

Menomonee Falls Recreation Department

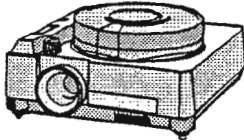
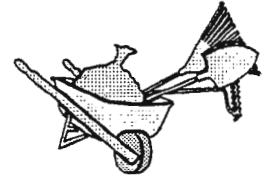
Camera Club

Vol. No.216 - September 1997

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

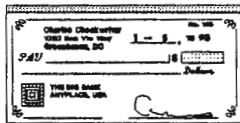
North Jr. High Community Room
N88 W16750 Garfield Drive

President: Steve Haynes	251-3791	Board Members	
Vice-president:		Jon Moscicki	464-6479
Treasurer: Bob Schwan	786-5449	Jeff Klug	628-1255
Secretary / Newsletter: Mark Mathu	251-8274	Bill Rietz	251-7106



WELCOME BACK!

The Wisconsin Area Camera Clubs Organization (WACCO), an umbrella organization representing camera clubs in Wisconsin, hosts an annual photography competition which gets entries from around the world. Please join us at 7:15 p.m. on Tuesday, September 2 at our regular meeting spot — the Menomonee Falls North Junior High Community Room — to view the winners and honorable mentions from this year's exhibition. 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 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!

CLOSE UP SEMINAR AND EQUIPMENT DEMO

The Friends of the Domes and Mike Crivello's Camera Center would like to invite you and your fellow camera club members to a Nikon Photography Seminar of Close Up Photography on Saturday, September 20, 1997. Seminar details are on the right side of this page. A driver's license and a major credit card is needed to use any of Nikon's equipment. Space is limited, so sign up quickly if will be attending. You can sign up at any Mike Crivello's location, or you can sign up by mail by sending your name, address, phone number and fee to Mike Crivello's Camera Center, Nikon Seminar, 10916 North Port Washington Road, Mequon WI 53092.

Close Up Photography Seminar & Equipment Demo

Learn about close up photography techniques from Nikon technical representative Christine Miller. The workshop will include the use of micro lenses, close-up filters, reversing rings, and bellows attachments. While the emphasis will be on Nikon Equipment, the techniques will be applicable to all SLR camera use.

The workshop will be followed by a loaner program of Nikon camera equipment. Try various Nikon lenses with your present equipment or test out the latest in camera from Nikon. The selection of equipment will be determined by Nikon.

Parking is available behind the domes. Bring your own lunch. Space is limited, so sign up early.

When: **Saturday, Sept. 20, 1997**

Where: **Mitchell Park Pavillion**
(located behind the domes)

Time: **10:30 - 12:30 Seminar**
12:00 - 4:00 Equipment loaner
program inside the domes.

Price: **\$10.00 General public**
(includes admission to the domes)
\$7.50 Friends of the Domes members

Advance reservation is suggested. Sign up at any Mike Crivello's Camera Center. Check-in begins at 10:15. Tickets for Domes will be given out at seminar.

September 1997

KODAK REVS-UP FREQUENT BUYER PROGRAM FOR PROFESSIONALS

July 17, 1997 -- Kodak Professional, a division of Eastman Kodak Company, today announced that it has re-launched its popular *ProRewards* Program. The program is designed to reward professional photographers who make purchases of Kodak Professional films. Participants earn points for each purchase, which can be redeemed for a variety of prizes and valuable savings.

The *ProRewards* program from Kodak is based on a point system. "*ProPoints*" can be accumulated by purchasing specially-marked boxes of Kodak Professional films. *ProPoints* can be redeemed for training sessions and a wide variety of merchandise including jewelry, CD players, golf clubs and high-end professional photography equipment.

Qualifying films include a wide variety of color negative, color reversal and black-and-white films, including families of Kodak *Ektachrome*, *Vericolor*, *Kodachrome* and *T-Max* film.

ProRewards participants will each receive a quarterly newsletter and activity report. The newsletter will provide timely information about "hot" new Kodak products, trends and events.

Professional photographers who were already members of the *ProRewards* or *Points of Excellence* programs will receive postcards from Kodak that, once completed and mailed back, will register them as active members in the program. Any points from their previous participation in these programs will automatically be carried over.

Photographers who need more detail or wish to enroll can simply call 1-888-PRO-LOYL or look for the nearest Pro Product Network dealer.

NINE REASONS TO USE A SLOW SHUTTER SPEED

- 1) **Emphasize motion.** When shooting action, you can convey the idea of movement simply by letting the subject blur slightly. Use a shutter speed somewhat slower than necessary to stop the action. A little blur looks like a mistake, too much blur and the subject becomes unrecognizable. Practice and bracketing will help you achieve great results.
- 2) **Pan with the movement.** This is a good way to shoot a subject that's moving horizontally past the camera. Use about a one-second shutter speed, and move your camera at the same speed as the subject. You'll keep the subject sharp and the background will have dynamic streaks.
- 3) **Make people disappear.** Use a shutter speed of five or ten seconds and people who are moving will disappear, leaving you with a picture of an empty room.
- 4) **Create trails of light.** The cars may become invisible during a long exposure, but their tail lights won't. At night, find a high vantage point where you can aim the camera at moving traffic, and expose for several seconds. You'll get long ribbons of red —and white if you catch the headlights.
- 5) **Make colorful abstracts.** You can do these shots at night when you're driving past colorful signs and lights. No tripod needed. Just point the camera out the window of a car while someone else is driving. Let the jiggles of the road create designs during a four-or five-second exposure. The aperture should be closed down several stops so you don't overexpose.
- 6) **Create intriguing blurs.** Handhold the camera, set the shutter speed to about ½ or one second, and deliberately move the camera vertically, horizontally, or circularly. Start the movement before you press the shutter release and continue it afterward.
- 7) **Explode the image.** Zoom the lens during a one-second exposure. If the camera's on a tripod, the center of the image will be sharp, surrounded by radiating lines.
- 8) **Turn water into a gossamer film.** Slow the shutter speed down to at least ½ second to photograph rushing water. Try different shutter speeds, depending on how fast the water is moving, and the water will become a silky veil. That tripod is necessary.
- 9) **Haunt your house.** Using a tripod, plan on a ten-second exposure. Have your "ghost" hold still during the first five seconds, then dash out of the scene while you complete the exposure.

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Happy Halloween!

OCTOBER CLUB MEETING

Please join us on **Tuesday, October 7 at 7:15 pm** in the North Junior High Community Room for our monthly meeting. The topic of the meeting is **Black and White Photography**.

Black and white photography, because of its relative ease of processing, is easier to control; as a result, many photographers are able to make interpretive prints that say more than any color print can say. Choices of paper, developer, toner and darkroom exposure and processing time decisions can change the mood and feel of an image while still faithfully reproducing the information on the negative.



A representative of Photoland Supply in Appleton will give a presentation on the variety of controls that the black and white photographer can exercise over his work. Afterward club members in attendance will receive a roll of black and white film to work with. Return the exposed film at the November meeting and the club will have it developed so you may critique your work.

PHOTOGRAPHY ROAD RALLY!

The Milwaukee Camera Club has graciously invited our club to join their Photography Road Rally. It will be held on **Sunday October 12** (the rain date is October 19). The rally will start at **1:00 pm** from the Southridge Mall parking lot and will cover approximately 60 miles. A 5:30 pm supper at Pandl's In Bayside will follow the rally, for those interested.



Sealed directions will be given to each car (recommended a minimum of two people per car). We need your commitment to attend by the night of our club meeting, so the Milwaukee Camera Club will know how many direction to prepare and supper reservations to make. If you have no one to ride with, our club will gladly match you up with others. Lets see if we can get a good turn out!

If you are interested in attending but won't be at our club meeting, or if you have additional questions, please call Bill Rietz at the phone number at the top of this newsletter.

WITH CONDOLENCES...

I am saddened to report that club member Clarence Liebel passed away on September 19.

GET YOUR DUES IN!

If you haven't done so already, please remit your annual dues of \$10.00 to Bob Schwan at the upcoming meeting. Thanks a lot for your continued support of the Menomonee Falls Camera Club activities.

WHAT'S NEW IN PHOTOGRAPHY?

FUJIFILM TO MANUFACTURE 35MM FILM IN USA

Fuji Photo Film, Inc. announced plans for the fully-integrated manufacturing of 35mm color film at its North American Manufacturing Complex in Greenwood, South Carolina. This marks the first time ever that Fujifilm will produce 35mm film in the US. Fujifilm announced that its customers in the US will begin receiving shipments of 35mm color film manufactured entirely in the U.S.A. by the end of 1997.

