

Next Club Meeting:
 * **Wednesday, June 12th, 7:30 - 9:30 p.m.**
Cupertino Room, Quinlan Center,
10185 N. Stelling Rd., Cupertino, CA



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May Meeting

Miss Woods and the children of the Nimitz Elementary School were back again to screen their movies

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President's Message

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California Film Festivals 2013

Part 2 of a list of the State's many movie competitions to be held this year.
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Young Videographers Screen their Work

May 2013 Meeting Highlights

- 7th Nimitz Elementary School iMovies Screened



Miss Woods and her students of the Nimitz Elementary were back again at the Viewfinders May meeting to show us this year's crop of iMovies that, with the help of their teacher, they write, shoot and edit. the sixteen movies were grouped under three categories, Eclectic, Old and Space, and Nature and Animals. History, Art, Geography, Biology and Outer Space were just a few of the subjects covered by the junior film makers and they

should be congratulated for the effort they put into them. The movies described as follows are in screened order.

"Elvis Presley" by **Bill and Landon**
 This biographical movie takes us



through the King of Rock and Roll's life from his birth in 1935 when he should have been a twin but his brother Jessie died in childbirth. The family moved to Memphis, Tennessee when Elvis was 13 years old and it wasn't long after that he gained a reputation for the quality of his voice. At the outset of Rock and Roll, Elvis became a popular performer. He was

drafted into the Army in 1958. His biggest hits include "Blue Christmas," "Jailhouse Rock" and "Hound Dog". He died in 1977 but his reputation lives on.

"The Story of Christmas" by **Dylan and Yenni**

There are two sides to the story of Christmas, so Dylan tells us the Santa Claus story and Yenni tells us about the birth of Jesus. Santa Claus in his own day was an early Christian bishop who lived in Myra, Turkey



and who liked to put money and gifts in shoes left outside houses. Saint

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June Meeting

CyberLink & Adobe Premiere

Milt Kostner, a long time user of Adobe's video products, compares features of these two video editing programs and presents us with a report.

Young Videographers cont. from page 1

Nicholas, as he was named after his death was the original model for Santa Claus. Yenni tells us that Jesus was sent by God to die for our sins. He was born in a stable and attended by shepherds and the three Kings who travelled from the East to witness his birth and present him with gifts. Each year we celebrate Jesus's birth on December 25th and present each other with gifts in the tradition of St. Nicholas and the three Magi.

"Ohlone Indians" by Jahlisa

Before most of our ancestors came to the San Francisco Bay Area, a Native-American tribe called the Ohlone lived here and along our Northern Californian coast. They were a peaceful people who lived in houses made of willow branches and ate fish, nuts, roots and bread made from acorn



flour. When the Spanish conquistadors arrived they set about converting the Ohlone to Christians, built missions and required the natives to live in them. Unfortunately the Spanish also brought diseases that the Ohlone had no immunity to so they were almost entirely wiped out. Those from the Bay Area that survived are known as the Muwekma Ohlone.

"Computer Chips" by Kefir

Kefir, who's father's work is concerned with computer chips, tells us that they were first invented as long ago as 1958. They are the brains in computer driven machines. Silicon, which comes from sand and is plentiful on Earth, is the principal material in a chip. Sand is purified by melting at very high



temperatures, then cooled and formed into disks called wafers. Each wafer can be divided into many chips.

Cleanliness is essential in the manufacture and the wafers and chips are handled by workers in special clothing in "clean rooms". They are all around us and can be found in phones, tablets, cars, televisions and almost any electronic device we use today.

"Germs and Cures" by Matthew and Nicolas

Bacteria are tiny one-celled creatures that live in people. Many are beneficial to us but some can make us very



sick. Viruses are almost always bad for us. They usually live in hosts such as animals and birds and plants but when they transfer to humans they can be deadly. Fungi, which prefer to live in damp places, are multi-celled plant-like things but unlike plants they cannot feed themselves so have to live off other organisms. Parasites need a host. They range in size from tiny one-celled creatures to bug size, like ticks, and are blood sucking creatures. In 1928 a scientist called Alexander Fleming discovered on a mould a cure for many germ related illnesses and called it Penicillin. It turned out to be the most effective life-saving drug ever discovered and altered forever the treatment of bacterial infections such as pneumonia, diphtheria and meningitis.

