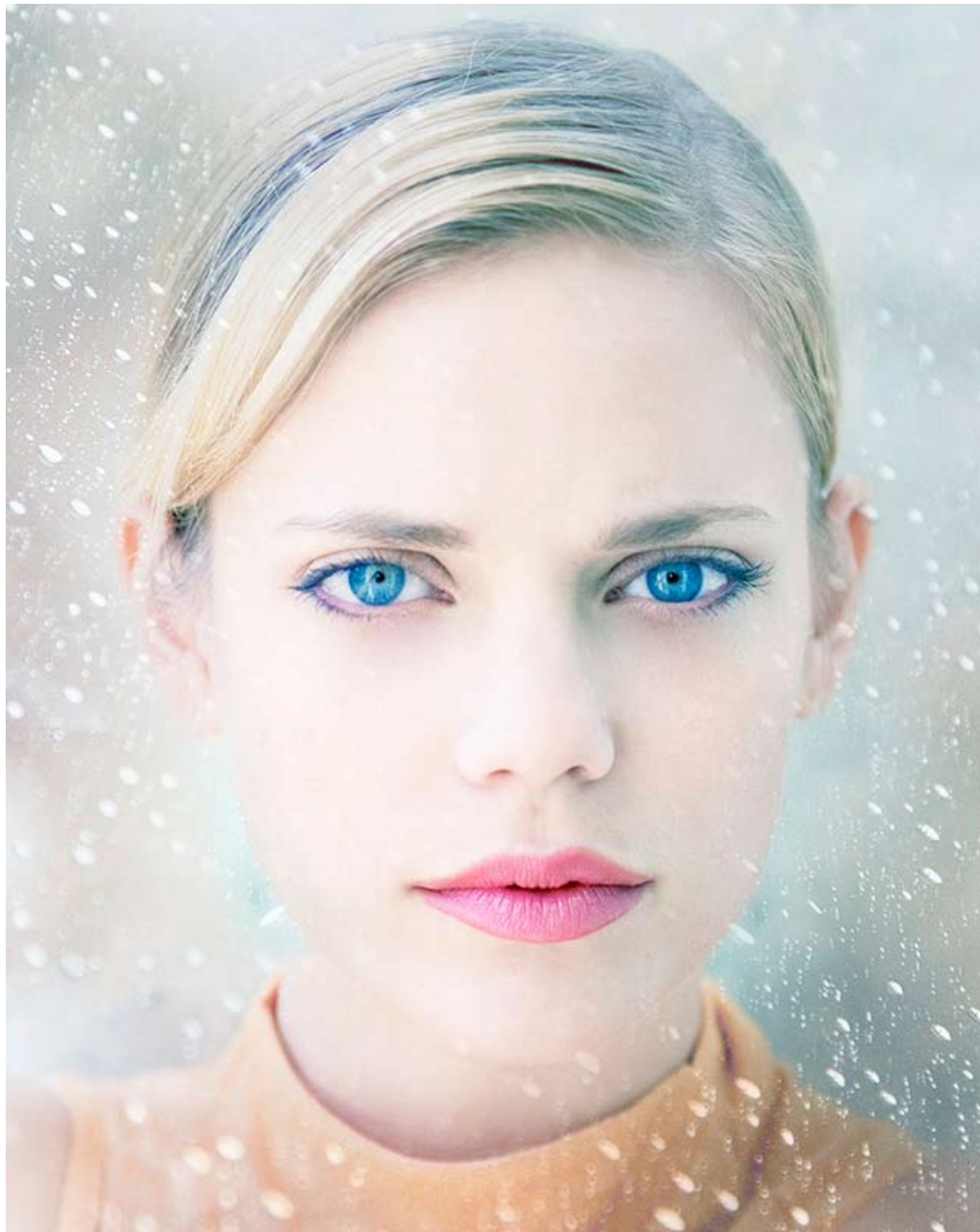


*The*



*Bulletin*

February 2008



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# Editor's Message



## Got Blog?

Ok, so Gene Higa told me to do it, Jules Bianchi told me to do it, last month's speaker Scott Robert Lim told me to do it, and my friend Angela Banchi pointed out that I was already doing it with my photography friends... so, I finally have a blog.

Love Stories from the Mill Cottage. . .  
<http://millcottagephoto.blogspot.com/>

Guess what? So far, it's really fun! I always sent out images from weddings and sessions to my inner circle with comments and stories, so hopefully I will be able to keep up with a more public version of my "newsletter."

For those of you who are blogging, feel free to email any suggestions on how to make mine better, and for those of you who aren't, it's my turn to tell YOU to do it! It's a great way to keep your name in front of your clients, build web rankings, showcase new products and ideas, and help people get to know you and your business.

It's not that hard. I used blogger.com, but there are several other services out there like typepad, wordpress, and a few more associated with your own web hosts.

Good Luck, and Get Bloggin'!!

