

# IAPP e-MONITOR

**IT'S FINAL.  
THE IAPP IS COMING TO  
GATLINBURG, TN IN OCTOBER!**

After much examination the Board of Directors of the IAPP has finalized the dates and location for the next IAPP Conference. The members will gather at the Garden Plaza Hotel in Gatlinburg, TN on October 2nd - 5th, 2011, which is a Sunday through Wednesday conference.

We based much of the decision on the input we received from the summer questionnaire that we emailed to the membership. One of the questions involved where

the members would like to have the next conference. We gave the members a list of locations and asked "What would make you want to attend the next IAPP convention?" There was a tie for first place: Rockport Maine, and "Other". Likewise, the responses for the latter were, in order: 1) Closer to Home; 2) More Tutorials; 3) Vendor displays and discounts; 4) Less expensive; 5) Field trips and 6) Other - (Interesting part of the world, A very photogenic destination), etc.

We examined Rockport hotels as well as hotels in Cape Cod, Rochester, and several other locations in the Northeast and found that in the fall, when the forrest colors are changing, the prices of hotels were well over \$100+ per day. Which didn't match the other requirement of "Less expensive".

To examine the "Closer to home" requirement we plotted every member's location on Google Earth and found that the area where there was the



most concentration of members was the Northeast portion of the United States; where it just so happened to be very expensive at that time of year. So we started to shift the location to the south in an effort to locate a less expensive location still within a reasonable distance from the Northeast, and yet still had a venue that would offer the chance for beautiful photography. What we came up with was Gatlinburg, Tennessee.

Here we found a hotel that would give us a price of less than \$100 per night; more than adequate meeting rooms, and one of the best locations for panoramic photography - The Great Smoky Mountains National Park.

By the March Issue of the e-Monitor we should have a schedule and begin to accept registrations for the 2011 Conference. In the meantime, if you have any suggestions to make the Conference into what you desire please contact any of the Board members or send them to me. My email and snailmail are listed at the end of each issue.

## PRESIDENT'S REPORT FOR CY 2010

2010 has been a period of ups and downs for IAPP. Our ups include the very successful International Panoramic Conference in Tucson, AZ in April. The conference was hosted by both the IAPP and IVRPA organizations. I was elated when your newly elected board took office at this meeting; although some were relatively new to the organization, they have energized it with their collective knowledge of how to run a viable organization. Our monthly board

meetings have, in my estimation, been extremely productive.

### **MEMBERSHIP**

At the January meeting of the PPA in Nashville TN, IAPP had a double wide booth which enabled us to display George Pearl's Georgia Stadium image. We enrolled a few new members at this event, but fortunately, we also recruited 3 members to run for open positions in the April elections. Our membership has stabilized and is slowly in-

creasing. Hopefully, 2011 will see significant increases as the world economic situation eases.

### **e-MONITOR NEWSLETTER**

Our secretary, Bryan Snow, has initiated the e-Monitor to help you get to know your board and keep you informed of recent events. This monthly newsletter will only be as informative as we make it. If you have information of interest to other IAPP members please send it to Bryan for inclusion in the newsletter. The news-



letter also contains information about IAPP sponsors. You are encouraged to support our sponsors for your panoramic photography supplies.

### **IAPP PANORAMIC JOURNAL**

Regretfully, we have had to curtail the 4 promised editions of the journal due to a lack of funds. Editing, printing, and mailing costs are constantly increasing and a return to 4 editions will have to wait until we have more sponsors and more members. We only plan to print one edition in 2011.

### **WEB SITE**

Due to an anonymous donation of \$5000 we have been able to steadily improve our web site. The site will include an e-commerce option, an improved find-a-photographer section and rotating gallery when complete. All photographers will need to review their listing and bring their personal information up to date. George Pearl is the Web Manager and all updates/suggestions should be addressed to him. Dawn Snow and David Lawrence were also responsible for keeping the site operational during most of the year.

### **PANORAMIC PHOTO CONTEST**

In lieu of the IAPP Panoramic Photography Contest, where the emphasis is on quality panoramic prints, your board has voted to sponsor the Epson Pano Awards (see Pg 10). Six IAPP members will be judges, including 4 board members, for this contest. IAPP is planning to sponsor a members' only panoramic photo contest as part of our International Conference in October 2011.

