

# THROUGH THE LENS

Newsletter

February  
2023

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### Protect Your Equipment!

by John Campbell



### Wildlife and Bird Photography Tips

by Joseph Tasse



### Friends of Camera Exchange

Featured photographer: Joe Colegrove



### Meet the Team:

Bill Sullivan



### Monthly Prize Winner

(Promaster SD card)

**Congratulations to:**  
*Sharon Shepherd*  
The winner of this month's prize!



Thank you to everyone that signed up for our newsletter and good luck for next month!



# BASIC PHOTOGRAPHY Workshop

10:30 AM TO 2 PM  
COST: \$99.99

AT CAMERA EXCHANGE  
5582 DIXIE HWY, WATERFORD, MI  
CONTACT (248) 623 8990

WWW.CAMERAEXCHANGE.COM

**NEXT CLASS: March 18th!**

## IS THIS YOU?

Do you get confused by all of the buttons and dials?

Want to take better photos, but have no confidence?

Do you panic when shooting in direct sunlight and then end up with photos that are too bright or dark?

Want to take sharp, clear photos, but don't know what settings to use?

Do you always shoot in Auto mode and wish you could use the other modes?



## WHAT YOU CAN EXPECT

We will explain all of the technical jargon, in easy to follow plain language.

At the end of the workshop, you will have a basic understanding of your camera's main functions, and how they work.

BASIC CAMERA SETTINGS	+
HOW TO ACHIEVE CORRECT EXPOSURE	+
APERTURE-SHUTTER SPEED-ISO	+
DEPTH OF FIELD	+
WHITE BALANCE	+
METERING MODES	+

# Protect Your Equipment!



Okay, so you don't have to go to such extremes to protect your equipment, but we feel that all photographers should make a small investment, to protect their precious (and expensive) camera gear.



Two relatively inexpensive items that are top of the list, are UV filters and screen protectors.

Personally, I have experienced a scratched LCD display screen on one of my cameras and it is both frustrating and costly. They always say that "an ounce of prevention, is worth a pound of cure!" Of course, the best time to purchase a UV filter and screen protector, is when you first purchase your camera and/or lenses. Don't make the mistake of putting it off for later, because that is usually the time when accidents tend to happen. At Camera Exchange, we have an extensive selection of UV filters to fit your size of lens. Each lens will have a thread inside the front of the lens, for attaching the circular filters.

Most lenses will have the inner diameter printed somewhere on the inner ring of the front (58mm diameter lens shown below). You may be wondering why lens manufacturers don't just automatically add a UV filter on to the lens, but there are many other types of filters that you can use, other than the UV filter. There are polarizing filters, Neutral Density filters, graduated filters that can be utilized to enhance your photography style. These screw on easily to the front of your lens and can be changed within seconds.



The other item that we recommend, is the LCD screen protector.

These are cheap and easy to apply to your camera's LCD screen. If your screen protector gets damaged or scratched, it is an easy process to replace it. Repairing or replacing your LCD screen could be both costly and time consuming, plus you will most likely need to send your camera away to get repaired.

With all of the time and money invested in your camera gear, it is so easy to overlook the obvious, or perhaps think that "it'll never happen to me".



Instead, think of the relatively inexpensive cost of a UV filter and screen protector as a kind of "insurance policy" for your equipment. After all, it's better to replace a filter or screen protector, than to replace an expensive lens or LCD screen.

Get the things you actually need!  
Pay over time. No credit required.

Get pre-approved

Katapult



GET IT TODAY WITH SPECIAL FINANCING\*  
SYNCHRONY HOME CREDIT CARD

GET STARTED

synchrony

\*Subject to Credit Approval.  
Minimum Monthly Payments Required.  
No Interest if Paid in Full  
within 18 Months (Deferred Interest).

## Bird Photography Tips & Tricks

by Joseph Tasse



When shooting birds in flight, try to use as fast a shutter speed as you can, to reduce the amount of subject motion blur. Keep an eye on your ISO, as the faster your shutter speed, the higher your ISO will go. But also remember that it's better to get a mediocre shot than no shot at all. Higher ISO can be corrected in post processing, with software such as Topaz DeNoise or DXO pure raw to remove high ISO noise.

Software links: [dxo.com](https://www.dxo.com)  
[topazlabs.com](https://www.topazlabs.com)

When using a long heavy lens, where possible, try to use a gimbal. You will find this gives you more "keepers",

plus it means less fatigue for you and a sturdy platform to work from.



The purpose of a gimbal is to balance the load weight of the camera and lens. It

puts it in such a position, that when set at any pan or tilt angle, it will hold that position even if you let go of the camera. When properly balanced, you can literally operate the camera with 2 fingers and shoot all day long. The one downside is that you could find yourself in a shooting position where the gimbal would actually slow you down. With plenty of backyard practice you can eliminate that down to almost nothing.



When using a gimbal and tripod or just a tripod sometimes it helps if you turn "OFF" image stabilization on the lens or the camera body, especially when shooting with fast shutter speeds. This is something you will have to experiment with, as different makes and models react differently.

Be patient! Sometimes it's better to sit quietly and wait for the shot you're looking for. Don't sit or stand too close to where you think your subject will be. Be prepared to come home with no shots at all. Also, don't expect to set up and then have your shot in 15 minutes.

In colder weather make sure to plan ahead. Dress in layers, bring hand warmers, bring snacks and water. Most people forget to bring something to sit on.



Trust me you can stand, but after a while you will be looking for a stump to sit on and they are not very

comfortable. Amazon has plenty of little stools that pack up nice and small.

