

# FOCUS

## St. Louis Camera Club

**An ideal club with which to start the *Journal's* new series, *Focus*, is the St. Louis Camera Club (SLCC) of St. Louis, MO. From the success of this group of beginning and advanced photographers, any club could consider some of the good ideas used in SLCC to make a better photo organization in its own city or town.**

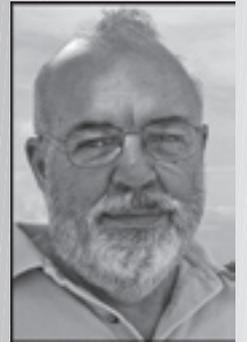
A member of the Photographic Society of America (PSA) since 1940, SLCC includes photographers from the greater St. Louis area. The club was founded in 1914 so is now 91 years old! In the early years, camera clubs were exclusively groups for black and white printers because monochrome was essentially all the photography which was available. SLCC is presently a club for all forms of the art and the science of photography with die-hard “old time” shooters as well as up-to-the-minute digital wizards! Members keep current with equipment and techniques while also retaining its 35mm slide interest and expertise. Make no mistake—this club of over 350 members is a major force in the photographic community of the area! Keys to the success of the club is a major effort to keep annual dues low (\$30), to take an aggressive interest in attracting members, and more importantly, to continue with teaching and keeping those who join. Twenty years ago, the club started a “rookie camp” with attention to the new members—a program which has developed and met the needs of the rookie photographers.

A PSA Representative from each member-organization is an important person and SLCC has a top-notch “rep” in Wade W. Clutton, FPSA, recently named for the coming term. Wade introduces new members to the Society and reminds long-term members of the advantages to belonging to PSA. SLCC has long supported PSA activities and has hosted annual conferences three times. From the PSA rep comes the

following, “Has PSA made a difference in the life of the St. Louis Camera Club? In a word, YES! Our leadership, our membership, our photographic skills, the diversity of our activities, our educational programs—plus our relationship with the community and other camera clubs—are better for the PSA experience. We have received a great deal from the Society in the last 60+ years, and we have given a great deal in return. We feel it has been a win-win for PSA and the St. Louis Camera Club. And, we would encourage more clubs and more individuals to fully participate in the PSA experience.”

Providing leadership for PSA, in addition to Wade, recent important photographers in PSA (as well as in the St. Louis Camera Club) *include* national officers and many division leaders: the late Larry Gray, Hon. PSA, FPSA; the late Bert Kitson, FPSA; Eugene & Mary Ellen Brucker, FPSAs; Linnet Dean, APSA; Evelyn Greaves, FPSA; Marty McMillan, APSA; Michael Rudman, APSA; Lynda Stair, FPSA; Richard Walters, APSA; and Art Weber, APSA.

**Most importantly in this year 2005, SLCC has a well done website which averages 90 visits a day. Any club would do well to check out this outstanding site: <http://www.stlcameraclub.com/>. The website is key to the current success of this first club in the *Journal's* new Focus series. Interested individuals can “subscribe” to the SLCC newsletter in a PDF file or visit the website occasionally. Learn more about this successful camera club.**



**Wade W. Clutton, FPSA  
PSA Representative for  
St. Louis Camera Club**