



Gateway Marriot, Alexandria Virginia

## PROGRAM

### Wednesday, October 14<sup>th</sup>

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|----------------|--------------------------------------------------------------------------------|--------------------|
| 1:00 - 5:00 PM | <b>Registration</b>                                                            | <i>Hotel Lobby</i> |
| 4:00 - 6:00 PM | <b>Informal Gathering</b>                                                      | <i>Hotel Bar</i>   |
|                | Enjoy time with fellow attendees and visit with friends and new acquaintances. |                    |
| 6:00 PM        | <b>Dinner on Your Own</b>                                                      |                    |

### Thursday, October 15<sup>th</sup>

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| 8:00 AM- 5:00 PM | <b>Registration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <i>Hotel Lobby/Registration</i> |
| 8:00-8:30 AM     | <b>Leica on Loan with Tom Smith</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <i>Hotel Lobby/Registration</i> |
|                  | Try out the newest Leica camera bodies and lenses.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                 |
| 8:30-1:00 PM     | <b>Photo Walk with Reed George (Location TBA)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <i>Meet in Hotel Lobby</i>      |
| 9:00 AM-12:00 PM | <b>Aerial Photography with Chris Williams (Pro-Workshop registrants only)</b><br><i>Sponsored by Leica Akademie</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <i>Meet in Hotel Lobby</i>      |
|                  | <p>Aircraft remind me of birds and fish. They move fast, really fast, some supersonic yet for that brief observation I can see details, the structure of the wing or the tail, or the fin. The flaps and the spoilers are the scales, the feathers. And then in a split second it's all blurred and the machine rushes by, engines roaring, blood curdling wail. That's what I want to capture, the movement, the in air dance of flight. Just across from Gravelly Point lies Reagan National Airport (DCA). This park is so close to the runway it makes an excellent spot for photographing aircraft. During the workshop we will experiment with capturing aircraft in flight, whether it's a hand held long exposure or singling out a specific part of an aircraft. Use a wide angle, use a telephoto, use a tripod, use your imagination, the great part is there are no rules. Leave the Rule of 3rds at home!</p> |                                 |
| 12:00 – 1:30 PM  | <b>Lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <i>On Your Own</i>              |
| 1:30-2:20 PM     | <b>An Introduction to Lightroom 6/CC Part 1 – Bill Royce</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <i>Meeting Room</i>             |
|                  | <p>Join LHASA member and Lightroom Guru, Bill Royce in the first of two introductory sessions. Part One will include: Why Lightroom? A list of advantages: Primary differences between Lightroom and Photoshop/The library function/Basic editing demonstration to include fixing common image problems/The map function/Exporting to the printer, image files, and other destinations</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                 |

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| 2:30 – 3:20 PM | <b>An Introduction to Lightroom 6/CC Part 2 – Bill Royce</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <i>Meeting Room</i> |
|                | In Part II, Bill will discuss an overview of Lightroom updates to include major functions such as face recognition, HDR, panoramic stitching, etc. Conversion of color images to monochrome. Emphasis on use of color channels and tonal controls for optimum image quality. A brief demonstration of selective desaturation of a color image using Lr, and selective re-colorization using SEP II. Time permitting a demonstration of SEP II to develop an M Monochrome image (no color information) |                     |
| 3:30 – 4:20 PM | <b>Frank Day Presentation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>A Room</i>       |
|                | TBA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |
| 4:30 – 5:20 PM | <b>Moments, Moments, Moments! with Chris Usher</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <i>A Room</i>       |
|                | Join Chris Usher, A discussion on what I consider to be the core trinity of successful photographs – Light, Composition, and most importantly, MOMENTS! I will break down these components and discuss methods that I have found to increase the impact of your image                                                                                                                                                                                                                                 |                     |
| 5:30 – 7:30 PM | <b>Reception with Cash Bar &amp; Light Hors d 'Oeuvres</b>                                                                                                                                                                                                                                                                                                                                                                                                                                            | <i>Hotel</i>        |
| 7:30 PM        | <b>Dinner on Your Own</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                     |

## Friday, October 16<sup>th</sup>

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| 8:00 AM - 2:00 PM | <b>Registration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <i>Hotel Lobby/Registration</i> |
| 8:45-9:30 AM      | <b>Leica on Loan</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <i>Hotel Lobby</i>              |
|                   | Try out the newest Leica cameras and lenses.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                 |
| 8:30 – 12:30 PM   | <b>Photo Walk with Robert McNeely (\$25: Washington Mall)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                 |
|                   | Henri Cartier-Bresson has provided us with a handy phrase, “the decisive moment” to describe when all the elements of a photograph come together. The search for the decisive moment, recognizing it, and perfecting the ability to capture it with your camera is a never-ending challenge. I look forward to spending time in Washington, DC with a like-minded group of Leica enthusiasts as we chase the “decisive moment.”                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                 |
| 9:30 – 1:30 PM    | <b>Spouse Event: Monument Tour (Extra Cost)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <i>Meet in Lobby</i>            |
|                   | Washington D.C. is a showcase of some of the most majestic monuments and memorials in the country. This tour is tailored to offer you an historic journey through our rich heritage in a quick and efficient way. The tour will take you by essential monuments, museums, memorials and the attractions that you cannot afford to miss. Here's your chance to relive a little history.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                 |
| 9:00-12:00 PM     | <b>Aerial Photography with Chris Williams (Pro-Workshop registrants only)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <i>Meet in Hotel Lobby</i>      |
| 12:00 -1:00 PM    | <b>Lunch on Your Own</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                 |
| 1:00-1:50 PM      | <b>Non Leitz/Leica Accessories: From the Beautiful to the Silly – with Ed Schwartzreich</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>A Room</i>                   |
|                   | When I got into Leica about 25 years ago, I realized straightaway that my budget did not allow for having more than a basic outfit, let alone collecting much of anything. (It took exposure to the highly-infectious collectors in the Society, and the gracious assent of my spouse before I deigned to start a modest collection). In those days I saw a niche that no one had bothered with: accessories for Leica that were made by third parties. These were usually cheap items, often intriguing things made by inveterate tinkerers, occasionally simply silly, at times very useful. My first <i>Viewfinder</i> article, in 1994, was about two of these oddball things. More such articles followed, but with the rise of digital Leicas, the appearance of aftermarket accessories has dwindled. Analogous to cleaning out one's sock drawer and finding little things that had disappeared over the years, I now empty out the bottom of my accessory cabinet and show you my collection. You will undoubtedly recognize many of them. |                                 |

