photo program. Our club continues its fourth year meeting monthly with photo competitions, awards and critiques. Our programs are open and free to the public.

You may visit LPS's website for more information about the club: www.lecontephotosociety.com.

This program is sponsored by the LeConte Photographic Society and is not a library-sponsored event.

Education Corner: Photography as a Business – Starting a Photo Business/Part 2 By Jeff Roush, 3CT Education Director

This is the second part of a multi-part article about starting a photography business. This is “chapter two” of this paper.

Defining Your Business

Now that we have completed our simple business plan (chapter one) it's time to actually think about our business and define what it is we actually want to do and what we want to photograph. Part of the confusion, which eventually leads to partial, if not complete failure, is not answering these questions about yourself, your photography, and the photography business you are trying to start.

When many photographers start out, they simply find studio space, or take over the garage at home and open their business; taking ANY and ALL photographic work that falls in their laps. This is a bold move when someone hangs an “open for business” shingle out front, so we should not take this action lightly. In some cases, this works ok, but it is hardly a definitive plan and is certainly not behavior indicating a desire to reach a specific goal photographically, artistically, or financially. Basically you're letting your business control the path and are not putting yourself in the driver's seat.

So, with all of that being said, let's take another step in defining our photo business; let's ask ourselves that “sixty-four thousand dollar question” as we used to say.

“What type of photography do I want to do?”

Some of us can answer that question without hesitation. However, most young photographers can't answer it that quickly. As you might guess, when you ask yourself this very question and then answer it, you have started the process of defining your photography business, and every move you make from this point on should be carefully taken as you move toward this very goal.

Breaking Down the Photography Business

The photo business today can be broken down into different photographic areas of expertise. Placing

yourself into ONE of these categories is the first step in defining what your photography business is and the type of work you will pursue

Photography Niches –

- Outdoor Portraiture/Weddings (photographer without a studio)
- Studio Portraiture/Weddings (photographer with a studio)
- Magazine/Newspaper/News Service
- Stock Sales Photography – nature/wildlife/misc.
- Commercial Advertising

The photography business has changed dramatically in the past 15 years with the changeover from “film” to “digital.” Twenty years ago a good photographer in any of the above fields was considered a real “specialist” and we were all considered a “rare breed” because of our knowledge of f-stops, shutter speeds, and lenses. In those years, photography was almost a science. Today, the “auto-digital” camera systems have made it easier for the average person to produce decent images with NO technical knowledge. So, times HAVE changed.

Twenty years ago there were probably a couple dozen studios in a decent sized town that did a majority of the photography for that community. Today there are probably 5 people on your street that have a Canon Rebel/entry level Nikon that are trying to become a portrait/wedding photographer. So, this being said it's pretty easy to see why good business planning and strategy are so important. Talent needs to be coupled with smart business thinking and planning to succeed.

The two most lucrative photography niches these days (according to articles in major photography magazines) are commercial photography and wedding photography. The main reason is because these two areas are a lot more demanding of a photographer, and they actually require some expensive equipment, some photographic

Continued on Page 5

knowledge, and photographic talent. Commercial photographers, in 99% of the cases, have big studio spaces and thousands of dollars in lighting equipment and studio gear. Wedding photographers usually have high end camera bodies (2 or 3K) and the “pro” line of lenses (2K for one lens). So, the entry level folks working out of their living rooms with a camera and a couple of kit lenses usually aren’t a threat to either of these photographers. In order to compete, you have to be somewhat equal. Now, I’m not at all meaning to be discriminating to the photographer who works out of their dining room doing kids portraits at the park. Many do that very thing and are very good at it. They offer a service that is needed.

Our discussion on this topic is to make sure we understand how these types of businesses are different. Each is defined differently and planned out differently. So, each takes a completely different and unique set of business plans and goals. What makes us successful is understanding these differences, and knowing how to work with them to our advantage.

Make a Plan to Succeed

Once you can accurately place your photography business into one of the above categories, then you can start to tailor your moves to assist the nurturing of your goals. A person that has NO desire to enter the commercial photography field (catalogs/annual reports/product photos) doesn’t need a studio and a large inventory of photographic lighting gear. If you plan on always shooting

outside at the park or in your own backyard, then you don’t need a studio space at all. If your thrust is to be a successful wedding photographer, then studio space is not needed again. If your goal is to shoot stock photography – nature/wildlife/scenic and sell it through a stock photo service, then studio space is again not necessary. So, think this out thoroughly before you take unnecessary and costly steps. Many successful photographers don’t have studios; many do. But the ones that DO have them NEED them. They don’t have them for “fun” or to “look cool.” They have them because they need them and use them. And they use them enough to justify the expense.

Don’t overspend “just because.” Buy gear that you can afford and that does the job. Also, buy gear that you need. For example: most portrait photographers don’t need a 500mm 2.8 lens (very expensive). The limit for portraiture (in the norm) is a 200mm 2.8 lens (not nearly as expensive). Most portrait photographers don’t need a 10mm wide angle lens (again, very expensive). So, be smart about what you buy and buy gear that you will use, not gear that you want. This alone will make you a lot more profitable. Plus, if you really learn to work with the gear you have, you can produce outstanding photographs. I have MANY students who have entry level cameras and kit lenses, and they are doing outstanding work. Why? They know how to use it. If this is your goal, then learn to do better with the gear you have. Chances are you are not using your equipment to the fullest.

