



# The Contact Sheet

March  
2006

Newsletter of the Photographic Society of Chattanooga

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## Creative Macro Photography: Going Beyond Documentation by Charles Needle

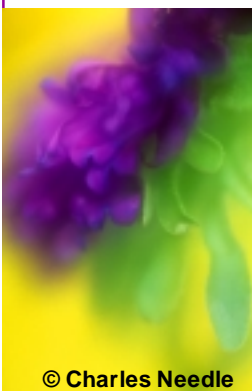
When: Tuesday, March 21, 2006  
Where: East Ridge Community Center  
Time: 6:30 pm Social, 7:00 pm Program



The guest speaker for our March program will be the talented local nature photographer, Charles Needle. Charles is a highly acclaimed fine art and editorial nature photographer with a unique eye for design and artistic interpretation. His award-winning images have been displayed in 3 metro Atlanta REI stores and are also on permanent display in numerous hospitals, corporate headquarters and private collections nationwide.

A FujiFilm USA Talent Team member, Charles maintains an active teaching and speaking schedule. Throughout the year, he conducts popular "Art of Nature" Creative Macro Workshops, which are held in his backyard "garden studio" in Alpharetta, GA (located just north of Atlanta). In 2006, he will also teach location workshops at

Callaway Gardens (early April), Hilton Head Island, SC (May), The Atlanta Botanical Garden (June), and Great Smoky Mountains National Park (October). In addition, Charles offers 1-on-1 photography lessons and portfolio reviews with aspiring photographers at all skill levels.

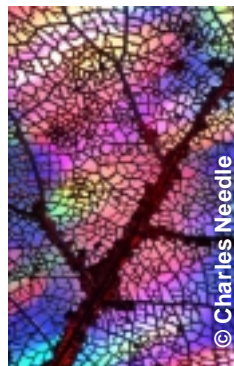


© Charles Needle

Charles' passion for nature photography comes from his own "healing" experiences with the camera. He used the camera as a tool for recovery from Chronic Fatigue Syndrome, and he teaches other photographers how nature photography can be a tool for mindful awareness and healing. He has also produced a nature video/DVD, entitled "The Healing Power of

Nature: Visual Therapy for Stress Reduction & Wellness," which plays in more than 200 hospitals nationwide.

Come hear ways to improve your close-up photography, with special emphasis upon the "aesthetics" of macro photography and translating your feelings/emotions onto film/into pixels. To learn more about Charles and his workshops, visit: <http://www.charlesneedlephoto.com>.



© Charles Needle

## Digital Mini Tutorial on Tuesday, April 4, 6:30pm

A digital mini-tutorial covering "The Preparation of Digital Pictures for Printing" will be held in the board room (behind the photo studio) on the second floor of JC Penney store at Hamilton Place Mall. This class will cover the basics of transferring photographs from a digital camera to the computer, making simple adjustments to the picture, and converting it to a format that can either be printed on the computer or taken to a lab or store for printing. Our goal for this session is to clarify the steps involved in preparing an image for print. Much of this session will be done via demonstration. It is expected that attendees will have lots of questions which represent real opportunities for learning the essentials.



© Steve Parks

My Favorite Place:  
The Ocoee River (Page 5)

## Critique Roundtable Friday, March 24 6:30pm

Bring three prints or slides or your recent work and we'll offer constructive comments as a group. Drinks will be provided and participants are welcomed to bring snacks to share. Call Deb at 326-1648 for directions.

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## President's Corner

With days beginning to be warmer, we will be venturing out to photograph more. Hopefully, you are participating in the PSC fieldtrips – a good way to get to know other PSC members as well as a chance to increase your photography skills.

In addition to these group activities, watch for all sorts of spring community events, which offer great photo ops. Workshops, classes, and seminars are fantastic ways to increase our photographic knowledge too. If you become aware of any upcoming event mentioned above, please let Jenny Berni Wagnon or me know so we can get word out to other members.

Also, I would like to welcome all our new members and thank the board and all committee chairs for the great work you are doing!

### Parkridge Medical Center— Artwork Pickup

Artists who currently have work at Parkridge Medical Center should pick up their prints on Friday, March 31st. Call Deb if you will not be able to pick up your work on that date.

