



FOCAL POINT

[Assabet Valley Camera Club](#) - The club meets on the 1st and 3rd Wednesdays of each month except July and August. Meetings are hybrid - in person at the Hudson Senior Center, 29 Church St., Hudson and on Zoom. Doors open at 6:30 PM with a 45 minute social time and at 7:15 a brief business meeting. Programs start at 7:30 PM. Are you interested in attending a meeting and/or seeing what the Assabet Valley Camera Club is all about? You are welcome to join as a guest member for 30 days. Just send us an [Email](#) with your name and preferred e-mail address and you will be added to the attendee list for the next 30 days.



Bowing in the Wind - Paul Loiselle

"In the entire circle of the year, there are no days so delightful as those of a fine October." - Alexander Smith

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Note from Our President

Hello All,

It's that time of year again when life seems to get a bit busier. It is also a great time of year to take a break, take a look around and soak in (and hopefully photograph) all of the beauty that Mother Nature has to offer!

Speaking of photographs, there are plenty of opportunities to share your amazing images with the public. Jim Williams has secured space for us to display our images once again at the Hudson Public Library. Additionally, Jim is looking for volunteers to share their images at Cafe 641. Please reach out to Jim if you are interested.

Jim DeLuco will be presenting his program Candid Portraits With Simple Lighting Techniques live in person at the Hudson Senior Center on October 1st. We look forward to Jim's presentation.

Reminder: as the temperatures outside cool down and we head indoors and gather for events and holidays, uninvited guests (cold, flu, and Covid 19) always seem to make an appearance and share their joy and good cheer with us. If you are not feeling well, you never have to miss a meeting - please join us via Zoom if you are experiencing any cold, flu or covid symptoms.

In closing, I want to thank all of you for making our club a great outlet to learn and share!! Everyone is willing to share advice, as well as request critiques of their images during club competition. I know personally that I have learned so much through the assistance of other members, information provided in our amazing newsletter, monthly programs, and through critiques of member images. Thank you all very much for sharing your time, talent, and expertise, in order for club members to learn and grow in our photography journey!

Pudge



Reflections - Liz Krouse

Note from the Editors

Note from the Editors

October 2025

“September days have the warmth of summer in their briefer hours, but in their lengthening evenings a prophetic breath of autumn.” - Rowland E. Robinson

Haven't we had just the most perfect September weather? And what a beautiful quote by Robinson to capture it!

With the help and enthusiasm of members, the newsletter team has put together a full newsletter. We wanted not only to celebrate fall, but also to prepare for the holidays, with practical suggestions for making gifts out of the undoubtedly thousands of photos that you have stashed on your computer. See Cathy's Tips for Creating Gifts and Cards. There is so much practical information that you might even want to print it out.

Check out Pam's Happenings section, with rich descriptions of events, exhibits and contests to get involved with. Our member spotlight is on Jim Williams, our Treasurer. Behind the quiet exterior is an enormous wealth of mechanical and technical knowledge as well as a behind-the-scenes helper. Get the details.

Not often acknowledged is the brilliant artistic work of the newsletter's graphic designer, Mary Coombs. Every month she weaves all the newsletter contributions of text and images into our final product. Thank you, Mary!

October is a marvelous time to shoot, with its lower, golden light during the day and its clearer crisper skies at night. Take advantage of all the suggestions for shooting locations, go forth, and enjoy. See you in the field.

"I remember it as October days are always remembered, cloudless, maple-flavored, the air gold and so clean it quivers." —Leif Enger, *Peace Like a River*

October Program

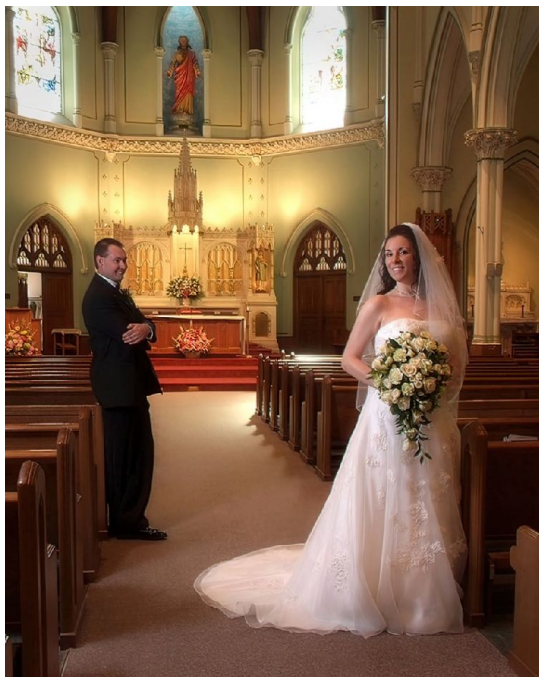
AVCC is pleased to present “Candid Portraits with Simple Lighting Techniques” by Jim DeLuco on Wednesday, October 1, 2025 at 7:30 PM. The meeting is a hybrid format; in person at the the Hudson Senior Center, 29 Church St., Hudson, or remote on Zoom (please arrive no later than 7:15).

The Senior Center will open at 6:30 with a 45 minute social time. The Zoom meeting room opens at 7:00 PM followed by AVCC business at 7:15. The program begins at 7:30 PM. Nonmembers interested in attending as guests should email avcc.digital@hotmail.com

Jim DeLuco is a retired professional photographer well known for his beautiful portrait and wedding photography in the Hudson, MA area. His focus since retirement is on wildlife photography and portraits of friends and family. He is often seen at Bruce’s Pond - observing and capturing the abundant wildlife in and around the pond.

