You'd Better Read Me News

We just got back from WPPI (Wedding and Portrait Photographers International) in Las Vegas. While there, we saw and met with several companies and we are negotiating for upcoming ATX presentations. We finally are going to have Joe Brady at our June 17, meeting and we may also have a photo walk either a day before or after at an additional nominal fee. More details as we get closer. We are also working with Katrin Eismann to be a speaker later this year. Again, details in the Full Bulletin closer to the actual date. This will be Katrin's ONLY public appearance on the West Coast this year. And we were able to get several "goodies" for raffles.

We also found and purchased a new device that turns your smartphone into an imaging or video device controllable with Blue Tooth and/ or usable within 100 feet. It is a trigger-like device mounted on a mini tripod. Yes, I will show it and we are securing a super discount for ATX member - even though we paid full price! However you can view it online at **gripand shoot.co**m. It's something quite unique. Especially because almost all of us carry a smartphone.

Our speaker for Februrary 18, is **Rick Valasek**. Rick is going to open up a new world of photographic lighting using what he calls the *Light Lab*. We'll start with a dim set and slowly add a wide variety of lights and modifiers, everything from "natural" (sunlight) to quite complex electronic flash units and reflectors. The emphasis will be on creating the best lighting with just one speed light (since that is what most people have access to.) Rick will show how to create fantastic effects without the need to rent or purchase expensive lights. Sometimes just the sun, a diffusion sheet and a simple 11 dollar reflector can create a masterpiece. We will learn how ANY lighting source affects the subject and the background; and how you can REALLY control the effect. At the conclusion of the *Light Lab* you should be able to make the transition from "dealing" with tricky lighting conditions to bending that lighting to your creative will! In other words - this will be an educational meeting with affordable tools!

Please read the following: For the past few months we have been talking about the FULL BULLETIN. An example was the bulletin or email Lynette sent out after January's meeting. In that full bulletin-email Lynette listed a whole bunch of links for you to obtain the free copies of the latest Adobe software apps, **Spark** and **Capture**. Also included were the links to simple tutorials for these apps which are free, and well worth your time to learn and use as a designer, photorgapher or artist. Such full bulletins-emails generally have convenient links, information on new products, and special ATX discounts that we work to acquire for the members. Starting next month, in March, *only* those of you who have paid their $10 annual fee, will receive what we are calling the FULL BULLETIN-EMAILS. Those who chose to not participate will receive a meeting notice of the subject of the meeting, the date and time, but no links or discount codes. We often include links with discounts in emails even after the meetings. Guess what? Only those who send their $10 contribution for the annual FULL BULLETIN will receive those links. If you cannot attend the meeting, just include a $10 check and send it with your email to ***ATX, 3526 Windspun Drive, Huntington Beach, CA 92649-2028***. If you do attend the meeting, just add $10 to your meeting fee and annotate that the extra $10 is for the annual fee of the Full bulletin.

In case some of you have forgotten or have not been a part of ATX since the beginning, February marks twenty five years that ATX has been in existence. Yes, it has been a long and winding road. We have changed as the demands of the graphics world has grown. We have gone from Illustrator, PageMaker, Quark Xpress, TypeStyler, Flash, Text, and Acrobat only to Photoshop, InDesign, After Effects, Bridge, Macromedia, Capture, Premiere Pro, Lightroom, Photoshop Sketch, Comp, Illustrator Draw, Stock — basically what I would now describe as the Adobe Alphabet Soup of Applications. We have expanded from software only to the new era of photography with a myriad of digital cameras, lighting, modifiers, lenses, filters, as well as the various monitors, input devices and storage media starting with Megabytes and now Gigabytes, Terrabytes, and Pettabytes, and soon with Picabytes. But wait....there is always more to learn! Stay with us as we all learn together.

We meet next Saturday, the 18th at the Lakewood Masonic Building. It's located at **5918 East Parkcrest Street, Long Beach, CA 90808**. The doors open at 8:45 AM. Come learn and be prepared to ask questions. The coffee will be brewed.

Regards & God Bless,
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