

Bulletin



The



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November 2013

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Cover Story

This month's cover by Diane Costello is titled "Pretty in Pink." It won gold ribbon in the Portrait category in July 2013.

Diane tells us, "Pretty in Pink" was one of many images captured for a client calendar project. This little French Bulldog went through a lot of training for this photo session. Part of her training was to stand and wait in place with "Frenchie Face" ears forward and to show a little attitude. She can pretty much do this on command now, although it is not for very long and she gets side-tracked easily. She also has quite the wardrobe and brought some of her best outfits for the session. The pink rain coat and umbrella were one of seven outfits photographed during this session. I would not recommend this to anyone, but I have been working with this little girl and her mom for a couple of years now and

she really likes the attention. We let her determine when the session was over. There were plenty of treats, play breaks and out door breaks, there was even enough time for a little nap! As a dog/pet photographer you learn to work quickly as they just never seem to stand still. This little one was no exception!

I photographed this on a white vinyl background (great for animals – easy to clean) using a four light setup. The main light with 3' x 4' soft box was metered at f8, a fill, and two background lights.

Tech info: Photographed with Canon 5D Mk III, 24-105 @ 35mm, f8 @ 1/125, ISO 100 -- White vinyl background, Elinchrom Ranger Quadra strobes."

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 an affiliate of the Professional Photographers of America.

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Articles and comments are invited; publication is subject to editorial approval.

Editor reserves the right to edit all manuscripts 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.

Submissions will not be acknowledged or returned unless they are accompanied by SASE.

Deadline is the 20th of the month. Submissions may be emailed to lisechico@yahoo.com

2013 PPGBA Officers and Board

President: Alexis Cuarezma

First Vice President: Joe Valenzuela

Second Vice President: Stephanie Scambos, CPP

Treasurer: Rhonda Giedt

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Four Nights: Rhonda Giedt

Membership: Diane Costello

Programs: Joe Valenzuela, Alexis Cuarezma

Webmaster: Joe Ercoli

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This Month's Program

PPGBA's Annual Corporate Member Trade Show

Thursday, November 14, 7-10 p.m., Grosvenor Hotel

Please bring a Guest! FREE Admission to everyone this month!

Refreshments sponsored by our exhibitors!

PLUS! special program: Kiffanie Stahle - Details next page

Companies registered to attend as of press time include:

Alan Epstein Sales

Bay Photo Lab

Philip Mauer Photomount

Reprint Mint

other companies to be announced

See <http://ppgba.org/calendar/nov2014/>

This Month's Program



Our November 14 (note second Thursday) Kiffanie Stahle is our special guest speaker featured during our annual Corporate (formerly known as Sustaining) Member Trade Show Night. She will give a very informative 45-60 minute presentation in the middle of the evening's events.

Program Description: A visit to Pinterest, Facebook, Tumblr, or a host of other websites reveals hundreds of images displayed without permission from the photographer. From the

photographer's perspective, some of these uses might be okay, but others' might be detrimental to their business. During this lecture, we will discuss some of the tools that you can use to find and monitor where your photographs appear online. Once we have the tools in place, we'll discuss what actions you can, can't, or maybe shouldn't take when you find your images used without your permission using a simple flow chart. By the end, you'll be armed with the knowledge of how to act when someone uses your photograph without your permission.

About the Speaker:

Kiffanie Stahle is the founding attorney of Stahle Law, a law firm designed to assist creative entrepreneurs grow their businesses, protect their creations, and eliminate surprises that could cost them thousands of dollars. Since 2011, she's helped her clients with the legal side of their businesses, so that they can focus on what they do best - creating. Kiffanie's passion for art started with a Brownie camera and a 4-H project but has grown to define how she interacts with the world. Because of this, she understands how to merge legalese with art. When she's not making art or practicing law, you might find her in her kitchen pickling. Right now, she's on a pickled pineapple kick. www.stahlelaw.com

PPGBA Monthly Meeting

SECOND Thursday, November 14th

Program begins at 7:30 at:

the BEST WESTERN PLUS/Grosvenor Hotel
380-S. Airport Blvd., S. San Francisco.

For directions, please call the hotel at:

(650) 873-3200 or go to:

www.grosvenorsfo.com/hotel_maps.htm

Please no phones/ beepers ringing or
conversations during the speaker/s
presentation.

Please be courteous and step outside the
meeting room.

