



THE Contact Sheet

Winter 1999

SUNY Brockport,
350 New Campus Drive,
Brockport,
New York, USA 14420-2931

38th Annual
Technical
Symposium
Waterloo '99

► **Imaging
Solutions
for Change**



Message from the Top...



My first encounter with UPAA was at the University of Guelph Symposium in 1983.

Many years later I'm again crossing the border into Canada, this time for the June 1999 UPAA Symposium at the University of Waterloo. Chris Hughes will put on an excellent event following our hot time in Nashville last year!

I feel fortunate to live within an hour's drive of Canada. It's a great place to visit with so much to see between Niagara Falls and Toronto, and that's just a small part of Canada.

I'm also fortunate to belong to two photo organizations that have both

US and Canadian members, allowing me to become friends with so many fine people on both sides of the longest undefended border in the world.

I hope you will join other UPAA members as the guests of Chris along with his assistants Ted Carter, Maurice Greene, and Jim Hertel.

They promise activities that feed the mind...and the stomach! And we'll entertain ourselves as old friends gather again and welcome new ones into the fold.

See ya there!

Jim Dusen,
SUNY Brockport

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Welcome from the Host

This year's symposium is shaping up to be another in a long line of excellent programs.

I hope you will pass this information kit to your supervisor, director, boss...etc. They need to be made aware of the value this organization is to you and how it affects your job performance and ability to cope with the ever changing world of printing and imaging.

Our mission is: "...dedicated to photographic excellence through continuing education and networking with our professional colleagues." This mission should not be taken lightly. I realize that we are continually caught up on the day to day pressures of getting an assignment completed on time and on the press for deadline. We need to be constantly aware of better methods and new ways of doing our job. I believe this program will justify your time away from the shop!

I have tried to balance the program with both digital and traditional imaging instructional workshops.

We are all aware of the value of digital imaging, but how fluent are we? Digital imaging, whether that be creating and outputting PowerPoint slide presentations or preparing images for a web press can be a complicated process.

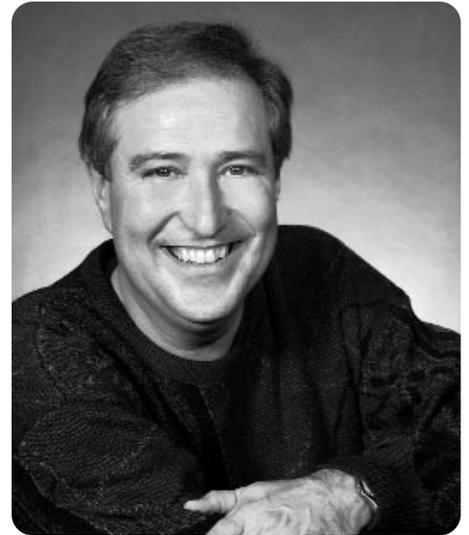
Presentations at this years' symposium should provide you with the basic knowledge and techniques to make this process seamless in your working environment.

But let's not forget that film is always better...at least for the price of digital technology! Presenters from commercial and portrait studios will be here to show you how to improve your corporate portraiture, shoot small and large product, and market your images in the educational environment.

I hope you will choose to attend. Education is our best defense in a constantly evolving market.



Chris Hughes,
University of Waterloo, Graphics



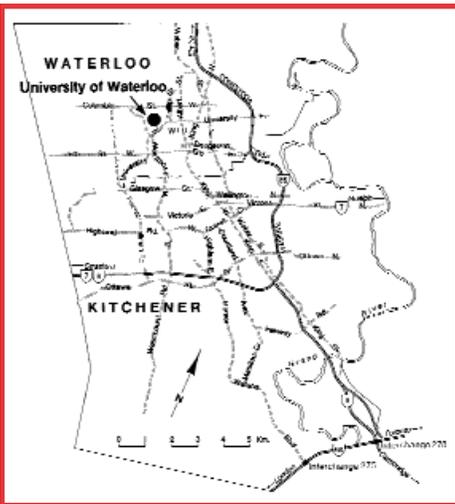
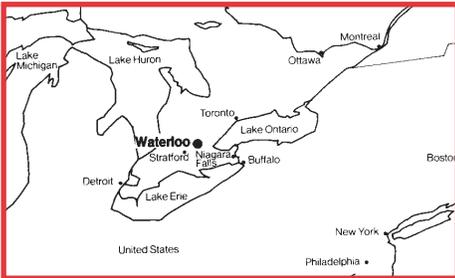
University of
Waterloo



We wish to gratefully acknowledge the generosity of our sponsors, who through their continued assistance enable us to bring you this program.



