Professional Photographers of California

Consent Calendar

July 19, 2026 Board Meeting

Awards & Degrees - Nothing to report at this time	Marcy Dugan
California Master's Degree Nothing to report at this time	Tim Mathiesen
Business and Arts Degree- Nothing to report at this time	Elizabeth Toller
Service Degree Nothing to report at this time	Marcela Limon
Continuing Education/Programs-	Andrew Lewis Dan Holmes

Project Proposal: PPC Photographic Zoom Summits (2026)

Date: July 3, 2026

Host Organization: Professional Photographers of California (PPC)

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1. Executive Summary & Concept

The Professional Photographers of California will host two distinct virtual photography summits designed to blend personal storytelling with technical insight. Moving away from standard "how-to" webinars, these summits focus on a **50/50 split between inspiration and education**.

- **Inspirational (50%):** The "why" behind the lens. Presenters will share personal growth stories, motivations, artistic influences, and how they overcame professional hardships or creative hurdles.
- **Educational (50%):** The "how" behind the image. Presenters will break down the precise moments, locations, and technical decisions that compel them to click the shutter.

Summit Event Structure (Per Event)

- **Format:** Completely virtual via Zoom.
- **Daytime:** 3 to 4 featured presenter sessions.

- **Roundtable:** A 1-hour interactive panel discussion.
- **Saturday Evening:** A dedicated Keynote Speaker address.

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2. The Summits & Timeline

Summit 1: *Beyond the Shutter – Journeys in Photography*

- **Focus:** Inspirational People & Portrait Photography
- **Target Timeline:** Mid-to-Late September 2026
- **Current Speaker Roster:**
    - **Keynote:** Arthur Rainville *(Committed)*
    - **Roundtable Moderator:** Tim Meyer
    - **Prospective Speakers (Interested/Contacted):** Ian Spanier (High Impact Portraiture), Andi Campognone (Museum Exhibiting), Michelle Magdalena (Lifestyle/Environmental), Janel Pahl (Commercial/Seniors), Olha Melokhina (Glamor/Boudoir), Suzanne Luttig (Real Estate), Christopher Broughton (Street Photography).
    - *Note on Tennessee Rick Elliott:* Prefers in-person and declines payment; consider for a standalone follow-up workshop.

Summit 2: *Echoes of the Wild – Journeys in Photography*

- **Focus:** Landscape, Nature, and Wildlife Photography
- **Target Timeline:** Mid-to-Late September / October 2026
- **Current Speaker Roster:**
    - **Prospective Keynotes:** Guy Tall, Frans Lanting (Wishlist), Art Wolfe (Wishlist).

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3. Marketing, Audience, & Outreach

Target Audience

A broad demographic encompassing professional, enthusiast, and hobbyist photographers pulled from:

- PPC Members and Regional Affiliates (CIPPA, PPLAC, Sacramento, F/Stops)
- Professional Photographers of America (PPA)
- California Photography Clubs & Photographic Society of America (PSA) members
- Built-in organic audiences/followers of the selected presenters

Promotional Strategy

- **Digital Outlets:** Targeted Email Marketing, Facebook, Instagram, and YouTube.
- **Grassroots Outreach:** Direct outreach to regional photography clubs and local Meetup groups.
- **Sponsorship:** Actively pitch photography suppliers for financial contributions and promotional support in exchange for event visibility.

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4. Financial Plan & Pricing Model

All ticket tiers are all-inclusive, granting live access to the Zoom sessions and **1 full year of on-demand access** to the video recordings.

Registration Pricing

Ticket Tier	Price
PPC Premium Members	$67
PPC General Members	$77
Non-PPC Members	$97

Speaker Remuneration Model

To attract high-caliber talent while protecting PPC financially, a hybrid base + profit-share model will be used:

- **Base Pay:** $300 per speaker.
- **Incentive:** An additional pool of **30% of the event's net profit**, divided equally among the total number of speakers.

Base Case Financial Projection

The baseline projection below assumes an average ticket price of $77 across 100 paid participants for a single summit featuring 5 paid speakers.

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Gross Revenue (100 attendees x $77 avg)        $7,700
Less: Speaker Base Fees (5 speakers x $300)   -$1,500
-------------------------------------------------
Gross Profit Margin                           $6,200

Less: 30% Net Profit Share to Speakers        -$1,860  ($372 bonus per
speaker)
=================================================
NET PROFIT TO PPC                             $4,340
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***** *Note: Final speaker payouts and PPC net revenue will scale dynamically based on registration numbers.*

5. Regional Affiliates & Resources

The following regional contacts have been identified to assist with local promotion, speaker sourcing, and chapter cross-pollination:

- **CCP (CIPPA & VCCC):** Mike Mercadante, Ron Kaplan
- **PPLAC:** John Grusd

- **Sacramento:** Kimberly Olker
- **F/Stops:** Lloyd Delaney

Ads done on calendar	Month	Date	Location	Time	Type	Activity	Presenter	Cost	Premium Member	Pro Member	Non-Member	Promo	Social	Paid	Agreement	Notes	Moderator
YES	August	8/19/2026	Zoom	7-9:00 pm	Zoom	MAL Image Competitions	Dan Holmes / Michael Sauer	Volunteer	0	0	$ -	C Contact	Facebook			$15/image	
YES	August	18th	Zoom	6-7:30 PM	Zoom	Member Spotlight - Newborn	Marcela Limon	Volunteer			$20.00					510-747-9019	
YES	August	19th	Zoom	9:00AM-5:00PM	Zoom	Judging Academy	Tim Mathiesen	Volunteer									
YES	September	10th	Zoom	6-7:30 PM	Zoom	Member Spotlight - Headshots	Glynns Thomas	Volunteer			$20.00	C Contact	Facebook			916-221-8672	
YES	September	19-20	Zoom		Zoom	State Image Competition	Tim Mathiesen										
YES	September	29th	Zoom	6-7:30 PM	Zoom	Member Spotlight	Kimberly Olker	Volunteer			$20.00						
	October	10/3/2026	Zoom	10:00am-4:00PM	Summit	Beyond the Shutter - Journeys in Photography - Tier 3	Multiple		47	67	$87.00		Studio				
YES	October	13th	Zoom	6-7:30 PM	Zoom	Member Spotlight- Commercial	James Adams	Volunteer			$20.00						
	November	3rd	Zoom	6-7:30 PM	Zoom	Member Spotlight	Michele Pennings	Volunteer			$20.00						
	November	12th	Zoom	7-9:00 pm	Zoom	MAL Image Competitions	Dan Holmes / Michael Sauer	Volunteer	0	0	$ -					$15/image	
	TBA	TBA	In Person	All Day	In Person	Dramatic Cinamatic Portraiture	Tennesee Rick Elliot	Volunteer	TBA	TBA	TBA						
	Late 2026 early 2027	TBA	Zoom	10:00am-4:00PM	Summit	Echos of the Wild - Journeys in Photography - Tier 3	Multiple		87	97	$127.00						

PPC Judging Academy- Tim Mathiesen

The next Judging Academy will be held August 19, 2026. Registration is now open.

Budget & Finance - Robin Swanson

Report to be given at meeting.

West Coast School - Tim Meyer

Report to be given at meeting.

Image Competition - James Adams

Report to be given at meeting.

Membership - Eleanor Gray

134 Members - does not include 5 non-members (2 are WCS only)

4	Honorary
11	Past Presidents
14	Premium Professionals
1	Premium Spouse
74	Professional
24	Retired
2	Student
55	non-members participating

3 Coming up for Renewal on 7/1/26 – renewal letters sent
3 Due on 8/1/26

New Members: PPC Welcome Letter
PPC Membership Packet (all things PPC)
PPC Membership ID Card

Nominating Committee Tim Mathiesen
Preliminary slate will be presented at the July 19th board meeting.

Marketing/Branding Michael Sauer
Report to be given at meeting

Past President's Advisory Tim Meyer
Nothing to report at this time

PPA Council Liaison - Kimberly Olker
PPA updates since the April PPC board meeting:

- **Council meetings**
  - Council's next scheduled meeting will be at IUSA 2027.
  - The official meeting minutes from January 2026 are not available yet (though councilors can view the draft of these minutes).

- **Imaging USA 2027 (IUSA)**
  - January 31 - February 2, 2027 • Charlotte, NC
  - Registration is open.
    Earlybird pricing is through October 1, 2026. (currently $299 for all-access pass)
    Buddy passes are also available (up to 2 guests for $199 each)
  - Registration Link: https://imagingusa.com/register
  - There are many options for accommodations during IUSA and rates are reduced when booking (with the PPA group rate). Hotels are already filling up. See the options here: https://imagingusa.com/travel/hotel/
  - I know one female looking for a roommate if anyone is interested. :)

- **PPA Photography Workshops:**
  - Fall Workshops will be September 1-16. Deadline to apply to teach is July 17.
  - Workshops are now able to specify the instructor's Community Network. (but only one – cannot pick both the local & state to be associated)

- https://www.ppa.com/events/photography-workshops/find-a-workshop

- **PhotoVision:**
  - Launch of this education platform has been great!
  - More educational materials are being added all the time
    - there's also a "new releases" section
    - You can search by genre & save favorites (in custom folders)
  - MIR recordings are available (since November 2025)

- **Community Networks:**
  - The next Community Network Leaders training session will be on January 30th, 2027 in Charlotte, NC. Please plan to attend this merited full day session if you are attending IUSA.
  - Currently, there are no planned Zoom meetings scheduled for CN Leaders but there will likely be 1-2 of these before the in-person session at IUSA. (these are posted in the private FB group "Leaders helping Leaders")
  - PPA is continuing to promote their community networks more.
    A list was published in recent issues of the PPA Magazine.
    More promotional ideas are currently being worked on, including for IUSA 2027.
  - Angela Kurkian (PPA CEO) held another meeting with the Community Network leaders in June. (if you are on a CN board and want to be on her distribution list for these sessions, let me know)
  - Our CN relationship with Adobe grew at the IUSA leaders meeting… and we recently saw results from this.
    - Adobe hosted a 30-minute session with Julieanne Kost (open to all) on June 25. This session was also recorded & is already available on PhotoVision here: https://www.ppa.com/photovision/watch/whats-new-in-adobe-lightroom-photoshop-camera-raw-with-julieanne-kost#
    - Following the open session, Community Network leaders were invited to a 30-minute Zoom with Adobe staff. This was a great discussion with Julieanne and other Adobe staff (including developers) about current releases, future plans & how Adobe can work with us.
      This was not recorded.
    - Adobe is working on a map/list to include Adobe-vetted (and trained) instructors to help Community Networks (knowing that we can't necessarily afford or gather the required audience for Julieanne to speak for us.)
      They are hoping to add a budget for next year to assist with sponsorship fees for these instructors, as well.
  - Reminder: There's a private FB group for CN leaders called "Leaders helping Leaders". If you aren't already a member and are on a CN board, let me know & I can invite you to the group.
  - Reminder: there's a member referral program that earns a bonus for Community networks. (it's listed on the Community Network Resources page https://www.ppa.com/community-networks/community-network-resources)
    Note: This is separate from the Member-2-member referral page.

View all Council members here: https://www.ppa.com/about/team/ppa-council

Webmaster - Michael Sauer

Report to be given at meeting