



# The Projector

A NEWSLETTER FOR PSA - MEMBER CLUBS AND COUNCILS

SUMMER 2010

<http://psa-clubservices.org/>

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Member Organizations of PSA  
include Camera Clubs, Camera  
Club Councils, Federations,  
and Associations.

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## Adobe® Photoshop® Lightroom® 3 Club Event

by Joanne Stolte, APSA, EPSA, Membership Vice President

To celebrate the launch of Lightroom® 3, Adobe is offering PSA-member Camera Clubs an exclusive opportunity to host a Lightroom® 3 Club Event by providing everything needed including software, prizes, and training to host a successful event.

To host a Lightroom® 3 Club Event the club must:

- 1) Plan an event with 50 attendees or more. (*If you don't think your club can get fifty attendees, maybe your club can combine with a neighboring club for this event, run the event as a Council of Camera Clubs, or open your event to the public as an opportunity to gain new members.*)
- 2) Designate a member to demonstrate Lightroom® 3
- 3) Attend an on-line training session (*Julianne Kost will host an exclusive live training session on August 25, 2010.*)
- 4) Get started by completing a short participation form found at: [http://www.surveymonkey.com/s/Lightroom3\\_Event\\_Form](http://www.surveymonkey.com/s/Lightroom3_Event_Form)

Adobe will be sending your club a valuable Lightroom® 3 Club Event Kit developed specifically for PSA-member Clubs containing these **elements to raffle to attendees during your event:**

- One copy of Lightroom® 3
- One camera bag

- One t-shirt
- Five microfiber lens cloths
- Five luggage tags

Also included will be **Lightroom® 3 items for everyone:**

- Lightroom® 3 logo stickers
- Raffle cards

**Lightroom® 3 items for the demonstrator/presenter:**

- An opportunity to attend a live, online training with Julianne Kost
- One t-shirt
- One Julianne Kost DVD of Lightroom® 3 tutorials designed for viewing on computer monitors, or projected from a computer
- One DVD that includes everything required for a Lightroom® 3 demonstration

**Great PSA-member discounts on Lightroom® 3:**

Individual PSA members get a 15% discount off Lightroom making the \$99 upgrade just \$84.15, or a full version only \$254.15 instead of \$299.

Start planning your Club Event today by completing a short participation form at: [http://www.surveymonkey.com/s/Lightroom3\\_Event\\_Form](http://www.surveymonkey.com/s/Lightroom3_Event_Form)

If you have any questions, please contact Adobe's PSA Liaison, Kathy Waite at [kathy.waite@comcast.net](mailto:kathy.waite@comcast.net)

## PSA Liability Insurance - Great Benefit

by Elena McTighe, APSA, Publications Vice President



### PSA Club Service Program at Charleston Conference

On Thursday, October 7, from 11:00 AM to 12 noon, there will be a presentation on "PSA Club Services."

**Joanne Stolte, APSA EPSA, Membership Vice President**, will review all of the PSA club services currently available as well as introduce several new benefits.

All Club Reps and club officers should attend and do invite anyone from your club who is interested in knowing what is new for PSA-member clubs

Why are clubs and councils flocking to the Photographic Society of America (PSA) to take advantage of the new PSA club insurance benefit?

In today's litigious society many club-meeting venues are requiring clubs and councils to purchase expensive liability policies. Membership Vice President, **Joanne Stolte, APSA, EPSA**, has arranged for e-insurance from the Willis North America Company: one of the few companies to tender insurance strictly for photographers.

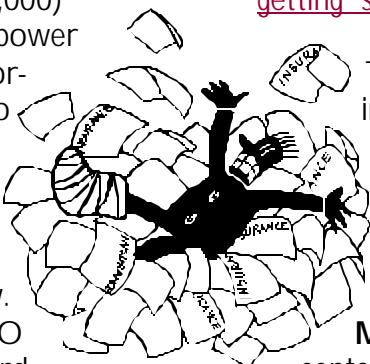
Does your club currently have general liability insurance? If yes, what is the expiration date? If not, would the club buy it for approximately \$200 annually?

If a club is uninsured and actually responsible for a severe injury, like a blown out knee (\$75,000) from tripping over a power cord, the plaintiff attorneys would be able to sue the directors or members of the club (Equipment Chairman, person helping to set up) individually. There could be a D&O exposure for the board members, if they don't have insurance.

The company is offering liability and equipment insurance or liability-only insurance to all PSA clubs and councils in the United States and Canada. And as an added feature, low rate liability and equipment insurance is available to individual PSA members.

