

WELCOME TO THE AUGUST ISSUE OF THE LEADING LINE - Dennis Archibald

Since we received feedback from our members back in May we have been "tweaking" how the club operates and, in this issue, you will find some further information on the Interest Groups and in particular the Macro Interest Group to be led by Bill Chambers. Interest Group activities will start in August. As a result, there will be more activities each month, and we have introduced a monthly calendar which you will find the first time in this month's newsletter. I encourage you to join one of these groups and to explore, enjoy and develop this aspect of your photography.

There is a small article in this edition with some images of recent events held at Valentine Bowling Club (VBC). The club has made us feel welcome providing a wonderful meeting place for our activities in a stunning location. They really see themselves as part of the local community and have welcomed us in that spirit. If you live in the Lake Macquarie and Newcastle City areas, then please join or rejoin VBC as a social member.

Unfortunately, we had to postpone the "It's a Knockout" activity at short notice as one and perhaps more members were suffering from a covid infection. We did this with an abundance of caution for the welfare of our members. Greg Carruthers will in due course reschedule the event and let everyone know.

My thanks again to those who have contributed articles this month. Please don't be shy if you see an interesting article on photography, something amusing, have had some success in external competitions or simply wish to share some news please let us know.

In some ways the August edition of our newsletter signals an end and a beginning. It is almost a year now that our new club has gone through a complete cycle as the Lake Macquarie Camera Club. Our Annual General Meeting (AGM) will be held at our August Club night.

As a result of a booking for the VBC Function Room our club night will be held on the third Wednesday of the month and not the second as is usually the case.

Our next club night and Annual General Meeting will be held at the Valentine Bowling Club on **Wednesday 21st August at 7.00pm**.



WHAT'S ON IN AUGUST - Greg Carruthers

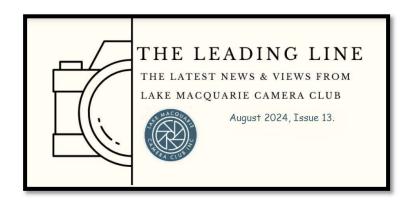
With the start of activities for the Interest Groups we are initiating a calendar to show briefly the planned activities for the month. There will still be regular posts on the website with details and last-minute updates. These activities and tutorials for August are summarised below:

- Monday 5th August at 7.00pm Zoom presentation by Roy Killen Photoshop Interest Group
- Thursday 8th August at 7.00pm Zoom presentation by David Richards Scapes Interest Group
- Monday 12th August at 7.00pm Zoom presentation by Roy Killen Photoshop Interest Group
- Wednesday 14th August at 7.30pm Zoom presentation by Bill Chambers. Bill's presentation is on Close-Up and Macrophotography.
- Monday 19th August at 7.00pm Zoom presentation by Roy Killen Photoshop Interest Group
- Tuesday 20th August at7.30pm Zoom presentation by Dennis Archibald Street Photography Interest Group
- Wednesday 21st July at 7.00pm Annual General Meeting (AGM), club print competition judging and viewing of July Set Subject digital results at Valentine Bowling Club.
- Sunday 25th August at 12noon Street photography interest group outing details to be confirmed.
- Monday 26th August at 9.30am. Coffee catch-up at Lake Macquarie Sailing Club.
- Wednesday 28th August at 7.00pm at Valentine Bowling Club Presentation of the 2024
 Photography Challenge.



August Club Calendar

August	:					2024
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
29	30	31	01	02	03	04
05	06	07	08	09	10	11
Photoshop Interest Group via ZOOM - 7.30pm		Club Committee Meeting via ZOOM - 7.30pm	Scapes - David Richards via Zoom			
12 Photoshop Interest Group via ZOOM - 7.30pm	13	14 Close-Up and MacroPhotography - Bill Chambers via ZOOM	15	16	17	18
19	20	21	22	23	24	25
Photoshop Interest Group via ZOOM - 7.30pm	Street - Dennis Archibald via Zoom 7.30pm	August Club Night and AGM @ VBC - 7.00pm	Macro - Bill Chambers via Zoom 7.00pm			Street Interest Group Outing - details tbc
26 Coffee Catchup 9.30pm Lake Macquarie	27	28 2024 Photography Challenge Presentations @ VBC -	29	30	31	01



• The Raw Image Challenge for June is shown below:





JUDGING AND COMPETITIONS - Roy Killen

Judges for August are:

- PRINTS colour and Mono Di Schofield.
- DIGITAL colour Michael Ionnou; Mono Stephane Thomas
- SET SUBJECT Susan Slack

August Set Subject - People at Work - Judge Susan Slack

Definition: Work can involve mental or physical effort in order to produce a specific outcome. Judging Criteria: I want to see at least one human engaged in a work situation where physical effort is demonstrated. This might range from workers in industry, services, construction. etc. Photos should show the worker in an action shot, no static images of workers. Other than these criteria, photographic excellence.

