



## Welcome to 2011!

The New Year brings ASC new leaders, meeting substance and more.

-by Brian Loflin-

Welcome to the New Year at ASC. I believe that we are in for some meaningful changes to our club with Field Trips, Workshops, meeting activities and more. But, before I tell you all about that, I want to introduce you to the new 2011 Leadership Group.

### OFFICERS

President..... Brian Loflin  
Vice President & Programs ..... Pete Holland  
Secretary..... Jane Guerin  
Treasurer..... Paul Munch

### COMMITTEES

Competition.....Fred Peebles, Tom Delaney,  
Dolph McCranie  
Events Coordinators.....Lois Schubert,  
Linda Sheppard  
Hospitality .....Phyllis Rummel  
Newsletter .....Kathy McCall  
Refreshments .....Charlaine Matthews,  
Bev McCranie  
Webmaster.....Barbara Hunley  
Communications, .....Rose Epps  
Roster & Name Tags

This is a dedicated group that I believe will bring about an exciting and positive direction for 2011. In fact, this group had a very productive Leadership meeting the first week of January. We made plans that will help to make the organization provide photographic activities that will be of value for everyone.

First, Competition and Critique will be improved and will provide a more useful educational tool. For uniformity in judging a panel of judges will judge at each meeting for the entire year. The Competition Committee will also make the final evaluation as to an entry's qualification to meet the assignment category.

Field trips will be enhanced. Scavenger Hunts continued. Hands-on workshops will be added. And group outings such as picnics will be planned just for Fun! And communications about each of these events will be improved. After

these events are over programs will be prepared to present images from the participants.

Programs for the club meetings will be selected that will bring more "How-To" tools, techniques and ideas from some of the leading photographers of the area.

A new activity for each meeting night throughout the year will be a "Member Moment". This is a 15 – 20 minute presentation by a club member of 4 or 5 of their favorite images. The member will describe what they envisioned, how the image was captured and before and after examples of how the images was made.

And finally, the leadership also recommends specific procedure changes, two of which will require a modification to the club by laws. We will ask the membership to vote on these recommendations at the January meeting. The recommendations are:

1. To create two new advisory positions in the leadership group:  
One will be the immediate Past President and the other appointed by the President.
2. To create an Exhibits Chairman.
3. The group also recommends that the dues remain unchanged for 2011 and that
4. ASC will continue to meet at LCRA until another venue is found appropriate.

The leadership wants to assure good communications to all members and visitors alike in a timely manner. We will announce meetings, field trips and workshops in a more timely, and repetitive manner for the benefit to all. The leadership is very interested in feedback from all members. We are exploring new electronic means to communicate and have a productive dialog between all members.

***This is your club; please let your ideas be heard.***

Please join us at the January meeting and help vote on the Bylaw changes.

### January Meeting

Thursday, January 27, 2011 • 7:00 pm  
LCRA Redbud Building • 3601 Lake Austin Blvd.  
(corner of Redbud and Lake Austin Blvd.)

***Visitors are always welcome!***

The Year End Awards were announced at the annual Christmas banquet at Tres Amigos December 16th.

Kevin Vandiver, was the judge for the 2010 Year End Competition.

Kevin spoke briefly saying “Amateur (photographers) have raised the bar!”

## CONGRATULATIONS!

**Assignment Category:**



1st Place: Tom Delaney - “Benini Ranch View”

**General Category:**



1st Place: Brian Stokes - “Underwater Flower”



2nd Place: Lois Schubert - “Old Cowboy/He Says “



2nd Place: Kathy McCall - “Scripps Pier”



3rd Place: Rose Epps - ” Mammoth Hot Springs”



3rd Place: Beverly McCranie - “Orange Butterfly”

## CONGRATULATIONS!

### ***Photographer of the Year*** Pete Holland



photo by Kathy McCall

### ***Photograph of the Year*** Brian Stokes - "Underwater Flower"



### **January ASC Meeting**

January is a competition month. This month's assignment is Trailer Food. Be sure and read the description under Competition Assignments on the web site and in this news-letter. Also at the January meeting we will present the Llano Scavenger Hunt images and the 2010 Year End Award Winners will be recognized. Come greet the president Brian Loflin and start the New Year off with a resolution to improve your photographic skills and have fun doing it!



### **February ASC Meeting**

February's speaker will be **Julie Fox** of Foto Mechanic ([www.fotomechanic.com](http://www.fotomechanic.com)) where she, as the name implies, fixes customers' photos. She is an expert in photo restoration and digital art using Photoshop and Corel Painter and will be speaking on "How to make your photos stand out in a crowd; simple tools to enhance your images". She will be showing tips and tricks in Photoshop to put the "WOW!" in your digital images. Julie Fox is a member of the National Association of Photoshop Professionals and the Professional Digital Imaging Association. Her services include restoration, image enhancement, poster art, paintings and even pillows using her clients' photos.

