

The *Bulletin*



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April 2011

LUXE CARDS

re-loaded

We've added even more Luxe shapes. It's okay to be excited.



PRODUCT FEATURES

- A VARIETY OF NEW SHAPES NOW AVAILABLE WITH MORE COMING SOON.
- CHOOSE FROM SMOOTH, PEARL, OR LINEN PAPER.
- PRICES START AT \$24.25 FOR 3X3 SHAPES.
- AVAILABLE IN BOTH MILLER'S ROES AND PRESS QUICK ORDER.

 **MILLER'S**
VISIT MILLERSLAB.COM

Editor's Message

Dreams... dreams!!!



I have been writing a lot about following your dreams and making things happen lately!

I feel inspired for some reason, and hopeful about things to come... Yeah, I tend to be a little "Pollyanna" about things like economics and

business, but for me it just is so much more appealing than groaning and bellyaching. A positive outlook on a tough situation seems to make my life much nicer to live! Glass... half FULL, not half empty kind of girl here!

Today I helped a friend of mine get inspired and excited about a new tack her business is taking. She's on the very edge of a big change, and I am so excited for her! I have always admired her not only for her artistic imagery, but also for her ability to not think about limitations, often only imagined, when it comes to creating and expanding her brand. Fearless often comes to mind!!!

Remember that there is a photographer for every client out there, and you don't have to settle for the people who don't appreciate or value your work. Build your brand, live your brand, and consider every compromise carefully if one comes your way. Not saying you can go around pissing potential clients off or arguing about why your prices are justified...

You have to be a professional of course, but empower yourself to attract the clientele who appreciates your dedication to your profession, and will invest in properly priced images. Base your pricing on trackable costs of doing business, remembering to pay yourself for your work. An 8x10 costs a lot more money than the \$3.50 print from the lab.

Kimberly Sayre

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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 emailed to kim@millcottagebridal.com

2011 PPGBA Officers and Board

President: Paul Tsang, M.Photog.Cr.

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Paul Salcido ('10); Lucie Silveira ('10)

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goldengateschool@yahoo.com

www.goldengateschool.org

President's Message

Welcome to Spring



Spring is the season of hope, with everything blooming. Hopefully, coming out of winter will also make our businesses bloom.

When entering the print competitions, whether you win or lose it will quickly become just a memory from the past. When you continue submitting prints, you grow and improve your skills. The only loser is the quitter.

I was fortunate enough to be presented with 5 awards including Best of Show in this year's PPC print competition. My goal is not to maximize the number of awards I receive during my career, but to constantly increase the number of

fellow photographers I have helped to achieve their goals. When I started my career, I received a lot of help from talented photographers. Now I feel it is my turn to pass on what I have learned to other photographers.

I believe everyone has something unique to share, no matter what level they are. That is why networking at our meetings is so effective.



Paul Tsang

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.

Complete Selection of Cutting-Edge Professional Photo Services...



Photographic & Giclée Prints



Press Printed Cards, Bookmarks & More



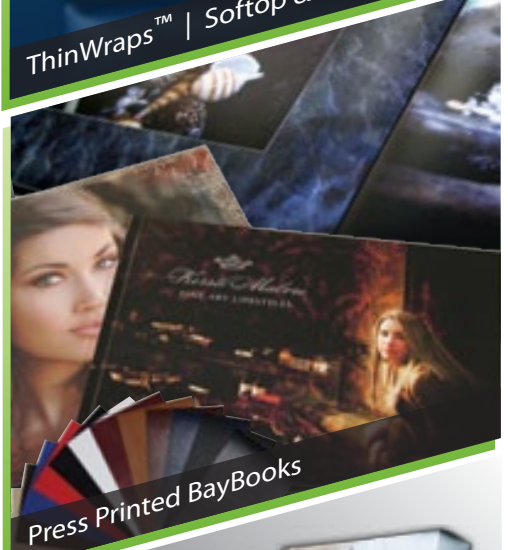
ThinWraps™ | Softop & More



Bay Propel | Designer Templates



Photographic Albums



Press Printed BayBooks



Sports, Schools & Events



MetalPrints™ | Prints on Aluminum



Photo & Giclée Canvas Wraps

...One Professional Photo Lab

Quality
Service
Innovation

bayphoto.com
WE'RE HERE FOR YOU!

