



The Projector

THE NEWSLETTER FOR PSA - MEMBER CLUBS & COUNCILS FALL 2009

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The Projector and PSA Conference

by Pat Gordy, The Projector Editor, PSA Region 13 Director

First, I am delighted to be working as editor to produce *The Projector* with Sharp Todd, APSA, PPSA, Chapters, Clubs and Councils Vice President.

Next, it was exciting to be at the PSA 2009 Conference! Photos from the conference are now available on the PSA homepage at <http://www.psa-photo.org>. In addition, above the photos, you will find a summation of the conference by Gerald Emmerich, Jr. FPSA, EPSA.

Future PSA Conference cities are: 2010, Charleston, SC; 2011, Colorado Springs, CO; and 2012, San Francisco, CA. Make plans to attend now!

Adobe®-PSA Club Photo Contest

by Joanne Stolte, APSA, EPSA, Membership Vice President

The Adobe sponsored **PSA Club Photo Contest** caused lots of excitement during the Conference. Each PSA-member Club has received an e-mail that includes the club membership number and a club password. This e-mail was sent to the Club Rep e-mail address that is listed in the PSA Membership List.

Each club will be asked to identify a **Club Contest Coordinator**. The Club Contest Coordinator will sign up for a free trial of Adobe Lightroom 2 (good through February 2010) and will use Lightroom to collect and select the club's contest entry. A club entry will be two images by two different makers. The images submitted to the contest should be new work and no image can have been entered in a PSA-recognized International Exhibition. The prizes include Adobe Photoshop CS4, Lightroom 2, Lightroom Workshops and books.

The PSA-member Club Photo Contest web site is linked from the PSA web site at the top of the "Competitions" webpage. Questions regarding the PSA-member Club Photo Contest should be sent to: psaclubcontest@pcms-photo.org. Every PSA-member club should see that a club member receives the free trial of Lightroom and have the club participate in this fun activity.

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PSA Councils Challenge 2009 Results

by Sharp Todd, APSA, PPSA, Chapters, Clubs, & Councils VP

There were 10 organizations that participated in this year's PSA Councils Challenge, and seven of these organizations competed in all three sections. Nine organizations competed in digital, eight in prints, and seven in slides.

Southern California Council of Camera Clubs (S4C) earned First Place in the digital section with 106 points. Northwest Council of Camera Clubs (NWCCC) took First Place in the print section with 109 points. New England Camera Club Council (NECCC) earned the slide section with 102 points. Also, NECCC, secured over-all FIRST PLACE with a total of 307 points.

The judging took place on July 2, 2009, and Roz Kleffman of the Bowie-Crofton Camera Club organized and coordinated the effort. The judges were Joanne Dubbs, Donna Neal, and Warren Wilson. Others from the club that helped were Dick Russell, Zolt Levay, Thelma Loret di Mola, and Dick Whitley, APSA, PPSA, who was the official PSA representative at the judging. Many thanks go to the Bowie-Crofton Camera Club, Roz Kleffman, the judges, and the workers.

Organization	Total Points	Digital	Prints	Slides
New England Camera Club Council (NECCC)	307	104	101	102
North Central Camera Club (N4C)	292	103	98	91
Chicago Area Camera Club Association (CACCA)	274	86	98	90
Twin Cities Area Council of Camera Clubs (TCACCC)	273	88	102	83
Greater Detroit Camera Club Council (GDCCC)	266	91	92	83
Wisconsin Area Camera Club Organization (WACCO)	257	83	85	89
The Association of Finnish Camera Clubs (AFCC)	247	79	81	87
Northwest Council of Camera Clubs (NWCCC)	109	--	109	--
Southern California Council of Camera Clubs (S4C)	106	106	--	--
Delaware Valley Council of Camera Clubs (DVCCC)	92	92	--	--

INDIVIDUAL AWARD RECIPIENTS

Digital

- 1st Place - Don Pivonka, DVCCC, "100_jpg_0180"
 2nd Place - Cathy Reeves, GSCCC, "Assault"
 3rd Place - Livia Trauber, S4C, "Bear in River"
 HM - Ron Balthazor, N4C, "Buck's Road House"
 HM - Brian Billadeau, TCACCC, "Gorilla Thoughts"
 HM - Steven Berkowitz, DVCCC, "Bluebirds 08_0145"

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Prints

1st Place - Sandy Gates, NWCCC, "White Browed Coucal"
 2nd Place - Morrie Carter, NWCCC, "Seattle from the Pier"
 3rd Place - Ellen Wold, TCACCC, "Blue Moon"
 HM - Kaye Hargis, GSCCC, "High Winds on the Dunes"
 HM - Jim Seiber, NWCCC, "Grass House"
 HM - Al Harmon, NWCCC, "Ego"

Slides

1st Place - Jessi Helimaki, FINNISH, "Forested Island 2"
 2nd Place - James McGahan, NECCC, "Spotted Cleaner Shrimp #3"
 3rd Place - Pat Schwoppe, N4C, "Table Bluff Lighthouse #2"
 HM -Robert Olson, TCACCC, "Fantasy"
 HM -Don Plocher, CACCA, "Rain Drops on Dahlia"
 HM -William Barnett, NECCC, "Roaring out of the Clouds"

New Image Analysis Course

by *Joanne Stolte, APSA, EPSA, Membership Vice President*

An online Image Analysis Course has been developed especially for PSA-member clubs. Jon Fishback is the course instructor.