PPGBA members – no charge

Non-members –* no charge

**ASMP, APA and Students with cur-
rent school I.D. – *no charge**

*** Fees subject to change**

PPGBA and Golden Gate School of Professional Photography present:



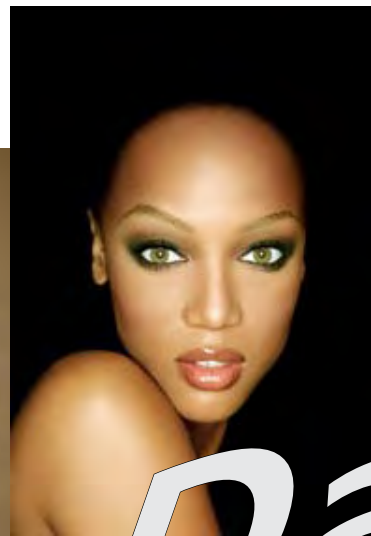
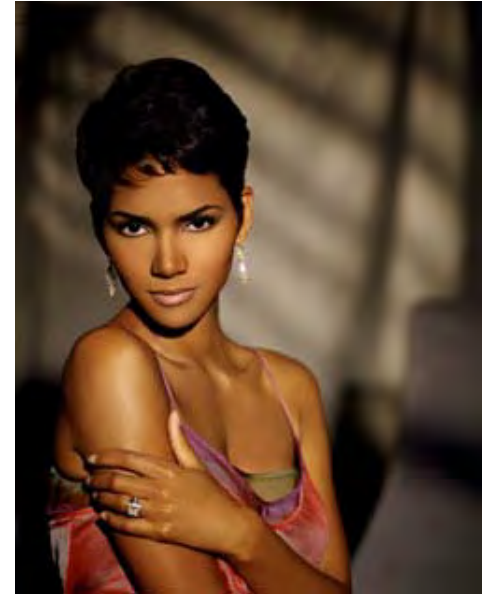
Fashion Portraiture - Workshop

Speaker: **Matthew Jordan Smith**

Friday, February 21, 10 am – 5 pm

<http://www.ppgba.org/page-one/february2014/>

Location and registration information coming soon



Save the Date!

Board Report

The August 15 PPGBA board meeting was held at the Grosvenor Hotel in South San Francisco.

A motion was made and passed to present the 2012 financial report to the membership. (Note: the link to this report was emailed to members

on August 29. Please contact julie (at) ppgba.org if you would like to receive this message again.)

A motion was made and passed to offer a complimentary display table to our sustaining members at our annual trade show. (Note: Formerly \$25.)

It was the consensus of the board to present three bylaws amendments to the membership. These amendments will be published via email and in the October newsletter.

New Member

Dennis Bailly
Active Commercial
Visual Media Services
650/348-0441
San Mateo
visualmedia@comcast.net
<http://www.visualmediaservice.net>

Returning Member

Greg Sargent
AP
Greg Sargent Photography
San Jose
408/637-6905
gregsargentphotography@yahoo.com
www.gregsargentphotography.com

*New/Returning Members Key					
A	Active	P	Portrait
AS	Aspiring	STU	Student
C	Commercial	SUS	Sustaining
			W	Wedding

Don't Be Left Out!

PPGBA's annual **membership directory** will be coming out soon. If you have ANY changes to your contact information: new website,

new business address, new phone number, new e-mail address, etc. please forward this information to:

julie@ppgba.org and fredenglish@ppgba.org

by December 15th



PPA News

Imaging USA

PPA's annual international conference, Imaging USA, will be back in the western U.S., January 12-14 in Phoenix. (Some additional workshops are just prior to the conference). Event info can be found at <http://imagingusa.org/> Get Imaging USA Hotel and Travel Information, read up on the host hotels and transportation options to get around downtown. <http://www.ppa.com/ppa-today-blog/imaging-usa/iusa14-hotels-travel-and-registration.php> Jumpstart Your Business at Imaging USA with Steve Kozak, M.Photog. Cr., CPP, who returns to Imaging USA for an 11th time with a pre-convention class called, "The Secrets to Success When Turning Pro." Read on to learn more about Steve and how his class can help you become a full-fledged professional starting a photography business. <http://www.ppa.com/ppa-today-blog/looking-ahead-and-becoming-ful.php>

PPA's Online Courses

Here's another great reason to join PPA. From creative techniques that make your photos stand out to how to run a top-notch photography business, PPA has the online course for you! Just starting out and need business basics or technical knowledge? Or, are you a seasoned professional who wants to add a new twist or refresh your skill set? Whatever stage you're at in your photography career, PPAedu is the only source for industry education that brings members a personalized program. With over 150 HD online courses (and counting) available, members can find exactly what suits them and PPA can even help figure out which courses will be the most useful. The Self-Assessment Tool is a series of questions that will make course recommendations suited for you and your business. An entire tailor-made business and photography education at your fingertips — come on, dive in! You can also access, stop and replay any program, 24/7, and with no special code or time restriction.

The Loop

PPA's exclusive online community, The Loop, is one of PPA's newest member benefits. Now, theLoop Mobile App let's you take this professional photographer's online network with you! Members can now download theLoop's mobile app for smartphones to browse, post and connect with 26,000+ PPA members while waiting for a client, on the road, or anywhere! No more need to be attached to your desktop or laptop. Visit <http://theloop.ppa.com/Home/?navItemNumber=504> for more info.

