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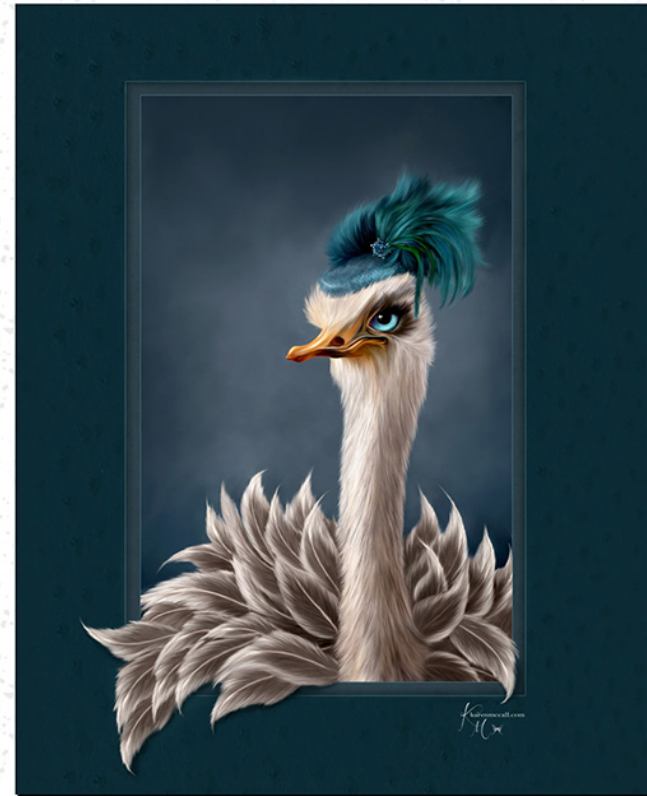
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Professional Photographers
Association of Massachusetts

presents

EVOLVE

Photographic Inspiration, Education & Community



Karen McCall, M.Photog.M.Artist.Cr.,CPP



February 25 - February 27, 2022
Hotel 1620, Plymouth, MA

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EVOLVE sets the standard for collaborative learning by sharing information in the photography field. Its goal is to raise the level of all photographers in art, technique, personal growth and business.

PPAM, as the Massachusetts affiliate of Professional Photographers of America (PPA), exists to assist its members in achieving their professional and artistic goals, promoting public awareness of the profession, and advancing the making of images in all of its disciplines as an art, a science and a visual recorder of history.

Members of PPAM, a non-profit organization, include photographers, suppliers, visual artists, manufacturers and other imaging professionals.



Professional Photographers Association of Massachusetts
www.PPAM.com



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**2021-2022
PPAM President
Paula Swift
M.Photog.Cr., CPP**

Focus

It's been two years since our last in-person conference. I've been counting down the months and days for the 2022 Evolve Photo Convention, to be back in person, to see old friends and to make new ones. It's an exciting time for us to come together and Focus on Evolving through Photographic Inspiration, Education and Community.

Evolve has always felt like our own local Superbowl of in-person learning in photography and the best part is the strength of our community. We come from all over and are on different levels of photography. It is inspiring to see members come back year after year, help one another, greet new members, and sit together as they turn into sponges to soak in every bit of the Evolve Photo Convention. From the speakers to the nightly parties or just sharing a laugh and story in the after-hours hospitality suite, there is so much to experience at Evolve.

Our fabulous convention team and many board members worked tirelessly since last summer to put together a fun and energized weekend. This year we have 10 talented and unique speakers who will be covering different genres of photography and business, experts who will be sharing their experience and offering tips for our own businesses.

Although much of our attention throughout last year was focused on staying safe and keeping our distance, with the help of technology and great weather we were able to be inspired and learn both online and in person with quarterly seminars and Photo-palooza workshops. This year we are excited to bring variety to you with another lineup of talented photographers. In April, we have Onne van der Wal presenting his Salty Pixels landscape work. In June, Monica Sigmon and Michael Taylor will be presenting their program Luxury by Design. Keep watching PPAM's Events web page along with our social media sites as future seminars and workshops are announced.

As we continue to Evolve this coming year, with your help, the board and I will Focus on keeping PPAM thriving and strong. Without you, PPAM would not exist as the amazing association as it does today. I am humbled by the trust the membership has placed in me and thank you to those people who have been instrumental in my development as your President and the photographer I am today. One of the many things that inspire me, especially now, is that we can once again 'be with our people' and focus on in person learning while engaging with one another in meaningful ways.

