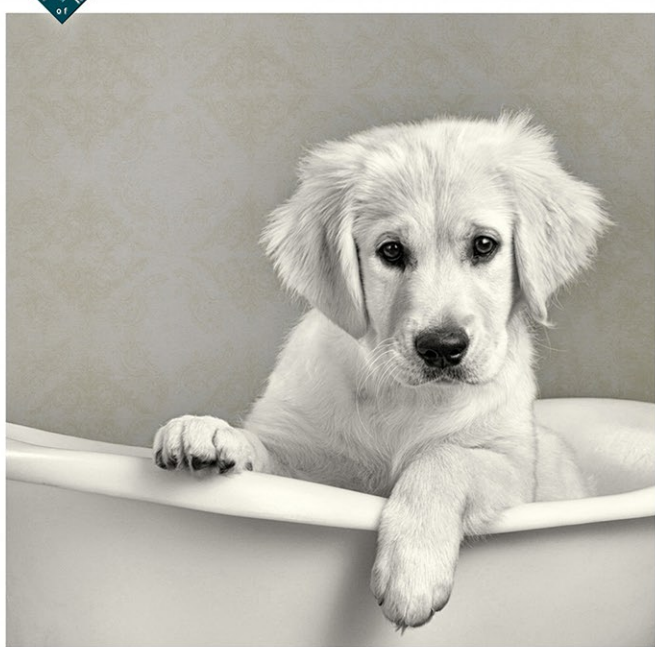




*Better Together!*



*"Bubbles, Please" - Cathleen Broderick, M.Photog., CPP*

**Professional Photographers Association of Massachusetts**

**February 26-29, 2016**

**Sheraton Hotel & Conference Center, Framingham, MA**



# *differentiating quality differentiating products*



Image by Karen Goforth

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### **Nominating Committee Report**

The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of Chairperson Andrea Joliat, M.Photog.Cr., CPP; Paula Swift, M.Photog., CPP; Courtney Trembler, CPP; Karen McCall; Mark O'Connell; and James Boykin has selected the following candidates to fill the PPAM slate of officers for 2016-2017:

President.....	Susan Asaro
Vice President Programs.....	Stephen Sedman, Cr.Photog.
Vice President of Technology.....	Paula Swift, M.Photog., CPP
Vice President of Communications.....	Joyce Holt
Vice President of Membership.....	Dianne Marshall
Vice President of Finance.....	Agnes Kane
Recording Secretary.....	Susan Ogar

#### **Members-At-Large:**

Dan Bitar; Anthony Colella; Mark Maiden; Keitha Hassell;  
Patricia Walsh, CPP; Connie Drapeau Kennedy

The election will be held at 12:00 noon on Saturday, February 27,  
2016 during the PPAM Convention at the Sheraton Hotel &  
Conference Center, Framingham, MA.

**Professional Photographers Association of Massachusetts**  
**[www.ppam.com](http://www.ppam.com)**

PPAM is a non-profit organization serving photographers in Massachusetts,  
and is affiliated with the Professional Photographers of America.





### *We are Better Together!*

One year ago I accepted the great honor to be PPAM President. I chose the theme - "Better Together" with the belief that being a part of a community is more valuable than just being on your own.

We embraced Better Together this year by offering an interactive day with a guest speaker and a summer social that was filled with laughter, eating, and sharing ideas and stories. Everyone that participated in these activities found great value in being together. It is our intention to bring you more in-person and hands-on events in the coming year.

The annual PPAM convention is one of the best ways we are all Better Together. It is an excellent environment for networking and growth. There is a great line-up of speakers and an opportunity to participate in our valuable and educational Image Competition, which includes Club 79 - a social gathering to cheer on your peers during the competition.

The PPAM convention is an opportune time to become a part of our remarkable community. Please invite your (non-member) photographer friends to join us for free on Saturday so they can experience what being Better Together with PPAM is all about. Our membership is increasing but we need to do more - so I urge everyone to participate in our continued growth.

I want to thank the dedicated PPAM board and also you, our members, for supporting this wonderful association. I look forward to being Better Together with all of you once again!

