



The Contact Sheet

April
2006

Newsletter of the Photographic Society of Chattanooga

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Printing with a Pro Lab

Chris Oughtred, Northlight and Winston Parham, Pro Photo

When: Tuesday, April 18, 2006

Where: East Ridge Community Center

Time: 6:30 pm Social, 7:00 pm Program, Show and Tell (to follow)

This month's program will be a continuation of the digital workshop that was conducted on April 4 where Art Hansen taught attendees how to prepare their photos for printing. The speakers for this month are Chris Oughtred of Northlight and Winston Parham of ProPhoto. Both operate professional photo labs in the city.

Chris describes himself as an easy-going pro who tries to help anybody look their best with their photos. His work is primarily with custom digital prints and E-6 processing.

At ProPhoto, Winston's motto is "We'll do anything photographic". ProPhoto provides digital and film printing, scanning, matting, photo restoration and E-6 processing.

Both have been in the photographic business for a long time (Winston for 26 years and Chris for 28 years).

The websites are:

ProPhoto – www.pro-photoimaging.com

Northlight – www.northlightimaging.com



This photograph by Jim Hyatt is an example of the type of image that can be corrected by a pro photo lab.



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My Favorite Place:
O'ahu Hawaii (Page 5)

Don't forget...

Just a reminder of Show and Tell which takes place at every monthly PSC meeting in which we do not have the quarterly contest. Show and Tell is held immediately following the speaker's presentation.

Youth Photography Contest Sponsored by PSC

For the first time, the Photographic Society of Chattanooga is sponsoring Youth Photography Showcase, a photography contest for high school students. The six winning entries here will be sent to the Photographic Society of America for the national competition. At that level, students have the opportunity to win a cash prize, and the winning images will be featured on the PSA website and in the PSA Journal. The categories are: Landscapes or Waterscapes, Human Interest, Architecture, Photojournalism, and Photographer's Choice (Open). Basic rules are as follows, but more a detailed explanation is listed at <http://www.chattanooga-photo.org>. Click on Youth Photo Contest and go to the bottom of the page for a pdf. document with all information.

All students must be in high school (grades 9-12) in the Chattanooga area.

Only printed images accepted – black & white or color – no slides or digital entries accepted except as prints.

All images must be the work of the student photographer, but printing can be done commercially.

Each student may submit up to 6 photographs - 2 in Photographer's Choice category and 1 photo in each of the other 4 categories.

Entries may be no smaller than 5"x7" and no larger than 9"x12" and can be either with or without borders.

All images must be titled. Untitled is not an acceptable title.

Submit each image in protective plastic, unmounted, unmattd, and with a label on the back with name address, school, picture title, category, & e-mail address.

Saturday, April 15, is the submission date for this contest. Entries are to be brought to the East Ridge Community Center between 9-11 a.m. All images accepted into the contest will be exhibited at the PSC meeting on April 18, at 6:30 p.m. and winners will be presented with ribbons at 7:00 p.m. Tim Solomon is the contact person: timsolomon48@yahoo.com or 698-2335.

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President's Corner

Tonight I attended the Digital Mini-Tutorial on "The Preparation of Digital Pictures for Printing" and was very pleased that 19 folks attended. Most of all I was extremely proud of the great job that Art Hansen did as instructor. He was very well prepared, demonstrated what he taught, and was open for questions from attendees.

Do we realize how fortunate we are to have members, like Art, willing to share their knowledge with all of us? In my years with PSC, I have never known anyone unwilling to answer questions I have had. If you are a new member, don't be afraid to ask questions about anything. The 6:30 – 7:00 p.m. period was originally set for folks who needed assistance with anything photographically. So, if you have questions, just tell someone at the registration desk. They will find someone with the answer.

Show and Tell Addition

If you are a new member, you may be wondering about Show and Tell, which is a segment at the end of PSC's meeting nights. You are invited to bring your images to Show and Tell and do just that, show them and tell about them. This gives every member an opportunity to share his/her work with other members.

Until recently, images were shown mostly by slides with a few prints. Now, PSC has the ability to show digital images, and digital shooters have the opportunity now to bring images, preferably in jpg. format on a CD; however, some images may be read from your compact flash cards as well. If you have questions, contact Bob Bratton for more information: bratton@bellsouth.net.

Free or For Sale

Wendell Gordy has a free slide screen for the first person to call him: 423-718-7551.