CONTAX INTRODUCES THE G2

New Rangefinder is Addition to the Contax G Series of Professional Cameras

Contax is adding to its much heralded G Series of professional cameras with the new G2, a feature-packed rangefinder that will become the flagship of the line. In addition to the many features the G2 shares with its sister camera, the legendary G1, this new camera offers a four frame per second integrated motor drive, top shutter speeds of up to 1/6000 second, X sync at 1/200 second and an extended baseline autofocus system.

The Contax G2 is capable of working with any of six interchangeable Carl Zeiss T* lenses. Two are new, the Biogon 21 mm f2.8 and the Planar 35mm f2.0. The other four lenses in the G series include the Hologon 16mm f8, Biogon 28mm f2.8, Planar 45mm f2.0 and Sonnar 90mm f2.8.

The titanium clad G2 features a large, True Image Zoom Viewfinder that displays shutter speed, manual metering pointers, flash ready,

exposure compensation and AFfocusing distance. The viewfinder automatically adjusts to the mounted lens and will correct for parallax.

The G2 body, which comes with a three-year limited warranty, will be available this Fall for a list price of \$2,250. For the retail locations, consumers can call Contax North America at 1-800-526-0266. X-4444.

NEW FUJICHROME SENSIA II FILM SERIES FOR AMATEUR USE

Available in 100, 200 and 400 speeds

Fuji Photo Film U.S.A., Inc. is proud to introduce the Fujichrome Sensia II series of 35mm color slide film. The new film line is highlighted by the all-new Sensia II 100 (RA) film that delivers the ultimate in image quality to advanced amateurs and photo enthusiasts. Fujichrome Sensia II 200 (RM) and Sensia II 400 (RH) films will share distinctive new color-coded packaging for easy identification.

The heart of the new Sensia II family of films is the all-new Fujichrome Sensia II 100. This ISO 100-rated daylight-balanced slide film utilizes a variety of new technologies featured in the Fujichrome film for professionals. The results from new Fujichrome Sensia II 100 are beautiful, exceptionally smooth, true-to-life skin tones and natural renditions of even the most delicate colors. Sensia II 100 delivers full detail in the highlight to mid-tone area, and almost no bluish color cast in deeply shaded areas. Color balance shifts from varied lighting conditions are minimized to help add to the versatility of this new film.

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NOVEMBER MEETING: ANTARCTICA!

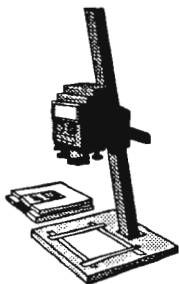


Please join us for our monthly camera club meeting which will be held at 7:15pm on Tuesday November 4, 1997. Our guest speaker is Bob Staehler who will present a slide show and talk on his experiences in Antarctica. Mr. Staehler spent time with the United States Navy establishing research stations in this far-away land, including McMurdo Station, Cape Holland, and Little America.

Happy Thanksgiving!

The Menomonee Falls camera Club is indebted to both Bob Staehler for making the presentation and Steve Haynes for arranging this most exciting meeting topic.

BLACK AND WHITE FILM



The October camera club meeting was a fascinating presentation on developing and printing black and white films. Hopefully all members in attendance have had a chance to expose their rolls of film. If you have not gotten it processed yet, please bring it to the November meeting and the club will have it developed for you, courtesy of Jeff Klug of Klug's Photo World in Hubertus.

We will share some of our favorite black and white prints from this exercise at our December meeting.

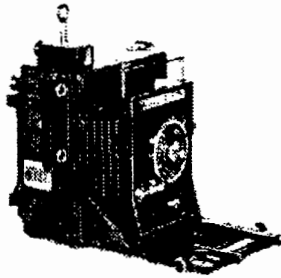
PHOTOS MAKE WONDERFUL GIFTS!

There are many ways to display your great picture-taking and use those special pictures as gifts. To start your creative ideas flowing, here are some suggestions.

- Canvas Portraits
- Plastic Photo Cups
- Photo Nightshirts / Hats
- Photo Sculptures
- Photo Memo Holders
- Photo Calendars / Desk Sets
- Holiday Ornaments
- Photo Tote Bags
- Photo Clocks / Watches / Alarm Clocks
- Photo Sports Cards
- Photo Stickers
- Photo Key Chains and Magnets
- Photo Playing Cards

Ask your photofinisher if he / she offers the service you are looking for, and if not, ask them to point you in the right direction.

WHAT'S NEW IN PHOTOGRAPHY?



New Kodak Professional Film Unsurpassed Among High-Speed Color Reversal Films

New Kodak Professional Ektachrome Film E200 Delivers Quality Color And Image Even At Exposure Index Of 1000

Kodak's newest professional color reversal film now gives photographers the high-quality benefits of transparency film even in lighting situations that used to mean switching to color negative film.

Kodak Professional Ektachrome film E200, the newest member of Kodak Professional's E-Series team of films, is the first high-speed color reversal film that has the "look" of a lower speed film--lower contrast, rich accurate colors and fine image structure. Plus, Kodak Professional Ektachrome film E200 delivers outstanding performance, retaining high image quality even with push-processing up to EI 1000, a first for any color reversal film.

A daylight-balanced 200-speed color reversal film designed for process E-6, this new film E200 will particularly appeal to sports and wildlife photographers and photojournalists who constantly deal with uncertain lighting conditions. [Eastman Kodak press release]

There's Nothing Old-Fashioned About Konica's New Monochrome VX400 Print Film

Professional and amateur photographers alike have been turning to black & white film to add nostalgia or a dramatic flare to their images. However, processing black and white film has been a barrier for many consumers. Now, thanks to Konica USA's new Monochrome VX400 Print Film, developing black and white prints is a snap.

Konica's new Monochrome VX400 Print Film lets consumers choose from black and white images or a variety of other tonal expressions like sepia. Because it is printed on color paper, the VX400 Print Film can easily and quickly be developed in any lab that develops and prints color film. Labs can now offer their customers one-hour print development service as they do with everyday color processing.

Konica Monochrome VX400 Print Film also offers excellent granularity and sharpness which captures smooth skin tones as well as fine details in building and landscape photos. With its wide latitude, the new print film enables smooth gradations even in under- and overexposed images. [Konica press release]

Nikon SB-28 AF Speedlight

The SB-28 Speedlight works compatibly with all Nikon SLR models - taking advantage of the major flash control features offered with each Nikon SLR model.

Nikon has been the leader that today's photographers depend

upon for superior automatic flash to enhance their pictures. You hardly ever see a Nikon-shooting photojournalist without a Nikon speedlight on their SLR. The new SB-28 AF Nikon Speedlight will continue the tradition, and provide Nikon photographers with the opportunity to take advantage of a broad selection of features. Whether shooting professionally or as an amateur, a Nikon speedlight can significantly improve results.

The SB-28's superb performance is revealed when it is used with Nikon's advanced '17L flash control system, such as those offered in today's Nikon F5, N90s, N70, N6006, N50 and Nikon's Advanced Photo System SLR Pronea 6i. The SB-28 can also be used with virtually every other Nikon SLR, providing performance consistent with each SLR camera's features. In addition to TM Auto Flash operation the SB-28 also provides Manual flash operation, non-TTL A-Mode and Repeating Flash Mode. Additional highlighted features include a Nikon's exclusive Monitor Pre-flash, bounce/rotating flash head, built-in wide panel and bounce card, multiple TTL flash control, flash compensation control, Red-eye reduction and rear curtain flash sync. Compared to the Nikon speedlights SB-24 and 26, the SB-28 is considerably smaller, weighing only 11.8 ounces, with dimensions of 2.7" x 5" x 3.6". In other respects, the SB-28's performance will be similar to that of the SB-26, which it replaces in the system, but its smaller size and lighter weight are expected to be very appealing. [Nikon press release]

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DECEMBER 2: DIGITAL PHOTOGRAPHY

Imagine going into a photography studio, posing in front of the camera and walking out, printed portraits in hand, after 45 minutes. *Someday, in the future.* Imagine restoring old photographs, eliminating cracks and scratches using computer technology with minimal work. *Someday, in the future.*

Well, the future is here - digital photography!

Instead of transferring the image onto film like traditional photography, the digital photography system puts it right into a computer file. The ability to have computers manipulate the image to produce the desired results has ushered in a new era in photography unlike anything the world has seen since George Eastman introduced the Kodak camera in 1888. At the next club meeting, members **KEN CINA** and **JOHN MOSCICKI** will provide our club with an update on the digital revolution — what has been done, what is available right now, and what the future holds.



Merry
Christmas!



BRING IN YOUR WORK!

