

The Bulletin



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

Upcoming Events

Meetup Lunch with Fine Art Speaker Paolo

Photographers Reset and Reinvent!

Friday, February 22, 2019

Noon to 2:00 PM

\$20.00 / per person

BJ's Brew Pub • 3620 Fallon Rd • Dublin, CA

See details on page 3

PPA District Competition

Registration opens April 8, 2019. See page 8 for more info. Register at PPA.com/AllDistricts.

San Francisco Revealed

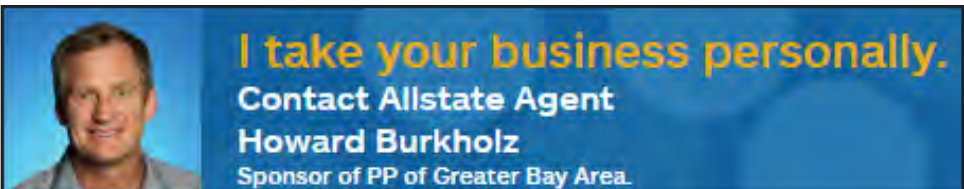
New Entry Deadlines to be posted soon!

About the Bulletin

Editor/Advertising contact: Julie Olson [julie \(at\) ppgba.org](mailto:julie(at)ppgba.org)

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. 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.



I take your business personally.
Contact Allstate Agent
Howard Burkholz
Sponsor of PP of Greater Bay Area.

Photographers' Reset and Reinvent

Friday, February 22 from noon - 2 pm, Dublin

A speaker and luncheon with with Paoloo at BJ's Brewpub in Dublin

Lunch, Learning and Power Conversations!
Hear a short program - then we'll have an interactive discussion about the issues important to YOU!

Paolo will give a 30-minute talk on how today's photographers can reset for the new economy and new photographic industry. Bring a notebook and your appetite. Be ready for some questions and answers.



What direction is photography going? Come in and find out; after all, it is YOUR business.

FREE LUNCH for PPGBA Members

Non-members \$20.

Pre-registration fee of \$20 required for all (please keep your menu selections to \$20 or less and PPGBA will not purchase alcoholic beverages for you).

PPGBA MEMBERS WHO ATTEND WILL RECEIVE A REFUND OF THEIR REGISTRATION FEE.

online registration at: <https://www.ppgba.com/february-22-lunch-paolo/>

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WHAT MAKES YOU MORE CONNECTED?

When busy season strikes, there may come a time when a photographer has to refer a client elsewhere. When you become a **Certified Professional Photographer**, you join a network of reliable, knowledgeable, like-minded individuals. This network is your referral source and your referral base. When CPPs refer other pros, they're doing their part to educate the consumer on the importance of technical skills.

PPA.com/CPP



“Earning my CPP has not only given ME confidence, but confidence to my clients that they have hired an artist that strives for quality and continued education. If anyone is thinking about earning their CPP, go for it! You have nothing to lose, but everything to gain.”

Melissa Kelly, CPP
PPA Member since 2011

PPA
BE MORE Connected



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Photographers' Reset and Reinvent

About the Speaker

A fine art documentary photographer who studies the graphics in everyday things. People, places and things motivate his work whether it is light or shadows to shape the form and graphics of photographic images. Sometimes it's the urban streets or countryside; where something may look ordinary, contemporary or aged, its texture and light attracts his attention.

Paolo has traveled around the world to Asia, Southeast Asia, Europe, and North America to capture many of his images and has been a photographer since he was 14 years old throughout his school years and formal education.



Paolo has had his studio since 1980, starting as an advertising/commercial specialist, then transitioned to a fine art portrait photographer and now recently reset as a fine art photographer. He received his Photographic and Fine Arts Design Degree at De Anza College, with additional professional photography training at West Coast School of Professional Photography at USD, UCSD and Golden Gate School of Professional Photography. He received his Business Marketing Certificate from San Jose State University.

PRINT. FOR SUCCESS

"With so much photography never touching paper or canvas today, there's never been a better time to specialize as a Print Artist."

Tim Walden, M.Photog.Hon.M.Photog.Cr., CPP, F-ASP

Photos are everywhere. In your phone, tablet, camera...We can't escape selfies, Instagram, Pinterest, or Facebook. And yet, none of these are permanent solutions to viewing or preserving images. Sadly, many of the memories captured today won't

be around tomorrow. Once an operating system changes, or a computer crashes, or a phone is lost, these photos are gone. Forever.

Help your clients honor their most-cherished moments. Print, frame, and sell your photos for hanging and display. Join the Movement.

PRINTmovement.org



Contest! *San Francisco Revealed*

More info coming online soon!

PPGBA is sponsoring a photo competition! The deadline has been moved to January 31, 2019, with an early discount deadline on December 15. Cash prizes will be awarded in addition to exposure, publicity and reknown for successful entrants. Exhibited entries can also receive their printed and framed entry (produced during the contest process) at the close of the gallery display.

