



The Projector

A NEWSLETTER FOR PSA - MEMBER CLUBS & COUNCILS SPRING 2010

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Member Organizations of PSA include Camera Clubs, Camera Club Councils, Federations, and Associations.

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Sneak Preview

by Joanne Stolte, APSA, EPSA, Membership Vice President

Adobe® will continue to support PSA-member clubs with a **Club Event Kit** that will be introduced shortly. The kit will include a new Julieanne Kost DVD and items a club can raffle off at an event held at a club meeting: a computer case; tee shirts; luggage tags; and, for clubs with 50 or more in attendance, Lightroom®! Details to follow....



PSA Conference Registration Underway

Pat Gordy, PSA Region 13 Director

Registration is underway for the 2010 Conference of the Photographic Society of America in Charleston, SC, October 3-9. Visit <http://www.psa-photo.org/> for the registration form and the conference schedule as well as hotel information.

Embassy Suites, Charleston Area Convention Center, is the conference hotel this year with a room rate of \$149 single/double., and this includes a full cooked-to-order breakfast daily, and an



Sweet Grass Baskets in The Market by Ed Funk

evening reception. Each guest room is a two-room suite. For the PSA Group Rate for your hotel reservations call 1-800-EMBASSY (1-800-362-2779) or make them online by following the link on the PSA website.

While in Charleston, conference goers have the opportunity to see some of the unique beauty of this historic southern city by going on guided tours with PSA. Tours include trips to Brookgreen Gardens, Huntington Beach State Park, the Citadel, Magnolia Plantation - even boat tours in the Charleston Harbor and walking tours around town - and more.

With approximately fifty different sessions, there will also be featured speakers, Joe McDonald, Wendell Phillips, Adam Jones, and Julieanne Kost whose programs are

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Conference.....Continued from Page 1

described on the PSA website. Exhibitors of photography wares will also be present.

In addition to the sessions and featured speakers, for an additional fee, there are classes available Sunday-Tuesday on five different software programs: Photoshop® Elements® 6; Intermediate Photoshop® Class; Lightroom®; ProShow® Gold; and ProShow® Producer. Participants are required to bring their own laptop computers.

PSA Club Reps need to take every opportunity to promote the conference in their clubs. Make your plans to attend the conference, and bring a friend or two with you.



The Citadel by Ed Funk

New Clubs Add Increased Entries in 2010 PSA Youth Showcase

by *Kathy Braun, APSA, Director, Youth Showcase*

This year's PSA Youth Showcase entries reached a new high with the addition of more entries by continuing club sponsors and the addition of two new clubs/councils to the program. The Photographic Federation of Long Island under the direction of Dorothy Gist added many images to the program. The Arizona Photographic Society also entered the Showcase for the first time under the direction of Larry McDonald.

Along with these new participants, increased entries from these clubs helped bring a new total of entries to 619. The Oklahoma Camera Club, Ocean County Camera Club, Fresno Camera Club, Photographic Society of Chattanooga, St. Louis Camera Club, St. Paul Camera Club, East Troy Viewfinders, Photography Club of Flagler County, Photo Pictorialists of Milwaukee, Fox Valley Camera Club, and Lafayette Photographic Society have all done an admirable job in reaching more students than in the past.

The councils and chapters that participated again this year should be recognized as well. Councils include the North Central Camera Club Council and the Twin Cities Area Council of Camera Clubs. Those chapters participating were the Inland Empire Chapter, the Wisconsin Chapter, and the Everglades Chapter.

Watch for the Youth Showcase article in the September issue of the *PSA Journal*. You will find the names of the several people involved in the program. Additional information can be obtained by contacting Kathleen Z. Braun, APSA, (Pkzbraun@aol.com) who is the director of the program.

PSA International Newsletter Contest - Deadline June 15

By Joan Field, APSA, Chairman, International Newsletter Contest

The International Newsletter Contest is a very rewarding FREE competition. Whether you place or not, you will receive commentary from three separate judges indicating your newsletter's results and giving you praise and suggestions for improvement.

This year the requirement is for all newsletters entered to be submitted electronically as .pdf files to be sent to Hazel Meredith and to Joan Field. Hazel will act as a backup so that the contest will not have to be aborted in case of accident or illness as occurred last year. If your newsletter is larger than four megabytes, please submit it by using YouSendIt (YouSendIt.com), choosing YouSendIt Lite, which is free for any submittal smaller than 100 megabytes. Just a word of warning concerning submittal to more than one person: Place a comma between the email addresses, not a space or a return.