### PSC Finalists for PSA Inter-Club Competition By Pat Gordy

There were 18 entries in the PSA Inter-Club Digital Competition, which is the most entered from our club. The finalists were Rachel Pennington, Ken Stuart, Jon Smith, Steve Hankins, Wendell Gordy and Pat Gordy. Only six images can be sent to the final PSA competition from each club.

Gene Blair judged the PSC images at this level and said, "Judging was difficult because of the high quality of most of the images. It would have been much nicer if we could have had 12 winners and 6 losers instead of having to cull down to only 6 winners." The six images have now been emailed to the Pixel Image Camera Club in Chicago - the judging club this time. Congratulations to the finalists and good luck at the PSA level!

### Upcoming PSC Programs

**April** – Printing with a Pro Lab – Chris Oughtred, Northlight and Winston Parham, Pro Photo

**May** – Emotion in Photography - Tom & Pat Cory

**June** – Great Pictures - Art Hansen

### Upcoming Quarterly Contest Themes

**June** – Senior Citizens

**September** – Feet

## PSC Member News

Images by PSC members **Virginia Hughes, Brenda Cooper, Tom Cory, Debbie Kelly** and **E. Michon Wong** were accepted for the Memorial Hospital's 2006 Art for Healing Gala Silent Auction, held on February 25. Michon's beautiful piece titled "Inner Light" was used in the promotional literature for the Gala.

**Ginny Hughes** and **Tom Cory** have photographic images in "Pictures Worth 1,000 Words: An AVA Members Only Exhibit," and **Mary Zelle** has a painting in the show. The exhibit is open through March 31, at the AVA Gallery, 30 Frazier Avenue. Hours are 10 AM-5 PM, Tuesday.-Friday; 11 AM-5 PM, Saturday.

Members **Deb Hebert** and **Mark Wurst** have photos in the March/April issue of *Blue Ridge Country* magazine.

Several PSC members have images in the current AVA exhibit at Memorial Hospital on DeSales Avenue. The exhibit "Art of Inspiration" will be up through June 18. When you enter the hospital take the first right down the short hallway and that will lead you to Corridor A where the exhibit is located.

**Debbie Kelly** sold her first piece of work at the Memorial Healing Arts Gala this past Saturday, February 25. She submitted two pieces, however only one was selected to be included in the 70 works chosen to be part of the silent auction. She is very excited to share her great news and says "I want to thank the PSC, because if I had not become a member, I would not have had this opportunity."

### Adventures Dining and Entertainment Books Available Through March

By Janis Rowland

The Adventures Dining and Entertainment two for the price of one coupon books will be available for purchase through March 2006. Start saving today on dining and entertainment. Contact any PSC officer or Board member to purchase your copy for \$30. *All funds go toward the operation and activities of the club.*

*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 January Meeting.*

**New PSC Members:** Jennifer Homa

**Visitors:** Terry Pennington

Rod McClain

Larry Headrick

### Next Board Meeting: March 30th

The next PSC board meeting is scheduled for Thursday, March 30th. 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](mailto:nodoze@gte.net).

### **Saturday, March 11:**

#### **Museum of Appalachia, Norris, TN**

Leader: Deb Hebert - Departure will be from the BiLo parking lot at the Ooltewah exit at 8 a.m. The Museum of Appalachia consists of a frontier-type village with some thirty log structures and cabins, including a school, church, barns, smokehouses, all of which are fully furnished with artifacts from Southern Appalachia. Admission is \$12.95 with discounts for seniors and AAA. PRE-REGISTRATION IS REQUIRED. Call Deb at 326-1648 or e-mail at [nodoze@gte.net](mailto:nodoze@gte.net).

#### **Saturday, March 25: Berry College/ Myrtle Hill Cemetery, Rome, GA**

Trip Leader: Deb Hebert - Departure will be from the BiLo parking lot on Ringgold Road adjacent to I-75 at 8 a.m. The grounds of Berry College offer some great photo opportunities - structures that range from rustic to regal, ponds with waterfowl and always a favorite, the Old Mill. You may want to bring a water bottle and snacks. We will eat lunch off-site. PRE-REGISTRATION IS REQUIRED. Call Deb at 326-1648 or e-mail at [nodoze@gte.net](mailto:nodoze@gte.net).