This is a live presentation at the Hudson Senior Center on how to use your camera flash, on and off-camera, to create candid portraits. Jim will discuss how flash can be used to control the light and to create desired lighting patterns. Considerations will be given to ambient room light and backgrounds. Posing and expressions will also be discussed.

Photos Courtesy of Jim DeLuco





Thacher Park Overlook - Louis Snitkoff

Date	Program	Presentor
9/3/25	“What I did this Summer” Member Slideshows	AVCC Members
10/1/25	Portraits with Simple Lighting Techniques	Jim DeLuco
11/5/25	Macro Photo Stacking	George Fellner
12/3/25	Creative Expression Through Coastal Imaging	Steve Koppel
1/7/26	“Lost in Fog”	Ed McGuirck
2/4/26	Penguin Adventure - Falkland Islands	Shawn Carey
3/4/26	Intro to Basic Astrophotography	Temu Nana
4/1/26	Refresh your Basic Editing Skills in Photoshop	Hazel Meredith
5/6/26	Infrared Photography	Frank Jansen
6/3/26	Image of the Year Awards	Charlie Burke

Link to the club website calendar for all deadline, program, and competition dates: [AVCC Calendar](#)

Or find it on the AVCC website by clicking on “Organization” at the top of the page, then “Club Calendar” in the dropdown list.

Competitions 2025-2026

Monthly Competitions:

The club holds monthly image competitions including two categories: digital theme and open. AVCC Print competitions have been suspended. The digital images are judged by a panel of three judges using a scale of 3.0-10. The final score for an image is the total of the three scores. See the [AVCC webpage](#) for more information about the rules and procedures for monthly competitions as well as the PSA and NECCC competitions. Pay particular attention to the PSA definitions for [“Nature”](#), [Monochrome](#), and [Travel](#) submissions.

Schedule of Monthly Competition Category Topics & Submission Dates

Month	Digital Theme	Open	Digital Theme and Open Submission Date
September	Monochrome	Open	9/10/2025
October	Nature	Open	10/8/2025
November	Mailbox(es)	Open	11/12/2025
December	Nature	Open	12/10/2025
January	Leaf/Leaves	Open	1/14/2026
February	Nature	Open	2/11/2026
March	Landscapes	Open	3/11/2026
April	Nature	Open	4/8/2026
May	Portrait(s)	Open	5/13/2026

PSA and NECCC Digital Interclub Competitions

Image selections to the PSA & NECCC Interclub Competitions are made by the representatives to each organization. Individual entries can also be made to PSA competitions if you are a member. Our PSA representative is Todd Mathieson; our NECCC representative is Robyn Saur.

FYI: PSA Guidelines for Borders: Not recommended for Nature but if any border is added to a Nature, Travel or Photo Journalism image it must be a small border of a neutral color (gray tones). There are no border restrictions in the PID Color or Monochrome Division.

2025-2026 NECCC Individual Print Competition

The NECCC Individual Print Competition will be held on October 18, 2025 and March 28, 2026 hosted at the Greater Lynn Photographic Association (GLPA). For information about the print competitions go to the NECCC website and go to competitions in the pull down menu. [NECCC](#)

Jim Williams

Jim was born in the Finger Lakes region of New York, about 15 miles across a valley from Watkins Glen International Raceway. During the racing season he could hear the high-pitched whine of the engines across the valley. From his early teens he was interested in sports cars and racing. He is a big auto racing fan and was active in the Sports Car Club of America. He was a tech inspector for the SCCA (Sports Car Club of America) races at “The Glenn” for a few years. He attended all of the races at “The Glenn” including Formula 1 and follows it closely to this day. Over his lifetime he has almost never been without a sports car - mostly European - which he maintains himself. He has owned Fiats, Austin-Healeys, Porsches, and a Corvette, among others.

Jim’s interests and natural talents lean toward all things mechanical and technical. Jim’s father was mechanically inclined, and was an installation and repairman for the telephone company. He had a relatively well equipped shop in the basement with a garage door opening. Starting at age 13 Jim designed and built a mini-bike, a go kart and a hydroplane. At 15 he sold the hydroplane to purchase his first car, a 1962 Austin-Healey that had been rolled over and in need of significant repair. At 16 he started driving the A-H and got a part time job at a foreign car repair facility. With aspirations to get an engineering degree he enrolled in Corning Community College after high school. He started going to school for a semester and working as an auto mechanic at a Fiat dealership the next semester until he got drafted for the Vietnam war. Upon completing his stint with the Army he finished his associate degree at CCC. He moved to Arizona and worked one year as a mechanic at a foreign car dealership to gain residency, allowing in-state tuition. He enrolled in the Engineering program at Arizona State University, and - not surprisingly - he graduated with a degree in Mechanical Engineering. Jim’s work life was in Research & Development. He did “start-from-scratch” design in such areas as hydraulics, diesel fuel injection, and after-burner fuel pumps for aircraft, to name a few. His name is on 25 patents as inventor.

