



# Keeping In Touch

**BRINGING THE PHOTOGRAPHIC ARTS TO OUR COMMUNITY**

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[www.seacc.org](http://www.seacc.org)

March, 2006

## Konica Minolta Holdings—More Heart-Breaking News

Konica Minolta Holdings will withdraw from the camera and film businesses, marking the end to one of the best known brands in the photography world.

As part of the surprise move, the Tokyo-based company said that it will sell a portion of its digital single lens reflex (SLR) camera assets to Sony for an undisclosed sum and cease production of compact cameras by March of this year. The company said it will stop making photographic film and color paper by March 2007, pulling out of a market in rapid decline due to the spread of digital cameras, which store images digitally.

The world's third-largest maker of camera and film after Eastman Kodak and Fuji Photo

Film had said in November that it would significantly downsize its loss-making camera and film operations, but not completely shut them down. "I wanted to put a clear end to the matter," Konica Minolta President Fumio Iwai said at a press conference, where the company also announced that Iwai would be replaced by Vice President Yoshikatsu Ota on April 1. Konica Minolta said in November it expected to post a group net loss of \$407.9 million (47 billion yen) in the fiscal year that ends in March.

## Gerber Daisy



Taken by Sylvia "Cookie" Hodge at the Hicks Spring Festival on

March 11, 2006

## Upcoming Events:

### March, 2006

- 10—PFLI Competition—7:45 PM at the Old Bethpage Restoration Village
- 11—Field trip to Hicks—Spring Flower and Garden Show
- 14—Critique of the Model Shoot from February 28th and The Hicks trip
- 21—Executive Board meeting
- 24—PFLI Delegates meeting—8:00 PM in the Nassau County Medical CC
- 28—Evaluation—Judge TBA

### April, 2006

- 11—Introduction on How to Photograph Scapes (Landscape/Seascapes)
- 18—Executive Board meeting
- 21—PFLI Competition—7:45 PM at the Old Bethpage Restoration Village
- 22—Field trip to Brooklyn Botanic Garden for the Cherry Blossoms
- 25—Presentation by John Brokos—
- 28—PFLI Delegates meeting—8:00 PM in the Nassau County Medical CC

## Executive Board

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## MARK YOUR CALENDARS!

SEOCC meeting dates for the 2005-2006 season are as follows:

2nd and 4th Tuesday of each month, 7:30 pm, Roy Wilkins Park

2006 Dates: January 10, 24, February 14, 28, March 14, 28, April 11, 25, May 9, 23, June 13 and 27



### OUR MARCH BIRTHDAYS

7—Ann Grodman

9—Errol Wilson

16—William Taylor



**Nikon School of Photography, NYC:** 9:30am - 4:30pm – Saturday, Introduction to Digital SLR Photography, \$119.00, Sunday – Next Step in Digital Photography: Streamlined Workflow Techniques - \$159.00 – March 11 & 12, 2006 and June 3, & 4, 2006. (631) 547-8666; [www.nikonschool.com/registration](http://www.nikonschool.com/registration)

**Get Acquainted Reception**—Saturday, April 1, 2006 from 3 PM to 7 PM at Roy Wilkins Park and Family Center. Refreshments & Entertainment. Come out and see the best kept secret in South East Queens.

**Cosmo Spring 2006 Foto Fest**—Saturday, April 29, 8:30 AM until. Skyline Hotel, 10th Avenue @ 49th Street, NYC

Morning Presentations: Dave Frieder, The Bridgeman and a return engagement by Tom Lcklan plus an afternoon chock full of photo ops. Live models, table tops and other opportunities. Bring your camera, tripod and plenty of film.

Did you ever imagine seeing your photograph on the Net? Well, you can, you know. Simply pick the image you think is award-winning and provide your photos to be posted. See Verdell Lawton or Ron Caldwell.

## Photo Tips By Russ Burden, Flushing Camera Club



### Sidelight

Sidelight brings out the three dimensional aspects of a subject. Textures, patterns, shapes and form all become more well defined. As light rakes across what's being photographed, peaks and valleys of light and shadow are revealed. By creating these areas of contrast, more depth is conveyed.

In a two dimensional medium, a three dimensional effect is implied.

Sidelight comes from a ninety degree angle to the camera. Shifting the source of illumination ten to twenty degrees in one direction or the other still maintains a strong effect. When using the sun as the source of light, this means shooting at sunrise or sunset. These times produce the greatest amount of sidelight.

Sidelight can be used to separate a subject from its background. In a front-lit situation, both the subject and background receive light. The background becomes just as important as the subject. If it creates distractions, regardless of how beautiful the focal point is, it will fall short. By returning to the same location at sunrise or sunset, the light may strike the subject from the side. The result is

a background that doesn't compete netting a more pleasing image. Look for sidelight and capture its beauty and I'm sure you'll be hooked.

The accompanying image was made on one of my Nature Photo Tours to Factory Butte in Utah in the winter.

To learn more about this subject, join me on one of my photo tours.