

*The*



*Bulletin*



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October 2011

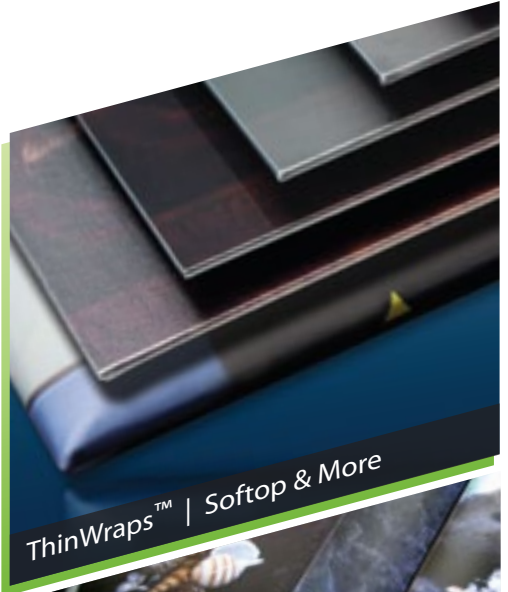
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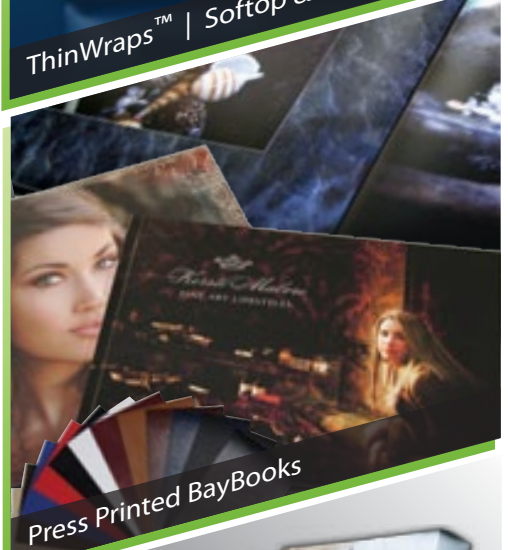
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# President's Message

## The Beginning of the End of the Year



October starts off the holiday season with Halloween. It is the perfect time to go out and create images. Take a trip to the Sierras or other scenic area with friends or

family to capture the Fall colors in your images. When you return, you may find that you have regenerated your overall creativity.

This year start marketing early for holiday portrait sittings. Increase your sales by contacting last year's clients offering some kind of special. Remember in the portrait studio setting, a large portion of your annual income relies on the last three months of the year.

Get an early start on preparing your prints for the Western States competition because once the busy season starts, you will not have the time. It is important to participate whether your goal is just to become a better photographer, or to achieve the title of "Master". If you would like suggestions to prepare your submission for this print competition, please let me know. I will borrow from my experience to do whatever I can to help you achieve your goal. That is what PPGBA membership is for. We should be available to help rather than to compete with each other.

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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.

### The Bulletin Staff

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Art Director: Lise Smith

Advertising: Kimberly Sayre

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

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](mailto:kim@millcottagebridal.com)

### 2011 PPGBA Officers and Board

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

**First Vice President:** Mischa Purcell

**Second Vice President:** Alexis Cuarezma

**Treasurer:** Paul Salcido

**Secretary:** Nano Visser

**Directors:** Jeanne dePolo, CPP('11); Eliot Khuner('11); Joe Valenzuela('12); Lori McIntosh('12); Robert Ash(11); Ruel Cordero(12)

**Past President:** Marc Benjamin, M.Photog. Cr., CPP

### Committees

**Audiovisual:** Alexis Cuarezma

**Competition:** Alexis Cuarezma

**Membership:** Jeanne dePolo,

**Photographer:** John Spicer, Jr.

**Programs:** Mischa Purcell

**Webmaster:** Marc Benjamin

### PPGBA

Business Manager: Fred English

PO BOX F

San Mateo, CA 94402-0018

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

T: 650/367-1265

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

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

# Editor's Message

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## Roadside Families...



