

The Bulletin



June speaker image © Barbara Brady-Smith, 2016



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June 16 - Pet Portraiture Evening Lecture

Preview - Fashion Boudoir Photography Workshop

September 12 - Imagemakers Portfolio Review Event



<https://www.facebook.com/ppgba/>

Upcoming Events - Don't Miss!

June

Thursday 6/16, social at 7:00 pm, program at 7:30 pm

Barbara Brady-Smith on Fine Portraiture of Pets

(no competition this month)

Grosvenor Best Western Plus Hotel, S. San Francisco

<http://ppgba.com/june-16-pet-portraiture-lecture/>

July

Thursday 7/21 social at 7:00 pm, program at 7:30 pm

Jennifer Skog on Boudoir Photography

(no competition this month)

Grosvenor Best Western Plus Hotel, S. San Francisco

August - NO MEETING THIS MONTH - Enjoy your summer break!

September

Monday 9/12, evening

Imagemakers Portfolio Review Event

San Francisco

Thursday 9/15, social at 7:00 pm, program at 7:30 pm

Joe Buissink evening lecture (rescheduled from May)

Grosvenor Best Western Plus Hotel, S. San Francisco

PPGBA Key Contacts

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President's Message

Hi PPGBA members,



I have mentioned that PPGBA is looking to make some changes in our programs to assist you in your career path and give you more opportunities to gain face time and exposure by putting you in front of buyers of photographic works. But, there is a first step, which requires you to stand up and participate or you're likely to be left behind in this high-tech digital marketplace.

So, here's what we're doing for you. PPGBA is sponsoring a new event of social, but strategic marketing exposure events for your benefit - the "Imagemakers Portfolio Review." We have top industry professionals from publishing, magazines, fine art galleries, ad agencies and other photo buyers who will review your work of 10-20 images on either a tablet, laptop or as prints. But, there's a catch, you need to move forward and take advantage of this expertise that's being put in front of you to see how your images best fit into today's rapidly changing world of photography/design and art industries. And, the other part of the catch is if you don't participate, many photographers from other associations will be attending.

This is a special new benefit to you and you'll receive the lowest admission price as a member of PPGBA. I assure you this event will sell out quickly as most portfolio reviews do. Your assignment if you should accept it - is to sign up ASAP, because admission is first-come-first-serve and not all photographers will get every chosen reviewer.

This Imagemaker Portfolio Review will be held on the evening of September 12 in San Francisco, with easy transportation access and a catered social time with food and beverages in between your review sessions. This will be a night to remember as we grow together into a new era of photography events to assist you in getting new faces to see your works and open up new marketing opportunities for your business.

A handwritten signature in black ink, appearing to read "Julie Olson". The signature is fluid and cursive.

About the Bulletin

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 a local affiliate of the Professional Photographers of America.

Editor/Advertising contact: Julie Olson
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Articles/comments are welcomed; publication is subject to approval.

The editor reserves the right to edit submissions 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 and submissions may or may not be acknowledged.

Deadline is the 20th of the month.



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June 16 Evening Program

Speaker: Barbara Brady-Smith

When: Thursday, 6/16 social 7:00 pm, program 7:30 pm

Where: Best Western Plus Grosvenor Hotel, South San Francisco
(no competition this month)

Fine Art Portraiture of Pets



On April 21, Barbara Brady-Smith, M.Photos., CPP, will share insights from her journey from banking executive to Master Photographer of dogs, cats, horses and other fuzzy, feathery and scaly things! She will cover how she entered this niche business, developed her signature style, found clients, and why she loves what she does.

Barbara will share tips, tricks and key camera and lens considerations for when you might be incorpo-

rating pets into your own portrait or commercial photography (or you want to take better pictures of your own pets!). Post processing is key to transforming a great pet portrait into beautiful wall art and Barbara will demonstrate some of the tools she regularly uses in her own work.



Finally, Barbara will share how giving back to the Animal Rescue Community has helped many more animals get adopted and helped her to become a better pet photographer (and maybe encourage some other photographers to volunteer at their local shelter!)

speaker bio on next page



Barbara burst onto the Pet Photography scene in 2011 and quickly established herself as a true artisan in this niche. Her animal photography can be seen in happy homes and on pet food product packaging, annual report covers and print advertising.

Much of her success she attributes to her deep appreciation for the joy animals bring into our lives. She actively shares this joy

through photography and by volunteering with her two therapy dogs providing comfort to people of all ages. This emotional and rewarding work is now a personal photography project called “Hug Tails – Portraits of Therapy Pets.”

Barbara has been honored through all levels of PPA including International Print Competition 2013 and 2014 Silver Medalist and 2015 Platinum Medalist, California 2015 Animal Photographer of the Year and many local association awards. She holds her PPA Master of Photography degree and is a Certified Professional Photographer.



A gifted speaker and educator, Barbara loves to share her enthusiasm for animals and photography. She mentors other pet photographers and teaches workshops on pet and horse photography, Lightroom and Photoshop. Barbara’s business skills are top notch too. After earning her MBA at Berkeley, she enjoyed a successful career as a Bank Executive and now uses many of the same management and customer service skills as a small business owner.

