

# the Projector

a newsletter for PSA Member Organizations • Summer 2009

## **Photographic Society of America 's ...**

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

## **PSA Club Services Program at Yellowstone Conference**

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

**O**n Monday, September 21, from 10:45 a.m. to 11:50 a.m., there will be a presentation of all the latest services for PSA-member clubs. Web-based club photo evaluation/judging software, template club websites, club insurance, club DVD programs, discounts on commercial products and services for clubs, club judge training/certification, and free PSA Interclub Competitions will be reviewed. A timeline for PSA-member clubs to make the most of their PSA membership will be provided. All Club Reps and club officers should attend, as well as all Conference attendees interested in knowing what is new for PSA-member clubs.

## **No Entry Fee for PSA Digital Interclub Competitions**

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

**T**here are six PSA Digital Interclub Competitions. Three are for pictorial images: two are General and the other is Creative (altered reality). The other three digital Interclub Competitions are for Nature, Photo Travel, and Photojournalism images.

Each PSA-member club should enter at least one Interclub Competition. Have your club select the area/topic that is of greatest interest, select an Interclub Chair, and begin collecting images for potential entry.

If your club already has entered one or more PSA digital Interclub Competition, this is the time to add another. Entering all six digital Interclub Competitions would now be a \$60 savings and that amount is more than a one year PSA club membership fee.

These Interclub competitions are a benefit of PSA club membership and any club member can receive recognition, whether that individual is a PSA member or not. Participation in the Interclub Competitions is a great club program and a wonderful way to help all club members learn what images qualify in the various divisions.

Interclub registration is in September and the first contest for the 2009-2010 PSA digital Interclub Competitions will be in October. There is Consultant help for all PSA-member clubs to determine which Interclub Competition to enter or to select the club's images for entry. All information can be found at:

[http://psa-clubservices.org/club\\_services/interclub\\_competitions.html](http://psa-clubservices.org/club_services/interclub_competitions.html)

## Conference schedule for camera club and Council activities

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

**F**or those attending the 2009 PSA Annual Conference in West Yellowstone this September here is a schedule of activities and meetings that you may be interested in attending. These meetings and activities are open to everyone.

Camera Club Services information meeting, Monday 10:45AM.

2009 PSA Youth Showcase presentation, Monday 2:00 PM.

PSA Councils Challenge presentation, Monday 4:40 PM.

Camera Clubs and Councils Newsletter and Website Editors meeting, Tuesday 1:00 PM.

Camera Club and Councils PSA representatives meeting, Wednesday 1:00 PM.

Camera Club and Councils Webmasters meeting, Thursday 12:00PM.

## 2009 PSA Youth Showcase

by Kathleen Z. Braun, APSA, Director Youth Showcase

**A**nother banner year was experienced by the PSA Youth Showcase program with 549 entries sent in by 19 chapter, club, and council sponsors from 102 different schools and groups. Three new sponsoring clubs have joined in the program. A warm welcome goes to the St. Louis Camera Club, the Greater Lynn Photography Association, and the Central Illinois Photography/Imaging Club. The program has also reached into two more states: Missouri and Georgia.

There will be 132 prints that were chosen for display at the PSA Annual Conference in West Yellowstone, Montana. There are winners in each of the five categories, plus thirteen honorable mention awards. The Best of Show is another very striking monochrome print that will be announced at the conference along with the other winners.

The selection took place in Wauwatosa, Wisconsin, with members from the Wisconsin Chapter doing the judging. Richard Knisbeck, Signe Emmerich, and Gerald Emmerich III, our first "younger generation judge" did an admirable job.

Next year's showcase will have some minor changes. The Human Interest category will become the People and/or Animals category. The Photographer's Choice category will be the Photographer's Choice/Creative category.

