

The Bulletin



September 15 speaker image © Joe Buissink 2016



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September 12 - Imagemakers Portfolio Review Event

October 7 - Fashion Boudoir Live Shoot Workshop



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

Upcoming Events - Don't Miss!

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

September

Monday 9/12, 6:00 pm - 9:00 pm

Imagemakers Portfolio Review

<http://ppgba.com/sep-12-imagemakers-portfolio-review/>

San Francisco

Thursday 9/15, 6:45 pm (prior to Joe Buissink)

Canon Printer Event! Info coming soon!

Grosvenor Best Western Plus Hotel, S. San Francisco

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

Joe Buissink evening lecture (rescheduled from May)

<http://ppgba.com/joe-buissink-lecture/>

(no competition this month)

Grosvenor Best Western Plus Hotel, S. San Francisco

October

Friday 10/7, 9:00 am - 5:00 pm

Fashion Boudoir Live Shoot Workshop

http://ppgba.com/fashion_boudoir_jennifer_skog/

PPGBA Key Contacts

PPGBA Officers and Board

President: Paul Salcido

president@ppgba.org

650.444.7711

Vice President: Lily Dong

Treasurer: Alex Tsang

Secretary: Nano Visser, CPP

Directors: Zee Bezabeh, M.Photog.Cr., ('16), Steve DeVaughn, Cr. Photog. ('16)

Past President: Joe Valenzuela

Committees

Programs/Workshops: Lily Dong

lilydong888@gmail.com

Competition:

Administration/Dues/Membership

COO: Julie Olson, M.Photog.MEI,Cr.

PO Box 5583 San Mateo, CA 94402

julie@ppgba.org

650.444.7711

Board of Directors Report of the April 21 Meeting

The April 21 board meeting was held in South San Francisco.

Workshop opportunities were discussed, with several ideas including seminar offerings on: “How to transition from being a good assistant to being a better photographer” and (Just) “Lighting.”

PPGBA’s marketing/messaging was discussed. We are always looking to enhance our brand.

Ongoing plans for the 9/12 Imagemakers Portfolio Review were discussed. We are working to finalize a location and several reviewers have made commitments to participate.

The next PPGBA Board of Directors meeting will be held on Thursday, September 15, 4 pm at the Best Western Grosvenor Plus in South San Francisco. (Usually in the Board Room across from our meeting room.) Members are welcome to attend, and candidates for the upcoming election are encouraged.



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
julie (at) ppgba.org

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.

Annual Elections Coming in October

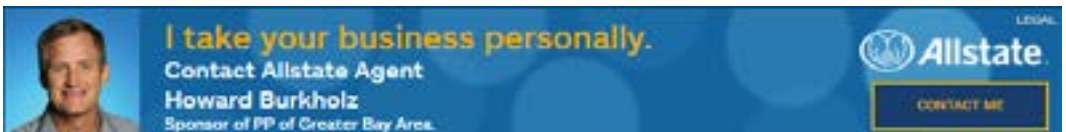
At our October 15 meeting we will hold our annual elections for our Board of Directors. This is a great opportunity for members to get involved with PPGBA organization and to have a larger impact within professional photography.

The commitment is pretty simple. With one regular meeting and a really only few additional hours per month, you can help shape our association and profession in Northern California. If you move higher into the leadership structure, a little more commitment of time and effort is required.

Working on the board not only benefits your fellow members and our industry, it is also a fun and rewarding experience for you personally. It offers you the chance to engage and network with a talented group of people and to refine your leadership and problem-solving skills.

To get started, or if you have any questions, please contact C.O.O. Julie Olson at [julie \(at\) ppgba.org](mailto:julie@ppgba.org) The deadline for applications is September 10.

If you would to contribute to PPGBA but don't feel you're ready to run for the board yet, ask about other volunteer positions within PPGBA.



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Howard Burkholz
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PPGBA's FIRST Imagemakers Portfolio Review on September 12!

Monday evening, 9/12 from 6:00 – 9:30 pm

Location: San Francisco, (directions will be sent with confirmation)

REGISTER TODAY! Space is Limited!

About this Event

PPGBA is here to assist you to fine-tune and re-energize your career with more opportunities to gain face time and exposure by putting you in front of buyers of photographic works. Make new relationships to build upon your path to more profits and creative satisfaction.

PPGBA is presenting new strategic and social marketing exposure events including our September 12 “Imagemakers Portfolio Review.” Top industry professionals from publishing, magazines, fine art galleries, ad agencies and other photo buyers will review your work of 10-20 images and provide their expert advice on how to take your work to the next level and increase your success.

Don't miss this opportunity to build more income for your business! Move forward and take advantage of this powerful knowledge base to discover how your images best fit into today's rapidly changing world of photography/design and art industries. You're going to want to step up and participate or you're likely to be left behind in this high-tech digital marketplace.

This event will sell out quickly as most portfolio reviews do. Unlike other reviews, this event is not limited to PPGBA members only, but our members will receive the lowest registration price ([click here to join PPGBA](#)). Your assignment if you should accept it – is to sign up ASAP, because this space-limited event is first-come-first-serve.

continued on next page

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 work and open up new marketing opportunities for your business.

How to Prepare

- Assemble a collection of 10-20 of your best images. Our recommendation is that they represent the type of work that you are most passionate about.
- The images can be print or digital form.
- If print, we recommend they be at least 8" x 10" in size.
- If digital, you should bring along your tablet (preferred) or laptop for display. Make sure that they're at a resolution that will look great at full screen.

What Will Happen

Our content buyers and experts will meet with attendees in 15 minute segments. Each attendee can choose to meet with up to three reviewers during the three hour event. There will also be social time with catered food and beverages in between your review sessions.

