

THE CABLE RELEASE

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Organized for the mutual
advancement and enjoyment of
photography .

URGENT NJFCC NEEDS

We remain in need of a person to chair Pictorial Competitions in the new club year and beyond. If this position is not filled by **May 2017**, there will be no Pictorial competitions in the 2017-18 Season. Please contact current Pictorial Chair AL Brown or NJFCC President Stacey Lindley.

We also need someone willing to take over as Webmaster.
Please contact Vicki DeVico or Stacey Lindley.

PHOTORAMA AND THE NJFCC CITATION

The recipient[s], if any, of the NJFCC Citation will be announced at Photorama 2017, April 29, 2017.



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The Client

by Rick Berger
HUB Camera Club

“This ad will look great with the art and photos all in red!” To this the art director replies, “I don’t think that’s a good idea. Red connotes anger. If we use blue or green, it’ll convey the message in a calmer way.” “We’re going to use red because I like red, and I’m paying for the ad” says the client, sounding much like a defiant third grader. I saw this occur more than once while working in advertising design and photography studios in New York.

So, why, now that I’m no longer bound by clients’ demands do I still have to deal with these people and who is this mystery client I now work for? It’s me! You see, I consider myself my own client. It’s all about motivation. Like most of us, I’m not motivated to take pictures 24-7. But having to produce work for my “secret client” each week, forces me to shoot and edit on a regular basis. The way I do this is to give myself an assignment. Unlike in producing advertising photography, I don’t have a product to sell. Instead what I’m selling is the photo itself! So instead of having a particular type of item (i.e. shirts, cars etc.) to market, I photograph whatever suits my mood. Ah, the freedom of choice!

Now, how do I go about picking my assignment? I observe the world around me, I read, I look at other photographers’ works. I visit museums, craft and art fairs, look at photo magazines and blogs etc. When I see something that spurs me on to do a similar thing or something that triggers an idea, I develop an assignment. Sometimes, once I begin shooting, the project takes on a life of its own and I veer off in other directions. These tangents sometimes spawn other projects or, at the very least, push me in directions that are more interesting than the original assignment. Are the pictures all great? Of course not! In fact, in reviewing the images on my computer screen, I often eliminate tons of them while asking myself, “Who shot this stuff?” Not every assignment I start working on turns out to be as interesting as I had envisioned it would be. In fact, sometimes I come to the realization that what I thought had great promise actually turns out to be a disaster. The joy here is that since I’m my own client, I can scrap the project if I choose to do so...and no one gets fired for failing to produce!

Now about those nasty deadlines. When you’re your own client, you set the deadlines...or not! Being as OCD as I am about this photo stuff, I do set deadlines. Actually, I think that’s a good idea for all of us. If you determine a date you want to finish your assignment by, you’re at least guaranteeing that the project won’t go on for the rest of your adult life. In particular, I do this with my studio shooting. If I don’t set a date, whatever I’ve set up on my tabletop will sit there, preventing me from setting up something else for my next shoot. My method is to shoot, put the SD card into my computer, take a look at my images and decide whether to shoot more shots or not. If I’m convinced that I’ve satisfied the requirements of my assignment and have some photos that are usable, then I clear the tabletop so it’s ready for my next setup. If I don’t see any images that work, I go back and shoot some more. Once I feel confident that I have some usable images, then I clear the deck so it’s ready for my next shoot. This is one lesson I learned while shooting in those advertising studios.

This “being your own client” approach might not work for everyone. Some of us are not as disciplined as others. Some simply don’t want to be. Others may reject the idea of having an “assignment” even if it is self-motivated. There are those, particularly in camera clubs, who may say, “I’m retired. After all those years of having projects, assignments and deadlines, I don’t want anyone telling me what to do...even if that someone is me!”

So do your own thing. If you think the client approach might work for you, give it a try. You don’t have to wait for your camera club to announce, “For the May competition our theme will be “Underwear.” “We want all of you to try your best to produce images of nothing but underwear.” Beat ‘em to the punch. Go pick your own topic! Give yourself an assignment. Have fun in finding out what it’s like to be your own client!

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I personally lead all my tours and workshops. I take only 4 participants on my US based tours to ensure a more intimate teaching and learning environment. This small group size also gives me greater schedule flexibility. It allows me to modify the itinerary instantly, even accommodations, as weather or shooting conditions change. No other photography tour company can say that!

