

CLASS DESCRIPTIONS AND SPEAKER BIOGRAPHIES

2015

SUMMER WEEKEND OF PHOTOGRAPHY AND DIGITAL IMAGING

Classes are intended to enhance your creative and technical skills in Photography, and there are classes for beginner through advanced photographers. Workshops are hands-on, learn by doing. Participants should bring camera, film or memory cards, an assortment of lenses and tripod. All classes are rated as to ability level: **N=Novice, I=Intermediate, A=Advanced**. For the reader's convenience, descriptions are separated by **GENERAL PHOTOGRAPHIC TECHNIQUES**, **PORTRAITURE**, and **DIGITAL IMAGING**. See also the section on **FIELD TRIPS**.

GENERAL PHOTOGRAPHIC TECHNIQUES

DEMYSTIFYING FLASH FOR NATURE

One Hour Lecture – Sat. - for **N, I, A.**

Adam Jones, Crestwood, KY Canon Explorer of Light

This class will cover Flash Basics Indoors and Out. How to use flash for nature photography in two ways, Full Flash and Fill Flash. How to set camera and flash for either method and when to use.

CREATIVE DEPTH OF FIELD AND MOTION

One Hour Lecture – Sat. - for **N, I, A.**

Adam Jones, Crestwood, KY Canon Explorer of Light

This program covers using Depth of Field Creatively, and how it effects composition, motion and depth of field and why I typically shoot in Aperture Priority

WORKFLOW, PLUG-INS, TIPS AND TECHIQUES

One Hour Lecture – Sat. - for **N, I, A.**

Adam Jones, Crestwood, KY Canon Explorer of Light

Adam will discuss his personal workflow strategies, processing raw images, favorite plug-ins and techniques

See Adam's biography under Feature Presentations.

MINI-MACRO PHOTOGRAPHY WORKSHOP

One Hour Lecture followed by one hour workshop – Fri. & Sat. – for **N, I, A.**

Mike Moats, Sterling Heights, MI sponsored by Tamron

In this hands-on workshop, Mike teaches about equipment, camera settings, focusing, depth of field, and tips on composition and subject matter. In the second half of the session, participants will be provided with a choice of subjects and will shoot using natural light in the workshop area. Mike will provide one-on-one guidance to help address any challenges or questions, and assist each photographer. Photographers should bring a camera, macro lens, and tripod.

This workshop will be offered 3 times and each is limited to 20 participants. **There is a fee of \$40.00 and you must register for this workshop.**

See Mike's biography under Feature Presentations.

A COLOR DIET FOR CREATING BETTER PHOTOGRAPHS

One Hour Lecture -

Friday only followed by Two Hour Outdoor Workshop – Sat. only - **N, I, A.**

Andre Cabuche, Kelowna, BC

A sure way for achieving success in your photography is to understand the theory of color and learn how to apply it to help control how viewers will perceive your visual message. Learn the secrets of successful photographers for creating outstanding photographic images that are so popular with photo editors, stock agencies and fine art exhibitions. This workshop will take you step-by-step through a logical approach for understanding and utilizing color effectively to create photographs with impact. This workshop starts with a professional PowerPoint presentation to illustrate the theory of color and demonstrate the effects of using various color techniques and principles.

The second part of the workshop is an on-location session for participants to use their cameras to undertake various assignments in a handout sheet. The assignments will lead participants through various techniques of selecting and using color effectively.

Required Equipment:

For the practical session, participants must bring a digital camera with a zoom lens. A close-up lens and a tripod are optional as they will offer additional benefits.

You can view some of Andre's work at: www.andrecabuche.com

See Andre's bio under Portrait Programs

NIGHT TIME EXTRAVAGANZA

Three hour Lecture – Fri., Sat. & Sun. - for **N, I, A.**

Mark Rasmussen, Galesburg, IL

Night Time Extravaganza is an in-depth interactive presentation designed to kindle appreciation for, knowledge and understanding of, photography technique and equipment applicable to, and spark awe of the spectacular wonders of the night. Presentation topics including lightning and electrical storms; lunar eclipses; lava flows at night; holiday light displays, including Christmas and Halloween; fireworks; celestial imaging, including star fields and constellations; and the aurora borealis (northern lights). The presentation of Night Time Extravaganza will inspire, motivate, and enable the creation of superlative images by revealing the secrets of the night and how to create imagery from your new found understanding of night time phenomena. Night Time Extravaganza is created and presented as a full half-day seminar and is an all-inclusive presentation that fully equips the photographer to create imagery that reveals and shares the wonders of the night!

