



COLOR NEWS

What's happening at Photochrome in December

Annual Awards Banquet

**Sunday, December 7
6:00pm
Irish Cultural Center
2700-45th Ave.
San Francisco**

\$28

**Fillet of Sole—Chicken Marsala—Vegetarian
Pasta**

Image Fest Awards

plus

**A pictorial review of the Club's best work during
2008**

**A chance to renew old friendships and
make new ones.**

*Tickets on sale now or make reservations
By e-mail or through our web site
Photochrome.org*

**VOLUME 63, ISSUE 12
DECEMBER 2008**

DECEMBER Scheduled Activities

There's only one event in December, but it's a Big One!

**Dec. 7:—6:00pm
ANNUAL AWARDS
BANQUET**

JANUARY 2009

Scheduled Activities

**(PRELIMINARY VERSION)
January dates reflect the
adjustment made for the
New Year's Holiday**

**Jan 8
Open Pictorial**

**Jan 15
Special Presentation
Bird Photography**

**-Jan 17
Field Trip**

**Jan 22
Board Meeting**

*See attachments for
renewal information and Annual
Banquet reservations.*

Annual Meeting, November 6, 2008

For the first time in several years, we elected a full Executive Committee to keep Photochrome on track for 2009. We've been governing by committee for a while now, and it's worked after a fashion. Still, it's good to have an organized structure. Please keep it working by supporting our officers and by volunteering to help with committee work. The old adage "many hands make light work" is as effective today as it was when coined eons ago. Welcome to the following officers and board members of Photochrome—2009.

President: Enrique Aguirre
Vice President—Stacy Boorn
Secretary—Weronika Patena

Treasurer—Chris Kibre

Board Members:

| | |
|--------------|-------------------|
| Alan Heald | Alice Steele |
| Connie Louie | Martin Taylor |
| Gary Larsen | Richard Zimmerman |
| Burr Preston | |

Photochrome—Mission Statement

When you look at the next two pages in this issue of the Color News, you will see the culmination of a great deal of thinking on behalf of the Photochrome Board and its new President, Enrique Aguirre.

Few organizations can stay static for 60+ years and still remain viable. Photochrome has changed with the times and continues to evolve.

This Mission Statement, beautifully written by Enrique spells out the club's newest incarnation.

Photochrome.org—the web site.

Have you looked at the Club web site recently? If not you're in for some good reading. Our chair, Richard Zimmerman, working alone for the past year has been joined by Weronika Patena and Martin Taylor who will help with adding new information and generally keeping us current.

A recent look at past issues of the Color News found much information that is still helpful. On the website right now on the front page you can find a listing of "Favorite Places" to shoot compiled by members in 2005. In that same time period, Jim Goldstein, a past president, wrote an excellent article on RAW vs JPEG. It convinced your editor back then to make the change; perhaps you will enjoy the article now.

We'll continue to do this for a while, so you may want to check in frequently.

Selective Focus, by Alice Steele

The last event of the Photochrome year is almost upon us. The Annual Awards Banquet.

The venue, the Irish Cultural Center, is almost as much a tradition as the occasion. We've staged it there for years. They have a pleasant room to show our photography and the food is good as well. The price is pretty good too.

This is a good time to bring a guest or two to see the work Photochrome members can produce.

This is also when you'll learn who placed in the recently completed Image Fest, beautifully organized by Stacy Boorn, the Silvas and others who made the day run so smoothly.

Obviously, 2009 is just around the corner, and the newly revitalized Board has some fun plans for the first months. A few hints are on the front page where the dates for January events are listed.

You'll also find a handy renewal form in this issue of the Color News. Be sure to fill it out and return it with your check to continue to receive all the benefits of Photochrome membership.

This includes your subscription to the Color News where you'll find the results of the Image Fest printed in the January issue.

You're invited. One date to remember in December, other than the banquet, is December 6. (Noon—5:00pm). It is another of those shameless plugs. This one is for the reception at AWE Gallery (upstairs adjacent to the Church) where Stacy Boorn and Deborah Hall will be showing prints of their Alaskan adventures. Five Photochrome members, our Alaskan adventurers, Janet Stock, Chris Kibre and yours truly make up the exhibitors at the Gallery.