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president@ppam.com



**VP of Finance
Ann DeCristofaro, CPP**

Ann DeCristofaro Custom Photography
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finance@ppam.com



**VP of Technology
Susan Ogar, SKPA**

Susan Ogar Photography
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vptech@ppam.com



**VP of Membership
Luciana Calvin, Cr.Photog., CPP**

Luciana Calvin Photography
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membership@ppam.com



**VP of Programs
Kristopher Ventresco, M.Photog.Cr.**

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programs@ppam.com



**VP of Communications
Cassandra Sullivan, M.Photog.Cr., CPP**

Cassandra's Photography
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508-335-2369
publications@ppam.com



PPA COUNCIL

Nancy Green, M.Photog.Cr., CPP
 Cathleen Broderick, M.Photog.Cr., CPP
 Paula Swift, M.Photog.Cr., CPP
 Naomi Waters, CPP

MEMBERS-AT-LARGE

Kenneth Berman; Robert Joynt;
 Connie Drapeau Kennedy, CPP;
 Andy Weigl; Tim Lebel;
 Karen McCall, M.Photog.M.Artist, CPP

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 Nancy Green, M.Photog. Cr., CPP
 Hotel Chair:
 Nancy Green, M.Photog.Cr., CPP
 Image Competition Co-Chairs:
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 Stephen Sedman, M.Photog.Cr.
 Props Chair: Kenneth Berman
 Security Chair: Robert Joynt
 Hospitality Chair: Tony Colella
 Photographer: Tracy Gilford

COMMUNICATIONS

VP Communications:
 Cassandra Sullivan, M.Photog.Cr., CPP
 Convention Book & Signs:
 Cassandra Sullivan, M.Photog.Cr., CPP
 Newsletter Designer: Ella Carlson,
 M.Photog.M.Artist.Cr., CPP, F-ASP, EA-ASP

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 Recording Secretary:
 Lisa Fischer, CPP
 Parliamentarian:
 Cathleen Broderick, M.Photog.Cr., CPP
 Degree Program Chair:
 Naomi Waters, CPP
 Volunteer Chair: Lisa Tommaney
 Nominating Committee Chair:
 Naomi Waters, CPP

TECHNOLOGY

VP of Technology and Webmaster:
 Susan Ogar, SKPA

FINANCE

VP of Finance:
 Ann DeCristofaro, CPP

NOMINATING COMMITTEE REPORT

The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of: Chairperson Naomi Waters, CPP; Nancy Green, M.Photog.Cr., CPP; Kenneth Berman; Elaine Freitas, Connie Drapeau Kenedy, CPP; and Cindy Irving, presents the following candidates to fill the PPAM slate of officers for 2022-2023:

President: Paula Swift, M.Photog.Cr., CPP
 Vice President of Programs: Kristopher Ventresco, M.Photog.Cr.
 Vice President of Technology: Susan Ogar, SKPA
 Vice President of Communications: Cassandra Sullivan, M.Photog.Cr., CPP
 Vice President of Membership: Cindy Irving
 Vice President of Finance: Ann DeCristofaro, CPP

Members-At-Large: Connie Drapeau Kennedy, CPP; Andy Weigl, CPP; Timothy Lebel; Karen McCall, M.Photog.M.Artist.Cr., CPP; Kenneth Berman; and Robert Joynt

PPAM Past Presidents

Melvin Guante, Cr.Photog., CPP
 Stephen Sedman, M.Photog.Cr.
 Susan Asaro, M.Photog., CPP
 Randy Brogen, M.Photog.M.Artist.Cr., CPP
 Cathleen Broderick, M.Photog.Cr., CPP
 Daniel Doke, M.Photog.Cr., CPP
 Andrea Joliat, M.Photog.Cr., CPP
 Mark Till, Cr.Photog., CPP
 Nancy Green, M.Photog.Cr., CPP
 Ed Pedi, M.Photog.Cr., CPP
 Diana Mirasolo, M.Photog.Cr., CPP
 Joe Dunn, M.Photog.Cr., CPP
 Chester Maguire, Jr., M.Photog., CPP
 Helen Boursier, Cr.Photog., A-ASP
 Robert Hyzen*
 Walter Pendleton, Cr.Photog., CPP
 Rebecca Fadjo, CPP
 Richard Finkle, CPP
 Edward Lilley, M.Photog.Cr., CPP
 Roberta Cloutier, M.Photog., CPP
 Ralph Tomaccio, M.Photog.Cr.
 Paul Camello, M.Photog.Cr., CPP*
 Richard Nourse, Cr.Photog.
 Larry Grenier
 Peter Silowan
 David A. Hilton, Cr.Photog.
 Frances A. Beake
 Joseph R. Albert
 William Aberizk, M.Photog.Cr., CPP*
 R. Robert Grenier, Cr.Photog.
 Xenophone A. Beake, M.Photog.Cr., CPP
 Jenny Nourse, M.Photog.Cr., CPP*
 James MacFarland, CPP