Mark F. Rasmussen, dynamic outdoor photographer and connoisseur of light, has always held a fascination for and had an intuitive connection to light, with all of its many variations. Since 1991, Mark's quest for elusive images has motivated his travels to National Parks and other wild places. He has embarked upon journeys to wherever nature's beauty can be found. His vast experiences have ranged from the wind swept prairies of Illinois, to the rugged shores of Newfoundland, to wilderness high above the Arctic Circle in Alaska, to the primeval forests and coasts of Washington, to the volatile volcanoes of Hawaii, to the stark beauty of California's deserts, to the glorious red rock canyons of Utah, to Florida's living everglades, and nearly everywhere in between. While traversing the continent, searching for magical natural light in wild places, Mark has developed his own extensive theories on light and its interaction with the weather. Fine-tuning his hypotheses to the

point of being able to predict the light based upon the weather, and even a step beyond, to being able to predict the weather from the light. The undeniable key to being able to capture magical natural light in his elusive images is the application of his theories and field experience, which enable him to anticipate, rather than react to, the ever-changing light. In more recent years, Mark has aggressively shared his experiences in, theories about, enthusiasm for, and knowledge of photography with other motivated photographers through a vigorous teaching schedule. Being his way of giving back to Photography, he openly shares his photographic knowledge and experiences freely with others. In 2002, Mark created "LightChase Photography" which operates photographic tours to numerous locations within the United States, Canada, Mexico, Iceland, Scotland, Ireland, and Africa. Photographic tours have proved to be the perfect medium for Mark to share his enthusiasm for wild places and photographic knowledge with others. The primary goal of Mark's imagery is to create an emotional response in the viewer by combining dramatic, magical natural light and beautiful landscapes into images that portray the wondrous grandeur that is available for those who strive to have the experience. He seeks to heighten his audiences' awareness of the tremendous beauty available to their senses while highlighting the fragility of our wonderful planet. Mark currently resides in Galesburg, IL in his dream Victorian Mansion.

**"BEYOND THE VISIBLE SPECTRUM" – with DIGITAL BLACK AND WHITE
INFRARED PHOTOGRAPHY**

Two Hour Lecture – Fri. & Sun. - for **N, I, A.**

Steven White, Hastings, MI

Have you ever wondered what it would take to get into that surreal infrared photography that you've seen? Steve will share everything he knows about using infrared for dramatic landscape, portraiture, and artistic imagery of all kinds. Should you use a filter on your existing full spectrum camera or dedicate a camera body full time to infrared conversion? Which conversion option should you choose? What about post processing? Why is infrared a great compliment to your full spectrum photography? You will get all of the information that you need to answer these questions and much more. The focus will be more on what it takes to get results and less on the science. This will be an image rich program with a huge variety of samples showing how Steve uses black and white infrared. He will also have samples of actual gallery framed fine art prints. You will see that you can take advantage of the infrared medium without necessarily having that "infrared" look. In addition, Steve will share the fine art principles and the creative process that goes hand in hand with his infrared photographic art, the same principles that will benefit any type of photography that you are currently doing. Even if you're not planning on converting a camera to infrared anytime soon, this should be a very entertaining and informative program with ideas to apply to any form of photography and you will leave with a better idea of whether infrared might be right for you. White's Photography is a second generation studio celebrating fifty years in business this year and is located in Hastings, Michigan.

Infrared Background: Steve started using black and white infrared film in 1976 as an independent study in high school. He continued using 35mm and expanded into 4x5 infrared film during his BFA program at WMU. His vast experience with high speed infrared film and hand printing silver gelatin prints made it a natural, yet interesting transition into the digital infrared era. He will discuss these differences, and their pros and cons and offer handouts with technical information beyond the artistic focus of this program.

Steven's bio

Master Photographer, PPA Certified

BFA Degree: Photography/Art WMU

PPM Photographer of the Year 2004

PPA Platinum National Photographer of the Year 2008

PPA Gold Level Photographer of the Year -three times

Kodak Gallery Award, Fuji Masterpiece Award, Several Top Seven Masters, Court of Honors, 4for4's and regional awards as well.

62 PPA Merit prints, 15 PPA Loan prints

Served as trustee for Great Lakes Institute of Photography, Board of Director for PPM and Past President of MTPPA.

You may view some of Steve's images at: www.whitesofhastings.com

PHOTOGRAPHING AT THE INDIANA DUNES NATIONAL LAKESHORE

One Hour Lecture – Thurs., Fri. & Sat. – for **N, I, A.**

Michael Kobe, Munster, IN

Indiana Dunes National Lakeshore is a treasure of diverse natural resources located within an hours drive from Chicago and a one hour drive south of Holland, Michigan. The park is comprised of over 15,000 acres [24 sq. miles] of dunes, oak savannas, swamps, bogs, marshes, prairies, rivers, and forests. It contains 15 miles of Lake Michigan shoreline spanning the distance from Gary to Michigan City, IN.

The biological diversity within the National Lakeshore is amongst the highest per unit area of all our national parks. Over 1,100 flowering plant species make their home here. From predacious bog plants to native prairie grasses and from towering white pines to rare algal species, the plant diversity is rich.

The wildlife is also diverse. A wide variety of habitats coupled with the moderating effects of Lake Michigan make the region an ideal home for hundreds of animal species. The park is renowned for its bird life; more than 350 species have been observed here. Located on the southern tip of Lake Michigan, the National Lakeshore is an especially important feeding and resting area for migrating birds. One area within the National Lakeshore has been set aside especially for its value as a great blue heron rookery.

The National Lakeshore is also home to many interesting historic sites including the 1890 Chellberg farm, pioneer homesteads, the Bailly property [site of the first settler in Northern Indiana in 1822], and five of the homes from the Century of Progress world's fair held in Chicago in 1933. These architectural samples of unique homes were transported across Lake Michigan and relocated to the dunes after the fair in 1935.

No matter if your photographic nature pursuits are landscapes, animals, or plants, you will find them all and more at the Indiana Dunes National Lakeshore. Michael will share his knowledge of the area and tips on how and where to take that award winning nature shot.

