

Presenting More Featured Presenters in San Francisco, California

For the 2012 PSA Conference
Sunday, September 16 – Saturday, September 22, 2012

Janet Bigalke, APSA,
Conferences Vice
President

This article will feature more of the main speakers at the Photographic Society of America's (PSA) 74th Annual Conference at the San Francisco Airport Marriott Waterfront Hotel in Burlingame, California. The speakers featured here will be: James Martin, Richard Bernabe, Julieanne Kost, Brad Mangin, Jennifer Wu and a special presentation focusing on the 3D Division. The other speakers were featured in the May issue of the *PSA Journal* and can be found online on the PSA website. In addition to the below listed speakers there will be fifty other conference programs and workshops.

You can still register for this year's conference. Registration remains open until August 10, 2012, and then at the PSA Conference hotel during the week of the conference. Please see the PSA website for more information.

The featured speakers will be presenting on:

- Wednesday evening – September 19 – 3D Division focus presentation
- Thursday afternoon – September 20 – James B. Martin, photographer and writer
- Thursday afternoon – September 20 – Richard Bernabe, sponsored by the PSA Nature Division
- Thursday evening – September 20 – Stephen Johnson, Canon Explorer of Light sponsored by Canon® USA
- Friday afternoon – September 21, Julieanne Kost, sponsored by Adobe Systems®, Inc.
- Friday afternoon – September 21, Brad Mangin, sponsored by the PSA Photojournalism Division
- Friday evening – September 21 – Colleen Miniuk-Sperry, sponsored by Hunt's Photo & Video
- Saturday morning – September 22 – Jennifer Wu, Canon Explorer of Light photographer sponsored by Canon USA
- Saturday afternoon – September 22 – Robert Hughes, sponsored by Tamron®

The Amazing Night Sky

Jennifer Wu, Canon Explorer of Light • Sponsored by Canon USA



Jennifer Wu

Photos © Jennifer Wu

Yosemite



On Saturday morning, September 22nd, Jennifer Wu, one of Canon's elite *Explorers of Light*, will be presenting how to photograph after sunset and before sunrise: this timeframe we mistakenly think is too dark to photograph an image except that the camera can pick up the subtle light from the stars and planets that light the seemingly infinite darkness of the night. The camera picks up light from the gasses of the Milky Way and more stars than our eyes can see. Learn how to photograph the stars, the full moon and the crescent moon as well as tips on when to photograph them. Discover how to appreciate the quality of light at night and how to use evening light in your photographs. Twilight displays beautiful light after sunset and before sunrise. Jennifer will discuss light painting techniques for illuminating trees, rocks and buildings, adding another dimension to night photography. She will take you on a dramatic visual journey through the night sky in time-lapse movies. This inspiring and entertaining presentation is a must-see for anyone interested in photographing twilight, the stars, and the moon.



Rainer

Jennifer Wu, a professional photographer since 1992, is a nature and landscape photographer with a special interest in the night sky and stars. As a Canon *Explorer of Light*, she is one of a group of 62 of the world's best internationally recognized esteemed photographers. These photographers are united in their love and passion for photographic excellence. They also share a common desire to contribute back to the industry with a willingness to share their vision and passion with others. Jennifer enjoys sharing her enthusiasm and passion for nature photography in lectures and workshops for Canon. Her images, featured in Canon's professional camera brochures, numerous magazines and books, have won a wide variety of prestigious awards. Whenever she is not on nature expeditions at some of the most beautiful locations in the world, she exhibits her images at galleries and art shows. She taught photography and digital imaging at Sierra College, Cosumnes River College (CRC) and California State University Sacramento. She now enjoys leading workshops for Light Photographic Workshops, the Sierra Club, Canon and a Film International Film Workshops in Barcelona, Spain. She currently leads tours to Iceland, Death Valley and Namibia with James Martin (www.jamesmartin.com). View Jennifer's images at www.jenniferwu.com



Jokulsarion



Waikki



Harnessing the Power of Lightroom 4 and Photoshop Tricks for Turning the Ordinary Into the Extraordinary

Julianne Kost, Digital Imaging Evangelist at Adobe • Sponsored by Adobe Systems Incorporated

Julianne Kost will be presenting two programs on Friday afternoon, September 21st. One will be focused on Lightroom® and the other program will demonstrate the newest features of Adobe Photoshop®.

