

Focus

Berks Photographic Society

This month the *Journal's* occasional article entitled **Focus**, which features a member or member club, turns to the Berks Photographic Society.

Hazel Meredith

The Berks Photographic Society (BPS) was established in 1938 as the Berks Camera Club. It is one of only a handful of photographic organizations that owns its own building, housing an auditorium, a large studio, black and white darkroom, finishing room, lockers and a social room. This building is the fourth location for the group as they continued to outgrow previous locations. They now boast a membership roster of 115 with ten new members joining this season. Their largest recent growth spurt was in 2008 with 25 new members. They welcome all amateur photographers from novice to advanced to participate and learn with fellow enthusiasts. Their meeting location is at 40 North Noble Street in Reading, Pennsylvania.

Berks Photographic Society meets every Monday, except for July and August, and provides members with varied programs to improve their photographic and post-production skills. Programs feature topics such as “how-to’s” in Photoshop® or Lightroom®, lighting, flash, or model photography, and also includes travel programs from varied locations around the world. They offer special programs on other days to help expand members’ skills, such as

a recent Saturday workshop on the Basics of Digital Photography and Photoshop.

Competitions are held monthly in slides, prints and digital formats, and include color,



Cheryl Tumolo
PSA Representative

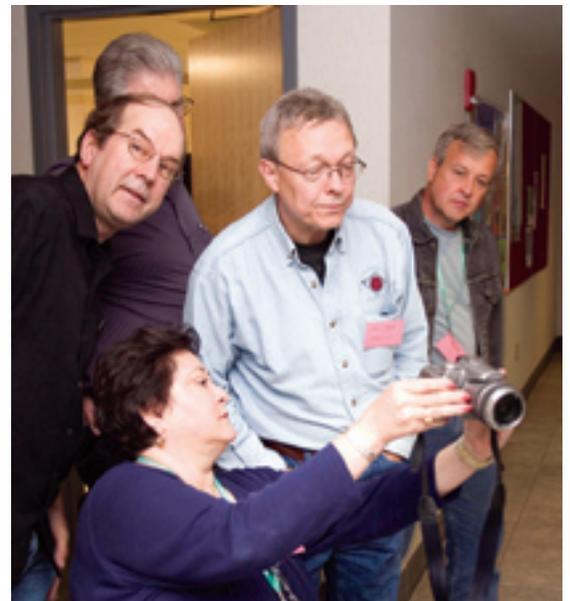


Photo of Wendy Koert showing (from left to right) Bill Martin, Bob Eck (partially hidden), Dave Starke & Mike Siegafuse (all Berks Photographic Society members) a shot taken by her at the 2009 Conference.



Group Shot set up by Michelle Celentano of attendees at the 2009 Berks Photographic Society Conference. The shot was set up by Michelle as part of the class she was teaching. Michelle is sitting on the lap of Berks Photographic Society President, Frank Lorah Jr. (Photo taken by Gary Marzalak of Berks Photographic Society).



Three of the five winners of the Senior High School Student Print Competition held in November 2009.

monochrome, nature and pictorial as well as an assigned subject. Members judge the competitions. Once a year they also have a competition with a club located in the United Kingdom. This special competition is judged by three judges from a country other than the US or UK. Last year's judges hailed from Canada and included PSA's own president, **Fred Greene, FPSA, EPSA.**

The group holds an *Annual Photographic Conference* in June, with this year's conference being scheduled for June 11-13 at Kutztown University in Kutztown, Pennsylvania. The Conference provides opportunities to try your hand at photographing animals (from Hershey's Zoo America); models, and tabletop setups. There will be several programs as well as a featured speaker on Saturday evening. There will also be a competition for prints and slides with awards presented at the Conference.

Berks also provides photographic support and services to several non-profit groups in the area including the Red Cross (members photograph their spring tennis exhibition match); Berks Talk Line (an indoor mini golf tournament in January); Opportunity House (on Super Bowl Sunday they hold a "Souper" Bowl of Soup event); and Goodwill Industries (photographing their fashion show and golf tournament). Members shoot these events at no charge and the groups are able to utilize the photos for advertising and promotion. Members



Senior High School Student Print Competition presentation of awards. People in picture from left to right are: PSA rep, Cheryl Tumolo (holding picture) and Jennifer Shultz, Chairman of Senior High School Student Print Competition (next to flag) taken in the auditorium of Berks Photographic Society building.

are allowed to use the images for competitions or personal promotions.

The club is a member of the Delaware Valley Council of Camera Clubs (DVCCC) as well as the Photographic Society of America. For further information, visit their Web site at: <http://www.berkscamera.org/>

PAID ADVERTISEMENT

BERKS PHOTOGRAPHIC SOCIETY'S 51ST ANNUAL PHOTOGRAPHIC CONFERENCE

Presented By Berks Photographic Society

June 11, 12 & 13, 2010

Boehm Science Building, Kutztown University, Kutztown, PA

Featuring Programs by:

RICK SAMMON

Canon Explorer of Light

Sponsored by:

Canon

LINDSAY ADLER

Sponsored by:

Mpix

Additional Sponsorship provided by

Additional Speakers and Programs throughout the weekend

Doorprizes donated by **Wacom** and **Photodex**

For information:

Website: www.berkscamera.org

Email: conference@berkscamera.org