The Bulletin is published by the Professional Photographers of the Greater Bay Area, Inc., (PPGBA), a 501(c)(6) non-profit trade association. PPGBA is an affiliate of the Professional Photographers of America and the Professional Photographers of California.

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**Articles and comments are invited; publication is subject to editorial approval. Editor reserves the right to edit all manuscripts for brevity and/or clarity of content.**

**Articles are the opinion of the author and do not represent the position of PPGBA. No responsibility is assumed for unsolicited contributions. Submissions will not be acknowledged or returned unless they are accompanied by SASE. Deadline is the 20th of the month. Submissions may be shipped to PO Box F, San Mateo, CA 94402, or e-mailed to [editor@ppgba.org](mailto:editor@ppgba.org).**

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Volume XXXV II Number II

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# President's Message

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I recently returned from the national PPA Convention held in Tampa, there were over 8,800 attendees, three venues and a large trade show. One of my favorite parts of the convention was the print exhibit, viewing all of the wonderful images from people from around the world and I even found work from two of our members Paul Tsang and Mark Benjamin who were both awarded Photographer of the Year – Bronze for having four images hanging.



It was a very busy week; I spent several days studying for my CPP - Certified Professional Photographer exam – which by the way I passed! And then the convention began with classes starting at 7:00 am and ending with an event every evening. One of the events was the Awards Ceremony where our very own Marc Benjamin received his Photographic Craftsman degree and Paul Tsang was one of six recipients awarded “The Imaging Excellence Award.” (*when you see him be sure and ask him what he had to do to obtain that award.*) Congratulations!

Through it all I was struck by how beautifully everything was organized for an event of this size.

I also had the privilege of representing PPGBA at the PPA Affiliate Manager's meeting where we were addressed by PPA's CEO David Trust who talked about the event and how the single most important factor in the success of the convention were the volunteers, especially college students. He went on to tell us about how the students had been a wonderful addition to the event and how excited he was that one student who had been helping for several years had had such a wonderful experience that he went on to get his Craftsman degree this year.

This made me think: are we at PPGBA providing these same opportunities? I've been doing a lot of thinking about this; I even went as far as to look up the meaning of the word -

**Volunteerism** - the willingness of people to work on behalf of others without the expectation of pay or other tangible gain. [Volunteers](#) may have special training as mentors, guides, assistants, teachers, writers, and in other positions. But the majority of the work is on an impromptu basis, recognizing a need and filling it, whether it is the dramatic search for a lost child or the mundane giving of directions to a lost visitor. It may be done

for altruistic reasons, for example [charity](#), or as a [hobby](#), [community service](#) or [vocation](#), or for the purpose of gaining experience.

NO was not a word in my vocabulary until I started my own business. Now, when I think about volunteering, I have to confess that my first thought, knee-jerk reaction is that I am “TOO BUSY.” Recently however when I have taken a moment to stop and rethink my initial reaction, taken a few breaths, stepped back and thought about it, I can honestly say that I have been blessed more than I could have imagined for the times I have said YES!

By the way, we are always looking for a few extra hands, volunteers, mentors, teachers, guides, assistants, and students, to help our organization run beautifully. Some of the places we need help are: print handling, name badges, sound system, greeter, mentors, and print competition advisors. And, I hope some day soon we too can write about our volunteers being inspired to achieve awards through serving our association.

So...I challenge each and every one of you the next time someone asks you to volunteer, to take a moment, breathe and consider saying YES! Who knows how you will be re-warded.



---

## Mission Statement

PPGBA exists to support and encourage the professional, artistic and educational growth of its members; to promote public awareness of the profession; and to provide a forum of fellowship and exchange of ideas in an open and friendly atmosphere.

# This Month's Meeting



This month's speaker is San Rafael photographer Linda J. Russell. She will talk to us about *A New Vision of School Photography*. She will share a retrospective

of her documentary style portrait photography and then we will embark on a spirited discussion of her exciting new vision in school photography.

Her ability to find the beauty in everyone has been the hallmark of her success. From rock stars like Carlos Santana to politicians like Senator Barbara Boxer she has witnessed and memorialized family memories. But secretly, each fall she has switched her black slacks for blue jeans and photographed school children. As founder of Mugshots School Photography, Linda is uniquely qualified to inspire you toward a recession proof product line that offers portrait photographers an excellent



diversification of their income and marketing. The Mugshots model has been featured in *Professional Photographer* magazine as well as *Businessweek Online*.



Linda believes schools are "a great place to photograph kids and it is a huge untapped market for good photographers to make serious money AND make a difference in children's lives." The school photography market has been dominated by businesspeople working at photography, not photographers working as business people. With the proper training, marketing and sales vehicle this can change and we can open this

market up as a new luxury item"

The school photography industry is the largest segment of the professional photography industry, a 1.5 BILLION dollar industry, and Linda believes it is high time the community-based portrait/wedding photographer recaptures this revenue. Most recently Linda and her vision of Mugshots Photography were given a huge acknowledgment when she was chosen out of a field of over 500 businesses as a "Make Mine a \$Million" recipient by Count Me in For Women's Economic Success, sponsored by American Express OPEN. You can discover more about this program at [www.countmein.org](http://www.countmein.org).