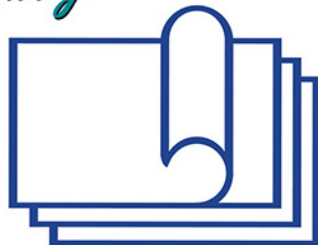
Melvin Hookailo, M.Photog.Cr., CPP*
 Russell Brett, M.Photog.
 William Hayden
 Allen Swinimer, M.Photog.Cr., CPP*
 Sidney Plotkin
 Thomas Keegan, Cr.Photog.
 Robert S. Ginsburg, M.Photog., CPP*
 Madeline Hobbs, M.Photog.Cr.
 John Hilton, M.Photog., CPP
 David Johnson
 Bernard Lefton*
 Robert Goldman
 Joseph Bernabeo*
 Charlotte Goldman
 Erwin Clough
 Leonard Levy, M.Photog.Cr., CPP*
 George Blackwell
 Peter Zaharis
 Joseph Errico
 Clif Fasch
 Fred Hines
 Ernest Bushmiller
 Augustus Haffer
 Bud Gherin
 Ernest Pattengill*
 Herbert Lang*
 James Purcell
 Alfred Brown*
 Philip McKeen, M.Photog.*
 Sam Cooper*
 E.L. Byrd*

*deceased

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PPAM Welcomes
PPA President
Mary Fisk-Taylor
 MBA, M.Photog.Cr., CPP, EA- ASP, ABI, API

**More than 32,000 photographers
 already belong to PPA,
 so what are you waiting for?**

PPA.com



Whether you're just starting out or you've owned your photography business for years, PPA can help.

PPA is a nonprofit that was created by photographers, for photographers, in order to help those who want to take photography and entrepreneurship to the next level and develop profitable and sustainable businesses.

PPA's mission is to foster a vibrant community of successful professional photographers. In a nutshell, they're a photographer's go-to resource to grow their photography business and be more profitable.

No matter where you are in your career, the benefits of being a member of PPA are meant to give you exactly what you need to satisfy your customers and push yourself artistically.

PPA is your go-to resource for elevating your craft and maintaining a profitable business. It's your link to online education, live classes, business assistance, and equipment insurance. It's your peer-to-peer support group, your advocate for copyright protection, and your source for news and info about the industry.

PPAM is an affiliate of the Professional Photographers of America



Ed Pedi, M.Photog.Cr., CPP
Jury Chair
 North Andover, MA

In business for 29 years, Ed is one of 72 active PPA IPC Approved Jurors, Past President of PPA of New England, a two term, Past President of PPA of Massachusetts, and a past Governor of the American Society of Photographers. Ed is honored to have received a wide array of photographic awards including; a 2018 PPA Grand Imaging Award for 'The Finale' which also received the highest scoring 'High School Senior' image at North East District Competition. He has earned PPA's Photographer of the Year designation nine times.

Jessica Vogel
M.Photog.Cr., CPP
 Shelbyville, KY

Jessica has been in photography for over 25 years. She earned her Master of Photography Degree in 2005 and joined the IPC judging team in 2006, and became a Jury Chair in 2017. Jessica has been involved in image competition starting at her state level serving as chairman up to District level serving as chair for SEPPA. She served on the PEC committee for 6 years and is now on the JEC committee for PPA.



Bob Coates
M.Photog.M.Artist.Cr., CPP, EA-ASP
 Sedona, AZ

Coates started his official pro career in March of 1995. Based in the Caribbean for his first three years of business, Bob concentrated on commercial photography.

He was dragged kicking and screaming into the wedding side of the business and then embraced weddings. Upon his move to Sedona, Arizona to get out of the path of hurricanes, weddings were expanded and mixed with some commercial work. Coming full circle Bob is back to concentrating solely on commercial projects, chasing wildlife and creating an art décor line of images as a 'Lens Based Artist' combining photographic images with digital artistry.



Cindy Dover, M.Photog.Cr., CPP
 Corinth, KY

Cindy has been in business since 2007 and specializes in Wedding, Portrait Photography and Santa Photography. She resides in Northern Kentucky on her 111 acres that she calls her outdoor studio where she photographs couples, seniors, and families. Print competition has been important to her growth in her craft and as a photographer. Over the years she has been nominated for 5 GIA's, Bronze, Silver, Platinum and Diamond medals. She is currently a PPA Juror in Training and enjoys judging state print competitions.



Chris Richman
M.Photog.M.Artist.Cr., CPP
 Durham, NC

Chris is an award-winning photojournalist and fine art photographer. Her 20 years as a senior research scientist, her decades of teaching and leadership in the informal science education arena, and her years of editorial sports and event photography give her an eye for precision, composition and story-telling. Chris is a mentor, a frequent speaker, offers photo critiques and juries competitions at both the professional and amateur levels. She is a PPA Juror in Training and participates on jury panels for PPA Local and State Affiliate image competitions.

Kristy Steeves
M.Photog.Cr., CPP
 Medina, OH

Kristy graduated from Indiana University with two majors in journalism and political science. She worked as a television news reporter for 25 years before switching careers to become a professional photographer. She specializes in children, pets, high school senior portraits and corporate head shots. Kristy has won various awards including 4 Emmy awards, Ohio Photographer of the Year, PPNEO Photographer of the Year, and is a two-time finalist for a Grand Imaging Award.