Michael is a retired Biologist. After teaching for forty-four years, he decided to pursue his interest in the out-of-doors through photography. He has mastered the skills of nature photography and shares them through extensive workshops, seminars, and field trips with others. His photographs have been utilized extensively in national park publications. He is recognized for his nature photography, especially in his skills of capturing images of insects, flowers, and birds. He has won many awards with his photographs and was honored by the Chicago Area Camera Clubs Association [CACCA] with the prestigious Kohout Nature Award in 2009 and the Grace DeWolf Nature Photography Award in 2011.

Some of his recent achievements were: first place in the 2012 Brookfield Zoo photography contest, first place in the 2012 Indiana State Fair, 2013 Grand prize winner in the Boyd Hill Nature Preserve/St. Petersburg, Florida Nature Photography contest, first prize Department of the Interior Nature Photography contest for Muscatatuck National Wildlife Refuge in Seymour, IN, and Best of Show at CACCA in January and February 2013. He also won Best of Show in the annual CACCA Salon in 2014 for Monochrome. He is a founding father of the Indiana Dunes Environmental Learning Center and has served as president and has been on the Board since its inception fifteen years ago.

POLAR BEARS OF CHURCHILL One Hour Lecture – Fri., Sat. & Sun. – for **N, I, A. Gerald Emmerich, Jr., East Troy, WI** HonPSA, GMPSA

In November 2014 my wife and I went to Churchill, Manitoba, to see and photograph polar bears. This presentation will answer lots of questions you may have about the polar bears of Churchill. For example, a) What is so special about Churchill? Churchill is located along a small shelf on southwestern Hudson Bay. The Bay sea currents are counter clockwise, and as the thick slushy ice water forms in the northern areas of the Bay, the currents push the thick ice water south to this shelf area where it bottles up. It is here that the sea ice forms first; and the bears start to congregate here in October and November knowing they will be able to get out in the Bay to hunt earlier than hanging around elsewhere. b) How did we see the bears? We took a Tundra Buggy out on the tundra for five days, three of which were sunny (we were very lucky) and two were blizzards (unbelievably cold and windy). c) What is different about the polar bears from other bears? The polar bears are the only true carnivorous bears. Their necks are developed for keeping the head above water while swimming and for looking into breathing holes that seals use. Their paws are “pigeon toed” and slightly webbed, which enables them to swim for great distances – polar bears can swim for about 80 miles if they have to. Polar bear claws are hooked at the end – the better to snag and drag a seal out of the water. The hair of the polar bear is hollow, a great insulator by absorbing the sun’s heat, and is slightly concave to help drain the water off the fur. Their sense of smell is very highly developed in the polar bear. They can smell seal pups three feet under the snow and can smell the breath of a seal that came up for air over two miles away. This presentation will also discuss why the polar bears are dependent on the ice flows of Hudson Bay and what their chances are for survival. And of course, this presentation will have lots of **photos of polar bears** – as my wife says, “They’re so darn cute!”

Gerry has been a member of the Image Makers Camera Club since 1975. He has served as the chairman for the Image Makers International Exhibition (Wisconsin Circuit) 1996 until 2013, and he presented all of the shows for the Wisconsin Circuit. He is also a charter member of the East Troy Viewfinders and has served as chairman for the Viewfinders International Exhibition (North Star Circuit) since 2001.

Gerry joined the Photographic Society of America (PSA) in 1979, and his service to the Society has covered many positions, including Chapters Committee Chair; International Conference Committee Equipment Chair, Chapters Showcase Director, Photo Travel TOPS Director, PSA Wisconsin Chapter Chair, and Region Director for PSA Region 21. In 2001 Gerry was awarded PSA’s Region Director of the Year award; in 2003 he was the recipient of PSA’s Stuyvestant Peabody Memorial Award; and in 2012 he received the prestigious PSA President’s Award. Gerry served on the PSA Board of Directors as PSA Conventions Vice President from 2003 to 2009 and served as PSA Secretary and member of the PSA Executive and Finance Committees from 2009 to 2013.

Gerry is a multiple-galaxy exhibitor in four PSA Divisions – Projected Image, Nature, Photojournalism, and Photo Travel, and he has been a TOPS contributor in four Divisions since 2003. He has over 6,200 acceptances in international exhibitions, including 34 best of show awards. Since 2000 Gerry has been listed in PSA's *Who's Who in Photography* as a top exhibitor in North America, often in four divisions, and was first in the world in projected photojournalism in 2011. His photos of Hawaii were featured in the "Distinctive Image" article in the September 2004 *PSA Journal*, and his photos of unique natural areas in Wisconsin were featured in The Nature Conservancy calendars from 1992 through 2009.

STUDIO LIGHTING BASICS followed by USING FLASH WITH CONTINUOUS LIGHT

Two Hour Lecture/Demonstration – Fri. & Sat. – for **N, I, A.**

David Stroup, Goshen, IN

STUDIO LIGHTING BASICS - I will be demonstrating two light sets and how they are used. I will also be showing how different types of flashes can be used together.

USING FLASH WITH CONTINUOUS - Using Flash with Continuous Light can add a new and exciting level to your images. I will show how flashes can be used to enhance your images by using flash with bright sunlight and using flash in low light. I will also discuss high speed sync vs. slow shutter speeds and on camera versus off camera techniques.