*Susan Asaro*

PPAM President, 2015-2016

Wareham, MA  
(508) 291-7926  
president@ppam.com



**VP of Programs**  
**Stephen Sedman**  
Sedman Photography  
Braintree, MA  
(781) 794-3222  
programs@ppam.com

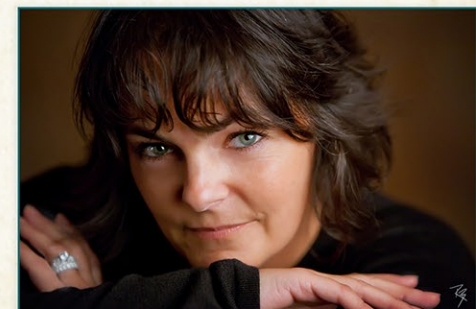


**VP of Technology**  
**Patrick Brosnan**  
Patrick Brosnan Photography  
Ashland, MA  
(508) 395-9389  
vpotech@ppam.com



**VP of Communications**  
**Joyce Holt**  
A Unique Creation by Joyce  
Acton, MA  
(617) 905-4816  
publications@ppam.com

**VP of Membership**  
**Dianne Marshall**  
Marshall Photography  
Falmouth, MA  
(508) 457-9331  
membership@ppam.com



**VP of Finance**  
**Joanne Aleo**  
J&Co Photography  
Tewksbury, MA  
(800) 872-3836  
finance@ppam.com



## PPA COUNCIL

Nancy Green, M.Photog.Cr., CPP  
Ed Pedi, M.Photog.Cr., CPP  
Cathleen Broderick, M.Photog., CPP

## PROGRAMS

V.P. Programs - Stephen Sedman, Cr.Photog.  
Convention Chair - Melvin Guante  
Hotel Chair - Nancy Green, M.Photog.Cr., CPP  
Hospitality Chair - George Lucozzi, CPP  
Image Competition Committee Co-Chairs - Patrick Brosnan and  
Cathleen Broderick, M.Photog., CPP  
Tradeshow Chair - Naomi Waters  
Props Chair - Kristopher Ventresco

## COMMUNICATIONS

VP of Communications and Newsletter Design - Joyce Holt  
Convention Book Design - Cassandra Sullivan, M.Photog., CPP

## TECHNOLOGY

VP of Technology and PPAM Webmaster - Patrick Brosnan

## MEMBERSHIP & RECORDS

VP of Membership & Records - Dianne Marshall  
Scholarship Chair - Anthony Colella  
Parliamentarian - Joe Dunn, M.Photog.Cr., CPP  
Degree Program - Gail Lucozzi  
Volunteer Chair - Lisa Tommaney  
Security Chair - Keitha Hassell

## FINANCE

VP of Finance - Joanne Aleo

## RECORDING SECRETARY

Susan Ogar

## MEMBERS-AT-LARGE

Dan Bitar  
Anthony Colella  
Keitha Hassell  
Mark Maiden  
Andreia Lima-Makkas, CPP  
Patricia Walsh Slaven, CPP

## PPAM Past Presidents

Randy Brogen, Cr.Photog.,CPP	Russell Brett, M.Photog.
Cathleen Broderick, M.Photog.,CPP	William Hayden
Daniel Doke, M.Photog.Cr.,CPP	Allen Swinimer, M.Photog.Cr.,CPP
Andrea Joliat, M.Photog.,CPP	Sidney Plotkin
Mark Till, Cr.Photog.,CPP	Thomas Keegan, Cr.Photog.
Nancy Green, M.Photog.Cr.,CPP	Robert S. Ginsburg, M.Photog.,CPP*
Ed Pedi, M.Photog.Cr.,CPP	Madeline Hobbs, M.Photog.Cr.
Diana Mirasolo, M.Photog.Cr.,CPP	John Hilton, M.Photog.,CPP
Joe Dunn, M.Photog.Cr.,CPP	David Johnson
Chester Maguire, Jr., M.Photog.,CPP	Bernard Lefton*
Helen Boursier, Cr.Photog.,A-ASP	Robert Goldman
Robert Hyzen*	Joseph Bernabeo*
Walter Pendleton, Cr.Photog.,CPP	Charlotte Goldman
Rebecca Fadjo, CPP	Erwin Clough
Richard Finkle, CPP	Leonard Levy, M.Photog.Cr.,CPP*
Edward Lilley, M.Photog.Cr.,CPP	George Blackwell
Roberta Cloutier, M.Photog.,CPP	Peter Zaharis
Ralph Tomaccio, M.Photog., Cr.	Joseph Errico
Paul Camello, M.Photog.Cr.,CPP	Clif Fasch
Richard Nourse, Cr.Photog.	Fred Hines
Larry Grenier	Ernest Bushmiller
Peter Silowan	Augustus Haffer
David A. Hilton, Cr.Photog.	Bud Gherin
Frances A. Beake	Ernest Pattengill*
Joseph R. Albert	Herbert Lang*
William Aberizk, M.Photog.Cr., CPP*	James Purcell
R. Robert Grenier, Cr.Photog.	Alfred Brown*
Xenophone A. Beake, M.Photog.Cr.,CPP	Philip McKeen, M.Photog.*
Jenny Nourse, M.Photog.Cr.,CPP	Sam Cooper*
James MacFarland, CPP	E.L. Byrd*
Melvin Hookailo, M.Photog.Cr.,CPP*	