PSA and Interclub Competitions

PSA NEWS

Entries for Round 1 of the PSA Interclub competitions close on 1st September.

The Digital sections are Colour, Monochrome, Nature, Photo Travel and Photojournalism.

The Print sections are Colour and Monochrome.

Entries for all sections are made in the usual way on our club website. You do not have to produce prints for the print sections unless your image is selected to represent the club.

Detailed information about all aspects of the PSA Interclub can be downloaded from the Club Documents section of our website. You can also contact Roy Killen if you have any questions.



INTEREST GROUPS

The Interest Groups are kicking off their activities in August. The groups and their respective mentors are listed below.

- Beginners Group the basics of camera craft and/or basic image editing. Mentor Bill Chambers
- 2. <u>Lightroom</u> Learn and share the tips and tricks of using Lightroom Classic as your main image editing program. Mentor Greg Carruthers.
- 3. **Astrophotography** Learn the basics of capturing and editing nightscape images including the Milky Way, star trails and foreground interest. Mentor- Greg Carruthers.
- 4. **Studio Lighting** Concentrating on portrait photoshoots using speedlights (flash), and/or LED lighting. Mentor Stepane Thomas
- 5. <u>Macro Photography Learn how to master the techniques involved in capturing and editing Macro images. Mentor Bill Chambers</u>

Following on from a regular Zoom presentation to all club members on "Macro Photography for Beginners" to be held on 14th August, a new 'Macro Photography' Interest Group will hold regular meetings, and all club members are welcome to participate. This interest group will cater to members with both limited experience as well as those wanting to increase their abilities in this genre of photography.

Bill Chambers will coordinate the group, initially meeting via Zoom at 7:00 p.m. Thursday 22nd August. Each session will run for approximately 1 hour.

To participate in this interest group, you will need:

A willingness to spend a couple of hours each week practising the things that are demonstrated and discussed.

Don't worry if you have no idea of equipment required for Macro photography, as this will be explained fully in the first few sessions. It will then be left up to group members to decide how far they wish to delve into any equipment additions to their existing kit.

The group will deal with both fundamental and advanced techniques explicitly tailored for Macro photographers, covering both technical skills and creative possibilities.



Each session, Bill will give a short presentation on one or two specific aspects of Macro Photography – beginning with equipment required (that won't break the bank) and moving on to various techniques to help you master your Macro imaging. This will be followed by a discussion on how these tools and techniques can be used to improve Macro images. Group members will have ample opportunities to ask questions and seek advice.

This is will not be a rigidly structured programme, but rather a comfortable 'learn-at-your-own-pace' friendly group. Members will be encouraged to interact with others within the group of like-minded individuals to compare techniques, equipment choices, lighting options & locations for both field & studio environments.

If you would like to participate in this interest group, please email Bill Chambers before 16th August (Ambodiver@gmail.com).

- 6. **Scape Photography** 'Scape' Photography capture and editing of Landscapes, Seascapes and Cityscapes, including the opportunities presented during Blue hour and Golden hour. Mentor Dave Richards
- 7. Photoshop Training via Zoom conferencing on Monday nights Mentor Roy Killen
- 8. Street Photography gear, camera settings, street etiquette, photoshoots Mentor Dennis Archibald

Information on how to register your interest in a group will be provided via post on the club's website or you can simply get in touch with the group mentor.

We suggest that members only choose to join one or two groups based on your interest. With that said all members will be able to join outings and training sessions as they are advised and promoted by the group mentor.

THE STORY OF KODAK by A.I.- Bill Chambers

This is an Al-generated story about the decline and eventual failure of Kodak.

