

Nov Dec 2022

Prieta POST

The Official Publication of Loma Prieta Region PCA

How to take a photo of your
Porsche *and* it could be a
cover shot for a Prieta Post

See article for details.





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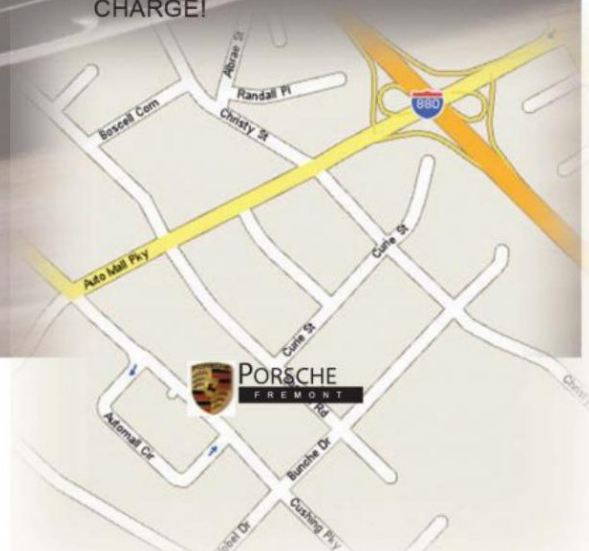
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Prieta POST

Featured Articles

Nov Dec 2022



Pg 10 How to Take Better Photos of Your Porsche

Tips from Tech Tactics Live, with Michael Allen Ross
And, how to enter one of your photos to get your photo on the cover of Prieta Post.



Pg 22 2022 WERKS: A Celebration of Porsche with interesting discoveries!

Hint: you might have been there.

Volume 51, Issue 1
EDITOR: Don Chaisson
PROOF READER Kris Vanacore, Jim Turk

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Cover Photo:

by: Don Chaisson

This photo was taken as a part of a "light experiment" as part of the original Yosemite Region's Photo Contest in 2021. The concept was to leverage composition by the "Rule of

Thirds" and "dramatic" lighting. The photo was taken on my driveway in Angels Camp at dusk.

Canon EOS 60D, Sigma 17-70 f2.8-4.5
Focal length 25 mm, exposure 6 sec, iso 320



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Loma Prieta Region



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President's Message

Peter Ridgway

I feel privileged to do the first presidents message in the new POST. It's been a few years since we had a real POST so we all should be appreciative of Don Chaisson's dedication and efforts on LPR's behalf.

In addition to creating and editing the POST, Don has lead a number of us involved in LPR guidance to start thinking about how we communicate with our membership. We use the monthly Blasts to let people know about upcoming events and sometimes, timely matters. We've been using the website for everything else. Mostly out of necessity. Fortunately we have a great webmaster. With the new POST, we have the opportunity to coordinate our communications between these three. It may take a few months for us to get everything coordinated since we want to push the first POST out ASAP, but the plan is to make each of our communication mediums



more relevant without significant overlap.

I look forward to helping with the ongoing efforts. If you have any suggestions, complaints or wish to help, let the Board know. We are learning new things daily.

So give us some time to iron out the bugs.

Finally, it's been a pleasure being president for the last two years. I can't remember a time when things went so smoothly or when the club has had such member participation. I want to thank everyone on the Board, all the Chairs and all the other members who have helped put on or manage events. I've had a great time and I hope you have too. I leave you in great hands. The future looks wide open!

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Miscellaneous Rambling an Editorial

Don Chaisson, Prieta POST editor.

Hello Loma Prieta Region!

My name is Don Chaisson and I "just" joined Loma Prieta mid year -- about the same time as I moved from Angels Camp in Calaveras County.

I've been a member of PCA since 2008 (that's my '07 Cayman in my avatar) and a member of Yosemite Region from the beginning. I was pretty active in the region, participating in sponsored events, lead a few tours, volunteered for the board and for the last 5 or 6 years (who's counting) I curated the yos.pca.org website. My other activity passion is golf, playing and competing and volunteering with the Northern Calif Golf Assoc (NCGA) as a tournament official -- that's the other part of my avatar! I guess you can say that I'm a compulsive "volunteer" for the things I love to do.

