

Menomonee Falls Recreation Department

Camera Club

Vol. No. 196 - September 1995
Meetings first Tuesday
of each month - 7:15 pm
North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President: Steve Haynes 251-3791
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479
V.P. / Newsletter: Mark Mathu 251-8274

Board Members

Bill Rietz 251-7106
Jeff Klug 1-628-0555
Roger Crill 1-284-6627



WELCOME BACK!

The Wisconsin Area Camera Clubs Organization (WACCO), an umbrella organization representing camera clubs in Wisconsin, annually hosts a photo contest which draws entries from around the world. Join us on Tuesday, September 5, to view the winners and honorable mentions of this year's competition. Viewing the winners of this contest is an excellent chance to get ideas to improve your photo taking!

This meeting is the kick-off of another year for the Menomonee Falls Recreation Department Camera Club. Annual dues of \$10.00 will be collected at the meeting. If you have friends who are interested in photography but have never joined a camera club, encourage them to come to the meeting and check us out!

In addition, we'll give you a preview of some of our upcoming meeting topics — including an October field trip to a Quad Graphics printing company photographic department.



A NEW NAME, SAME LOCATION

Astute club members might note that the meeting location for this year is the North Junior High Community Room. Don't let the name fool you — we still meet at the same location. The North Middle School got a new name this year.

NATURE PHOTOGRAPHY SEMINAR COMES TO MILWAUKEE

A one-day seminar by author and nature photographer Joe McDonald will be held in Milwaukee on Saturday, October 28. Mr. McDonald is an accomplished nature and wildlife photographer as well as an author of photography books. His photographs have appeared in numerous magazines, including *Outdoor Photographer*, *Birder's World*, *National Wildlife*, *National Geographic*, and others. He is also the author of *The Complete Guide to Wildlife Photography* and the *Wildlife Photographer's Field Manual*.

Club members should have received a flyer about the seminar in the mail about a month ago. More information will be available at our upcoming meeting. If you need like more information, but won't be attending our upcoming meeting, contact Paul Moertl at 463-6955.



FALL PHOTO COMPETITION

The Wisconsin Area Camera Clubs Organization will be holding their annual fall competition on Saturday, November 4, 1995. Categories for the competition are: *black & white / color prints*: 1) nature, 2) open (all others); *Nature Slides*: 1) insects / spiders, 2) open (all others); and *General Slides*: 1) domesticated animals; 2) shadows; 3) patriotism; 4) open (all others).

The entry fee is \$4.00 for up to four pictures in any one of the above categories. Entry forms and more information will be available at the September meeting.

For those of you who like to plan ahead for future WACCO competitions, I have listed the subjects for the upcoming contests on page 4. -Editor]

WHAT'S NEW IN PHOTOGRAPHY?

Toshiba Introduces Digital Camera:

Toshiba Corporation this month became the latest electronics maker to launch a digital camera, which can transmit images directly to televisions and PCs.

Called the Proshot, the camera uses a semiconductor memory chip to store up to 40 images. An add-on memory card can boost the camera's storage capacity to 520 images.

Users can then plug the camera directly into a TV or PC to download the pictures. Or they can use a built-in modem to send images across phone lines to any computer.

Toshiba will begin selling the device next month for a base price of \$2,857. Company officials said target customers include real estate and insurance agents who need an efficient way to store and transmit photos.

Twenty Million Photos Only A Matter Of Time

Time Inc. is building a master collection of 20 million photos that will someday be available to people outside the company through personal computers.

The project — which may be the largest photo digitization effort ever, involves not only scanning and digitizing Time magazine's extensive collection. The Time Warner unit will categorize and index them.



Sun Microsystems Inc. Will supply the computers and storage system for the digital library. This includes a Sun

SPARCcenter 2000 system, powered by eight microprocessors, and 20 SPARCstation desktops.

The digitized photo library is expected to reach 500 gigabytes by the end of 1995 and eventually many times that.

The library will support staffers involved in the production of print and on-line versions of Time magazines such as People, Fortune, Life, and Sports Illustrated. It will provide point-and-click access to millions of production-quality pictures, simplifying and reducing the time involved in incorporating photos into final copy.

Menomonee Falls Recreation Department

Camera Club

Vol. No. 197 - October 1995
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President / Newsletter: Mark Mathu 251-8274
Vice-president: John Mollenaar 255-1867
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Klug 1-628-0555
Bill Rietz 251-7106



FIELD TRIP!

Our October meeting will be a tour of the photographic department of the Quad/graphics Inc. plant at W224 N3322 Duplainville Road, Pewaukee. We will tour their photo studios which are used mainly for producing catalog layouts.

The tour begins at 7:00 p.m. sharp — we'll meet at the plant — please be **prompt!** If you are interested in car pooling from the Menomonee Falls area, meet at 6:30 in the parking lot across the street (Garfield Ave.) from our normal meeting room at the Junior High.

Directions from Menomonee Falls: Take Main Street (State 74) west into Sussex. Turn south (left) on State Highway 164. Go 1½ miles; turn east (right) on Lisbon Road (County K) Duplainville Road is the right turn immediately ahead. The plant is on the east (left) side of the road. *[Sorry! I had troubles with the scanner this month and the deadline is fast approaching, so I don't have a map for you! If you need one, page 22 of the Milwaukee White Pages has one that's pretty good for our uses. - Editor]*

EVERYTHING YOU WANTED TO KNOW ABOUT PHOTOGRAPHY BUT WERE AFRAID TO ASK:

- The Post Office folds all parcels containing photographs.
- Camera straps never fail above soft surfaces.
- Lens caps and cable releases can become invisible at will.
- Photographers fade faster the photographs.
- The word "Daguerreotype" cannot be spelled correctly.
- 1/60 at f/8 is the correct exposure for ALL photographs.
- On any tripod, only two legs work properly.
- Dust spots are attracted to sky areas.



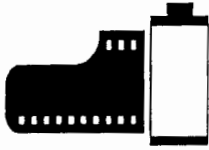
WISCONSIN AREA CAMERA CLUBS COMPETITION

Just a reminder — entries for the Fall 1995 competition are due October 28. Judging will be held November 4. The entry fee is \$4.00 for up to four images in any of the following categories: general slides, nature slides, black & white prints, or color prints. More information on the competition was available at last month's meeting. If you need details, contact Jeff Klug at 1-628-0555

DON'T FORGET YOUR DUES!

Members of our camera club who have not paid their annual dues of \$10 should do so very soon, by the November meeting at the latest! Delinquent members will be dropped from the roster after the November meeting. Contact Bob Schwan, Treasurer, at 786-5449 for more information.

GOOD BUY OF THE MONTH: FUJI SENSIA SLIDE FILM



Jon Moscicki has found an excellent deal: 36 exposure Fuji Sensia ISO 100 slide film for \$4.89 each, if purchased in bulk packs of twenty. Of course, twenty rolls of film are quite a lot of pictures — at least for some of us! Fortunately, Jon has bought a pack and is offering individual rolls to our members. This could be an inexpensive opportunity to try a type of film you might not ordinarily try! (A recent check at a photography store showed \$7.89 per roll for this item.)

If interested, bring \$4.89 for each roll to the October meeting. Hopefully, Jon will be coming to the meetings with more great deals like that!

Sensia Film Facts: FUJICHROME SENSIA 100 RD: An ISO 100 daylight type color slide film featuring excellent overall image quality with sharp, pure and crisp color. As a result of Fujifilm's Uniform Sigma Crystal (USC) Technology, the average mass of each silver halide grain is less than half that of previous Fuji films, producing extremely fine-grain images. Also incorporates a DIR compound and ultra-thin emulsion layers to deliver pure, clear color reproduction. Available in 135 in 24- and 36-exposure rolls.

[The above information was supplied by Fuji Film Co. (Does that come as surprise?) - Editor]

PHOTO PROJECT: "MENOMONEE FALLS RECREATES"



The camera club has reserved the display area at the Menomonee Falls Library for next August. Our display this year will feature recreation activities in Menomonee Falls. Get creative! Think of unusual activities, perspectives, and situations that can make your images stand out!

Bring your photos to the January meeting, where we will share our progress and ideas with the other members. Final judging of approximately 25 photos to be displayed will be held in May. In addition, the Menomonee Falls Recreation Department has shown interest in using some of our photos of their activities in promotional material!