I first started taking photos in 1988 when I got my first "real" camera. It was an all Manual camera and not knowing anything about photography I made many mistakes, which prompted me to learn as much as I could to get better. Now a few years later, I find that I have lot more to learn. (However, I am enjoying every second of it) I now have 10 years of camera store retail and camera repair experience, and 9 years photographing at events (high school and military reunions) where I have a small studio set up and shoot candid photos.

IN CAMERA SPECIAL EFFECTS One Hour Lecture – Thurs. eve., Fri. & Sat. - for **N, I, A.**

Wayne Pope, Okemos, MI

[This class focuses on image-altering techniques done in or on the camera without Photoshop: selective coloring, multiple exposure, pans, zooms & blurs, night-scene mode, stroboscopic flash, graduated color filters, in camera HDR effects and more. Learn new ways to be creative with your camera!](#)

Wayne is a photography instructor in the Visual Arts & Media Department at Lansing Community College. He teaches Basic Photo, Nature Photography, Special Effects Photography, and Photography for Scrap Booking. Wayne and his wife, Melinda, operate Pope Photography in Okemos, MI and do weddings and portraits. Wayne also does corporate and environmental photography. Wayne is a free-lance outdoor writer/nature photographer with publications in *Michigan Living*, *Michigan Natural Resources* and *Michigan-Out-of-Doors*. He also writes a monthly column on bird photography for the Jack Pine Warbler, official publication of the Michigan Audubon Society. Visit Wayne's website at: www.waynerpope.com

UNDERSTANDING YOUR CAMERA

One Hour Lecture – Fri..& Sat. – for **N.**

Mike Mueller, Bridgeport, MI

We will be looking at the camera operations, including the different mode settings and selections and metering modes. We will discuss how to determine exposure settings and explore the use of ISO settings, white balance selections and formatting. We will look at the use of RAW and JPG, and lenses and lens selection. Bring camera, lenses and camera manual to the class. There will be time for questions and hopefully answers.

CAMERA AND PHOTO WALK

Two Hour Workshop – Fri. & Sat.. – for **N, I.**

Mike Mueller, Bridgeport, MI

We will be exploring the automatic, aperture, shutter, manual and program settings of the camera. We will cover use of metering modes, ISO setting and white balance. We will discuss lens types, fixed and zoom, as well the lens setting apertures. We will answer questions about RAW and JPG as well as your equipment. Bring camera, This will be hands-on out on the streets of Holland.

Mike has been an active photographer for many years. He is a member of the Frankenmuth Camera Club and Photographic Society of America. He has taught community education classes in photography and has lectured many times to various groups. He is past president of SWMCCC and held many other positions within the council and SWMCCC made him Honorary for his service to the Council. He has earned acceptances and honors for his images at local, council and international levels. PSA has made him an Associate (APSA) for his service to the society.

FLOWERS - CLOSE UP

Two Hour Workshop – Fri., Sat. & Sun. – for **N, I, A.**

Richard States, Cortland, OH

This workshop will provide the opportunity to photograph a variety of individual flowers. This will be an indoor workshop so wind and lighting will not be a problem. Various backgrounds will be supplied. A short program on tips on macro photography will be given then plenty of time to shoot. All flowers will be fresh cut flowers. The photographer will need to bring your camera, tripod and cable release (or use the camera self timer). A macro lens is best, but you can use a zoom in the 100-200 mm range, or the macro mode on some lenses. Information on white balance will also be provided during the program.

Richard is a horticulturist, educator, and published author of educational slide series. He has been a horticulture instructor with the Warren City Schools for 35 years. He has authored seven educational slide series and co-authored three others. These slide series were published by the Ohio State University and sold throughout the United States. Richard, a member of the Warren Camera Club, has won many first-place awards and slide-of-the-year many times. In 2003 he won his fourth PSA gold medal (the Warren Club is in the top A group in the United States) and many honorable mentions. Richard has had many of his pictures on magazine covers and in advertising campaigns. His specialty is close-ups of flowers and he presents programs for camera and garden clubs on how to photograph flowers close-up.

WILDLIFE PHOTOGRAPHY WITH SPOTTING SCOPES

One Hour Lecture – Friday only - for **N, I, A.**

Clay Taylor from Swarovski Optik will present this lecture and he will also have an exhibit and demo on Spotting Scopes in the vendor area in the atrium of the Science Center. Clay will also accompany the **Birds of Prey** field trips where you will have the opportunity to try out one of the Spotting Scopes.

SEE ALSO - FIELD TRIPS

PORTRAITURE

MODEL POSING and INTERACTION

One Hour Lecture – Friday only – for **N, I, A.**

John Hacht

Learn how to pose, light, and communicate with the model for your first shoot. Learn and understand good poses, and what to look for. Learn how to light the model, as well as some tips on fill flash. Learn how establish rapport with the model, thus putting everyone at ease for an enjoyable shoot.

COMPOSING CLASSIC & GLAMOUR PORTRAITS

Two Hour Lecture - Friday only – for **N, I, A.**

Andre Cabuche

This 'NEW' digital slide program showcases the work of André Cabuche, internationally recognized professional portrait photographer and master retouching artist. The images in this program were created during André's highly successful workshops, many from his SWMCCC workshop sessions over the past 6 years.

