

## 4th Street Evening Shoot !!

We will be going out onto Fourth Street to do some night-time photography at our meeting Monday evening. We'll use the rest of the slide film purchased in July. If you do not have a tripod and wish to use one, call Wayne (321-9660). He has several tripods and has offered us their use. We will go outside to shoot at 7:15 prefaced with Wayne's presentation on night-time photography techniques. Don't forget your camera, tripod and a cable release.

## Listen to Lisa!

(We didn't hear from her!!)

## Photo Contest

Don Kline has offered to take photo entries up to Canton for the photography exhibition at the annual Apple and Cheese Festival. If you have sent in your forms and plan to enter work, call him at 753-3482. Also let him know if you want him to bring your entries back

**President**  
Lisa Muth-McNerney

**Vice President**  
Wayne Falmer

**Secretary**  
Mindy Stefs

**Treasurer**  
Elizabeth Cowney

### MONTHLY THEME CONTESTS

SEPTEMBER  
TOPICS  
CLOUDS

OCTOBER TOPICS  
CARS  
AVAILABLE LIGHT

## Seeing Film's Decline, Kodak Bets On Picture-Use and Brand Loyalty

(This article "borrowed" from the Photo Insider - a trade publication)

**Woodbury, NY**—A funny thing happened to Kodak on the way to the future: they got what they wanted. What they wanted was for consumers to "take pictures....further," and they worked hard to move folks in that direction, with Photo CD, imaging kiosks and online picture sharing—not to mention their participation in the development of the Advanced Photo System.

An article in the July issue of *Revolution* magazine ("Business and marketing in the digital economy" is the subtitle) says, "According to InfoTrends, the number of U.S. users of online photo community sites is expected to top a staggering 35 million by 2003, compared to around 12 million members now. Over 1.5 billion digital pictures are projected to be uploaded to online photo services by 2002, according to a report from *Photofinishing News* and Boston-based Lyra Research."

Kodak now has to fight to get its share of this market, and there's definitely a sense of urgency about the struggle. Says *Revolution*, "On the face of it, the core business of Kodak the manufacturer would appear to be doomed. **The company itself accepts that, one day, film—its longtime bread and butter— will eventually go the way of the horse and buggy. By Kodak's own projections, film sales will grow modestly for the next few years and then start to decline in 2005 as digital photography becomes cheaper, easier and more widespread. Kodak's trademark gold boxes of film will become just a memory as consumers capture images digitally and then store them online and in computer hard drives, instead of in albums on the shelf.**"

The article goes on to talk about Kodak's recent efforts to guarantee itself a piece of the pie, including the photo community PhotoQuilt. Online sharing of photographs is a large part of the future for Kodak, but so are products like the new PalmPix camera. "Kodak enters the digital era as the third-largest maker of digital cameras (after Sony and Olympus) with 14-16 percent of the market," says the magazine article. "In total, 3.3 million digital cameras under \$1,000 were sold in 1999, according to InfoTrends."

Although facing heavy competition, Kodak has a very powerful card to play: "...consumers are used to turning to [Kodak's] familiar name and local photofinishers for their photo needs, so why not online too?" Indeed, research shows that "57 percent of online consumers polled would turn to Kodak for their photo needs first, with the next largest group, 20 percent, going to its partner AOL."

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## SVS MONTHLY FINANCIAL REPORT

TREASURER ELIZABETH ANSTADT DOWNEY

August 28, 2000 to September 25, 2000



<b>August Meeting - Balance in Account</b>		\$1,217.31
Deposit:	\$12.50	
50/50 August: \$4.50		
Campbell Membership - Pro-rated: \$8.00		
Elizabeth Downey - Reimbursement for pstg invoice of July newsletter-postcard	(\$4.00)	
Hoyers - July Knoebels Slide Shoot -- purchased 22 rolls of slide film, processed 8 rolls	(\$234.60)	
<b>September Meeting - Balance in Account</b>		\$991.21

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# Susquehanna Valley Shutterbug Club

## Meeting Minutes

August 28, 2000

18 members present

Welcome new member: Dave Campbell (Dave was actually an original member, has strayed, & now has returned!).

Treasurer's Report: accepted as appeared in newsletter

Secretary's Report: accepted as appeared in newsletter

Program Report: Canton Apple & Cheese Festival is 10/7 & 8; Brown Library Pet Photo Contest is still open & they need entries; September meeting: come prepared to shoot outside, details will be in the newsletter; in the future we will have a photo coloring workshop

Refreshments: Kathy Otzel volunteered for September

Show Committee: annual show will be 12/1 - ???, guidelines were dispersed at the meeting. We will need sponsors for this show.

### New News:

- Sandy (museum) wants present day photos of Millionaire's Row for the archives. Several people expressed interest in the project. Wayne will explore the details and get back to us.
- Brown library wants to know if we would teach photography for beginners. Deryl will take the lead & Mindy Steis will help.
- The Arts Council sent out a notice of a meeting in September. They want a representative from each affiliate to attend quarterly meetings to keep in closer touch with the council. Mindy Steis offered & will attend.

Monthly Theme Contest: Thought Provoking: Kathy Otzel; Blue: Deryl Maruschek; Waterfalls: Anna Metzger; Clouds: Deryl M.

50/50: \$4.50

Respectfully submitted,

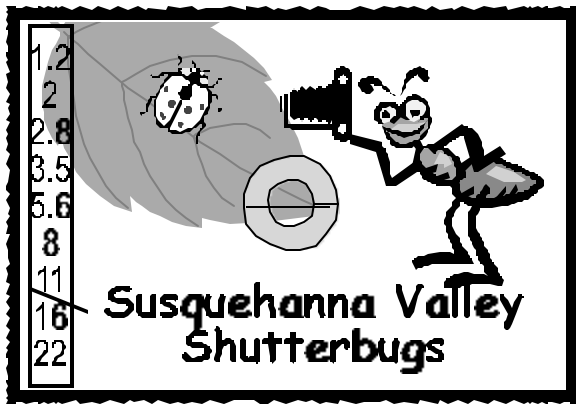
Mindy Steis  
Secretary

**Reminder**

Travel and Vacation Photo Workshop October 7 (rain date Oct 8) in State College sponsored by Lowe Pro, Eagle Creek, Canon and Appalachian Outdoor. Dozens of prizes including top of the line camera bags, outdoor clothing, complete picture framing, CD photo course etc. Opportunity to photograph adorable alpacas up close. For more details, contact Marc Levey at [jm996@home.com](mailto:jm996@home.com) or at 814 238-7483. Note: there will be flyers at the next meeting.

**About The SVS Newsletter**

The Susquehanna Valley Shutterbugs Newsletter is published monthly. The club meets monthly at the Lycoming County Historical Museum on the fourth Monday of each month at 7:00 P.M. The address of the museum and the club is: SVS, c/o Lycoming County Historical Society, 858 West Fourth Street, Williamsport, PA 17701. The newsletter is created by Wayne Palmer (321-9660) and Elizabeth Downey (435-2007) and assisted by Lou Hunsinger. Submissions for the newsletter are welcome and must be submitted by the 10th of each month. Past articles of interest and other club information can be found on the Web at: [www.palmermultimedia.com/SVS.htm](http://www.palmermultimedia.com/SVS.htm)



c/o Lyco. Co. Historical Society  
858 West Fourth Street  
Williamsport, PA 17701

Place  
Stamp  
Here

*Next Meeting Lycoming County  
Historical Society*

**Mon, September 25, 2000 - 7:00 P.M.  
Evening Photo Shoot**

*Mail To:*

[Empty rectangular box for mailing address]