



Menomonee Falls Camera Club Newsletter

People with an interest in the Art of Photography

September 2011

Volume #369
Our 36th Year

Meetings held the First Tuesday of the Month, 7:00 pm, Room 106
at the Menomonee Falls Community Center, Phone 262-255-8460

www.falls-photo.org

The next meeting will be: Tuesday, September 6, 2011 at 7:00pm

Welcome back after our hot and humid summer. We hope you found some time to get out and shoot over the summer.

Our September meeting will be held on Tuesday, September 6, 2011. At this meeting we will be having a special presentation by **Bill Meyer on Sports Photography**. Bill is a well-known local professional photographer with lots of experience in shooting sporting events.

This should be a wonderful meeting.

At this meeting, we will be looking for **volunteers for our 'print of the month'** that is displayed in the Community Center hall. Bill Rietz will have a sign up sheet.

Refreshments for this meeting:

Sweet: Jane Hirst & Michael Matusinec

Salty: Steve Haynes & Brian Luttamus

Soda: Steve Haynes & Don Gorzek



A Note on Refreshments: We usually plan for about 50 members and guests at our meetings. For those bringing sweet, please bring about 25 or 30 servings. For salty, 2 bags of chips (or equivalent); dip optional. And for those bringing soda, please bring 3 2-liter bottles. If you find that you won't be able to bring what you signed up for, please call Carole Bailey. Thanks.

Inside this issue:

October Meeting	2
The Year at a Glance	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

Camera Club Officers

Officers:

President: Jane Hirst	262-375-0737
Vice-President: Brian Luttamus	262-255-4818
Treasurer: Bill Rietz	262-251-7106
Newsletter: Carole Bailey	262-790-1956
Web Admin: Dan Weiss	414-744-0855

Club Liability Insurance

The board discussed and approved getting liability insurance for our club. Jeff is now working to see what sort of policy we can get. There will be more information at our September meeting.

Special Thanks

To

John Doorley

For

Doing a wonderful job as club president for the past year.

October Meeting

Our October meeting will be held on Tuesday, October 4, 2011. At this meeting Jeff Klug will be presenting "HDR High Dynamic Range Made Simple". This is a technique that is becoming more common and allows the photographer to create images with a greater range of exposure than is possible to get directly out of your camera.

On Saturday, October 22, WACCO is hosting a 'Birds of

Prey' shoot at Jeff's studio grounds. Last year's shoot was very well received by the photographers who were there.

The WACCO Fall Competition will be held on Nov 5th. The deadline for submitting your prints and digital images will be roughly October 22nd. Start working now on your images so that you can be ready by the deadline.



The Year at a Glance

Your club board and officers met in August and set up the following schedule for meetings and field trips for the coming year. We may need to make some changes as the year goes on, depending on speaker availability and other opportunities that may arise.

Nov 1, 2011: Lenses by Don Gorzek

Dec 7, 2011: Panel Discussion—Moderators Don Gorzek and Jeff Klug. Christmas refreshments

Jan 3, 2012: Table Top Photo Workshop. MEMBERS ONLY.

Jan ?, 2012: Pettit Ice Center Short Track Race Fieldtrip

Feb 7, 2012: Evaluation of Member Images by John A. Kimpel

Feb ?, 2012: Winterfest at Cedarburg Fieldtrip

Mar 6, 2012: How to make Dramatic Scenic Photos by Gerry Emmerich

April 3, 2012: Birds and How to Photograph Them by Dan Panetti

May 1, 2012: Wisconsin Circuit Winners Show by Gerry Emmerich

May 5, 2012: Horicon Marsh Fieldtrip. Coordinator Ken Warning

May 12, 2012: Boerner Botanical Gardens Tulips Fieldtrip. Coordinator Ken Warning

Jun 5, 2012: Model Shoot at Jeff Klug's. MEMBERS ONLY

Jul 10, 2012: Club Digital Image Show, topic "Architecture". Officer elections. Ice Cream Social

We are planning on adding a few more fieldtrips to the schedule. If you have any ideas of where you would like to go, please contact your officers.

Everything is difficult
at first

Of Photographic Interest?

Here is a sample of the many events that will take place in our area over the next month. Perhaps you may find some educational or photographic opportunities at one or more of these events.

Sep 3, 2011: Kenosha Walk in the Woods Art Fair. Annual Air Fair where artists display and sell their creations along the wooded trails and gardens of Hawthorn Hollow. 262-552-8196 (hawthornhollow.org)

Sep 3-4, 2011: Two Rivers Kites Over Lake Michigan. 6th annual Kites Over Lake Michigan is now one of the largest kite festivals in the Midwest and attracts kite fliers from all over. 920-793-9599 (uniqueflyingobjects.com)

Sep 10, 2011: Green Bay Botanical Garden Art Harvest. Celebrate art and the change of season while enjoying the wonderful botanical garden grounds. 920-490-9457 (gbbg.org)

Sep 10, 2011: Janesville Historic

Walking Tour. 9am Historic 4th Ward. Meet at Racine Street and Park Avenue. 608-314-5557

Sept 15, 2011. Janesville Historic Walking Tour. 6pm Photo Op Tour. Meet at the Amphitheater in Court House Park on Main Street. 608-314-5557

Sep 17, 2011: Holy Hill Arts & Crafts Fair. 230 artists & craftsmen present their work in a natural setting on the ground of Holy Hill. 262-966-7172 (holyhill.com)

Sep 17, 2011: Horicon Marsh Classic Car Show. The Horicon Marsh Classic Car Club showcases classic and collectible cars and trucks in this terrific show. 920-387-5146 (carshowguide.com)

Sep 24, 2011. Oshkosh Dragon Boat Race and Festival. Dragon Boats, 40 feet long with 20 paddlers race on the Fox River. 920-424-2242 (oshkoshdragonboat.com)

Sep 24-25, 2011. Wade House Civil War Weekend. Two full days of Civil War drama unfold in the largest Civil War re-enactment in Wisconsin. 920-526-3271 (wadehouse.org)

Sep 24-Oct 16, 2011: Madison Olbrich Gardens: Fall Quilt and Flower Show. View dozens of locally-crafted art quilts. Creative displays of fall foliage and flowers are color coordinated. 608-246-4550 (olbrich.org)

Oct 1, 2011: Fall Sandhill Crane Tour. Thousands of sandhill cranes congregate at Crex Meadows Wildlife Area every fall. Join a sunset tour to watch the cranes fly back to their nighttime roosting spots. Register early. 715-463-2379 (crexmeadows.org)

For more information on these and other great events, please visit www.travelwisconsin.com



WACCO / PSA News

WACCO (Wisconsin Area Camera Clubs Organization) is comprised of 13 Camera Clubs throughout Wisconsin. They sponsor several events throughout the year, including a Fall Competition. Jane Hirst and Bill Rietz are our WACCO delegates. WACCO has a web site with news and information on current and future events. The web address is:

www.wicameraclubs.org

The 2011 Fall WACCO Competition will be held on Saturday, November 5, 2011. The special categories for this competition will be:

General: Photo Journalism, defined as recording current events or situations to preserve them for the future.

Nature: Natural Landscapes, defined as representing a view of scenery (land, sea, or air) with NO hand of man showing.

Coming this Fall:

Saturday, October 22, 2011
11am—3pm

WACCO presents **Birds of Prey**

\$60 before Oct 14th (\$70 after)

Email kpw1255@aol.com for more information.

PSA (Photographic Society of America) is an organization of individuals, camera clubs, and businesses. Our club is a member; Bill Rietz is our contact. PSA's web site for news and information on events is: www.psa-photo.org

PSA publishes a monthly photographer's magazine titled *PSA Journal*. The cost of an individual membership, which includes the magazine, is \$45/year. Let Bill know if you'd be interested in joining.

**Menomonee Falls
Recreation Department**

Camera Club Notes

Dues Increase

Our club dues will be going up this year due to ever-rising costs of operating

The new dues will be:

\$20 for individuals

\$25 for family living at the same address.

This is the first increase in 15 years.

Bill will be collecting our yearly dues at the September meeting.

Odds & Ends

A Wisconsin's Living History Artist Ride Photoshoot

Sept 17-18, 2011 Old Falls Village Historical Park

\$65 Entry Fee (100% goes to the Historical Society) plus \$5 minimum tip per model per scene.

Great opportunity to shoot the 'old west' right here in Menomonee Falls.

For more information, see www.NancyGPhoto.com

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is Architecture. We will start collecting your images in May. So keep this in mind when you are out shooting.

Our Club Newsletter. This coming year will be my 10th year writing our club newsletter. I do enjoy doing this, but am willing to give it up if any of our other members would like to try it. So think about it, and we will be asking for volunteers next spring, before our elections in July. If no one want to take it over, I'll be happy to continue writing your newsletter. ...Carole Bailey

From the President's Desk

The planning committee met in August and mapped out another year of interesting and reflective programming to simulate our creative juices. MFCC aims to be both informative and fun while appealing to a wide range of interests and levels of skill. I invite you during the announcement section of the meeting to ask those "I always wanted to know but was afraid to ask" questions....you can email me directly at jdurst@ameritech.net or you can write them down on the paper provided at the meeting and I will ask them for you. Let's see if we can't pick the brains of our diverse group.

We are starting out the year with Bill Mayer as our guest speaker talking about sports photography and what it takes to get that perfect shot. Later in the year we will have several speakers who will discuss what makes a great and memorable photo and how

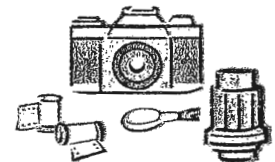
to critique a photo. The tabletop shoot is on the schedule and will feature some new set-ups and the model shoot is on the schedule. It should be a great year.