67C Dichro Beseler enlarger w/ baseboard-\$250.
23C B&W Beseler enlarger w/ baseboard - \$200.
Contact Angela Dillard 605-6434.

Upcoming PSC Programs

May – Emotion in Photography - Tom & Pat Cory

June – Great Pictures - Art Hansen

July – Death Valley - Clay Thurston and Ron McConathy

Upcoming Quarterly Contest Themes

June – Senior Citizens

September – Feet

PSC Member News

Deb Hebert has images in the current AVA exhibit at Memorial Hospital.

PSC members **Madelaine Cornelius** and **Deb Hebert** both had images accepted into Knoxville's Dogwood Arts Photography Competition. The show is limited to 300 pieces and will be on display at the TVA West Tower, 400 West Summit Hill Drive through Saturday April 22nd. The opening reception will be held on Wednesday, April 12 from 6:00 - 8:00 p.m. with award presentation at 7:00 p.m.

Look for two articles and photos by PSC member **Deb Hebert** in the spring issue of *Smoky Mountain Living* magazine.

Photographic Opportunities

Mountain Photography Retreat Nourishes Mind and Soul with Prominent Instructors: **Kanuga Photography Retreat V** on May 7-12 in Hendersonville, NC. Students of all experience levels are welcome, even point and shoot cameras. See www.kanugaphotoretreat.com for details or call Beth Reynolds, coordinator, at 727-327-1106. (Continued on Page 3)

Note From the Website Committee

A list of books and publications that are available for check-out by members has been placed on the website - www.chattanooga.org. If you are interested in borrowing one of these items, please send an email to www.library@chattanooga.org. Angela Dillard will manage the mail box and publications for PSC. If any members have personal publications they are willing to share, please send an email to this address. Personal publications will be loaned/managed by the individual, not the club.

An on-line Q&A page has been added to our website. If you have a question you would like answered, please send an email to www.questions@chattanooga.org. Angela Dillard will monitor this mail box. Your question will be answered by a PSC member. The question and answer will be posted on the our website.

Please get acquainted with the new members and make it a point to welcome visitors at each meeting. Below are the visitors and new members at the March Meeting.

New PSC Members: Terry Pennington & Family

Visitors:

Larry Headrick
Elaine Vandergriff
Pat Burns
Haley Wallin

Janice Pettross
Connie Jure
David & Fran Vine
Carl Allan Smith

Next Board Meeting: April 27th

The next PSC board meeting is scheduled for Thursday, April 27th. The board meets in the boardroom on the 2nd floor of the JC Penney store at Hamilton Place Mall. Any PSC member may attend the meeting, which begins at 6:15 PM. If you are a board member and cannot attend a board meeting, please let Pat Gordy know by the evening before the board meeting.

PSC Fieldtrips

Field trips are a great way to get to know other PSC members. We require pre-registration for all trips so that registrants can be contacted the night before a trip to confirm attendance and be made aware of any last minute details concerning the outing. Since most of the trips do involve some time outdoors they are subject to cancellation due to foul weather. If you have any destination suggestions or would like to volunteer to lead a trip contact Field Trip Chairperson Deb Hebert at 326-1648 or nodoze@gte.net.

Saturday, May 27: Lookout Mountain Wildlife Park (Blooming Zoo), Mentone, AL

Departure will be at 9am from the new Walmart in Tifton. This should put us at the Park at opening. Trip leader is Angela Dillard (home) 326-1936.

Saturday, May 20: Kangaroo Conservation Farm

Departure will be at 7am from the Eastridge Community Center. This should put us at the Farm in time for the morning tram tour. Trip leader is Angela Dillard (home) 326-1936.

Photographic Opportunities

(Continued from Page 2)

April 22-23: the **Southern Appalachian Nature Photographers (SANP) in Knoxville is hosting Rob Sheppard** for a two day workshop, consisting of a seminar on Saturday and a field trip to the Smokies on Sunday. Rob Sheppard is editor of both *Outdoor Photographer* and *PC Photo Magazines*. If any of your members are interested, details about the workshop and a ticket ordering form can be found on the SANP website at www.sanp.net. Submitted by Lee Ownby, Southern Appalachian Nature Photographers (865)690-8460.

I Love Animals Photo Contest: Call for Photographers. The Atlanta Animal Alliance presents the 2006 I Love Animals Photo Contest to honor excellence in photography while showcasing the value and importance of animals in our lives. Entry deadline is April 30. See website for full details atlantaanimalalliance.com/aaa/photo.htm.

