



# InFocus

Wisconsin Chapter of the Photographic Society of America

## Calendar of Events - 2015

### Sunday, March 22, 2015

Waukesha State Bank, Oconomowoc

- 9 AM - Business Meeting
  - Chapters, Clubs, and Councils;
  - local competitions
- Wisconsin PSA Individual Showcase  
(1 digital color and/or 1 monochrome)
- "The Smokies" presented by Jeff Klug
- BYOI Shows
- Results of the Individual Showcase
- 1 PM - Interactive Image Critiquing led by Gerry Emmerich

### Friday - Sunday, May 15-17, 2015

Photo Outing, Wausau, Wisconsin, Best Western Plus Wausau-Rothschild Hotel

- Friday Evening - Get together meeting
  - Discuss photo locations
- Saturday Afternoon - Annual Meeting
  - Election of Officers for 2015-17 term
  - Show highlights of 2015 Wisconsin PSA Club Showcase
  - Prepare for Battle of the Sexes -  
Select categories and team captains
  - Show and Tell

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## Reservation Form for March 22nd Meeting

Waukesha State Bank, Oconomowoc, Wisconsin

Registrations should reach us by March 18th

The cost for this meeting is **\$10.00** (which helps to cover lunch and the speaker's honorarium). If you will not be eating the provided lunch (because of dietary or time constraints) your cost would be **\$5.00** for the meeting.

Name(s): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

	Number attending	@	\$5.00	Cost
<input type="radio"/> Meeting	_____	@	\$5.00	_____
<input type="radio"/> Lunch	_____	@	\$5.00	_____
<b>Total Amount (Enclosed)</b>				_____

Make check payable to **PSA-WI Chapter** and mail to: **Paul Moertl, 4042 N 111th St, Wauwatosa WI 53222**

## Other Wisconsin Events

### Milwaukee Youth Photography Showcase

- April 13, Monday noon at Milwaukee City Hall – set up exhibit
- April 15, Wednesday 5 PM at Milwaukee City Hall – awards presentation & reception

### WACCO

- March 21 Seminar – Adam Jones at Mequon Nature Preserve; 9AM to 1 PM
- May 2, Delegates meeting & Spring Competition
- Nov 7, Delegates meeting & Fall Competition

## BYOI

### BYOI means BRING YOUR OWN...IMAGES

In the morning session of the Chapter meetings, we have a segment where members can share their own images. Some people have a theme to their images, such as seasons, a trip, or a favorite subject. Sometimes someone will use ProShow Gold with music, but most often it's just a series of images. This is your chance to be as simple or as creative

as you choose to showcase your images... you are the director and producer.

You should bring your "show" on a jump drive (preferred) or CD. Size all images to no larger than 1024 pixels wide by 768 pixels high, less than 1 MB, and in jpg format. Each person's show should be no longer than five minutes.

# MARCH 22, 2015 PROGRAM

## **Interactive Image Critiquing**

**presented by Gerry Emmerich**

Our March program will be a different approach from our "standard" afternoon speakers. Several of the Chapter members enter international exhibitions; many of us enter camera club or WACCO competitions; or we just want to improve our images but aren't quite sure what to do. If we enter competitions we obviously select images we really like or think will do well, only to find out differently when we get the results back. It happens to all of us, even the Grand Masters of PSA.

So what can we do to make that image become better or more powerful? What do the judges see that we don't? This is the question a member posed, and we decided to have an afternoon critiquing the images you would like input on in Photoshop. Nothing complicated will be done; many times it doesn't take much to add impact; and sometimes nothing can help an image but we can learn why.

Gerry Emmerich will lead the critiquing in Photoshop, and the discussion will be interactive with the members. You are encouraged to bring an image or two that you would like to have input on. We all can learn from seeing things through different eyes.

## PSA NOMINATIONS AND ELECTIONS

As per PSA Election By-Laws and Chapter By-Laws, the Chapter Chair appointed three Chapter members of good standing to the Nominating Committee at the January Chapter meeting. The Committee will vet potential nominees for the offices of Chair, Vice Chair, Secretary, and Treasurer and present a slate of proposed officers for the 2015-2017 term at the March 2015 Chapter meeting. Additional nominations may be made by the

membership no later than April 15 of the election year. The election will take place at the Chapter Annual Meeting on May 16, 2015.

There are no restrictions on the number of terms that a Chapter officer may serve. The term of office commences at 12:01 am on October 4, 2015 (the day following the closing day of the PSA International Conference).