Are you entering the Fall WACCO competition? Are you thinking about entering the competition? When I ask people if they are going to enter I get a variety of responses, from I never win, and the judges don't seem to pick the best photo, to I forgot, to I don't have anything worthy of entering. The WACCO competition is your chance to see how 3 separate individuals with all their personal likes and dislikes feel about your image. One judge may love your image another may feel it is average. It is only an opinion.

So why enter? I believe all of us who have taken the time to participate in a

camera club strive to be better photographers to be better at projecting our feelings through our images. The competition asks you to hone those skills. A good way to start is to review what is sitting in your photo catalog now and picking out your favorites. Those favorites can be your entries for the competition. Polish them up, toss them on a CD, or print them and then submit your entries. Come and watch the competition. Because the judging is taking place right in front of you, you can judge the images yourself. I bet you will go home with new ideas and some satisfaction that surprise, surprise your images looked pretty good too.

.. Jare





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Refreshments for this meeting:

Sweet: Sunil Ancha & Carole Bailey

Salty: Carole Bailey & Jeannette Lubitz

Soda: Dave Mencil & Nick Marzinski



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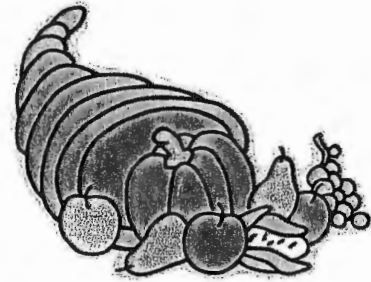
November Meeting

Our November meeting will be held on Tuesday, November 1st. At this meeting, Don Gorzek will talk to us about the different kinds of lenses and how we can use them to capture the image we have in mind. Don's presentations are always interesting and informative.

Don't forget the WACCO Fall Competition will be held on

Saturday, Nov 5th. Everyone is welcome to attend and watch the judging. It is always fascinating to see what your fellow photographers are shooting.

We are still looking for a field-trip for November. If any of you have an idea, please share it at our October meeting.



Club News and Administrivia

We had about 47 members and guests at our September meeting. Bill Meyer showed us some wonderful sports images that he's taken over the years. He also gave us some great hints on shooting action photography. I think everyone enjoyed his presentation.

Dan Weiss has been maintaining our club web site. Its address is: www.falls-photo.org.

If you have not yet visited our site, please take the time to do so. In addition to information about our club, Dan has lots of links to other photographic-interest sites.

Please contact him at weblackey@fall-photo.org or danweiss@wi.rr.com if you have anything you'd like to

contribute.

Several of the local photo shops support our club.

Allied Digital Photo in Germantown gives our members a 15% discount on all in-house printing.

The Great Frame Up in Menomonee Falls offers discounts and specials on framing.

And **Klug's Photo World—Killdeer Acres** in Hubertus provides discounts on framing, camera accessories, and digital printing.

These sponsors are listed on the back of your membership card, and each of them also has a member list. Please support these businesses.

Check out our club lending library. It is located just inside the door at the meetings and will be available until the end of the meeting.

The library will be run on an honor system. Members with books or DVD's they'd like to share can drop off their items at any meeting. Any member can borrow anything they find interesting. But please bring back whatever you borrow the next month so that other members can also use them.

Nothing is really lost. It's just where it doesn't belong.

Of Photographic Interest?

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Oct 1, 2011: Waukesha Art Crawl. 20 studios and galleries showcase more than 100 area artists. Downtown 4-10pm. 262-542-1522 (redhotartspot.com)

Oct 1-2, 8-9, 14-15, 2011: Wausau Fall Colors Comet Sky Ride. View the spectacular fall color of

Rib Mountain. Take the chair lift to the top to observe the colors of Fall. 715-845-2846 (skigranitepeak.com)

Oct 7-9, 2011: North Freedom Autumn Color Train Rides. Enjoy the 7-mile 50-minute round trip ride through the autumnal beauty of the scenic Baraboo Hills. 800-930-1385 (mid-continent.org)

Oct 8-9, 2011: Coon Valley Norskedalen's Civil War Heritage Weekend. Civil War Re-enactors present living history with daily drills, battles, and demonstrations. 608-452-3424 (norskedalen.org)

Oct 14-15, 2011: Fond du Lac Dog Agility Trial. Experience the exciting sport of dog agility on the kennel club grounds. 920-923-2101 (fdl.com)

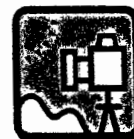
Oct 15-16, 2011: Greenbush Autumn Celebration at Wade House.

Experience Halloween as it was in the 19th century with horse-drawn wagon rides, a walk through the cemetery, and more. 920-526-3271 (wadehouse.org)

Oct 23, 2011: Green Bay Botanical Garden N.E.W. Herb Society Herb Fest. Enjoy the beautiful botanical gardens while learning about various herbs. 877-355-4224 (gbbg.org)

Oct 27-29, 2011: Wausau Willow Springs Garden Haunted Corn Maze. Fee for admission. 715-675-1171 (willowspringsgarden.net)

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**Menomonee Falls
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This is the first increase in 15 years.

If you have not yet paid, please see Bill Rietz at the October meeting.

Odds & Ends

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is Architecture. This can include any sort of man-made structure. We will start collecting your images in May. So keep this in mind when you are out shooting.

Have you noticed that some of your fellow members at our meetings are wearing **Menomonee Falls Camera Club name tags**? Well, now you have the chance to get one of your very own. Steve Haynes will collect your hand-printed name (just to be sure we get the name tag correct) and \$6 at any meeting. He will bring in the completed name tag usually at the next meeting.

A quick note about **naming your images**. All images entered into competition must have a name or title. This title should be descriptive and unique. Competition organizers use this name for awards and to be sure that duplicate images do not win multiple awards. For example, "Kids at Play" is fine, but "DSCH 001" is not. And if you enter multiple images of a common subject, make sure that the names are unique. For example, if you have multiple images of an eagle, you may consider naming them "Eagle 11-1" and "Eagle 11-2".

From the President's Desk

The Art of Doing

I had a conversation the other day with a fellow who retired from his job as an editor of a small magazine. The duties of the job required that he take those ho hum pictures of this or that for the latest column in the magazine. He dreamed of being retired and being able to take pictures of whatever, whenever he wanted and creating that perfect image. But, now that he had all the time in the world he found himself at loose ends not knowing what he wanted to photograph and knowing that the perfect image wasn't just around every corner.

Do you suffer from this same condition? Did you start out in photog-

raphy with great dreams of the absolute best sunrise, the prettiest bird in flight, the iconic journalism capture echoed around the world all recorded by you for time to come? Or were your dreams more practical; just some great travel photos, great people captures, and a record of your life's landmarks.

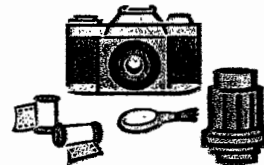
Whatever your dreams were, where are they now?

That brings me to last month's guest speaker, Bill Meyer. Bill retired from years of service to the Milwaukee Journal/Sentinel as a photographer. But, he is still out there taking "pictures" and I think he loves it every bit as much as he did when he collected a paycheck

for doing it. You could tell by the images in his presentation that he loved the "Art of Doing." Every event he attended presented new opportunities, new challenges and new hopes of getting that special image.

So, if you are stuck in a rut thinking that you have been there and done that and that you don't need another picture of an eagle soaring, or a kid playing, or a sun setting I think you are missing the most fulfilling part of photography, the art of just doing it.

...Jane





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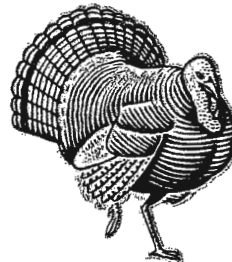
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Don asked for any lens questions at last month's meeting. If you have a question and were not at the meeting, you can email him at

don@dongorzek.com.

Don's presentations are always interesting and informative.

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Soda: Diane Jaeger & Lou Bohlman

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December Meeting

Our December meeting will be held on Tuesday, December 7, 2011. At this meeting we will be having a **panel discussion** lead by Don Gorzek & Jeff Klug. Questions for this panel will be collected at the November meeting. If you are not at the November meeting and still would like to submit a question, you may email it to Don at don@dongorzek.com or to Jeff at

kpw1255@aol.com.

At this meeting, we will also be having our annual **Holiday Feast**. The club will be picking up pizzas and soda. Members are asked to bring home-made holiday treats to share with the group.

We will also be taking our annual **group photo** at this meeting. Please plan on being at the meeting about 15

minutes early (6:45 pm) so that we can get everybody arranged and get the photo shot before starting our meeting at 7pm.



Club News and Administrivia

We had about 45 members and guests at our October meeting. Jeff gave us some demonstrations of HDR software and the affects of using it on some images. It was interesting to see the after effects of applying HDR.

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Strive for excellence, not perfection.

