



# Mid Michigan Photography Club Newsletter

March 2008

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## Contact Us

<http://www.midmichiganphotoclub.com/Contact.aspx>

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"Big-Cookie" Contest Chairs: Scott Mulrooney and John Diephouse

Photo Shoot Chairperson: Penny Verran

## Coming Up in April

We didn't have time to do this last month, so Mike and Scott will start the meeting off with some highlights from the **John Shaw Weekend Seminar** that was held in Ann Arbor back in February.

Ron, Gene and Penny will have a final update on preparations for **Wildflower Weekend**. In particular, you'll want to attend to find out how you can sell prints and other items at the event. We also need **everyone** to help distribute flyers and yard signs, so please show up!

One of the things we're doing for Wildflower Weekend is a **reception on Saturday, May 10**. All club members are invited and we're looking for a couple of members to bake cookies and maybe someone to bake a cake. **Susanne Mannino** is heading up the reception committee, so if you can help out, please let her know!

There will be an **Events Committee** meeting following the general meeting. If you're interested in helping plan and participate in our big events, please stick around!

## March Meeting Recap

**Ron St. Germain**, the club's founder and former vice president, was given the honorary title of Chairman by the club's board. Although Mike forgot to mention this at the meeting, **June Cooke** was given the honorary title of Chairperson. June was instrumental in helping Ron get the club up and running and also served as the club's first president. These lifetime titles, being honorary in nature, have no official duties or responsibilities, although both are able to participate in board decisions.

**Lena Swehla**, Education Coordinator and Camp Director for Woldumar Nature Center made a brief appearance to describe how club members can sell prints and other items through the Woldumar gift

shop. Items are sold on a consignment basis and Woldumar takes a 30% commission for each item sold. If you are interested, please contact Lena at 322-0030 or email her at [lena@woldumar.org](mailto:lena@woldumar.org).

Ron, Penny, and Gene updated everyone on preparations for Wildflower Weekend. We're getting close to the wire, so be sure to let us know if you're interested in selling prints at the club booth. Or, if you want to have your own booth, contact Ron. We will need people to help distribute flyers before the event and help out during the event.

**Scott Mulrooney** won the raffle, while **Alan Jones** and **Dale Sees** won the "Big Cookie" awards this time around. Congratulations! Special thanks go out to Krystin Verran for baking the awesome cookies!

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## Woldumar Wildflower Weekend Update

We're in the final stretch for Wildflower Weekend. As you know, this is our biggest event yet and it will hopefully turn into our biggest fundraiser as we build it up. It's also another great opportunity for club members to showcase their work and maybe sell something in the process!

The festival will take place on the grounds of Woldumar Nature Center on **May 10 and May 11**, which is Mother's Day weekend.

### **We need help distributing flyers and yard signs!**

We've done all the planning. Now we need people to show up! We need to get foot traffic in the buy art and we need people to attend the gardening talks. That means we need to put our flyers in as many hands as we can! This is the one area where we really need everyone to pitch in! We'll have flyers ready at the meeting and we hope everyone will grab a bunch and help put these out.

Here are some ideas:

- Give them to friends, family, neighbors, and co-workers.
- Put them up at work. Leave some in your break room or by the water cooler.
- Public bulletin boards. Post offices, supermarkets, apartments, book stores, and other buildings often have public bulletin boards where flyers can be displayed.
- There are lots of great places around schools where flyers can be posted.
- Give some to your kids or grandkids to give

to their teacher(s).

- Enlist the help of your spouse and other family members to spread these out all across town and beyond!
- Leave some at church or pass them out at other organizations you might be associated with.
- Many stores and restaurants will allow flyers to be displayed in windows or left on tables where patrons can pick them up.

Hopefully, we'll also have some yard signs available by the time of the meeting. We hope everyone will find some spots where we can plant these to help get the word out.

If you can't make it to the meeting, we're going to leave a batch of flyers and signs at Woldumar's main office, located in the little white building across the lawn from the barn. You office is open Monday through Friday from 9:00 AM to 5:00 PM, no appointment necessary.

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## Tip of the Month

This month's tip is about watching your horizon. Have you ever seen a photo where the horizon was obviously tilted? It gives the viewer the odd sensation that things aren't quite right. For example, a tilted waterscape gives the viewer a sense that the water ought to be draining off to the side!

There are several things you can do to avoid this problem:

- Use a tripod! It's very difficult to get your horizons straight while hand-holding your camera.
- Many tripods and tripod heads have a built-in bubble level to help you tell if your tripod is lined up correctly.
- If you don't have a tripod with a built-in bubble level, you can purchase a small bubble level that will fit into the camera's hot shoe.
- Many digital cameras have a grid mode that can help you line up your horizons.
- Some cameras have optional focusing screens that have grid lines etched into them.

You can also correct the problem after the fact in PhotoShop and PhotoShop Elements by using the Straightening Tool. Other image editing software packages may have a similar feature. Another

option is to trim your print. Obviously, these options aren't as desirable as getting it right in the camera.

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## Website of the Month

This month's website is [www.shootsmarter.com](http://www.shootsmarter.com). This website is geared primarily toward portrait shooters. Be forewarned, this site is pretty commercial, but there's still lots of free information, although you have to register to see it. That said, the site includes tips and articles on:

- Portrait shooting
  - Flash photography
  - Studio lighting
  - PhotoShop
  - Lightroom
  - Digital workflow
  - Inkjet printers
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## Book of the Month

If you're planning a trip to the Smokies, you may want to check out this month's book, ***The Smoky Mountains Photographer's Guide***, by Bill Campbell and Nye Simmons. The authors give you great tips on where to shoot and when, plus they give you lots of information on wildlife and wildflowers you might expect to see in each location. You can order a copy from the Great Smoky Mountains Association website (<http://www.smokiesstore.org/browse.cfm/4,548.html>), or pick up a copy in one of the gift shops inside the park.