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PMA Northern California Division Annual Meeting

Saturday, September 26, 2009

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Courtyard by Marriott Oakland Emeryville
Emeryville, Calif.



PMA2010
THE ULTIMATE EVENT FOR EVERYTHING PHOTO

All PMA Northern California Division Annual Meeting attendees will be given a FREE Single-Day Trade Show badge for PMA 2010, February 21-23, 2010, in Anaheim.

Agenda

8:00 a.m. - 8:45 a.m.
Registration and Tabletop Vendor Show

8:45 a.m. - 9:00 a.m.
PMA Northern California Division Official Business Session and Election of Officers



Brad Polt-Jones

9:00 a.m. - 1:00 p.m.
Adobe Photoshop Lightroom 2 Workshop

This workshop will focus on how to design a logical file structure, build an efficient backup system, and use "metadata" to track images from program to program. Integrate image management into your workflow and learn how to track the content of your images using keywords. We will also explore the Develop module to maximize the quality of your images, including a detailed explanation of the new selective control with the Adjustment brush. Learn how to set up batch processing, master round-trip editing of images from Lightroom® into Adobe® Photoshop®, and work with virtual copies of the original files.

Speaker: **Brad Polt-Jones**, Future Light Digital Workshops

Brad Polt-Jones is the owner of Future Light Digital Workshops in San Francisco, one of the premier hands-on learning centers for digital photography on the West Coast. He has more than 20 years of experience as a professional photographer, after starting out as a sports photographer on the ski runs of Colorado. During his 15 years as a digital media artist and instructor, Brad has trained more than 1,000 individuals in graphic design and photography. His clients include the Apple iPhoto QA Team; Bonhams; The New Lab; Photolab Berkeley; PhotoWorks; and staff from leading Bay Area companies, such as Pixar, Apple®, and Adobe. Brad has a Master of Fine Arts degree from Claremont Graduate University in sculpture and new media.

1:00 p.m. - 2:30 p.m.
Lunch (not provided at meeting)
Tabletop Vendor Show

2:30 p.m. - 5:00 p.m.
What's a Histogram and the Magic of HDR

Examine the art of obtaining great exposures by shooting digitally and using image blending techniques to enable the digital sensor to produce images that more closely reflect what the eye and brain see. Using concepts learned in the morning Lightroom session, Dave Henry will demonstrate – on the screen – how to work with photos to minimize digital noise and get the most from elusive shadow detail. He'll shatter the myth of "underexpose like we used to do with Kodachrome for best saturation" because digital capture offers much more control and flexibility than film ever did. Then he'll tie it all together and show how to combine images, using the above exposure techniques, to create High Dynamic Range photos. This will be the fastest and most information packed 2.5 hours you'll ever experience.

Speaker: **Dave Henry**

Dave Henry has more than three decades of photographic experience. He is a professional photographer and has led photography workshops all over the world for many years and covered assignments on five continents. Early in his career, he worked for several camera companies, including Canon, and he has spent the last 27 years as a photographer at *The Sacramento Bee* newspaper. In addition to his freelance photography, he teaches a photography class at Cosumnes River College. Henry is an early pioneer in digital photography and has been widely published for more than 30 years in magazines, newspapers, billboards, annual reports, and on the internet. His commercial work ranges from architectural, aerial, advertising, editorial, food, and legal photography to his personal work in landscapes.

5:00 p.m. - 7:00 p.m.
Tabletop Vendor Show – Vendors in attendance will display products from:

Amherst Media	JumpStart Guides	OP/TECH USA	Sunpak
Ammonite Press	Lawrence Frames	Opus Lighting	Tamrac Inc.
Bogen Imaging Inc.	LEE Filters	Peachpit Press	Tamron
Brandess-Kalt-Aetna Group	LumiQuest	Photographers'	ToCAD America Inc.
Clik Elite	Mack Camera &	Formulary	Harbor Digital Design
Crumpler	Video Service	Quantum Instruments	Velbon
Hakuba	Malden International	Schneider Optics	
jill-e designs	Designs	Superior Specialties	



Dave Henry

PMA Northern California Division 2009 Annual Meeting Registration Form

Company Name _____

Name _____ Name _____

Name _____ Name _____

Business Address _____

City _____ State _____ ZIP _____

Email _____ Tel _____ Fax _____

Type of Business: Retailer Processor Supplier Sales Rep
 Other (Please specify) _____

Registration Fee:\$59 per person X _____ (# of people)\$ _____

SPECIAL:

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Vendor Attendee List Participation

Please exclude me from the attendee list provided to vendors following the meeting.

Total Amount Due \$ _____

Method of Payment

Check enclosed.

Make check payable to PMA Northern California Division Inc. and send with your registration form to:
Mike Paschke • Shutterbug Camera Shops • 3011 Santa Rosa Ave., #C • Santa Rosa, CA 95407-7629 • Tel: 707-546-3456
Fax: 707-576-1459 • mike@shutterbugcamera.biz

Credit Card: VISA MasterCard

Card Number _____ Expiration Date _____

Cardholder Name (print) _____

Signature _____

Got Ideas?

Are you interested in becoming an active partner in your division? Volunteers are needed to serve on the PMA Northern California Division Board of Directors.

YES! Maybe another time

Questions? Contact Division President Fran Herman at fran@ellaprint.com or PMA Division Activities at pma_divisions@pmai.org.

Location

Courtyard by Marriott Oakland Emeryville

5555 Shellmound St.
Emeryville, CA 94608
Tel: 510-652-8777



Hotel information:

<http://www.marriott.com/hotels/travel/oakmv-courtyard-oakland-emeryville/>

Maps & Directions:

<http://www.marriott.com/hotels/maps/travel/oakmv-courtyard-oakland-emeryville/>

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PMA Northern California Division Board of Directors

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