The **Alabama Jubilee hot air balloon classic** to be held Memorial Day weekend. PSC Member Mark Wurst and his wife attended this event in Decatur last year, and found it to be a wonderful photographic opportunity and experience. See the website for more info: www.alabamajubilee.net/.

David Allio to conduct **Motorsports Photo Workshop** at Hickory Motor Speedway in Newton, NC. Photographer David Allio will be conducting a two-day motorsports photography workshop at the famed Hickory Motor Speedway on Friday and Saturday, April 21-22 in conjunction with the NASCAR Weekly Racing Series racing events. The workshop is geared primarily for digital single lens reflex (DSLR) camera owners. Limited to 20 participants. For reservations or additional info, contact Hickory Motor Speedway (Sherry Clifton 828-464-3655) or David Allio, d2006@davidallio.com.

Next Inter-Club Digital Contest in May

The next Photographic Society of America's Inter-Club Digital Competition is coming up in May. However, the deadline for submitting entries to Pat Gordy, the PSC Chairperson for Inter-Club Competition, is April 28. Only 1 (one) image per person may be submitted. Participants must have dues current for PSC to participate (October 1, 2005 – Sept. 30, 2006).

Images by Rachel Pennington, Steve Hankins, Jon Smith, Wendell Gordy, Ken Stuart, and Pat Gordy were submitted for the March competition and scored 68 points for PSC. However, none of the PSC entries placed. Images that did place may be viewed by going to <http://www.psaphoto.org/clubs.htm> and clicking on Winners-3.

There is no theme or category limitation. The images only have to abide by the below guidelines to qualify.

1. Image must have the following maximum size:
Horizontal images will be no more than 1024 pixels wide.
Vertical images will be no more than 768 pixels tall.
(Unless your image proportions are in the exact ratio of 4 to 3, one of these dimensions will be less than the maximum. The images will be projected as received, as long as not over the maximum.)
2. Save the file in jpeg format to achieve a file no larger than 300Kb.
3. Name it with your first and last name: example – pat.gordy.jpg.
4. Send a title for your image.
5. Other preferred settings (but not required): color space – sRGB

Only 6 images from PSC's submissions will be selected for sending to compete against other clubs. There are 16 clubs involved in this inter-club contest - one club from Canada and one from United Kingdom. Participating clubs alternate the judging of the contest. PSC will be responsible for having the May contest judged by outside judges. Please submit images by e-mail to: pgordy@mindspring.com before the April 28 deadline.

BLACKWELL AUTOMOTIVE SUMMER EXHIBIT by Janis Rowland

You are invited to participate in the next Blackwell Automotive Member Only photo exhibit. The exhibit will run May through July and is non-thematic.

You may submit any subject matter that is suitable for family viewing and has not been previously shown at Blackwell Automotive. All works must be matted and framed in a professional manner, properly wired for hanging, and sale quality. Framed size must be at least 11x14 inches. Larger works are highly desirable since Blackwell's customer reception has large expansive walls. You may submit as many pieces as you like as long as all are for sale. The facility can accommodate approximately 45 pieces.

Photographs are to be delivered to Blackwell's on April 28 between the hours of 4 and 6 PM. If you cannot arrange for your work to be delivered on that date, please contact Janis Rowland prior to that date to make other arrangements. (Please note that the short delivery and pickup windows are to minimize the disruption to the Blackwell's business day. Also, they are closed on Saturdays.)

Anyone with free time on Tuesday, May 2 or Wednesday, May 3 between the hours of 10 AM - 4 PM who would like to help hang the exhibit, your participation is welcome. Please bring a hammer and tape measure if available. If you currently have photographs on display at Blackwell's, the exhibit will come down on April 28. You may pick them up between 4 and 6 PM. For your protection, no pieces will be signed out prior to that date and time. Contact Janis Rowland at 894-7112 for works left after that date.

Many thanks to those of you who have made the last three exhibits at Blackwell's a success. Blackwell Automotive specializes in the repair of Lexus and Toyota vehicles and is located at Eastgate Mall on the perimeter road. Turn into the mall at the entrance nearest Krispy Kreme Donuts and follow the perimeter road to Blackwell's on the right.