One App. I have on my iPad is called Nova. I have been having fun with it because it is a text app. I put in a phrase, and it spits a text output in seconds.

For the article below, I asked it to write a 1500-word essay on why Kodak failed.

In just under two minutes, the following essay appeared. I am sharing it unedited and emphasizing that I did NOT write it. I just put in the simple phrase. You can refine the output by editing your input request, and it is pretty cool to see what it does.



The story of Kodak will be taught in business schools for years to come. There is no reason Kodak shouldn't have owned the digital marketplace. They had everything they needed. Essentially, they couldn't get their heads, much less their business model, out of a consumable marketplace. Read on and enjoy.



The Fall of Kodak

Eastman Kodak was once a photography giant, a company that almost seemed invincible. As recently as the 1990s, Kodak was synonymous with quality photography and cutting-edge technology. However, at the start of the 21st century, this perception began to change, and the company eventually went bankrupt in 2012. The decline of Eastman Kodak is a fascinating and complex story, one that can be traced to several factors.

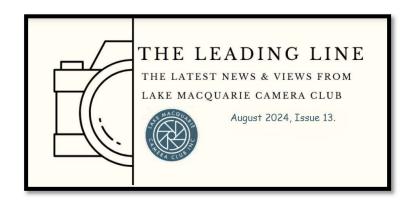
A key factor behind the failure of Kodak was its seeming inability to innovate in the era of digital photography. While Kodak was a pioneer in photography in the 20th century, the company struggled to adapt to the changing market in the digital age. The rise of digital photography in the 1990s made Kodak's film camera business obsolete. The company found itself competing with digital cameras, smartphones, and other devices that made photography accessible to more people than ever before.

What's interesting is that Kodak actually had a head start in digital photography.

Ironically, it was a Kodak engineer, Steven Sasson, who invented the first digital camera in 1975. However, Kodak's leadership viewed this groundbreaking innovation with scepticism. They feared that digital technology would cannibalise film sales, the company's primary revenue source. Thus, Kodak did not prioritise or heavily invest in advancing or marketing digital cameras.

The company failed to capitalize on these early successes, believing that digital photography would never catch on. Even as digital photography began to grow in popularity in the early 2000s, Kodak was still focusing on its traditional film camera business.

Another factor that contributed to Kodak's decline was a lack of strategic planning and leadership. For decades, Kodak had been a dominant player in the photography industry.



However, as the market began to shift, the company failed to create a new strategy, instead relying on its past successes. Kodak became focused on trying to maintain its market share in traditional film and chemicals while competitors were investing in digital photography. Kodak's leadership also failed to recognize the severity of the problem until it was too late. By then, the company was already behind in the digital game and playing catch-up.

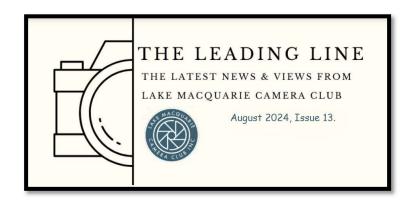
The company's corporate culture also played a role in the company's decline. Kodak was a proud and traditional company, but this pride and tradition also led to a certain degree of complacency. The company culture was steeped in the idea that Kodak knew what was best for the consumer, based on its long history in the film camera business. This arrogance led to a failure to listen to customer needs and preferences. Kodak failed to recognize that consumers were shifting away from film cameras towards more portable, lighter digital cameras. Instead, Kodak continued to produce heavy and expensive film cameras, even as the market was moving in a different direction.



Moreover, the company also failed to realize that the photography industry was not just about selling cameras and film. It was also about creating a user experience and providing services that consumers found valuable. Kodak didn't understand the importance of creating an ecosystem that went beyond just selling cameras and film, something that many of its competitors, like Apple or Google, do exceptionally well.

Another reason why Kodak failed was the company's inability to adapt to changes in the market. By the time Kodak began to embrace digital photography, it was already too late. In the interim period, competitors like Canon and Nikon had already gained significant market share, leading to further erosion of Kodak's sales. Kodak's digital cameras were inferior to those made by its competitors, and the company was seen as playing catch-up rather than innovating.

Even when Kodak did embrace digital photography, the company still made critical missteps. One of these was focusing on the printing business, producing expensive and proprietary inkjet



printers. At the time, Kodak believed that the printing business would be highly profitable, but it didn't have the capacity to scale it up quickly. Instead, the company struggled to compete with competitors who were already entrenched in the market.