Even though schools are not now in session for the most part, it's not too soon to start thinking about how your club might enter prints from your local schools in the showcase. Information can be obtained from Kathleen Z. Braun, 300 Lake Shore Road, Grafton, WI, 53024 or Pkzbraun@aol.com. You can also check with some of our other sponsors who will be listed in the "2009 PSA Youth Showcase" article in the PSA JOURNAL. We also encourage entries from home-schooled students who can contact me directly.

## PSA Website Contest

by Janet Bigalke

**T**hanks to all the organizations that have entered the PSA 2009 Website Contest. Each year, the webmasters create a challenge for the judges because the qualities of the websites have improved greatly over the last several years.

This year's PSA Website Contest received a total of fifty (50) entries. Most entries were from the United States and Canada. There was only one foreign entry, but there have been inquiries from other countries about the contest. In the past, there have been two or three foreign websites entered into the contest. The contest is open to all PSA Clubs, Councils or Chapters. As usual, the contest is divided into Class A (Large group greater than 50 members) and Class B (Groups of 50 members or less). There were 35 Class A and 15 Class B entries. The large division (Class A) will be awarded a First, Second, Third and three Honorable Mentions (HM's). Division B will be awarded First, Second and Third places and one HM's due to the number of entries in Division B. The awards will be announced at the PSA 2009 Conference in West Yellowstone, Montana.

At this time, I would like to personally thank the six judges who have worked diligently to evaluate the sites. Without the entrants and the judges, there would be no contest!! The judges are: Division A – Kristina Kaye, Debra Elliott, Ken Farman, Division B – Stan Ashbrook, N. Sukumar, Dana Vannoy. Each judge evaluates all the sites in their class and adds positive and constructive comments that are returned individually to the webmasters after the conference. No judge is permitted to judge a site where they have a conflict of interest. If there is a conflict, one of the other judges will act as an alternate for that site.

## Template Club Website and Club Competition Management System at Discount for PSA-member clubs

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

**G**REAT NEWS: PSA-member clubs can receive a special discount (which is basically equivalent to a club's PSA membership fee) for a customizable photo club website and club competition management system.

\*\* With this software, a club can simplify and automate their competitions, prepare Webgalleries of the winning images with the push of a button, and collect entries for Interclub Competitions ... all via a web-based program. A lot less time will be required of the club's digital competition chair.

\*\* Clubs with a website are usually dependant on one club member who knows html. Present club website folders may only be on this person's hard drive where they are not available when this person is on vacation or if this person becomes ill. With this new "template" photo club website the club's field trip coordinator, the competition chair, the Banquet chair, etc., will all be able to post information/images on the site. The workload of the club Webmaster can be spread among the club's directors and the site's folders cannot be lost. Member Galleries are included and the club member directly uploads their images. A domain name is not necessary and present Web host costs would be eliminated.

To learn more, click on [www.photoclubservices.com](http://www.photoclubservices.com). In the navigation bar on the left, click on "Videos." Watch the five minute Club Website Overview video and the nine minute Image Competition Management Overview video. Then read the online brochure and additional information.

There is a free trial subscription available. The free website will display some advertisements on certain pages and will have other limitations; however, to actually try creating a free club site and use the management system may be the best way to see if this service might be appropriate for your club. There is excellent tech support available.

## PSA Logo

by Janet Bigalke

**W**hile reviewing websites and general publications, I have noticed that many people do not use the PSA logo or may use the incorrect logo. On the PSA website under RESOURCES there is a selection PSA Publicity Aids. Click on this selection.

[www.psa-photo.org/resourcePageDisplay.asp?DivID=8&menuID=6&pageID=610](http://www.psa-photo.org/resourcePageDisplay.asp?DivID=8&menuID=6&pageID=610)

Below the banners will be the PSA logos. Use the "COPY/PASTE" function to download the PSA logo, PSA Anniversary logo and/or PSA Conference logo. If you are using the old logo please read the following information that is also available at this same source.

The use of the original PSA logo is now limited to Honors and Distinctions certificates and to exhibition medals.