Photo rules:

- Pictures must be taken in the Village of Menomonee Falls between June 1995 and May 1996.
- Pictures submitted must be color and/or black-and white prints, any size up to 16"x20". You may bring slides to the January display, but you must have prints made by the time of the May judging.

Menomonee Falls Recreation Department

Camera Club

Vol. No. 198 - November 1995
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

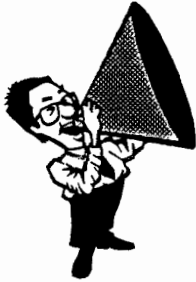
Officers

President: / Newsletter: Mark Mathu 251-8274
Vice-president: John Molenaar 251-0967
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Klug 1-628-0555
Bill Rietz 251-7106

**Happy
Thanksgiving**

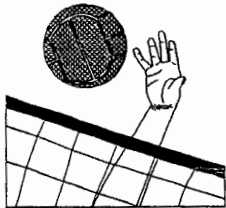
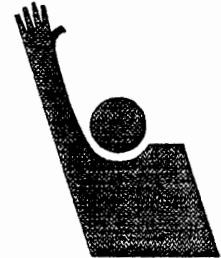


IT'S LENS NIGHT!

November is "lens night" with the Menomonee Falls camera Club!

First, we'll have a brief slide presentation titled "Effective Use of Lenses." This twenty minute presentation will cover the basics of selecting lenses — the trade offs the various measures of a lens's performance, including focal length, aperture, speed, and cost.

After, there will be an open discussion of lenses, where you can let the club know what you have learned, like, or dislike about a particular brand or type of lens. I encourage all members to bring one or two of your favorite lenses to the program — if you are an amateur photographer, hopefully there will be some great hints to be learned; if you are a professional, I hope you'll bring some unique types of lenses to display, such as macro lenses, shift lenses, and fisheye lenses. *[Remember, there's more to lenses than just the lens itself! If you have a particularly interesting method of storing or transporting your lenses, bring it to the meeting!]*



"MENOMONEE FALLS RECREATES"

The camera club has reserved the display area at the Menomonee Falls Library for next August. Our display this year will feature recreation activities in Menomonee Falls. Get creative! Think of unusual activities, perspectives, and situations that can make your images stand out!

Bring your photos to the January meeting, where we will share our progress and ideas with the other members. Final judging of approximately 25 photos to be displayed will be held in May. In addition, the Menomonee Falls Recreation Department has shown interest in using some of our photos of their activities in promotional material!

In order to keep the momentum on this project, the camera club Board of Directors decided to draw up a list of some Menomonee Falls Recreation Department recreational activities to be assigned to various members of our club. John Molenaar has produced a draft of this list, and he'll be going over it at the meeting.



WHAT'S NEW IN PHOTOGRAPHY?



Proving that responsible design, production and packaging can also be profitable, Kodak has set sales records with its single use cameras. Now, the product has achieved another milestone, saving fun and the environment, too. Kodak announced in July that it has recycled the 50 millionth single use camera. That translates into more than seven million pounds of waste diverted from landfills.

First introduced in the U.S. by Kodak in 1987, the single use camera has been incredibly successful with consumers. Consumer Imaging Div. said it is the company's fastest growing product category. In fact, the single use cameras are selling so well that the company has hired an additional 200 assembly workers at its Elmgrove Plant and added two production lines to help meet demand for the cameras.

FREQUENTLY ASKED PHOTOGRAPHY QUESTIONS

Q: What can I do about people's eye's turning red in my photos?

A: This is red-eye, caused by light from your flash bouncing off the subject's retina, back through the camera lens. Red-eye reducing flashes emit a series of low-level flashes before the shutter fires, to cause the subject's iris to close a little, reducing the effect. Increasing the ambient light, even if only for a moment (with a flashlight, say, pointed at the subject's eyes) will accomplish a similar effect. Turning up the room lights, if possible, should help in the same way. These methods work, but to a limited extent. A better solution is to move the flash away from the lens, so the bouncing light misses the lens. This can only be accomplished with detachable flash units, and one usually does so by putting the flash on a bracket, mounting it some distance from the lens. Lastly, if you can bounce the flash off the ceiling,

or even diffuse it to some extent, red-eye will be reduced. Note that in these cases, you must adjust your exposure, as less light from the flash will actually reach the subject.

Q: What should I look for when purchasing a used lens?

A: Fungus or mold, hold it up against strong light and put your eye close to the rear element. Turn the lens from side to side so see if there are any uniform patterns in the lens. Dust will not appear uniform. Lenses with one or two hairline scratches will not affect image quality, but you should bargain for a lower price. In general, scratches on the front are less severe as ones on the rear of the lens.

Aperture coupling. If the camera has depth of field preview, use it and see that each successive aperture setting is smaller (or larger), and make sure that the maximum aperture is indeed maximum when the

camera is fired. If there is no DOF preview, use a slow shutter speed.

Iris diaphragm speed. On worn lenses, sometimes the diaphragm blades can not close fast enough, so if you use a fast shutter speed, the lens will not be able to fully close down to a small aperture before the shutter opens. Open the back of the camera and make sure the smallest aperture is the same size at maximum speed as at a slow speed when fired. Also check for oil on the diaphragm blades.

Security of mounting. Make sure the lens mounts tightly. Even the very slightest wobble could affect focus.

Menomonee Falls Recreation Department

Camera Club

Vol. No. 199 - December 1995

Meetings first Tuesday
of each month - 7:15 p.m.

North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President / Newsletter: Mark Mathu 251-8274

Vice-president: John Molenaar 251-0967

Treasurer: Bob Schwan 786-5449

Secretary: Jon Moscicki 464-6479

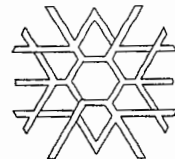
Board Members

Roger Crill 1-284-6627

Steve Haynes 251-3791

Jeff Klug 1-628-0555

Bill Rietz 251-7106



USING FLASH EFFECTIVELY

The December meeting of the Menomonee Falls Camera Club will be held at the North Junior High Community Room on Tuesday December 5th at 7:15 pm. The meeting will focus on electronic flash photography. The holiday season is upon us, and this is undoubtedly the time of year when our flash units get their biggest work-out.

The program will begin with a 20-minute Eastman Kodak slide presentation titled "Using Flash Effectively." Topics covered in this interesting presentation include flash equipment and battery care, a simple test for battery readiness, distance and flash exposure, flash unit exposure settings and indicators, films for flash pictures, environmental or fill-in flash, bounce flash for a soft effect, using a reflector for extra sparkle, adding a second flash unit, and painting with flash. After that, we will have a discussion on flash equipment and techniques.

Bring your flash to the meeting! The club will have equipment set up to check the light output from your flash unit. In order to compare your output to the manufacturer's claim, you should also bring along the guide number (or candlepower output) of your flash unit.



WACCO WANTS YOU!

The Wisconsin Area Camera Clubs Organization (WACCO), is an umbrella organization of the state's camera clubs. They ask for help with the following:

There is an open position for the Program Committee Chair. This person will plan any special one-time events that WACCO may put on, such as the Recent Joe McDonald seminar held at the University of Wisconsin-Waukesha campus. For more information on this position, contact Jeff Klug at our next club meeting.

Also, WACCO is compiling separate directories of club members who are available for either judging of photo competitions or giving presentations on photography subjects to other area camera clubs. There'll be more on this subject at the December meeting.

FLASH GUIDE NUMBERS

The five factors affecting flash are:

- 1) Light output of flash unit
- 2) Film speed
- 3) Shutter speed
- 4) f-number
- 5) Distance to subject

The first three factors are usually constants in a given situation, and are combined into a number called the *guide number*. The last two factors are interrelated variables by which the flash exposure is controlled. All flash units should have a guide number given in their specifications.

To determine exposure, divide the proper guide number by the subject distance in feet to determine the f-stop required. For example if your flash's guide number is 80 and the subject is 10 feet away from the flash, divide 80 by 10. The answer, 8, means that the lens should be set to f/8.

Remember, your flash unit has a different guide number for different film speeds, and the metric unit guide number is different than the English unit guide number.

PHOTOGRAPHY CLASSES AT WCTC

Waukesha County Technical College will offer the following classes this spring. Classes are held at the Pewaukee Campus, except those marked as follows: † Waukesha North High School; ‡ Waukesha

West High School. Tuition is 50% of the printed amount for senior citizens 62 years of age and older. Complete schedules and registration information is available at the Menomonee Falls Library.