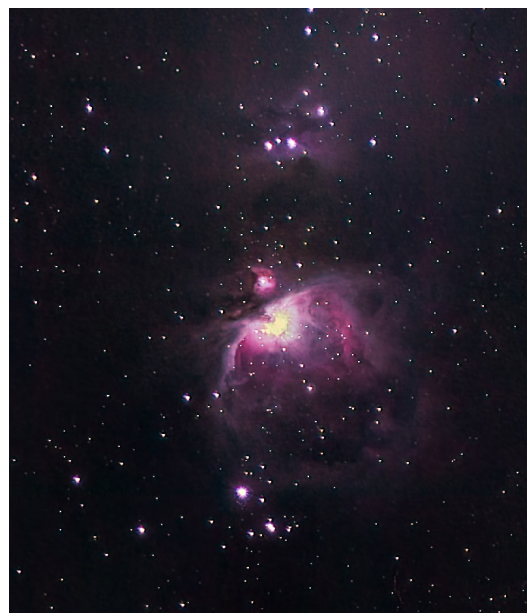


Dad on another food run - Jim Williams

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Member Snapshot - Jim Williams - continued from page 7

Jim says, "I've had a 35mm camera all of my life." He bought his first camera when he was in the Army stationed in Germany. He had a darkroom for several years. He mostly took snapshots until he retired and got serious about photography. In 2020 he bought a mirrorless camera, and has accumulated a robust amount of gear, much of it based around his interests in nature and astrophotography. Jim's been a Canon shooter for many decades. He currently uses an R5 mark II body, and the following lenses: a Canon 15-35mm 2.8; a 24-70 2.8; a 70-200 2.8; a 100mm macro 2.8; a 100-500 4.5-7.1; a 600mm f4 series 1; and a Rokinon 14mm 2.8 with manual set up. He recently picked up a Benro Polaris Astro tripod head for long-exposure night sky shooting. He is looking forward to doing some deep sky photography this winter. In early 2025 Jim started printing and dry mounting photos, and offers those services to club members. For learning about Lightroom and Photoshop, he likes the online training at KelbyOne. [kelbyone](https://www.kelbyone.com)



Orion NebulaS3 - Jim Williams

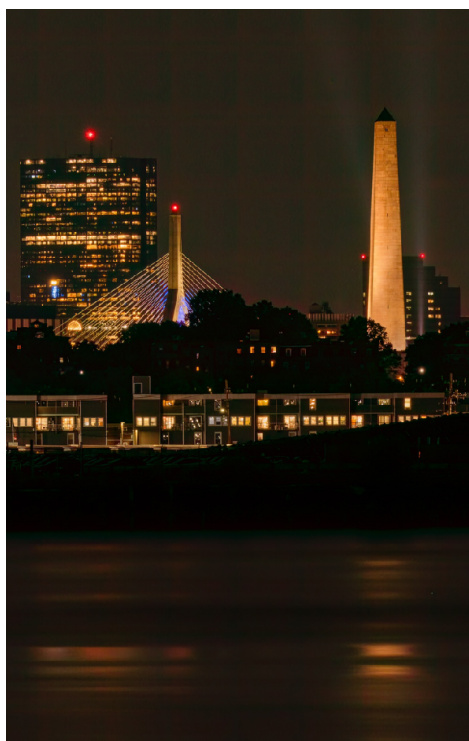


Image Courtesy of Jim Williams

Jim joined the camera club in 2022. He quickly got involved, and has had official roles as secretary, treasurer, and Cafe 641 coordinator. He also coordinates AVCC's "Night Hawks" interest group. In that role he does much of the monitoring and planning for shooting celestial events. As part of this interest he belongs to the "Greater Boston Night Photographers" and "Photography Beyond The Apparent" Meet-up groups. He participates in many club field trips.

Jim naturally comes at photography from the technical side and says the more artistic and editing aspects are growing edges for him. In the club, he's what is known as a "quiet guy behind the scenes." He steps up, fixing things and offering a helping hand wherever needed. While only being in the club a few years, Jim has become an integral member. Thanks, Jim!



*Marlborough Carnival
- Jim Williams*

Members' Lens



Zooming Out - Members and AVCC in the greater photographic community - member exhibits, competitions, meetups, field trip opportunities, workshops, etc.

Zooming In - A Reflection, Musing, or Experience (travel, how I got that great shot, my favorite photo or place to shoot for example) shared by a member

Tips and Tricks - Members' shared suggestions for the Monthly Theme

The Bigger Picture - Happenings in the World of Photography

Zooming Out

On the Wall at Cafe 641

The October exhibit at Cafe 641 features the work of Blair Boudreau. A Meet and Greet will be held on Saturday, October 11 from 12 - 1:30 PM.

Lou Snitkoff will be the featured artist in November.

Rick Beauchamp will display images in December.

If you are interested in displaying your work at Cafe 641 contact Jim Williams through the AVCC website.