Club president **STEVE HAYNES** reminds all photographers who took black and white photos as part of our September meeting to bring in their handiwork to share with the club. Also, if you entered anything in the WACCO Fall '97 Exhibition, please bring them to the meeting also.



KODAK PROFESSIONAL E200 FILM

Professional photographers in our club may be interested in Kodak's new Ektrachrome E200 film. The film was designed for capturing color in motion. It has the image structure traditionally associated with lower-speed films, plus outstanding pushability — up to EI 1000 with minimal loss of quality. The film is currently available in 35mm rolls; 120 size will be available early 1998. Club member **JEFF KLUG** brought in some information on the film last month, hopefully if he has additional brochures he will have them at the December meeting, or get the information by calling Kodak at 800/465-6325, extension 36100.

PHOTO CLASSES AT UW WAUKESHA

The University of Wisconsin - Waukesha will be offering photography classes this spring. All classes are from 6:30-9:30 pm on the dates indicated (unless noted otherwise). The instructor for the classes is Robert Schaap, a professional photographer with 30 years of experience. He has had over 400 acceptances in international photography competitions.

**Basic 35mm SLR
Photography** - Monday
January 19 & 26 (\$30.00).

Beyond the Basics -
Monday February 2 & 9
(\$30.00).

Flash Photography -
Monday February 23 and
March 2 (\$30.00).

**Marketing Your
Photographs** - Monday
February 16 (\$15.00).

Landscape Photography -
Tuesday April 28 †, Saturday
May 2 ^, and Tuesday May 5
(\$48.00).

Nature Photography -
Monday April 13 †, Saturday
April 18 ‡, and Monday April
27 (\$45.00).

Photographic Composition
- Tuesday February 3 & 10
(\$30.00).

Wildflower Photography -
Monday May 4 †, Saturday
May 9 ‡, and Monday May 18
(\$45.00).

Notes: † 7:00 - 9:00 pm.
‡ 8:00 am - 12:00 noon.
^ 8:00 am - 4:00 pm.

To register, send your name, address, day phone number, and social security number to Donald Bracco, UW Waukesha, 1500 University Dr., Waukesha WI 53188. Indicate which classes you will be attending and include the fee indicated — make checks payable to "UW Waukesha."

TAKE A DIFFERENT VIEW FOR OUTSTANDING HOLIDAY PHOTOS

Do your holiday pictures look the same, year after year? Then break out of your rut! Here are some suggestions from the picture-taking experts at Eastman Kodak Company:

Expand your photographic horizons. Don't just drag out the camera Christmas morning to picture the children opening presents. Instead, tell the whole story of the family holiday celebration, from decorating the tree to carving the turkey, and playing with all the new toys. Don't stop until you're confident you have captured everyone looking their best.

Remember to "fill the frame" with the subject in front of you, and eliminate everything else. Here's a challenge: when you're ready to shoot something, study what's in the viewfinder and see if you can take a step closer without losing anything essential. You probably can. Then take another step and look again.

LATE NEWSLETTER?

The editor apologizes for the late arrival of last month's newsletter. Hopefully all members remembered that our meetings take place on the **first Tuesday** of the month, from September through June at 7:15 am. Here's hoping that this month's issue arrived on time.

WHAT'S NEW IN PHOTOGRAPHY?

Pentax Achieves Autofocus Convenience With The World's First Medium-format AF SLR

The 645N incorporates the Pentax-developed SAFOX IV phase-matching autofocus system to ensure accurate focusing not only on subjects with vertical orientation but also on those with horizontal orientation - even under such poor lighting conditions as EV-1.

The 645N incorporates a newly developed "Dual Six-Segment" multi-pattern metering system. Two sensors positioned at both sides of the viewfinder measure the subject's lighting condition in two different areas: the wide sensor covers the entire image field, while the narrow sensor monitors the light reaching the central area of the image field. As a result, the 645N can measure the subjects lighting condition with exceptional accuracy and efficiency. In addition to the Dual Six .Segment metering, the 645N also offers the pinpoint "Spot Metering" and conventional "Center-Weighted Metering" modes.

Fuji Develops Technology That Will Simplify Medium Format Film And Camera Functions

Fuji Photo Film U.S.A., Inc. highlights its innovative new technology that will improve the capabilities of medium format photography in the future. This new camera component combines Fujifilm's EasyLoading System for faster, error-proof loading and optimized winding of 120 and 220 roll film, with a Barcode System that enables advanced and automated

communication between the film and camera.

The Fujifilm EasyLoading System will be available on all Fujifilm medium format professional films in early 1998 on a stock turnover basis. Fujifilm will be discussing the incorporation of the EasyLoading System and Barcode System with all leading film and camera manufacturers.

Pentax Launches New Manual Focus SLR Camera

Following its long and venerable tradition of offering the definitive camera on which to learn photography, Pentax introduces the new manual focus ZX-M 35mm SLR. This heir to the KI000 and the P30T is the latest in the popular ZX line.

Like its sister models in the popular ZX series, it offers super-compact dimensions and straightforward, easy to read dial controls, but it is totally manual. Inside the compact body, it incorporates a wide array of creative and user-friendly features including a multi-mode exposure system; an advanced light metering system; and a 1/2000-second high-speed shutter. As a result, this is the model for the next generation of photographers as well as those who want to learn the basic skills through creativity and fun. The ZX-M helps teach photography in a simple and easy way.

Tamron AF28-105mm F/4-5.6 (IF)-- a New Standard among Standard Zooms

Tamron introduced a new ultra-compact zoom lens covering an expanded focal length range complementing Tamron's line-up of "standard zooms" which includes the AP28-80mm and AP28-200mm Super.

The AF28-105mm F/4-5.6 features and Internal Focusing (IF) design which provides excellent depictive capabilities such as color fidelity, contrast and image sharpness, throughout the entire focal length range at any focusing distance from infinity to minimum focusing distance. The IF system also allows a minimum focus distance of only 19.7" (50cm) throughout the entire focal length range. At this close M.O.D, the lens will yield a 1:5.6 magnification ratio at the 105mm setting to capture extraordinary images of objects close-up.

New Fujichrome 100ix Slide Film For The Advanced Photo System

Fuji Photo Film U.S.A., Inc. announces that new Fujichrome 100ix will be available to retailers mid-November 1997. A daylight color reversal film engineered specifically for the 24mm Advanced Photo System, new Fujichrome 100ix was initially previewed at last year's PMA exhibition.

Fujichrome 100ix features a magnetic coating which makes it possible to print a range of data and shooting information on the slide mount. Processed slides are returned in their mounts, with data imprinted by the lab.

Because the mounts are the same size and shape as conventional 35mm slide mounts, slides shot with Fujichrome 100ix can be viewed with standard projectors and other viewing equipment.

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JANUARY 6: SLIDE AND PRINT JUDGING

The January program is intended to give members a better understanding of the process used to judge images entered in photography competitions.



Each member present will receive a handout "An Analysis of Judging," a guide to the 1 to 5 scoring system commonly used and a scoring sheet. Twenty-five slides will be shown for each member to score. When completed, the slides will be shown again and scores and comments read from the results of a judging panel. You can then compare your scoring to the scores given by actual judges. This is an opportunity to learn the basis of judging and pick up suggestions to improve your work.

WALK SOFTLY BUT CARRY A BIG LENS

B. Moose Peterson hosts a live, multi-media format, presentation on how he combines technology and biology to capture on film incredible wildlife photographs. At the eight hour presentation held in Milwaukee on **SATURDAY MAY 16**, you'll learn:



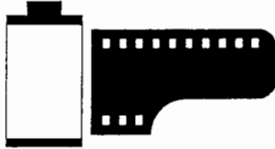
How to apply matrix metering to any situation • How to optimize AF technology and have it be your slave • Understand and apply TTL flash as a key and fill light • The latest in Camera and Accessory Technology • Get close physically to wildlife • Apply basic biology and combine it with technology • Communicate better through your photography • Create drama in your photography through creative techniques and tools • Have more fun!

The *Walk Softly But Carry A Big Lens* seminar is hosted by Reimer's Camera. An all-day shoot at the Milwaukee County Zoo is scheduled for **MAY 17**. Though the Nikon F5 will be featured, this seminar is open to every camera owner no matter the brand. Advance registration is \$75; \$85 at the door. Call 800/236-5435 for more information and to make reservations.

LOOKING FOR NEXT YEAR'S NEWSLETTER EDITOR...

Members who are interested in producing next year's *Menomonee Falls Camera Club Newsletter* should contact Mark Mathu (at the phone number above) or another club officer. The volunteer job only involves assembling the monthly newsletter — all copying and mailing is taken care of by the Menomonee Falls Recreation Department.