Many times camera club members are called upon to discuss the work of others. Students in this online course learn to formulate thought patterns and use terminology regarding a pictorial photograph that will help them formulate more intelligent discourse. This course is a first step to becoming a judge.

Those completing the Image Analysis Course receive a course completion certificate. Course graduates are listed on the course webpage and in the *PSA Journal*.

To take this course, the student must be a member of a PSA-member club and be or become an individual member of PSA.

Check out the PSA Club Services web site at http://psa-clubservices.org/club_services/judging_services.html for more information.

"This course is a first step to becoming a judge"

Celebrating 75 Years of PSA

by *Elena McTighe, APSA, PSA Publications Vice President*

"Celebrating 75 Years of PSA" - a thirty-minute show on the history of PSA - is now available from PSA Headquarters for club use. The program is on a CD in .exe format, which should play on any computer. There are no fees; however, please contact Jimmie King, support@psa-photo.org, at least three weeks before the program is needed, to find out if he has a copy in stock, and so your club can receive it early enough to have time to make sure the program works properly with your club's equipment. Please include the date your club needs the program and the name and address to whom it should be mailed.

2009 PSA Club Website Contest Results

by Janet Bigalke, APSA, Website Committee Director

This year, the PSA Club Website Contest had 50 entries, 35 Division A (Large Clubs, greater than 50 members) and 15 Division B (Small Clubs, 50 members or less).

Thanks to those clubs that entered. The results were as follows:

Division A (Clubs Greater than 50 Members)

- 1st Place - Loveland Photographic Society - Loveland, CO
- 2nd Place - Lancaster Photography Association - Lancaster, CA
- 3rd Place - Gaithersburg Camera Club - Rockville, MD
- HM - Boise Camera Club - Boise, ID
- HM - Lake County Camera Club - Mundelein, IL
- HM - Chicago Area Camera Club Association - Chicago, IL

Division B (Clubs 50 Members or Less)

- 1st Place - Digital Imaging Photography Guild - Warner Robins, GA
- 2nd Place - Urban Ecology Center Photo Club - Milwaukee, WI
- 3rd Place - Canton Camera Club - Harwinton, CT
- HM - Englewood Camera Club - Greenwood Village, CO
- HM - Rockland Photography Club - New City, NY

Thanks also go to the judges for this year's competition:

Division A Judges - Kristina Kaye, APSA, Debra Elliott, Ken Farman

Division B Judges - Stan Ashbrook, FPSA, N. Sukumar, Dana Vannoy, APSA, PPSA

If a judge had entries in the competition or if they had a connection with any competing club, then another member of the judging group scored the club. Each judge documented comments of what was done well on the website and gave constructive criticism on what could be done differently. Each club received comments on its entries after the conference.

Next year, PSA will be conducting the contest from March 1, through May 31. Check the Club Services website <http://psa-clubservices.org/> for website contest information.

Several new concepts were tested during the judging, but they were not included in the overall scores. Next year, they will be added to the scoring.

For example, the sites will be tested on the major browsers to see if they operate properly: Microsoft v6, v7, v8; Mozilla Firefox; Safari; and Google Chrome on PCs and MACs.

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In the technical areas, judges will continue to look for things like having the pages fit in physical bounds, no dead ends, no broken links, and no errors. New items such as site maps, use of technology (e.g., Flash or java scripts) to disable or dissuade copying of images and use of anti-spam/captcha.

The judges will also be looking for privacy statements or policy and external link disclaimers. For people accessing the website, there should be a clear statement covering copyright ownership of images or content. Judges will continue to look for total presentation that includes accurate spelling and grammar; homepage design and layout with ease of access through menus from the homepage to other primary pages, submenus, and subpages.

Some of the most important items in the total presentation are: displaying the organization name prominently; and having a homepage that is pleasing and not too complicated with the ability to navigate to the other primary pages of the site easily. Having the PSA logo somewhere on the main homepage is definitely a plus. The regular PSA logo and the 2010 PSA Conference logo for Charleston, SC, are available on the PSA club website at: <http://www.psa-photo.org/resourcePageDisplay.asp?DivID=8&menuID=6&pageID=610>.

From a content point of view, the judges will look for information about the club, contact information, how to join the club, information on officers, meeting information and schedules, meeting location with directions and maps, competitions (if club is a competitive organization), rules for competition (if applicable), information or forms for submitting images, judging rules, external competitions, newsletters and archives, events/outings with schedules, photo galleries, winning images, tips/tricks/FAQ's, member galleries, or member only sections.

When the judges evaluate design and layout, they look for use of color, graphics, photos, use of information, font size/style and color (easy to read), resolution, no scrolling left or right to see pages, layout of homepage, layout of subpages, and creativity.