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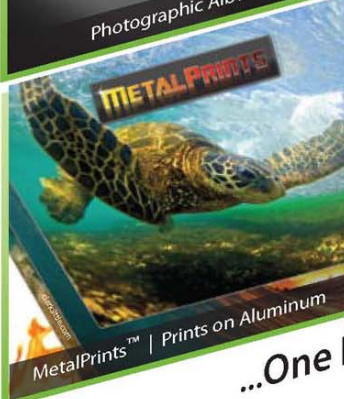
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Fashion Boudoir Photo Workshop - coming soon!

Instructor Jennifer Skog

Native California Fashion and Boudoir Photographer, Jennifer Skog's work evokes honesty, seduction and the unexpected. Join us for a live production-styled Fashion Boudoir Shoot and details of styling, directing and photographing boudoir. She will share her personal tricks for finding your own style and getting clients to feel comfortable, empowered and sexy in front of your camera. This is a full participation workshop and you'll be encouraged to direct and photograph images for your own portfolio.

- * Male vs. Female Photographers
- * Finding your Style
- * Getting Clients Comfortable
- * Finding your Clientele

PORTFOLIO

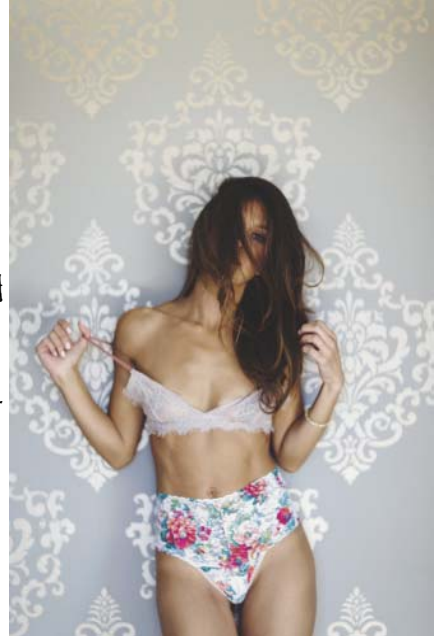
- * Editing your Portfolio
- * Practice/Testing/Personal Projects
- * Gear

STYLING

- * Finding Inspiration
- * Telling a Story
- * Directing your Subjects

LIVE STYLED SHOOT

Jennifer celebrates life and love through her lens. Her distinctive style is decidedly spontaneous, photo-journalistic, and fashionable, yet she's still brilliant at creating gorgeous portraits. She possesses an artist's eye for beauty and composition, and a finely-honed talent for creating stunning, honest photographs. Known in the industry for her editorial and seductive photography, Jennifer's images emulate her passion for life, romance & fashion.



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TRY THIS MONTH'S VIDEO FOR FREE

Photoshop: Retouching for Beauty

PPA instructor Jen Hillenga teaches you how to enhance your subject's beauty, using some quick and easy Photoshop tricks. Drilling down into specific tools, Jen explores vignette creation, blemish removal, using the history brush, adding shadows to naturally enhance, and applying selective blurring techniques for extra effects.



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Related Associations in the Bay Area

Looking for more educational and networking opportunities in the Bay Area and beyond?

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San Francisco APA - www.apasf.com

Santa Clara PPSCV - www.ppscv.com

Sacramento PPSV - www.ppsv.org

PPA News

Be More Creative

Early registration and submissions for PPA's International Photographic Competition (IPC) - click on this link - are only open until June 22 at 5 pm ET. (Late entries will be accepted - for an additional fee - until July 7, 5 pm ET.) This is your year! Take the challenge and Be More Creative!

The IPC helps photographers, new and experienced alike, to be more creative, artistic and inventive in their photographic pursuits. When you enter your work in the IPC, you will be able to build on your best pieces and elevate the quality of your output. It's by participating in photographic competitions that photographers push themselves to be better year over year!

It can be intimidating to enter a competition for the first time. You might be wondering "What will judges be looking for in the images?" Easy! It's a thorough process where they compare your work against PPA's official 12 Elements of a Merit Image.

Rules are online so you can prepare your images for entry. Take the plunge this year with the IPC and challenge yourself. Enter today to Be More Daring!

Be More Prepared - Drone Photography

Unmanned Aircraft Systems or Drones are the hottest gadget around for capturing amazing aerial photography. But did you know commercial use is restricted to those with an FAA exemption and a pilot's license?

PPA is the place to come to for all the latest regulatory updates on drones. Head to PPA.com/Drones to cut through the misinformation and learn exactly what you need to stay legal.



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	<p>PPA Photographer Neal Carpenter, CPP</p>	<p>Not with PPA</p>
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<p>Data Recovery & Litigation</p>	<p>✓ \$200 deductible</p>	<p>✗ \$2,000+</p>
<p>Client Settlement</p>	<p>✓ \$200 deductible</p>	<p>✗ \$4,000+</p>

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