

*The*



*Bulletin*

February 2009



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# Golden Gate School: May 11-13 at Notre Dame/Belmont

## [RE] focus fresh invent build Your Business!

www.goldengateschool.org goldengateschool@yahoo.com

### Andre Costantini - Professional Lighting Techniques

(all levels) Learn simple techniques to take the mystery out of lighting any subject. Topics include: using your environment as a modifier, studio lighting, flash fill, portable flash, reflectors, how to balance flash and ambient lighting. New York-based, Andre has photographed all over the world for clients including American Repertory Theatre, Dyalite, and L'oreal. His entertaining and easygoing teaching style has made him a favorite instructor.

### Jane Conner-ziser - Painter

(beginning to intermediate) How do you decide what type of painting your photo is most suitable for, and once you start, what brushes do you use and how do you create feeling and expression to look like "real" paint? This course will include painting in different styles as well as detailed samples of how brush variety and movement is used. Painting is a full mind and body experience - learn how to let go so your paintings can take on lives of their own. Jane is the originator of many classical photo painting techniques widely used by portrait photographers today. \*Computer and latest version of Painter required.\*

### Gary Crabbe - Landscape, Nature and Travel Photography

(all levels) Gary will cover a wide range of topics including equipment, composition, lighting, and other helpful tips and techniques. You'll learn how to approach subjects, taking an image or idea from thought to camera to presentation. There will also be discussion on workflow, software, and selling/licensing images. Students will also have a chance to have some of their own work presented and discussed. He has published four coffee-table books: *The California Coast*, which won "Book-of-the-Year 2002" by the California Outdoor Travel Writers Association, plus *Our San Francisco, Yosemite & The Eastern Sierra*, and *Backroads of the California Wine Country*. He has just completed work on his fifth *Backroads of the California Coast*.

### Laurence Gartel - Advanced Photoshop

(intermediate to advanced) Join Digital Media Art Pioneer Laurence Gartel on an amazing journey through the electronic wonderland of creative tools. Laurence will go through some of the deeper aspects of Photoshop to enhance your skill set and increase productivity. He will also include an examination and exploration of other software and hardware tools for acquiring imagery as well as post-production to make great works of art. Students will come away with a head full of new creative possibilities. \*Computer and latest version of Photoshop required.\*

### Betty Huth/Ed Booth - Children and Family Portraiture

(all levels) Betty and Ed will share with you the successful techniques they used to build their new business, moving it from California to Florida a few years ago. Their methods of attracting customers are easy, affordable and will give even the seasoned professional some ideas to help improve their bottom line in both good as well as tough economic times. This class will be full of ideas on photographing children and families to give you an edge over the competition.

### John Paulson & Eliot Khuner - Secrets of the Successful Photographer

(entry level) While many photographers get a long way with vision and creativity, we sometimes forget the practical basics: business practices, lighting, posing details, wedding techniques and digital workflow. Stay three jumps ahead of the new photographers flooding the field and become a professional artisan in this three-day intensive and intimate class.

### Kimberly Sayre - Album Design with Photoshop

(all levels) A PPA Album Maker of the Year, Kimberly will teach how to shoot and choose images with the most impact, special Photoshop retouching techniques, and a bonus: lightning-fast Adobe Lightroom 2.0 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.\*

### Mindy Sonshine - Weddings

(all levels) No holds barred info and detailed advice to inspire and motivate you with ideas and actions to implement right away! Everything related to shooting, from finding great light, to posing to camera settings. PLUS, how to maximize revenue and profits, from marketing to selling. If you're just starting out, feel stagnant, or believe the current slow economy is effecting you, this class will give you renewed energy and excitement about your success potential.

Mindy's photography has been featured in countless magazines and on several national television shows.

## SAVE money! Prices go up 2-10-09!

### GGs Application – 2009

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

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

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

1st class choice \_\_\_\_\_

2nd class choice \_\_\_\_\_

3rd class choice \_\_\_\_\_

paid by check (#) \_\_\_\_\_ or  Visa  Master Card

credit card # \_\_\_\_\_

credit card expiration date \_\_\_\_\_

signature \_\_\_\_\_

Please mark here  if you require special assistance  
under the Americans with Disabilities Act.

I want to join/rejoin PPGBA to receive the lowest tuition price  \$100 o yes o no

Tuition for your selected course \_\_\_\_\_

PPGBA/PPA members paid in full by 2/10: \$449 (non mem: \$549)

PPGBA/PPA members paid in full by 4/10: \$529 (non mem: \$629)

PPGBA/PPA members paid after 4/10 (if available): \$599 (non mem: \$699)

Dormitory Housing/Meals \_\_\_\_\_ nights @ \$90 per night (available 5/10-13) \_\_\_\_\_

date of arrival \_\_\_\_\_ (day of week) \_\_\_\_\_

Total enclosed \_\_\_\_\_

PPA member number for merit/s \_\_\_\_\_

# Editor's Message

## Kimberly Sayre, Cr.Photog.,CPP



It kinda has a nice ring to it, eh? I am so proud to report that I did get my Craftsman degree with my good friend and mentor, Zee Bezabeh, at my side, and Julie Olson as my spirit guide. We were laughing because if you saw the presentations before us, a lot of people were giving and

getting from their spouse, and so there was a lot of kissing, dipping, passionate embracing, and ribbons being pulled from one gal's bra... very cute, but Zee and I decided that would not be in good form... :^)

Thanks also to my girls, the Shutterbabes, and the rest of the PPGBA contingent for making some NOISE when I walked across the stage! Seriously, you guys made my night! Thanks also to the kind folks who sent congratulations through my blog!

