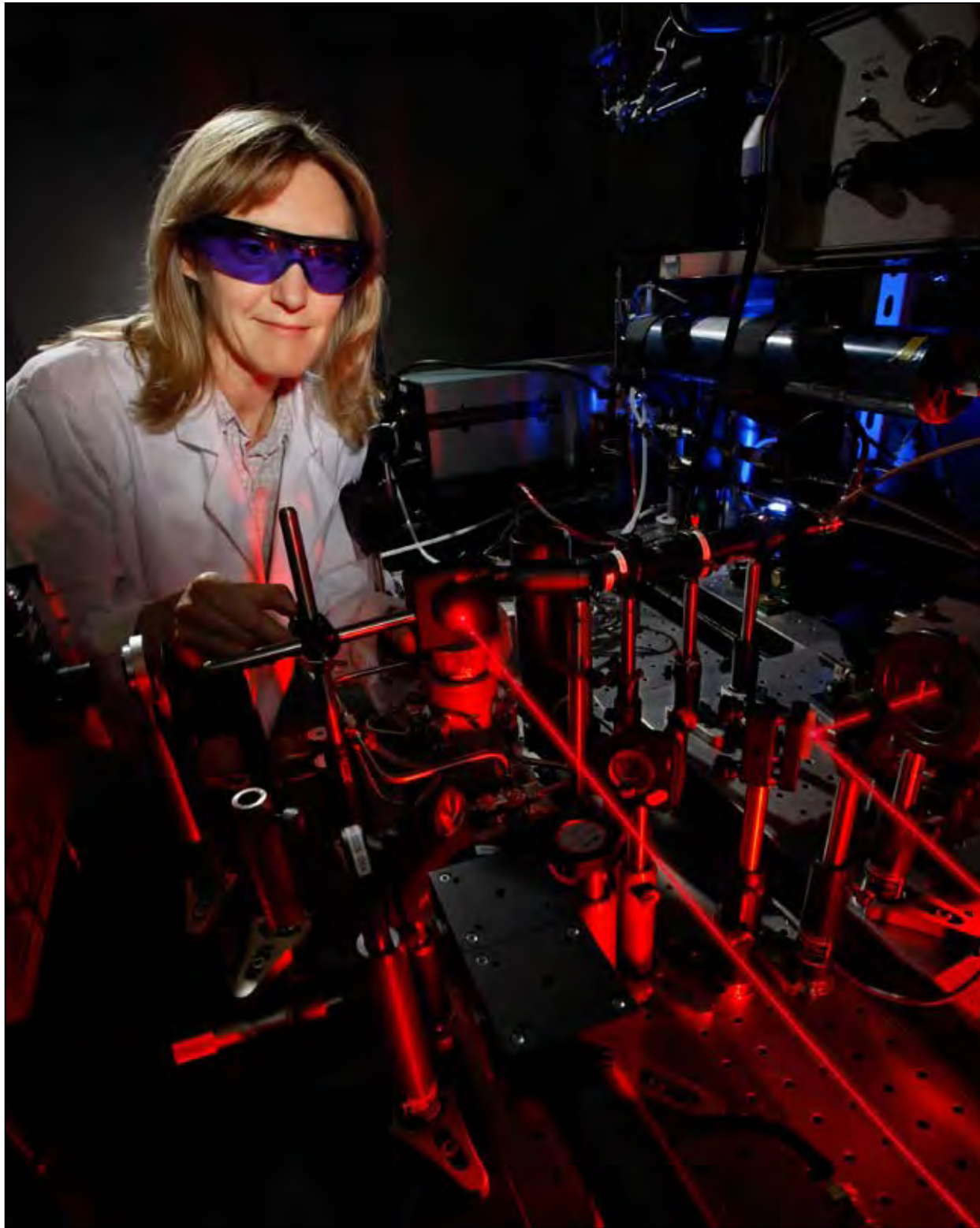


The



Bulletin

September 2011



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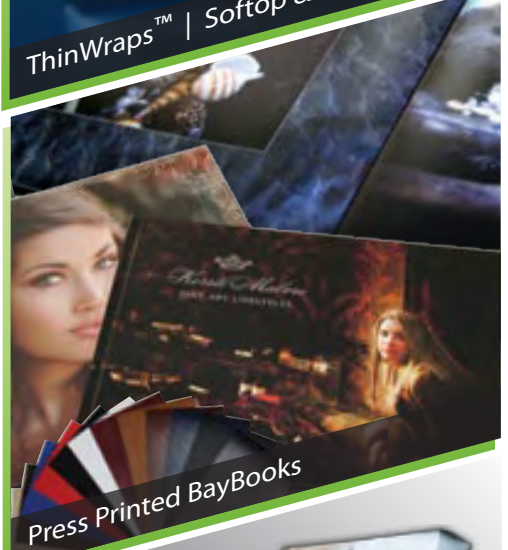
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Editor's Message

Always In Style



I recently saw an interesting piece on the web about things that were once innovative in weddings that are now decidedly passe. Most of the items were funny, like dancing to "At Last" by Etta James, and avoiding miniature food and doggie ringbearers, but some things bear on what

we do as wedding photographers (pardon me for addressing this group if you are not among us...) including still life photography... the article says, "The bride and groom are paying an exorbitant amount for someone to follow them around with a camera all day, so shouldn't they have their picture taken?"

The artistic shot of the dress, hanging in a window, bathed in sunlight, is missing something. The bride. That stock image along with the invitation gently leaning on a glass of champagne, or the table setting with the fork and knife just so, are fantastic promotional shots for a wedding planner's book. For a wedding photo album? Not so much."

All cliché's aside, I do see a good many amazing detail shots on many a wedding blog and in wedding magazines... and I love to shoot them as well, but the point is well taken To remember that we are hired to document the 5 W's, and the first of those is WHO. For those who are new to the wedding photography business, one needs to have the skills to not only photograph the dress hanging beautifully in the window bathed in sunlight, but also on the lovely woman who by wearing it makes an amazing transition from woman to bride. I enjoy each moment when the bride is dressing and she sees herself, and realizes that she is becoming the bride. I remember it myself from my own wedding, and it's just magic!

