



InFocus

Wisconsin Chapter of the Photographic Society of America

Calendar of Events - 2015-2016

Sunday, November 8, 2015

Waukesha State Bank, Oconomowoc

- 9 AM - Business Meeting
 - Latest news from PSA Conference
- "Calibrating Your Monitor" presented by Jeff Klug
- Battle of the Sexes Team Breakouts
- Bring Your Own Images Shows - PSA Conference, Summer, Wausau Outing, etc.
- 1 PM - Afternoon Program
 - Richard Brodzeller

Sunday, January 31, 2016

Waukesha State Bank, Oconomowoc

- 9 AM - Business Meeting
- Showing of 2015 PSA Chapters Showcase
- Selection of 12 images for 2016 PSA Chapters Showcase (bring 2 digital images)
- "Helicon Focus" presented by Paul Moertl
- "Time Lapse Photography" presented by Gerry Emmerich III
- Battle of the Sexes Team Breakouts
- Bring Your Own Images Shows
- 1 PM - Afternoon Program
 - TBD

Sunday, March 13, 2016

Waukesha State Bank, Oconomowoc

- 9 AM - Business Meeting
- Judging of Wisconsin PSA Individual Showcase (bring 2 digital images - one color, one monochrome)
- "Lens Baby" presented by Lenore Ryan
- "Africa" presented by Kathy Brand
- Battle of the Sexes Team Breakouts
- Bring Your Own Images Shows
- 1PM - Afternoon Program
 - Dr. Yong-Ran Zhu

Friday - Sunday, May 1, 2016

Waukesha State Bank, Oconomowoc

- 9 AM - Annual Meeting
- Image Critique with Jeff Klug and Gerry Emmerich
- Showing of 2016 Wisconsin PSA Club Showcase
- Prepare for 2017 Battle of the Sexes Select team captains and categories
- Battle of the Sexes Final Breakout
- Bring Your Own Images Shows
- 1 PM - Afternoon Session
 - Speaker - TBD
 - Battle of the Sexes

Friday, September 30 - October 2, 2016

Photo Outing, Munising MI, base hotel TBD

Other Wisconsin Events

- | | |
|--|---|
| <ul style="list-style-type: none"> • November 7, 2015 - WACCO Board of Delegates meeting and fall competition • March 12 - 13, 2016 - WACCO presents Mike Moats Seminar and Workshop | <ul style="list-style-type: none"> • May 7, 2016 - WACCO Board of Delegates meeting and spring competition |
|--|---|

What's Inside This Issue

Chapter Dues Renewal Form	2	WI State Membership Director's Report	5
November Program - Richard Brodzeller	3	Changes for the Chapter	6
BYOI - Bring Your Own Images	3	PSA 2015 Youth Photography Showcase	8
Snapshots from the Chair	4	PSA International Conference Information	10

NOTICE TO ALL MEMBERS: It is time to renew your Chapter membership. The membership year is from July 2015 through June 2016. Thus as of July 1, 2015, your Chapter dues are due. You can send a check to the Treasurer at any time, or you can pay your dues at the next meeting on November 8. Use the form below.

2015-2016 PSA WISCONSIN CHAPTER DUES

Remember, you must be a member of the Photographic Society of America to be a Chapter member. The membership year is from July 2015 through June 2016.

The Chapter membership fee per person is:

\$5.00

Make your check payable to **PSA Wisconsin Chapter** and mail to:

Jane Hirst, 9114 Edge o Woods, Cedarburg, WI 53012

My email address is: _____

Name: _____

Address: _____

City: _____ Zip: _____

Phone: _____

NOVEMBER 8, 2015 - AFTERNOON PROGRAM

Richard Brodzeller, former Milwaukee Journal-Sentinel staff photographer, will be our guest presenter at the November 8, 2015 Chapter meeting. He will share career stories along with selected digital images and film prints from his vast body of work.

Richard graduated from Marquette University's College of Journalism in 1970 and began his professional career in 1971 as a staff photographer at the Milwaukee Journal and the Milwaukee Sentinel shooting a variety of assignments that included news, sports, feature, fashion, food, and architectural interiors.

