



PROFESSIONAL PHOTOGRAPHERS ASSOCIATION OF MASSACHUSETTS

NEWSLETTER

JANUARY/FEBRUARY 2020

PPAM.COM





# WINTER 2020 NEWSLETTER

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## From the editor:

**Growth through Education!** That's Melvin's motto for his presidency and PPAM is doing some great things to help us all grow!

The Annual PPAM Convention, EVOLVE, is coming right up. The dates are February 28 - March 2. There is a great line-up of speakers! You won't want to miss anything, and remember, too, that you don't have a lot of time left to get those images ready, so don't delay!

Speaking of competition, PPAM is offering a tremendous member benefit, The Mentor Call Program gives every PPAM member a chance for a mentoring session with a PPAM Master Photographer. It's an opportunity for you to have an extra set of eyes on your images.

The mentors will tell you what they see in terms of PPA competition judging. I can't tell you how much I appreciate having a fresh and objective opinion about my own competition images before I hit that "SUBMIT" button. It's incredibly helpful. Take advantage of this fantastic opportunity!

**The PPAM Image Competition Rules for 2020** are live now so read them over carefully, and ask if you have questions! Your Image Competition co-chairs are Ann Dreiker or Scott Levine. Also, if you haven't made your hotel reservations, do it now! Look for all the details on the PPAM website, and later in this newsletter as well.

Also make note of the fact that we've had a change of plans for our January 6th program! Due to an unforeseen medical issue, Trish Gilmore won't be able to make it, but we have the amazing Trish Logan from Maine coming instead! **CLICK HERE** to register if you haven't done that yet! Trish is an absolute whiz at marketing and she's going to share her business brilliance with us.

Also in this issue, check out your new 2020-2021 slate of officers and members at large, the PPAM calendar of events,. You'll also find PPAM members spotlights featuring Maria Fonseca and Susan Asaro, and more. These are some of the ways PPAM is trying to offer you, the PPAM members, lots of opportunities for **Growth Through Education**.



Parents, 3 sisters, brother, and Grampa.  
I'm the little one. #printyourimages



**About the cover** I thought it would be fun to have our wonderful president on the cover for this issue, so I snapped a couple of quick shots of Melvin just before the November Quarterly seminar. I knew I wanted to have him skating through a winter scene, so I got him into a skating position, more or less. Photoshop was used exclusively in the editing. I used the mixer brush to make a more illustrative look for Melvin's face and clothes, then puppet warp to bend him in the middle and make him look more dynamic. I also used the oil paint filter, cutout filter and the warp tool. I had to look for reference images from the web to figure out how to do the skate blades and scarf. The trees were created right in Photoshop using the FILTER > RENDER > TREES. I chose a variety of evergreens

as well as changing the settings a bit to make the trees all a bit different. Snow was added using a couple of Kyle Webster's spatter brushes which anyone subscribed to the Cloud version of Photoshop can download by going to their Brushes panel, clicking on the top right corner on those four little lines and scrolling down to GET MORE BRUSHES. You may have to sign into Adobe, but there are hundreds and hundreds of free brushes that you can download for free. That's the start image above! Thanks, Melvin, for letting me have fun with your image!

Sincerely, Ella



# PPAM President's Message

The holidays are the perfect time for reflection.

I think back on those loved ones we lost, and smile as I remember all the fond memories we've shared together.

I reflect on my business as I strategize on making 2020 even better.



I reflect on how honored and humbled I am to have been given the opportunity to lead this great Association that is PPAM. PPAM has given me so much. I reflect on the bonds I have made, and the lasting friendships that I call FAMILY.

Take the time to Reflect on 2019 as we move ahead into the future and prepare ourselves for 2020.

The future is bright let's enjoy the holidays!

*Melvin*

Melvin Guante,  
PPAM President

Melvin's photo by  
Nancy Green, M.Photog.Cr., CPP

# CALENDAR OF EVENTS

## January 6th, 2020

Trish Logan, M.Photog. Cr., CPP

### **Stop Leaving Money on the Table!**

Learn Branding & Re-branding and replace Your Fear of Failure With a Need to Succeed!

Registration starts at 9 AM

10:00 AM - 4:30 PM

**NEW Location:** Hampton Inn & Conference Center  
319 Speen Street, Natick MA

## February 28-March 2, 2020

### **EVOLVE - PPAM Annual Convention**

Hotel 1620

Plymouth, MA

508-747-4900

## Monday April 13th, 2020

Rick Ferro, M.Photog., Cr.

### **The Art of Portraiture 1920's Style**

Registration starts at 9AM

Program begins at 10 AM

Location Hampton Inn & Conference Center  
319 Speen Street, Natick MA

## Monday, June 1, 2020

Michael Mowbray

### **The Cordless Studio**

Registration starts at 9AM

Program begins at 10 AM

Holiday Inn, Mansfield, MA

**REMINDER:** PPAM would like to remind you to bring your membership badges to all PPAM events! Badges must be worn for entrance into any speaker seminar or workshop, including the convention. PPAM Members are encouraged to bring a guest to seminars. But please note: guests may attend seminars, however this is limited to one time for each guest. A person may only be a free guest attendee once, no matter whose guest they are. After that, non-members may register for a program at the non-member rate.



# Stop Leaving Money on the Table!

Learn Branding & Re-branding

Replace Your Fear of Failure With a Need to Succeed!

With Trish Logan, M.Photog.Cr.

Monday January 6th, 2020

10 AM - 4:30 PM

Registration starts at 9 AM

Program begins at 10 AM

Register



## NEW Location:

Hampton Inn & Conference Center

319 Speen Street, Natick MA

Branding your business successfully is the first step in being able to make your own rules, charge your own prices and stand out from any competition. Understanding your demographics, your clients and yourself is all part of process too.

In this program Trish will be talking about:

- How creating a solid brand can help you put your fear of failure aside and replace it with a positive outlook and an exciting “Need to Succeed!”
- The power of creating and reshaping your brand to meet the demands of the 2020 customer. Is your brand flexible, professional and up with the times?
- How to work in-person sales better to really hear your client’s needs.
- The latest updates on great ACI ordering systems and she will explain how she’s been able to up-sell, tap in to a whole new client base, and most importantly she’ll be explaining how to stop leaving money on the table.