Class	Starts	Ends	Day	Time	Tuition
Darkroom Techniques †	1/30	3/19	Tues.	6:30 - 9:00 pm	\$40.10
Flash Photography	2/7	2/7	Wed.	6:30 - 9:30 pm	\$12.65
Know Your Camera	1/29	2/5	Mon.	7:00 - 9:00 pm	\$15.70
Know Your Camera ‡	2/1	2/8	Thurs.	7:00 - 9:00 pm	\$15.70
Nature And Wildlife Photography ‡	3/5 3/23	3/26 3/23	Tues. Sat.	7:00 - 0:00 pm 9:00 - 12:00 pm	\$40.90
35mm Photography - Introduction ‡	2/22	5/2	Thurs.	7:00 - 9:00 pm	\$68.15
35mm Photography - Advanced	2/19	4/29	Mon.	7:00 - 9:00 pm	\$68.15
How To Do Matting For Framing	3/6	4/3	Wed.	7:00 - 9:00 pm	\$34.00

ELECTRONIC FLASH RECYCLING TIME



After you have fired an electronic flash unit, it takes several seconds for the condensers in the unit to recharge. Most electronic flash units have a ready light that comes on after about 10 seconds, depending on the unit, to indicate that the unit is ready to flash. But at this point you may get only about 65 percent of the total light output because the ready light does not necessarily indicate when the condensers in

the unit are fully charged. Recycling time for full light output varies in practice and depends on the electronic components in the unit, type and condition of batteries, and other factors. An automatic flash unit with an energy-saving circuit, called a thyristor circuit, will recharge more quickly on automatic than a unit without this circuit. An ac-powered unit may recharge faster than a battery-powered unit. (Information from Eastman Kodak Co.)

UPCOMING CAMERA CLUB MEETINGS

January 2	Eastman Kodak <i>Imaginative Use of Filters</i> . Progress on "Menomonee Falls Recreates" photography — bring in your work! Perhaps a computer demonstration showing the effects of changing aperture and focal length on a photograph.
February 6	Video by Monte Zucker, either <i>Posing And Lighting Outdoors With Sunlight And Strobe</i> , <i>100 Years Of Combined Photographic Experience</i> or <i>New Concepts In Flash Photography</i> .
March 5	Model shoot at Klug's Photo World, Hubertus. Time to be announced.
April 2	Eastman Kodak <i>Existing Light Photography</i> , display of model photography.
May 7	Judging of "Menomonee Falls Recreates" photography.
June 4	Election of next year's officers, annual white elephant sale.

All meetings are held at the North Junior High Community Room at 7:15 unless otherwise noted.

Menomonee Falls Camera Club

mindset than what we are accustomed to and what we have learned to do. It means breaking the habit of using our eyes just to look for specifics — the cars before we cross the street, the shirt that will match the pants, the keys we misplaced. We look at our surroundings in order to accomplish a specific goal, which blinds us to looking at objects and settings for their own sake.

When we start noticing the curve of an object's lines, the juxtaposition of colors on a building, the way the light makes a cluster of weeds glow, the quiet mood imposed by fog. Only then have we begun to see.

But this doesn't come automatically, at least not at first. We can be taught, and, luckily, we can teach ourselves. Slowly. That's the secret. Move slowly and look closely. Stop and examine. In our everyday life, we ignore big things and small details unless they attract us for some practical purpose. This is functional seeing and is of little use photographically. A second reason it is difficult to find subjects to photograph is that we have preconceived notions of what is an appropriate subject for a photograph. Trees and people and buildings and flowers and landscapes — acceptable. Wrinkled bed sheets, curving tree roots, or the brass door-pull on the cabinet — unacceptable? No way. Even the empty coffee mug resting on a paper towel or the pile of colored pencils can be subjects for your camera.

No, not everything works, but you'll find things that do if you are constantly aware — if you consciously and conscientiously search for subjects with visual elements that entertain the eye.

So what do you look for? And where do you look for it? First and foremost you look for light: the way light plays on a subject, causes it to glow when it comes from behind, adds a quiet mood when it is diffused, changes an object's color at different times of day, hides or reveals details, casts intriguing shadows or makes something emerge from the shadows.

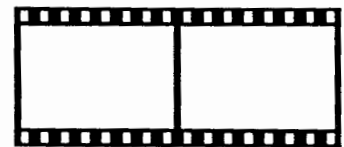
You look for color: the red door on a church, the richly saturated blue trash can in front of a yellow wall, the muted tones of a flower in the fog, the echoing of a person's blue jacket as he stands near a blue awning.

You look for lines, patterns, shapes, and design. These are the elements that can become a photograph. But you have to look. Look down. Look up. Look close. Look at objects and relationships, parts of objects and relationships between parts of objects. You don't even have to look for things — seek out color for color's sake, sprays of light, arrangement of shapes, a scene that conveys a mood.

Learning to see takes practice. Here are some exercises guaranteed to help:

- Sit at your desk and slowly move your eyes to scan your desk, wall, floor. Observe. Observe the patterns caused by the paper clips, the way the light refracts through your glass of water, the convolutions of light and shadow on the tissue on the desk. Turn slowly in your chair and take in everything. Repeat the first exercise in the kitchen and other rooms in your house.
- Pick up your camera, load it with fast film, and work your way around one room, photographing anything that appeals to you. But don't just stand — stoop, lie on your stomach, climb on a chair. Keep looking.
- Every day as you walk or ride, pretend you are a camera. Seek out images. If you wish, isolate subjects by framing the scene with your two hands.

Learning to see is a challenge, but not only will you be rewarded with better pictures, you will



find your eyes are opened to appreciating everything more — from the handiwork of nature to the handiwork of man.

This article copyright 1995 by HyperZine Communications, Inc.

Menomonee Falls Recreation Department

Camera Club

Vol. No. 199 - December 1995

Meetings first Tuesday
of each month - 7:15 p.m.

North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President / Newsletter: Mark Mathu 251-8274
Vice-president: John Molenaar 251-0967
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Kjug 1-628-0555
Bill Rietz 251-7106



NEXT MEETING JANUARY 2

Menomonee Falls Recreates... Join us at the North Jr. High Community Room at 7:15 pm. If you have been working on photography for the library display we are planning for next August, please bring some of your work to the meeting to share with the membership. Hopefully, seeing the work of others will give you new ideas of ways to capture this year's theme, "Menomonee Falls Recreates," on film. The Menomonee Falls recreation department has expressed some interest in using some of our work in promotional materials for the department.



Exposure... Club member Jon Moscicki will demonstrate a program called "Understanding Exposure" by Bryan Peterson. He will use his laptop computer along with a stand alone CD player and a monitor. The "Interactive" videos allow you to see the results of different exposure and film settings. It explains the relationship between aperture, shutter speed, and film speed. The program allow you to learn through trial and error without the time and expense of developing dozens of rolls of film. You see the results immediately on screen.

Filters... In addition, we'll be showing "Imaginative Use of Filters," a 23-minute slide presentation produced by Eastman Kodak Company.



JOE CINA'S BATTERY TESTER

At last month's meeting, Joe Cina brought in a rechargeable battery tester which he made. When your electronic equipment, such as a camera or flash, goes dead, the tester can determine which battery of the set is the dead one. This check serves two useful purposes: Only the dead battery need to be replaced in the camera / flash, which allows you to fully discharge the remaining batteries; and only fully discharged batteries will get sent to your battery charger, which will maximize the dead battery recharge. This is especially important for Nickel Cadmium (NiCad) batteries, which require occasional complete discharges before recharging keep the batteries performing at maximum capacity.

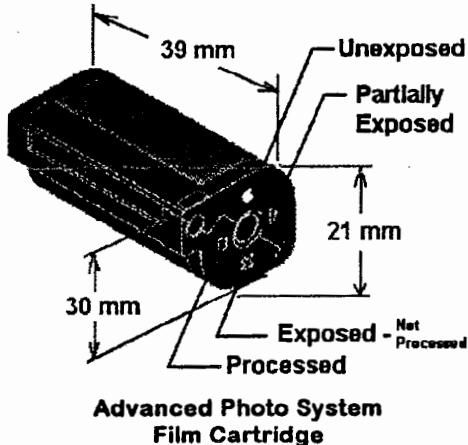
Joe is selling the chargers for \$15.00 each; he only has one left. If he still has it at the time of our next meeting, he would bring it in for any interested members to look at.