The program will cover many aspects of composing classic portraits and glamour photographs. The main topics of the program are:

- What is the ideal lens, f-stop and camera position for the most effective images.
- Composing the images – What format is best? Which cropping is best, full-length, 3/4 length, head & shoulders, or close-up? Identifying and eliminating distracting, unwanted compositional flaws.
- Posture and 'body language' – understanding the effects of positioning the head, neck, shoulders, torso, legs, feet, arms, hands and wrists.
- How to work with male, female and child subjects to capture successful images.
- Composing the human subject – Understanding the 'pros and cons' of the standing, sitting, kneeling and reclining postures.

Those interested in the Outdoor Urban Portrait Session described below must sign up at the end of this lecture.

OUTDOOR URBAN PORTRAIT SESSION

Friday and Saturday evening 6:00 - 8:00 pm – for **N, I, A.**

Andre Cabuche

Limited to 20 photographers! Sign up for the session of your choice at the above classroom slide program.

This outdoor, 'hands-on' camera session with 'live' models will be conducted in various downtown urban locations with André's guidance. Participants will practice methods and techniques illustrated in Andre's classroom slide program '*Composing Classic and Glamour Portraits*'.

The session will lead photographers through a logical process of discovering and learning:

- a. What photographers should have for a successful portrait session
- b. What are the two most important items the subject should bring to the portrait session
- c. What type, style and colour of clothing works best for a portrait
- d. How to find the ideal outdoor lighting for a portrait
- e. The proper techniques for modifying and improving outdoor lighting
- f. What to look for when seeking locations/settings for a portrait
- g. How to get the subject to relax and look natural in a portrait
- h. What format and cropping should you use for a portrait
- i. Which lens and f-stop combination is the best for creating dynamic portraits

Required Equipment: digital camera, 80-200mm zoom lens or equivalent, lens shade, 36" silver/white reflector. (Sorry NO point and shoot cameras!)

Optional Equipment: Camera mount portable flash, monopod.

INDOOR MODEL SHOOTING WORKSHOPS using strobe lighting with creative set-ups and props will be held Friday and Saturday in the **Maas Auditorium**, adjacent to Phelps Dining Hall.

Friday 10:40 – 11:40 am and 1:00 – 4:40 pm

Saturday 1:00 – 4:40 pm

LIGHTING FOR FASHION

Friday evening - 6:00-7:30 pm – for **N, I, A.**

Bill Barnard, Novi, MI

Will show how to create some great looking fashion shots with a model and will show how to shoot with Natural Light and Studio Light. This is a hands-on class so bring a camera and practice what you learn.

CONTOUR HIGH FASHION SHOOT

Saturday evening - 6:00-7:30 pm – for **N, I, A.**

Bill Barnard

Will be held in the Maas Auditorium. All photographers should bring a telephoto lens of 100mm or more to this shoot.

GLAMOUR PORTRAIT SESSION

Sunday - 9:20-11:40 am – for **N, I, A.**

Andre Cabuche, John Hacht and Bill Barnard

This 2-hour 'live' demonstration will offer an opportunity to see how André, John Hacht and Bill Barnard produce 'competition quality' images using natural outdoor light and a live

model. This outdoor session will cover the many aspects of producing dynamic lighting, creative compositions, how to work with a model and much more. Assemble at 9:20 am at Cook Hall.

Andre Cabuche, Kelowna, BC

A former instructor for professional photography, André is highly suited to leading photography and visual arts workshops. For more than 35 years he has been a popular workshop leader at SWMCCC, most notably in portrait and glamour photography. In the past few years, he has presented programs on various visual art topics such as composition, colour theory, perception and visual literacy. After studying art and design in Toronto, André worked as a professional photographer in the Canadian Forces for 30 years, producing, 'in-studio' and 'on-location' portrait and illustrative photographs. He also worked in audiovisual production, script writing and graphic arts. Recipient of numerous national and international awards for his photographic work; André was awarded the distinction of 'AFIAP' (Artist) in 1979 by the Federation Internationale De L'Art Photographique in Europe. In 1994 he was invested into the Order of Military Merit by the Governor General of Canada. André now lives in the Okanagan Valley, the picturesque wine region of British Columbia, where he still enjoys his photography, AV production and leading workshops.

You can view some of Andre's work at: www.andrecabuche.com

Bill Barnard, Novi, MI has been an active photographer for over 20 years. He has studied and earned a two-year degree from Oakland Community College. He presently does portrait and wedding photography as a part-time professional business. He also has attended Winona International School of Professional Photography and learned from Monte Zucker, Tibor Horvath and others. Bill is a member of the Novi Camera Club, Professional Photographers of America, and Wedding Photographers International. He also won grand prize in the Oakland County Parks Contest. For Bill's work see: www.modelmayhem.com and enter 42874 to reach Bill's portfolio.

John Hacht, Mattawan, MI started in photography 40 years ago. He has been honored with a Fellowship from SWMCCC. He judges locally, state wide and nationally. John runs a small studio part-time and also has a full time job as a tool and die maker. John provides private tutoring in portraiture, studio set-up and lighting, Photoshop and nature photography. He shoots and creates images of all subjects.

Visit www.johnhacht.com to view John's images.

