



3CT In Focus

Ready to Head to Reelfoot Lake! President's Message by Sue Milligan

Spring has been teasing us for a month now. The crocus and daffodils flaunted their pretty heads very early this year and the red buds on the maple trees and other less obvious buds seem to be daring another hard freeze. The weather has been fluctuating from one extreme to the next, which is nothing new for Tennessee, but those warm days make us long for more of the same. I know I am anxiously awaiting the 3CT/WTPG Reelfoot Lake Safari March 22-24, and I am looking forward to seeing many of you there enjoying this early spring weekend adventure too.

Having never been to Reelfoot, I decided to do a bit of research on the State Park and Lake. Let me share a few facts with you. Reelfoot Lake was formed when the region subsided during the New Madrid earthquakes of 1811-1812. It is believed that the Mississippi River actually flowed backwards for a short period of time filling the basins created by the earthquake. Much of it is really more of a swamp, with bayou-like ditches (some natural, some man-made) connecting more open bodies of water called basins. The lake encompasses 25,000 acres (15,000 of which are water).

Reelfoot Lake State Park's 280 acres are broken into 10 segments located along 22 miles of lake shoreline and other sections of the park, including the visitor center, picnic and camping areas located along State Hwys. 21 & 22. The park has three hiking trails and an auto tour that circles the lake. Airpark Trail is a 45 minute walk through old cypress forest; Keystone Trail winds along the shoreline for 1.5 miles; Black Bayou Trail goes along the old bayou for 2 miles and is an excellent bird watching and wildlife observation walk. The auto tour visits 12 points of interest around the lake.

Reelfoot harbors almost every kind of shore and wading bird common to the area, as well as the Golden and American Bald Eagles.



"Cypress Knees" by Robert Melgar

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3CT Governing Board

- President: Sue Milligan
- Vice President: Jerry Atnip
- Secretary & Editor: Pat Gordy
- Treasurer: Les Milligan
- Communications Director: Open - Jeff Roush (temporarily)
- Membership Director: Jim Bruner
- Publicity Director: Dee Murphy
- Activities Director: Open - Sue Milligan (temporarily)
- 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
- West Tenn. Photographers Guild

<http://3ct.org/>

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You will also find many other types of wild-life abundant in the park. Although Cypress dominate, many other flowering and non-flowering plants, shrubs and trees are present. Photographic opportunities abound!



Sue Milligan, 3CT President

Did you know that Reelfoot Lake was the location for three memorable movie productions? You might remember "Raintree County" – 1957, "In the Heat of the Night" – 1967 and U.S Marshals – 1998. They all attest to the beauty and history of the area.

If this article has not perked your interest, perhaps the photographs included with the article will. All of these were taken at Reelfoot Lake and were entries in 3CT's first Interclub Contest. They may not have won any honors but they are all beautiful and the Council is glad to have this opportunity to share them with you. *See Reelfoot Lake Field Trip registration information and schedule on pages 8 and 9 of this newsletter.*

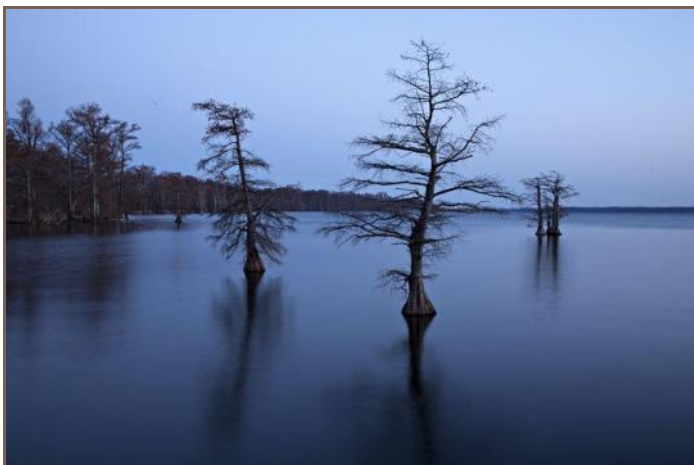


Sunset on Reelfoot" by Becky Mcrae

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.