## WISCONSIN CHAPTER NOMINATING COMMITTEE REPORT

by Nancy Klemp

The 2015 Nominating Committee, consisting of Nancy Klemp, Jeff Klug and Sandy Matson, met on February 15, 2015 to determine a slate of officers. A list of open positions and possible candidates for each position was developed by the Committee. The following candidates were contacted and graciously accepted.

We gratefully acknowledge and present the following slate of officers for our 2015-2017 term:

Chair: Signe Emmerich

Vice-chair: Brian Luttamus

Secretary: Trish McCoy

Treasurer: Jane Hirst

## SNAPSHOTS FROM THE CHAIR

Photographs play an important part in recording our lives, beginning with our birth in the delivery room to our eventual passing. Images from the Civil War, documenting the carnage of fellow Americans, give us pause in seeing their agony frozen at the moment of death. Just a few decades ago, photographing a family member laid out in the family home was perfectly normal and the print was a way of sharing the passing of a loved one with those family members far away. Perhaps you have even seen old prints of children, who were taken from families because of diseases all too common a hundred years ago, laid out as if they were in a peaceful sleep.

Sadly, Gerry's father passed away in February and in our time of sorrow, as with countless other families, print photographs from his life displayed at the funeral had a way of lifting our spirits...bringing to mind stories and memories of him and other loved ones who have passed on, and was a way of connecting with friends who came to pay their respects. How much more meaningful it was to linger over these prints with friends and family by our side. There were pictures of him with his brothers and mother taken in 1939 just before they piled in the car for a road trip up to Ashland, of him sitting on a chair in the living room with young Gerry and his sister on each side of him, of him posing by the "fishing wall" with his mounted fish from up north, of him asleep in the chair holding a sleeping grandson, and so on...just everyday life, and most taken on the spur of the moment. But these everyday shots add up to a lifetime and would have been forgotten if someone didn't take the picture and make a print.

The recently late Bailey Donnally, a renowned print photographer, expressed his dismay at how much of our photography today was not being preserved in print format. Millions of pictures are taken every day of countless daily events in digital format, only to stay in digital form. And while you can share it with hundreds of friends or "unknowns" electronically, the images will not be in a format that will endure through the decades and generations. Things from my daily life that I took with my Kodak Brownie... my childhood aquarium with guppies, the kitten I dressed in my doll's clothes, my redecorated bedroom...are remembered by me today because I have prints. These prints individually have little meaning, but put them together and you have glimpses of my life story. I urge you to print the images of some of the ordinary things in your life...not just the beautiful landscapes and spectacular wildlife...but things that add to your life story.

*Signe*

### PSA-WI Executive Committee

**Signe Emmerich**, APSA, Chairman & Asst. State Membership Director  
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**Programs and Historian**,  
 Gerry Emmerich, Jr., HonPSA, GMPSA

**Hospitality**, Nancy Klemp,  
 Sandy Matson

**Showcases**, Don Frisque, APSA, EPSA

**Youth Photography Showcase**,  
 Kathy Braun, FPSA, PPSA

*InFocus*, official newsletter of the PSA-Wisconsin Chapter, is published five times a year, and is included in the Chapter membership dues paid by PSA members who join the PSA-Wisconsin Chapter.



Member

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## WISCONSIN STATE MEMBERSHIP DIRECTOR'S REPORT

Winter is still hanging on, with more snow and cold, at this writing. Seems as if we have had winter for way too long, as I have had my fill, and imagine most of you have also had enough. Hopefully most of you got plenty of winter photos to help your portfolios. My health has been not so good, so I didn't get out for much shooting. Hopefully that will improve once "real" spring finally gets to Wisconsin, (and my doctors hopefully figure out "what all" is ailing me ).

The 2015 PSA Club Showcase is almost done with the judging by the clubs, with one judging still remaining. Then the gathering of all judged sheets, checking, averaging, combining, compiling, rating, and creating the final tabulations and standings will be done during March and April, so the final info can be made available to everyone in May.

I want to give a special thanks to Bonnie Zuidema, who has been, and will continue, to assist me with more of these time-consuming tasks of collecting, averaging, and compiling the data for the Wisconsin Club Showcase.

The "PSA membership kits", contained on a special thumb drive (information outlined in the Oct. 2014 newsletter), are being distributed to all of the Club Ambassadors and others, as appropriate. These are being made available for use at club meetings, and other suitable PSA, Chapter, and membership-related functions. We may have some additional discussion about their purpose and use at the March meeting.

I wish to extend a very warm welcome to our newest PSA and Wisconsin Chapter members who have joined since our last newsletter was published:

**Marty Welter**                      **Junction City**

**Christopher Wenzel**                      **Grafton**

**Robert Leick**                                      **Salem**

**Louis Bruss**                                      **Menasha**

**James Marsala**                                      **Waukesha**

**Laura Davies, HonPSA**, a longtime member and officer of PSA, and a resident of Minnesota, has joined the Wisconsin Chapter.