This Month's Meeting

Storytelling in the Digital Revolution



The digital revolution has arrived and photographers are embracing new ways of visual

storytelling with DSLRs that can not only capture stills, but can also record audio and shoot HD Video. This is a different

world in terms of how we communicate and there is demand for photographers who not only know how to create storytelling images but who have multimedia skills.

www.thinktankphoto.com/

thinkTANK photo
Be Ready "Before The Moment"



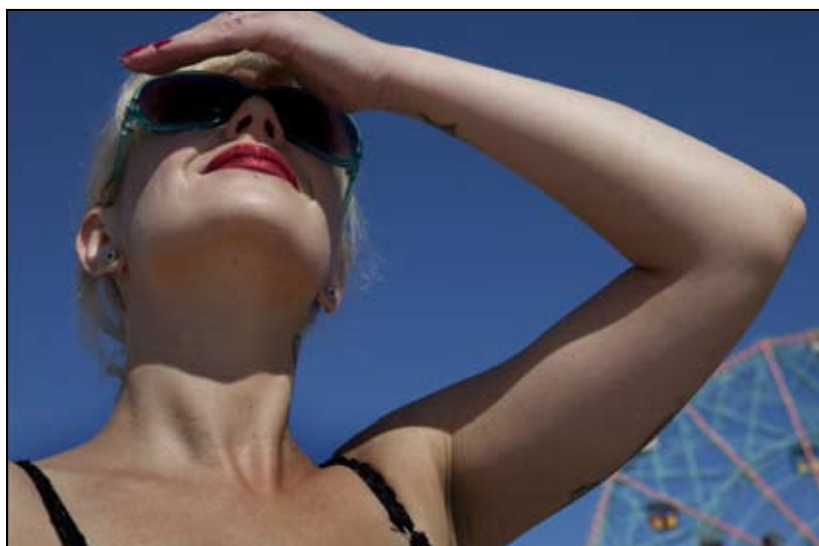
At this month's meeting sponsored by Think Tank Photo, Deanne Fitzmaurice will show her Pulitzer Prize winning photo story as well as other stories and talk about the importance of strong storytelling whether you are shooting a



personal project or an assignment for a magazine, a corporation, an NGO, or a news website. Deanne will talk about the importance of evolving as a photographer and the opportunities that will create. Her style involves making a connection with your subject, building trust and capturing real and authentic moments.

Deanne is a San Francisco based photojournalist and multimedia storyteller who won the Pulitzer Prize for her photography in 2005. Her work has been published in Time, Newsweek and Sports Illustrated, and her multimedia work has been featured on

continued next page



This Month's Program



MSNBC. She also creates multimedia projects for Foundations and non-profits. Deanne's clients include Time Magazine, Sports Illustrated, MSNBC, Target and Microsoft.

According to journalist Ethan G. Salwen, Deanne "focuses on creating quiet, personal, visually rich moments infused with passion and intelligence." When not on assignment, Deanne often lectures and teaches workshops. She is also a co-founder of Think Tank Photo, a camera bag company, with her husband, photographer Kurt Rogers.



Recent Awards

2011 Alexia Foundation Grant for World Peace, Finalist
2010 Best of Photojournalism, 1st place video feature
2009 Advertising Photographers of America/NY, Jurors Selection
2008 Pictures of the Year International, News
2008 Time Magazine, Pictures that Mattered in 2008
2006 Best of Photojournalism 3rd Place, Domestic News Picture Story

2005 Pulitzer Prize, Feature Photography
2005 NPPA Best of Photojournalism 3rd Place, New Picture Story
2005 UNICEF Photo of the Year, HM
2004 NPPA Best of Photojournalism 1st Place, Feature Picture Story
2004 Casey Medal for Meritorious Journalism
2004 Mark Twain Award, Associated Press
2004 Pictures of the Year International, 2nd Place, Pictorial
2004 California Press Photographers, 1st Place, Portrait

To see more of Deanne's work, visit: <http://www.deannefitzmaurice.com/>

PPGGBA Monthly Meeting

Thursday, April 21st 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 to 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.



