



# PPAM Newsletter

professional photographers association of massachusetts

[www.ppam.com](http://www.ppam.com)

June 2012

**On Monday, June 25, 2012 Andy Marcus presents**

***“Creating Meaning & Maintaining Quality & Creativity in the Digital Age”***

**at the Hampton Inn & Conference Center ~ 310 Speen St., Natick, MA 01760**

**10:00 AM ~ 5:00 PM**

**Registration and coffee at 9:00 AM**

## **ANDY MARCUS**

Andy Marcus has been in the business of wedding photography for over 40 years. He has steadily built up his reputation as the photographer to use in the New York area.

As the president of Fred Marcus Studio, Andy has established a clientele comprised of the most prominent families and business leaders in the country. Their strong loyalty, that spans generations, is derived from an ethic of non-compromising quality and customized service. Andy’s company has built a reputation for quality that has brought the highest end clients in the New York area to their door. Andy combines the best of great posed photography and very exciting photojournalism to give his clients the most unique, thorough wedding coverage in the country today. While quality should remain consistent, no two wedding albums should ever look exactly the same. To this end he has kept his staff small and accepted only weddings that he can handle with his own photographic “family”.

In his June program, Andy will discuss creating, marketing, and maintaining your brand, as well as maintaining relationships that will bring you more business, and keep your name in the wedding market.

He will also share his steps to creating a workflow that



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will help you keep your weddings moving through a production chain that will leave you more time to pursue new business and spend time with your family!

Andy will also talk about different lighting techniques and introduce the new Lowell GL-1 Gunlight. He will also take your questions and concerns about doing business in today's market. So come prepared with your questions!

*Andy, his son Brian (now the third generation in the business and creating a strong name for himself), and his associate photographers photograph between 250 and 300 events a year. They have traveled to Switzerland, Mexico, France, Italy and England as well as most of the Caribbean to photograph parties. They are the preferred recommended photographers at most of New York's five star hotels.*



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*Marcus has photographed the weddings of Eddie Murphy, Donald Trump, Ivanka Trump, Kelsey Grammer, Mary Tyler Moore, Princess Yasmin Aga Khan, Billy Baldwin and Chynna Phillips, as well as the daughter of Mario Cuomo, former Governor of New York State. Just recently, he was the Chairperson and Keynote speaker at the International Photographic Council Luncheon at the United Nations.*

*[For more about Andy's work, click here.](#)*





## 2012 - 2013 PPAM Officers

### **President**

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## President's Message from Cathleen

Recently I searched through old photos, both print and digital, for a personal slide show I was creating. I thoroughly enjoyed the stroll down memory lane with the vast multitude of images of my children over the years. But I also realized how many images still lived on my computer that I had completely forgotten about. Personal images that didn't seem important at the time, but when I came across them a few years later were precious to me. Of course they were backed up in other locations, on DVD's and externals, but I don't know what the chance of me seeing them again was unless I was searching specifically for them. Printed photographs are a part of our daily life. We see them throughout our day; hanging on the walls, in albums, in table top frames, even on the fridge. These found images made me smile, and made my daughter smile when I included them in her Graduation slide show.

We are the "JPEG generation".... individuals who store all our images on our computers, and for some that's the only location. When that computer dies, there are so many images that are lost that we completely forget about. They vanish. We provide such a wonderful services for our clients in the images and memories we create, but too many photographers today are simply providing only the digital files with no tangible product. Although it seems that's the way to go because "that's what people want", people want it because it has been provided as an option. Consider this with your own business if you offer digital only. That disc most likely stays in a drawer, taken out to view a couple of times and the client "plans" to order prints of their own...but in reality often doesn't get around to it. Then the CD gets scratched, media formats change, and soon those images are lost forever. Imagine if your grandparents wedding photos were found tomorrow, priceless images, but in some form of media that is inaccessible today? Food for thought as you serve your clients.

We have added some bonus content for our members over the next few months! We will start with an evening mini seminar, "Pricing is not a Four Letter Word". Do you struggle with Pricing? Many do! Sign up early as space is limited.

I hope your busy season is a great one!

*Cathy*

Cathy Broderick, CPP

## 2013 CREATIVE THEME

Cathy Broderick winner of the 2012 Creative Theme Award has chosen the 2013 theme:

# HARMONY

## Joyce Holt named PPAM's Acting Vice President of Membership

For the last several years, PPAM has been very fortunate to have a special lady working alongside our VP of Membership, JB Boykin. Many of you know Joyce Holt as such a sunny presence at the front desk of PPAM seminars and Convention, but she does much more than that to welcome new members to our organization. This past year has been a challenging one for JB, and we are all very lucky to have Joyce Holt ready to step in as Acting Vice President of Membership for PPAM. Our congratulations and gratitude go to both Joyce and JB for their service.