I strongly encourage, and hope that all of the new members will become and stay active and involved in PSA, Chapter, and your local Camera Club activities and functions. This is the best way to expand your skills and enjoy your love of photography. We all look forward to your active participation and also seeing some of your photography at meetings and functions.

To **all** members, if at any time you have questions or concerns about activities or programs of PSA, the Chapter, or Clubs, please contact me as your State Membership Director.

Please visit the **PSA & Chapter** websites :  
[www.psa-photo.org](http://www.psa-photo.org) &  
[www.psawisconsin.org](http://www.psawisconsin.org)

**Donald (Don) Frisque**, APSA, EPSA,  
 WI SMD [ddfisque@frontier.com](mailto:ddfisque@frontier.com)

## WISCONSIN PSA INDIVIDUAL SHOWCASE

### What and When:

Each year, the Wisconsin PSA Individual Showcase is conducted at the March PSA Wisconsin Chapter meeting during the morning session. This Showcase is open to ALL Wisconsin Chapter members and ALL individual PSA members residing in Wisconsin - you do not have to be a Chapter member to enter this showcase.

The attending membership at the Sunday, March 22 meeting judges the projected images. There will be two categories: Color and Monochrome, and the subject is "open". The top images will be identified and displayed on the PSA Wisconsin State Membership page of the PSA website.

### How:

If you are interested in participating, you are very welcome to attend the Chapter meeting and personally turn in your images; or, if we will be missing you, email them to Signe Emmerich, at [200oaks@gmail.com](mailto:200oaks@gmail.com), by March 21, midnight. She will acknowledge receipt of the images. Even if you are coming to the meeting, you may email your images prior to the meeting to save time at the meeting.

### Image requirements:

Open subject  
One jpg digital image in color  
One jpg digital image in monochrome  
1024 pixels max width  
768 pixels max height  
Less than 1MB  
Your name  
Image title

### Where:

The Chapter meets at the Waukesha State Bank, 1227 Corporate Center Drive, Oconomowoc, I-94 exit 282, north on WI 67. Detailed directions and a map to the meeting location are on the last page of this newsletter.

The Chapter meetings are always open to everyone and we welcome you to come and see what we do.

### Questions?

Contact Signe at [200oaks@gmail.com](mailto:200oaks@gmail.com), or 262-642-5641.

## CHAPTER PHOTO OUTING WEEKEND IN MAY

Wausau will be our Chapter photo outing destination next May 15-17. This great city and surrounding area in the middle of Wisconsin offer several natural and cultural opportunities for our photographers to explore. In addition to attractions such as the Dells of the Eau Claire County Park, Bitzke Bird Walk, the Robert Monk Public Gardens, Rib Mountain State Park, the Wausau River District, the Woodson Art Museum, we are hoping one of the two May water releases from the Wisconsin River to the kayak race course will happen that weekend. The water releases will be for practice runs on the race course that is easily accessible to spectators and photographers. We will have more on the details of the outing and the informal schedule in the coming months.

Don Frisque has reserved a block of 15 rooms for the Chapter at the Best Western Plus Wausau-Rothschild Hotel, 803 Industrial Park Avenue, Rothschild, WI 54474; (715) 355-8900. There are five rooms with a king bed and ten rooms with two queen beds for the price of \$79 plus tax per night (tax is about 13%). The room rates are good for the nights of Thursday, May 14 through Sunday, May

17, for those who want to stay longer than the Friday and Saturday.

All rooms are extended stay rooms which means they are equipped with a refrigerator, stove, sink, dishes/silverware, and microwave. A complimentary breakfast is served from 6 to 9 am. The hotel also has a swimming pool and hot tub.

The room block will be available until April 15. All members must make their own reservations. Mention that you are making a reservation in the PSA Wisconsin Chapter room block.

For those of you who have not been on one of the photo outings before, this is usually a great time to spend time with fellow photographers and share your photographic interests with each other. It is at the May Annual Meeting (Saturday May 16) that the 2015 Wisconsin PSA Clubs Showcase results are revealed and the 2015-2017 Chapter Officers are elected.

We really hope you will be able to join us for a fun weekend next May...reserve your room now.