Which brings me to "the move" to San Jose and the Loma Prieta Region. I'm almost tired of folks saying, "...moving BACK to San Jose! Most people move FROM San Jose to the foothills!" Yea, I know, but being close to family, high quality medical care and "coming home" drove my decision. I can still play golf and "officiate" various golf tournaments in the bay area and Monterey, and I was fortunate to discover that Loma Prieta didn't have anyone to curate their "newsletter". Sweet, "... how tough can it be?" which is a refrain when I dove into the YOS website! Heck, I didn't know anything about website design, and I don't know much about putting out a "newsletter" either.

I also have a "theory" on how to communicate to our members. It presumes that one vehicle cannot do it all, just like having a one leg chair. Or even a two leg chair. But a chair with three



legs, that can work!

I think that the three legs of our communication arsenal are:

1. The website. The website is the hub of the arsenal, containing all the persistent background information on the club and with enough current information to be engaging, especially with upcoming events. Its a great place to archive reports and photos on recent events.
2. Email "blasts". Effective marketing uses products like Constant Contact to push out information on CURRENT matters. Members don't have to "go" to a site or letters in the mail, the information pops up on their email of record.
3. An engaging "Newsletter/Magazine". For me, the email blasts are, in essence a "newsletter". So, a more rounded communication arsenal would go to the "magazine" format.

Don't belive me? Check out the PCA communication arsenal. Website (pca.org), Email blasts (E-Brake News). Magazine (Panorama).

And, Loma Prieta already has two of the legs of this communication chair: A website curated by a very competent webmaster, Jim Turk and very thorough monthly/bimonthly email blasts by Dana Ambrisko, delivered via the PCA enews engine.

Editorial: continued

So, where does that lead the Prieta **POST**? Frankly, it leads me to something that I originally resisted, modeling the Prieta **POST** after Panorama. But when I looked at the best "newsletters" in PCA, eg. Suncoast's Profile, 2022 Betty Jo Turner Award winner, it is more "magazine" than "newsletter" -- though with some news-ie features.

The Prieta **POST** will be published via news blasts. The Prieta post will strive to present an engaging package of general interest "featured" articles along with a bunch of "department" contributions, e.g. editorial, new member welcomes, etc. There may be some overlap with the email blasts for presentation of reports and photos of recent events, with the email blasts being the best way to drive out reports in a more timely manner, after all, the Prieta post will be a bit dated by its bi-monthly schedule. Comments? Send to prieta-post-editor@lprpca.org!

LPR Charity delivers!!



Kathy Musser and Angie Reed present LPR's check to Heidi Boyton, Executive Director of Jacob's Heart. The Jacob's Heart Tour on September 24th raised \$3,300.00 for this ongoing LPR charity. LPR's Charity Committee and the Jacob's Heart families wishes to thank everyone who contributed their time and monetary contributions.

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A handwritten signature in blue ink, likely belonging to John Wardell.

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LPR: Say HELLO to our new members from July, Aug and September!

- Greg Blackwell of Santa Cruz: 1986 911 Targa
- Avry Gonzales of Capitola: 2021 Macan -- a 4 door welcome!
- Don and Diane Chaisson of San Jose: 2015 Cayman GTS
- Matthew Koenig of Santa Cruz: 2021 911 Carrera
- Garrey Learmouth of Scotts Valley: 2021 911 Carrera
- Greg Buzzard of Aptos: 2000 Boxster S
- Chelsea Coetzee of Soquel: 2016 Macan S - a 4 door welcome!
- Matthew Eaton of Santa Cruz: 2017 911 Turbo S
- Hugh Malone of Aptos: a 2012 Boxster
- Ty McConney of Scotts Valley: 2014 Cayman S
- Anne Sorcenelli of Aptos: 2021 911 Carrera 4 Cabriolet
- Normal Madge of San Jose: 1099 911 Carrera
- Hilton Vascopnelos' and Nannette Barkey of New York, NY: 1999 911 Carrera

Anniversaries

- | | |
|---|-------------------------------------|
| 45 Years: Mark and Marcia Miletich | 25 Years: Eric and Pat Lynch |
| 20 Years: David and Jane Pease | 15Years: Daniel Friedman |
| 10 Years: Bill and Tom Monroe | 5 Years: Philip de Monet |
| Martin Veen and Hanneke Brouwer | Ken Lindsay |
| Chuck Bloom | Robert Orcutt |

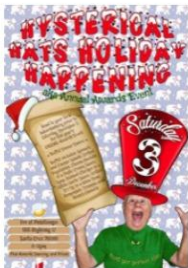
Upcoming events!