\*deceased



## Photographic Competition Judges



**Jury Chairman: Ed Pedi, M.Photog.Cr., CPP**

In business for 23 years, Ed has been honored to receive a wide array of photographic awards including 2016 PPA Elite Plus member status, multiple PPA Photographer of the Year achievements, Kodak Gallery, FUJI Masterpiece, Courts of Honor and Judges Choice Awards. Ed was honored by his State Association with his proudest award accomplishment, the PPA National Award for his meritorious contributions to professional photography. Ed was a featured platform instructor at Imaging USA 2012, has taught multiple week-long courses at NEIPP and PPSNYS,

several Super Monday programs and lectured countrywide to numerous state, regional and national associations. He is currently serving his fourth term as ASP State Representative and Massachusetts PPA Council Member and he is 1 of 101 PPA Approved Jurors. His book, 'Classic Family Portraits' a posing, lighting and composition resource guide for professional photographers was published in May 2014.



**Bert Behnke**

M.Photog.Cr., Hon.M.Photog.



**Cindy Behnke**

M.Photog.Cr.

Bert and Cindy Behnke have spent their entire careers in the photography business. Cindy began her career in high school working for a local studio as a receptionist/retoucher before moving into the camera room and running her own studio. Bert literally grew up in the business, the son of a photographer and salesperson in the family studio. In 1985, Bert purchased the family studio near Chicago while Cindy opened her own studio in southern Illinois in 1987. Fate intervened in 1990 when they joined forces as co-owners of their studio in Frankfort, Illinois, near Chicago. Ten years later they built their dream home/studio and continued to strive to create the perfect portrait for their clients.

Among their numerous awards for portraiture, Cindy has been Illinois Photographer of the Year, PPA Photographer of the Year and recipient of both the Kodak Gallery Award and the Fuji Masterpiece Award. Bert was presented the International Award by PPA and Portrait Photographer of the Year by the International Photographic Council at the United Nations in New York. He also served as president of the Professional Photographers of America.

## Photographic Competition Judges

**Madonna Lovett Repeta**

M. Photog.Cr., A.C. Ph.



Madonna has had a passion for photography since she was a child. She decided to stop "following her dream" and "live her dream" in 1996, when she opened Photography by Madonna Studio in Bedford, NH. Madonna specializes in Portraiture, Fine Art, Landscapes & Botanicals. Madonna also offers Commercial and Real Estate photography.

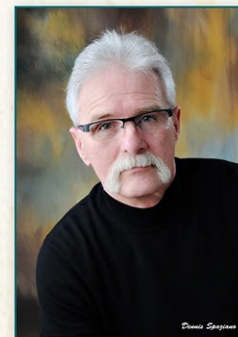
She is an award winning member of New Hampshire Professional Photographers Association, PPANE, ASP and PPA. She has earned a Kodak Gallery Award for Photographic Excellence and "Photographer of the Year" from PPA four times since joining PPA in 2009. Madonna received her judges training at the PPA Judges Workshop and is a PPA Approved Juror.

In addition, Madonna attended the NH Police Academy's Photography for Law Enforcement school and is certified in arson, crime scene and MVA photography. She has served as the department photographer for the Bedford Fire Department since 2002. In 2011, Madonna received the prestigious Earl Isham Award from the Bedford Fire Department for dedication to the BFD and the community. She is the first layperson to receive this award.

Currently, Madonna is the 2nd VP in charge of programs for NHPPA, incumbent president for PPANE, Alumni President for NEIPP, and a member of the PPA Charities Committee serving as Ambassadors Chair.

**Dennis Spaziano**

M.Photog.Cr., CPP



Dennis and his wife Michele opened Photography By Dennis in 1998 offering Wedding, Family Portrait and High School Senior photography.

Dennis is a two-time past President of the New Hampshire Professional Photographers Association and holds the NHPPA Distinguished Colleague of Photography degree with silver star. He is currently serving on its Board of Directors as Degree Chairman and as NHPPA Representative to PPANE.

