

# PHOTOGRAM



December, 2000

*In This Issue ...*

On the President's Mind ..... New Members ..... Meet a Sponsor  
RCC Exhibits Update ..... Photography Show in Napa Valley

**Get your prints ready!**

*You've got a show to put up (see page 5)!*

## *Program Schedule*

December 4 – **Members' Night: Macrophotography**  
*All*

December 18 – **Holiday Party**  
*Everyone bring goodies to share!*

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**Redlands Camera Club** meets the first and third Monday of every month at 7:00 PM  
Redlands United Church of Christ, 168 Bellevue Avenue, Redlands, CA  
*Established in 1896 - Member of the Photographic Society of America*

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## ON THE PRESIDENT'S MIND

*Franklin D. Peele*

Our heartiest congratulations go out to **Brooks Dierdorff**, who is one of eleven young photographers in the entire U.S. selected for a special NANPA (North American Nature Photographers' Assn.) scholarship this year.

This is a significant honor, and a real tribute to Brooks' talent and desire to further his education in photography. It is also a testament to **Nancy Yowell**, who realized Brooks' potential and went painstakingly through the steps to prepare and submit his nomination to NANPA.

We're all extremely proud of you, Brooks, for this major achievement -- one of many we believe will come your way!

**Howard Stevens'** program on macrophotography at our Nov. 6 meeting was a fine introduction to some of the finer points of close-up work. I know I learned a few things I thought I already knew! Howie's knowledge is legendary, and his abiding interest in photography inspires us all. Our Members' Night on Dec. 4 will be a showcase for our newly-refined macrophoto skills.

"A young man from Italy wanted to study black-and-white photography, so I gave him this assignment. I told him to go out and find something, a tree, a statue, whatever interested him. Then he was to photograph it every hour of the day and night, in all kinds of weather. To make that his friend, find out how many personalities it had. That's a way to begin. And then you go on from there."

*Mary Ann Lynch  
Camera Arts Magazine  
October/November, 2000*

If you haven't yet exhibited your photography in one of the club's permanent rotating print exhibits, you don't know what you've been missing. Both the Redlands Community Hospital and the Redlands City Hall exhibits are in high-visibility places, and the club gets lots of feedback from people who've noticed the high caliber of work being hung. To get in on the action, talk with exhibit chair **Dan Griffith** about the next opportunity to enter your work.

Our annual holiday party is always a fine chance to gather informally, get to know each other better, and enjoy great food. This year's meeting on Dec. 18 promises more of the same. Indeed, with all the new members we've welcomed into the club since the year began, there should be a bumper crop of goodies to sample and plenty of stimulating conversation to share. Be sure to bring some of each with you when you come!

All the best,

*Frank*

*Congratulations to RCC member  
**Dan Griffith**  
for winning Best of Show honors  
in the 29 Palms Southern  
California Open Exhibit (an all-  
media event) for his entry  
"Borax Trail".*

Welcome to **Frances Brueckmann**

Frances started taking photographs prior to WW II with an Exakta camera. She even had a darkroom in her basement and did most of her own developing and printing. She says she is still trying to make the perfect print.

At the onset of the war, her husband was called to active duty and her photography was confined to mostly family and travels. She got back into serious photography in the 1970's when she and her husband opened their own photo and printing business in Maryland. She was President of the local camera club there for several years.

She is very impressed with our club and how active the membership is. Frances says she has not taken many photos since moving to Redlands last October, but plans to start shooting both color slides and prints. Her favorite subjects anything that has an interesting, creative theme. This sounds to me (JB) like a potential for some great slides. Frances uses Cannon equipment now, but says her Exakta still works. When she is not taking photos, she is creating a family genealogy, with photos, for her children.

Welcome to **Jack Kruse**

Welcome to **Kathy Kruse**

Jack has been taking photos since his Army days in the 60's, but Kathy is relatively new at it, just starting in the last year and a half. Jack got Kathy interested in photography because they were looking for a hobby that both could enjoy and participate in together. Now Kathy reminds Jack of the club meetings and programs. They also are members of the F-Stop Camera Club.

Jack uses Nikon equipment and Kathy has a Cannon. He says he is really enjoying the benefits of super speed focus and motor drive, but it takes a lot more film than he used to use. Both enjoy travel and outdoor photography, but Jack is seriously into photojournalism. He has taken several courses through U.C. Riverside including studio photography from John Kleinmann. He also reads a lot of photo magazines and books.