You can contact me by e-mail: rkurywczak@gmail.com or call (908) 241-0500

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**WHAT'S HAPPENIN' AT NJFCC MEMBER CLUBS in
May 2017?**

Club	Location	Date	Topic	Judge or Speaker
Camera Naturalist	Somerset Env. Ctr. Basking Ridge	5/4 5/18	NJFCC TOPS in Nature Competition 8: Zoology and Botany	Susan Candelaria, Roman Kurywczak, Dave Mills George Hall
Cranbury "Digital"	Cranbury Methodist Church	5/10 5/24	Presentation; Moscow Ballet Competition: Theme—Signs	Ron Wyatt
Cranford/Millburn	Williams Nursery Bauer Ctr. Millburn	5/8 5/22	Photographing Flowers at the Nursery Year End Competition	Susan Candelaria, Wayne Kliewer, Chuck Moore
Essex Photo	Caldwell United Methodist Church	5/4 5/18	Winners: Ridgewood International Competition: Best of Year	Jordan Basem, Joe Thomas, Chuck Moore
4 Seasons@Manalapan	FSM Clubhouse	5/8	Program: Let's Talk Photography Critique: Landscape	Bill Kirns
Gateway	Sacred Heart School Staten Island, NY	5/3 5/17 5/31	Competition: Theme - Street Performers Program: The Power of Cropping Member Workshop	Nick Palmieri Rich Despina
Hillcrest	Phillipsburg Pilgrim Presby. Ch.	5/8	Special Competition Symmetry - Mirror Image/Reflection, Animal Babies	
HUB	Mountain Lakes Library	5/22	Open Competition {PI} P/Mtg; Photo Shoot Mountain Lakes Stn.	Marie Kane
Hunterdon County	Bethlehem Pres. Ch. Somerset Co. Library	5/9	Presentation: Travel Photography	Ron Wyatt
Livingston	Livingston Comm. Senior Center	5/8 5/22	Open Competition 6 End of Year Social Evening	Brien Szabo
Metedeconk Lakes	Jackson.	5/3	Critique: [PI]	
Monmouth	Colt's Neck Reformed Church	5/11 5/25	Presentation: TBD Merit Judging: Open	Dave Mills
Monroe	Monroe Township Comm. Center	5/3 5/17	Competition: Ground Level Program: Flower Photography	Padma Inguva
Morris Photocolor	Morristown Town Hall, Room 304 Senior Ctr. Room	5/3 5/17	Program; Ridgewood International Competition	Marie Kane
Ocean County	Girls Scouts of the Jersey Shore Toms River	5/1 5/8 5/15 5/22	Program: Architecture Competition End of Year Competition State of Club; Suggestions for Next Ses- sion	Frank Smith Rich Lewis Greg DeAngelis
Photographers of Sussex Co.	Admin. Bldg., Sussex County Fairgrounds, Augusta.	5/15	Members Display: Botanicals	
Photographic Society of Vineland	Newfield Senior CTR Newfield	TBA	TBA	

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WHAT'S HAPPENIN' AT NJFCC MEMBER CLUBS in May 2016

Club	Location	Date	Topic	Judge or Speaker
Pocono	NCC Monroe Tannersville	5/16	Program: Olympus - Magic of Mirrorless	Maurice Self
Princeton	D&R Greenway Land Trust Princeton		Check Website	
Raritan Photographic Society	American Legion Hall - Milltown	5/11 5/25	Member's Photo Essay Competition: Night Shots	members
Ridgewood	Franklin Lakes Meth. Church	5/3 5/10 5/17 5/24 5/31	Executive Committee RCC Annual Competition Program: Still Life Photography Presentation: Antarctica End of Year Dinner	Frank Wagner, George Hall, Ellen Bedrosian Becky and Phil Witt
River Pointe	RP Clubhouse Manchester	TBA	TBA	
Rockland Photography	Clarkstown Comm Ctr. New City	5/11 5/25	Program: The Art of Flower Photography End of Year Evaluation	Padma Inguva Susan Candelaria, Marie Kane
Somerset County	Bound Brook Lib Somerset Co. Lib	5/9 5/16	Competitions: Mobile [phones, tablets] / Open Program: Photographing the Norther Lights	Jacki Dickert Bill Gutsch
Sparta	Sparta Amb. Squad	5/10 5/24	Program; Photojournalism Photograph of the Year	Dan Freel Members
Staten Island	Snug Harbor Culture Center Learning Center	5/4 5/14	Competition [rescheduled from March] Final Competition	David DesRochers Jim Alfano
Stone Bridge	SB Clubhouse Monroe	TBA	TBA	
Teaneck	Rodda Rec Ctr Teaneck	5/2 5/9 5/16 5/23	Program: Iceland Competition: NJFCC TOPS in NJ [Print] Competition Workshop: Photo Editing	Johnathon Esper Joe Thomas
Tri - County	Nutley Library	TBA	TBA	
Vailsburg	Bailey Civic Ctr.	TBA	TBA	