Program One: Harnessing the Power of Lightroom 4

This program will instruct how to create the highest quality image possible by harnessing the power within the Develop module in Adobe Lightroom. It will teach you to master the tools needed to enhance, refine and add creative effects to your images using both global and local non-destructive image adjustments including white balance, tone curves, vibrance, clarity, sharpening, and color enhancements. Julianne Kost will help you discover the best way to convert images to black and white, add special effects such as color toning, grain and vignetting and create presets to quickly apply these effects to multiple images. Finally, you will learn the best way to prepare your images for final delivery directly from within Lightroom or through the seamless integration with Adobe Photoshop.



Julianne Kost

Program 2: Photoshop Tricks for Turning the Ordinary Into the Extraordinary

Watch as Ms. Kost demonstrates the newest incarnation of Adobe Photoshop. This action packed session will give you the deluxe tour through new tools, features, and product enhancements enabling you to quickly get up to speed to take advantage of the newest technology. Learn Julianne's favorite *Top Ten Photoshop Features for Photographers* that will improve the way you work as well as her favorite shortcuts and compositing techniques and the most efficient ways to use them.

Julianne Kost has been presenting the latest enhancements and updates to both Lightroom and Photoshop for several years at the PSA conferences. Each year, the room is filled to capacity with excited attendees that are absolutely enthralled by every word of instruction and new techniques that she teaches. We wish to welcome her again to this year's event to introduce the new releases of these software programs. For those of you not familiar with Julianne Kost, her role at Adobe includes customer education, product development, and market research for



photography, digital imaging, and illustration. She is the founder of www.jkost.com, publisher of the *Daily Photoshop and Lightroom Tip* (blogs.adobe.com/jkost), and author of *Window Seat—The Art of Digital Photography and Creative Thinking* and the host of *The Complete Picture* a bimonthly instructional training program featuring Lightroom and Photoshop on AdobeTV. In addition, she is a frequent contributor to several publications, a speaker at numerous conferences and industry events, and a guest lecturer at distinguished photography workshops and fine art schools around the world. She has had several exhibits of

her work, as well as published numerous articles on Photoshop and Lightroom in books, magazines and online.

Photos © Julieanne Kost





Four Decades of Baseball—From Little Leagues to the Big Leagues

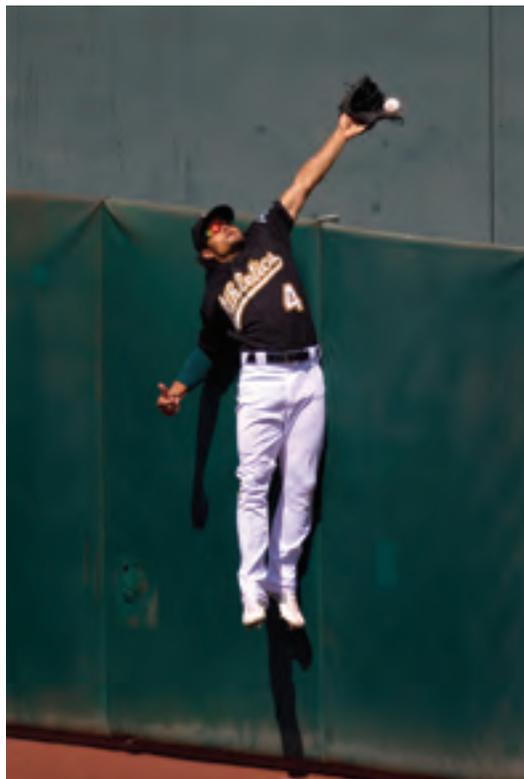
Brad Mangin • Sponsored by the Photojournalism Division



Brad Mangin

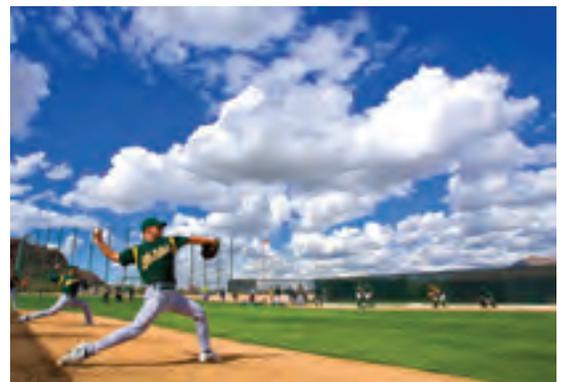
Photos © Brad Mangin

Photo Above: Carlos Ruiz of the Philadelphia Phillies tags out San Francisco Giants base runner Aubrey Huff at home plate during the game at AT&T Park on August 7, 2011 in San Francisco, California.