#### **Friday, April 14: Forest Hill Cemetery, Chattanooga**

Trip Leader: Deb Hebert - Meet at the Incline Railway parking lot on St. Elmo Avenue at 8:30 a.m. Forest Hill Cemetery contains the resting places of many prominent Chattanoogaans. In spring, mature pink and white dogwood trees as well as colorful azaleas dot the hillsides. There are also many interesting crypts and statuary pieces. PRE-REGISTRATION IS REQUIRED. Call Deb at 326-1648 or e-mail at [nodoze@gte.net](mailto:nodoze@gte.net).

#### **Saturday, May 27: Blooming Zoo, Mentone, AL**

We're going on safari to a wildlife preservation park in Alabama. Join Angela Dillard (326-1936) on Saturday, May 27, 2006 (departure time TBD) on a trip to the Blooming Zoo near Mentone, AL. This is an animal preservation park run by Dr. Bloome and his wife, Lisa. You will have an opportunity to get up close to a panther, tiger, bear, lion, camel and various monkeys and reptiles. This may even be that once-in-a-lifetime opportunity to have your photo made with one of these animals (babies of course!) There is no set fee for this adventure. The park has just asked for a group donation and for us to share some of our photos with them to be used on their brochure and/or website. Being a not-for-profit organization, I hope you will agree this opportunity is worth this contribution. Sign-up at the March meeting.

### **Saturday, May 20:**

#### **Kangaroo Conservation Farm**

PSC is headed on an Outback Adventure Saturday, May 20th, to the Kangaroo Conservation Farm in Dawsonville, GA. Entry fee is \$27.50 for adults and \$22.50 for children. Children must be 8 years old due to insurance regulations. This farm boasts to have the largest population of kangaroos outside Australia - 200+! We will have a unique opportunity to photograph kangaroos, Australian birds and plants. Admittance to the Farm includes a safari tram ride, an arena show, a butterfly garden, and the "Billabong Encounter". For more information, go to [www.kangarooenter.com](http://www.kangarooenter.com). Due to the distance & cost of this field trip registration is required. Trip leader is Angela Dillard (home) 326-1936.

#### **Saturday, April 8: Cheekwood Botanical Gardens, Nashville, TN**

Leader: Deb Hebert - We'll leave the BiLo on Brown's Ferry Road in Tiftonia at 8:30 a.m. for an approx. 2 hour drive to Nashville. CBG contains 55 acres of wildflower gardens, sculptures and much more. There is an admission charge. You may want to bring a water bottle and snacks. We will eat lunch off-site. PRE-REGISTRATION IS REQUIRED. Call Deb at 326-1648 or [e-mail at nodoze@gte.net](mailto:nodoze@gte.net).

## **Travel Opportunity**

### **By Janis Rowland**

Westview Baptist Church is putting together a study tour of Israel and would like to invite you to come along. The dates for the tour are June 12—22, 2006 and the cost is approximately \$2,500 (priced on 2 people to a room). Reverend Sterling Jetton from Westview Baptist and Dr. Richard Shepherd from Woodland Park Baptist Church will be our Biblical guides and an official tour guide will provide insight into the area.

The tour will include the Mediterranean Sea, Caesarea, Mount Carmel, Haifa, Plain of Armageddon, Tiberias, Mt. Tabor, Debora, Nain, Bethshean, the Sea of Galilee, Capernaum, Mount of Beatitudes, Tabgha, Caesarea Philippi, Mt. Hermon, Golan Heights, The Jordan River, Nazareth, Jericho, Qumran, the Dead Sea, Masda, Bethany, and Jerusalem and Bethlehem. Complete details available upon request. The Quest Travel Group in Roswell, Georgia, is the tour operator. The first payment is due mid March with final payment due in Mid April.

Janis Rowland plans to go and can provide more information. You may contact her at 894-7112 or [stringfree@aol.com](mailto:stringfree@aol.com). You may also contact Reverend Sterling Jetton at Westview Baptist Church on East Brainerd Road.