Brodzeller resigned his newspaper position in 1995 to start Richard Brodzeller Photography. His recent client list includes The Zoological Society of Milwaukee, The Milwaukee Ballet Company, The Florentine Opera Company, and several banks and public relations agencies. For additional information on Richard's photography, see his website at <http://www.richardbrodzellerphoto.com>. More detailed information on Richard's program will be presented in our October newsletter.

BYOI

BYOI means BRING YOUR OWN...IMAGES

In the morning session of our 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. Others present images from recent PSA activities, such as the PSA Conference or the annual Chapter outing. 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.

SNAPSHOTS FROM THE CHAIR

As I am writing this column, Gerry and I are attending the annual National Stereoscopic Association (NSA) Conference at the Snowbird Ski and Summer Resort outside Salt Lake City. I started taking stereo images in 2010 and it took three years for me to find out how to get the images on the memory card formatted in the computer and ready for entering in exhibitions. I love my little stereo camera because it is such a fun aspect to my photography. It has also been a challenge for me with the new "language" and techniques to make the stereo effects most effective.

So at this conference I was confronted with the terms "GIMP, phantograms, hyperstereos, lenticular, passive and active projection," etc, ...which required me to ask a lot of questions and in the process make new friends. It was stereo this and stereo that for the week-long conference. But an interesting thing happened with the word "stereo".

The Keynote Speakers after the banquet were Brian May and Denis Pellerin, who presented a program titled *The Poor Man's Picture Gallery*. Now, many of you may know who Brian May is, but if you don't, he was the lead guitarist of the hugely popular British rock band *Queen* with the late Freddie Mercury. And now knowing this, you may be wondering what the heck a rock band member is doing in presenting a program about stereo photography at a national conference. I sure did. I found out that Brian has been collecting stereo photos since he was seven and has become a respected expert on the art form of stereo photography through his considerable research. Brian has attended the NSA conferences for years. Brian and Denis have collaborated on a stereo photography book which was their presentation.

During the keynote presentation Brian ran a very short stereo movie from 1852 which, besides being the very first stereo movie, was also the very first movie of any kind ever made. But the highlight was when Brian gave the audience an encore...the very first stereo images of Pluto. Brian had been with the New Horizons team when the data was being received from space on July 20th and he was instrumental in compiling the data into stereo images of Pluto and Charon.

And this is where the word "stereo" comes into play. We dismiss rock band members, especially of the 70s and 80s, as being insignificant because we have "stereotyped" them as hard-hitting party goers, abusing liquor and drugs. Little did I know Brian May is Astrophysicist Dr. May. Please read more at this link: <https://www.nasa.gov/feature/rock-starastrophysicist-dr-brian-may-goes-backstage-with-new-horizons>.

Signe

PSA-WI Executive Committee

Signe Emmerich, APSA, PPSA,
Chairman & Assistant State Membership
Director

wisconsin-chairman@psachapter.org

262.642.5641

Brian Luttamus, Vice-Chair

wisconsin-vice-chairman@psachapter.org

262.255.4818

Trish McCoy, Secretary

wisconsin-secretary@psachapter.org

262.942.0182

Jane Hirst, Treasurer

wisconsin-treasurer@psachapter.org

262.375.0737

Directors

Jeff Klug, Webmaster

kpw1255@gmail.com

262.628.1255

Jeff Klug, Editor, *InFocus* Newsletter

kpw1255@gmail.com

262.628.1255

Don Frisque, APSA, EPSA,
State Membership Director

wi-state@psa-photo.org

715.359.4350

Chapter Membership,

Signe Emmerich

Programs and Historian,

Gerry Emmerich, Jr., HonPSA, GMPSA

Hospitality, Nancy Klemp,

Sandy Matson

Showcases, Don Frisque, Bonnie

Zuidema, Gerry Emmerich, Jr.

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 Chapter membership dues paid by PSA members who join the PSA-Wisconsin Chapter.