### **INTERNATIONAL CONFERENCE**

While not completely firm, our International Conference will tentatively be held in Gatlinburg TN, USA. Tentative conference dates are 2-5 Oct, 2011. Gatlinburg is situated on the edge of the Great Smoky Mountains National Park and is particularly beautiful in October. As soon as hotel arrangements have been finalized we will begin registration for this event.

### **WORKSHOPS/MEETINGS**

Two European workshops are in the planning stage – one in the May/June 2011 and one in May/June 2012. As soon as final arrangements have been made we will formally announce these meetings. We encourage our members to initiate panoramic photography workshops anywhere in the world. Everen Brown from Salt Lake City UT, USA is currently hosting an excursion to the Easter Islands.

### **BOARD MEETINGS**

Your board of Directors holds monthly meetings to discuss topics of interest to our members, make financial decisions, plan activities, review IAPP's bylaws/policies, etc. These one to two hour meetings coupled with research and constant e-mail queries from other board members requires a time commitment on the part of the board members. Current members with a few exceptions are extremely dedicated and donate many hours each week to further IAPP activities. In the June/July 2011 time period we will be requesting nominations/volunteers for the Oct.

2011 – March 2013 board. If you have an interest in furthering the craft of panoramic photography, please step forward and add your name to the ballot.

## SPONSORS

We had two sponsors this year. However, at the Imaging USA meeting in San Antonio TX, USA, this year (2011), we made a number of contacts with potential sponsors and will, hopefully, sign up more this coming year. Sponsors are extremely important to our organization in that they help our members purchase needed equipment and supplies at reduced costs and provide funds that support IAPP activities and help pay overhead expenses. If you know of any potential sponsors, please try to enroll

them or contact a board member with contact information.

## THE YEAR AHEAD

With the steady improvement of our Web Site, IAPP's communication with our members will improve. The anonymous contribution of \$5000 will enable us to add needed features to the site and keep you posted on current events in the world of panoramic photography.

Our 2011 International Conference and proposed workshops will inspire our members and others with a passion for panoramic photography, a place to learn and share in a networking environment. Plan now to attend the 2011 International Conference on 2-5 Oct in Gatlinburg, TN, USA. You'll be glad you did.

Reprinted from <http://www.nytimes.com/2010/12/30/us/30film.html?hp>

DECEMBER 29, 2010

# FOR KODACHROME FANS, ROAD ENDS AT PHOTO LAB IN KANSAS

By [A. G. SULZBERGER](#)

PARSONS, Kan. — An unlikely pilgrimage is under way to Dwayne's Photo, a small family business that has through luck and persistence become the last processor in the world of Kodachrome, the first successful color film and still the most beloved.

That celebrated 75-year run from mainstream to niche photography is scheduled to come to an end on Thursday when the last processing machine is shut down here to be sold for scrap.

In the last weeks, dozens of visitors and thousands of overnight packages have raced

here, transforming this small prairie-bound city not far from the Oklahoma border for a brief time into a center of nostalgia for the days when photographs appeared not in the sterile frame of a computer screen or in a pack of flimsy prints from the local drugstore but in the warm glow of a projector pulling an image from a carousel of vivid slides.

In the span of minutes this week, two such visitors arrived. The first was a railroad worker who had driven from Arkansas to pick up 1,580 rolls of film that he had just paid \$15,798 to develop. The second was an artist who had driven directly here after flying from London to Wichita, Kan., on her first trip to the United

States to turn in three rolls of film and shoot five more before the processing deadline.

The artist, Aliceson Carter, 42, was incredulous as she watched the railroad worker, Jim DeNike, 53, loading a dozen boxes that contained nearly 50,000 slides into his old maroon Pontiac. He explained that every picture inside was of railroad trains and that he had borrowed money from his father's retirement account to pay for developing them.

"That's crazy to me," Ms. Carter said. Then she snapped a picture of Mr. DeNike on one of her last rolls.

Demanding both to shoot and process, Kodachrome rewarded generations of skilled users with a richness of color and a unique treatment of light that many photographers described as incomparable even as they shifted to digital cameras. "Makes you think all the world's a sunny day," [Paul Simon](#) sang in his 1973 hit "Kodachrome," which carried the plea "Mama, don't take my Kodachrome away."