Since the entry form is in Word format, you will be able to fill in the blanks and submit it electronically also. It is requested that a hard copy of your newsletter be snail mailed to Joan Field for display at the PSA Conference to be held in Charleston, SC. In future years all will be handled and shown electronically.

The deadline for entry is June 15, 2010. Details about the competition and the forms you will need are available for download on the PSA website: <http://www.psaphoto.org/>. On the left side of the homepage you will see a button for Competitions. Simply click on that and hit Newsletter Contest. This will take you to the information page with all the requirements, the forms to download, and a chance to look at the 2008 winning newsletters.

It is hoped that your club, Chapter or council will consider entering this year. Councils and chapters are judged separately from the clubs which are divided into small and large size. Contact me at jfzgf@att.com if you have questions about the newsletter contest.

Aside from the competition, it is also highly recommended to join the PhotoEditors Yahoo group: <http://tech.dir.groups.yahoo.com/group/PhotoEditors/>. Here you can find answers to your editing questions, filler articles, and a wonderful rapport with fellow editors. There are over 200 participants. Join now!

If your newsletter is larger than four megabytes, please submit it by using YouSendIt (YouSendIt.com).

CLUB REPRESENTATIVES' E-MAIL ADDRESS PROBLEM

There is a problem with clubs appointing Club Reps who have an e-mail system (EarthLink is a good example) that sends a response to the person writing to ask them to validate or verify themselves by completing a "test" form before their email will be delivered.

While this procedure may lessen the Club Rep's junk mail, and may even save time for the Club Rep, it is causing problems for the volunteers who write to the Club Reps on behalf of PSA, and those who send *The Projector* and PSA renewal notices. Please try to make it easier for these volunteers to do their jobs.

Camera Club Committee News

by Margaret Sprott, PSA Camera Club Committee Chair

Entries for the various contests sponsored by the Camera Club Committee are beginning to arrive, but if your club, chapter, or council has not gotten around to entering yet, there is still time to do so. The deadlines for each contest are:

Website Contest – May 31, 2010

Newsletter Contest – June 15, 2010

Councils Challenge – June 15, 2010

You should already have received information about the rules for each of these contests and how to enter but if you have misplaced them, all you have to do is go to the PSA club services website under recognition, and you will find information about all of them there: http://psa-clubservices.org/club_services/recognition.html

I must commend each of the Directors of these contests because they have been very faithful about refining the rules and publicizing them. They are very willing to answer questions and will

continue to do so as the deadlines approach. Thank you to:

Joan Field – Newsletter Contest –
jfzgf@att.net

Mike Brouphy – Website Contest –
Mbrouphy@aol.com

Roz Kleffman – Councils' Challenge –
mermaid51@verizon.net

Without their hard work, we could not have such opportunities.

These contests give each club, chapter, and council a chance to “show their stuff” to others. Even if a club does not win, they will get ideas for how to improve for the next year.

I too am very willing to answer questions and address concerns so don't hesitate to e-mail me (dick_margaret@verizon.net) about anything that is on your mind regarding these contests or the Camera Club Committee in general.

Use of the PSA Logos by Clubs and Councils

Clubs should discontinue using the special 75th Anniversary Logo. Please note that the *PSA Journal* has gone back to the standard logo and the Charleston conference logo.

The correct logos to use are linked to the club services website: http://psa-clubservices.org/club_services/getting_started.html and includes the conference logo as well as the approved standard logo (not the one with the eagle).

Clubs and councils are encouraged to use the PSA logos in their newsletters, websites, and promotional materials as a way to identify their membership in PSA.

If your club is not using a the PSA logos or is using the wrong one, let the appropriate person in your club know where to find the logos.

PSA Individual Membership Handout Updated

**If You Love Photography,
You Belong in PSA . . .**



Benefits of PSA Membership:

- *PSA Journal* monthly magazine (mailed & online) and annual *Who's Who in Photography* publication
- Opportunity to submit articles for potential publication in the *PSA Journal* which is written by and for members
- Three noncommercial ads each year (no more than 5 lines or 175 characters) in the *PSA Journal* at no cost
- Access to New Member web site services (e.g., Image Evaluation, Mentors, Consultants, resource links)
- Free online Individualized Photography Course, Advanced Photography Course, and Image Analysis Course
- Annual Conference with workshops, field trips, photo shoots, and featured speakers at reduced registration fee
- Listing in and access to "Members Only" Membership List on PSA web site
- Publication of photos on the PSA web site, e.g., a photo in the New Member Gallery on joining and in the Show Your Stuff Gallery on renewing for year two
- Creation of a personal photo gallery on the PSA web site for posting up to twenty (20) images
- Use of PSA logo on personal web site and business card
- Reduced registration fee at local Chapter meetings
- Opportunity to present programs and seminars at local, regional, and international meetings
- Opportunity to earn PSA Star Ratings and recognition of photographic achievement with PSA Distinctions for Proficiency (PPSA), Excellence (EPSA), Master (MPSA), and Grand Master (GMPSA)
- Opportunity to be elected an Associate (APSA) or Fellow (FPSA) of the Society
- Study Groups: online for digital images and via mail for prints
- Competitions for specific topics/themes (e.g., Creative, Portrait) or format (e.g., digital essays, B&W prints)
- Reduced fee for PSA Adventures (e.g., cruises)
- Free services (e.g., Species Identification Service, Photo Travel Planning Service, Digital Product Information)
- Discounts on products and services of interest to photographers (e.g., Adobe, Photodex, Tamron, Hunts Photo & Video, OnOne Software)

The PSA Individual Membership Handout (seen at the left) has been updated, and it is posted on the PSA Club Services Web Site: http://psa-clubservices.org/club_services/psa_membership.html for PSA Club Reps to download.

This handout includes the benefits of PSA membership for individuals, directions for applying for PSA membership online, and a mail-in application form at the bottom.

Made into a handy one-page format, it allows you, as a PSA Club Rep, to put your name in as the referring person and easily distribute to potential PSA members. Remember that you may earn Membership Stars for gaining PSA members.

Online Application: www.psa-photo.org > membership > membership forms

Mail in Application:

First Name: _____ Last Name: _____ Birth date (MM/DD/YY): _____
 Address: _____ Telephone: _____
 City: _____ State: _____ Country: _____ Postal Code: _____
 Email Address: _____ Website: _____

Person who referred you to PSA: _____ Automatic Renewal (with credit card payment): YES NO

Check desired membership:	North America/Overseas	
<input type="checkbox"/> Youth (18 & under)	1 Year 2 Years 3 Years	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard Number: _____
<input type="checkbox"/> Individual	\$29/35 \$56/68 \$80/99	Expiration Date: _____
<input type="checkbox"/> Individual Senior (72 & older)	\$45/53 \$88/104 \$128/152	Card Holder Signature: _____
<input type="checkbox"/> Joint Membership	\$68/76 \$133/150 \$196/221	
<small>(Spouse or other individual residing at same address, one PSA Journal)</small>		
<input type="checkbox"/> Joint Senior Member	\$62/69 \$122/136 \$180/201	
<small>(Both members over age 72)</small>		

Make check payable to PSA.
MAIL COMPLETED FORM WITH PAYMENT TO:
 PSA Headquarters
 3000 United Founder's Blvd., Suite 103
 Oklahoma City, OK 73112-3940 USA

Joint Member Name: _____
 Joint Member Email: _____

Unfortunately, Adobe® has discovered there was a problem with the source file for the Adobe® Photoshop® Lightroom® 2 instructional DVD with Julieanne Kost, which caused it not to reproduce the first three segments on the ten-segment DVD being sent to PSA-member clubs when they renew.

Since the DVD includes ten individual, complete lessons that are non-sequential, please just skip to lesson four and enjoy. You can see descriptive information and a lesson outline for this DVD at: http://psa-clubservices.org/club_services/club_programs.html.

PSA Clubs Signing Up for the PSA Club Liability Insurance

Several clubs have already taken advantage of this PSA-arranged one million dollar liability policy for PSA-member clubs and councils holding up to 15 events per year at a \$175 premium per year. Clubs and councils holding up to 30 events per year will pay an additional \$60, or \$235 per year; and clubs and councils holding up to 45 events per year will pay another \$60 per year or \$295 premium per year.

A rider can be sent to the club's or council's meeting location. There are links to the insurance specifications, policy, order placement, etc. on this website: http://psa-clubservices.org/club_services/getting_started.html

**Have You
Registered for
the 2010 PSA
Conference Yet?**

**Get the Early
Registration
Discount!**

**After June 30,
Add \$25**

**After July 31,
Add \$40**

Photographic Society of America 72nd International Conference of Photography



**Charleston, South Carolina
October 3 - 9, 2010**