As high-end wedding and portrait photographer for over 20 years, Linda's work has been featured in the *Town and Country Wedding Book*, *People* and *Rolling Stone*. Her fine art work has been featured in books, greeting cards, calendars and posters. Visit: [www.mugsyclicks.com](http://www.mugsyclicks.com), [www.schoolphotographers.net](http://www.schoolphotographers.net), [www.russellphoto.com](http://www.russellphoto.com).

PPGBA

## Monthly Meeting

Thursday, February 21 (Third Thursday) at the Best Western/Grosvenor Hotel, 380-S. Airport Blvd., S. San Francisco. For directions, please call the hotel at: (650) 873-3200.

### Meeting Reminders:

- Please wear your name badge!
- Competition entry deadline is 7:45 p.m.
- Prints may be dropped off from 7:00 - 7:45
- Monthly print judging follows speaker/s presentation

Please no phones/ beepers ringing or conversations during the speaker/s presentation. Please be courteous and step outside the meeting room.



# GGGS '08 Featured Course



This is the first of a series on the featured instructors for GGS 2008, classes offered on June 23-25. Call the

school at 650/548-0889 or see [www.goldengateschool.org](http://www.goldengateschool.org)

Andre Costantini will be back at Golden Gate School this year teaching his acclaimed Professional Lighting Techniques class.

Andre's approach to photography and teaching is enjoyable, engaging and informative. He has taught photography seminars throughout the United States, Canada and the Caribbean and has



written articles for *Shutterbug* and *Studio Photography and Design*.

This class will demonstrate how to light people, products and interiors. Attendees will learn lots of simple techniques to take the mystery out of



photographing any object or subject. Techniques taught will be applicable for fashion, portrait, commercial and advertising.

Topics will include: Looking at light, Using your environment as a modifier, Location Studio Lighting, Flash Fill



Made Simple, Using Portable Flash Techniques, Lighting with Reflectors, How to balance flash and available lighting, and Quick fix Photoshop technique and enhancement

A photographer and artist, Andre currently resides in Brooklyn, NY. A partial client list includes: *American Repertory Theatre, Boston Early Music Festival, Constellation Center, Criterion Collection, Dynalite, L'Oreal, Rainbow Media* and *Tamron*.

He also photographs modern dance companies and musicians. Assignments have brought him as far west as Prague and as far east as Japan as well as throughout the United States.



# Industry News

## Sales Tax Info Updated

The California Board of Equalization has updated its Publication 68, Tax Tips for Photographers, Photo Finishers, and Film Processing Laboratories. This new, improved publication is a replacement of the 1998 edition and is designed for photographers charging California sales tax. The Advertising Photographers of America including members Paul Antico and Jeff Sedlik and the APA Sales Tax Committee contributed to the revision. A PDF file of the publication can be downloaded from [www.boe.ca.gov/pdf/pub68.pdf](http://www.boe.ca.gov/pdf/pub68.pdf).

## Canon creates the "Par Excellence" award

Canon USA has initiated a new award for excellence in image making to be awarded at Professional Photographers of America Regional Affiliate print competitions across the USA. Canon is committed to supporting the Professional Photographers of America by recognizing and supporting their photographic efforts. Each image-maker with an entry case achieving four (4) scores of "80" or above at their PPA Regional competition will be considered by the panel of the Affiliate Jurors. Criteria will be to evaluate those makers' entries as a body of work with variety, impact,

creativity and technical expertise. To keep apprised of the latest news from Canon U.S.A., sign up for the Company's RSS news feed by visiting [www.usa.canon.com](http://www.usa.canon.com)

## Frame Business Ablaze

Excel Picture Frames, Inc., building in Santa Fe Springs suffered a three-alarm fire in early January. There was extensive damage to the structure, which had no fire sprinklers. No one was hurt in the fire. Excel distributes and manufactures frames for professional photographers. It was reported that Delgado Frames in Hollywood will be assisting in completing orders.

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# January Print Competition

The monthly print competition was held following the general meeting on January 17, 2008 at the Grosvenor Hotel. Our judges were Joerg Lehmann, Stephanie Herzer and Jeanne dePolo.

Print handlers were Mark Gebhardt and Misha Purcell with Kimberly Sayre at the ribbon table. Print of the Month goes to Fima Gelman for "Unbearable Lightness of Seeing," which received an 80.

## Environmental Portrait:

### Gold Ribbon

"Second Autumn"

– Paul Tedrick

## Studio Portrait:

### Gold Ribbon

"Unbearable Lightness of Seeing" – Fima Gelman

### Blue Ribbon

"Meghan Waits..."

