

The



Bulletin



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January 2012

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Editor's Message

Happy New Year!



I love the fresh new hope of a brand new year! Things look different in the light of a time that has yet to be lived in, an economy that could do positive things for a change, and a fresh new snowfall... Well, at least where some of us live... I am sure you are doing what all good

professional business people do... Forecast trends, find ways to optimize expenditures and maximize profits!

Perhaps you are lucky enough to be attending Imaging USA in New Orleans! Be sure you give my best to NOLA... I had really wanted to go this year, but the timing didn't work out right!

The last time Imaging was there was the January before the devastation brought by Hurricane Katrina. Take a close look at the city when you are there... They have rebuilt... Slowly but surely, and not completely... Perhaps our industry can take a few cues from the strong, spirited people of New Orleans and breathe some new exciting life into our business.

I wish you and yours better times in this coming year! And for those of you who have continued to thrive despite many odds, hats off to you! Keep building on your strengths and keep making wonderful images!!

I want to send a special thank you note to friend and fellow PPGBA member, Lynde Alvarez, who had made me look at photography in a different way... She has dragged me, kicking and screaming back into the world of film for some things we are working on, and I am grateful for her creative spirit!

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 emailed to kim@millcottagebridal.com

2012 PPGBA Officers and Board

President: Mischa Purcell

First Vice President: Alexis Cuarezma

Second Vice President: Lori McIntosh

Treasurer: Joe Valenzuela

Secretary: Nano Visser

Directors: Robert Ash ('12); David English (13);

Rhonda Geidt ('13) Paul Salcido ('12) Stephanie Scambos ('13)

Past President: Paul Tsang, M.Photog.Cr.

Committees

Competition: Lori McIntosh

Four Nights: Lori McIntosh

Membership: Fred English

Photographer: John Spicer, Jr.

Programs: Alexis Cuarezma

Webmaster: Marc Benjamin, M.Photog. Cr.

PPGBA

Business Manager: Fred English, M.Photog.Cr.

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goldengateschool@yahoo.com

www.goldengateschool.org

President's Message



Happy New Year! PPGBA!

I first joined in 2004 trying to make myself seem more professional. After paying for the badge on my website for a year, I thought I might as well see what this whole thing was about and attended a meeting. It was so great to realize that there was a professional organization that was there to help me on the local level and provided education entirely different from what I had learned in college.

I attended my first Golden Gate School in 2005 and my business grew leaps and bounds with all the knowledge I learned, transforming me from a part time photographer/part time DJ, to a full time photographer. Joining PPGBA was one of the best decisions I ever made as a business owner. I joined the board not long after and have served ever since.

In the last few years, photography as an industry has changed dramatically. Almost anyone can open their doors and be a “professional” now. Various groups meet all the time offering inexpensive or even free educational opportunities. While our industry is saturated with aspiring groups and photographers, the true trade groups like PPGBA are in danger. Less and less of the professionals I meet have even heard of us or understand the value of belonging. Instead of being a united group of professional photographers standing up for ourselves in a tough consumer market, we’re being lost in a sea of individuals underbidding each other.

This is my call to action, talk to your friends and tell them to talk to their friends. Go to the free local groups and ask to talk for a minute about PPGBA. Let everyone know we’re here and just how valuable we are. Let them know

how important it is to network with other professionals. Tell them how much you learn watching or entering print competition. Tell them about the great speakers, their programs and what you have learned from them. And tell us on the board of directors what you’d like to see different in our organization.

We all want to make this group the best it can be. We are a member driven organization and it’s time to grow into a new role in this ever evolving field. It’s time to take charge and stand up for who we are.

Let’s join forces and make PPGBA the group to be a part of in 2012 and into the future!



Mischa Purcell

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.

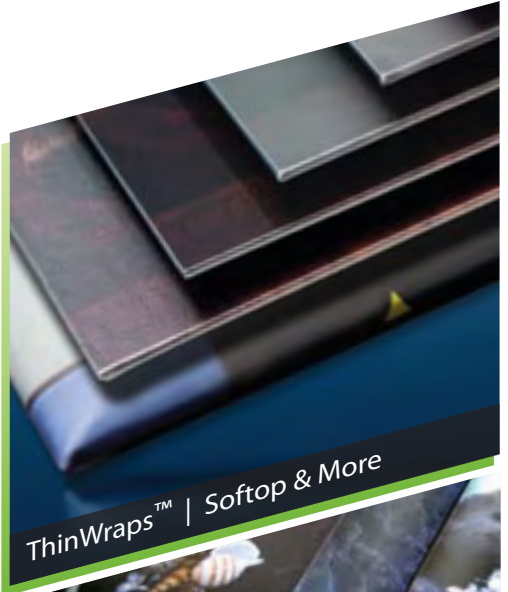
Complete Selection of Cutting-Edge Professional Photo Services...