NEW FUJICOLOR SUPERIA COLOR PRINT FILM LINE



[Manufacturer's press release]

Fuji Photo Film U.S.A., Inc. is introducing Superia, a family of color print films designed to set a new benchmark in performance and image quality. Available late 1997 to early 1998, Fujifilm's new lineup of Superia products will meet virtually all amateur photographic needs with five different films: Fujicolor Superia 100, Fujicolor Superia 200, Fujicolor Superia 400, Fujicolor Superia 800 and Fujicolor Superia Reala.

Each of the five Fujicolor Superia films delivers exceptional color film performance, and boasts the highest levels of color reproduction, sharpness and fine grain. The Superia line features wide exposure latitude, a valuable characteristic for consumer photography, that brings ease of use and superb performance over a full range of applications and shooting conditions. Particularly notable is the inclusion of a high-speed ISO 800 film as well as the premium-quality Reala, offering amateur photographers the versatility of a Superia film for every photographic situation and subject.

• **Superia 100** A general purpose film mainly for outdoor use, Superia 100 features a newly-developed emulsion that combines Fujicolor's renowned color reproduction and fine grain with enhanced sharpness. Reproduction of skin tones and textures is especially smooth and natural. Superia 100's wide exposure latitude helps to assure consistently superior results under a variety of shooting conditions. Superia 100 will be available in 35mm and 120 formats. It will replace Super G Plus 100 on a stock turnover basis.

• **Superia 200** Designed for versatility and ease of use, the multi-purpose Superia 200 is ideal for both outdoor shots in daylight or indoor pictures with flash. The emulsion offers the same basic performance as Superia 100, and with an almost equally outstanding color reproduction, sharpness and fine grain, together with wide exposure latitude. Superia 200 will be available in 35mm and 110 formats. It will replace Super G Plus 200 on a stock turnover basis.

• **Superia 400** Superia 400 provides the highest level image quality in the ISO 400 class, a most versatile film speed for compact cameras. Whether for snapshots or sports

action, in low light or with flash, outdoors or indoors, Superia 400 delivers superb, consistent performance. Superia 400 will be available in 35mm format. It will replace Super G Plus 400 on a stock turnover basis.

• **Superia 800** Fujifilm's fastest multi-purpose color film, Superia 800 is ideal for fast-action sports or non-flash photography. Despite its exceptionally high speed, Superia 800's fine grain, natural color reproduction and wide latitude also make it suitable for general photography. It provides particularly outstanding results with compact zoom lens cameras. Superia 800 will be available in early March 1998 in 35mm format. It will replace Super G Plus 800 on a stock turnover basis.

• **Superia Reala** A premium ISO 100 film for photographing people and special occasions or for images intended for enlargements or portraits, Superia Reala sets a new benchmark in color print film performance. The newly optimized emulsion delivers the highest levels of color accuracy, granularity, sharpness and versatility under various light sources. Superia Reala will be available in early March 1998 in 35mm format. It will replace Fujicolor Reala on a stock turnover basis.

Menomonee Falls Recreation Department

Camera Club

Vol. No.221 - February 1998
Meetings first Tuesday
of each month - 7:15 p.m.
North Jr. High Community Room
N88 W16750 Garfield Drive

President: Steve Haynes
Vice-president: Gary Stankiewicz
Treasurer: Bob Schwan
Secretary / Newsletter: Mark Mathu

251-3791
536-8500
786-5449
984-2794

Board Members
Jon Moscicki 464-6479
Jeff Klug 628-1255
Bill Rietz 251-7106



FEBRUARY 2: PORTRAIT PHOTOGRAPHY

The February meeting of the Menomonee Falls Camera Club will feature a brand-new videotape on portrait posing and lighting, in preparation for our annual model shoot to be held in March. In addition, the club will have an open discussion of photography topics — bring your questions!

ROBERT GLENN KETCHUM PHOTO SEMINAR AT UW-WAUKESHA IN APRIL

The Wisconsin Area Camera Clubs Organization (WACCO) is sponsoring a photography seminar featuring award-winning nature photographer Robert Glenn Ketchum. The seminar goes from 9 am to 4 pm on Saturday April 18. The cost is \$25 and includes a box lunch. People who entered WACCO's Fall 1997 competition are eligible for a \$5 discount on the price. Entry forms will be available at the February club meeting.

WACCO SPRING 1998 COMPETITION

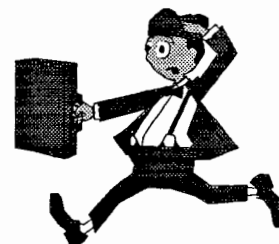


The WACCO Spring 1998 Photo Competition will be hosted by Images Makers Camera Club on Saturday May 2. General categories for the competition are *automobiles, pets, and waterfalls*. The nature category will be *insects/spiders*. In addition there will be an *open* category.

The competition is open to members of any camera club affiliated with WACCO (our club is one). Members may enter in one of two classes of competition — Class A, for photographers with previous experience in WACCO exhibits; and Class B for relative newcomers to the competition. Entry forms for the competition will be distributed at a future competition. Start planning your entries now!

LOOKING FOR NEXT YEAR'S NEWSLETTER EDITOR...

Members who are interested in producing next year's *Menomonee Falls Camera Club Newsletter* should contact Mark Mathu (at the phone number above) or another club officer. The volunteer job only involves assembling the monthly newsletter — all copying and mailing is taken care of by the Menomonee Falls Recreation Department.



WHAT'S NEW IN PHOTOGRAPHY?

Kodak Unveils Seven New APS Products

January 21, 1998 — Building on the momentum of its current Advanced Photo System product line, Eastman Kodak Company today announced seven new Kodak Advantix products:

- Two color negative films, including a 200-speed film that delivers the best color saturation and color accuracy of any 200-speed Advanced Photo System product. A new 100-speed film offers the finest grain of any APS film.
- A 400-speed black-and-white film, the company's first for the Advanced Photo System.
- The company's first 5x zoom camera for the Advanced Photo System.
- Two personal film scanners that make it easy for consumers to use their Advanced Photo System pictures in digital applications at home or in retail locations.
- A switchable one-time-use camera that lets consumers choose between two of the Advanced Photo System's three print formats.

All of the new products will be introduced Feb. 12-16 at the Photo Marketing Association (PMA) trade show in New Orleans.



Wolf Camera Acquires Mike Crivello Camera & Imaging Centers

January 15, 1998 — Wolf Camera, the Atlanta-based retailer with more than 315 stores nationwide, has agreed to acquire the satellite stores of Mike Crivello Camera & Imaging Centers, one of the most prominent, and well-known photography retailers in the Midwest. The acquisition was announced jointly by Chuck Wolf, President of Wolf Camera, and Mike Crivello, President of Crivello Camera. Terms of the sale were not disclosed.

Since 1969, Mike Crivello Camera & Imaging Centers has been one of the top names in the photographic business in Southeastern Wisconsin. The downsizing of selected satellite stores will allow Crivello's corporate headquarters in Brookfield to expand its existing digital commercial market. In commenting on the downsizing, Mr. Crivello said, "we will combine resources and staff, to provide the latest in digital technology through a single location. We are excited about the transition, as it positions us well for future market trends, while maintaining our existing photographic customer base. Several buyers approached us on the sale, but we chose Wolf because of their excellent reputation for customer service."

Privately-held Wolf Camera was founded by Chuck Wolf in 1974, with stores in Atlanta GA, and Charlotte NC. With this acquisition the company will now operate 321 stores in 16 states. Each Wolf Camera store features a complete array of photographic products and services, including an on-site one-hour film processing lab, and 5-Minute Do-It-Yourself Digital Enlargement services. Wolf Camera has also undertaken an active role in digital photography, now offering customers the opportunity to share their favorite pictures with family and friends over the Internet.

Contact: Wayne Freedman, Vice President of Marketing, 404/633-9000, Extension 208

Menomonee Falls Recreation Department

Camera Club

Vol. No.222 - March 1998
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of each month - 7:15 p.m.
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Vice-president: Gary Stankiewicz 536-8500
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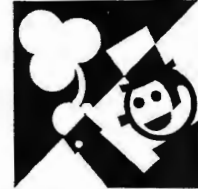
Board Members
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Bill Rietz 251-7106



MARCH 3 MODEL SHOOT

The March Meeting of the Menomonee Falls Camera Club will be held at Klug's Photo World in Hubertus at 7:15 pm on Tuesday March 3. The meeting will be a model shoot held at the Photo World studios. The club will have five models at the photo session. This is a great time to come and experiment with a new piece of equipment or a posing technique.