Jack is a civil engineer for electronic communication sites and takes a lot of technical record photos in his work, hence the lead-in to photojournalism. Kathy is a benefits coordinator for her company and when she is not working, taking photos, or going to camera club meetings, she enjoys sewing, knitting and needlepoint.

**As a Redlands Camera Club member, you probably have a greater interest in photography than most people.**

And what you think about it, feel about it, know about it, have done with it, and get out of it would most likely interest and benefit other members (yes, really!). There just isn't the opportunity to share much of this at the meetings, so how about using the Photogram? Whatever you might want to say about your experience of photography could be in print! We're not looking for major articles here (although they'd be welcomed) – brief letters or notes would be fine. You could even send us a tidbit or two every month, if you'd like!

Whatever you come up with, send it to the Photogram editor:

By mail: **Photogram**  
c/o Don Christopherson  
PO Box 767  
Cedar Glen, CA 92321-0767

By e-mail: **dkchris@earthlink.net**

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*[As Pat Backer has been delivering copies of the Photogram to businesses that help support us, he's been asking them to submit stories about themselves so our members can get to know them.]*

*Meet One of Our Sponsors...*

## **Positive Image**

Candy Rizzo

My name is Candy Rizzo owner (and printer) of Positive Image. I'm originally from Hartford, Connecticut. Right out of high school I began working at Century Color a professional color lab. I was young and eager to learn as much as I could and was quite content starting at the bottom. My peers (or more likely, the company VP.) saw that I was a dedicated and conscientious worker with a good eye and after a short time moved me up to custom printing. I enjoyed the daily challenges I faced in custom printing, and before I knew it became the Commercial Department lead-worker where I honed my talents for the next 20 years. It was a great time and wonderful experience for me.

In the end of 1995, my husband Jim was offered a once-in-a-lifetime opportunity to work as an associate editor for McMullen Argus Publishing, (as a writer and photographer for STREET RODDER magazine) here in Southern California. In January of 2000, Jim was promoted to Editor of his own title (CLASSIC TRUCKS), and in April of the same year I was in a position to fulfill my dream of opening my own custom

lab, Positive Image Custom Type-R Service. With well over 20 years of custom printing under my belt, I look forward to a challenge even more so than ever before, and love custom printing.

Owning my own lab has allowed me to offer something which I think is a great benefit to a professional photographer-the ability to communicate directly with the person printing their work. One on one communication is the key, and the sense of accomplishment I feel whenever a photographer sees how really good the fruits of their labor can be is both rewarding and fulfilling. I'm looking forward to many years of great working relationships with my customers, and also many years of enjoying their work, as well.

*Positive Image Type-R Service  
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WHAT'S NEW (AND ALMOST...) *Jess Wall*

{ *Jess is will be back next month!* }

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# RCC EXHIBITS

## Redlands Community Hospital

JAN. 6TH HANGING DATE 9:00 TO 10:00AM. \$3.00 PER PRINT

## Redlands City Hall

FEB. 24TH HANGING DATE 9:00 TO 10:00AM. \$3.00 PER PRINT



### IN THE DARK?

Do you have PHOTOS that you would like to have the public view, but you don't know WHERE TO START! YOUR CAMERA club provides THREE SUCH places and I would be happy to help you GET YOUR work SHOWN. If you need help on WERE TO GO TO GET YOUR work MATED AND FRAMED, AND AFTER YOUR PRESENTATION IS COMPLETE, WHERE TO GO AND find THAT wall TO HANG ON! Talk to DAN Griffith

Exhibits Chair 884-6819

## Feldhym Library - San Bernardino

July 2001 Entry forms for THE FELDHYM Exhibit will be available IN MARCH 2001 and will have a deadline date of May 15, 2001 for acceptance. Sells ARE ENCOURAGED AT THIS SHOW AND THE library will collect a 30% COMMISSION ON EACH SALE. A RECEPTION will be HOSTED by THE FRIENDS OF THE LIBRARY ON July 7, 2001 FROM 1 p.m. TO 3 p.m. FOR THE ARTIST AND FRIENDS. GET YOUR BEST READY!

## Image Tasting

*"I photograph girls I do not know. I am interested in how they present themselves in public places. These girls are heavily influenced by friends and advertising. They are desperately trying to fit with a certain peer group or tribe."*

*Rebecca L. Finlay  
First Place Winner*

One of the main reasons to visit northern California's wine country is to tour the photography galleries, right? And, right now, an excellent stop for some "image tasting" is the Mumm Napa Valley winery, about twenty minutes north of Napa near Rutherford.

