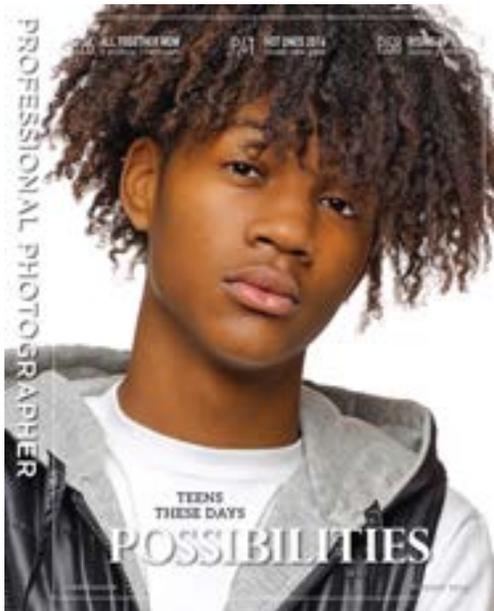


# You'd Better Read Me News

August 2016

It's summertime, and it's going to get hotter before it gets any cooler. At least the air conditioning will be on at the Burns Community Center. Yes, we will have the coffee Adding to the summertime, it's also time to remind people about to make sure they use their flash when taking pictures of people when their subjects are outside. That way they avoid the squinting eyes when they are facing the sun and have the darker faces when positioned with the sun at their backs. Those are the simple things.

Our main speaker is [George DeLoache](#), a long time member of ATX, a former member of FJ Westcott's 100 top portrait photographer groups. As a member of the Professional Photographers of America (PPA) he has the cover shot of this month's magazine. *Professional Photographer*



This is something every professional photographer longs for. - The cover shot of a nationally prominent magazine. We are proud of George being selected for this honor.

The reason George is speaking with us this month, is not to just talk about this cover shot. It's to talk about how to create flash without having to carry the normal light boxes, scrims, flash modifiers and all the heavy equipment that is normally required to create a head show like you see above. Many times you have to work on the spur of the moment when you did not bring the several hundred pounds of lighting equipment that is normally required in a his studio here in Los Angeles.

Let's suppose you have only your camera and few, very small lights called [Lume Cubes](#). Here you have a small, lightweight, powerful

light source that can be used for photography or even video! Want to see exactly where the shadows you want for the face of your subject? *No problem.* Just position these lights around your subject and view those shadows. You want Rembrandt lighting? No problem. You want Frankenstein lighting? That's no problem, either. You just might not like the effect! George will show you how to create that, too!

These Lume Cubes are used all over the world and they are also waterproof, to a certain extent. George will also show us how he used these lights when the shoot required a fast response and the normal studio lights were not available. Additionally we will have Riley Stricklin of Lume Cube to answer questions and supply some products and assist George. Maybe Riley will bring some images of how some crazy Lume Cube surfers have used these lights when out surfing. For those of you who use GoPro, they also have developed a special Dual Cube + GoPro to hold multiple Lume Cubes and the camera.

So the days of carrying bulky lights, tripods, scrims and other items to create suitable lighting are now limited by your imagination. It's like having your own portable studio without the studio.

One important thing about this month's meeting, because of a scheduling conflict, we will not be able to set up our meeting room until 9:30 AM. We will start at 10 AM. George and I have agreed that we will not need our projector or screen, so it will be more personal by being much closer to the speaker and the equipment and save set up. Yes, we will be having a Lume Cube as a raffle prize. Will Riley be offering more discounts? You will have to show up to learn about that.

Because Lynette and I will be traveling in France, we will not have meetings in September and October. We will have a meeting in November and our normal December extravaganza. We will be available most times on the internet. We're hoping to be at places that will allow us to communicate through the web.

Just remember NO meetings in September and October. There will be a meeting in November and December. Plus, we will be meeting this month after 9:30 AM at the normal Burns Community Center. We will start ther meeting at 10 AM..

See you then and we will be sending out notices as time and circumstance permits.

Regards,

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