CAMERA CLUB BOARD MEETING

A meeting of the board of directors of the camera club is scheduled for Tuesday, January 16 at 7:15pm at the newly remodeled Denny's on Appleton Avenue. We'll use this meeting to complete the meeting schedule for the second half of the year, especially the March model shoot. If any board members are unable to attend, please let Mark Mathu know.



If anyone has an idea that might make a good meeting topic for the 1996-97 year, give Mark a call at 251-8274 (home) or 359-2222 ext. 2042 (work). It's never too early to start planning!



DETAILS OF APS FILM CARTRIDGE

Last month's camera club newsletter contained an article about the new Advanced Photo System, a new film format which is scheduled to be introduced this spring. The illustration at the left shows the basic dimensions of this proposed film format.

Since the film is kept permanently in the cartridge, it will use a coding system on the cartridge to determine whether or not the film has been exposed.

For those unfamiliar with the metric system, the film cartridge is approximately one inch in diameter and one and one-half inches long.

WACCO SPRING COMPETITION IS MAY 4

The Menomonee Falls Camera Club is hosting this year's event, so we will be looking for anyone who might be interesting in spending an afternoon giving us a hand.

Categories for the competition are:
Gargoyles and Exterior Building Adornments;
Silhouettes; Zoo; Fungi / Mushroom.

Categories for upcoming competitions are:

Fall 1996: Arches and Columns; Antiques / Collectibles; Sports; Wild Flowers.

Spring 1997: Faces in Inanimate Objects;
Lighthouses; Bridges; Birds.

LOOKING IS NOT ALWAYS SEEING

by Elinor Stecker-Orel

I received a letter from a young reader who loves photography, but he says he always has trouble finding things to photograph. He bemoans the fact that where he lives, there are mostly trees and none of the activity and

color that are in other places. What can he do to find things to photograph?

Does this sound familiar? Almost all beginning photographers experience this problem.

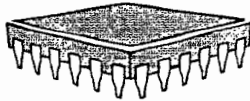
Learning to see like a photographer is the most important, and often the hardest, thing to do.

Seeing like a photographer takes a different

WHAT'S NEW IN PHOTOGRAPHY?

Kodak Digital Zoom under \$1000:

Kodak today announced a new zoom-lens digital camera, priced under \$1,000, that allows people to store their pictures on removable storage cards.



This is a computer chip.

The Kodak Digital Science DC50 zoom camera joins the company's family of digital cameras that

make working with pictures as easy as "point, shoot and compute." The camera uses the same Kodak image sensor as the popular Kodak Digital Science DC40 camera but adds three key features.

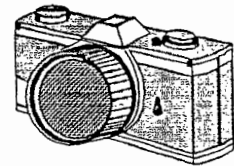
- 3x zoom lens. A motor-driven lens lets picture-takers go from a wide-angle view to as much as three times the magnification for close-up shots, all at the touch of a button, with automatic focus and exposure control.
- Higher-quality pictures. Users can select "Good," "Better" or "Best" options for every shot, adding a new and superior image option to satisfy more demanding requirements for high-quality pictures.
- PCMCIA removable storage cards. Along with 1 MB permanent memory inside the camera, the DC50 zoom camera also can store pictures on removable PCMCIA storage cards that allow much faster access to pictures. With this new option, users can remove the cards at any time to access pictures. Users can also pop in a new card when one is full to shoot pictures continuously without interruption.

Priced under \$1,000, the Kodak Digital Science DC50 zoom camera makes it simple to bring digital pictures into reports, presentations and other image-rich documents published on desktop computers.

Three new Phoenix brand lenses announced:

Phoenix Corporation of America has introduced three new lenses under the Phoenix brand name. All of these lenses are manufactured in Japan. All three of them are auto-focus lenses. They are available for the Minolta AF, Nikon AF and the Canon EOS series of cameras. All of the lenses are extremely lightweight for ease of use. Full specifications follow.

- Phoenix 28-300mm f/4-6.3 One-Touch Tele-Wide Zoom lens. The 28-300mm lens is the perfect all-around lens to keep on your camera at all times. It is great for wide angle landscapes or for zooming in tight on wildlife or an athlete at a sporting event.



This is a camera

- Phoenix 19-35mm f/3.5-4.5 Wide Angle Zoom lens. This lens is great for all of those special effects that you've always wanted to be able to photograph with a wide angle perspective. You can also get the entire family in the picture at Thanksgiving or any holiday event. Photograph the Grand Canyon and really capture its magnitude.
- Phoenix 29-105mm f/2.8-3.8 One-Touch Wide-to-Telephoto zoom. This lens is also perfect to use as an all around general lens on your camera instead of the standard 50mm lens. It is an exceptional value at a relatively low price. Zoom down for those wide angle shots and zoom up for those now reachable telephoto shots. This lens only weighs a mere 14.9 ounces. All of the above Phoenix lenses compliment the already full line of Phoenix and Samyang lenses.

Contact Phoenix Corporation of America, 112 Mott Street, Oceanside, NY 11572-5823 Tel: (516) 764-5890 Fax: (516) 764-5970

Kodak International Newspaper Snapshot Awards

[Editor's note: The Milwaukee Journal Sentinel is a sponsor of the KINSA contest. You can call them if you need more information on entering the contest. Sorry about the small type, but space was tight this month!]

What is KINSA?

Since 1935, The Kodak International Newspaper Snapshot Awards (KINSA) have spotlighted the finest in amateur photography. This contest is co-sponsored by Eastman Kodak Company and over 200 participating newspapers across the United States and Canada, and around the world. Entries to KINSA, the largest annual competition of its kind, have been judged by such notables as Norman Rockwell, Walt Disney, Amelia Earhart, Margaret Bourke-White and Ansel Adams.



How Does KINSA Work?

Each year, newspapers are asked to co-sponsor this competition. Papers that choose to participate run local, six-week contests that must be completed before the end of August. Winning images from these local contests are then submitted by the papers to Kodak in Rochester, New York, for international judging in the fall.

Who May Enter?

The KINSA competition is open to all amateur photographers, people who derive less than 5% of their income from photography. Employees (and their immediate family members) of participating newspapers, Eastman Kodak Company, and its subsidiaries are not eligible to enter.

What Are The Categories?

The categories for the local contest *may* include: Abstract, Grown-Ups, Still Life, Action, Candid, Humor, Portrait, Animals, Landscapes, Special Moments, & Scenic.

Participating newspapers *may* or *may not* judge according to these categories. Their judges have the right to select winners at their discretion based on an established

theme or category chosen by their newspaper.

What Can I Win?

Every year over \$50,000 in cash prizes are awarded to more than 250 winners in the international competition. The Grand Award winner receives \$10,000.

Kodak also supplies prizes for the local contests; however, the actual prize structure and distribution for local competitions is determined by each participating newspaper. Therefore, details on local prizes are available from the newspapers.



Any taxes on prizes are the sole responsibility of the winners. Any cash prizes won by a minor will be awarded to a parent or guardian. Prize rights are not transferable. This contest is void where prohibited and subject to all applicable laws and regulations.

What Happens To My Photo?

The Milwaukee Journal Sentinel has complete instructions on how to enter the local competition. They tell me that photos will not be returned after judging, which is a change from their practice of previous years.

If your photo is chosen to compete in the international competition, you will need to provide the following:

An original negative or transparency made on KODAK Film. A model consent form for each recognizable person in the picture. Detailed information about the photo, using the form provided. A signed agreement which gives Kodak exclusive rights to use the photo at their discretion for a minimum of five years.

These photos will be stored in the Kodak Image Center in Rochester, New York, for possible use in publications about photography, KINSA competition promotional materials, and appropriate KODAK Product advertising and displays.

Refer to the KINSA "Prize Winners, Agreement" for details on image usage and return rights after the 5-year period.

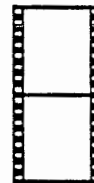
How Can I Enter?

Contact the Milwaukee Journal Sentinel and request an entry form. Contestants may enter their photos through one newspaper only. Eligibility of entrants is determined by the local sponsoring newspaper of the KINSA Contest.

What Type of Pictures Should I Enter?

What makes a good picture? There is no definite recipe, but here are some of the qualities that KINSA judges look for in a winning photograph.

- Human interest — What does the picture make you feel?
- General appeal — Does this picture catch my eye?
- Uniqueness — Is this photo special, a one-in-a-million shot?
- Composition — Does the picture look at its subject in a new and interesting way?
- Quality — Although KINSA is a strictly amateur competition, a photo's technical merit may be a factor.



