"In Focus"

Newsletter of the
Morgan Hill Photography Club
http://www.morganhillphotographyclub.org/

January Meeting

The main reason every meeting starts with a print sharing session is to make sure new members and guests are immediately included. Frequently guests are friends of a member, but sometimes a person attends based on the flyer or the notice in the paper. No one knows no one for very long. After thirty minutes of print sharing, guests have met and talked with ten to fifteen people.

Thoughts from the President:

What does the future hold for this club? The club's success has far surpassed the expectations of the charter members, but an organization cannot remain static and hope to survive. It needs to grow and evolve. By "grow," I don't mean in the number of members. There should be growth in the club's presence and significance in the community, and an expansion in the scope of opportunities for members to meet their personal photographic objectives. **The future of this club, like all organizations, depends on the involvement of its members.** To achieve success, every project and activity needs people who are willing to volunteer their time. Throughout this newsletter, you'll see opportunities to become an active component of the club's future. Get involved!

"Using the Internet to Show, Share & Sell Your Photographs"

Four club members formed a panel to share their knowledge and experience in using the internet.

Social Media sites are virtual, online locations where friends and followers can connect and share. **Nichole Larsen** started the program by describing several such sites that are geared toward photographers, including **Facebook, Pinerest** and **Instagram**. On each site, you create a free account and then gather friends and followers who can see and read what you post. Nichole emphasized that you should read the "Terms & Conditions" carefully before signing up and posting photos. Some sites require that you give them full access to your photos which they may then use and alter without your specific permission. Although you can set a privacy level that is comfortable for you, any photo that is posted on the internet is vulnerable to being seen and used by others.

A blog (web+log = blog) is an online journal that can be shared with the public and/or just friends and family. **Tracey Morris** is the club's Blog Queen. She started several years ago with the objective of taking a photograph every day for a year and posting them on a blog. Even though she had no idea just how hard that would be, she accomplished her goal. She started with ***Blogger***, but has since moved on to a customized site that features her thoughtful writing as well as her photographs.

Tracey said that one way to build a following for your blog is to search for other bloggers who have similar interests and leave comments on their posts. You can also expand your number of followers by joining several social media sites and connecting them by posting on one, (say Facebook) with a link to another (like your blog).

Sell Your Photographs on the internet like professional photographer **Noella Vigeant**. Noella stressed that the first order of business is to determine who your potential customers are. Artistic or fine art photography has a different customer base than event or commercial photography. The next step is to choose an online company that will best connect your photography with your customers.

• **Stock photography**: Images are filed with an agency that negotiates licensing fees on the photographer's behalf in exchange for a percentage of the sale price. One photo may be sold numerous times. Examples include ***iStockPhoto***, ***Fotolia*** and ***Shutterstock***.

• **Craft Photography**: Photographs can be used to create unique products, such as note cards, mugs, jewelry, posters, customized clothing, invitations, and even postage stamps. Three examples are ***Etsy***, ***Zazzle*** and ***CafePress.***

• **Online Portfolios**: Using an online site to host a portfolio allows you to not only showcase your photographs, you have access to printing and fulfillment services. You upload your photos, send out a link, and your customers order and pay for the products through the website. Many of these sites offer an array of products that can be customized with your photographs, as well as framed prints. ***Smugmug, Zenfolio, Shutterbug Storefront, Fine Art America,*** and ***Red Bubble*** are a few of the many sites willing to sell your photographs for a percentage.

"Using the Internet..." cont.

Personal Websites can be used for showcasing and selling a portfolio of photographs, expressing personal thoughts, teaching, and promoting yourself as a photographer. **George Ziegler**, who is the club's webmaster, summarized the types of personal websites that are available, depending you your expertise in programming and the amount of time you want to spend on design and upkeep.

Some "drag & drop" sites, such as ***Smugmug*** and ***Weebly*** require no programming knowledge. With others you can "roll your own" by acquiring a domain name through ***GoDaddy***, do your own design and programming with ***Dream Weaver*** or ***Muse***, and create themes with ***Wordpress***. After acquiring a unique domain name and buying a hosting service, you can create email accounts.

