



In Focus

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February 2014

CANAM PHOTO EXPO

March 7-9, 2014
Buffalo-Niagara Marriot, Amherst, NY

The Annual NFRCC Spring Convention is undergoing extensive changes and has been rebranded the **CanAm Photo Expo**. The Expo will have six tracks of educational opportunities at three different skill levels, along with hands on workshops and instructional workshops led by the speakers.

The six tracks are:

Wildlife photography
Landscape photography
Postproduction
Macro photography
Portrait/Fashion
Wedding photography



Clay Blackmore

March Program

Our March Program we will feature our Scavenger Hunt Finale and Pizza night. We have given you a different topic each month and you will get to present each six of your shots on March 3. We will have a judge in to score the six images as normal, taking into account the subject matter. The judge will pick the best of each of the six images. We will also total the scores for each makers images to find the overall winner of the scavenger hunt.

If you haven't started yet, there is still one month to shoot your six images. Topics are listed at the end of the newsletter.

Our speakers this year are at the top of their respective field.

Clay Blackmore - world renowned wedding photographer will be presenting and running hands-on workshops throughout the course of the weekend, for wedding photographers, or those interested in stepping into this highly demanding and professional field.

<http://www.clayblackmore.com/>

Deke McClelland - world-renowned postproduction educator and Adobe expert will be teaching is famous Deke's techniques throughout Saturday in the postproduction workshops. <http://www.deke.com/>



Robert Vanelli - is **Straun** presenting programs and workshops relevant to portrait photography. <http://exposurepas.com/>

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Internationally known fashion photographer **Struan** will be presenting fashion photography classes as well as hands-on shooting workshops throughout the weekend. <http://struanfoto.com/>

Terry White - internationally known and recognized authority on Adobe products will be presenting the keynote speech on Saturday evening, and presenting on Sunday on how to use the Adobe suite and Adobe products to help benefit your photographic interests. <http://terrywhite.com/>

Ellen Anon - a prolific author and outstanding presenter will be talking about visual intensity in three different genre of shooting. <http://www.ellenanon.com/>



Ellen Anon

Joe LeFevre - an outstanding photographer and educator from the Adirondack region be teaching you landscape techniques that he is developed over his years of consistent and productive photographic career. <http://www.joelefevrephoto.com/>

Mike Moats - an internationally known, and possibly the most recognized name in macro photography, will be running weekend long workshops and educational classes and the skills necessary to produce outstanding imagery in the macro photography world. <http://www.mikemoatsblog.com/>

Dave Valvo - Eastman Kodak black-and-white print expert for over 25 years and outstanding black-and-white photographer will present programs on how to create distinguished black-and-white landscape imagery. <http://www.davevalvo.com/>



Roman Kurywczak

Roman Kurywczak - a Sigma professional who shoots both wildlife macro and landscape, will be presenting programs in all three genre, helping you the attendee, to be a better shooter. <http://roaminwithroman.com/>

Robert O'Toole is an award winning, international published photographer and a BBC / Shell Wildlife "Photographer of the Year" competition award winner. Robert is internationally recognized as one of the leading photographers working in the nature photography and nature tour industry. <http://www.RobertOTOolePhotography.com>

Doug Hansgate has been shooting professionally and with distinction for over 30 years. His creative approach to photography, coupled with his ability to see and capture light, permeates his impressive body of work. His love of photography, passion for art, and desire to always be the best that he can be in any field, has driven him to excel

William Potter - one of our local outstanding wildlife photographers, who is won numerous awards, and has proven himself, to not only understand the technical skills necessary to create compelling wildlife photography, but also to have a thorough understanding of his subjects in the in themselves. He will present programs designed to show you techniques that he is developed for capturing compelling wildlife images.



Joe LeFevre

as a photographer, artist and educator, wood sculptor, master stonecutter, and fine art craftsman. <http://www.ampstudiosny.com/>

An up to date schedule of the speakers is available at <http://goo.gl/4a8mCK>.

Selection of a particular track or skill level does not limit you to viewing only those presentations. You will be free to view programs at other tracks or skill levels. For the best experience we recommend staying at your skill level to be sure you can get the most out of the program. The listing below will give you a good idea of where you may want to start.

Level 1: Beginner

I just purchased or am planning to purchase a digital camera. I need help deciding what to buy. I want to learn how to expose and compose pictures properly. I don't understand the relationship between shutter speed, aperture, and ISO, so I only use my camera when everything is set on automatic. The only flash I use is the flash that came with my camera. I want to make good photographs, but I'm not really sure where to begin.

Level 2: Intermediate

I know how to operate my camera. I know how to control depth of field and how to vary my shutter speed and aperture in manual mode. I have taken a few good pictures in the past, but I can't seem to make them on a consistent basis. I have several filters, but I'm not using them effectively. I use off camera flash but am confused as to how to control the light levels with my flash. I have started working with people as subjects, but need more help on posing. I know about post production editing and use software to edit my images however I would like to learn more. I could use some help in improving my compositions, and I'm not sure how to take advantage of good lighting conditions.

Level 3: Advanced

I am an experienced shooter. I know how to use filters creatively to give me the effect I am looking for. I can easily choose various combinations of shutter speed, aperture, and ISO to achieve my desired outcome. I can consistently make strong images under varying lighting conditions. I want to learn more about advance lighting techniques and post-production. However, I am in a bit of a rut, and am looking for some new ideas to take my photography to the next level.

Along with the speakers, there will be a trade show, print and digital image salons, Golden Horseshoe Competition and Awards dinner. The cost for the weekend is \$179 before February 20th after which the price goes up to \$229.

This is a great educational weekend and I encourage everyone to attend. <http://www.CanAmPhotoExpo.com>

