



1st Place
"Tranquila" by **Fria Day Delfin**
ISO 100; f/5.6; 1/60 sec.



3rd Place
"Shadow of My Shoes" by **David Lim**



4th Place
"A World Full of Facemask" by **Mac Omega**
Nikon D500 with Nikon 16-18 f/2.8-4 lens

Double Exposure

Open
March 2022



2nd Place
"Infinity and Beyond" by **Cha Pagdilao**
Shot with Sony A7III with 11-18 lens



5th Place
"Inner Beauty" by **Cha Pagdilao**
Shot with Sony A7III with 18-200 lens

President's Viewfinder

March 5, 1978, in history today, 24 photography enthusiasts met at the Metropolitan Club, and formed a group that blossomed through the years as a premier club of photographers - the Zone V Camera Club. Happy 44th Birthday Zone V!

I am considered a newbie as I have been with Zone V for only a couple of years, but despite my relatively short stay I've met a lot of wonderful friendly people, learned so much from such talented bunch and greatly impressed about the loyalty of members from years back, though they may be inactive for a time, would still come at the beck and call of the Club whenever the need arise.

Perfect example is the ZVCC anniversary 'salo-salo' happening on March 26. We are pleased that to date, 50 members have confirmed their presence to this reunion that shall take place in the Heritage Town of Taal in Batangas.

Most heart-warming is that Oscar Sanchez Soriano, a ZVCC pioneer, is flying in from L.A. to join us in the festivities. I am also thankful that Manny Inumerable has been on hand along with the ZVCC Board and an army of volunteer members are helping out in the planning of the event. Special Events Committee Head Ruben Castor Ranin is the man in-charge of this celebration.

Prior to the Taal event, there are a number of activities happening this month. On March 8, we shall be having our Z Academy session with Merlee Jayme with the topic "Unlock your Creativity". The topic is borne out of the members request to help unleash our creative mindset.

Merlee Jayme is a renowned international speaker, ranked one of the 100 Chief Creative Officers in the world (there were only 8 women out of the 100) and the best-selling author and illustrator of the book "Everyone Can Be Creative". Merlee has also been featured as one of CNN's Leading Women. Join us on March 8 for this Z Academy talk.

On March 19, Saturday, we shall be having our second photo walk, to be held in downtown Manila, with Raymond Tanhueco as our guest photo walk leader. This is being spear-headed by the Lets's Z Places Committee.

And of course, our monthly Town Hall meeting happens the second Thursday of the month, March 10, with a really interesting and challenging contest theme "Double Exposure".

We've also made announcements that the Z Gallery, the online gallery of Zone V is accepting images among members who'd like to update or create their own personal galleries.

In closing, on behalf of the 2022 Officers and Board, I'd like to invite everyone to participate in our month-long anniversary celebrations culminating with our fun March 26 reunion and salo-salo in Taal.

Cheers to more birthdays to Zone V Camera Club!

Bern Wong
President
2022 Zone V Camera Club



Text by Leys Masangcay

On March 26, Saturday, Zone V Camera Club celebrated its 44th founding anniversary at the Paradores del Castillo, in the heritage town of Taal, Batangas. The event is aptly called ZVCC@44, Salo Salo sa Taal.

The festive occasion drew in over 60 members of The Club. Some guests even flew-in to the country in time for the reunion. Members trooped early for a pre-event meet-up at Manny Inumerable's Galleria Taal.

The engaging emcees for the event were Cha Pagdilao, Negz Negranza and Ruben Castor Ranin.

Founding member Angelo Amistoso welcomed the members.

2022 ZVCC President Bern Wong delivered her message and gave a gift to The Club through a short but powerful video clip showing the deeper meaning of The Club's logo.

The video was presented in such a way that the logo was deconstructed to highlight the three key elements that make up the essence of The Club – vision, camaraderie and continuity.

It was also highlighted that with a strong set of values of passion, creativity and family, Zone V has lasted for 44 years and is going strong.

An audio visual presentation was also shown that featured Cha Pagdilao, Allan Florendo, Angelo Amistoso and Manny Inumerable (who happens to

celebrate his birthday on the same day).

The Club also gave out The Presidential League of Loyals Award to Jun Dangoy and Oscar Sanchez Soriano for their service as having been a club president and been active for 25 years.

It was also on this event that the 2022 Board presented the new ZVCC song.

Meanwhile, a touching moment was had by all when the pioneering members of The Club rendered a surprise song number as they sang "Handog" as popularized by Florante.