I was recently honored to participate in a national movement by John Michael Cooper of alt-f photography called Roadside Families. It began in 2008 with an impassioned presentation by one of my favorite photographers, David Anthony Williams, who spoke of the essence of the importance of being photographed with your family. It doesn't matter to your family if you haven't lost the baby weight, or had a facelift yet, or have the right haircut.... you need to be in the photos instead of just the one taking them.

Many of you know of our struggles to have a family, and how blessed we feel to have our adorable boy, Josh! Ray and I couldn't be more excited with each day watching him learn and grow.

I knew that I wanted to be a part of this amazing project and have John do our family portrait! The window of opportunity was narrowed down to one day and luckily we met him in downtown San Francisco, since it was a huge busy deadline day at Ray's work, and if we had to be anywhere else it wouldn't have worked.

John is beyond-cool-and-amazing, and so is his work, so we were excited to see what he had planned for us! There he is... two lawn chairs and lighting/camera gear in his arms, fresh from Burning Man, where he had just photographed my friends Mindy Sonshine and Mike Connell and their twins (way cool location...)!

We sat in the chairs in front of the cable cars, and followed John's only requirement, which was that we all be physically connected in some way, and voila... a cherished family portrait to hang in our new house in Grass Valley when we get all moved up there, and remind us of how much we love San Francisco!



Free family portrait you say??? Oh, no, that's just the beginning... The project is all about paying it forward, and each photographer's family must photograph another photographer's family AND a family who is in need, and can't afford a family portrait... and provide them both with a print. The project is made possible by donations and sponsors, and John has donated his time and talent, and has traveled across the country at his own expense to capture this years portraits. Talk about giving... I am very excited to be a part of this "happening" and can't wait to pay it forward! Exponential sharing is a really cool thing... You can read

more on John's blog, <http://www.earth13.com/2011/07/restarting-roadside-families/> or follow along with this year's images on Roadside Families' facebook page: <http://www.facebook.com/RoadsideFamilies?sk=wall>

*Kimberly Sayre*

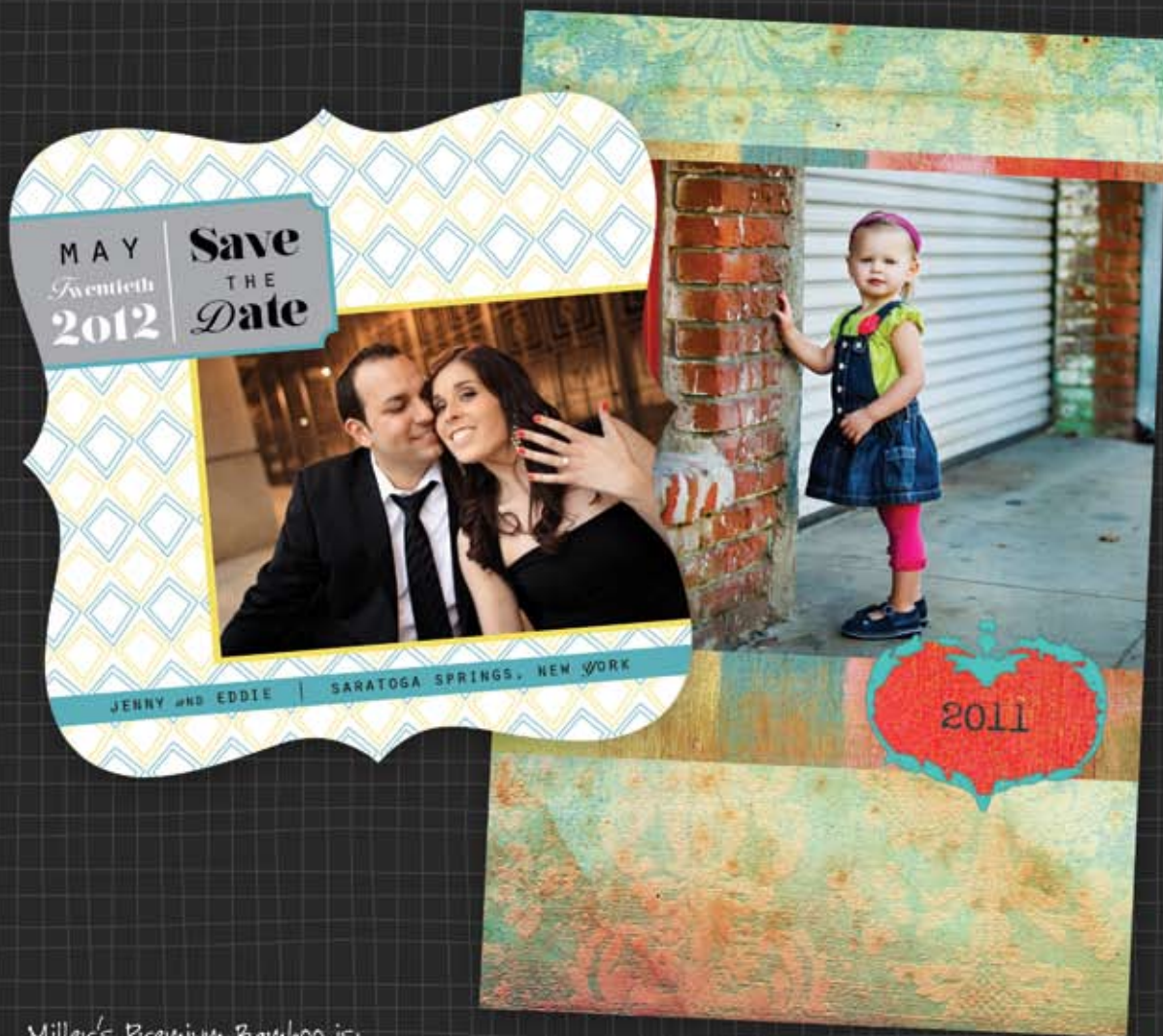
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## Mission Statement