I think this degree thing is something special... Special shout out to Master Photographer Marc Benjamin for getting the BIG degree this year, and in only 3 years. President Lehmann and I are under a challenge to get our Master's now, and guess what? The only way to do it is to enter prints!! I am so happy that Bay Photo is offering the half off sale on 16x20 and larger prints so I have no excuses about not having some prints to enter.

Please join me in this renewed (for me, at least) effort to get prints critiqued, and send them off to Western States and National, and get that Master's!! I think Joerg and I are tied right now... keep after us, and come along with us on our journey!! We are extremely lucky to have Master Paul Tsang in charge of print competition this year, and I know he has some exceptional ideas as to how to make it easier and less intimidating to enter!

Let's see your best work!!

*Kimberly Sayre*



PPA President Dennis Craft, me, and Zee Bezabeh

Image courtesy of Romaguera Photography

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.

### The Bulletin Staff

Editor: Kimberly Sayre, Cr.Photog.,CPP 415/515-6370

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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).**

### 2009 PPGBA Officers and Board

**President:** Joerg Lehmann, Cr. Photog.,CPP

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**Second Vice President:** Paul Tsang, M.Photog.Cr.

**Treasurer:** Paul Salcido

**Secretary:** Nano Visser

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**Past President:** Jeanne dePolo

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Audiovisual: Michael Corsentino

Competition: Paul Tsang

Four Nights: Lucie Silveira

Membership: Paul Tedrick, Scott Wall

Photographer: John Spicer, Jr.

Programs: Marc Benjamin

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# President's Message

## Jumping in excitement - ImagingUSA 2009



Conventions are a great occasion to learn, get inspired, catch up on the newest equipment, connect and enjoy the company of friends and colleagues. Coincidentally they're not the occasion for a lot of sleep. (The latter is ironic given that the hotel room is often the highest expense.)

Still recovering from all the excitement, I'm writing to share my experience of this year's PPA convention with you. Timed for early January and located in Phoenix, ImagingUSA 2009 was not just a great place to be for our colleagues from the frost battered parts of the country, but also for us from California – quite a few PPGBA members were there – and for guests from all over the world.

The convention featured a comprehensive trade show and an excellent selection of speakers. In addition there were association related meetings, opportunities to take the certification exam (pre-registration required) and activities for students, such as portfolio review, which I had the honor to participate in.

And then there was the print exhibit. All images that received a merit in the most recent national print competition “hang” here. (That is where the expression that something “hangs at nationals” comes from.) Separate sections are for images from Masters and for the Loan collection. All images that merit are judged again for the Loan Collection. It's very interesting and educational to walk through the print exhibit and see the type and quality of images that make it.

Obviously, it is especially thrilling to see one of your own images up there, or four of them, in case of our Marc Benjamin. For those interested in details: If you manage to hang four images in one year (which is the number one is allowed to submit), you're awarded a “Photographer of the Year” award. If all four images scored in the general collection, the award will be in the bronze level. If one, two, three or all four made loan, it will be silver, gold, platinum and diamond, respectively. This year, there were 17 Diamond level Photographers of the Year. One of them was Keith Howe, who trained us in the PPGBA judging workshop last September together with his wife Holly.

Speaking of awards, a highlight of the convention was the Awards and Degree Ceremony. In addition to learning a little more than expected about the personal lives of the outgoing and incoming PPA presidents, it was an impressive show and exciting time for all award and degree recipients and their friends and families. Two PPGBA members were honored: Marc Benjamin received his Master of Photography degree and the above mentioned a Photographer of the Year award. Kim Sayre received her degree of Photographic Craftsman. Congratulations!! Great job!

A special treat of ImagingUSA 2009 was an evening with Anne Geddes. Space was limited (some 3000 seats for well over 7000 conference attendees) and people waited in line for the tickets. Starting out a bit skeptical and not having been the biggest fan of her work, I was amazed by Mrs. Geddes' personality, commitment, speaking skills and story. She also showed some of her not-so-well-known images that I really liked.

Very much enjoyable were the informal late-evening meetings in the lobby of the convention hotel near the bar. Most of our PPGBA group somehow ended up hanging out there, and so were new friends and well-known names, such former GGS instructors and PPGBA speakers Juli Cialone, Andre Costantini, Gene Higa, Brook Todd and Jules Bianchi. The hotel was also the place to witness impromptu photo sessions, where several photographers used the opportunity to get a picture with their spouse taken by a colleague whose work they admire.

All together, ImagingUSA was a great experience. And it should only be a few more days until I have caught up on sleep..