Check lprca.org for the most recent listing of events!



11/12/22

Ole' Amigos Tour II
Check website for details.



12/3/22

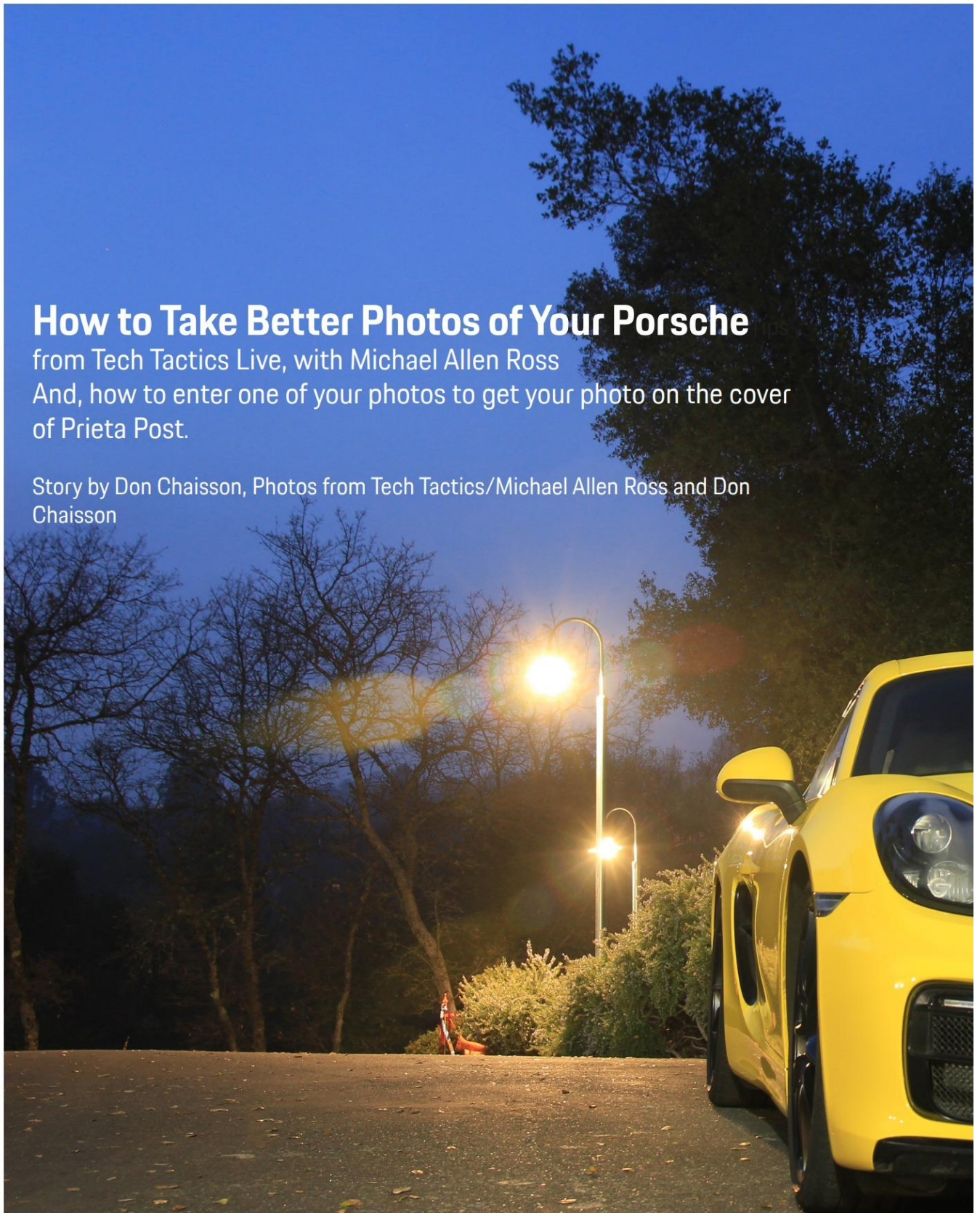
Annual Holiday Party
(Hysterical Hats Holiday Happening)
Check website for details

How to Take Better Photos of Your Porsche

from Tech Tactics Live, with Michael Allen Ross

And, how to enter one of your photos to get your photo on the cover of Prieta Post.

