

# Photographic Society *of Northwest Arkansas*

August 2008

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## A letter from PSNWA Chairman Dan Murphy

I wanted to take a moment and encourage everyone to go to [www.psnwa.org](http://www.psnwa.org) and check out the PSNWA facility. Last year we acquired the facility, bought equipment, put in hundreds of man/woman hours reinforcing walls, hanging muslins, installing a pulley system, installing an electric roller system for canvas backdrops, installing a great sound system, assembling equipment etc. We created studios that would be the envy of almost any pro in the area. The two studios have bunches of props, backdrops, lights, gels, remotes – everything but you and your camera. The facility boasts a computer complete with PhotoShop, ProShow Gold, scanner and even has wireless internet available.



The building lease was renewed in August and we have some slots open. New extended members will enjoy being able to walk in and start shooting from their first day! Each member has a key to the outside door and a unique code to get into the studios. Time is booked via an online calendar so you never have to wonder when the studio will be available. Extended members receives five hours per week of “prime time” shooting. Prime time hours are from 5:00 p.m. - 9:00 p.m. on weekdays and from 9:00 a.m – 9:00 p.m on weekends. You can also book the studios and shoot non-prime time hours as members have 24/7 access. Non prime hours are currently unlimited and available first come first serve. Also on Monday of each week the non-booked prime hours become available to whomever needs them – even if you’ve used your five hours for that week!



Members who only book one session per month should be able to recover their monthly dues. But even if you’re not planning to shoot portraits for dollars – it’s still a bargain! How many hobbies can you pursue for \$100.00 per month? Think “green fees,” or “gas for the boat...” If you rent a pro studio anywhere else you can expect to pay \$50.00 per hour and up. You don’t have to be a pro or even have any studio experience at all to enjoy the benefits of the facility.

Many of us came to the facility not knowing which end was up. We will be happy to help you get started by teaching you how to use the lights, what your camera settings should be to start, how to work the backdrops, gels, everything. So don’t be shy – come join the facility with an extended membership and take your photography and art to the next level.

If you have any questions or would like a tour of the facility please drop us a note.

Dan Murphy  
Executive Chair, PSNWA

## PSNWA Extended Memberships (Studio Access)

September the lease of the PSNWA Facility came up for annual renewal. This also means the PSNWA Extended Memberships that assist in the funding of the Facility are also up for renewal.

What is a PSNWA Extended Membership, and how does it differ from your standard PSNWA membership? First, to be eligible for a PSNWA extended membership you must first be a PSNWA member in good standing. Second, the Extended Membership is \$100 a month.

With the Extend Membership you receive 24/7 access to the PSNWA Facility, the two studios (with lights, many backdrops and props), gallery, and meeting room. Extended members can book up to 5 hours a week during prime times (Mon-Fri 5:00 p.m. - 9:00 p.m. & Sat-Sun 9:00 a.m. - 9:00 p.m.) and unlimited non-prime time bookings. Interested in learning more about taking advantage of the PSNWA Extended member program? Then e-mail [info@psnwa.org](mailto:info@psnwa.org) for more details, or ask a board member at the next PSNWA meeting. Floor plans, Extended Membership agreement, and examples of the many backdrop options available can be found at [facility.psnwa.org](http://facility.psnwa.org).



## PSNWA Joins PSA



Recently the Photographic Society of Northwest Arkansas signed a three year affiliation with the Photographic Society of America. Though the affiliation does not directly affect your PSNWA membership in anyway it does provide PSNWA as an organization access to tools, competitions, and other national affiliations that will assist PSNWA to better serve you.

The Photographic Society of America was founded in 1934 to "Promote the Arts and Sciences of Photography and to further public education therein". There are members in all 50 states as well as 60 other countries of the world. PSA sponsors an international conference each year. This years conference is in Portland, Aug 31 thru Sep 6.

More information about PSA and individual PSA memberships can be found online at [www.psa-photo.org](http://www.psa-photo.org).

## New PSNWA Member Benefits Page Coming in Sept.

Hopefully every PSNWA member is familiar with the discounts from PSNWA's strongest corporate sponsor, Bedford Camera & Video. It is hard to miss - your print discounts are printed on the back on the PSNWA membership card. But you may not be familiar with other benefits such as discounts on magazines, framing, and more available to you as a PSNWA member.