Member

InFocus and its contents are © 2015 by the Photographic Society of America and the PSA-Wisconsin Chapter. Material may not be reproduced without permission.

WISCONSIN STATE MEMBERSHIP DIRECTOR'S REPORT

Spring and summer are now here and almost gone it seems, as predictions of much cooler days and nights are now in the forecast, at least in the upper parts of the state. I'm looking forward to cooler weather to be able to enjoy my limited outdoor time more. I hope that the past months have been enjoyed by all, and fall will be a great photography time for everyone.

The 2015 Wisconsin PSA Club Showcase is now history. The 2016 Showcase is now gearing up with the preliminary info, forms, etc. being sent out to all of the Club Representatives. Check with your Rep for details. It looks like we will have two of the "old" clubs return, and possibly one of our new clubs also join the mix. Anyways, it will be more interesting and competitive for everyone. There have been a few clarifications made to the rules and most importantly, the submittal date for all clubs to submit their seven (7) Club images has been moved from September to **October 31st, 2015**. Since many clubs in September are just returning from their summer break, this deadline extension will allow all clubs to have more time to choose and submit their images. Hopefully everything will move along more smoothly this year. Talk to your Club Showcase Rep if you are interested in competing. Anyone with questions about the Showcase, feel free to contact me.

I want to again give thanks to Bonnie Zuidema, who will continue to assist me with many of the time consuming tasks of setup, collecting,

averaging, compiling, and tabulating the data for the annual Wisconsin PSA Club Showcase.

I hope that many of you are planning on attending the annual PSA Conference in West Yellowstone, Montana, September 27 through October 3, 2015. Yellowstone National Park is a photographer's paradise.

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

Jim Springett Webster

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

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

Please visit the **PSA & Chapter** websites :
www.psa-photo.org & www.psawisconsin.org

Donald (Don) Frisque, APSA, EPSA, State Membership Director (SMD)
ddfrisque@frontier.com

CHANGES FOR THE CHAPTER

By Signe Emmerich

NEW OFFICERS AND DIRECTORS

The Chapter will see new changes this coming year, beginning with a change of Vice Chair, Secretary, and Treasurer. Jane Hirst will move from her current position as Vice Chair to Treasurer as Paul Moertl steps down; Brian Lauttamus will become Vice Chair; and the office of Secretary, currently held by Karl Hokanson, will be assumed by Trish McCoy. On behalf of the Chapter, I would like to sincerely thank Paul Moertl for his service as Treasurer for the past four years, and also to Karl Hokanson for his two years service as Secretary.

There is also going to be a change in the InFocus Editor position. Six years ago, Audrey Waitkus stepped up to being Editor when the previous editor left abruptly and provided no transition. Audrey taught herself about newsletter layout, inserting images, and editing while navigating new software. She always was willing to make changes and offer suggestions. The newsletter continued to change and improve, and in 2014 won Second Place in the PSA Newsletter Contest. Audrey has always been a pleasure to work with, and, on behalf of the Chapter, I want to extend our heartfelt appreciation for her dedication to the job and for her service to the Chapter.

The new Editor will be Jeff Klug. Jeff will be creating the InFocus Newsletter in his own style and will include many more images. He will be using a different software which is easier to use than what Audrey had available to her six years ago. So beginning with the October issue, we are looking forward to a new look for our InFocus Newsletter from our new Editor.

Jeff will also be the new Webmaster. He will be assuming the position from Kathy Brand. Just like Audrey, Kathy took over the Webmaster position six years ago when the position suddenly was vacated. Kathy had to learn how to set up a website and create the web pages with no previous experience. It was an arduous and difficult job, but the Chapter had a website that kept improving. The Chapter is most appreciative of the time and effort that Kathy put into the job as the Chapter Webmaster, and on behalf of the Chapter, I want to extend a huge "thank you".

