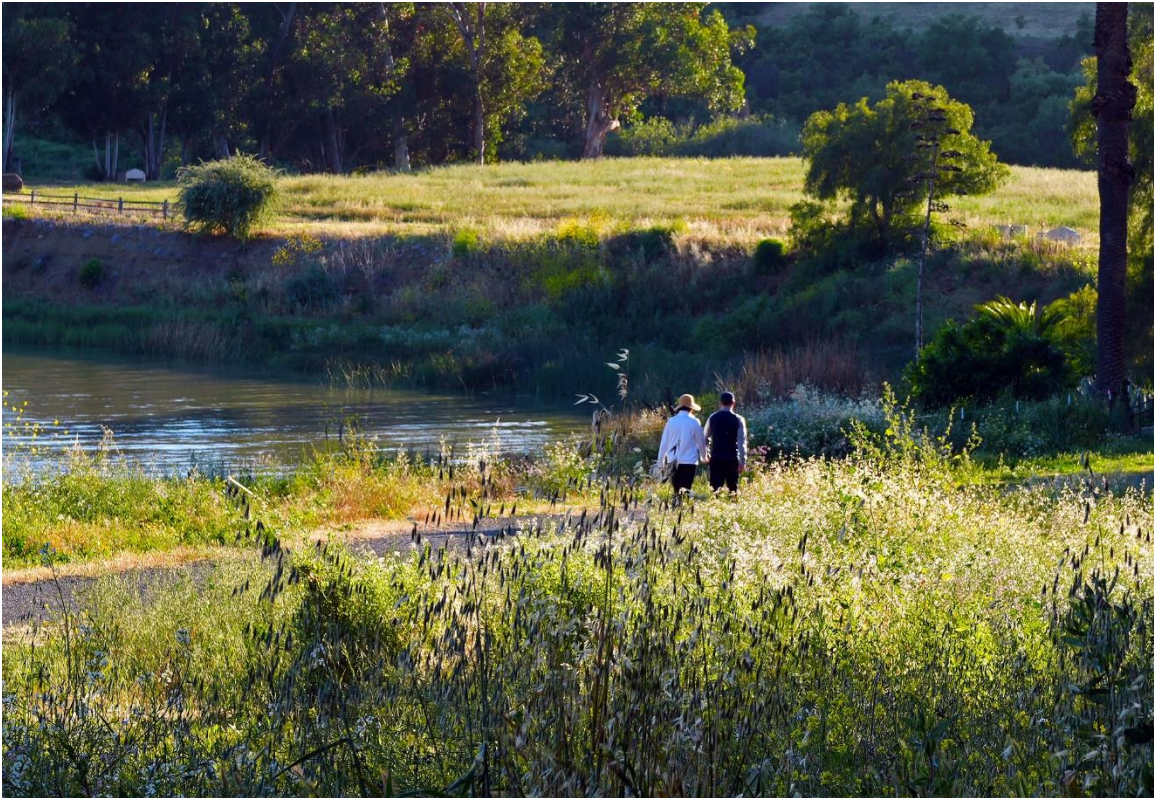


NVPS NEWSLETTER

GREAT PEOPLE and GREAT IMAGES SINCE 1998



July 2024 Issue

This month's meeting

July 22: Zach Berkowitz

Theme: People in Action

Shortly after graduation from UCLA, Zach Berkowitz, his wife and year-old daughter moved to Napa in 1973 so Zach could try his hand working in vineyards. He started with classes at Napa College and working part-time vineyard jobs. This led to a full-time job at M&H Vineyards, later renamed Domaine Chandon. During his time at Chandon, Zach worked in the field, supervised and managed vineyards in Carneros, and eventually directed Napa, Sonoma, and Mendocino vineyard operations.

Somehow during these years, he managed to return to school to get a degree at UC Davis. In 2000, he left the winery and started doing vineyard consulting, working with growers, wineries, and management companies to improve their operations.

At the end of the 2023 season, Zach retired.

Photography has always been an interest, and over the years, he has taken many thousands of photos in the vineyard, focusing on viticultural and technical shots as well as people working in the vineyards. This led to a year-long project documenting Silverado Farming Company's vineyard activities during the 2023 season.

Zach will explain how this project unfolded and will present a number of images from the resulting photo book.