Coco Crisp of the Oakland Athletics almost makes a great catch on a deep fly ball against the Texas Rangers

Brad Mangin a freelance sports photographer based in the San Francisco Bay Area where he regularly shoots assignments for *Sports Illustrated* and *Major League Baseball Photos* will be presenting on Thursday, September 20th. He will offer tips on how to photograph sports as a photojournalist by telling stories through pictures. His work keeps him busy from the first pitch of spring training to the final out of the World Series. When not shooting, he enjoys attending the San Francisco Giants games and working on SportsShooter.com, the online resource for sports photography, of which he is the founding owner.



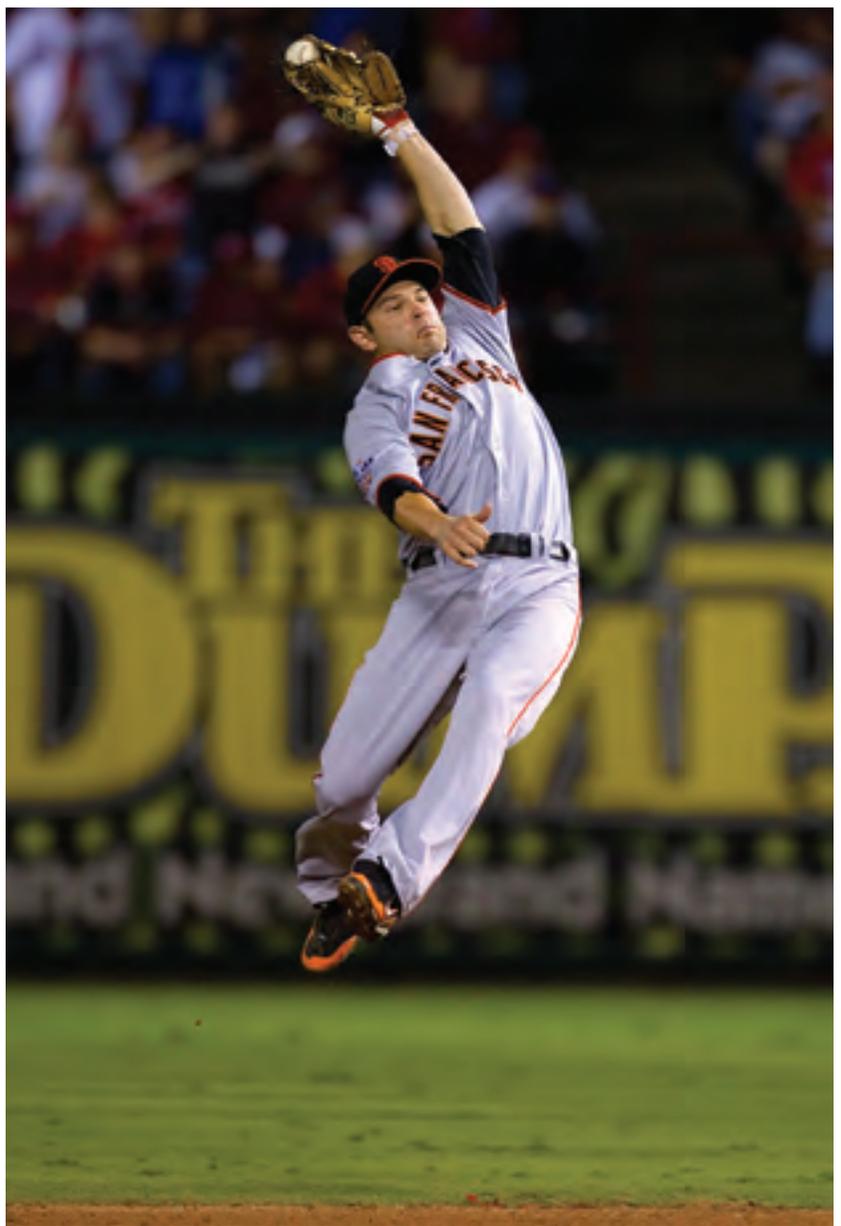
Oakland Athletics spring training camp at Papago Park, Phoenix, AZ