CHANGES FOR THE CHAPTER

Continued

A NEW LOOK TO OUR CHAPTER WEBSITE

Our Chapter website at www.psawisconsin.org has a completely different look. Jeff Klug took over the job of Webmaster this summer and has gone with Squarespace to redesign the website. Squarespace is much easier to use in designing a website and allows us have an unlimited number of pages and photo galleries. But what is most important is that Squarespace allows more than one person to have access to the website. All Chapters are being urged by PSA to have at least two members who know the password. This is the result of two Chapters losing their webmaster and having no one able to access the websites. It took many months and additional expenses for the Chapters to start over with their websites.

Jeff has created a clean, modern, and attractive looking website, and I encourage everyone to use the website frequently to check that our information is up-to-date and accurate. Some of the writing on the website is in the process of being reworked. I also encourage you to set up a Chapter website member gallery with Jeff. The individual's gallery can have up to 20 images.

The important thing is to keep the website current, informative, and changing, and we all have a part in doing this. I want to give Jeff a big "thank you" for assuming the Webmaster position and creating a new look for the Chapter.

NEWS FROM THE CHAPTER BOARD MEETING

The Wisconsin Chapter Board met July 11 to plan the meetings for the upcoming year and had a very productive meeting. There will be two changes - the first will be with the agenda's morning sessions and the second will be with our photo outing weekend.

The morning sessions will be more instructive by having one or two short "How-To's" by Chapter members. Some members have used different techniques or methods of photography and will share their knowledge with us. These "How-To's" will be in addition to the member **Bring Your Own Images (BYOI)** and the Battle of the Sexes team breakouts that are scheduled for the morning.

And the second change is that the weekend photo outing will not be in spring 2016 but instead will be in fall 2016. The PSA Conference in 2016 will be earlier in September and this will give us the opportunity to have a fall color outing. After some discussion, the Board decided that we will return to Munising, Michigan, in the UP, to photograph the fall colors and waterfalls. It will be quite a change for us, since we haven't had a fall outing in eight years. Don Frisque will be searching out the possible lodgings for our outing.

2015 PSA YOUTH PHOTOGRAPHY SHOWCASE

WISCONSIN STUDENTS EXCEL IN 2015 YOUTH SHOWCASE

by Kathy Braun, FPSA, PPSA

"AWESOME"

That was the response from Sue Lamb when she heard that one of her students was a First Place category winner in this year's PSA Youth Showcase. Actually, two First Place winners are among the Wisconsin students who had images selected to be among the top 25% and exhibited in West Yellowstone at the 2015 PSA International Conference of Photography. One of those images was also named Best of Show in the digital section.

CALM BEFORE THE STORM by Megan Weigold of East Troy High School was chosen as the winner in the architecture category and then selected as the digital Best of Show. The other First Place winner was MAINSTAY OF AN ANGEL by Jalonnie Woolfolk of the Milwaukee High School of the Arts. His image was in the color choice-creative category in the digital section. Jalonnie was sponsored by the Wisconsin Chapter.

There were 32 additional images selected for exhibition at the 2015 PSA Conference.

Prints

Architecture

WIND IN THE WINDS	Rosalyn Santibanez-Tanan	Hamilton HS
THE OLD COVERED BRIDGE	Joshua Furey	Superior HS
UNDER THE BRIDGE	Lydia Potochich	East Troy HS

People/Animals

WHAT HAPPENS AFTER THIS?	Anela Cirino	Hamilton HS
BRIDGE TO BRIDGE	Joshua Furey	Superior HS

Scapes

SMALL TOWN BEAUTY	Bryan Greisch	Port Washington-Saukville HS
FLOWING WATERS	Joshua Furey	Superior HS
SILENT GUARD	Angela Cirino	Hamilton HS

Photojournalism

IN FRIENDS WE TRUST	Jessica Falk	East Troy HS
---------------------	--------------	--------------

Color Choice-Creative

BLUE EYE	Evan Charbonneau	Waukesha West HS
RAINY REFLECTIONS	Kayla Bublitz	Cedarburg HS
WAITING	Alie Velcheck	Waukesha West HS
IRIDESCENCE	Clire Konner	Nicolet HS
THINKING	Tyree Williams	Milwaukee HS of the Arts
SEEK	Maya Davies	Rufus King HS
SUMMER MILKWEED	Joshua Furey	Superior HS