Only photographs taken with KODAK Film and printed on KODAK Paper will be accepted for judging. Both black-and-white and color photos are acceptable.

Who Will See My Picture?

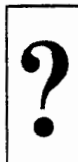
If you're a winner in the international competition, your image will be displayed in the following locations.

- Kodak's Journey into Imagination Pavilion at EPCOT Center, Orlando, Florida. KINSA '95 opens 12/6/95 (runs all year).
- The National Geographic Society in Washington, DC. KINSA '95 opens 11/8/95 (through mid 1/96).
- Various Kodak sites around the world.

KINSA traveling exhibits are available to participating newspapers from local display. In addition, press releases about the competition and its winners will be mailed to participating newspapers.

Want To Know More?

If you have questions about the KINSA competition, please feel free to call the Journal Sentinel or Kodak.



Menomonee Falls Recreation Department

Camera Club

Vol. No.201 - February 1996
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President / Newsletter: Mark Mathu 251-8274
Vice-president: John Molenaar 251-0967
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Klug 1-628-0555
Bill Rietz 251-7106



FEBRUARY MEETING: ZUCKER AND FLASH PHOTOGRAPHY TECHNIQUES



The next meeting of the Menomonee Falls Camera Club will be held on Tuesday, February 6, at 7:15 pm in the Community Room of Menomonee Falls North Junior High. We will feature a videotape by Monte Zucker, titled "New Concepts in Flash Photography." Monte Zucker is a well-known wedding and portrait photographer who has produced a series of successful photography videos.



This meeting will be a good preparation for our March meeting, which will be our annual model shoot. Jeff Klug has offered to host this year's event at his photography studio (Klug's Photo World) in Hubertus. For the March meeting you should bring your camera and some standard daylight film (ISO 100-200 preferable).

CLUB VOLUNTEERS NEEDED ON MAY 4

The Wisconsin Area Camera Clubs Organization (WACCO) hosts a photography contest twice a year for all members of their affiliated clubs— and ours is one. A different camera club hosts the event each time, providing volunteers to operate the slide projectors, tally scores, etc. This year, the Menomonee Falls Camera Club is the host so we'll be needing your help on that day! Jeff Klug will have more information at the upcoming meeting. Please consider volunteering your time for our club!



MENOMONEE FALLS RECREATES

Remember, the club is looking for photographs for the display that we'll have in the Maude Schunk Library this summer. The theme for our display this year is "Menomonee Falls Recreates." Any recreational activity in the Falls area is eligible for the display. If you plan on taking any winter photos, time is quickly running out!

Bear's One Hour Photo, located in Falls Plaza II (N81 W14972 Appleton Avenue) has graciously offered a 25% discount on processing of any rolls of film — if they are used entirely for the photo club's project — brought in for processing. Thanks Jeff!

Photos must be 3½" by 5" minimum, and the club will judge the entries at the June meeting, so have your work ready by then! In order to be displayed in the library, photos will need to be enlarged to 8" x 10" or larger at the owner's expense.

HELICOPTER PHOTOGRAPHY?

Jon Moscicki is looking for a lightweight, auto-focus or focus-free, auto-advance camera. He is trying to mount it on a model helicopter and attempt aerial photography, using one of the spare radio control channels to fire the camera's shutter. Therefore, the camera should also be relatively inexpensive, since there's no guarantee that the helicopter won't crash! If you know of a camera that might suit his needs, please call him at 464-6479 or talk to him at our February meeting.



LAST CALL!

WACCO is assembling a list of members of affiliated clubs who either have experience judging photography competitions and/or who can make a presentation on a photography subject. WACCO will make this list available to other clubs in the area who are looking for judges for their competitions or programs for their monthly meetings. If you would like to be put on the list, please call Mark Mathu at 251-8274 or let him know at the February meeting.



LOOKING AHEAD TO SWMCC

The Southwestern Michigan Camera Club (SWMCC), the camera club council famous for its summer weekend of photography, is planning on their 1996 session to be held Thursday, July 25 through Sunday, July 28, on the campus at Hope College in Holland Michigan. Typically, several members of our camera club attend this event. More information on travel and lodging arrangements will come later in the year.

UPCOMING MEETINGS

Here's some of the camera club events planned for this year:



March 5: Model Photography. Jeff Klug, of Klug's Photo World in Hubertus, will have three studios set up and Bill Rietz is making arrangements with the models. You will need to bring your camera and some normal speed, daylight film.

April 2: Nature and travel photography. Ed Kolinski is preparing a presentation on some of his favorite images. He has taken recent trips to western Wyoming and southern Utah, and the photos I have seen so far have been superb!

May 7: Your favorites! Bring in your all-time favorite photographs and slides and show the other members what you like to photograph. Explain any special techniques or equipment that you used! Start thinking now about what images you will bring.

June 4: Judging of "Menomonee Falls Recreates" photography. Entries should be photos (color or black/white) at least 3½" x 5". The best photos will be displayed in the library this summer!

Have you got an idea for a topic for a meeting for next year? Bring it up at next month's meeting! It's never too early to start planning next year's schedule.

Menomonee Falls Recreation Department

Camera Club

Vol. No.202 - March 1996
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President: / Newsletter: Mark Mathu 251-8274
Vice-president: John Molenaar 251-0967
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Klug 1-628-0555
Bill Rietz 251-7106

*Happy
St. Patrick's
Day*

PORTRAIT PHOTOGRAPHY

The March Meeting of the Menomonee Falls Camera Club will be held at Klug's Photo World in Hubertus at 7:00 pm on Tuesday May 5. The meeting will be a model shoot held at the Photo World studios. There will be three studios available for our use. Club members should bring their cameras and some normal speed (ISO 100-200) daylight film.

The Camera Club would like to thank Jeff Klug for offering to host this month's meeting at his studio. [*I visited the studio a few weeks ago — it's quite an impressive set-up inside a renovated stone barn - Editor.*] We must also thank Bill Rietz for offering to make arrangements with the models.

Directions to Klug's Photo World: From Menomonee Falls High School, take Appleton Avenue (Highway 175) north 6 miles to Holy Hill Road (Highway 167). Turn left (west) on Holy Hill Road and travel 3 miles. Klug's Photo World is located on the right side of the road, 4298 Highway 167. The driveway is located 50 feet before the parking lot for the Apple Barn — if you pass the Apple Barn sign on the rights side of the road, you've gone too far! The phone number of the studio is 628-1255. There is a map on page 4 of this newsletter.

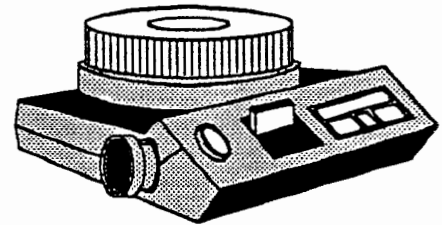
WACCO SPRING 1996 COMPETITION

When: Saturday, May 4, 1996

Where: Best Western Midway Hotel
Milwaukee/Airport
5105 S. Howell Avenue, Milwaukee WI
53207 (769-2100)

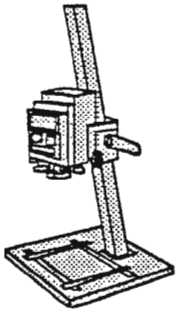
Time: 12:30pm - Competition in the Symposium Room
5:30 pm - Banquets / Awards

Categories: General Slides: Zoo, Silhouettes, Gargoyles and Exterior Building Adornments,
Open (all others)
Nature Slides: Fungi Mushrooms, Open (all others)
B & W / Color prints: Nature, Open (all others)



Prints may be delivered in person from 11:00 am to 12:30 pm May 4th, and must be picked up after the judging. Slides will be returned by mail in their original containers. The entry fee is \$4.00 for up to four pictures in any one of the above categories. Entry forms and more information will be available from Jeff Klug.

