

The Bulletin



Look at Me © Joe Valenzela, 2016



Inside this Issue

April 21 (Info not available at Press Time, see www.ppgba.org)

April 26 - Coffee Click, Burlingame

May 20 - Joe Buissink Workshop

Upcoming Events - Don't Miss!

April

Thursday 4/21, social at 7:00 pm, program at 7:30 pm
see www.ppgba.org for more info

Tuesday 4/26, 6:00 - 8:00 pm

Coffee Click

Chung Li Studio, Burlingame - 851 California Drive

May

Thursday 5/19, social at 7:00 pm, program at 7:30 pm

Joe Buissink evening lecture

Grosvenor Best Western Plus Hotel, S. San Francisco

<http://ppgba.com/may-19-joe-buissink-lecture/>

Workshop Friday 5/20 9:00 am - 5:00 pm

Joe Buissink on Staying Fresh: Being Successful as a Photographer

Grosvenor Best Western Plus Hotel, S. San Francisco

<http://ppgba.com/may-20-workshop-joe-buissink/>

June

Thursday 6/16, social at 7:00 pm, program at 7:30 pm

Barbara Brady-Smith on Fine Portraiture of Pets

(no competition this month)

Grosvenor Best Western Plus Hotel, S. San Francisco

<http://ppgba.com/june-16-pet-portraiture-lecture/>

PPGBA Quick Reference

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

President's Message

Nikon graced PPGBA and AAU in March by bringing us our speaker Sandro, a fine art and commercial photographer from Chicago. You missed a great program for the future if you weren't there. Yes, speakers come and go, and they all bring a great message to add to our arsenal of photographic skill sets. But, Sandro and some of our other speakers give us much more. Sandro gave of himself.



Some of which came from his experiences and as he put it, "I would not still be in business this long and this far in my career for such a long duration, if it weren't for the fact that I care about my subjects to connect with them before I take a shot...and produce my personal projects, that I self-fund with my advertising work." As a bonus, his personal projects pull in more commercial work, which has rewarded him financially and sustains his continued success, with clients such as Coca Cola, Nike and many more.

Sandro spends money on those personal projects, but it's the lessons he learns through those experiences that sharpens his skill set within the photographic education he receives in life. His caring and love towards the people is at a heavenly level when he photographs them.

Sandro related that when he photographed the subjects for his Morocco book, he paid all those who were selected, but also those who waited in line who were not chosen. He showed respect for the people of the village, even when they were somewhat reluctant at first, due to the fact that some Magnum photographers came through a week before he arrived and were extremely disrespectful. Sandro was welcomed by the town's Mayor, who was also hesitant.

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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
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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.

President's Message, continued

Sandro's experiences and message as a longtime career photographer, is still critical to the world's view. If done in the right way, not only do we stay viable, but we can still make a difference. It's the love and caring we put out to our subjects that matters, when we insert ourselves into a scene with grace and respect.

Besides photographers making a difference, continuous education in our field of photography is imperative as we move forward. We're not the only ones in an industry being affected by the digital age. No matter where we turn, we'll be faced with shrinking industries, whether it is banking, accounting, services, retail - it will be endless with everyone both effected and affected.

These realities are here today, as I've had many conversations with friends in key positions in business, media and government, who are experiencing the coming wave. Banks will be downsizing in with fewer outlets; there will be fewer retail buildings; accounting firms are no longer doing accounting, instead they're consulting.

But NOW, the best news for last, my friend told me the bank he works for couldn't penetrate the consumer mindset to sell a product with their marketing efforts and they'd been trying for quite a long time, which was puzzling to all their senior executives. The bank's design team finally asked if they could insert a photograph into the product's marketing efforts and bingo, it took off like a lightning bolt. Though the word is most powerful, sometimes, we have to experience the visual image, which can beas important as the text. We as people may have a completely different set of eyes or senses to absorb the message give to us.

To see it with your own eyes!



PPGBA Key Contacts

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Next Evening Program

Thursday, April 21

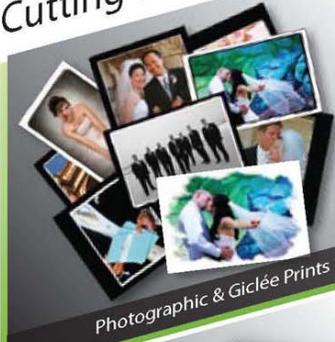
social 7:00 pm, program 7:30 pm

**Best Western Plus Grosvenor Hotel
South San Francisco**

***Program info not available
at Press Time***

**Please visit www.ppgba.org
for information**

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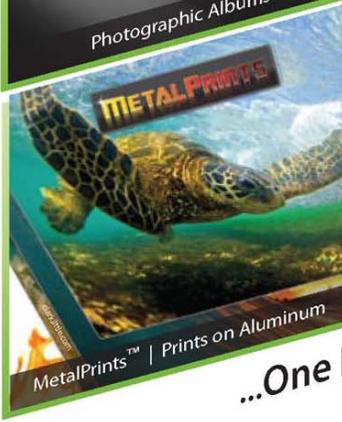
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A Day with Joe Buissink – May 20

Time: 9 am – 5 pm (1 hour lunch “on your own”)

Where: Best Western Grosvenor Hotel, South San Francisco

Register: <http://ppgba.com/may-20-workshop-joe-buissink/>

PPGBA Member rate: \$169 early registration, \$219 late after 4/25

Non-members: \$199 early registration, \$259 late after 4/25

Staying Fresh: Being Successful as a Photographer

Are you In.This.For.The.Long.Run? Are you satisfied with the direction that your photography is moving? Is what you are doing today not working as well as it used to? Our business is changing, would you like to invigorate your business to make the most of new opportunities? Don't miss our day-long workshop on May 20 with acclaimed portrait/wedding photographer Joe Buissink from Beverly Hills.



