



# You'd Better Read Me News

December 2016

It's Monday before the ATX meeting and I am writing this a little late. I suppose I should admonish myself, however I can't. Lynette and I were a little busy over the weekend. Lynette will explain to all of you who attend our annual Christmas ATX extravaganza this coming Saturday. For the two of you who have never attended this: Every December since 1992, we send off the year with what we call our extravaganza. It's when Lynette empties our stash of goodies that are ATXcentric that we have collected over the year. Almost all of the items relate to a speaker or item that has been presented at ATX over this year or even in the past. This year we have found that the stash is not that large. Even Adobe has cut back drastically on the items called Adobe swag, including those items designed by the Adobe interns. Fear not, we still have found some items, including one that numbers about twelve and it's edible! What is it? For the initiated who have been to several of these extravaganzas, the answer is: *you have to show up to find out*. No, we're not magicians, just remember that magicians are not magicians if they give away their secrets. The same rules apply with Photoshop tips and tricks. Show up and the group will explain it to you.

*The year end raffle:* Every time you attend an ATX meeting you fill out a small piece of paper and put in a bucket. Just before the end of the meeting that small ticket is put into another, larger box that contains a lot of similar-sized pieces of paper. Those are tickets from previous meetings that people have already attended. We start collecting the tickets in January and keep on filling the bucket up with the tickets with each attendee's name. After each meeting we pull out several names and award them prizes for that meeting. The prizes can be a donation from a presenter, something we purchased for the group, something from another member or another presenter, or that we picked up at a photographic or design conference. We try to attend conferences to convince some companies to present at ATX and get raffle prizes. That red-top box get a lot of tickets in it over the year. If you make every meeting, you should have a large number of tickets in there. If the prize won at an individual meeting is not super stupendous, we even put that ticket back into the red-top box. If the prize is a great one, that ticket gets discarded. Then at the end of year raffle, we raffle everything, and the left over tickets are finally discarded. It's probably the fairest raffle we can think of. Yes, we have had a some really great Christmas raffles in the past.

Each Christmas extravaganza we have tried to have an amazing speaker and this year, again, we are lucky to have Colin Smith of [Photoshop CAFE](#) and Software Cinema. Colin has also been a personal friend of ATX and a large number of our members. He is a local and I like to think of Colin as friend and hopefully he looks upon us a good luck charm. Colin has always been willing to give his time to ATX and we have always given him the platform to speak about whatever he chooses. He also is an avid quadcopter pilot and recently was asked to appear at the initial public showing of newer model DJI quadcopter. Yes, he will show us some of his work and the results. Then he will more than likely show us some newer tips, tricks and methods of working with Adobe Photoshop. But wait, there's more! He will also bring us a large number of his DVDs that you will be able to purchase at ridiculously low prices. Take a look at his vast library and contact his site about whether that item is in stock and if he can bring it on Saturday. That will save you time and shipping expense. Here is the chance you have been waiting for. Meet and Greet Colin Smith and even purchase a DVD that you can take home today. Personally I look forward to Colin taking time out of his extremely busy speaking and appearance schedule to meet with us. This year will be his third time as ATX's Christmas extravaganza speaker. Maybe we can talk him into considering December 16, 2017 for next year's extravaganza. That will be our 25th Christmas extravaganza!

Next month, we will be in negotiations with a new building with a better capacity, a higher ceiling (*so everyone will be able to see the screen*) and parking that will accommodate more cars. Fear not, we will notify all of you as soon as we ink the deal. In the meantime, stay tuned for more information about about our soon-to-be-announced meeting and bulletin format.

We will still meet at [The Burns Community Center](#) at 5510 Clarke Avenue in Lakewood, Ca. The doors will open at 8:45 AM and we will start the meeting at 9 AM. We should be finished by 12:00 after the raffle. Yes, the coffee will be brewed.

Regards and God bless.

Rick Redfern

[advanzio@yahoo.com](mailto:advanzio@yahoo.com)

Tel: 714.840.4737