

THROUGH THE LENS

Newsletter

Nov
2023

IN THIS ISSUE..

Halloween Theme Photo Shoot

Witches, ghouls and smoke bombs!



Photography Workshops at Camera Exchange



Meet The Team:

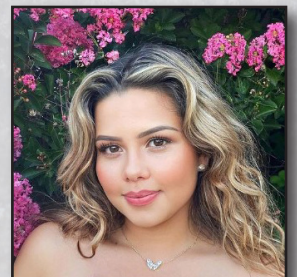
Rochelle Schultz



Friends of Camera Exchange

Featured Photographer:

Linda Reyes - Royal Family Photography



Profoto B10X and OCF Softbox Promo

Special Offer on B10X and B10X Plus Lighting

Also Incredible Savings on Profoto OCF Softboxes



Halloween Theme Photo Shoot





Camera Exchange held a Halloween Style Photo Shoot on Saturday 21 October.

Over 20 people attended the shoot, which featured model, Minerva Moon who was the "Halloween Witch" and of course the smoke bombs and props.

Cider and donuts were provided and our smoke bomb supplier, Enola Gaye supplied prizes and giveaways.

The event was a tremendous success and the photographers all got a chance to get great shots in a controlled and safe environment.



Model: Minerva Moon
Photographer: John Campbell

OFF-CAMERA + HSS FLASH Workshop

10:30 am - 1:30 pm

SATURDAY 11 NOVEMBER, 2023

**CAMERA
EXCHANGE**



We want your old digital cameras!

Camera Exchange will pay you cash for your point & shoot digital cameras.

Call us, or drop into our store for a quote!

Off Camera Flash and HSS Workshop

Saturday 11 November 2023 at Camera Exchange, Waterford, MI

What you'll learn:

- Learn the easy steps to getting your flash off your camera
- Know how to take dramatic images, indoors and outdoors
- Discover the inexpensive equipment you need
- Know how to balance ambient and flash light
- Learn what modifiers do, and how they can make a significant difference
- Understand the various triggering methods and which one suits you best
- Learn and understand the 5 aspects of off-camera flash exposure
- Understand why Manual mode is best, and what makes it so easy
- Learn how High Speed Sync and ND filters can help to get better backgrounds outside

What we will supply:

A model and backdrop. Flash unit (speedlight), flash transmitter for your camera and softbox/lightstand. You will use the flash transmitter supplied, to control the speedlight.

What you'll need:

The student must have a camera with a hot shoe and be capable of manual mode, as all participants will have an opportunity to photograph the model.

[Register here for the Off-Camera Flash Workshop](#)



**CAMERA
EXCHANGE**

(248) 623 8990

cameraexchange.com



**CAMERA
EXCHANGE**

BASIC PHOTOGRAPHY Workshop

SATURDAY 18 NOVEMBER 2023
10:30 AM TO 1:30 PM
COST: \$99.99

AT CAMERA EXCHANGE
5582 DIXIE HWY, WATERFORD, MI
CONTACT (248) 623 8990
WWW.CAMERAEXCHANGE.COM



IS THIS YOU?

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

Want to take better photos, but have no confidence?

Do you panic when shooting in difficult conditions 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?



WHAT YOU CAN EXPECT

We will break down the technical jargon in easy to follow, plain language.

At the end of the workshop, you will have a better understanding of photography fundamentals, and how the camera works

[Register here for the Basic Photography Workshop](#)

BASIC CAMERA FUNCTIONS

CORRECT EXPOSURE vs CREATIVE EXPOSURE

APERTURE - SHUTTER SPEED - ISO

DEPTH OF FIELD - WHAT IS IT?

WHITE BALANCE

METERING MODES EXPLAINED

Power up your equipment with LONGLIFE Alkaline Batteries

VARTA Alkaline AA Batteries

~~was \$4.99~~

Now \$2.49!