Story by Don Chaisson, Photos from Tech Tactics/Michael Allen Ross and Don Chaisson





The Back Story

It was mid year, 2020 and COVID was dominating what people could do. PCA started their Tech Tactics LIVE presentations as a way to connect with PCA members. One of the early presentations was by Michael Allen Ross, a nationally known photographer who frequently is showcased in Panorama. We (the Yosemite Region board) were looking for ways to connect with our members, so the idea of a "Photo Contest" was born. To level the playing field a bit, I published a report on Ross's presentation on 10 tips on "How to take better photos of your Porsche". Members jumped on the idea and about 30 members submitted their "best" photo's. Some of them were stunning, some "not so much". The best two photos were so good that Panorama's "From the Region" lead with them as a half + page spread. Even without being a pro, Kathy Enos' Arctic Silver 356 in the snow dropped our judges jaws.

So, why not stir up the creative juices of the Loma Prieta members with a challenge:

Send us your best photo of "your" Porsche and we'll use the best-of-the-bests as "Cover Photos" when the Prieta Post re-launches in a revised format (... more on that later, in another communication!)



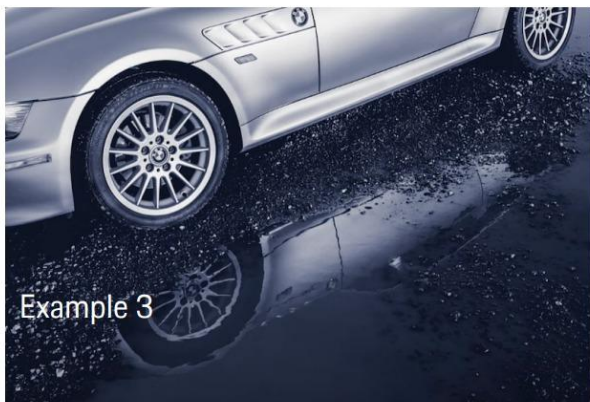
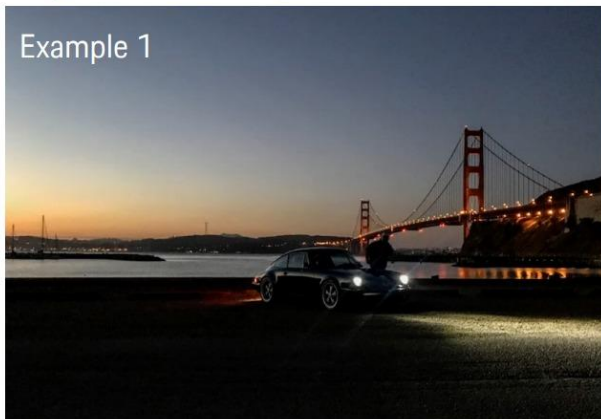
What could be better... a "new" Prieta Post newsletter in a new format highlighting our member's own Porsches!

There will be rules, there will be judges, there will be some photo's that will be uncomplimentary to the beautiful lines of their Porsches, but with help from Michael Allen Ross' 10 Tips, some will be stunning. These will NOT be "photos", but will be "images", they will be a story in pixels.

So, stay tuned to for more details of the "contest" itself; but now, on to 10 Tips to "How to take better photos of your Porsche".

What is the best camera to use?

Professional photographers have the best cameras money can buy. Period. Ross' latest SLR is a mid sized, mirrorless camera that creates 50 MB and larger file sizes. But his answer to "what is the best camera to use?" was ... the camera that is in your hand at the moment. He presented several images that he took and challenged Vu Nguyen to tell whether they were taken with a uber range SLR or ... a cell phone camera. See if you can tell the differences:



Now, each of these images are wonderful, but only Example 3 was taken with an uber-SLR camera. The other three used cell phone cameras. Bottom line, no excuses for hardware, its all in the creative part of your mind. And to the question, "What is the best camera to use?": Its the one in your hand!