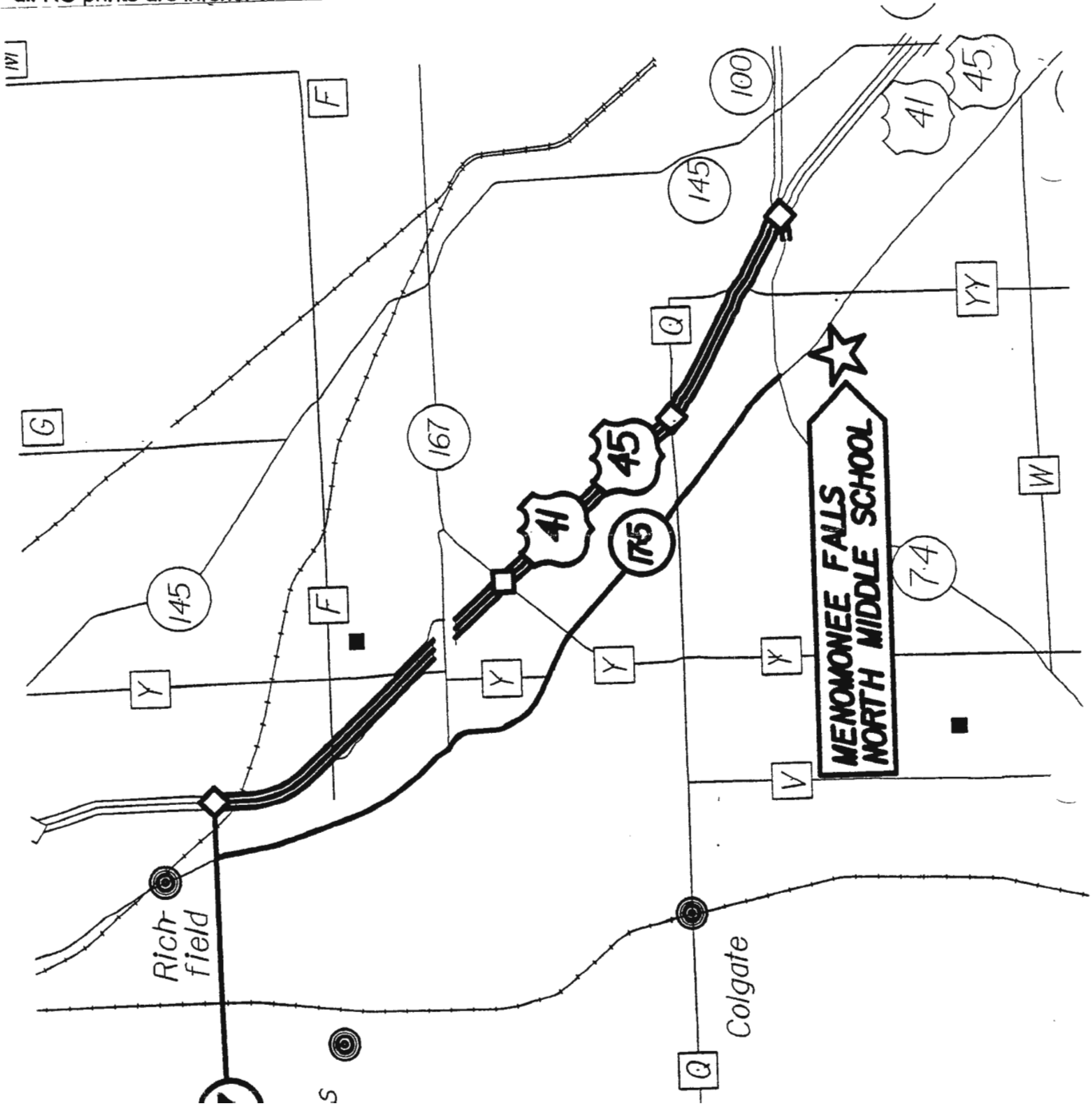
ARE RESIN-COATED (RC) PAPERS "ARCHIVAL" QUALITY?



The best scientific estimates of the comparative life expectancy of RC and fiber base prints show little practical differences between them. Both will last for a very long time if given reasonable storage conditions. There is no

longer any technical basis for the belief that all RC prints are inferior to fiber base prints

in terms of archival keeping. A photographer may prefer fiber base prints for aesthetic reasons. True long-term keeping of prints on either type of paper requires that the paper be treated using a toner of selenium, sulfide, or gold to protect the black-and-white silver image from atmospheric contaminants and that the paper be stored in conditions of controlled temperature and humidity. - Eastman Kodak Company.



Menomonee Falls Recreation Department

Camera Club

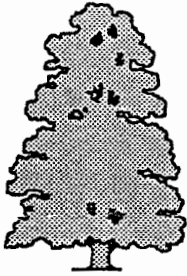
Vol. No.203 - April 1996
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President / Newsletter: Mark Mathu 251-8274
Vice-president: John Molenaar 251-0967
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

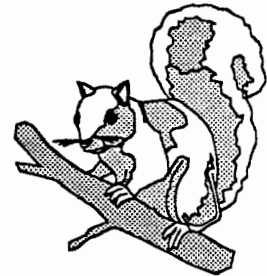
Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Klug 1-628-0555
Bill Rietz 251-7106



APRIL MEETING: NATURE AND TRAVEL PHOTOGRAPHY

Please join us at 7:15 Tuesday, April 2 at the North Jr. High Community Room for a slide presentation by club members Ed Kolinski and Dick Knisbeck. Ed and Dick's travels have taken them to many spectacular destinations, including Yellowstone, Grand Teton, Bryce Canyon, and Zion National Parks; and Snow Canyon and Red Rock Canyon State Parks in Utah. They will be sharing some of their favorite slides, techniques, and tips for nature and travel photography with us.

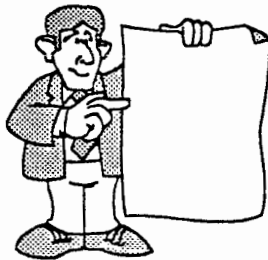
The format will be very open; club members are encouraged to ask questions and give comments during the presentation.



MODEL PHOTOGRAPHY RESULTS

Club members who took pictures at last month's model shoot are encouraged to bring their work to this month's meeting. Part of the upcoming meeting will be devoted to viewing the images taken by our membership. This will be a good chance to review what worked and what didn't work. We will select several photos and make 8"x10" enlargements as a "thank-you" for our models.

Again, the club would like to thank Jeff Klug for letting us use his photography studio and Bill Rietz for making arrangements with our models — Brian, Heather, Sandy, and Troy.



WACCO SIGN-UP

The April meeting will feature two types of sign-up for the WACCO competition scheduled for May 4. First, we will have registration forms for anyone who would like to enter the contest; second, Jeff Klug will be looking for club members to volunteer their time during the competition. The contest is being hosted by our club, so I hope we get a good turnout at the event.

The deadline for entries for the WACCO contest is Saturday, April 27th for slides and Saturday, May 4th for prints.

MAY PROGRAM - BRING IN YOUR FAVORITES!

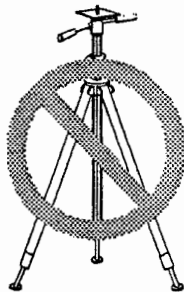
The May meeting of the Menomonee Fall Camera Club is scheduled for Tuesday, May 7, at our regular time and location. The meeting will be devoted to YOU and YOUR PHOTOGRAPHY. Club members are encouraged to bring in their all-time favorites that they have taken, either prints or slides — about 4 to 6 from each person would be a good amount. Show other club members what you like to take. Explain any special techniques or equipment that you used!

Start thinking now about what images you will bring. What makes it one of your favorites?

20 WAYS FOR YOU TO MAKE MY NATURE PHOTOGRAPHY LOOK BETTER!

[Editor's note: Here's a great article I came across! It is especially appropriate since our upcoming meeting will cover nature photography. I recommend April 1 as a good day to read it!] Copyright 1996, Robert M. Atkins. All Rights Reserved

[1] **Never, ever use a tripod.** It stifles creativity. Always hand hold the camera so you are ready for that "once in a lifetime" moment.



[2] **Always use a zoom lens.** Fixed lenses stifle your creativity and prevent you from getting exactly the right composition. The wider the zoom range the better because it allows more creativity. A 28-200 zoom is good, but a 28-300 zoom is better. If you want a longer lens, see [8] below.

[3] **Buy 3rd party lenses.** Camera maker's lenses are no better and a lot more expensive. Just look at the Popular Photography tests.

[4] **Don't use an auto-exposure or auto-focus camera.** They stifle your creativity. Try a Pentax K-1000, as so often recommended by the "old pros."

[5] **Always keep a filter on your lens to protect it.** Since the danger of damage is so high, a cheap filter is your best bet. If you *must* use one of those expensive multi-coated filters, put a cheap filter on top of it to protect it. Since filters often improve the

image, using several at once is always a good idea.