**JÖRG LEHMANN**

Joerg Lehmann, Cr.Photog.  
CERTIFIED PROFESSIONAL PHOTOGRAPHER  
(530) 574-6033

### 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.

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# This Month's Program

## Photo Essentials- Lighting, Digital, and Copyrights



This month's speaker, Jack Reznick from New York, is sponsored by Canon USA. Humor, wit, and more than a passing familiarity with the absurd have all helped Jack become one of the most sought-after illustrative and people photographers in New York. In recent years he may be best known for his expressive

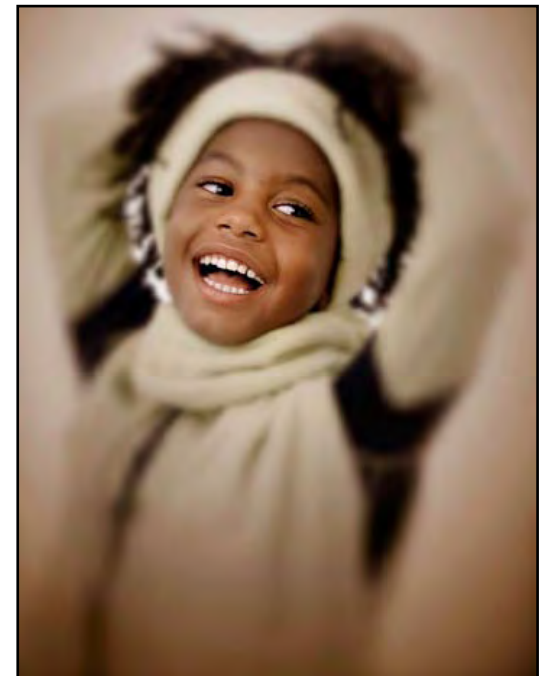


photographs of kids or as he says "Kids as kids."

Always insightful, entertainingly outspoken, and refreshingly candid, Jack will discuss in this far reaching session, his commercial and personal work and how those different types of images interact, his vision of the future of our industry, copyright and licensing issues, and his popular "Lighting Essentials."

Jack has often said, "Be the photographer clients hire because of the way you think, not because you're someone with a camera." Come and see how Jack thinks and what he does with a camera. Jack will also have a Q&A at the end of his presentation. Never one to duck a hot question, these are always very illuminating sessions.

Reznick's creative problem solving has helped promote products and services for many companies such as Toys "R" Us, Tylenol, *The Wall Street Journal*, Hyatt, Kodak, *Reader's Digest*, Crest, AT&T, Playtex, and several *Time* magazine covers.



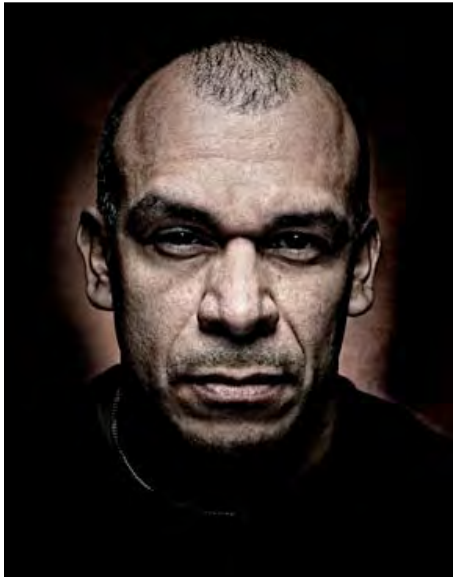
Jack is the author of several books on commercial photography including *Studio and Commercial Photography - A Kodak Pro Workshop* book. He currently has a column in *Photoshop User Magazine* called "The Copyright Zone." For many years, Jack's insights to professional photography could be found in *Petersen's Photographic* magazine with his popular "Pro Vision" column. His writings have also appeared in other photography magazines.

Continued page 7

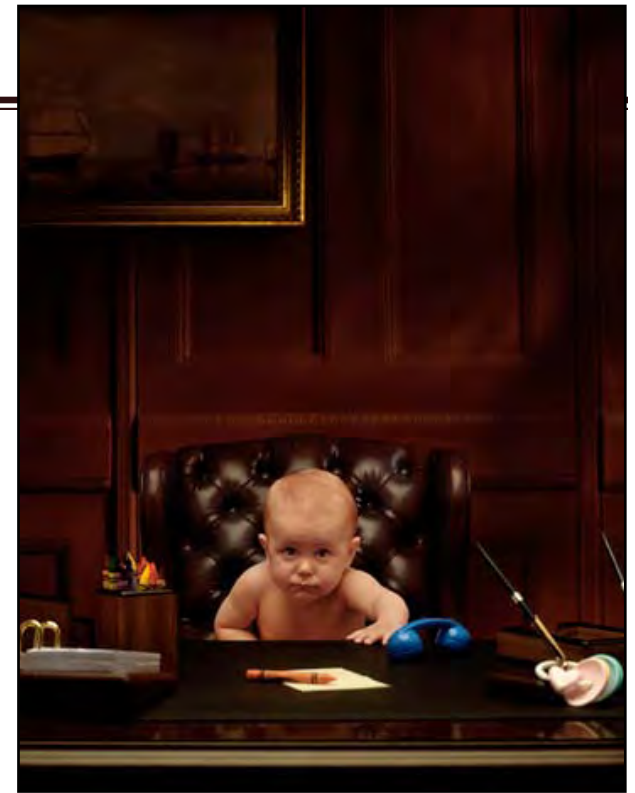
# This Month's Program

Believing that photographers should be pro-active in the photo community, he has been very busy in that community. In the past Jack has served as President of Professional Photographers of America (PPA), President of the New York chapter of Advertising Photographers of America (APA), sat on the Joint Ethics Committee in New York, and served as Board Member of ASMP/NY.

