

BROUGHT TO YOU BY THE CITY OF SCHERTZ, TEXAS

SCHERTZ *magazine*



SEPTEMBER 2018



SCHERTZ

COMMUNITY • SERVICE • OPPORTUNITY

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Mission

Leading, improving, and serving a livable, sustainable, and financially sound community.

Vision

Community. Service. Opportunity.

Core Values

Treat others the way you would want to be treated

Do the right thing

Be the best you can

Work cooperatively as a team

About Our Magazine

Schertz Magazine is a monthly popular lifestyle/entertainment/community events publication wholly owned and operated by the City of Schertz and produced internally by the Schertz Public Affairs Department. It serves as the primary dissemination source for government information for a growing city of 38,000 residents.

Today, Schertz Magazine is the leading publication in the Tri County area with a circulation of 15,000 copies; including 13,000+ direct mailed and 500+ subscriptions from Austin through San Antonio and around the country (including dozens of out-of-state readers). The magazine is mailed to 12,000+ local households and over 1,000 businesses with hundreds of copies made available at local and regional banks, hospitals and clinics, schools, pharmacies, and restaurants.

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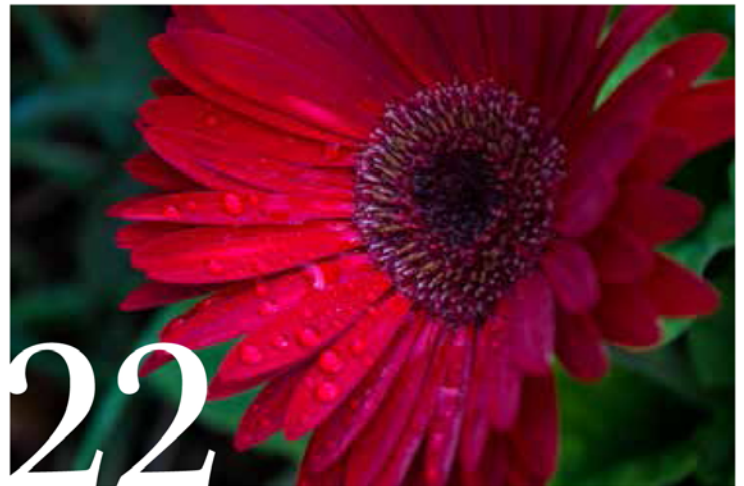
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Fotoseptiembre Comes to Schertz

By: Stan Leland

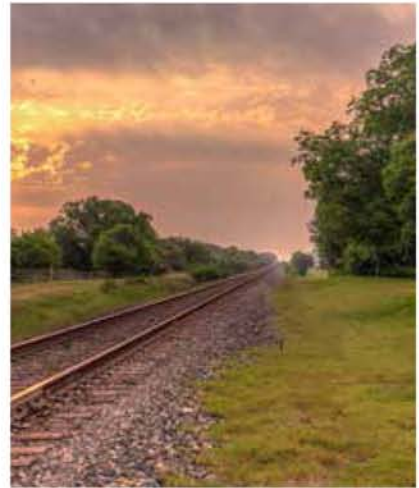
Fotoseptiembre is a photography exhibition hosted in multiple locations around the San Antonio area. Since its inception in 1995, Fotoseptiembre has retained its south Texas roots but now has grown to include a national and international cast of photographers. San Antonio is sometimes described as a “Big Little City”; large and cosmopolitan but at the same time intensely local and community centered. The Fotoseptiembre exhibition is the same way. This year’s exhibition will be held in 25 different venues in the San Antonio and surrounding area, ranging from museums, art galleries, and universities to our very own Schertz Civic Center.

The Schertz Photographic Society (SPS) will host not only their first public gallery exhibition but it will also be an officially sanctioned Fotoseptiembre event. Seventeen SPS members have chosen

to display their photography in the month long show that lasts from September 1 to 30. The Schertz Civic Center, located at 1400 Schertz Parkway, will become the show place for 60 photographs representing nine different categories: Landscape, Motion/Action, People, Flora, Travel, Night photography, Macro, Enhanced, and Animals.

The photos displayed have been curated by not only the Fotoseptiembre organization but also the City of Schertz. Victor Watson, the exhibition organizer and SPS founder, said, “The city wanted the broadest participation possible for the exhibition. Consequently the exhibition is “G-rated” so families with children can enjoy the collection.”





