

UNDERWATER EXPOSURE

Vol. 9 Issue 2 Underwater Photographic Society February 2001

Monthly Club Meeting

Feb. 18, 2001

Location: Golden Corral Restaurant

E. of Webb Chapel on Forest Lane. 3312 Forest Ln..

Plan on eating dinner there!

Board Meeting at 6:00 pm.
Mealtime begins at 6:30 pm.
Meeting begins at 7:00 pm.

For more information:

Barry Guimbellot
214-361-0757

Guests are encouraged and welcome!!!

January Winners

Novice

1st Debbie Gibson
2nd Arthur Geffen
3rd Carolyn Kohls

Open

1st Lily Mak
2nd Judy Johnson
3rd Linda Wilkins



Monthly Meeting Topic

DCS Injury, Dan and You
– The Unthinkable Can Happen On a Dive Trip.

Presented by Dr. Rita and David Whillock on their experiences in Cozumel and living with DCS injury since that time. David and Rita will make you stop and think about how safe your diving really is and what to do if the unthinkable happens to you or someone else.

Dues are now due!!!

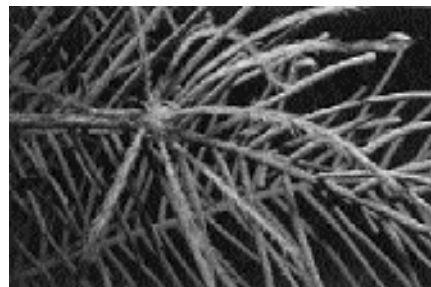
Please send your dues to Judy Johnson at 1912 Covey Court Irving, TX 75060-6744. Family memberships are only \$30, individuals \$25.

January Winners “Marine Invertebrates”

Open Division Novice Division



Lily Mak



Debbie Gibson

DUPS Monthly Photo Contest Topics 2001

Feb. Marine Vetebrates	May Little Bitty (Macro)	Sept. Decapoda
March Ouch!	June Coral Abstractions	Oct. “An Eyefull” (W/A)
April Parasitism	July Damselfish	Nov. Hexacoralla
	Aug. Nudibranchs	Dec. No contest

VIDEOLIGHTS

by Roger Roth

Fair Market Value

As founder and director of the Underwater Images Photo/Video Competition, each year I receive requests for the permission to use some of the winning shots that we post on our website. These requests come mostly from advertising agencies and magazine editors. Each time I get these requests, I get excited about the possibility of another amateur photographer getting the opportunity to have their work published, as well as them receiving fair market value for their shots.

Obviously, since I cannot give my permission for the use of these shots, I always immediately relay to the inquirer that I will get in touch with the photographer and have them contact the inquirer, personally. This also gives me the opportunity to suggest to the photographer that they do their homework as to the value and worth of the shots in question. I've found that some do this research and yet some still don't.

This past December, an ad agency from Germany chose two special shots from our website from the '99 competition for use in an ad for their customer, Peugeot. I was told the ad was to run for a year, so I contacted the two photographers and relayed this information to them along with my usual pep talk about values of these shots. One entrant (we'll call her Thorough) took this quite seriously, and the other (we'll call him Careless) said OK, but felt that getting a couple hundred dollars wasn't important enough to spend too much time on it now, as more importantly, he was readying for a dive trip. He decided he would deal with it when he returned.

Each photographer asked advice from a friend who was supposed to be knowledgeable in the field of values of photographs. Careless decided that the value didn't merit any special efforts until after returning from his dive vacation, but Thorough kept digging. She contacted me a couple of more times to ask questions and advice. Each time I would give her more suggestions as to other sources of information. She also realized that her advising friend was quite good, suggesting her shot was worth thousands

of dollars, not hundreds.

A couple days after receiving the request from the ad agency for usage permission, they emailed me a copy of the layout showing how the shots in question would be used. I quickly forwarded this to the photographers. It's important to note here that, if an agency already has a layout completed, they are probably much more apt to be planning on the use of the shots in question no matter what the cost.

After 3-4 days of research, Thorough replied by email to the ad agency and the representative called her from Germany the next day. The agent requested Thorough's asking price for the use of her shot, and upon advice from her friend, Thorough gave a price that was somewhat higher than fair market value...we're talking in the thousands, now. When asked why so high, Thorough confidently responded that it was a special shot and very good! The agent said the price was close to what was expected, and that she would get back to the photographer.

Meanwhile, Careless was off diving. Upon his return, he contacted Thorough to see if any contact had been made by the ad agency to prove the credibility of their request. Thorough replied that she had been contacted and was negotiating a deal for quite a bit of money, and was willing to stand by her asking price.