After 10 years in the industry, Trish continues to sell to her clients and run her studio with Bold Business Strategies. They say hindsight is 2020, she knows it’s absolutely true. Sometimes you have to look back and let go to move forward.

Join Trish as she walks you through the many ways in which you may want to reevaluate your business practices in order to make 2020 your most profitable year ever!

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Thank you to © Captured Moments Photography by Jason and Kate Higdon for the beautiful Riveli Album image.







## The Cordless Studio with Michael Mowbray

Monday June 1st, 2020  
10 AM - 4:30 PM  
Register now!

Register

In this class, you will learn how to light anything, anywhere, anytime with battery-powered flashes. Inside. Outside. In the dark. In the sun. Everywhere. Michael takes the complex topic of flash photography and boils it down to easy to follow and remember core tips that will help you rock

out your off-camera flash (OCF). Learn how to tap into the full power and capabilities of your OCF system. In this hands-on workshop, Michael will teach you the ins and outs of using battery-powered portable flash for virtually any type of lighting, anywhere, anytime!

This course will be a mix of classroom, demo and hands-on in the studio and on-location.

Michael is the author of the popular lighting books **Shoot to Thrill** and **The Speedlight Studio** (published by Amherst Media). His primary sponsor is American Color Imaging (ACI).

Since opening Beautiful Portraits by Michael in 2001, Michael Mowbray has gone on to win many awards for his portraiture and was named a medalist in the PPA International Photographic Competition in 2011, 2012, 2013, 2015, 2018, and 2019. He has had the highest scoring wedding portrait in Wisconsin eight times in the past decade, including Wisconsin Best of Show-Wedding 2007, 2008, 2009, 2011, 2012, 2013, 2014 and 2015. He has won the prestigious Kodak Gallery Award five times, and the Fuji Masterpiece Award for Outstanding Wedding Portraiture three times. Michael has also been named one of the Top 10 photographers in Wisconsin multiple times and "Best of Madison" by the readers of Madison Magazine.

Michael gives back to the photographic community by sharing his expertise in classes, seminars, educational videos, his live Facebook show "Monday Morning Cup of Mo", and his Facebook group "Godox Flash Help Group". His website for photographer education can be found at [www.michaelmowbray.com](http://www.michaelmowbray.com). Michael also owns MoLight, an online retailer of high-performance yet economical speedlights and softboxes. The webstore can be found at [www.gomolight.com](http://www.gomolight.com).

Sponsored by ACI



# A huge "THANK YOU" to more of our PPAM sponsors





## Evolve 2020 Speaker Previews

**Tony Asaro - Friday, February 28, 1:00-2:45 pm**

### Selling for the Non-Sales Person

Tony Asaro, business professional from Wareham starts off the convention off with a bang, Friday afternoon at 1pm, sharing his knowledge in the world of sales.

Tony's goal for presenting his "Selling for the Non-Salesperson" seminar is to provide all attendees with information, insights, ideas, methodologies and inspiration in order to increase their revenue.

Many small business owners have had no professional sales training and yet most of their income often relies on them selling directly to their customers. Even If they are quite successful, imagine what greater gains could be derived with some planning, strategy and process.

Join Tony as his information focuses on the non-salesperson and as such it is not meant to be strict or complicated. It will provide attendees with effective and actionable tools designed to improve their success in selling.

Some of what you will learn from Tony includes the discovery process, active listening, purposeful dialog, selective questioning, audible readiness, overcoming objections, effective negotiations, articulating value, removing risk, identifying the decision makers (e.g. champion (mom), financial (dad)) and the graceful "close".



**Lauren DelVecchio - Friday, February 28,  
3:00 - 5:00 pm**



### Living a Life of "Yes" in a World of "No"

Join Lauren DelVecchio from Maine as she shares how your attitude can affect your business and your life.

Discover the simple rules to live by that will bring more genuine relationships into your world, growing your network, opening your mind, and improving your bottom line.

This class is designed to help you change the way you think about others, about yourselves, and to help you find your "happy". You will learn how to stop restricting yourself in your work and in your everyday life and how to open yourself to more opportunities.

Lauren's "no more excuses" attitude will give you the perspective to help you make changes that will bring you closer to your goals and have some amazing stories to tell along the way!



PPAM Evolve Convention 2019





**Brad Powell - Friday,  
February 28th, 7:00 - 9:00 pm**

### **How to Use Live Video to Market Your Photography Business**

Brad Powell, of Boston, is a business coach and videographer who teaches entrepreneurs how easy it is to create engaging video campaigns with just a smartphone and good storytelling. In the last few years, with the technology of good quality video

being available on your smartphone, it's become all too simple and accessible for anyone (even photographers!) to produce video. And now, with live video, just by being yourself and being very personable, you can become very attractive to exactly the kind of clientele that you'd like to work with.

Brad will show you how you can harness the most powerful and cost-effective way to grow your photography business with live video. You'll learn a step-by-step system to display your own unique strengths that makes you a magnet for your ideal clients.

Be ready for some hands-on practice. Bring your phone! We'll cover simple steps to producing a basic live stream together. You'll see examples of how you can become the 'digital mayor' of your community by telling live video stories of your work with clients and making them local heroes.



**Rod Evans, Cr. Saturday, February 29th,  
8:30 am - 11:30 am (Sponsored by ACI)**

### **Connecting with Gen Z**

Portrait Artist Rod Evans of Sioux Falls, South Dakota has become renowned for his innovative portraits by combining an intense love of art and a visionary style. Join Rod on Saturday morning as he shares his knowledge focusing on 3 key areas of High School Senior Portraits.

Rod will talk about Social Media Marketing and explain his Social Media Campaign "Influencers" and how he uses them to get Seniors to take notice. He'll also share his Photographic Style showing you how to create Beauty headshots and celebrity style cinematic portraits. He will teach about how to do a facial analysis, how to create facial symmetry using lighting, posing and lens selection to bring the best out of each person you photograph. Lastly, Rod will talk Pricing as he explains his pricing system and how that appeals to seniors while keeping you in business without sacrificing quality or client satisfaction.

