

# *The* *Bulletin*



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March 2011

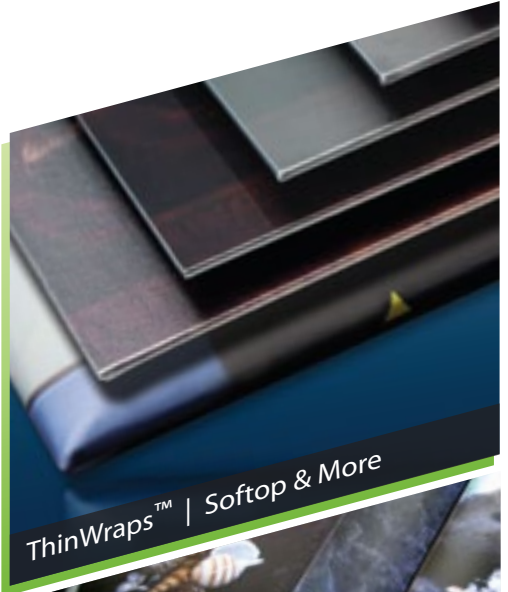
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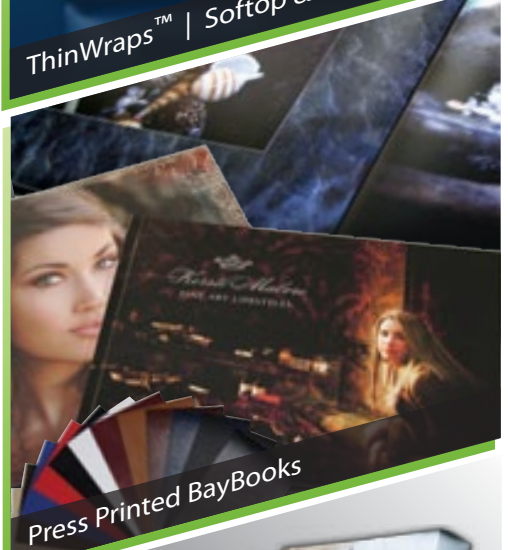
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# Editor's Message

March 2011



I hope you are all beginning to see the uptick in the economy!! I know it has been nicely humming along here and I am taking advantage of the off season to spruce up my blog, website and marketing pieces for clients. Spring cleaning (as long as I don't have to actually clean something...) is always a great feeling for me! As I sit here writing this we are told it might actually snow in San Francisco tonight... enough of the "hell freezing over jokes, please!"

We have some great educational opportunities coming up with our spring seminar and wonderful monthly programs! Congrats to some of my PPGBA buddies who are getting out to print competition this year, and I wish you guys the best!! Keep up the great work, and I'll check back in next month to verify if the promised snow ever arrived. I am skeptical... Happy Spring!

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](mailto:kim@millcottagebridal.com)

## 2011 PPGBA Officers and Board

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('11); Eliot Khuner; Joe Valenzuela; Lori McIntosh

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

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Competition: Mischa Purcell

Four Nights: Lucie Silveira

Membership: Jeanne dePolo,

Photographer: John Spicer, Jr.

Programs: Mischa Purcell

Webmaster: Marc Benjamin

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T: 650/367-1265

[fredenglish@ppgba.org](mailto:fredenglish@ppgba.org)

[www.ppgba.org](http://www.ppgba.org)

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PO BOX F

San Mateo, CA 94402-0018

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[goldengateschool@yahoo.com](mailto:goldengateschool@yahoo.com)

[www.goldengateschool.org](http://www.goldengateschool.org)

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# President's Message

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## Team Up for Success



Always keep in mind that your competition is not your fellow photographers but the consumers and amateurs trying to be photographers. With digital cameras, Photoshop and other photo software reasonably available, many consumers are satisfied with amateur results. I have found that the best way to sustain my

business in this tough economy is by teaming up with my fellow photographers and by developing poses with body language to raise the level of my product. This gives them reasons to hire us instead of the weekender.

We must provide unmatched service with a superb product. Through networking and building friendships within our association, you can team up with other professional photographers. This works well with location portraits. One can focus on posing some group members while the other can capture the rest with candid. In the case of weddings, three professional photographers can add value. One can be

assigned to follow the groom, one the bride and the third can start at the church. After the ceremony for the group shots and the reception, the three photographers can focus on different areas to give complete coverage. This kind of service the weekender cannot provide.

Customers are the fish and there are many fish in the ocean. Give up the small ones to catch the big ones. If you team up, you will have more fun and more profits.

Paul Tsang



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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.

# SPREAD CHEER

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Find these designs and more in Miller's Design Market | <http://store.millerslab.com>

# This Month's Meeting

**Leslie McIntosh** has a BFA in fine arts with a major in fashion design from the School of the Art Institute of Chicago. After graduation Leslie worked in London England for 3 years with a well-known fashion designer, then moved to Hamburg Germany for 7 years working as a



freelance photo stylist for various commercial advertising and fashion photographers. After a 10 year stint in Europe she decided to move back to Virginia Beach, VA in 1999 to learn the craft of photography from her father, master photographer William S. McIntosh and decided to stay and pursue her career in portrait photography "The Family Business".



Leslie has had several articles published on her work in *Rangefinder Magazine*, *Creative Imaging* and *Master Photo Digital*, both British publications. She has also been on several occasions, a platform speaker for Fuji Film; H&H color Lab, WPPI and SPI.