= FUNDAMENTALS OF STUDIO LIGHTING & LIVE SHOOT =

April 22, 2011 - 9:30 am – 5:00 pm

PPGBA and Golden Gate School of Professional Photography present local lighting gurus
Joerg Lehmann, Eliot Khuner and Mischa Purcell

The workshop will be held at: Best Western/Grosvenor Hotel
380-S. Airport Blvd., S. San Francisco.
For directions, please call the hotel at:

(650) 873-3200



The instructors will start the day giving you

the foundation you need for success in the studio. After lunch, get out your camera and work in three or four studios enjoying hands-on time with models and a variety of studio lighting set-ups.

Class size is limited so that each attendant will have maximum time and individualized instruction.

Registration

On-line at: www.ppgba.org/calendar/spring-workshop-april-22-fundamentals-of-studio-lighting/

Early-Bird registration fees till March 1	\$89 PPGBA members	\$109 non-members
March 2 – April 22:	\$119 PPGBA members	\$139 non-members

To register by phone Call Fred English at Telephone: 650/367-1265

*If you would like to provide a model (adult, child, or couple) for the afternoon portion of the class please contact of the instructors Joerg Lehmann joerg@photoJL.com or Eliot Khuner Eliot@ekphoto.com

Students will learn:

Angles of the face

The secret of catch-lights

Lighting ratios

When to use Rembrandt lighting

Controlling specular highlights for rich skin tones

Managing shadow detail

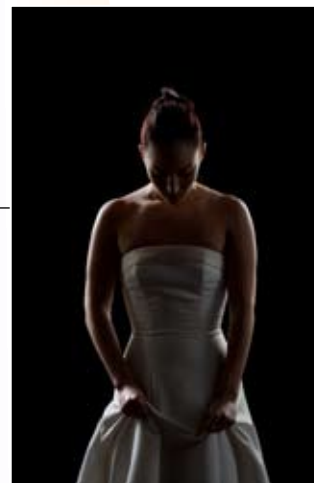
Lighting to lose weight

Feminine and masculine posing

Selecting the right Softbox, umbrella, or beauty dish

Producing superior lighting with just one light, aka professional portraiture on a budget.

Lighting on location (battery powered strobes, reflectors and video light)



Eliot
Joerg
&
Mischa



New Members

Lola Black-Forsyth *AP
Lola's Light Box Photography
Walnut Creek
925/890-3874
lola94618@hoymail.com
www.lolaslightbox.com

Arka Cardin *AP
Aika Cardin Photography
Concord
978/239-6528
photo@aikacardin.com
www.aikacardin.com

Juan Costanzo *APW
Costanzo Photography
San Jose
650/302-5584
jpcostanzo@me.com
www.costanzophotography.com

Balasubramanian Dhanasekaran *STU
408/910-3073
Santa Clara
balasept@gmail.com

Jackson Hopkins *APW
Hopkins Fine Portraiture
Eureka
707/443-3364
jack@hopkinsportraits.com
www.hopkinsportraits.com

Kara Miller *APW
Kara Miller Photography
Mountain View
408/256-0715
kara@karamillerphotography.com
www.karamillerphotography.com

Rudy Pollack, M.Photog.Cr. *SUS
Fine Art Albums
Fremont
646/416-2386
rudyp@mac.com
<http://fineartalbums.com>

*New Members Key

A	Active	SUS	Sustaining
AS	Aspiring	W	Wedding
C	Commercial			
P	Portrait			
STU	Student			

Last Month's Meeting



Photos provided courtesy of: John Spicer, Jr.



Continued next page

Last Month's Meeting



Photos provided courtesy of: John Spicer, Jr.

Last Month's Print Competition Results

Print competition was held at the March 24th PPGBA meeting. The print judges were Eliot Khuner, Leslie McIntosh, and Hanson Fong. The print handlers were David English, Lynde Alvarez.

Print of the month goes to Joe Ercoli for his print titled "Exit Only" with a score of 85.

Portrait:

The highest scoring Portrait entry was "Got Milk?" by Nano Visser with a score of 82.

Gold Ribbon:

"Cheeeese Gromit" by Diane Costello
"So You think you're tough" by Nathaniel Wilson
"In Living Color" by Karen Clerici
"Dance of Victory" by Paul Tstang
"Ready for Action" by Alexis Cuarezma

Blue Ribbon:

"Lego Toy Dreamer" by David English
"Sea of Life" by Nano Visser
"Amplified Heart" by Auey Santos
"The Leonardo's" by Tony Yau

Illustrative:

The highest scoring Illustrative entry was "Exit Only" by Joe Ercoli with a score of 85.