ARE YOU WORKING FOR THOSE YEAR END AWARDS?

It's already that time of year again to start prepping for the year end competition! How do you participate? First, enter the monthly competitions. There is only one judging left, so it's time to start now if you have not already done so! The more entries you have, the more opportunity you have to win! (Plus, you receive extra chances in our annual drawing for a seminar scholarship for each entry you submit throughout the year). If you did not enter much this year, please start planning for a successful 2014!

REMINDER: There will be no competition in November due to our annual trade show night, however you CAN enter up to 3 digital images in October so make sure you take full advantage. At our annual awards celebration, early next year, several talented members will receive year-end plaques for their photography. You could be a winner, too!

This year, since we've included digital entries, things will be just a little bit different. You will be able to submit up to five entries for the year end competition. **YOU MUST FORMALLY SUBMIT YOUR 5 IMAGES TO THE PRINT COMPETITION CHAIR FOR THEM TO BE INCLUDED.** These submissions can be any image (print or digital) you entered since the beginning of the year that scored at least a 74. If the images you'd like to submit for the year end were digital, all you need to do is email (SAScambos@gmail.com) by 12/15/2013 and list which five (titles, please and month entered if you can recall that) you'd like to enter. There will be no re-edits of any submissions, we already have each digital file for all of the print competition entries. If the images you'd like to submit for the year end were physical prints then you'll need to resubmit those same prints (showing the PPGBA print comp sticker on the back) either at the November meeting or at one of our many drop off locations around the Bay Area, on or before December 15. You CAN also enter a combination of both physical and digital submissions as long as that is how you had originally submitted them.

Here are the other rules for the year-end competition:

- Any print or digital file that received a score of 74 or above during this year's monthly competitions is eligible for first, second and third place awards in the categories: Portraits, Weddings, Illustrative, and Commercial. The top portrait image will be awarded the Ted Gurney trophy.

- In addition, if you enter any individual category five or more times during the year, your top scores will be totaled and the highest average score wins the Top Photographer Award for that category. You do NOT need to submit anything for the Top Photographer awards, the scores will be tabulated from the monthly competitions. The Album Maker of the Year is also calculated from top scores during monthly competitions.

- The Photographer of the Year Award is open to any member who submitted five or more entries during the year, and will go to the highest average score. You do NOT need to submit anything for the Photographer of the Year award, the scores will be tabulated from the monthly competitions.

- Entrants must be current PPGBA members

- Print entries must be submitted in standard 16x20 shipping cases.

Contact PPGBA Print Chairman Stephanie Scambos at sascambos@gmail.com if you have other questions. **ALL ENTRIES MUST BE SUBMITTED BY DECEMBER 15.**

If you have physical PRINTS to submit, please contact PPGBA Print Chairman Stephanie Scambos at sascambos@gmail.com for drop-off locations.

By-Laws Changes

These are the bylaws changes that were approved by the membership on October 17th.

ITEM 1

NEW Code of Ethics 6. change to: “As a requirement for admission to and retention of membership and participation in this Association, each member and participant shall agree to use the highest levels of professionalism, honesty and integrity in all relationships with colleagues, clients and the general public.”

FROM: 6. Code of Ethics

Before admission to membership in this association, a person must, without reservation, solemnly agree to:

1. Endeavor to maintain a dignity of manner in their behavior, in the presentation of their photography and photographic services, in their appearance and that of their studio or place of business, and in all other forms of public contact.
2. Observe the highest standard of honesty in all transactions, avoiding the use of false, confusing, inaccurate and misleading terms, descriptions and claims.
3. At all times endeavor to produce photographs of a quality equal or superior to the samples they display; to apply their best efforts toward providing the best possible photographic services and to play their

part in raising the general standard of photographic craftsmanship.

4. Show a friendly spirit of cooperation to their fellow professional photographers and assist them whenever possible, should they be in trouble or difficulty.
5. At all times avoid the use of unfair competitive practices as determined by any court of competent jurisdiction, the Federal anti-trust laws and related statutes.
6. Assist their fellow photographers and share their knowledge with them and encourage them individually and collectively to achieve and maintain the highest standards of quality.
7. Recognize the authority of this association in all matters relating to the interpretation of this Code in accordance with statutes of the governmental agencies of competent jurisdiction.

This change would conform with the 1/2013 change in PPA’s code of ethics, their justification: “The existing Code of Ethics attempted to create an open exchange of ideas and knowledge, sometimes at the expense of existing members’ experience, expertise and competitive advantage. We do not believe it was intended that refusal to share marketing and technical ideas within one’s market area should subject a member to an ethics complaint with a possible censure, suspension or termination. Encouraging continuing

education and professionalism is commendable, but highly subjective and should not be grounds for ethics charges. Since all provisions of the current Code of Ethics pertaining to integrity and ethical behavior can be summarized in a simple charge to members, a more direct, all-encompassing Code of Ethics is preferable.”