That is why you will soon find a new page on the Photographic Society of Northwest Arkansas web site [www.psnwa.org](http://www.psnwa.org). Member discounts will be a page to help remind you of businesses, both local and national, that provide discounts to PSNWA members. The savings you receive on just one custom framed print will more than pay for your annual PSNWA membership!

The new benefits page should be completed by the the end of September. To view the PSNWA benefits page you will need an active PSNWA membership ID and Password. Some regional participants will require you to show your PSNWA membership card as proof of current membership to receive the benefit others will issue a discount code via the benefits page.

You will want to check out the page every few months as new PSNWA sponsorships are added.

# PSNWA Members Travel to see George Lepp

## George Lepp Seminar in Little Rock

Article by Cheryl Barton

George Lepp is regularly featured in popular photographic magazines; he is the field editor of PCPhoto and Outdoor Photographer, where he has a monthly column. Several of PSNWA's members traveled to attend his seminar in Little Rock this past July. For two days I was able to take notes as he was giving advice on cameras, bags, printers, lighting and Photoshop. He gave us so many websites to visit that I still haven't found the time to look them all up. I'll list several and you can tell me which ones are your favorites: [leppphoto.com](http://leppphoto.com), [georgelepp.com](http://georgelepp.com), [lifepixel.com](http://lifepixel.com), [irdigital.com](http://irdigital.com), [maxmax.com](http://maxmax.com), [lightningtrigger.com](http://lightningtrigger.com), [reallyrightstuff.com](http://reallyrightstuff.com), [photomatix.com](http://photomatix.com), [hdrsoft.com](http://hdrsoft.com) and [xtrain.com](http://xtrain.com).



George Lepp stops to pose with a few of the PSNWA members in attendance. (left to right) Front Row - Cheryl Barton, Catherine Baltz. Back Row: John Baltz, George Lepp, Randy Odglen, Paul Dufford, Terry Box.

Lepp shared some great tips for Landscape photography. Here are a few key points: Find points of interest, balance, thirds, s-curves and contrast. Consider elements of design which include: line, shape, form, value, texture, pattern,



George Lepp speaking about the importance of proper blinds and equipment when photographing birds.

color and space. These are the types of things his experience has taught him through the years. Lepp said he thinks about all of these elements before he takes the shot and they are the difference between a snap shot and a photograph. That's what spoke to me most of all from the seminar. Think before you shoot.

I received a discount on this weekend seminar, because I mentioned PSNWA. Just another one of the benefits of membership with PSNWA!!

## Feature Member Gallery

Have you set up your portfolio on the PSNWA website? If not, please do so! With each newsletter, we will be selecting and featuring a PSNWA Member, using images from your psnwa portfolio! To add (or update) your portfolio, go to [www.psnwa.org](http://www.psnwa.org), click on "Directory", select your name, and follow the directions to add images and your profile!

The featured member for this issue is Bob King. Here's a peek at some of the work Bob has posted in his PSNWA Portfolio. Nice work, Bob!



# MAPSym Competition Winners

Each year the Mid-America Photography Symposium (MAPSym) holds a Gallery Competition for display at the symposium. Held in Eureka Springs, AR the symposium's competition receives entries from photographers in Arkansas and neighboring states. The competition has winners in six categories with an overall Grand Champion named from the top selections. You can learn more about entering next years MAPSym Competition at [www.mapsym.org](http://www.mapsym.org).

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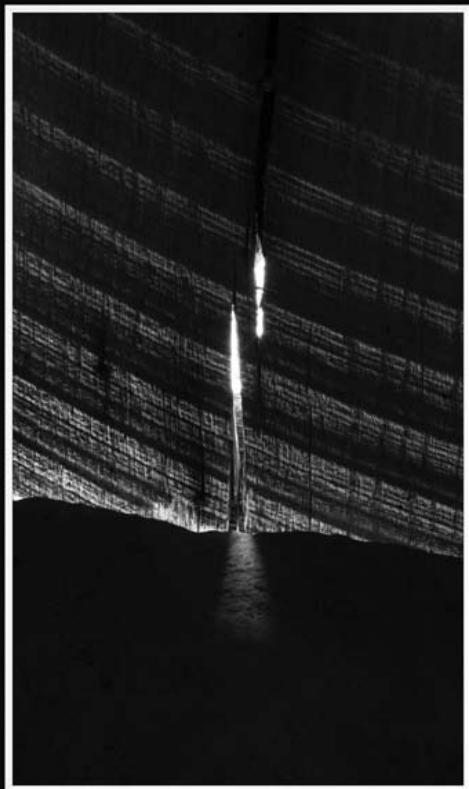
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# Helicon Focus Software