Shut Up and Eat - Blair Boudreau

"I think good dreaming is what leads to good photographs." - Wayne Miller



*Blair in front of her exhibit at Cafe 641
- Mimi Boudreau*

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Zooming Out - continued from page 9

40th Anniversary Meeting

At our first meeting of the 2025-2026 club year on September 3rd we celebrated our 40th AVCC Anniversary. Many thanks to our members who organized the festivities and shared their memories. Our “Banqueteers”, Linda Shelales and Linda Gilberti, coordinated a delicious spread of goodies including a celebratory cake. Todd Mathieson entertained us with a wonderful and inspiring retrospective slideshow, and Robyn Saur shared a fun-filled memoir of her years in the club. AVCC has come a long way since the days of film and slides! Photos by Mary Coombs



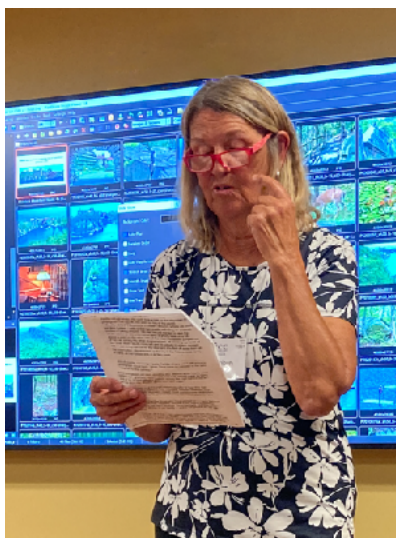
Five Past AVCC Presidents Celebrate the 40th: Todd Mathieson, Robyn Saur, John Gill, Maureen Mathieson, and Tony Monteiro



Sue Abrahamsen (member since 1987) and Jim Williams



Our “Banqueteers” - Linda Shelales and Linda Gilberti



Robyn Saur sharing her recollections of club activities over the years

Robyn’s humorous account of her years in AVCC (she joined in 1991) is archived in the latest club binder - if you wish to read it contact Maureen Mathieson - our club archivist.

Continued on next page

Zooming Out - continued from page 10

From our Members:

From Mary Coombs:

I am a member of an organization called SAGA - Stow Area Guild of Artists and we are having an Open Studios event on October 4th and 5th from 11AM - 4PM. I will be displaying my photographs and cards at another member's house (brightly painted garage actually!), 32 Arbor Glen Dr, Stow.

For more information about SAGA and the Open Studios event check out this link: [SAGA](#)



Monarch Visits the Assabet - Linda Shelales

Did you know..... **Ansel Adams** (1902-1984) was a renowned American landscape photographer and environmental conservationist. He was given his first camera at the age of 14 during a trip to Yosemite National Park, and once he got started, he never stopped. He was also a classical pianist. He is mostly known for his bold black and white images, though he also photographed in color. He was commissioned by the US Department of the Interior to photograph the national parks, and of the 28 national parks at the time, he photographed 27 of them (he missed Everglades National Park). He was awarded the Presidential Medal of Freedom in 1980 for this work. He also extensively photographed the American West and the New England coastline from Connecticut to Maine. His photographs were known for their careful composition and tonal balance. He was one of the founders of *Aperture Magazine*, and he was very involved in the *Sierra Club*. From 1955-1981, he conducted annual workshops at Yosemite. In his lifetime, he expressed concern over our loss of connection to nature due to industrialization and exploitation of natural resources. Here is a link to further explore his inspiring work: [Ansel Adams](#)

Zooming In

We asked our members for input regarding creating gifts and cards with their photos. Here are the wonderful tips and caveats we received:

Louis Snitkoff: Lou has created his own photo greeting cards for many years, and has had success selling them individually and in boxed sets. He notes that people have shown interest in a variety of subjects, including local landscapes and botanicals, and says boxed sets make nice gifts. Lou has printed and affixed his images to generic card stock, but prefers to print his cards on stock coated for inkjet printing, using an Epson P800 17" printer. To print his cards, he first creates a template in his photo editing program, which can be tricky and require some trial and error. It takes a bit of patience to get the image positioned exactly where you want it to appear on the card but once done, you can drop any post-processed image into the template. You can then name and save your card, and use the same template to create another card with a different image. Lou recommends Red River Paper because they are prompt and reliable, and manufacture a variety of paper sizes and finishes, including custom sizes. You can visit their website redrivercatalog.com to peruse their offerings, and purchase sample kits, card stock, matching envelopes and boxes for packaging. Their cards are scored for easy folding.

Terry Vachowski: I did a batch of cards for gifts once on my scrapbooking software, using favorite photos and decorative elements. The best idea my group had was to print 10 of each of 10 different cards. You will then have gift packs of 10 different cards to give as gifts for the holidays. Keep the inside plain or just with a decorative edge so there is room for a nice note with it. Everyone has a use for note cards. There are also small size boxes the right size available online for containing the sets.

Peter Stulz: I just ordered a canvas tote bag, coffee mugs and coasters from Shutterfly. They had an offer for up to 5 free gifts that I took advantage of. I was happy with the results.

Pam Meoli: I've been selling cards to farm stands and the Wayside Inn gift shop for years. Also, a handful of supportive clients. I keep the prices really low because it's not about making a living to me; it's about making it affordable for people to see my work. I have the images printed through Shutterfly (found the same day qualities to be poor). Then I buy the insert cards from Amazon. Last year my sister suggested I "upgrade" my cards to have the images printed on the cards - "looks more professional". I have a stamp I got from Etsy that says "made with love, Pam" and a dragonfly image. Well I reached out to my clients and asked their opinion - and to my surprise - they wanted me to keep them the way they are ! They appreciate the "handmade" look! Who knew.....