### **Congratulations ASC Members**

Linda Sheppard has an image in the Creative Arts Society exhibit hanging in the hall on the first floor of the Bass Concert Hall. The show will be there until March 11.

Lucy Durfee has two images in the Exhibition at the Dragonfly Gallery at Rosendale: "A Photo is Worth a Thousand Words"

January 18 - March 4, 2011

Reception February 3, 2011 5:30 pm - 8:00 pm

The gallery is located at: 4007 Marathon Blvd

Austin, TX 78756 Hours: Tue, Thurs, Fri,

Sat 10am - 5:30pm and Wed 10am - 2pm

Lucy Durfee, Jane Guerin, Kathy McCall and Tom Delaney all have images in the new "Romance" exhibit at A. Smith Gallery in Johnson City January 28 through February 20. There will be a reception January 29th from 4 until 7 pm. A Smith Gallery is at 105 N. Nugent Ave., Johnson City. Hours: Fri & Sat 11 am - 6 pm; Sun 11 am - 3 pm.

Mary Paige Huey won second place in the Miscellaneous category in New Mexico Magazine's 10th Annual Photo Contest. You can see her image in the January 2011 issue.

## Austin Shutterbug Club Meeting Minutes

December 16, 2010

2010 Christmas Party and Year End Awards Banquet at Tres Amigos Restaurant

President Lucy Durfee called the meeting to order at 7:00 p.m. Lucy welcomed all. She announced that she will no longer be President of the club. She thanked Pete Holland for arranging our guest speakers for this year.

She thanked Kathy McCall and Lois Schubert for arranging the fun field trips this past year to San Marcos, Cuero, Krause Springs, LBJ State Park, PhotoFest in Smithville, Llano, and the Harry Ransom Center.

Lucy thanked Fred and the competition committee for their hard work on the competitions and the great list of assignments this past year.

Lucy asked Pete to speak about upcoming programs. He has several possibilities and is open to suggestions from the membership.

Lucy announced the Call for Entries at ASmith Gallery in Johnson City. The call is for "Romance" and is due December 27th, 2010.

She suggested visiting the Texas Photographic website for a list of calls for entries.

There is a Digital Days Workshop Feb. 12th & 13th, 2011. AUSTIN25 is the discount code for 25% off.

Lucy then introduced the officers and committee members for 2011:

### OFFICERS

*President* ..... Brian Loflin  
*Vice President & Programs* ..... Pete Holland  
*Secretary* ..... Jane Guerin  
*Treasurer* ..... Paul Munch

### COMMITTEES

*Competition* ..... Fred Peebles, Tom Delaney, Dolph McCranie  
*Events Coordinators* ..... Lois Schubert, Linda Sheppard  
*Hospitality* ..... Phyllis Rummel  
*Newsletter* ..... Kathy McCall  
*Refreshments* ..... Charlene Matthews, Bev McCranie  
*Webmaster* ..... Barbara Hunley  
*Communications*, ..... Rose Epps  
*Roster & Name Tags*

Lucy then introduced the incoming President, Brian Loflin.

Brian thanked Lucy for her two years of service. He went on to say he intends to make some changes for our club in 2011. He wants us to set goals, attract and keep enthusiastic members. He wants our club to encourage photography and provide a forum for the exchange of ideas, as outlined in our mission statement. He would like to see more interaction with others and more education in our club.

Brian introduced and thanked our charter members, Rose Epps, Lois Schubert, Charlene Matthews, Shirley Loflin and (in absentia) Wayne Hillman, William Ricks and Jack Cox.

Brian will hold a leadership meeting very soon to discuss innovations for 2011:

- Club Activities
- Electronic technology and communications
- Increased opportunities for interaction of members
- Make sure that competition is fruitful for everyone.

Brian asked for input from everyone and said "Please accept my challenge, let's go to work, build a fire, but, let's not forget to have fun."

Lucy introduced Kevin Vandiver, the judge for the 2010 Year End Competition. Kevin spoke briefly saying "Amateur (photographers) have raised the bar!"

