



The Projector

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PSA's Newest Vendor Partner DSI challenges your Club to a Print Swap!

Digital Silver Imaging (DSI) is the innovative photo lab behind the patented DSI Digital Silver Print®, printing digital files directly onto black & white silver gelatin photographic paper through specialized laser technology. Most photo labs produce digital black & white prints on color (RA4) papers or a variety of inkjet printers. These two processes can produce inferior black and white photographs because of inconsistent tonality, color variance and unproven longevity.

Here is why the Digital Silver Imaging black & white print is better:

- No Tone Disruption. DSI uses a light source, exposing a silver gelatin layer within the paper to produce a true neutral continuous tone.
- No Color Variance. Color RA4 printers rely on color dyes to replicate black & white tones, so blacks and grays often have a hint of other colors (i.e. magenta or cyan). DSI's print process uses light, silver, and chemistry. Blacks are 100% black, grays are fully gray, color shifts are non-existent.
- No Ink Reflection. Too much ink on paper can result in unwanted glare or metamerism across a print.
- No Unwanted Texture. In order to address the challenges of photo printing, inkjet paper manufacturers have begun producing special photo inkjet papers with a matte finish. However, these papers come with an issue all their own - unwelcome texture.
- No Questions about Longevity. Fiber-based black & white prints are proven to last over a hundred years. Why take a chance that your once-in-a-lifetime image may end up short-lived?

Digital Silver Imaging was founded in 2008 by Eric Luden, a former Ilford executive, and his wife, J. Sybylla Smith, a photo curator. Eric was inspired to bring digital printing on real black & white photo paper to the public. DSI has continued to innovate, implementing products and services that keep real custom black & white prints affordable and accessible to all photographers. In 2010 Luden asked Andrea Zocchi to partner with the DSI team and the company expanded into fine art color inkjet printing, comprehensive finishing services, matting, mounting, custom framing, and high-resolution digitalization.. DSI is internationally recognized. Their work graces prestigious institutions including the MFA Boston, Chicago Art Institute, The Smithsonian, and Musée de la Photographie in Belgium to name only a few.

DSI is offering discounted pricing to members of a PSA Camera Club for an in-person print swap. The Print Swap meeting would be run like a White Elephant game. Each member that participates would have one print that is shown at the the meeting. When the members come into the club, they get a ticket.

All prints are lined up for members to look at before any tickets are drawn. As each ticket number is draw, the winning ticket gets to pick a print. One print per ticket. One ticket per member. DSI is setting up a dedicated page for PSA organizers - please go to

<https://digitalsilverimaging.com/photographic-society-of-america/>

Please fill out the form and a member of their team will contact you to set up all the details. DSI will ship all the prints in one box directly to the club and they will cover the shipping costs. No images will ship directly to individual members.

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DIGITAL SILVER IMAGING

The Fine Art of Printing in a Digital World



Chapters, Clubs, & Councils

Vice President:

James Bodkin, APSA, PPSA, BPSA

Club Services Committee Chair:

Rick Battson

Chapters, Club and Council

Newsletter Contest Director:

Richard James

PSA Club, Council, and Chapter

Website Contest Director:

Sam Wilson

Council Services and

Councils Challenge Director:

Tarakanth Dey, GMPSA

Youth Showcase Chair:

Signe Emmerich, HonPSA, EPSA

Chapter Services Committee:

Abbas Kapadia, APSA, MPSA, GPSA

Chapters Showcase:

Roger Crill

Division Interclub Competition for Clubs:

Nancy Speaker, APSA, PPSA

Club Judging Services and

Image Analysis Workshop:

Sharon Prislipsky, APSA, EPSA

The Projector:

Stacey Foster

New PSA Club and Council Benefit

Full Frame Insurance is a specialized coverage designed for photographers, offering comprehensive coverage for cameras, lenses, computers, tripods, lighting gear, and other essential equipment. Whether you are shooting in a studio, in nature, or traveling internationally, Full Frame insurance helps protect your gear from risks like accidental damage and even general liability claims. Photographers will need to provide a police report when making a claim. There is a \$250 deductible for any claim including repairs.