The cost of the club liability insurance policy is directly related to the number of events a club has per year: for clubs and councils \$175 covers up to 15 events per year; 16 to 30 events a year is \$235; those holding 31 to 45 events a year pay \$295; while those conducting 46 to 60 pay \$295, and those which have 46 to 60 events per year are charged \$355.

And how much insurance coverage do you get for your money? Comprehensive liability limits: \$1 million Per Occurrence /\$2 million Aggregate; \$2 million Products & Completed Operations Aggregate; \$300,000 Fire Damage Legal Liability and there is no deductible for bodily injury liability claims. To read a more complete listing of costs and benefits go to the Web site, [http://psa-clubservices.org/club\\_services/getting\\_started.html](http://psa-clubservices.org/club_services/getting_started.html)



The **Mount Baker Camera Club** in Mount Vernon, Washington meets at the local junior college where for the past six years; they were required to have a \$1million liability insurance policy. **Robert Morgan**, the PSA Club Representative and a member of the Society since 1970 tells us, "The cost started out at \$250.00 per year for \$1million. The cost has been going up each year until this year they wanted \$278.00. We decided to look around and see if it could be had for a lower rate. One night by chance, the president's wife found a notice, in the *PSA Journal*, under the Camera Club News

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## PSA International Newsletter Contest 2010 for Chapters, Clubs, & Councils

*By Joan Field, APSA, PSA International Newsletter Contest Director*

Almost sixty chapters, clubs, and councils entered this year's PSA International Newsletter Contest. With a size range of from four to forty pages, newsletters were submitted by enthusiastic editors.

They were replete with photographs, insights, how-tos, new member welcomes, editorials, considerations of ethical questions, presidents' messages and just about anything else they could think of to make it interesting to their readers.

The final participation totals are 37 large clubs, 16 small clubs and 6 Councils/Chapters. The judges for the large clubs stalwartly took on the large challenge of reviewing so many newsletters. "It is time," says



**Joan Field**, head of the newsletter contest, "to change the cutoff between large and small clubs to even out the judging burden. Perhaps the current 75+ for large clubs should be raised to at least 100+ members."

This year we still asked for hard copies of newsletters to show at the PSA Conference in Charleston. Beginning next year, everything will be handled electronically.

All newsletters will be available for viewing at the conference either via a special program or on a website. The registration form, which is in Word, can be filled in on computer and sent with the pdf of the newsletter to the chair(s).

Many, many thanks go to our judges who spent so much time going through so many pages of interesting items. "It was fun," said **Bob Leonard, FPSA, PPSA**, one of the large club judges. Other judges in that category are Alice Steele and **Elio Dolente**. Small club and Council/Chapter judges were **Diana Jacobson, José Cartas** and **Warren Standley**. Additional thanks to **Hazel Meredith** for acting as backup in case of an emergency, as well as to **Margaret Sprott**, last year's chairman, who was so helpful in getting me started.

Thanks to all of the participants; plan to submit for 2011, as well. Newsletter contest info is at [http://psa-clubservices.org/club\\_services/recognition.html](http://psa-clubservices.org/club_services/recognition.html)

## 2010 COUNCILS CHALLENGE

*By Sharp Todd, APSA, PPSA, Chapters, Clubs, and Councils Vice President*

**T**he Councils Challenge was a great success again this year, with thirteen different organizations entering a total of 280 images – 120 digital, 100 prints, and 60 slides. The judging club, Bowie-Crofton Camera Club did an excellent job again as they did last year. A ProShow Gold Show, which includes all the digital entries, slide entries, and the winning print entries, has been produced to announce the winning organizations and individuals at the PSA Conference in Charleston, SC this October. A copy of the program, on a DVD, will be included in the return material for each entering organization so it can be shown at their meetings or distributed to their member clubs. The organizations participating in this year's Councils Challenge are below, but attend the conference in Charleston, to see which of these participants receive awards.

Chicago Area Camera Club Association  
China Communication Photographic Association  
Delaware Valley Council of Camera Clubs  
Gulf States Camera Club Council  
New England Camera Club Council  
North Central Camera Club Council  
Northern California Council of Camera Clubs

Northwest Council of Camera Clubs  
San Joaquin Valley Camera Club Council  
Southern California Council of Camera Clubs  
The Association of Finnish Camera Clubs  
Twin Cities Area Council of Camera Clubs  
Wisconsin Area Camera Clubs Organization



*"We found the cost to be reasonable.*

*Any club that doesn't have insurance should seriously consider this company."*

*Dave Hammaker,  
Blair County Photographic Society*

*"The Southern California Council of Camera Clubs (S4C) reduced their insurance payments by approximately half."*

## Insurance...continued from Page 1

heading. I called the PSA office and was given information with a telephone number to call Dale Wittick, the insurance representative. He was very helpful and explained the procedure of getting the policy. When I explained that our present policy expired in three weeks, his comment was 'no problem.' He could take the information over the phone: it would take about 10 minutes and to give him a credit card number, that it could be charged to. He e-mailed me a copy of what the policy covered. Two hours later, that was received and after a discussion with the club president, Wittick was called back and everything was finished up... The new policy cost us only \$175 per year. That gave us a savings of \$103."