It is Rod's mission to raise the self-esteem of others by showing the beauty that they possess with individualized artistic portraits.

It is Rod's mission to raise the self-esteem of others by showing the beauty that they possess with individualized artistic portraits.

You'll want to get up early and listen to all Rod has to share!

**Lee Varis - Saturday, February 29th,  
2:00 pm - 6:30 pm (Sponsored by Fujifilm)**

### **Classic Hollywood Glamour Photography in the Style of George Hurrell**

Saturday afternoon continues with Lee Varis, renowned author and Hollywood photographer who will demonstrate the techniques of classic Hollywood lighting, posing, and post-processing in a complete, start-to-finish session.

See and learn the lighting techniques of the master Hollywood photographer of the 30's and 40's using modern studio flash equipment. Lee will do a live photo shoot with a model delivered via digital projector and follow the shoot with Photoshop techniques for advanced retouching and B&W conversion to simulate the look of the classic 8x10 studio stills. His retouching techniques will allow you to replicate Hurrell's classic creamy B&W tones and smooth skin, without the hours of tedious re-illustration that George was famous for. Everyone wants to look good, and if you're a photographer who photographs people, you need to be able to light, shoot, and retouch skin.

During the last hour of Lee's presentation, you'll get the opportunity to practice the shooting techniques Lee teaches, with his assistance.

Join Lee as he shares 45 years of experience and incredible knowledge!



**Nicole Chan - Sunday, March 1st,  
8:30 am - 10:00 am**

### **Level up your business - Earn more. Work less. Sleep more.**

Nicole Chan is every Asian Tiger Mom's worst nightmare. She left a high-paying and respectable management consulting career, halted her MBA applications to Harvard Business School and Stanford, to completely make a pivot. Why? Because she loved taking pictures.

You won't want to miss a moment of this class with Nicole as it is for smart-working business owners who are ready to unlock secrets to exceptional client service. Streamline your workflows with \*efficiency\* as the driving force. Identify the balance of what you love to do, what you're good at, and what you are required to do. Discover technology enablers and communication one-liners that will help separate you from the pack. Compare the potential of outsourcing, virtual assistants, studio managers, and just doing it yourself.

Nicole Chan's built her photography business as a side hustle while she balanced a fulltime job as a management consultant. Within two years, her business had reached six figures and then she ultimately made the leap to go full-time.

Join Nicole as she talks about how juggling the two careers required an intense amount of hustle, laser-sharp organization, exceptional client communication, and stress-reducing efficiency.





**Bryan Welsh, M. Photog. Cr., CPP, API, FP-OR**  
**Sunday, March 1st, 10:15 am - noon**  
**(Sponsored by McKenna)**

**The Craft of Photography and the 12 Elements beyond Competition**

Using the Twelve Elements of a Merit Print as a guide, Bryan Welsh, a second-generation photographer from Oregon, will show how you can use the principles of Image Competition to become a better photographer and business person.

Bryan will mix in some proven marketing systems that will align you with your target market and your ideal customer and this program will unlock a new way to apply the elements. Each of the elements will be broken down and overlaid onto aspects of your photography, business and life.

Learn to make everything you do merit worthy. Join Bryan as he teaches how applying the 12 elements to every part of your work will help you see your photography and your business in a whole new way.



**Pete A Rezac, M. Photog. Cr., CPP, M-PPC, S-PPC**  
**Sunday, March 1st, 1:30-5 PM**  
**(Sponsored by BayPhoto)**

**Family Portraits – A Plan for Success**

Pete Rezac is a portrait photographer based in Reno, Nevada and he is excited to discuss his proven plan for successful family portraits that will allow you to work more efficiently, provide a better experience for the client, and most importantly remove the post session let down of minimal sales.

Pete will go into why the pre-session consultation is key to successful portrait sales for families or otherwise. He will

teach how he uses a consultative approach to family portraits, how to find out what a client's budget is, how to work with it and stretch it a bit. He'll also be discussing wardrobe, locations - what he looks for, and a photography plan. Imagine selling the wall portrait before making a single frame!

continued on the next page...

Pete Rezac, continued...

Pete will demonstrate proven lighting and posing techniques that will flatter a wide range of subjects and show relationship and connection amongst all members of the family. Pete will cover what lenses work well and the compositions that lend themselves to wall portraiture. He'll show you tools he's built to aid him as the sole photographer on his family assignments and how other photographers have utilized these same tools to help their one-man operations as well.

Pete will also show how using tools like Pro-Select help clients to visualize the portrait they've selected on their walls and much more. And lastly, Pete will explain why working with other businesses, like a frame shop, will increase your sales numbers along with adding additional marketing people in your court promoting your brand.

This will be a lively and interactive presentation on a genre of photography that should be profitable for every portrait photographer. You won't want to miss it!

**Bryan Welsh , M. Photog. Cr., CPP, API, FP-OR**  
**Monday, March 2nd, 9:00 - 1:00 pm (Sponsored by McKenna)**  
**Enviromental Business Portraits - Beyond the Headshot**

Bryan Welsh is back on Monday to wrap up the convention as he shares his program on how to take your business portraits to another level. As the industry changed so did Bryan's photography business. Once primarily known as a Wedding and H.S. Senior photographer he made the transition into a Business and Family photographer.

This workshop will cover how to market and become the go to business branding photographer in your area. Bryan will also have a lighting demonstration so you can see this style of photography in action.

Come learn:

- Marketing & Sales
- Gear & how to prepare
- How to shoot tethered
- Location considerations
- See a session demonstration

If you have considered breaking into the business photography market or are looking for new ways to establish your business brand this class will be just what you need.

For more information about the PPAM convention speakers, go to the **EVOLVE 2020 website**.