So lets get into the 10 Tips!

The best photos capture a story in pixels (or film if you are really old school!). You have to communicate something other than just "here is the car", a "snap shot" can do that. But the best photos capture the object within a context of a story or an emotion. And there are simple concepts, easy tips to allow you to capture that story or emotion and avoid distractions. They are simple, but many times difficult to follow.

Tip 1: Avoid distracting REFLECTIONS

Simply, avoid reflections! But, not all reflections are distracting. Jeff Zwart, another frequent contributor to Panorama, published an image of an old 911's chromed door handle that mirrored an even older 550 spyder. The reflection wasn't a distraction, it was the photo!



Most often, though, reflections are simply distracting, they just don't belong in the image.

Ross presented a photo of a disc brake where the center lock's Porsche Crest had reflections of trees showing. To "my eye" the reflection was minor and difficult to make out, but to Ross' professional eye, it was distracting.

Tip 2: Avoid Intersections

Did you ever take a picture of your wife or child only to discover a "tree" growing out of their head? Same thing for photographing your Porsche.

Ross presented this photo to illustrate "intersections" of hard surfaces, light poles, etc that intersect with the subject car. See how the parking structure wall cuts across the car's windows, the light pole seems to come out of the car. Note that the passenger mirror intersects with the wall and how annoying it is!

Its a matter of composition.
Its a matter of eliminating
distractions.



How to avoid this?? see Tip 3.

Tip 3: Move your body.

Its a simple thing... it's easier to "move your body" than to "move the car"! Once I was in Yosemite Valley with my daughter and her husband (a professional photographer when they lived in Santiago, Chile). I carefully was sizing up a picture of Yosemite Falls, when he tapped me on the shoulder, and motioned me down the path about 20 yards. He said, "try it from here". Magic. Same thing here. The easiest way to avoid the distracting intersections is to change your angles to the subject.

Tip 4: Avoid a lack of "composition"

Where to start, there are so many problems with this "composition". Problems with intersections, random people, sign on the right of the car.



The photo is "a car" but no story - other than "here it is, in a parking lot with people, other cars, etc, etc. Nice car, but no composition. With all that is going on here, no amount of "moving your body" will help. It would be better to zoom into an interesting part of the car and see if that could tell the story.

Maybe like this: highlighting the "safari" and the hood lighting. This is an important idea, not necessarily a "tip". When a photo of a "car" lacks composition, zero in on a part of the car that communicates an idea, story, a point of interest.



Watch for this "focus" idea in the better magazines, such as Panorama or Excellence.

Tip 5: Make the view “engaging”



This photo is NOT engaging, it IS confusing! What the heck is the story here? The donuts in the parking lot, the funny little truck next to the red Porsche, ???

To help with engaging, consider the “Rule of thirds”. The idea is to divide the photo into a grid with nine parts. Here is a photo of my Cayman that was published in eBrake News for “picture of the week” (without the grid). The immediate effect of positioning the car in part of the photo is to put the car in “context” with the surroundings. It helps tell a story, here, the car just drove out of a valley (actually on the east side of the Sierra’s). The direction of the car invites the viewer to start in the lower right and counter clockwise examine the rest of the story. The auto should not occupy more than three or four of the grids; leave room for the viewer to imagine the story.



Another help is to use “depth of field” to help focus on one thing while letting the rest of the photo drift into the background (or foreground!).

Ross showed this classic example:



Reminds me of street posts in New Orleans with the near post in sharp focus and the rest to let one imagine the rest of the picture. I'm from New Orleans and I remember walking down a street in the "Garden District" with very similar street posts...and even taking a very similar photo showing depth of field... yes, a classic example!

I'm told that some iPhones can create such depth of field images, but a SLR does this with ease, using a low numbered aperture, e.g. 2.8 or 1.8 for a narrow depth of field. In this example, the extreme foreground is in focus and the rest is blurred, however you

can pick a "mid-distance" subject to get in focus and throw both the foreground and background out of focus, but that is a bit more tricky and normally requires "big glass" lenses with very low apertures.