Photographic & Giclée Prints



Press Printed Cards, Bookmarks & More



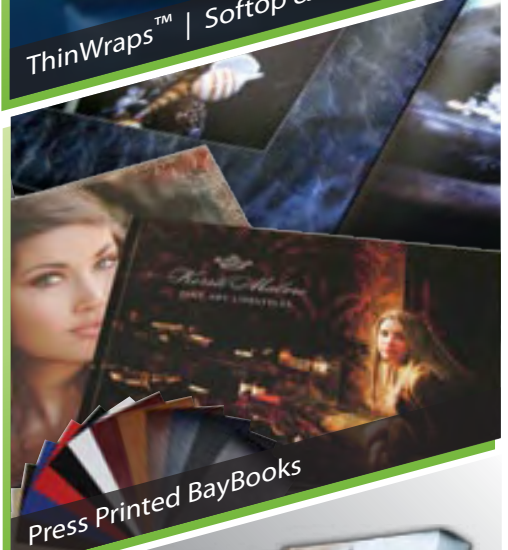
ThinWraps™ | Softop & More



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 Program

HDR Magic with Wayne Miller

This presentation will cover some of the soup and nuts of HDR High Dynamic



It seems that HDR is a huge buzz word with photographers, and among the public sector. If you have never tried HDR or have tried and didn't like the results,

or want to produce a WOW HDR image then this presentation is for you. In today's competitive market we need to differentiate our photography from the next guy or gal, and HDR is one of these tools.



Range photography which has helped Wayne win several print competitions at NCPP (Northern California Professional Photographers), and receive merited prints at PPA (Professional Photographer of America) International Print Competition.



Want to WOW your clients?
Want to have images that POP?
Want to know some of the deep dark secrets of HDR? Want to break that creative block as an artist?
Want to know what the hell HDRIR means?



Wayne will explore and demystify HDR, and show you how to wow your



clients with HDR. He will explain the basics of how to set up, shoot and show you how he renders HDR images with Photomatix/Enfuse and final polishing in Photoshop.



This Month's Meeting

About the Speaker:

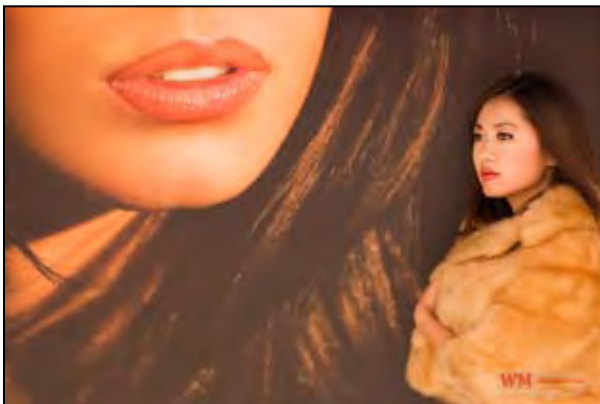
Wayne Miller is a Certified Professional Photographer with a Portrait Specialty Endorsement and operates a residential studio in Clayton, CA. He is a member of NCPP, and current President. Bitten by the photo-



Wayne has had a passion for photography, loves working with people, children and portraiture was a natural fit.



bug at age 6, photo journalist in high school, commercial photography as a contractor, landscapes to portraits and everything in between. Awards: NCPP Photographer of the Year 2009, and PPA Showcase 2009 image.



His passion for the art shows in his style of photography and he is always trying new creative tools in his work.

To see more of Wayne's work, visit:

<http://www.wmphotos.com/>

PPGBA Monthly Meeting

Thursday, January 19th at the Best Western/Grosvenor Hotel,

380-S. Airport Blvd., S. San Francisco.

For directions, please call the hotel at: (650) 873-3200

or go to: www.grosvenorsfo.com/hotel_maps.htm

Meeting Reminders:

- Program begins at 7:30
- Please wear your name badge.
- Competition entry deadline is 7:45
- Networking and hors d'oeuvres begin at 7:00
- 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.



PPGBA Holiday Open House

Photos and story provided courtesy of: John Spicer, Jr.