Zach Berkowitz photo

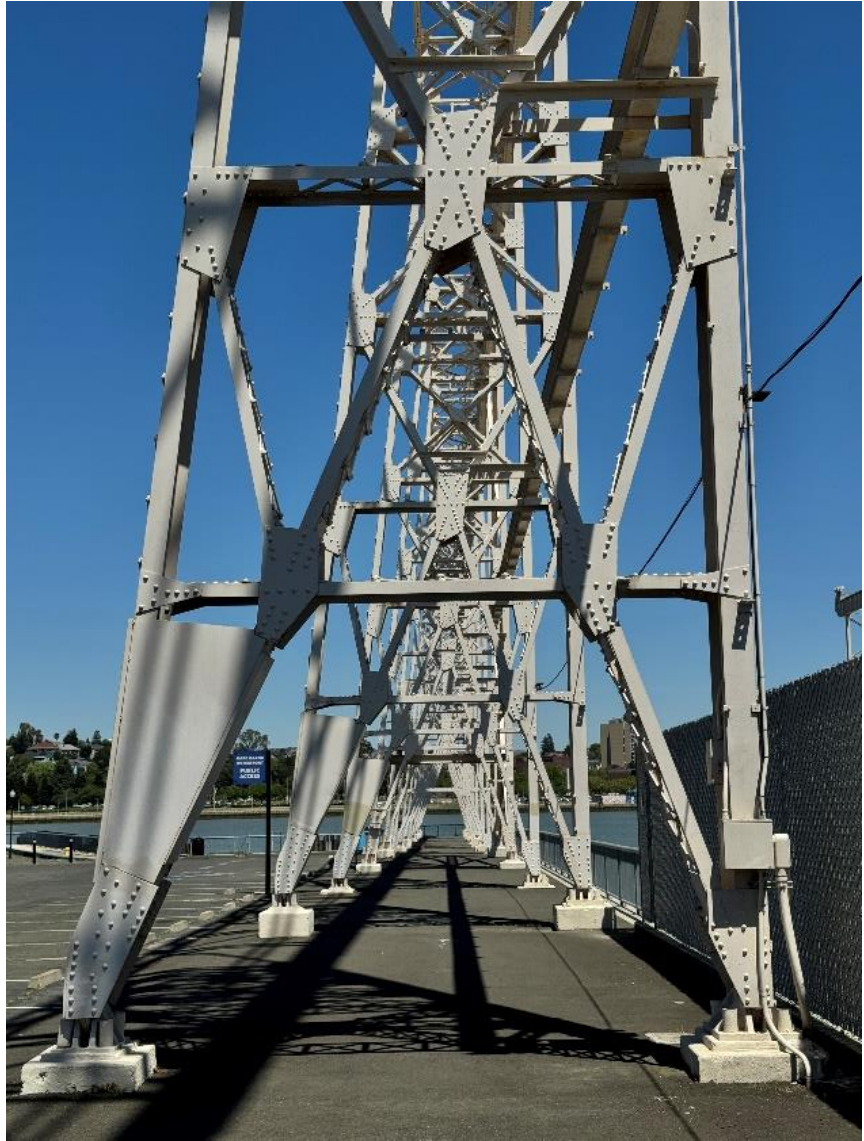
NVPS meetings are on the fourth Monday of each month starting at 7:00 pm in the Oak Room at the Napa Senior Center, 1500 Jefferson, Napa.