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Nov 5, 2011: Milwaukee Veterans Day Parade. 11am downtown Milwaukee. 414-273-5333

Nov 5-6, 2011: Pearson Dirty Dog Dryland Derby. Sled dogs and mushers race through scenic grassy hills and trails—without any snow. 715-882-8080 (witrailblazers.org)

Nov 10, 2011: Oshkosh Holiday Parade featuring floats, bands, animals, and Santa. 920-303-2266

Nov 12-13, 2011: West Allis Trainfest. See more than 50 operating layouts, demonstrations, and more. 262-820-3566 (trainfest.com)

Nov 13, 2011: Milwaukee - A History of our Public Parks with John Gurda. 1pm at Boerner Botanical Gardens. 414-525-5656

Nov 18, 2011: Green Bay Downtown Lighting Ceremony on Broadway. The annual Lighting Ceremony kicks off the holiday season. 920-437-2531 (onbroadway.org)

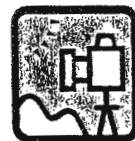
Nov 18-20, 2011: West Allis Holiday Folk Fair International. Explore the customs and traditions of the world's diverse cultures as you sample regional

cuisine. 800-324-7468 (folkfair.org)

Nov 25-27, 2011: Green Bay The Polar Express. The classic Christmas tale comes alive in a dramatic reading and train ride. Reservations required. National Railroad Museum. 920-437-7623 (nationalrmmuseum.org)

Nov 26, 2011: Janesville - A Civil War Holiday. Costumed interpreters talk about the traditions of Victorian holiday decorations. Demonstrations and activities. 608-756-4509 (rchs.us)

For more information on these and other great events, please visit www.travelwisconsin.com



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The new dues will be:

\$20 for individuals

\$25 for family living at the same address.

This is the first increase in 15 years.

If you have not yet paid, please see Bill Rietz at the November meeting.

Odds & Ends

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is **Architecture**. This can include any sort of man-made structure. We will start collecting your images in May. So keep this in mind when you are out shooting.

Have you noticed that some of your fellow members at our meetings are wearing **Menomonee Falls Camera Club name tags**? Well, now you have the chance to get one of your very own. Steve Haynes will collect your hand-printed name (just to be sure we get the name tag correct) and \$6 at any meeting. He will bring in the completed name tag usually at the next meeting.

Thanks to everyone who signed up for the **'Picture of the Month'** that is displayed at the Community Center. Please remember that Bill puts the picture up on the first day of the month. So it would be best if you could bring your picture to the meeting the month before you are scheduled. If you have any questions about this, please see Bill at one of the meetings.

From the President's Desk

The Value of Sharing

I recently went on a photo outing with a large group of fellow photographers. We all rushed here and there snapping wonderful images of the changing fall colors. It felt good to be around a group of people who shared my love of photography.

One of my favorite ways of sharing my photography is purely selfish. I print up my favorite images, put them in a simple matt and set them out around the house. I can always tell if I am pleased with the end result by how long they remain up. Winners hang around awhile, others are replaced quickly. I can think of no better way to enjoy your own photography but to view it on a daily basis.

The coming holiday season offers a wonderful opportunity to share your love of photography. No, your co-workers probably don't want a coffee mug with your kid's photo on it, but

they might love a coffee mug with a photo you took of that soaring eagle, or blooming flower. A multitude of merchandise items that you can personalize is just a mouse click away.

Are all those items too expensive for your budget? How about a few pages of address labels adorned with a suitable image from your collection? You can do that same thing with a larger label and make gift tags.

How about that old favorite, the holiday greeting card? It is still a wonderful way to say hello to new and old friends and wish them a wonderful year all with your own image on the front. Red River Paper has great greeting card paper and they sell the envelopes too. There is a link on our website to theirs. If you don't want to print them yourself you can get some great deals on-line for printing or at the local big box and drug stores.

In today's digital world you don't

even have to leave your house to start sharing your photos; there is an abundance of photo sharing websites available. You can find links to many of them on our website. But, nothing beats that in person contact of sharing your images with other fellow photographers. Our website offers links to other area camera clubs many of which make photo sharing their prime program.

If your photos are gathering cobwebs and dust bunnies sitting on your hard drive or worse, never get out of your camera. then you are missing the value of sharing. The art of making the photo maybe an intimate process between you and your soul, but only after sharing the beauty of what you captured does the circle become complete and the value of your endeavor become reality.

...Jane





Menomonee Falls Camera Club Newsletter

People with an interest in the Art of Photography

December 2011

Volume #372
Our 36th Year

Meetings held the First Tuesday of the Month, 7:00 pm, Room 106
at the Menomonee Falls Community Center, Phone 262-255-8460

www.falls-photo.org

The next meeting will be: Tuesday, December 6, 2011 at 7:00pm

Our December meeting will be held on Tuesday, December 7, 2011. At this meeting we will be having a **panel discussion** lead by Don Gorzek & Jeff Klug. Questions for this panel will be collected at the November meeting. If you were not at the November meeting and still would like to submit a question, you may email it to Don at don@dongorzek.com or to Jeff at kpw1255@aol.com.

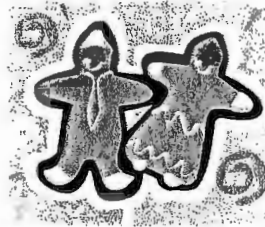
At this meeting, we will also be having our annual **Holiday**

Feast. The club will be picking up pizzas and soda. **Members are asked to bring homemade holiday treats to share with the group.**

We will also be taking our annual **group photo** at this meeting. **Please plan on being at the meeting about 15 minutes early (6:45 pm)** so that we can get everybody arranged and get the photo shot before starting our meeting at 7pm.

On December 10th, we will be having our annual holiday lights field-trip. More information will be available at the

December meeting. You can call Jane Hirst for more information.



Refreshments for this meeting:

Complements of the club. Special thanks to Michael Matusinec and Jeanette Lubitz for arranging for the food.

Inside this issue:

January Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

ANNUAL CLUB PHOTO

Please be at the December meeting by **6:45**. We will be setting up to take our annual club photo. So polish those shoes, tidy up the hair, and put on your happy face.

Also, please remember to **bring some homemade goodies to share with the group.**

Camera Club Officers

Officers:

President: Jane Hirst	262-375-0737
Vice-President: Brian Luttamus	262-255-4818
Treasurer: Bill Rietz	262-251-7106
Newsletter: Carole Bailey	262-790-1956
Web Admin: Dan Weiss	414-744-0855

Club Liability Insurance

The board discussed and approved getting liability insurance for our club. Jeff is now working to see what sort of policy we can get. There will be more information at future meetings.

January Meeting

Our January meeting will be held on Tuesday, January 3, 2012. At that meeting we will be having our annual Table Top Workshop. Jeff, Don, and Carole have plenty of setups, backgrounds, and lights.

Members are asked to bring subjects to shoot. In the past, such things as fresh vegetables and flowers, old jewelry, interesting glassware, old tools and toys, and vases

with interesting patterns have been popular. So use your imagination and look through your house and garage for fun things to bring.

We decided not to hold a field-trip to the Petit Center this January. They have lots of interesting activities there, so if you are interested, check out their web site and feel free to go and shoot.



Advance notice for February's meeting. John E. Kimpel will be here to critique our images. Each member can bring 2 images on disk for him to critique. Don't wait for the last minute to gather your images.

Club News and Administrivia

We had about 45 members and guests at our November meeting. Don had lots of questions from our members that he helped to answer. I hope everyone learned just a little more about their lenses, I know I did.

Dan Weiss has been maintaining our club web site. Its address is: www.falls-photo.org.

If you have not yet visited our site, please take the time to do so. In addition to information about our club, Dan has lots of links to other photographic-interest sites.

Please contact him at weblackey@fall-photo.org or danweiss@wi.rr.com if you have anything you'd like to contribute.

Several of the local photo shops support our club.

Allied Digital Photo in Germantown gives our members a 15% discount on all in-house printing.

The Great Frame Up in Menomonee Falls offers discounts and specials on framing.

And Klug's Photo World—Killdeer Acres in Hubertus provides discounts on framing, camera accessories, and digital printing.

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The library will be run on an honor system. Members with books or DVD's they'd like to share can drop off their items at any meeting. Any member can borrow anything they find interesting. But please bring back whatever you borrow the next month so that other members can also use them.

Be patient with everyone, but above all with yourself.

Of Photographic Interest?

Here is a sample of the many events that will take place in our area over the next month. Perhaps you may find some educational or photographic opportunities at one or more of these events.

Dec 2, 2011: Janesville Chocolate Fest. An evening of chocolate decadence, lighting of the Holiday Light Show. Rotary Botanical Gardens. 608-752-3885 (rotarygardens.org)

Dec 2-3, 2011: Cedarburg Holiday Art Fair. Fine art by local artists including photography. 262-377-9620 (cedarburgartistsguild.com)

Dec 7-8, 10, 14-15, 17, 2011: Madison Governor's Mansion Holiday Tour. Includes a brief

history of the mansion, views of the rooms on the main floor. No admission. 608-246-5501

Dec 10, 2011: Green Bay A Heritage Hill Christmas. Historic site with 25 period buildings dressed for the holidays. 920-448-5150 (heritagehillgb.org)

Dec 10-11, 2011: Manitowoc A Holiday in History. Celebrate the holiday traditions of the past with sleigh rides, beautiful decorations and more. 920-684-4445 (mchistsoc.org)

Dec 16-18, 2011: Green Bay Botanical Gardens of Light. Over 200,000 lights throughout the gardens. Walk or enjoy a horse-drawn sleigh ride. 920-490-9457 (gbbg.org)

Dec 31, 2011: La Crosse Skyrockers Fireworks at the Bluff. Midnight fireworks on Grandad Bluff light up the Mississippi Valley. 6pm and midnight. 608-782-2366 (skyrockers.org)

Jan 1, 2012: Milwaukee Cool Fool Kite Fest. Starts right after the Polar Bear Plunge. Watch the pros or fly your own. Free hot chocolate and snacks. Ice carvers will demonstrate their art. 414-277-9121 (giftofwings.com)

For more information on these and other great events, please visit travelwisconsin.com



WACCO / PSA News

WACCO (Wisconsin Area Camera Clubs Organization) is comprised of 13 Camera Clubs throughout Wisconsin. They sponsor several events throughout the year, including a Fall Competition. Jane Hirst and Bill Rietz are our WACCO delegates. WACCO has a web site with news and information on current and future events. The web address is:

www.wicameraclubs.org

The 2011 **Fall WACCO Competition** was held on Saturday, November 5, 2011. A list of our club's winners is on page 4.