Additionally, the company's reliance on chemical-based photography, which had been Kodak's bread and butter for much of the 20th century, proved to be a significant disadvantage. Chemical-based photography had a high cost of production and was highly reliant on the company's internal supply chain. By the time Kodak began to embrace digital photography, it lacked the resources and expertise to take advantage of the digital market.

Finally, Kodak was also hamstrung by its own corporate structure. The company had an unwieldy bureaucracy that made it difficult to pivot quickly once it recognized the severity of the digital shift. The company's structure was too hierarchical, and the management team was too compartmentalized, making it difficult to execute any significant changes. Additionally, the company was also suffering from a lack of diversity at the leadership levels, with many of its key executives being more focused on maintaining traditional operations than innovation.

In conclusion, Kodak's failure was due to a combination of factors. The company's inability to innovate in the age of digital photography, lack of strategic planning and leadership, a corporate culture that bred complacency, failure to adapt to changes in the market, and an unwieldy corporate structure all contributed to the company's decline. Kodak's failure should be a cautionary tale for other companies. The photography giant was once an unbeatable player in the industry but learned the hard way that even the biggest and most established companies are not immune to market changes.

This story was generated by the NOVA app.





JUST 3 – Peter Treloar

In preparing this article it made me ponder just what separates 3 images from the hundreds of images that I had already taken.

How does one come up with "Just 3"?

Each photographer will have different reasons for selecting their favourite images.

They may or may not be technically perfect, or necessarily present well in a competition, but nevertheless have a quality that means something special to the photographer.

I've selected 3 of my images below based on what they represent to me.

Emily Bay

This image was taken for my elderly sister in memory of our late mother. 20 or so years ago my sister and mother had visited Norfolk Island together. I recall them speaking of the wonderful time they had spent together, and I wanted to give to my sister a souvenir from our recent trip to Norfolk.

Emily Bay has been significant to the islanders since the late 1700's. A channel was blasted through the outer reef which began in 1788 and more recently, 85 years ago, in 1939 to allow the passage of small boats access to the Bay.

I had circled around the Bay for some time trying to capture the water and the Bay as effectively as possible. The view from the beach at the top of the Bay seemed the best spot.

When travelling I take as little equipment as possible. Unfortunately, the widest angle lens was my 24-105 zoom and at 24mm was not wide enough to capture the entire scene.

To create this image, I took 2 photos. One was left of centre frame and the other right of centre frame. Both were taken with 24-105 zoom at 24mm, f16 at 1/400 sec handheld. The photos were merged in Lightroom, and I had cropped out the uneven edges that resulted from the merge. An umbrella and some beach equipment were removed from the sand as well as removing the swimming pontoon in the Bay. Also, some exposure adjustments to the trees and sky.

After submitting the image to one of our print competitions I framed it and gave it to my sister as a memento of her trip with my mum to Norfolk.





Master Printer.

This image is part of a story. A collection of the document that had been printed together with a couple of location images that accompanied this image. The location is Lake Bled in Slovenia. The printing press was 200 years old, and the printing paper hand made using traditional practices. This image was taken as the printer was applying the wax seal. I have had the images and document framed and gave to my friends, Michelle and Mat, who had looked after our puppies whilst we were overseas. They were elated with what I had produced, and I was excited to have created an image that was good enough to be really appreciated by someone else.

The image was taken at f7.1, ISO 1000, 65mm on 24-105 zoom. I had made some crop, exposure and noise reduction adjustments, Not being entirely happy with the result, I put this into "Critique Corner "hoping for some feedback on the image. From comments received I was able to remove a distraction, that I had not noticed, and lighten suggested areas of the image to produce a more acceptable result.

I'd recommend our "Critique Corner "to all club members. We are fortunate enough to have some great experienced photographers in our club who are always happy to offer advice.





Orica at Night

This image was taken by kind of an accident. I drove over to Stockton to try to take a panorama of Newcastle CBD in the afternoon light, that adventure did not end well. By the time I packed up and headed home the sun had already gone. I spotted Orica across the river nicely lit up with smoke coming up from the works. I had just finished reading an article in Australian Photography that had featured an article referring to slow exposure and the effects that could be created. The article included, amongst other ideas, a photo of smoke coming out of a stack.

