

VIEWPOINT

GALLERY

ISSUE 62

SACRAMENTO VALLEY PHOTOGRAPHIC ART CENTER

September 2001



Publicity Key to Turnout

The opening reception for Brian Grogan's show was estimated at 100 people. This was thanks in some part to the excellent publicity we have been receiving in the past few months. The Grogan exhibit was written up in Sacramento Magazine and was the photo item of the Sacramento Bee's Encore Section for Second Saturday Receptions. It was also featured on the SacBee website. Sacramento Magazine also had a photo feature on our fine print auction and drawing.

At the annual planning meeting the Board of Directors recognized that this is the result of the accumulated and dogged efforts of previous publicity coordinator Jennifer Rodgers. Your years of repeated mailings finally wore them down Jen!



Above: Photographer Brian Grogan on right with reception guest Kevin Martini-Fuller who works for Eastman Kodak in St. Louis..

Below: SVPAC Fundraising Coordinator Nick Marmolejo and his wife Diana enjoy the Brian Grogan Exhibit Second Saturday Reception.

Exhibiting our Members Work on the Website

The Member's Gallery is an on-line exhibit of our member's artistic work, and our webmaster Waymond Fong is ready to expand the gallery. If you are interested in having your work included in this continuous exhibition and have a current membership, we will create one web page of your images for inclusion in our Member's Gallery. This free service is being offered as one of the benefits of membership in SVPAC.

If you want to be part of the Member's Gallery, please follow these instructions:

- Provide up to 10 scanned images in JPEG format no larger than 40 KB each in size.
- Provide any title/date/description information that you would like included with each image.
- Select one of the 10 images to be used for the thumbnail image that will open your web gallery.
- The images may be resized to fit the web pages.
- The look of the web page will follow the design of the other Member Gallery exhibits.
- If you would like the images arranged in a specific order, please state the order.
- Provide in text or MS Word format any biographical information, artist statement, contact information, or web link to your own personal photographic website.

All information must be in PC file compatible format.

The Member Gallery web pages will be created on a first-come, first-serve basis, and SVPAC reserves the right to limit the number of members that can be included.

All information should be sent by email to Viewpoint Gallery:

(viewpointgallery@crosswinds.net) or delivered during regular gallery hours or mailed to the gallery on a PC compatible removable disk (PC formatted 3.5" floppy or 100 Mb Zip drive). For snail mail or personal delivery, please put you disk in a jewel case or envelope and mark it to the attention of Waymond Fong. Make sure your name is on it as well.

This service is not available for or intended to host your personal website, but your Member's Gallery page can have a link to your own personal photographic website.

www.viewpointgallery.org

Visit our website often for the latest information on exhibits, workshops and field trips! This is also the place to share your work with our other members and the entire online population!
Log on today!

CALENDAR

Print Night
1st Wednesday
7:15pm

General Meeting
3rd Wednesday
7:15PM

Exhibit Schedule

Brian Grogan
"Architecture, Artifact,
Structure, Landscape: The
Photograph as Document"

July 27– September 7, 2001
Reception August 11
5:30 - 8:30PM

Annual S.A.M.C.C. Exhibit
"Remembering our Childhood"
Sept 14 – November 2, 2001
Reception
Friday November 2, 2001

Members Show 2001
"Personal Selection"
Nov 9 – December 21, 2001
Reception
November 10, 2001

Peg Keranen & Henry Paine
"Two Views from Stockton"
Jan 4 – February 15, 2002
Reception
January 12

Sacramento Boy's and Girl's
Club Exhibit
Feb 22 – April 5, 2002
Reception
March 9

FOCUS

Selecting Work: The pick of the litter *by Rebecca Gregg*

The Members' Show is coming soon. It's always a strong, varied and interesting show and this year we're hoping to be the venue for show veterans as well as members who have never shown before.

As photographers you have work, but how do you decide which print to show? Editing one's own work is a tricky task because there is the constant balancing act between being too attached and therefore failing to see the flaws, or on the other hand, too harsh on details and failing to see the strengths of the whole picture.