Derek Jeter, New York Yankees

This San Jose State University 1988 graduate began his career as a staff photographer at *Contra Costa Times*, stringing for *The Associated Press* and shooting trading cards for The Upper Deck Company. One of his career highlights includes working for the legendary sports photographer Neil Leifer at *The National Sports Daily*. Since becoming a full-time freelance photographer in 1993, he has photographed everything from the 1996 Summer Olympic Games in Atlanta to the St. Louis Cardinals World Series win in St. Louis, Missouri in 2011. In between, he has covered a number of Super Bowls, All Star games and playoff games all over the United States.

As an author, Brad Mangin's first book covered the 2010 San Francisco Giants world championship season. As a lecturer, Brad Mangin enjoys sharing his images and techniques at workshops, colleges and with groups. Some of his lectures were at The National Baseball Hall of Fame and Museum, Western Kentucky University, The Lawrence Livermore National Laboratory, The Apply Store San Francisco, The Atlanta Photojournalism Seminar, The Sports Shooter Luau, Rich Clarkson's Sports Photography Workshop, The San Francisco Bay Area Press Photographers Photo Night, ASMP, Brooks Institute, San Jose State University, University of Nevada and Stanford University. In 2011, he served as a judge for the National Press Photographers Association's (NPPA) Best of Photojournalism contest and in 2008 he judged the 64th Pictures of the Year International photo contest in Columbia, Missouri. Remember to thank the Photojournalism Division for sponsoring his program.



Freddy Sanchez of the San Francisco Giants leaps to make a catch to end the second inning of Game Four of the 2010 World Series against the Texas Rangers at Rangers Ballpark on Sunday, October 31, 2010 in Arlington, Texas.



Cody Ross of the San Francisco Giants jumps in the air near first base while wearing black and orange striped socks.



Project Photography—Concentrating Your Vision

James B. Martin • Sponsored by PSA

In this presentation on Thursday afternoon, James Martin will briefly describe his evolving photographic interests and projects undertaken in the last 20 years. He will introduce you to his techniques of planning a project by starting with the goal of envisioned images, but still being alert to the opportunities presented as the project evolves. Before shooting a single frame, the story, the product, and the audience must be clearly in mind. He will demonstrate this process with his book, *Planet Ice*.

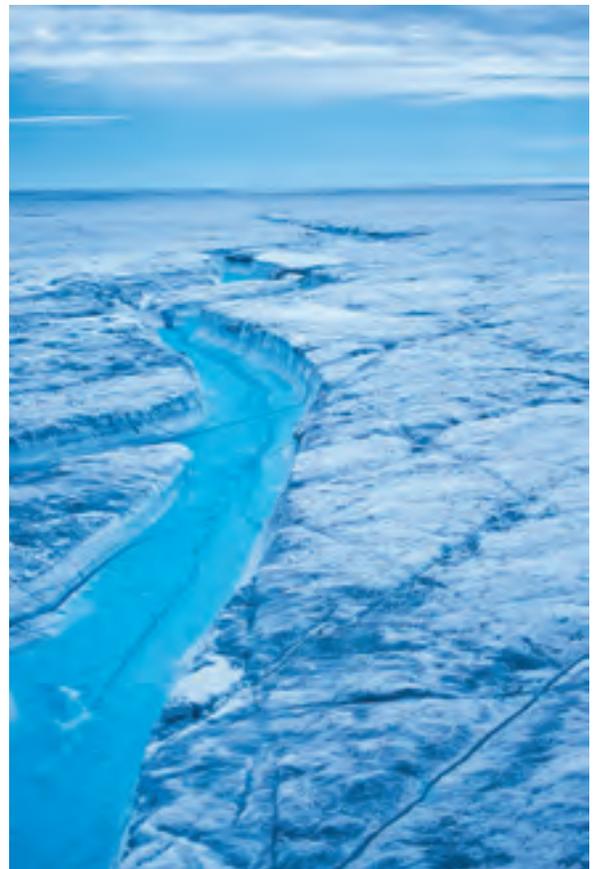
Getty Images® represents James Martin's photography. His travels led him to Africa, Madagascar, Antarctica, Europe, Borneo, Indonesia, Burma, and all the other South Eastern Asian countries. He leads photography tours around the world for Joseph Van Os Photo Safaris and leads workshops for the Phase One Digital Artist's Series.