Along with many other awards, Jack was very proud to receive the IPC (International Photographic Council) Leadership medal for "Excellence in Studio



Photography" at the United Nations. Jack was appointed a guest professor at Shandong University of Art and Design in Jinan, China and named a Mo-Tse Grand Master Photographer in China. He is also proud to be named an Honorary Fellow of the New Zealand Institute of Professional Photography.



He is one of the original "Canon Explorers of Light," an "Epson Stylus Pro," host of the Epson Print Academy's Track One, and a Sandisk "Photo Master." Jack has also does Beta testing and consulting with Canon, Epson, Mamiya, Microsoft, X-Rite, Leaf digital backs, and Adobe.

## PPGBA Monthly Meeting

Thursday, February 19th (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.

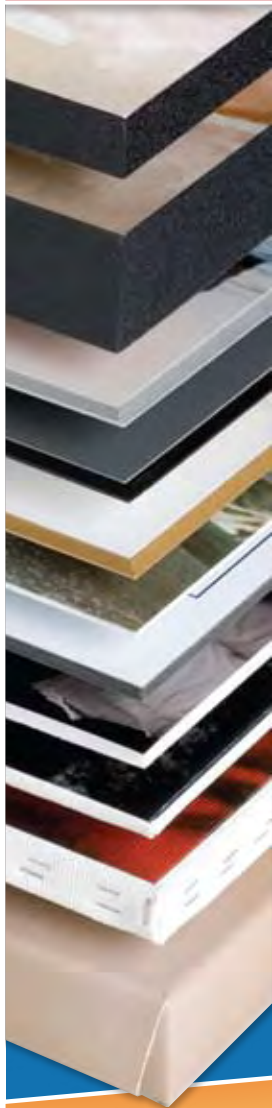
### **Meeting Reminders:**

- Please wear your name badge.
- Competition entry deadline is 7:45
- 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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**PPGBA presents**

## **March Four Nights Workshops — Wedding Photography**

PPGBA's Four Nights Workshops are a unique opportunity for you to learn from industry professionals. For just **\$100 (\$150 non-members)** you will have the chance to listen, share ideas and have your questions answered in a casual and friendly atmosphere. Note: Four Nights instructors have the right to prohibit student cameras during their sessions. If photography is permitted, all images taken during the event are to be used for educational or reference purposes only – they may not be used for studio display, advertising, promotions, or print competition. Non-members who attend a Four Nights session may use a one-time **\$25** credit towards membership if they join PPGBA within 60 days of the session.

**Golden Gate School students who attend the 2008 summer session receive a 50% discount on 4 nights for 8/08 through 7/09.**

NOTE: Times, Locations and Speakers Subject to Change.

### **Tuesday, March 10 - Kiet Diu - San Jose**

#### **Photographing Weddings for Stunning Album Layouts**

Ansel Adams reminded us to previsualize our images. Our opening night instructor will teach us how to previsualize our wedding albums. Kiet, owner of Image Capsule, moved from being a successful wedding photographer to one of the Bay Area's top album designers and binders. Kiet will teach you what brides want in the way of album design and content to maximize simplicity and profit in wedding photography.

### **Tuesday, March 24 - Dina Balatti - San Anselmo**

#### **From the Bride's Point of View**

After a career in advertising, Dina moved into a career planning high end weddings and events in the Bay Area. Because she has worked with hundreds of brides, holding their hands from the initial planning and through the wedding day, she knows what our clients are thinking about us, our photography, and the results. This is an unusual opportunity to sit outside of the photographic world and see us through our clients' eyes.

### **Tuesday, March 17 - Fima Gelman - San Francisco**

#### **Humor and Wedding Photography**

Over the years that Fima has been a member of PPGBA, his humorous wedding pictures have been delighting us in print competition, and always draw crowds to his booth at wedding faires. Find out how Gelman combines technical excellence with an imaginative sense of humor - and how he gets his clients to play along.

### **Tuesday, March 31 - Ben Chrisman - San Francisco**

#### **The Transition from Photographer to Top Wedding Photographer**

We are fortunate on two counts: One, Ben has made his home in San Francisco and Two, 90% of Ben's weddings are destination weddings - anywhere in the world but California. With the help of mentors and instructors, after his transition into wedding photojournalism, Chrisman was recognized by American Photo magazine as one of the top 10 wedding photographers in the world. Find out how he changed his thinking, his style, and his lenses to get to this position in our industry.

Partial registrations will not be accepted. Class size is limited. Registrations are accepted on a first come, first served basis. Those who register after the workshop is full will have their checks returned. Please make checks payable to PPGBA, or use Visa/MasterCard.