## **Taken from Chattanooga.com: Local Photographer Wins Inaugural Magazine Contest by Robert T. Nash, FreeLanceMedia, Inc. (posted February 2, 2006)**

Local professional photographer Mark Gilliland has won the inaugural Photo Contest sponsored by *Cowboys & Indians* magazine. "I took this photo just prior to the start of the rodeo at Yates Farm in Ringgold, Georgia, in August, 2001," Gilliland said of his prize-winning black-and-white photo of cowboys kneeling in prayer. "I had gotten there early, like I always do, and I got a great shot of them getting mentally and spiritually prepared for the event." The photo is featured on page 90 of the March, 2005 issue of the ten-year-old Texas-based international magazine, which is on newsstands now. It may also be viewed on the Internet at [www.cowboysindians.com](http://www.cowboysindians.com). By winning, the Red Bank resident earns the right to complete a still to-be-determined paid assignment for the magazine. "I'm very honored and excited," Gilliland said. "They bill the magazine as 'The Premier Magazine Of The West', and it really is a class act. I'm sure I'll get to see some places and things I've never seen before." Gilliland, who has 21 years experience, studied at UTC for two years, where he was first published in the student newspaper The Echo. He earned his photography degree from the South Eastern School for Photographic Arts in Daytona Beach, Florida. His clients include Chattanooga Publishing Company and the Chattanooga Times-Free Press, The Associated Press and a variety of advertising, marketing and public relations agencies. He and his wife Rachel also operate Arooo! Photography, a small three-year-old home-based business devoted to photographing local, regional and national dog shows, agility competitions and other related events.

### **Photo Traveler Guides for Loan**

Deb Hebert has the following Photo Traveler guides that she is willing to loan to other PSC members:

- Southwest Utah
- Glacier/Waterton Lakes National Parks and Western Montana Yellowstone National Park Mount Rainier and Mount St. Helens National Parks Grand Teton National Park

Call Deb at 326-1648 or e-mail at [nodoze@gte.net](mailto:nodoze@gte.net).

### **Exhibit Opportunity - Parkridge Medical Center**

The next exhibit at Parkridge Medical Center will be installed on Friday, March 31st. The theme will be "Spring". Matting and framing must be professional-quality and all pieces should be ready to hang. We have room for twenty pieces. Contact Deb Hebert (326-1648) if you are interested in participating.

### **CNC's Natures Best Arts and Crafts Festival**

The Chattanooga Nature Center is inviting local artists to participate in their first annual Natures Best Arts and Crafts Festival on April 7 and 8 from 9 a.m. to 5 p.m. Booth space is \$125 for a 10x10 space. All items sold will have a nature or wildlife theme. For an application and more information call Nancy Gattone at 821-1160.

### **Rules for March Quarterly Contest: Theme is "Red"**

The theme for the first Quarterly Contest of 2006 is "Red" to be held at the upcoming March PSC meeting. (Please note that February's meeting was the deadline for digital contest entries).

The contest rules are as follows:

1. The Quarterly Contest is open to members in good standing (current dues paid).
2. Slides, prints, and digital images will be judged together as one competition.
3. A maximum of two entries can be submitted by each member.
4. Only slides and prints taken in the last two years may be entered.
5. Prints must be at least 5x7 inches, mounted and matted. The participant's name must appear on the back.
6. Slides must be marked with the participant's name on the back side. A registration dot must be placed in the lower left corner of the mount (Hold the right side of the slide to ward you and place the dot in the lower left hand corner). Slides are to be placed in the tray upside down with the correct side facing you. This puts the dot where it can be seen from the right hand side of the tray. No glass slides allowed.
7. Digital images must be in JPEG format, saved to a CD, and must be **brought to the February PSC meeting** – so the digital committee can have time to organize all digital submissions for screen presentation on the night of the contest in March. Save the file using your first and last name and the number of your submission (#1 or #2). To insure the proper image size and quality for judging, the image file size should be 100 kb minimum and 350 kb maximum. The required maximum horizontal dimension is 1024 pixels and the maximum vertical dimension is 768 pixels.
8. Slides, prints, or digital images which have previously won prizes in an Annual Contest or ribbons at quarterly competition cannot be entered again.
9. The judge is not eligible to participate.
10. Quarterly Contests are independent of the Annual Photo Competition held in December. Slides and prints entered in the Quarterly Contests may be entered in the annual competition.