As news media around the world have heralded Thursday's end of an era, rolls of the discontinued film that had been hoarded in freezers and tucked away in closets, sometimes for decades, have flooded Dwayne's Photo, arriving from six continents.

"It's more than a film, it's a pop culture icon," said Todd Gustavson, a curator from the George Eastman House, a photography museum in Rochester in the former residence of the [Kodak](#) founder. "If you were in the postwar baby boom, it was the color film, no doubt about it."

Among the recent visitors was Steve McCurry, a photographer whose work has appeared for decades in National Geographic including his well-known cover portrait, shot in Kodachrome, of a Afghan girl that highlights what he describes as the "sublime quality" of the film. When Kodak stopped producing the film last year, the company gave him the last roll, which he hand-delivered to Parsons. "I wasn't going to take any chances," he explained.

At the peak, there were about 25 labs worldwide that processed Kodachrome, but

the last Kodak-run facility in the United States closed several years ago, then the one in Japan and then the one in Switzerland. Since then, all that was left has been Dwayne's Photo. Last year, Kodak stopped producing the chemicals needed to develop the film, providing the business with enough to continue processing through the end of 2010. And last week, right on schedule, the lab opened up the last canister of blue dye.

Kodak declined to comment for this article.

The status of lone survivor is a point of pride for Dwayne Steinle, who remembers being warned more than once by a Kodak representative after he opened the business more than a half-century ago that the area was too sparsely populated for the studio to succeed. It has survived in part because Mr. Steinle and his son Grant focused on lower-volume specialties — like black-and-white and print-to-print developing, and, in the early '90s, the processing of Kodachrome.

Still, the toll of the widespread switch to digital photography has been painful for Dwayne's, much as it has for Kodak. In the last decade, the number of employees has been cut to about 60 from 200 and digital sales now account for nearly half of revenue. Most of the staff and even the owners acknowledge that they primarily use digital cameras. "That's what we see as the future of the business," said Grant Steinle, who runs the business now.

The passing of Kodachrome has been much noted, from the CBS News program "[Sunday Morning](#)" to [The Irish Times](#), but it is noteworthy in no small part for how long it survived. Created in 1935, Kodachrome was an instant hit as the first film to effectively render color.

Even when it stopped being the default film for chronicling everyday life — thanks in part to the move to prints from slides — it continued to be the film of choice for many hobbyists and medical professionals. Dr. Bharat Nathwani, 65, a Los Angeles pathologist, lamented that he still had 400 unused rolls. "I might hold it, God willing that Kodak sees its lack of wisdom."

This week, the employees at Dwayne's worked at a frenetic pace, keeping a process-



ing machine that has typically operated just a few hours a day working around the clock (one of the many notes on the lab wall reads: "I took this to a drugstore and they didn't even know what it was").

"We really didn't expect it to be this crazy," said Lanie George, who manages the Kodachrome processing department.

One of the toughest decisions was how to deal with the dozens of requests from amateurs and professionals alike to provide the last roll to be processed.

In the end, it was determined that a roll belonging to Dwayne Steinle, the owner, would be last. It took three tries to find a camera that worked. And over the course of the week he fired off shots of his house, his family and downtown Parsons. The last frame is already planned for Thursday, a picture of all the employees standing in front of Dwayne's wearing shirts with the epitaph: ***"The best slide and movie film in history is now officially retired. Kodachrome: 1935-2010."***

## IAPP AND THE IMAGING USA CONFERENCE

The PPA hosted its annual Conference, Imaging USA, in San Antonio, Tx, on January 16th through the 18th and the IAPP was part of the vender EXPO. Our own webmaster and Board member, George Pearl was able to get a booth from which several of our IAPP members pitched the advantage of being a member to hundreds of people over a three day period. The first day the count of attendees for the conference was over 10,000, the largest to date. In between all the classes and talks thousands of



people wandered throughout the EXPO area in the city's large convention center and stopped by the hundreds of vendor booths that were set up to take advantage of the overwhelming mass of photographers and would-be photographers who had signed up.

The IAPP booth was 20 feet wide and 10 feet deep and was manned (and womaned) by several of the Board members and officers of our organization. On hand to answer questions, hand out flyers and, most importantly, sign up new members, were David Orbock, IAPP President, Glenn Cope, President Elect, Dawn Snow, Treasurer, George Pearl, webmaster, Fran Statina, one of our







Past Presidents, and Bryan Snow, our Secretary. Each one of these folks spent time setting up the booth on Saturday and Sunday, and greeting and talking to the masses of attendees on Sunday, Monday and Tuesday.