# PPAM Convention 2020 Schedule

**Friday:**

11:00 am PPA Certification Exam Proctored by Cathy Broderick M.Photos, CPP Liaison  
12:00 pm - 7:30 pm Registration Desk  
1:00 pm - 2:45 pm Tony Asaro “Selling for the Non-Salesperson” (Regency Ballroom)  
3:00 pm - 5:00 pm Lauren DelVecchio “Living a Life of ‘YES’ in a World of ‘NO’”  
Sponsored by Millers (Regency Ballroom)  
5:00 pm - 7:00 pm “Welcome Sip and Smiles Soiree” (Atlantic Ballroom)  
6:00 pm - 9:00 pm Image Competition (Wampanoag Room)  
6:00 pm - 9:00 pm Club 79 (Atlantic Ballroom)  
7:00 pm - 9:00 pm Brad Powell “How to Use Live Video to Market Your Photography Business”  
(Regency Ballroom)  
9:00 pm - Hospitality Suite Open (room 402)

**Saturday: NON-MEMBER FREE DAY**

8:00 am - 7:00 pm Registration Desk Open  
9:30 am - Finish Image Competition (Wampanoag Room) & Club 79 (Atlantic Ballroom)  
8:30 am - 11:30 am Rod Evans “Connecting with Gen-Z” Sponsored by ACI (Regency Ballroom)  
11:45 am - 12:00 pm Annual Member Meeting (Regency Ballroom)  
11:30 am - 2:00pm Vendor Showcase  
2:00 pm - 6:30 pm Lee Varis “Classic Hollywood Glamour Photography-George Hurrell Style”  
Sponsored by Fuji (Regency Ballroom)  
6:30 pm - 7:30 pm Dinner on your own  
7:30 pm - 10:00 Critique Party (Pizza and Cash Bar) (Standish Room)

**Sunday:**

8:00 am - 4:00 pm Registration Desk Open  
8:30 am - 10:00 am Nicole Chan “Level-up your business – Earn More. Work Less. Sleep More.”  
(Atlantic Ballroom)  
10:15 am - 12:00 pm Bryan Welsh “12 Elements beyond Competition for your Business and Life”  
Sponsored by McKenna (Atlantic Ballroom)  
12:00 pm - 1:30 pm Lunch on your own  
1:30 pm - 5:00 pm Pete Rezac “Family Portraits – A Plan for Success” Sponsored by Bay Photo  
(Atlantic Ballroom)\  
6:30 pm - Group Photo in Lobby - BE THERE!!!!  
6:45 pm - 11:00 pm Awards Party (Tickets required) (Regency Ballroom)

**Monday:**

8:00 am - 11:00 am Registration Desk Open  
9:00 am - 1:00 pm Bryan Welsh “Environmental Business Portraits – Beyond the Headshot”  
Sponsored by McKenna (Regency Ballroom)

# Are you ready for Evolve 2020?

## How about Image Competition?

The partial definition of competition by Merriam-Webster is: the act or process of competing: RIVALRY: such as the effort of two or more parties acting independently to secure the business of a third party by offering the most favorable terms.....

I think image competition is more about a rivalry within ourselves. Pushing to reach for more creativity, higher quality, and more depth to our work as image makers, and digital artists. I find that each year the images entered push further, beyond the imaginable. When we expand and improve our artistry, we increase the potential value of our services to our customers. How awesome is it to have a client walk into your office and see images with a trophy or winning ribbons!!!! Also, you can add “Award Winning Images” to your website & business cards. Send an email or newsletter letting your clients know what you have been up-to and how the Photographic industry has recognized your talents!

So!!!! What are you waiting for?!? The deadline is roughly two months away. You still have time to get inspired, get creative and get entering! Entries can be in either prints or digital form. The 2020 PPAM Photographic Image Competition Rules can be found [HERE](#).

By the way, volunteers are always welcomed; Print case deadline will be February 22 and the convention dates are Feb 28th-March 2nd.

Your Evolve 2020 PPAM Image Competition Co-Chairs,

*Ann Dreiker & Scott Levine*



# New Member Spotlight - Maria Fonseca, Arlington

By Ella Carlson



PPAM is delighted to spotlight Maria Fonseca of Maria Fonseca Photography.

When I contacted Maria about being spotlighted as one of the newer PPAM members, her immediate response was an enthusiastic “yes!” BUT it would have to wait until she returned from Paris. It turns out that she was attending a workshop by Alice Prenat. Maria is an avid traveler and an enthusiastic adventurer. She is also a trained anthropologist, worked in hospital management for much of her career, and has three masters degrees, but her previous careers did not satisfy her need for work that fills her soul with joy. She has turned to photography for that.

Maria says, “I am finally an empty-nester after raising my son as a single parent. I now have the time and the space to

pursue other interests that were hard to maintain while holding down a full-time job to support my family. I have held onto a part-time job as I move ahead toward becoming a full-time photographer. I am not looking toward being constantly booked. I just want to enjoy this creative process while making enough money to live the best life in my retirement. I have always been a world traveler and look forward to more travel in my future.”

Maria’s professional photography business has evolved over the past 5-6 years and it has included many photographic genres. She has a certificate in digital photography from the Boston University Center for Digital Imaging Arts. Previously fascinated primarily by maternity and birth photography, she is gradually working to move her focus to contemporary portraiture. Two of her favorite subjects are dancers and women aged 50 and over.

The most important person in Maria’s life is her son. He’s a very creative and talented 27 year old, now living in Chicago. Maria talks proudly about his ability to make amazingly artistic pocket-books as a youngster with no training or guidance whatsoever. Maria adopted her son when he was two, but he frustrated her with his lack of interest in traveling. He finally took his first trip to Europe with his girlfriend recently and upon returning, he told his mother he regretted not taking her up on her many offers of travel when he was young.

Maria names Sue Bryce as her personal photographic superstar. She’s a member of “Sue Bryce Education” and follows her mentor very closely. For Maria’s birth photography, a small Colorado group called “Birth Becomes Her” has been very important to her.

Maria describes herself as a people person but also a bit introverted. “I spent my entire career in corporate America. This was a great source of income but did not nourish my soul. However, I did learn how to get along with just about anyone. Throughout, I have always had one unpaid photography project or another going on. Looking back over my years as an amateur, I can see where I was the unofficial family photographer ... and I did not exist in any of these images!!!”

About her desire to target the mature woman as a major area of her business, Maria says, “This demographic has always put everyone before themselves. We seldom exist in family portraits. I am creating beautiful legacy portraits that may otherwise not exist. This demographic exists and is powerful and accomplished and beyond beautiful. Photography sessions are all about providing a memorable experience in which women are pampered from the second they walk into my studio.”