"The morns are meeker than they were, the nuts are getting brown, the berry's cheek is plumper, the rose is out of town." - Emily Dickinson

Continued on next page

Zooming In - continued from page 12

Mary Coombs: I have made both printed cards and photo mount cards that I now sell at various events. I use Strathmore photo mount cards and 4x6 images - usually printed at Shutterfly - sometimes Mpix - with a mat finish. I adhere them with two sided tape. In general people prefer the photo mount cards and say they like the look of a frame around the image. I also have received feedback that the 5x7 printed cards are too big - (even though the overall size of the photo mount cards is also 5x7!). The amount of space for writing is intimidating to some. Perhaps those are best for holiday cards with a printed message inside. A popular size is approximately 4x5" (an A2 size in the print world!). Selling at events necessitates gearing up with some way to display cards and prints as well as protective covering for the cards so I order plastic sleeves (there are biodegradable options - but caution - they melt together in the direct sunlight!). I also have a stamp with my name and email and cute round business stickers that I can put on a bag or the back of a card or print. Shutterfly has many gift options and the quality is generally good. I have also used an online company called Puzzle You to make puzzles of some of my photographs.

Linda Shelales: Every year I create a 'Misc' calendar using at least 12 favorite images. I use Shutterfly because I like their paper weight, color options & formatting design processes. Due to the expense, it's a better gift than product to sell. I keep asking & am surprised at how many still value having a hard copy calendar for their offices. Conversation piece, in some cases!

I have a card 'business' but don't pursue selling like I once did. They still make great gifts when boxed. People tell me they save them! My cards are mostly 4x6 prints affixed onto plain stationery by 7 double-sided square glue tabs. Paper is expensive now & my resources have all changed due to companies going out of business or changing how they do business. I started out printing at Walmart & buying stationery bulk online. Now I print 4x6 images at Walgreens in Hudson & often buy stationery in packets at Michaels, which include envelopes. It's just easier. Michael's stationery is about 1/4" smaller all around, so the cream colored frame for my photo is narrower, but no one seems to notice. I print my logo on the back of each card along with an ID # to make reordering simpler. For more details, I'd be happy to answer questions or help anyone interested in creating cards. It's a lot of work, initially, but once formats & files are set up, it's pretty simple.



For Comparison:

On the left a 4x6" photo mounted on a Strathmore Decorative Embossed photo mount card.

On the right a 5x7" printed card from Shutterfly.

In the middle a 3x5" notecard from Tiny Prints

-Mary

More Zooming In

We asked members to submit their favorite place for Autumn photography and for images that capture the essence of Autumn. We received some wonderful replies and some beautiful images! Get inspired!

From Glenn Fund:

For me, hands down, it is Stowe Vermont. Here are 3 pics taken in Stowe at this time.



Image Courtesy of Glenn Fund



Image Courtesy of Glenn Fund

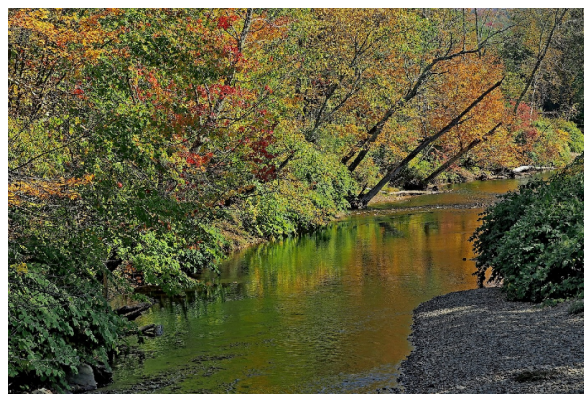


Image Courtesy of Glenn Fund

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Zooming In - Autumn - continued from page 14

From Linda Shelales:

My favorite place for beautiful autumn landscapes is the Kancamagus Trail in NH. I think you pay to drive the trail now. Here is a Kancamagus pic close to my heart, pun intended. Ice House Pond on Concord Rd. just off of Route 2A, often has wonderful foliage, too. However, 2 of my favorite autumn leaf pics are just of leaves I 'played' with!



Kancamagus Heart Tree - Linda Shelales



*Leaf After the Rain
- Linda Shelales*



*Leaf in the Window
- Linda Shelales*

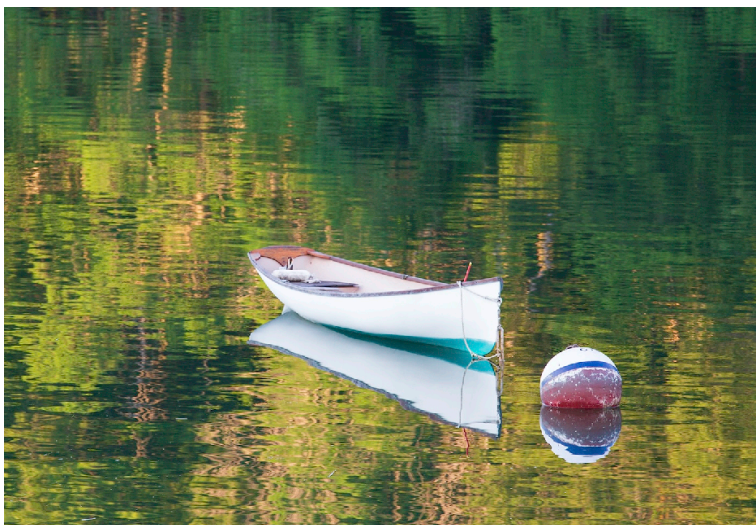
*"Wild is the music of the autumnal winds
amongst the faded woods."
~ William Wordsworth*

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Zooming In - Autumn - continued from page 15

From Lou Snitkoff:

One of my favorite places to photograph autumn is Acadia National Park.