So, yeah, knock yourself out getting groovy ring shots and shoe shots and shots of the table settings, signature drinks, and many amazing details that people have spent tons of time and often tons of money on, and may never even see in the heat of the moment, but also focus your lens on the people - the relationships, the drama, the anticipation, the tears, the joy, the smiles and the love that makes a wedding so unique and amazing!

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.

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: Mischa Purcell

Membership: Jeanne dePolo,

Photographer: John Spicer, Jr.

Programs: Mischa Purcell

Webmaster: Marc Benjamin

PPGBA

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www.goldengateschool.org

President's Message



Serving PPGBA as a Board Member

Along with the approach of the Fall season, comes election time for PPGBA board officers. There are several opportunities to get involved and learn more about how we run the association. Together we can make things better.

The deadline for nominees from the floor is the date of our September meeting. You can also let any PPGBA officer know

at any time before the deadline that you are interested or nominate yourself from the floor at the meeting. The elections are held by ballot at the October meeting.

Every Board member has different duties that require a minimal amount of time, but each must make a commitment to come to the Board meetings. They are usually held at 4:00 p.m. on the day of the regular monthly PPGBA meeting.

The duties vary for each member, but some examples are doing one of the following:

- 1) greeting guests and members before the monthly meetings
- 2) collecting the door fees at the meetings or
- 3) ordering new name badges when required.

I encourage you to consider running because the extra time you invest will reward you well. The only requirement for becoming a Board member is that you must have been a PPGBA member for more than one year.

If you are interested and have the time to add your input to the group, we welcome you to run for the Board. We are all volunteers so we do not get paid, but this is a great way to gain new experience and give back to your fellow members. Please consider joining the Board.