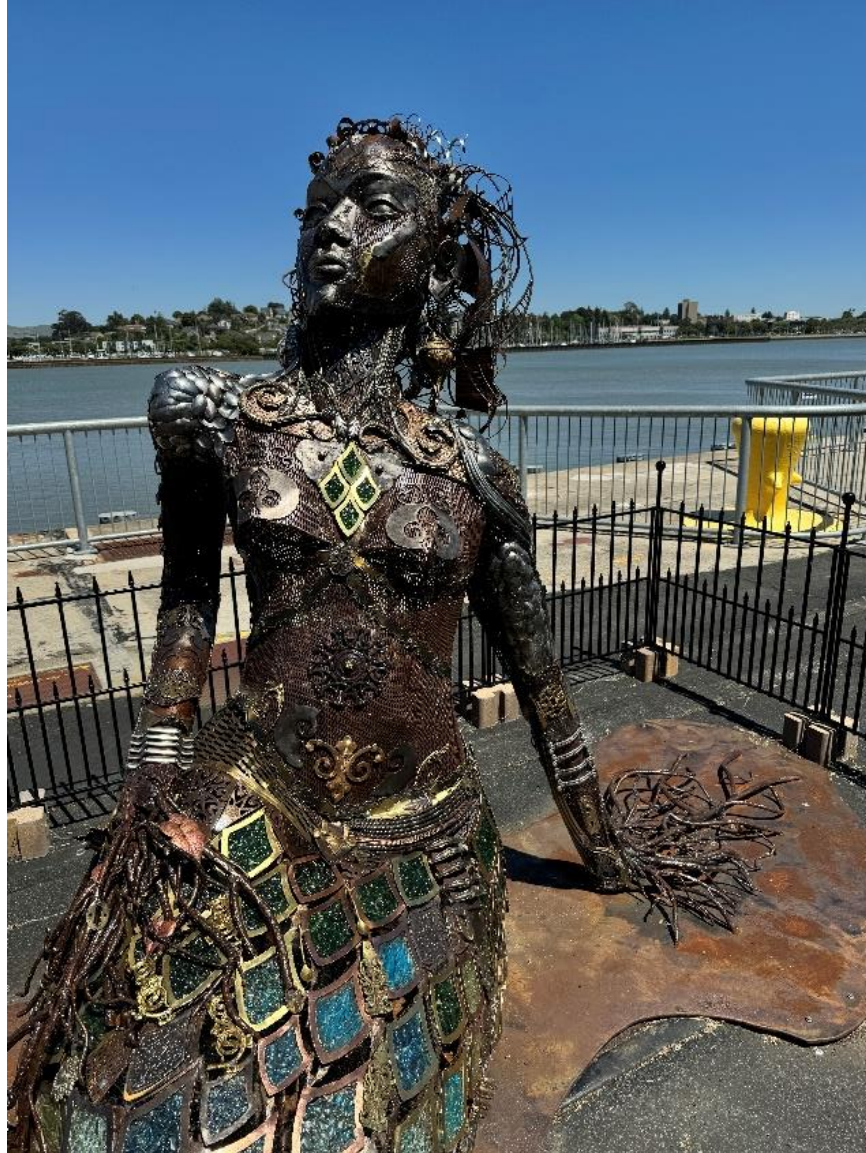
For the meeting, members may submit two photos according to the guidelines at the end of the newsletter.

Field trips and workshops

Mare Island, Vallejo

August 24, Saturday, 9am to 3:30pm. Meet at McDonalds (9:00) on Imola to carpool. Bring your lunch or have lunch at Mare Island Brewing Company. Return to Napa by 3:30.





Shoot industrial, commercial, artistic, landscape, architecture, and sea vessels. Mare Island has it all. RSVP to Joe Sinclair by Wednesday, August 21, jt@sinclair3.com.

Events

Some Summer Shooting Ops



<https://www.visitnapavalley.com/events/>

<https://www.eastbaytimes.com/2024/05/17/30-festivals-fairs-and-things-to-do-in-the-bay-area-this-summer/>

<https://www.sftourismtips.com/summer-events-in-san-francisco.html>

<https://www.michaelkatwan.com/blogs/20-must-attend-bay-area-summer-events-for-families-in-2024>

<https://secretsanfrancisco.com/bay-area-summer-bucket-list/>

<https://www.sonomavalley.com/events/>

Member news

Fall Show Entries Invited

NVPS has been invited to show at the Eye Specialists office, 800 Trancas St. (at corner of Trancas and Valle Verde) again. Offices of Dr. Jameson and Bosetti etc. for September, October, and November. (Extension may be possible.)

To date only eight members have expressed an interest in showing.

This is not our annual show but just another opportunity to present work (and hopefully generate some sales). Your dues must be current to enter.

This is a chance for new members to learn about showing. This is good visibility for the club and also a way to promote it to potential new members.

Members can submit what they have on hand or new photos. We are now accepting two photos each from members (and may do a second call for photos depending on participation).

Please do not submit photos that were included in the last show there.

Note: We don't have room/time to jury photos so would appreciate members having them properly framed and *professional* looking, glass clean etc. Metal and other presentations are OK too. Any size is accepted.

Please send Betty a digital image or photo of the photo(s) so they can be organized in advance. Tags will be made.

- Need name of photo, photographer, indication of size, (and contact information for Laura in case there is interest in purchasing, or an indication *not for sale*). Wall tags will be done to accompany photos. I will also put up signs/information about the club.
- Intent to enter: Please send an email to Betty at emmnapa@aol.com with the information above. Subject line: *NVPS Show Entry*.
- Members can deliver photos to the Aug. 26 meeting. Betty (and a helper) will be in the parking lot in advance of the meeting to accept photos (details to come). Photos should be wrapped for transport. Or please let Betty know if you need special arrangements to drop off photos or have them picked up. (When the last show there came down, participants picked up photos at the venue during a *window of time*.)