Club members should bring their cameras and some normal speed (ISO 100-200) daylight film. As in year's past, the Camera Club would like to thank Jeff Klug for offering to host this month's meeting at his studio. Directions to his studio are on page two of this newsletter.



ROBERT GLENN KETCHUM PHOTO SEMINAR AT UW-WAUKESHA IN APRIL

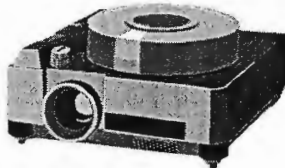
Don't forget about the WACCO photography seminar Robert Glenn Ketchum next month!. The seminar goes from 9 am to 4 pm on Saturday April 18. The cost is \$25 and includes a box lunch. People who entered WACCO's Fall 1997 competition are eligible for a \$5+ discount on the price.

Future WACCO programs:

November 21, 1998: Several photographers from the Chicago area will be giving a seminar on travel photography. **April 1999:** tentative plans for another WACCO photography program.



WACCO SPRING 1998 COMPETITION



The WACCO Spring 1998 Photo Competition will be hosted by Images Makers Camera Club on Saturday May 2. Judging starts at 11:30 am.

General categories for the competition are *automobiles*, *pets*, and *waterfalls*. The nature category will be *insects/spiders*. In addition there will be an *open* category. Members may enter in one of two classes of competition — Class A, for photographers with previous experience in WACCO exhibits; and Class B for relative newcomers to the competition.

A SNEAK PREVIEW OF THE APRIL PROGRAM

Bring proofs of your favorite photos from the March photo shoot. There will also be a program on light meters, both internal and external. We'll also have a short demonstration showing how to fill out entry forms and mark slides for those interested in entering WACCO's May Exhibition. Also information on entering the Wisconsin International (due date April 18) will be covered.

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 right side of the road, you've gone too far! The phone number of the studio is 628-1255.

HINTS ON PORTRAIT PHOTOGRAPHY

Here's some advice on taking successful portrait photographs. Perhaps you'll find it useful for March's photo shoot.

Lenses for portraits

Avoid lenses shorter than about 50 mm for nearly all portraits. If you use a wide-angle lens you will have to be close to your subject to fill the frame. Then, features such as the nose will appear too large. A 100 or 135 mm lens allows you to work further back, and this produces a more natural perspective. If you use a compact camera with a 40 mm lens keep back and have a selective enlargement made.

Hints and tips

1. In portraits always focus on the sitter's eyes.
2. Use the slowest film that the lighting conditions, subject, or camera movement will permit. Reserve granier films for special effects.
3. With most portraits take as many shots as possible, especially of groups where it is difficult to capture good expressions on everyone at once.
4. Most frequent faults in portraits are self-conscious expressions due to poor timing and direction, squinting or shadowed eyes due to harsh lighting, and pictures shot from the wrong angle.



LOOKING FOR NEXT YEAR'S NEWSLETTER EDITOR...

Members who are interested in producing next year's *Menomonee Falls Camera Club Newsletter* should contact Mark Mathu (at the phone number above) or another club officer. The volunteer job only involves assembling the monthly newsletter — all copying and mailing is taken care of by the Menomonee Falls Recreation Department.

EARLY NIKON HISTORY

[Here's a short history on the early history of Nikon. It's from a fellow photographer in Japan, who gave me permission to put it in our club newsletter. I hope you enjoy this brief story of how one of the largest camera manufacturers in the world got it's start. - Editor.]

I believe Nikon has been Mitsubishi Company Since July 25 1917, from the date of its corporate charter filing.

However, I believe Mitsubishi Stock Holding Company (A stock holding company was not illegal until the end of WWII), bought one or more eye glasses factories to start with.

This was a part of Japan's national security political agenda. Optics technology was considered to be national security sensitive advanced technology.

Actually it was proven by then. May 27, 1905, Japan's Navy won the battle of Japan's Sea against Russian Navy to a big surprise of the world as Russia was considered to be a super power and Japan was nothing.

The reason of this were basically three advanced technology Japan's Navy had....

(1) Top Secret Shimose Gun Powder. A very nasty stuff.

(2) 4 and 1/2 Feet Type FA2 Range Finders (made in the U.K. made by the Bar and Straud Co.). This is basically a HUGE Leica range finder used with canons (guns). This was innovated by Bar & Straud in 1888 and very high tech oriented; the Japan Navy immediately ordered. The first one was installed on Japan's battle ship in 1894. The production was serial number 4. By the time May 27, 1905 came, every single battle ship in Japan was installed with this, actually every single canon! Yes, they bought this stuff A LOT. Plus of course lots of training was done.

On the other hand, Russia had the same range finder but (2) finders per battle ship. Not enough at all. The trained operators were instantly killed by Japan's fires since we targeted them precisely. No backup operators. No enough training. Russians were so angry, they threw away the invaluable optics into the sea.

(3) Carl Zeiss binoculars imported by Konica. Many people on Japan's Navy had those. Why? Those days, after you shot canon balls, you had to check how far you missed by binoculars. True story. Anyway, GOOD binoculars were VERY important to have.

Anyway, so, Mitsubishi bought some eye glasses companies, to acquire this military important

technology domestically. This is precisely why Nikon still is one of the 4 companies in Japan who can make optical glass substrate by themselves. (Hoya/Tokina is the biggest in Japan. Minolta also has a glass factory under Rokko mountain, thus their lenses are called Rokkor.)

During the WWII, Nikon's products were almost solely for military use. By the end of WWII, their production force was almost totally ruined. Not just their factories in what Japanese called then "Manchuria" which is Northeast of mainland China where Japanese invaded and colonized, but their production facilities in Japan, too were largely destroyed.

(It is true that their Ooimachi main factory was so strongly built and bounced back every single bomb and survived. But that was a building. Not production force. The building is used to produce the F5 these days. The same building. But it is NOT painted in camouflage color any more.)

So, after the WWII, Nikon was virtually bankrupted company. No consumer product line. No demand for military stuff.

They laid off most of employees and decided to design and produce consumer cameras since before WWII, they had a history of producing Nikkor lenses for Canon cameras. In order not to destroy Canon's customer base, Nikon made all dials to the opposite of those on Canon cameras (shutter dial, aperture dial, etc.) The idea was that in this way, Canon users could not get used to use Nikon cameras. (Now we do not see this ides with F5 which is very similar to Canon EOS-1N.)

But until LIFE magazine photographers stopped over Japan to find that Nikkor lenses were better than Leica and then to be interested in even Nikon camera bodies, I believe Nikon was virtually bankrupt.

When LIFE magazine photographers came to Japan, I believe all Nikon had was several lenses in stock and that was it. No mass production or anything.

- Naoki Nishikawa

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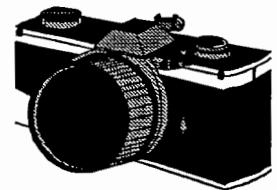
Vol. No.223 - April 1998
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APRIL 7 MEETING

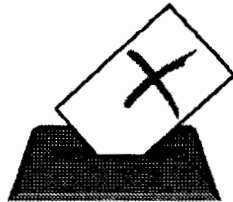
Proofs from March Photo Shoot: Club members who took pictures at last month's model shoot should bring their work to this month's meeting. Hopefully, we can select several photos and hopefully make enlargements as a "thank-you" for our models. Again, the club would like to thank Jeff Klug for letting us use his photography studio.

Other items: There will also be a program on light meters, both internal and external. We'll also have a short demonstration showing how to fill out entry forms and mark slides for those interested in entering WACCO's May Exhibition. Also information on entering the Wisconsin International (due date April 18) will be covered.



ELECTIONS ARE COMING!

Elections for next year's officers will be held at our June meeting. Members are encouraged to talk to Steve Haynes about their thoughts on nominations for the new year.



Remember! We are an all-volunteer club, and we need everyone's input to guarantee that our club has another successful year!

Remember, we are still looking for a newsletter editor for next year! Please contact Mark Mathu if you are interested. The volunteer job only involves assembling the monthly newsletter — all copying and mailing is taken care of by the Menomonee Falls Recreation Department.

WACCO SPRING 1998 COMPETITION



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WACCO PHOTO SEMINAR APRIL 18

Don't forget about the WACCO photography seminar Robert Glenn Ketchum this month!. The seminar goes from 9 am to 4 pm on Saturday April 18. The cost is \$25 and includes a box lunch. People who entered WACCO's Fall 1997 competition are eligible for a \$5+ discount on the price.