More Reelfoot Lake Photos



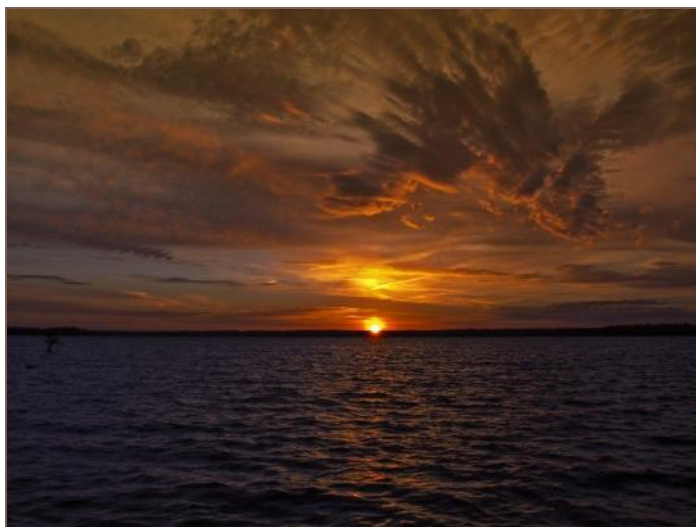
"Dawn Reelfoot Lake" by Grady Deal



"Reelfoot Sunrise" by Michael Swindle



"Great Blue Heron" by Grady Deal



"Solemn Sunrise" by Michael Swindle

2013 Annual Spring Wildflower Pilgrimage Nears

The 63rd Annual Spring Wildflower Pilgrimage, an annual five-day event in Great Smoky Mountains National Park, consisting of a variety of wildflower, fauna, and natural history walks, motorcades, photographic tours, art classes, and indoor seminars, will be held April 23-27, 2013.

Most programs are outdoors in Great Smoky Mountains National Park, while indoor offerings are held in various venues throughout Gatlinburg, TN. A photography contest is held as well. For the details for entering the contest and to see the complete schedule, go to <http://www.springwildflowerpilgrimage.org/>.

Membership dues were **due January 1**. To date the following clubs have joined or renewed their membership: Jackson Photo Club, LeConte Photographic Society, Cookeville Camera Club, Crossville Camera Club, Memphis Camera Club, Nashville Photography Club, Photographic Society of Chattanooga and West Tennessee Photographers Guild. Hopefully this is just an oversight for many of the clubs that supported the Council in 2012. The \$30.00 fee insures that all your members are welcome to attend Council functions without paying the individual non-member charge. Checks should be made out to Camera Club Council of Tennessee and mailed to Les Milligan/Treasurer, 2850 Pen Hook Rd., Monterey, TN 38574.

Reelfoot Lake Safari – March 22-24. If you have not already

registered for this event and made your accommodation arrangements, please do! If the number of people who have registered so far is any indication, we are going to have a great turnout. For more information and to register go to www.roushstudios.com/CCCT.htm

There are still **two positions open on the 3CT Board**: Communications Director and Activities Director. Responsibilities for these positions can be found at www.3CT.org in the Council By-Laws. Anyone interested should contact President Sue Milligan at suemilli@frontiernet.net or by calling 931-839-3714.

Our sincere apologies to Cindy Mitchell – LeConte Photographic Society! Her photo entitled “Gathering Pollen” that won 2nd Place in the Best Wildlife

Image Category in the Wilderness Wildlife Week Photo Contest was left out of the February issue of this newsletter. It certainly makes a nice addition to this one!



“Gathering Pollen” by Cindy Mitchell



Save the Date!

October 11-13, 2013

Fall 3CT Field Trip to

Chattanooga

- Gallery Reception
- Workshop by Art Morris
- Field Trips
- And More!
- Details to Come

Education Corner: Starting a Photography Business - Part 4

By Jeff Roush, 3CT Education Director

This is the fourth of a multi-part article about starting a photography business. This is “chapter four” of this paper. I’ve decided to break this last part into two articles because of the length of the content. So, this is four out of five.

Preface

In the first three chapters of this article we discussed some of the nuts and bolts of starting a photography business. We have hopefully put together a desirable business plan and have defined our business to a point that we understand all of our goals and our growth potential. We have also gotten ourselves legal with the government and made some changes to keeping a check on our cash/credit card sales. Every one of the decisions we have made so far might be small ones, but in the bigger picture they are all crucial.

I’m going to use a lot of my own information, my own marketing materials, and my websites for demonstration in this article. I’m using them purely as examples for discussion only, not for advertising. I’ve always believed that “seeing is believing” and also that understanding comes through visualization.