– Kimberly Sayre

"Serenity"

– Alexandre Reginster

## Wedding

### Blue Ribbon

"The Time of Our Lives"

– Kurty Wong

"A Time for Us"

– Francis Wong

"Reflections"

– Dennis Urbiztondo

"Can't Start Without Me"

– Joel Carrico

## Illustrative

### Gold Ribbon

"Before the Storm"

– Paul Tsang

**Reminder:** There will be an album competition during our February meeting.



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# Golden Gate School News



The June 22-25 Golden Gate School will be here before you know it! Start thinking now about which class you'd like to take and block out your calendar!

This 25th annual session features courses 2 1/2 to 3 days in length, so that they are much more convenient to schedule. The event will start off with a PPGBA/GGS lecture program/all-school assembly on Sunday, with classes starting first thing Monday morning. Most classes will end at Wednesday noon (Fundamentals class will end Wednesday at 4 pm).

**NEWS FLASH!** The discounted tuition rates are being extended through March 31: only \$445 for the class of your choice (PPGBA/PPA member rate, nonmembers \$525). Prices go up after 3/31, so save money and sign up early!

Check out the website at [www.goldengateschool.org](http://www.goldengateschool.org) for the instructor lineup, and read about one of our featured courses – Andre Costantini's Professional Lighting Techniques – elsewhere in this newsletter

If you're ready to sign up, you can phone in your information in to 650/548-0889 or email to [goldengateschool@yahoo.com](mailto:goldengateschool@yahoo.com). You can also ask about a recommendation for which course would be the very best fit for YOU and your career. If you're not sure what class you want yet, but want to save money, enroll at the discounted price of \$445, then you have until April 30 to make your selection.

## Scholarships Offered

Several scholarships are offered for GGS. To apply, e-mail to [ggs@goldengateschool.com](mailto:ggs@goldengateschool.com) (preferred) or call 650/548-0889, and specify which application you are requesting.

## DEADLINE MARCH 31:

(download an application form at [www.goldengateschool.org/html/asst\\_ap.html](http://www.goldengateschool.org/html/asst_ap.html))

The GGS Assistants are an integral part of how smoothly and successfully the school operates. GGS seeks dependable, positive and energetic people on our team. Assistant scholarships allow recipients to attend GGS tuition-free and the chance to work closely with some of the top photographers in the profession today. Assistants must stay on campus throughout the session and pay for their own room and board. Preference is given to individuals who have demonstrated a personal commitment to photography and have a record of service to their fellow professionals.

Some of the assistants' duties include:

- Help wherever assistance is required. This may at times mean missing parts of an instructor's presentation or meal functions.
- Most assistants will be assigned to a specific trustee and instructor, although your help is also needed during after-hours/special events.
- Be on campus for the entire session of the school from Sunday morning through Wednesday afternoon.
- Help to transport, set up, operate, inventory, pack, and return equipment.
- May be called upon to model during the school session.

## DEADLINE APRIL 30:

PPGBA honors and recognizes the founders of this association, one

of the largest local chapters of the Professional Photographers of America. We remember our founders for giving so much to our industry and emphasizing the importance of education and the pursuit of photographic excellence. This scholarship will help the recipient stay current with new styles and trends in photography. Any photographer may apply for the scholarship. The scholarship is awarded based the applicant's record of service to the photographic profession as demonstrated by active participation in local and state associations, and the submission of a short statement as to why the recipient should receive the scholarship. The scholarship includes tuition to any course at this year's Golden Gate School but does not include room and board.

## APPLY BY MAY 20:

A scholarship is offered in memory of beloved photographer and teacher Heidi Mauracher that is funded from the proceeds of her Software Cinema CD, and administered by the Professional Photographers of California. PPGBA and PPC wish to honor and recognize Heidi for giving so much to our industry and emphasizing the importance of education and the pursuit of photographic excellence. (see [www.ppgba.org/html/heidi.html](http://www.ppgba.org/html/heidi.html)) Any photographer who is a current member of the PPC may apply for the scholarship. The scholarship includes course tuition for this year's Golden Gate School but does not include room and board.



*continued page 11*

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In addition, PPGBA will award three additional tuition-only scholarships at the February 10 awards banquet.

- 1) The "Random" Scholarship drawing shall consist of one chance for every current member (except sustainers, board members and GGS trustees) as

of December 2006 plus one additional chance for each competition print they entered throughout 2007.

- 2) One scholarship will be given to a non-Board, non-Trustee member who has given service to the organization. This scholarship is the Ted Gurney Memorial

Service Scholarship.

- 3) One scholarship is selected from among new members who joined during 2007. This new member scholarship will also be awarded in the memory of Arthur Madsen, Jr. for the years 2007, 2008, and 2009.

## Album Competition

The remaining album competition for 2007, to be held at PPGBA general meeting on February 21st.