WACCO will be sponsoring a 1-

day seminar on March 10, 2012. The presenter will be Moose Peterson.

The next WACCO Competition will be held in the fall of 2012. To help you prepare, the special categories for this competition will be:

General: Portraits, defined as a photo of an animal or person usually showing the face.

Nature: Insects / Spiders, defined as minute invertebrate animals that typically have the body divided into a head, a thorax or 2 segments, with 1 or 2 pair of wings.

PSA (Photographic Society of America) is an organization of individuals, camera clubs, and businesses. Our club is a member; Bill Rietz is our contact. PSA's web site for news and information on events is: www.psa-photo.org

PSA publishes a monthly photographer's magazine titled *PSA Journal*. The cost of an individual membership, which includes the magazine, is \$45/year. Let Bill know if you'd be interested in joining.

**Menomonee Falls
Recreation Department**

Camera Club Notes

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is **Architecture.** This can include any sort of man-made structure. We will start collecting your images in May. So keep this in mind when you are out shooting.

Odds & Ends

WACCO Fall 2011 Competition Winners:

Jeanette Lubitz: Best of Div/Digital Mono, Alternate/Digital Nature, 4 HM's

Jane Hirst: Best Nature/Digital Mono, Best Nature/Large Mono Prints, Best Open/Large Mono Prints, 5 HM's

Patrick Lynch: Best of Div/Digital Nature, Best of PJ/Digital General, 1HM

Brian Luttamus: Best Nature Landscape/Digital Nature

Jeff Klug: Best of Div/Small Mono Print, 4HM's

Bill Rietz: Best Nature/Small Mono Print, 5HM's

Ken Warning: Best Nature/Small Color Print, 7 HM's

Karl Hokanson: 5 HM's

Tracy Vechart: 3 HM's

Lou Bohlman: 1 HM

Claes Akerblom: 1 HM

John Doorley: 1 HM

Gosia Pisowis: 1 HM

Congratulations to all of you.

From the President's Desk

The Mind's Eye

There is a Louis Vuitton purse ad on the back cover of this week's Time magazine that caught my eye. It wasn't the actress, Angelina Jolie sitting in the wooden boat along the banks of a Cambodian river and it certainly wasn't the "purse" that caught my eye, it was the mood of the image. The purse was there almost as an afterthought. They were selling the feeling of being mysterious, of being simple yet elegant. They did it very well.

I can imagine the entourage and tons of gear and the big budget it took to capture that image. The head photographer

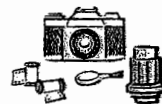
along with at least two assistants, the make-up artist and wardrobe person to assure the clothing was just so, the reflector holders to handle the exact lighting and a group of worthy on-lookers to impress everyone. They probably didn't take just one shot; no they probably took many dozens to get just that right mix of light and expression on the same capture. After all that some head guru got out his loupe and reviewed each image before he proclaimed that this was the shot they were looking for!

That is quite a contrast to how most of us ordinary hobby photographers go about capturing our images. For the most part we rely upon the light of the mo-

ment and the scene as it is presented before us naturally. Many of us travel the world around (or wish we could) looking for those interesting and unique subjects and yet, it is that very same "Mind's Eye" that created the Louis Vuitton ad that leads us to our compositions. The vision of what we saw.

Whether it is a child's happiness or a rainbow's summer delight, or the dark foreboding clouds of wintertime that makes us stop and pause to press the shutter our most successful photos will be those that capture that feeling that is in our Minds Eye.

...Jane





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old tools and toys, and vases with interesting patterns have been popular. So use your imagination and look through your house and garage for fun things to bring. And **don't forget your camera and tripod.**

On January 28, John Wiley is coordinating the western Wisconsin eagle shoot. If you have any questions about it, I'm sure John can answer them at our January meeting.



Refreshments for this meeting:

Sweet: John Wiley & Brian Lauttamus

Salty: Joe Higdon & Carole Bailey

Soda: Tom Gentz & Carole Bailey

Inside this issue:

February Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
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Odds & Ends	4
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Club Liability Insurance

The board discussed and approved getting liability insurance for our club. Jeff is now working to see what sort of policy we can get. There will be more information at future meetings.

Special Thanks to

Michael Matusinec and Jeanette Lubitz for arranging for the pizza and soda for our December meeting.

February Meeting

Our February meeting will be held on Tuesday, February 7, 2012. At this meeting, John E. Kimpel has volunteered to look at and critique our images.

Each member may **bring 2 images**, preferably on a travel drive, but a CD or DVD is acceptable.

You still have a month before this meeting, so start looking through your images to find the one you really liked, but did not

do well in competition. Or perhaps one that you are not sure whether or not it is good. Mr. Kimpel will be able to help you sort it out.

The Cedarburg WinterFest will be held on February 4th. In the past, the turnout has not been great. We will be talking about this at our January meeting to see if there is enough interest to plan a meeting time and place.



Club News and Administrivia

We had about 50 members and guests at our December meeting.

The group picture was taken and Jeff is working on getting the image ready for us. The pizza arrived on time and was good.

Dan Weiss has been maintaining our club web site. Its address is: www.falls-photo.org.

If you have not yet visited our site, please take the time to do so. In addition to information about our club, Dan has lots of links to other photographic-interest sites.

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Good examples have twice the value of good advice.

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Jan 1, 2012: Milwaukee Cool Fool Kite Fest. Starts right after the Polar Bear Plunge. Watch the pros or fly your own. Free hot chocolate and snacks. Ice carvers will demonstrate their art. 414-277-9121 (giftowings.com)

Jan 7-8, 2012: Janesville Southern Wisconsin Mid-Winter Antiques Show and Sale. Many unique and unusual items. 608-531-0284 (pontiacc.com)

Jan 13-14, 2012: Prairie du Sac Bald Eagle Watching Days. Guided bus tours, wildlife photography seminar, and more. 800-683-2453 (saukprairie.com)

Jan 20-22, 2012: Waukesha JanBoree. Fireworks, horse-drawn wagon rides, ice sculpting and more. 262-524-3737 (jamboree.org)

Jan 20-22, 2012: Wisconsin Dells Flake Out Festival. One of the largest winter festivals in the Midwest. Wisconsin's only state-sanctioned snow sculpting competition. 608-253-1000 (christasmountainvillage.com)

Jan 28, 2012: Green Bay Winterfest on Broadway. Ice sculptors, live music, and many more

activities. 920-437-2531 (winterfestonbroadway.com)

Jan 28, 2012: Kansasville Bong State Recreation Area Owl Prowl: Discover why the owl is a perfect night hunter. Go outside to search for these predators. 262-878-5600 (bongnaturalistassociation.org)

Jan 29, 2012: Beaver Dam Cabin Fever Fest. Free outdoor activities at Crystal Lake Park. Snowman building, ice skating demonstrations, candle light walk through the park. 920-887-8879 (beaverdamchamber.com)

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Menomonee Falls
Recreation Department
Camera Club Notes

Club Name Tags

If you are interested in getting a club name tag, please see Bill Rietz. He will need your name the way you want it to appear, and \$6.00. He can usually get your tag to you by the next meeting.

Odds & Ends

Don't forget our **January table top workshop**. We will provide all the backgrounds and lights, you will need to bring your camera, tripod, and optionally, interesting things to shoot.

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is **Architecture**. This can include any sort of man-made structure. We will start collecting your images in May. So keep this in mind when you are out shooting.

Now that winter is here, for those of you who really don't like shooting outside in the cold, remember that there are plenty of places around Milwaukee that you can **shoot indoors**. The zoo and the domes are two places I like to go in winter.

From the President's Desk

Opportunity Knocks

Early on in my photography endeavor I saw some wonderful bird images by our fellow member, Greg Yahr. Greg has some outstanding images of those everyday backyard song birds. From the regal cardinal perched on the snowy branch to the shimmering iridescent black bird, he managed to capture these birds in a special way.

Inspired by those images, I thought I would copy him. I had all those birds right in my back yard. Out in the yard I went, and went and went. Every image was nasty. Out of focus, too much noise, ugly composition, you name it, my bird photos had it! I never knew taking bird photos could be so hard.

So, I went looking for something else, something BIGGER. And there she was only a mile from my house floating on a pond, a duck. And, not just a duck but a mother

duck with 6 ducklings trailing behind her. I thought I had it made and vowed to go everyday and chronicle her life just like a National Geographic photographer would do.

The next day I found her being chased by a dog around and around the pond. Her babies scooted this way and that as they tried to be close to her and yet out of the way. Finally, I coaxed the dog out of the water and held onto the dog until the owners appeared. I was exhausted and the ducks huddled in a group hidden in the reeds at the edge of the pond.