A lot of overlapping occurs in the content and purpose of social media sites, blogs, commercial sites and websites. How do you know which one is right for you? The answer lies in determining your individual purpose for using the internet, and how much time and money you want to spend. Social media and blog sites are mostly free. Commercial sites will do a lot of the work of selling for you, but they take a percentage of your profits. With a website you have the cost of buying a domain name and hosting service, and you may need to hire someone to design your site. If you really want to promote yourself and you enjoy your time at the computer, employ them all. Join Facebook, post photos on Flickr, create bulletin boards on Pinterest, share your innermost thoughts on Blogger, and link them to your personal website.

Resource Guide

- Facebook: - Quickly connect & communicate with friends: https://www.facebook.com/
- Pinerest - Create virtual bulletin boards: http://pinterest.com/
- Instagram - Photo sharing app for smartphones and tablets: http://instagram.com/
- Twitter - Instant information from all the stars and even the President: https://twitter.com/
- Linkedin - Create a professional identity & connect with other professionals:
     http://www.linkedin.com/
- Blogger - Free weblog publishing tool from Google, for sharing text, photos and video.
     https://accounts.google.com
- Wordpress - A personal publishing platform: http://wordpress.com/
- Smugmug - Share & sell your photos: http://www.smugmug.com/
- iStockPhoto - Includes articles & Forums: http://www.istockphoto.com
- Fine Art America - Online marketplace for fine art: http://fineartamerica.com/
- Zazzle - Create & sell custom photographic products: http://www.zazzle.com/
- GoDaddy - Domain names & web hosting: http://www.godaddy.com
- Weebly - Create a free website: http://www.weebly.com/

Welcome to New Members
Erik Ohlson & Jay Everson

Open Mike: At the end of the business portion of the meeting, members have an opportunity to make personal announcements about photographic issues, classes they are teaching, gallery shows they are in, awards they've won, or just tell a joke. **Michael Sue BrownKorbel** passed the mike around.

Lance Trott's photograph of a forest on fire was accepted into a juried show in Yosemite National Park.

Luis Franco Sr. has a portfolio of photographs on display at Gilroy City Hall through February.

January Featured Photographer:

Ken Brown, a long time former professional photographer, shared many of his extensive collection of photographs. Ken made the display easels you see in the photograph on the left and he has offered their use to future featured photographers.

February Featured Photographers: The thirty-four members who submitted photographs for the CCC Gallery Show, "*Water*," will be the featured in February.

April & August are still open. If you would like to feature your photographs during one of these meetings, please email Susan (brzltn@garlic.com)

Executive Board

Susan Brazelton
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Newsletter Editor

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Vice President
Program Director

Molly Gaylord
Rodney Myatt
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George Ziegler
Web Master

Michael Sue BrownKorbel
Photo Diva

Nichole Larsen
Barbi Kutilek
Members-at-large

One of the perks of membership is to have a link to your website, blog and/or Flickr photostream included on the MHPC website.
Send the link(s) to George Ziegler:
George@gwzphotography.com

2013 Dues Are Now Due $20
If you have not yet re-joined the club, please pay Dan at the sign-in table at the February meeting.
Or you may send a check & the membership application
to
"Morgan Hill Photography Club"
17145 Munro Way
Morgan Hill, CA 95037

Getting the Most Out of Your Membership
and
Contributing to the Club's Continued Success

We are always looking for ways to promote the club locally and give back to the community. The following list was generated by members in 2012. No project can go forward with out members who will volunteer their time to plan and implement. Wouldn't it be great if we could turn some of these ideas into reality!

•**Community Service Projects:** slide shows at senior facilities, take portraits for
   low-income families, document community events, volunteer
•**Connect with Youth:** create a high school auxiliary club, award a photography scholarship,
   sponsor a high school photo contest, speak at schools, teach kids at the Boys Ranch
•**Create a Calendar:** raise money for scholarships, promote community events.
•**Enter a Float in the Fourth of July Parade.**
•**Sponsor an Information Booth at Festivals**
•**Write a Column for the *MH Times***
•**Social Events**
•**City Wide Photo Contest**
•**Field Trips to Galleries**
•**Arrange for Local Venues to Display Photographs:** coffee shops, restaurants, offices.