George assembled a display of panoramic cameras that drew a lot of passersby to the booth. These were a variety of cameras from David Orbock and George including a Fuji GX617, a 120 Roundshot, a 35 mm Roundshot, a Hulcherama, and a Seitz digital Roundshot. Other photographers were fascinated by these speciality cameras and,

since the majority were film-based cameras they were looked on with some nostalgia.

Also set up for display were a panoramic adapter from Nodal Ninja, provided by our Sponsor, and a Gigapan EPIC Pro, provided by Bryan. Since many of today's photographers shoot with digital equipment these last two devices, as well as the Seitz digital panoramic adapter, were of particular interest to them.

Many visitors had the mistaken idea that we were selling these cameras, and had we been so inclined, I'm sure we could have left the EXPO with a few thousands of dollars in our pockets.

However, since these were our personal equipment, we suggested some vendors where similar cameras could be purchased. The demonstrations of the Seitz Roundshots, the Nodal Ninja, and the Gigapan EPIC Pro drew a lot of spectators.

The purpose of our booth, nestled with the hundreds of other vendors who were actually selling products that the attendees could clutch to their breast and greedily take home to play with, was not to sell a product but to sell our organization. Many visitors confessed a fascination with the type of photography we do and wanted to know more





about how we do it. Some typical questions were: "Where can we purchase panoramic cameras?"; "How much do they cost?"; "Do they make digital panoramic cameras?"; "What's a nodal point and how do you find it?"; "What's the best software for stitching images together for a panorama?"; "What kind of money can you make shooting panoramas?". One of my favorite comments was from a woman who came up to me while I was sitting at the booth, leaned down and whispered to me that as she was walking by and saw our large banner that said "International Association of Panoramic Photographers" she said that, at a glance, she thought it said "International Association of Paranormal Photographers". I told her that I was sure that there was such an organization but it wasn't us.

I had brought several books on Panoramic Photography that I have in my library and had them open on the table in front of me. The one that got the most attention was the one entitled "Goldbeck" and showed many of his images taken in the 1920s, 1930s, and 1940s. Since many of his early panoramas were taken in and around San Antonio it was especially interesting to see images from 1925 and then go outside and see how the same scene appears today.

The test of success of any endeavor such as the sponsorship of a booth by the IAPP is whether or not we interest people enough to share our passion for this type of photogra-

phy. We had decided in advance to offer a "special" deal to people at the EXPO - if they would become a member while they were at our booth we would give them a 3 year membership for the price of two years. The result was that we now have 11 new members added to our rolls. While some may think that 11 people out of over 10,000 people attending is not a very high percentage, that isn't true. In this day of finding out information from the internet, the membership in organizations, such as ours, has dropped tremendously. The IAPP has gone from once having nearly 600 members to 120 as of our last conference in April 2010. In communicating with similar organizations we have found that to be all too common. Having the human touch in the form of the volunteers from the Board of Directors at events such as the Imaging USA's EXPO was what it takes to convince people that our type of organization is better than googling "Panorama Photography" to answer questions that anyone might have concerning this important genre of photography. It is the people that make a difference and it is their experience and their willingness to share that experience with others that will always make organizations a better "information gathering" device than just accessing the internet.

Thanks to our Sponsors who helped furnish our booth and thanks to all who shared their time and money to make this event a success. Incidentally, our membership in the IAPP is now 146 and counting. That's 26 more people today than nine months ago!



the EPSON international photographic

# pano awards



**Call for entries**

## ***The EPSON International Pano Awards 2011***

US\$25,000 in cash and prizes!

Professional and amateur photographers around the world are invited to enter The EPSON International Pano Awards to compete for approximately \$25,000 in cash and prizes.

Regular entries are open from 1st December 2010 until Friday 15th of April 2011.

The second Epson International Pano Awards is dedicated to the art of panoramic photography. Advances in digital photography and software such as PTGui and Adobe Photoshop has resulted in an explosion in image stitching, especially in the panoramic format. Panoramic film photography also remains alive and well.