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2021 COMPETITION AWARDS

2021 Photographic Excellence Award



Karen McCall
M.Photog.M.Artist.Cr., CPP

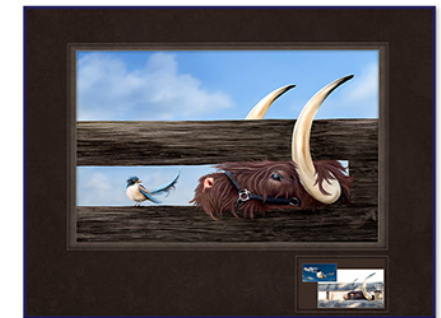


"Kiss Me You Fool"



"I Invented Plume!"

Highest Scoring Image, CPP Award,
ASP Award, AIM Award



"I'm Feeling BULLied"

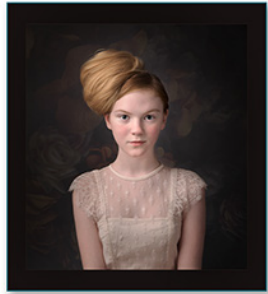


"Frozen Treat"

2021 COMPETITION AWARDS

Silver Evolve Award

Ann Lyle
M.Photog., CPP



2021 COMPETITION AWARDS

Bronze Evolve Award

(3-way tie)

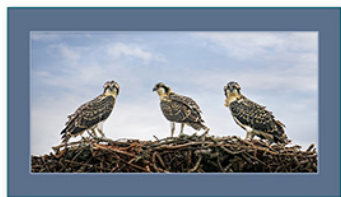
Trish Gilmore
M.Wed.Photog.Cr., CPP



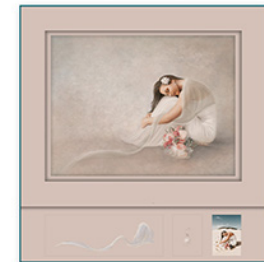
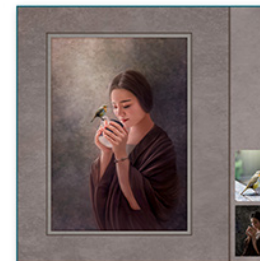
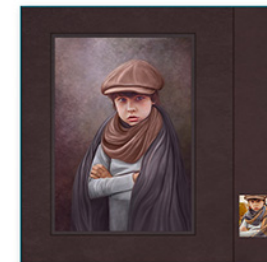
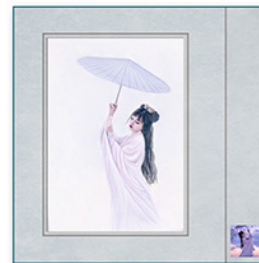
Bronze Evolve Award

(3-way tie)

Elizabeth Luce



Christine O'Neill



Court of Honors



"Gettin' Old Sux"
Portrait

Cathleen Broderick
M.Photog.Cr., CPP



"Frozen Treat"
Illustrative

Karen McCall
M.Photog.M.Artist.Cr., CPP



"Beth Ann & Daniel"
Album

Trish Gilmore
M.Wed.Photog.Cr., CPP



"A Romantic Moment"
Wedding

Kris Ventresco
M.Photog.Cr.



"I Invented Plume!"
Artist

Karen McCall
M.Photog.M.Artist.Cr., CPP

Specialty Awards

Newborn



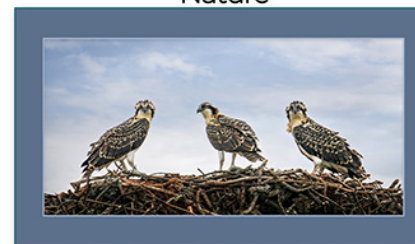
"Bear Cubs"
Ann Lyle, M.Photog., CPP

Album - Wedding



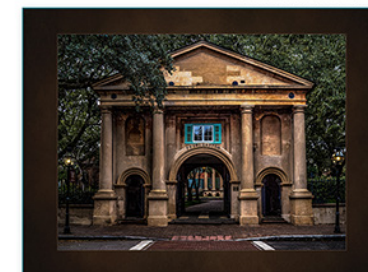
"Kati & Rich"
Trish Gilmore, M.Wed.Photog.Cr., CPP

Nature



"3 Amigos"
Elizabeth Luce

Commercial



"College of Charleston"
Marisa Balletti-Lavoie, Cr.Photog.

