

# The Bulletin



(c) Tim Meyer, 2019



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

April

ppgba.org

2019

# Upcoming Events

## Meeting & Speaker - Tim Meyer May 1

Portrait Lighting and Posing Through The Lens of History, The Present, And The Future

Wednesday, May 1

6:30 PM to 9:30 PM

FREE TO MEMBERS AND NON MEMBERS

Samy's Camera 1090 Bryant St San Francisco

<https://www.meetup.com/ppscvgroup/events/260468845/?isFirstPublish=true>

## Workshop, Speaker - Tim Meyer May 2

Presented by PPSCV and PPGBA

Thursday May 2, 10 AM to 4 PM

Samy's Camera 1090 Bryant St, San Francisco

***PPGBA MEMBERS current as of 4/10/2019 WHO ATTEND RECEIVE A FREE SCHOLARSHIP TO THIS WORKSHOP - for details please see page 3***

### About the Bulletin

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



# Creating the Dramatic Portrait

## Daylong Lighting Workshop

**Thursday, May 2 10 am - 4 pm**

Samy's Camera 1090 Bryant St, San Francisco

Instructor Tim Meyer, MFA, M. Photog,  
Craftsman

\$125 for PPSCV & PPGBA members. \$139 at the door if available.

\$165 for non members. \$179 at the door if available.

Limited to 15 students



***PPGBA MEMBERS (current as of 4/10/2019) - register & pay, and receive a full refund of your fee with proof of attendance!***

To register <https://www.lauramarshallphoto.com/ppscv>  
and click on CHOICES to select the workshop

### **About the Workshop**

Presented by PPSCV and PPGBA, acclaimed photographer and instructor Tim Meyer will lead you through a fast-paced introduction to professional lighting techniques and posing. He will illustrate how your choice of light shaping tools, metering, ratios, facial analysis and posing work together to produce consistently high-quality images.

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# Allstate®



Howard Burkholz  
801-451-8880

[hburkholz@allstate.com](mailto:hburkholz@allstate.com)

Customized Proposal - [www.nationalphotographersinsurance.com](http://www.nationalphotographersinsurance.com)

## SAMPLE POLICY DESIGN

### Home Based Business

\$1,000,000 General Liability  
\$2,000,000 Aggregate  
\$2,000,000 Products Comp/Op  
\$2,000,000 Other Products Comp/Op  
\$10,000 Medical  
\$25,000 Professional Liability (E&O)  
Photography Endorsement Rider\*  
\$20,000 Business Property Coverage  
(Replacement Cost Settlement)  
\$20,000 Inland Marine Equipment\*  
(Actual Cash Value Settlement)  
\$10,000 Accounts Receivable  
Loss of Business Income  
Data Extraction  
(Accidental Physical Damage)  
Mechanical Breakdown  
(Accidental Physical Damage)  
15 Additional Coverages  
\$500 Deductible

\$375 Per Year Premium

\*Optional

### Public Retail Studio

\$1,000,000 General Liability  
\$2,000,000 Aggregate  
\$2,000,000 Products Comp/Op  
\$2,000,000 Other Products Comp/Op  
\$10,000 Medical  
\$25,000 Professional Liability (E&O)  
Photography Endorsement Rider\*  
\$60,000 Business Property Coverage  
(Replacement Cost Settlement)  
\$20,000 Inland Marine Equipment\*  
(Actual Cash Value Settlement)  
\$10,000 Accounts Receivable  
Loss of Business Income  
Data Extraction  
(Accidental Physical Damage)  
Mechanical Breakdown  
(Accidental Physical Damage)  
15 Additional Coverages  
\$500 Deductible

\$495 Per Year Premium

# May 2 Lighting Workshop

This class will be about light styling - using light as a tool to shape and make statements about style - and will provide the opportunity for you to develop and enhance your professional level of portrait lighting skills. The material will be geared toward introductory to intermediate skill levels, but will provide a review of fundamentals that even seasoned photographers may find beneficial.

Although presented in a studio environment, this class will be also very valuable to photographers who work on location and with natural light. Lighting equipment will be provided by the instructor.

\* Models available for the workshop.

\* Bring your camera!

## About the Speaker

Throughout his 35 plus years as a professional photographer, educator and author, Tim's work has been internationally recognized and respected for its innovative style and technique. In addition to many education programs presented throughout the U.S., he has lectured internationally in England, Germany and Mexico.

Tim's writings on photography and art have been published as magazine and online content and his book, *The Portrait, Understanding Portrait Photography*, published in English, German, Italian and Chinese and now in its second edition, has been adopted as a textbook at numerous colleges. As an academic educator, Tim holds both a Masters and an MFA in art and photography and he has taught at Brooks Institute and Mount Saint Mary's University. His areas of expertise are portraiture, wedding as well as fundamental, advanced and creative lighting.

SPONSORS



# Resources to Keep Photographers more Prepared & Protected.

Use Them!

**Make sure you cover your business with PPA's contract and form templates.**

Photographers who are with PPA have access to a variety of downloadable contract and form templates to help their businesses Be More Protected.

With everything from guidelines on creating original contracts to in-studio templates, client templates and release forms for your models, you will Be More Prepared for any job that comes your way thanks to the right document from PPA.



**Learn more and find the right documents at**

**PPA.com/FormsContracts**

**PPA**  
**BE MORE** Protected

## Related Associations in the Bay Area

Looking for more educational and networking opportunities?