Effective 2008, all other needs of a logo representing the Society will use the present logo. Please update website, newsletter, stationary, brochures, etc., with the current logo. Each year, the PSA Conference Logo is also available on the PSA Website. This year was the 75th Anniversary logo and next year will be the South Carolina Conference logo. Remember to use the correct logo and also use the PSA and/or Conference logo to promote our organization and conferences.

## PSA Clubs Receive Free Julieanne Kost DVD with Membership Renewal

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

**A**dobe has prepared a custom DVD for PSA-member clubs. In "The Complete Picture," Adobe Evangelist and noted speaker Julieanne Kost covers seven Adobe Lightroom topics (each in a separate program/lesson). The shortest program is seven minutes and the longest is 28 minutes. Any of the programs can be stopped for club discussion or questions and answers.

From October 2009 through September 2010, this DVD will be mailed to the Club Rep the month following the club's membership renewal. Clubs that paid their PSA membership for multiple years, should send an email to PSA Headquarters ([support@psa-photo.org](mailto:support@psa-photo.org)) requesting this DVD. Any clubs joining PSA during this time will receive "The Complete Picture" DVD with their PSA membership packet.

## Answers about Chapters, Clubs & Councils

by Sharp Todd

APSA, PPSA Chapters, Clubs & Councils Vice President

No matter in what order, Chapters, Clubs and Councils, are three special forms of membership of the Photographic Society of America (PSA). The CCC Vice President (member of the PSA Board of Directors) is responsible for the three member groups named above. The Society has libraries and organizations which are members as well and, most of all, it has its many individuals.

Often PSA members wonder what are Councils and why is there a Society Vice President assigned to the three Cs named above.

A Council is an organization of camera clubs in a given geographic area. The members of each Council are the clubs itself. The number of clubs in a Council varies greatly, from as few as four camera clubs in a certain area to those with 25 or more clubs. Many areas do not have a Council to which a club can belong. The purpose of a Council is generally to share ideas club-to-club, to have interclub competition (a very good way for a club to learn if its members are growing in photographic ability is when it stacks up against other council clubs!) for its members. Usually there is at least one convention or conference or similar annual meeting.

Chapters are in various North American areas and are for individual members of PSA but are not for the Society's camera clubs.

Ideally the Chapters meet 4-6 times a year with usually an all-day meeting, one of which is called the Annual Meeting. The Chapter is a liaison between the Society and its individual members. There is one competition between the Chapters, known as the Chapter Showcase in which the members of each chapter submit an image to the chapter. The images are judged locally and ten images are sent for judging. At each PSA annual international conference one of the highlight programs is always the Chapter Showcase, with the results of juried judging being revealed. An annual show of the entire group of images, representative of the individuals in Chapters, is available for rent from PSA Headquarters.

Member-clubs of PSA are perhaps the easiest to explain.

Importantly, photographers often are not aware that there is great variety within the 400- plus clubs that are member-clubs. For example, each club makes all its own decisions, such as how to judge, what scoring system it wishes to use, how often it meets per

month or how many months per year it will meet. Each club decides if it will have a year-end event (banquet, run-off of monthly images, etc.) and even when is the end of the club's "year". Clubs may be for beginners only, for international exhibitors only, for all ranges of experience, for printers only, or digital projected only, or even for certain subject matter only, but most seem to be "a mixed bag" of photographers who come together, with old-timers helping "newbies".

The CCC Vice President is the Society's specialist on the three named groups. The newsletter is intended to help leaders of the groups helps in understanding their respective roles within PSA. Leaders may wish to contact [CCCvp@PSA-photo.org](mailto:CCCvp@PSA-photo.org)

## Club Print Competition (ICPC) 2009 – 2010

by Ed Gervais, Director of ICPC

It probably has been 20 years since ICPC has made major changes in PPD club competitions. Since ICPC is a club competition, the club must be a PSA Member; the club members do not need to be PSA Members. The forms, guidelines and enrollments information is posted on the PSA website with the Pictorial Print Division information. There is no fee for the first year for the new clubs that enroll. The plan is to send a CD with all the necessary forms and labels to all clubs that contact me to compete. Unmounted prints are preferred but clubs in the USA & CA can enter mounted prints. It is acceptable to not have prints returned to save on the return postage.

