



## Texas

Hurricanes and other weather phenomena are equal opportunity. They pay no attention to politics, religion, race or any other man made construct. Last month Texas suffered a storm more intense than any in memory. Let us take some moments to remember how fortunate we are to still have our families, homes and life styles that these southeastern Texans no longer enjoy. It could have been us - but it wasn't.

Let's learn from this. Those poor people have nothing left. NOTHING. Some people were shown on the TV news with just what they were wearing and a couple of photos as their worldly possessions.

Think ahead. If you are reading this you have either a camera, a smartphone or both. Go through your house(s) and car(s). Take pictures of EVERYTHING you own. Look in closets, drawers, attics, basements - everywhere. Open cabinets and suitcases. Look everywhere! Take 2 pictures of everything.

Whatever company insures you and your possessions will want to NOT pay you for your losses. It's up to YOU to prove that you had what you lost. Trying to remember later is obviously too late. Don't wait for next week - take the photos now!. Transfer them or have them transferred to something PERMANENT. It need not be transferred to something convenient, just permanent. ONLY a CD or a DVD is permanent. A hard drive, a flash drive, the "cloud", your phone or a memory card is NOT permanent. Make 2 copies.

Keep one somewhere safe, where you'll have access to it, such as a safe deposit box. Sent the other copy to a relative or friend who lives a great distance away for safe keeping. Offer to reciprocate for them.

If you think this is needless or too much bother, ask someone from Houston...

## A Smashing Photo

Since the last issue of this newsletter went out, a photographer put her camera and lens in her checked luggage before boarding a flight to England. Read about it [here](#). It probably would have been better if it had been stolen or lost.

Learn from this - when traveling, keep your equipment with you.

## Truth in Advertising

Decades ago there was a talented commercial photographer in the New York metropolitan area. The majority of his customers were New Jersey's pharmaceutical giants and financial firms. Regardless of what his assignment was he brought the same cameras and lenses with him. In three large cases he brought 2 Leicas, a Nikon F, a twin lens Mamiya with 2 lenses, a Minolta SR7, a Linhof Technika with 3 lenses, several small electronic flash guns, a Sekonic Studio Deluxe light meter and a few assorted lenses for 35mm cameras. Without all that equipment at the ready, no self respecting art director would hire him.

Once the art director was satisfied and left him alone, he would set up and shoot every job with his Minolta and a couple of lenses. He had to. It was the only camera he owned that worked. He did this for over 20 years. The art directors loved his work, but would never hire him if they suspected the photos were taken by the "lowly Minolta".

In this spirit, please follow this [link](#) to see a fascinating article about a popular smartphone TV commercial. Don't laugh too hard.

## Photo Contest

Madison PhotoPlus and the Photo Summit are holding a photo contest for all amateur photographers. There is no cost to enter. Here are the details:

### Rules

All entrants must be amateur photographers

There are 4 categories, each with its own prize.

Color photos taken with a camera

B/W photos taken with a camera

Color photos taken with a phone

B/W photos taken with a phone

Entries are limited to three photographs per category per entrant.

There will be 1 prize for each of the 4 divisions - a \$50 gift card to either the Photo Summit or Madison PhotoPlus

ALL entries must be no smaller than 8"x10" and no larger than 11"x14".

ALL entries must be mounted

All entries must be received no later than September 30, 2017.

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Basic post process editing (exposure, color correction and sharpness is permissible.

Entries can be printed anywhere.

Photos printed in our stores as entries will be discounted 20%.

All entries will be numbered, and will be presented anonymously.

All entries must be delivered to either store in person, by the photographer.

Winning prints will be made to approx. 11x14 and displayed in both stores from Thanksgiving through December.

Judging will be done by a panel of amateur photographers October 13-14.

Winners will be announced during the week of October 16.

Winning entries must be supported by either original negative or file with metadata to confirm authenticity.

Madison PhotoPlus and the Photo Summit will retain rights to display winning photos either physically or electronically.