Writers are aided in the task of editing by specialists: Editors. Photographers usually rely on family and friends for this role. Print Night on the 1st Wednesday of every month is a great resource for getting feedback on your prints or slides. Of course, getting too many opinions can lead to more confusion if the views differ widely and the photographer wasn't clear about the images before asking for outside advice in the first place.

The first step in the editing or selection process is to think about the characteristics of your work ...it's strengths, weaknesses, and okayness before and after feedback from others. Next when editing, separate yourself from the thrill of the new. Often we fall in love with our brand new, latest prints and overlook the comfort, pleasure, durability and even style of the old. Take time. Make several different prints to choose from and allow time to distance your emotional response. But remember to listen to your emotions about a print. Which do you like? Which grabs you most? Remember too that photography as other art forms has a strong sense of craft.

There are general photographic standards regarding print quality and exhibit presentation. These are quite wide and more varied than sometimes thought. Still the craft of photography is often categorized by general stylistic standards. Use these as goals or guideposts but always remember that your printing style is as individual as your handwriting. Though you're using the same ballpoint pen that millions of other use, your signature will be different.

Perhaps the hardest part of exhibiting in a group show is the limitation on the number of prints you can show. Selecting one or two prints to show puts the newly exhibiting photographer in the category of a proud parent of many showing off just one child. Rather than proud parent, it's probably better to think of yourself as a show dog breeder, and that the prints you are showing are simply part of a large litter, most very fine show quality, some harder to train, some with great personalities, and a runt or two now and then.■

WORKSHOPS

SFMOMA FIELD TRIP: This year is the 100th anniversary of the birth of Ansel Adams, and the SFMOMA is exhibiting some of his most important photographs. We are planning a trip to the exhibit on Saturday, October 27th. We will meet in the parking lot of the gallery at 9:00 a.m.. We are taking sign-ups by phone at the gallery during our regular hours, or by email. Please specify whether you need a ride, or can drive others. SFMOMA fee is \$7 for adults, \$4 for seniors and students.■

Pinhole Camera Workshop: The pinhole camera workshop is on Saturday, September 15th, at Sierra College between 1-5pm. The cost is \$15 for non-members, and free for members. At the time of this newsletter we still had openings. You should call the gallery during gallery hours or send an email to sign up. To make your own pinhole camera bring a lidded cardboard box or lidded tin which can be made light tight, or 2 35mm plastic film containers (black ones), photo paper (RC), mat knife, electrical tape, duct tape, and enough aluminum foil to wrap your box like a present. To make an instant pinhole camera, bring a box big enough to hold a cartridge of Polaroid 600 film and a box of Polaroid 600 film. There will also be pinhole cameras at the workshop for you to use.■

Members Show

The Members Show will be here before you know it. This year the show is the "Personal Selection" by each photographer wishing to exhibit 1 or 2 images. Bring your mounted and matted or framed photographs to the gallery during regular gallery hours on Tuesday November 6, between 10am and 5pm, or Wednesday November 7, from 1pm to 7:45pm.■



THE PREZ SEZ...

Rebecca Gregg

The Board recently held its third annual planning session, a longer separate meeting than our regular 3rd Wednesday monthly meeting. The timing of this regular session in early fall/late summer fits the sense of renewal and assessment of the "Back to School" season. You probably remember from years past...new pens, new notebooks, new shoes & how much you grew over the summer. There is some of that: starting over but also looking at how much we've grown.

As in the past we used this meeting to assess the accomplishments of the past year and set the direction for the next. I must say it felt quite gratifying to review last year's minutes and check off accomplishments like "Portfolio Membership" category, expand workshops especially with exhibits, conduct outreach effort with schools or organizations, purchase an updated computer system for the office and growth of membership rolls."

One goal last year was to increase visibility through PR efforts and

the web site, and another was to set aside a prudent reserve for future expansion. We have begun on these, and they will be on going efforts. Some goals were not accomplished: we did not seek a grant this year or find a volunteer coordinator; we didn't revisit the fine print program and we didn't make a SVPAC tee shirt!

At this year's meeting we affirmed our commitment to be a forum for local photographic work, to be a center for photographic education, and to increase our contact with photographic and community organizations and schools.