New Committee Being Formed!
"Community Connections"
Members of this committee will generate ways to promote the club and create connections with the local community, possibly starting with some of the ideas listed above. If you would like to become more involved and contribute to the continued success of the club,
this committee is for you!
Contact Susan: brzltn@garlic.com

Top Ten Ways
to Become a More Involved Member
(in no particular order)

  • Join a Focus Group
  • Participate in a Shoot-out
  •. Invite a friend to a meeting
  • Attend the General Meetings
• Join the Shoot-out Committee
• Join the Gallery Show Committee
• Post photos on a MHPC Flickr site
• Write an article for *In Focus* (this newsletter)
• Help set up the room before the general meeting
• Join the new Community Connections Committee
• Wear the club logo on your favorite photography
     shirt, jacket or hat

Although the board makes every effort to provide programs that members have asked for, often the selection of a program topic for a particular month is based on the availability of a speaker.
YOU CAN HELP!
If you know of a dynamic speaker or workshop leader who would be willing to present at one of our meetings, please contact Susan.
DON'T BE SHY!
Perhaps you would be willing to share your knowledge at a meeting as a speaker or as a member of a panel or small group leader.

Focus Groups Review

Focus Groups are self directing, with the members deciding where and when to meet and how they want to pursue their interest. Each group has a facilitator who is the contact person for the group and helps organize the meetings and activities. Several focus groups have Flickr sites for sharing member photos. If you are interested in joining a Focus Group, contact the facilitator.

Lightroom - George Ziegler: George@gwzphotography.com
This group explores the many tools and modules in Adobe Lightroom, often watching short instructional videos. **Meets the 3rd Thursday of the month at 7:00PM**

Macro Photography - Susan Brazelton: brzltn@garlic.com
Delve into the intimate world of the minute. No regular meetings, but monthly projects & themes.
http://www.flickr.com/groups/mhpc-macrofocusgroup/

Photographing People - Noella Vigeant: nvigeant@gmail.com
Members continue to explore ways to capture better photographs of people with irregularly scheduled practice sessions.

Night Photography - Susan Brazelton: brzltn@garlic.com
Join shoot-outs to photograph full moons, stars, galaxies and city lights.
http://www.flickr.com/groups/mhpc-night-focusgroup/

Featured Focus Group:

Point and Shoot Cameras - Dan Gregg: dwgdvm@aol.com
This very active group sets up a field shoot or project every month and then meets the 2nd Thursday of the month to review and critique the photos, exchange ideas, and learn more about the capabilities of their P&S cameras. The project for January/February is to capture motion.
http://www.flickr.com/groups/1605480@N21/

©Roy Hovey

©Dan Gregg   ©Roy Hovey   ©Eric Stetson   ©Kathi Bailey

New Focus Group "Photoshop"

Learn how to use this powerful program.

The initial organizational meeting will be held in the hour prior to the general meeting on 6 February (6 - 6:45PM).
After that the group will meet regularly in south San Jose.
Beginners and more advanced users are all invited.
Facilitator: **Lance Trott**

What's almost as much fun as taking photographs? Sharing them!. **Flickr** is a photo sharing website that has become an integral feature of the club. With two main Flickr sites (***Monthly Theme Projects*** and ***Shoot-Outs)***, plus the three Focus Group sites (Macro, P&S, and Night Photography), if you're not on Flickr you are missing out on some serious club fun, and you're missing an opportunity to learn by viewing the photos that others take, and allowing others to view and comment on your photos.

**Anyone may view the club photos on Flickr, but to post your own photos,
you must first get a Yahoo ID and then open a Flickr account.**

How to Open a Free Flickr Account

1 Go to the club's website (http://www.morganhillphotographyclub.org)
and click on "Joining Yahoo & Flickr" (under *Useful Information*)
Download the PDF document and follow the step-by-step instructions.

or

In the hour prior to the March meeting,
2 you may make an appointment to work on-on-one with a Flickr guru
who will guide you through the process of setting up an account
and teach you how to
upload your photos and post them to the club sites.

View all 4,000+ Flickr theme photos at:

http://www.flickr.com/groups/mhphotoclub/

View photos from all club shoot-outs at:

http://www.flickr.com/groups/mhphotoclubshoot-outs/

The theme for January 2013 is "Old Houses"

©Lance Trott

©Lisa Ponce

©Jim Burzo

©Dan Gregg

The theme projects are sort of like a
month long shoot-out.
Members are encouraged to take
and post new photos.

February Theme: "Sunset"

Shoot-outs

After a winter lull, it is time to get back in the groove, get outside, and take some pictures! The Gallery Show Committee has met and here's what's on the docket.