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# This Month's Program

This program will teach you outdoor posing, lighting and composition for families, high school seniors and children. Come see Leslie's techniques for making big, beautiful canvas portraits of her client's outdoors with various lighting situations. Learn how she carefully plans the styling and location ahead of time, and by controlling the lighting and posing of her subjects she creates images in which everyone looks beautiful and cannot resist owning a large wall portrait.



Having learned photography by classic, traditional methods she'll explain all the basic steps done in camera with minimal tools and minimum hours spent on postproduction. Learn posing that looks comfortable, natural, and is flattering to all body types, lighting that will sculpt faces and bodies into true beauties.

She will also share how to build trust, rapport and lasting relationships with your clients to keep them coming back for 60 years! To visit her website go to:

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

## PPGBA Monthly Meeting

Thursday, March 24th (*Fourth 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 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/](http://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](mailto:joerg@photoJL.com) or Eliot Khuner [Eliot@ekphoto.com](mailto: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***

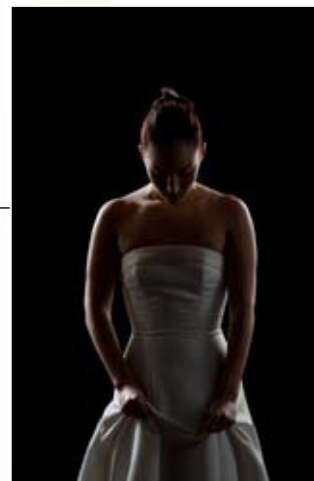
***Lighting to lose weight***

***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



# Board Report

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The board meeting was held on January 27, 2011 at the Grosvenor Hotel, South San Francisco.

A motion was made and passed to move the March 2011 meeting to the 4th Thursday of the month.

A motion was made and passed to approve the 2011 Budget.

Next Board meeting scheduled for February 17, 2011 at 4 P.M. at the Grosvenor Hotel.

NOTE: Board Installation, awards at Feb general meeting as there will be no Banquet.

It was the consensus of the Board to continue awarding 3 scholarships annually to PPGBA seminars or 4 Nights.

Appendix:

In November the Board agreed to change the year-end rules to:

A) Allow for oversize prints

B) Standard prints cases are not required as long as entries are submitted in a box

## New Members

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### February 2011

[Serisha Nagothu \\*AS](#)

[San Jose](#)

[408/593-5125](#)

[serisha@gmail.com](mailto:serisha@gmail.com)

[Jim Vetter \\*APW](#)

[Jim Veter Photography](#)

[Corte Madera](#)

[415/789-6150](#)

[jim@jimvetter.com](mailto:jim@jimvetter.com)

[Cheryl Spaulding \\*APW](#)

[Cheryl Spaulding Photography](#)

[Santa Rosa](#)

[707/537-7415](#)

[cheryl@cherylsauldingphotography.com](mailto:cheryl@cherylsauldingphotography.com)

### 2011 Directory Updates:

[Adams, Tom](#)

[www.adams-video-photography.com](http://www.adams-video-photography.com)

### \*New Members Key

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

# Last Month's Meeting

Photography by: John Spicer, Jr.



Continued next page

# Last Month's Meeting

Photography by:  
John Spicer, Jr.



# Buyer's Guide

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## Albums, Frames & Mats

### J. Orr Moulding & Chop

510/483-1848

[www.orr moulding.com](http://www.orr moulding.com)

### Philip Mauer PhotoMount

800/321-3686

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

### The Levin Company

800/345-4999

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

### Pixido

800/799-0557

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

### Reprint Mint/Lamiframe

510/352-1400

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

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

## Digital Printers & Supplies

### Clarity Graphics

415/824-0433

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

## Equipment & Supplies

### Keeble & Shuchat

650/327-8515

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

### Photo Sales West

415/420-5278

[aepsw@att.net](mailto:aepsw@att.net)

## Photo Labs

### Bay Photo Lab

800/435-6686

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

### Imagecapsule.com

408/625-7903

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

## Workshops

### Golden Gate School of Professional Photography

650/367-1265

[www.goldengateschool.org](http://www.goldengateschool.org)

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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

[www.asmpnorcal.org](http://www.asmpnorcal.org)

San Francisco APA

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

Santa Clara PPSCV

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

Sacramento PPSV

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

North Bay PPRE

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

East Bay NCPP

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

# Calendar of Events

## March

**PPGBA Meeting** (Fourth) Thursday, 3/24 - **Leslie McIntosh**  
Grosvenor Hotel, South San Francisco  
[www.ppgba.org/calendar/march-17-monthly-meeting](http://www.ppgba.org/calendar/march-17-monthly-meeting)

## 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](http://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/](http://www.ppgba.org/calendar/spring-workshop-april-22-fundamentals-of-studio-lighting/)

## Cover Story

This month's cover image was taken at the February PPGBA meeting at the Grosvenor Hotel of the 2011 PPGBA board members ingeniously photographed by Eliot Khuner.

They are from left to right: Marc Benjamin, Paul Tsang, Mischa Purcell, Paul Salcido, Jeanne dePolo, Lori McIntosh, Joe Valenzuela, Alexis Cuarezma. and Eliot Khuner.

## 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](http://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](mailto: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.