Camera Clubs and Councils can also purchase Insurance for hosting their events. This is through the Full frame Insurance Canopy program. That policy starts at \$88 and can cover an event up to 10 days in length, with up to 5,000 daily attendees. While an easy-to-use webpage will shortly be available for this Event Host policy, you can contact Tyler Leptich directly for a quote.

Full Frame Insurance can be purchased online with proof of insurance forms printed directly off of the website. Clubs and Councils can get same day optional wavers and endorsements added to their policy. Full Frame also offers free unlimited additional insureds through the coupon code: psa.

Camera Clubs offering workshops on BLM land or other restricted areas can show Instant Certificate of Insurance (COI) within minutes from their phones or l pads. Coverage is Nationwide. Clubs and Councils must be within the United States.

Here is the link to get you started:

https://get.fullframeinsurance.com/ffi_combined_landing?page=business%20activities&step=1



Our PSA Contact:

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**WEBSITE CONTEST
DIRECTOR
BILL ROSE**
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2025 Website Contest Winners

Small Clubs (Under 75 members)

1st Place ▪ Menomonee Falls Camera Club

2nd Place ▪ Nacogdoches Photography Club

3rd Place ▪ Eastside Camera Club

Large Clubs (75 members +)

1st Place ▪ Photographic Society of Northwest Arkansas

2nd Place ▪ Images Alberta Camera Club

3rd Place ▪ Plano Photography Club

HM ▪ Coastal Camera Club

HM ▪ Toronto Camera Club

Councils

1st Place Wisconsin Area Camera Clubs

The Primary objective of this contest is to recognize the hard work put into designing and maintaining beautiful , effective websites of our PSA Clubs and Chapters. To best assist webmasters with detailing scoring results and specific assistance we are making consultations available via Zoom on an request basis. For more information, please contact Bill Rose- Contest Director.



**MEMBERSHIP MILESTONE
DIRECTOR
CHRISTINE WILKINS**
membership-milestones@
psa-photo.org



Here are a few things that would be very useful for processing Membership Milestones:

- Keep the PSA database entry for your club up to date with regard to the PSA representative, email address and physical address.
- Maintain an email address that is not opted out of Constant Contact.
- Realize that your Membership Milestone certificate name/club name will be printed as shown in the database unless you contact us. Don't write your name in all Capital letters. Write your name how you would like it to appear on the certificate. We can add umlauts and special characters to names. We can accept nicknames.

MEMBERSHIP MILESTONES

3rd QUARTER 2025

85 YEARS

- St. Louis Camera Club

80 YEARS

- Santa Maria Camera Club

60 YEARS

- Bristol Photographic Society ▪ Suncoast Camera Club of Clearwater

55 YEARS

- Villages Camera Club

20 YEARS

- Housatonic Camera Club ▪ Photography Club of Beaufort

15 YEARS

- Park West Camera Club ▪ South Towns Camera Club

10 YEARS

- Keswick Photographic Society ▪ The Evolve Group

- Trilogy Photography Club

5 YEARS

- Forster Digital Photography Club ▪ Doncaster Camera Club

- Ivanhoe Photographic Society ▪ Maitland Camera Club

- Photo Video Club Georges Melies ▪ Exploring Light CC

- Lansdale Camera Club ▪ Youth Photographic Society

Celebrate Talent Worldwide!

The PSA Youth Showcase is an Annual Worldwide Photographic Competition hosted by PSA Chapters, Clubs, Councils or Federations to promote and provide photographic education among young photographers. The competition is open to all students between the ages of 14 to 18.

The Greene Gallery at 708 N Broadway in Oklahoma City will feature the winning images for 2025 from October 15th to December 23rd, Monday to Friday from 10 am to 4 pm. Admission is free.