John Klaehn has been active in photography as a business since 1983, working with portrait and product assignments. He has been active with local camera clubs and SWMCCC since 1985. He has enjoyed the transition to digital photography and believes every photo experience should be approached as a learning opportunity.

Michelle Premer, Model Coordinator

A photographer, artist and writer, she has been involved in photography for 12 years with 3 additional years modeling for fine art photography. Currently she specializes in photography of nature, boudoir, and alternative models. Her work in alternative modeling has been featured on Suicidegirls.com. The works of her boudoir photography grace the

private collections on many couple's homes. Michelle works primarily out of her country home, venturing out into scenic West Michigan and is a member of Workshoots Studio in downtown Grand Rapids. Her passion is to create out-of-the-box images for her clients, the crazier the idea the better. For more examples of her work in photography, visit her website at www.mlpremerphotography.weebly.com, or on Facebook at Inkblot Arts/Michelle Premer Photography.

Autumn Wicks, Assistant Model Coordinator

Autumn is the owner of Valkyrie Wolfe modeling. She has modeled in art house, boudoir, and fantasy style shoots for four years. As a 2014 SWMCCC model, she joins her friend and frequent art collaborator Michelle Premer as staff for this year's event.

SEE ALSO - FIELD TRIPS

DIGITAL IMAGING

PHONEOGRAPHY – THE NEXT STEP INTO THE CREATIVE WORLD OF MOBILE PHONE PHOTOGRAPHY Two Hour Workshop – Thurs., Sat. & Sun. – for **N, I, A.**

Jerry Hug, Des Plaines, IL

In the hands of a creative photographer, the cell phone with a good camera is now a creative tool that can capture those moments when the big camera is back home in the closet. In this seminar Jerry will teach you how to use the camera you always have with you, the various applications available for post processing those images, and some of the accessories that extend the capabilities of camera phones. Jerry will take the workshop through shooting techniques to get better photos, and then teach how to get the best results when editing photos on your mobile device. **It is recommended that participants have Snapseed and Touch/Retouch app installed on their iPhone or Android phones.**

Jerry Hug is an award winning photographer and a retired fine arts educator from the Maine Township High Schools in the Chicago Suburbs. He is the Public Relations Vice president for the Photographic Society of America serving 6000 members in the United States and 70 countries around the world. Jerry lectures about photography in the Chicago area and at photographic conventions throughout the country. He is considered one of the go to iPhone photography experts and is published in national journals.

THE SECRET TO CREATING PHOTOS THAT PEOPLE LOVE or HOW TO TAKE A SNAPSHOT AND CREATE GREAT SHOTS 4 hour workshop – Fri. & Sun. – for **N, I, A.**
Bill Brown, Elgin, IL and Bill Brandes, Elgin, IL

Learn how to improve your digital photos. This "hands on" class will show you how to use Adobe Photoshop Elements 11.0, 12.0 or 13.0 software to edit and improve your photographs. Classes are for beginning and intermediate photographers who have Photoshop Elements 11.0 thru 13.0 installed on their computers. You will learn how to improve your images by adjusting the color and sharpness and how to correct problems like overexposure and underexposure. Topics will include understanding Photoshop Elements tools, filters, layers, resolution, file size, cropping and more. This class will help you create images you can be proud of.

Session one - Introduction to Adobe Photoshop Elements. Discover how the “Organizer” works to help you find and improve your images.

Session two - Understanding layers and layer masks or “How to take a snapshot and make it into a great shot”.

Session three - Advanced photo editing. Find out how to do those special tricks to create an image to hang on the wall.

Session four - Creative projects - Great ways to make your photos into works of art.

Remember this class is a hands on class with you bringing your laptop with Adobe Photoshop Elements installed. You can download Adobe Photoshop Elements 13.0 from the adobe.com website and use this download for 30 days without purchasing it. So if you are interested in trying the program use this procedure.

Bill Brown has been in photography since 1955. He has had his own photography business for more than 35 years. Bill now produces fine art images for sale. Since 1999 he has been shooting digitally and now shoots only with digital equipment. He is past president of the Chicago Area Camera Club Association and teaches Adobe Photoshop, Elements, the process of shooting HDR and basic digital photography throughout the Chicago Area Camera Clubs and colleges. He has also presented programs at The Chicago Area Photographic School, which is held in the Chicago area every two years. Bill teaches at the Clearing in Door County and has presented several programs at SWMCC. Bill is a member of P.S.A., past president of CACCA, past president and founder of The Elgin Area C.C., and is also a member of Elgin Area Camera Club and Lake County Camera Club.

Bill Brandes is a retired electrical engineer and computer programmer. Award winning photographer. Chicago Area Camera Club Association Judge. Member and officer of Elgin Area Camera Club Elgin, IL.

DIGITAL WORKFLOW USING LIGHTROOM	Three Lectures – Fri. & Sat. – for N, I.
Importing images into LR using Photo Mechanics	1 hour
Plug ins Nik Software and OnOne PPS9	1 hour
HDR 32 bit processing using Photomatix plugin	1 hour

Jeffrey R. Klug, Hubertus, WI

If you are shooting large quantities of files, or are shooting large size files, this class is one you want to take. I will be showing how to import large quantities of images using both Photo Mechanic and Lightroom together to speed the importing of images. Once you have the images in Lightroom, you need to process them, so I will talk about processing the files using Nik Software, OnOne Perfect Photo Suite 9, along with Photoshop, to make the processing of your image go faster with better results. I will also talk about using Photomatix 32 bit plug-in for doing HDR, a quick way to do HDR without getting that HDR look and staying in the Lightroom program.