The album rules are as follows:

- Entries are due at the print registration table no later than 7:30 P.M.
- Each member may submit one print and/or one album.
- The album must be from a single event.
- For albums containing images by more than one photographer, at least 75% of the images in the album must be created by the entrant.
- The maker's name should not appear on the album (cover with tape if necessary).



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# Awards & Installation Celebration - February 10<sup>th</sup>!

One of PPGBA's special events of the year is coming up soon on Sunday February 10. Please mark your calendar to join us for this festive celebration of food and photography. Plan to come together to share good cheer and fellowship with our members, guests and industry supporters.



The location will be the newly remodeled Sierra Point Yacht Club in Brisbane (home of our holiday gatherings for several years).

There's plenty of time to socialize and network, the festivities following dinner include a year-end print competition slide show, installation of our directors and officers, and the awards presentation. Have you sent in your RSVP yet? Please don't delay, space is limited! The evening's treats will begin with hors d'oeuvres and a no-host bar at 5:00 p.m., followed by a Mardi Gras-themed dinner.

Our caterer will be Esquire Catering, Adam Weiner, member of the American Culinary Federation, Board Member of the Chef's Association of the Pacific Coast and culinary instructor for the Opportunities Industrialization Center-West and MiMe's restaurant in Redwood City.

Finally, we need your help! If you'd like to volunteer; for example – help make calls to encourage fellow members to attend, distribute door prizes, or assist with registration for example, please contact banquet chairman Kimberly Sayre

@ [kim@millcottagebridal.com](mailto:kim@millcottagebridal.com)

---

## DIRECTIONS.

The Yacht Club is at 500 Marina Blvd., Brisbane, Ca  
650/952-0651 - **DO NOT RSVP TO THIS phone NUMBER**

From highway 101, coming from San Francisco, North Bay, East Bay (if you take the Bay Bridge to 101)  
After you pass Candlestick Park, take the SIERRA PT PKWY  
Exit

The exit will take you along the west side  
of the 101 freeway for about 1.4 miles; eventually you will go  
under the freeway and pass a Radisson Hotel on your right.

Proceed straight ahead towards the bay  
until you reach the end of this road and you will see the  
marina. Park in the right hand parking lot where the road  
comes to a T. You will see a one story building with a blue  
roof - that's the yacht club.

If you're **NORTHBOUND** on 101,

coming from the Peninsula, South Bay or East Bay (take the  
San Mateo bridge and go north on 101)

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Proceed straight ahead towards the bay

until you reach the end of this road and you will see the  
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comes to a T. You will see a one story building with a blue  
roof - that's the yacht club.



# Get Visually Stimulated!

continued on next page

by Rich Edwards

One of the most original photographers of the 20<sup>th</sup> century, *André Kertész* often created unexpected compositions from everyday subjects. The **J. Paul Getty Museum**, Los Angeles, presents *André Kertész Photographs: Seven Decades*, an exhibition that shows the



André Kertész, *Clock of the Académie Française, Paris*, © Estate of André Kertész. Courtesy The J. Paul Getty Museum, Los Angeles.

quality and diversity of a very long career in photography. The exhibition comprises approximately 55 prints drawn from the Getty's collection.

The exhibited images touch upon the incredible range of subjects, from still life arrangements to street scenes, portraits to cityscapes of

Paris and New York.

Proclaiming himself a “naturalist Surrealist,” Kertész’s instinct for using the camera to reveal the unexpected in the commonplace is evident throughout his photographic life.

Organized chronologically and geographically, the exhibition begins in Hungary, where Kertész was born in 1894 and made his first photograph in 1912. It then moves to rare small prints made in Paris, where he emigrated in 1925 to pursue his chosen path as a photographer, and where he developed his signature style. The final section presents photographs made in New York where he lived and worked from 1936 until his death in 1985 at the age of 91.

The core of the exhibition consists of rare prints made about the same time as the negatives,

a particular strength of the Getty Museum’s holdings. Rarely seen images such as *Clochards [Vagrants] on the Quai*, 1925, as well as his early vintage prints such as *The Dancing Faun*, 1919, and late Polaroids, including *Self-Portrait in the Artist’s Studio, New York*, 1984, will be on view.

Embraced by the artistic community, Kertész became one of the leading artist-photographers of his day influencing such photographers as Brassai, Robert Capa, and Henri Cartier-Bresson. “Kertész was loved and admired as a ‘photographer’s photographer,’” says Weston Naef, curator of the Getty Museum’s Department of Photographs. “During his 70-plus year career, he created some of the most acclaimed photographs of the 20<sup>th</sup> century and we are fortunate to have a wide selection of his work in the collection.” The images will be on display through April 13. Call 310/440-7360 or visit [www.getty.edu](http://www.getty.edu)