He is a PPA Certified Master Photographer Craftsman and has won numerous awards for his photography including Photographer of the year, multiple Courts of Honor, Fuji Masterpiece Awards and Kodak Gallery Awards as well as images accepted in the PPA Loan collection. Dennis is also a recipient of the PPA National Award.





**Mark Stevens**

M.Photog.

Mark started with photography as a way to relax, to slow down, and to see the world in a new way. He enjoys capturing the world around him, whether he is close to home, or traveling around the country. With more time after he retired in 2007, he started to experiment with new techniques, different cameras, and digital software.

He is generous in sharing his knowledge with other photographers. His participation in several organizations, including Professional Photographers of America, has challenged his skills and let him develop in new ways.

Mark's success in competition includes: NHPPA 2014 and 2015 Photographer of the Year, and PPA's IPC Platinum Photographer of the Year in 2013, 2014 and 2015.



**Christine Walsh-Newton**

M. Photog.Cr., CPP, EA-ASP

Christine Walsh-Newton is a black and white character portrait photographer from Dover, Ohio. She became a Certified Professional Photographer in 2009, a Photographic Craftsman in 2012, a Master Photographer in 2013 and an ASP Educational Associate in 2016.

She is a PPA Juror-in-Training, has been active in image competition since 2010 and has been named a PPA Photographer of the year five times. In 2015 she was honored as a Platinum Medalist and as a Grand Imaging Nominee/Finalist in the Non-Event Album category.

She is also a 2015 Ohio Top 10 Photographer and was awarded the 2015 Northeast District Kodak Gallery Award as well as the Northeast District 2nd place album award.

Christine specializes in image competition education and mentoring and often presents classes in Image Competition 101/Image Competition Boot Camp and Advanced Image Competition Techniques for Portrait Photographers.

She is the author of Wootness.net, a website devoted to photographic education for the new photographer as well as image competition education. She co-authored "The Daily Book of Photography" and her writing has appeared in photographic industry publications like Professional Photographer Magazine, Southern Exposure, Florida Photographer and the ASP Magazine. Her work also regularly appears in the blog, PPA Today and in the past has appeared on the blogs of Sekonic and the former Buckeye Professional Imaging.

Christine served five years on the board of the Professional Photographers of Ohio and has played an active role in the organization's image competitions since 2009 as both volunteer and assistant competition chairman. The PP of Ohio awarded Christine the National Award in 2014. She is a past member of the PPA Certification Committee, serves as a CPP Liaison, and the ASP state representative

## Photographic Excellence Award

Cassandra Sullivan, M.Photog., CPP



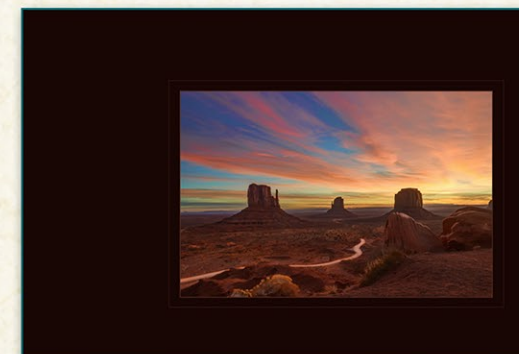
"A Dusting of Color"



"Jelly Roll"

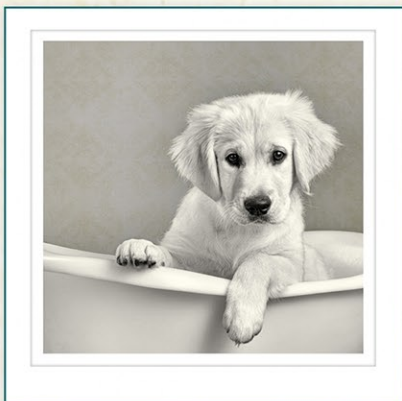


"On the Morning Watch"



"The Road to Sunrise"





***"Bubbles, Please"***

**Cathleen Broderick,  
M.Photog., CPP**

Court of Honor Portrait;  
Highest Scoring  
Print-Sponsored by ACI;  
Highest Scoring Image by  
a Certified Professional  
Photographer; Sunset  
Lexjet Best Print Award