[6] **Use high speed print film.** Print film is much more forgiving of exposure errors, and fast film allows you to shoot in all kinds of light, improving your creativity. Get it processed at the local Supermarket (but make sure they use the Kodak Colorwatch system).

[7] **If you have been foolish enough to buy an auto-focus camera (see [4] above), use a linear polarizer.** Don't waste money on a circular polarizer. Many people have reported no difference, so why waste money. All the polarizers I've seen are circular anyway, otherwise you couldn't screw them onto your lens. I don't know what these people are talking about.

[8] **To get a long lens, stack a few teleconverters on your 28-200 zoom (see [2] above).** Popular Photography has shown that you can still get decent results with two or three stacked teleconverters and they should know.

Menomonee Falls Camera Club

[9] Use flash all the time, especially in the evening in places like the Grand Canyon. When the light gets low, the flash gets going. It's also useful at concerts and for taking pictures of TV screens and projected slides. Always keep the flash on your camera. Those off-camera flash cords just get in the way and stifle your creativity.



[10] Never trust auto-focus. It is incapable of giving sharp images, as proven by Popular Photography in a recent issue. Should you have been so foolish as to buy an AF camera (see [4]), turn off the AF and trust the viewfinder image. Some time ago Popular Photography showed that you couldn't trust auto-exposure either, so turn that off too.

[11] Don't buy a 35mm camera. APS is the wave of the future. Wait for a nice, fully manual (see [4] above) APS camera to come out before getting into photography. You wouldn't want your new camera to become obsolete right after you buy it, so wait.

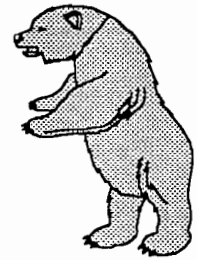
[12] Always shoot with your lens wide open. Fast glass costs you plenty, so why waste those dollars by buying a fast lens and shooting stopped down? If your fully manual camera (see [4]) and fast film (see [5]) mean you don't have a fast enough shutter speed when working at full aperture, add a neutral density filter or two (see [6]).



[13] Never read the camera manual. It's full of hard to understand technical stuff. Just push the buttons and hope for the best. Remember the camera is now a lot smarter than you are (unless you followed my advice in [4], and even then nothing's certain).

[14] Only work in good light. The two or three hours either side of noon on a nice, clear, cloudless day will give the best results. Get up late and eat dinner early.

Lack of food and sleep can stifle your creativity.



[15] When doing wildlife photography with your point and shoot camera, make sure to fill the frame with your subject by getting really, really close.

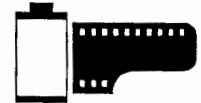
Fortunately, with large animals like bears, elk and moose, this is quite easy. Carry a cellular telephone, lots of bandages, and good insurance coverage though, just in case.

[16] Modern cameras never break and batteries last forever. Never burden yourself down with the added weight of a small tool set and a spare battery - it can stifle your creativity.

[17] When in the national parks, stay in your car and drive around the roads. Never go into the back country. It's dangerous.

[18] Photograph in large groups. That way, if you should ever find an animal, you can surround it so it can't get away. If it won't look at you, make strange demented noises to attract its attention, clap your hands and leap up and down. See also [14] above.

[19] You can always buy more film when you get there. Don't burden yourself with the weight of carrying film around. Remember, carrying too much weight makes you tired and that can stifle your creativity.



[20] Remember that the rules in parks and zoos only apply to normal people, not photographers. In Yellowstone, ask the rangers to hold your coat while you wade into the thermal pools to get a better shot. In zoos, climbing over the barriers will often get you a lot closer to the animals.



CLUB ELECTION THIS JUNE!

We will hold elections for 1996-97 officers at our June meeting. Any club members who are interested in serving as an officer should contact one of the current officers at next month's meeting.

Remember, this club is a volunteer organization, and only with the help and support of everyone can it continue to be successful.

KODAK PHOTO NEWS

Eastman Kodak Co. and Konica Corp. have agreed to jointly develop and make disposable cameras in an apparent challenge to Kodak's arch-rival in Japan, Fuji Photo Film Co. Ltd. The new cameras will be based on the Advanced Photo System, a new photographic format developed by five major camera makers, including Kodak and Fuji.

Total Research Corporation announced the annual winners of its brand equity survey today, naming Kodak Film as America's "Best Brand For

1996." The international marketing research firm reported that Kodak earned top honors in a survey of more than 6,000 consumers on the quality of over 500 brands in the US. Kodak Film was cited for "representing feelings of caring and sentimentality, making photographic technology easy and something every American can and should enjoy."

Kodak will begin shipping new Ektachrome professional E100S (saturated) and E100SW (saturated warm)

films for availability in mid April. Ektachrome professional E100 film will be released during the third quarter of 1996, the company announced today. As our flagship product, these new Ektachrome films have demonstrated state of the art performance in those areas most valued by our customers—color, consistency, multi-pop, and processing robustness" said Richard Pignataro, Kodak vice president and president, Professional and Printing Imaging (PPI).

SUMMER PHOTOGRAPHY COURSES

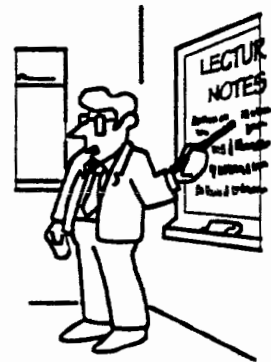
WCTC will offer the following photography courses this summer. Both courses are held at the WCTC Pewaukee campus.

Know Your Camera 7/9,7/10 ~ 7-9pm
(Course no. 203-602-001, \$15.70)

Know your camera is a basic still photography class for people who own 35mm cameras but know very little about how to properly operate them. Your instructor will explain how cameras work, what is meant by depth of field, how lighting affects film, correct exposure and settings. You will learn how to properly operate your camera, so bring it and your instruction manual along.

Close Up
Photography 8/7,
8/14 ~ 7-9pm; 8/10
8am-12pm (Course
no. 203-604-001,
\$27.90)

Composition, lighting, special equipment and techniques for close-up photography are the topics of this mini-course. Bring your camera and manual with you.



Menomonee Falls Camera Club

In addition, the UW Center - Waukesha will offer the following courses:

**Wildflower Photography 5/15 ~ 7-9pm;
5/18 ~ 8am-12pm; 5/22 ~ 6:30-9:30pm
(\$45.00)**

This class is designed to show you how to create beautiful wildflower photographs this spring. The class will teach you various techniques for using both natural lighting and lighting with a flash.

**Waterfalls Field Trip 6/19 ~ 7-8pm; 6/21-
6/23 ~ all day; 6/26 ~ 6:30-9:30pm
(\$80.00)**

Waterfalls and nature will dominate our subject material for this upper Michigan outing. We will visit two countries boasting of more than fifty waterfalls. Join in the fun! Lodging, travel, and meals to be paid by the student. What to bring: all camera equipment including tripod, cable release, and polarizing filter. Overnight occurs on June 21/22. Rain or shine; enrollment is limited.

**Landscape and Architecture
Photography Field Trip 7/10 ~ 7-8:30pm;
7/13-7/14 ~ all day; 7/17 6:30-9:30pm
(\$60.00)**

Join instructor Robert Schaap in a photographic adventure of the beautiful landscapes and architecture in

southwestern Wisconsin, northwestern Illinois, and eastern Iowa. Lodging, travel, and expenses to be paid by the student. Overnight will occur on July 13; rain or shine.

**Basic 35mm SLR Photography 7/20 ~
8am-4pm (\$40.00)**

This introductory course on 35mm photography gives participants and opportunity to learn about their camera, how it operates, and the basic functions and controls of their cameras. If you have just purchased a new 35mm SLR camera or you are not satisfied with your pictures, this is the course for you! Please bring your camera and one roll of film to class.

**Lake Superior /Minnesota Photography
Field Trip 8/13 ~ 7-8:30pm; 8/15-8/18 ~ all
day; 7/27 ~ 6:30-9:30pm (\$100.00)**

An opportunity to photograph the Lake Superior shoreline and the many beautiful waterfalls and lighthouses on a trip to Minnesota and points of interest along the way. Lodging, travel, and meal expenses to be paid by the student. Overnight occurs on August 15, 16, and 17; rain or shine.

