



You'd Better Read Me News

October 2017

Yes, the bulletin is late. Yet we are still meeting at the same place, the same time and the same way, the third Saturday of the month. The place is the Masonic Temple at 5918 E Parkcrest St. Long Beach, CA 90808. We meet at 9:00 AM and the doors open at 8:45 AM. I will explain why this bulletin was delayed later.

If you are any sort of sports fan, you have to be excited that the Dodgers are now leading the World Champion Chicago Cubs by three games to none. They face off tonight and it's possible that the Dodgers might be the team to represent the National League in the World Series.

It's also possible that the Dodgers may also sweep the Cubs and thoughts of Sweeping the Series will fill everyone's thoughts about the perceived result. We have to wait and see.

However, you don't have to wait and see what Lynette and I have been so excited about — [MacPhun's Luminar](#) Photo Editing Software. For those of you who think of Adobe's Subscription software much like Cable TV software with its ever-increasing price, you are being correct as Adobe is about to increase the monthly subscription price to about \$52 per month. But wait, there's good news that I can talk about right now. On Tuesday, one of the worst kept secrets in the computer-assisted-software world, will be released! MacPhun will announce that Luminar will also be available for the PC platform. I cannot talk more about what will be available. Suffice to say that I have not been this excited since February 1990, when I was finally permitted to speak publicly about Adobe Photoshop. Rick Valasek and I were finally allowed to conduct classes regarding this new product.

There are many features in Luminar that will ignite your own excitement, just as when you were first introduced to Photoshop and its remarkable capabilities. You can purchase Luminar today for \$69. However we have cut a special price! You need to show up at the meeting to take advantage of it. Kevin LaRue from MacPhun will be introducing you to the new product with its wide

ranging capabilities without a subscription price!! Can it do as much as Photoshop? Guess you will have to come and find out. I am limited in how much I can disclose now. However, and to repeat myself, you have to come to Kevin's presentation to get the scoop on just how versatile Luminar is and what it can and will do to bring your images to the 21st Century. For those of you who chose to not step up to the Adobe Subscription model, here is your vindication for waiting. For those of us who already have the Adobe Subscription, here is another way to work quickly on images with or without Lightroom and Photoshop because Luminar works both as a plug in and as a stand alone product. I'm told it also works faster in some circumstances. You have to show up to find out how Luminar will work into your workflow.

Speaking of workflows: Would you like to know more about Digital Photography or how to work more efficiently with Adobe Photoshop or with Lightroom or other editing software, or even with a digital camera? Spend a day with the photography guru who taught so many other photography gurus like Joe MacNally, Greg Gorman, Joel Grimes, Steve Johnson, Jack Reznicki and most of the Canon Explorers of Light. We have been working with Katrin Eismann for almost two years to get her to come to the West Coast for her **only West Coast appearance in 2017 and 2018**. To give you an insight on how busy her schedule is, she will be presenting all day for ATX Special Event at the Long Beach Marriott on November 18. Then on Sunday, November 19, she will conduct a PhotoWalk in Huntington Beach and leave by 11:15 AM to catch a flight to Germany from LAX. Sign up now for this great presentation and super raffle, and save! The early bird price goes up on November 1. Tickets can be [purchased here](#) Save yourself time and money by purchasing your ticket now. Whatever you do, do not miss this presentation! More information as we get closer.

God bless,
Rick Redfern
714.840.4737