It was a very memorable and moving presentation that almost everyone stood up, crowded in front of the stage and sang along with them.

The event was capped with photo op at Paradores Del Castillo

And at The Minor Basilica of Saint Martin of Tours.

Willie De Vera is the man-in-charge for the posterity photos in Taal, while Ruben Castor Ranin is in-charge of the overall event.

Happy Anniversary Zone V Camera Club!

(More photos on the next pages.)







by Mario Carandang

Ms. Merlee Jayme was our third female distinguished speaker for the 2022 edition of Z Academy.

She is currently the Chief Creative Officer of Dentsu International for Asia Pacific. Shifting from her role as the global co-president of Dentsu Mcgarrybowen, she now focuses on the regional creative excellence of the said company. She is also the Chairmom of Dentsu Jayme Syfu and Dentsu One Manila.

Merlee is one of the 8 women included in the top 100 Chief Creative Officers in the world as announced by the 2019 Drum Global Ranking. She is the first Filipino to be awarded the Creative of the Year for Southeast Asia by Campaign Asia Pacific Agency of the Year. Also a recipient of Cannes Lion Grand Prix for Mobile, Grand Clio, NYF Grand Awards, Gold and Silver Lion for Outdoor: Green Peace "Dead Whale" among others.

She has led her agency to win key accounts such as Coca-Cola, Nestle, Shell and Wyeth. This year, they kicked off 2022 with big wins including Unilab's flagship brands.

As a prominent creative agency leader and entrepreneur in the indus-

try, she is a sought-after international speaker. She is a seasoned judge in major award-giving bodies. One of CNN's Leading Women, a member of Gabriela, a feminist group, an advocate for helping women at work through Sistergood, a best selling author/illustrator of a handbook titled "Everyone Can Be Creative," a mom to 4 beautiful girls and an inspiration in

breaking the glass ceiling in this mad men's world.

Her topic Unlocking Creativity can be summarized in three key points: Ideate, Create, Innovate. These can very well equip us in photography.

Ideate is to conceive, imagine, daydream, think. You unlock your right brain which encompasses the creative side by doing so.

When you already have an idea, write a brief. It is necessary to organize your thoughts and guide you on what you want to do. Ask yourself: what are you creating, why do you want to do this, for whom are you creating it for, what is the desired action or effect you want to achieve.

One way to encourage ideating is to obsessively observe your surroundings. Indulge yourself in research. You can also brainstorm with your colleagues. If possible, with different cultures as well. Your ideas will become richer and have more meaning. List down as many ideas as you can which she referred to as create a hun-



dred. Then scale them down to the better ones until you get the best one. Don't settle for the first idea. Consult with a trusted friend to choose from your top five to come up with an objective decision.

Next step is to Create. Make your idea exist. Tell a story in the most entertaining manner. Be a good storyteller. Make your idea come alive. Choose the courage zone instead of the comfort zone. Taking the more difficult route is more rewarding. Ask yourself what you will do if you weren't afraid. Don't go for mediocrity. Remember to go beyond your win and you will definitely discover more and create conversations after. Dig for the human truths. Visualize your idea. Look for inspiration everywhere. Treat it as your research material.

Last one is Innovate. Introduce new ways, methods, products. Combine things to create something amazing. Usually this is related to technology.

One way to innovate is to add experience. It is imperative that people experience it. This sets things apart from one another. Another way is zig and zag. Always do the opposite. Don't join the bandwagon. Set yourself different from everybody else. Remember to be resourceful. Be creative in solving problems. Craft it well. The way you craft makes or breaks an idea. You can tell by the outcome if it is lovingly done and was allotted with precious time and care. Aim for perfection. Look for the purpose. Learn to give back. Be updated. See what's next. Don't get left behind.

Be aware of where the world is headed. Examples of which are NFT'S or non-fungible tokens, metaverse and crypto currency.

She coined the word ba-na-na meaning bago, naiiba and nakaka-kaba as a benchmark to use if your idea is creative enough. If you have these three essentials then you have a very beautiful creative idea. So "let your imagination run wild and keep on creating," Merlee concluded.



by Alfred Uy Bompig

Zone V Camera Club's big events, wouldn't be a real event if you do not see the shock of silver hair and the trademark chambray blue shirts of Angelo Amistoso. Everyone defers to Angelo Amistoso when it comes to his sound advice about club activities, milestone events, historical context of club practices and judging of photos if need be.



As he is a founding member of ZVCC since 1978, he is the perfect ambassador of the Club spanning 4 decades of his encyclopedic knowledge and personal connection with members from the various era.