Hang date to be set. Volunteers will be needed; hanging last time was very efficient thanks to great volunteers. Watch for updates and more information.



Cradoc is interesting software for members who are serious about photography as a business. It claims to be the industry leading freelance photography business software with programs that not only help you price, quote, and keyword your images but also provide time-saving workflow and business management. Check it out at:

<https://www.cradocfotosoftware.com/>

Articles

Does It Work? ©2024 Joseph T. Sinclair

An article in the February 2024 NVPS newsletter entitled *A 5x Telephoto?* theorized that with a 60MP camera with a 50mm lens you could crop five 12MP photos out of one image that could be printed at 240 dpi into one 17-inch print (4:3 aspect ratio) each without enlargement. In other words, as long as one didn't need a print larger than 17 inches, a 50mm prime on 60MP camera could act as a 5x telephoto (250mm)

with all the qualities of a prime and none of the deficiencies of a zoom.

In fact, it does work. Did I need a second mortgage on my house to buy a 60MP camera and a top quality 50mm lens? No. Instead, I sold all my photo equipment on eBay to finance the purchase. Now I have a mirrorless, full-frame, 60MP, very small camera and a very small 50mm lens, which is a very small package but with a lot of capability. The manual is 573 pages long. So, it will take three years with diligent study to learn how to use it. But in a very small camera, I have more capability than in all of the larger and heavier equipment that I sold. Thus, I scaled down while moving up, so to speak. The bonus is that I now have a smaller and lighter camera case to hang on my neck.



Will this camera improve my internet photos? Not much perhaps. But it will provide high-quality, sharp 17-inch-5x prints and 30-inch-1x prints, each without enlargement.

The cost is about the same as a good 250mm telephoto lens and about one-half the cost of a comparable *used*

Leica camera/lens (which rates no higher in analytic tests.).

Hey! But that's not all. Think of the cropping possibilities. You can crop away a huge portion of any photo and still have enough left to make a great print. Or you can crop two or three photos out of one photo to make two or three great photos. On other words, you may be able to find new photos inside photos that you have already taken.



Full photo 9504 x 6336



About 1/8 full photo 3888 x 1788 (8x)

There's no doubt that careful framing is a good discipline and helps you take better photos. But in many situations you don't have the time for careful framing. And pointing & shooting can make possible shots that you might otherwise miss. This is particularly true in fast-moving situations where your window of opportunity lasts only a few seconds. With the combination of point & shoot and generous cropping capability, the only thing missing to get a great photo is your own quick reaction to take the shot.

The way to use 5x purposely is to center your subject (scene) in the viewfinder, take the photo, and crop around the subject (scene) in post-processing. For instance, if you see a deer in the distance in the woods, take a shot with the deer in the center and crop around the deer in post-processing to compose a 5x photo.

But what about enlarging? Depending on what expert you believe, you can enlarge a photo from 30% to 400% without any noticeable degradation in image quality (e.g., sharpness). That means you can crop a 5x photo out of 60MP, enlarge the 1/5th photo to 2x, and get a 24-inch print without any significant loss of image quality.



Full photo 9504 x 6336



About 1/5 full photo 5675 x 2907 (5x)

To put it bluntly, all the experts who say that more MPs don't matter are spreading fake news.

There are some high-end digital cameras (typically small) with fixed lenses that are terrific and are all you need to take great photos. After lugging around big

cameras for years, any one of those fixed-lens cameras is an attractive second choice for me. If you're like me, however, and have been using a big camera with several different lenses, a 60MP camera with just one lens makes a lot of sense and is also a good choice. And it doesn't cost much more (maybe less) than a 25MP camera with several lenses. So, I'm happy to scale down and move up.

The Walking Stick avec la Chaise

The walking stick that converts into a seat turns out to have limited use. It has to be used on solid level ground (e.g., asphalt). On soft ground, one of the legs will sink in further than the others throwing you off balance. On a slope, the seat will also throw you off balance. When you're off balance and fall down, there's a good chance you may break the walking stick—and a body part.



Nonetheless, the walking stick does work well on solid level ground, whether it be hard-packed earth, concrete, or a floor.

And what about shooting height? Sitting down, the shooting height is about 18 inches lower than standing up. Does it make a difference? It does. But the difference is subtle. Nonetheless, subtle differences are sometimes the differences between lack luster photos and great photos. The walking stick gives you another tool to make your photos unique.