Still not giving up I went again and this time the mother duck with her ducklings greeted me by swimming close by making quiet quacking noises. She was sporting a gaping wound to her neck and a few misplaced feathers. Through the camera lenses I could see that one of the ducklings had a large lump on its neck. Now my heart

was aching, what could I do? Would they make it?

In one short week every one of those ducklings was gone. But, the mother duck recovered and managed to raise another set of ducklings that same season, with several surviving to fly away for the winter.

I spent 2 summers sitting on the edge of the pond watching and photographing that duck and her ducklings. She would come from across the pond when I pulled up and parade her tribe around for me offering many opportunities for practicing the art of picture taking.

The third summer she did not return.

You never know when Opportunity will come your way. Take advantage of it, enjoy it and photograph it and above all keep looking for it!

...Jane





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Our February meeting will be held on Tuesday, February 7, 2012. At this meeting, John E. Kimpel has volunteered to look at and critique our images.

John has a photography business in Oconomowoc that he started in 1969. His philosophy is that photography judging should be an educational experience and prefers to comment on images that he judges. He should have many interest-

ing and informative comments for our members.

Each member may **bring 2 images**, preferably on a travel drive, but a CD or DVD is acceptable.

Refreshments for this meeting:

Sweet: Steven Reyer & Jeanette Lubitz

Salty: Adam Ward & Greg Yahr

Soda: John Wiley & Kevin Schein



Happy
Valentine's Day

Inside this issue:

March Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

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Club Liability Insurance

The board discussed and approved getting liability insurance for our club. Jeff is now working to see what sort of policy we can get. There will be more information at future meetings.

A Note on Refreshments: We usually plan for about 50 members and guests at our meetings. For those bringing sweet, please bring about 25 or 30 servings. For salty, 2 bags of chips (or equivalent); dip optional. And for those bringing soda, please bring 3 2-liter bottles. If you find that you won't be able to bring what you signed up for, please call Carole.

March Meeting

Our March meeting will be held on Tuesday, March 6, 2012.

Our originally scheduled speaker, Gerry Emmerich, had a conflict with the March date, so he will be joining us at our April meeting.

We are working on getting another outside speaker, but currently have nothing confirmed. Hopefully, Jeff and Bill will have someone firmed up by the February meeting and can let you

know then.

On Saturday, March 10, 2012, WACCO is sponsoring a day-long seminar by Moose Peterson. It runs from 9am to 4pm at the Midway Hotel in Brookfield. The cost is \$75 if you register before Feb 11 (\$95 after) and lunch is included. The link for more information and the registration form is on the main page of our web site.



Club News and Administrivia

We had about 30 members and guests at our January meeting.

Thanks to Jeff, Don, and Carole, we had plenty of table top setups. Everyone there seemed to have a good time shooting.

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You won't strain your eyes if you look at the bright side of things.

Of Photographic Interest?

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Jan 29, 2012: Beaver Dam Cabin Fever Fest. Free outdoor activities at Crystal Lake Park. Snowman building, ice skating demonstrations, candle light walk through the park. 920-887-8879 (beaverdamchamber.com)

Feb 3-5, 2012: Hudson Hot Air Affair. Moonglow Sat 7pm, Balloon launches Sat and Sun at 7:30am. Lots of other activities. 715-386-8411 (hudsonhotairaffair.com)

Feb 4, 2012: Kiel Ice Sculpture Contest. More than 50 youth, high school, and adult carving teams compete for prizes. 920-894-2828 (kielwi.org)

Feb 10-12, 2012: North Freedom Mid-Continent Railway Snow Train. Enjoy the winter wonderland of the Baraboo Hills on the annual Snow Train. Reservations recommended. 800-930-1385 (mid-continent.org)

Feb 12, 2012: Madison Olbrich Botanical Gardens Music Experience. Enjoy music in the conservatory. 608-246-4550 (olbrich.org)

Feb 18, 2012: Whitewater Freezefest. Ice carvings, snow dog show, free wagon rides,

and more. 262-473-0121 (whitewater-wi.gov)

Feb 18, 2012: Menomonee Falls Chili Fest. Ice carving contests, chili cookoffs, juried art show, and other entertainment at the Mill Pond Park. 262-251-8797 (menomoneefallsdowntown.com)

Feb 23-26, 2012: Milwaukee Tripoli Shrine Circus. Enjoy the circus, just like when you were a kid. 414-908-6001 (milwaukeeecircus.com)

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General: Portraits, defined as a photo of an animal or person usually showing the face.

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PSA (Photographic Society of America) is an organization of individuals, camera clubs, and businesses. Our club is a member; Bill Rietz is our contact. PSA's web site for news and information on events is:

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Menomonee Falls
Recreation Department
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Odds & Ends

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is **Architecture**. This can include any sort of man-made structure. We will start collecting your images in May. So keep this in mind when you are out shooting.

FREE Paper Backgrounds. Bill and Don graciously gave me several 8-foot rolls of background paper for my little tabletop studio I'm setting up in my basement. However, now that I'm almost finished, I find that they just won't work. I have 2 medium blue, 2 black, 1 grey, 2 gold, and 1 dark blue. If you would like one or more of these, please email me at msCJBailey@aol.com.

From the President's Desk

Getting a Second Opinion

Do you have an image that you really love but when you show it to your friends, you don't get much of a response? Do you have an image that follows all the "rules" is of a unique subject but still leaves you feeling flat?

Well at this month's meeting you have a chance to find out why. John Kimpel, a profession photographer, is our program speaker and he will be doing critiques of your images.

The anonymous serious second opinion of your image can offer a lot of insight into how your image comes across to an impartial viewer. It is one thing to show your photo's to your fellow

camera club friends and hear "hey that's a nice one" or "great color" or "nice composition" but when you really want to know what worked or what didn't work and why, you need a serious critique.

A serious critique can offer you that in-depth analysis of your image with a thoughtful appraisal of all the elements in the image and how they work together. Even seemingly perfect images may benefit from that second opinion, that second pair of eyes seeing that small detail that you may have overlooked. Maybe you just crave having a completely independent person (read not friend, family or co-worker) give you their honest opinion of your image.

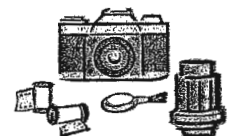
Are you getting cold feet, wondering what you should bring if anything? Are you worried that you will be singled out with the only lousy image of the night?

Bring anything you like from your favorites to something that missed the mark. And, remember this is an anonymous critique; you won't be singled out!

So, what is your excuse for not bringing any images?

It's easy just bring a jump drive with 2 jpeg images and John Kimpel will do the rest.

... Jane





Menomonee Falls Camera Club Newsletter

People with an interest in the Art of Photography

March 2012

Volume #375
Our 36th Year

Meetings held the First Tuesday of the Month, 7:00 pm, Room 106
at the Menomonee Falls Community Center, Phone 262-255-8460

www.falls-photo.org

The next meeting will be: Tuesday, March 6, 2012 at 7:00pm

Our March meeting will be held on Tuesday, March 6, 2012.

At this meeting, Jeff will be giving us a presentation on Photoshop and Lightroom. This software is continually changing, and I'm sure that Jeff will have some new and interesting things to share with us.

On Saturday, March 10, 2012, WACCO is sponsoring a day-long seminar by

Moose Peterson. It runs from 9am to 4pm at the Midway Hotel in Brookfield. The cost will be \$95 and lunch is included. The link for more information and the registration form is on the main page of our web site.

Refreshments for this meeting:

Sweet: Tony Shulist & Ellen Hanrahan

Salty: Tony Shulist & Ellen Hanrahan

Soda: Jay Hanrahan & Jay Hanrahan



Happy
St Patrick's
Day

Inside this issue:

April Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

A Note on Refreshments: We usually plan for about 50 members and guests at our meetings. For those bringing sweet, please bring about 25 or 30 servings. For salty, 2 bags of chips (or equivalent); dip optional. And for those bringing soda, please bring 3 2-liter bottles. If you find that you won't be able to bring what you signed up for, please call Carole.

Camera Club Officers

Officers:

President: Jane Hirst	262-375-0737
Vice-President: Brian Luttamus	262-255-4818
Treasurer: Bill Rietz	262-251-7106
Newsletter: Carole Bailey	262-790-1956
Web Admin: Dan Weiss	414-744-0855

Club Liability Insurance

The board discussed and approved getting liability insurance for our club. Jeff is now working to see what sort of policy we can get. There will be more information at future meetings.

April Meeting

Our April meeting will be held on Tuesday, April 3, 2012. At this meeting, we will be hosting a guest speaker, Frank Riemer, who will talk to us about bird photography. Spring is a good time to get out and find the returning birds. So this should be a timely and informative meeting.

WACCO is hosting a photography exhibit at the Reuss

Federal Building starting April 20, 2012. The deadline for registration is March 1st. Bill sent out information about the exhibition guidelines and registration information. If you are interested in participating and haven't seen the information, please email Mary Dumont (the event chair) at maryldumont@gmail.com for more information.

We are looking at a spring fieldtrip for April. If you have any ideas, please bring them up at our March meeting.



Club News and Administrivia

We had 42 members and guests at our February meeting. It seemed like everyone enjoyed the images and learned something from the evaluations.

Dan Weiss has been maintaining our club web site. Its address is: www.falls-photo.org.

If you have not yet visited our site, please take the time to do so. In addition to information about our club, Dan has lots of links to other photographic-interest sites.

Please contact him at

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*Growl all day and you'll
feel dog tired at night.*

Of Photographic Interest?

Here is a sample of the many events that will take place in our area over the next month. Perhaps you may find some educational or photographic opportunities at one or more of these events.