***"Forever Begins"***

**Kristopher Ventresco**

Court of Honor Wedding  
Highest Scoring 1st Time Entrant

***"Hard Times"***

**Susan Asaro**

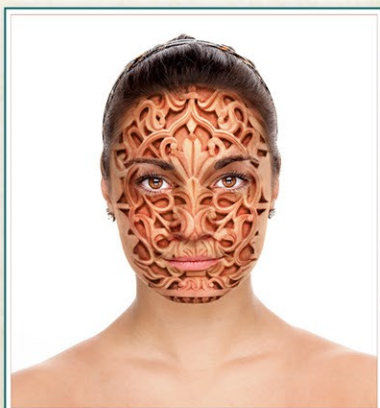
Court of Honor Illustrative



***"Daydreaming"***

**Ed Pedi, M.Photog.Cr., CPP**

Kodak Gallery Award



***"Skin Deep Beauty"***

**Randy Brogen,  
Cr.Photog., CPP**

Court of Honor Conceptual Image



***"1863"***

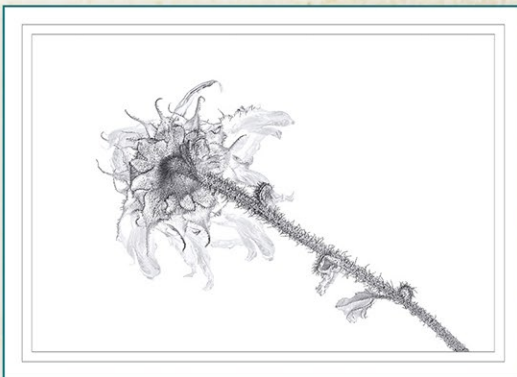
**Ted Linczak,  
M.Photog.Cr.  
(South Carolina)  
Court of Honor  
Out of State**



## 2015 Competition Awards

### *"Past It's Prime"*

Ella Carlson,  
M.Photog., M.Artist, Cr.,  
CPP, EA-ASP  
Highest Scoring Image by  
member of American  
Society of Photographers  
(ASP)



## 2015 Competition Awards

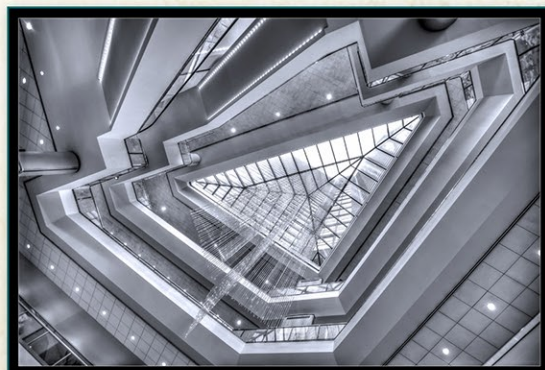
### *"Drama"*

Cathleen Broderick,  
M.Photog., CPP  
Creative Theme Award



### *"Ready for the Big Day"*

Stephen Sedman, Cr.Photog.  
Special Masters Choice Award



### *"Big Island Lava Flow"*

Mauricio Moreira  
Tom Todesco Nature Award



### *"Skyward"*

Randy Brogen,  
Cr.Photog, CPP  
Client Image Award  
'Architecture'





## NEWBORN PHOTOGRAPHY

*Paula Swift, M.Photog., CPP*



Paula will offer a hands-on studio light newborn photography program. While most are teaching natural or constant light for newborns, Paula will show you how to use studio lighting effectively on new babies, keeping it simple and beautiful.

She will break down from start to finish how she prepares her clients before the session focusing on posing, lighting, set up of props, newborn safety, soothing techniques, posing parents / siblings and what lenses work best.

Paula owns a 1200 square foot boutique style studio in Sudbury, MA where a majority of her newborns are photographed. She does travel to homes throughout Metrowest and Boston to offer in-home newborn sessions as well.

Paula will share the tricks she has learned to keeping babies asleep and parents relaxed during the session - tricks she has learned from having photographed over 500 new babies, and being a mom to three boys.

Paula is celebrating 20 years as a professional photographer and has been photographing newborns for over 11 years. Paula has won two Kodak gallery awards, Hallmark Gallery award and her newborn photography has earned loan and general collection recognitions in the International Photographic Competition.

Sponsored by:



## LIGHTING AND POSING SIMPLIFIED AND WORKING SEAMLESSLY TOGETHER

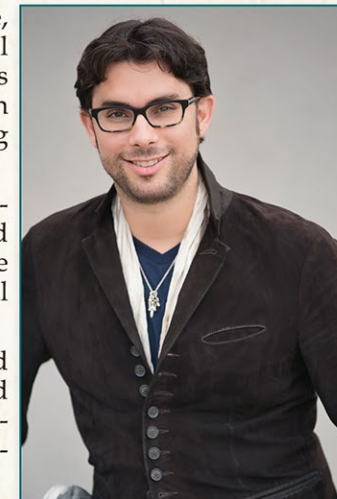
*Roberto Valenzuela*

Learn how to assess, understand, manipulate, and completely beautify light with minimal equipment. This session is for photographers who are looking for a practical solution to gain complete control of natural posing and lighting on the go.