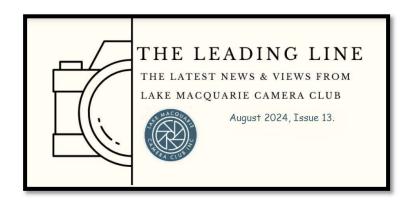
The article, fresh in my head, inspired me to have a try and see what I could do. The resulting image below, captured a few years ago, was significant to me in that at the time it simply gave me a sense of achievement. I was really pleased with the result and felt that I had reached a milestone and had taken somewhat of a step towards becoming a better photographer.

The image was taken on a tripod with 70-200 zoom f8.0 at 6 seconds. Pretty much straight out of the camera, lightly cropped to remove some extra water in the foreground.





In summary, for me, whilst having an image that is respected by your peers is always gratifying and helps improve your craft. An image that enables you to personally recall moments is quite special.



VALENTINE BOWLING CLUB – Dennis Archibald

The following paragraphs come from Valentine Bowling Club's web page.

"Valentine Bowling Club was founded in 1963, beginning with a single green and clubhouse on the southern side of the current green. The club quickly became an established part of the community, and expanded to add a second green in 1965, bar facilities, and a commercial kitchen and restaurant. Over the years this expansion has continued, providing access to entertainment activities like TAB, gaming machines and Keno, and a functions room for those special events.

Valentine Bowling Club celebrated its 50th anniversary in 2013 and remains an important part of the local community. The club sponsors several local groups and sporting teams, and still achieves impressive results on the bowling green.

The club has undergone extensive renovations in the last few years that included a major expansion and refit of Jessie's on the Water kitchen, as well as a brand-new bar and alfresco dining area in 2016, a major refit of the gaming and sports area in 2019 and the construction of a new synthetic bowling green in 2022."

To support Valentine Bowling Club our club has been invited to capture images of events being held at the club so they can promote their activities on social media. If any member is interested in coming along to photograph these events, please let me know. What will become clear is that in many cases you will be capturing images of family, friends and neighbours that make up our local community. I have been struck about the level of interest in our club and the skills and interests of our members. This is something that I will be looking to foster in the coming year.

The following images were captured at the Movie on the Green event held earlier this year which was a fund raiser for the valentine Public School P&C .association..