Good Luck!

# My Favorite Place: The Ocoee River

By Steve Parks



During the past year, my job has required me to travel to some very interesting places. I've had the opportunity to travel to places such as, Phoenix, Dallas, Philadelphia, Los Angeles, Miami and Washington D.C. During off hours, I was able to sneak out and photograph some of the interesting and unique things in each of these cities. But one of my favorite places to shoot photographs is much closer to home. The Ocoee River is one of my favorite places.

The Ocoee River is famous for its whitewater kayaking. In fact, when the Summer Olympic Games were held in Atlanta, Georgia in the 1990's, the Ocoee was the competition site for the whitewater events. The area around the Ocoee River also has

miles of trails for mountain biking and hiking. If you love to be outdoors, you will love being at the Ocoee River and Parksville Lake area.

The Ocoee River is about a 50 to 60 minute drive from Chattanooga. Getting to the Ocoee is simple. You take Interstate 75 north to the first Cleveland exit and then take Highway 64 east. Before you get to the Ocoee you enter the Cherokee National Forest and drive past Parksville Lake. This is a very scenic area and offers many photograph opportunities.

Highway 64 is routed adjacent to the Ocoee River for the entire whitewater areas. This allows vehicles to stop in the many pull



off areas and the passengers then can walk down to the river's edge and watch the kayakers and rafters. It is very easy to get dynamic close-up photographs of the kayakers because of the ability to get close to the action.

My favorite location for taking photographs along the river is at the 'powerhouse'. There is a very dynamic 'hydraulic water hole' in the river at this location as it passes by an old TVA powerhouse. The kayakers in particular like this hole and they queue up time after time for a chance to paddle in the hydraulics. There are always friends and spectators sitting on the rocks beside the river at this location. You frequently see people with their dogs and these dogs always love being at the river. I've shot

many photographs at this location at all times of day, but the late afternoon and early evening hours provide the best light color.

I always enjoy meeting new people at the river. Whitewater kayaking seems to draw some very unique people to the sport. They love being on the river and they are fun to be around.

The Ocoee River is a great place to shoot photographs and meet some really interesting and fun people. What more could you ask for?



## Digital Questions and Answers by Art Hansen

**Question:** I have heard Photoshop presenters suggest that the "brightness & contrast" menu items not be used when we are modifying an image. What do we do if we really want to increase or decrease brightness and or contrast in an image?

**Answer:** Most Photoshop teachers now recommend the use of "curves" when dealing with the tonal aspects of images. The curves dialog box is a very powerful part of Photoshop and you can do many things with it. It really is worth significant study to gain confidence in its use. The reason they recommend not using "Brightness & Contrast" is that it is a rather old part of the product and it is a little "strong" for a function that may require a more subtle approach.

**Question:** It has been recommended that I sharpen many of my pictures. I have an expensive camera. Is something wrong with it that should be repaired? If so, will the warranty cover that repair?

**Answer:** First, since I have not personally seen results from your camera, it is hard to know exactly what is causing the comments about sharpening. I suspect that people are seeing something that is very common in the world of digital imaging. The results from many, probably even most, digital cameras have a need for at least a little sharpening during the image editing process. If the softness being seen is more serious, consider having the camera examined by a competent repair person. The warranty period is different for each product, but is usually for 30 to 60 days or perhaps as long as one year. You should review your warranty papers for a good answer.

## Photographic Competitions

### **Coastal Living magazine's 2006 "Capture the Coast"**

Feeling competitive? Here is a photography competition you may want to try: *Coastal Living* magazine's 2006 "Capture the Coast" Photo Contest - All mailed entries must be postmarked by June 2 and e-mailed entries received by June 9. Images must be b/w or color and taken in the U.S., Canada, Mexico or the Caribbean Islands. Five images will be selected that best portray the coast. For more information go to <http://www.coastalliving.com/coastal/travel/bestofthecoast/article/0,14587,389397,00.html> or pick up a copy of *Coastal Living* at the local bookstore.

