

*The*



*Bulletin*

January 2008



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# Editor's Message

## Happy New Year!



Hope this year brings you all your hopes and desires!!

PPGBA is happy to recognize this year's crop of award winning photographers and images! Join us for the Annual Banquet, and celebrate! We

are having a special theme this year, and you can read all about it on page 11.

Hope everyone has a great time at Imaging USA in Tampa! The programs look excellent, and it's a great way to rev up for the New Year! Next year's conference will be in Arizona! Another great place to spend a week in January!

Good luck to all those entering Western States Print Competition! Remember, if your print merits there, it will automatically merit at National, and be judged for Loan Collection!

2008 PPGBA Annual Awards Banquet ~ Beads, Board Members, Bragging Rights - Laissez les Bontemps roulez!!

Please join us for the annual awards banquet on Sunday, February 10, 2008 at the Sierra Point Yacht Club. View the award winning images, mingle with your fellow photographers and enjoy a Mardi Gras theme, complete with music, amazing food (Andouille and Chicken

Gumbo, Shrimp Boil served platter style on each table with Shrimp, Corn on the Cobb, and Boiled New Potatoes, Corn Bread and French Bread, and Pecan Pie!) Wash it down with your favorite Bourbon Street beverage, and let the good times roll!

This year we will have a special treat for fun – a photo “booth” where you can get silly with your friends, and take home prints to ~~blackmail~~ enjoy!

Admission to this gala event will be \$25 per person (advance registration price, late registration after 2/1 will be \$35 per person (if available). Space is limited for this event, so don't delay when you receive your invite in the mail.

As in previous annual awards celebrations, PPGBA and our sponsors will subsidize some of the food and beverage cost to keep the price low for attendees.)

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 Kim Sayre at:

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

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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).**

The Bulletin is printed by Print Copy Xpress 650/356-0152.

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Volume XXXV | Number XII

# President's Message

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The new year is a time to look forward to make resolutions, plans and to set goals, but instead I decided to take a moment and look



back and to share with you my thoughts as I sit here wondering how I got here – here being this year's President for our PPA Association.

It was five years ago this month that a friend called and suggested I attend a PPGBA meeting in South San Francisco, where ever that was. I had just moved to California and decided to look into starting my own photography business, little did I know the journey I was about to embark on, or should I say whirlwind adventure which began on that Thursday night in January.

So I took a chance and showed

up at the monthly meeting not knowing a single person, terrified and curious I stepped out and introduced myself to several people. As the speaker began his presentation the first words out of his mouth were "I talk for food" and then he shared his journey into Wedding photography. I sat on the edge of my seat wondering if I would or could possibly someday ever be a successful, passionate photographer and a respected mentor of others. At the conclusion of the meeting I jumped up, handed him my business card and said "breakfast, lunch or dinner I'm buying." "Meet me here at 9:00 am tomorrow," was his response.

9:00 a.m. arrived and we spent the next 2 hours talking about photography, marketing and networking and at the conclusion of our time together he asked if I was planning on attending WPPI

Wedding and Portrait Professional International, again I was clueless. I drove home and spent the next hour reading, learning and signing up for this event. That was the beginning of many wonderful experiences, friendships and associations.

It has been through the care, encouragement, knowledge and understanding of our past presidents, board members, members, fellow photographers and classmates at Golden Gate School that I have grown as a person and in turn so has my business. Many of the people whom I have met through our association are the reason I can sit here today writing this my first President's Message, hoping that I will be able to as they say "Play it Forward" - I talk for Wine!



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## 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.

*continued on page 8*

# PPA Regional Print Comp

**PPA Regional Print Comp deadline is coming up soon –**

**Entries are due January 23. Please see:**

[http://www.prophotoca.com/ppc/pubs\\_display.html?ID=165](http://www.prophotoca.com/ppc/pubs_display.html?ID=165)

**for more info.**



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# Golden Gate School News

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2008 will be the 25th annual session of Golden Gate School. This year's program has been improved to make it more convenient for students to attend. Our courses will be 2 1/2 to 3 days in length, so that they are easier to schedule.