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-think

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This Month's Meeting

Vitasculptore Illuminare

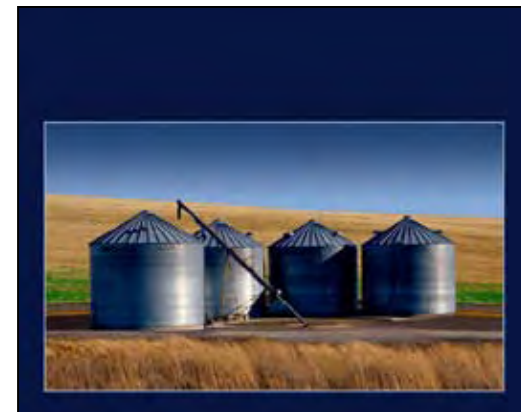


During this fun and educational packed evening, Master Photographer Sam Gardner M.Photog. Cr., CPP, F-PPW, PPA Int. Juror will share his award winning techniques on how to create amazing images while having fun with your clients. He will teach how to



In addition, Sam will explain how to hone the skills of corrective and flattering lighting combined with lifelike animated posing ensuring that subjects look their very best in every frame. These concepts will speed up your work at weddings and portrait sessions as well as earning your more customer loyalty, enthusiasm, and business.

Sam Gardner's keen interest for capturing quality images is only exceeded by his passion for sharing with others. His images have been in the Loan or Showcase collections numerous times and often used by PPA for promotional materials. One of Sam's portraits scored 100 at Western States District Judging this April. Perhaps more importantly, Sam's



portraits are displayed and enjoyed by many clients. His enthusiasm and teaching skills are sure to carry you forward in your pursuit of better image making.

Sam continues his own education by studying with the best available, and personally challenges himself with studying art and art history to improve his

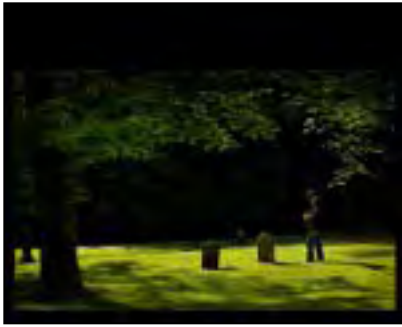


Pre-sell by creating portraits to satisfy all the potential customers and show how make your work three-dimensional and please clients as well as judges.



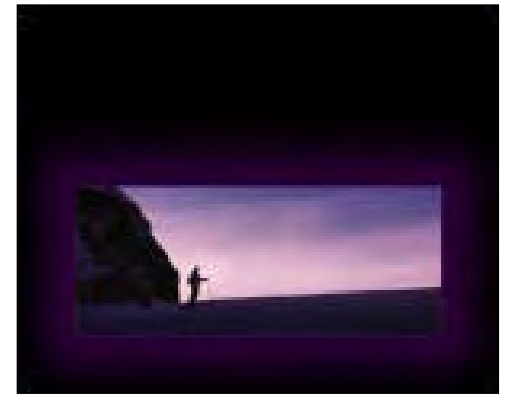
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This Month's Program



compositions. He currently serves as a PPA International Juror as well as a PPA Councilor and an Affiliate School Director. He is a governor with the American Society of Photographers and oversees the State Elite Awards in addition to other duties.

Find Sam Gardner on Facebook for the latest look at his images from around the world.



PPGBA Monthly Meeting

Thursday, September 15th 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.

Cover Story

On this month's cover was winner from the PPGBA's August print competition, commercial catagory titled, "Red Lines." It was created by Randy Wong.

Randy tells us, "Of all the commercial images that I may be called on to capture - the laser photograph is probably the most difficult to create. Laser are used often in the scientific world, come in different colors (wave lengths), some invisible and hazardous to the eye and or skin.

In this particular image, the laser is being aligned before being passed through a flame to measure the burn properties of alternative fuels."