We will continue to expand membership and to increase member involvement as well as benefits to members. We focused on the benefits of volunteering since we continue to need assistance in the mundane clerical tasks of mailings, contacting visitors to the gallery, etc.

We also discussed putting major effort into a series of photographic workshops, a few changes to the annual Auction and Drawing, structuring docent and other duties to fill the clerical void, seeking grant proposals, having an annual Visual Edge group show, and a new regular educational column written by members in the newsletter.

Some of the topics will be taken back to the regular monthly Board Meeting on September 19 for further discussion, approval and action. All Board Meetings are open meetings. Any member is welcome to attend. The Board values your ideas and involvement. ■



SACRAMENTO VALLEY PHOTOGRAPHIC ART CENTER

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Visit our website at
www.viewpointgallery.org

Viewpoint is a publication of the Sacramento Valley Photographic Art Center. All correspondence can be sent to the above address. We thank our regular contributors and welcome new submissions. Please call for advertising rates.

If you have moved, please notify our Membership Chair as soon as possible in order to update our database and keep our information coming to your mailbox.

Please note that we now have a dedicated email address. Use it if you have any questions, suggestions or information for the newsletter.

Board Members

President
Rebecca Gregg.....916.789.2757

Treasurer
Karen Connell.....916.451.7129

Secretary
Paul Mohr.....916.967.4140

Exhibit Coordinator
Gil Todd.....916.123.1234

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Lloyd Fergus.....916.457.4373
Paul Mohr.....916.967.4140
David Wilson.....916.422.6165

Become a Member of the Sacramento Valley Photographic Arts Center

Join us in supporting the photographic arts, receive the newsletter by mail and attend workshops at member discount rates.

Enclosed is my check for: \$35 Regular Member

Date _____ \$28 Student Member

Name _____ \$30 Senior Member

Address _____ \$50 Family Member

City, State, ZIP _____ \$100 Portfolio Member

Telephone _____
(limited availability)

Email _____

Please contact me about volunteer opportunities!

Clip this coupon and mail it along with your check to:

SACRAMENTO VALLEY PHOTOGRAPHIC ART CENTER
S.A.M.C.C. 551 Sequoia Pacific Blvd., Sacramento, CA 95814

On Other Walls



Left, Bob Ehrhart with Winifred's Award of Merit photograph. Right, Donna Allen, left, and Roberta Bailey, right, with Roberta's Award of Merit Photograph.

California Works Exhibit through September 3— Several SVPAC members had work selected for the juried California Works Exhibit at the State Fair. There were over 1200 works submitted and 201 selected for the exhibit from all the artistic disciplines. SVPAC members represented were: Roberta Bailey, Donna Allen, and Winifred Ehrhart who was represented posthumously by her husband Bob Ehrhart. Winifred passed away earlier this year and we will miss her colorful artistry in our member's exhibits.

Right, "Catherdral Stairs, Lyon" by Susan L-Nikel.



Mission Statement

The Sacramento Valley Photographic Art Center envisions a thriving, energetic and supportive photographic community. The Center's role in this environment is to promote photography as a fine art form and provide photographic education by:

- a. displaying original photographs by contemporary and historic photographers, whether produced by chemical, electronic or other, as yet undiscovered means;
- b. holding lectures, workshops and discussions on photographic history, technique, criticism and aesthetics;
- c. sponsoring and participating in special events involving the creation display or explanation of the photographic arts, crafts and technologies.

The Darkroom Gallery, Sacramento — "Searching Spirit" Black and White photographs by SVPAC member Susan L-Nikel. August 21 to September 28th. Second Saturday Reception September 8th from 6:30 to 8:30 pm.



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S.A.M.C.C. • 551 Sequoia Pacific Blvd., Sacramento, CA • 95814 .

www.viewpointgallery.org

Gallery Hours
Tuesday and Friday
10am to 5 pm
Wednesday
1pm to 7:45pm

Viewpoint Gallery is located three blocks east of I-5
Off Richards Blvd at 551 Sequoia Pacific Blvd.

