



You'd Better Read Me News

December 2017

Before talking about the upcoming meeting of ATX, I think we need to talk about the meeting we just had with Katrin Eismann at the Long Beach Marriott on November 18. Attendance was a lot lower than what we expected. Are we upside down because expenses were far more than our normal monthly cost? Not quite! We were able to cover Katrin's normal speaking fees, SONY covered some of her expenses, and Adobe had forwarded us enough to cover the basics of the room rental. Because we have a high end audio system and our own high end video projector with HDMI capability, we were able to show Katrin's videos with audio through our projector's speakers, so no additional costs for the room rental. Overall, we were able to keep our expenses within budget - but barely.

Instead of just closing ATX down by declaring the seminar conducted by Katrin a toss, we had just enough attendees to keep us going. That being said, and I won't belabor the point, those of you who decided that you had something else to do on November 18, made a very big mistake in your computer assisted graphic design and photographic future.

Why? How?

Katrin covered the subjects that were alluded to in the build-up to her talk. One of her subjects was "What is the best camera?" The one you have in your pocket of course. That is the simple answer with which she started. Then she proved to all of us that her camera, an iPhone 5, was her choice. Yes, she could have chosen a newer model like the iPhone 8, yet we were all shocked when she showed us why she chose the iPhone 5 - size and capabilities. I was stunned to say the least. All of Katrin's images were now being shown on a ten foot screen using a projector that does not know these pixels are tennis ball sized pixels. We saw clear, unpixelated images and video that was at least 720 pixels on video created with Adobe Lightroom, and other easily available image manipulation software. But wait, there was more! Katrin had the ability to pull down 45,000 images that were not on her iPhone, yet were in the Cloud, easily manageable and easily downloaded!

The oohs and aahs were highly audible as Katrin explained how to do that. I guess you will have ask some of the attendees who were sitting at their desks and writing copious notes how to do this bit of magic using an iPhone 5 or whatever current smartphone they had. Katrin did all of this even though she is a SONY Artisan who represents SONY and the plethora of SONY cameras.

Katrin also did something that other presenters rarely

accomplish. She allowed questions to be asked and answered at almost anytime, including questions from one person who kept asking about the SONY 70-200 telephoto in spite of the fact that it was not a part of Katrin's current subject. Katrin kept answering even while this person was constantly referring to his smartphone as he asked the questions he was getting directly from the SONY internet site. Yes, we had not given out the password to use the Long Beach Marriott's WiFi, so he was using his own minutes to try and ask questions. We call that being a "sniper" in public speaking parlance. Fortunately Katrin kept answering his questions, until he ran out of questions. What was also very professional was how Katrin would repeat how to accomplish all the techniques she showed until we all had the time to write down the answers or until she was sure we understood. I reiterated that those of you who chose not to come, really lost out.

Although we were only scheduled from 9 AM to 3 PM, thanks to the Marriott's cooperation, at 3 PM we made the announcement that we were going to keep going for a while longer and the audience just kept the questions coming in. Katrin also kept the answers coming. We took a quick break at 3:30 as several people had other time constraints to conduct the raffle. G-Tech actually added a larger hard drive to the raffle and Acratech announced a new discount to ATX members who should already have received that notice in a separate email.

Now let's talk about this month's ATX meeting on Saturday, December 16th. We are aware of the devastating wildfires in Napa and Santa Rosa, California. A good portion of the city and the surrounding area was totally devastated by the wildfire and some people lost their lives and some lost everything. One of our favorite vendors, [Think Tank Photo](#) is based there and asked the public to donate to help the recovery efforts of the town and the local area. If we donated, and showed that we had donated, ThinkTankPhoto would send us a few items from their inventory. Yes, Lynette and I personally donated - and knowing that we run the ATX, ThinkTankPhoto and MindShiftGear sent us a bunch of brand new items to help ATX. We received a very large box and thought of selling them at 1/2 their normal resale cost or from \$20 to \$120 each - (these items sell for double those figures.) Instead we decided to offer them as fund raisers for ATX at the **crazy donation of \$5.00 each!** And we are going to add a number of items of our own - gently