Article by John Baltz

Recently at the George Lepp seminars in Little Rock I learned of a software package that is quite revolutionary. Unlike many other companies that seem to focus on finding ways to do the same functions already available to us in PhotoShop, Helicon Soft has reached out and created software with a kick! Helicon Focus won't clean up your images, adjust its color, or any of those things we have for years relied on PhotoShop. Helicon Focus is the digital equivalent to an expensive f62 lens on a view camera, or in truth it has no real relation to pre-digital photography. What Helicon focus allows you to accomplish is extreme depth of field by taking multiple images at different focal points and then combining those images into a single image with amazing depth. Helicon Focus promotes the software for macro use, and that is where it truly shines, but George Lepp also uses Helicon Focus to create amazing landscape panoramic images with sharp detail that draws you deep into the image.

The software is easy to use, the one catch is that all the images must line up perfectly to prevent "ghosting." This can be an issue with close macro shots on a windy day. This also means that a tripod and a cable release is a must and the use of weights to help steady the tripod a major bonus.

Even though equipment is large part of the key to success with Helicon Focus the software is not without help to correct the sharpness and ghosting effects from both movement and perspective shift created as you focus deeper into an image. Radius and Smoothness adjustment sliders make short work of the tweaking to insure the best quality combination of images.

Image 1 was taken of a small leaf using a 50mm macro lens at f22. Even with the small aperture the depth of field is not great. By taking five more images each focused just millimeters further down the leaf, and combining those images using the Helicon Focus software Image 2 is possible. The entire leaf in focus with extreme depth of field. You can purchase Helicon Focus online at [www.heliconsoft.com](http://www.heliconsoft.com) for \$70. A must for any macro or landscape photographer.



Image 1



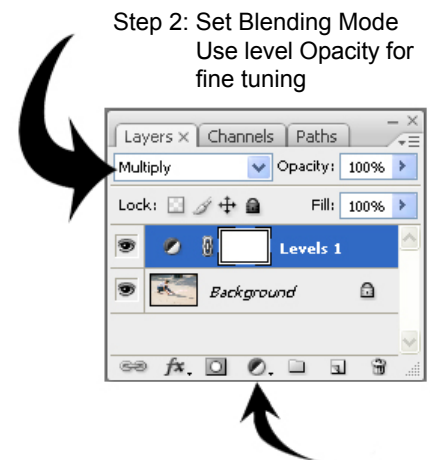
Image 2

## Inside Photoshop

### Controlling Light and Dark

When you have an underexposed image that is very light, you can increase the image density by using the layer attribute "Multiply." By using blending modes you have more control than using other more damaging commands such as Levels or Curves. Likewise, when you want to lighten an image, try applying a "Screen" blending mode.

While you can duplicate the image in a new layer and change the blend mode, it is also possible to save memory by applying a Levels Adjustment layer then selecting either the "Multiply" or "Screen Blend" modes. This approach also lets you control tonal range with Opacity and it makes it easy to apply the change selectively by using the layer mask that is automatically created with the Adjustment layer.



Step 2: Set Blending Mode  
Use level Opacity for fine tuning

Step 1: Add a Levels Adjustment Layer

# Fall Members Only Competition

PSNWA Members be sure to enter the Fall PSNWA members only photography competition themed 'Doorways'. Your only guideline is a theme of doorway, so let it be your muse, and see where your creativity takes you on your quest to photograph the perfect doorway. The deadline to enter is November 6, 2008. One grand prize of a LowePro fanny pack will be awarded.