"Egyptian Art" by Miranda

Miranda tells us that Egyptian art began 3000 years ago to decorate tombs, walls, mummies and statues. It frequently depicted ancient gods, often as animals in symbolic form. A stylized eye is commonly used to symbolize their gods watching over both the rulers and the populace of Egypt. Many ancient paintings have survived due to Egypt's extremely dry climate. The paintings were often made to ensure a glorious afterlife for



the deceased after a journey through the afterworld. Some tomb paintings show activities that the deceased were committed to when they were alive and wished to continue doing for eternity. Little is known about the artists because they never signed their name on their artwork, possibly because Egyptian artists collaborated in each work.

"Spinosaurus" by Carla and Roi

This prehistoric animal became extinct millions of years ago after walking the Earth in the Cretaceous Period, about 144 million years ago. Its range is believed to be confined to North Africa as remains have only been found in that region. The first fossils were found in Egypt in the 1900s. Its name means spiny lizard which derives from the spines on its



back. It was probably the largest of the carnivores, weighing in at between 3,000 to 6,000 pounds. Being both a water and a land creature it is classed as a crocodile, with narrow jaws and razor sharp teeth resembling our modern crocodiles.

"Our Solar System" by Dan and Shinsuke

These two movie makers plan to be future astronauts and are already studying space travel. They tell us that there are nine planets in our solar system but some scientists say



only eight, that outermost planet Pluto isn't one because it is too small. The four innermost planets, Mercury, Venus, Earth and Mars are made of rock, but the outermost planets, Jupiter, Saturn, Uranus and Neptune are gas or ice planets. The sun is not a planet but a star and is huge and, by

Continued page 3

Young Videographers cont. from page 2

star standards it is in its prime of life and has many, many more millions of years to brighten our days. But of the planets, say Dan and Shinsuke, the most important of them all is Earth, Why? Because we live here.

"History of Megalodon Sharks" by Jomar and Nick

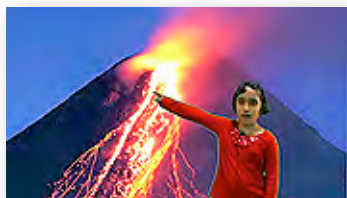
These were the biggest known sharks that lived on our planet. The name megalodon means big tooth, and fossils show them to have been as big as basketballs. The jaws are so big that a whole family could sit within them, they were the most powerful sea creature of all time. They existed



28 million years ago and although now extinct for about one and a half million years, it is believed that their habits were similar to the Great White Sharks that inhabit our coast-lines today.

"Volcanoes" by Sriya

This junior movie maker hopes to see a volcano one day, meanwhile she is studying them and filmed this report. The Earth is made up of a core at the center which is surrounded by the mantle made of molten rock called magma, and has a crust on the surface. The mantle is super hot and



sometimes forms magma chambers of molten rock and gases that push upwards into the Earth's crust. Sometimes these chambers create ruptures at the surface through which the magma escapes. Over time the escaping magma, now called lava, piles up creating the familiar cone shaped volcano. Volcanos erupt periodically throwing lava, gases and hot ash into the air. This could go on for a very long time but fortunately the lava,

when it is cooled by the air solidifies and temporarily plugs up and seals the volcano until enough pressure builds up again to cause the next eruption.

"The Milky Way" by William

Our local galaxy, known as the Milky Way is a barred spiral type with our solar system sitting in one of the arms called the Orion spur, says William. Our solar system is about two-thirds



out from the galactic center which radiates an intense radio source and is likely to be a supermassive black hole. Two prominent regions of the Milky way are the Coalsack nebula and the Great Rift. Both are very dark areas of the galaxy. The Coalsack is best observable from Earth's southern hemisphere. These two areas are dark not because they lack stars but because light from stars are blocked from our view by vast clouds of interstellar dust. The Milky Way is not alone in space as, with its neighbor the Andromeda Galaxy, make up a binary system and belong to a group of 50 closely bound galaxies known

as the Local Group, which itself is itself part of a Supercluster.

"Dog Training" by Katie

Dogs are very smart animals and have physical abilities much greater than humans. They can run faster,



jump higher, leap greater distances and have tremendous smelling and hearing powers. That's why, says Katie, we can benefit from training them to help us carry out tasks that they are inherently better equipped than us to do. Besides, dogs can almost communicate with us and are enthusiastic about working with us wherever we live, from the North Pole to the Equator. Dogs are very talented, hard working and make wonderful companions.