## Exhibition Highlights

**Cantor Arts Center, Stanford**

**University, *Private and Public: Class, Personality, Politics, and Landscape in British Photography***, an exhibition of approximately 15 British photographs from the Center’s collection, explores the special qualities of the British as revealed in photographs: their obsession with class, individuality, the city, and the countryside. The exhibition, with works selected and written about by Stanford students, highlights Bill Brandt and also includes other earlier photographers such as Julia Margaret Cameron, Peter Henry Emerson, and Francis Frith; on display through Apr. 6. Call 650/ 723-4177 or visit <http://ccva.stanford.edu>

continued on next page

### **de Young Museum**, San Francisco

*Gilbert & George* put themselves at the center of their artwork. Identifying as “living sculptures” in art and daily life, they eliminate the distinction between artist and art. They began their career together with a tabletop vaudeville performance piece called *The Singing Sculpture*. Eventually, they began photographing their performance work to extend its reach and range. Over the years, their art has incorporated film and computer graphics; on display through May 18. Call 415/863-3330 or visit [www.thinker.org/deyoung](http://www.thinker.org/deyoung)

### **Monterey Museum of Art**, Monterey.

In the 1980s, renowned photographer Michael Kenna came to the Monterey Peninsula to photograph Elkhorn Slough and the surrounding environment. The resulting images, on display in *Elkhorn Slough: Photographs by Michael Kenna*, through July 13, reveal the unlikely conjunction of marshlands and the neighboring Moss Landing power plant, achieved with Kenna’s usual consummate grace. Call 831/372-5477 or visit [www.montereyart.org](http://www.montereyart.org)

### **Oakland Museum of California**,

*Artists of Invention: A Century of CCA [California College of the Arts, Oakland, CA]*, a survey of work by 100 faculty and alumni, many among California’s most influential artists, features more than 120 works — paintings, ceramics, photography, video, sculpture, mixed media, installations, textiles, wood, and works on paper — and includes a large contemporary section from the past 20 years; on display through Mar. 16. Call 510/238-2200 or visit [www.museumca.org](http://www.museumca.org)

### **San Francisco Museum of Modern Art**. In *An-my Lê: Small Wars*,

Vietnamese American photographer An-my Lê delves into Americans’ complicated relationship with war by turning her lens on two of the less familiar sides of conflict: reenactment and rehearsal, respectively. With a style that mirrors documentary photography, Lê depicts Vietnam War re-enactors staging theatrical battles in the forests of Virginia and soldiers at the Twenty-Nine Palms, California, military base training for the current wars in Iraq and Afghanistan — warlike activities without the mortal dangers of war; on display through May 4, 2008. Call 415/357-4000 or visit [www.sfmoma.org](http://www.sfmoma.org)

### **Robert Tat Gallery**, San Francisco.

*Charles Gatewood: Wall Street and Other Pictures* contains vintage black and white prints from the photographer’s 1970’s series of New York street abstractions, along with his well-known works documenting the sexual underground; on display through Mar. 29. Call 415/781-1122 or visit [www.roberttat.com](http://www.roberttat.com)

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### **Richard Bucich**

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Sunnyvale  
650/265-2492  
[rick@bucich.net](mailto:rick@bucich.net)

### **Steve Hovland**

Active Port/Wed  
San Francisco  
415/647-8710  
[shovland@mindspring.com](mailto:shovland@mindspring.com)  
[www.stevhovland.net](http://www.stevhovland.net)

### **Jena Hunt**

Add’l Active  
Fima Gelman Photography  
San Francisco  
415/641-1010

### **Margaret “Maggie” Kerns**

Active Portrait  
Kids on Location  
San Carlos  
650/596-8541  
[kidsonlocationphoto@yahoo.com](mailto:kidsonlocationphoto@yahoo.com)  
[www.kidsonlocationphoto.com](http://www.kidsonlocationphoto.com)

### **Martin Ticas**

Active Portrait  
Martin Ticas Photography  
Union City  
510/471-2203  
[martinticas@sbcglobal.net](mailto:martinticas@sbcglobal.net)

### **Kurty Wong**

Active Port/Wed  
Kurty Photography  
San Francisco  
415/285-9000  
[kurty@kurtyphotography.com](mailto:kurty@kurtyphotography.com)  
[www.kurtyphotography.com](http://www.kurtyphotography.com)

# Buyer's Guide

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## Albums, Frames & Mats

Art Leather  
888/252-5286  
[www.artleather.com](http://www.artleather.com)

Leather Craftsmen West  
800/366-2828  
[www.leathercraftsmen.com](http://www.leathercraftsmen.com)

NayaCo, LLC  
650/351-6466  
[www.nayaco.com](http://www.nayaco.com)

Philip Mauer PhotoMount  
800/321-3686  
[www.philipmauer.com](http://www.philipmauer.com)

The Levin Company  
800/345-4999  
[www.levinframes.com](http://www.levinframes.com)

Zoho Design  
877/742-2000  
[www.zohodesign.com](http://www.zohodesign.com)

Zookbinders  
847/272-5745  
[www.zookbinders.com](http://www.zookbinders.com)