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**April FOUR Nights - \$100 for members, \$150 for non-members**

**\$50/members, \$75/non-members for 2008 Golden Gate School Alumni**

IMPORTANT: Only ONE confirmation with directions to the month's sessions will be sent.

PPGBA is a volunteer organization and does not have resources to send weekly reminders.

Mail on or after February 9 to (check payable to PPGBA):

**Eliot Khuner • 1052 Monterey Avenue • Berkeley, CA 94707**

Name \_\_\_\_\_ Phone (\_\_\_\_\_) \_\_\_\_\_

Email address (please print CLEARLY) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

VISA/MasterCard # \_\_\_\_\_ Exp.Date \_\_\_\_/\_\_\_\_

Signature (required to charge) \_\_\_\_\_

# Annual 2008 Awards Celebration

## February 8

Until spring finally arrives, we have another place to help you think about warm balmy breezes and colorful, fruity concoctions! PPGBA's annual awards and installation banquet is coming up soon on Sunday, February 8 - at world famous Trader Vic's in Emeryville.

Admission to this gala event and celebration of PPGBA's finest photography from 2008 is at the low, low price of only \$25 per person (advance registration price, late registration after 1/28 will be \$35 per person (if available).

Space is limited for this event, so send in your RSVP today! The dinner selections this year have a tropical theme – attendees can choose from one of three entrees:

- PORK CHOP HAWAIIAN; maui onion marmalade, mashed potatoes or
- 9 SPICE HALF CHICKEN; Yukon gold hash, meyer lemon vinaigrette or
- BBQ VEGETABLES and TOFU STIR FRY; tofu, macadamia nuts, mu shu pancakes. **Call Fred English at 650/367-1265 to RSVP with your entrée selection.**

As in previous annual awards celebrations, PPGBA and our sponsors will subsidize some of the food and beverage cost to keep the price for this fun night out affordable.



The dinner will include the meal with hors d'oeuvres and dessert. A cash bar will be available.

Plan to come together to share good cheer and fellowship with members, guests and our industry supporters. The evening's treats will begin with hors d'oeuvres and a no-host bar at 5:00 p.m. - there will be plenty of time for socializing and networking. After a first course, entrée and dessert, the evening will continue with the installation of our directors and officers, a presentation of awards (and the highlight of the year) a slide show to honor the winners of the annual print competition, plus special recognition for outgoing President Jeanne dePolo and our association volunteers.

And, we need your help! If you'd like to volunteer; for example – distribute door prizes, or assist with registration or decorations, please contact volunteer coordinator Paul Tsang at [mastersang@aol.com](mailto:mastersang@aol.com)

Trader Vic's address is at 9 Anchor Dr. in Emeryville. Although everyone knows how to get directions on the Internet these days, here are some brief instructions on how to get there. From San Francisco: take I-80 E toward BAY BRIDGE/OAKLAND (go over the Bay Bridge). Take the POWELL STREET exit, EXIT 9, toward EMERYVILLE. Turn LEFT onto POWELL ST. Turn RIGHT onto ANCHOR DR. Continue to #9 Anchor Drive. The phone number is 510/653-3400 – for further directions. **(do NOT call the restaurant to RSVP for this PPGBA event.)**



# Golden Gate School News

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## GGG Scholarships Offered

Several scholarships are offered to help you to attend Golden Gate School. 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.

### Assistant Program: DEADLINE 3/10:

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 from Sunday morning (5/10) through Thursday (5/14) morning.

- Help to transport, set up, operate, inventory, pack, and return equipment.
- May be called upon to model during the school week.

### Founders Scholarship: DEADLINE 4/10:

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.

### Mauracher Scholarship: APPLY BY 4/10:

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. (visit <http://goldengateschool.com/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.

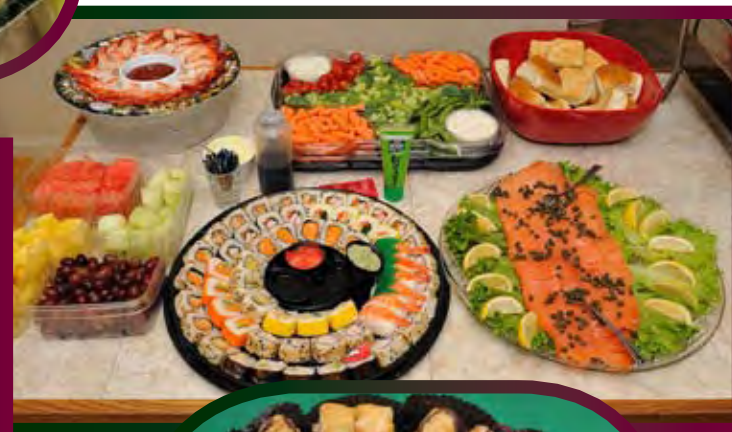
In addition, PPGBA will award three additional tuition-only scholarships at the February awards banquet.

- 1) The "Random" Scholarship drawing shall consist of one chance for every current member (except sustainers, board members and GGS trustees) plus one additional chance for each competition print they entered throughout 2008.
- 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 2008.