I asked Maria what goals she thought PPAM might help her with. “Marketing and constant networking represent my weaknesses. I’ve gotta get out there and stop making excuses. Additionally, my on-line presence has to be much stronger. I did not grow up with the internet and social media so using both is not second nature to me.”

She goes on to state that, “in PPAM I have found a community of like-minded professionals.



There is always someone I can call or text about photography-related conundrums. I have also very much enjoyed the high quality seminars I have attended since joining PPAM.”

If she had one wish for anything photography related, she would wish she “could become a marketing genius ... but,” she continues, “that is not gonna happen! I know what my skill set is and I know the demographic(s) I am hoping to attract. I just need to effectively put all the pieces together in a marketing campaign.”

Maria plans to enter competition in 2020. “Having my work judged by others is the best way to perfect my craft,” she says. Amen to that, Maria, and it’s so nice to have you as a part of PPAM!





# PPAM Image Competition Mentor Call Program:

## A Member Benefit

Have you been wanting to enter PPAM's Image Competition but felt stuck as to which images to choose? Need a little extra "in-person" help choosing your images. Well, the PPAM Image Competition Mentor Call Program is now in full swing! Whether you're a first timer to competition or a veteran pro, everybody needs some extra help.

The PPAM mentor call program was started a few years ago to help members not only choose what images to enter but to also provide feedback on making those images better... all from the comfort of your own home. As photographers we get so emotionally attached to our images and sometimes it's difficult to see an image the way judges in competition see them.

PPAM Mentors are all Master photographers and most of them have been judges on panels, all volunteering their time to help you. They know what to look for when it comes to the 12 elements of competition.

Wondering what you get when you chat with a mentor? Well, mentors will point out whether something is too bright, too dark, needs to be toned down, is too muddy or too much of a distraction. They'll look for impact, storytelling, good presentation and perhaps talk about cropping or flipping your image. They may even point out if they can see cloning tracks, if something is over-retouched, is out of focus and so much more. PPAM Mentors want to help you succeed and grow in your photography skills. But the only way you can start to succeed is by challenging yourself to participate.

The PPAM Mentor Call program continues through Tuesday, January 7th. There are a variety of time slots from which to choose. The first thing to do (even if you haven't chosen images) is pick a time and day that works for you from the [PPAM Mentor Call Calendar](#) so you don't miss out on availability. Then choose your images. You and a mentor will chat for 20 minutes - if you have lots of images, they can help narrow down your choices. If you have a few they're happy to chat about how to make your images even better for competition.

As a PPAM member - consider this an extra benefit because only members can participate. Once your time-slot is reserved, you'll receive some more details on next steps. But all you really need to do now to challenge yourself is... pick your calendar slot, choose some prints, chat on the phone with your mentor.

Yes, image competition can absolutely be frustrating, challenging, scary, exciting, exhilarating and so rewarding. We want to help you succeed with your goal. Be sure to read the updated [PPAM 2020 competition rules](#) since there are some changes this year. We encourage you to take the first step, book yourself into a 20-minute slot, choose your

images and then let's see the results at the EVOLVE2020 Image Competition, "Growth through Education" PPAM Convention.

Book your call time NOW. We look forward to watching you succeed in your creative journey - GO BLUE!

Here's how the PPAM Mentor Call Calendar works. Shortly after you book a time slot you'll be invited to upload your images to a Dropbox folder, one that only you and your Mentor will share; a Master Photographer mentor will review your images, call you at your designated time and advise you on what works, what doesn't and what would help improve your images. It's as easy as that. There are time slots scheduled starting December 2nd. You choose what 20-minute slot works best for you. You must be a PPAM member to participate. There are a few other details you'll receive upon booking so make sure you read all the fine print.

**Gather some images. Book your call time NOW.**

**We're looking forward to cheering you on!**





# Member Spotlight: Susan Asaro, Wareham

By Ella Carlson

I spoke to Sue recently and asked her to tell me a little bit about herself. Before we even began, though, I had to comment about her delightful photo (to the right) taken by Stephanie Olsen, Cr.Photog., CPP. Sue said it was a gift to herself on the occasion of starting a new decade. She enjoys running and, to her, the slogan on the shirt represents her wish to run fearlessly into this next decade and, as challenging as it may be, to keep stepping outside of that proverbial box.

Susan is a recent past president of PPAM, and she's been nominated for a Grand Imaging Award in the Animal Portrait category this year. She's also still deeply involved with the great things happening here at PPAM, currently serving on the board as the 2020 Evolve Convention Chair.

In fact, Sue's husband, Tony, is one of the accomplished speakers we can look forward to hearing at our conference in February. "Tony's an idea guy and has a really great take on things. He hears from me about the problems I encounter with my photography business so he understands the issues photographers are facing," Sue says.

Besides her husband of 22 years, the other very important person in Sue's life is her grown daughter, Jenn. Sue says she and Jenn grew up together and have remained very close. She has two grandsons, 10 and 8.

Sue credits Amy Rader with being the most influential person in her photography career. Sue and Tony got married in 1997 and they met Amy while interviewing her as their potential wedding photographer. They immediately knew they had the right person for their wedding, and that working relationship turned into a life long friendship. She interned for Amy as her assistant, bag carrier, train fluffer, and gopher, etc. Sue went on to attend the Hallmark School of Photography, graduating in June of 1999. She opened her business up that week, and shot her first wedding as primary the very next weekend. It was a small wedding at Babson College; she shot it with a Bronica and only charged \$500. She says she was still very much learning then, especially about pricing. Tony was her assistant and her driver.

Her favorite photographic subjects are high school senior girls and young children. Young children are a joy to shoot because they are so innocent and unselfconscious. She enjoys high school senior girls because she feels that well done portraiture can help them with their self images. "Teenage girls can be



especially hard on themselves. I like to think that my photographs can help with them build their self esteem."

She feels that putting people at ease is one of her strengths. Recalling a recent senior session, she talked about one young man whom she had photographed as a child and then again some time later with his family. He didn't even want senior portraits. She suggested that, instead of a full senior session, they just do a very simple 15-20 minute session right in her yard. The young man was quiet but agreeable. It was a very low pressure kind of session. Even though reluctant to even do the session, he told his mother afterwards that Susan made him feel very comfortable. He even managed a few smiles.