We hear him speak during club events, we know how much he cares for about ZVCC, but beyond the surface, let's pierce further and explore the core of the man we call dearly as sir Angie.

Like many ZVCC members, sir Angie is a devout family man. Armed with his civil engineering degree from the Mapua Institute of Technology, he managed a family-owned commercial building in Dumaguete that

Angie Amistoso

A Masterful Cocktail of the Art and Science of Photography

has brought his two wonderful kids through college. Andre, his son, is a young doctor of medicine, and Camila, his daughter, will soon take her accountancy board exams. Sir Angie is also an active member of his local church.

Sir Angie's passion for photography also began with his love to document momentous family occasions. In the mid-1970s, to commemorate his younger sister leaving for the USA, he borrowed a 35mm SLR camera, bought a roll of 36 shot film, and taught himself to use it. He was encouraged when all his shots were properly exposed and sharp. He considered this as his first day as a photography enthusiast.

With a kindled interest, he enrolled in a 5-day photo seminar under the late Vic Valenciano of Fotografika in 1977. Then February of the following year, he received a letter calling those who attended the seminar to an organizational meeting to form a camera club at the Metropolitan Club in Makati. On March 5, 1978, he witnessed the birth of ZVCC as one of its first members. More than 20 people who attended the meeting helped make the club a reality.

The first three years of ZVCC were like a formal corporate setting. But when a new set of members joined, the club developed a more fun and casual atmosphere. It was in the 1980s that the club's artistry level soared. He shall never forget the words of the two judges, "this is like watching the Clio Awards Night," and "the Manila Bay sunset is still damn beautiful even when we are still in Martial Law."

Sir Angie would become the chairman of the National Photography Week (forerunner of today's Photo World). He negotiated with Ayala Land to hold the event at the Glorietta. The event proved highly successful as even the second level was filled with photography stalls and exhibit-worthy photo-

graphs that delighted the crowds.

He admired the late Ben Alcantara, an in-house artist of the Reader's Digest in the country. Ben's simplistic yet striking photos in the monthly contests influenced sir Angie's signature graphical style. The mastery of using geometrical shapes, patterns, and lighting, adapting them to a wide range of contest themes is truly remarkable.

During my interview with sir Angie, he offered some advice.

For new members: stick it out with ZVCC, do not be intimidated by the judges, express yourself freely in your photos, be a lone wolf searching for good images. This advice may not win you the Photography of the Year honor, but you will enjoy your photography journey for much longer.

For Zone V Camera Club: be flexible as you change horses midstream and know the capacity of your members. Take the road less travelled and continue to be innovative. Think high, fly high, but make sure you still see and touch the ground.

When asked what things he is truly proud of - predictably he said it is his family - but more surprisingly, also his ZVCC friends. He is thankful to be part of the great group from its birth in 1978. Zone V has since become one of the premier photography clubs in the country and is celebrating its 44th anniversary this March, he is proud to be part from its inception and confident that it continues to thrive in the future.

And to the man who was once The Club President, a member of the elite Presidential League of Loyals and a ZVCC founding member, we thank you, sir Angie, for your continued concern for The Club, but most importantly, we thank you for being a caring friend to all of us - the hallmark of a true ambassador indeed!

**Zone V Camera Club
POTY Ranking 2022 as of March 2022**

RANK	MEMBER NAME	JAN	FEB	MAR	TOTAL
1	Jeff Dytuco	8.337	7.458	8.606	24.401
2	Bern Wong	8.243	7.667	8.287	24.197
3	Leys Masangcay	7.831	8.290	7.849	23.970
4	Angela Panlilio	8.631	7.254	8.084	23.969
5	David Lim	8.612	6.868	8.185	23.664
6	Willie de Vera	7.957	7.680	7.888	23.525
7	Jed Santos	7.693	7.351	8.348	23.392
8	Arlene Donaire	8.369	5.631	8.436	22.436
9	Lester Abes	8.378	6.749	7.061	22.188
10	Billy Palatino	8.333	5.579	8.203	22.115

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Exposure Five is the official newsletter of Zone V Camera Club. This publication is produced by the 2022 ZVCC Communications Committee: Willie de Vera, Leys Masangcay, Arlene Donaire, Emman Araullo, Nico Ibaviosa, Kevin Roi Lopez and Argyle Camacho. Contributors: Alfred Uy Bomping, Mario Carandang, Mac Omega and Christian Bustamante. Adviser: Bern Wong

Photographer of the Month: **Cha Pagdilao**
Members' Cup: **Mac Omega**