used items to help ATX. Also with this Bulletin is a list of the ThinkTankPhoto items so you can see which items you may want to get at \$5.00 a piece. There are a lot of items on this list and some are designated, for example, as a Microphone Drop Bag which at first glance you think you might not use. However you could use it as another bag to put other items, such as another smaller lens, a filter or even a light meter, or maybe even a water bottle. We are going to put all of these items in the entry hall area so you can inspect, select, and contribute for them before we open the doors to the meeting. I'm hoping we won't have a riot, as in some stores may have, yet I'm fairly certain that this ATX crowd will maintain decorum and get almost everything they need. Personally, I like the idea of using the Think Tank items clipped to a belt to hold things like filters, a spare lens, and a water bottle when out photographing. So get to the ATX meeting early to scope out what is available. These items will be sold as is, no exchanges, no substitutions, you buy it, you own it, so be careful and just don't buy it because you think you can sell it to another ATX member for \$10 or somewhere else for more! This is not the spirit of this special offer.

Now let's talk about our speaker for this special, annual December meeting. Our speaker is our own Amy Cantrell, well known and well respected portrait photographer. If you have subscribed to any of the major local newspapers for the past couple of years, you have seen some of Amy's portrait work, as she often photographs most of the larger law firms' attorneys for promotional brochures included in the newspaper. We have followed Amy's work and we are also fans of her portrait work. Amy has agreed to speak at ATX and give us an insight to her newest project: **Secrets of Successful Portraits - Top 10 Tool Tips for Any Budget**. Amy will be talking about low budget options for some of the Pro tools. What does Amy take when her gear needs to be at a minimum, or when traveling out of the country, or when trying to go incognito, on up to what she takes for big commercial shoots. She will talk about things most important to her and how she uses them. One example: One of the tools she is rarely without is her Hoodman Loupe, which she uses a little bit differently than most people do. Some things are pretty much universal while others are job specific. Amy will show us how and why she uses specific items. And she does use some of the ThinkTankPhoto items, many of which will be on the tables this coming Saturday. For example: The Skin Series little bags. Amy uses them to carry items inside her camera bags as well as carry them on her waist, plus they lay flat when empty, and they work great for squeezing through crowds at weddings or corporate events. One of the items she is almost never without, in addition to her Hoodman Loupe, is a reflector. Amy will also show and discuss how she almost always carries a Wescott 5 in One that also has a diffusion. It is almost as important as carrying spare batteries and spare

media. Be prepared to take copious notes and don't forget to ask questions.

After Amy's talk and demonstration, we will have our annual raffle, which is not as large and generous in the past. The reason is quite simple - attendance. Yes, we have not had that many people show up, except at our annual Christmas extravaganza. It's amazing how greed will suddenly cause people to decide to show up only at this meeting. If this will be your only meeting this year, ask some of the people who attend regularly what meeting or meetings has stood out in their mind and what did they get out of it. Yes, we have also seen a dramatic decrease in the number of Adobe prizes the past couple of years. However, we will still offer the best Adobe raffle prize of all, a One year's subscriptions to the Adobe Creative Cloud. And this year we have a hard drive or two to boot. Additionally when Lynette and I attend conferences, photo shows, and photo and graphic centric meetings on our own, we sometimes receive items we save for the annual meeting in December! So yes, there are plenty of raffle items at this meeting and that list will be sent by Friday.

We're also reminding people that we will continue with the \$10 annual fee for the ATX extended bulletin and special discount codes we receive throughout the year. So in addition to your monthly fee of \$10 for this December meeting, please consider adding your additional one-time annual fee of \$10 now. The \$10 annual fee gets you the extended bulletin, along with the vendor discount codes, and it enables us to pay for the room and plan for next year's meetings. We are not using PayPal any more as they have intermittently attached a special "fee" without notice on some contributions this past year, reducing what you send in with PayPal. We have tried to talk with them and explain, and it seems to follow the ["Abott and Costello Math"](#) principle. Click on that link and have a great laugh or two.

We meet next Saturday, December 16, at the [Lakewood Masonic Center, 5918 East Parkcrest Street, Long Beach, CA 90805](#). Doors to the meeting open at 8:45 AM. However we will have the \$5.00-a-piece fund-raiser items from ThinkTankPhoto along the wall just past the sign in desk available as soon as you sign in. So bring some \$5.00 bills as well! Please don't start a riot as I am hoping that the \$5.00 pricing will not create ill will among the members attending the meeting.

Regards & God Bless,
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