James Martin has written and photographed professionally since 1989 with articles and photographs appearing in *Sports Illustrated*, *Summit*, *Smithsonian*, *Outside*, *Backpacker*, *Climbing*, *Outdoor and Travel Photography*, *Boys' Life*, *Ranger Rick*, *Outdoor Photographer*, *Destination*, *Blue*, *Audubon*, and *Rock & Ice*. His most recent books are *Digital Photography Outdoors*, 2nd edition (Mountaineer Books) and



James B. Martin

Photo above: Meltwater atop 3000 feet of ice in Greenland



Rivers criss cross the Greenland Ice Sheet in mid summer



The Ilulissat Ice Fjord, Greenland

Planet Ice, a survey of ice that elucidates the relationship between climate, ice and the action of ice on the landscape. In the course of shooting he hiked to Everest Base Camp, soloed across the Andes, climbed Kilimanjaro and the Mountains of the Moon, visited Greenland twice, and led trips to Antarctica. See www.planeticebook.com for details.

He wrote *Masters of Disguise: the Natural History of Chameleons*, the first comprehensive book on chameleons in English. Sasquatch Press published a series of his coffee table books on the mountains of the West, including *The North Cascades Crest*, *Mount Rainier*, and *Sierra*. *Extreme Alpinism* (Mountaineer Press), written and photographed with Mark Twight, concerns techniques for climbing and surviving the most difficult mountains. He also writes children's books on natural history, including *Hiding Out: Camouflage in the Wild* and *Dragons in the Trees*, each declared an Outstanding Science Trade Book by the National Science Teacher's Association and distinguished as Selectors' Choices. In 1992, *Dragons in the Trees* was named the Outstanding Nature Book for children by the John Burroughs Association and a recommended book for children by the Children's Literature Center of the Library of Congress.

Photos © James B. Martin



Taulliraju in the Cordillera Blanca in the Peruvian Andes



Tabular Icebergs from the disintegrating ice shelves



Indigo Dawn, Arcadia National Park, Maine

Adventures in Light

Richard Bernabe • Sponsored by PSA Nature Division

Richard Bernabe, photographer, writer, teacher, adventure traveler and workshop instructor will be presenting Thursday afternoon, on the use of natural light in nature to produce dynamic wildlife and landscape images. He conducts dozens of hands-on photography

workshops each year with Mountain Trail Photo, Creative Vision, Nantahala Outdoor Center, as well as occasional classroom study programs at select local colleges and schools. Bernabe will be conducting a post-tour to Yosemite after the conference. More



Richard Bernabe

Dyrholaeey Puffins—Puffins of the North Atlantic, Dyrholaeey, Ireland





Ursa Major, Lake Clark National Park, Alaska

information is available on the PSA website under the Conference Post-Tour area.

He has become one of the top outdoor photographers in the southeastern United States. His images have been licensed to magazines, advertising, calendars, and large format photography books all over the world. A partial list of clients include: *American Rivers, Audubon Society, Backpacker Magazine, Blue Ridge Country, Canon Global, Costa Del Mar, National Geographic Society, National Parks, Nature, Orvis Corporation, Outside, Outdoor Life, Patagonia, Rock & Ice, South Carolina Wildlife, Trail Runner Magazine, Trout Unlimited,*

and *Wildlife in North Carolina*. Richard was also one of the primary writers and executive editor of the best-selling *Ultimate Guide to Digital Nature Photography* in 2009.

In 2007, he successfully crossed the state of South Carolina in an open canoe to help raise awareness of the environmental and historical significance of the South Carolina places not accessible by roads and highways. The 21-day, 270-mile expedition was filmed for South Carolina Educational Television and was followed real-time by hundreds of viewers online via SCETV's *Riverventure Journal*. In 2009, Canon's corporate calendar, *Portraits of Wind*, exclusively featured thirteen of Bernabe's images of the southeastern United States. He is a managing partner of Mountain Trail Press and currently serves as Editor-in-Chief for *Nature Photographers Online Magazine* (NPN). Thanks to the Nature Division for sponsoring him this year.