## IMAGING USA ONLINE REGISTRATION OPEN

What do you dream of? More clients? Better images? Higher sales? How about controlling your business and finding new ways to express your creativity?

Start at Imaging USA ~ the photographic convention and expo where thousands of serious professional photographers find art and business education, some of the best product deals of the year and the inspiration to turn on their dreams. It's where you learn to live what you love.



Online registration is now open, just click: [www.ImagingUSA.org](http://www.ImagingUSA.org)

### Imaging USA Details

- January 20-22, 2013
- Atlanta, GA (held at the Georgia World Congress Center)
- A few of the instructors and pre-convention classes are listed online, subject to change. More details will be coming in the next several months.

# PPAM 2013 Convention Preview

GARY HUGHES

Every photographer hears people talking about how important blogging, Facebook and Twitter are for your business, but does anyone really know how to make sense of it?

Is it worth the time? This program will give you practical and easy-to-use solutions that will help you increase business and profits immediately.



Bring a note pad and a sense of humor, this could change the way you see marketing.

The non-techy and the techy alike will learn some simple ideas that will help you make sense of social media and the internet in order to increase profits.

Since completing several years of internship with other studios, Gary founded Hughes Fioretti Photography with his wife and partner Julie Fioretti. Since 2010 he has spent much of his time teaching photographers in the southeast how to increase their profits through social media, creative capture and sales techniques.

[For more about Hughes Fioretti Photography, click here.](#)

**“Confusion is a BIG sales killer. If they are confused, there is doubt.  
Where there is doubt, there is reluctance to spend.” - Gary Box**



# You capture great images...



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## now unleash the possibilities!

Gallery Wrap



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Fine Art Cards



### Great images deserve great output

For over 45 years we've been perfecting the art of printing the highest quality photographs possible. When this commitment to excellence is combined with the industry's most advanced digital ordering systems, a wide range of exciting new products, finishing options and paper surfaces, the possibilities are endless.

Visit [www.LustreColor.com](http://www.LustreColor.com) today and unleash those possibilities for yourself.



[www.lustrecolor.com](http://www.lustrecolor.com)

# How Do You Rate?

All PPA competitions judge images against a standard of artistic excellence using the 12 Elements of a Merit Image: Impact, Technical Excellence, Creativity, Style, Composition, Presentation, Color Balance, Center of Interest, Lighting, Subject Matter, Technique and Story Telling.

(Learn more here: [12 Elements of a Merit Image.](#))

## Local, State & District Image Scoring

Images in these competitions are scored from 0-100, depending on how they meet those 12 Elements of a Merit Image:

- Exceptional 100-95
- Superior 94-90
- Excellent 89-85
- Deserving of a Merit 84-80
- Above Average 79-75
- Average 74-70
- Below Exhibition Standards 69-65

Earning a score of 80 or above at a district competition means you can receive a Seal of Approval. A “sealed image” is often referred to like a “merit image,” but it requires an extra step to get that merit. You will earn one merit when your sealed image is entered in the next International Photographic Competition. (It will also automatically be accepted as part of the General Collection, which is then judged for the Loan Collection.) But remember: You must enter that sealed image in the next International Photographic Competition BEFORE you can earn the merit.

## International Photographic Competition Image Scoring

Images here are judged to be merit-worthy or not. If they merit, they enter the General Collection and move to a second round of judging, which chooses the Loan Collection ~ the images that best exemplify the 12 Elements.

International Photographic Competition Entry Deadline – July 2

[For information or to enter, click here.](#)

## PPANE 2012 Image Competition

Congratulations to Dan Doke for his awards at the Image Competition held at the Professional Photographers Association of New England (PPANE) Convention in Nashua, NH on May 5th.

Dan took home a Court of Honor Award in the Portrait category for his image “Ice Princess”, and a Judge’s Choice Award for his image “Contemplation”. You can view all the award-winning images in the opening slide show at [www.ppane.com](http://www.ppane.com).

PPAM Members took home a total of 11 Blue ribbons, and 15 Red Ribbons. Congratulations to the PPAM members who entered the competition - Cathleen Broderick, Dan Doke, Jack Foley, Nancy Green, Andrea Joliat, Yedi Koeshendi, and Ed Pedi!



LEARN YOUR STUDIO

PERFECT FOR SENIORS!

# ACCORDION BOOKS

Luxe Frames, as envisioned by McClanahan Studio  
Learn more at [www.millerslab.com/accordionbooks](http://www.millerslab.com/accordionbooks)

**M** MILLER'S  
MORE IS MORE

[For Miller's information, click here](#)

### Get involved!

Accelerate your learning curve, get to know your colleagues and be assured you'll be making a difference! For PPAM volunteer opportunities, call Lisa Tommaney at 508-353-5062 or email [lisa@Ltommaney.com](mailto:lisa@Ltommaney.com)



## PPAM Mini Seminar

### “Pricing Is Not a Dirty Word”

Jim Broderick

Wednesday, July 11th at 7:00 - 9:00 PM, in Bridgewater, MA.