Marketing and Advertising

An important piece to this big puzzle is the way we handle our marketing and advertising. Both can be expensive if we aren’t careful, so it’s necessary to take small cost effective steps in the onset.

Here’s a list of things you are going to need right away. Check-List:

- Logo
- Business Cards
- Website
- Promotional Pieces

Examples of Logos:

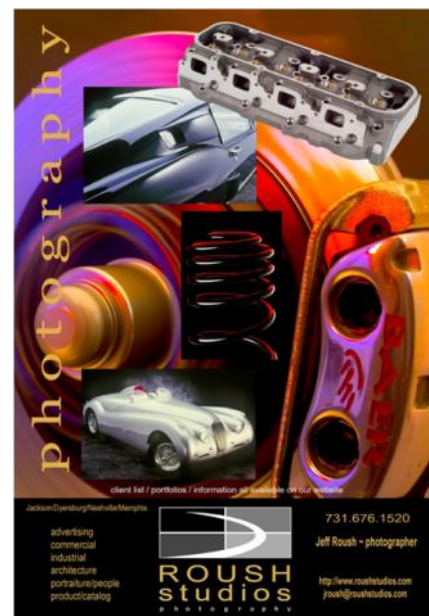


Your logo should be a .jpg image so you can easily use it on any of your business materials; business card, stationary, letterheads, promo pieces, etc.

Example of a Business Card:



Example of a Promo Piece:



Websites are pretty self explanatory and we will discuss them in more detail later. Notice in the above printed pieces how the logo for my company is used on my printed items. It's also on all of my websites. So, this logo becomes my identity and people start to relate "it" to me and my business. Also, take notice of how specific this promotional piece is; really pertaining to "automotive work". I have different ones for other types of work.

So, use a promo piece specific to the work you are going after with a specific client; don't give a portrait customer a promo piece showing all nature close-ups and sunsets. It does you no good. I know this sounds childish to say, but I've seen it done. Take the time to make promo pieces for all the types of customers/work that you plan on doing.

I create these types of promo pieces and business cards in Photoshop using layered files. If this is something you can't do then it's time to take some Photoshop classes and learn. This type of knowledge and work is essential to your success.

Websites

Next on your agenda should be to set up an effective and useful website. I'm not talking about Facebook, Flickr, or another place you can post photos. I'm talking about a "dot com" for your business. A dot com address is crucial to success, mainly because its how people in today's society find you.

When was the last time you looked to a phone book or yellow pages book first? You probably haven't in a while. We first try to "Google" someone by name or services we are looking for. Or, we'll Google a name like "Sandy's Hair Cuts Nashville". Now, if Sandy has done her job properly and has a website then we'll find her in our search. If she hasn't then she's pretty much invisible to this new digital/internet society.

After years of research, I've perched my business on three different websites. Mainly because I feel I do three different things.

1. I'm a pro photographer doing commercial advertising, so that requires a specific site to show samples only. Occasionally, I'll get a wedding/portrait hit, so I want to take advantage of that also, but mainly I'm searching for commercial work. This website has its own domain www.roushstudios.com – and it's the logo/promo sample listed above.
2. I'm also a photography instructor. I teach photography and Photoshop online; so I needed a completely different venue online to show and sell that service. www.roushphotoonline.com - one of the logos above.
3. I also sell prints from weddings, from portraits, from events I shoot, and many other things. So, I also needed a good venue to sell prints

directly to a customer that makes it easy for them to buy. <http://roushphoto.com> is this specific sales site. (This is a Zenfolio subscription site.)

I'm only trying to demonstrate the importance of knowing what it is that you are trying to do with all of your advertising dollars and all of your web presence. It's crucial to your success to have a strong and powerful web presence. You want people who know you to find you easily, but you also want new customers to find you just as easily and see your website and be overly impressed with your work, your professionalism, and your value.

When it comes time to choose a website platform there are tons of them out there. Many are free and some cost a few bucks. What most of us don't realize is that it isn't just the "website" that we need. We also need to program the code of our website so that people can find us. This is the complicated part of this, and this is why it's usually best to hire someone who knows how to do this. Many free sites are not programmable and although it's easy to make them yourself they really don't help people find you.