Photos © Richard Bernabe

Ahwahnee Dreams, Yosemite National Park, California



Bruarfoss at Midnight, Iceland



Everything You Always Wanted to Know About 3D (But Were Afraid to Ask)

Sponsored and Presented by the PSA 3D Division

The 3D Division will be highlighted on Wednesday evening and will be presenting an in-depth look at 3D today and easy 3D photography. Practically everyone's doing it these days...people of all ages. It's FUN! Are you wondering what all the hoopla is about? What's the big deal? Don't you want to do it, too?

With the most recent surge in 3D, what was once a fad looks like it is finally here to stay. 3D is everywhere these days—comic books, stickers, calendars, DVD covers, art galleries, theatrical movies, Blu-ray movies, cable and satellite TV broadcast channels, still/video cameras and camcorders, television sets, etc. Commercials are being filmed in 3D. Even popular TV shows like *The Big Bang Theory* have 3D references and humor. In this presentation, the PSA 3D Division will introduce the world of consumer 3D...yes, easy 3D you can do and view yourself! The equipment, the software, ways to view the images will be covered and finally it will review stills and videos.

The equipment and techniques currently used to capture 3D images: There are several 3D still cameras on the market now, with most also incorporating some sort of video capture. There

also are dedicated 3D camcorders that range in quality and price. We will show attachments that enable you to shoot 3D on standard DSLRs, and accessories that expand the capabilities of 3D cameras.

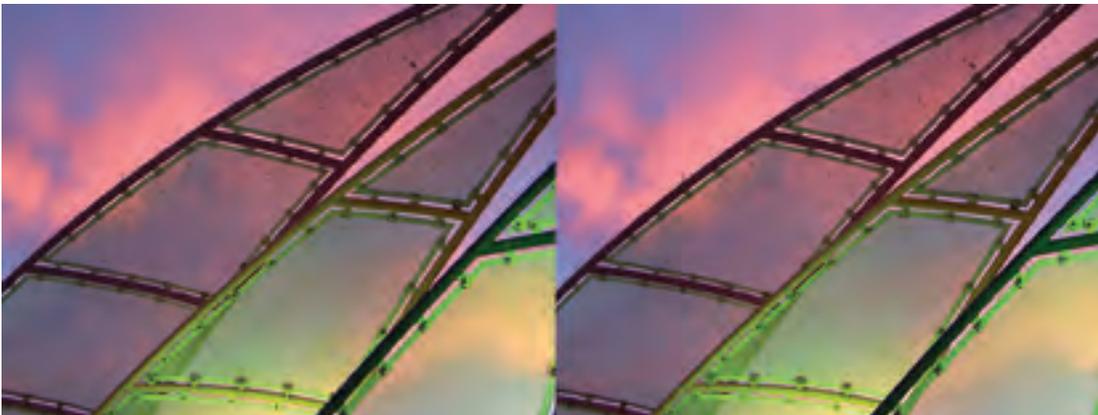
The speaker will describe the software available to process both still and video images (hint: there's free software that does a great job!). Easy-to-use, affordable software programs let you align your images quickly and precisely, and output them in a variety of formats. Programs for creating slideshows and movies allow you to add voice, music, and other sounds, turning your images into full-blown productions. Next, we will look at several ways to view the images once they are processed: print, on computer screen, projected, and TV. A variety of viewing aids will be shown, and the differences in technology explained. (This is the part where you learn which TV you may want to invest in for home viewing and why.)

The presentation will finish with still images and videos from photographers around the world. Most are from people just like you, and a few are larger budget productions. All are entertaining and

will inspire you to get out and make your own 3D slide shows or movies.

This frank, compassionate, often humorous program—backed with solid, up-to-the-minute scientific research—puts photographers at ease, allowing them to explore and improve their own 3D in amazing new ways.

This year these exceptional photographers will cover various topics and wide areas of interest in their programs. Get ready to add these programs to your agenda for this year's PSA Annual Conference of Photography in San Francisco. We want to gratefully thank the sponsors for providing these speakers for the conference. See you in September in San Francisco. ■



Sunset Sails © Andrea Shetley, FPSA



Maroon Bells © H. Lee Pratt, FPSA