Taken seated



Taken standing up

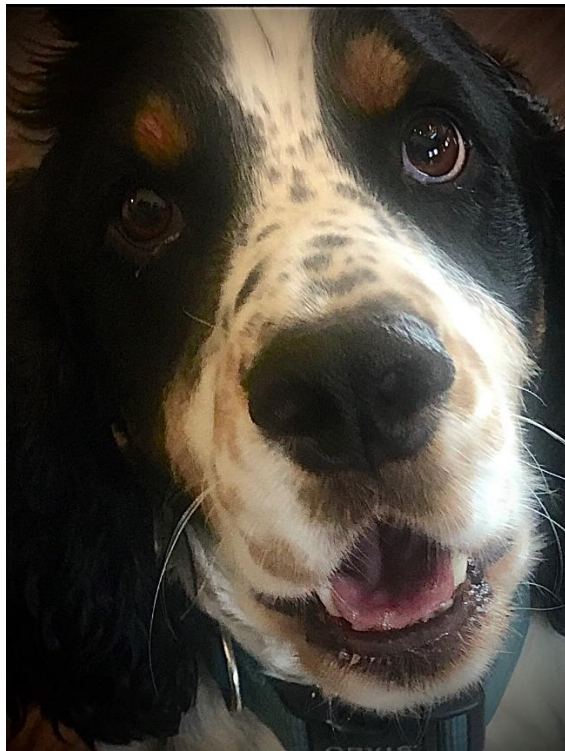
Featured photographer

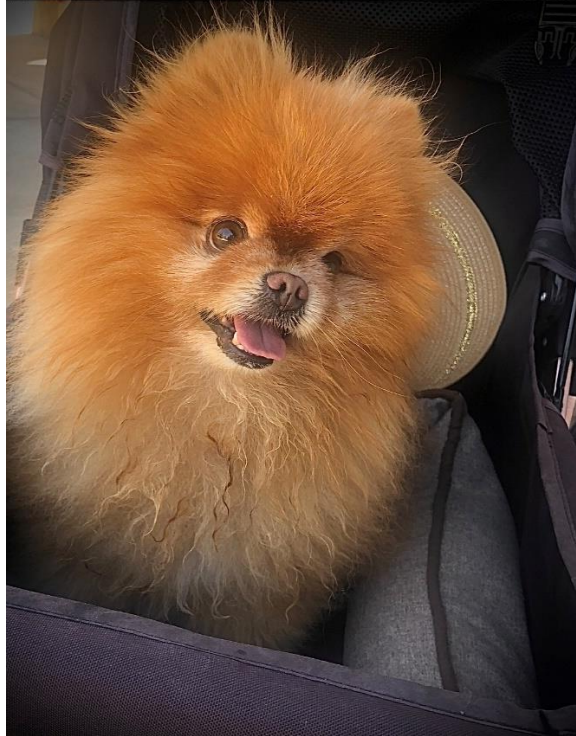
Marissa Carlisle











Officers & staff

Elected Board members

President - Phil Venable

Vice president - Terry Smith

Secretary - George Bartolome

Membership Secretary – Nancy Hernandez

Treasurer - Gary Sampson

Appointed board members & chairs

Member-at-large - Lanny Johnson

Master Communicator - Philip Odegard

Program chair - Mitchell Glotzer
Website manager - Carolyn Younger
Newsletter - Joe Sinclair
Exhibit chair - open
Ongoing-exhibits chair - George Bartolome
Hospitality coordinator - open
Field trips - Irena Miles (Karen Noyes, Ann Seronello,
Geoff Hansen)
Workshops - Phil Venable
Publicity - Zach Berkowitz
Zoom coordinators - Phil Venable
Digital projectionist - Peter Guenther, Phil Venable
Facebook posting - Karen Noyes
Fundraiser chair – open



Head photo: Walking ©2024 Joseph T. Sinclair. All rights reserved.
Newsletter ©2024 Napa Valley Photographic Society. All rights reserved.

Newsletter Submittal Guidelines

Submittal deadline

The submittal deadline for newsletter text + photos (content) is the third Monday of the month.

Members' photos for the meeting

Members may submit images for the meeting and should be prepared to make a brief verbal explanation. To submit your photos for a meeting, send your images to the regular critique site in the usual format (no more than 2000 pixels on the longest side) no later than the Saturday prior to the monthly meeting. The file name for an image should be:

members first&last name_title or theme_order
number

Examples: John Everest_Harvest Time_01 and John Everest_After the Harvest_02

Send the files to: NVPS.Photo.Critique@gmail.com. Only photos taken by members accepted.

