

Everyone Deserves  
a Great Life

May 2017



# THE GLENDALE

ASSISTED LIVING

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## Say Cheese! Celebrate National Photo Month

How many of you love taking pictures? As the old saying goes "A picture is worth a thousand words" and boy, do I believe it! This month marks the beginning of National Photo Month, and I couldn't be more excited!

Personally I love nothing more than stumbling upon boxes of old photos from my childhood and seeing all the fun, interesting and sometimes embarrassing things I did as I grew up. If your families are anything like mine, you most likely have a ton of pictures from every wedding, birthday, summer vacation, school play and more stashed away in the corner of a room.

I love surrounding myself with photos because it makes me feel like my friends and family are always close to me!

Do you have a favorite photo memory?

## May Is "National Photo Month"

OK, so what the heck does THAT mean???

Well, National Photo Month was created to...

"...help people get even more joy out of photography and their pictures."

Yet there is a cautionary tale in all this. It is estimated that 657 BILLION (yeah, billion with a "B") will be uploaded to social media this year alone - and that's just what will be SHARED, not the total TAKEN.

The problem is that LESS THAN 1% of all these photographs and irreplaceable(!!!) memories will ever be printed, and within only a few years the rest will be LOST FOREVER (see below)!

"Print & preserve your important photographs & snapshots - WHILE YOU STILL CAN!"

## It's Official!

President Ronald Reagan officially recognized May as National Photography Month in 1987.

At the heart of National Photo Month is the message that the importance of photography lies not just in creating good images but in the role photographs have

as historical records. The nation's images represent a vast trove of personal histories.

But while we are taking more pictures than at any other time, the fleeting nature of digital images means we are printing or keeping fewer of these important documents.





ME  
SE

According to the folks at Kodak (remember them?), back in 1999 – the peak of the film-camera industry – consumers took around 80 billion photos.

Today it is estimated that around 1.8 BILLION photos will be shared on the major photo apps (Facebook, WhatsApp, Snapchat, etc.) per day! That’s 657 billion a year! (Click here for a great article in *The Atlantic* on this topic.)

657 billion looks something like this: 657,000,000,000

And that, folks, only counts the photos that are SHARED, not the total TAKEN.

John Szarkowski, the former Director of Photographs at the Museum of Modern Art from 1962-1991, had once said that:

“There are more photographs in the world than bricks.”

“One day there might be more photographs than grains of sand.”

Relatedly, there is a saying going around these days along the lines of this:

“In 10 years, the most photographed generation ever will have no pictures.”

This is due to the fact that whatever technology was used to make your current or recent photographs will be completely obsolete in 10-15 years, and if you haven’t printed any of them...then you are going to be just plain out of luck.

Technologies come and go with ever-increasing frequency, so go make hard-copy prints of your best and most cherished photographs – WHILE YOU STILL CAN – and then archivally preserve them for generations to come!

37% of people have lost important images that are special to us and this figure is much worse for younger photographers, where almost 70% of the age group 16 – 24 have lost treasured pictures due to their reliance on modern digital technology.

**The Power of Photography**  
Photographers use their cameras as tools of exploration, passports to inner sanctums, instruments for change. Their images are proof that photography matters—now more than ever. Images remind us that a photograph has the power to do infinitely more than document. Photographic stories that can alter perceptions and, at their best, change lives.

**And the Survey Says...**

A national survey commissioned during Photography Month revealed the following interesting facts:

Photography is one of our most powerful connections to our shared memories, emotions and self-expression: 83% of people use photos to connect with past memories.

Our nation now takes more photographs than ever through mobile phones and affordable digital cameras but 64% of people do not print out and keep hard copies of their photographs.

The survey revealed that 77% of people now don’t make albums because they think it would be too time consuming, complicated or are ashamed of the quality of their pictures.

The survey also demonstrated that

**The Most Valuable Photography Tips Ever**

The best zoom lens is your own feet  
Get close. Then Get Closer.

Never stop practicing.  
Practice, practice, practice. Any ordinary object can be a great learning subject to exercise those ‘visual push-ups’.

Don’t use the flash  
After you’ve taken the shot, look behind you.  
Shoot for yourself.

Don’t try to get approval of others.  
Why should you care what other people think of your pictures, as long as *you* like them?

Slow Down, make every shot count and you will have more keepers at the end of the day.

Never pack your camera away until you are back home  
Take the lens cap off, Better yet: Leave it at home.

# ERIDIAN SENIOR LIVING

## A Little History

The word photography comes from the Greek words 'photos' (light) and 'graphein' (to draw).

Photography has certainly evolved over the years. This is a great opportunity to reflect on its history which is highlighted below in a very condensed timeline.