Roberto is a Canon Explorer of Light photographer based in Beverly Hills, CA. He developed his unique teaching style by following the same practice regimen he developed as a professional concert classical guitarist and educator.

He has traveled to every corner of the world motivating photographers to practice and break down the various elements of photography in order to master them through goal setting, self-training, and constant dedication.

Roberto serves as a chair and judge for photographic print competitions in Europe, Mexico, South America, and photography competitions held in the United States through the Wedding and Portrait Photographers International (WPPI) in Las Vegas, NV.





## BE UNIQUE AND MAKE YOUR PHOTOGRAPHS EXCEL

(SEJA INCOMPARÁVEL E FAÇA SUA FOTOGRAFIA SOBRESAIR)

**Andreia Lima-Makkas, CPP**



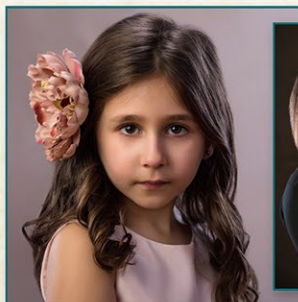
There are many challenges to face in the photography industry. But we forget a very important step in order to become successful: Discover and set your style. Light is essential to show your style, whether in maternity, babies, boudoir, glamour and no doubt in wedding photography. Lighting is also what sets you apart - If you understand lighting and capture it tastefully and with all your knowledge of art, you'll be wanted!

Andreia will share with you her experience and techniques for a successful studio with your own style without frustrations. After understanding her style she also understood that she needs to attract clients that appreciate what she does best and say no to what doesn't represent her.

She will show you how she was able to overcome the challenges to be successful. Clients should be able to say that an image was created by you. Set yourself apart from the "point and shoot" photographers and achieve the success worthy of your effort.

Andreia moved to the USA in 1995 where she completed her Bachelors in Science for Human Resources and Counseling. After many years in this career she still felt drawn to art, so she decided to dedicate her life to her real passion: photography. She attended the New England School of Photography in Boston. She now owns and operates Unique Studio of Photography, located in Weymouth, MA. The studio specializes in weddings & portrait photography.

*Andreia will be speaking in Portuguese.*



## SETTING YOURSELF & YOUR CLIENTS APART FROM THE COMPETITION WITH HYBRID PHOTOGRAPHY

**Carl Cox**

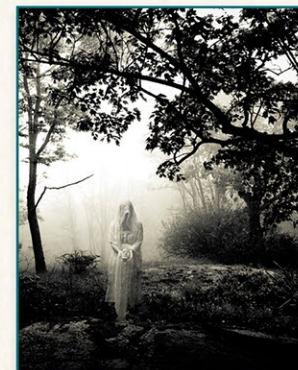


While his studio covers families and portrait work, the heart of his business is primarily commercial clients who want to differentiate themselves and really stand out.

Join Carl for his program to discuss the methods, theory and equipment used to capture video for use in Hybrid Photography projects. The class will include live demonstration, descriptions of the gear used, and detailed information about how Carl works through the hybrid creation process with his clients. Hybrid Photography is a dynamic storytelling tool that uses video, audio and still images to create products for your clients whether you are marketing to families or business professionals!

This highly emerging market is rapidly expanding because of its flexibility and compatibility with mobile devices, social media, web, email and more. Seeing this emerging technology and the need for Hybrid Photography, it was a natural progression that fit perfectly within his client base and his studio vision. For the last three years, Carl has worked to perfect and fine tune the skills required to capture and produce with a seamless workflow a product his clients love.

Sponsored in part by: **Hunt's** PHOTO & VIDEO





## IN SEARCH OF THE PERFECT PORTRAIT

*Bert Behnke, M.Photog.Cr., Hon.M.Photog. and  
Cindy Behnke, M.Photog.Cr.*



Bert and Cindy Behnke have spent their entire careers in the photography business. Cindy began her career in high school working for a local studio as a receptionist/retoucher before moving into the camera room and running her own studio. Bert literally grew up in the business, the son of a photographer and salesperson in the family studio.