Notwithstanding with her considerable people skills, Susan doesn't consider herself an extrovert. "I'm more of an extroverted introvert, she says. "I'm way more comfortable being in a room with people that I know. Going to a networking event is not something I'll ever want to do! It's just so uncomfortable."

She feels that belonging to PPAM has been a very positive influence for her in providing a network of supportive friends, including several people who have inspired her to reach for goals she might not have considered otherwise. Amy, Cassandra Sullivan, Nancy Green, and Cathy Broderick, to name four in particular, all encouraged her to get involved with image competition and to go for her Master Photographer degree.

I asked her if there was a photography-related wish that she could be granted, what would it be? There was a long silence .... very long ...so long, in fact, that I found myself thinking that either I'm talking to a contented soul or the phone line was disconnected. Finally she answered that maybe her wish would be to just travel and take photographs... no pressure. She simply enjoys taking photographs, with her camera, her iPhone, it doesn't matter. She just loves the whole process of photography.

Finally I asked Sue who was the most influential person in her life. "My dad," she answered. "He is 86 now. He's a very thoughtful, quiet, gentle soul. He loves to converse and he'll talk about anything. He's also very respectful." Sue says she can sit and chat with her dad for hours. In fact she used to work in Watertown which was a long drive for her and one morning on her way out to work, her dad stopped her and they started talking. She ended up being late for work because the two of them became so engrossed in their conversation. "My dad is a great storyteller, and even more importantly, a great listener."

She says she got her love of the outdoors from her dad. They both love a good walk through the woods, and that's probably one reason she enjoys running now.

I'm sure anyone who's met Susan would tell you that she, too, is a thoughtful, gentle soul. It's been a pleasure to get to know her a little bit better since I joined the PPAM board.

If you are going to ImagingUSA, look for Sue onstage at the awards ceremonies, and be sure to say hi to her at Evolve in February!







## The GIA (What is it? ... an Italian movie star?)

Nope. Not an Italian movie star! If you follow PPA competition, you have may have heard of the GIAs, or the **Grand Imaging Awards**. We have four PPAM members nominated for one (or two, Yay, Karen McCall!) this time around, and the results will be announced at the Grand Imaging Awards event at ImagingUSA on January 20th. It's been streamed the past couple of years so if you can't make it to IUSA, look for it on line.

The images nominated are those that have received the highest scores in the 2019 PPA's IPC or International Photographic Competition. This year the Grand Imaging Award finalists in 12 categories were selected from 5,249 entries judged by a panel of 32 jurors. At Imaging USA 2020, the top three photographers in each category will each receive trophies, with one of the 12 first-place image makers taking the overall Grand Imaging Award and a \$1,000 cash prize.

### ***So how are the GIAs chosen?***

The first required step toward a GIA is IPC. That's right, you have to enter the International Photographic Competition which happens every year in August. If you want a leg up, you should enter the district competition a few months beforehand. If you get a top score there, you can chose to carry the score over to IPC, or, if you think you can make some improvements based on judges' comments (or the critiques if you order them) then you can change your entry or entries and try to improve your score. Then comes IPC where each image receives a score anywhere from the high 60's all the way up to a top score of 100. You earn merits toward your PPA degrees with any score over 80. Any image with a score 85 to 94 will be judged for loan by a second panel of judges, and 95's and above are automatic loan images. (Loans mean published in the loan collection book, two merits instead of one, best of the best.... In summary, loans = very cool stuff.)

### ***So what happens after the loan panels finish?***

Right after the initial judging and the loan judging take place at IPC, a list will be generated of the top 10 scores in each category. Those will be the GIA nominations for the following January's awards. The categories this time are: **animal portrait, artist, children's portrait, creative open, general portrait, high school senior portrait, illustrative & commercial, landscape & nature, photographic open album, restoration, weddings, wedding albums**. Always read the rules carefully and double check if there is any doubt in your mind about your category. Things tend to change a bit from year to year, so even if you THINK you know all the rules, it's a good practice to just run through them.

### ***What if there are more than ten images in a category that score 100?***

In the case of any ties, judges are called back into the judging room and they vote to break any ties for nominations and for 1st, 2nd and 3rd places. Then, about a month after IPC each year, PPA announces the nominees for the GIAs. The 2020 nominees are here: ***CLICK HERE TO SEE THIS YEARS NOMINATIONS.***

### ***IF getting a GIA nomination is on your bucket list, how do you get there?***

Well, first you enter competition on every level, from state to districts to IPC and get critiques. PPA has its own aesthetic and its own standards. Listen to what the judges say during challenges. That's where you really learn what they are looking for and what they see. You will also learn what kinds of images are going out of favor (remember the plug-in Lucis? Practically a golden ticket one year and disregarded as overdone or gimmicky two years later.) Step and repeat images were all the rage 3 or 4 years ago, now they have to be something very special to score highly. The reason is in that wildly important FIRST of the twelve elements: **IMPACT**. If the judges see something unique and wonderfully creative, they are more likely to award it a higher score. If they've seen something a thousand times or they know it is just a matter of some filter or action, you are less likely to come out with a high score.

### ***Pay attention to those Twelve Elements***

Make sure you tick all 12 of those boxes. If you aren't sure about your image, or even if you think you are, find a competition buddy or two. You want someone merciless, ...but caring. I know it sounds contradictory, yes, but you want a friend to look at your image and tell you everything that they see that might be a stumbling block with the judges or to tell you what your image might be missing, **BUT** to do it in a way that doesn't make you want to curl up in a corner with a bottle of your favorite adult beverage. I have a couple of highly valued competition buddies. (Nope. Not telling! Find your own.)

### ***How do you find someone to give you feedback before you enter?***

Look at who is getting great scores in competition. Also look at who is judging, and not just at IPC and Districts. All IPC jurors are extremely dedicated to the betterment of our profession, and nearly all are willing, if they have time, to help other photographers. Trust me! They are NOT getting rich judging, so respect their time, but your jurors judge because of their commitment to photography and you! **Warning:** if you ask an approved PPA juror for feedback, and they end up judging your image later at districts or IPC, then they will have to disqualify him or herself if they know who the maker is. So if you feel a certain juror "gets" your work better than the other judges, don't make him DQ himself by asking for image feedback. My competition buddies aren't approved jurors (at least not yet) but they see things I don't see in my images and I return the favor for them. I need that extra, far more objective set of eyes. You probably do, too!