This new member scholarship will also be awarded in the memory of Arthur Madsen, Jr. for the years 2007, 2008, and 2009.

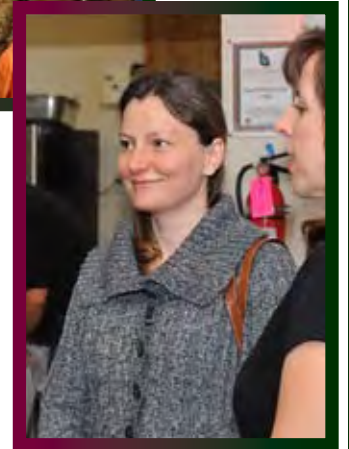
# PPGBA's Annual Holiday Open House

It happened Sunday, December 7th,  
2 pm, at the Sierra Point Yacht Club.  
Good food, great friends and gobs  
of fun, for all.



Photos by John Spicer

# Holiday Open House



# Holiday Open House



Through the gift of a shiny new toy, Toys for Tots provides joy and hope to disadvantaged children who might otherwise be overlooked during the holidays.

Kudos to PPGBA members who sponsored a toy and gave a child recognition, confidence and a positive memory for the holiday.



# Industry News

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## Adobe eSeminar Series

Adobe software experts will demonstrate and explore the new Adobe® Photoshop® CS4 and Adobe® Photoshop® Lightroom® 2. This free eSeminar series is specifically designed to help professionals who use photography and digital imaging in their work. Check out [http://www.adobe.com/cfusion/event/index.cfm?event=list&type=eseminar&loc=en\\_us](http://www.adobe.com/cfusion/event/index.cfm?event=list&type=eseminar&loc=en_us) for more information and registration. Two of the upcoming classes are:

## Adobe® Photoshop® CS4 for photography Thursday, February 12, 2009 10:00 A.M. PT

Learn to create powerful images with the new Adobe® Photoshop® CS4 software. This demonstration will highlight the more intuitive user experience, greater editing freedom, and significant productivity enhancements included in Photoshop® CS4 that help you achieve desired effects more efficiently. Discover the benefits of new features like the Adjustments panel and Masks panel, which provide more intuitive access to the most powerful editing techniques, rewarding your creative experimentation and helping you achieve desired effects more efficiently. See how this new version can help perfect all of your images with enhanced color-correction technology.

## Adobe® Photoshop® CS4 + Adobe® Photoshop® Lightroom® 2 – The pro photo solution Thursday, February 19, 2009 10:00 A.M. PT

Learn how Adobe® Photoshop® CS4 and Adobe Photoshop Lightroom® 2 software work together so you can efficiently manage thousands of images. In this session discover how using Lightroom 2 for developing images, together with Adobe Photoshop CS4 for retouching, provide digital photographers with the complete and essential photography software toolkit. Adobe's product experts will showcase a complete software solution for importing, processing, managing, and showcasing your images, as well as pixel-level editing and compositing.



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# GGGS – 26 Years and Going Strong!

Golden Gate School is preparing for its 26<sup>th</sup> annual session. We're changing things up a bit to keep it interesting! The sessions will be earlier in the year than in the past – May 10<sup>th</sup> thru May 13<sup>th</sup>. We are moving back to the campus of Belmont's Notre Dame de Namur University – where we started 26 years ago – what goes around, comes around! It is a beautiful campus and will offer wonderful photographic locations for all of our creative students and inspiring instructors.

As always, our goal is to give you



top notch instruction and networking opportunities at a most reasonable price. One way to make it as reasonable as possible is to sign up early – we offer early registrants the best price – only \$449 if you pay in full by 2/10 (that is coming right up so make your instructor choice now and go online and sign up!) For those who like to pay full price, just wait till 4/10 and pay \$599 if there is still space available.

You know you want to be a part of this exciting educational and social event – the question is: which instructor will offer what you need to re-focus, re-fresh, re-invent or re-build your business this year?

Should it be Andre Costantini who we

keep inviting back because he is such a good lighting instructor and just so much fun? Or is it time to learn to add interest and artistic flair to your images with



Painter and Jane Conner-ziser? Maybe you really want to shake things up with your images and take things to a whole new level – try Laurence Gartel and his advanced Photoshop. Do you want to perfect your nature and travel photos and find a market for them? Gary Crabbe could be your perfect fit. If it is kids and



families that excite you we have Betty Huth and Ed Booth who left a perfectly successful studio here on the west coast and started another perfectly successful studio on the east coast – they'll be sure to have some great photo tips and marketing advice.

John Paulson and Eliot Khuner have put together a wonderful program if you want some really practical advice about starting



a business, from lighting to shooting weddings and portraits, to digital workflow. Maybe you've got some great images and just need to design a breathtaking album – Kim Sayre's class would be perfect for you. Are weddings your thing? Mindy Sonshine will show you how to have fun with weddings and make more money!

It is hard to decide but take comfort in knowing that our school is very friendly and you will have opportunities to mingle with all of the instructors and students from other classes. Try to stay on campus if you can – some of the most fun learning experiences take place during our evening socials.

Sign up now! We're looking forward to offering you a great learning experience and we're sure we'll learn something from you as well.