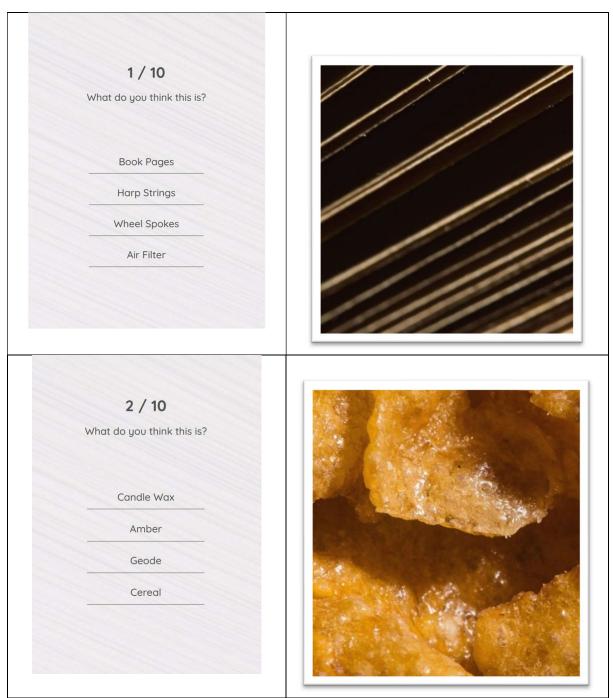




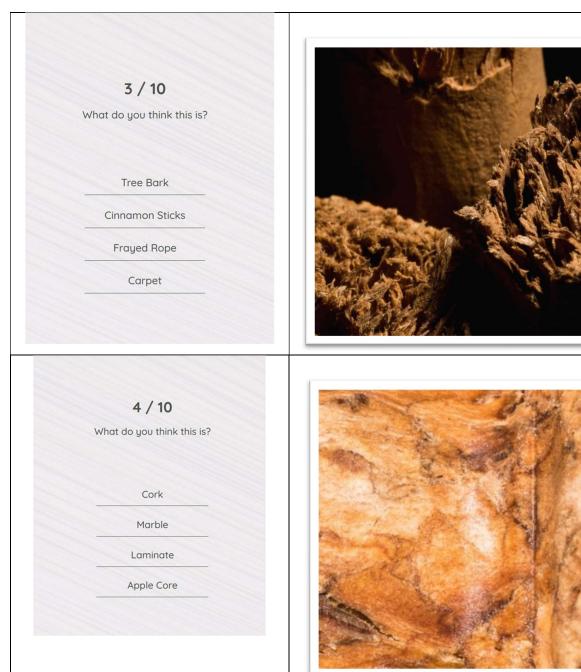


When we view things in Macro Photography, we often have no visual reference to call on, so images sometimes can be difficult to identify. See how you go trying to ID these images:









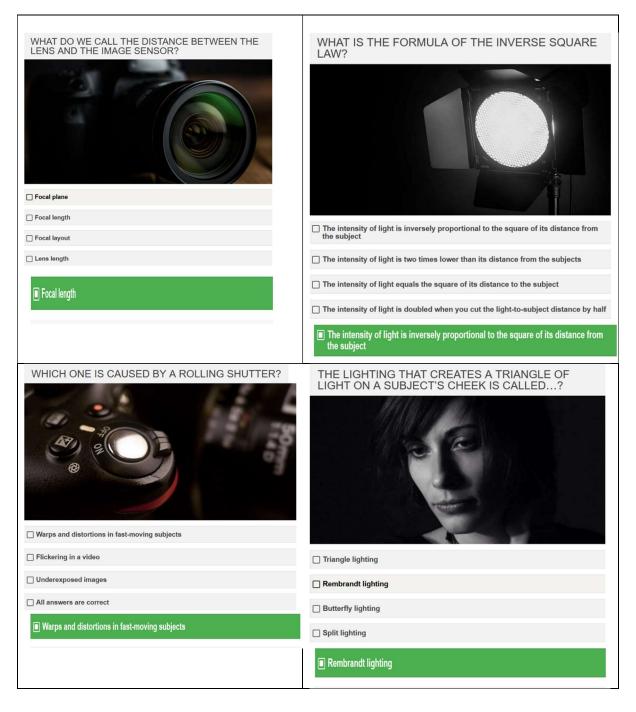


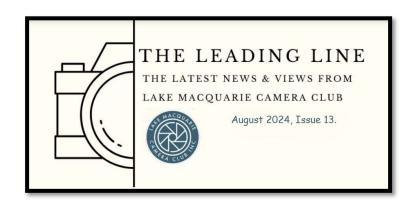


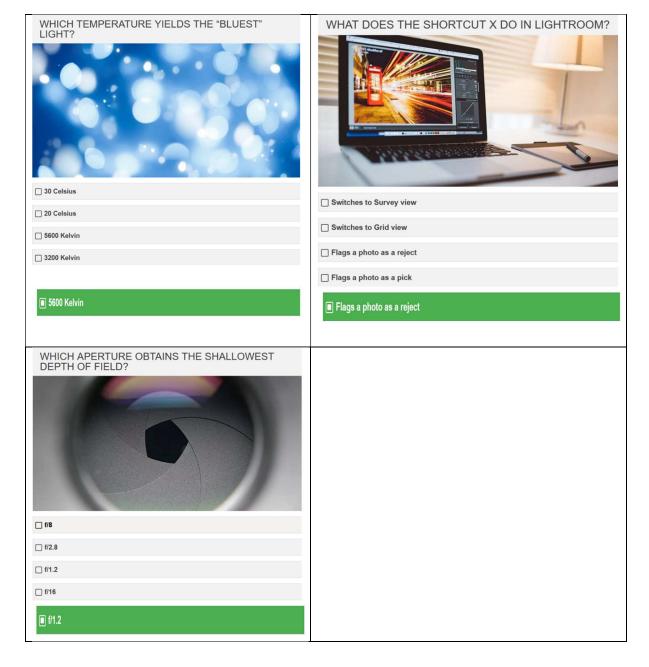
Answers will appear in next month's newsletter.