How to Get Here!



By Road

UW is located in the twin cities of Kitchener-Waterloo in southwestern Ontario, about 90 minutes' drive west of Toronto or three hours east of Windsor-Detroit. (Regional map, Map of Kitchener-Waterloo.)

From east or west, follow highway 401 to exit 278, highway 8 West.

From Buffalo and Niagara Falls, follow Queen Elizabeth Way in the "Toronto" direction to highway 403 West (one hour); follow 403 West to 6 North to 401 West to exit 278 (45 minutes); proceed as below.

- Follow 8 West to 7 East ("Conestoga Parkway").
- Follow 7 East to 86 North (still the Conestoga Parkway).
- Exit at University Avenue West and drive about 2 miles. Follow the signs to the Conference Centre, visitor parking is available close by. You will need to register at the front desk to obtain a parking decal.

By Air

American Airlines is the official airlines for the UPAA Symposium.

Special airfares to Toronto are available. Meeting attendees and enjoy 5% off the lowest available published fare or 10% off the full coach fare on American Airlines, plus receive an additional 5% for tickets purchased at least 60 days in advance.

To make your reservations, call American Meeting Services Department at 1-800-433-1790, or Summit Meeting Management at 1-800-667-9699 and quote STAR File No. S9969US.

Ground transportation

Airporter transportation service is available at Pearson International Airport at a cost is \$96.00. This includes transportation to the University of Waterloo, Conference Centre and return transportation for departure. Attendees, wishing to rent vehicles for the duration of the Symposium, should make arrangements with their travel agent prior to arrival to ensure availability, or contact Summit Meeting Management at 1-800-667-9699.

More info for Visitors

Travel to Canada

Customs & Governmental Information

Tips for Parents and/or Guardians

The following are some useful points to avoid delays when entering Canada:

Always carry identification for yourself and the child(ren).

If you are a single parent, have copies of relevant legal documents, such as custody rights.

If you are not the legal guardian of the child(ren), carry a letter of permission or authorization for you to have custody when entering Canada. A letter would also facilitate entry for any one parent travelling with their child(ren). If possible, this permission should contain contact telephone numbers for the legal guardian or parent.

If you are travelling as part of a caravan, be sure that you are in the same vehicle as your child(ren) when you arrive at the border.



Have your child(ren) memorize your home and/or office telephone number and teach him/her to reach you in an emergency situation.

If you are travelling with children, and encounter a few more questions than normal from Canada Customs Inspectors or Immigration Officers, please be patient.

For more information contact the Revenue Canada Customs, Citizenship and Immigration Canada Office in Ottawa, Ontario at (613) 990-8585.

Additional information for members crossing the border is also available on the web from various government websites listed below.

Canada Information Office:
<http://www.infocan.gc.ca/>

Canada Tourism Commission:
<http://206.191.33.50/tourism/index-e.html>

Goods and Services Tax Refund (GST)

The Goods and Services Tax (GST) is a seven percent tax charged on most goods and services sold or provided in Canada. This tax is over and above the provincial sales tax rate of eight percent. Visitors to Canada will pay the tax on most of their purchases.

Under the Visitor Rebate Program, visitors may get a refund of the tax paid on goods that are taken home and on accommodation provided for less than one month lodging establishment in Canada.

Additional information and a refund application form may be found in the Goods and Services Tax Refund Application for Visitors pamphlet which is available at Canada Customs offices, most visitor information centres and participating Duty Free Shops or by calling:

Toll-free from anywhere in Canada:

1-800-668-4748

From outside Canada: (613) 991-3346

Provincial Sales Tax is only refunded on purchases where the Provincial Sales Tax on each invoice is \$50.00 or more.

Currency Exchange

While many establishments will accept American currency, it is recommended that visitors exchange their funds for Canadian dollars at a financial institution. Generally, banks are open 9:00 a.m. to 5:00 p.m. Monday to Wednesday and they are open until 6:00 or 7:00 p.m. on Thursday and Friday. Many banks remain closed on Saturdays and Sundays and on public holidays.



Symposium Schedule



Monday, June 21st

10:00 a.m. - 4:00 p.m.:

UPAA board meeting all day
Registration

6:00 p.m.:

Oktoberfest Opening Mixer Meal and get-together

Tuesday, June 22nd



9:00 a.m. - 10:00 a.m.:

Official Opening Speeches
U.W. President, UPAA President, Symposium Host

10:00 a.m. - 11:00 a.m.:

UPAA Historians presentation
Historical presentation, by Phil Szczepanski and John

Poindexter.