ITEM 2

DELETE Section 5.3, we are no longer an affiliate of PPC.

5.3 PPC Membership Membership in the Professional Photographers of California (PPC) shall be optional, and members may elect to belong to PPC by paying the amount of the state dues in addition to the PPGBA dues.

ITEM 3

10.1 Nominating Committee The President shall appoint a nominating committee of three Professional category members at least three months prior to the elections. The proposed slate shall be mailed (CHANGE TO “EMAILED”) to the membership at least fourteen (14) days prior to the election. Nominations will also be open from the floor at the August and September generalmembership meetings.

OCTOBER ELECTION RESULTS

Here are the results from our October 17th election of officers and directors, and bylaws amendments vote.

2014 Officers

President - Joe Valenzuela

1st VP – Paul Salcido

2nd VP - Stephanie Scambos

Treasurer - Diane Costello

Secretary - Nano Visser

2014 Directors

Joe Ercoli – 2 year term

Wayne Miller – 2 year term

Randy Wong - 2 year term

Serena Hartoog - 1 year term

Mischa Purcell – 1 year term

Alex Tsang - 1 year term

Bylaws Amendments: See pg. 9

**ITEM 1 to amend the Code of Ethics
PASSED**

**ITEM 2 to Delete Section 5.3 (PPC
Affiliation) PASSED**

**ITEM 3 To revise Nominations
announcements. PASSED**

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Buyer's Guide

Albums, Frames & Mats

Bella Vita Imaging

646/416-2386

www.bellavitaimaging.com

Philip Mauer PhotoMount

800/321-3686

www.philipmauer.com

Reprint Mint/Lamiframe

510/352-1400

www.reprintmint.com

www.lamiframe.com

Business Services

Tax Ninja

415/335-1206

www.taxninja.com

Equipment & Supplies

Alan Epstein Sales

415/420-5278

aesell@sbcglobal.net

Bryce Professional Sales

510/918-4429

fdrdocent@comcast.net

Keeble & Shuchat

650/327-8515

www.kspphoto.com

SanDisk Corporation

408/801-2861

www.sandisk.com

Photo Labs

Bay Photo Lab

800/435-6686

www.bayphoto.com

Dickerman Prints

415/252-1300

www.DickermanPrints.com

Imagecapsule.com

408/625-7903

www.imagecapsule.com

Williams Design

650/619-8632

twilliams@williamsmfg.com

Workshops

**Golden Gate School of
Professional Photography**

650/367-1265

www.goldengateschool.org

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PPGBA does not recommend or warranty the products/services of any vendor, supplier, or manufacturer.

Action Zone

Looking for photography events and educational opportunities in the Bay Area and beyond? Here are some links to our fellow organizations with programs and seminars all over the area.

San Francisco ASMP

www.asmpnorcal.org

San Francisco APA

www.apasf.com

Santa Clara PPSCV

www.ppscv.com

Sacramento PPSV

<http://ppsvonline.homestead.com/>

North Bay PPRE

www.pprepro.com

East Bay NCPP

www.ncpponline.com

Calendar of Events

November

PPGBA 2nd Thursday, 11/14 at 7:00pm - "Trade Show Night"
Meeting BEST WESTERN PLUS/Grosvenor Hotel, South San Francisco
<http://ppgba.org/calendar/nov2014/>

December

No PPGBA **HAPPY HOLIDAYS and NEW YEAR!!!**
Meeting
This Month

February

PPGBA Thursday, 2/20 at 7:00pm - Matthew Jordan Smith
Meeting Academy of Art College, San Francisco
<http://ppgba.org/>

Sometimes PPGBA's meeting hotel, The Grosvenor, holds multiple events simultaneously. This situation is beyond PPGBA's control. If you should ever have difficulty finding a parking space, please visit the front desk at the hotel and they can direct you to available parking.

UnClassifieds

Lasting Memories needs photographers & assistants to help photograph students at elementary and middle schools throughout the Bay Area. Part time/seasonal positions. 1-4 days per week, end of August through early October. Photograph 150 to 250 headshots per day. Assistants help with paperwork and make sure kids are ready. \$200/day for experienced photographers, \$16/hr for assistants.
Brent: Brent@LMSEP.com

To Place an UnClassified Ad in the Bulletin

Unclassified 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. Payment by Mastercard/Visa is due before publication. All ads MUST contain your name. Help wanted or position wanted classified ads are FREE. Editor may re-write these ads for space considerations. Deadline is the 20th of the month. To place an ad, send an email to: PPGBA's Business Manager Fred English at fredenglish@ppgba.org