In 1985, Bert purchased the family studio near Chicago while Cindy opened her own studio in southern Illinois in 1987. Fate intervened in 1990 when they joined forces as co-owners of their studio in

Frankfort, Illinois, near Chicago. Ten years later they built their dream home/-studio and continued to strive to create the perfect portrait for their clients.

Today, they have created a business that stresses extreme quality in both product and service. They like to call it the "Behnke Experience". In the current



whcc



climate of fast and cheap, the Behnke's have chosen to go with quality and client satisfaction, to take the high road so to speak. They have elected to never sacrifice what they do for their clients for a lesser product. They have chosen to guarantee the "perfect portrait" to their family clients. Now, don't confuse the "perfect portrait" with the one that scores 100 in competition or sells for \$50,000. Rather, Bert and Cindy strive to create an experience that is "perfect" for each of their clients.

This program, In Search of the Perfect Portrait, is about how they have created a legacy studio, one that serves their clients at the important times in their lives. Whether a family portrait, a maternity portrait or the wedding day, they want to be "the" family photographer for their clients. They want to be a part of their clients life and family history. For those of you new to photography, they will stress what an important role you play in the families you photograph, from their newborn photography to their senior portraits and beyond.

The program will start with the initial client contact, continue through a live portrait session, the various stages of work flow, the all-important sales session and finally, the delivery session. Yes, they do schedule studio pick-ups or home deliveries of their portraits. It's all part of the "Behnke Experience". If you're not reaching your sales potential or creative level, this is a must see program. Bert and Cindy will cover posing, lighting, marketing, scheduling and work flow in this day long program, split into both days. And bring your questions, their decades of experience will all be available to you, take advantage of it.





## YOU CAN'T PHOTOGRAPH CLIENTS YOU DON'T HAVE

Al Behnke



### Getting Creative with Studio's Marketing, PR, and Social Media

We all know that no matter how great your photography is, marketing is what gets clients into your studio. As the photographic industry gets more and more saturated with start-up studios, it's important to set yourself apart from the pack. More than ever, adapting to the age of digital marketing has become a necessity for photographers. Al will discuss the 3 main marketing strategies that Behnke Photographers use to get clients into their studio.

He will show you how the Behnkes use hands-on marketing campaigns and partnership marketing to engage with new clients and keep their studio in the public eye. In addition, and perhaps most importantly, he will discuss how the Behnkes use social media marketing as a tool to engage with prospective and current clients to keep them coming back year after year. Sometimes all it takes is a willingness to connect with people to succeed!

Al Behnke is a third-generation photographer specializing in weddings and seniors with Behnke Photographers in Mokena, IL. He is also the owner of 1001 Words Public Relations, a marketing firm that is dedicated to helping photographers and imaging professionals expand their business.

Al has a background in Public Relations and as a working photographer, he has seen first-hand how difficult it can be for studios to get off the ground, but keep an upward trajectory as the times change. His goal is to help studios, big and small, get more customers through the door and to keep those customers for a lifetime.

Sponsored by:



## THE ESSENTIAL BUSINESS MODEL FOR PHOTOGRAPHERS

Jeffrey Shaw



As a photographer, you're in business marketing yourself and your talent. Much of the advice you've heard and the attempts you've made to change your business may have left you feeling frustrated, overwhelmed and thinking that you can't be "good at business."

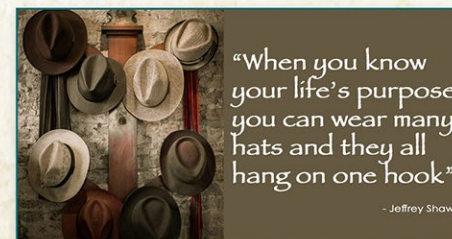
It simply doesn't have to be that way. You can absolutely be good at business and be financially successful doing what you love. The problem is no one, until now, has taken the time to explain to you the differences between traditional business which is selling "things" and YOUR unique business as a photographer.

Jeffrey, a Photographer and Business Coach, will share with you the Essential Business Model that you need to build and sustain a successful photography business.

The Essential Business Model for Photographers provides everything you need to have a well-rounded successful photography business. It clears a path and sets a direction toward the business of your dreams.

In his presentation, Jeffrey will review the Eight Essential Elements necessary for every photographer to truly turn what they are most passionate about into profits and provide you with a plan to succeed.

Jeffrey is a business coach, host of Creative Warriors podcast, speaker, and photographer. He works with entrepreneurs who are in business marketing themselves and their talents. Jeffrey's core message is when an entrepreneur is marketing themselves, they must have a clear direction, know what they stand for, develop a unique branding message and effectively communicate it.