### ***Always shoot for a score of 100.***

Don't stop editing at "good enough to merit." Merits are great, yes, but it's pretty uncommon that you will get a GIA nomination with anything that hasn't scored at least in loan territory. Notice I said uncommon. A friend of mine got a GIA nomination with an album that scored in the low 80's a couple of years ago, but that was a particularly tough year for albums and the scores reflected that, so her album with a score in the low 80's ended up as one of the top ten non-event albums that year. She was still a GIA nominee though!

The Grand Imaging Awards have only been around a little over 10 years and PPA changes the process somewhat each year. There are often changes in categories, in the way the GIA's are chosen, and in the prizes awarded, but it's always great to be nominated for a GIA because it means that your image was chosen as one of the top 10 images in the world in its category.

### ***I know what you're thinking... "I'm sure I could never win a GIA"***

Give it your best shot anyway! Even if you don't make it, participating in the race will make you a better image maker, so there are no losers! The best of luck to you and remember to have fun on the way! Oh, and you might just be wrong about never winning a GIA! I was.

*by Ella Carlson, 2019 GIA Winner*



# Nominating Committee Report for the 2020-2021 PPAM Board

The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of:

Chairperson, Stephen Sedman, M.Photog.Cr.,  
Cassandra Sullivan, M.Photog.Cr., CPP  
Sue Ogar  
Timothy Lebel  
Ann Lyle

has selected the following candidates to fill the PPAM slate of officers for 2020-2021...

President Melvin Guante, Cr.Photog., CPP  
Vice President Programs, Kristopher Ventresco  
Vice President of Technology, Paula Swift, M.Photog.Cr., CPP  
Vice President of Communications, Ella Carlson,  
M. Photog. M. Artist. Cr. CPP, F-ASP, EA-ASP  
Vice President of Membership, Luciana Calvin, CPP  
Vice President of Finance, Michael Stone, CPP  
Recording Secretary, Lisa Fischer, CPP

## Members-At-Large:

Connie Drapeau Kennedy; Karen McCall, M.Photog.; Ann Lyle, CPP;  
Susan Ogar; Kenneth Berman; and Robert Joynt

Sincerely,  
Stephen Sedman, M. Photog. Cr.

## BOOK YOUR HOTEL ROOM

It's time to reserve your room! Call the **Hotel 1620** in Plymouth - (508) 747-4900 and ask for the "Professional Photographers of Mass" (**BOOKING CODE - PPAM2020**) rate to get the room rate of \$109 (plus tax). The rate and room block is guaranteed until January 29 so BOOK NOW! Please help PPAM keep costs low and book your room directly with the hotel. Do not book through corporate or online sites (ie. hotels.com). Rooms booked through other sites do not count towards our required rooms which we NEED to keep our costs low and to keep the convention FREE to you!

It's going to be a fun, creative, educational weekend and you'll be so glad you booked a room!

# PPAM Member News

Rachel Smook of Rachel Smook Photography in North-boro recently had an image chosen for inclusion in Click Magazine's annual **Voice Collection**, featuring women photographers from around the world. There were 40,000 entries and 210 images selected, including 15 in her category (Color). The full winning collection is published in Click's "Best Photos of the Year" edition, on sale now. It's an enormous honor and Rachel is thrilled to represent Massachusetts photographers.



Rachel's portrait (left)  
by Andy Weigl



Rachel's winning  
entry, (Right)  
"Well Red"

PPAM member, Trish Gilmore and her partner Mariah Ashley, co-owners of Snap Weddings in Rumford, Rhode Island will be receiving the Buddy Steward Award (which PPAM's Nancy Green received at this past IUSA). They have been in business together for 15 years and only shoot weddings. They donated to PPA Charities, the cost of one cleft lip/palate surgery for each wedding that they booked, and they also did one entire wedding as a donation.

Now that PPA Charities is no longer they now have 3 charities that they donate to and they give their clients the option to pick which one they would like the donation to go to in their name. Currently they donate to Charity Water, Farm Sanctuary and Global Girls Alliance. Here is a description of the award:

*"Buddy M. Stewart Award is presented to individuals, couples and/or business partners for unheralded humanitarian service while representing our profession. The award is not necessarily conferred each year and a maximum of 25 may be given. As of 2019, 10 have been awarded."*



Photo by Beth Ludwig of Ludwig Photography



Mary Dennis, of Franklin, PPAM member since 2013, recently became a PPA Certified Professional Photographer. Mary graduated from the Center for Digital Arts in Waltham with a professional certificate in digital photography. Mary's current focus is on pets and the corporate world, Wegmans being one of her clients. Mary's website is: [www.marydennisphotography.com](http://www.marydennisphotography.com)





## THE CREATIVE THEME

Karen McCall was the 2019 creative theme winner and has chosen the 2020 Creative Theme. This year's theme is

**“HIGH”**

Members may enter one image up to a 16"x20" mounted PRINT, depicting this year's creative theme and include it in their salon case.

## AWARDS PARTY

Celebrate the accomplishments at the PPAM Awards PARTY. This year's theme is a **TROPICAL GARDEN PARTY**. You are welcome to dress to impress. The festivities start Sunday evening at 6:45pm right after the group photo. It's FREE to members and \$45 for non-members. Come for dinner, cheer and applaud your friends, take a photo or two with an award winner and then break out your dancing shoes!



**2020 PPAM Convention FREE DAY is SATURDAY, February 29, 2020!**

Anyone can come and attend the programs of Rod Evans (sponsored by ACI Lab) and Lee Varis (sponsored by Fujifilm. Photographic Image Competition will be happening for a good portion of the day and is another event that non-members have access to. Plus, the image critique party in the evening opens at 7:30. It's an awesome opportunity to invite your photographer friends who are not PPAM members and introduce them to our organization!