San Francisco Revealed may be where we start or end our day – an actual place or a state of mind. **Revealed** might be a feeling carried around as something desired or battled for. **Revealed** can include inhabitants, community or any form of like mindedness.

“San Francisco Revealed” is a call for entry of the best fine art images to be judged by a panel including curators of galleries and museums. This fine art call is not for a collection of stereotypical San Francisco iconic landmarks, but those can be part of the backgrounds. Give us your best photography of San Francisco’s culture, social, urban landscapes, people of yesterday, today and going into the future.

Whatsoever your connection, a broad range of interpretations through photography is invited for this entry, including documentary, expressive or experimental. Furthermore, submissions may be depicted in any style and utilize any process or camera type.

Related Associations in the Bay Area

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

San Francisco ASMP - www.asmpnorcal.org

San Francisco APA - www.apasf.com

Santa Clara PPSCV - www.ppscv.com

Sacramento PPSV - www.ppsv.org

PPA News

District Competition Approaches!

Registration opens April 8, 2019. Register at PPA.com/AllDistricts.

Photographic Open Competition Categories

You must designate one of the below categories for each entry:

- **Portrait:** Consists of portrait or wedding images
- **Illustrative:** Consists of commercial/industrial images, scenics, pictorials, digital paintings and similar subject matter. Portraits and weddings are not appropriate for this category
- **Album:** EVENT albums consist of time-sensitive social events, such as weddings, bar mitzvahs, etc. NON-EVENT albums consist of portrait and storytelling albums
- **Multi-maker album:** Images in the album must be the work of the entrants (up to three), with a minimum of 20 images per entrant. Each entrant must individually enter the competition and pay appropriate entry fees. Multi-maker albums will be judged as one entry

Print Entry Rules

- Images may be submitted in any shape and size on a mount board a minimum of 80 square inches to a maximum of 480 square inches, with the largest dimension no longer than 24".
- Print entries must be mounted on a standard mount material (double weight mat board, gator board, 1/4" foam, or Sintra). Recommended mounting thickness is 1/8" to 3/8". "Float" mounting is accepted at entrant's risk for damage. Images on metal and mounted to another standard material must have rounded corners and smooth edges. No mount that could potentially damage other entries or pose a danger to print handlers will be accepted. Masonite, glass, stretcher frames or conventional frames will not be accepted.
- No material may be added to the front or back of an entry that may damage another entry.
- A digital reference file must be submitted with each print entry. This file must match the submitted print entry, both image and presentation (if a real mat is used on the print, a reasonable facsimile must be

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used in the digital file). File specifications are the same as under the Digital Submission categories.

- If a print is submitted and correctly entered, the print will be judged.

Physical Album Entries Rules

- Album cover size must be between 63-400 square inches.
- No multiple volume albums are allowed.
- Each page/spread file may contain as many images as you desire.
- An entry shall contain a minimum of 5 page/spread files up to 36 page/spread files.
- Any studio identification or entrant's name in the album must be covered.
- Each entrant must use the same title when entering a multi-maker album.

Digital Submission Rules

- Files must be sized so the longest dimension is 4000 pixels. Each file must contain an embedded color profile of either sRGB or Adobe RGB1998 and be saved at a JPEG quality setting of 10. In most cases, total file size should not exceed 3.5 MB. Larger files will be accepted when necessary so long as they are JPEG/10.
- Files are to be named, Image 1.JPEG No underscores or special characters.

Fees and more details can be found at PPA.com/AllDistricts

How to Access PPGBA Services

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

Email general questions: Paolo Salcido president {at} ppgba.org

Email membership questions and status, advertising, newsletter:

Julie Olson julie {at} ppgba.org

Mailing address for dues and advertising payments:

PO Box 5583 San Mateo, CA 94402

WE NEED YOUR HELP NOW!

Historic, once-in-a-generation change is coming to Copyright Law in the U.S.! PPA has been on the forefront of this issue for a decade and now it's time for YOU to get involved!

Join our GRASSROOTS ACTION TEAM to help support a Copyright Small Claims option to better protect visual artists.

Learn about the issue, sign up, and share with other visual artists. We'll keep you posted every step along the way.

Every voice counts!

PPA.com/Advocacy



PPA
BE MORE *Involved*

bayphoto  **.com**

Hot Links

Please favor our corporate members with your business. They have shown their support for PPGBA! PPGBA does not recommend or warranty the products/services of any advertiser, vendor, supplier, or manufacturer.

Insurance

Howard Burkholz - Allstate
Photographers Insurance Specialist
801/451-8880
www.nationalphotographersinsurance.com

Workshops & Seminars

Golden Gate School of
Professional Photography
650/444-7711
www.goldengateschool.org

Photo Labs

Bay Photo Lab
800/435-6686
www.bayphoto.com

Bulletin Unclassified Ads!

To Place an Unclassified Ad

Text 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. Contact: [julie {at} ppgba.org](mailto:julie@ppgba.org)

PPGBA Key Contacts

PPGBA Officers and Board

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