Another part of this “plan to succeed” is knowing what gear to buy. There is always talk about better gear/more expensive gear/more megapixels/longer lenses.. blah, blah, blah ... and all of this is good. However, remember one important point about gear.

Cameras don’t create photographs that people buy ... photographers do.

Remarks:

If you take the time to define your objectives about your business as described in this article, you’ll find yourself being more focused on your real goals and not busy trying to do everything at once. At this point it’s also necessary to add this important element to our conversation – It’s not the intention of this article to tell you that “if you decide to have portrait/wedding business that you should NEVER take on any other type of work.” That is not the intention of you “defining your business.” The intent IS for you to focus on a specific type of business, and make decisions about that specific business based on it being a “portrait” business and not a “jack of all trades” type of business.

The next article will take us further into running and marketing our photography business now that we have a business plan (chapter one) and also now that we have defined our business and our goals.

This concludes this part of this article: chapter two. If you have any questions or remarks I welcome them – email me at jroush@roushstudios.com.

Photography that Heals

By Woody Geisler - Cookeville Camera Club Contributor

Pregnancy and birth are miraculous journeys. This amazing time of life is full of mystery, anticipation, joy, hope and wonder. You feel the powerful energy of birth and new life while watching as a new family is born unto each other. These things humble and amaze, causing us to celebrate when a baby is born.

There is another aspect of pregnancy and birth. There is an unexpected turn in this journey for some families. When a baby dies, a world is turned upside down. There is confusion, sadness, fear and uncertainty that cannot be explained. There is sorrow where there should have been joy. During this time, it may be impossible for families to know what they might need in order to heal in the future.

This is the place where the Now I Lay Me Down to Sleep Foundation gently provides a helping hand and a healing heart. For families overcome by grief and pain, the idea of photographing their baby may not immediately occur to them. Offering gentle and beautiful photography services in a compassionate and sensitive manner is the heart of this organization. The soft gentle heirloom photography of these beautiful babies is an important part of the healing process. They allow families to honor and cherish their babies. The NILMDTS mission statement is to introduce remembrance photography to parents suffering the loss of a baby with the gift of professional portraiture. They believe these images serve as an important step in the family's healing process by honoring their child's legacy.

The Now I Lay Me Down to Sleep Foundation (NILMDTS) administers a network of more than 12,000 volunteer photographers in the United States and 40 countries. At a family's request, a NILMDTS Affiliated Photographer will come to your hospital or hospice location and conduct a sensitive and private portrait session. The portraits are the professionally retouched and presented to the families on an archival DVD or CD that can be used to print portraits of their cherished baby.



Their entire network of affiliated photographers graciously donate their time and talents to our families and they are proud to be able to offer their services at no cost. Your donations are greatly needed and greatly appreciated. Simply go to their website and click on “donate.” Because NILMDTS is a not-for profit organization, all the brochures are paid for with donations.

When looking for a photographer to the Now I Lay Me Down To Sleep website www.nilmdts.org and click on “find a photographer” and enter your zip code. One thing I love about NILMDTS is even if there isn't a photographer near you, there is a link with help on their website so that a hospital photographer can capture these precious moments for the family. If you are a photographer and would like to learn more about NILMDTS, please go to website mentioned above.

One more thing, if you are a medical professional... please share NILMDTS with your medical professional colleagues. To learn more about Now I Lay Me Down To Sleep visit their website or watch these videos of Gina Harris, <http://www.youtube.com/watch?v=JC7fXXuAF3E> You can also contact Woody Geisler for additional information: woody-geisler@me.com or 931-707-0366.

The Cookeville Camera Club meets the second and fourth Monday of each month at 7:00 p.m. at the First Presbyterian Church, 20 N. Dixie Avenue, Cookeville, TN. Visitors are always welcome.

Editor's Note:

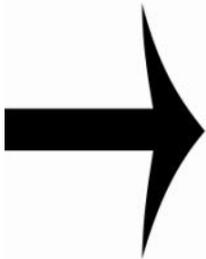
Does your club or members of your club use photography in performing community service? If so, please share it with others through this newsletter by sending information about it to: patgordy@bellsouth.net .



BEGINNERS PHOTOGRAPHY CLASSES

The Cookeville Camera Club (CCC) is offering a basic photography and camera class open to the public.

The lessons will be offered from 6 to 8 pm for the months of Febuary and March 2013, on the following nights Feb 7, 14, 22, 28 and Mar 7, 14, 22, 29



The classes will be held at the First Presbyterian Church at 20 north Dixie in Cookeville, in the second floor friendship hall meeting room.

The classes will be slow paced and hands on with you learning on your own camera.