San Francisco ASMP - [www.asmpnorcal.org](http://www.asmpnorcal.org)

San Francisco APA - [www.apasf.com](http://www.apasf.com)

Santa Clara PPSCV - [www.ppscv.com](http://www.ppscv.com)

Sacramento PPSV - [www.ppsv.org](http://www.ppsv.org)

# PPGBA Member \$300 Scholarships!

The PPGBA Board of Directors voted to approve some member scholarships for 2019! Because we have not delivered frequent programming over the past year or so, and we have a healthy reserve, this is a special member benefit during 2019.

Maybe you need a little boost to kick-start your business in a new direction? The scholarship funds can be used towards a national, state, or local photographic educational event including conventions, workshops, West Coast School, etc. Scholarship may be used for live programming, or even online learning. These scholarships are for the purpose of furthering the photographic education of our members and elevate the success of our industry.

## RULES

- You must be a current paid up member as of April 1 2019 (no, this is NOT April Fools!)
- You must be a current paid up member at the time of your scholarship application.
- Scholarship amount may be up to but not exceeding \$300 and CAN include support towards actual travel costs IF the workshop registration price cost less than \$300.
- The activity must take place between April 1 and November 1. If applying for a scholarship towards an online learning subscription (maximum length one year), you must apply no sooner than 90 days after the start of the subscription.
- Your request for scholarship must be submitted no later than December 31, 2019
- Receipts are required to document the registration price and any travel funds requested.
- If there were no travel costs, then only the actual registration price (up to \$300) will be provided as the scholarship.
- Attendance at the educational program should be documented by travel/lodging receipts, restaurant or parking receipt, or certificate of completion, etc. (PPGBA is not offering scholarships for events that were paid for but not attended.)

How to apply:

Send an email to [julie@ppgba.org](mailto:julie@ppgba.org) with SCHOLARSHIP in the subject line.

- List the educational program, place/date, copy of promotional material, website link if available.
- Documentation of payment and attendance
- Amount requested
- Other documentation info may be requested by PPGBA

PPGBA will respond to your request within 30 days.

**NOTE: This opportunity is in ADDITION to the Meyer workshop on page 3.**

# PPA News

## ***PPA Bridging the Gap for Members***

Bridging the Gap is PPA's initiative to help photographers better understand their consumers so that they may better meet their needs. By bridging the gap, photographers better understand:

1. Who their clients are and what they need
2. How to overcome business fears
3. What has changed in the industry
4. How to attract the right clients
5. What it takes to conquer in-person sales

PPA offers a buffet of success-oriented videos, articles, and resources; with a diverse collection of viewpoints that have been carefully curated to help you succeed in your business on your terms.

PPA wants members to take advantage of the information about the GAP, so they created a home for it online. Get access to webinars, recorded Facebook Live events, and event book lists all related to helping bridge the gap. PPA members can access all of the new GAP materials at <https://www.ppa.com/benefits/education/gapedu>

## ***Three Reasons to Enter Photographic Competitions***

PPA's 2019 district photographic competitions are starting! Rules are online now at <http://ppa2.informz.net/z/cjUucD9taTo4Mzc2-NDgxJnA9MSZ1PTExMDA5MTE5NDcmbGk9NjM2ODEyNTE/index.html> and all districts will begin accepting entries on April 8. Are you ready to be more creative?

Entering into photographic competitions is the way to getting your PPA Degree, but it also gets you some great benefits — here are the three biggies:

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1. Competitions make you grow as an artist
2. You'll get more camaraderie than you can imagine
3. Doing well gets you one step closer to earning a PPA degree!

If you're wondering what goes on in those judges' heads while they're looking at your images, watch some of the past image critiques from last year's International Photographic Competition. You'll learn exactly what they're looking for and common mistakes to avoid.

Take on this personal challenge; be more in 2019!

# SAVE \$1,000s

Unforeseen expenses can eat up your business, but PPA has you covered!

- ✓ Camera Repair
- ✓ Data Recovery
- ✓ Litigation Help
- ✓ Client Settlement



	 <b>PPA Photographer</b> <small>Neal Carpenter, CPP</small>	 <b>Photographer, not with PPA</b>
<b>Camera Repair</b>	✓ up to \$250 deductible	✗ \$100s or \$1,000s+
<b>Data Recovery &amp; Litigation</b>	✓ up to \$200 deductible	✗ \$2,000+
<b>Client Settlement</b>	✓ up to \$200 deductible	✗ \$4,000+

*Be More Protected!*



[PPA.com/BeProtected](http://PPA.com/BeProtected)

# PPGBA Board Report

**February 7, 2019**

The PPGBA Board of Directors met in San Mateo on February 7.

A motion was made and passed to accept the 2018 financials and 2019 budget as presented by our C.O.O.

Considerable discussion about what future speakers would be desirable and what would be best timing and location. Seeking out high energy speakers was a consensus. We also need more volunteer assistance to help produce and promote programs.

The future of the organization was also discussed with respect to how we can make the most impact for our industry.

President Paolo Salcido is talking with Jim Fidelibus about a program in March. Secretary Nano shared information about possible meeting spaces available at the Google Community Space and the Wells Fargo Community Space in San Francisco.

## 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

# 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**

President: Paul Salcido  
president {at} ppgba.org 650.444.7711  
Vice President: (open)  
Treasurer: Alex Tsang  
Secretary: Nano Visser, CPP  
Directors: Zee Bezabeh, M.Photog.Cr.,  
Steve DeVaughn, Cr. Photog.  
Past President: Joe Valenzuela

### **Committees**

2017 Programs/Workshops:  
Paul Salcido  
president {at} ppgba.org 650.444.7711  
  
Administration/Dues/Membership  
COO Julie Olson, M.Photog.MEI,Cr.  
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