

December 30, 2008

FOR IMMEDIATE RELEASE

Contact: Michelle Urain, Marketing and Sales Coordinator
Winnemucca Convention and Visitors Authority
(775) 623-5071, ext. 101 or (800) 962-2638
Email: michelle@winnemucca.com

‘SHOOTING THE WEST’ PREPARES FOR WEEK OF INSTRUCTION, INSPIRATION

WINNEMUCCA, Nev.— It all started as a grassroots effort to introduce photographers to the Nevada they’ve never known.

Twenty-one years later, “Shooting the West” has earned a reputation for its photographic inspiration that regularly draws more than 300 participants to Winnemucca, Nevada.

“We are looking forward to more great Nevada photographic experiences with many guest and exhibits,” said Sheri Allen, who co-founded the event along with local photographer Linda Dufurrena. “We are expecting lots of good photography, friendships renewed and most of all, the chance to excite our photographic souls.”

From Wednesday, March 4, through Sunday, March 8, Shooting the West XXI will transform the Winnemucca Convention Center into an artists’ Mecca with a full program of instructional workshops, contests, photo opportunities and the chance to mingle with some of the industry’s master photographers.

This year’s program has expanded to include eight instructional sessions as well as a Gala Awards Ceremony Saturday celebrating this year’s “Give It Your Best Shot” winners. In all 13 amateur and professional photographers will present at this year’s symposium, headlined by National Geographic’s Joel Sartore.

This year’s program will begin Wednesday, March 4, with “Winnemucca at Work,” a two-day field workshop that will provide students with a rare opportunity to access many different types of businesses and work environments. Work spaces will range from the tiniest butcher shop to a huge gold mine. All businesses will be participating voluntarily, so students will be welcomed with open arms.

Day one will begin with logistics and short instructional sessions by instructors Marilyn Newton and Sam Hipkins. Participants will then fan out across town, individually or in small groups, allowing them access to smaller businesses without overwhelming management.

(more)

“‘Shooting the West’ Prepares . . .”

December 30, 2008

Page 2 of 5

On Thursday, March 5, the group will continue their field course, touring a gold mine in the morning and a manufacturing plant in the afternoon—a more appropriate format due to safety concerns. Lunch will be provided.

As part of the two-day course, students will be asked to submit 10-25 images for use by WinnemuccaWorks.com, a website dedicated to bringing together employers and employees in Winnemucca. Photos of employees on the job are preferred; more details will be provided prior to the workshop.

Also, Wednesday, Larry Angier will present “Digital Black & White” from 9 a.m. to noon. Angier, a photographer, photojournalist, and master printer, will help photographers establish a personal system for making fine art black and white prints using Photoshop and inkjet printers. He will explain how he tackles a large print job. He’ll also discuss self-publishing and binding personal portfolios.

Wednesday afternoon, from 1:30 p.m. to 4:30 p.m., longtime Shooting the West presenter Doug Keister will present, “How to Get Published . . . and Paid.” Keister will show that while photographers revel in the joy of creation and capturing a special moment, their passion will eventually lead to a desire to share their discoveries and images with others. “We want our work to be seen and appreciated,” he said. “Better yet, we’d like to get paid for our images.”

During his three-hour workshop, Keister will show attendees how he finds clients and how to apply his methods to get published and increase publishing opportunities. Thanks to digital technology and electronic communication it is much easier now to show images without worrying about losing prints and slides.

Also Wednesday afternoon, from 1:30 p.m. to 4:30 p.m., writer and photographer Richard Menzies will present, “Basic Black & White Darkroom,” offering participants the chance to learn from an actual “old” master in the darkroom. Menzies will shed light on long-standing techniques acquired over the course of a lifetime of fumbling in darkrooms including talk of enlargers and light heads, film, paper, and chemicals. He will discuss artful dodging and burning, and the all-important concept of tonal range.

Thursday, from 9 a.m. to noon, Larry Angier will repeat his presentation of “How to Get Published . . . and

(more)

“‘Shooting the West’ Prepares . . .”

December 30, 2008

Page 3 of 5

Paid”; an optional extended session by Doug Keister, “Photo to Movie Software,” will take place from 1:30 p.m. to 4:30 p.m. Keister will conduct a hands-on demonstration of Photo to Movie, a \$50 software program he often uses to show his images. He’ll have copies of Photo to Movie at a special Shooting the West discount.

Participants also will receive a coupon from MyPublisher, an online book publisher similar to Blurb, Apple, and others. The coupon will entitle the holder to a free PAPERBACK POCKETBOOK® directly from MyPublisher.

Thursday afternoon. Richard Menzies will once again present “Basic Black & White Darkroom” from 9 a.m. to noon, and Kristin Windbigler will present “Introduction to Filmmaking,” from 9 a.m. to noon, and again from 1:30 p.m. to 4:30 p.m.

