

THE CAMERA CLUB OF CENTRAL MINNESOTA



The Newsletter of the Camera Club of Central Minnesota

Volume 9, Issue 9

September 2017

Club Meetings and Other Bits of Information

The Camera Club of Central Minnesota will be meeting on the first Monday of each month with the second Monday of the month as back up starting in January 2017. We will meet at the Public Library in St. Cloud from 6:45 to 8:45 pm.

The club has monthly photo topics, image sharing and critique, hands on demonstrations of photographic gear and software, member online gallery links, discussions about photography, and is open to all.

Assignments

Monday, September 11, 2017, Bremer Community Room 104. The assignment is "Action".

Monday, October 2, 2017, Bremer Community Room 104. The assignment is "Monochrome: Digital and/or Print".

Monday, November 6, 2017, Bremer Community Room 104. The assignment is "Fall Colors".

Remember, all your photo assignments and meeting dates are online at:

<http://cameraclubmn.com>

~~~~~

### Google to Cease Updating the Nik Collection

Oh boy, this one is going to upset a few photographers. Google has slyly "announced" that they are about to cease updating the Nik Collection of software. Actually, it wasn't so much an announcement as the simple adding of a banner on the Nik Collection site that added, "We have no plans to update the Collection or add new features over time."

#### Ouch!

If you're not already familiar with the software, the Nik Collection is a collection of

software available as plugins for Photoshop, Lightroom etc that adds the ability to use some very slick effects such as better sharpening, HDR, some monochrome effects etc. It's actually quite handy and is a big part of the work flow for a lot of photographers.

The Nik Collection was started by a company that was acquired by Google in 2012. The product then went from being almost a \$500 product to being a \$149 product and then to being totally free in 2016 and its popularity exploded. Of course, the very popular app, Snapseed, was also acquired in that 2012 deal and it goes from strength to strength and was obviously a big part of Google's decision to purchase the company. "Mobile first" and all that.

At the time of the change from paid to free, Google even gave us a taste of the future with it's announcement – "As we continue to focus our long-term investments in building incredible photo editing tools for mobile, including Google Photos and Snapseed, we've decided to make the Nik Collection desktop suite available for free, so that now anyone can use it."

This latest (non?) announcement regarding the ending of support for Nik software is going to leave a lot of very disappointed photographers, but highlights an ongoing issue for folks who adopt and rely on third party software as part of their post-production workflow. The sad fact is that a lot of third party plugins get discontinued for one reason or another leading to photographers having to make alternative plans with different plugins, remain on older versions of the parent software (in this case Photoshop and Lightroom), or simply abandon the plugins. Not really a good set of choices.

On the bright side, Google hasn't said it is retiring the Nik collection, so hopefully it will still be available for download indefinitely.



### Inside this issue:

|                                             |   |
|---------------------------------------------|---|
| CLUB MEETING AND OTHER BITS OF INFORMATION  | 1 |
| GOOGLE TO CEASE UPDATING THE NIK COLLECTION | 1 |
| WHAT'S IN YOUR PHOTOGRAPHY BACKPACK?        | 2 |
| BUILDING YOUR PHOTOGRAPHY BUSINESS          | 3 |
| TAKING YOUR PHOTOGRAPHY TO THE NEXT LEVEL   | 4 |
| FIVE WAYS TO MAKE MONEY                     | 5 |



# The Camera Club of Central Minnesota

## What's In Your Photography Backpack?



A LIGHTWEIGHT  
RAIN PONCHO OR  
RAIN JACKET WILL  
KEEP YOU AND  
YOUR GEAR DRY.



There's more to a travel photographer's kit than a camera body and a few lenses. Here are the essentials the pros always keep close at hand.

I asked a few pros to show me everything they carried with them. Here's a quick run-down:

**Air blower (mini-blimp or mini-rocket):** A brilliant little device you squeeze to shoot out blasts of air. Perfect for cleaning dust and debris off your camera lenses and sensitive electronics. You can get one of Giotto's blasters for about \$10.

**Microfiber lens wipes:** Microfiber cloths work well enough, but they absorb oils, dirty water, and pick up all that dust you're cleaning off your gear. Disposable microfiber wipes like Kimwipes (box of 280 for \$10) solve that problem. Plus, you can tear off a couple for your bag and put some in your pocket.

**Etip gloves:** If you're shooting somewhere cold and you're shooting on your phone, or have any other touchscreen devices, these are a must. They also provide pretty good finger articulation, which is nice while you're shooting photos. You can grab a nice pair from The North Face for around \$30.

**Pocket hand warmers:** These keep your hands warm, yes, but you can also use them to keep your extra camera batteries warm so they don't die before you can use them. Also works well for keeping your phone from dying when it's freezing out. The popular Hot Hands kind cost about \$7 for 10 packs.

**Flip-flops:** Sometimes your excursions go from dry land to water, and it's a good idea to keep your socks and shoes dry. Thin, easy to pack, and super cheap to boot (most pairs are less than \$10)

**Sunglasses:** Ozturk says sunglasses are like neutral density filters for your eyes. You invest in good glass for your camera, so why wouldn't you do the same for your eyes? You kind of need them for photography after all.