Once we receive your registration, you'll be sent a list of the reviewers and their area of expertise. You will return to us the list of your reviewer selections, in priority order. Appointments will be set on a first-come, first served basis, so your best chance to meet with the reviewers of your choice is to complete the form early.

Our Talented Reviewers

see the next page!

Other Pro Photo Associations in Northern California

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

San Francisco ASMP - www.asmpnorcal.org

San Francisco APA - www.apasf.com

Santa Clara PPSCV - www.ppscv.com

Sacramento PPSV - www.ppsv.org

Reviewer Team Talent for September 12 Portfolio Event!

Here is a partial list of our re-
viewer team for September 12.
More info will be added soon!

Leslie Dutcher
Director of Publications
Fine Arts Museums of San
Francisco
de Young
Legion of Honor
<http://www.famsf.org>

Fiona McDougall
One World Advertising
<http://www.owcom.com>

Gwen Rodgers
Banana Republic/Gap

Rosey Lakos
Wired Magazine
<http://www.wired.com>

David Lytle
7x7 Magazine
<http://www.7x7.com>

Michele Nye
SF MOMA Galler
<http://www.SFMOMA.org>

Dan Southwick – Senior Art
Director and Print Production
Eleven

Tim Paschke – partner and
Design Director
Resin Advertising Agency

Via magazine

more reviewers to be listed
soon, check out the website!



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Industry News

CANON Printer Trade-Ins August 1-September 30

PPGBA Corporate Member ImageTech LLC announces Canon's imagePROGRAF PRO Series TRADE-IN PROGRAM going on now!

Rebate amounts are determined by the PRO Series printer purchased. A certain rebate amount is available for just providing the serial number of the printer being traded in or a higher amount is available if the serial number is provided and the motherboard of the traded in unit is sent back. See below for rebate amounts available for this program. Sales to end customers must be made between August 1 and September 30, 2016



Below is the list of model numbers and rebate amounts

imagePROGRAF PRO-2000 / PRO-2000 w/MFR	Serial No. Only	\$300
imagePROGRAF PRO-2000 / PRO-2000 w/MFR	Serial No. & Motherboard	\$400
imagePROGRAF PRO-4000 / PRO-4000 w/MFR	Serial No. Only	\$500
imagePROGRAF PRO-4000 / PRO-4000 w/MFR	Serial No. & Motherboard	\$800
imagePROGRAF PRO-4000S / PRO-4000S w/MFR	Serial No. Only	\$300
imagePROGRAF PRO-4000S / PRO-4000S w/MFR	Serial No. & Motherboard	\$700
imagePROGRAF PRO-6000S	Serial No. Only	\$600
imagePROGRAF PRO-6000S	Serial No. & Motherboard	\$900

Get in touch with ImageTech LLC for further details. You can contact:

Mark Spandorf 510-381-8242 mark@imagetechdigital.com
Tim Mothersell 510-838-8271 tim@imagetechdigital.com

Fashion Boudoir Live Shoot Workshop October 7 with Jennifer Skog

Time: 9:00 am – 5:00 pm, with 1 hour mid-day break (lunch on your own)



Location: Location to be announced soon!

**PPGBA Members: \$169 early registration by 8/30
Non-members: \$199 early registration by 8/30**

http://ppgba.com/fashion_boudoir_jennifer_skog/

Native California Fashion & Boudoir Photographer, Jennifer Skog's work evokes honesty, seduction and the unexpected. Join Jen for a live production-styled Fashion Boudoir Shoot and experience hands on styling, directing and

photographing boudoir. Jennifer will share her personal tricks for finding your own vision and getting clients to feel comfortable, empowered & 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.

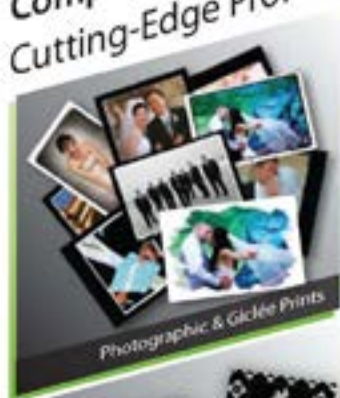
Jennifer will also discuss:

- * Male vs. Female Photographers
- * Editing your Portfolio
- * Practice/Testing/Personal Projects
- * The Art of Styling
- * Finding Creative Inspiration
- * Telling a Story
- * Finding Your Style

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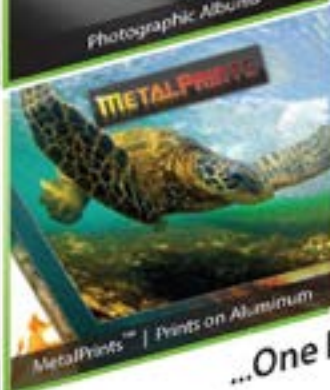
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In this video, Jeff Gump, Cr.Photog., will teach you how to prepare for anything. From punctuality to crowd control you will explore the other ins and outs of the business - prepping your teams, camera positioning and the need for additional personnel.

Whether it's the right form, the right product offering, the sales process or your product playbook, this class teaches you everything you need to have an incredible on location shoot. With this PPA instructor and sports photography expert, you're in it for a treat!



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PPA
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PPA.com/TellMeMore

PPGBA Key Contact Info

Telephone inquiries, and event registration/dues payments via credit card:
2016 President Paolo Salcido 650.444.7711

Email inquiries, general questions: Paolo Salcido president@ppgba.org

Email inquiries, membership questions and status, advertising, newsletter:
Julie Olson julie@ppgba.org

Mailing address for dues, event registration and advertising payments:
PO Box 78202 San Francisco, CA 94107

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Photo Labs

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