Press Release

Photographers

Swap Meet & BBQ

September 25, 2011

*Location: Philip Mauer Photomount
Hayward, Ca 94545*

Time: 11 a.m. - 5 p.m.

Contact: 510-780-0500
for table reservations & bbq info.

Last Month's Print Competition Results

Contributed by Alexis Cuarezma

The judges were Mischa Purcell, Martin Charles Grahame-Dunn and Joerg Lehmann. The print handlers were David English and Arnildo Magtira.

The print of the month was "Great Artist Steal" by Joe Ercoli in the Illustrative Category with a score of 83.

The highest scoring print in the Commercial Category goes to "Red Lines" by Randy Wong with a score of 80. The highest scoring print in the Illustrative Category goes to "Great Artist Steal" by Joe Ercoli with a score of 83. The highest scoring print in the Portrait Category goes to "I Got Him" by Paul Tsang with a score of 80. The highest scoring print in the Wedding Category goes to "Glowing Love" by Alexis Cuarezma with a score of 80



Wedding:

Gold Ribbon

"Glowing Love" Alexis Cuarezma

Blue Ribbon

"Got No Words Now" Arnel C Magtira



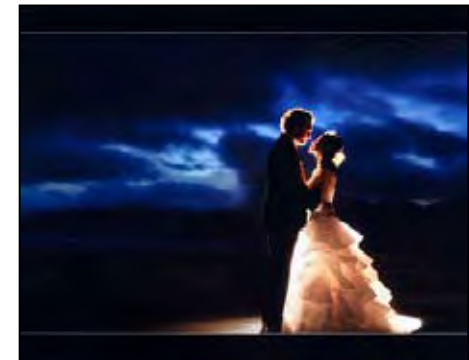
Portrait:

Gold Ribbon

"I Got Him" Paul Tsang

Blue Ribbon

"Nature Beauty" Alexandre Reginster



Commercial:

Gold Ribbon

"Red Lines" Randy Wong

Blue Ribbon

"Reverie" David English



Illustrative:

Gold Ribbons

"Great Artist Steal" Joe Ercoli

"Come to Japan" Connie Barding

"Sun Rise Under the Arch" Paul Tsang



Photo provided courtesy of: John Spicer, Jr.

Last Month's

Contributed by John Spicer, Jr.



The August 2011 PPGBA monthly meeting featured MartinGrahame-Dunn



who gave his presentation on The Art, The Business and the Future of Wedding



Meeting



Photography. Martin is one of the UK's top wedding photographers and has been in the industry for over 30 years, covering many aspects of Professional Photography including Industrial, Commercial, Automotive, Advertising, Fashion and Editorial. Martin's



Photos provided courtesy of: John Spicer, Jr.

Last Month's Meeting



program featured heavily on the real 'meat and potatoes' of the industry, not only shooting great images but being able to sell them! This month's program was a real mix of practical & theory, spiced up with inspiration if not a little perspiration!



Photos provided courtesy of: John Spicer, Jr.



August New PPGBA Member

Donald Yu
AS
2578 19th Ave.
San Francisco, CA 94116
415/215-9036
donaldyu@gmail.com

*New Members Key

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

PPA 2011 Governing Council Meeting

Combined report by PPGBA Councilors and Proxy: Jeanne dePolo, Joerg Lehmann, and Nano Visser

The annual meeting of the Council of Professional Photographers of America, Inc. was held in San Antonio, Texas on January 17. Chairman of the Board Ron Nichols presided as Chairman of the meeting.

The meeting was called to order at 7:03 am. Chairman of the Board Ron Nichols welcomed the international members and introduced the Board and Officers. Sergeant-At Arms Dave McKay presented the Standing Rules for the meeting. Incoming President Don Dickson presented the Council Orientation and Charge to Councilors. Credentials Chairman Wendy Newman presented the preliminary Credentials Report – 209 councilors and 15 proxies attending, making a quorum. (These numbers were later disputed.)