"Cats" by Karman

Did you know that cats are the most popular domestic pet, even more so than dogs? They may be lovable but they are superior killers. Cats have very keen hearing, strong, flexible bodies, quick reflexes, sharp retractable claws, and teeth adapted for

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TREASURER'S REPORT FOR MAY 2013

Bank Account Beginning 5/1/13	\$1684.47
Income Subtotal:	\$0.00
Expenses Subtotal:	\$0.00
Bank Account Ending 5/31/13	\$1684.47



YOUR CLUB MEMBERSHIP FOR 2013 STANDS AT 33

We need at least 10 more renewal/new members to exceed last year's total membership of 42, so help the Club grow by spreading the good news about the Viewfinders Club to other amateur videographers when you meet them along the way. Get some of the free Club business cards at the next meeting. The membership dues for NEW members are prorated, so for the remainder of 2013 they are: \$22 for individuals, \$26 for families and just \$5 for full-time students. Bring your check or cash to our next meeting on June 13th. Make your check payable to the "Cupertino Viewfinders"

Frank Swanson

Young Videographers cont. from page 3

hunting small prey. They use their long tails for balance and can also see



in near darkness. Cats were important in ancient Egyptian where they were first domesticated from North African wildcats about 10,000 years ago for controlling vermin and snakes such as cobras. Mummified cats were given in offering to Egyptian gods because they were so highly valued. Cats are clean animals, spending many hours licking their coats. Their tongues act like a hair-brush. They respond well to human affection and make loyal companions.

"Rivers" by Joseph

Rivers usually originate in mountains where they form v-shaped valleys as



they descend to the low lands. Rivers at higher elevations tend to flow quickly and are usually narrow and cooperatively deep. The lower they descend the wider, slower and more shallow they become creating a flood plain which they meander across.

Rivers usually empty out into the sea and, as they carry rocks and sediment downstream, frequently dump this material at the mouth of the river which builds up as land called a Delta. Oxbows are formed when a barrier impedes the course of the river which needs to flow around it. In periods of heavy rainfall rivers may overflow their banks, causing severe flooding and much damage so they need to be carefully monitored and maintained says Joseph.

"Hummingbirds" by Jasmine and Noga

These colorful and dashing little birds sustain themselves by sucking up



nectar from flowers, like bees. They also prey on spiders and insects for a more nutritious diet. They are among the smallest of all birds and amaze us as they hover in mid-air by rapidly beating their wings. The humming sound that makes gives them their name. When courting, the male ascends as much as 150 feet before diving over an interested female at high speed, flashing its brilliant colors and producing a high-pitched sound. Some people hang hummingbird bird feeders loaded with sugar-water in the garden to enjoy hummingbirds

up close, especially at times when there are fewer flower blossoms.

"How to Train Your Dog" by Eyal
Dog training is hard, says Eyal, but shows in her movie how she works



with her own dog Dubi. She demonstrates how to teach basic obedience training such as sit, come, heal, and stay, by using treats to reward the dog when it gets the command right. Once one's dog has learned these basic commands one should move on to more advanced commands such as stop, fetch, back up and shake hands. At the end of the demonstration Eyal made some points about what not to feed your dog as some foods humans like can be quite harmful to our pets. Chocolate is one and grapes and raisins are another. Chocolate remains in the dog's bloodstream and may cause seizures; grapes and raisins can cause kidney failure. Macadamia nuts, onions, hops, yeast and chewing gum are all harmful to dogs so be careful when giving treats to one's dog.

Once again, the children of Nimitz Elementary School and Miss Woods their teacher have done a great job of entertaining their parents and the Viewfinders Club members. Who knows how they will surprise us next year. ■

JUMBLE PUZZLE by Frank Swanson

Unscramble the five Jumbles on the left, one letter to each square to form five ordinary words.

TAXER

ECОВI

STEEN

SOUDIT

STENCI



These 3rd grade students from Nimitz Elementary School screened _____ at our meeting.

Now arrange the circled letters to finish the rest of the sentence as suggested by the photo.

Print answer here:

(Answer on page 8)

PRESIDENT'S MESSAGE



Alliterations Are Awesome

OK, so I like playing with words. I like twisting words, and rearranging words and using them in wrong ways, and in new ways, and in two different ways at the same time. I like rhyming words and timing words and running wordstog ether [sic], and pulling them ape art [sic].