Pet Portrait



"Off to Work!"
Cathleen Broderick, M.Photog.Cr., CPP

Specialty Awards

Boudoir-Glamour-Fashion



"Lazy in Lace"

Stephanie Olsen, Cr.Photog., CPP

High School Senior



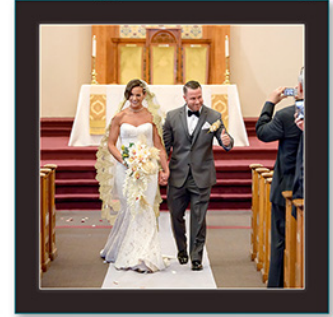
"Almost a Man"
Susan Ogar

Landscape - Cityscape



"Bridge to Peace"
Michael Petrizzo

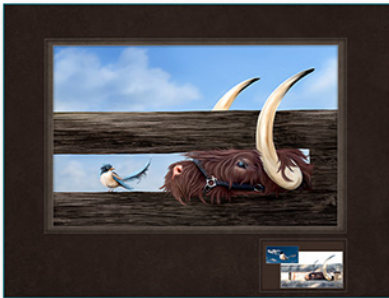
Wedding - Documentary



"Oh Yes We Did!"

Cassandra Sullivan, M.Photog.Cr., CPP

Artist



"I'm Feeling BULLied"
Karen McCall
M.Photog.M.Artist.Cr., CPP

Reportage



"Rescued"

Paula Swift, M.Photog.Cr., CPP

Portrait - Family



"Family Time at Our Happy Place"
Ed Pedi, M.Photog.Cr., CPP

Portrait - Adult



"Quietly Confident"
Seraphine Wanami

Portrait - Children



"Her First Toy"
Ann Lyle, M.Photog., CPP

Wedding - Posed



"Autumn's New Chapter"
Stephanie Olsen, Cr.Photog., CPP

Album - Portrait



"Grace - Class of 2021"
Cassandra Sullivan
M.Photog.Cr., CPP

“How to Maximize Profitability: Managing your Finances as a Creative.”



Paul Dio

Paul brings over two decades of strategic and financial leadership to his team through innovation, collaboration and technology. Paul’s clients are business owners who need a fresh perspective on strategic thinking, leadership and change management. His team of advisors work to provide risk analysis not from just a numbers perspective but

also from a business and life perspective. In addition, Paul also co-host's The Business Legacy Podcast, a podcast which interviews business owners to talk about legacy and leadership.

As an avid reader and continual learner, his unique skill of listening for what is not being heard and asking the question that hasn't been asked has helped propel his clients to more clarity in their life, in addition providing financial oversight and guidance for his clients. Addicted to improvement not only in his professional craft but in all areas of his life you might find him working on his mountain biking skills, his approach to parenting, fitness and mindfulness. Paul’s constant need for improvement is fueled by the ability to develop leadership for his family, his clients and to those he cares for.

One of the most common questions that are asked when building a creative business is How much do I charge? How much am I willing to work for? Who is my ideal client? How much profit am I bringing home? Should I raise my prices?

What you may be overlooking is the ability to understand the audience that you are targeting and providing value to. Uncovering how much a project is worth. After going through editing and producing marketing - How much are you actually making?

In this presentation we will go over:

- Financial Mindset
- Understanding your ideal avatar/Understanding Risk
- Growing and nurturing your network
- Financial Management on irregular income

Building a Brand that Connects & Grows Your Business

Shawon Davis



Shawon understands what starting a business from scratch requires. She began her business on a part-time basis while homeschooling her 3 children, in 2011. She built her part-time passion into a full-time career 4 years ago and has grown ever since, moving into her studio in 2018.

Shawon can speak passionately to entrepreneurs about how to thrive while growing their business. She is no stranger to juggling it all and understands the power of routines, systems, and precision to help speed up and simplify the growth of a new business.

Shawon is a member of The Professional Photographers of America, served on the Board as Chairperson for The Women’s Success Network for two years, is a Pod Leader in The Advance Women’s Network, and is a Certified Business Made Simple Coach.

She is the owner of Shawon Davis, LLC a branding and business coaching company for women entrepreneurs. She also offers brand photography at her studio in Medway, MA.

During this keynote, Shawon will share the framework you need for building your brand and growing your business in a sustainable way. She will share why this framework is the single most important tool you can leverage to stand out in a sea of competitors.

Additionally, you will walk away with a deep understanding of:

- Why your brand is more than a logo
- How to build your brand with clarity
- How to build a brand in markets that feel crowded



FEATURED PROGRAMS

Douglas Weittenhiller Twig & Olive Photography



Twig and Olive is a Madison, Wisconsin based photography studio that specializes in photography for weddings, families, and children. Their style is very organic and natural, with very little posing or traditional photographic stylings. They have a fine art, "luxe" feel without being stuffy and constrained. Their look is inspired by nature and is highly "botanical" in its feel/color palette. The clients that hire Twig and Olive want high-end photos that have a playful, meaningful look to them. Twig and Olive serve clients all over the world and are highly sought after because of their attention to detail and their signature look and style.

Douglas Weittenhiller accidentally became a photographer when his wife's growing hobby forced him to change careers. Thankfully, he didn't completely suck. With his newfound love of not having a boss (other than his wife and business partner), he applied his nerdy background in science to learning everything about the craft. He's at his best with people who enjoy a good laugh, a tasty beverage, and an interest in the world around them.