*Blair County Photographic Society of Duncansville, Pennsylvania, who's President, Dave Hammaker tells us, "So far my experience with the company providing the insurance has been good. They were very responsive to my requests for information and were able to get the insurance in place almost immediately. Our club had been operating under the assumption that we were covered by another organization's insurance. I was checking into the coverage when I found out we didn't have any coverage. So I was very happy I could get the PSA club-benefit insurance so quickly. We found the cost to be reasonable. Any club that doesn't have insurance should seriously consider this company."*

*The Rockland Photography Club, of Chestnut Ridge, NY, meets in a local*

town facility and is required to have insurance which at one time was costing the club \$764 per year. Although they were able to reduce the cost to \$477, this was still a steep price for a 25-member club that meets approximately 25 times a year. Club treasurer, **Peter Gordy**, tells us that after reading an article in the *PSA Journal*, the club contacted the agent for the Willis North America Company, and was able to buy insurance for a much lower premium of \$235.

**The PSA club insurance benefit is not restricted to camera clubs. Any PSA-member council, or group of camera clubs, whether they call themselves a federation, society, organization, etc., is eligible to participate and buy the club insurance benefit.**

For instance, the *Southern California Council of Camera Clubs (S4C)* was able to reduce their insurance payments by approximately half. S4C has a membership of 12 clubs and meets approximately 10 times a year at the California Baptist University in Riverside, California. **Stuart Lynn**, a PSA member and President of S4C tell us that, "We're delighted with the new program."

If a camera club needs liability insurance, please check out this remarkable benefit now available to all PSA-member clubs and councils.

**This e-insurance is also available for individual PSA members online on the PSA Web site,**

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## Club Representative of the Year Award

by Joanne Stolte, APISA, EPSA, Membership Vice President

The PSA Board has established a Club Representative of the Year Award. Two Club Rep of the Year Awards will be presented at the Opening Meeting of the PSA Conference each year, beginning at the 2010 Conference in Charleston.

One plaque will go to the Club Rep of the Year from a "small" club and another will go to the Club Rep of the Year from a "large" club.

Club Representatives who:

- \* **Keep the club involved with PSA activities**
- \* **Present PSA information at each meeting**
- \* **Refer many individual members to PSA**

will be recognized. This award will bring attention to the

important role of the PSA Club Representative —the role that you have.

You receive *The Projector* each quarter because you are listed in the PSA Database as the Club Rep for your club.

- \* Do you send *The Projector* to your club Board and share it with the club's members?
- \* Do you bring the club copy of the *PSA Journal* (which you receive) to a club meeting each month and give it to a new club member or a club member who joins PSA that evening?
- \* Do you talk about new PSA benefits for individual members and ask club members to join PSA at each club meeting?
- \* Do you bring several copies of

the PSA Individual Membership Handout with you to each club meeting?

If you cannot complete the tasks of the PSA Club Representative for your club, please find someone else who can fill this significant role in the club.

Make sure your club is getting all the member benefit information that PSA sends to member clubs via the PSA Club Representative.

PSA Club/Council Reps should refer frequently to the Master Operating Manual under Getting Started on the Club Services Web site:

<http://psa-clubservices.org/>



### Insurance...continued from Page 4

[www.psa-photo.org](http://www.psa-photo.org) in the **Members Only** area, with a cafeteria of options including liability insurance for a home studio. A club member must also be an individual member of PSA to receive this insurance.

*This article is reproduced with permission from the July 2010 issue of the PSA Journal, the official magazine of the Photographic Society of America, Inc. (PSA.) For information on PSA membership, please write to PSA Headquarters, 3000 United Founders Blvd., Suite 103, Oklahoma City, OK 73112-3940.*

### Conference Hotel Update

If you have not registered for the 2010 PSA Conference, now is the time to do so.

The conference hotel, Embassy Suites, is now full. Reservations are being taken for Marriott's Residence Inn, next door to Embassy Suites. Both are on International Blvd., North, Charleston, SC.

See conference details at [www.psa-photo.org](http://www.psa-photo.org).

### Photographic Society of America 72nd International Conference of Photography



Charleston, South Carolina  
October 3 - 9, 2010