This leaves me just enough room to wish you all the happiest of holiday seasons.



Season's Greetings

About Photochrome

The Photochrome Camera Club of San Francisco was started in 1942 and over the years has attracted many members and distinguished guests. Currently there are about 70 members of all ages and degrees of expertise, from beginner to professional. Photochrome is a member of the Photographic Society of America (PSA) as well as of the Northern California Council of Camera Clubs (N4C).

Meetings are intended to help us all learn from each other and improve our photography skills. Members are not placed in groups by level of experience. We currently do NOT participate in regional N4C competitions, however we do encourage our members to participate independently in regional competitions sponsored by the Northern California Council of Camera Clubs (N4C) if they wish. Members are encouraged to discover their own type and style of photography.

We meet typically two Thursdays per month (see the event calendar) at 7:30 PM at the Ebenezer/Herchurch Lutheran Church, 678 Portola Drive.

Park behind the church and enter the fellowship hall from the lower level. We welcome guests, so please feel free to stop by.

Mission Statement

The Photochrome Camera Club of San Francisco was formed to provide an opportunity for members with a wide range of experience and interests to meet regularly to share, acquire, and develop photographic skills in a supportive and friendly environment where they can explore the potential of all aspects of photography.

To achieve these goals Photochrome uses the following tools:

-Website: The website <http://www.photochrome.org> serves as a hub for all of the club's information, keeping members up to date on all the club's activities, future and past as well as exhibiting member's work.

-Newsletter: Photochrome publishes the award winning monthly "Color News" newsletter in both printed and electronic media to inform club members of recent activities, future events and news of photographic interest.

-Club Meets: Photochrome members meet twice a month, on the first and third Thursday of each month for image commentary (open, theme and judged), education nights, field trips, end of year competition and annual banquet. The second Thursday of every month is reserved for board meetings.

- a) **Image commentary nights** are held on the first Thursday of every month. Members meet, show images and comment on them in an open forum format.

These events can be separated into categories:

- **'Open' nights** are held on the first Thursday of the first month of a quarter and members are free to choose a subject matter. Format: projected digital and 35mm slides.

- **'Theme' nights** are held on the first Thursday of the second month of a quarter. The subject matter has been previously decided and posted. Format: projected digital and 35mm slides.

- **'Judged' nights** are held on the first Thursday of the third month of a quarter and a judge (commentator from outside the club) provides an analysis of each image after which a number of images will be selected by the judge as deserving special recognition. Format: projected digital and 35mm slides.

- **'Print' nights** are printed image commentary nights held on the third Thursday of the third month of a quarter with emphasis on printing techniques and challenges.

b) **Board Meetings** are held on the second Thursday of every month. Club members are welcome to join board members in discussing club business.

c) **'Exploring Photography' nights**

EP Nights are held on the third Thursday of every first and second month of a quarter (however, the third month is reserved for Print Night). EP nights may consist of lectures and slideshow presentations by members or outside speakers, photographic workshops, Computer tutorials, documentary screenings or any other event that may help club members share and expand their photographic skills.

d) **Field trips**

Field Trips are usually held on a Saturday morning. Members will have the chance to explore a local hotspot and share in the field tricks, techniques and just have a good old time!!!

e) **End of Year Competition**

Held in mid November the Photochrome ImageFest is designed for those members that enjoy the competition side of a Camera Club. It is an all day event with great Photos, external judges, snacks and lots of prizes.

f) **Annual Banquet**

Photochrome usually says goodbye to the year holding a celebratory banquet in mid December. Good food, good company and a slide show with members images.



An Early Review of Photoshop CS4

By Alan Heald

The following is a review of a *few* of the changes that have been made in the new upgrade from Photoshop CS3.

While the loading process went flawlessly for my laptop, I ran into a “snag” when I loaded it into my trusty desktop where I discovered that it was suddenly unable to open *jpeg* files! The cause of this mysterious problem turned out to be the fact that the “Open With CS4” tab wasn’t turned on. This was not an obvious glitch, and I felt I was lucky to have discovered the solution on my own.

After about a week of settling in with CS4, I feel that there are things I really like, as well as things I *dislike*, about the new program.