Special discounted tuition rates will be offered through January 31: \$445 for the class of your choice (PPGBA/PPA member rate, nonmembers \$525). If you want to save money, now is the time to sign up! This is one of the most affordable photo workshop programs in the West! Get the most bang for your buck at one of PPA's largest and most prestigious affiliate schools.

Check out the website at [www.goldengateschool.org](http://www.goldengateschool.org) for our instructors booked so far (the remainder will be finalized within the next 30 days). Course topics to choose from include Photoshop/album design, portraiture, weddings, business/marketing and more! Featured instructors include Andre Costantini, PPGBA's own Kimberly Sayre, and our popular fundamentals course with Eliot Khuner and John Paulson.

If you're ready to sign up, you can phone in your information in to 650/548-0889 or send an email to [goldengateschool@yahoo.com](mailto:goldengateschool@yahoo.com). If you're not sure what class you want (perhaps it is not listed yet!) but want to save money. Enroll at the discounted price of \$445, then you have until March 31 to finalize 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 week 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 week of the school from Sunday morning through Friday afternoon.
- Help to transport, set up, operate, inventory, pack, and return equipment.
- May be called upon to model during the school week.

## 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.

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

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Get ready for the 2008 PPGBA album competitions!

Earn ribbons plus points towards the album maker of the year award.

Album judgments are tentatively scheduled for the months of February, May, and September.

Album competition rules can be found on the website at:

[http://www.ppgba.org/html/print\\_competition.html](http://www.ppgba.org/html/print_competition.html)

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# This Month's Speaker

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**This month's speaker**  
is **Scott Robert Lim** from



Monrovia, CA.

In his program titled, "*Ordinary to Elite*" Scott will reveal how he became one of the nation's leading wedding photographers.



Learn his trade secrets and how the success minded can become an elite photographer in the new, vastly competitive digital era. Find out how he can command \$10,000 a wedding without spending a



dime on marketing or a studio and how his images attract over 1,000 visitors a day.



Get ready to open your mind to a brand new way



of thinking in a market that is constantly changing. See [scottrobertgallery.com](http://scottrobertgallery.com)

Scott Robert Lim is an award winning photographer, as well as educator and speaker. He has a compelling photographic style that blends both photo-journalism and



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# This Month's Meeting

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fashion portraiture with a candid-modern flare. His imagery has gained national recognition and has been viewed by thousands across the country and the world. His mastery of digital enhancement is evident in his final images which are stunning portrayals of life. Scott is an in-demand

wedding photographer and professional photographers from all over the world are eager to learn many of his keys to success and unique style.

He has traveled the world on assignments and for weddings. A California native, who was born and raised in the San Francisco Bay Area, he has had a life long commitment to community service and resides in the Los Angeles area with his wife and two daughters.

## PPGBA

# Monthly Meeting

Thursday, January 187(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.

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## New Member Report

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### **Stu Appelbaum**

SUS  
Midwest Photo Exchange  
614/261-1264  
stu@mpex.com  
www.mpex.com

### **Michael Green**

Sustaining  
Repairtech Inc.  
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Iselin, NJ 08830  
877/418-8324 x 212

### **Tony Medina**

ACT Port/Wedd  
Santa Clara  
408/984-3964  
tonymedina@photographedbytony.com  
www.photographedbytony.com

# Print Competition Rules

PPGBA wants to help you start the year off right, by printing this reminder of the Print Competition rules. These rules are also printed within the PPGA membership directory.

If you have any questions about the monthly print competition, contact Print Chairman Marc Benjamin at [marc@kickstep.com](mailto:marc@kickstep.com)

- Entrants must be in line at the print registration table no later than 7:45 p.m.
- Entrants must be present for the competition and must submit their own entry.
- There is no entry fee.
- Entrants may not remove their prints from

the competition until the conclusion of the judging.

- Only current PPGBA members in good standing may enter.
- One print per person may be entered.
- In months when albums are allowed, one print per person may also be entered (unless prior notice is given).
- Entries will be judged in the category in which they are entered.
- Tear sheets (if applicable) must be enclosed in an envelope and attached to the top center on the back of the print.
- All prints must be mounted – minimum mount size is 16x20, but there is no mini-

mum or maximum print size. (Do NOT frame prints.)