Gold Ribbon:

"Crossing Over" by Joe Ercoli
"Exit Only" by Joe Ercoli
"Coming Home to a Graveyard" by Kim Sayre
"Ahhh" by Lynde Alvarez
"Tracking through the Tetons" by Lynde Alvarez
"Before the Storm" by Paul Tsang"



Commercial

The highest scoring Commercial entry was "Night Flight" by Randy Wong with a score of 80.

Blue Ribbon:

"Jack & Coke" by Randy Wong
"Scentual" by Joe Valenzuela

Wedding

Highest scoring Wedding entry was "Love in the Wind" by Mischa Purcell with a score of 83.

Gold Ribbon:

"Fiery Kiss" by Rhonda Geidt
"Side Ways Bride" by Auey Santos
"Fall in Love" by Mischa Purcell

Blue Ribbon:

"Love in the Wine Yard" by Alexis Cuarezma

Buyer's Guide

Albums, Frames & Mats

Fine Art Albums

646-416-2386

www.fineartalbums.com

J. Orr Moulding & Chop

510/483-1848

www.ormoulding.com

The Levin Company

800/345-4999

www.levinframes.com

Philip Mauer PhotoMount

800/321-3686

www.philipmauer.com

Pixido

800/799-0557

www.pixido.com

Reprint Mint/Lamiframe

510/352-1400

www.reprintmint.com

www.lamiframe.com

Equipment & Supplies

Keeble & Shuchat

650/327-8515

www.kspphoto.com

Photo Sales West

415/420-5278

aepsw@att.net

Photo Labs

Bay Photo Lab

800/435-6686

www.bayphoto.com

Imagecapsule.com

408/625-7903

www.imagecapsule.com

Workshops

Golden Gate School of Professional Photography

650/367-1265

www.goldengateschool.org

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PPGBA does not recommend or warranty the products/services of any vendor, supplier, or manufacturer.

Action Zone

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

www.asmpnorcal.org

San Francisco APA

www.apasf.com

Santa Clara PPSCV

www.ppscvc.com

Sacramento PPSV

<http://ppsvonline.homestead.com/>

North Bay PPRE

www.pprepro.com

East Bay NCPP

www.ncpponline.com

Calendar of Events

April

- National Geographic Seminar** **Sunday, 4/3 - Michael Melford & Eddy Soloway**
Fort Mason Landmark Building A, San Francisco
<https://ngtravelerseminars.com/>
- PPGBA Meeting** **Thursday, 4/21 - Deanne Fitzmaurice**
Grosvenor Hotel, South San Francisco
www.ppgba.org/calendar/april-21-monthly-meeting
- Lighting Workshop** **Friday, 4/22 - Eliot Khuner, Joerg Lehmann and Mischa Purcell**
Grosvenor Hotel, South San Francisco
www.ppgba.org/calendar/spring-workshop-april-22-fundamentals-of-studio-lighting/

May

- PPGBA Meeting** **Thursday, 3/24 - Hanson Fong**
Grosvenor Hotel, South San Francisco
www.ppgba.org/calendar/may-19-monthly-meeting---hanson-fong/

Cover Story

This month's cover image was print of the month for March photographed by Joe Ercoli.

Joe tells us, "After staying overnight up in San Francisco, I was walking back to the car and spotted this spiraling ramp ahead. The mass of concrete ramps reminded me of the double helix of DNA and I luckily had my camera gear in the trunk ready to go.

I snapped several shots and an auto-bracketed set of exposures from which I picked a couple to later hand blend together until I got the result that I wanted. Add some contrast, bring down the vibrance, slap a crop on there and call it a day."

UnClassified Ads

BEAUTIFUL BACKGROUNDS

These are lovely David Maheu muslin backgrounds, great for both location and studio photography.

Significant discount!. Mint condition, used very lightly at Golden Gate School.
(See www.backgroundsbymaheu.com for color/design.)

10x10 Topaz - \$299

10x10 Softmaster Blue - \$299

10x20 Spring Pastel - \$179

10x20 Grey Pastel - \$299

Contact:

goldengateschool@yahoo.com

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.