**Lightweight tripod:** Ozturk's preferred tripod is a carbon fiber model, while Brentano's was an aluminum alloy model. Both super light, but these can be pretty expensive (like upwards of \$200). This ZOMEI Aluminum Portable Tripod (\$75) isn't a bad option, though.

**Socks:** Always wear some nice socks, preferably synthetic or wool. In fact, Ozturk wears ski socks. They don't get stinky as fast as cotton socks, and they last forever. You can buy a pair of Wigwam performance ski socks for less than \$20.

**Rain gear:** A lightweight rain poncho or rain jacket (\$11 - \$20) will keep you and your gear dry. Not a bad idea to pick up a camera rain cover too (\$15).

**Filters:** Neutral density filters for shooting waterfalls beaches and other water-scapes, and a polarizing filter for shooting brightly lit skies and lakes.

**Nice camera strap:** I was shown this nifty camera strap from Peak Design

(\$60) and I bought one as soon as I got back in the states. Super sturdy, but cameras can clip on and off the strap in a snap.

**Mini photo printer:** The Fujifilm Instax Smartphone printer (\$160) is a nifty gadget, but Josh Haftel, the Adobe Photoshop Lightroom mobile product manager, showed me it has an excellent hidden use for travel photogs. You can give recently-shot photos to people in exchange for taking their photo instead of money tips. It's especially great for kids when you want to give out gifts.

**Tablet and SD card dongle:** Ozturk likes to edit his photos on the go (bus, train, plane, hotel lobbies, at dinner), using Lightroom Mobile on an iPad Pro. iPads are lighter than laptops, have just as much power (or at least as much as you need for photo edits), are super thin, have more screen real estate than a smartphone, and you can import RAW images for editing with an SD card dongle. I was so impressed with his workflow, I bought a used iPad Pro and adopted the same set-up.

Of course, there are a lot of other essentials you'd expect as well. Things like extra camera batteries, extra memory cards (stored in a plastic bag, not a carrying case), snacks (jerky, energy bars, etc.), lotion, sunscreen, chapstick, a hat that provides adequate shade, a portable charger (a solar-powered one if you'll be in a sunny place), and maybe an extra camera body as a

backup if you're traveling to a place where camera repair won't be possible.

Whatever you pack in your own travel photography bags, keep it as light as possible. See the best sites around the world often means a ton of walking, hiking,

backpacking, and possibly even climbing. Stick to mid-range camera bags, which, when full, weigh around 25 pounds tops. But if you need to go super lightweight, get your bags down to 5 to 10 pounds, so keep that in mind when you start packing. In general, You should also ditch the original

packaging and bulky cases—like memory card or battery cases—whenever you can. Pare down, carry less, and carry thin.



### Building Your Photography Business

There's one question photographers should ask themselves everyday, and that is: *What did you do today to build your business?* Emphasis on the word "today." Simple words I first heard while taking a business of photography class a few years back from a noted photographer. And while the class itself droned on a bit and may not have been as compelling as I'd initially hoped for, those simple words stuck with me then as they do today.

It's a simple enough question. It's one that any photographer worth his or her salt should be able to answer without much advance notice. Yet while I'd certainly spent my fair share of time complaining about my lack of clients in the advancing weeks, as soon as he asked that simple question, it became painfully clear that I had been doing very little to address the problem.

Links in a chain. That's all a day is. One more page in a chapter. Chapters that make up a lifetime. And while we tend to judge our lives based on the major plot developments, the truth of the matter is that the actual living exists in the minute detail on the preceding pages.

I recently got the opportunity

to shoot for a dream client.

One of those clients I always said to myself, maybe one day once I'm a hardened veteran, famous in my profession, maybe just maybe, one day in the far future, I'll get a chance to work with them. More of a pipe dream really than a rational expectation.

Yet I booked it!

And though it would be tempting to continually regale the success of the shoot and delude myself into thinking that the destination was the most important part of the journey, it only takes a bit of reflection to know the actual narrative lay elsewhere.

Yes, the shoot itself is the scene the audience will remember. The "say hello to my little friend" moment. The "here's looking at you, kid" climax frozen forever in time. It will definitely be the go-to story for my parents when trying to explain to their friends what exactly it is that Junior does for a living.

But as any photographer should know, the actual shoot is only the result of what we do for a living.

It didn't arise out of the blue. It didn't come as a result of my whining about not having

the right work. And as much as I believe in dreaming, it didn't come as a result of the aspirations wandering through my mind as I sat on the couch, watching my favorite film, and thinking about "one day" while doing very little to actually achieve it.