FOTOSEPTIEMBRE USA

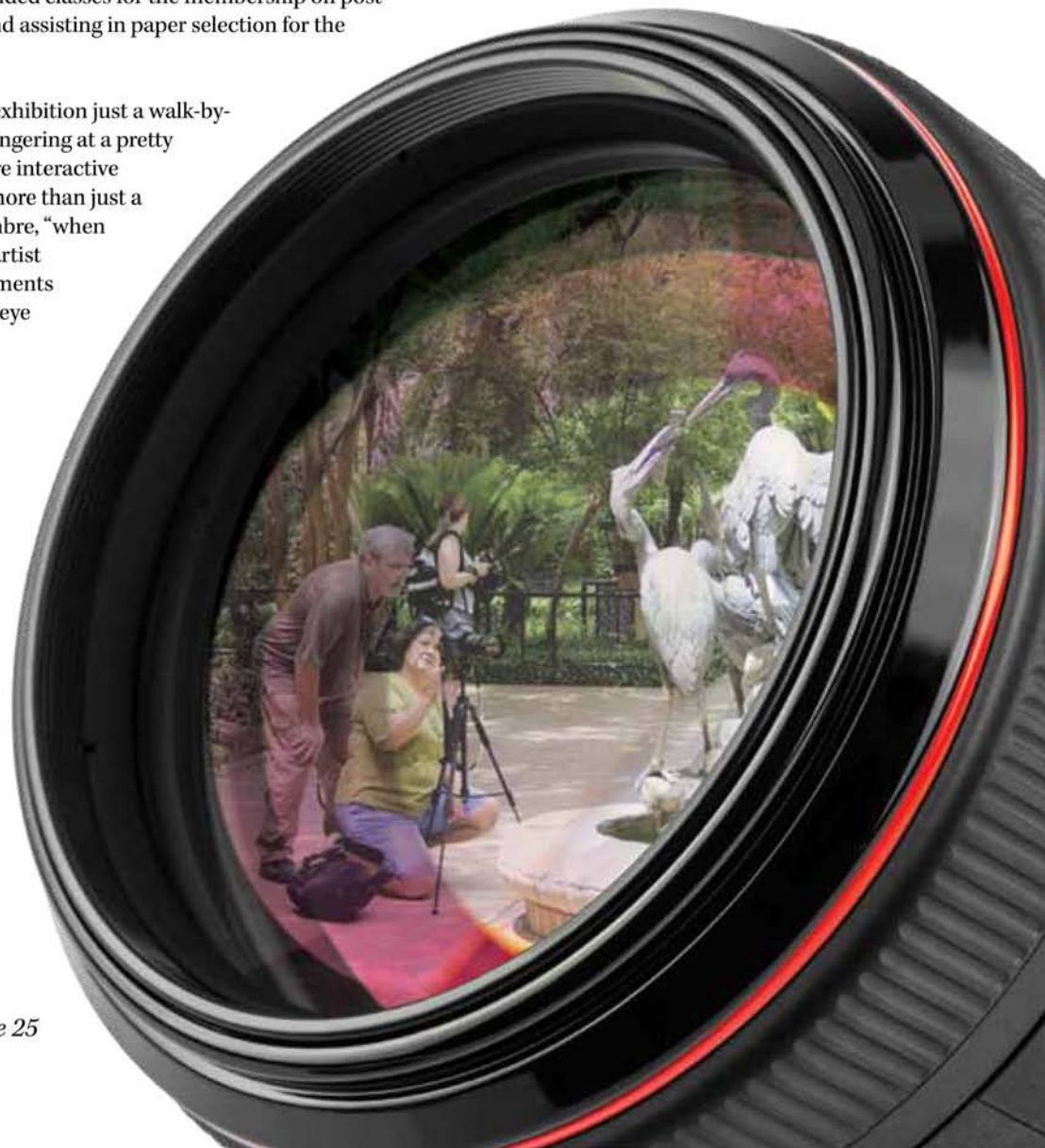
Amanda Dominguez of Digital Pro Lab was instrumental in guiding the SPS through the Fotoseptiembre process. She also provided classes for the membership on post processing images, printing the images, and assisting in paper selection for the gallery displays.

Some may consider a photography or art exhibition just a walk-by-and-look experience with the occasional lingering at a pretty image. This exhibition, however, has a more interactive aspect that encourages the viewer to see more than just a pretty picture. In the words of Fotoseptiembre, “when a photograph captures our attention, the artist generally has deliberately used certain elements to evoke an emotion and lead the viewer’s eye into the picture. For example, there could be a compelling subject, the photograph could tell a story, the photographer could have used color in a dynamic way, or the overall composition could create a mood or feeling. When browsing through the photographs in this exhibit, visitors are encouraged to explore why photographs move them and the role impact and technique play in their response to what they are viewing.”

On Sunday, September 9 from 1:00 - 4:00 PM a “Meet the Artists” reception will be held at the Civic Center. Refreshments and finger foods will be served, and it will give everyone the chance to talk with the artists about their photographs and their craft.