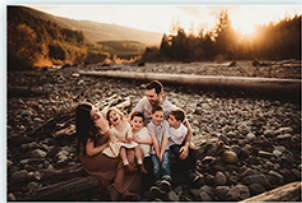
Program Descriptions:

Editing Workflow - Mastery of a Core Set of Skills Utilizing Photoshop and Lightroom

Many photographers identify the trials and tribulations of editing as the biggest time sap. There is an over emphasis on "perfection" that doesn't yield monetary gains. In this module, we will cover the basic uses of Lightroom, ACR, and Photoshop in our editing with an emphasis on file workflow for efficiency. Watch how we edit our images. Bring your own laptop to follow along.

All About Families - Creating Beautiful Sessions Within Your Brand

All About Families covers everything about children and family photography! Topics include coaching your clients on how to dress for your brand, attracting and keeping the clients you want, digital hybrid sales, and how to upsell your newborn clients into first-year packages.



FEATURED PROGRAMS

The Business of Babies

Ann Lyle M.Photog., CPP



Ann is a Baby Photographer based in the suburbs of Boston Massachusetts. She holds a Business and Marketing Degree and worked 10 years in corporate retail as an international buyer before joining the wonderful world of photography.

In the Business of Babies, Ann will discuss the unique sales opportunities in running a newborn and baby photography business.

The class is designed for baby photographers and portrait photographers that are looking to add additional revenue. Ann will highlight how she maximizes sales with efficient and strategic weekly session planning, no-fuss session plans, and simple posing for both her newborn and older baby sessions.



Creating a Full-Service Experience and Getting Paid for It!

Fine Art Portraits



**Jenn Lewis
Cr.Photog., CPP**

Jenn is an award-winning portrait photographer based in Clemmons, North Carolina who concentrates on seniors and headshots. She began her photography business 14 years ago as a "mom with a camera". With a determined work ethic and tenacious personality, she grew her part-time business from her living room to her full-time 1600 square foot studio while multiplying her sales average by 10. She is an army of one, but her ADHD helps her to multitask like a BOSS.

Jenn loves this relationship-based business. She lives to attend conferences where she has learned great business practices like combining good sales techniques and a great experience all while taking killer photos. But the networking (which usually takes place at the bar) might just be her favorite part. Jenn is easily recognized by her crazy curly hair, which has been rumored to give her superpowers in her sales room. She enjoys road trips, long walks on the beach, and pink Starbursts.

Creating a Full-Service Experience and Getting Paid for It! From how to handle the initial inquiry, through the consultations, the shoot, and the ordering session, Jenn breaks down all things in person sales (IPS). She'll teach you how to properly educate your clients, and how to reward good behavior in order to reach your end goal. She understands the fear of the leap, but her no-BS teaching method will ensure you're making a lot more money when you implement her strategy. She's an open book, and this class is full of content you can implement right away! Learn how she maintains her \$5000 sales average with high school senior portrait sessions. Though she specializes in seniors, her process can work for any portrait genre!

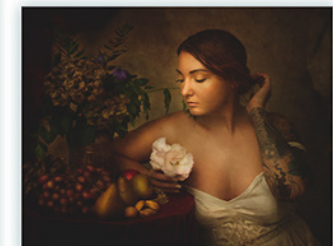


Leon Johnson



Leon Johnson is an award-winning portrait and fine art photographer specializing in painterly portraits inspired by paintings of the Neoclassical and Impressionist periods of art, fantasy literature, and vintage BNW Portraits. His love of photography began earnestly while living in Europe and falling in love with the landscapes and architecture of the region. He has been photographing portraits for five years and has worked as a professional photographer for three. Leon's art-inspired portraits are intimately composed and are immediately recognizable by the classical and timelessly styled simple garments and the resemblance to oil paintings. Despite his background in engineering, Leon has evolved as an artist whose work reflects his love of times gone by and lands far away. He aims to give the viewer of his portraiture an intimate look into his subject, a snapshot into a moment of their life. With every portrait, Leon wishes to transport and transform his subject to a different time and place and allow them to see themselves in an artistic and alluring light.

Leon will be sharing how he leads his clients from his fine art inspirations to final product. He will discuss the tools and styling he uses to create his artworks and the techniques he has found successful in marketing his work to potential clients around the US. An extremely prolific photographer, Leon will discuss how he allows his passions and love of art to drive his development as a photographer and an artist. Leon will discuss how he has maneuvered past challenges such as being active-duty military and operating out of a home studio. He will discuss how he builds trust and rapport with clients and their role in creating natural expressions, poses, and gestures in his work in addition to providing an amazing client experience and creating a product that they love. His words will paint the pictures in your heart and soul and help you interpret them with your camera.