Mar 2-4, 2012: Madison Overture's International Festival. 30th annual festival with cultural crafts, foods, and performers. 608-258-4141 (overturecenter.com)

Mar 3, 2012: Waukesha Art Crawl. Enjoy this evening of fine art in Historic Downtown Waukesha. Over 20 studios and galleries featuring a wide array of art, including photography. 262-542-1552 (redhotartspot.com)

Mar 10, 2012: Milwaukee St. Patrick's Day Parade. Largest parade in Wisconsin with nearly 140 marching units. 414-276-6696 (saintpatricksparade.org)

Mar 10-11, 2012: West Allis Indian Summer Festival Winter Pow-wow. Traditional Pow Wow open to the public. Dances, food, and fun activities. 414-774-7119 (indiansummer.org)

Mar 10-24, 2012: Madison Olbrich's Spring Show. Meander through an array of spring flowers and leave the winter behind. 608-245-2719 (olbrich.org)

Mar 17-18, 2012: Neenah Wisconsin Spring Bling Alpaca Show. Alpacas and owners

gather for show ring competition. Other activities and vendors. 815-482-1298 (springblingshow.com)

Mar 24, 2012: Newbury Maple Syrup Magic Open House. Step back in time to learn how to survive our Wisconsin winters at Riveredge's Open House. See how our pioneers lived and made syrup over an open fire. 800-287-8098 (riveredge.us)

For more information on these and other great events, please visit travelwisconsin.com



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From the President's Desk

New Year's Resolutions and Sleepers

Every year I make a New Year's resolution to grow taller. I figure that would solve a lot of my problems. As you can see that hasn't worked out very well for me. Another resolution I make is to put my photo catalog in order. I have to confess that isn't working out so well either!

But one thing that has happened because of my initial attempts to put the catalog in order is that I found some "sleepers." I love finding a sleeper. It is like finding a \$100 bill when you are on your last dollar and payday is a week away.

My catalog grows by leaps

even though I try to be prudent and keep only those photos that are decent. Initially, I am too emotionally involved in the day's photos to get rid of everything and maybe that is a good thing. Generally I go out to shot a particular subject, like birds, or landscapes or flowers but of course along the way other things get shot too. Then when I review my photos I'm still in the mind set of seeing how those bird shots or flowers turned out and I spend little time looking at those extras that just happened along.

I try to loosely grade everything as I down load the photos, either I like it, it is okay or it gets deleted. That leaves a lot of I Liked It Photos. I work on some them and then new

ones get added and the process continues and continues until it is out of control. More and more I Liked It Photos get pushed farther and farther down the chain. Until.....

I take the time to really go over them and that is when every once in awhile I find the "sleeper." The sleeper is one of those photos that turns out to be a real favorite. The photo that is somehow special that got passed by and was just sitting there waiting to be found.

I bet you have "sleepers" in your photo catalog too. Go for it. Happy hunting.

... Jane





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People with an interest in the Art of Photography

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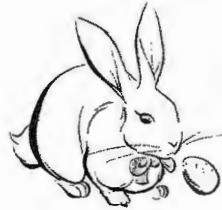
Our April meeting will be held on Tuesday, April 3, 2012. At this meeting, we will be hosting a guest speaker, Frank Riemer, who will talk to us about bird photography. Mr Riemer was a Journal/Sentinel sports photographer and should have lots of good hints for us.

At this meeting, we will be **handing out a proposal for our by-laws**. We need to have by-laws in order to get the in-

surance we need. We will be then voting on the by-laws at the May meeting.

On Saturday, April 28th, Michael Matusinec is coordinating a **Downtown Historic walk** conducted by the Historical Society. There will be a \$10 cost for the walk. We will start at 10 and should be finished by 12. We will get details on the meeting place and possible car-pooling at the April meeting. If you are interested in attending, but can't

make the April meeting, contact Michael.



Refreshments for this meeting:

Sweet: Paul Moertl & Kevin Schein

Salty: Ken Warning & Ginny Schultz

Soda: Jessie Buchholz & Michael Matusinec

Inside this issue:

May Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

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Club Liability Insurance

The board discussed and approved getting liability insurance for our club. Jeff is now working to see what sort of policy we can get. There will be more information at future meetings.

May Meeting

Our May meeting will be held on Tuesday, May 1, 2012. At this meeting Gerry Emmerich will be showing us the WI Circuit competition winners. These images are from photographers from around the world and are awesome. Come and see what other photographers are doing.

At this meeting, we will be **voting on our by-laws** that will be handed out at our April meeting.

Your 'Architecture' digital images are due at this meeting.

There is more information about this on page 4 of this newsletter.

On Saturday, May 5 or 12, Ken Warning will be leading us on a **Tulip fieldtrip at Boerner Botanical Gardens**. Ken should have a firm date for us by the April meeting. However, with the early warm weather we are getting, the tulips may be long gone by May. We'll have to wait and see.

Now is also the time to start thinking about helping out our club by serving as an officer. We will be

looking for **candidates willing to run for Vice President** for our 2012-2013 year. The winner will then take over as President for the 2013-2014 year. Also, since this is my 10th year **writing our newsletter**, I would be willing to give it up if someone else would like to do it. If we don't get any interest, I'll be happy to do it for a few more years.



Club News and Administrivia

We had 39 members and guests at our March meeting. Jeff showed us a lot of new features of the latest version of Lightroom plus some additions that will save us time and improve our images.

Dan Weiss has been maintaining our club web site. Its address is: www.falls-photo.org.

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Many things are lost for want of asking.

Of Photographic Interest?

Here is a sample of the many events that will take place in our area over the next month. Perhaps you may find some educational or photographic opportunities at one or more of these events.

Apr 7, 2012: Milwaukee Zoo Egg Day. Easter Parade and lots of events for the kids. 414-771-5500 (milwaukee.org)

Apr 8, 2012: Madison Arboretum Walk. Naturalist lead walk to see the early spring flowers. 608-263-7888 (uwarboretum.org)

Apr 13-15, 2012: Wisconsin Rapids Central Wisconsin Prairie Chicken Festival. Prairie Chicken viewing, birding tours,

wildlife talks and more. 715-343-6215 (prairiechickenfestival.org)

Apr 14, 2012: Madison Mad Rollin' Dolls Roller Derby. Watch the women's roller derby team battle to see who will end up in the semi-finals. Admission \$12 at the door. 608-267-3976 (madrollindolls.com)

Apr 20, 2012: Fond du Lac Dog Agility Trial. Experience the exciting sport of dog agility. Food and refreshments available. 920-923-2101 (fld.com)

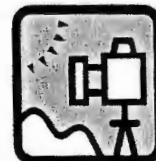
Apr 27-29, 2012: Jefferson Car Show. Swap meet, car corral and car show for classics, collectibles, street rods and trucks. More than 2000 show cars. 608-244-816

(madisonclassics.com)

Apr 28, 2012: Pewaukee River Run. Canoe race down the Fox River from Pewaukee to Frame Park. 800-366-8474 (pewaukeekiwanis.com)

May 19, 2012: **Raptors in Focus Photo Shoot at the Schlitz Audubon Center.** Pre-registration is required for this 3-hour shoot. General public fee is \$40.

For more information on these and other great events, please visit travelwisconsin.com



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WACCO is sponsoring a members exhibit at the Reuss Federal Building in downtown Milwaukee. The show will be open from April 20 through June 2. If you get a chance, go down and see what

your fellow photographers are doing.

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Odds & Ends

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is **Architecture**. This can include any sort of man-made structure. We will be collecting your images **at the May meeting**.

Images should be jpeg and sized no larger than 1024 x 768. We will use at least 10 of each member's images that are submitted. If you would like to submit more, we may use them, depending on how many total images we receive.

You can put your images on a CD or DVD and deliver it to Jane Hirst at the April or May meeting. Or you can email her your images at jdirst@ameritech.net before May 1st. Please put 'MFCC Architecture Pics' as the title of the email so she doesn't miss them. Also, please email a max of 5 images per email. And include your name in the email if it is not evident in your email address.

We'll be showing this show at our July meeting.

From the President's Desk

The Devil is in the Details

My friend at work just showed me her pictures from a recent vacation she took. She handed me her camera and I was expected to "page" through her images like I would a photo album. Pretty soon I was bored.

I had to look past poor color, crooked horizons, cut off heads (not to mention feet) and plenty of out of focus images to get to just a few images worthy of looking at. It wasn't like the good old days where Walgreen's had

done it least half the work needed to make a presentable image. I find the same issues prevalent on a lot of photo sharing web sites. Lots of junk every little quality!

Those unprocessed images might be fine for the casual viewer but that is not fine if you are a budding photographer or a wannabe photographer. Just like in the film days' processing your images to their best advantage is what sets you apart from the casual snap shot shooter.

Although we try and often

proudly proclaim that such and such image is straight out of the camera with no fixing...really? Yes, I suppose there are some but for all the rest you need to fix those devilish details.

Taking the image is only the start. You have to "finish" the image. That means putting on the spit and polish. Maybe you end up with fewer images but they will be more meaningful to you and to those you share them with.

... Jane





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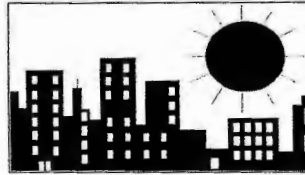
Your 'Architecture' digital images will be collected at this meeting. The final due date is our June meeting. There is

more information about this on page 4 of this newsletter.