4 pack



Hosted by
CAMERA EXCHANGE

Light Painting

with Sherry Hagerman
(ClickCon & Nanlite)



Details:

Friday, December 8th (6pm -10pm)
Shooting on location in an art deco, high rise urban renewal project building at 30 North Saginaw, Pontiac, Michigan

Saturday, December 9th (10:30am – 12:30pm)
Editing of photos with Sherry at Camera Exchange

You Will Need:

Camera with wide angle lens, tripod and shutter release
Professional models will be supplied

Cost: \$149 pp

[REGISTER FOR THE EVENT HERE](#)

Sherry Hagerman:
clickcon.us/speaker/sherry-hagerman

10% off Nanlite products during the event



Hair and Makeup by:

BA Bell Amore Salon
Naomi Trotto (Salon Owner/Stylist)
Maddie Minard (Makeup Artist/Stylist)

Magnify the fun with binoculars for every occasion!

Hiking • Birding • Hunting
Concerts • Sightseeing
Sports Events and more...



B10X Promotion November and December 2023

Back by popular demand!

Buy a B10X or B10X Plus system, between November 1 and December 31, 2023 and get an instant rebate of up to \$600!

[Shop for B10X or B10X Plus lights](#)



**Profoto
B10X Plus**



**Profoto
B10X**

OCF Softbox Special Offer

Up to 45% off on Profoto OCF Softboxes

Between November 1 and December 31, 2023, image creators can purchase Profoto OCF softboxes at incredible savings.

[Shop for OCF Softboxes](#)



Meet The Team

Rochelle Schultz



Rochelle is the newest addition to the Camera Exchange team, as the Director of Education.

Rochelle's work as a photographer is marked by a unique blend of resilience and styled artistry. She employs her talents to crafting styled sets and images that embrace the art of storytelling. Her style captures the viewer's appreciation for eclectic finds, unique wardrobe and emotions, which are great for the client or photographer seeking elegance and style with in their photographs.

Her portfolio includes a wide variety from fashion, avant garde, boudoir, specialty concept work and unforgettable events, each frame infused with a unique narrative. Recognizing the need to impart her knowledge and kindle the creative spark in others, Rochelle became

a photography educator, at a local photography schools and studios and more recently; Camera Exchange. Her classes were renowned for their insightful approach and the nurturing environment she fosters.

Balancing her roles as a photographer, studio owner and educator was a formidable task, but Rochelle accomplished it with grace and dedication.

In addition to her primary roles, Rochelle displays her versatile talents as an event organizer and model coach. Her innate sense of aesthetics and her ability to bring out the best in her models makes her an asset in the world of fashion and event planning. Furthermore, she takes on roles as a stylist and set designer, adding another layer of creativity to her already multifaceted career. Her meticulous attention to detail ensures that every photoshoot and event is a work of art in itself.

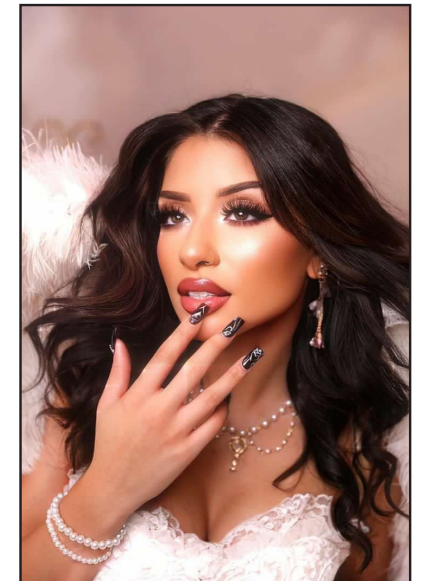
Rochelle's talents extend beyond the visual arts. She is also an experienced marketing and sales professional, ensuring her work reaches a wide audience and her business thrives.

Rochelle Schultz's life is a narrative of creativity, strength, and the unyielding pursuit of one's passions. Her story serves as a beacon of hope and a reminder that the human spirit is capable of triumphing over challenge.

Friends of Camera Exchange

Linda Reyes

My name is Linda, owner of Royal family photography. I'm a Metro-Detroit based photographer with a distinctive, colorful, and fairytale-inspired style, specializing in maternity and family sessions. I create stunning, glamorous looks for my clients by incorporating custom clothing pieces and props into my photography, resulting in enchanting and memorable photographs.



Instagram: [@royalfamilyphotostudio](https://www.instagram.com/royalfamilyphotostudio)
Web: royalfamilyphoto.mypixieset.com

All images are copyright - Linda Reyes

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:

Rebecca Reynolds

The winner of this month's prize!



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



[pro]master®

CAMERA EXCHANGE