Wedding Tips with Trish



Trish Gilmore M.Wed.Photog.Cr., CPP

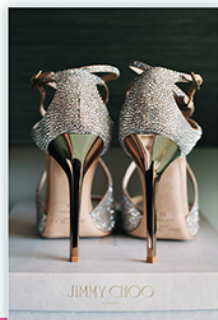
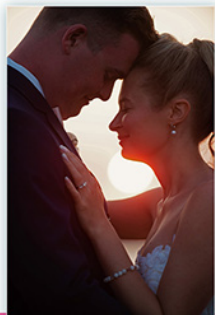
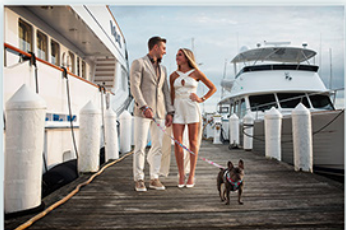
From how to handle the initial inquiry, through the pre wedding preparation, the wedding day logistics, shooting and posing, to the album design and sale, Trish breaks down all things she does to deliver great images and an excellent experience to all of her clients. Learn how she maintains a 5-star review from every client and keeps booking up year after year.

Trish will share what she does in her own business on the hot topics such as social media, pricing,

how to make clients love you on the wedding day, wedding day logistics and posing, how to do simple off camera flash at the reception and her specialty, wedding album design. She is an open book and welcomes all your questions and is happy to share what she knows. This class will be full of content and lots of fun to attend, you will surely walk away with a few gems that you can implement right away into your own business to be more successful.

Trish has owned her wedding photography business since 1997, and became co-owner of Snap Weddings in Rhode Island in 2005 with her business partner Mariah Ashley. Snap photographs 40-50 weddings per year between the owner and associate teams. They pride themselves in being easy to work with and making awkward people look great. They specialize in weddings and do not take other kinds of jobs, although sometimes they do a family portrait for past clients, but they always regret it!

Trish is a Certified Professional Photographer and earned her Craftsmen Degree in 2019. She recently earned her Master Wedding Photographer Degree at Imaging in January 2022; most of those exhibition merits were from wedding albums and is working towards her Master of Photography Degree with all non-wedding images. Trish is currently proudly serving on the PPA Board of Directors.



The Secrets to Capturing the Best Dog Photos Ever

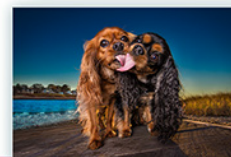
Kaylee Greer

Learn eye-opening tips and tricks for making incredible images that capture all the joy and whimsy of your (or your client's!) four-legged best friend. Kaylee will discuss the first-hand challenges and rewards of working in the unique niche of dog photography and spill all the insider secrets for taking stellar images of a constantly moving, indefinitely wiggling subject. Learn how to capture the true personalities of dogs by understanding dog body language and using your camera's shutter as a training tool. Uncover how to manage the energy of a dog photography shoot, and run it smoothly and professionally from start to finish.



Discover how to keep a dog interested and engaged throughout the entire course of a 2 hour on-location photo shoot extravaganza, and how to leverage toys, treats, sounds, and the dog's owners themselves to your greatest advantage. Explore shutter speeds, apertures and focusing modes as they relate to capturing out-of-this-world imagery of dogs that will knock your socks off your feet and straight into the sky. Join us for the most dog-hair-covered fun you've had in ages.

Kaylee is one of the most sought after 'dogtographers' in the world, is the multi- international, award-winning photographer behind Boston-based Dog Breath Photography. She has dedicated her life to telling the stories of the dogs who have been forgotten and left behind by giving a voice to the voiceless through the power of photography. In addition to her extensive rescue work, Kaylee shoots privately and commercially for some of the biggest pet brands on earth. Her images grace calendar lines, greeting cards, books, magazines, products, packaging, and advertising campaigns throughout the commercial pet industry. Kaylee is a passionate instructor, speaking frequently at industry conferences across North America and hosting private workshops in locations as varied as France, New Zealand, Spain, Australia, Canada, and Costa Rica.



The Basic StoryBrand Framework & Profit First Concepts



Mary Fisk-Taylor
MBA, M. Photog., Cr., CPP, EA- ASP, ABI, API
StoryBrand Certified Guide
Profit First Professional Coach

Several years ago, Mary read two books that literally changed her business forever. The first was the sold-out book by Mike Michalowicz, Profit First which flipped her mindset from missing out on Profit to taking her Profit first. The second was the best-selling book by Donald Miller, StoryBrand, and it changed her business forever.

StoryBrand became such an important part of her business that she chose to study in person with the author and his team and become a Certified StoryBrand Guide. In this program Mary will give you an overview of the 7-part Framework of StoryBrand and how this powerful concept has become an integral part of her business. If you have not read the book that is fine, but to get the maximum impact from this program it would be helpful. Another resource available online is the www.mystorybrand.com website where you can follow along with the Framework.