Words are symbols for meaning and are strung along in a serial fashion, usually in order to get a point across from the author to the reader. HoW mucH informa-tion can You craM into a sEntence? How many meanings does the word mean have? How many meanings does the mean word have? What's the real story behind the all those letters that make up a paragraph?

Movies are pictures strung along in a serial fashion. They can be used as symbols for a deeper meaning. How can what we know about words be used to make movies more interesting?

For example, can we use alliteration in a movie? I mean beyond the obvious, like naming the good guys Alan, Albert and Abraham and the bad guys Buford, Barry and Barney. People on sports team wear the same uniform. Is that a visual or movie alliteration? How about if all the flashbacks in a movie were in sepia tone, or were always preceded with harp arpeggios? What about flagging a scene by having one bright red object whenever a ghost is about to show up? Is a running joke an allit-

eration? "I have a bad feeling about this". Maybe we call those things premonitions or presages and we can define a movie alliteration as something different, maybe a smaller event like 3 cars passing, or 2 men in hats going by, more like a flavoring in order to color a single scene. How about that for mixing metaphors? Hey, there's another alliteration! An alliteration draws attention to itself by having numerous words or items all begin with, or have an emphasis on, the same letter or sound, but it's not the letter itself that is interesting. It's more like the rhythm that is produced by the reoccurrence of the repeating item that calls attention to the phrase. And rhythm implies time, and movies are changing pictures through time.



Anything in your movie that is important to you that you want to emphasize, perhaps subtly, you can highlight by creating a

movie picture alliteration. Remember the magic of threes. Once is not enough, twice could be a coincidence, but three times has meaning.

Let's say you want a character in your movie to be nervously hiding something. A wink or a twitch might not mean anything, but 2 more in a row right before telling a lie, well, that guy is now on your viewers ra-

dar. You don't even have to be so obvious. You may see a tall man in a movie and he happens to be singing the tenor part. When your audience thinks about him, he's the Tall Tenor. The alliteration happens in the viewer's mind and that character becomes more memorable.

What other language lessons like alliterations can we manage to maneuver into our movies?

Ron Rhodes

Viewfinders Web Site

viewfindersclub.org

Latest Updates

Meetings Page: Video of the Month features the President's Award for Documentary Golden DVD Award for 2012, *Taliesin West* produced by Irv Webster

Download the short video clip *Revolving Bands Logo Revealer* (5.1MB).

(Revealers are short video clips used for bringing text on and off the screen).

Link to Chet Davis's "Preserving Your Digital Memories" webinar.

Productions Page: Click on past club video production titles to view excerpts. "Hollywood Film Directing" - links to seminars on the topics of film directing and screen writing

Newsletter Page: Download all Viewfinders Newsletters since January 2007 with a list of selected articles.

Webmaster: **Frank Swanson**

REFRESHMENT VOLUNTEERS

Please let Brian Lucas know which month you will be available to volunteer. The Club will recompense expenses up to \$20.00 per meeting.

<i>January</i>	<i>Brian Lucas</i>
<i>February</i>	<i>Bob Meacham</i>
<i>March</i>	<i>Greg VonWaaden</i>
<i>April</i>	<i>Irv Webster</i>
<i>May</i>	<i>Nancy Wood & JoAnn Pfof</i>
<i>June</i>	<i>Sal Trufo</i>

TECH TIPS

SHOOTING TIPS FOR THE AMATEUR VIDEOGRAPHER: Part 32 by Frank Swanson

Importance of Music in Movies



Since the dawn of motion pictures, music has played an integral part of the moving picture experience. Even before the advent of the "talkies" as they were called, music became a necessary tool to aid the story.

Remember those old silent black-and-white Charlie Chaplin, Buster Keaton, Clara Bow and Lillian Gish movies? Most often, a live organist or piano player accompanied the action to provide another dimension. Dialogue was conveyed by inserting white on black lettered frames between shots or scenes. But, dialogue alone couldn't make going to the movies enjoyable – that required the addition of music to make going to the movies a complete experience. The organist or piano player's job was to convey mood that supplemented the scene on the screen – a quickstep piece for action movies, a slow mellow piece for romantic movies, for example.