Answers for July's Quiz









GEAR FOR SALE

One of our members is selling camera gear which has been valued by John Ralph from Camera House – Erina. If you are interested, please contact Katherine James on 0421 921 353 – katherine.44@bigpond.com



Item	Description	Price
1	Canon FD 50mm f 1:1.8	\$180.00
2	Canon EF – S 18 – 200 mm 1:3.5-5.6 IS 72mm	\$160.00
3	Canon EF 28 – 135mm 1:3.5 – 5.6 IS 72mm Gold band	\$300.00
4	Canon Gold Band 58mm. Macro EF 100mm 1:2.8 USM.	\$300.00
	on side AF and MF 0.31 m - ∞	



5	Canon Gol Band Zoom EF 75 – 300mm 1.4 – 5.6 IS	\$120.00
6	Canon great Red Band, Zoom EF100-400 1.4.5 – 5.6 L IS.77mm (553962)	\$700.00
7.	Canon EOS 60D camera – no battery , no charger	\$120.00
8.	Sigma Gold band. 82mm Sigma Zoom 17-35mm 1:2.8 – 4 ASPHERICAL HS M EX SIGMA	\$200.00
9.	Tamron F AF Tele Converter 2X c – AF 1 BBAR MC7	\$50.00
10.	Two Camera Bags	\$20 ea.

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WEW



Frame Today Club Sponsorship

We are pleased to announce that our club has accepted a sponsorship arrangement with Frame Today at Warners Bay. In return for promoting Frame Today at our club events, on our website and in our newsletter, Frame Today will provide:

- one monthly print voucher of up to A3 size.
- an annual ready-made frame to fit an A3 print valued at \$129.
- a 30% discount on printing, backing and mounting services to members of our club when they join the free Frame Today's Art Society.
- Members can apply on the following <u>link</u>.

Each month the print voucher will be awarded by lucky draw to one of the Judges Choice winners for that month, includes all EDI and print competitions.

The annual frame prize will most likely be awarded as part of the prize for the overall lmage of the Year (IOTY) winner at the end of the year.

If club members have any specific questions about the services that Frame Today offer, they can have a chat to Peter Treloar and Laurie Connolly.



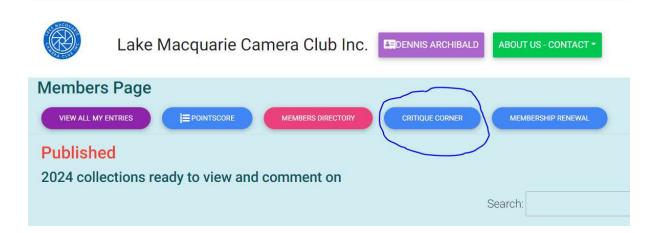
Critique Corner

<u>Critique Corner</u> aims to help members to fine-tune potential entries by gaining feedback from other members before the image is entered into a competition.

All members, regardless of experience are encouraged to upload images and make comments on images. The aim is to help each other to develop both your image capture and processing skills, and to take the judges' point of view when assessing an image. There are no grades within this activity.

Each member can upload one image per category. Once uploaded you can use this image in an upcoming competition. You can remove the image and replace it with another image whenever you choose.

The critique corner is accessible from the Members page as shown below or click on the image and it will take you there!



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Committee Details

Who's who in the LMCC Zoo

President:

Dennis Archibald

Vice President:

Greg Carruthers

Secretary:

Susan Slack

Treasurer:

Ruth Keech

EDI & Judge Co-ordinator:

Di Schofield

Membership Co-ordinator:

Joy Thomas

Zoom & Workshop Co-ordinator & Club Equipment Loans:

Greg Carruthers

Social Activities:

Barb Hunter & Katherine James

Leading Line Editor:

Julie Brooks

Committee Members:

Barbara Hunter, Bill Chambers, Bob Todd, Diane Schofield, Greg Carruthers, Julie Brooks, Katherine James, Phil Whiteman, Lynda Beeston, and Roy Killen.

Please feel free to contact any of the Committee members to discuss Club matters and to have those matters raised at a Committee meeting.

The Committee meets, via Zoom, at 7pm on the first Wednesday of each month.

Annual General Meetings are held in August each year.

Club Patron:

Les Porter 4958 5840 www.lesporter1.com.au

Webmaster:

Colin Woods

Any Lake Macquarie Camera Club member who wishes to be involved in Committee activities please contact our President or Vice President.