

(c) Jeremy Cowart, 4/17/2018 speaker



Inside this Issue

Jeremy Cowart speaking April 17 (page 5)

Courageous Kids (page 7)



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

Upcoming Events

APRIL 17, NOON
speaker Jeremy Cowart
Academy of Art University
625 Sutter St. San Francisco



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.
PO Box 5583 San Mateo, CA 94402
julie {at} ppgba.org
650.444.7711



**Photographers,
you're being ripped off.**

Put a stop to it.

For the first time, you'll finally be able to **stick it to infringers where it hurts**, without having to invest a lot of your time or money. **This is our one shot to make sure photographers are finally protected** by copyright law!

Show your support today at:
PPA.com/SmallClaims

PPA
PROFESSIONAL
PHOTOGRAPHERS
OF AMERICA

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.

LETS MAKE STUFF



MILLER'S
PROFESSIONAL IMAGING



MILLERSLAB.COM

Adventure

Our April 17 Speaker

PPGBA's April 17 speaker will be Canon Explorer of Light Jeremy Cowart.

At his core, Jeremy is an artist. Starting out as a painter first, Jeremy fell in love with the creative process. He then went on to study graphic design in college and founded his own graphic design company, Pixelgrazer, in 2001.

Jeremy really only began taking pictures to bring texture into his design work. But before he knew it, he realized that photography was his true passion. So in April of 2005, Jeremy switched over to it full time and he has never looked back. In a relatively short amount of time,



Jeremy earned the respect of artists, photographers, and celebrities alike.

SPONSOR

Canon

continued on next page

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

Cowart, continued

Now hailed as one of the trailblazers in the industry, Jeremy sees photography as a natural extension of his passion for the arts.

Recently named the “Most Influential Photographer on the Internet” by *Huffington Post*, *Forbes* and *Yahoo*, Jeremy is a husband, a dad, an Emmy-nominated celebrity photographer, an entrepreneur, a teacher and he tries to give back as often as possible.



Jeremy is a sought-after speaker, having spoken for groups and events all across America including: Green Bay Packers, TEDx Nashville, Photoshop World, WPPI, World Domination Summit, Liberty University, Love Does Conference, Google+ Conference for Photographers, The Travel+Social Good Summit, Photo Plus Expo, Business Boutique, Imaging USA and more...

He founded a global photography movement called Help-Portrait, an iPhone app called OKDOTHIS, as well as an online teaching platform called See University.

His goal in life is to use his voice, ideas and creativity to inspire and help others. He lives the simple life in Nashville, TN with his wife and four children, two of which were recently adopted from Haiti.



“Good photos are no longer good enough. What do you have to say with your photography? That’s what the world needs.” - Jeremy Cowart

To see more, visit <https://www.jeremycowart.com/>

Help Wanted - Courageous Kids

American Cancer Society's Courageous Kids Day is celebrating its 29th year this Mother's Day. This day was started as a "day off from cancer" for children with cancer and their families. Great America hosts this wonderful event every year, providing the picnic grove, free tickets, lunch, staff, and so much more to the families of 500-600 children each year. There are lots of fun activities happening for the kids and their families, including celebrities, sand castle building, games, music, crafts, face painting, quilt production, food, fun, and...and this is where we come in...FAMILY PORTRAITS!

We need about 20 photographers to volunteer for this incredible event. Most will be doing professional family portraits, and a few will be doing candid around the event venue. Whether you're a seasoned professional or a beginner, this is a very rewarding event. We'll be grouping less experienced photographers with more experienced, so everyone can participate and learn. Each attending family is entitled to a free professional family portrait. In many cases, this is the only portrait this family has, or may ever have. It means so much to the families, and you'll feel their love and appreciation all day.

In order to participate, you'll need to answer some questions first and I'll get back to you to confirm your participation. Do NOT show up unless you've been confirmed, as you will not be admitted. VERY IMPORTANT: Please only volunteer if you are really committed to being there. This is a big event and we need everyone there who says they'll be there to actually attend and help. Thank you.