When the "talkies" arrived live organist and piano player became redundant – though there are some movie theaters that still perform live organ music when they screen old silent movies (e.g. The Stanford Theatre in Palo Alto, California features a Mighty Wurlitzer organ: www.stanfordtheatre.org). To this day, using music to accompany action and dialogue has continued to be the standard convention in movie-making. However, simple organ music has evolved into a multi-

faceted audio art, which includes the use of sound effects. Nonetheless, nearly every movie made today has a music track that is designed to manipulate the audience's emotions. No matter what the content or subject matter of a movie is, the background music will be subject to one or more of the following six concerns to make watching the movie a pleasurable experience.

1. Express Character Emotion: The only methods open to express a character feelings in silent films were the dialog cards, the actor's stance, and the music score. Working together they conveyed the necessary emotion. If a character delivered a tense or dramatic speech, tense and dramatic music was sure to accompany it. In



modern filmmaking, the same can be said to be true.

2. Heighten Drama: Background music is a basic and effective way to heighten a movie's drama. Regardless of the genre (drama, romance, comedy, documentary), a suitable film score can add to the scene. In an action set piece, the music should match the action in terms of power and intensity. In a comedy scene, the score can be expected to be as light or silly as the action-taking place within the scene. In a travelogue where scenes are pieced together to show a multitude of different views at a particular location such as Yosemite in California, the score can be expected to be smooth for the pastoral scenes, to be pounding and loud for the falling water of Yosemite Falls, or to be intense for dangerous situations such as a scene of a hiker standing at the top of Half



top of Half Dome near the edge of a 5000 foot drop off to the valley floor.

3. Establish a Mood: Music is often used (along with establishing shots) to help set a tone, before any dramatic action takes place. A horror film may begin with shots of a desolate, empty street accompanied by ominous, foreboding music to establish that the action about to transpire is very scary. In a home movie of a child's upcoming birthday



party, light funny music accompanying

shots of the house and the backyard table laden with toys, decorations and eating utensils will establish that the scenes to follow will be happy ones of children laughing, playing games and having a good time together.

4. Establish a Time or Setting: In many period pieces, film score or music from the era is used to help establish and reinforce the specific time period that the movie is set in. Example: A film set in medieval times, will often use source or score



music from the very era that it is trying to recreate, thus further embedding the viewer within a particular time and place.

5. Advance the Story: The music montage is a popular way to condense a large amount of information into a short amount of time. The use of a pop song or score selection,

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Tech Tips cont. from page 6

accompanied by thematically related shots (the lead character is sad, people falling in love, hero in training) advances the story



without spending the days, months, or years it would take in real life for the actual events to transpire.

6. Mislead the Viewer: A musical selection designed to deceive the audience is most often employed in,



thriller and horror movies, usually to lull the viewer into a sense of complacency before a big scare. Example: The heroine babysitter walks into the upstairs bedroom as calm music plays, only to discover a killer behind the door, immediately cued by pierced, shocking music. In an opposite example, the baby sitter walks upstairs, with tense and scary music underneath the scene, expecting to find a killer, when it turns out only to be the house cat.

Most of us can recall instances in which the film's music tipped the balance, bringing out or amplifying

but not limited to,

the spirit of the drama. Music has the power to open the frame of reference to a story and to reveal its inner life in a way that could not have been fully articulated in any other way. In an instant, music can deepen the effect of a scene or bring an aspect of the story into sharper focus. It can have a telling effect on how the characters in the story come across – on how we perceive what they are feeling or thinking. If you haven't yet seen the Club's 2006 movie "Maybe Today", you should. There is almost no dialogue, just the music to control the pacing of events, moving things along when needed, dwelling on something that requires attention, and accenting this or that to help bring out the various connections in the story. For your next movie, spend a bit more time on selecting the appropriate background music than you normally would – you'll be glad you did. ■

California Film Festivals & Contests 2013

Part 2.