Best of Show Winner

Timeless Companions © Phaine Oosthuizen
2025 South Africa



Best of Show Winner

Bowing Ballerinas © Jeanine du Rand
2025 South Africa

Opening Reception
10.23.2025
5 to 7 pm.

GreeneGallery
AT PHOTOGRAPHIC SOCIETY OF AMERICA
708 N Broadway Ave, Oklahoma City, OK 73102

*Do you love photography?
Know any students that
feel the same way?
Share this!*

Click on the QR code to sign up for a free PSA Student two-year membership!



psaphotoworldwide.org





**HISTORIAN
MINNESOTA VALLEY
PHOTOGRAPHY CLUB
BECKY BERGMANN
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The Minnesota Valley Photography Club Forty Years of Fellowship, Fun and Learning

This year the Minnesota Valley Photography Club celebrates its 40th Anniversary- four decades of serving as a forum for fellowship, learning, and having fun with our cameras. Based in the southern suburbs of Minneapolis-St. Paul, MVPC is one of the biggest camera clubs in the metro area; we have approximately 80 members from all walks of life, united by a passion for photography and a desire to hone their skills by participating in salons, educational programs and other activities.

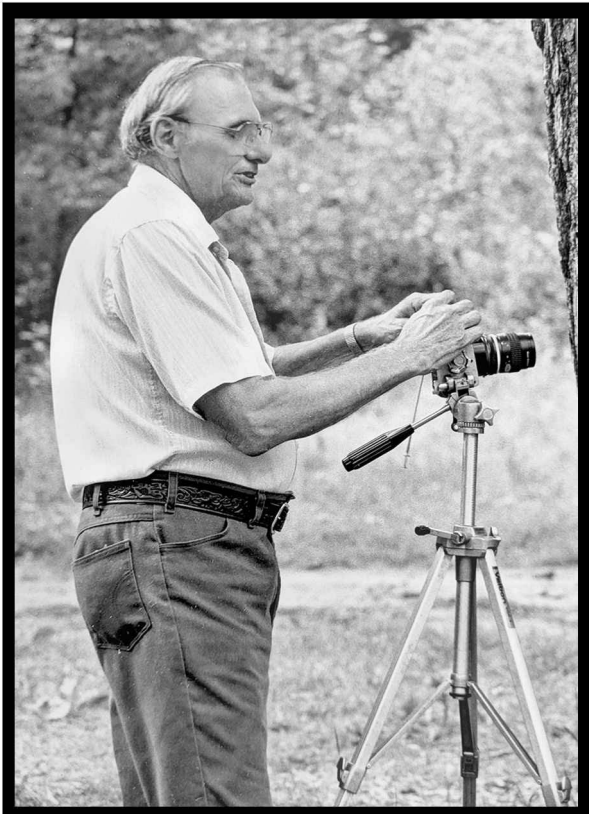
Buffeted by change over the years, including the digital revolution and the Covid-19 pandemic, MVPC has endured and thrived by adapting to its members' evolving interests and serving the local community. Membership in PSA has been an important part of that journey.

Our club had its beginnings in a community education class on photography taught by Steve Collins, a professional photographer. When the class ended some students wanted to keep learning, and with Steve's help they started gathering informally to further explore photography and view each other's work. In the Spring of 1985 – Ronald Reagan was President, and Canon had just released the T80, its first SLR camera with autofocus— a core group of nine photographers led by Dick Sheidler, a Scout leader and avid outdoor photographer, organized the Minnesota Valley Photography Club. We elected officers, adopted a constitution, collected member dues, and launched competitive salons. In the first few years meetings were held in a succession of rented or donated spaces – a classroom, rooms in a bank and City Hall— as well as in members' homes.

Sheidler, a gifted and versatile photographer, served as our first president, holding that position for two years. Sadly, he passed away in 1988. To this day his leadership remains a model for MVPC's philosophy and mission; every spring the Club gives an award in his name to a member who has contributed greatly to MVPC service to its members, as well as championing the pursuit of excellence in the photographic arts.