Careless began to realize that there was more worth to his shot than he had first thought, and he quickly began trying to make contact with the ad agent. After feeling out the ad agent, Careless decided to settle for a somewhat lower figure, thinking he didn't want to lose the sale, and that this was surely better than the hundreds he had originally thought his shot was worth.

In the end, Thorough came down a little bit on her asking price (down to the price her friend said the shot was originally worth) but still much greater than the price Careless settled for. The deal was struck, and both photographers now have a lot of extra money to truly cover another dive trip! And to think that this all started for the simple cost of an entry fee into a competition such as the Underwater Images Photo/Video Competition! What fun!

The moral of this story is that there is definitely a value to your underwater photos and

videos. Even though marketing does not come easy to some people, seeking out good, professional advice is always a prudent decision, and can lead to profits greater than one might imagine! Learn what the specs and standards are for each application (national, international, one-time usage vs. three-year ad, etc.) and be willing to stand up for your rights. More often than not, you will walk away with something much closer to fair market value for your sale! Sea Ya!

Critter Corner: While diving, you notice a cloud of sand around a sponge that looks to have been disturbed by a fish that may have quickly shot for cover. As you look around to see if any other animal chased it, you also notice that the sand cloud seems to be getting larger, surrounding the sponge, but you are still unable to find any critters that may have caused this disturbance. Now, as you look in a larger vicinity of this sponge, you notice other clouds forming around nearby sponges. What are you seeing? Better take a lot of pictures, as these sponges are spawning; giving off clouds of their reproductive spores, which may only happen for an hour every year. Be sure to log the location, date, and time of day, so that you can repeat this!

PACKING TIPS FOR DIVE/PHOTO TRIPS **By Judy Johnson**

These tips certainly aren't for everyone. I have found that they work for me, so use or don't use any of the ideas as they suit your own mode of travel.

I have found that my suitcase must be fairly light weight, otherwise too much of my weight allowance is used up in the bag itself and not on the contents. I have been using two rigid containers as my "bags." One is a plastic Rubbermaid container 32"x17"x13" outside dimensions, The other is a plastic container of the same dimensions made by Contico and it has two wheels on one end. Both run no more than \$20-\$25 and are found at places like Lowe's, Home Depot, Wal-Mart, and Oshmans to name a few. I found the ones with wheels at Oshmans but many times, I found they were out of the ones with wheels. The plain Rubbermaid weighs 8 lbs.

In addition, the Contico with wheels weighs 11.5 lbs. I take along a roll of duct tape to wrap around them for closure. Their own closures are very flimsy. Every good diver needs a roll of duct tape with them anyway. I save my rolls that get about half used just to take on trips. For those who like to lock up their cases, this won't work for you. They would be easy to break into like most bags. I hold to the theory that my bags don't look like they would hold anything very interesting since they are so cheap looking and they are cheap! It's just the contents that aren't cheap. They have gone on many overseas trips with me. One drawback is that on liveaboards they like for you to have crushable bags that can be compressed for storage after emptying. On the last trip, my containers stayed up on the top deck underneath the benches for seating. A little salt spray and rain doesn't hurt them.

They are not as easy to move around in airports as some bags. I have found that in most international airports, you are better off to pay the tips and have the porters move your bags anyway, even if it is only for a few yards, because that is just the way things work. If you grease the palms of the porters your bags are more likely to go everywhere you want without question, not to mention saving you from back strain. In most of the countries we go for diving, the tips certainly won't break the bank.

I usually put a bath towel for padding in the bottom of the one that holds my camera equipment and an extra towel is always nice to have on the trip. Some people put their equipment wrapped in bubble wrap or foam. I never seem to have room for that so all my strobes and housings and ports, etc. get wrapped in t-shirts, sarongs, polartecs, and dive skins. Items like my dome port are inside a Rubbermaid container with some soft clothing item stuffed inside. My flat port has clothes inside it also and is then wrapped in a t-shirt. My housing is usually wrapped in a polartec dive suit. I try to segregate camera equipment in one bag and dive equipment in the other bag. If they are mixed up and one bag doesn't make it on the trip then you can either be a full-fledged diver with no camera equipment or you'll have your camera equipment intact and will have to rent the full complement of dive equipment. If

they are mixed, you don't have enough of either with you. Something I've also started using to keep camera equipment organized is a fold out fishing tackle box. It is a bit bulky but I pack it full with all the little things one needs to work on a camera. It is so nice to have it all in one place instead of in multiple small containers like I used to do. It is harder to pack, but once I get there I pull it out and have all the O-rings, grease, and tools that I need to work on my equipment.