*The essence of autumn - Lobster Cove, Annisquam, MA
- Lou Snitkoff*



October Rockies - Lynn Kerner

Colorado Rockies with first snow on the peaks 2021

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Zooming in - Autumn - continued from page 16

From Pam Meoli:

One of my most convenient places for autumn scenes is Dean Park in Shrewsbury. I walk my dog there often and love to see the ever-changing reflections.



Dean Park in Autumn - Pam Meoli

From Natalie Schiavone:

Hello! My favorite place to photograph fall foliage is in North Conway. My family goes there every Columbus Day weekend. We love hitting all of our favorite restaurants, but I really enjoy our hikes and seeing all the gorgeous colors.



This is a recent photo I took at Ferjulian's Farm. To me it captures the essence of fall. - Natalie Schiavone

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Zooming in - Summer - continued from page 17

From Terry Vachowski:

My favorite places are the aggie fairs and festivals. This year we got to the Big E for the first time in awhile. Others were the Brimfield antiques show, the Apple Festival at Wayside Inn, and the Bolton Fair. My all time favorite will always be the Mohawk Trail, ending with a trip up Mount Greylock. That's usually last on the agenda after I've already been to Tower Hill and the cemetery a couple of times. Farmstands, the Wachusett Dam, Audubon reservations, and the National Wildlife Refuge in Sudbury are great too. Enjoy!

From Peter Stultz:

My family typically goes up to the White Mountains for the fall foliage. In spite of the traffic, we're rarely disappointed with the foliage. Crawford Notch, Pinkham Notch, Willey Pond, the Mt Washington Hotel, Sugar Hill and Bethlehem areas are all gorgeous.



*Cranberry Bog Vert 1
- Peter Stultz*



Swans with Foliage 1 - Peter Stultz

"Every leaf speaks bliss to me, fluttering from the autumn tree." ~ Emily Brontë

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Zooming in - Autumn - continued from page 18



Final resting place - Catherine Robotis



Rust in Peace - Catherine Robotis

"And all the lives we ever lived and all the lives to be are full of trees and changing leaves." - Virginia Woolf



West Boylston Rail Trail - Catherine Robotis

Tips and Tricks - October's Theme: Creating Gifts and Cards from Images

Every month, a series of compelling, thought-provoking images graces the screen at our AVCC competitions. For every competitive image submitted by each of us, there are likely thousands more sitting in our computers, waiting to see the light of day. What can we do with those images? Some would make beautiful framed prints to hang on our walls or to give to others. Some might provide inspiration as cards. Some might be used to create unique gifts for friends and family. Some images may be perfect for a broader audience, such as in a gallery or at an art show. Some of us may enjoy photography as a personal hobby, while others may dream of turning their photography into a business. Some may already enjoy success in the business world. Wherever you fall on the spectrum, know that your images bring color and light to a world that is sometimes devoid of both. We have put together some tips for anyone who may be interested in using their images to create cards and/or gifts, along with some helpful ideas for anyone looking to venture out into the marketplace.

Photos as gifts

- Many online sites offer creative ideas to turn your photos into unique gifts. Shutterfly, Snapfish, and Mpix are among a long list of platforms where you can create gifts using your images. You can print your images and have them framed. You can turn photos into canvas prints, wood art, or metal wall art.
- You can use photos to personalize textiles such as socks, blankets, aprons, or kitchen towels.
- You can use your photo designs to create decorative household items such as pillows, cutting boards, coasters, and photo puzzles.
- Your images can be used to personalize phone cases and mouse pads.

Photo Transfers to Wood

Did you know you can print your photos on paper and then use a transfer medium to transfer them to wood to create a unique gift? Here are some tutorials for how to do this:

[How to Transfer Photos to Wood the Right Way \(YouTube\)](#)

[DIY Wood Photo Transfer Keepsake Craft](#)

[How to Transfer a Picture to Wood](#)



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Creating cards with your images

- You can print your images on your home printer or order them from an online print site and affix them to cards. Some stores like CVS, Walmart, or Walgreens allow same day pick up. However, it might be better to use their online service and have it mailed to your home, because the quality of the paper used to print in the physical stores may be inferior to that of the remote printer.
- When printing your images, consider the following: Matte finishes are smooth and work well with text. Glossy finishes are reflective; the colors pop, and glossy images stand out. Semigloss finishes are a mixture of the two; there is a subtle sheen that does not overpower your design.
- You can buy card stock at craft stores such as *Michaels*, or you can order it online. It's a good idea to check around for competitive pricing, and look for quality reviews. You can find paper in different textures and even different colors. Card stock options include cards with decorative, embossed edges and plain cards. Some cards have a window frame where you insert your photo. Some cards require you to affix your photo to the card with mounting squares or adhesive (which you can find online or at craft stores).
- Another option is to use your photo editing program to create a template for cards that you can then print on your home printer. Once you create the template, you can upload your photo and style the card as you wish. If you choose this option, consider using the back of your card for self-promotion (particularly if you plan to sell your cards). Include your name, logo, and/or website. It's important to choose high quality card stock.
- You can also have your cards printed with a company (such as Shutterfly or Snapfish). When uploading your images, make sure they are the correct size and have the appropriate DPI. Sometimes, the images have to be cropped to fit their template. You should always examine the final product and adjust as necessary to avoid having your image cropped in a way you don't want. Another option is to size the image to the size you want (4x6, 5x7) before uploading it.