Karen Brooks, another charter member, was our first secretary. She videotaped our programs and broadcast them on a local cable TV station to promote the Club. Karen also documented our early history by curating a scrapbook, a treasured repository of news items, anecdotes and photos.

The 1980s and '90s were the closing decades of the film era, when slide shows were the primary medium for image sharing and serious photography involved time in the darkroom (members with home darkrooms offered instruction in developing and printing). Club salons were contested in transparency, color print and monochrome print categories. Entries were printed in



Dick Sheidler, MVPC's first President

8x10 or larger sizes, but in time the salon committee added a 4x6 print size for novices or members reluctant to incur the expense of going big.



One of our first competitive opportunities outside the Club was a slide face off with the 3M Camera Club. Selected photos taken by members went up against the work of more seasoned shutterbugs at the Minneapolis-based industrial giant. We didn't win, but a very respectable showing motivated us to step outside the box and compete on a wider stage.

Early on the Club tested its photographic mettle in interclub competition with over a dozen other members of the Twin Cities Area Council of Camera Clubs. Every year Club members compete in annual Camera Council salons, both as individuals and as contributors to a MVPC entry. The Club was a PSA member from the start, but in the early days we didn't participate in PSA salons; the Club threw its hat into the ring in 2004, and has remained a regular competitor in the Society's photo contests, including international salons. Also, that year, the Club joined the North Central Council of Camera Clubs (N4C), forging connections with other photography clubs in the Upper Midwest. In 2008, MVPC was the host club for N4C's annual conference.

Being part of a local, regional and worldwide network of photography enthusiasts has proven invaluable to our members; through PSA and our Twin Cities and regional affiliations we've challenged ourselves in a broad competitive arena, drawn upon the talents of salon judges with diverse perspectives, and tapped into first-rate educational programming offered at conferences and online.

The emergence of digital photography in the 2000s raised fundamental questions about our operations and how best to serve members. As photography reoriented from emulsions to pixels, Club leaders debated the image quality of digital (six megapixels!) vs. film, the relevance of slide projectors, and guidelines for post processing salon entries with Photoshop and other computer software.



Field Trip to Fort Ridgely State Park, a historic site in Minnesota.



Winter excursion to the North Shore of Lake Superior.

As members gravitated towards digital cameras, our educational programs and salons adapted to reflect the new paradigm. Today Club meetings and workshops focus almost exclusively on digital photography, and members compete in both digital and print-from-digital salons, divided into color and monochrome categories. Less experienced photographers looking to dip their toes into competition may enter a separate novice salon. The medium may have changed, but the goal of Club salons remains the same: empowering members to learn by example and grow as photographers.



Whether members toted film or digital gear, going on field trips, has been integral to the Club experience. We came together with fellow members to explore and photograph the outdoors, often developing lasting friendships in the process. For many years the Club organized weekend trips to scenic, rugged North Shore of Lake Superior- in the WINTER. Winter in northern Minnesota meant that we didn't have to get up early to catch the sunrise. The downside? Temperatures well below zero degrees- a finger-numbing challenge when changing a roll of film.



Ramona Lang and Nancy Seiler celebrating our second anniversary

The tradition of getting out and about with our camera continues, whether it's taking in a local event such as a parade or county fair, or traveling to another part of the country like the South Dakota Badlands or Glacier National Park. Our Photographer's Playground series of workshops gives members the opportunity to experiment with different photographic genres (wildlife, street, portraiture), often in outdoor settings. And in a partnership with the Club's home suburb of Eagan, members volunteer their time and talents to photograph city-sponsored festivals, concerts, sporting events and other community happenings.

For many years upcoming volunteer opportunities and field trips, as well as meeting dates, salon results and special events, were announced in *Focus*, a monthly printed newsletter. The hard copy faded away in the mid-2000s, but in its place we launched a website (www.minnesotavalleyphotoclub.org) to announce meetings and events, post salon scores, and share award-winning salon photos with the general public.