## Used Camera Buy Back Weekend

This fall we will continue with our semi-annual used camera buy back weekend. During our spring event there were some serious problems which we addressed and made improvements. We thought we were well prepared, but issues came up. This fall we will have 2 buyers instead of one. We were, literally, too busy. Things bogged down.

This October, we will have 2 buyers instead of just one. We will have a secure area for customers to place their items while waiting to be served. We will also invite customers to see the photo contest entries and actually vote for their favorites while waiting for the buyers or after they have completed their transactions.

For those of you who have not participated in this event previously, a national used camera buying company will be at Madison PhotoPlus on Friday and Saturday October 13-14 to buy whatever cameras, lenses, etc. you may not be using any longer - whether digital or film based. Cash is paid on the spot! If you have questions about what type of items you might want to sell, call us at 973.966.2900 or 908.273.7427 for more information.

## Rumor Mill and New Products

Nikon has brought forth its new flagship professional DSLR the D850. Boasting 45+ Megapixel resolution, film copying capabilities, ISO 64-25,600 and 4K video, it appears to be the epitome of a pro's camera. For the \$3300 price tag, one would expect it to do just about everything a camera would ever be able to do. One thing it cannot do, however, is make a professional quality photographer out of a casual picture taker.

If you haven't heard by now, Micron (parent company) has terminated the Lexar memory division. Lexar was a major maker and brand of memory cards, flash drives and other consumer devices. The rights to the Lexar brand name was sold earlier today to Longsys, a Chinese memory component manufacturer.

Canon brought out their newest mirrorless video camera, the M100. They are positioning it as a step up camera for people who want better video than a smartphone can deliver. (See previous article.) The camera uses EF-M mount lenses - an awkward adapter system will permit most EF and EF-S mount lenses to be used with varying degrees of automation. It retails for \$599.99 with a standard zoom lens.

Canon also introduced a new portrait lens for their full frame DSLR cameras - the EF 85/1.4L IS lens. This is Canon's first image stabilized portrait lens. Selling for \$1600, it is only slightly more expensive than the award winning Tamron 85/1.8VC lens (\$750). Rounding out some professional accessories, a macro-lite and new tilt/shift lenses were announced.

Olympus is soon to ship the recently announced E-M10 Mark III camera body, which will replace the Mark II. Pricing has yet to be established. The main differences from the Mark II is 4K video and an audio jack for an external microphone. If you're considering getting a Mark II and aren't into serious video, save money now with a Mark II.

## Back to School

Our photo sessions start in just a few days. This year all sessions are "hands on" (other than the critiquing sessions).

### About Our Sessions

All our sessions will be at our Madison location (other than the Photo Walks) beginning at either 9:30 a.m. Saturdays or 6:30 p.m. Thursdays and running about 60 minutes. Anyone 16 or older may attend. (We offer no babysitting service.)

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### GROUP CLASSES and WORKSHOPS

#### •Saturday, September 9•

##### Basic Digital Photography

Starting with how to hold your camera, the fundamentals are covered. Topics include memory cards, downloading your pictures, using your camera's flash, etc.

#### •Saturday, September 16•

##### Photographing Autumn Outdoor Sports

Primarily for outdoor sports, such as football, soccer, lacrosse, field hockey and track. Lens options and shooting techniques will be discussed.

#### •Saturday, September 23•

##### Interchangeable Lens Camera

Basics:  
NIKON

Things have changed since your last new camera, especially if this is your first SLR. This session is all about understanding what your Nikon does and how to make it do what YOU want. Please bring your camera to the session.

#### •Thursday, October 5•

##### Interchangeable Lens Camera

Basics:  
OLYMPUS

Things have changed since your last new camera, especially if this is your first system camera. This session is about understanding what your Olympus OM-D or PEN was designed to do and how to make it do what YOU want. Please bring your camera to the session.

#### •Saturday, October 7•

##### Interchangeable Lens Camera

Basics:  
CANON

Things have changed a lot since your last new camera. This session is about understanding what your new Canon EOS does and how to make it do what YOU want. Please bring your camera to the session.