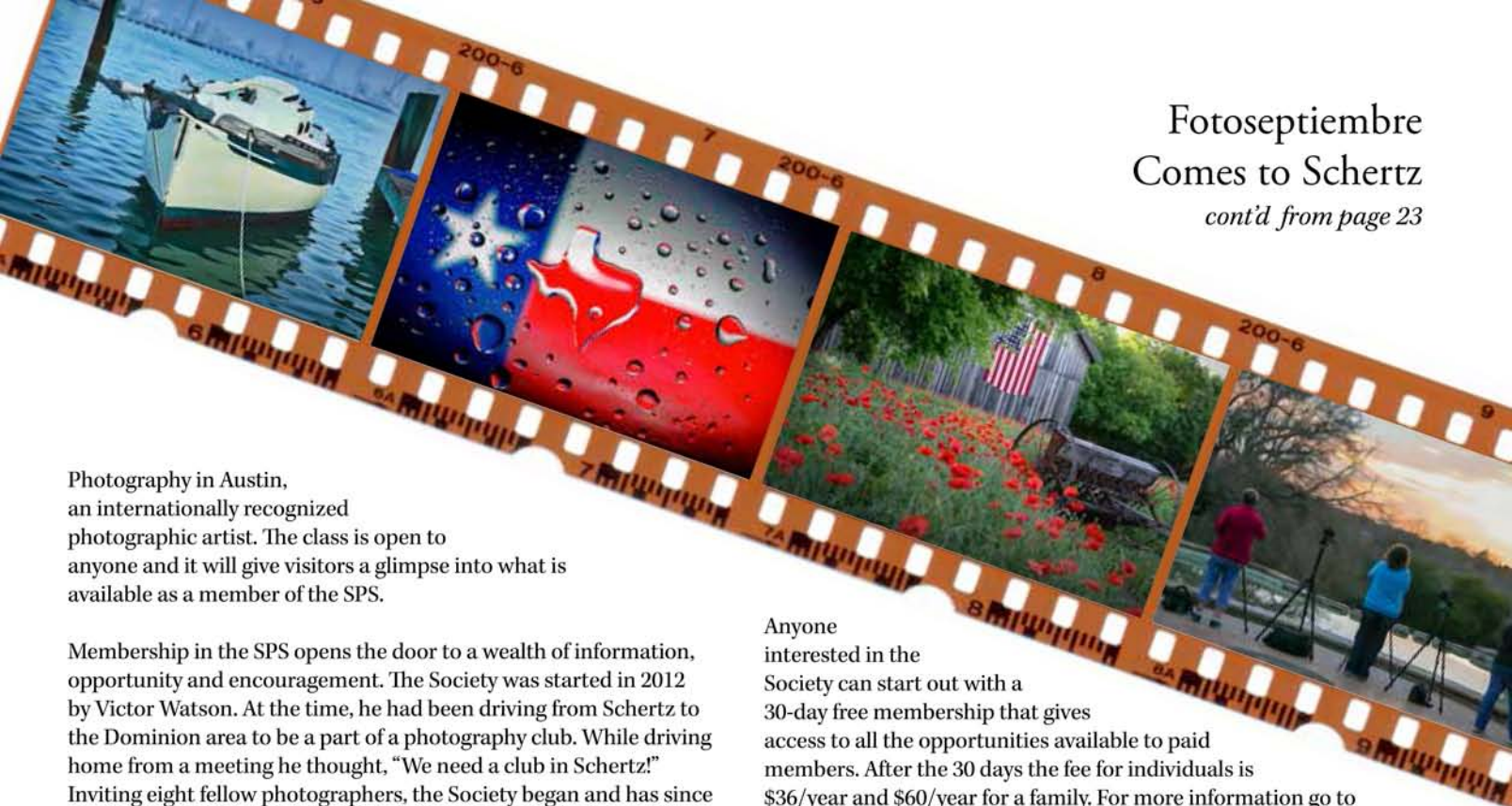
In addition to the meet and greet, a free one hour class on portrait photography will be taught by Tim Babiak of Exquisite

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Fotoseptiembre Comes to Schertz

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Photography in Austin, an internationally recognized photographic artist. The class is open to anyone and it will give visitors a glimpse into what is available as a member of the SPS.

Membership in the SPS opens the door to a wealth of information, opportunity and encouragement. The Society was started in 2012 by Victor Watson. At the time, he had been driving from Schertz to the Dominion area to be a part of a photography club. While driving home from a meeting he thought, "We need a club in Schertz!" Inviting eight fellow photographers, the Society began and has since grown to more than 180 members.

Every month the Society provides photo walk opportunities in different environments, and each Wednesday a skill building session is provided followed by lunch together. Almost every day of the week has some activity for learning and practicing the art of photography. Despite the large membership, the weekly classes and events usually have just 15 to 20 people involved which makes an intimidation-free learning environment. There is always opportunity for asking questions and learning from the more experienced members.

With today's digital cameras having automated so much of the picture taking process, it may seem unnecessary to learn about photographic technique. However, relying on the automatic settings of your expensive camera is like buying a high end stereo and setting the equalizer on all the middle settings, or buying an iPhone and ignoring all the apps. "If you want to take truly memorable pictures," said Victor, "understanding shutter speed, aperture, and composition can take your pictures from 'that's nice' to 'Wow!'"

Anyone interested in the Society can start out with a 30-day free membership that gives access to all the opportunities available to paid members. After the 30 days the fee for individuals is \$36/year and \$60/year for a family. For more information go to meetup.com/SPS-Schertz-Tx.

More information on the other 24 exhibitions that make up this year's Fotoseptiembre can be found at fotoseptiembreusa.com/fotoseptiembre/2018-fotoseptiembre.

Make plans to see the photographic talent that lives in and around Schertz. The Civic Center exhibition will be open Monday - Friday from 10:00 AM - 5:00 PM, September 1-30.

