



# You'd Better Read Me News

January 2018

It appears we all made it through the Christmas and New Year's celebrations. We won't talk about what the cold, wind, snow and ice the East Coast dealing with all the way from Maine to Savannah. We were in Savannah several years ago when it was so cold, there was ice on the ground. But now Savannah is having snow?

After last month's ATX meeting, several of the pillars of ATX got together and discussed what we needed to do to generate more attendance. One of the better suggestions was that we go to our roots of when ATX was first organized and we deal with product education as we used to when we first started in 1992. We all pretty much agreed that returning to deal a lot more with a single subject at each meeting and follow that up with an expansion of the subject at a subsequent or very close in time with the same subject so there is continuity on the subject. For example. In January, we are going to have [Michelle Glush](#) talk about creating selections within Photoshop and the next month, February, we will have [Dennis Dunbar](#) talk about taking selections and bringing them together in something like a magazine cover or perhaps a movie poster.

In March we will have [Amy Cantrell](#) show and demonstrate how to create portraits with a single light and, depending how much time it takes for the audience to get the subject, we can continue it at a subsequent meeting later in the year.

In April [John Doyle](#) will cover using text and how to create headlines and the text relating to the image and the text.

On May 19 we will have [Erin Manning](#) talk about combining still images, speech and video to tell a story.

Then in June we will have [Michael Pliskin](#) show us a deep dive into Lightroom and show his Lightroom workflow.

In July we will not have a meeting as Lynette and I will be in Norway. We will imaging polar bears on the ice as we will be imaging them before they do not exist any more.

In August we will have [Amy Cantrell](#) to refresh us about one light photography and then move into two light photography.

Each month will be an all meeting subject. We will probably with setting up preferences and preliminary equipment and then start to deal with how to assemble all the pieces for each subject. I would make certain you start by acquiring a notebook to make copious notes to refer back to as the total

sum will be quite extensive.

Yes, we have plans for other meetings and subjects. Be assured that we will have a full year's worth of meetings. To keep everyone informed we will sending out more mini bulletins to keep everyone informed and aware of the progress of each speaker and their subject.

Additionally, Lynette has been reformatting the ATX mailing list and setting it to use Mail Chimp. We have added a new feature that we very happy to have... the ability for you to unsubscribe from this mailing list. It will make that process quite easy, there will be an "unsubscribe" link and presto, that e-mail address will be gone. Over the years we have found some of you have several e-mail addresses. Now you can delete the ones that are not valid or you don't want to be on the list. Just be certain, because once you press "unsubscribe", you are gone.

But wait, there's more. Sometime this year we will be raffling a [Canon Pixma Pro 10](#) printer. This is supposed to be a desktop. It is, if you have a large desk. It has 10 colors and can handle 13 inch by 19 inch printer paper. Lynette has found that by using the Paper Suppliers profiles for that particular paper, the results are great, as long as your monitor is calibrated. Will we be covering that subject? Yes probably at the same meeting that we raffle the printer. And yes, we are working with Adobe to make certain that we will also be raffling an Adobe Cloud for one year.

Plus, we will be more aggressive about making certain that those of you who will also pay the additional \$10 will still get the expanded bulletin with the links we get from suppliers and vendors. Those who do not will just get a notice about the meeting without the links for the discounts and special offers. We meet next Saturday, Jaznuary 20 at the [Lakewood Masonic Center, 5918 East Parkcrest Street, Long Beach, CA 90805](#). Doors open at 8:45 AM.

Regards & God Bless,  
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