On Sunday, May 6th, starting at 8am, Ken Warning will be leading us on a **Tulip fieldtrip at Boerner Botanical Gardens**. If the tulips are over due to the early spring, Ken will let us know at our May 1st meeting.

On Saturday, April 28th, Michael Matusinec is coordinating a **Down-town Historic walk** conducted by the Historical Society. There will be a \$10 cost for the walk that goes to the Historical Society. We will meet at 10am at

the Mitchell Building, 207 East Michigan. We should be done by noon. Tripods are not allowed in most of the buildings, so plan accordingly.



Refreshments for this meeting:

Sweet: Carole Bailey & Micheal Matusinec

Salty: Terry Osman & Warren Ellmann

Soda: John Wiley & Jeannette Lubitz

Inside this issue:

June Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

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June Meeting—Early Start Time !!!

Our June meeting will be held on Tuesday, June 5th. This is our **annual model shoot** that will be held at Jeff's Photo World in Hubertus. **We will start at 6pm** to take advantage of the outside light. Only paid-up members of our club will be allowed to shoot.

I will have shooting guidelines in the June newsletter. But, just so you all know beforehand, we pay these models by giving them prints and digital images that our member shoot on June 5th. Each

member is expected to edit at least 10 images of each model and get them to Jeff in a timely manner.

This is the last date to get your 'ARCHITECTURE' images into Jane for our July show.



Now is also the time to start thinking about helping out our club by serving as an officer. We will be looking for **candidates willing to run for Vice President** for our 2012-2013 year. The winner will then take over as President for the 2013-2014 year. Also, since this is my 10th year **writing our newsletter**, I would be willing to give it up if someone else would like to do it. If we don't get any interest, I'll be happy to do it for a few more years.

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certainty, we must
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May 5, 2012: Racine Lakefront Artists Fair. Racine's first outdoor art fair of the season featuring more than 100 artist from the Midwest. 262-637-7892 (racinemontessori.com)

May 5-28, 2012: Prairie du Chien Bald Eagle River Cruises. (Saturday thru Monday) View Bald Eaglets and enjoy the splendor of the Mississippi River ecosystem. Magnificent scenery, abundant wild-

life welcome you around every bend. Reservations recommended. 877-647-7397

May 11-14, 2012: Horicon Marsh Annual Bird Festival. Demonstrations, boat tours, and more. 920-387-7860 (horiconmarshbirdfestival.co)

May 19, 2012: Algoma Main Street's Classic Car Show. 920-487-5498 (algomamainstreet.org)

May 19, 2012: Amherst Quilt, Craft & Amish Furniture Auction. Amish quilts and furniture are auctioned under huge tents. 920-450-1843 (maderauction.com)

May 19, 2012: **Raptors in Focus Photo Shoot at the Schlitz Audubon Center.** Pre-

registration is required for this 3-hour shoot. General public fee is \$40.

May 19-20, 2012: Prairie du Chien Voyage of Discovery Cruise. Explore the confluence of the Mississippi and Wisconsin Rivers aboard a riverboat as a local historian tells the story of explorers Marquette and Joliet. Reservations required. 877-647-7397

For more information on these and other great events, please visit travelwisconsin.com



WACCO / PSA News

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your fellow photographers are doing. The building hours during the week are 6am to 6pm. On weekends, access is only via their parking structure.

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PSA publishes a monthly photographer's magazine titled PSA Journal. The cost of an individual membership, which includes the magazine, is \$45/year. Let Bill know if you'd be interested in joining.

Menomonee Falls
Recreation Department
Camera Club Notes

Club White Elephant Sale

Coming in July.
Gather your unused
photo equipment and
bring it to our meeting.
Perhaps one of our
members can use
what you do not.

Odds & Ends

Yearly Club Digital Image Show. Every year we put together a show using images from our members. This year's theme is **Architecture**. This can include any sort of man-made structure. We will be collecting your images **at the May meeting**. The final due date is our June meeting.

Images should be jpeg and sized no larger than 1024 x 768. We will use at least 10 of each member's images that are submitted. If you would like to submit more, we may use them, depending on how many total images we receive.

You can put your images on a CD or DVD and deliver it to Jane Hirst at the April or May meeting. Or you can email her your images at jdirst@ameritech.net before May 1st. Please put 'MFCC Architecture Pics' as the title of the email so she doesn't miss them. Also, please email a max of 5 images per email. And include your name in the email if it is not evident in your email address.

From the President's Desk

The Specials

I just got through watching the Westminster Dog Show on TV. Watching the show brought back a flood of memories of my first hobby, showing dogs. I remembered all the excitement of getting ready for the ring, the anticipation and hope of snagging one of the prizes and of course the disappointment of not winning a darn thing.

If you wanted to compete at any of those "big" shows you needed more than just a pure-bred dog, more than just a good dog, you needed what those in the sport affectionately called a Special. A Special was that dog with some-

thing extra that often elusive quality that won the hearts of the on-lookers and the determining vote from the judge.

Photographers of all levels of skill and passion still debate why a particular image is "special." For some the image has to be unique, fresh or unseen before. Anything mundane or in their backyard gets cast aside. Then there are others who only bestow their appreciation on classical style images or images that been manipulated using sophisticated software. And, in this day of media mania photographers are often guilty of self-promoting their images as special.

So, how can all those different view points on being special come together in one image?

That is your job. To find your vision, honing it down to fit in the lenses and then when it touches your heart I bet it will touch the hearts of others too and that will make it Special..

... Jane





Menomonee Falls Camera Club Newsletter

People with an interest in the Art of Photography

June 2012

Volume #378
Our 36th Year

Meetings held the First Tuesday of the Month, 7:00 pm, Room 106
at the Menomonee Falls Community Center, Phone 262-255-8460

www.falls-photo.org

The next meeting will be: Tuesday, June 5, 2012 at 6:00pm !!!

Our June meeting will be held on Tuesday, June 5, 2012. This will be our annual model shoot at Jeff's studio in Hubertus. **Due to space constraints, this shoot is only for paid members.** This meeting will start at 6pm so that we have more time shooting outside. We will be having 9 models from the modeling agency, 5 women and 4 men. It should be a fun shoot.

Directions and

guidelines are on page 4 of this newsletter. PLEASE READ THESE BEFORE YOU ATTEND THE SHOOT.

Please remember that your **Architecture images are due on or before this meeting.** You can email them to Jane at jdirst@ameritech.net or bring them to the shoot on a CD/DVD or travel drive. See last month's newsletter for format of the images.



Refreshments for this meeting:

Sweet: John Wiley
Salty: Jessie Buchholz
Soda: Cornel Rosario and Nick Marzinski

Inside this issue:

July Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

SWMCCC

The annual summer weekend of photography and digital images sponsored by the Southwest Michigan Camera Club Council will be held in Holland Michigan on August 25, 2012.

See www.swmccc.org for more information.

Camera Club Officers

Officers:

President: Jane Hirst	262-375-0737
Vice-President: Brian Luttamus	262-255-4818
Treasurer: Bill Rietz	262-251-7106
Newsletter: Carole Bailey	262-790-1956
Web Admin: Dan Weiss	414-744-0855

Club Liability Insurance

The board discussed and approved getting liability insurance for our club. Now that we have approved our club by-laws, Jeff is working to see what sort of policy we can get.

July Meeting—note that the meeting is on July 10th !!

Our July meeting will be held on Tuesday, July 10th.

At this meeting, we will be having our annual members' show. The theme is Architecture. Images needed to be turned in by the June meeting. Jane will be organizing the show. It is usually wonderful.

We will also be having our annual 'Ice Cream Social'. Sharon from Pop's on Appleton graciously sends us ice cream and all the toppings for a wonderful treat.

We will also be having our annual 'White Elephant' sale. If you have any photo equipment that you no longer use, bring it to the meeting. There may be someone else who is looking for what you no longer use. Make sure that you put your name and the price on each item.

And finally, at this meeting, we will be electing our new vice president. We are looking for **candidates willing to run for Vice President** for our 2012-2013 year. The winner will then take over as Presi-

dent for the 2013-2014 year. Also, since this is my 10th year **writing our newsletter**, I would be willing to give it up if someone else would like to do it. If we don't get any interest, I'll be happy to do it for a few more years.



Club News and Administrivia

We had about 39 members and guests at our May meeting. Gerry Emmerich showed us all of the wonderful images that won at the Wisconsin Circuit in April. He also gave us some tips about what judges are looking for during competition.

Dan Weiss has been maintaining our club web site. Its address is: www.falls-photo.org.

If you have not yet visited our site, please take the time to do so. In addition to information about our club, Dan has lots of links to other photographic-interest sites.

Please contact him at weblackey@fall-photo.org or danweiss@wi.rr.com if you have anything you'd like to

contribute.

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The library will be run on an honor system. Members with books or DVD's they'd like to share can drop off their items at any meeting. Any member can borrow anything they find interesting. But please bring back whatever you borrow the next month so that other members can also use them.

A ship in a harbor is safe, but that's not what ships are built for.

Of Photographic Interest?

Here is a sample of the many events that will take place in our area over the next month. Perhaps you may find some educational or photographic opportunities at one or more of these events.