# January's Meeting

Last month's speaker Ken Cook demonstrated how to produce the perfect portrait in camera, using his parabolic polished reflectors using classic face analysis, lighting, and the right lens. We were all pleased and delighted to spend an entertaining, interesting, and informative evening with such a knowledgeable full-time working master.

Yes! Using Ken's techniques we learned how to create a virtual analogue quality image digitally, without spending time in Photoshop. His masterful approach and expertise with angles, lighting techniques, and lenses... without smoke or mirrors was pure photo magic.

Thank you Ken for sharing your amazing expertise with us!



Ken and Fred

Continued on page 18

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# Last Month's Meeting



Photos by John Spicer 2009



# January's Print Competition

January print competition was held following the general meeting on 01-15-2009 at the Grosvenor Hotel. The judges were Marc Benjamin, Mischa Purcell and Ken Cook. Print handlers were Randy Wong and Leland Wong. Paul Tedrick tabulated the scores.

Print of the Month goes to Alexis Cuarezma for "*Golden Moment*" with a score of 82.

## Commercial

### Gold Ribbon

"*Some Assembly Required*"-Randy Wong

"*Slippery When Wet*"-Blake Richards

## Environmental Portrait

### Gold Ribbon

"*Golden Moment*"-Alexis Cuarezma

### Blue Ribbon

"*Brown Eyed Girl*"-Maggie Kerns

"*Dreamin of Maddie*"-Denise M. Olson

"*Keith*"-Rachelle Bedell



## Studio Portrait

### Blue Ribbon

"*Attitude*" & "*You are Safe*"- Fima Gelman

"*Love-Thirty, Let's Play*"-Alexandre Reginster

"*Christine*"-David English

## Wedding

### Blue Ribbon

"*Vast Horizon*"-Paul Tedrick



# Get Visually Stimulated!

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by Rich Edwards

## **Imogen Cunningham: Doubles**

During her amazingly long 75-year career as a working photographer, Imogen Cunningham (1883-1976) created a wide-ranging oeuvre. While best known for her botanical images and her portraits, she loved the multiple image, and it shows up in many of her photographs. The exhibition **Imogen Cunningham: Doubles**, at the **Robert Tat Gallery** in San Francisco, highlights some of Imogen's beloved Doubles, including both well-known and more rare photographs.

Imogen Cunningham's interest in the double image was no doubt influenced by Surrealism, a popular artistic movement during her prime working years. To achieve her multiples images, she often combined two negatives, "sandwiching" them together to make a print, as exemplified by several of the pieces in the exhibition. In other prints she relied upon other photographic techniques to create the multiple image, including double exposure, double printing of the same negative, or even simply through composition. Most are vintage prints and a few are unique. While some have been published, others have rarely been seen before.

During the last years of her life, Imogen Cunningham happily assumed the role of grande dame of American photography. In her last years, she became something of a celebrity in San Francisco, often seen around town with her black cape and camera.

Cunningham's work was frequently irreverent, always perceptive, and often years ahead of its time. She always felt her best photograph would be the one she made tomorrow. In keeping with this, the Chinese characters in her chop translate to "ideas without end."

Her career encompasses one of the longest spans of any known photographer. It began in 1901 when she learned platinum printing while working for Edward S. Curtis in Seattle. A turning point in Cunningham's career came in 1929 when Edward Weston chose eight examples of Imogen's work for inclusion in the important German international exhibition "Film and Foto". She continued making photographs until shortly before her death in 1976.

In 1934 Imogen joined a group of photographers including Edward Weston and Ansel Adams dedicated to the sharply defined, "straight" photographic image to form "Group f/64". Named after the lens opening which provides the ultimate resolution and depth of field, the group promoted a new style of photography counter to the then popular soft-focus pictorial imagery.

Imogen Cunningham always moved in close to see detail and form. For years she worked on assignments for magazines, conducted a portrait studio, photographed Hollywood stars, and taught at the California School of Fine Arts. The exhibition is on display through April 11. For more info, call 415/781-1122 or visit [www.roberttat.com](http://www.roberttat.com)

## **Future of Sequoias: Sustaining Parklands in the 21st Century**

The **Oakland Museum of California** goes deep into the forest primeval to reveal the spectacular beauty of the Giant Sequoia, found nowhere on earth but California's Sierra Nevada. The exhibition **Future of Sequoias: Sustaining Parklands in the 21st Century** features photographs by Jeff Jones and prose by retired National Park Interpretative Ranger William C. Tweed, who share a deep respect and concern for the parks that harbor the magnificent trees.

Jones and Tweed's heartfelt tribute to *Sequoiadendron giganteum* is a call for environmental action. "We like to think about national parks as the places where the good guys won, where the future is secure," said Tweed. "But the situation is no longer that simple. *Future of Sequoias* highlights the evolving frontier between preservation and environmental deterioration."

The adjacent Sequoia and Kings Canyon national parks — the largest wilderness area in California — are among the most despoiled in the nation. High levels of atmospheric pollution from vehicle emissions, agricultural dust, pesticides, and coal plants endanger their biological features. This smog gets trapped in the lower San Joaquin Valley and stagnates in the sun.