Jeffrey Klug’s interest in photography began in high school as a photographer for the school newspaper and yearbook. Jeffrey along a classmate, created the historic photo archive for the Menomonee Falls Historical Society located at the Menomonee Falls Public Library. After graduating from high school, he enrolled at the Milwaukee Area Technical College where he earned Associate degrees in Photography and Photo Electronics Technology.

In 1981 Jeffrey opened his camera store, "Klug's Photo World", which included a photo lab and studio for portraits and commercial photography. In 1992 he relocated his studio and photo lab to Hubertus, specializing in architectural photography, commercial photography, portraits, fine art photography, and aerial photography. He continued to maintain his own photo lab for printing to maintain tight control of his work. In 2001 he was the official photographer for the inauguration of Governor Scott McCallum and Lt. Governor Margaret Farrow. In 2008 he added a frame shop and a digital lab to his store. Then in 2011 he changed the store to a Fine Art Gallery specializing in Architectural, Landscape, Nature and Racing Photography along with teaching in his studio.

Jeffrey as a Certified Photographic Counselor teaches classes in photography, Adobe Photoshop, and Lightroom at the UW-Waukesha and Washington County, Moraine Park Technical College, South Western Michigan Camera Clubs Council (SWMCCC), CAP's School for Chicago Area Camera Clubs Association (CACCA) and at Wisconsin Area Camera Clubs Organization (WACCO). He was president, program chair, competition chair, and treasurer of the Wisconsin Area Camera Clubs Organization; treasurer and program director for the Wisconsin Imaging and Photographic Association (WIPA); program co-chair and past president of the Menomonee Falls Camera Club. He is currently PSA Council Chairman and director of the Council Challenge (a friendly competition between councils).

UNDERSTANDING AND USING THE GRADIENT TOOL

Two Hour Lecture – Fri. & Sat. – for **N, I, A.**

Ron Wilson, Waynesville, OH

Learn how to use and understand the gradient tool, how to make and save your own gradients, and how to incorporate them in your photos. Use gradients to create or enhance skies, sunsets, vignettes and dramatic backgrounds. For special effects, use gradients in conjunction with layer masks to mimic graduated neutral density filters, merge two photos, or create selective focus effects. For use with Photoshop or Elements.

Ron belongs to The Tripod Camera Club in Dayton, The West Chester Photo Club, and he is the past President, and Life Member, of the Cleveland Photographic Society. He has been teaching Fundamentals of Good Photography for over 25 years, and teaching Photoshop for 10 years. Ron is a 5 Star PSA exhibitor in the Projected Image and Nature Divisions and is listed in PSA's Who's Who in Photography. He has won many awards for his photography and has been published in Country Books, Readers' Digest, Fancy Publications, National Audubon Society and National Geographic Explorer Calendar. He has a photo business and his website may be seen at www.rnw.bz.

SELF-PUBLISHING BOOKS USING ADOBE LIGHTROOM

One Hour Lecture – Fri. & Sat. – **N, I, A.**

Bill Buchanan, Shelby Township, MI FPSA

Bill will demonstrate how to create professional looking books of your photo travels or family occasion using Adobe Lightroom. He will provide valuable information for sizing your images, file types, page layout and design and final output.

INTRODUCTION TO DSLR VIDEO

One Hour Lecture – Fri. & Sun. – **N, I, A.**

Bill Buchanan, Detroit, MI FPSA

Bill will present a basic introduction to video techniques. Topics covered will include video formats, DSLR, GoPro and iPhone; special and basic accessories and techniques, audio concerns and basic video editing to complete your video project.

Bill Buchanan, FPSA, FGDC has been involved with photography almost his entire life. His passion for teaching photography has been fostered by being chairman of the Photo Guild of Detroit's Annual Photographic Seminar. Bill has presented many instructional programs in the Detroit area as well as at NECCC, SWMCCC and PSA conferences. He has been a major supporter of the electronic capture photography both in his own club and the PSA. He has served as the Chairman of the PSA Electronic Imaging Division and his club, The Photo Guild. He has taught 12 hour classes on ProShow Gold at the last three PSA International conferences. Bill is also a Beta tester for Photodex the creator of ProShow Gold and Producer.

DIGITAL BLACK & WHITE

One Hour Lecture – Fri., Sat. & Sun. – for **N, I, A.**

Steve Scherbinski, Grand Rapids, MI

Interested in taking and making black/white photos that really pop? This class will help you understand how to take excellent new photos with black/white in mind. Not all colors or compositions translate well to black/white. You will learn what you should do to make the best images and you will learn the most important technical tools in your computer to take great black/white images. Have existing color images you would like to convert to black/white? You will learn how colors are interpreted in the digital format. You will learn which technical tools to use and adjust in both Photoshop and Light Room to convert your images from color to black/white and to enhance your existing black/white images.

An avid photographer for over 10 years, I've had work shown in a variety of venues in the Kalamazoo/Kent county areas. I use a variety of modern and historic photography processes to get a printed image that I see in my minds eye when making a photograph. I've been accepted in the Grand Rapids Festival of the Arts juried show for the last 5 years, and I've also won an Honorable Mention in the Newago County Arts Council.