Limited to the *first 10 people* who sign up.

\$10 donation to the scholarship fund. Light refreshments will be provided.

For small business owners, pricing their products has always been a challenge. It is most often done using a fair amount of gut feel, a vague understanding of what the “other guy” charges and some concept of cost.

This seminar will break through these challenges. Jim will give you insight into what you should consider when setting prices and will teach you easy tricks that will help you maximize profitability. You can be a fantastic photographer, but without attention to your bottom line where will you be in a few years?

Our primary goal is to give you a basic foundation in pricing that will give you the confidence to set your prices accurately, and keep your business profitable!

Jim Broderick has spent 20+ years in the corporate world working in Sales, Marketing and Finance. He has over 10 years focused in the discipline of pricing. In that time he has set up pricing strategies for both durable goods and service related companies that have increased profits to the bottom line.

## The F-Stops Here

Congrats to PPAM’s newest Certified Professional Photographers – **Courtney Trembler**, CPP, Salem and **Dorene Sykes**, CPP, Falmouth; Those who have earned the Professional Photographic Certification have passed a comprehensive written exam measuring their technical expertise, and have successfully submitted their work to a panel of judges for review and approval. For more information on the Certified Professional Photographer designation, go to [www.certifiedphotographer.com](http://www.certifiedphotographer.com), or contact any of your Massachusetts CPP Liaisons: Cassandra Sullivan, Sagamore Beach, Randy Brogen, Burlington, Cathleen Broderick, Bridgewater, and Ella Carlson, Dunstable.

It’s time to send your ‘sealed’ competition images to IPC! If your image earned a score of 80 or above at the Northeast District Competition in March, that means you received a Seal of Approval. A “sealed image” is often referred to like a “merit image,” but it does require an extra step to get that merit – entry in the International Photographic Competition (IPC). You will earn one merit when your sealed image is entered, and will also automatically be accepted as part of the General Collection, which is then judged for the Loan Collection. If it ‘goes Loan’, you’ll get two merits! But remember: You must enter that sealed image in this year’s International Photographic Competition in order to earn the merit.

International Photographic Competition Entry Deadline – July 2

<http://www.ppa.com/competitions/international.php>

# No Things Being Equal

Michael J. Katz

There's a new ice cream store here in town.

Well, okay, it's not exactly a store, it's more like a grain silo-ish thing attached to a market, from which they now sell ice cream.

And that's bad news.

It's bad news because thanks to the conversion of said grain silo, my family and I now have four ice cream options in our vicinity from which to choose.

Frankly, the tradeoffs are mind-boggling – one-third more so, given the new addition.

The problem is that each place, relative to the other three, offers its own unique combination of flavor selection, portion size, price, comfort, dog friendliness and distance from our house, to name just a few of the most salient variables.

If you thought the recently-ended Republican primary offered too many choices, imagine those people jammed into a waffle cone and doused in hot fudge and you'll have some sense of what I'm dealing with over here.

In addition, and as a result of all this ice cream convolution, here in town, different people possess wildly different views regarding which ice cream place is “the best.”

Interestingly (and for all I know, not coincidentally), we also have four options for buying gasoline in town. Here, however, and given my long held belief that “gas is gas,” the choice is easy – I just pick the cheapest one.

So here's my question for you and your professional service firm: Are you a gas station ... or are you an ice cream store?

Here's why it matters...

The people who hire you would prefer that you were a gas station. Why? Because it's easier to make a buying decision when all the choices are – or at least appear to be – the same.

Your prospective clients want to line you up, side by side with the other gas stations and pick the cheapest one (or get you to reduce your fee based on the fact that you're not the cheapest one).

And why shouldn't they? If “law firms are law firms,” or “recruiters are recruiters,” or “gas is gas,” all of us as buyers make a simple decision based on price.

You, however, want to be an ice cream store. You don't want the comparison to be simple and you definitely don't want the decision to be based on price.



Rather, you want prospective clients to see you as the only viable option for their unique bundle of needs and preferences. Either they hire you, or they get nothing – no reasonable alternatives exist.

In this scenario, side by side, apples to apples comparisons are meaningless; buying decisions based solely on price are impossible.

Three ideas then, for putting this into practice:

1. Don't be generic. If you describe yourself as simply "graphic artist" or "marketing consultant" or "law firm," you are inviting prospects to use price as the differentiator. If, on the other hand, you are a "graphic artist who specializes in the Australian food service industry," you muddy the waters, making side by side comparison more difficult.
2. Don't sell time. Charging by the hour is the service provider equivalent of pricing by the gallon. It suggests uniformity among choices and here as well, puts you in a neat little box for prospects to stack and sort. When you package your services, however – for a flat fee, with a distinctive name and with lots of elements mixed together – you create a unique offering whose elements are not easily pulled apart.
3. Show some (authentic) style. If you look, dress, talk, write, behave and work in the same way as all the other professionals in your industry, I'm going to slap the "generic" label on you and ask what your hourly rate is.

