



FotoClave

October 29-31, 2010

Crowne Plaza, San Jose/Silicon Valley
777 Bellew Drive
Milpitas, California

This is the **Weekend of Photography** YOU do not want to miss!

Information-packed presentations on photographic techniques, entertaining programs on a variety of subjects, and a pre-judged photographic competition with the best images from all of the participating camera club councils.



Friday Night Kick-off : An Evening with Lewis Kemper



Sponsored by Canon USA, Lewis will be sharing two slide-show presentations, "Light and Composition" and "A Journey To Iceland". Lewis has been photographing the beauty of North America and its park lands for over 29 years and was named to Canon USA's elite "Explorers of Light" group of 76 of the world's best photographers in 2003. These photographers have a common desire to contribute back to the industry with a willingness to share their vision and passion with others. See more of Lewis' photos at <<http://www.lewisemper.com>>



Saturday Night Keynote : Photoshop To The Rescue



Best selling author Tim Grey will share his journey as a photographer, and how the digital tools available to us now helped make him a better photographer - meaning making better images with the camera and not just a bunch of Photoshop magic to salvage a bad image. Along the way you'll find inspiration for your own photography and may just think differently about how to approach your subjects while creating images. Learn more about Tim at <<http://www.timgrey.com/>>



Sunday Program : Full Control In Photoshop

Sunday morning kicks-off with another great presentation from Tim Grey. Photoshop is thought of as a set of tools that offer infinite possibilities. When you know how to use the tools properly you can achieve incredible results. Tim will demonstrate some of the most powerful methods of applying adjustments that affect specific areas of an image. You'll learn advanced methods for creating and modifying layer masks, techniques for exerting tremendous control over those targeted adjustments, and tips & tricks to make you more confident and efficient in Photoshop.



Competition Awards:

Following Tim's Sunday presentation the results of the FotoClave Photography Competition will be announced.



Saturday Seminars page 2 , Registration for FotoClave & The Crowne Plaza page 3

See FotoClave 2010 website < <http://www.fotoclave.org> > for more info on Program Speakers

• • • • • **Saturday Seminars** • • • • •

- **Digital Infrared Photography** - Lloyd Chambers <<http://www.diglloyd.com>>



Have you wondered how to achieve beautiful infrared images with your digital camera? Lloyd is the author of the highly rated **Guide To Digital Infrared Photography** that takes “the myth and mystery out of this subject”. He will present an overview of how to get started, with tips and techniques and things to consider when choosing a camera and lens. Lloyd’s website publishes a popular blog, a wide variety of articles, and guides geared towards professional and advanced photographers. His print articles are found in *PHOTO TECHNIQUES* magazine, covering important concepts such as diffraction, focus shift, digital infrared, optimizing Photoshop/Lightroom, and more. Lloyd is a longtime photographer, having used a wide variety of film formats and lenses including 35mm, 4X5 view camera, 6X7, 645, and 617.

- **Adobe Lightroom 3: Tips and Tricks** - Nate Donovan <<http://www.donovanphotography.net/>> Nate presents an overview of Adobe Lightroom that will cover the five modules and how they integrate with your workflow as a photographer. See how Lightroom can quickly manage your library of photography and how to stay organized while making RAW and JPG adjustments. Nate will answer your questions, and allow follow-up from the lecture. If you want to know more about photo management or editing raw files, this lecture is a must.



- **Introduction to Adobe Lightroom 3** - Nate Donovan

In this lecture, Nate Donovan will be covering Lightroom 3’s top features of the latest version of the popular workflow manager. He will demonstrate how to quickly find individual images amongst your entire photography library, help you understand how to use metadata including keywords, as well as the latest features incorporated into the new Adobe Camera Raw editor. Adobe’s latest version of Lightroom gives photographers new advantages in efficient workflow and image processing, all of which will be covered by Nate’s lecture.

Popular Bay Area professional photographer and instructor Nate Donovan’s past experience of commercial product and portrait photography, regular UC Berkeley lecturer, and photography event speaker. Added to that is 15 years teaching photography and his popular photography and Photoshop workshops. He’s now the Director of Education at newly created “Hold the Eye Images”, a photography company that produces motivational, inspirational, and affordable workshops and classes.

- **Increasing Dynamic Range with HDR** - Lewis Kemper <<http://www.lewiskemper.com/>>



Increasing the Dynamic Range with HDR. Lewis will demonstrate techniques for shooting and processing HDR using both Photoshop CS5 and Photomatix Pro software. Learn how to take great images no matter how contrasty the light may be! Lewis has been photographing the natural beauty of North America, and its park lands for over 29 years specializing in nature and outdoor photography. During his extensive travels, he has been to 47 states from Alaska to Florida. His work has been exhibited and published in magazines, books, and calendars worldwide. Before moving west, he received a BA in Fine Art Photography from the George Washington University in 1976. The grandeur of the west beckoned and Lewis moved to Yosemite National Park, where he lived for 11 years. From 1978 until 1980, he worked at The Ansel Adams Gallery. Working at the gallery gave him the opportunity to meet, observe and learn from some of the greatest photographers of our time.