Larger apertures bring almost everything into focus.

Tip 6: Get Low (or High)

A photo taken from standing or even kneeling is, well, undramatic. Its is what you normally "see". To get dramatic images, you need to get "low" or "high".



Photo from Rennsport



Tip 7: Use lighting to add drama

The photo of the car in front of the Golden Gate Bridge (taken with a cell phone) is an example of light to add drama.

I did some experimenting with lighting to add drama to my car “in the drive way”. (Spoiler alert, photos with your jewel parked in your driveway in mid-day sunlight will not be used in Prieta Post cover shots!). Take a look at these two shots: the first one is pretty blah, if not distacting by the harsh shadows and sunlit areas.



The next one (used for this issue's cover shot) is more dramatic



Tip 8: People Placement

Don't be afraid to include people in the photo, especially if they can be "part of" the story. Let them "touch" the car, communicate an intimacy with the car. Or be part of the normal environment of the car.

Here, Missy is standing next to her Boxster at a previous WERKS,



Tip 9: Use a "polarizer" to help eliminate glare.

This is a simple, technical trick. Put the polarizer in front of your lens and turn it until the glare disappears.

Tip 10: Use a "flash" to help with lighting.

This final tip is another technical trick. Don't aim the flash just straight on, but put it where its needed to balance the image's lighting.

Or even "paint" your car with light! This is a technical trick that uses a "long exposure" time in the "dark", but while the shutter is open, you shine some light onto parts of the car to emphasize shape, etc.



And to put a point on the tip, here is the winning photo from the Yosemite Region Photo Contest that was highlighted in Panorama:



The Loma Prieta Photo Contest

The rules are simple: take a photo (or two) of your car or a friend's car and send it to: prieta-post-editor@lprpca.org. Each image must be "high resolution" of at least 2 MB file size, better at @ 4MB. The photo must be taken by "you", nothing pulled off the net!

Include your name, a brief description of the image (what car it is, where it was taken, that sort of thing), the camera used (SLR, smart phone, etc).

The prize is that your photo will be used as a "cover" shot in future Prieta Post issues -- with details about your photo and its "story". We have a generous deadline --open "now" and through March 2023. Judges will be: Don Chaisson, Jim Turk and President Dana Drysdale.

A tip or two: The cover shot will be in "portrait" format, not landscape. So keep that in mind when you compose the shot, or make the image accommodate cropping to a portrait format. The image should "tell a story", not just "... here's my car. Ain't it pretty!" A photo of your car just in your drive way probably won't be selected! Have a good time with the contest!!