Custom programming (meta-tags and SEO) is a complicated process. For instance, if you live in "Smithville, TN" and you have a portrait business then you would want people to find you that might "Google" a search "photographers in Smithville TN." ... or perhaps

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“Smithville Photographers.” These types of “searchable phrases” need to be included with your website code. If they are not, then you won’t be found in either of these searches. So, as you can see it’s not really adequate to just go to one free online website building platforms and throw up a site. This needs some thought, some planning, and a partnership with a company that understand this whole process.

When this works, it works well. I get calls throughout the month from out-of-town clients looking for someone in this area to do some photography. These are not clients that have used me in the past or that know me; they found me ON THE INTERNET and were impressed enough with my website/photos/presentation that they either called or emailed me from that alone. This is when you know that you’ve done something right and your internet marketing is working.

Once your website (s) are up a running, one of the next things you want to do is find all of the “online marketing groups” that you can find and get registered: “Linked-In, Marketingtool.com, etc.” There are a few photo-specific ones that you can register with that are free. Only do the free ones for now. Post some photos with you registration if they let you. Any additional online portfolios you can post the better. As you do these registrations make sure you list YOUR website address in your registration; part of being ranked higher at Google and Yahoo is to have websites pointing to yours or linked to yours. So, if you register on Marketingtool.com, for example, and list your website there then you have just increased you position in ranking with all the search engines. When your ranking is higher – you’ll get closer to being on the first pages of the search results.

This process takes a while to do, and keeping your ranking high takes constant attention from you. It’s one of those things that are never really done, so plan on working on this a little each week for as long as you want good rankings.

Other Web / Internet Options

FaceBook offers a basic free posting page to businesses, and it is a good idea to use it as support to

your other pages. FaceBook alone isn’t the right platform to use, but it is great when used in tandem with other types of websites that we might have. FaceBook is good when it is used to advertise and link to your real site. And, it’s also a great place to show photos as samples of your work to your friends. I keep portfolios of current work on FaceBook to post and share. I do this mainly to keep my name and images in front of people. I also use FaceBook to advertise specials, sales, and coupons I might have that people can use. FaceBook works great when you have a big following (friends list) but doesn’t do much if you only have a few friends. LinkedIn is also a good solution and listing place. Both of these help you internet presence and make you more visible and findable to the public. FaceBook ads can be good, but they can get costly. Make sure you are prepared to spend if you want to do anything with this type of targeted marketing.

Next on the agenda is phone book/yellow pages advertising. This is a tough one, mainly because of expense and commitment. Ads in the phone book are for one year, but you pay by the month, so tread lightly and be smart. Usually I don’t recommend much of this type of advertising until you have a studio space/brick & mortar building to use for your photography business. And, this is just food for thought.

When was the last time YOU used the phone book to look up a number? Now, my mother (who’s in her 80’s) would, but that’s because that is all she knows. Our new crops of laptop/iPad/Smartphone users never consider looking in a phone book. So, again, be smart with your money.

Remarks:

- This part of the business process is crucial to success. Your talent and ability can be subordinate to your competitors, but if you are a great “marketer” you can beat them. Take advantage of what’s free first, then carefully tip-toe in to the advertising you have to pay for.

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REELFOOT LAKE

3CT PHOTO SAFARI AND FIELD TRIP

Friday - Sunday, March 22 - 24, 2013

Hosted by the West Tennessee Photographer's Guild

Experience the best photo-ops West Tennessee has to offer

Attendees will be on the search for nesting Eagles!

See the schedule on the next page.

For more information and to register:

www.roushstudios.com/CCCT.htm

Please join us for a great weekend!



"Sunrise at Reelfoot"
By Robert Melgar

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- Remember, presentation is everything. A great chef once told me: "you can make people eat dirt if you make the plate irresistible." Great advice huh?
- Get a great logo, create a nice looking business card, and make appealing and impressive promotional pieces. All of this plays into your success.

Questions/Comments/Suggestions

jroush@roushstudios.com

Sunrise / Sunsets March 23, 2013 - For Reelfoot Lake

Morning astronomical twilight	05:29
Morning nautical twilight	05:59
Morning civil twilight	06:29
Sunrise	06:55
Transit	13:04
Sunset	19:12 = 7:12 PM
Evening civil twilight	19:38
Evening nautical twilight	20:08
Evening astronomical twilight	20:39

Schedule of Events for Reelfoot Lake Safari and Field Trip

Friday

6 p.m. Evening – Dinner & “Meet and Greet” @ 6 p.m. at Shogun Buffet & Restaurant
2730 Mall Loop Rd Dyersburg TN 38024.