*"October is the opal month of the year. It is the month of glory, of ripeness.
It is the picture-month." - Henry Ward Beecher*

Do you want to turn your photography hobby into a business?

- There are many options that may help you break into the market and create a lucrative enterprise. The first thing you should do is study the market and develop a business plan for yourself. What will be your niche? Who will be your target audience? What products will you sell? How will you produce them? How will you market your business? Answering these questions will guide you moving forward.
- Do you need to create a website? A business domain? Your local Small Business Administration may provide excellent guidelines for how to get started and proceed through the typical hurdles of starting a business.
- Visit your local gift shops, and bring samples of your work to see if they will sell them for you. Gift shops often like to support and showcase local artists.
- You can sell your work at craft fairs and seasonal art fairs in and around your town. You may need to book a table way in advance, so it's a good idea to do your research early and ask others who have experience. Maybe you and a creative friend can rent a table together.
- Look into galleries within driving distance. They may have calls for artists, and you might be accepted. Libraries and other venues may also provide opportunities to display your work.

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Creating and selling greeting cards

- You can create cards and sell them at craft fairs or in gift shops. You can create card designs and sell them to greeting card companies. You can create your own website and/or start an online eCommerce shop.
- What style of cards do you want to create? The most popular cards are rectangular in shape, but square cards are also quite popular. Oblong rectangular cards can also stand out.
- How big do you want your cards to be? The most common sizes for cards are 4x6 and 5x7.
- Once you have created your cards, it's important to market them. Study the market, and make sure you price your work to remain competitive. You don't want to be overpriced, but you also don't want to be underpriced. How much are your competitors charging?
- Market yourself on Instagram and venues such as Flickr and Pinterest. Post regularly to help gain a following.
- Once you develop a following, make sure you engage with them. As your business grows, consider offering giveaways or contests. Create 'limited edition' products because they often generate interest. Donating a portion of your proceeds to a charitable organization may also help grow your business because many people like to support a business that gives back.

Online Art Platforms and Print on Demand (POD) platforms

- According to Printify, the global wall art market is expected to grow 8.12% by 2032. You can use eCommerce platforms to reach a global market with your creations.
- Online art marketplaces include Fine Art America, Etsy, eBay, and Saatchi Art. Some other popular POD platforms include Shopify, Gelato, Zazzle, and SmugMug.
- POD platforms are a great option for those who do not want to maintain inventory. They are beginner friendly for anyone starting out. With POD platforms, you can create your own online store to showcase your products (photos, photo gifts). If someone orders one of your items, the company (or a 3rd party) produces the product and ships it out to the recipient. The company will take a certain percentage of your earnings.
- If you choose to work with a POD company, it's important to shop around and see what meets your needs. Some of them might have a subscription fee. You also want to check the quality of their finished products and study their customer reviews.



Dog day afternoon - Catherine Robotis

Stock Agencies

- You can upload your photos to stock agencies, such as Shutterstock, Adobe Stock, Alamy, or 500px.
- To work with stock agencies, you first have to sign up as a contributor and then upload quality photos to develop your online portfolio with them. They will review your images and let you know if they accept them. Accepted images will appear on their website, and any time someone downloads or licenses one of your images, you will be paid a fee (sometimes as little as 10 cents). It's important to pay close attention to what you are signing up for. You want to make sure that you retain ownership and rights over your images.
- If you choose to upload to a stock agency, you will need to study their guidelines to ensure that your images fall within them. For example, images containing people usually require a signed waiver. Some landmarks and buildings require special permission.
- If you are submitting to stock agencies, you should study market trends to see what type of images are popular. Bear in mind that advertisers often download images from stock agencies, so you might want to leave space for them to add their own text or designs.
- It's important to choose appropriate key words for your images so that those searching for certain themes will find your images. The competition can be fierce.
- In general, single subject photos sell better than group shots. Candid photos fair better than posed. Wide shots do better than close ups. Images with your subject looking away do better than images where they are facing the camera.
- Because there are so many images uploaded to stock agencies, if you plan to do it, it's a good idea to upload your images to several platforms. One downside is that it can take time to upload the images and then choose the keywords. You have to ensure that your images are the correct size. They will reject images with digital artifact or noise.

Sources: Printivity.com; Printful.com; wix.com; zenfolio.com; themoderntog.com; zazzle.com; blog.studiostyle.com; focus.picfair.com; printify.com.



Pelican Hover - Tony Monteiro

The Bigger Picture

Happenings

Mass Audubon:

A Nature Year – Winter Series

At Drumlin Farm in Lincoln, MA and Broadmoor in Natick, MA.

Immerse yourself in a season of local natural history. With a skilled Mass Audubon naturalist as your guide, experience the cycle of the season. Gain extensive natural history knowledge--all while receiving the many benefits of spending time outdoors. Each month, you will focus on a special topic, natural community, or seasonal phenomenon. The winter session is comprised of three programs, one in December, January, and February.

Registration is required – here is the link with more info - [A Nature Year](#)

Check out this short article and link to [“The Timing of Fall Foliage”](#).

New England Botanic Garden:

Art in Motion

Ends Oct. 12 - Explore an extraordinary collection of kinetic sculptures, masterfully crafted by artist and engineer George Sherwood. *Art in Motion* spans an impressive 25 years of Sherwood’s artistic journey, showcasing 17 intricate stainless-steel sculptures that move in the wind and reflect the sunlight. Drawing inspiration from patterns and perspectives in nature such as birds in flight, ripples and reflections on the surface of water, and floral forms, each sculpture captures the dynamic forces of nature and reflects the beauty of our living world. *Art in Motion* invites visitors to find moments of tranquility and joy while considering the subtle, ongoing changes taking place in the natural world around us.