THE COST WILL BE \$4. EACH LESSON OR IF YOU PREFER, BECOME A MEMBER WITH A YEARLY MEMBERSHIP OF \$25. AS A MEMBER YOU WILL CONTINUE YOUR LEARNING WITH ASSISTANCE FROM EXPERIENCED MEMBERS AND HAVE FUN ALL YEAR LONG.

FOR FURTHER INFORMATION AND REGISTRATION PLEASE REFER TO THE CLUB WEB SITE:

CookevilleCameraClub.com

You may contact them at

cccrookieclass@gmail.com

Photography Sessions at Wilderness Wildlife Week in Pigeon Forge, TN, January 12 - 19, 2013

Information Desk: 7:00 AM - 9:00 PM, each day
Vendor/Exhibit Hall: 9:00 AM - 6:00 PM, each day



Saturday, January 12

9:00 AM - 1:00 PM: Photo Exhibit Entry Submission - Cello Room
(An entry form must accompany each photo entry submitted.)

9:00 AM - 1:00 PM: Nature Photography Workshop: Kendall Chiles, Tom & Pat Cory, Daniel Dempster and Harold Stinnette - Guitar Room

2:30 PM - 3:30 PM: NEW! Learning to See Photographically: Bill Fortney - Dobro Room

5:30 PM - 6:30 PM: NEW! Winning images from the 2012 Scenic City International Photo Exhibition sponsored by the Photographic Society of Chattanooga, and presented by Pat Gordy - Ukulele Room

Sunday, January 13

9:00 AM - 6:00 PM: Photography Exhibit: Opens, Cello Room

9:00 AM - 10:00 AM: NEW! Nature Photography: From the Mountains to the Sea: Tom & Pat Cory - Dobro Room

10:30 AM - 11:30 AM: NEW! Learning to See Photographically: Bill Fortney - Dobro Room

1:00 PM - 2:00 PM: NEW! Africa: A Wildlife Photographer's Dream Trip: Harry Dunn - Guitar Room

Monday, January 14

9:00 AM - 10:00 AM: Wonderful Waterfalls of Tennessee: Bill Carter - Ukulele Room, **Slide Presentation.*

Tuesday, January 15

9:30 AM - 10:30 AM: Mountain Marvels: Waterfalls of the Southern Appalachians (North Carolina, South Carolina, Georgia and Kentucky): Bill Carter - Guitar Room
**Slide Presentation.*

11:00 AM - 1:00 PM: Digital and Film Photography: How to Shoot Like a Pro: Richard Iceland - Guitar Room

3:00 PM - 4:00 PM: NEW! How to Get Eaten by a Bear: Joel & Kathy Zachry - Harp Room

5:30 PM - 6:30 PM: NEW! Photographic Fundamentals: From Composition to Proper Exposure and Everything in Between: Daniel Dempster - Ukulele Room

Continued on Page 9

WWW Photography Sessions ... continued

Wednesday, January 16

1:00 PM - 3:00 PM: Creative Photo Editing Made Easy: Richard Iceland - Guitar Room

Thursday, January 17

11:30 AM - 12:30 PM: KIDS' TRACK! Photography for Kids (and Parents!): Jim Eastin - Dobro Room

Noon - 1:30 PM: NEW! What Separates a Snapshot from a Fine Photograph and How They Are Judged: Douglas Hubbard - Guitar Room

1:30 PM - 2:30 PM: **NEW!** European Explorations: Sharon & Brad Cottrell - Violin Room
Join Sharon and Brad as they present photos from 21 European countries taken over a 91-day trip to Europe using 28 different modes of transportation.

Friday, January 18

4:30 PM - 5:30 PM: NEW! Using Alternative Photo Editing Programs: Dale Knight - Ukulele Room

Saturday, January 19

9:00 AM - 3:00 PM Cello Room Photography Exhibit:

9:00 AM - 7:30 PM 3rd Annual *SMOKIES THROUGH THE LENS*: Violin and Guitar Rooms:

9:00 AM - 10:00 AM: ProShowGold: Taking Your Photos and Videos to the Next Level: Harry Dunn - Guitar Room

9:00 AM - 1:00 PM: Photography Workshop: Kendall Chiles, Don McGowan and Warren Bedell - Violin Room

10:30 AM - Noon: NEW! What Separates a Snapshot from a Fine Photograph and How They Are Judged: Douglas Hubbard - Guitar Room

12:30 PM - 1:30 PM: NEW! The ABCs of Bird Photography: Weldon Lee - Guitar Room

1:30 PM - 2:30 PM: NEW! Turn Your Photography into Art: Karen Jones - Violin Room

3:00 PM - 6:00 PM: Photography Contest Pickup - Cello Room

Entries **WILL NOT** be mailed to owners; however, owners may retrieve entries from the Pigeon Forge Office of Special Events within a period of one calendar year of event.

4:30 PM - 5:30 PM: NEW! In Search of the Winning Image: Weldon Lee - Guitar Room

Camera Club Council of Tennessee

Created to Foster a Spirit of Fellowship, Sharing, and Competitiveness Among Member Clubs