Photographer Needed

I need someone who would be interested in doing candid photography for a 20 year class reunion on July 29, 2006. My thought is to have the photos put on a CD for sale to the classmates. If you can help or have a referral, please contact Francine Labbe, Turnberry Associates, Ph: (423) 648-3039 Fax: (423) 899-5680, e-mail: flabbe@rushcpa.com

PSA 2006 Conference Registration Now Open By Pat Gordy

How would you like to spend a whole week enjoying photo tours, instructional and entertaining programs by 45 different speakers, photographing models, and taking special classes on Photoshop Elements, Photoshop CS2, or ProShow Gold?

You can do that and more too at the 2006 Conference of the Photographic Society of America, which will be held in Baltimore, MD, from Sept. 3-9. In addition, there will be a special vendor area with representatives from Kodak, Canon, B&H PhotoVideo, Hunt's Photo and Video, and Freestyle Photographic.

The PSA Conference is open to anyone with an interest in photography. You do not have to be a PSA member to attend; however, you may want to join as well. I have some New Member Registration forms if you are interested. You can register as well as see what a unique collection of programs, classes, and tours that are lined up for the conference at psa-conference.org/psa-conference. Also, the conference hotel rate is only \$89 and that information is on the website as well.

As PSA Region 13 Director, I encourage you to register and take part in this great week of photography. Several PSC members are planning to attend, so you will not be entirely among strangers. You will come back with new friends!!

Quarterly Contest Changes by Kim Watts

At the March PSC Board meeting, it was decided that the following changes would be implemented starting with the June Quarterly Contest:

- * All entries must be turned in one month prior to the contest for judging – May for June, August for September, and February for March.
- * The winners will be announced and all entries will be shown at the next PSC meeting - June, September, and March
- * Subject/theme must be the emphasis/majority of the image (print, slide, digital)

We apologize for any inconvenience this may cause. However, with more images being submitted and the meeting time being limited, it has become necessary to judge the entries at a time other than during the meeting.

The next Quarterly Contest theme is "senior citizens." The "senior" definition is as follows: photos of senior citizens preferably (70+) working, playing, gathering together, sitting, or walking, etc.

My Favorite Place: O'ahu Hawaii By Vickie Wright



© Vickie Wright

I have been fortunate enough to visit two Hawaiian Islands during the last two years. The first trip was to Maui - an exotic land that seems behind the times. There are no freeways, large factories or the population explosion you see in other popular places. For the next trip Charles and I were off to O'ahu to see the Pro Bowl All-Stars football game in Honolulu. This is the trip I will concentrate on for this article.

My first view from the airplane, you could see the magnificent aqua blue waters, the beaches of Waikiki and Diamond Head crater. Your first impression is that this is the Hawaii you have always heard about.

I had planned our trip in detail and all reservations were made in advance, something I would definitely recommend. When you travel this far, you want to see as many sights as possible. The flight is a long 10 hours from any Eastern city. If time and money permits, I would recommend you fly to the west coast, and stay in a city like San Diego for a couple of days. This allows our body to rest a bit and get used to different time zones. Then you will be ready for the fast pace ahead of you.

The two major towns are Honolulu and Waikiki. They are very commercialized and host thousands of tourists every year - primarily Japanese. Most everything has been tailored to fit the Japanese lifestyle, from the food to printed tourist information and shopping excursions. A rental car isn't necessary if you stay in the populated areas. You can find restaurants and shopping within walking distance or ride the free shuttles that take you almost anywhere in town. If you arrange any tours or adventures, you will be picked up at your hotel or one close by.

If you decide to go out on your own, you will need a car and a good map. The freeways are difficult to find and there are enough one way streets to drive you crazy. But if you are adventurous, the sites will be well worth the trouble.



© Vickie Wright

The day after we arrived, I had scheduled an eight hour bus tour. I thought this was the best way to view a lot of the island, and we could decide which sites we wanted to go back to and spend more time. Great idea, but you need at least a day to rest before making plans for any time consuming activity. Trust me, you will need to rest after the flight and the five hour time change. The tour bus picked us up at our hotel. It was a very comfortable ride, and our tour guide was very informative. Given that we were still in la la land, we were still able to pick up several sites we wanted to spend more time at.

The next day we were off to the Aloha Stadium in Honolulu. The excitement of the day was to be able to see Peyton Manning, Steve McNair, Shaun Alexander and Michael Vick all at the same time.