After having one of my dive computers broken in a checked bag I always carry my dive computer and a cheaper back up computer in a carry-on. That leads us to the subject of what to use for carry on. After trying several things I have settled on a black fabric rolling carry on that I purchased for \$20 at Office Depot. It meets the new (fit in the template) airport requirements even when stuffed to the hilt. It measures 20"x14"x8" unstuffed. I have a separate camera bag purchased at a camera shop that holds one N90s camera and several of my lenses and paraphernalia. It measures 13x9x8. At first, I thought it would take up too much space, but it comes padded already as some protection for the camera gear and is invaluable once I get to my destination. I am able to pull it right out of the bag and have my lenses protected and handy. It can then be left on deck inside in the dry area where I can easily grab a lens to make a change. It can also be taken along at a moments notice for land excursions. It takes up about half the space in my rolling carry on. The other half is clothes wrapped around another N90s body, Nikonos V body, dive computers, extra lenses, one bathing suit in case the other bags don't make it and my favorite dive mask wrapped in something to keep the lenses from scratching. If you have one and have room it is nice to bring along a GPS. I know of one dive friend who was shipwrecked and was able to radio in coordinates of their location from his GPS before the boat sank which made for a much faster rescue. It can also be used to record the coordinates of dive sites, especially on new exploratory dives.

What about film? I put different types of film in different Ziploc bags and carry them inside a clear plastic dry bag that I purchased at REI. Clear plastic is preferred as customs agents and

officials at x-ray points can see what is inside. It has a snap latch at the top. I snap it to my rolling carry on and it rolls with me without me having to carry it. I also carry one separate square plastic tote that is 13x9x8. It fits on top of my rolling carry on and the handle loops over the pull handle of the carry on allowing me to roll it without it falling off. I found it at a Wal-Mart. I've seen them everywhere. It is made as a soft cooler for lunches or whatever and is made by Arctic Zone. I take the plastic liner out of it, and I use it for the essential items that you want to be able to get to under your seat in flight. I put in some reading material, contact lens solutions and glasses, toothbrush/makeup bag, medications and snacks. When I board the plane, the rolling carry on and film bag can go in the overhead and the other bag goes under my seat. To date, I have not had any trouble with any airline personnel telling me I had too many bags. They are all small and collectively are not as big as what many people bring on, but I certainly can't guarantee them not to give someone else a hard time. Someone else might not look as innocent as me!

A DUPS member passes on.

Long time DUPS member, John Schaefer, passed away from cancer. **DUPS** is making a donation to the American Cancer Society in his memory. We will miss our long time friend.

Catherine Huey Returns Home

Catherine has returned to Dallas, but the therapy is not over. It will be another couple of months before she returns to work. As she put it, "A lesson learned, don't mess with a moped". It is good to hear that she is getting better.

BIG APOLOGY!!

Last month we announced the winners of the coveted DUPS "Photographer of the Year" awards for the Novice division incorrectly. We owe a big apology to the actual winners. First place went to Linda Wilkins, Second place went to Carolyn Kohls, and Third place went to Tres Middleton. We are very sorry for the mixup and want to congratulate the true winners of last year's "Photographer of the Year".

Thanks for a wonderful presentation

Last month's meeting was presented by Woody Mayhew, Debbie Fugitt, and Tony Matheis. They presented us with a show about the area of Indonesia known as Papua Barat (formerly Irian Jaya). The images were all wonderful and left us wanting more. It is such a pleasure to see the great photography by these **DUPS** members.

DUPS Trip to Dallas World Aquarium

DUPS will be having a club trip to the Dallas World Aquarium on March 11th in the afternoon with admission being \$8.00 (provided we have a minimum of 15 members) which is a greatly reduced admission charge.

It is necessary to make a check out to **DUPS before the trip date**. Please send the checks to **Linda Wilkins**, or give them to **Tom Oglin** at the next meeting. We really need you to sign up before the date, so we can tell the Aquarium how many people are coming. If you have not seen the Dallas World Aquarium, you are in for a surprise. Among other exhibits, they have a baby manatee. Be sure and do not miss this event.

2001 DUPS Officers

<i>Pres.</i>	Barry Guimbellot
<i>V. Pres.</i>	Judy Johnson
<i>Secretary</i>	Melody Geffen
<i>Treasurer</i>	Linda Wilkins
<i>Membership</i>	Don Lewis
<i>Contests</i>	George Bogard
<i>Activities</i>	Tom Oglin
<i>Newsletter</i>	Barry G. & Judy J.
<i>Promotion</i>	Lily Mak
<i>Hospitality</i>	Ruth Guimbellot

DOUBLE EXPOSURE (Things for Sale)

Ikelite 5505 flat port (new front plate '99 - has not been used since then) \$70. 5505 with scratch on front (usable) \$35. Robert Huckabee exurohu@exu.ericsson.se 972 583-6110

Nikonos V, (serviced Feb.'01) w 35mm lens, two SB 105 lights, Ocean Brite dual arms, with rotating tray, extension tubes/framers, Sea & Sea 18mm wide-angle with viewer. Large black Pelican case, and small orange Pelican Case. \$1500. Aluminum 80, hydro. Sept. '99, visual Feb. '01.....\$75.00 Complete set of Time/Life Photography \$20. **Tom Oglin- toglin@earthlink.net** 972-475-2696.