MAY MEETING: NIGHT PHOTOGRAPHY TRIP



Our May 5th meeting will be a night photography field trip!

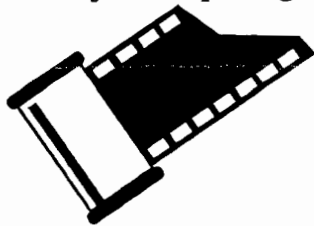
Here's some astronomical data for that night: The moon rises at 2:12pm; the sun sets at 8:13pm. What is defined as the end of "nautical twilight," when the last traces of the afterglow of daylight have vanished from the western sky is at 9:23pm. The moon phase is a first quarter.

Photo Hints for Outdoor Scenes at Night

[These ideas from Kodak's *Encyclopedia of Practical Photography* - Editor.]

Outdoor night scenes usually include large areas of darkness broken by spots of light from signs, streetlights, and buildings. Pictures of such scenes are easy to take because you can get good results over a fairly wide range of exposures. Short exposures emphasize the bright areas by preserving the detail while the shadows go dark. Long exposures show more detail in the shadows and reduce detail in the brightest areas. The large dark areas in many night scenes make it difficult to use an exposure meter from the camera position. You can either make a close-up meter reading of the important areas in your picture or use exposures recommended in tables.

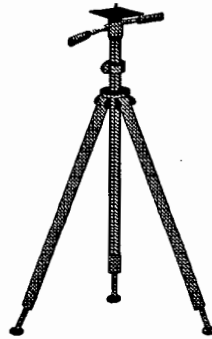
When you are photographing evenly illuminated subjects, such as floodlighted buildings, statues, and store windows, try to get close



enough to take an exposure meter reading. When you go outdoors for night pictures, take along a small

flashlight. This will help you make your camera settings in the dark.

For outdoor picture-taking at night, you can choose either daylight film or tungsten film. This is a matter of personal taste. Pictures taken on tungsten film may look more natural, while pictures taken on daylight film will have a "warmer," more yellow-red appearance. Both types of film produce pleasing results.



An excellent time to take pictures of street scenes, floodlighted buildings, city skylines, and other outdoor night subjects is at twilight, just before complete darkness. Your pictures will show a rich color in the sky instead of just black. Usually the lights are turned on at dusk, before the sky becomes completely dark. While there is still some light in the sky (about 10 minutes after sunset), you can make pictures at 1/60 sec. At f/4 on 125-200 speed films. Since the lighting conditions are so variable at this time of day, you may want to bracket your exposure.

WHAT'S NEW IN PHOTOGRAPHY?



Sigma EX 105mm f/2.8 Macro 1:1 Lens

The lens delivers distortion-free images throughout its broad focus range, from infinity telephoto to 1:1 macro, as close as 12.3" without accessories. It features a non-rotating front lens group and a focus limiter. "Focus-free" mechanical design allows the lens to autofocus without interference from the manual focus ring. Its rugged mechanical construction makes it durable enough for the heaviest use required by professional photographers. The lens features the new deluxe external Zen finish. These features and other optical advances allow this lens to be used in a wide variety of applications, from nature photography to portraits. For further information, contact Sigma Corporation of America, 15 Fleetwood Ct., Ronkonkoma, NY 11779; (516) 585-1144.

Ilford Acquired By Doughty Hanson & Company

Final agreements have been signed to transfer the ownership of Ilford, the international imaging company, from International Paper to Doughty Hanson & Co. Effective January 1, 1998, Ilford became known as Ilford Imaging Limited. With the change of ownership, Ilford will operate independently with the same management team. No major changes are expected in its operations or current work force.

China Firm Gains War Chest To Battle Kodak

China has opened the door to photographic giant Eastman Kodak but not before giving a war chest to its local champion to do battle with the big U.S. firm. China Lucky Film Corp, the biggest domestic producer of photographic film, has won state promises of an 800 million yuan (\$96 million) capital injection, credits of 2.4 billion yuan and tax breaks, company officials said.

All this would be used to help finance a major expansion project that would extend through the year 2000.

Lucky officials did not give details but the project was clearly aimed at heading off Kodak in the rapidly growing Chinese market for consumer film. The U.S. company has said it would invest \$1.0 billion in China over the next few years in a deal that would allow it to be the first foreign firm to produce film domestically.

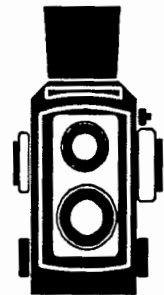
Photo Industry Warns Fliers: Don't Check Your Film with Your Luggage

The Photographic & Imaging Manufacturers Association (PIMA) has a warning for travelers: If you check your bags before you board an airplane, keep your undeveloped film with you.

The warning was sparked by the recent introduction of new baggage-scanning technology expected to enter service at airports worldwide. The new equipment – now in limited use but expanding – uses a combination of X-rays and computed tomography (CAT scan) to detect suspicious packages.

"If the equipment 'sees' anything that it's been programmed to examine closely, it turns on a high-powered scan," says Tom Dufficy, PIMA executive vice president. "This more-powerful inspection can cause unwanted streaks and fogging which can ruin your pictures."

"We applaud the FAA for making the skies safer for air travelers," Dufficy said. "We just want to make sure that travelers understand this new guideline: Don't check undeveloped film with your luggage."



Menomonee Falls Recreation Department

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MAY 5: NIGHT PHOTOGRAPHY

This month's meeting of the camera club is a night photography expedition around Menomonee Falls! Meet at the North Junior High Community Room at 7:15; we will go from there. Bring equipment for night / low light photography. After the shoot we will return to the school for refreshments.

CAMERA CLUB AUGUST LIBRARY DISPLAY

As usual, the Menomonee Falls Camera Club will host a photography display in the public library. This year's theme is **Current Photographs in Menomonee Falls** (since January 1997). prints are due at a special meeting 2nd week, July 14; the preferred size is 8 X 10, but not larger than 16 X 20.

Picture taking can begin anytime but at the May meeting, a date and time will be set by members to gather as a group and take photos together. If pictures are ready prior to July 14, they can be delivered to Bill Rietz, St. Thomas Dr, Menomonee Falls 53051 (251-7106).

Possible photo opportunities include (but not limited to) the following: • *Mill Park* • *Marcus Theatre* • *Sears Store* • *Holiday Inn Express* • *office buildings* • *new apartments on Water Street north of Roosevelt* • *condos being constructed north of St Anthony's school* • *Appleby's* • *Pilgrim Road near new bridge* • *Riverside School* • *Senior Center* • *Good Hope Road* • *homes built in new subdivisions.*

Bring your suggestions to the May meeting.

MILWAUKEE BREWERS CAMERA NIGHT



Tuesday **August 4** is Jewel - Osco Camera Night at Milwaukee County Stadium. All fans with a camera will be allowed on to the field prior to the game to photograph their favorite Brewers players. The Brewers face the St. Louis Cardinals in a 7:05 pm game that night.

Tickets are available through the ticket office located at County Stadium. Hours are Monday-Friday 9:00 am - 7:00 pm, Saturday 9:00 am - 3:00 pm, and Sunday 11:00 am - 3:00 pm.

WHAT'S NEW IN PHOTOGRAPHY?

Free Camera For New Mothers



All U.S. moms who have a baby on Mother's Day and apply to Eastman Kodak Company will receive a free Advanced Photo System (APS) camera valued at approximately \$200, as well as free processing of the first roll of film that comes with the camera. This year, Kodak is expanding its promotion to include moms who adopt their children on Monday, May 11.

Moms who deliver their babies on Mother's Day, May 10, 1998 or adopt the following day, will receive a free Kodak Advantix 3700ix camera and one roll of film developed for free with Kodak premium processing.

Nikon Launches Cash-Back Offer On Cameras, Lenses

Nikon

Nikon is offering a variety of special programs designed to put their cameras into the hands of more people than ever before. Four camera bodies, including the N90s and F5, along with more than 20 AF Nikkor lenses are included in the special program.

Nikon is offering \$150 cash-back on the N90s body, one of the best selling 35mm SLRs in the world. In addition, twenty-one powerful AF Nikkor lenses, including everything from the 20mm f/2.8 wide angle to the 75-300mm f/4.5-5.6 telephoto zoom, are also part of the program, with rebates on the lenses ranging up to \$200. The rebate program for the camera and lenses runs through July 31. Rebate forms must be submitted to Nikon by August 15 to qualify for the offer.

Phoenix Introduces New Lenses

Phoenix Corporation of America, has introduced six new lenses under the Phoenix brand name. The lenses are manufactured in Japan. Four of them are manual focus lenses, (available in all of the popular mounts), while the other two are auto focus lenses, which are available for the Minolta AF, Nikon AF and the Canon EOS.