In 1827 Joseph Nicéphore Niépce produced the first photographic image with a camera obscura. His sun prints, or heliographs, allowed light to draw his pictures. In 1829, Louis Daguerre helped Niépce improve the process and developed a method called daguerreotype. This method 'fixed' images onto a sheet of silver plated copper. It was commercially introduced in 1839. In 1889, George Eastman invented film that had a flexible, unbreakable base. In the 1940's color and Polaroid photographs were developed with digital and disposable cameras making their appearance in the 1980's.

The first negative was invented by Henry Fox Talbot, an English botanist and mathematician. In 1841, he perfected the paper-negative process and called it calotype. Tintypes were patented in 1856 by Hamilton Smith. A more stable and detailed negative called wet plate negatives (Collodion process), was introduced in 1851 by Frederick Scott Archer. The processing of these negatives required a portable darkroom, which limited the range of photography.

By 1879, the dry plate negative

was invented. This meant no more portable darkrooms and cameras could become hand-held devices. In 1889, George Eastman invented film that could be rolled which made the mass-produced box camera a reality. This opened up a whole new world of photography and the evolution of cameras.

The first twin-lens-reflex camera was introduced in 1929.

Polaroid photography (instant photos) was invented by Edwin Herbert Land and first sold to the public in November 1948.

Fuji introduced the disposable camera in 1986.

Canon demonstrated the first digital camera in 1984.

And in the early 2000's, the first camera phone was sold in Japan.



## Cameras For Everyone

Photography was only for professionals and the very rich until George Eastman started a company called Kodak in the 1880s.

## The Horrors of War

Around 1930, Henri-Cartier Bresson and other photographers began to use small 35mm cameras to capture images of life as it occurred rather than staged portrait. When World War II started in 1939, many photojournalists adopted this style.

The posed portraits of World War I soldiers gave way to graphic images of war and its aftermath. Images such as Joel Rosenthal's photograph, *Raising the Flag on Iwo Jima* brought the reality of war across the ocean and helped galvanize the American people like never before. This style of capturing decisive moments shaped the face of photography forever.

## The Wonder of Instant Images

At the same time that 35mm cameras were becoming popular, Polaroid introduced the Model 95. Model 95 used a secret chemical process to develop film inside the camera in less than a minute.

This new camera was fairly expensive but the novelty of instant images caught the public's attention. By the mid-1960s, Polaroid had many models on the market and the price had dropped so that even more people could afford it.

In 2008, Polaroid stopped making their famous instant film and took their secrets with them. Many groups such as The Impossible Project and Lomography have tried to revive instant film with limited success.

As of 2016, it remains difficult to replicate the quality that was a Polaroid.

# PHOTOGRAPHY WORD SEARCH

ANGLE  
BACKGROUND  
BRIGHTNESS  
CAMERA  
CINEMATOGRAPHY  
CLOSEUP  
CONTRAST  
DISTANCE  
EMOTION  
ENVIRONMENT  
ESTABLISHING

EXTREME  
FLASH  
FOCAL  
FRAMES  
IMAGE  
LENS  
MEDIUM  
SUBJECT  
THEME  
ZOOM

D	G	N	I	H	S	I	L	B	A	T	S	E	S	O
J	W	J	C	Z	C	A	M	E	R	A	R	A	S	I
X	L	M	I	P	N	N	F	R	A	M	E	S	E	T
M	E	F	N	P	U	E	S	O	L	C	K	L	N	S
D	C	N	E	U	E	G	O	S	W	T	T	H	T	A
V	N	I	M	B	N	B	F	U	F	W	G	S	H	R
S	A	E	A	H	V	A	W	B	M	H	Z	A	G	T
N	T	M	T	E	I	C	A	J	E	I	R	L	I	N
E	S	E	O	M	R	K	N	E	N	M	J	F	R	O
L	I	H	G	U	O	G	G	C	P	A	Y	I	B	C
F	D	T	R	I	N	R	L	T	F	G	U	X	A	I
M	H	B	A	D	M	O	E	E	M	E	R	T	X	E
O	N	F	P	E	E	U	F	O	C	A	L	K	X	G
O	M	G	H	M	N	N	O	I	T	O	M	E	I	Z
Z	M	C	Y	Q	T	D	G	N	F	I	H	L	R	M

## NEW DAY NEW TIME FAMILY BINGO

Join us on  
**SATURDAY May 20th**  
at 3:00pm in the  
**Dining Room. Please  
bring a gift to share!**

Happy  
+ Birthday!

- Marion Szurko 5/06
- James Muhn 5/14
- JoAnn Nelson 5/14
- Sophia Kowalski 5/20
- Marie Florez 5/25
- Robert Heizelman 5/31

Mother's Day  May 14<sup>th</sup>

Kicking off Promptly at 2:00pm  
Sweet Harmony performs  
followed by Ice Cream Sundaes