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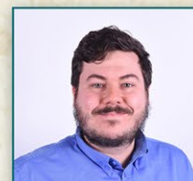
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**Blog**



## Trade Show Mini Programs



**THE MIRROR-LESS CAMERA**

*Ora Lea*



**CHOOSING THE CAMERA THAT'S  
RIGHT FOR YOU! (VIDEO EDITION)**

*Barry Dennis*



**ON-LOCATION LIGHTING**

*Stephen Sedman, Cr. Photog.*

Mini Programs will be 30-40 minutes in length  
and held during the Tradeshow.







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### FRIDAY: FEBRUARY 26, 2016


12:00 pm - 8:00 pm Registration Desk Open  
2:00 pm - 5:30 pm Paula Swift "Newborn Photography"  
5:30 pm Dinner \*on your own\*  
6:00 pm - 9:00 pm Image Competition begins & Club 79 opens  
9:00 pm - 11:00 pm Hospitality Room Open

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### SATURDAY: FEBRUARY 27, 2016 - NON-MEMBER FREE DAY

8:00 am - 7:00 pm Registration Desk Open  
9:30 am - Image Competition & Club 79  
9:00 am - 12:00 pm Roberto Valenzuela "Lighting and Posing Simplified"  
12:00 pm - 12:15 pm Annual Meeting  
12:00 pm - 3:00 pm Lunch Buffet & Trade Show  
12:45 pm - 1:30 pm Hunt's Photo presents Ora Lea: The Mirror-Less Camera  
1:30 pm - 2:15 pm Hunt's Photo presents Barry Dennis: Choosing the right Video Camera for You  
2:25 pm - 3:00 pm Steve Sedman: Location Lighting  
3:30 pm - 5:30 pm Andreia Lima-Makkas "Be Unique and Make Your Photographs Excel" *presented In Portuguese*  
3:30 pm - 6:00 pm Carl Cox "Setting Yourself & Your Clients Apart from the Competition with Hybrid Photography"  
6:00 pm - 7:30 pm Dinner \*on your own\*  
7:30 pm - 11:00 pm Image Critique Party & Print Display Opens

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### SUNDAY: FEBRUARY 28, 2016

8:00 am - 4:00 pm Registration Desk Open  
9:00 am - 12:00 pm Jeffrey Shaw "The Essential Business Model for Photographers"  
12:00 pm - 1:30 pm Lunch \*on your own\*  
1:30 pm - 5:30 pm Bert & Cindy Behnke "In Search of the Perfect Portrait, Part 1";  
7:00 p.m. PPAM Group Photo - Be there!  
7:15 pm - 11:00 pm Awards Party

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### MONDAY: FEBRUARY 29, 2016

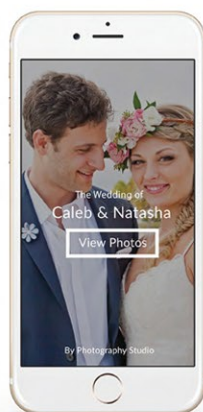
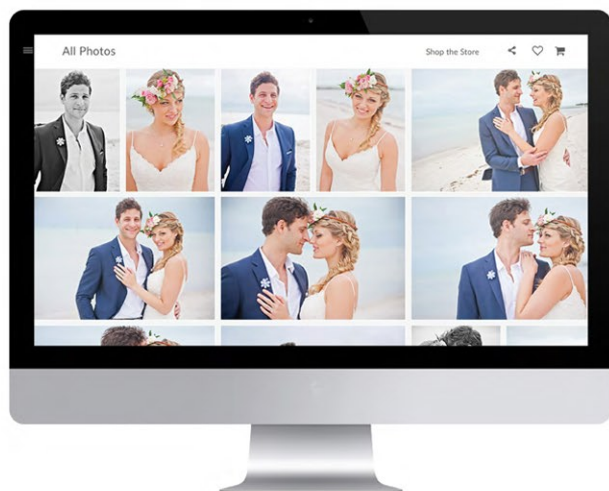
8:00 am - 12:00 pm Registration Desk Open  
9:00 am - 12:00 pm Bert & Cindy Behnke "In Search of the Perfect Portrait, Part 2"  
1:30 pm - 3:00 pm Al Behnke "You Can't Photograph Clients You Don't Have!"  
3:00pm - 4:00pm Q&A Hour with The Behnkes

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