My husband almost forgave me for the tour bus the day before. Of course the NFC won, which made the day even better. We are big BAMA fans and we were wanting a win for Shaun Alexander. Hopefully, those of you who are football fans know who I am talking about.

The next day took us traveling on our own. Once you leave Waikiki, travel east and connect to highway 72. This will take you around the lower part of Diamond Head and view of the East beaches. Our path took us by Hanauma Bay, a crescent shaped bay where you can take in the view or don your swimsuits or snorkel gear and take a dip in the ocean. There is a small charge if you visit the beach, but it's far down so limit your gear and pay to take the shuttle down. You will travel past Halona Beach where the famous *From Here to Eternity* beach scene was filmed. This is an excellent scuba spot and home to large sea turtles.

We were able to visit the Byodo-In Temple which is a replica of a Buddhist Temple in Japan. It's backed by the Ko'olau mountain range and is a sight to behold. Then on to the North Shore and Sunset Beach. The experienced surfers challenged 10-12 foot waves. You should stay out of the waters on the North Beaches unless you are a water expert. This is an opportunity to see whales in the distance, so make sure you bring binoculars.



© Vickie Wright

We were able to visit the famous Dole Plantation. I assume it is famous because of the Pineapple Maze which is 100,000 square feet and it's featured in Guinness Book of Records. Other than a place to rest and get some pineapple refreshment, the maze is the probably the best and only reason to stop.

Our luau was right on the beach, but it rained the entire time so the entertainment wasn't as exciting as it should have been. Charles thought the food and drinks were great, so time spent was not entirely in vain.

Of course you can't go to O'ahu without visiting Pearl Harbor, USS Arizona Memorial and the Battleship Missouri (Mighty Mo). In 1941 when the Japanese attacked Pearl Harbor, 21 vessels were damaged or sunk. The USS Arizona caused the most deaths - 1,177. You stand in the memorial, perched over the sunken ship with men still entombed under your feet. Most of the men could not be removed, so this became their final resting place. From an aerial view, you can see the outline of the vessel in the water. The site will make you very humble and proud to be an American.



© Vickie Wright

There is so much to see and do so plan at least a week. The people are friendly and the island is beautiful.

Digital Questions and Answers by Art Hansen

Question: When I took a digital file to a custom digital lab in Atlanta they asked what color working space I used for this file. I don't remember what I used, or if I even used one. He put my CD in his computer opened it in Photoshop, and informed me that I had used SRGB and would get better results if I used Adobe RGB 1998. He then offered to change my setting to Adobe RGB 1998. I said OK, but I don't really know if the results were better or not. I thought the results looked good. Can you tell me if it is better to use Adobe RGB 1998 and if I should use it all the time?

Answer: If you were using a custom lab that was set up for Adobe RGB 1998, it is best to have your file set that way too. In general this working space offers a wider color gamut which may provide more desirable results for many. To some extent the benefits are dependent on the type of work you do, and the amount of image editing usually done on your images. Adobe RGB 1998 will provide advantages to those who shoot colorful outdoor subjects with lots of time spent with the image editor.

Having said all that, if you frequently use the 1 hour digital labs (Sams, Wal Mart, Wolfs, etc.) you should use SRGB for the files taken there.

Question: I just got a new digital SLR which produces more pixels. I bought some new flash cards for it since the old cards would fill up faster. The new cards worked just fine in my camera, but I could not read the contents into my lap top computer. What is wrong?

Answer: You didn't say anything about the speed of the new cards, or how old the flash card reader was, or if it had transfer rate limits. One possible answer to your question is that the new cards operate at a higher speed than the reader is capable of acquiring data from them. I think this is the most likely answer, but there are other possibilities too. Try a new, up to date, reader. They are not expensive and they are available locally.

Book Review by Michael Hampton

Photoshop Retouching Cookbook for Digital Photographers by Barry Huggins \$29.95 (at www.oreilly.com/catalog/photoretouch/)

If you are looking for a guide to get you started in the world of Photoshop this is really a pretty good one. There are plenty of example pictures with step by step analysis and the author doesn't make you feel like you need a Ph.D. in physics to understand the steps it takes to get the job done. Before I sat down to go through the entire book I flipped through it's pages to get an idea of what the author had to offer and chose some of my own photos to try the techniques on. Before long I was sitting there thinking to myself "so that's how you do that!" As the cover of the book says, the author "covers Photoshop CS2" in the book. There were several times where there are tools available (such as the new red eye tool) on CS2 that the author covered the CS2 techniques and how to do

Photographic Opportunities

Dogwood Arts Festival Photography Exhibit will run April 13-22 at TVA's West Tower located at 400 West Summit Hill Drive, downtown Knoxville. The Tower will be closed Easter weekend, April 15-16. Even if you did not enter this contest, the images will inspire you.