Under the navigation and ease of use, they look for the ability to navigate from page to page and return with no errors, ability to return to the top of pages or previous pages, print capability, use of buttons or menus for ease of use from homepage to other primary pages, and search capability.

When evaluating links, they look for the ability to launch a link and navigate back to the club website, links to PSA, the PSA Conference, links to chapters, councils, state organizations or associations, books or publications, workshops, tours, speakers, manufacturers, photography shopping sites, digital sites like Adobe Photoshop, Photodex, etc., tutorials, member websites or galleries, and others.

These are some of the guidelines the judges will use. Not all clubs/councils/chapters have the same requirements, therefore, each site is very unique and the judges take this into consideration while judging.

If any club webmaster feels PSA needs to add some criteria, please forward the information to Janet at jlb-psa@embarqmail.com.

PSA Club Website Contest Notes

The 2010 contest will run from March 1 through May 31.

The websites will be tested on the major browsers to see if they operate properly.

Use of the PSA logo is helpful.

Ridgewood Camera Club Earns PSA Club Service Award

by Pat Gordy, PSA Region 13 Director

Congratulations to the Ridgewood Camera Club of New Jersey for earning the PSA Club Service Award this year. The PSA Club Service Award was presented during the Opening Meeting of the PSA Conference when the other Society Recognition Awards (for individuals) were

presented. The PSA Club Service Award acknowledges the many major photographic service efforts made by PSA-member clubs in communities world-wide. Go to http://psa-clubservices.org/club_services/recognition.html to find out the various recognitions your club could earn.

The Role of the PSA Club Representative

by Joanne Stolte, APSA, EPSA, Membership Vice President

Each PSA-member club has a PSA Representative (Club Rep) who is listed as the club contact person, and usually his/her contact information (mailing address and e-mail address) is used as the club contact information in the PSA membership database. The PSA Rep receives the club's copy of the monthly *PSA Journal* and membership renewal notice via the postal service; the quarterly club newsletter, *the Projector*; announcements for the club; and PSA membership renewal reminders via e-mail. The PSA Club Rep must have and use e-mail, and he/she needs to attend the club's meetings to be the communication line between PSA and the club.

Since PSA Club Reps encourage others to join PSA, they should also be PSA members. PSA Club Reps are vital channels between local clubs and PSA, so much so that holding this job counts for someone going for PSA honors.

PSA Club Reps should read the Master Operating Manual (MOM) to refresh themselves on the responsibilities of this position. If there is difficulty carrying out these responsibilities, this might be the time for the club to select a different club member to become PSA Club Rep. If this happens, please inform PSA Headquarters of the change.

PSA Master Operating Manual (MOM) PSA Club/Council Representative (Club Rep)

Overview:

Each PSA-member club and Council will have one person identified as the PSA Rep when the club applies for membership. This contact person will be listed in the PSA Membership data base and the Club Rep name can be changed at any time. Each PSA-member club will also provide a mailing address, an e-mail contact, a phone number, and a club web site URL. Often the mailing address, e-mail address, and phone number are that of the PSA Club Rep.

Reminder:

"PSA Club Reps should read and follow the Master Operating Manual (MOM) for PSA Club Reps."

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The PSA Club/Council Representative Responsibilities:

Receive the club's copy of the *PSA Journal* each month and transfer that copy to the next club meeting to share it with potential PSA members.

Receive the club's annual **PSA membership invoice** and transfer the invoice to the club Treasurer for **on-time payment**. The Club Rep may make the PSA membership payment and be reimbursed by the club. Additionally, the Club Rep may suggest PSA Automatic Membership Renewal to make sure that the club maintains its continuous PSA membership. The Club Rep will receive any PSA Membership Renewal Reminder E-mails.

Review the contents of the **PSA Club Services web site** regularly for new information to share with club/Council members: <http://psa-clubservices.org/>

Receive and review the PSA quarterly club newsletter, **the Projector**, and send it via e-mail to the club officers/board.

Speak at each club/Council meeting regarding the latest PSA service or activity that individual PSA members can enjoy and **encourage PSA membership** for all club members.

Identify PSA-recognized Exhibitions with upcoming closing dates and encourage participation by all club members.

Help any club member who wishes to become a PSA member. Offer help to complete their online **membership application** or mail their check and application to Headquarters.

Participate in the **PSA Camera Club Sparkle** online forum and encourage other club officers to also participate: <http://tech.groups.yahoo.com/group/ccsparkle/>

Encourage the club's webmaster and newsletter editor to join the **PSA PhotoEditors Group**: <http://tech.groups.yahoo.com/group/PhotoEditors/>

Encourage the club to participate in **PSA Interclub Competitions**. Become the Interclub Coordinator for the club and submit the club's entry or identify another club member to be the Interclub Coordinator.

Encourage the club to enter the annual **PSA Web Site Contest** and **Newsletter Contest**. Encourage Councils to enter the **PSA Council's Challenge**.

In Appreciation

Mary McLain of the Photographic Society of Chattanooga is working to track down PSA Club Reps whose e-mails have bounced back.

Thanks for your time and effort in this project, Mary!

Please notify PSA Headquarters when your club changes PSA Reps or the current PSA Rep's contact information changes.