The Epson International Pano Awards showcases the work of panoramic photographers worldwide and is the largest and most important competition for panoramic photography. The 2010 competition saw 2740 images submitted from 945 photographers in 79 countries. The 2011 competition is now open for all professional and amateur photographers with a combined prize pool of US \$25,000 in cash and prizes!

New for 2011

- an exhibition of the winners and top scoring images at the PMA Photo Imaging Trade Show in Sydney, June 2011!
- a new category for VR photography to be announced soon!
- prizes for runner-ups and third places in each category

The judging panel includes over 20 of the world's top panoramic photographers and industry professionals, including members of the IAPP and IVRPA.

Enter online at [www.thepanoawards.com](http://www.thepanoawards.com)

## CLASSIFIEDS

### 100 - 617 overmatts with plastic windows for sale.

I measured the glassine windows... and overmatts... the matts are black and measure 8 by 10 inches with a window of 5.6 cm by 17 cm.

Contact: Susan Huber [www.susanhuber.com](http://www.susanhuber.com)

## TIPS AND TECHNIQUES

Bryan, I saw a cry for help in the last newsletter. I live in the northern great plains and cold weather is a given. Here are a few ideas. I spent a week in Yellowstone NP last January and used all of them.

1. cold weather is hard on batteries. Use fully charged batteries and carry extra batteries inside your coat.

2. Use cold weather clothes to protect your body (this includes footwear). I use fisherman gloves that have the fingers cut off and that has a mitten that goes over them.

3. Tripods are worthless in deep snow. Use a monopod. You can buy snowshoes for a tripod but not sure how good they work plus it adds weigh ( I am into lighter is better)

4. Tape chemical hand-warmers to outside of the camera where the battery compartment is located.

5. If snowing/sleeting use "camera raincoat" to protect the camera and lens. Also have a soft lens cloth to absorb water droplets that get on the lens.

6. Carry resealable bags to put camera and lens into before you go into a warm area to prevent condensation on the camera.

7. If using a tripod, you can get pipe insulation from the hardware store and cover the upper part of the tripod legs. Some have self adhesive or you can tape them on.

Most of all, have fun taking pictures when its cold.

— Bob Gillespie,  
Sioux City, IA  
[phylabob@msn.com](mailto:phylabob@msn.com)

### A QUESTION FOR THE IAPP MEMBERSHIP FROM AN IAPP MEMBER.

With all of the **long film pans** that I have accumulated since 1983, I am at loggerheads on how to scan the imagery without having to use a conventional flat bed scanner. It seems to me that with all the wiz bang technology that we have today, that a **roll feed scanner** should be available for scanning Cirkut and 220 long roll film. I have been told that mechanically this would be easy to do, i.e. move the film by stepper motor past a stationary scan

bar. However the challenge is to custom design the software to drive the scanning process. I would pay big money to have a scanner that would fulfill this function. All the folks that I have talked to on this seem happy too scan their work in sections and stitch it together. That seems like a backward way to do it to me, not to mention the possibility of ruining the cumbersome film by scratching it, in attempting to scan it in sections. If an individual

IAPP member or work group could help me solve this problem, I would be forever indebted to IAPP. Surely there are other members who would welcome such a scanner to digitize their own collection.

Note: If any member has a solution to this question please send it to the editor ([bryan@snowprophoto.com](mailto:bryan@snowprophoto.com)) and I will pass it along to the rest of the membership.



## US Photo Show

*to return to the Big Apple March 19<sup>th</sup>, 2011*

Many wonderful photographs will be on display and for sale Saturday, March 19<sup>th</sup>, 2011 in Manhattan, when many of the nation's most active photographers, collectors and dealers meet for the U.S. Photo Show. The show takes place at the Lighthouse, 111 East 59<sup>th</sup> St. (between Lexington & Park), New York, NY, 10022.

An early buyer's session from 8am-10am will be featured, when collectors will be admitted for \$20. When general admission begins at 10AM, ticket prices drop to \$10. Students and Teachers will be admitted Noon to 4pm for the discounted fee of only \$5. For further information you are invited to visit [www.usphotoshows.com](http://www.usphotoshows.com)

The public is invited to attend this event.

## HAVE YOU EVER WANTED TO SEND SOMEONE TO THE NORTH POLE?

—Dean Tatooles (New Member!)

I really need the organization's help!