CONTACT: Diane K. Costello, M. Photog., CPP Fog Dog Studios
650.245.8530
dkc (at) dkcphtography.com

PPA News

Your Photography Sales and Marketing Tools Just Got a Facelift!

As a photographer, you are constantly looking to market your brand to potential clients as well as increase your service and product sales. PPA is here to help by always looking to find resources to help you. Along with the brand new PPA website, you will find the new and improved page with Sales & Marketing Tools for working photographers.

Now these resources are clearly marked and easily accessible, all free to members of PPA. You can download anything from videos to brochures so you can better position and market your business and sell your service. You can even access PPA logos, and use fun quizzes and landing pages for your website.

Take a look! Your PPA Team will continue to add to the sales and marketing resources library so you can better bridge the gap between what you do as an artist and what customers want. It's a benefit that is unique to your PPA membership so consider using these resources today!

Any thoughts on the new website? Having any troubles? Feel free to reach out to us at csc@ppa.com.

Elevate Your Photography with Super 1 Day Workshops in Your Area!

Connect and grow with your colleagues this May during PPA's Super 1 Day photo workshops! This is peer-to-peer education at its very best: all-day learning sessions created by photographers, for photographers.

With more than 230 classes offered across the country, you are sure to find one near you. Get ready to expand your skills and broaden your professional network with classes like:

continued on page 7

PPA News, continued

- Using Mixed Light Sources in the Studio
- Balancing Your Photography Business
- Lifestyle Photography & the Art of Natural Light

These live, local classes are often small by design, allowing you to really get to know your fellow attendees and instructor. It's a great way to meet colleagues and share ideas while learning something new.

- Learn the secrets of better business in OH, MN, CO
- Get a stronger grasp on lighting technique in MD, CA, ME
- Ready to get certified? Get expert knowledge in VA, OH and UT

These don't even include the workshops on different post-production methods and posing techniques, getting the best shots for seniors, wedding and child portrait clients, or how to improve your business, branding and sales knowledge. The point is if you want to learn it, there's probably a Super 1 Day class for it! And don't forget: these programs help you get closer to earning your degree! PPA members earn one service merit for paid attendance.

Help Wanted - NILMDTS

Dear PPGBA members and friends: I am interested in connecting with photographers who might be interested in volunteering for Now I Lay Me Down to Sleep. We provide remembrance photography for parents who have lost a child in the hospital. We are looking for Solano (Vallejo and Vacaville) photographers. Any help you can provide would be greatly appreciated. Thank you!

Dena Lindsey 707.849.6192 dena.nilmdts (at) gmail.com



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

Don't wait for the worst to happen!



What's Murphy's Law for photographers?...

If someone can trip over a cable, knock over the key light, catch the wedding gifts on fire, or cause the sprinkler system to ruin everyone's day, they will!

Why risk the worst when you can keep your business safe with PPA's General Liability Insurance? Plus, most venues now require photographers to be insured!

Whether you specialize in wedding, school or sports & events photography, PPA's insurance

partner, Lockton Affinity, **protects working photographers against:**

- Bodily injuries
- Defamation & slander
- Invasion of privacy
- Property damage and more!

At only \$236/year for **\$1million in coverage**, this is one of the most affordable general liability insurance options out there.

Don't be held responsible when Murphy's Law strikes!

PPA.com/Insurance

PPA
BE MORE Protected

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

Photo Labs

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

Printers, Ink & Fine Art Paper

ImageTech LLC
510/238-8905
www.imagetechdigital.com

Workshops & Seminars

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

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. For info, email to: [julie {at} ppgba.org](mailto:julie@ppgba.org)

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](mailto:julie@ppgba.org)

Mailing address for dues and advertising payments:

PO Box 5583 San Mateo, CA 94402