If you are after wildlife that is very skittish, think of investing in a small hide or blind. I've spent hours in a hide waiting for a Kingfisher that was looking for a meal, so using a blind can sometimes mean the difference between getting a shot or not getting it. You can purchase blinds for either single or double occupancy.

Visit [photographyblinds.com](http://photographyblinds.com) for more info.

Lastly, always be respectful of nature and the wildlife. You will run into situations where you can spook the bird or animal to just "get the shot". Avoid that at all costs. Other times you will see other photographers intentionally spooking birds or animals to get that shot of it flying or running away. Please don't be that person. Above all, respect your environment and have fun!



All bird images are copyright Joseph Tasse

# Friends of Camera Exchange

## J Fisherman Photography by Joe Colegrove

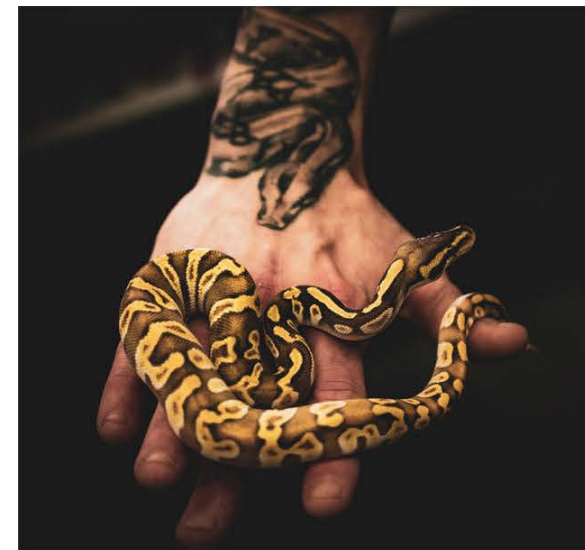
I am a Michigan photographer living in the Lansing area. I started shooting film photography in high school and restarted with digital photography about 5 years ago after about a 15 year sabbatical. I currently shoot with a Nikon Z9 and my favorite lens is currently the Nikon Z 70-200 2.8.

I shoot equine, portrait, zoo, reptile, botanical, nature, car, barn, and anything else that might catch my eye. My future goals include doing more portrait and travel photography



All images are copyright © Joe Colegrove

## J Fisherman Photography by Joe Colegrove



**Website:** [jfishermanphotography.com](http://jfishermanphotography.com)

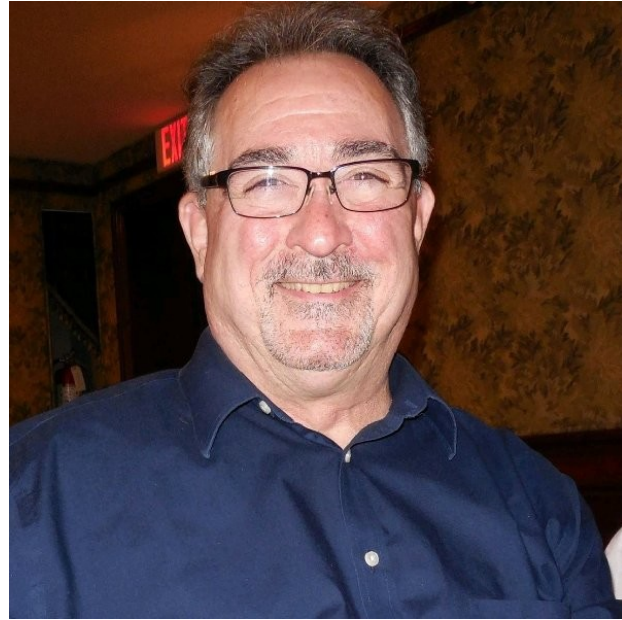
**Facebook:** [j\\_fisherman\\_photography](https://www.facebook.com/j_fisherman_photography)

**Instagram:** [j\\_fisherman\\_photography](https://www.instagram.com/j_fisherman_photography)

**Vero:** [j\\_fisherman\\_photography](https://www.vero.co/j_fisherman_photography)

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## Meet the Team: Bill Sullivan



Bill found his love for photography at the age of 12. He would walk to Korvettes department store and beg his mom to take him to Adray Appliance as often as he could. He was welcome at both of these stores.

He was given patience and guidance from both of the store's salesmen. This allowed him to master his craft.

Bill would eventually own his very own camera store! Have you heard of the world-famous Camera Mart? He began working in 1987 for Camera Mart as an outside sales rep.

In 1989 he became the General Manager for the store. In 1998, Bill bought Camera Mart and took it on as his own for the next 20 years! He then joined forces with Brian Broughton and brought Camera Exchange alive!

Feel free to come on in and pick his brain! Bill is a walking wealth of knowledge when it comes to photography. In his spare time, Bill loves to spend time with his daughter.

## Coming Soon! A lighting and studio accessories area.



We are in the process of working on an area, dedicated to all of your studio and lighting needs. This will be your one-stop shop, for anything lighting related. From basic speedlights, and softboxes, to professional

lighting equipment from Profoto. We also have a Profoto professional 3 light kit, set up and ready to use, so that you can test out various lighting options, before purchasing. Come in to the store and check it out soon!

# Profoto®

## The light shaping company™



► Profoto A2 Monolight \$995.00



► Profoto 24" Clic Octa \$299.00

# Sign-up for our newsletter



## Thanks to all those that signed up!

Due to its popularity, we are running with the same prize for next month.

**Congratulations to:**

*Sharon Shepherd*

The winner of this month's prize!



Thank you to everyone that signed up for our newsletter and good luck for next month!



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