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.

# re-fined

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# This Month's Meeting

## Lightroom Automation – Power Session with Michael Corsentino!



Learn to master Lightroom's powerful presets and automation features during this info packed 90 minute power session.

- Streamline your workflow learning to harness Lightroom's import & export preset features
- Create powerful presentations quickly and easily using web, print & slideshow presets
- Create blog ready images and post to your favorite social media pages in snap
- Design your own signature looks by learning to master Lightroom's develop presets
- Lightroom to Proselect with one click
- Learn to integrate your must have Photoshop actions into Lightroom



- Find out about the best third party tools available to turbo charge your Lightroom experience
- Cut your editing time in half by learning the secrets of image syncing
- Learn to shoot using Lightroom's 3 most requested and powerful new tethered shooting feature
- And much more!



### About the speaker:

Michael Corsentino is an award winning contemporary wedding and portrait photographer, Adobe Photoshop & Adobe Lightroom expert, author, national speaker and workshop leader based in Northern California. Shooting digitally since 1999, he made his first exposure when he was 12 years old and hasn't put his camera down since.



continued next page

# This Month's Program



His 30 year love affair with the magic and science of photography is more passionate today than ever. Stylish, dramatic, edgy and modern images set Michael's photography apart. His award winning blend of photojournalism, fashion and editorial styles have made him an in-demand portrait and destination wedding photographer.



Equally passionate about educating, Michael loves to share his lighting and posing secrets, post processing techniques, time saving workflow strategies and shooting philosophy with other photographers during his inspiring workshops and speaking engagements.



## POGSA Monthly Meeting

Thursday, October 20<sup>th</sup> 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](http://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.**

# Cover Story

On this month's cover was winner from the PPGBA's September's print competition, commercial catagory titled, "*The Dark Side of Midnight.*" It was created by Alexander Reginster and the winning print of the month.

Alexander tells us, "This picture was taken the first day I used my new Canon camera 5D Mark II. I was a Nikon shooter. However the moon was taken with my Nikon D 300. One could said it is a true composite Nikon/Canon. Never been done before {maybe}

## Board Report

**PPGBA Board of Directors Meeting**  
**Grosvenor Hotel, South San Francisco, CA**

**July 21, 2011**

**MOTION:** to combine the annual banquet with the February meeting and present the awards at the meeting.

**MOTION:** to amend SOG to read that the president, the treasurer, the business manager, and the COO will be authorized to sign PPGBA checks.

**MOTION:** that what was previously called Sustaining Member Night or the Vendor Trade Show shall be called PPGBA Trade Show to increase the draw of the event, making it more exciting .

