

You'd Better Read Me News

January 2017

This bulletin is being written almost nine days before the meeting. It's raining here in southern California and boy, do we need it. I know a number of people will moan and groan about how much rain we have had in the past few weeks. Yes, the reservoirs in northern California are almost all full and the snowpack in the Sierras is quite high. In some spots it's 150+% higher for this January. However I recall driving to Reno in March of 1993 and the snow in the Sierras was still thirty feet deep! The problem areas are where fires have burned the vegetation and the resulting mudslides has caused havoc for the local residents. We still need the rain. Enjoy it and welcome it - except if you are warily looking at your close-by burned areas.

Two pieces of bad news to report. [The Pioneer Cabin Tree](#) has fallen. That's the giant Sequoia in Calaveras Big Tree State Park. It was probably one the United State's most famous trees. Because it had become hollow because of lightning strikes and forest fires, the tree's burnt core served as a chimney. In the 1870s a tunnel was cut through the compartments as the private land owner at the request of James Sperry, a local hotel owner. It was done with the thought of it becoming a tourist attraction. It emulated the tunnel carved into Yosemite's Wawona Tree. Now both trees have fallen. Yosemite's fell in 1969. Federal laws prevent the tree being cut up to determine its age. It is estimated to have been over 1,000 years old. In 1900 the US Forest Service wrote that it was 280 feet tall. Today it is a large pile of splinters. If you have never seen one of these lofty tees, go there this year. You need to imprint their majesty in your mind.

The other piece of sad news is that one of the pillars of ATX has passed away, [Richard Charles Zigrang](#) known as "Ziggy" among ATX members. For those of you who attended last month's ATX extravaganza, you will remember that Ziggy's name came up several times during our annual raffle. Why? If Ziggy and his wife were not traveling and there was an ATX meeting, he was in attendance. While Ziggy was

not a public speaker as some of us are, he added to the information by quietly furthering the speaker's information during the usual breaks. His stories about Africa, flying, and his children were fun to listen to. Personally, I will miss him, a lot. Yes, I know he won the Creative Cloud during the annual extravaganza raffle. I have contacted his widow and she will check with his nine children about what to do with his one year membership. We had already contacted Adobe about this and they will transfer the membership to another Zigrang family member.

We start off this year with our resident guru - Michelle Glush, Adobe Teacher extraordinaire and Adobe Community Professional. Her topic is [Adobe Capture](#) and [Adobe Spark](#). Michelle will help you "Capture" the "Spark" in your creativity. These are two of Adobe's mobile apps that will help you add value to your photography and design creations and you DO NOT necessarily need a paid CC subscription!! Add in Spark Page, Post and Video that will help you harness the power of social media. (WOW! What a mouth full). Michelle will show you to create eye-popping graphics, video web pages in minutes much easier than ever before. Use Capture to create color palettes, patterns, capture images (*make sure you have the rights to use copyrighted images*) and create vector images from a simple snapshot for use in your projects. As Michelle has stated - "There is no end to what you can create!" So bring your notebook, pencil, pen or whatever you write with and be prepared to make copious notes and ask questions. We will try to keep this discussion on track without too may side turns. Personally I have been looking forward to learning more about these two items.

Yes, we will have a raffle prize. What will it be? You have to show up to know what it will be.

On an other subject, thank you for those of you who have already paid for your annual subscription to the ATX full bulletin. I am mildly surprised at how many people who have stepped up and

subscribed, especially some of you who cannot attend because you live outside of California or cannot attend as regularly as you want. We are working on a new Full ATX Bulletin special offer as we write this. I am supposed to get the final word early this coming week. It will require us to do a lot more work, however you will find, as others have, it was worth the effort. Sounds serious? It is. We will still send out a full ATX bulletin to everyone next month. Then in March we will send out two bulletins. One FULL for those who have sent or brought in their \$10 annual subscription and one "date and topic only" for those who have not and just want to know the dates and subject of the meeting. Hopefully this program will allow us to acquire more substantial raffle prizes and to have more speakers with varied presentations throughout the year. Yes, we have zeroed in quite a bit with Photoshop and photo centric speakers. So let's look at this photography or graphics world we live in. How many if you have noticed how a newspaper like the Los Angeles Times has gone from producing mostly black and white photos to really a lot of color images, not just in their ads, but in both the sports and editorial pages? The New York Times used to be called "The Grey Lady" because they very seldom, if ever, published color images. Today it splashes quite well with lots of color. Going back to ATX's roots with Adobe Photoshop, until we had decent cameras capable of creating great color images, we were teaching people how to create colorful graphics using combinations of Adobe Illustrator and Adobe Photoshop. I personally remember Rick Valasek and myself teaching an eight hour class at ATX about using the preferences for pre-press with Adobe Photoshop. That class obviously took two meetings and both meetings were standing room only with 100+ members at the Graphix Zone in Irvine. The graphics world has changed dramatically since then.

Next month [Rick Valasek](#) will teach us about light and photography. He has very interesting methods and non-standard work flows that will amaze you and start you on a new creative path for your photography. As usual, bring your notebook, pen or pencil and be prepared to make copious notes. Ask the right questions and you will understand the hows and whys of how Rick and I were able to work together

for so long and so well during the really early days of computer assisted graphic design. Today everyone thinks they know how to do it. And we are regarded as dinosaurs among the graphics people today.

For the coffee drinkers, we have a new system for coffee. No, it's not going to cost you more. It's just a different method. We will have a pot system with a spigot for hot water. So those of you who are tea drinkers, go ahead and bring your own tea bags and yes, you can also bring your own cocoa for those who are so inclined, like me. We will have to create a better system so the person who take the last dregs of coffee, just set the empty pot on a non-hot burner. That way we don't have the typical burnt pot with heavy burnt coffee sludge sitting like tar in the percolator pot. Also clean up after yourself as we are not going to clean up after you like your mother used to. Let's keep the coffee area clean for the next coffee drinker.

ATX HAS MOVED! We now meet at the [Masonic Building Association](#), The Lakewood Masonic Center at **5918 East Parkcrest Street in Long Beach**. If you are using the 405, exit at Woodruff Ave. If you are using the 605, exit at Carson and left on Woodruff. The parking area is quite large. We will use the entrance on the right side as you face the building. We will be setting up fairly early as it will be our first meeting in this building. The doors will open at 8:45 AM and the meeting will start at 9 AM. Yes, we will give you a few extra minutes to learn the new route. It's not that far from our previous meeting room. Yes, the coffee will be brewed, and if you want tea or hot cocoa, bring your own packets. Looking forward to seeing you then. Also give us a few extra minutes to process you in as we are going to be developing two mailing lists. One that we already have and the new one for those of you who wish to be on the FULL ATX bulletin list.

Regards & God Bless,
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