

P-Essay

A Camera Club Web Site

Agonizing over the digital world of competition is gone. There is a new program to help ease all the pain of the digital competition workflow. No more collecting the images via e-mail, no more resizing the images, no more memory consumption of one's computer or files to organize. No more worries if the images made it to the presentation file safely or backing up to several computers just to make one night of competition presentation a success.

The program to end your worries is produced by a company called Software Pursuits®. The program is *Photo Club Services*® and they have found a way to make your clubs' tasks more reliable, fast and easy.

Photo Club Services has two components to satisfy your clubs' needs and each can be used separately. The first program provides for a club Web site. Yes, the *Ocean County Camera Club of New Jersey* already had a club Web site and the thought of designing a new one was unpleasant. However, the *Photo Club Service* design is very simple. It is not necessary to go back to college and learn html. No codes that are gibberish, meaningless info that cause blindness. This is a template format that is designed only for camera clubs. The uniqueness for an individual club will be the design of the background, font choice, colors and most importantly, the club information and home page images.

This Web site offers huge benefits one can't get with other sites. Let's start with membership. Every member receives a unique ID #. This number allows a member to enter the Web site and view the site differently than a guest just passing through. "The member" has his very own Image Library. This is a place to store images for future use. No one can see these images but "the member." This Image Library also acts as back-up storage. This holds full size images, no need to make any adjustments.

"The member" can easily enter images from the Image Library directly into a competition. Again, no resizing, no labeling, no nothing! "The member's" unique ID# sets all the info such as name and level into the image metadata. It resizes the image to the parameters set by the club administrator for projection requirements.

Now the second component of *Photo Club Services* comes into play. On the computer used for the show, a program will be downloaded called the *Image Competition Manager*. This will communicate very nicely with the club's Web site to Import/Export all the images for competition. This will take only about 3-4 minutes

to communicate with the Web site and add the images to the program. The ease in projecting the images for judging, scoring and sorting makes life very simple. After judging the winners can be displayed. After the competition is over simply click the Import/Export button once again to send the new info back to the Web site. The members can then view the winning images and scores within minutes. Great for those that could not attend.

Jaime Costanzo

Benefits:

- Membership benefit: a personal gallery
- Ease of entering images for competitions
- Display a full screen image for judging and scoring
- Easily display the winner's images with names and scores
- Tracks membership enrollment information right through the Web site and exports to a spreadsheet
- Storage and Back-up for the club and its members
- Web site displays competition winners, names and images
- E-mail system on Web site to send to members, guests, officers—separately or all at once
- InterClub image competitions can be organized with councils, societies or federations, etc.
- Creates excitement, involvement and enthusiasm even when members are not able to attend meetings
- And most importantly, retains and creates membership

Create a free demo Web site by going to www.PhotoClubServices.com. This company is very easy to work with and communications are impeccable. They listen to the club's suggestions and will change anything possible. The service will certainly answer all questions or contact **Jaime Costanzo** at <jcostanzo66@verizon.net>. ■

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Club Competition Management & Customizable Club Web Site for PSA-Member Clubs

PSA-member clubs can receive a special discount (which is equivalent to the club's PSA membership fee) for a customizable club Web site and club competition management system. Clubs can simplify and automate their competitions, prepare galleries of the winning images, and entries for Interclub Competitions via this web-based program. For a free trial and further information: www.photoclubservices.com

Questions regarding this benefit for PSA-member clubs: membVP@PSA-photo.org