



Southern Illinois Photographic Society

www.sipscameraclub.com

April 2015 Newsletter

Calendar of Events

April

Meeting: Apr. 7

Program: Swap Meet, Show & Tell

15 Minutes of Fame: Jo Dodd

Contest: Numbers or Letters of the Alphabet

Outing: Trillium Trail, Giant City State Park

Planning Meeting: Apr. 21

May

Meeting: May 5

Program: Online Photo Galleries, Jonathan Springer

15 Minutes of Fame: Joanna Gray

Contest: Hair

Outing: Barn quilts in Alexander Cnty.

Planning Meeting: May 19

June

Meeting: Jun. 2

Program: Great Smoky Mountains, Carol Sluzevich and Jo Dodd

15 Minutes of Fame: Bill Randall

Contest: Topic 1: Reflections

Topic 2: Perspectives on an Image

Outing: TBA

Planning Meeting: Jun. 16

Inside...

All the SIPS news, announcements, and upcoming events.

March Meeting

Our program for March, given by Sharon Wittke, was about selling your photos online. She described two basic kinds of sites you can use: microstock photo sites and fine art sites.

Microstock photography sites allow photographers to upload their photos for anyone to purchase. The commission per sale ranges from in the ballpark of 25 cents to \$5.00. Although the commission is low, there is the opportunity to make money from a high volume of sales. Shutterstock, Fotofolia, DreamsTime (good for beginners), and iStock are examples of microstock sites. iStock is one of the biggest in the market, and the process for getting photos accepted is more demanding and stringent than on other sites. DepositPhotos offers a better than average commission rate.

Sharon also discussed fine art web sites on which you can create your own online shop and manage your own pricing. Some are fee-based per sale, while others have a flat monthly or annual fee. Sharon has been selling her folk art paintings on the fine art site Etsy for about 4 years. Her husband opened a photography shop on Etsy about 6 months ago. Etsy charges 20 cents per listing and takes a 3.5% commission on each sale. Other fine art sites include FineArtAmerica, ArtFire, SmugMug, RedBubble, and ArtPal. Pinterest also has a high appeal to people who appreciate photography.

Sharon offered these tips for selling photos online successfully:

- Research a variety of online venues.
- Evaluate what types of photos you like to shoot - which site is the best fit?
- Understand the commissions, fees, etc. before you sign up.
- Stand out from the crowd - what makes your photos unique?
- Watch trends, but be creative.
- Vary your price points and offer your photos in various sizes.
- Offer variety - cards, different sized prints, matted, framed prints, digital

downloads.

- Give your photos descriptive titles and text - nothing fancy. Consider your audience when describing your photos (visually impaired, non-English speakers, etc.).

- Tell the story behind the photo.

- State your sales policies clearly - payment plans, shipping options, refunds, etc.

- Package your photos carefully for shipping.

- Respond quickly to customer questions and inquiries.

- Drive traffic to your site with a social media presence, a blog, or e-mail list.

Check out Sharon's unique folk art paintings at

www.etsy.com/shop/RavensBendFolkArt.

Our 15 Minutes of Fame presenter was Jonathan Springer, who took us on a virtual trip to Rome, Italy, with a travelogue of images he made in Nov., 2014. His images covered three excursions.

The first group centered on the Colosseum and Roman Forum area, in which we saw many still-beautiful remnants of art and architecture from two millennia ago. We also went inside the Pantheon, an intact Roman building from 126AD that features an "oculus" aperture in the ceiling that is open to the sky.

The second group focused on the Vatican City. We toured the Vatican Museum, with its chambers painted by Raphael. (The Sistine Chapel is closed to photography, at least by those with conspicuous cameras!) We also went inside St. Peter's Basilica, a massive and ornately decorated structure. Climbing to the top took us to one of the highest points in Rome, giving a grand view of the city.

The third group took place at night, showing us the Piazza Navona and an illuminated Four Rivers Fountain. The evening streets, glistening and quiet after a rain, were a romantic finish.

We were sad to hear that two SIPS officers are leaving us. SIPS president Linda Bundren has moved to Springfield, and will no longer be able to serve. SIPS treasurer Dana Tetzlaff has also sold her

Exhibits and Outings

George Stone will be leading an outing to two special places in Southern Illinois that very few have ever seen. The first is to Maxee Falls, the second is to Cove Cliff Surprise. The falls is 90 feet high, and the Surprise is 100 feet high. Since George is in his eighth decade and still climbs mountains in Colorado, it seems most likely anyone who would like to join in this adventure should have an easy time and lots of fun. We will meet at the parking lot for the Tunnel Hill Trail, at the Tunnel, at 10am on Saturday, April 25th. This will be a joint outing with the ALPS camera club.