The coming of Covid was an inflection point in the Club's history as significant as the switch from film to digital photography. In 2020, the Club canceled in-person meetings, and participation in salons waned as people stayed at home. Once more we adapted to a new reality, conducting monthly meetings and salons via Zoom— which turned out to be a boon by allowing us to access online educational programs from almost anywhere. During

the lockdowns we streamed Photoshop and Lightroom courses, and hosted joint programs with other metro camera clubs. Two years later in-person monthly meetings were restored, but with a post-pandemic twist: members and visitors could also attend online. We opted to stick with Zoom for salons and monthly board meetings, saving travel time and gas in the process.

What does the future hold for MVPC? As societal trends and technological advances continue to shape photography, this creative and curious group of individuals remains committed to fostering community, continuing education, and an appreciation of the science and art of photography. And we plan to keep having fun with our cameras!

MVPC Vice President Phil Davies contributed to this article.





**PSA SPEAKERS BUREAU
DIRECTOR
LAURIE FRIEDMAN, PPSA**
speakers-bureau@
psa-photo.org



A Perk for PSA Camera Clubs!

During the pandemic, John Martin, from the PSA Travel Division invented the Presenters Bureau. John created a list of virtual presentations for clubs, that could not meet in person. After Covid, Signe Emmerich, Sharon Prislipsky, and Laurie Friedman held meetings to plan a new bureau for clubs, based on the Presenter Bureau model. They built the Speakers Bureau to include more general topics of photography. This broadened the scope of presenters and topics that could be presented to all Clubs and Councils. Laurie Friedman signed on to be the Director for the PSA Speakers Bureau in 2022.

If you are looking for new ideas for monthly meetings, this is the place to start! There is no limit to how many of these programs your club can host. So far in 2025, there have been 35 online presentations.

The booking procedure is simple:

- 1) Send a request to the Director for virtual programs (Email speakers-bureau@pas-photo.org.)
- 2) The Club or Council will receive a list of possible topics and select a few that interest them.
- 3) The Director will send the contact information for the appropriate presenters based on the selection.
- 4) The Club contacts the presenter(s). The two parties take it from there, arranging dates, times, and a possible honorarium. (The suggested fee is \$50 to \$100 per program.)
- 5) A brief review after the program is requested.

"All instructors have to be members of PSA, as it's a PSA service. People can contact me or recommend someone. We especially need people in the Nature area." Laurie also finds instructors by taking online courses and contacting promising photographers directly. Please contact Laurie to check out the amazing list of presentations, and see if your club could benefit from some very interesting online programs!

Just a Sample of Speaker Bureau Programs

General Photography

- The Art of Seeing
- Single-Flash Photography
- Black and White Photography
- Photographing People
- High Key/Low Key Photography
- Photography as Fine Art
- Enjoying Street Photography
- Bad Weather Photography
- Infrared Photography
- Night Photography
- Cityscapes
- Creating a Personal Photography Project
- Macro/Close-Up Photography
- How to Make a Photo Book
- Architectural Photography
- The Joy of Printing
- The Power of Color

Nature Photography

- Flower Photography
- Wildlife Photography
- National Park Photography
- Birds
- The Magic of Waterfalls
- Nature as Inspiration for Abstraction
- Landscape and Nature Photography
- Garden and Flower Photography

Travel Photography

- Burning Man- Without the dust!
- Casablanca to California
- Vietnam- The Enigma of Destiny
- Sintra and Lisbon - Portugal Travel
- Old Havana, Cuba- Urban Travel Photography
- Expedition Photography- Antarctica
- Prague & Cesky Krumlov- Czech Republic Travel



PSA reaches out to State and County Fairs across the United States to support the Art of Photography



State Fair of Texas Display photos courtesy of Kathy Bennett, Director of Creative Arts.

Starting in June of 2025, PSA started to reach out to State and County Superintendents of Fairs offering to send a PSA Ribbon, Certificate, and One -year free digital membership to help recognize the Best of Show winners for Photography Exhibits. The response has been exceptionally positive.