PSC members are invited to enter the competition for **Gadsden Museum Photography Exhibit**. Entry forms and details can be found at www.gadsdenmuseum.com. If you do not have Internet access, contact Pat Gordy for info. Deadline for entry is May 1.

See www.naturephotocentral.com for information about **Byron Jorjorian's photography workshops**. He will offer "Marketing Your Images Retreat" on July 29-30.

Tour de Georgia on April 20 in Chickamauga and Chattanooga – see www.tourdegeorgia.com.

National Cornbread Festival on April 28-30 in South Pittsburg, TN - www.nationalcornbread.com.

Luminescence VII, a photographic competition sponsored by the Cookeville Camera Club, is open to all photographers. The entries must be received by June 16, and all entries will be on display in July at the Cookeville Arts Center. For entry forms and information, contact shutterbug9999@hotmail.com.

13th Annual Photography Contest at the Cradle of Forestry, Subject: Spring in the Appalachian Mountains. Sponsored by: Ball Photo, US Forest Service and CFIA. Contest Deadline: April 30, 2006. Entry fee: none. For more information call the Pisgah Ranger Station, (828) 877-3265 ext. 226, or the Cradle of Forestry at (828) 877-3130. This event is part of the Cradle of Forestry's Appalachian Spring Celebration.

things if you have an older version of Photoshop. Overall, a good book to use for learning some of the basics to more intermediate level Photoshop techniques that can always come in handy for a quick reference.

Cannonsburgh Village Pioneer Day By Janis Rowland

Cannonsburgh is located in Murfreesboro, TN, and is a village recreated with historical buildings moved from various sites around the state. Pioneer Day marks the grand opening of Cannonsburgh and admission is free. Photo opportunities abound with people dressed in period costumes, craft demonstrations, dancers, music groups, and blacksmith demonstrations. An unexpected addition this year is a real live shotgun wedding. One couple has chosen to exchange vows at Cannonsburgh and be part of the festivities. There is a museum, a church, old houses with furnishings, and a blacksmith shop among other buildings on the property. Bring lunch or purchase food on site. Date: April 22, 2006, 9 AM-2 PM (Central time), rain or shine. Address: 312 South Front Street, Murfreesboro, TN. Phone: 615-890-0355. Directions: Follow I-24 toward Nashville. Approx. 100 miles from Chattanooga, merge onto US 231 N via exit 81 toward Murfreesboro. Turn left onto N W Broad Street then right onto South Front Street. Travel time is approximately 1 1/2 hours.

Taking Your Images to Market (Part 2) By Janis Rowland

Recently the Photographic Society of Chattanooga provided a free seminar called Taking Your Images to Market. Various topics from that seminar will appear in the newsletter for the next few months.

Choosing a Photograph to Exhibit

You've decided to show your work publicly now let's decided what to show. Good choices may be images that family and friends have admired. Don't overlook old images. A dim memory is more objective and a winner may be lurking among the rejects.

Consider the key elements that make an image work. Does it invoke some emotion when you look at it? Is it in sharp focus where it should be? Do the colors pop? Is the subject properly lighted and readily identifiable?

Black and white photography is always a good choice. Some collectors consider black and white the pure art of photography. Converting color photographs to black and white is an easy task these days with computer software. Recognizing which ones are naturals for the conversion may be the hard part so ask for the expert help of friends if needed.

Lighting in exhibit halls is frequently sparse and your work may not always be positioned in the optimal location to show well. Images with high color draw viewers and do well in low light situations. Dark images may be hard to see or lost if not properly lighted.

Look for ways to distinguish your work from that of others. Finding a niche that makes your work readily identifiable can limit the competition. Hand coloring black and white images is a nice touch that one photographer uses to personalize her work. Using a mixture of wax and oil paint gives a richer more permanent look. Another photographer uses photo-imaging software to overlay duplicate images slightly off register to produce the illusion of paint on watercolor paper. Fine art papers often render striking results.