The manual lenses include a 28mm f2.8 Wide Angle lens. This lens is great to use as an all around wide angle lens. Other manual lenses are a manual focus version of the AF 19-35 mm lens, a 28-210mm tele-wide zoom lens, and a 70-210mm telephoto zoom.

The autofocus lenses are an 70-300mm telephoto zoom. It is the first Phoenix AF lens that uses the Nikon "D" system for full compatibility with all Nikon AF cameras. Also a 70-210 mm one touch zoom lens is offered.

Pocket-sized Gossen Digital Meter for Flash and Ambient Light Measurement

The new Gossen Luna-Pro Digital F exposure meter has just been announced by Bogen Photo Corp., the exclusive U.S. distributor for Gossen.

The Luna-Pro Digital F is so thin and lightweight that it slips comfortably into a shirt pocket and is remarkably easy to read and use whether you're measuring ambient light or flash, in either incident or reflected mode. All controls are on the front panel, along with a big, easy-to-read display. The meter analyzes contrast range, and makes accurate measurements even at extremely low light levels. To save battery power, the unit has an automatic power off, but all settings are preserved in memory. The flash metering features work at a range of flash sync. speeds from 1 sec. to 1/1000th sec., so the user can control the exposure of flash shots that use several different sources of light.

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JUNE 2: LAST MEETING BEFORE SUMMER BREAK

The June meeting is the last meeting before we break for the summer months. Besides our regular monthly program, several special things will happen at this meeting.

Elections

June is the time for the ever-important club elections. The club is an all-volunteer group which relies on volunteer effort to keep it running smoothly. If you have been a member of the club for several years but haven't been involved in the guidance of our organization, I encourage you to consider being an officer for the upcoming year.

White Elephant Sale

June is also the month for our annual white elephant sale. If you have a piece of equipment that has been doing nothing but gathering dust and taking up space in your camera bag, this sale is for you! Please bring any items for trade or sale to the meeting.

SWMCC Summer Weekend of Photography

The Southwestern Michigan Council of Camera Clubs (SWMCCC) welcomes all photographic enthusiasts to the 24th annual SWMCCC Summer Weekend of Photography, held July 23-26, 1998. Every year several members of our club attend the workshop. More details on the program will be available at the June meeting. A list of tentative speaker topics are listed on the right side of this page. If you have internet access, more details are at <http://www.swmccc.org/>.

As of the deadline for this newsletter,
tentative speaker topics for SWMCC
included:

Digital Imaging for Non-Digital Photographers • Travel Photography and The Internet • Troubleshooting Your Model's Makeup and When to Get Help • Techniques of Vignetting • Weddings for Fun and Profit • Developing a Paradigm for Improving your Travel Programs • Large Format Landscapes • Glamour Photography for Models and Photographers • Nature Through the Seasons • Advanced Flash Photography • Have Camera, What Next? • Seeing Photographically • Photographing Butterflies • Wildflower Photography • Pictorial Judging • Achieving the Ultimate Image Quality • Creating Outdoor and Travel Photographs with Quality and Impact • Close-Up View on Nature • Black & White Landscape Photography

CAMERA CLUB AUGUST LIBRARY DISPLAY

As usual, the Menomonee Falls Camera Club will host a photography display in the public library. This year's theme is **Current Photographs in Menomonee Falls** (since January 1997). prints are due at a special meeting 2nd week, July 14; the preferred size is 8 X 10, but not larger than 16 X 20.

If pictures are ready prior to July 14, they can be delivered to Bill Rietz, St. Thomas Dr, Menomonee Falls 53051 (251-7106).

WHAT'S NEW IN PHOTOGRAPHY?

Kodak, America Online to deliver pix online

Photographers can have their pictures returned to them on the Internet under a program announced Tuesday by Eastman Kodak Co. and America Online Inc.

The service, which teams up the world's largest film maker and the world's largest online service, will be available to AOL's 12 million members when they drop film off at developers that process Kodak film.

The companies said they expect more than 30,000 retailers to participate in the program, which is being called "You've got pictures," an extension of AOL's "You've got mail."

Under the program, photographers can drop off film from any type of camera and, for an additional fee, have digital images returned to their AOL e-mail address within 48 hours.

The companies said the images can then be organized into albums, cropped, captions added and shared with friends and family over the Internet.

AOL members also will be able to order reprints, enlargements and a range of merchandise

personalized with consumers' pictures from retailers of Kodak products.

The two companies will share the revenues from the joint venture, but did not disclose financial details.

Both companies said they will make joint investments in advertising and marketing, product development and ongoing support.

New Digital Cameras from Kodak Combine Highest Image Quality, Ease-of-Use, Versatility

Eastman Kodak Company introduced two new digital cameras — including the first digital camera to offer 1.6 million pixels of resolution for under \$1,000 — that can transfer pictures to a computer at least ten times faster than traditional digital cameras.

The Kodak Digital Science DC220 and DC260 zoom digital cameras are the first portable digital cameras to use the Universal Serial Bus (USB) interface. USB enables much faster transfer and downloading of images compared with the use of serial or IrDA ports.

The DC220 and DC260 are priced at \$799 and \$999 respectively.

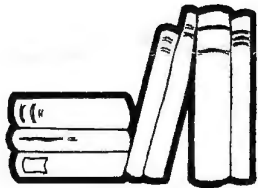
Menomonee Falls Recreation Department
Camera Club

Vol. No. 225 - JULY 1998
MEETING JULY 14, 7:15 p.m.
 Maude Shunk Library, W156 N8446
 Pilgrim Road, Menomonee Falls

President: Steve Haynes	251-3791	Board Members	
Vice President: Steven Kilkenny	255-0796	Jon Moscicki	464-6479
Treasurer: Sandy Berg	628-3050	Jeff Klug	628-1255
Secretary / Newsletter: Fritz Jusak	253-1198	Bill Rietz	251-7106



SPECIAL MEETING: TUESDAY, JULY 14TH AT 7:15 PM



We will have a special meeting held at the MAUDE SHUNK LIBRARY in Menomonee Falls. See letter head for address. I know that most of you know where the library is located. It is on Pilgrim Road, between the Municipal Building and Pizza Hut. So just follow your nose to the source of the aroma.

The topic will be the "Current Photographs of Menomonee Falls" display, so bring your pictures. The details were discussed in the May newsletter. This exhibit gives us a chance to have some public visibility.

OUR JUNE MEETING IN REVIEW

We ended our season on a good note. The meeting was attended by 14 members and guests with many bringing their results of the May night-shoot. The pictures stirred a lively debate and the meeting turned into a round-table discussion about what the club could be doing in the up-coming year. Everybody had an opinion and many good suggestions were made. I will go into more detail on the next page.

We also briefly discussed possible ways of boosting membership or whether it is desirable to have a larger membership. More about this in the coming year.

McNULTY'S 3RD LAW OF PHOTOGRAPHY:

A botched photo opportunity will result in a burning desire to purchase two new pieces of equipment.

1998 ELECTION OF OFFICERS IS HISTORY!!

An important component of the June meeting was the election of officers. President Steve Haynes quenched his thirst for punishment as he graciously accepted to serve another year at the helm after a unanimous vote of approval from our members.

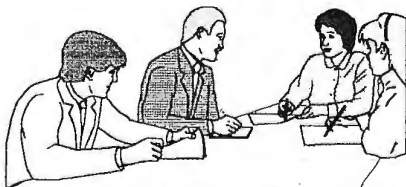
Our new vice president is Steven Kilkenny, resulting in two Steves at the top.

Sandy Berg was voted Treasurer. It is my understanding that she held this position in previous times. Good luck to all.

And last, yours truly will be Newsletter Editor, stepping into the shoes of Mark Mathu, gulp, gulp. He did a super job and I shall try to emulate his format as best I can. Please bear with me.

EXEC. BOARD MEETING

A meeting of the board is planned for August 11th at the Odyssey Restaurant. The board will be deciding our course of activities for the upcoming year. This information is somewhat tentative and people will be notified on an individual bases on the specifics.





MODEL PHOTOGRAPHY

Currently, we are planning a model session to be held in Menomonee Park, Lannon. (County trunk V and just south of Menomonee Road.) The date is August 1st but may change depending on model availability. More accurate details should be available at our July 14th meeting.

MENOMONEE FALLS PICTURE-SHOOT OUTING on June 13th was sparsely attended. We were overshadowed by the Harley Davidson extravaganza and some members took the opportunity to photograph the more lively event. Steve the prez, Dick, and Fritz enjoyed the calmness of a Meno Falls morning.

