

The Bulletin



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Inside this Issue

PPSCV - PPGGBA Workshop in May
Tim Meyer (page 3)

PPA News (page 8)



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

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

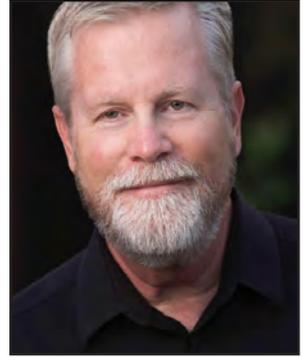
Samy's Camera 1090 Bryant St, San Francisco

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.

continued on page 5





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

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.

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*PhotoCare Equipment Insurance is available to U.S.-based PPA Professional Active and Life members only. Policy is provided by PPA as a part of membership and includes equipment coverage up to \$15,000 per year. Restrictions apply. Additional coverage is available for purchase. Insurance provided by Lockton Agency. PPA members must activate their policy and maintain membership to receive coverage.

PPA.com/FreeInsurance

Related Associations in the Bay Area

Looking for more educational and networking opportunities?

San Francisco ASMP - www.asmpnorcal.org

San Francisco APA - www.apasf.com

Santa Clara PPSCV - www.ppscv.com

Sacramento PPSV - 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 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

Merchant Card Services

PPA has now joined forces with Payscape to provide its members credit-card-processing and other financial technologies to control payment costs & upgrade their technology.

Payscape enables its users to securely accept credit, debit, and all other electronic forms of payment for their photography business. There are two ways PPA members can use Payscape's credit-card processing service: a mobile version with rates that are lower than Square and an exclusive offer for PPA members on non-mobile transactions.

“With this new Payscape partnership, PPA is giving its membership another way to boost their sales and give their customers a more convenient way to pay,” says Kristen Hartman, PPA's Director of Member Value & Experience.

Payscape offers more than just a point-of-sale system. Its users can:

- process credit cards
- track and adjust sales
- reconcile cash
- adjust tax
- pull reports
- manage staff and inventory
- create and automate digital invoices
- embed an online shopping cart in a website, blog, Facebook, or Instagram page
- streamline program registration by removing paperwork
- process payments online
- keep data consolidated

To learn more about this new benefit for PPA members, head to www.ppa.com.

PPA Partners with Drone Pilot Ground School to Offer Member Discounts

Drone Pilot Ground School has partnered with PPA to offer their members a discount on enrollment. Drone Pilot Ground School is an online test prep course for commercial drone pilots looking to pass the FAA Aeronautical Knowledge Test for a Remote Pilot Certificate. Drone Pilot Ground School is a training course managed by UAV Coach, the largest and most reputable online-based drone training academy in the sUAS industry.

Through this exclusive partnership, photographers who are members of PPA can take \$50 off the price of the course. Members are given a discount code they enter at checkout on <http://www.dronepilot-groundschool.com>

“PPA is excited to bring this discount to our members through our exclusive partnership with Drone Pilot Ground School,” says Julia Boyd, CAE, Director of Certification at PPA. “As the world’s largest non-profit photography association, PPA’s mission of creating a vibrant community of successful professional photographers by providing education, resources and industry standards of excellence is enhanced with drone education. We are eager for our members to pass their FAA tests and continue to raise the bar in the photographic industry.”

“One of the top commercial applications of sUAS / drone technology is aerial photography. Drone Pilot Ground School is excited to reach 30,000+ photographers through this partnership with the PPA community,” says Alan Perlman, CEO and Founder of Drone Pilot Ground School. “As a leading online test prep and training course for the FAA Part 107 certification, we hope to help professional photographers elevate their craft and to add on a new skill set with drones.”

For more information or to get started on the path to drone pilot proficiency head to <http://www.dronepilotgroundschool.com>

PPGBA Board Report - March 22

The PPGBA Board of Directors met in San Mateo on March 22.

A motion was made and passed to reimburse any member of record as of April 1, 2019 up to \$300 for any photo workshop or photo education taken between April 1 and November 1 upon proof of attendance/payment. (further details on page 7)

We'll investigate costs of bringing Jerry Ghionis, Roberto Valenzuela, and Michele Celentano for evening lectures and daylong workshops.

Industry News

Tamron's New, Fast, Compact Portrait Zoom

Tamron announces the launch of a new zoom lens, the 35-150mm F/2.8-4 Di VC OSD (Model A043), for full-frame DSLR cameras.

Photographers everywhere, especially those who enjoy photographing people, can add wider range to their creative expression with the new Model A043 that extends from 35mm to 150mm and offers a fast F/2.8 aperture at the wide-angle end while maintaining a bright F/4 at the telephoto end.



The lens will be available May 23 in Nikon mount and June 20 in Canon mount at approximately \$799 at authorized Tamron USA retailers.

The zoom range incorporates the 85mm focal length (often regarded as optimum for portrait shooting) and covers everything from full-body shots that include the surrounding environment to head-and-shoulders shots that stand out from a natural defocused “bokeh” background for which Tamron is renowned. Learn more by visiting <http://www.tamron-usa.com/product/lenses/a043.html>

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.

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www.nationalphotographersinsurance.com

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Professional Photography
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www.goldengateschool.org

Photo Labs

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

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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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Directors: Zee Bezabeh, M.Photog.Cr.,
Steve DeVaughn, Cr. Photog.
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