A audiovisual presentation on the history of the University Photographers' Association of America.

11:00 a.m. to Noon:

Group Photo & Print Judging

Noon:

Depart for Nikon/Kodak Photo shoot
- Niagara-On-The-Lake
- Host Fred Sisson, Nikon Inc.

Approx 4:30 p.m.:

Evening Meal will be at Hillebrand Estates
Tour of winery to precede dinner.



Wednesday, June 23rd



9:00 a.m. to 10:00 a.m.:

Evolution to Digital Solutions
Chris Hughes, UW Graphics Photo/Imaging

As the Manager of Graphics Photo/Imaging since 1991, Chris has evolved processes and procedures in the photographic department to meet the demand of the campus wide clientele base. This unit evolved from a rudimentary photo lab to a sophisticated digital imaging facility supporting teaching, research and the publication need of the university. This evolution has encountered many experiments and pitfalls. The process has been long journey of product and material investigation. Decisions made today on technology will be outdated tomorrow.



10:00 a.m. to 11:00 a.m.:

Imaging Technologies... From Film to Digital
Antony Chodas, Forest City Imaging Centre

The impact of digital imaging on photography showcasing the current product lines of digital cameras offering suggestions of implementing them in the business environment.

11:00 a.m. to Noon:

Digital Image Capture and Management

Mike Christie, UW Graphics Photo/Imaging

So what is the right resolution and what digital camera should I use? What do I need to do to get the image ready for press, web or archiving. Mike will offer up his experiences at the University of Waterloo, to show you how an assignment is approached, what format is the most desirable, and how we manage the images currently archived.

1:00 p.m. to 2:00 p.m.:

Scanning Essentials

Pete Reynolds, Scancorp, Canada

So what is black and what is white...and why is gray so important. Pete will step you through a series of practical demonstrations on a flatbed and drum scanner to achieve the ultimate image ready for the publication.

2:00 p.m. to 3:00 p.m.:

Digital News in the Real World

Brian Clark, K-W Record

Your image is exposed, processed, digitized...the deadline is in 30 minutes. What happens now? Brian will be talking about developments in photojournalism from cameras to computers as well as the changing skills needed by newspaper photo staff.

3:00 p.m. to 5:00 p.m.:

Commercial Photography

Cameron McGill, Pirak Studio

Tour Pirak Commercial Photography studio, and learn the tricks and tips used in commercial photographic studios. Pirak studio comprises 5000 square feet of studio space, every space is dedicated to a specific task and function. Follow Cam as he reveals the internal workings of a commercial production facility. Images produced by this facility range from product photography of a package of hot dogs to a tractor-trailers.

Cam will present the way he approaches each assignment with respect to lighting, time required to do the job, and the day to day juggling act of commercial photography where each day is different from the next. How developing a relationship with a client can earn the trust and confidence needed to make the whole experience of taking the shots fun and rewarding for both.



Thursday, June 24th

9:00 a.m. to 10:00 p.m.:

Phil's Phantastic World of Photography,

Phil Szczepanski, Maryland Institute, College of Art

Phil will enthrall you with his helpful hints to overcome all near impossible photographic assignments. His experience and inventiveness will reveal you in the ability to overcome all obstacles. If you have an impossible assignment, "Just Ask Phil"!



Symposium Schedule



10:00 a.m. to Noon:

Fuji Sponsored Keynote Speaker:

Arthur L. Rainville Photog. Cr.

PHOTOGRAPHY FOR THE NEW MILLENNIUM

Mr. Rainville's arty program is for those souls searching for a new spark or direction. Living on the right side of the brain has always been his daily credo. accordingly, he will entrance, entice, and generally embroil us in an appreciation of what being a bit of the "artiste" can do for our psyche, our work, and our future as we approach the year 2000.

Drawing inspiration from artistic visionaries, he'll reinterpret today's photography via digital technology and the Giclee printing process onto watercolor papers and other substrates. Mr. Rainville will talk of how to create these 21st Century Fine Art pieces even if you've never grabbed a mouse or confronted a megabyte. Around table discussion on "What is Art" will focus on image creators and their artistic destiny.