We are currently running some amazing deals on the Canon 5D IV, 6D II, EOS R, and EOS RP. Please see below for more info. If you are looking to get some new body now would be the best time. Please email Gary/Noah at [gfarber@huntsphoto.com](mailto:gfarber@huntsphoto.com) or [nbuchanan@huntsphoto.com](mailto:nbuchanan@huntsphoto.com) to inquire! Thanks so much.

Hunt's and Canon are offering FREE Hunt's Gift Cards, good toward a future purchase, when you purchase any of the following bodies or kits from now thru Dec. 24! Also receive a free Lexar 128gb SD card and Spider Pro hand strap with the purchase of any of these cameras!

EOS R Body, \$1,499 or 24-105L Kit \$2,699, Receive A Free \$200 Hunt's Gift Card (Lowest price ever!)

EOS 5D IV Body, \$1,999 or 24-105L Kit, \$2,899, Receive A Free \$200 Hunt's Gift Card (Lowest price ever!)

EOS RP Body, \$999 or 24-240mm Kit, \$1,499, Receive A Free \$100 Hunt's Gift Card

EOS 6D II Body \$1,199 or 24-105L Kit, \$2,099, Receive A Free \$100 Hunt's Gift Card

-We are also running an exclusive trade in/trade up promo on the Sony products listed below. Save up to \$300 when trading in an old lens/camera. Contact Noah/Gary for more Details!

A7R4 Body

100-400mm GM

100mm GM

16-35mm GM

70-200mm GM

24-70mm GM

85mm GM

135mm GM

24mm GM

Lastly we have some amazing deals on the following Sigma lenses. Please email Noah/Gary at [nbuchanan@huntsphoto.com](mailto:nbuchanan@huntsphoto.com) and [gfarber@huntsphoto.com](mailto:gfarber@huntsphoto.com) to order!

50-100mm 1.8 Art- \$899

14mm 1.8 Art- \$1349

20mm 1.4 Art- \$765

24mm 1.4 Art- \$719

28mm 1.4 Art- \$1169

30mm 1.4 Art- \$431

40mm 1.4 Art- \$1169

105mm 1.4 Art- \$1349

135mm 1.8 Art- \$1169

12-24mm f4 Art- \$1349

18-200mm- \$341

15mm Fisheye- \$611

8mm Fisheye- \$765

24-35mm 1.8 Art- \$809

500mm F4- \$5509

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# Remembering Lost Friends

PPAM lost too many dear friends in the past weeks. Sadly we say goodbye to the following:

## Nancy Holowitz 1939-2019

Nancy (Terrien) Holowitz, 80, beloved wife of 61 years of Jack Holowitz, passed away peacefully on Friday, October 25, in the comfort of her own home in Springfield with her loving family at her side. Nancy was born in Colchester, VT, a daughter of Frederick and Mildred (Gile) Terrien. She graduated from Essex Junction High School, before moving to Springfield, over 50 years ago. Nancy along with her husband, Jack, are professional photographers and together for over 55 years have owned and operated Holowitz Photography in Springfield.



### Nancy

By Barbara Bovat of Claverack, NY

Nancy Holowitz was a beautiful soul.

Nancy was a wife. She was married for over 61 years to her soulmate, Jack and loved him so dearly. Often, out of the blue, she would look at him and say to whomever she was chatting with, “Isn’t he handsome?” They made quite a team as they built and ran their successful photography business, which served so many happy clients in their area.

Nancy was a mother, grandmother and great-grandmother. She was a sister and a cousin. Nancy adored her family and they adored her. She was always thrilled to spend time with her them, whether it was in their home or at their lake cabin. No matter how blue or ill she might have been feeling at the time, Nancy always pulled herself together to fully enjoy those moments. She believed in traditions and proudly shared them with her children and grandchildren.

Nancy was a teacher. She and Jack spent many years traveling the country and teaching photography to other professionals. They shared their knowledge of both the art and business of photography to countless organizations. They developed life-long friendships with people they met along the way. Nancy always cherished those friendships and stayed in touch.

Nancy was a mentor. This is how most of us remember her. She offered her talent to anyone who wanted input on images for competition. She graciously gave her time and expertise in the photography field to assist those who were entering competition in pursuit of their Master of Photography degree. She was fair, tough, honest and encouraging as she studied innumerable images and offered suggestions on how the images could be improved. Nancy believed in all of us and wanted nothing more than for us to be successful in our chosen careers. Nothing made her more proud than one of her protégés being honored for their achievements.

Nancy was a friend. Nancy was the nucleus at any event she attended. She was always surrounded by people who respected and admired her because of her loving and giving personality. She was the life of the party and the party will never be the same without her.

## Roland Laramie 1927-2019

Roland Laramie, M.Photog. Cr. Hon.M.Photog. Hon.F-ASP, of Willimantic, CT passed away In November. Roland served as President of the American Society of Photographers in 1977, and the Executive Director of ASP in the 1990’s. In addition, he was a Past President of the Professional Photographers of America, the Connecticut Professional Photographers Association, and the Professional Photographers Association of New England. He also served as Executive Director of Professional Photographers Association of New England. He was one of a very few people to have received the coveted National Award from three different photography associations.



### Allen Swiminer

Allen Swiminer, a past president of PPAM, passed away on November 10th. Allen spent many years as the Massachusetts Representative to the PPA and was very involved in both PPAM and PPANE organizations. He could always be seen at every convention for well over thirty years. He retired from photography after a 55 year career with Hobbs Studio. He will be greatly missed throughout our photography community where he had countless friends.

Allen is survived by his daughter, Robin Taylor, her husband Bruce, and his grandson, Bruce Allen Taylor of Pembroke. Allen was the father of the late Karen Swinimer of Weymouth.

**Suzanne Hilton,** wife of PPAM member David Hilton lost her 6+ year battle with cancer in November. Suzanne was David’s best friend, wife, confidant, and travel buddy, as well as life and business partner for 45 years.

**Dorothy R. (Minkin) Golub,** PPAM member Abby Sullivan’s mother passed away on Saturday November 9, at 93 years of age.

**Robert P. Staid,** 61, of Danville, NH, husband of PPAM member Jane Lydick Staid, died November 12, 2019.