Mares MR 111 regulator, O2 cleaned \$150. Poseidon Regulator:DIN \$150. Spare Air-silver with cord & holster \$125. Aqua Explorers Ultimate Pony Bracket \$30. Sea Dive Phantom Dive Mask, clear frame, unused \$10. Sherwood Mini Fins, white \$15. Ikelite PCa Dive Light, (2) green \$15 ea. Ikelite Mini-C Dive light, black \$7.50. Tektite Tank Light \$1. Octopus retainers (2) yellow \$2ea. Double Eye Bolt Snaps, unused, (2) \$1.50. Rattler (2) black \$2.50@. A-Plus Marine EANx tags for marking mixtures (2) \$2ea. Contact **Doug Rorex** 618-842-9217 or jdrorex@yahoo.com.

Advertising is free to DUPS members in good standing as long as space allows.

UNDERWATER EXPOSURE

accepts commercial advertising. For information contact Judy Johnson at 972-259-5159

Size	1 mo.	1 year
Bus. card	15.00	75.00
1/4 page	30.00	150.00
1/2 page	50.00	250.00

DUPS Polo Shirts, Hats, Log Books for sale

Don't forget we still have some of our beautiful DUPS Polo style shirts for sale. The shirts are maroon and sport our wonderful DUPS logo in white. Sizes are available from M-XXXL. The price is only \$17 each.

Nylon, baseball style hats are also still available for only \$10 each. These hats are emblazoned with a black DUPS logo.

DUPS photo/dive logbooks can be purchased for \$7.50. Each logbook has space for 82 dives with lots of room for photo information.

Sponsorship of Monthly Photo Contests

Dallas Photo Imaging (DPI) was acquired by our long time friends, The Color Place. The sale will be finalized on Feb. 16th. They say the acquisition expands their product line, giving them the most complete range of visual services available from any similar organization in this country. The Color Place will begin sponsoring our monthly photo contests. Be sure and support them, and thank them for their help. <http://www.thecolorplace.com> for details.

Photo Contests and Results

Epic Photo contest, Deadline 3/15/2001. Lots of divisions and great prizes and very prestigious, new Digital division. Direct questions to Richard or Galyle Todd- h2oggre@att.net or 831-455-2000.

2001 Photo Contest, sponsored by cameraworld.com. Entry deadline April 2, 2001. Five categories to enter and exceptional prizes.

SeaSpace 28th International Underwater Photographic Competition is an international photo competition, drawing entries from around the world. Entry Deadline May 18, 2001. For more information go to www.seaspace.org.

Capture the moments that make the Holidays special, share the joys of the season, and you might just win a trip to a Magical Destination. Prizes in the **Nikon Beyond 2000 Magic Moments Photo Contest** include an American PHOTO Mentor Trek, Nikon equipment and subscriptions to American PHOTO or Popular Photography Magazine. <http://nikonnet.phototrust.com>

The Underwater Images Photo/Video Competition is now accepting entries for the 2001 competition. The deadline for entries is March 1, 2001. Judging will be April 6th at the **Ohio Scuba Expo**. Complete rules and entry forms are available on the web site at <http://www.uwimages.org>. You may also request an emailed, faxed, or mailed entry form by contacting director@uwimages.org. The competition will be judged and announced at the Scuba Expo show, April 6-7, 2001 in Ohio. (This is the contest associated with Roger Roth, **Underwater Exposures** contributor.)

Caribbean Photo Contest 2001 Prizes include a week long Caribbean vacation for two. Deadline May 31, 2001. Entry fee \$3.00 for amateurs only, in 5 categories, prints or slides. Contact Caribbean Travel & Life Photo Contest, PO Box 2456, Winter Park, FL. 32790 or see details in "Caribbean Travel & Life" magazine.

Digital Shootout Underwater Workshop/Contest. Sept. 12-22, 2001. In Manado, Indonesia. Free use of cameras and housings! Daily seminars and great prizes. Price \$2799 (incl. airfare from L.A.) Visit www.theshootout.org or 1-888-390-9675.

SEA 2001 International Underwater Photographic Competiton. Entries will be accepted beginning July 14, 2001.