The Professional Photographers of the Greater Bay Area's Annual Holiday Open House was held on Sunday, December 4, 2011 at dePolo Photography, 3872 Vineyard Drive, Redwood City, California. Our hosts were

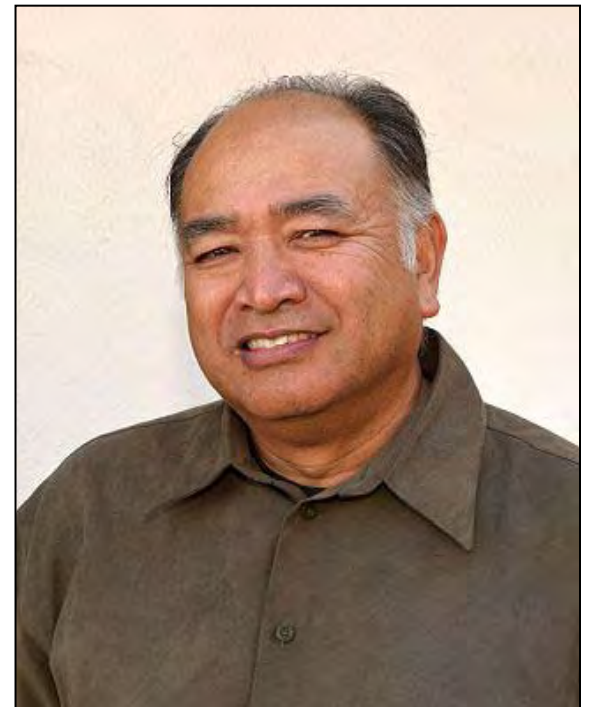
Jeanne
and Bill.



January 2012

PPGBA Holiday Open House

Photos provided courtesy of: John Spicer, Jr.



PPGBA Holiday Open House



Board Report

The Professional Photographers of the Greater Bay Area, Inc. Board of Directors Meeting was held on November 17 at the Grosvenor Hotel in South San Francisco .

MOTION to split the \$60,000 CD that matures on 12/3 into three parts; \$20,000 to be moved into the checking account to ensure that we meet the minimum monthly balance requirement to avoid service fees, \$20,000 into a 12-month CD, and \$20,000 into an 18-month CD. PASSED

MOTION to eliminate the printed version of the annual membership directory. FAILED. *(Editor's Note: Sufficient directories will be printed to be picked up by members at the January and February meetings, for the remainder of the year the directory will be available in electronic format.)*

MOTION to support the PPA Principles of Affiliation. *(Editor's Note: This is a requirement to maintain our affiliation with PPA.)* PASSED

MOTION to nominate Stephanie Scambos and Rhonda Giedt to fill two board of director vacancies, these terms of office expire 2013. Passed.

MOTION to eliminate the \$10 new member application fee. PASSED.

MOTION to pay \$74 to renew our Meet-Up subscription. PASSED.

MOTION that PPGBA member Councilors or PPGBA member Proxies attending the annual PPA Council meeting will receive \$300 toward travel expenses provided that a written report by the attendee about the meeting is submitted to the Board within 90 days of the meeting. PASSED.

The annual PPGBA Strategic Meeting is scheduled for 1/22/12 at 10 am at the Grosvenor Hotel in South San Francisco .

The next Board meeting is scheduled for 1/19/12 at 4 pm at the Grosvenor Hotel in South San Francisco .

Cover Story

This month's cover was from the PPGBA's October print competition, Portrait category titled, "*The Chosen Path.*" It was created by Joe Ercoli.

Joe tells us, "I drive by this train station everyday and something about it was catching my eye. As I was setting up the shot, this guy runs into the frame and jogs up the stairs. CLICK! Thanks, man..."

I set up the camera to shoot a bracket and ended up hand blending the exposures to get the look that I wanted. The "fog" is a cloudy sky that I brought in from another image I had of the sky during a storm. Shot with a Canon 5D mkII using a 16-35mm lens @ 30mm for 1/40, f7.1 ISO100. The image was processed in Photoshop and fine tuned in Lightroom 3."

Join PPA and Put the Bite Back in Your Business

Ever feel swamped? Don't stay mired down by the demands of business. Join Professional Photographers of America (PPA) and go free* to Imaging USA in New Orleans.

Running a photography business is tricky, especially by yourself. That's why over 22,000 photographers have turned to PPA for protection, inspiration, exclusive product deals, trusted education, and other critical resources needed to run a more successful business. In fact, PPA even pays for \$15,000 of equipment insurance for eligible members via PhotoCare!***

And there's no better way to experience the benefits of PPA firsthand than by attending Imaging USA, the photography conference and expo where you can dream big, snag big deals, and cash in on big ideas.