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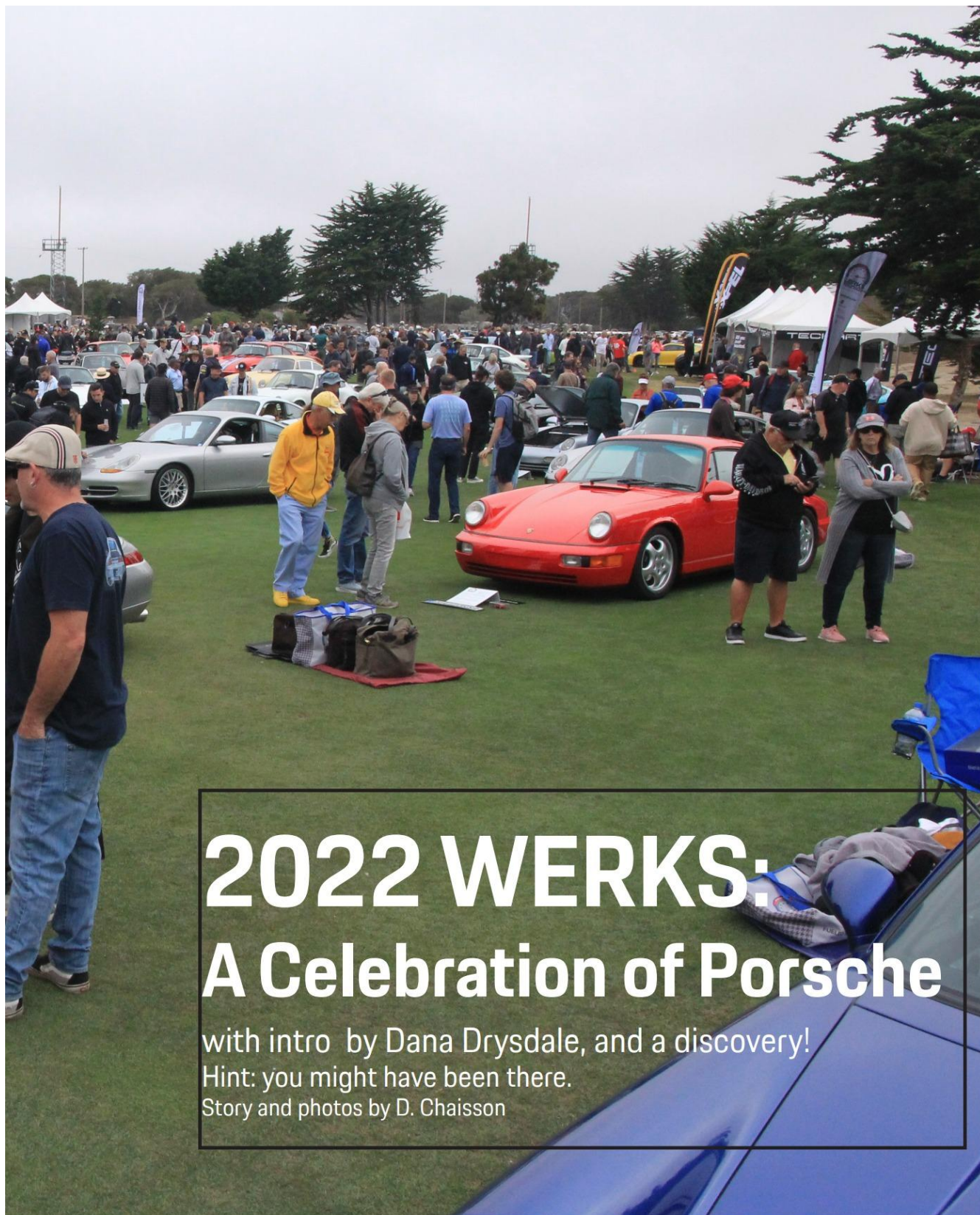
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2022 WERKS: A Celebration of Porsche

with intro by Dana Drysdale, and a discovery!
Hint: you might have been there.
Story and photos by D. Chaisson

Werks Concours -- A Celebration of People and Porsches, A Perfect Match! Introduction by Dana Drysdale

LPR members live close to Werks Reunion Monterey, and about 30 members volunteer or attend every year. Werks welcomes everyone, PCA member or not.

Every Werks attendee is a Porsche enthusiast and can park in General Parking. Porsches can enter in a Corral by model (968, etc.) or enter in Werks Concours.

Werks' founders, LPR members Tom and Sandy Provasi and their volunteers, including LPRers John and Honoré D'Angelo, who coordinate Concours, create an incredible setting and framework for Werks.

Mix the Werks creation with several thousand Porsche enthusiasts, and we get Werks – it feels Joy like a Reunion, because it is!

Werks website says this about Concours: "This is not a contest of who has removed dust from the deepest crevices in their Porsche but rather a judged show that rewards a Porsche that has been lovingly maintained and presents itself well on the field.....This is a casual gathering of Porsche enthusiasts focused on having fun rather than solely competition."

Judges consider factors discussed before and during the Concours, but all meet the spirit of that quote from the website (Werks Reunion).

Preparing for Werks Concours? – we are surrounded by help – LPR members and friends, regional and area clinics, our sponsors, Regional concours and more! LPR's Steve Douglas and Dana Drysdale were Werks concours judges this year. Pres. Peter Ridgway is also a great resource for those interested in Concours.

Bottom line: There is no more accessible opportunity than Werks and Werks Concours to meet and engage with so many perhaps lesser known icons of cool and learn about people and their cars!