#### •Saturday, October 14•

##### SPECIAL EVENT (no workshop)

Come sell us your no longer used or no longer wanted photo gear. Nothing to trade - You sell and we buy!

#### •Saturday, October 21•

##### Autumn Leaves Photography

Weather permitting we will go for an instructional walk and shoot photos of the leaves in their natural environment. If inclement weather, the leaves will be photographed indoors in a studio type environment that can easily be set up at home.

#### •Saturday, October 28•

##### Close-up and Macro Photography

There's a whole new world of detail when getting close enough to even the most commonplace subjects, yet being able to capture that image isn't easy. This session will help you get the right exposure, freeze movement and allow you to control the photo's background.

#### •Thursday, November 9•

##### Photo Critiquing Session

During this session, the group will learn to critique a selection of photographs. Concepts such as exposure, cropping, metering technique, composition, color quality, etc. will be considered. This process allows you to recognize strong and weak points in photographs, important steps to improving your own shots. You are encouraged to submit some of your own photos in advance, which will be presented anonymously.

#### •Thursday, November 16•

##### Night and Low Light Photography

Leaving your camera on "auto" won't get you good photos under these circumstances. We will be covering ambient light photography. Bring your tripod (if you have one). Leave your flash at home.

#### •Saturday, November 25•

##### Taking your Camera Off "Auto"

Sure, "auto" takes good enough photos most times. Learn how to take better pictures leaving all the automation behind. This session is geared towards people who want to learn how to use the settings that "auto" overrides.

#### •Saturday, December 2•

##### Photo Critiquing Session

During this session, the group will learn to critique a selection of photographs. Concepts such as exposure, cropping, metering technique, composition, color quality, etc. will be considered. This process allows you to recognize strong and weak points in photographs, important steps to improving your own shots. You are encouraged to submit some of your own photos in advance, which will be

presented anonymously. This not a repeat of the November 9 session. These will be different photographs and an opportunity for people who could not come on Thursday evenings.

#### Costs

The cost of each session is \$15, payable at the time of registration. All registrations must be made no later than 48 hours before the day of the session. Refunds will be available for cancellations made at least 1 day in advance of the session. Please bring your camera to class with you. Make sure batteries are charged or fresh and that its memory card has free space. During many sessions you will be expected to actually take photos.

If you are attending the photo walk, please assemble at Madison PhotoPlus or the Photo Summit 15 minutes before class.

For those attending a critique session, a \$5.00 credit to those submitting one or more photos to be presented.

*Please call or e-mail us  
for additional information.*

## Photo Hint

This month's hint is for people with a compact camera with zoom lens of 10x or more. In a convenient room, measure a 10' distance and put something there (like a book, a candle or a mug).. Do the same thing for 15' and 18'. Set your digital camera to "P". Turn your camera on and - assuming it has a zoom lens - it will automatically be at the zoom's widest angle. Activate the camera's flash. Take a photo of something at the 18' distance. Without moving, zoom the camera to about the middle of its zoom range and take the same photo. Again without moving, zoom all the way to telephoto and take the same photo a third time. In all 3 pictures, keep the subject in the center.

When comparing the 3 photos you'll notice that in photo #1 the item at 18' should be well exposed and the other two closer objects should be too light. In photo #2 the item at 15' should be pretty well exposed, with both other objects too light or too

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dark. Photo #3 should have all the objects too dark, the farthest item grossly underexposed.

The point of this exercise is to experience a shortcoming in camera design and how to overcome it. The longer you zoom your lens the closer your subject must be to use the flash. This is typically counter-intuitive. Most people find that the flash isn't necessary at close range and is desirable at greater lengths.

Learn you own camera and flash. This example is a generalization and the distances vary depending upon your camera and the ISO the camera is set to.



Soon we will be saying goodbye to summer, and getting ready for the school year, Halloween and Thanksgiving. There's plenty to photograph during autumn. We'll be back with more photo news in October. Keep taking pictures - it's fun. Enter the contest. Take a class. Take better photos and have fun doing so.

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