Get ready to sharpen your business skills and creative edge so you can swallow your competition whole...when you join PPA and go free to Imaging USA!

See the Difference: PPA's Crusade to Help Consumers See the Light

This article was previously published in Professional Photographer magazine and was republished with permission from Professional Photographers of America.

Want to start a spirited conversation with any professional photographer? Just ask them why...when the bridal gown costs a fortune, the senior trip down-

payment is looming and the baby needs new shoes...should John and Mary Q. Consumer pay someone to take pictures? After all, Uncle Bob has a really nice camera and his shots from the Grand Canyon were fabulous.

Yet when confronted with the "why a pro" query, many PPA members admit they need a little help articulating the value of a professional photographer and that's why PPA launched the See the Difference campaign. "The idea grew out of talking to our members," says David Trust, PPA's CEO. "In every survey, every one-on-one conversation...somewhere along the way, this lack of the consumer's understanding of professional photography came up as a concern."

See the Difference is part direct marketing—online pay-per-click campaigns that drive consumers searching for wedding, senior and family photographers to PPA's online Find-a-Photographer database—and part marketing tools designed to help members leverage the message in their studios, online and in presentations.

From videos for key target markets to specialty landing pages, as well as a customizable brochure and side-by-side comparison images, the marketing tools focus on a few main points and help consumers actually "see the difference" between an amateur shot and an image created by a professional.

"Some of the side-by-side comparison images say it all," says Therese Aleman, PPA's director of marketing and communications. "We took a few basic concepts like lighting, posing

and composition and showed how a professional photographer uses his or her skill to change the entire appearance of the image. It's hard to imagine a bride looking at some of these and not opting for the professional's work."

To date, PPA has allocated over \$100,000 to the advertising campaign and plans to continue its online presence in 2012. "A traditional awareness advertising campaign would have been cost-prohibitive, but online advertising helps get the most bang for our buck and has the added benefit of driving interested consumers to the Find-a-Photographer database," says Aleman. So far, the ads have generated about 79 million impressions and almost 70,000 clicks to the PPA landing pages.

PPA also plans to keep adding to the marketing tools, and Trust believes that will ultimately create the most value around the campaign. "We view the videos, side-by-side images, brochures and landing pages as arrows in a quiver," Trust explains. "The more ammunition we give our members, the easier it will be for them to help consumers see the difference a professional photographer makes and, in turn, help elevate the whole industry." PPA members can access the See the Difference tools here: www.ppa.com/benefits/see-the-difference.php

Visit the specialized **See the Difference** landing pages for consumers here:

- www.ppa.com/weddingphotographer
- www.ppa.com/seniorphotographer
- www.ppa.com/familyphotographer

2012 Western District Print Competition/ California State Print Competition

March 3 - 5, 2012

Doubletree Hotel - Manhattan Room

1985 East Grand Ave.

El Segundo, CA 90245

Entries begin: February 2, 2012

Entry deadline: February 23, 2012

Register at: www.ppa.com/competitions/districts.php

Buyer's Guide

Albums, Frames & Mats

Bella Vita Imaging

646/416-2386

www.bellavitaimaging.com

J. Orr Moulding & Chop

510/483-1848

www.ormoulding.com

Philip Mauer PhotoMount

800/321-3686

www.philipmauer.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

Dickerman Prints

415/252-1300

www.DickermanPrints.com

Imagecapsule.com

408/625-7903

www.imagecapsule.com

Workshops

**Golden Gate School of
Professional Photography**

650/367-1265

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.

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

January

PPGBA Meeting Thursday, 1/19 at 7:30pm - Wayne Miller
Grosvenor Hotel, South San Francisco
www.ppgba.org/

February

PPGBA Meeting Thursday, 2/16 at 7:00pm - Speaker Lito Sy + Awards Night
Grosvenor Hotel, South San Francisco
www.ppgba.org/

To Place an UnClassified Ad in the Bulletin

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 or position wanted classified ads are **FREE**. Editor may re-write these ads for space considerations.

Deadline is the 20th of the month.

To place an ad, send an email to:

PPGBA's Business Manager Fred English at
fredenglish@ppgba.org

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.)

10x12 Topaz - \$299

10x12 Classic Blue -\$249

10x16 Executive Mauve \$249

10x20 Spring Pastel - \$179

10x20 Green 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.