Instead, the perfect moment came about because I'd spent the endless previous years doing detailed research on the company and knowing every key player coming or going. Those same years I sent physical promo pieces to those aforementioned key players followed up by emails on a regular basis. When possible, I got up from my desk, headed to the airport, and flew to the client's home base for no other reason than to shake their hand and show them my portfolio in person. Just to be safe, I did the same for the various ad agencies that represented the client. I made every connection I could from the client's assistant to their fifth cousin once removed. Money and time spent, it's worth pointing out, with no guarantee of return.

But it doesn't end there. The real story lies in the endless test shoots I did to build up

**YES, THE SHOOT  
ITSELF IS THE SCENE  
THE AUDIENCE WILL  
REMEMBER.**



# The Camera Club of Central Minnesota

## Building Your Photography Business (continued)



a portfolio worthy of their attention. It lies in the hundreds of shoots I've done that didn't make it into my portfolio, but provided me the technical knowledge and versatility I needed once I ultimately got the assignment.

The cold emails that go unanswered. Links in a chain. The business trips to visit out-of-town clients in person without any promise of reward. Links in a chain. Staying up late at night, giving neither my television nor my dog the attention they deserve because I'm trying, often in vain, to develop a

new marketing approach to get the attention of a client. Links in a chain.

It's not the payoff. It's the pursuit.

To borrow the words of Dr. Eric Thomas, "You can't be 21 years old in 18 years," no matter how badly you want it. Life operates at its own pace and the end result is often not in our hands. But you can put in the hard work, day after day, minute by minute, so that when your opportunity ultimately comes you will be ready for it. And know that the opportunity will ultimately only come

because you put in the effort in the first place. Day after day. Minute by minute.

So ask yourself the question. What have you done today to build your business? Not in the last few years. Not a few months ago. But today. Tomorrow, ask the same question. And the day after that.

If you are like the me from a few years ago and have trouble coming up with an answer, time to get to work.

Maybe the hard work pays off. Maybe it doesn't. But as we all come to know eventually, the hard work is the job.

And it's the best job on earth.

EVERYONE SHOULD LEAN TOWARD THE CAMERA A LITTLE.

## Taking Your Photography to the Next Level

I've written before that everyone who gets in front of my camera will end up looking at my toes and that this is going to help me capture great looking eyes. Well here's another tip that is sure to help everyone look better in photographs. You should practice it yourself while brushing your teeth each day so you can clearly see the effect it has on the impact of your portraits.

### Lean Toward the Camera

This is so simple but so vital—in fact, when I'm using someone else's phone to make a portrait of them (like at a landmark), I always ask them to lean toward me a little bit. Everyone should lean toward the camera a little. Not like you're going to tip over, but just enough.

Try standing in front of the mirror and stand up straight. Now put one foot slightly forward, like half the length of your own foot forward, not much. Now lean forward over that foot and see how much more interesting you look? You look like you're engaging with the viewer, and the same is true for everyone else.

Not only does it make your subject look more engaged, but it also puts their face a little closer to the camera, which puts everything else, like hips and bellies, a little farther from the camera, which de-emphasizes them. It's a flattering way for everyone to stand.

It's important that folks lean with their whole bodies. Don't bend at the waist. Just kinda shift your weight forward onto that closer foot.

### Conclusion

Leaning forward will make your subjects look like they are more engaged and interested in their viewer, which is whoever is looking at the photo. Simply ask them to lean forward with their whole bodies. In fact, you should try this in your conversations. Try leaning forward and looking interested in what people are talking about, and you'll find your interactions reaching higher levels than ever before, and you can lend that kind of impact to your clients by having them lean toward the camera.



## Five Ways to Make Money

If making money working as a photographer is new to you, you might feel intimidated, even terrified. It's easy to imagine yourself failing miserably and ending up with unappreciated hard work. What's the point in trying if millions of others are doing the same thing? While failed attempts are inevitable, there are many opportunities – both online and offline – that can lead you to great rewards. Even if you're a shy individual living in a small town far, far away, you can earn money by contributing your talent to a community that will cherish it.

Of course, you have every right to feel skeptical. The idea of finding a photography-related job, especially online, might sound too good to be true. However, if you're willing to put a lot of effort and love into your search for a job, you will succeed. Amongst many failed attempts, you'll discover a gem (or many gems) that will inspire, fulfil, and motivate you. It's important to remember that not every application, shoot, or email will lead to more work. Don't beat yourself up if you get rejected. Be patient, curious, and kind to yourself. Most importantly, be aware of what's currently in demand and let others know that you're available.