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Following are our May specials. These specials will be offered through May 31, 2017 unless otherwise stated. Please note that several are based on limited quantities and I cannot issue rain checks. As always, UPS Ground shipping is FREE in the Lower 48 and there is no sales tax except for orders shipped to MA, RI or ME. In order to receive correct club and workshop special pricing, please call me, Alan Samiljan, at (781) 462-2383 or send me an email including your phone number to asamiljan@huntsphoto.com and I'll call you. My hours are usually 8:30-5:00pm, Monday, Tuesday, Friday & Saturday.

New Products & Pre-orders. Phone me ASAP to pre-order any of these items:

- Sony A9 body \$4,499.99 (due end of May)
- Sony 100-400mm f/4-f/5.6 \$2,499.99 (due end of July)
- Nikon D7500 body \$1,249.95 (due June)
- Sigma 100-400mm f/5-6.3 DG OS HSM \$799 (due end of May)

Rumors & Pre-announcements:

- Nikon D810 upgrade (D820?), rumored, not announced
- Sigma 14mm f/1.8. Announced, no price yet.

If you have ever thought of getting into or adding to your [Vu Filter System](#), now's the time! We are offering select holders, slide-in filters and screw-in filters at 40% off! Supplies are limited and I can not take special orders or issue rain checks. These are some of the finest quality filters around and I have never seen them priced this low!

Canon has continued their printer rebate program. Now through May 31, 2017 or until supplies run out, we are offering the [Canon Pixma PRO 10 printer](#) at \$379.99 before rebate (Canon sells it on their website for \$699.99). If you purchase the printer plus a package of 13x19x50 sheets of Canon Semi-Gloss or Luster paper, \$50, Canon will send you a \$250 mail in rebate! Your final cost is \$129.99 plus the paper! Hunt's and Canon are also offering an incredible special on the [Canon Image PRO-GRAF Pro-1000 17" Printer](#). Purchase the printer for \$1,299.99, and receive 10 packs of Canon 17x22" paper FREE, a \$1,000 value! You can then send in your \$300 mail-in rebate. Your final cost is \$999.99 for the printer and \$1,000 worth of paper. Supplies definitely limited on this one. Call me now to reserve yours!

[Marumi DHG ND 10000 Solar Eclipse Filter](#), 77mm, \$99.99 (step down rings available to fit smaller sizes).

Tamron SP 70-200mm f/2.8 Di VC USD Zoom Lens, \$999! Closeout, Limited Quantity!

[Tamron 150-600mm f/5-6.3 Di VC USD G2 lens](#) \$1,299

[Sigma 150-600mm f/5-6.3 Contemporary](#) \$899

[Sigma 12-24mm f/4 Art](#), Save \$150, call for price!

[MindShift Moose Peterson MP-3 V2.0 backpack](#), \$219.99 (reg \$279.99)

[MindShift Moose Peterson MP-1 V2.0 backpack](#), \$279.99 (reg \$349.99)

Our friend Vinny Colucci of Escape to Nature Photography discusses these bags [here](#)!

All [MAGMOD](#) Flash accessories 10% off!

New lens special with Nikon USA Warranty (one left):

Nikon AF-S 500mm f/4 ED VR #5172 \$6,799

Used Equipment, subject to prior sale:

- Canon 300mm f/2.8L IS v1 \$3,199
- Canon 300mm f/2.8L IS v1 \$2,799
- Canon 600mm f/4L IS \$4,999
- Canon 70-200mm f/2.8L IS II \$1,599
- Canon 70-200mm f/2.8L \$899
- Canon 8-15mm f/4L Fisheye \$1,599
- Canon 17-35mm f/2.8L \$499
- Canon 70-200mm f/4L \$549
- Sigma 150-600mm f/5-6.3 DG Sport (Canon) \$1,499
- Canon 5D MK III body <12,400 \$1,899
- Nikon 200-400mm f/4 v1 \$2,499
- Nikon 17-35mm f/2.8D \$999

Nikon 80-400mm f/4-5.6G ED VR (current version) \$1,499

Please contact me for special pricing or packages for anything not listed here. Looking forward to hearing from you!

Photographically yours,
Alan Samiljan