Full details for each shoot-out, including time and place to meet, directions, what kind of photography you can expect, and car pool information will be sent out in separate emails.

San Jose City Architecture: Practice shooting whole buildings and zooming in on compelling details. Aim for unusual perspectives. Capture interesting lines, angles and patterns. This will be a perfect opportunity to create images for the Spring gallery show, "Architecture & Cityscapes"
Monday, 25 February 1:00 - 3:30 Downtown San Jose

Uvas Canyon County Park: A return visit to one of our local gems. Hike the Waterfall Trail to photograph the fast flowing, falling water of Swanson Creek, and more. We will start with a picnic and information session at Noon, and then head up the trail at 1:00PM.
Sunday, 17 March Noon (Picnic) to 4:00PM

Oakland Zoo: Lions and Tigers & Bears, Oh My! Join this walking safari for some up close (sort of) encounters with wild, wonderful creatures. "Animals" is the theme for the summer gallery show.
Thursday, 18 April 10:00AM to 4:00PM (lunch in the park)

PLUS:
Point Lobos State Reserve, Guadalupe River Park, San Jose Rose Garden, Fremont Peak, Moss Landing, Monterey Bay, San Francisco & the Golden Gate Bridge.

If you would like to join **the Shoot-out Committee**, which meets 3 to 4 times a year, please contact Susan: brzltn@garlic.com

Gallery Show

©Charlotte Fernandes

"Water"
1 February - 28 February 2013
Community & Cultural Center (CCC)
17000 Monterey Road
(corner of Monterey & Dunne)

Artists' Reception
Don't miss the first big social event of the year.
Thursday, 7 February 2013
6 - 8:00PM
Refreshments
See all 59 photographs on display by 34 club members

©Mark Grzan

Next Meeting
Wednesday, 6 February 2013

Community & Cultural Center
### 7:00 - 9:00

"All About Aperture"

**What is aperture? Is it the same as f-stop? How is it set?
What does it do? How does it effect Depth of Field?
Why should I care?**

These and other questions will be answered at this
hands-on workshop
Bring your camera
(and a tripod & cable release if you have them)

**Check your camera manual if you don't know how to
set the aperture or bring your manuel
& someone will help you**
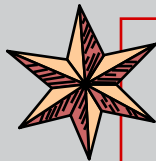
Photoshop Focus Group
First Meeting 6:00 - 6:45

The february meeting will be held at the

Community & Cultural Center
on the corner of Monterey & Dunne

Come early and
view the gallery show
"Water"

"Water"
Artists' Reception
Thursday, 7 February 2013
Community & Cultural Center (CCC)
6 - 8pm

January & February 2013 Calendar

Thursday, 17 January 7:00pm
Lightroom Focus Group Meeting
George@gwzphotography.com

Friday, 1 February
Start of the Gallery Show, "Water"
Community & Cultural Center

Wednesday, 6 February 7:00 - 9:00
General Meeting
Community & Cultural Center (CCC) ★
"All About Aperture"

Wednesday, 6 February 6 - 6:45PM
Photoshop Focus Group
(just prior to the general meeting)
(See page 6 for details)

Thursday, 7 February 6 - 8:00PM
Artists' Reception
Community & Cultural Center (CCC)

Wednesday, 13 February
iPhoneography Focus Group 6:00PM
Senior Center Lobby

Wednesday, 13 February 7:00PM
Executive Board Meeting
Senior Center Lobby

Thursday, 14 February 6:30PM
Point & Shoot Focus Group Meeting
Dan Gregg: dwgdvm@aol.com

Thursday, 21 February 7:00pm
Lightroom Focus Group Meeting
George@gwzphotography.com

Monday, 25 February 1:00 - 3:30PM
City Architecture Shoot-out
Downtown San Jose
(See page 8)

Thursday, 28 February
Gallery Show at CCC Ends

Yahoo Group Forum

We encourage every member to join the Yahoo Forum. Just go to the site and click on, "Join" You will need a Yahoo ID, and the site will take you through the steps to get one. It's all free. Postings may include spontaneous shoot-outs, last minute changes to the calendar, upcoming events, valuable resources, and possible solutions to your photographic dilemmas. Only club members may join the site and see the messages and files.

http://tech.groups.yahoo.com/group/MHphotoclub/