"I think this is a fabulous idea! We take in a mass of photos."
Kathy Bennett, Superintendent, State Fair of Texas, Dallas, TX.

"Thank you for thinking of us and for helping champion the arts!"
Sara Doyle, Wyoming State Fair, Douglas, WY.

"Thank you for supporting and recognizing Alaskan Photographers."
Jadah Joehn, Alaskan State Fair, Palmer, AK.

Thank you so much! We're grateful for this collaboration."
Emma Brake, Summit County Fair, Park City, UT.

"This is so exciting! Thank you for thinking of us!"
Liz Tegtmeier, Dutchess County Fair, Rhinebeck, NY.

"Wow! Thank you so much! We are very excited about this wonderful opportunity."
Allison Black, Northwest Arkansas Fair, Harrison, AR.

"Thank you! This is Awesome!" Shelia Coca, Otero County Fair, Alamogordo, NM.

"Having PSA sponsor an award helps promote the fair and PSA."
Kathleen Hess, Clackamas County Fair, Canby, OR.

In exchange for the awards shipped to each fair. The fair posts PSA advertisements for Individual and Student Memberships next to the Photography Exhibition. The PSA logo is posted with other fair sponsors. PSA is sponsoring 56 fairs in 39 States.

"I enjoy welcoming our new winners from the state/county fairs to PSA. We've had quite a few so far and they're excited to become members! I am sure to make them aware of what we have to offer with their free membership and encourage them to go to the website so they can see for themselves. Most importantly, I believe these new members are excited to learn more about photography and I'm happy to help them do that!" Sable Hill, PSA Membership Coordinator.

What do the winner's think? *"I feel so honored to have received this award at my county fair."* Jesse Mann.





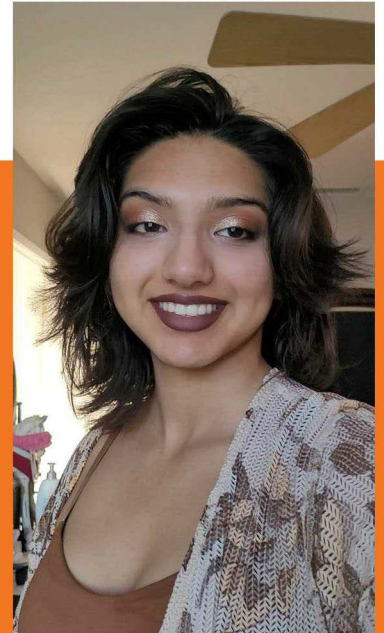
Color Photo –Best of Show Winner
Erika Burkhalter – Purple Rain



Black and White Photo –Best of Show Winner
Bruce Fisher – Triangular Artistry



Photo Ages 16-17 – Youth Best Of Show Winner
Khoi Nguyen – Veiled Silence



Valeria Tincoco
Visual Art Coordinator
OC Fair
Vtincoco@ocfair.com



PSA offering memberships to our winners is more than generous! I appreciate the recognition you are willing to give our artists. Last year, we had 3064 photography entries. This year, it went up and we now have 3132! Photo makes up for half of the total entries we receive for our competitions. In total, with other competitions, we have 7108!

I have been noticing a steady increase of black and white photos, while color still holds our bigger classes, black and white has slowly increased and has become more competitive.

Our most popular class is Landscapes with 306 photos and the second most popular is Birds with 249. An unexpected runner up but these two categories compete in popularity each year!

My supervisor implemented an AI category to offer the space, but we received no entries. I'm not sure that there are enough users to implement in the competitive programs. With this in mind, our program has decided not to move forward with any AI category. I understand its becoming tougher to recognize and avoid considering most editing programs have it as part of their system. We make it clear that our competition weighs on the transparency of the artist to indicate any AI use. Certain modifications then classify it into our AI manipulated photo category where it will compete with others on the same basis as manual manipulation is still done. We offer separate spaces for AI manipulation & Manual Manipulation.