Currently, I am leading in a global competition with Quark Expeditions to earn passage to the North Pole aboard its nuclear icebreaker, "50 Years of Victory" in June. There are only two weeks left in the competition and my opposition is gaining serious ground. Simply put, I am asking for **\*ALL\*** our members to cast a simple online vote to support me.

### HOW TO HELP

I simply am requesting that **\*ALL\*** our members to take **\*one minute\*** and cast **\*a simple online vote\***. A voter can even cast multiple votes. One per each Facebook account and valid Email address.

### HOW TO VOTE

1. Click this link:  
<http://www.blogyourwaytothenorthpole.com/entries/110>;
2. Click "LOGIN or REGISTER" to vote for this entry "Children of the Mekong" (Just under Dean's image on the left)

If Voting by Facebook:

3. Click BLUE CONNECT WITH FACEBOOK ICON (On the left);
4. Click "ALLOW";
5. ENTER COUNTRY/ZIP CODE and CLICK "REGISTER"; and
6. Click "VOTE FOR THIS ENTRY" under Dean's photo.

### If Voting by Email:

3. FILL IN REQUIRED FIELDS;
4. Click REGISTER
5. An E-mail will be sent to you from Quark Expeditions;
6. Open the E-mail from Quark and Click on Link; and
7. Click "VOTE FOR THIS ENTRY" under Dean's photo.

PLEASE LEAVE A COMMENT IDENTIFYING YOURSELF AS A FELLOW MEMBER OF THE IAPP! GOOD FREE ADVERTISING!



## Award-winning Nodal Ninjas

Hobbyists - Hikers - Pros - Amateurs - Travelers - Realtors

Nodal Ninja's are specially designed panoramic tripod heads made to meet specific needs of panoramic photographers. If you are looking to seamlessly stitch panoramas free of parallax while simplifying your workflow, then look no further. Our award-winning lightweight panoramic tripod heads are precision built to do just that. And being universal they will work with just about any camera and lens. We offer exceptional value without compromising quality that is backed by industry leading support. Explore our products and see why we are "turning heads".



### Nodal Ninja 3 MKII

Lightweight, compact and strong - perfect for those on the go and best suited for single row and multi row panoramas. Your camera can be mounted in both landscape and portrait modes. (for Point and Shoot and small DSLR cameras).

Starting at \$209.95



### EZ-Leveler II

Our second generation EZ-Leveler is smaller, lighter and made with greater precision. The EZ-Leveler II lives to its name and makes leveling a pano head quick and easy. A great add-on for Nodal Ninja or any other pano head.

Starting at \$99.95



### Ultimate R1

Even smaller and lighter, this ring clamp style pano head is designed for use with circular and full frame fisheye lenses. The Ultimate R1 incorporates a unique cantilever tilting option and a ring clamp that mounts directly onto the lens, freeing up the camera.

Starting at \$379.95



### Pano Poles

If you are looking to take your panoramas to new heights take note. These carbon fiber poles are lightweight, stackable, compact and strong and are ideal for tourism, festivals, surveys, real estate, and many other applications.

Starting at \$269.95



[www.nodalninja.com](http://www.nodalninja.com)

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The only inkjet Fine Art Panoramic Cards. Folded they measure 3 7/8" x 9 1/8".

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**50 Pack**

**We bought the entire remaining stock – but when they are gone, they are gone!**

## IAPP e-MONITOR

The monitor on the rear of a digital camera is a device we use to quickly examine information about our photos. The IAPP e-Monitor was designed to give our membership a quick look at what is going on with the IAPP and with panoramic photography in general. It was originated to give our membership quicker information while they await the release of the PANORAMA.

We welcome any and all articles and photos from IAPP members for inclusion into the IAPP e-Monitor. This is a publication for the IAPP, by the IAPP, and about the IAPP.

## IAPP

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## How to Submit Articles to the e-Monitor

This is your organization. And your newsletter. If the subject matter isn't what you want to read about, then send in the perfect (to you) article. If the organization is making a turn that you do not agree with, step in. We welcome all volunteers.

Email (to [bryan@snowprophoto.com](mailto:bryan@snowprophoto.com)) your article as a document, with notations within your article where you want your photographs to appear. Please do not place your photographs within your document as this will compress the images too much. Please send them as separate files: tiffs or jpegs; 300 dpi and not larger than 7 inches on the long side.