Newsletter head photo

If you desire to provide a head photo for one issue, submit a JPG 2000 pixels horizontal. The vertical can be between 450 and 1100 pixels. Anything outside these parameters cannot be used. The file name should be your name plus the title of your photo, the word *head*, and the date:

name_title_head_date

Send the file to jt@sinclair3.com with the subject-line: NEWSLETTER (in all caps). Only photos taken by members accepted. And photos that have been published before on the NVPS website or in the NVPS newsletter are not eligible.

This month's meeting

Follow the guide for *Articles*.

Field trips & workshops

Announcements of field trips and workshops of interest to members should include all information such as leader + contact info, date, time, meeting place, miles to location, cost, and nature of the photography as well as a general description. These are *participation* events. Announcements can run in two successive issues *before* the event.

Events

This is an announcement of a photo exhibit, contest, or photo op of interest to members or one that includes a member or multiple members. It can run in two successive issues *before* the exhibit.

This category also includes a call for member participants in future photo exhibits or contests with complete information on applying and participating.

If an event is a duplicate of full information elsewhere, it should be a brief announcement with a hyperlink to the information online elsewhere.

Member news

This is a one-time *brief* announcement of a member's *past* achievement, such as an exhibit, a photo experience, a travel-photo experience, a photo learning experience, and the like. Use a hyperlink to indicate where full information is available.

If this is the sole information on a substantial achievement, it can be written like an article with full information; but it shouldn't be a duplicate of full information published elsewhere (use a hyperlink instead).

NVPS administrative news or other news is also appropriate for this category.

Articles

Articles (e.g., magazine-like articles) written by members can be posted in the newsletter for one issue. They will be assumed to be published by permission. They must be relevant to photography, of course.

Articles published by non-members are likely to be copyrighted. See *Copyrights* for the treatment of non-member articles.

Generally, only one article per issue will be published with member-written articles given preference.

For sale, give away, or wanted

Photographic equipment for sale, giveaway, or wanted can be listed here for one newsletter issue. Provide full information about item and full contact information.

Photos for newsletter

Photos submitted for the newsletter should be: no more than 2000 pixels, and no less than 1000 pixels, on the longest side. Logos can be a smaller size. File names should be:

author_title of photo_date

Photos taken by members will be assumed to be published by permission. Photos taken by non-members are likely to be copyright protected. See *Copyrights* for the treatment of non-member photos.

Send the photo file *attached* (not *embedded*) to jt@sinclair3.com with the subject-line: NEWSLETTER (in all caps). Photos must have an extension that indicates their protocol (e.g., .jpg); that is, Windows compatible. Due to incompatibilities between Apple and Windows, photos that don't conform may be unusable.

Photo captions

If you want captions for you photos, include them in the photo file name.

Submissions

For all information (text) submitted, use a file name that identifies the subject matter and author. Send the file to jt@sinclair3.com with the subject-line: NEWSLETTER (in all caps).

Subject-line email

Unless you use the subject-line words requested for text or photos, your submission might be lost in the 400 junk emails received each day.

In the email, explain your submission. Example: *This photo goes with my article on shooting wildlife.*

Copyrights

For articles and photos by non-members, NVPS must have written permission for publication. The exception is articles or photos in the public domain; for such articles or photos, the author and source of the public domain archive should be stated.

One exception to copyright protection is the use of copyrighted text or images in teaching, such as an article on photography.

One way to circumvent copyright problems is to use a hyperlink to the article or photo published elsewhere.

Typography

Use italics for emphasis. Use emphasis sparingly. Don't use bold or all-caps. Bold and all-caps are difficult to

read. Nonetheless, all-caps are acceptable for acronyms and designations.

Suggestions

Suggestions for the newsletter format or otherwise should be sent to jt@sinclair3.com with the subject-line NEWSLETTER in all caps.

Your editor

Your current newsletter editor is half-deaf with a short-term memory (25 seconds on a good day and getting shorter each month) and lives in Vallejo (doesn't know Napa very well). He receives about 400 emails every day thus requiring NEWSLETTER to be in the subject line of your emails. Although the newsletter editor reserves the right to edit submissions, the newsletter editor's job is to *receive* content (information + photos) for the newsletter, not create it. So, your publish-ready content according to these guidelines will be welcome.