Mono Choice-Creative

CALATRAVA	Ashley Strunsee	East Troy HS
CHICAGO SKYLINE	Travis Lex	Grafton HS
WILD	Maya Davies	Rufus King HS
WINTER ICE	Joshua Furey	Superior HS
STARRY NIGHT	Joshua Furey	Superior HS

2015 PSA YOUTH PHOTOGRAPHY SHOWCASE

WISCONSIN STUDENTS EXCEL IN 2015 YOUTH SHOWCASE

by Kathy Braun, FPSA, PPSA

CONTINUED

Digital

Architecture

ART MUSEUM

Max Rood

Waukesha West HS

THE OLD COVERED BRIDGE

Joshua Furey

Superior HS

People/Animals

OLIVER

Megan Weigold

East Troy HS

Scapes

PLANE

Evan Charbonneau

Waukesha West HS

WINDOW TO HISTORY

Aaron Zetley

Nicolet HS

Photojournalism

FRESHMAN KILL DAY

Leena Meyers

Whitnall HS

Color Choice-Creative

ALL IN

Evan Charbonneau

Waukesha West HS

Mono Choice-Creative

COOL WATER

Jaquelin Zaragoza

Hamilton HS

LONE RIDER

Lydia Potochich

East Troy HS

SKULL

Danny Pfeiffer

Grafton HS

GRAY DAYS

Leena Meyers

Whitnall HS

In addition to the Wisconsin Chapter sponsoring Hamilton HS, Rufus King HS, and Milwaukee High School of the Arts, several Wisconsin camera clubs also sponsored schools. New to the showcase are the Duluth-Superior Camera Club (Joseph Kubala) sponsoring Superior HS and the Racine Camera Club (Leann Pomaville) sponsoring The Prairie School. Other sponsoring clubs are the East Troy Viewfinders (Gerry Emmerich, HonPSA, GMPSA) sponsoring East Troy HS, the Menomonee Falls Camera Club (Karl Hokanson) sponsoring Port Washington-Saukville HS, and the Photo Pictorialists of Milwaukee (Kathy Braun, FPSA, PPSA) sponsoring Waukesha West HS, Nicolet HS, Cedarburg HS, Whitnall HS, and Grafton HS.

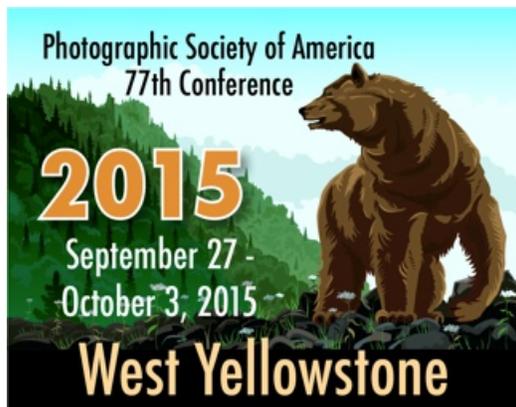
The judging was held on May 9, 2015, in Minneapolis. Making the selections were Kathy Wall, Jean McDonough, APSA, PPSA, and our new Chapter member Laura Davies, HonPSA, who many of you met at our Wausau outing. Gerry Emmerich, HonPSA, GMPSA, was the judging coordinator and Signe Emmerich, APSA, PPSA, was invaluable helping with the sorting and record keeping. Phyllis Bankier from WACCO is the digital coordinator. Two other Chapter members, Nancy Klemp and Sandra Matson, are working on preparing 284 images selected from the 1100 entries for this year's Youth Showcase program to be presented at the PSA Conference.

Now is the time for some of you members outside the southeast area to visit schools and interest teachers in participating in the PSA Youth Showcase. The additions of a Duluth-Superior and a Racine high school are a start. Let's see about getting some other communities involved.

ANNOUNCING THE 2015 CONFERENCE

Details of the Conference are 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

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)
for other hotels
near the Conference Hotel.**

Conference registration is now in progress

**Information for registration is on the
PSA website at**

psa-photo.org/index.php?2015-psa-conference



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)