Setting achievable goals for yourself will help you understand what you feel most comfortable with. Personally, I enjoy beginning every month with a list of new and refined goals. The more I do this, the closer I get to understanding myself as both an artist and

an individual. Looking back on previous months gives me a clear idea of what is realistic and what requires harder work. In short, monthly goals are fantastic helpers. This article will focus on five ways you can make money working as a photographer this month. You can change this to a week, several months, or even a year. Just treat this as a guideline which will (hopefully) allow you to try out new things, challenge yourself, and make money doing what you love.

### Sell Stock Photos

If you have unwanted photos or outtakes, or if you want to take exclusive images with a specific theme, try selling stock photos. Selling a single stock photo will usually earn you a few cents. Over a long period of time, however, these sales may result in a significant amount of money. Certain agencies offer higher royalty rates, so make sure you read the terms carefully before you join any stock photo community. If you'd like to familiarize yourself with what different websites have to offer, check out Deposit Photos, 123rf, and Shutterstock.

### Work as a Second Shooter

Assistance is often needed and appreciated. If you're a fan of event photography, find artists in your area and ask them if they need an extra pair of hands. Though the primary photographer will get more money than you, you'll earn a significant

amount and acquire new photographs for your portfolio. In addition, you'll be more experienced as an event photographer, something that will come in handy if this is the area you want to thrive in. The more experience you have, the closer you'll get to becoming a primary photographer at events. Even if busy events don't interest you much, give them a chance. While they may not spark your interest, they will teach you something valuable. They might even give you a chance to meet new people and potential clients.

### Work for Your Local Newspaper

Some newspapers are always on the lookout for photographs to feature along with their articles. If you have photos from a specific local event, contact a few photo editors in your area. Attach your best work and ask them if they're looking to purchase new images. Photo editors' contact details are usually shared on the newspaper's website. For example, here is a list of The Seattle Times' staff members in the photo/video department. There's also a chance that your local paper is seeking individuals to join as second shooters, assistants, or even primary photographers. Research and contact the appropriate department. You might get a brilliant and unexpected opportunity.

### Get Better at Retouching

Familiarize yourself with editing programs such as Photoshop and Lightroom. A basic understanding of Light-



**HOWEVER, IF YOU'RE WILLING TO PUT A LOT OF EFFORT AND LOVE INTO YOUR SEARCH FOR A JOB, YOU WILL SUCCEED.**





CAMERA CLUB OF CENTRAL MINNESOTA

Membership is \$25 per year. Members should provide: Email Address, Mailing Address, and Phone Number.

Camera Club Central Minnesota  
101 12th Ave. S  
Sartell, MN 56377

Newsletter Editor  
Richard D. Heath  
rheath@tds.net

The Camera Club of Central Minnesota publishes a monthly newsletter which is distributed via e-mail. The newsletter will contain information about up-coming meetings, summaries of previous meeting, recommendations for photographers, announcements of photographic workshops, and other material that seems appropriate.

If you would like to send suggestions, comments, or other communications concerning the club or newsletter, please send your e-mail to [rheath@tds.net](mailto:rheath@tds.net).

### Five Ways to Make Money (continued)

room, for instance, will allow you to edit hundreds of images within a few seconds. While certain artists prefer to work with professional retouchers, it helps to at least understand the basics of popular editing programs. You can sharpen these skills by watching online tutorials or by reading articles – there is an incredible amount of free online resources ideal for enthusiastic learners. If, later on, you find that editing is something you love, you can work as a freelance image editor/color corrector. Job websites such as Elance and Peopleperhour are often filled with clients in need of talented retouchers to perfect their photographs.

If you have the time, offer several free shoots. This will provide you with more diverse examples to share with future clients and give you a chance to spread the word through the people you're working with.

Being a lifelong learner will give you access to more connections, opportunities, and lessons. In turn, all of these things will lead you to better jobs. Remember to be patient, curious, and persistent. You're bound to succeed. ??

Good luck!



#### Be Authentic

Let your personality show through your website. Give visitors a chance to know who you really are, what you love most about photography, and why you got into it in the first place. Once a potential client understands you better, they'll be more open to contacting you. Even if you're not the most outgoing person, you can attract clients by being honest and open. If you cease to be afraid of making mistakes or seeming awkward, you'll make everyone around you feel less tense. Authenticity, after all, is charming.

#### A Few More Tips

If writing is something you enjoy doing, consider writing photography-related articles for blogs. If there's an art website whose content fits your style, contact the owners and ask if they're looking for writers. Writing about the things you love might turn into a fun and stable job for you.