## Data Storage

Data Robotics  
650/526-3621  
[www.trusteddata.com](http://www.trusteddata.com)

## Digital Printers & Supplies

Clarity Graphics  
415/824-0433  
[www.inkjetdiscounts.com](http://www.inkjetdiscounts.com)

ImageTech Digital  
510/238-8905 x 13  
[www.imagetechdigital.com](http://www.imagetechdigital.com)

## Equipment & Supplies

Keeble & Shuchat  
650/327-8515  
[www.kspphoto.com](http://www.kspphoto.com)

Lowepro  
707/827-4000  
[www.lowepro.com](http://www.lowepro.com)

Midwest Photo Exchange  
614/261-1264  
[www.mpex.com](http://www.mpex.com)

## Internet Services

Digi-Labs  
866/344-4522  
[www.digilabs.biz](http://www.digilabs.biz)

Moments4Ever  
888/444-4945  
[www.moments4ever.com](http://www.moments4ever.com)

Printroom.com  
888/868-4157  
[www.printroom.com](http://www.printroom.com)

## Photo Book Binding Equipment

Powis Parker, Inc.  
510-848-2463  
[www.powis.com](http://www.powis.com)

## Photo Labs

AIS/Photo International  
888/294-3686  
[www.photo-intl.com](http://www.photo-intl.com)

Bay Photo Lab  
800/435-6686  
[www.bayphoto.com](http://www.bayphoto.com)

Imagecapsule.com  
408/625-7903  
[www.imagecapsule.com](http://www.imagecapsule.com)

Kimbo Color Lab  
800/285-4110  
[www.kimbocolor.com](http://www.kimbocolor.com)

Miller's Professional Imaging  
800/835-0603  
[www.millerslab.com](http://www.millerslab.com)

## Service/Repairs

Repairtech  
877/418-8324 x 212  
[www.repairtechinc.com](http://www.repairtechinc.com)

## Workshops

Golden Gate School of  
Professional Photography  
650/548-0889  
[www.goldengateschool.org](http://www.goldengateschool.org)

Please favor our sustaining members and major advertisers with your business. They have shown their support for PPGBA!  
PPGBA does not recommend or warranty the products/services of any vendor, supplier, or manufacturer.

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## Action Zone

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Looking for photography events and educational opportunities in the Bay Area and beyond? Here are some links to our fellow organizations with programs and seminars all over the area.

|               |       |
|---------------|-------|
| San Francisco | ASMP  |
| San Francisco | APA   |
| Santa Clara   | PPSCV |
| Sacramento    | PPSV  |
| North Bay     | PPRE  |
| East Bay      | NCPP  |

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| <a href="http://www.asmpnorcal.org">www.asmpnorcal.org</a>             |
| <a href="http://www.apasf.com">www.apasf.com</a>                       |
| <a href="http://www.ppscv.com">www.ppscv.com</a>                       |
| <a href="http://ppsvonline.homestead.com">ppsvonline.homestead.com</a> |
| <a href="http://www.pprepro.com">www.pprepro.com</a>                   |
| <a href="http://www.ncpponline.com">www.ncpponline.com</a>             |

# Calendar of Events

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## February 2008

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**Annual Awards Celebration and Board Installation** Sunday 2/10 5:00 P.M., Sierra Point Yacht Club, Brisbane

**PPGBA Monthly Meeting & Album Competition** Thursday 2/21 Grosvenor Hotel, South San Francisco  
650/367-1265 [www.ppgba.org/html/february.html](http://www.ppgba.org/html/february.html)

## March 2008

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**PPGBA Monthly Meeting** Thursday 3/21 Grosvenor Hotel, South San Francisco  
650/367-1265 [www.ppgba.org/html/march.html](http://www.ppgba.org/html/march.html)

## June 2008

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**Golden Gate School of Professional Photography** Sunday to Wednesday 6/22-25, Mills College, Oakland  
650/548-0889 [www.goldengateschool.org](http://www.goldengateschool.org)

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## Cover Story

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This month's cover was the print of the month for January, by Fima Gelman.

Fima tells us, "I was photographing the client, learning how to press the shutter button properly to get good exposure.

My friend Ninka saw the image and right away decided to make

it lighter. That's why I called it "*Unbearable Lightness of Seeing*," as an homage to my favorite writer Milan Kunderas. Ninka also added the rain to this image, because she borrowed my camera while driving in the rain."

## Unclassified Ads

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### HELP WANTED

Talented Photographers to shoot events and portraits. You set compensation. We offer you a great way to fill in empty dates. Please call Stella at Photo International at 415/978-5485.