**REMINDER:** door fees have increased. Make sure all literature reflects price increases.

The next board meeting is scheduled for October 20, 2011 at 4 P.M. at the Grosvenor Hotel.

## Don't Be Left Out!

PPGBA's annual **membership directory** will be coming out soon, after our annual election in October. If you have ANY changes to your

contact information: new website, new business address, new phone number, new e-mail address, etc. please forward this information to:

[julie@ppgba.org](mailto:julie@ppgba.org) and [fredenglish@ppgba.org](mailto:fredenglish@ppgba.org) or

mail: Directory PO Box F San Mateo, CA 94402

**by October 31<sup>st</sup>**



# Last Month's Print Competition Results

Contributed by Alexis Cuarezma

The judges were Dennis Urbiztondo, Marc Benjamin and Hanson Fong.

The print handlers were Victor Gomez and David English.

Print of the month was "The Dark Side of Midnight" by Alexander Reginster in the Commercial Category with a score of 82



Photos provided courtesy of: John Spicer, Jr.

## Commercial:

Gold Ribbon:

"Light Benders" -Randy Wong



## Wedding:

Blue Ribbon:

"Found my love in San Francisco" -Victor Gomez

"Embracing the Moment" -Alexis Cuarezma



Winner of Album Design Competition goes to Lucie Silveira for her album "Jim & Holly"

## Illustrative:

Blue Ribbon:

"Lying in wait" -Joe Ercoli

## Portrait:

Blue Ribbon:

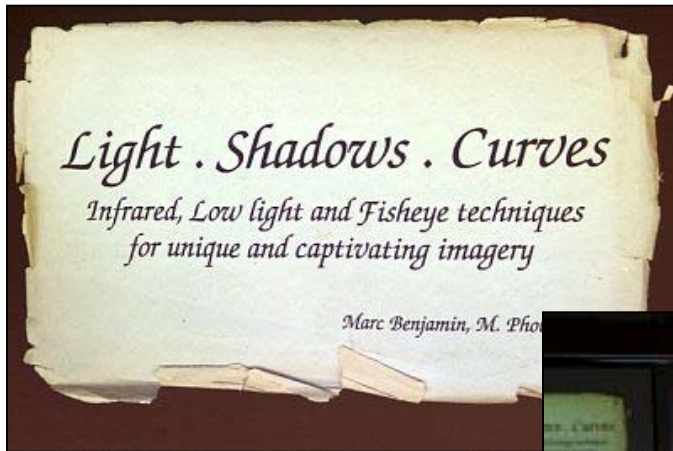
"Return to Innocence" -Karen Clerici

"Ballerina Dreams" -Connie Barding

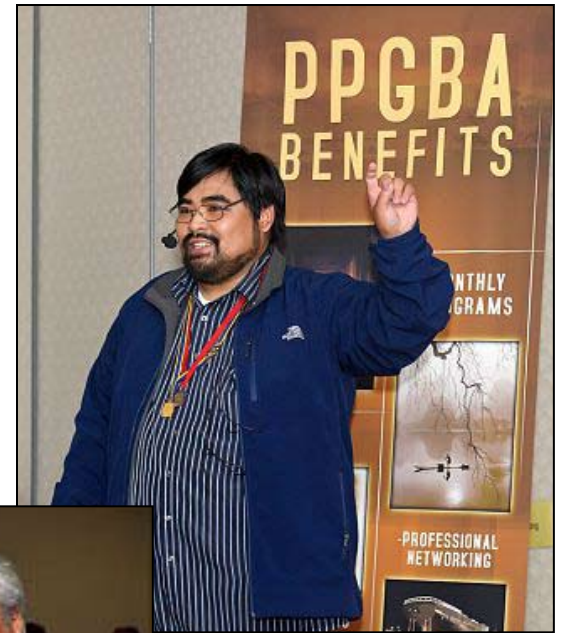


# Last Month's Meeting

Contributed by John Spicer, Jr.



The PPGBA September 2011 Monthly Meeting featured a presentation entitled “Light.Shadows.Curves” by our own Marc Benjamin, M. Photog CR. The presentation covered Fisheye lens techniques, low light capture, and infrared photography.



Photos provided courtesy of: John Spicer, Jr.

# Last Month's Meeting

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Photos provided courtesy of: John Spicer, Jr.