The 2011-12 PPA Officers were announced (these positions are elected by the PPA Board): Chairman of the Board Louis Tonsmeire, President Don Dickson, Vice President Tim Walden, and Ralph Romaguera Treasurer.

Keith Howe spoke as the Nominating Committee Chair: He pointed out that the most important trait the committee looked for was integrity. He presented the slate for open board and nominating committee member positions. The slate was elected as presented by the Nominating Committee without discussion or dissent.

Don Dickson gave his incoming President's remarks. He began with

“Howdy,” the ‘official’ greeting for his tenure. The main tenet of his talk was that we have the responsibility to lead new members so we can grow and prosper together.

Outgoing President Louis Tonsmeire commented, “I encourage each of you today as Councilors, to come to this meeting with open minds and open eyes. Not skepticism. There are no hidden agendas; no one is trying to pull the wool over your eyes. We all want but one thing: for PPA to the best it can be. Together!”

At ImagingUSA 2011 the attendance was a record 10,500 including trade show attendance. Nashville had a larger attendance, but this year is down only slightly. (Nano commented: Having attended WPPI last year with a reported attendance of 12,500, I believe they are counting the babies in strollers and belly packs who walked through the trade show with their parents, the vendors in the booths, and perhaps the hotel staff who walked through!)

Treasurer Tim Walden spoke about the financials.

Overall revenues for 2010 were the second highest in PPA history after 2009's record year, in spite of spending money on a new marketing endeavor “See the Difference,” new IT, education initiatives, and efforts in the international community.

A selection of financial figures were presented to the councilors:
Total revenues for 2010 (preliminary): \$11.807M (million), compared to 2009: \$13.180M
Total expenses for 2010 (preliminary):

\$8.648M, compared to 2009: \$8.992M
Increase in net assets for 2010 (preliminary): \$3.159M, compared to 2009: \$4.187M
Investment Income for 2010 (preliminary): \$1.082M, compared to 2009: \$1.787M
Operating profit for 2010 (preliminary): \$2.077M, compared to 2009: \$2.399M
Membership dues revenue for 2010 (preliminary): \$4.465M, compared to 2009: \$4.381M
ImagingUSA revenue for 2010 (preliminary): \$2.115M, compared to 2009: \$2.257M
Total assets as of 12/31/2010 (preliminary): \$20,784,583, compared to 2009 \$17,384,758.
Current liabilities are approximately \$4,000,000. (EDITORS NOTE: With equity of approximately \$17 million, this meets or exceeds the board of directors' stated goal of having one and a half year to two years' operating expenses in reserve.)

CEO David Trust gave the staff report. He commented, “Success is not an accident. PPA will not become wasteful or sloppy.” He focused on two threats to the industry:

- 1) New Arrivals to the Industry: thousands of unskilled and wannabe photographers flooding the market and driving down consumer expectations and prices. Training new photographers how to shoot and price is the only way to stop them from ruining our industry.
- 2) A Wave of Education: there is a lot of education being offered that targets these new photographers. Questionable for-profit seminars are flooding the market, offered by individuals who are competing for the same space associations have historically had for more the 130 years, that results in poor quality education and in revenue loss for PPA. The problem is quality vs. quantity and profit.

continued next page

PPA's responses to the issues above are: A new initiative, PPA-EdU ("Education to the power of U"), has been created. This will be a "gold standard" for education in the industry; the details will be unveiled later this year.

"See the Difference" campaign, targeting the general public to encourage them to choose (PPA trained) professional photographers. It was launched July 2, 2010. See www.ppa.com/ppa-today-blog/ppa-membership/ppa-launches-see-the-differenc.php It was reported that "See the Difference" resulted in "52 million impressions in year one," "22,000 clicks from the Google and Yahoo pay-per-click campaigns to the See the Difference campaign pages," "9,000 went on to read additional content on PPA's Find a Photographer web page," and "6,000 searched for a photographer." Searches on PPA's website for: Find a Photographer are up by 30% over the previous six months. Of the visitors who go on to additional content, most read the articles we've posted about choosing a photographer, wedding photography and about Certified Professional Photographers. PPA members can go to the See the Difference website (which is part of the PPA web site) and download brochures, copy for their web pages, buttons to use on their Facebook pages, and postcard templates. There are also side-by-side comparisons that members can use to show their potential customers the difference.