- **Remote Places in Alaska** - Oliver Klink <<http://www.incredibletravelphotos.com>> <<http://www.oliverklinkphotography.com>>

What is it like to photograph in remote places in Alaska? Oliver will guide you through his latest photo shoots “way up north” Oliver is a wildlife photographer and author who lead workshops around the world. His work has received much recognition, with the most recent as Best Wall Paper 2010 by National Geographic, Best kept Secrets of Wildlife Photography by Popular Photograph Magazine (March 2010), The 2009 Mike Ivanitsky Award for Excellence in Photography, NANPA 2009 (The North American Nature Photography Association) Top 100 images showcase, and many people awards from his exhibits in the Bay Area. When not in the field, Oliver can be found teaching post processing classes where he assists students to realize their photographic vision. Oliver holds an MBA from San Jose State.



- **Morocco** - Ben Kong <<http://www.benkongphotos.com>>



Ben’s world-wide travels to exciting places will thrill you when you see his breath-taking photographs of his extensive tour of Morocco. Ben loves to use balanced colors, lines, and forms to compose that are real with a hint of abstraction; strong yet soothing.

His work has been continuously displayed at the SFMOMA Artist Gallery at Fort Mason since 1999. His work chosen in 2005 for and is on continuous exhibit in the West Wing Hall at the Chinese Consulate in San Francisco. As a member of the Royal Photographic Society of Great Britain, Ben was awarded the distinction of an Associateship in October of 1999.

- **Polar Bears Of Churchill, Manitoba: A Photographer’s Perspective** - Jim Liskovec

A love of the natural world led Jim and his wife Sue to become world travelers and photograph birds, mammals, and other wildlife. The desire to observe and photograph the polar bears in Churchill brought them in contact with Jenny Ross, who was organizing a group of 10 photographers to accompany her in November of 2006. Jim will share his experiences of that “tundra buggy” trip with a close-up view of his encounters with 60-80 bears as well as other species such as Arctic fox, Arctic hare, and willow ptarmigan. You’ll find out about the polar bears’ unique adaptation to the fierce cold and how Arctic warming threatens the survival of these majestic animals.



- Post Keynote camaraderie
- late evening photos of the Diablo Range
- a relaxing swim

Complete your FotoClave 2010 experience with weekend accommodations at our host hotel

The Crowne Plaza San Jose/Silicon Valley



777 Bellew Drive
Milpitas, CA 95035

By special arrangement with the Crowne Plaza San Jose/Silicon Valley, FotoClave attendees making room reservations can take advantage of special room rates through the dedicated Crowne Plaza/FotoClave "Passkey" website < <https://resweb.passkey.com/go/fotoclaveOCT2010> >. These rates are available now through October 16, 2010 and they benefit FotoClave 2010 by reducing the overall charge incurred on the rental of meeting rooms. If you prefer to phone for reservations, please call **toll-free 1-888-233-9527** and please remember to mention "FotoClave 2010" when you make your reservations. Please use either the Website or phone number listed above as the Crowne Plaza San Jose/Silicon Valley may not be able to accept reservation inquiries on certain non-group reservation phone numbers.

Note: the dedicated booking website has been created for this event so that FotoClave guests will be able to make, modify and cancel their hotel reservations online, as well as take advantage of any room upgrades, amenities or other services offered by the hotel.

Make your reservations early: < <https://resweb.passkey.com/go/fotoclaveOCT2010> > or toll free 1-888-233-9527

(please include honors with name) **FOTOCLAVE 2010 REGISTRATION** 

Name _____ Name _____

Address _____ City, State, Zip _____

Phone (____) _____ E-mail _____ May we share your with presentors/vendors?

Selection Items:

		Number each	Total
Registration	Single \$55	<input type="text"/>	<input type="text"/>
	Couple \$85	<input type="text"/>	<input type="text"/>
Saturday Lunch -\$25	Veggie Wrap	<input type="text"/>	<input type="text"/>
	Apple Pecan Chicken Salad Wrap	<input type="text"/>	<input type="text"/>
Saturday Evening Banquet - \$45	Roasted Tri-tip	<input type="text"/>	<input type="text"/>
	Pan-seared Atlantic Salmon	<input type="text"/>	<input type="text"/>
	Penne Pasta Rustica (vegetarian)	<input type="text"/>	<input type="text"/>
		Total Enclosed	<input type="text"/>

Please send registration form & check made payable to: "FOTOCLAVE 2010" to:
 Bob Schmiedeskamp, 2844 Concord Lane, Santa Clara, CA 95051
 For Information: (408) 244-2934 FotoClave website: < <http://www.fotoclave.org/registration.html> >