## August New PPGBA Members

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Lily Dong \*AP  
Lily Dong Photography  
Lafayette  
415/706-0266  
[lilydong888@gmail.com](mailto:lilydong888@gmail.com)  
[www.lilydongphotography.com](http://www.lilydongphotography.com)

Don McCunn \*AS  
San Francisco  
415/282-6627  
[Don@deofsf.com](mailto:Don@deofsf.com)

Mary Tsolakis \*A  
Tsolakis Photography  
San Rafael  
386/299-6122  
[thalia528@hotmail.com](mailto:thalia528@hotmail.com)  
[www.TsolakisPhotography.smugmug.com](http://www.TsolakisPhotography.smugmug.com)

### \*New Members Key

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

# October Elections

PPGBA's annual election of officers and directors will be held at the PPGBA general meeting on Thursday, October 20. During this meeting, ballots will be distributed to Professional Members then collected, tallied and the winners announced.

In addition to the five officer positions to be filled, there are four openings for director this time. The three candidates getting the most votes will serve a two year term, the fourth-most-vote-getting candidate will serve a one year term.

Nominations from the floor were solicited at the August and September general meetings. None were made. Write-in candidates may be added to ballots when they are distributed on October 20.

Members who are eligible to vote: are Active, Additional Active, Sustaining, Honorary Life and Life. Voters should come to the membership table at the start of the evening to pick up their ballot for voting.

The candidates are:

**Past President:** ..... Paul Tsang  
**President:** ..... Mischa Purcell  
**First VP:** ..... Alexis Cuarezma  
**Second VP:** ..... Joe Valenzuela  
**Secretary:** ..... Nano Visser  
**Treasurer:** ..... Paul Salcido  
**Director:** ..... David English

## Candidates



**President:** Mischa Purcell is a wedding and portrait photographer who joined PPGBA in 2004. He was trained as a photographic artist and received his Bachelor of Arts at UC Santa Cruz and now works full time from his studio in San Francisco. Mischa has served as

a director, webmaster, and helps with PPGBA's audiovisual needs.



**First VP:** Alexis Cuarezma has been an active member since 2008 and was the PPGBA Environmental Portrait of the year winner in 2009.



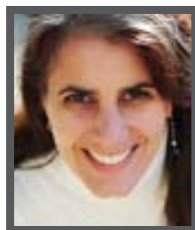
**Second VP:** Joe Valenzuela joined PPGBA and PPA at the urging of Zee Bezebeh. Each year he met encouraging members and has since started a business, "Portraits by Joe Val" in the East Bay City of Pittsburg.

As a director he hopes to support and help the association in its continuing success to give back what he has received from PPGBA.



**Treasurer:** Paul Salcido, joined PPGBA in 1987 and is a photographer with more than 20 years of wedding and portrait experience. After many years of operating a

storefront studio in Palo Alto, he works at his home studio pursuing fine-art and stock photography and is married and with four children. Paul served on PPGBA's board previously and was a trustee of Golden Gate School from 1997-2001



**Secretary:** Nano Visser has been a PPGBA member since 1996 and previous board member. She began her career like many, in her living room. After a few years of never being able to relax at home, her husband took a job in

Europe, probably to access the TV! After a few years, the family returned to SF, where Nano re-opened after promising to keep clients out of the living areas. She happily photographs for corporate, portrait and wedding clients.



**Director:** David English joined PPGBA in 2008. He has created photographs extensively outside the U.S. and his images have appeared in magazines, on billboards and books.

He operates Marin Photo Tours, with classes and workshops for beginning and intermediate photographers. He has a studio in Sausalito to photograph pets and their families. PPA Certified, he is also a member of ASMP.

## Show the Difference

PPA has launched a consumer-focused campaign called “See the Difference,” targeted to wedding couples, seniors and families to reinforce the value of professional photography and to help educate consumers on what they should be looking for in a professional photographer. Want to help spread the word via your own websites, social media pages and other marketing? PPA members can visit the See the Difference Campaign page (<http://www.ppa.com/login.php?redirect=/benefits/see-the-difference.php>) in PPA.com’s Benefits section to download and use video links, special Facebook tabs, comparison images, and sample brochures!