# WISCONSIN CHAPTER'S BATTLE OF THE SEXES

Previously aka "The Smackdown"

By Signe Emmerich

Several of us have known Massachusetts PSA members Rick and Marilyn Cloran for a number of years, and we often see each other at the PSA Conferences, the New England Camera Clubs Council summer conferences, and take short trips together. I heard about the Smackdown from Marilyn long ago, and I usually ask for updates about the battle when we meet. Many times I wondered if this would be something we could try. Because it would be a great way to get to know each other and to work as a team, I decided the only way to see if we could pull it off would be to give it a try.

The "Smackdown" is a long-time activity of the Greater Lynn Photographic Association. Two teams select an image for each of 25 categories which are then judged by one or two outside judges. "Smackdown" originally was a competition pitting the gals of the club against the guys. For a couple of years, Greater Lynn used teams of Canon versus Nikon users, but this year has gone back to men versus women. If there are two judges, they should also represent the type of teams, i.e., female judge and male judge, or Canon user and Nikon user.

Categories are selected each year, some of which are suggested by members. Some categories are picked with fun and controversy in mind. Each team picks its own captain. Once the categories have been determined, the images are collected by the team captains. Since each team can submit only one image per category and only one entry per photographer is allowed, each team has a preliminary selection meeting to select two to three images for each category, as well as to determine where they are weak. Individual team members are allowed to have photos entered in only two categories, so it becomes a problem when a person has more than that selected. Usually the teams will meet for a second time to select their single image. If the team has a problem selecting the entry, the captain will resolve the problem by making the selection.

Our suggested "Battle Plan":

May:

- Solicit possible categories through *InFocus* newsletter
- 15 or? Categories determined at May outing
- Preliminary team meetings to select team captains at May outing

September – October:

- Start collecting images and put in categories

November meeting:

- Team breakouts
- Teams will strategize
- Preliminary selection of two-three images per category
- Identify weak categories

January meeting:

- Team breakouts in morning portion of Chapter meeting
- Final category selections by teams
- Battle of the Sexes in the afternoon session, after the speaker (shortened program)

All Chapter members in good standing are eligible to enter the Battle, whether they can attend the meetings or not. So, if distance or other obligations preclude you from attending the Chapter meetings, please consider participating by email. We will be soliciting categories at the May meeting.

### **Examples of Categories used by Greater Lynn:**

Amusement Rides	Animal Backsides
Auto Part	Autumn
B & W City Scape	Broken
Birds of Prey	Cat Face
Cemetery	Doll(s)
Dry	Fog
Fox(s)	Garden Flower
In the Sky	Graffiti
Leaf	Hat(s)
Lighthouse	High School Sports
Money	Insect
Pink	Mountain Scenic
Selfie	Night Sky
Shadow(s)	Old Car(s)
Shore Birds	Peeking
Six	Perching Bird(s)
Size Matters	Powerful
Smile	Reptile(s)
Sour	Tattoo
Spider	The Catch
Starburst	Three
Still Life	Vanishing Point
Sweet	Waterfall
Train(s)	Yellow
Wet	2 Colors Only (not B & W)

**ANNOUNCING THE 2015 CONFERENCE**

Details of the Conference will be in the February through the May 2015 issues of the *PSA Journal*.

**77th Annual  
International Conference  
Photographic Society of America  
September 27 through October 3, 2015**

**CONFERENCE HOTEL:**

Holiday Inn West Yellowstone  
315 Yellowstone Avenue West  
West Yellowstone MT 59758

<http://www.psa-photo.org/index.php?future-conferences>

The Conference Hotel is completely filled.  
The Grey Wolf Inn and Suites and  
The Yellowstone Park Hotel are also filled.

**Check the PSA website ([psa-photo.org](http://www.psa-photo.org))  
for other hotels  
near the Conference Hotel.**

Conference registration begins April 1, 2015  
No reservations are to be accepted prior to  
the open date.



**Directions to Waukesha State Bank  
1227 Corporate Center Drive  
Oconomowoc WI**

From the East or West on I-94 - take WI 67 North, exit 282, to the light at Pabst Farms Blvd. Turn left on Oconomowoc Dr., then left on Corporate Center Dr.

From the North or South take WI 67 to the light at Pabst Farms Blvd. Turn west on Oconomowoc Dr., then left on Corporate Center Dr.

On Corporate Center Dr., the Bank building is the second building on the left. Park on the south side of the building, and enter the doors at the SE area of the building. Meeting rooms are downstairs.

Nearby Lodging:

**Hilton Garden Inn**  
1443 Pabst Farm Circle, 262-200-2222

**Staybridge Suites**  
1141 Blue Ribbon Drive, 262-200-2900

**Country Pride Inn**  
2412 Milwaukee Street  
Delafield, WI - Exit 287 on I-94, at Hwy. 83  
262-646-3300 (reasonable rates)