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| 2:00-2:50 PM   | <b>Latest Leica Historical Research - with Jim Lager</b>                                                                                                                                                                                                                                                                                                             | <i>Meeting Room</i>       |
|                | For many of us, Jim Lager represents the “H” in LHSA. Join our renowned LHSA expert as he leads us through the latest historical research of Leica gear as seen through the hardware, packaging, advertising, and the nuts and bolts of what made Leica what it is and what it has become. Don’t miss his historical perspective on the mystique of the Leica brand. |                           |
| 3:00 – 3:50 PM | <b>Board of Directors Meeting</b>                                                                                                                                                                                                                                                                                                                                    | <i>Board Meeting Room</i> |
| 3:00 – 6:00 PM | <b>Tour the Ford Theatre (on your own)</b>                                                                                                                                                                                                                                                                                                                           | <i>Meet in Lobby</i>      |
| 7:00 – 8:30 PM | <b>An Evening with Robert McNeely</b>                                                                                                                                                                                                                                                                                                                                | <i>Meet in Lobby</i>      |
|                | In this captivating program, Robert McNeely will speak on classic images and how they have shaped his photographic awareness. The images range from Edward Weston's beauty (Pepper), Elliot Erwitt's humor, Kertez's emotion, and Cartier-Bresson's "moments" as well as others.                                                                                     |                           |

## Saturday, October 17<sup>th</sup>

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| 8:00 AM - 2:00 PM | <b>Registration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>Hotel Lobby/Registration</i> |
| 8:00-9:00 AM      | <b>Leica on Loan</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <i>Hotel Lobby</i>              |
| 8:15 AM-9:00 AM   | <b>LHSA Business Meeting &amp; Election</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <i>Meet in Hotel Lobby</i>      |
| 9:00 -10:30 AM    | <b>Trade Fair</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <i>Room</i>                     |
| 10:00-10:50 AM    | <b>Member Stories</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <i>Meeting Room</i>             |
|                   | On Saturday morning, Oct. 17, we will devote an hour to hear stories about our members and their advice. Please sign up; you will have 10 minutes to tell a little bit about yourself and share a photography tip that you have found helpful to your photography. Here's your chance to share your expertise and make everyone's life a little easier!                                                                                                                                                                                                                                                                                                                     |                                 |
| 11:00 – 11:50 AM  | <b>Stump the Experts – with Ed Schwartzreich &amp; Jim Lager</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <i>Meeting Room</i>             |
|                   | Join Ed Schwartzreich and Jim Lager as they stake their reputations on all things Leica. In what has become a popular annual event, this session will be entertaining and educational. Members are asked to bring some rare Leica equipment, literature or paraphernalia to test the knowledge of Ed and Jim. See if you can “Stump the Experts!”                                                                                                                                                                                                                                                                                                                           |                                 |
| 12:00 – 1:30 PM   | <b>Lunch on Your Own</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <i>Meeting Room</i>             |
| 1:30 – 4:00 PM    | <b>Leica Lens Shoot Out</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <i>Meeting Room</i>             |
|                   | Bill Rosauer, Viewfinder Editor, will be doing another live demonstration of Leica lenses at this year’s annual meeting. Bill’s live bokeh demonstration was very well received at Dearborn, and this year he will be doing a variation on that theme. He will be looking at legacy lenses to see how they perform on the recently introduced Leica Monochrom camera. The new Monochrom has set even higher standards of resolution and high ISO performance, giving new life to our cherished legacy lenses. Attendees are encouraged to bring their own lenses to participate in this event. See how these lenses stack up to one another in this comparison “shoot out”. |                                 |
| 1:30 – 2:20 PM    | <b>Fall Photo Judging with Robert McNeely</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <i>Meeting Room</i>             |
|                   | In this session, Robert McNeely, will comment and judge images submitted for the 2015 LHSA Photo Contest. Winners will be revealed at the LHSA Banquet.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                 |

2:30 – 3:20 PM      **Anatomy of a Project: The Convergence of Music, Photography & Prose – with Richard Rejino, LHSa Executive Director**

Explore how photography can be combined with other creative mediums to enhance your storytelling. Using his highly successful “What Music Means to Me Project” and other projects, Richard will illustrate how he combined his three greatest passions, music, photography and writing, and turned them into a book, a museum exhibit, and a means to communicate the transformative power of music.

6:00 – 6:45 PM      **Cocktail Reception**

6:45 - 7:45 PM      **Banquet & Awards**

7:45 – 9:00 PM      **Keynote Address with Robert McNeely**

In his keynote address, Mr. McNeely will reflect on the role Leica cameras have played in photography, and their effect on the history of photography. Using his time inside the Clinton Presidency as a backdrop, Robert will use many of his own examples to illustrate how he was able to make the images inside the Clinton years with his Leica cameras.

## **Sunday, October 18<sup>th</sup>**

8:00 AM – 10:00 AM **Farewell Breakfast – Hotel Restaurant (On Your Own)**