June 1-3, 2012: Elkhart Lake AMA Subway Superbike Doubleheader. Many different classes of bikes achieve speeds over 120 mph. 800-365-7223 (roadamerica.com)

June 2-3, 2012: Kenosha Otta Sight Kite Flight: Giant kite flying events. Professional Kite Flying teams, great launch of 400 plus kites at noon. 414-305-3145 (giftofwings.com)

June 8, 2012: Beloit The Edge of the Rock Plein Air Art Event. Artists set up their easels along the

river to paint "en plein air". Special art exhibits and more. 608-362-0964 (friendsof riverfront.com)

June 9, 2012: Appleton Flag Day Parade. The county's oldest Flag Day Parade with more than 120 bands and units honoring the flag. 920-954-9112 (appletondowntown.org)

June 14-17, 2012: Prairie du Chien Rendezvous. Largest buckskinners and fur trade reenactment in the Midwest. 800-732-1673 (prairieduchien.org)

June 15-17, 2012: Ephraim Fyr Bal Festival. Includes a boat regatta, historical walking tours and much more. 920-854-4898 (ephrain-doorcounty.com)

June 22-Oct 21, 2012: Oshkosh Ansel Adams: Masterworks. The

Paine Art Center and Gardens will feature an exhibition featuring 40 of the artist's most iconic photographs. 920-235-6903 (thepaine.org)

June 23, 2012: Grafton Hod Rods N' Blues Rods N' Relicks Car Club hosts its annual show with all makes, models and years. Lime Kiln Park. 262-208-6237

June 23-24, 2012: Green Bay Heritage Hill Civil War Reenactment. Both military and civilian reenactments. 800-721-5150 (heritagehillgg.org)

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**Menomonee Falls
Recreation Department**

Camera Club Notes

Jeff's studio is located at 4230 Hwy 167, in Hubertus. There is a map to his studio on the first page of our web site.

Or you can get there by taking Appleton Avenue up to Hwy 167, then turn west and go for about 5 minutes or so. His studio is on the north side of 167. The sign is a bit small and partially hidden by trees.

Right past his driveway is a parking lot for his business. Please park in this lot. You CANNOT park on the road.

Model Shoot Guidelines

Here are some of the basic guidelines for shooting models. Please follow these at our June Model Shoot

1. Communication with your model is critical to getting the image you want. You may never touch your model or adjust his/her clothing or hair. You must ask the model to make any changes you want.
2. Constant instruction is critical to let your model know if he/she should hold the pose or make changes. Keep a close eye on the model's clothes and hair and have him/her adjust as necessary. Remember to be kind when making comments. A happy model will result in better pictures.
3. Do not invade the model's personal space. Use lenses that will allow you to shoot from at least 6 feet away.
4. Do not dominate the model's time. There are other club members waiting for their turn.
5. When selecting images to give to the model, make sure you choose the most flattering poses.

For this photo shoot, there will not be any model releases given to individuals. The model releases will be retained by the club. This shoot is meant to be a learning experience for our members and is not to be used for profit.

Please remember that if you participate in the model shoot, you will be expected to turn 5-10 images of each model on a CD that are full resolution image-ready (jpeg, tiff, or PSD). Each model should be in an individual folder. Please mail these CD's to Jeff Klug, PO Box 376, Hubertus, WI 53033-0376 by June 22nd.

From the President's Desk

Inspiration Is a Funny Thing

My friend who lost his photographic passion after he retired got out his old 4 x 5 camera and sturdy tripod. He then trekked around to all his old haunts trying to "see" that inspiration that had been eluding him.

Losing your inspiration is tough. Trying to find it even tougher! Doing what use to work for you might

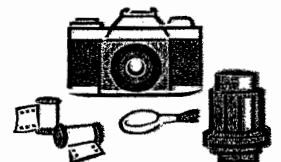
work again. Just like traveling to iconic landscapes spots or exotic locations might work. Maybe getting a new gadget or learning new software or a new technique might work. Or you can try seminars and workshops and art galleries to instill that inspiration. Taking a course of action can work and does work for many of us.

For others the simple quiet ebb and flow of the

doldrums will in itself lead to new inspiration. No action required just an open mind and time.

That's the funny thing about inspiration you never know where you will find it. So, if you are missing yours try looking and if that doesn't work just wait quietly and it will find you.

Jane





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The next meeting will be: Tuesday, July 10, 2012 - 2nd Tuesday !!!

Our July meeting will be held on Tuesday, July 10th.

At this meeting, we will be having our **annual members' show**. The theme is Architecture. Jane does a wonderful job of putting together everyone's images.

We will be having our annual **'Ice Cream Social'**. Sharon from Pop's on Appleton graciously sends us ice cream and all the toppings for a wonderful treat. And a special thanks to Ed Kolinski, who coordinates this event every year.

We will also be having our annual **'White Ele-**

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Also, since this is my 10th year **writing our newsletter**, I would be

willing to give it up if someone else would like to do it. If no one is interested, I'll be happy to do it for a few more years.



Michael Matusinec is coordinating our annual **lighthouse fieldtrip for Saturday, July 28th**. We'll be starting at 7:15am. He is working on the details and will have them for us soon.

Inside this issue:

August Planning Meeting	2
Club News and Administrivia	2
Of Photographic Interest?	3
WACCO/PSA News	3
Odds & Ends	4
From the President's Desk	4

Special Thanks To

Sharon Whitman of Pop's Frozen Custard on Appleton Avenue in Menomonee Falls for donating the ice cream and fixings for our July Ice Cream Social.

This is the 11th year that she has sponsored our Ice Cream Social. Please consider patronizing Pop's as a way of thanking them for treating us.

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August Planning Meeting—no general meeting in August

Our annual board planning meeting will be held on Tuesday, August 7th. It will be held in our normal meeting room. All officers and board members should plan on attending.

At this meeting, we will be planning our 11 meetings for the 2012-2013 year, as well as looking at scheduling a few fieldtrips, and taking care of any administrivia issues that may arise.

If any members have any ideas for programs or fieldtrips, please con-

tact one of the Officers listed on the first page of this newsletter. We would like to continue to offer a program that will be interesting and informative to all of you.



The board and officers wish you all a safe, productive, and glorious summer, and hope you get the opportunity to get out and take lots of pictures.

We'll see you all back in September.

Club News and Administrivia

We had about 25 members and guests at our June model shoot at Jeff's studio. The weather cooperated and we were able to shoot a lot outside. Then we had 3 setups inside for after dark. Everyone seemed to enjoy the evening.

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Jul 12-15, 2012: Iola Old Car Show & Swap Meet. The Midwest's largest old car show. 715-

445-4000 (iolaoldcarshow.com)

Jul 20, 2012: Kenosha Food, Folks, & Spokes: Family event that features the International Cycling Classic Pro-Am bicycle races. 262-654-9622 (kenoshamca.org)

Jul 27-28, 2012: Cedar Grove Holland Festival. Street scrubbing, Klompen dancing, ethnic entertainment, and parade. 262-285-3467 (hollandfest.com)

Aug 4-5, 2012: Cedarburg Architectural Treasures of Ozaukee County. Annual, self-guided, 2.5 hour tour offers an opportunity to see some of the city's finest historic homes, their interiors and gardens. 800-237-2874 (cedarburgculturalcenter.org)

Aug 11-12, 2012: Lake Geneva Art in the Park. Outdoor, juried,

fine art fair on beautiful Geneva Lake. Flat Iron Park. 262-249-7988 (lakegeneviawi.com)

Aug 17-19, 2012: Port Washington Maritime Heritage Tall Ships Festival. Annual celebration of Port Washington's maritime culture. 262-668-1132 (portmaritimefestival.com)

Aug 25, 2012: Amherst Quilt, Craft & Amish Furniture Auction. Amish quilts and furniture are auctioned off under huge tents. 920-450-1843 (maderauction.com)

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Take time this summer to start shooting and preparing for this competition. Entries are usually due the middle of October.

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**Menomonee Falls
Recreation Department**

Camera Club Notes

Now that our club 'year' is almost over, your club officers and board members would like to thank each and every one of you who came to our meetings and field trips, who shared your experiences and knowledge with other members, and who gave us ideas on improving our club. I know the officers and board do most of the hard work, and we do get our thanks, but without our wonderful members, our club could not survive.

Thanks to all of you !!!

Odds & Ends

There will be **no club meeting in August** and no newsletter either. Your board and officers use this date to plan the meetings and activities for the coming year.

If you attended the **model shoot** and have not yet sent your final images (see last month's newsletter for details) please send them to Jeff as soon as possible. This is how we pay our models for spending the evening with us.

The second annual "A Wisconsin's Living History Artist Ride Photoshoot" will take place on September 14—16, 2012 at the Old Falls Village Historical Park. There will be actors, props, animals, etc. to recreate western and old time scenes for artists and photographers to photograph. \$35 fee plus \$5 tip per model. For more information see www.ArtistRideWI.com.

From the President's Desk

Thanks for the Memories

Wow, its done my year is up! It is hard to believe a whole year has passed since Bill tapped me on the shoulder and recruited me for the President's slot. I had a lot of second thoughts about being the club's president and I worried that my "delivery" would be off the mark. This not something I had ever done before and I thank everyone for putting up with me.

The best part of being Presi-

dent is feeling connected to the group. There really aren't a lot of responsibilities but you do find that you pay closer attention to the activities going on in the club.

Actually, being president of the club is the easy part. The hard stuff is done by the planning committee who come up with all those wonderful programs. So, I especially want to thank Bill Rietz for setting up each month's agenda, Jeff Klug for carting around his equipment and lending his years

of experience to our enrichment, Don Gorzek for his educational talks and Mike Matusinec for researching our field trips.

So, when Bill makes his rounds this year and in the years to come don't be afraid to say YES...you will have a lot of great support from a wonderful club. Thanks for the memories.

Jane