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### 2ND SHOOTER: PRECIOUS SECONDS

are all you have to get your shots in. That's why a dependable, experienced and well-equipped "2nd Shooter" is valuable. Make those precious seconds count. Call Joey Villadolid 650/580-2682 or 650/583-8008

[Samples @ www.moodystills.com](http://www.moodystills.com)

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### BULLETIN AD INFO

Unclassified ads are \$20 for up to 40 words for members, \$30 for up to 40 words for non-members. Each additional 40 words for \$10. Payment by Mastercard/Visa is due before publication. All ads MUST contain your name. Help Wanted/Situation Wanted ads FREE to members. Deadline is the 20th of the month. Call 650/548-0889 to place an ad, fax to 650/347-3141 or send an email to [ggs@goldengateschool.com](mailto:ggs@goldengateschool.com)

Golden Gate School: June 23-25 at Mills College/Oakland

# It's Time to Invest in Your Business!

www.goldengateschool.org goldengateschool@yahoo.com

## John Paulson & Eliot Khuner - Pro Photography Fundamentals (3 DAYS)

(entry level) Designed for those just starting or considering a career in professional photography. Includes an introduction to professional studio portraiture and wedding photography. Practical applications of digital for first-timers to get on track and intermediate users to fine-tune their knowledge.

## Andre Costantini - Professional Lighting Techniques (2 1/2 DAYS)

(all levels) Learn simple techniques to take the mystery out of lighting any object or subject. Topics include: using your environment as a modifier, studio lighting, flash fill, portable flash, reflectors, balancing flash and ambient. New York-based, Andre has photographed all over the world, for clients including American Repertory Theatre, Dyalnite, and L'oreal.

## Juli Cialone - Marketing & Sales (2 1/2 DAYS)

(all levels) Juli knows if you don't know business and marketing, you won't earn a living! You need to have plans set in place, products designed and the internet mastered. Learn intensive studio marketing from Website to Product, from Referral to Charitable. What works and what doesn't. See the latest innovative ideas and how to market to different client personalities. She will help you rethink what you currently do while having fun! From Rochester, NY, Juli is currently one of only six PPA Diamond Photographers of the Year.

## Paul F. Gero - Weddings (2 1/2 DAYS)

(all levels) Paul will share his secrets to capturing great moments. His wide-ranging photojournalism experiences acquired over more than two decades of work have become distilled into his unique approach: simple and effective portraiture on the wedding day and the use of on-camera flash to create light that looks natural and inviting. The course will include discussions, shooting exercises and his perceptive critiques that help students grow their skills. Be prepared to see the wedding and portrait world in an entirely new way after this class.

## Dave Newman - Mastering Portraiture (2 1/2 DAYS)

(entry level - intermediate) If you're looking to refine your posing and lighting techniques, this class is for you! Your survival and success in professional portraiture is Dave's goal. A top U.S. instructor, his fast moving, information-packed and high-spirited posing and lighting course will include: passion of lighting, masterful posing of the human form, essentials of outdoor and camera room lighting, digital exposure and histogram, JPEG/RAW advantages, and much more! Each student will be armed with a triggering device, for individual hands-on capture of each set-up.

## Kimberly Sayre - Album Design/Photoshop (2 1/2 DAYS)

(all levels) A PPA Album Maker of the Year, Kimberly will teach how to choose images with the most impact, special Photoshop retouching techniques, and a bonus: lightning-fast Adobe Lightroom workflow tips. All stages of album design and production, also profit strategies. Whether you sell wedding or portrait albums, you'll take home solid skills to showcase your images with design ideas that are timeless, creative, uncluttered, and easy. \*Computer and latest version of Photoshop required.\*

# SAVE \$\$\$! Prices go up 3/31!

## GGG Application – 2008

Register by Phone: 650/548-0889, Fax: 650/347-3141, or  
mail to: PO Box F, San Mateo, CA 94402-0018

name (last) \_\_\_\_\_ (first) \_\_\_\_\_  
address \_\_\_\_\_ city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_  
daytime phone # \_\_\_\_\_ e-mail address \_\_\_\_\_

note: if paying by credit card, please use your credit card billing address above

1st class choice \_\_\_\_\_ I want to join/rejoin PPGBA to receive the lowest tuition price \$100  yes  no  
2nd class choice \_\_\_\_\_ Tuition for your selected course \_\_\_\_\_  
PPGBA/PPA members paid by March 30: \$445  
PPGBA/PPA members paid by May 10: \$515  
PPGBA/PPA members paid after May 10 (if space available): \$585  
3rd class choice \_\_\_\_\_  
paid by check (#) \_\_\_\_\_ or  Visa  Master Card  
credit card # \_\_\_\_\_ ADD \$80 if you are NOT a PPGBA or PPA member \_\_\_\_\_  
credit card expiration date \_\_\_\_\_ Dormitory Housing/Meals \_\_\_\_\_ nights @ \$90 per night (available 6/22-24) \_\_\_\_\_  
signature \_\_\_\_\_ date of arrival \_\_\_\_\_ (day of week) \_\_\_\_\_  
Please mark here  if you require special assistance Total enclosed \_\_\_\_\_  
under the Americans with Disabilities Act. PPA member number for merit/s \_\_\_\_\_