Menomonee Falls Recreation Department

Camera Club

Vol. No.204 - May 1996
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

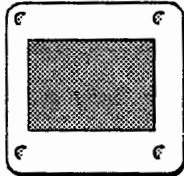
President / Newsletter: Mark Mathu 251-8274
Vice-president: John Molenaar 251-0967
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Klug 1-628-0555
Bill Rietz 251-7106



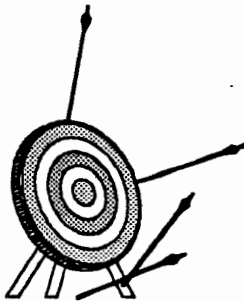
YOUR FAVORITE PHOTOGRAPHY



Please join us on Tuesday, **May 7** for our monthly camera club meeting.

All members are encouraged to bring in a few (4-6) of your all-time favorite photographs or slides and show the other members what you like to photograph. Explain any special techniques or equipment that you used! This will be a good forum for both sharing your photo techniques with others, as well as a chance to learn new techniques yourself.

So, take some time today and chose some images to bring to the May meeting!



WE MISS YOU!

A special note to our member/friends: Lynn Butenhoff, Clarence Liebl, Marielle Martin, Robert Ruffing, Jaye Theurich, Kathie Vogel, and Betty Walling. This is to let you know that we have missed you at our camera club meetings. There are only two more meetings before we break for the summer and hope that you can find time in your schedule to join us. At our last meeting we will be celebrating the finish of our 20th year as a club and that calls for a cake.

PHOTOGRAPHY TRIP TO THE CHICAGO BOTANIC GARDENS

On Saturday, June 15, WACCO will sponsor a bus trip to the Chicago Botanic Gardens. The cost for a round trip from the Lannon Road Park and Ride is \$15.00. Lunch is not provided. The botanic gardens has 300 acres of both outdoor and indoor garden arrangements, so rain or shine, the trip will take place. There is a café on the grounds. We hope you can participate in this photo bus tour. It promises to be a fun day.



Full details on the bus trip will be presented at the May meeting, or contact Paul Moertl at 463-6955.

PHOTO CLUB EXHIBIT AT THE LIBRARY



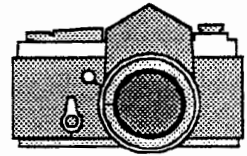
Time is running out! We will select photos for display at the Maude Schunk Library at our June meeting.

- ◆ Photos must be on the subject "Menomonee Falls Recreates," and been taken in the Village of Menomonee Falls between June 1995 and May 1996.
- ◆ Pictures submitted must be color and/or black-and white prints, any size from 3½"x5" up to 16"x20".

In order to be displayed in the library, photos will need to be enlarged to 8" x 10" or larger at the owner's expense.

SUMMER WEEKEND OF PHOTOGRAPHY

The annual Weekend of Photography will be held at Hope College in Holland Michigan on July 25-28. As usual, several members of our club will be going to the event and they encourage any other interested members to consider car pooling with them.



Features of the weekend include workshops, field trips, a trade show, swap shop, and free camera inspection. Information was provided at last month's meeting.



WACCO SPRING COMPETITION

Jeff Klug will be reviewing assignment for the club members who have volunteered to help at the WACCO spring competition, held on Saturday, May 4. The contest is being hosted by our club, so I hope we get a good turn-out at the event.

OUR MISSING PROJECTION TABLE...

Has anyone seen the table used with our slide projector? It was used at our February meeting and has not been seen since. Perhaps someone from our club helped clean up after the meeting and took it home with them. If you know of it's whereabouts, please call Mark Mathu at 251-8273.

MILWAUKEE PHOTOGRAPHY SHOW

Wisconsin Memorial Park, 13235 W. Capitol Drive, is proud to welcome the Photo Pictorialists of Milwaukee on June 9th. They will be exhibiting nearly 80 examples of their best work. The club started out as the Wisconsin camera Club (Wisconsin's first club) and changed it's name several times before incorporating as the Photo Pictorialists in 1943. Throughout the years, club activities have included guest speakers, competitions, photographic outings, and the sponsoring of international competitions endorsed by the Photographic Society of America. For more details, contact the Park at 781-7474.

Menomonee Falls Recreation Department

Camera Club

Vol. No.205 - June 1996
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

Officers

President / Newsletter: Mark Mathu 251-8274
Vice-president: John Molenaar 251-0967
Treasurer: Bob Schwan 786-5449
Secretary: Jon Moscicki 464-6479

Board Members

Roger Crill 1-284-6627
Steve Haynes 251-3791
Jeff Klug 628-1255
Bill Rietz 251-7106

FINAL MEETING BEFORE SUMMER BREAK

SUMMER

Please join us on Tuesday, June 4, at 7:15pm in the North Jr. High Community Room for our monthly club meeting. There are several events planned for this, our final meeting of the camera club before we break for the summer.

Judging of "Menomonee Falls Recreates" photography. Entries should be photos (color or black/white) at least 3½" x 5". The best 15 or so photos will be displayed in the library this summer! In order to be displayed in the library, photos will need to be enlarged to 8" x 10" or larger at the owner's expense. Because of the apparent lack of entries in this category, the club will also accept entries in an "open" category to fill out the display space at the library.

Bring your photography to the meeting!



Election of next year's officers. If you would like to get more involved in the club next year, please volunteer yourself at the next meeting! We need volunteers to make our club a success.

A birthday celebration! Join us to celebrate 20 years of the Menomonee Falls Camera Club!



PARKS PEOPLE TO PUT ON PHOTO CONTEST

The Parks People, a private group that raises money for the Milwaukee county park system, will hold a photo contest in which three winners will each receive \$200.



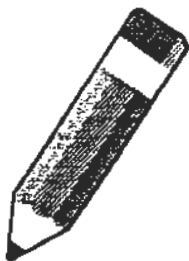
A \$3 registration fee must accompany each photo. Parks People members receive a 41 discount for each photograph.

Photos must be views in a county park. Only unframed 8-inch by 10-inch prints will be accepted. They can be either color or black and white. Entries must be postmarked by December 31, 1996.

For more information, call 332-7275.

WACCO NOTES

Thanks: WACCO held their annual spring competition on May 4, 1996. It was hosted by The Menomonee Falls Camera Club. The club would like to thank the following club members, who — although they are not delegates to WACCO - volunteered their time to help host the event: **DICK KNISBECK, ED KOLINSKI, JOHN MOLENAAR, JON MOSCICKI, DOT RUDA, BOB RUFFING, and GARY STANKLEWICZ.**



Winners: Congratulations to Jeff Klug, who received a runner-up plaque and 3 honorable mentions! In addition, the following members had honorable mention: **BILL RIETZ (4), DICK**

KNISBECK (4), ED KOLINSKI (1), and MARK MATHU (1).

Trip: WACCO will sponsor a bus trip to the Chicago Botanic Gardens n



Saturday, June 15. The cost for a round trip from the Lannon Road Park and Ride is \$15.00; pick-up is a 7:30 am. Lunch is not provided. The botanic gardens has 300 acres of both outdoor and indoor garden arrangements, so rain or shine, the trip will take place. There is a café on the grounds. Full details on the bus trip were presented at the May meeting, or contact Paul Moertl at 463-6955.

ANSEL ADAMS PHOTO RIGHTS SOLD TO MICROSOFT

Microsoft Corp.'s billionaire Chairman Bill Gates has acquired electronic rights to the works of legendary nature photographer Ansel Adams, Gates' privately owned Corbis Corp. said on Tuesday.

Terms of the deal were not disclosed.

Corbis, which has electronic rights to millions of images including works in Britain's National Gallery and Russia's State Hermitage Museum, said it will produce a CD-ROM on the life and art of Ansel Adams for publication in the fall of 1997.

Adams, who died in 1984 at the age of 82, is perhaps the most widely known American photographer, with his shimmering black-and-white images of the West sold to millions on calendars, posters and oversized books.

The Ansel Adams Publishing Rights Trust, which benefits the photographer's widow and other survivors, will retain all rights to publication of the photos in traditional forms.

Corbis, under a revenue-sharing arrangement with the trust, will have the exclusive right to license the 40,000 images in Adams' archive in digital form to publishers. Corbis also will make the images available to consumers online and through CD-ROMS.

Last year Gates, ranked as the richest man in America with stock holdings valued at more than \$14 billion, made his most extensive acquisition since establishing Corbis in 1989 when he purchased the 16 million images in the famed Bettman Archive of historic photographs.