For the 2009 to 2010 competition year, which starts in October, there will still be 5 categories, Large Color Prints and Monochrome Prints. The two new categories will be Small Color Prints and Small Monochrome Prints. There is still a creative category, which can be a mix of large, & small prints, in color or monochrome. There are four competitions, October, December, February and April. All placing prints including Honorable Mentions are recalled for an End Of Year (EOY) competition in June. Gold, Silver and Bronze PPD medals will be awarded for the EOY competition. It is possible to do a print make up if you miss the first competition in October.

For more information please contact:

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## The 2009 International Newsletter Contest

by Elena McTighe, Publications Vice President

**M**any of you are aware that Margaret Sprott, who is the Camera Club Committee Chairwoman and Director of the PSA International Newsletter Contest, was involved in a devastating car accident in May 2009. Margaret was hospitalized for two months and is very fortunate to be alive. She was discharged from the hospital on July 14th and is working hard to resume a normal life: right now full of doctors' appointments and rehabilitation sessions.

Sharp Todd, APSA, PPSA, PSA Chapters, Clubs and Councils (CCC) Vice President, made a wise decision when he canceled the Newsletter contest so as not to place an extra burden on Margaret's family. <S Todd One@aol.com>

Margaret has emailed the members of the PhotoEditors group and in her email, she stated, "I was so sorry to hear that the newsletter contest had to be canceled and apologize for all the work people put into entering it only to not have it completed. We WILL do it next year! Thank you for your understanding about why it had to be canceled.

I also want to thank all of you who sent greetings and good thoughts that helped me to recover more quickly than anyone thought possible. I am continuing to find cards and e-mails from PSA members and camera clubs and it is very gratifying. I've been hoping to respond to each of you individually but if I can do it, it will take a long time so I decided to send this general message." <dick\_margaret@verizon.net>

While Margaret is recuperating, Hazel Meredith, the PSA Journal Camera Club News Editor, is temporarily taking over most of Margaret's PSA related duties. At the PSA International Conference in Yellowstone, Hazel will chair the CCC Committee meeting on Monday and the CCC Newsletter and Website Editors meeting on Tuesday. Sharp will chair the CC Reps and CC Council Reps meeting on Wednesday with Hazel in attendance. <hmeredithpsa@aol.com>

I am sure that all wish Margaret a speedy recovery.

## Update - Camera Club "Sparkle"

by Hazel Meredith, PSA Journal Camera Club Column Editor

**J**ust over a year ago the "Camera Club Sparkle" Yahoo group was formed. In July 2009, I attended my second "Camera Club Sparkle" seminar at the New England Camera Club Council conference, hosted by Antoinette Gombeda. The 2008 seminar was the inspiration for our Yahoo group.

This year we had some lively discussions regarding starting a new club (one person started a club using "meetup.com"); finding judges for a club, setting up rules for competitions and much more.

Several people who attended this year's seminar also joined the Yahoo group, bringing our membership up to 102! This is a great way to ask questions of fellow club officers from around the country.

If a club is not represented yet in our group, please have an officer or specified person or two join up. Go to <http://groups.yahoo.com/group/ccsparkle>. At the top of the page is a link to click to sign up (or sign in if you already have a Yahoo account). Then just follow the links to register for the group. Once I authorize a member to post (that's just so we can keep out the spammers), you can begin to share your questions, ideas and solutions with fellow clubs.

If you have any questions or problems signing up, please e-mail me, Hazel Meredith at [hmeredithpsa@aol.com](mailto:hmeredithpsa@aol.com).

And, in addition, please remind your club newsletter editor to add me to their e-mail or mailing list for newsletters (e-mail me for mailing address if needed). Thank you!