



# You'd Better Read Me News

January 2016

The New Year is behind us, calendar-wise. Now, we at ATX, are looking at what is ahead for us. We did not go to [CES](#) for a couple of reasons. *First* it has become way too large. *Second* the ability to spend any productive time with almost any vendor is quite limited. *Finally* we are waiting until [WPPI](#) as this show has become the West Coast show that draws the photographic and design community. Okay, Nikon jumped the gun and introduced two new cameras and they are promising delivery by March. So we are looking forward to handling the new Nikons, the new Canons and any new contenders for the newest, greatest camera out there. In the meantime, a group that Lynette has started following [fstoppers](#) has created a video in response to a You Tube video that they created. It seems the SONY community was up in arms objecting to their video because it did not show the SONY in the light that they expected. Here was their [response](#) to the plethora of objections. Lynette considers it funny.

We start off the new year with our first presenter. He is Michael Nadler of [mnphotographics](#). Not only is Michael a great photographer, he is an articulate speaker and teacher. Look at his website splash page. Remember that the web has limitations and he knows how to get the small nuances of his photography to display on the web, The fourth panel with various notes about aperture, shutter speed, ISO and composition foretell his background in the technical phases of photography. Will this end up being a technical talk? Not really as Michael has the ability to explain HOW to set up the camera before you trip the shutter. The great photographer and darkroom wizard Ansel Adams is quoted as stating: ***"You don't take a photograph, you make it."*** Michael will be talking with us about ***"Getting the picture before you take it"*** Talking with Michael a while back about this presentation he stated ***"Great photography doesn't always just happen. Sometimes you need to make it happen. Making it happen requires planning ahead, sometimes seeing into the future. We'll talk about getting the most out of your camera's features, using technology and software to our advantage before you click the shutter. What needs to happen before the computer?"*** That statement alone told me that we need to bring him in to talk with us. Going to his web site and just clicking on the gallery, you will understand why we like his style and ability. Yes, Michael is a Canon shooter. Yet, his instructions will not be Canon specific. They will be what is termed photo centric. No matter what your camera model or type, the same features apply with the standards of shutter speed, aperture, ISO and composition.

For the number of you who showed up at last month's year end

extravaganza, I want to thank you for showing up and supporting your Adobe Technology Exchange (ATX). Yes, we had some great raffle prizes. Yes, almost everyone won something. We changed the format slightly by waiting until the lesser raffle prizes were awarded and we then had the drawings for the really big items. Everyone who was there seemed to enjoy the newer format, especially when we did two things: Eliminated the names of most the people who chose to not show up, and created suspense for the major prizes when we did draw those names. Maybe we will do the drawings that way this year. There is one caveat. You need to show up at a majority of the meetings. If you remember, a lot of the people who showed up at several of the meetings had their names pulled multiple times. Where did the funds for most of those prizes come from? Some were from vendors who asked Lynette and Rick to look at a new product. *Most care from your \$10 dues.* When a larger number of you show up, we end up with the ability to buy more great raffle prizes. Some groups have members buy multiple tickets at the door. We chose to not do that twenty four years ago when we started. That way no one can "buy" the raffle by buying multiple tickets. You get one single raffle ticket for each time you come to an ATX meeting. As some of you also noted, we put your name back in the raffle tub when you win something of a lower value, say a T-shirt or other lesser value item. We felt it was fair when we started and we feel that same way today.

Someone also noted that January 1, was supposed be our anniversary. Actually it will be in February when we will celebrate twenty four years since we were created by Adobe Systems. Here's hoping we can continue for a few more years.

For the few of who did not read the December bulletin - we laid out what months we will have a scheduled meeting in 2016 and which months we will NOT have a scheduled meeting. Meeting months with dates: *Jan 16, February 20, March 19, April 16, June 18, July 16, August 20, November 19 and December 17.* Conversely we will NOT have meetings in *May, September, and October.* Why? Lynette and I plan to travel to places to take lots of images and video.

We meet on Saturday, January 16, 2016 at the [Burns Community Center](#) in Lakewood. Map is in the lower left quadrant. Doors will open 8:45 AM and the coffee will be ready. See you then

Regards and God bless.

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