Behind the Mall at Exit 13 off of I-155/412 - The Hampton Inn and Shogun can be seen on the south side of the freeway as you exit. Shogun is right next to the Inn.

During this “meet & greet” we go over the tour schedules for Saturday and Sunday.

You will sign up for your choice of tours during this get together. Everyone should be able to go on just about every tour; we just want to make sure we split the attendees up so the groups in each tour are manageable.

Saturday

Eagle Tour – Meet at the Visitors Center on Reelfoot Lake (time to be announced). This tour is put on by the State Park and will be hosted by a Ranger. The cost for this guided bus tour is \$5.00 per person and it takes about two hours.

Sunrise – #1 Visitors Center - meeting time to be announced

Tours #2 Blue Bank – meeting time to be announced

Both of these tours will meet at the visitor’s center. After each of these photo ops each group will car pool along the lakeshore and scout the eagle nests.

11:30 a.m. Lunch Break

2 p.m. Keystone Trail Hike (easy) - Meet at the visitors center

2 p.m. Pontoon Tours (not confirmed – depends on the water level in the lake)

There is a nominal fee for this excursion which is sponsored by the State Park.

Sunset – #1 Walnut Log viewing area - time to be announced.

Tours #2 Long Point viewing area - time to be announced.

Both of these tours will meet at the visitor’s center. Car pooling recommended

Group Dinner 7-8 p.m. Boyettes Restaurant (or after you’re finished shooting). The sun sets late in March, so dinner won’t be at an exact time. A short program will be given at 8 p.m. at dinner by the Camera Club Council.

Sunday

Eagle Tour – Meet at the Visitors Center on Reelfoot Lake (time to be announced).

This tour is put on by the State Park and will be hosted by a Ranger.

The cost for this guided bus tour is \$5.00 per person and it takes about two hours.

Sunrise Tours #1 Visitors Center - meeting time to be announced

2 Blue Bank – meeting time to be announced

Both of these tours will meet at the visitor’s center. After each of these photo ops each group will car pool along the lakeshore and scout the eagle nests.

11:30 a.m. Lunch Break

Photography Club Service Project: Youth Photography Showcase

By Pat Gordy, Photographic Society of Chattanooga

In order to get young people involved in photography, the Photographic Society of Chattanooga (PSC) sponsors the Youth Photography Showcase each spring for students in grades 9-12.

Youth Photography Showcase is a program that the Photographic Society of America began in 1998. In years previous to 2012, entries had to be prints, but last year, digital entries were accepted, and also, the contest was opened to students around the world - not just the USA - for the first time.

There are two sections (print and digital) and five categories that students may enter: Architecture, Photojournalism, Scapes, People/Animals, and Photographer's Choice/Creative. At the PSC (local) level, each student is allowed to enter up to 6 digital images and 6 prints. For both digital and print sections, 2 images and 2 prints are allowed in the Photographers Choice/Creative Category. However, at the judging only 12 total entries are selected from each high school or organization. These are sent to PSA to compete against other students from around the world. At the PSA level, cash and other prizes are awarded to the winners, and 25% of all the images submitted are exhibited at PSA's annual conference. This gives the students much pride.

PSC started sponsoring YPS in 2006, and has seen an increase each year in the number of students entering and the number of schools represented. Two of those years, a student from the Chattanooga area won First Place at the Photographic Society of America.

There is no fee to enter. At the YPS Awards Program, PSC gives cash prizes for the Best of Show in both digital and prints, and ribbons for those earning a

2nd, 3rd, or an Honorable Mention as well as certificates for those with images selected but not winning. All images entered are shown in a digital program at the Awards Ceremony.

All PSA Chapters and PSA-member Clubs and Councils are encouraged to serve as sponsors for the Youth Photography Showcase. There are no limits on the number of high schools or organizations that may be sponsored by a PSA group. Two participating PSA groups cannot receive separate entries from the same school or organization.

To see PSC's rules and previous years' winning images, go to PSC's website.

http://chattanoophoto.org/Activities/Contests/Youth_Photography/youth.php

You may find out more about sponsoring a Youth Photography Showcase by going to PSA's website:

<http://www.psa-photo.org/youth-programs/psa-youth-photography-showcase/>



Camera Club Council of Tennessee

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