Ojai Film Festival
www.ojaifilmfestival.com

Outfest 2011
www.outfest.org/fest2011

Palm Springs International Film Festival
www.psfilmfest.org

Palo Alto International Film Festival
www.paiff.net

Pan African Films and Arts Festival
www.paaff.org

Red Nation Film Festival
www.rednationfilmfestival.com

Sacramento Film & Music Festival
www.sacfilm.com

Sacramento French Film Festival
www.sacramentofrenchfilmfestival.com

Sacramento International Film Festival
www.sacramentofilmfestival.com

Sacramento International Gay and Lesbian Film Festival
<http://siglff.org/>

Sacramento Japanese Film Festival
www.sacjapanesefilmfestival.net

Sacramento Jewish Film Festival
www.sacjff.org/index.html

San Diego Asian Film Festival
www.sdaff.org/festival/festival.php

San Diego Film Festival
www.sdff.org

San Diego Italian Film Festival
www.sandiegoitalianfilmfestival.com

San Diego Latino Film Festival
www.sdlatinofilm.com

San Fernando Valley International Film Festival
www.viffi.org

San Francisco Independent Film Festival
www.sf indie.com

San Francisco International Film Festival
www.sfiff.org

San Francisco International Women's Film Festival
www.womensfilm institute.com/sf-womens-film-festival

San Francisco Jewish Film Festival
www.sfjff.org

San Francisco Silent Film Festival
www.silentfilm.org

San Joaquin International Film Festival
www.sjiff.org/sjiff3/

San Luis Obispo International Film Festival
www.slofilmfest.org

Santa Barbara International Film Festival
www.sbfilmfestival.org

Santa Catalina Film Festival
www.catalinaff.org

Santa Clarita Valley Film Festival
www.scvfilmfestival.com/

Santa Cruz Film Festival
www.santacruzfilmfestival.org

Santa Monica International Film Festival
www.smfilmfestival.com

Sonoma International Film Festival
www.sonomafilmfest.org

Tahoe Adventure Film Festival
www.laketahoe filmfestival.com/

Topanga Film Festival
www.topangafilmfestival.com

CREDITS

Editor and Publisher: Brian Lucas
newsletter-editor@viewfindersclub.org
 Viewfinder Newsletter is published during the fourth week of each month, except December, for Viewfinders Digital Video Club of Cupertino members.

Please send announcements and articles for submission to the publisher during the two weeks previous to the following monthly issue.
 Send address and email corrections to the publisher.

MONTHLY CLUB MEETINGS

Held in the Cupertino Room, Quinlan Center. 10185 N. Stelling Road, Cupertino, California.

Watch the calendar for programs updates.

Guest admission is free.

MEMBERSHIP DUES

- \$30 for individuals
- \$35 for families
- \$5 for full-time students

OFFICERS

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JUMBLE PUZZLE ANSWERS from Page 7

Jumbles:
 EXTRA VOICE TENSE STUDIO
 INSECT
 Answer:
 These 3rd grade students from Nimitz Elementary School screened SIXTEEN VIDEOS at our meeting.

CLUB MEETING EVENTS 2013

<p>January 16th, Wednesday</p> <p><i>Award Winning Amateur Movies:</i> screenings from recent AMPAS and SCCA events</p>	<p>February 20th, Wednesday</p> <p><i>The 12 Essential Story Questions.</i> A discussion by Ron Rhodes <i>Editing Methodology using Final Cut Pro X</i> by Wayne Fogle</p>
<p>March 13th, Wednesday</p> <p><i>Comparison of Sony's SLT-A37K DSLT camera and Canon's HV-30 camcorder</i> by Milt Kostner</p>	<p>April 10th, Wednesday</p> <p><i>WeVideo Cloud-Based Video Editor.</i> An online platform for collaborative video production in the Cloud</p>
<p>May 8th, Wednesday</p> <p><i>Nimitz Grade School Video Screenings</i> by Susan Woods' 3rd Grade Students.</p>	<p>June 12th, Wednesday</p> <p><i>Comparing CyberLink & Adobe Premiere Editing Software.</i> A presentation by Milt Kostner.</p>
<p>July 10th, Wednesday</p> <p><i>3D Video for Everyone.</i> John Dietrich will discuss the Pro method and Ron Rhodes will examine the DIY angle.</p>	<p>August 14th, Wednesday</p> <p>Program to be announced</p>
<p>September 11th, Wednesday</p> <p>Program to be announced</p>	<p>October 9th, Wednesday</p> <p><i>Annual Member Video Contest:</i> Screening of the year's best Club members movies.</p>
<p>November 13th, Wednesday</p> <p><i>Golden DVD Awards Night:</i> Award presentations to the Annual Member Video Contest winners. <i>Election of officers for 2014</i></p>	<p>DECEMBER</p> <p>No meeting this month</p>