There was no report about any PPA activities (or lack thereof) within China. (EDITORS NOTE: As of February 2009, PPA reported that a subsidiary company was registered (a WFOE, Wholly Foreign Owned Enterprise) with a launch of "PPA China" scheduled for early 2009. A Photo Asia event was scheduled to be held in June 2009. According to PPA's 2009 IRS tax return, \$515,035 was spent on PPA activities within China (\$84,974 in 2008),

these figures probably do not include other related expenses incurred within the U.S. During a February 2011 conference call the PPA board passed a motion to: "cease operations in China while maintaining its legal status by maintaining the minimum requirements of the corporation.")

There were some edits to the annual (Masters/Craftsmen) degree candidate list, which was then approved by the Council.

A motion was proposed by California Councilor Don Benson to have the council minutes printed on full 8.5x11 (same font size as the rest of the council report). It was defeated.

A motion was made to allow those currently working on their MEI Degree (which has been discontinued) a two year opportunity to complete their MEI Degree. It was approved.

A Bylaw change was proposed to give the PPA Board control over membership dues rates without being approved by Council. This was discussed at length. When it came to a vote (by show of hands), the result was 149 in favor 79 against, meaning the motion was defeated by about 3 votes, since it needed a 2/3 majority to pass. EDITORS NOTE: This is one of the few areas of real authority for the PPA Councilors to act upon as advocates of the members.

California Councilor Paul Speaker asked about why Council proxies need to be appointed and registered at least 15 days in advance of the annual Council meeting. The answer was to allow time to ensure that proxies are both legally qualified and informed (there are considerable materials that must be read before the meeting to prepare). The motion was passed as initially proposed.

A motion was made by Past President Bert Behnke to create an action team to research and review the governance of PPA. It was approved.

Mr. Behnke asked for the exact count of the defeated vote regarding what entity should control the membership dues rates. It was discovered that 224 Councilors checked in to the meeting, yet the counted votes exceeded this total. After determining the legality of Bert's request (because the motion was approved, only a member from the prevailing side could ask to reconsider) the motion was brought up again. Past President Jack Reznicki spoke emphatically in favor of the motion and said that the councilors should trust the board, and that it needed the flexibility to, for instance, lower the dues if the board felt that was necessary. Others spoke against it and pointed out that this was not an urgent issue and dues changes could wait for the yearly meeting of the Council. The argument was that the intent of the motion was also about the authority to change the way the dues are collected (such as via installment) was countered in that the motion should have been rewritten to only reflect that issue, if that was the actual point of the original motion. Non-councilors were sent out of the room for the revote and all present were re-counted: 230.

A motion was made to hold a revote by paper ballot, which passed. The result was: yes 149 no 83 – the motion failed for lack of a 2/3 vote.

The meeting adjourned 10:22 am.

Buyer's Guide

Albums, Frames & Mats

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646-416-2386

www.fineartalbums.com

J. Orr Moulding & Chop

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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

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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.ppscv.com
Sacramento	PPSV	http://ppsvonline.homestead.com/
North Bay	PPRE	www.pprepro.com
East Bay	NCPP	www.ncpponline.com

Calendar of Events

September

PPGBA Meeting Thursday, 9/15 at 7:30pm - Sam Gardner
Grosvenor Hotel, South San Francisco
www.ppgba.org/calendar/september15gardner/

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.)

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.

PHOTO ASSISTANT

New photographer looking for assistant experience. Need help for free on a "playday" or personal project shoot?

Contact: drewsher@gmail.com.

Some of my work is at <http://drewsherman.smugmug.com>. References available upon request.