Glowing Wild

Ends Oct. 31 – Get lost in a night where nature gets weird and things aren’t quite as they seem. This immersive nighttime experience transforms The Ramble into an otherworldly dreamscape of unusual, illuminated plants and other curiosities set among captivating light displays.



Farmers in Field - Mimi Boudreau

Continued on next page

Happenings - continued from page 24

Head of the Charles Regatta (for great action/sports photo ops):

Head of the Charles Regatta is a rowing head race held on the penultimate complete weekend of October (i.e., on the Friday that falls between the 16th and the 22nd of the month, and on the Saturday and Sunday immediately afterwards) each year on the Charles River, which separates Boston and Cambridge, Massachusetts. It is the largest 3-day regatta in the world, with 11,000 athletes rowing in over 2,500 boats in 73 events.

[Head of the Charles Regatta](#)

Worcester Photography Group:

Brush up on your camera skills and learn new photography techniques whilst on a photo walk class with other local photographers! Two hour photography sessions based on a photography theme/technique/style that take place in various locations in Worcester.

[Worcester Photography Group](#)

Photo Contests

Photo Contest Calendar 2025

This link will bring you to an array of photo contests – with still plenty of time to submit. But don't wait too long!

Some categories are:

- Night Photography
- Black & White
- Frozen

[Photo Contest Calendar 2025](#)

2025 Provincetown Independent Photography Contest

A community photography contest. All are welcome; residents and visitors, amateurs and professionals. Share your view of the Outer Cape and see your work recognized in a special Winter-Spring 2025-2026 publication.

Deadline: Monday, Nov. 3, 2025

[Provincetown Independent Photography Contest - 2025](#)



Center of Attention - Paul Loiselle

"Autumn is the antidote to staleness; it is where transformation dwells." - Unknown

Continued on next page

Happenings - continued from page 25

Photo Exhibits

Hidden in the Layers – Boston University Art Galleries, through Nov 22 – includes photography and print media. New local works.

A Photographic Journey by Joe Greer – Leica Gallery Boston, through Nov 14 – portraits, landscapes, etc.

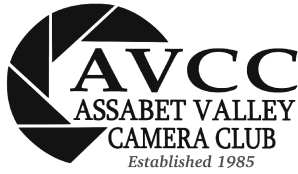
Falls Glory Photo Paintings – Robb Center, Andover, MA – through Oct 31 –Photopaintings (blending photography with painterly or altered surfaces).

Faces in the Crowd: Street Photography - Museum of Fine Arts, Boston – through July 2026. Photographs (1970s - 90s plus recent work) focusing on urban/street life.



Windows to the Soul - Doris Monteiro

"Listen! The wind is rising, and the air is wild with leaves. We have had our summer evenings; now for October eves!" - Humbert Wolfe



AVCC is a member of the following organizations:

NECCC



PSA

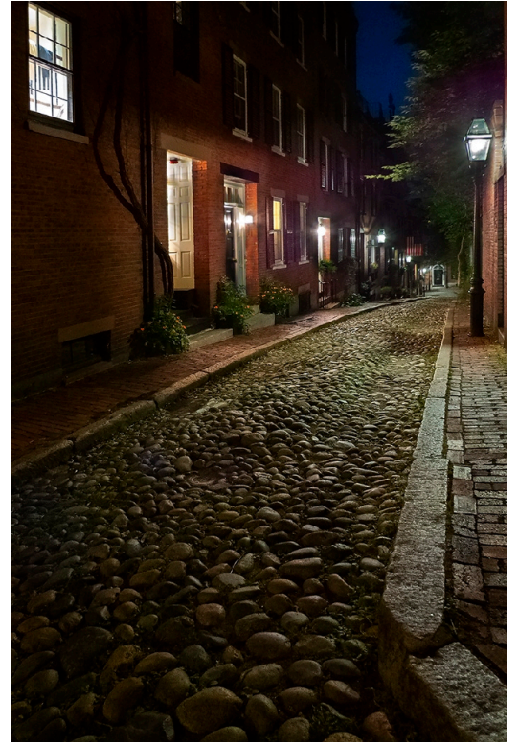


AVCC website:

<https://www.assabetvalleycameraclub.com>

2025-2026 Executive Board Members:

- President: John Mauro
- Vice President: Mary Coombs
- Secretary: Neil Swinton
- Treasurer: Jim Williams



A Piece of Old Boston - Peter Stultz

Editors' Note:

Many(!) club members work behind the scenes in various capacities to make the club run smoothly, to engage with the greater community, to reach out to prospective members, to communicate about our organization through the Facebook page, the AVCC website, the Focal Point Newsletter, the Action Unlimited, and provide opportunities for competition, exhibitions, fun, learning, and camaraderie. To see (most) of the volunteer positions and members please refer to your Member packet.

Many thanks to the following members for their contributions to this month's Newsletter: Cathy Robotis, Lynn Kerner, Mary Coombs, Pam Meoli, Jim Williams, John Mauro, Natalie Schiavone, Lou Snitkoff, Doris Monteiro, Terry Vachowski, Glenn Fund, Linda Shelales, Blair Boudreau, Peter Stultz.