Get the in-depth view of Joe's inspirational pitch that will open your eyes and mind. He's coming to PPGBA to take you on a road of discovery for your business, light, and self.

One of the critical components to success as a working photographer is the ability to stay fresh and creative while producing income. Unless you keep your passion for

image-making flowing, your career simply becomes a way to make a living. And, true passion for your work can make you stand out over and above your competition.

Joe's extensive experience with genuine staying power as a seasoned professional is relevant for photographers of all specialties. This insightful workshop opens doors long closed, and keeps dreams alive. This is your once-in-a-lifetime opportunity to rekindle your love affair for photography and refresh your path.

read more at <http://ppgba.com/may-20-workshop-joe-buissink/>

Cover Story

This month's cover is "Look at Me," by Joe Valenzuela, which was awarded the Third Place image for the Illustrative category for 2015. Joe tells us about it's creation: "I was with my relatives vacationing on the island of Kauai and we decided to tour the Smith Tropical Gardens and attend the luau that evening. I was creating family photos on the grounds that included various plants and tropical scenery, i.e. ferns, palms and ponds. Running around the property were peacocks. One curious bird came up very close to me, unfolded his feathers and gave me this surprising display and that look, that lent to my title saying "Look at Me."

PPGBA Image Competition - HELP WANTED

PPGBA has an opening for a new Director of Competition. During this transition period, the PPGBA Board of Directors also wants to hear from everyone on how we can improve and enhance our competition so that members can increase their learning benefits from this valuable program.

If you'd like to know the details of the position, or have some specific ideas on how our competition can be updated, please contact C.O.O. Julie Olson by email julie (at) ppgba.org or call PPGBA President Paolo Salcido at 650.444.7711

PPGBA Key Contact Info

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Soft Selling with Intense Results Part 1: Soft Sales Systems for Weddings

Kristin Privette and her husband Paul have more than quadrupled their income within the last five years by creating a simple system of soft selling techniques that has proven to generate significant results. This first of four webinars focuses on wedding sales. See and hear the specific steps they take their couples through, and learn to get comfortable using these proven selling techniques!



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PPA News

Western District Competition Results

Congratulations to PPGBA member Wayne Miller, who received four Seals of Approval at the recent Western District Regional competition.

International Photographic Competition Deadlines

Registration opens: May 23, 2016

Early registration deadline: June 22, 2016

Late registration deadline: July 7, 2016 - additional fee required

Faces of PPA - Expand Your Promotions

Hundreds of PPA members have been featured in Faces of PPA, getting them more professional recognition. You spend your life behind the camera, but how about a little exposure for you? Use this opportunity (it's free to PPA members!) as a marketing tool and to show off your profile as a real pro with your clients and friends. Check out the Faces of PPA Gallery online (you can sort by state) and you'll quickly see who's missing! PPA.com/Faces

If you haven't submitted your Faces of PPA profile yet, now is the perfect time – submissions are always open! Get involved, have fun and show us who you are in your own creative way. That's all that matters!

Watch the video at <http://ppa.informz.net/z/cjUucD9taT01NDM2MDU1J-nA9MSZ1PTEwNjcwMzkwMjQmbGk9MzQwNDk4OTU/index.html>

PPA's Business Challenge

Sign up for PPA's Business Challenge! PPA mentors will help guide you, step-by-step, on how to take your business to greater profitability. The goal is for you to:

- Understand and develop solid foundations for your business to be more profitable
- Identify and find answers to your most vital business questions

continued on next page

Be at our Next Coffee Click: April 26

Have you been in photography for a while and want some new inspiration? Or are you just starting out and looking for some crucial information to take you to the next level? PPGBA is your support team to get you where you want to be. PPGBA is here to help you to connect and learn. Get up from your computer, get into your car, call a friend to carpool, and BE THERE!



PPGBA's next COFFEE CLICK will be Thursday, April 26 from 6-8 pm hosted by photographer Chung Li at his studio located at 851 California Drive, Burlingame. Check out Chung's work at <http://www.chungliphotography.com>

You'll see a working studio and meet both established pros as well as emerging photographers who are experiencing the same challenges as yourself, where you can chat face to face and discover some solid connections, and share common concerns to help you move forward in your career.

Coffee Clicks are still FREE! Let PPGBA help you to connect and learn the path to success! Bring a friend!

PPA News, continued

- Develop your own personalized success plan
- Prioritize your tasks so you don't get overwhelmed
- Gain more confidence and stay focused
- Connect with other photographers working through the same challenges

This year long program WILL help you Be More Profitable! It is reserved for members of PPA as a membership benefit. Sign up now at: <http://bemore.ppa.com/ppas-business-challenge/> or join PPA today!



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Jaime Incontro, CPP

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