The exhibition includes 40 color prints by Jones, a longtime naturalist who incorporates digital and technical means to create his panoramic images. Using a custom tripod and darkroom expertise, he carefully stitches together multiple exposures for a crisp, evenly lit scene. The exhibition will be on display August 23. For more info, call 510/238-2200 or visit [www.museumca.org](http://www.museumca.org)

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# November Board Report

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The November PPGBA board meeting was held on November 20, 2008 in South San Francisco.

A motion was made and passed to charge \$25/person for the banquet, with a higher fee for “late” registration.

A motion was made and passed to subsidize up to \$20 of Banquet cost per person.

A motion was made and passed to request a six-month term (versus one year) on the PPGBA South San Francisco office lease.

A motion was made and passed to allow more than one sustaining member to be present at PPGBA monthly meetings (according to the provisions of the new policy draft circulated

in October). Information on this new benefit and requirements to be distributed to our sustaining members.

A motion was made and passed to recommit to the PPA principles of Affiliation.



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# Buyer's Guide

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Leather Craftsmen West  
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[www.leathercraftsmen.com](http://www.leathercraftsmen.com)

Philip Mauer PhotoMount  
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The Levin Company  
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## Backgrounds

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## Internet Services

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## Photo Labs

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Burrell Colour Imaging  
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[www.burrellcolourimaging.com](http://www.burrellcolourimaging.com)

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

Kimbo Color Lab  
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[www.kimbocolor.com](http://www.kimbocolor.com)

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

Northwest Professional Color  
800/747-9969  
[www.npc-net.com](http://www.npc-net.com)

## Workshops

Golden Gate School of  
Professional Photography  
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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

[www.asmpnorcal.org](http://www.asmpnorcal.org)  
[www.apasf.com](http://www.apasf.com)  
[www.ppscv.com](http://www.ppscv.com)  
[ppsvonline.homestead.com](http://ppsvonline.homestead.com)  
[www.pprepro.com](http://www.pprepro.com)  
[www.ncpponline.com](http://www.ncpponline.com)

# Calendar of Events

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## Feb

- PPGBA 2008 Awards Banquet** Sunday 2/8, Trader Vics, Emeryville  
Details Pg. 10
- PPGBA Monthly Meeting** Thursday, 2/19 Grosvenor Hotel, South San Francisco  
Speaker Jack Reznicki  
650/367-1265 <http://www.ppgba.org/html/february.html>

## March

- PPGBA Monthly Meeting** Thursday, 3/19 Grosvenor Hotel, South San Francisco  
Speaker Mindy Sonshine/Weddings  
650/367-1265 <http://www.ppgba.org/html/march.html>

## April

- PPGBA Monthly Meeting** Thursday, 4/16 Grosvenor Hotel, South San Francisco  
Speaker Robert Farber  
650/367-1265 <http://www.ppgba.org/html/april.html>

## May

- Golden Gate School** Sunday, 5/10 thru Wednesday, 5/13  
Belmont's Notre Dame de Namur University  
<http://goldengateschool.com/>

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## Cover Story

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This month's cover is by Patty Alvarez of Dore Studio in San Francisco. "Dreaming in Reflection" was the print of the month for the October competition.

Patty tells us, "A Quinceanera is a fifteenth birthday, it's a once in a lifetime celebration of a young girl becoming a

young lady. I never tire of photographing quinceaneras, I'm always coming up with new ideas to document their special day. I find so much inspiration in the fact that these casual girls have the opportunity to dress up in these elegant, princess like gowns for their fairy tale day."

## UnClassified Ads

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### GREAT BACKGROUNDS

Beautiful David Maheu muslin backgrounds for sale at a significant discount; used once at Golden Gate School. (Look them up at [www.backgroundsbymaheu.com](http://www.backgroundsbymaheu.com) for color/design.) 10x10 Topaz: \$318 (reg \$425)  
10x10 Softmaster Blue \$318 (reg \$425)  
8x10 Dynasty Canvas: \$350 (reg \$465)  
Contact: [ggs@goldengateschool.com](mailto:ggs@goldengateschool.com) or 650/548-0889

### TAMILAND, INC.

needs help with their holiday rush! Position involves no in-studio assistance, it is only production customer service related. Please go to: [www.tamiland.com/seasonrush.html](http://www.tamiland.com/seasonrush.html) for further details.

### 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 Scott at Photo International at: 415/978-5485.

### PHOTOGRAPHERS - TIRED OF WORKING FROM HOME?

Grow your business by sharing this established, fully-equipped storefront photography studio. Rental can be on a month-to-month basis, if that is preferred. Located in a prime downtown San Carlos location, this studio offers a separate camera room, reception room and sales room. Please call Paul Tsang at 650/593-3634 for more information.

### PHOTOGRAPHERS

- Do You Want to Advance Your Skills to Another Level? Learn from the Master at your own pace on a one-on-one hourly basis. Convenient appointments available at San Carlos photography studio. Subjects include your choice of lighting, posing, portfolio review, competition prints, etc. Please call Paul Tsang, Master Photographer, at (650) 593-3634 for further information.

### 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)