



# You'd Better Read Me News

December 2014

It's getting to look a lot like Christmas. At least here in ATX land it is. Much like every Christmas extravaganza before, we are compiling a bag of goodies for the raffle at the end of Colin Smith's Photoshop talk on December 20. From what I am able to discern the main raffle prize will be a [Canon Pixma Pro 10](#) which is the printer you have been wishing for. In a quick overview, it is a ten color printer with three black inks for stunning images without metamerism or the variable glossy ink color that other printers create. This printer is wireless and creates colors that print what you saw when you shot that image. **Retail price: \$700**, and one of you gets to walk out with it from the meeting. There will also be some G-Tech hard drives! We have built up enough raffle prizes that virtually everyone will get a some prize. For the few of you who have not attended a number of these year-end extravaganzas, there are a couple of rules that you will enjoy about ATX raffles. If we call out your name and you are not at the meeting, your name goes back into the raffle - except in December. For every meeting you attend and pay the normal entry fee, you get to fill out a raffle ticket with your name. So if you have attended every meeting, you will have one entry in the raffle from each meeting you attended, and did not win a big prize. The exception is this meeting. If you are not here in December, that entry is discarded. But wait, there's more! If we pull your name out more than once, you win again. Many people have won multiple times. That will probably happen at least five or six times at this meeting because some people have attended every meeting we have had this year. It is the fairest raffle that we can think of. And by the way, Lynette and Rick do not enter ANY raffle held by ATX.

Now let's talk about our presenter. We have known [Colin Smith](#) for many years. He calls himself the Kiwi photographer so we have to presume he is from New Zealand, a place that Lynette and I found absolutely photographically stunning, especially the South island. Colin is one of the most knowledgeable photographers and Photoshop teachers we have ever known. While some Photoshop teachers do not allow ANY questions during their talks, Colin welcomes questions about the current subject at hand. Quite on purpose we have asked him to not make drone photography be a major topic at this month's meeting. Personally, I like the idea of using drones for some photography and video, yet some people do not have the desire or finances to play with toy helicopters. For those who have that inclination, ask Colin questions during the break about his trials and tribulations using such devices. Colin's teaching methods are easy to listen to and understand. He has published a huge library of video classes on using Photoshop all the way from basic photograph editing to video blending and

beyond. We enjoy Colin as a Photoshop instructor and even the venerable Russell Preston Brown enjoys teaching with him. This was recently proven when Colin was asked by Russell to work with him to teach a class on flying drone copters during a special class at PhotoshopWorld in Las Vegas. When Photoshop people and drone people found out, the class sold out in minutes.

On another note, we have noticed a large number of "members" of the ATX not showing up at some of our "better" or larger meetings, particularly the last few. Ron Husband taught a fabulous master class on sketching to a very small audience. Bryan O'Neill Hughes the lead imaging manager at Adobe, covered Photoshop and Lightroom quite extensively. That was a full day for only \$20.00, with question and answer sessions and free parking! A number of you may not be aware that these meetings now cost us 65% more than before due to room rentals and more, and we have maintained the attendance fee for 22 years. The meeting at the Marriott was really interesting in that our bill for the coffee people drank at the meeting was about 100% higher with a lot fewer people than when we hosted Bert Monroy or Jack Davis. We would like to think that we have been getting informative speakers talking about topics that everyone should be interested in. As always we are want to know which subjects you want covered in future meetings. When ATX was formed in 1992, Rick Valasek and I looked upon giving our time to the ATX as a method of repaying the computer assisted design field for what we had personally received from it. Eventually Lynette Kent joined the group and actually she spends a lot of time getting speakers, companies, and raffle prizes for attendees. We are all retired now and we are all wondering if the lack of attendance shows a lack of interest in the group. Even Scott Kelby has cut back on Photoshop World as it now appears that there will be only one a year in Las Vegas. I know that not every ATX member does not know everything about Photoshop, Lightroom, Illustrator and Acrobat et al, just from the phone calls we get from ATX members asking "**How to .....**" So, that begs the questions: how many people are not interested in attending meetings anymore? Should we increase dues? Should we go on?

We meet Saturday, December 20, 2014, at the [Weingart Senior Center](#) in Lakewood, California. The doors to the meeting open at 8:45 AM. Parking is free but if you arrive too close to 9:00 AM you may end up parking quite a ways away from the Center.

Regards and God Bless  
Rick Redfern  
714.840.4737