Competition Chair, Fred Peebles, then took the floor to announce the Year End Award winners:

### Assignment Category:

1st Place: Tom Delaney Image "Benini Ranch View"  
2nd Place: Lois Schubert Image "Old Cowboy/He Says"  
3rd Place: Rose Epps Image "Mammoth Hot Springs"

### General Category:

1st Place: Brian Stokes Image "Underwater Flower"  
2nd Place: Kathy McCall Image "Scripps Pier"  
3rd Place: Beverly McCranie Image "Orange Butterfly"

**Photograph of the Year:** Brian Stokes Image "Underwater Flower"

**Photographer of the Year:** Pete Holland

Door prize tickets were drawn and prizes were given to the winners.

The Banquet ended 9:10 p.m.

## Competition Assignments 2011

Assignments are determined by the Competition Committee a year in advance so that members have at least a year to complete them.

### January 2011 - Trailer Food

Austin has become a Mecca for trailer food vendors. Most everyone knows about the trailers in the parking lot on South Congress. But if you think that's all there is, look a little harder. They're everywhere! Your assignment, should you choose to accept it, is to document in photographs one or more of these establishments and/or the product that they are selling. You might want to try the food, while you're at it. This could be a very fullfilling assignment. Knock yourself out!

### March 2011 - Texas Spring

Spring in Texas (when we have rain) can be incredible, as we all know. This assignment is intended to get you out and about to capture spring at its best. Naturally, one's thoughts are drawn to images of wildflowers as far as the eye can see, and that is certainly one scenario, but maybe you can do better. Or not. Just remember, you aren't limited to only wildflowers.

### May 2011 - Architectural Detail in Black & White

All architecture has detail, even the most modern. Your assignment is to take a photograph of an architectural detail (on a building, but you knew that), and render it in black & white. It doesn't have to be a fancy detail, but it can't hurt. Just make sure the detail is, well, detailed. Have fun.

### July 2011 - Falling Water

Waterfalls are one of the favorite subjects of most landscape photographers. Your assignment this month is to capture an image of a waterfall that captures the essence of the movement of the water. Whether you favor the slow shutter speeds that result in water that renders the silky (or cotton-candy) appearance, or the stop-action that results from high shutter speeds, get out in nature and give us your best shot! One more thing; should you be tempted to shoot Frank Lloyd Wright's masterpiece, the Kaufmann House, go right ahead. The waterfall below the house is fair game. Hint.

### September 2011 - Rise and Shine!

The big problem with sunrises is that they occur so early. But getting up and out there bright and early can be well worthwhile, because sunrises are the fodder of gorgeous photographs—and you won't find your ideal locations swamped with people. So, set the alarm for a really early time and get there before first light.

### November 2011 - Shoot It Before It Disappears

We've all seen things, places, or buildings that looked interesting, and we wanted to photograph them, but for one reason or another, we didn't take the time. The next time you passed that way, maybe it was still there, and you had the time, and you photographed it. Unfortunately, all too often it's gone the next time you pass through. Your assignment for November is to take the time to photograph the things that are on the verge of disappearing due to encroaching development, or natural disaster, or just plain deterioration. This is your chance to immortalize something.

## Call for Entries

[www.vtphotoworkplace.com](http://www.vtphotoworkplace.com)  
Black and White  
Deadline, midnight Monday, February 28th  
Juror: Dan Burkholder

Visit the Texas Photographic Society website:  
[www.texasphoto.org](http://www.texasphoto.org) for more.

## Learning Opportunities

Adobe Photoshop CS5 for Photographers Tour  
Friday, February 4, 2011  
Austin Convention Center  
Photoshop expert Matt Kloskowski  
[www.KelbyTrainingLIVE.com](http://www.KelbyTrainingLIVE.com)

Digital Days Video and Photography Workshop  
Feb. 12th & 13th, 2011.  
Hilton Austin, 500 East 4th St.  
[www.precision-camera.com](http://www.precision-camera.com)  
AUSTIN25 is the discount code for 25% off

## Club Leadership for 2011

President	Brian Loflin	331-2820
Vice President/Programs	Pete Holland	689-5939
Secretary	Jane Guerin	261-3572
Treasurer	Paul Munch	836-6379
Competition Co-Chairman	Fred Peebles	441-7913
Competition Co-Chairman	Tom Delaney	266-6490
Competition Committee	Dolph McCrainie	394-9031
Events Coordinator	Lois Schubert	947-4864
Events Coordinator	Linda Sheppard	306-1516
Hospitality Chairman	Phyllis Rummel	264-1412
Newsletter Editor	Kathy McCall	264-9602
Refreshments Chairman	Charlaine Matthews	418-9405
Refreshments Chairman	Bev McCrainie	394-9031
Webmaster	Barbara Hunley	250-1144
Electronic Communication	Rose Epps	502-0608
Roster and Name tags	Rose Epps	502-0608