Create and/or highlight real differences between you and the competition. (Hint: Telling me your firm is made up of experienced, trustworthy professionals" isn't a real difference unless you can point out a competitor who claims to employ "unreliable morons.")

Can you implement a unique pricing scheme (e.g., all-you-can-eat accounting services)? Do you have an unusual/compelling back story (e.g., "Our founder speaks 12 languages.")? Do you have a contrarian point of view (e.g., "I'm a financial planner who thinks 401k plans are bad.")

***The point is, you want to uncover differences, not similarities.***

Here's the bottom line. As consumers – whether of gas, ice cream, or professional services – we are eager to pay the least amount of money for a given result.

As sellers, therefore, your job is to make your "given result" as unlike that of your competitors as possible.

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[www.BluePenguinDevelopment.com](http://www.BluePenguinDevelopment.com)

“The customer experience is the next competitive battleground.”

~ Jerry Gregoire, CIO, Dell Computers

## NEW MEMBER WELCOME

Please welcome PPAM's newest members:

**Don Curns**, Natick; and **Tom Walker**, Oxford. And welcome back returning members **James Lynch**, Brockton; **Robert Mayer**, Gardner; and **Stewart Woodward**, Waltham.

We encourage you to become an involved member – it is the best way to learn and make new friends! If you would like to join the Volunteer Committee, email Lisa Tommaney ([lisa@LTommaney.com](mailto:lisa@LTommaney.com)). We look forward to getting to know you during this membership year and in the years to come. Please do not hesitate to call any member for assistance or information. This is one of the many reasons we are in existence!

PPAM offers a web link from our web page at no additional charge. Please check the web site, [www.ppam.com](http://www.ppam.com), to make sure your information is correct. To our new members, we welcome you to one of the finest professional organizations in Massachusetts!

Old and new members, please log on to the website, [www.ppam.com](http://www.ppam.com), to make sure your information is correct and email some of your images to [randy@brogen.com](mailto:randy@brogen.com) for display on the website.

We look forward to seeing you again at the June seminar!

Your PPAM Newsletter is now interactive. Just click on a highlighted link or email address.

You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place. ~ David Ogilvy

## PPAM CALENDAR OF EVENTS

June 25, 2012 - PPAM Quarterly Seminar – Andy Marcus – Natick, MA  
July 11, 2012 – PPAM Mini Seminar – Jim Broderick, Bridgewater, MA  
November 5, 2012 - Print Competition Seminar – Ed Pedi – Andover, MA  
November 5, 2012 – Print Competition Seminar – Nancy Green – Carver, MA  
November 6, 2012 – Print Competition Seminar – John Lenis – Worcester, MA  
January 7, 2012 – John Lenis – Evening Seminar – Natick, MA  
January 28, 2012 – Ed Pedi – PPAM Quarterly Seminar – Natick, MA  
January 20-22, 2013 - Imaging USA – Atlanta, GA  
February 22-25, 2013 – PPAM 2013 Convention, Plymouth, MA



**Professional Photographers Association of Massachusetts Application for Membership**

Name \_\_\_\_\_

Studio or Firm \_\_\_\_\_

Mailing Address \_\_\_\_\_

City or Town \_\_\_\_\_ Zip \_\_\_\_\_ PPA \_\_\_\_\_

Phone: (Day) ( ) \_\_\_\_\_ (Evening) ( ) \_\_\_\_\_

E-mail \_\_\_\_\_ Web Page \_\_\_\_\_

Photographic Degrees: Master \_\_\_\_ Craftsman \_\_\_\_ PPA Certified \_\_\_\_ Other \_\_\_\_

Category: Professional (\$185.00) \_\_\_\_ Sustaining (\$185.00) \_\_\_\_ Student (\$90.00) \_\_\_\_  
Student seeking membership must submit a copy of student I. D. with application

How did you hear about PPAM? \_\_\_\_\_



*Please mail this application and dues to:*  
**James Boykin, Vice President, Membership & Records**  
**381 Dudley Street, Roxbury, MA 02119**

All membership applications are subject to PPAM Board approval. Annual membership begins January 1 and ends December 31. \*Sustaining membership is extended to any photographic supplier or service organization with an interest in professional photography in Massachusetts, but does not include voting privileges or the right to hold office in PPAM. All new members' names and location will be published in an upcoming issue of this newsletter. Membership dues provide admission to all programs sponsored by PPAM including the annual convention.