Choosing the Print Size

The next step is to decide the size of the enlargement. Production cost is always a key element in determining the size because the bigger the print the more expensive the framing. Try to assess the probability that your piece will sell to determine your investment. If it doesn't sell, can you afford to keep it, give it as a gift, or donate it?

Visit the exhibit hall and try to assess whether a larger print will show better than a smaller one. Keep in mind that buyers often attend art shows looking for large pieces for commercial installations. If you are preparing work for a gallery, large is usually good. Most have expansive walls that are high and require large pieces. Sometimes smaller images are appropriate and give the appearance of being more valuable or important. Small prints with a lot of mat space around them can be quiet effective also.

Consider these points and look for *Part 3-Presenting Your Images* in next month's issue.

AVA Gallery Juried Photo Exhibit By Janis Rowland

The Association for Visual Artists has put out a call for entries in its first juried Photo Exhibit. The exhibit, open to AVA members and non-members alike, will run from June 15 - August 18, 2006 at the AVA Gallery on Frazier Avenue in downtown Chattanooga.

Juror for the event is Mike Smith, a renowned photographer. His work has been shown throughout the nation and has also appeared in notable magazines such as New Yorker, Newsweek, and New York Times Magazine. His work is found in collections such as the Metropolitan Museum of Art, Museum of Modern Art, Whitney Museum of American Art and Art Institute of Chicago.

Photographers working in any photographic process (including traditional b&w and color, digital, alternative processes, etc.) are encouraged to apply. Works must be original and completed within the past three years and not previously shown in Chattanooga. Entry fees apply for a maximum of 2 entries with a 30% commission taken on accepted works sold. All entries must be postmarked by Saturday, April 29, 2006.

For a complete prospectus, contact Katie Henderson at khenderson@avartists.org or call 423-265-4282, ext. 103. Visit the AVA website at www.avartist.org.

Phoenix Fuji Color Lab Closing By Janis Rowland

Fuji prepaid mailers have allowed many film-based photographers to pursue their photographic hobby at a much reduced rate. But it may become a thing of the past in the very near future.

The processing mailers, generally costing \$3.50 to \$4 per envelope, are obtained from suppliers such as Adorma or B&H Photo in New York. When a roll of film is used, you simply put it into a mailer, attach postage, and drop it in the mail to the Fuji Color Lab in Phoenix, Arizona. The finished product is mailed back to you at no additional cost.

On a recent trip to Phoenix, I phoned the Fuji Color Lab to make arrangements to drop my film and mailers before flying home. I learned that lab is closing its doors in mid April due to a lack of film business. They are working to make arrangements with another processing lab to service the remaining customers using the mailers. However, it is unclear at this point how long they will continue to provide this service.

If you have mailers that you plan to use soon, it is advisable that you check with the Phoenix lab to see where you should send it. They can be reached at 1-800-283-3686. For use of mailers after mid April, contact the central Fuji Color Lab at 1-800-276-2216 for mailing instructions.

Board Members of the Photographic Society of Chattanooga

Officers

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Monthly Meeting Information

Day: 3rd Tuesday
 Time: 6:30 Social / 7:00 Program
 Location: East Ridge Community Center

Directions to PSC Meetings at East Ridge Community Center

Located at 1517 Tombras Avenue:
 From the intersection of I-75 and I-24, follow I-24 toward downtown. Exit at Moore Road and turn left on South Moore Road. Go to Ringgold Road and turn right. Move to the left lane and turn left on Tombras Avenue at traffic signal #8. Turn right into the third driveway.

The Photographic Society of Chattanooga holds club membership in the Photographic Society of America.



Editor Contact Information

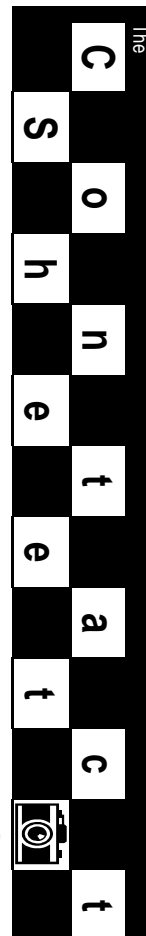
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PSC Membership Dues

Renewable each October 1
 Full-time student, \$17.50
 Single Membership, \$22.50
 Family Membership, \$25.00

Website: www.ChattanoogaPhoto.org / Webmaster, Mickey Rountree

A not-for-profit organization



Photographic Society of Chattanooga
 P. O. Box 8886
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