NIK COLLECTION BY GOOGLE – PLUG-IN'S FOR PHOTOSHOP & ELEMENTS

Two Hour Lecture – Fri. & Sun. - for **N, I, A.**

Denise McQuillan, Fort Wayne, Indiana

Products I will be demonstrating: HDR Efex Pro, Analog Efex Pro, Color Efex Pro, Sharpener Pro, Define, and Silver Efex Pro.

This is an all new NIK workshop. If you attended my NIK workshop years ago, this workshop has all new images, techniques and products, so plan to attend! Do you want to enhance your images and make them the best they can be? Add special effects without being a Photoshop expert? Give an HDR look with just using one image, or blend multiple images into an HDR photo without having to be a computer expert? You can also turn your photos black and white with the click of one button, making them look like Ansel Adams did them in a darkroom, or apply film effects without owning a film camera with Analog Efex. Learn more about NIK Software products including new examples of HDR images and new examples of my favorite - Color Efex Pro. These filters are truly amazing, USER FRIENDLY and a great time saver! NIK products use patented U Point technology, which provides the ultimate control to selectively apply enhancements without the need for

any complicated masks, layers or selections! I will demonstrate all the products in the seminar, as well as how easily they are applied (the default settings are usually right on the mark, and normally don't need to be changed). But should you want to make changes to the default setting, I will show how easily it can be done to create a very beautiful photo.

I am extremely happy to be teaching again this year at SWMCCC. I will share my enthusiasm for The NIK Collection by Google, and help you change your photos from ordinary to extraordinary in just a few clicks! By the way, I am not employed by Google/NIK, I just love what their products can do.

Visit www.McQuillanPhotography.com to see samples of my work. My photography has won many awards, including Best of Show at Wassenberg and Image of the Year from the Fort Wayne Photographers Club. My photos have also been published in Digital Photo Magazine and Fort Wayne Monthly. I have held several positions in the Fort Wayne Photographers Club, including President, Workshop Chair and Newsletter Editor.

INTRODUCTION TO DXO OPTICS PRO 9 AND ITS NEW FEATURES

One Hour Lecture – Fri. & Sat. - for **N, I, A.**

Hector Martinez, DXO

As we all know that every single photo we take is unique in its own way. Doesn't matter whether we shoot the same image several times under the same lighting conditions using the same camera settings. As we all noticed from personal experience some images have grain in darker areas while others lack contrast in certain areas and others suffer major backlighting issues. Most post-production software allow you to deal with these problems by offering a wide range of over whelming correction but leaving you to do all the heavy lifting. I will demonstrate how to bring out the best out of your image from the start. Giving you a head start for whichever post-production program you may be working out of. Come and learn about the only raw conversion software that is completely based on camera lens hardware characterization. DxO optics pro is software that fixes the flaws that may reflect in your image by filling in the information that is missing between your camera and your lens. Optics pro will take care of any issues your image may have, such as an unsharpened image, color rendering, perspective control or keystone issues and Digital noise. As a pre-post production software it is ideal for everyone, from the amateur to the professional photographer. No matter what your interest in Photography is Travel, location, studio, event or portrait photographer, spend less time behind the computer and more time behind your camera as optics pro does all the fixing.

I decided to become a street and field photographer in the early 1990s. The images that most greatly influenced my photography and molded my career were very straightforward, direct, "in our face" documentary images from around the world, especially from third world countries. These images told me a story that was bold and powerful. They told the truth, harsh, ugly, or beautiful - they were powerful indictments of the world in which we live. They showed me how cruel, unjust, happy or truly amazing our world can be. I was intensely affected by these images and that feeling motivated me to become a photographer. When I look through my viewfinder, I experience the sense of danger and adventure of feeling other people's authentic emotions. I feel that I am in the middle of the situation at that moment and through my photography I can freeze that moment in time for the world to see. Attendees are welcomed to bring in images on a thumb drive to see how the software can work for them.

DEMYSTIFYING COLOR MANAGEMENT

One Hour Lecture – Fri. & Sat. - for **N, I, A.**

John Walrath, Datacolor

Color Management can be an intimidating topic but it doesn't have to be. An understanding of several key concepts will quickly demystify this important principle. In this class we will begin by addressing the foundations of Color Management. With a clear understanding of these concepts, you will learn about calibrating your display with the Datacolor Spyder5. Leveraging these principles will increase the speed of your edits, give you the confidence your colors are as you intend and help you get screen to print match. Through real world examples, we will talk about the tools needed to make Color Management easy and efficient--giving you the confidence to make consistent color decisions every time!

John Walrath is Datacolor's Imaging Training & Technical Support Manager and an accomplished photographer. He earned his BFA in Interior Architecture and in 2010 sold a successful company to pursue a career as a professional photographer. Leveraging his training in Interior Architecture and passion for photography, John became a sought after Interiors photographer for Builders, Ad Agencies and Interior Designers in Central Virginia.

Datacolor's Color Management tools have been vital to John's personal and professional photography for many years. Since joining the Datacolor team in 2013, he has been an educational resource for photographers and videographers who want to improve their work through Color Management. John will be in the exhibit area in the Atrium with a display of Datacolor's products.

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