## Super Monday: Peer-to-Peer Education for You

Where will YOU be on Super Monday? You could gather with nearby pro photographers to fine-tune your knowledge (a day of learning without the travel costs)!

This fall, Super Monday is October 24. It’s a day dedicated to learning with classes held by photographers for photographers around the country. Instructors will share their expertise in different subjects (from lighting and posing to marketing and workflow), so check out the ones nearest you online: [www.ppa.com/supermonday](http://www.ppa.com/supermonday)

Don’t miss your Super Monday chance to meet new colleagues, learn new skills, get great deals, and possibly find a lifelong mentor or friend. We’re never done learning, so check out the classes in your area today:

*“I’ve hosted several Super Mondays in the past, and it has always been a learning and growing experience. It’s great to have local photographers come together in a small-group atmosphere. Plus, I’ve made many friends I’ve kept in contact with over the years.” - Lori Nordstrom, M.Photog. Cr., CPP, past Super Monday Instructor*

## New Website Helps Artists Speak Against Digital Theft

PPA and the Copyright Alliance (<http://www.copyrightalliance.org/>) announce the creation of a new website that unites creators (including photographers): <http://artistsagainstdigitaltheft.com/>. This new site explains digital theft problems and solutions, allows you to share your stories, and provides direct links and ideas for taking action.

“As artists in every creative field are all too aware, digital theft of their work is a threat to their livelihoods,” says Copyright Alliance Executive Director Sandra Aistars. “Websites trafficking in unlicensed, infringing content divert

customers from legitimate online outlets, robbing creators of both incomes. Also frustrating is that chasing down all this illegal activity detracts from the ability to devote time and energy toward their work.”

The Artists Against Digital Theft launch coincides with the introduction of two key pieces of online copyright enforcement legislation in the U.S. Senate. The new PROTECT IP Act would give law enforcement the tools needed to target operators of sites engaged in for-profit trafficking of counterfeit and unlicensed copyrighted products. In addition, the other new Senate bill (S.978) would establish harsher penalties for illegal streaming.

Things are changing in the online copyright world, so take action with the Artists Against Digital Theft site:

- [Email your congressional representatives](mailto:artistsagainstdigitaltheft.com), (<http://artistsagainstdigitaltheft.com/take-action/>) expressing support for legislation that addresses online copyright infringement (like those mentioned above)!
- [Share this new site](http://artistsagainstdigitaltheft.com/) (<http://artistsagainstdigitaltheft.com/>) to help others better understand the impact of digital theft on the copyright community at large.

# Buyer's Guide

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## Albums, Frames & Mats

**Fine Art Albums**

646-416-2386

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

**J. Orr Moulding & Chop**

510/483-1848

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

**Philip Mauer PhotoMount**

800/321-3686

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

**Reprint Mint/Lamiframe**

510/352-1400

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

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

**Dickerman Prints**

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

**Imagecapsule.com**

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## Workshops

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[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.ppscvc.com](http://www.ppscvc.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

## October

**PPGBA Meeting** Thursday, 10/20 at 7:30pm - Michael Corsentino  
Grosvenor Hotel, South San Francisco  
[www.ppgba.org/calendar/october20corsentino/](http://www.ppgba.org/calendar/october20corsentino/)

## November

**PPGBA Meeting** Thursday, 11/17 at 7:30pm - Trade Show Night - Craig Lee  
Grosvenor Hotel, South San Francisco  
[www.ppgba.org/calendar/nov17craiglee/](http://www.ppgba.org/calendar/nov17craiglee/)

## December

**Holiday Open House** Sunday, 10/4 dePolo Studio Gallery Save the Date!  
1670 El Camino Real, Menlo Park  
[www.ppgba.org/calendar/annual-holiday-open-house-party-dec-4-2011/](http://www.ppgba.org/calendar/annual-holiday-open-house-party-dec-4-2011/)

### ***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](mailto: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](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.

### **PHOTO ASSISTANT**

New photographer looking for assistant experience. Need help for free on a "playday" or personal project shoot?  
Contact: [drewsher@gmail.com](mailto:drewsher@gmail.com).  
Some of my work is at <http://drewsherman.smugmug.com>. References available upon request.

### **STUDIO IN SAN CARLOS**

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