Photos will be judged on interest, technical quality, and composition. Black and White or Color photographs, from Film or Digital will be accepted. Up to three prints can be submitted in an 8 x 10 or 8 x 12 format at Bedford Camera & Video or in person at PSNWA meetings by November 6, 2008. Include Name, email, phone, and category on the back of each print. Photos with incomplete information will be disqualified.

Please, ensure you have a duplicate print or negative, as photographs will not be returned. PSNWA nor Bedford's Camera and Video will be responsible for damaged or misplaced photographs. Images may be displayed at participating Business sponsors around Northwest Arkansas post competition. Competition is open only to PSNWA members. Submissions are ranked by a panel of judges chaired by Myra Eichenberger, PSNWA Competition Chairman. All panel decisions are final. For more information e-mail [info@psnwa.org](mailto:info@psnwa.org).

## Currently on Exhibit

### PSNWA Members on Exhibit, (August- September):

**Cheryl Barton**- Exhibiting at PSNWA Facility; 101. North Mill St., Springdale, AR, 72764

**Wendy Dunn** - Exhibit at Fayetteville Town Center; Downtown Fayetteville Square, Fayetteville, AR 72703

**MAPSym Competition winners'** Exhibit at NW Arkansas Community College; 1 College Ave., Bentonville, AR 72712

**Diana Hausam** - Featured artist at the Fayetteville Art Festival, Fayetteville Town Ctr, Aug 29-Sept. 1

**Harold Hull** - Exhibit at Community Imagination Studio; 818 N. Sang Fayetteville, AR 72701

PSNWA helps members by managing the Exhibit of images at key partner locations around Northwest Arkansas. Do you have images you would like to have included in the PSNWA exhibit rotations or would like to learn more about how to create a photographic exhibit? Then contact Stacy Gough, PSNWA Exhibits Chairman for more information. [stacy.gough@psnwa.org](mailto:stacy.gough@psnwa.org)

## PSNWA Board of Directors

**Executive Chair** - Dan Murphy - [dan.murphy@psnwa.org](mailto:dan.murphy@psnwa.org)

**Vice Chair** - Randy Odglen - [randy.odglen@psnwa.org](mailto:randy.odglen@psnwa.org)

**Secretary / Treasurer** - Jack Allred - [jack.allred@psnwa.org](mailto:jack.allred@psnwa.org)

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For more information about the Photographic Society of Northwest Arkansas' Board of Directors go online to [www.psnwa.org/board.html](http://www.psnwa.org/board.html)

# Calendar of Events

## September

**Thursday 4th**, PSNWA General Meeting - Guest Speaker - Natalie Slater  
7:00 pm - Whole Hog Cafe' - 1400 SE Walton, Bentonville

**Thursday 16th**, Macro Flower Photography in the Studio - Details online at [www.psnwa.org/events.html](http://www.psnwa.org/events.html)  
7:00 pm PSNWA Studio A - 101 Mill St, Springdale

**Thursday 18th**, Board of Directors Meeting  
7:00 pm PSNWA Board Room - 101 Mill St, Springdale

**Thursday 25th**, Preparing an Exhibit Class - Free to PSNWA Members  
7:00 pm PSNWA Studio A - 101 Mill St, Springdale

**Saturday 27th**, 45th Annual Wiederkehr Wine Festival - Details online at [www.psnwa.org/events.html](http://www.psnwa.org/events.html)  
Check the PSNWA web site for time and location to meet for carpooling to Altus.

## October

**Thursday 2nd**, PSNWA General Meeting - Guest Speaker - Ron Lutz  
7:00 pm - Whole Hog Café - 3009 N College Ave, Fayetteville

**Thursday 14th**, Halloween Model Session - Details online at [www.psnwa.org/events.html](http://www.psnwa.org/events.html)  
7:00 pm PSNWA Studio A - 101 Mill St, Springdale

**Thursday 16th**, Board of Directors Meeting  
7:00 pm PSNWA Board Room - 101 Mill St, Springdale

**Thursday 25th**, Tips and Techniques for Outdoor Photography and Editing - Free to PSNWA Members  
7:00 pm PSNWA Studio A - 101 Mill St, Springdale

[www.psnwa.org](http://www.psnwa.org)

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Fayetteville AR, 72703  
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