1:00 p.m. to 2:00 p.m.:

Digital Ink Jet Exhibits

Dave Myers & Dave Bormet, WIU

In the fall of 1998, UPAA members Dave Myers and Dave Bormet teamed together to produce a photographic exhibit using digital large format ink jet technology. Their presentation will discuss the development of the show entitled, "The Kansas Experience", from conception to production.

Myers will discuss the process in which the project evolved, including idea development, fund raising and recruitment of resources, the photography involved and digitizing the images.

Bormet will explain his role in producing these large (up to 40"x60") digital ink jet prints. Subjects for discussion will include mounting techniques, mounting materials, variety of printing materials: i.e., paper, silk, vinyl, canvas, and utilization of the large inkjet process in relation to university needs.



2:00 p.m. to 3:00 p.m.:

"Disney Animations" & New Directions

Robin King - Sheridan College School of Animation

A behind the scene look at how Sheridan College trains and produces world renowned digital animation for Walt Disney Studios and Stephen Spielberg. Robin will preview the steps and techniques required to meet the demanding needs of world class film digital animation.

Motion picture production is increasingly dependent on new techniques for special effects, synthetic characters and cyberstunt people as well as increasingly complex three-dimension animation. This presentation will examine issues of imaging and representation in animation, video and film through practical examples from recent motion pictures.



3:00 p.m. to 5:00 p.m.:

Panel Discussion:

"Wages and Titles" & Open Forum

Chaired by John Poindexter of the University of Texas at San Antonio with panelists from our association.

Are you properly compensated? Do you have options? "What is your title? What do your clients really call you?"

A discussion on monetary compensation, good or poor, and ways to convince the "powers that be" to better understand what we do and the dynamic impact our work has on our institutions. We will also examine our official and unofficial titles and ways to change them to more descriptive titles.





7:00 p.m. (optional): "An Outsider Looking In" (evening presentation)

Doug Hall

How to package University images as a marketable item. Doug has worked extensively in the educational market. Along with Doug Geddie public relations firm based in St. Catherine's Ontario, they have successfully pre-packaged a look and feel for the high school market. Both have worked on the marketing of Brock University, Wilfred Laurier University, and most recently the University of Waterloo.

Friday, June 25th

9:00 a.m. to 10:00 a.m.:

"Underwater Photography in Field Validation of Satellite Digital Images: Can We See the Critters from 700 Km Up?"

*Dr. Ellsworth F. LeDrew, University of Waterloo,
Faculty of Environmental Studies.*

The art of underwater photography is an important component of field validation of satellite image analysis of environmental stress on tropical coral reefs. The photography can provide unequivocal documentation of change over time resulting from climate variability, tourism, sedimentation from deforestation, and industrial pollution. Photographic site documentation is necessary in the design and prioritization of sampling strategies.

A critical science issue that can be addressed is the spatial representation of in situ measurements that are to help in interpretation of a satellite image with a spatial resolution of 20 meters. Finally, the sheer wonder of a beautiful underwater photograph of a camouflaged ghost pipefish is a persuasive recruitment and teaching tool for student research. The author will present results from several years of fieldwork in Fiji and Sulawesi and discuss the potential of digital underwater photography.

10:00 a.m. to Noon :

Kodak Sponsored Keynote Speaker

To Be Announced.

1:00 p.m. to 5:00 p.m:

Annual General Meeting

6:30 p.m:

Awards Banquet



Companion Program

Stay and Enjoy!

Saturday, June 26th

(optional day):

Return transportation and a trip to the top of the CN Tower is all inclusive for a fee of \$40.00 Canadian per person. The rest of the day is up to you! You will be provided with downtown maps denoting sites of interest to view and enjoy. The group will rejoin at 5:00 p.m. for supper or return to the Conference Centre.

From there, we ask you to state your preference for (at additional cost):

- An evening at the theatre
- A downtown night club

(please indicate preference: Comedy Act or Musical Venue)

We regret neither the Blue Jays, nor the Raptors are playing in Toronto on this weekend... sorry sports fans!

Please provide the above information on your registration form (back page), in order to coordinate transportation and ticket purchase prior to June 1st, 1999.

Monday, June 21st

Common to all participants of the Symposium

Registration takes place all day from 10:00 am till 4:00 p.m.

Welcome to Kitchener-Waterloo "Bavarian Style"!

"Gemuetlichkeit" Oktoberfest Opening mixer from 6:00 p.m. till 10:00 p.m.