Our club outing for April will be the Trillium Trail at Giant City State Park, date TBD. For May, we plan to take a look at the barn quilts in Alexander County, near Thebes (southernmostillinois.com/barn-quilts)

Our featured member at Mr. Koolz for the month of April is Myers Walker. Stop by and see what he has to show.

Member Dave Hammond was recently interviewed by Expressions, a WSIU-TV local program that features regional artists. The air date is not yet announced.

Swap Meet

We are having a swap meet at the April meeting, so please bring in any items you might want to sell or trade, and come ready to look at what's on offer. Although he can't make the meeting, Jim Osborn also has the following items for sale:

- Canon 5D Mark II (body only): \$950
- Canon 100-400mm f/4.5-5.6 IS lens: \$825
- Canon EF 2X extender: \$250

Anyone interested in these items can contact Jim directly.

Want to Write?

Besides relating the results of our meetings and events, the SIPS newsletter is a place for member-written content. If you have a photography-related topic or event you'd like to write about, why not give it a try? Articles should be sent in by the date of the planning meeting to be assured of inclusion in the next month's newsletter. Please contact Jonathan for details.

Lori Mascal in Reminisce Magazine

Congratulations to long-time SIPS member Lori Mascal whose images were published on the back cover of a recent edition of "Reminisce" magazine. Mr. Claude Sullivan, a 93-year-old resident of Macedonia, IL, asked Lori to digitize and restore an old photo of himself at age 3 posing in front of his mother's quilt and next to his tiny rocking chair. Lori used her photo editing skills to brighten and increase contrast in the image. Then she recreated the original picture with Mr. Sullivan at age 93 standing next to his beloved rocking chair against the backdrop of his mother's quilt which he has treasured all these years. Mr. Sullivan submitted the photos in late summer of 2014 to the magazine, which printed the photos in its "Then and Now" feature in the November 2014 issue.

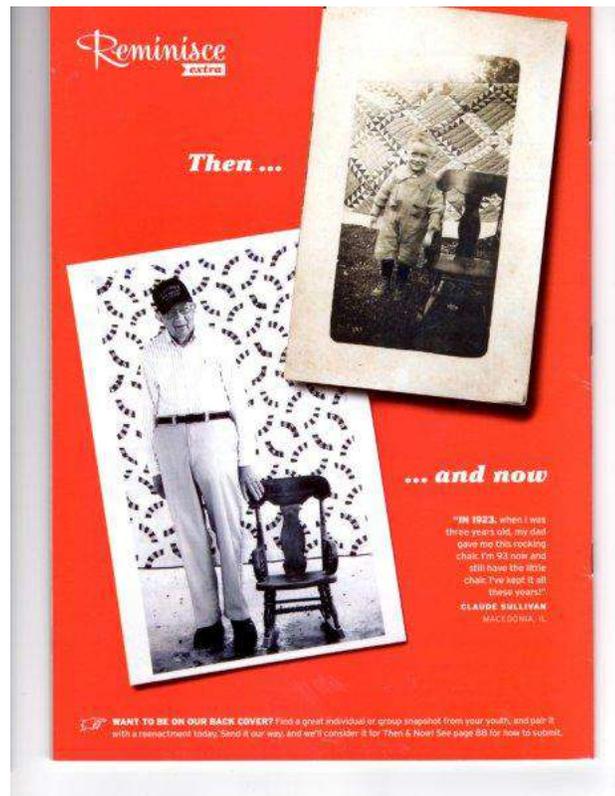
March Meeting

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house and is moving to Florida. Both Linda and Dana are long-time members of SIPS who have dedicated many years of service as club officers. We wish them much happiness in their respective new homes, but we will miss seeing them and their great photography every month. Linda and Dana, the welcome mat is always out for you, so please come back to visit us whenever you can!

Current vice-president Bill Thomas has taken over the role of president. Member Bill Phemister has volunteered to be our new treasurer, and was confirmed by membership at the meeting.

Our contest for this month was "Playtime." We only had two entries this month, though. For our next meeting, the contest topic is "Number or Letters of the Alphabet."



Back cover of Reminisce Magazine, by Lori Mascal