For almost 25 years Mary Fisk-Taylor has owned a portrait and wedding business with her business partner, Jamie Hayes in Richmond, Virginia. Hayes & Fisk Photography is one of the most sought-after Portrait and Wedding studios in their industry. Mary and Jamie are both incredibly committed to preserving family legacies, professionally capturing and printing portrait and milestone memories. They both believe that these fleeting moments need to be proudly displayed in family's homes, not living digitally on phones, computers and modern technology.



Headshot Photography: One Guy's Simplified Experience

Ian Johns



Providing clients with a clear path to success, achieving outstanding results from every session, and delivering this experience with five-star attention has been baked into the foundation of Ian John's headshot photography business.

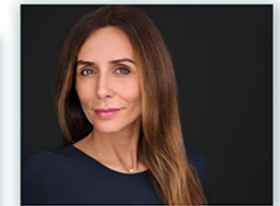
Ian's session takes the idea behind specialization and finding your niche one step further – developing your style, leading to simplified workflows both on the business side and with the client experience. In short, you'll get a glimpse into what he does from the time a client books with him through image delivery. And, as a bonus, you'll get a full demo on how he runs one of his headshot sessions, complete with the techniques he's learned along the way.

Ian will talk about his simplified approach to gear, software, and computer equipment. He'll chat about the simple way he preps clients before their session date. You'll get to watch a session live, including tips on wardrobe selection and how he runs image reviews. He will cover retouching and file delivery and will also go over how he brings headshots to companies for larger projects.

Ian is a headshot photographer serving Greater Boston and surrounding portions of New England. His headshot images have become known for their modern simplicity, leaving out the complexities and distractions while focusing on the authentically reactive expressions of his clients.

Over the last six years, Ian has delivered game-changing headshots as part of a finely tuned workflow and expert guidance designed with a positive client experience in mind. Simplifying the experience to make it a comfortable interaction for people is the pinnacle of importance.


Ian pours all his energy into every session. A self-described introvert's introvert, getting behind the camera brings out his intense passion for the craft of headshot photography. Ian goes full tilt and works tirelessly to achieve results that allow everyone's true personalities to shine while giving each person a reason to feel great about themselves.



Focus

February 25 - 27, 2022 - Hotel 1620, Plymouth, MA

FRIDAY: FEBRUARY 25, 2022

- 11:00am-7:30pm Registration Desk Open
- 12:00pm-1:00pm **Shawon Davis** "Building a Brand That Connects and Grows Your Business"
- Break
- 1:15pm-3:15pm **Jenn Lewis** "Creating a Full Service Experience and Getting Paid for It" 
- Break
- 4:00pm-6:00pm **Trish Gilmore** "Wedding Tips with Trish"
- 6:30pm-7:30pm Dinner Break
- 7:30pm-9:30pm **Welcome Party & Yard Sale** sponsored by **PrintMakers**
- 9:30pm After Hours Lounge - Come hang out! (Suite 402)



Where to Eat, Things to Do, Places to See:



SCAN ME



SeePlymouth.com

Convention Book printed by PrintMakers

Focus

February 25 - 27, 2022 - Hotel 1620, Plymouth, MA

SATURDAY: FEBRUARY 26, 2022

- 8:30am-5:00pm Registration Desk Open
- 9:00am-10:00am **Paul Dio** "Maximize Profit/Manage your Finances"
- Break
- 10:15am-12:15pm **Doug Weittenhiller** "Editing Workflow: Mastery of a Core Set of Skills Utilizing Photoshop & Lightroom" 
- 12:15pm-12:30pm **Annual Member Meeting** (Regency Ballroom)
- 12:30pm-1:30pm Lunch Break
- 1:30pm-3:30pm **Doug Weittenhiller** "All About Families: Creating Beautiful Sessions within Your Brand" 
- Break
- 4:00pm-6:00pm **Ian Johns** "Headshot Photography: One Guy's Simplified Experience"
- 6:00pm-7:30pm Dinner Break
- 7:30pm-10:30pm **80's Party with DJ & Dancing** sponsored by **ACI**
- 10:30pm After Hours Lounge - Come hang out! (Suite 402)

SUNDAY: FEBRUARY 27, 2022

- 8:30am-4:00pm Registration Desk Open
- 9:00am-11:00am **Mary Fisk-Taylor** "Basic StoryBrand Framework and Profit First Concepts" 
- Break
- 11:15am-12:15pm **Ann Lyle** "The Business of Babies"
- 12:15pm-1:15pm Lunch Break
- 1:15pm-3:15pm **Leon Johns** "Fine Art Portraits"
- Break
- 3:30pm-5:30pm **Kaylee Greer** "Secrets to Capturing the Best Dog Photos Ever"
- Break
- 6:15pm **PPAM Group Photo in Lobby - BE THERE!!**
- 6:30pm **Awards Party** (Reservations required for dinner)
- 9:00pm After Hours Lounge (Suite 402)

Programs in Regency Ballroom | Parties in Atlantic Room