- Canvas prints on stretcher frame MUST have a cardboard backing to protect other prints.
- No title or name of maker can appear on the front of the entry.
- Entrants must fill out a form at the registration table with name, category, and title of entry. Prints titled "Untitled" are not acceptable.
- PPGBA assumes no responsibility for loss or damage to entrants' work.
- No print or album can be entered into competition more than once.



**1974 Professional Photographers of Santa Clara Valley (PPSCV) president Walter Arrufat** passed away November 30th.

He was a wedding, portrait and travel photographer, a regular attendee and often a gofer at West Coast School and other seminars, and always had a smile on his face. He

filled many PPSCV board positions over the years. Arrufat was a PPGBA member from 1995-2000

He also worked for IBM for 45 years. In the new products division he helped develop the disc drive, light pen operated touch screen and BART ticket machines. He was also a member of the IBM Asset Protection Department investigating counterfeit computer parts.

During World War II, Walter served in the tool room on the USS Sierra, a destroyer tender. His

photographs of 1945 Shanghai captured life on the streets of that bygone era. View his 1945 Shanghai photographs at:

<http://www.marymccaslin.com/Shanghai1945/>

Walter and his wife of 59 years, Martha, traveled with their family across the U.S and Europe many times, capturing their exploits together in photographs that they displayed for many years in a booth at arts and crafts fairs

# 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)

Take the **SIERRA PT PKWY/MARINA  
BLVD** exit

Bear right at the stop sign after you exit  
the freeway. You'll 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.



# PPGBA Holiday Celebration



Old and new, friends and colleagues enjoyed great food and each other on Sunday, December Second at the Sierra Point Yacht Club on the peninsula in Brisbane.



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# PPGBA Holiday Celebration

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The Levin Company  
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[www.levinframes.com](http://www.levinframes.com)

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

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ImageTech Digital  
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[www.imagetechdigital.com](http://www.imagetechdigital.com)

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

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Midwest Photo Exchange  
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[www.mpex.com](http://www.mpex.com)

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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

<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

## January 2008

- PPA Convention** Sunday to Tuesday 1/6-8, Tampa, Florida, [www.ppa.com](http://www.ppa.com)
- PPGBA Monthly Meeting** Thursday 17 Grosvenor Hotel, South San Francisco  
650/367-1265 [www.ppgba.org](http://www.ppgba.org)

## February 2008

- Annual Awards Celebration and Board Installation** Sunday 2/10 5:00 P.M., Sierra Point Yacht Club, Brisbane
- PPGBA Monthly Meeting** Thursday 21 Grosvenor Hotel, South San Francisco  
650/367-1265 [www.ppgba.org](http://www.ppgba.org)

## June 2008

- 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)

# Board Report

The November board meeting was held in South San Francisco on 11/8.

A motion was made and passed to charge a \$25/person fee for admission to the upcoming banquet.

A motion was made and passed to (continue to) hold PPGBA's June meeting during Golden Gate School.

A motion was made and passed to approve

the 2008 Golden Gate School budget.

A motion was made and passed to (continue to) abide by PPA's Articles of Affiliation.

It was the consensus of the board to renew a CD reaching maturity (\$62,619.64) as a liquid CD.

Golden Gate School Chairman Stephen DeVaughn has resigned and Past President Zee Bezabeh has been appointed as interim Chairman.

# Cover Story

This month's cover image was the Print of the Month for November. By Paul Tsang, the image is titled, "*What Lies Beyond.*"

Paul tells us, "I've always said, It's not finished until you put your camera away and leave the location.

The image was captured during a vacation with my family while visiting

Upper Antelope in Arizona in the summer. At the end of the day when daylight was almost gone and everyone was trying to pack up I saw tumbleweed, lying on the edge of the trail. I decided to pick it up and lay it on top a patterned sand rock for one last shot; turns out that it was the best shot of the day."

# UnClassified Ads

## 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.

## 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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(510) 583-1161 cell  
(skype name sangwan\_yim)  
<http://www.youshine.com> or  
20895 Redwood Rd.  
Castro Valley, CA  
94546

## 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)