This three-hour class will provide an excellent, broad-based overview of the filmmaking process including how to choose a topic, how to develop a story and script, techniques and equipment used for filming, scanning and recording audio mixing and a tour of Final Cut Pro, Apple’s popular video editing software.

From 1 p.m. to 5 p.m. Thursday, Jim Sugar and Larry Angier will discuss “Lighting With TTL and Small Strobes,” showing how current technology has both improved and simplified the process of flash lighting. What used to require cases of expensive equipment can be done with wireless TTL and a modest amount of gear. During this hands-on class, Sugar and Angier will use specific examples and setups to demonstrate the gear and the techniques.

Friday, Shooting the West will kick off at 8 a.m. with a continental breakfast and registration in the West Hall of the Winnemucca Convention Center. The Shooting the West Vendors Alley and Presenter’s Gallery will both open, and entries for the “Give It Your Best Shot” photo contest will be accepted in the East Hall Winnemucca Convention Center until 4 p.m.

At 8:30 a.m., Cindy Baldauf will officially begin her duties as the weekend’s master of ceremonies. Following, Friday morning’s instruction will begin with “The Latest Camera, Hardware, and Software News,” a review of all that’s new and hot in the photographic world courtesy of Gordon Allen, owner of one of the largest

(more)

camera stores in the West.

Epson representative Mark Rogers will follow at 9:45 a.m. with the “Latest Printing & Scanning Technology.” The morning will round out with Nolan Preece and “Nevada Sky-Nevada Walls,” which is scheduled for 10:45 a.m.

Following lunch, Steve Ting will present “Wildlife Photography—A Walk on the Wild Side,” from 1 p.m. to 3 p.m. Jessica Brandi Lifland will follow at 3:15 p.m. with “A Photojournalist’s Life,” and Dennis Potter will present “Photography with Passion,” beginning at 4:15 p.m.

That evening will see an art show, book signing and reception, beginning at 6 p.m.; an official “Welcome to Winnemucca” by Winnemucca Mayor Di An Putnam will follow at 7 p.m. William L. Fox and “The Writer-Photographer Partnership” will present at 7:15 p.m. and Mark Lisk and “Owyhee Canyonlands” will round out the evening beginning at 8:15 p.m.

Saturday morning will once again begin with a continental breakfast and registration along with the opening of the Shooting the West Vendors Alley and Presenter’s Gallery. “Give It Your Best Shot” entries will be accepted in the East Hall Winnemucca Convention Center until 10 a.m.

The day’s instruction will begin with “Photography for Writers” by Barney Nelson at 8:30 a.m. followed by keynote speaker Joel Sartore from National Geographic at 9:30 a.m., who will present, “Adventure . . . Stories from the Road.” A book signing with Sartore and a no-host lunch will follow at 11:30 a.m.

Following lunch, Terrence Nathan will present the “Art & Science of Western Exploration,” followed by Bill Gregorsen Morasch with “My Small Corner of the World” at 2 p.m. Diane McAllister will present “Images of Nature: Shooting from the Heart” at 2:45 p.m., and Cindy Stokes and “Textures of Nevada: A Traveler’s View” will follow at 3:45 p.m.

At 4:45 p.m., participants will gather for the annual “Give It Your Best Shot” awards presentation; that will be followed at 6 p.m. by the “Give It Your Best Shot” reception. A raffle drawing will take place at 8:15 p.m.

(more)

“‘Shooting the West’ Prepares . . .”

December 30, 2008

Page 5 of 5

with closing remarks following at 8:30 p.m.

Sunday, from 8:30 a.m. to 1 p.m., participants are invited to take part in a field trip to the beautiful Paradise Valley, a former silver mining community located about 40 miles north of Winnemucca. Back at the convention center, Ryan Jerz and Lisa Lucas will present “Marketing Through Social Media” from 9 a.m. to noon. Jerz and Lucas, who both work for the Nevada Commission on Tourism, will discuss possible avenues for photographers to get their work in front of more people. From photo sharing websites like Flickr and Picasa, to Facebook and YouTube, they will show how the tools of the internet age are vitally important for marketing in the 21st century.

This year also will see the return of “1 to 1 Learning” opportunities. Master photographer Mark Citret will be on hand to critique photographers’ work. Additionally, Craig Moore will be scheduling private sessions to help participants with all things digital.

Pre-registration is encouraged up until the day of the event at a cost of \$100. Cost at the door for the entire symposium is \$115; lesser fees apply for individual days and/or sessions. Fees for workshops on Wednesday and Thursday are additional. Please visit www.shootthewest.com for more information or to pre-register. Information also is available by calling (800) 962-2638.

Shooting the West XXI is sponsored by the Winnemucca Convention and Visitors Authority, the Humboldt County Library, and *RANGE* magazine.

###

(more)