### **Cookeville Camera Club's Luminescence VII**

According to their newsletter, the deadline for Cookeville Camera Club's juried competition, Luminescence VII, is June 16. The judging will be held on June 16, and the display of the winning entries will run from July 5-31. The Luminescence topics for 2006 are: 1. Scenic, 2. Nature & Wildlife, 3. Photojournalism, and 4. Abstract.

Watch <http://www.cookevillecameraclub.com> for more details and get started on your submissions. Images from several PSC members were in the exhibit last year.

### **International Photo Contest**

L'Artistica Savigliano and Gruppo Fotografico Albese are holding an international photo contest by invitation on the theme: "Environment and the people of my country". The contest is for digital only and up to six images can be submitted. The contest is free of charge, however images may be used in publications without compensation. Each participant will receive a copy of the publication in which his/her picture(s) appear. Prizes in euros or golden pound sterling will be awarded to the top six. Submission Deadline is May 31, 2006. For an entry form (we have 2), contact Jenny Wagnon at 605-9709. For more information, email [matteo@lartisavi.it](mailto:matteo@lartisavi.it).

## Photographic Education / Opportunities

### **Charles Needle Photography Workshops**

€ Sat, March 18 - Creative Macro Photography (my Alpharetta, GA home / Garden Studio)

€ April 5-9 - Callaway Gardens in Springtime (Pine Mountain, GA)

€ April 28-30 - Creative Macro Weekend Intensive (my Alpharetta, GA home / Garden Studio)

To register for any of these classes, and for more details, visit

<http://www.charlesneedlephoto.com/workshops.html>.

Already, many of these workshops are beginning to fill, so best to act soon if you're interested in reserving a space.

### **Byron Jorjorian Photography Workshops**

Today we are announcing several new Workshops for this spring and summer:

- Big South Fork National Recreation Area in Spring - Photo Tour and Fine Art Printing Session Thursday-Sunday, May 4th-7th
- Simple Steps to Great Prints April 8th 2006
- Marketing Your Images Two Day Retreat July 29th & 30th, 2006

Only weeks left to sign up for the Everglades Workshop. Learn about these and our other programs at

<http://www.naturephotocentral.com>

### **Spring Wildflower Pilgrimage**

The Spring Wildflower Pilgrimage, April 24-30, is an annual seven-day event in Great Smoky Mountains National Park consisting of a variety of wildflower, fauna, and natural history walks, motorcades, photographic tours, art classes, and indoor seminars. Most programs are outdoors in Great Smoky Mountains National Park, while indoor offerings are held in various venues throughout Gatlinburg, TN. Program details and more can be found on the website:

<http://www.springwildflowerpilgrimage.org>.

### **Dogwood Arts Festival Entry Deadline**

The deadline for entries for the Dogwood Arts Festival is April 1. Entries are to be turned in between 10 AM and 2 PM at the TVA West Tower in Knoxville. If you entered in previous years, a letter announcing all the details will arrive in (continued on page 7)

## Taking Your Images to Market (Part 1) By Janis Rowland

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

If you are considering showing your work in public for the first time perhaps you need just a little encouragement to help you decide. It might be that you think you don't have anything good enough to show or that no one would buy what you like to shoot. Maybe it is something as simple as not knowing what the experience has to offer that keeps you out of the market. Let's take a look at some of the aspects of exhibiting your work.

Showing your work publicly is a growth process that helps shape your values and improves your work. When you participate in exhibits you begin to compare your work to that of others and your definition of "good" begins to change. That exposure leads you to incorporate the things that you liked about their work into yours and helps you to develop your own personal style.

The thought that no one would buy your work can't be proven unless you put it out there for others to see. Chances are if you liked it enough to have it framed then there are others who would like it also.

Money is the most obvious benefit of marketing your work. Wouldn't you love to make a hobby as pleasurable as photography pay for its self? But aside from the money, there are other benefits to showing your work.

Finding that someone likes your work enough to buy it has great value in its self and can become addictive. It takes just one sale to give you a high and build your confidence in your ability. If you produced one photograph that had appeal, just maybe there are others in your portfolio that would sell too. Making a sale also confirms that you are heading in the right direction artistically.