Going to WERKS is always an opportunity and a challenge to capture it's essence. Last year, I came to WERKS 2021 with an idea to photograph "dashboards". And why not, dashboards are the parts of our car that we have our most immediate contact with, the thing that our hands and feet interact with. Yea, that would be a great theme. But as I politely asked owners if I could lean in to photograph their steering wheel and such, the hidden discovery was that *it was the people that I found the most interesting*. I ended up writing about a number of people I meet and what stories they had to tell. Here is the link to that story: <https://yos.pca.org/2021-werks-monterey/>

This year's version of WERKS was a mystery. It almost didn't happen as Tom Provasi hustled to get a venue (Corte del Tierra, then Bayonnet said no). I was looking for something that would resonate with "my" new region, Loma Prieta. The Monterey Pines Golf course turned out to be full of volunteers, just as Dana described in his "introduction". Sandy and Tom were the Everready battery bunnies, just non-stop. Not to be outdone, a full platoon of PCA staff members were setting up shop. Vu Nugen was driving a nice SUV (think it was a Jeep -- definitely a rental) shuttling staff to their assignments. Dameon, in the red shirt, is having way too much fun to be legal (below).



The crew proceeded to help lay out each of the corrals, pound in stakes for the model flags for the corrals, place the (pie plate) markers for each of the cars in the Judged coral, packing up the souvenir WERKS bags with various goodies, set up of tents, coordinate with vendors, the list of activities goes on and on.



The SURPRISE, for me.

There are Loma Prieta Region folks all around the field, helping to set up, organizing, helping to make WERKS happen which is not a surprise to Dana however.

For sure, there are people from other regions there, like Chuck Pierce (YOS region), **but WERKS would not "work" without LPR volunteers.**

Maybe another hint was the first thing we saw driving onto the WERKS venue on Friday morning: Sandy Provasi directing traffic.

Then there was Ed Tefankjian guiding folks into the general "corral" parking lot. Then there was Linda Gordon supervising the Judged Car check in, with Melissa Drysdale helping. And John D'Angelo organizing the judges for their assignments.



I followed Dana as he lead his team to examine the "judged" cars they were assigned to. It was interesting to watch them look at the car, and get the "back story" of why the owner brought it to WERKS. I think the "winning" cars were not the best concours prepared car, though they were gorgeous; but the most "interesting".

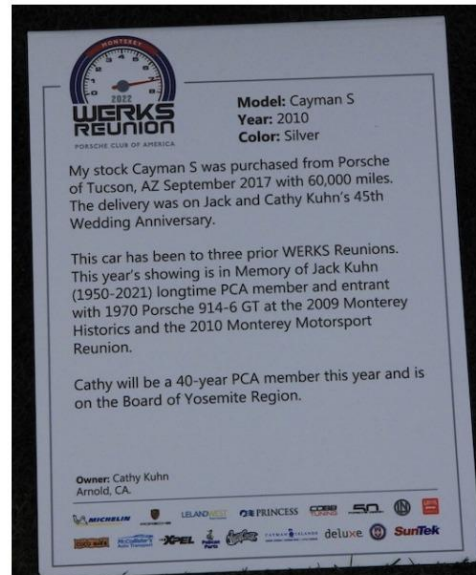


But to my mind, there needed to be a special award to Cathy Kuhn for displaying her 2010 Artic Silver Cayman S. I've known Cathy for several years, and her late husband Jack. Jack was a Porsche guy through and through. Cathy "showed" her car in the judged corral, only to honor Jack. That is the spirit of WERKS, to me!



But then there was Kelly Telfer showing his 911 off. I'm not so sure who was leading the discussion as Kelly guided the judges through all the details of his, admittedly, very nice 911! Normally the judges lead the questioning and inspection.

Kelly was making sure that the judges didn't miss any of the important aspects of his car, making sure they inspected under the hoods, but then, Kelly Telfer is Kelly Telfer! And WERKS is happy to have him, right!!



The final, lasting image is of all the LPR folks gathering in front of the main stage (Thanks to Vu for giving us the venue and "shout out" to assemble). See photo on next page
Yes, WERKS wouldn't be WERKS without the generous volunteers from Loma Prieta Region.





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