The winery has declared a commitment to photography and proves it with a large gallery for rotating exhibits, as well as additional space for showcasing their permanent collection that includes work by Ansel Adams.

The gallery's current main show (up through January 8) displays the work of winners of San Francisco Art Institute's "Visions of Excellence" student photography contest, jointly sponsored by SFAI and Mumm Cuvée Napa. Open to all students pursuing an advanced degree emphasizing photography or photo-based worked, it drew over 300 entries from around the world. The first place prize was \$2,500 and a scholarship to SFAI's summer program.

Top honors for this competition went to Rebecca L. Finley (a student at SFAI) for her series of candid portraits of young women whose appearance, she suggests, represents their attempt at finding a place in their world.

Finlay gives us eight large prints that are well-composed, well-exposed, and well-printed. But this is a "concept" project, not a pictorial one. There is an intent to communicate something not necessarily visible within the frame. But an image on its own is not generally a reliable messenger; often the artist also needs to describe the concept verbally. The informed viewer then knows what to look for in each piece, and if the viewer finds enough in the work to

support the stated concept, the work can be declared successful.

But has such a photograph now become an image-plus-story? How do you evaluate such work in this kind of a contest? Yes, you can see a kind of lonely despair in Finlay's subjects (especially after being clued-in as to what to look for). And, yes, young people (along with many older folks, as well) do often struggle for social acceptance. And, yes, photography can be used very effectively for social commentary. But do the merits of the story overrule pictorial qualities as being irrelevant? Must I now weigh intellectual satisfaction against visual aesthetics? This was a photography competition, sponsored by an art school. As worthwhile and well-executed as Finlay's project was, did it really belong here? Fearing seeming to be some kind of pictorial bigot, I'm choosing to leave the question unanswered.

There are some other interesting photography exhibits here, as well. "The Story of a Winery," a project done in 1959 to 1962 by Ansel Adams and Pirkle Jones, both of whom were teachers at the San Francisco Art Institute, documents the wine-making process from vine to bottle. Michael Light presents intriguing images based on NASA photographs taken on the moon. He's publishing a collection of these in a book titled *Full Moon* in commemoration of the 30th anniversary of the Apollo 11 landing.

And, finally, you've got to see a fabulous Ansel Adams print of "Aspens, Northern New Mexico" on loan from his son's family. It's about four by three feet in size, tack sharp, no grain, perfectly clean, and has a gorgeous tonal range. You'll feel like you overdid it in the tasting room.

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*"Visions of Excellence" through January 8, Mumm Cuvée Napa, 8445 Silverado Trail, Rutherford, CA. Open daily, 10am – 5pm. (800) MUM-NAPA. [www.mumnapavalley.com](http://www.mumnapavalley.com).*

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**PHOTOGRAM**

SUBMISSIONS

Written items of interest to the Redlands Camera Club are very welcome. Short (a page or less as published) works by members describing their photographic experience are especially invited. Copyrighted work must be accompanied by written release of the copyright holder. Submission deadline is the second Monday of the month for the following month's issue.

Send submissions to:

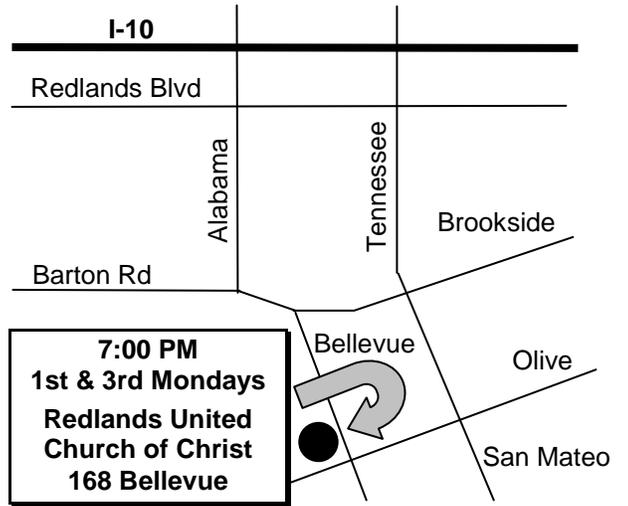
**Photogram**  
c/o Don Christopherson  
PO Box 767  
Cedar Glen, CA 92321

Or email: [dkchris@earthlink.net](mailto:dkchris@earthlink.net)

Upcoming events...

- Dec 4** Meeting: Members' Night – Macrophotography
- Dec 18** Holiday Party

Where We Meet...



**Photogram**  
Redlands Camera Club  
P.O. Box 8311  
Redlands, CA 92375

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