Showing your work publicly educates you to the market. You will learn how to assess the market, how to price for the market and how to know what will actually sell. Pricing is the most illusive quantity and only experience can help you charge what your work is actually worth.

Another reason to show your work is name recognition. Becoming known in the art world and arriving at the place where people recognize your work makes you more marketable. Your work becomes more desirable and more valuable.

Finally, public showings announce that you are in the photography business. Aside from impressing your friends and family, it may actually produce paying opportunities.

At the very least you may find the whole experience enjoyable.

### Aperture in Depth with Canon In Atlanta on March 14th

On March 14, join Apple and Canon in an in-depth demo of Aperture and preview the latest digital SLR pro camera line from Canon. Professional photographers, photo journalists, sports photographers, wedding and event photographers, fashion photographers, photo editing professionals, amateur photographers and hobbyists are invited to attend the seminar at no cost. Designed from the ground up for professional photographers, Aperture provides everything you need for after the shoot, delivering the first all-in-one post production tool for photographers. Listen to Pulitzer Prize winner, Vincent Laforet, share his craft and workflow. Aperture In-depth will cover: Metadata custom overlays, Tethered shooting, Automator scripts, Advanced light table uses, Printing presets, Color management, Watermark support. The latest Canon digital SLR camera line will be featured, and other features will be Gretag Macbeth color profiling, and Lexar Pro Smart Media. With Apple Computer, Inc., Canon, and Showcase as sponsors, the seminar will run from 2:00-5:00 PM at Georgia Tech's Global Learning & Conference Center in Atlanta. Although it is free, attendees must register. This can be done through Showcase's website: <http://www.showcaseinc.com/site>. (compiled by Pat Gordy from Showcase website)

**Dogwood Arts Festival Entry Deadline (continued from page 6)** your mailbox shortly. The details will not be on the website this year according to someone in the office at DAF. If you are interested in entering and have not previously entered, contact Pat Gordy and she will bring a copy of the details to the PSC March meeting for you.

### The Art of the Critique—at AVA, March 25, 2pm - 5pm (\$25 for AVA Members/\$30 for Non-Members)

Artists are invited to participate in an open critique to discuss the strengths and weaknesses of their work. Participants will learn how to participate in a critique as well as how to view and discuss work. Two area professional artists, one working within an academic institution and one working in the freelance world of art will lead this critique session. Instructors: Frances McDonald & Matt Greenwell.

### Getting Started – at UTC FAC Room 356, April 8, 1pm - 5pm (\$45 for AVA Members/\$55 for Non-Members)

Writing for the Visual Arts - Ron Buffington: Participants will be introduced to fundamental elements of how to write about your work. Explore creative writing techniques as well as how to develop a formal written analysis of your work. Learn how to develop an effective resume, artist's statement, CV and bio.

Valuing Your Work - Angela Usrey: Do you have issues with pricing your work? Do you ask too much for your work, or do you price your work too low? How do you put a value on your work? Learn how to effectively price your work and understand how the art market works.

Re: Research - Michael Greenspan: Explore effective strategies for researching galleries, museums and alternative exhibition spaces. Learn how to find the right venue for your work and save time and money by avoiding applying for shows that don't fit your work.

[For more info on these AVA workshops: Contact Mark Bradley-Shoup \(423-265-4282, ext.104\) or mshoup@avartists.org](mailto:mshoup@avartists.org)

## 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

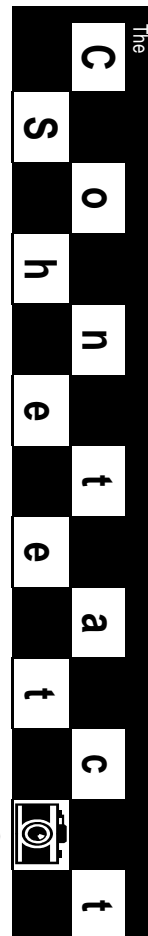
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### PSC Membership Dues

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

**Website:** [www.ChattanoogaPhoto.org](http://www.ChattanoogaPhoto.org) / Webmaster, Mickey Rountree

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