Things to Like:

Speed: The program operates **much** faster now since Adobe evidently has linked in to the computer’s graphic card in a way it never did before. The feeling is as if you’ve suddenly doubled the amount of RAM on your machine! The whole program loads faster, and photos now absolutely “pop” into Photoshop when you’ve selected them from Bridge. In fact, CS4 sometimes seems almost too eager ready to jump into action. This “readiness” can be a little disturbing.

Burn Tool: This tool is vastly improved. The crude CS3 version of this tool just made an area “browner” with an unnatural result. In CS4 this new tool selects the proper color of a selected area and makes a selected area “greener” or “bluer” as desired. It means that I’ll be using this tool frequently in small areas, rather than having to resort to Layers Adjustment manipulations. This is a good change.

Cloning Tool: This often used tool is changed as well. Some of the changes I like and some I’m still trying to learn to like. The tool now operates in a MUCH more sensitive (even “finicky”?) way. Before clicking the source area, the tool shows you a small “moving window” of the site to be cloned. I find that this feature is still a bit disconcerting. Nevertheless, my early results with the tool have been very positive. I think I’ll grow to really like the new cloning tool in time.

Something to Dislike:

The new Adjustment Panel:

Adobe engineers have gone out of their way to fiddle in a major way with the way users create Adjustment Layers. The designers at Adobe even felt that they should also using graphic **symbols** to “help” us use the new Adjustments window! Still, it **is** slightly quicker to create an adjustment layer. And, they do seem to work OK. My reaction however is, *just why did they do this?* So far, this gimmicky new feature seems to be too ready to jump out and “be in my face”. It’s almost as if Adobe has been talking to Microsoft as they went ahead trying to make an easy-to-use feature unnecessarily complicated! I wonder if this is merely change for change’s sake.

Conclusion:

CS4 really isn’t *that* huge change from CS3. While there are some new desirable features, they aren’t so great as to make one immediately run out and buy it. I admit that the other reason I plunged ahead was the fact that being left out of the loop of technological change with each passing version makes me nervous.

Meetings are held the First and Third Thursdays of the month, except for November and December. They begin at 7:30 and are held at the Fellowship Hall, Ebenezer Lutheran Church, 678 Portola Drive, San Francisco, CA 94127. For meeting details check: www.photochrome.org

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Alice Steele—Martin Taylor
Richard Zimmerman

Color News Editor
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Photochrome.org
Jim Kelly

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Save meeting time.
Send your digital images by midnight Wednesday(s)
to:

photochromeprojectionist@gmail.com

Mark your images:

Category* -First Name-Last Name-Title. Jpg

**categories are:*

PicSix (up to six images taken on Field Trips)

OP (Open Pictorial) two images

TN (Theme Night) two images per theme.

Please note: digital images should be resized so that the longest side is no more than 1024 pixels. That is how they fit properly on our projection equipment.

Photochrome Club of San Francisco
P. O. Box 27265
San Francisco CA 94127-0265
WWW.photochrome.org



Member of:
The Photographic Society of America (PSA)
since 1943

and the Northern California Council of Camera Clubs (N4C)



PHOTOCHROME'S Annual Banquet—2008

December 7, 6:00pm
Irish Cultural Center
2700—45th Ave, San Francisco

Name _____

Address: _____

City, State, ZIP _____

YES—reserve places for me (and my guests)
@ \$28.00 each

| | |
|-------------------------|---------|
| Fillet of Sole | # _____ |
| Chicken Marsala | # _____ |
| Vegetarian Pasta | # _____ |

My check in the amount of \$_____ is enclosed.

Mail to:

Photochrome Club of San Francisco
P O Box 27265
San Francisco, CA 94127-0265

2009 MEMBERSHIP RENEWAL PHOTOCHROME

Name _____

Address: _____

City, State, ZIP _____

Phone Number _____

E-mail _____

(please print*)

| | |
|----------------------|------|
| ___ Full Member | \$45 |
| ___ Associate Member | \$20 |
| ___ Honorary Member | -0- |

*Photochrome sometimes uses e-mail to alert members of upcoming attractions. If you would prefer NOT to receive such alerts, please check here: _____

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