Experience an evening of German-style entertainment at an authentic "Oktoberfest" celebration. Yours to enjoy: Authentic Decor • Hosts in ethnic costumes • Hats and pins for all attendees • Keg-tapping • Performance by the "Alpine Club Dancers" • Musical entertainment by the "Black Forest Trio"

Tuesday, June 22nd

9:00 a.m. till Noon - A meeting room will be provided for your group to organize your free time as you see fit.

Noon - Depart with the other participants to Niagara-On-The-Lake (Box Lunch provided).

1:00 to approximately 4:00 p.m. - Escorted excursion of the scenic sites of the location.

Common to all participants:

Tour of the Hillebrand Winery. After the tour, enjoy an exciting dining experience at the Hillebrand "Vineyard Marquis". A dining experience not to be missed. As a special treat Icewine served as an apéritif.

Wednesday, June 23rd

9:00 a.m. to 10:30 has been scheduled as free time for your own program as determined by your initial meeting.

10:30 a.m. depart for Stratford Theatre.

Enjoy a scenic 1 hour drive to the village of Stratford on an escorted coach tour, followed by a lunch at Fellini's Italian Café and Grill. You will dine on your choice of Fettuccine Alfredo, Amilia & Pippo Pizza or Smoked Tacchinnio Sandwich.

The afternoon continues with a matinee performance of "Pride and Prejudice" at the Festival Theatre. Regency England is the elegant setting for this delightful stage adaptation of Jane Austin's classic comedy of the follies and foibles of human nature. Romantic complications abound when the spirited young Elizabeth Bennet finds herself at once intrigued and repelled by the eligible but coldly distant bachelor Mr. Darcy.

Thursday, June 24th

9:00 a.m. Depart for Farmer's Market and Countryside Tour

This excursion by escorted coach is a true taste of Waterloo County. The day begins with a visit to St. Jacob's Farmer's Market. Visitors will enjoy over 400 vendors, indoors and out, selling an array of high-quality produce: fresh meats, cheese, baked goods, vegetables, flowers and fruits. In addition, don't miss the local crafts, home decor, quilts, handmade sweaters and much more.

Lunch will follow at "Benjamin's Restaurant" nestled in the heart of St. Jacobs. Enjoy a sumptuous lunch in the cozy country atmosphere of their private dining room.

The outing winds up with a one-hour countryside tour, narrated by a local tour guide.

Friday, June 25th

Free time to finalize your own program as you see fit.

Annual Awards Banquet starts at 6:30 p.m.



Registration Form

You may register online at <http://www.upaa.org>

Summit Meeting Management

Summit Meeting Management (a service of our travel agent) has negotiated special conference rates with American Airlines for delegates and their companions.

You may make your travel arrangements and register for the conference at our Web site: <http://www.upaa.org>
Ground transportation will be arranged with the travel agent.

To register, please complete the form below.

All required fields are indicated by an asterisk (*).

Attendee Name:* _____

Note: name on airline ticket must be same as documentation.

University/College:* _____

Address: _____

Business Phone:* _____

Residence Phone:* _____

Fax Number: _____

E-mail:* _____

Designation: Smoking Non-smoking

Please complete this section ONLY if family members will accompany you:

Companion Name: _____

Designation: Smoking Non-smoking

Children Name/Age: _____

DIETARY RESTRICTIONS

Attendee: Flight Hotel Both

Requirements: _____

Companion: Flight Hotel Both

Requirements: _____

Children: Flight Hotel Both

Requirements: _____

NAME BADGES

Enter name as you want it to appear on name badge:

Attendee:* _____

Companion: _____

Institution:* _____

TRANSPORTATION REQUIREMENTS

To Toronto:* None Required Air Train

Carrier: _____

Departure City: _____

Departure Date: _____

Departure Time: _____

Return Date: _____

Return Time: _____

OFF SITE ACCOMMODATIONS

Off Site Accommodation:* None required Staying on Site

Already booked off Site

Require Summit Meeting Management to book for me

Room Required:* Single Double

Bed Type:* (request only) King Queen Double Twin

Designation:* Smoking Non-smoking

Additional nights: _____

Dates Required: _____

Credit Card Number: _____ Exp. Date: _____

MasterCard Visa American Express Diners Club

(You may call us at 519-884-5400 or fax 519-746-7599 to provide credit info for Hotel Guarantee ONLY) Note: accommodation is based on availability.

GROUND TRANSPORTATION*

Not Required Car Rental Airways Transit

Preferred Agency: _____

Preferred Car Size: _____

Other special requirements/requests: _____

see reverse for more information