PHOTOGRAPHICALLY SPEAKING:

Stories - Opinions - Technical Stuff - Hints and Kinks.



Since I don't have Internet capabilities at this time, I won't be able to bring you nifty news items about the cutting edge of photography as Mark did. However, I want to create a back page similar to Mark's, except this column will, by necessity, be less technical in content and

deal with photography in a more light-hearted manner. Actually, I am inviting all members to participate in this, if they feel inclined to do so. If any of you have an anecdote, personal photographic experience, joke, or a practical tip that you want to share, please let me know and we'll get it written up and published, right here, for everybody's benefit.

Continuing with the review of the June meeting, I feel that many good ideas were voiced by the membership. Everyone enjoyed the night-photography project. Some people had pictures to show, resulting in a debate and critique.

At this point the idea was voiced that we should do more of this kind of thing, sharing our work at club meetings; maybe go so far as to have monthly projects (contests, self-assignments, or whatever name you may want to put to it) of a specific subject matter. Participation would be voluntary. Not all members will be able to produce pictures every single month.

Brainstorming at the meeting yielded some possible photo topics, plus I took the liberty to add some of my own ideas. The following material is subject to modifications by the club.

*****GENERAL CATEGORIES*****

- SCENICS - NATURE - ARCHITECTURE
- PEOPLE AT WORK/PLAY/HOBBY
- OF GENERAL INTEREST
- SPECIFIC PLACES

Scenic Pictures:

- Farm land, barns, mills.
- Dramatic cloud pics.
- Marsh lands.
- Sun sets, sun rises.
- Parks, trees, flowers.
- Lakes, rivers.
- Water falls.
- Marinas, boats.
- Reflections.
- Night photos.
- Snow scenes.
- Mountains.

Architecture:

- City streets, wet, dry, or snowy.
- Buildings, City Hall, new, old, or unique.
- Factories, commercial.
- Night photos, neons.
- Churches.
- Railroad museums.
- Monuments, statues.
- Light houses.
- Bridges.
- Water towers.
- Gazebos

Living things, nature:

- Wild animals.
- Zoo animals.
- Insects, butterflies, etc.
- Plant life.
- Fungi.
- Aquatic life.



PHOTOGRAPHICALLY SPEAKING: continued

People at work/play:

Parades.
Circus entertainers.
Carnivals, festivals.
Bike riders, joggers.
All types of sports.
Fishermen.
Civil war re-enactments.
Construction sites.
Stage plays.
Fire fighters.
Police procedures.
Models, portraits.
Children.

Of general interest:

Cars and car parts.
Locomotives.
Railroad paraphernalia.
Trucks, trains, busses.
Wheels.
Antiques, antique shops.
Store window displays.
Vintage machinery.
Ornate lawn furniture.
Unique clothing.
Still life, table tops.
Extreme close-ups.
Abstract shots.

Specific locations:

- The Milwaukee Lake-front has a lot to offer.
- House on the Rock is a place with many unusual items, some of them, plain weird. Bring your most powerful flash.
- Mitchell Park Horticultural Domes.
- Door County. Lots of lighthouses.
- Whitnall Park, Hales Corners.
- Milwaukee County Zoo. Did I mention flamingos?
- Old World Wisconsin. Go back a hundred years.
- Pioneer Village. North of Cederburg, on highway I.
- North of Cederburg: Covered Bridge. Washington Avenue and Hwy 60.

Suggested list of monthly projects:

Subject to club debate and approval. The month shown is the meeting at which pictures are to be shown. The subjects are deliberately broad in scope to allow for freedom of expression.

SEPTEMBER Your favorite summer or vacation shot.

OCTOBER Clouds.

NOVEMBER Colors.

DECEMBER City streets or buildings.

JANUARY Christmas (Decorations, store windows)

FEBRUARY Still life, table top photo.

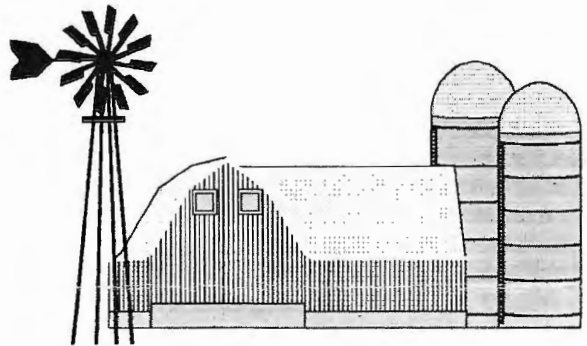
MARCH Old man winter.

APRIL Model shoot results.

MAY Farm Country (Barns, equipment etc.)

JUNE Night photos and/or reflections.

In the future we could try a contest were everybody is only allowed to use a disposable-type camera. Give it your best shot. You might be surprised.



I'm sure everybody has a favorite place, but for now this is all I could come up with.

There are two more points that were briefly touched on at the last meeting.

- A club project taking photos of weather conditions for possible submission to a TV station.
- A good tip from one of the members: Use a 12 exposure roll (35mm) when out on a shoot to cut cost and unnecessary pictures. Serious camera stores carry 12 exp. rolls.

PHOTOGRAPHICALLY SPEAKING: cont'd.



REMEMBERING THE BASICS.

(Gleaned from various photographic texts)

For most of us photography is a private endeavor. We try to make personal statements with our photographs, whether we realize it or not. The subjects we choose and techniques we employ to capture these subjects tell a great deal about who we are. There are no rock-solid rules for becoming a creative photographer. A good grasp of the technical skills is a must, but they are relatively simple to master with some practice. Knowing the technical aspects of photography will give you freedom of expression.

At today's state of the art, almost anyone can snap a picture that is technically correct. Unfortunately, a technically correct picture may have no great appeal to the viewer.

We must understand the difference between "real world" images our eyes perceive and that which can be recorded as a two-dimensional photograph. To capture images with high visual appeal takes practice, knowledge of some basic techniques, and talent. Here are some basic points, that if followed, will set us apart from the average snapshooter.



Develop an awareness for light: Notice the direction of the light in relation to the subject. This factor will determine the impact the subject will make on the subsequent viewer. When the sun is high above -- around noon -- the light will be unflattering for just about any subject. Deep shadows will result along with intensely light areas, giving your picture little interesting detail. When the sun is to the side, shadows become more readily visible and lively. The interplay between highlights and shadows (contrast) becomes more manageable. It can help simulate depth in two-dimensional images. Viewers can easily identify foreground and background. The subject becomes contoured instead of appearing flat. Wait until later in the day when the sun creates warm side or back lighting which will enhance the subject. Learn to observe light in order to photograph a location at its most flattering. Look for the sun skimming across buildings, creating fine architectural details.



Fill the frame in your view finder:

Many pictures lose their impact simply because the subject appears too far away.

First, it is important to practice seeing good pictures. Sharpen your senses around you; begin to notice small detail. Then, shoot tight, as tight as necessary. Filling your frame keeps the image simple. Simplicity is often a good thing. Naturally, not every situation benefits from tight framing. A craftsman plying his trade, for example, may be more interesting if his tools and surroundings are part of the picture. Strive to present a clear message to your viewer by excluding any superfluous elements.

To accomplish the above objective the photographer may consider lenses of different focal lengths. A telephoto lens brings the subject closer and flattens perspective. A wide angle lens emphasizes the foreground and dwarfs the background. Either characteristic can be useful.

Select the best viewpoint: We tend to pay too little attention of camera position and angle to the subject. Shooting from eye level may be comfortable but can create monotony. Climb a tree or rock, or get down and dirty to find the best vantage point. Look for dynamic diagonals often determined exclusively by your camera position. Try shooting from ground level. Exaggerate perspective intentionally and always watch your light. Placing the subject on a diagonal is a compositional technique which adds a dynamic element to a photograph.



Strive for visual impact: Did you ever watch people at art festivals going from artist to artist, looking at their paintings, photos, etc. The viewer is quick to evaluate the impact of a piece of artwork, passing over those that fail to grab his attention. Unless your picture evokes some emotion or offers a powerful visual statement, the viewer will hold his interest for only a few seconds. As mentioned before, in terms of exposure, do not assume that accurate results will always be the most pleasing. Underexpose for a silhouette effect, or try overexposure for the "high key" effect in certain situations. Study the photographs of those you most admire. And don't be afraid to experiment; you are the first person to see your results. **Not every picture you produce will be a masterpiece; just have fun.** *And to you, fellow members, I say have a splendid summer. Shoot, shoot, shoot... and then... shoot some more!!*

--Ed.