



PPAM Newsletter

professional photographers association of massachusetts

www.ppam.com

December 2009

On January 18, 2010 Chris & Pat Beltrami present “GET ‘EM – SHOOT ‘EM – CARVE ‘EM – SELL ‘EM” at the Crowne Plaza, Natick-Boston, 1360 Worcester Street (Rte. 9), Natick, Mass. Registration is at 9:00 AM

PAT & CHRIS BELTRAMI PRESENT “THE GRAND SLAM”!

Each segment of your studio can be approached by concentrating on Marketing, Photography, and Sales. In 1982, we coined the 3 point term “How to Get ‘em – How to Shoot ‘em – How to Sell ‘em”. Today, it has become a 4 point term. Photoshop has compelled us to add “How to Carve ‘em”!



GET ‘EM ... MARKETING
Portrait Studios are an unusual retail business. You must create the product to sell.
**No Client = No Product and ...
No Product = No Sale.**
Therefore your marketing becomes the most important part of your business.
Learn how to use “No Cost - Low Cost” marketing tools.

Learn how to bring in \$8,000 to \$40,000 without firing a shot.
Learn how to photograph 20 to 100 families...every year.
Guaranteed!!!
Learn how to secure more High School Seniors.



SHOOT ‘EM...LIGHTING, POSING & COMPETITION PRINTS
You can do every thing right, but in today’s studio market ... inferior photography will eventually be your doom.
Learn how to be a master of light. Understand all of the important aspects of “light”. Direction, height, contrast, shadow edge, patterns, color balance, short /broad, etc.
Learn proper “posing” for head & shoulder posing and how that will affect all of your people photography.

Learn how to shoot for 85’s in print competition. Restore your passion for photography and see it overflow into your studio business. Please bring some images for review.



CARVE ‘EM ... PHOTOSHOP
I see some of our old film images and immediately see the possible improvements with digital retouching and enhancement. I watch TV news and imagine what the patch tool could do for some of these folks.
Learn the top 10 things that you can do for your client with Photoshop.
Learn how to open eyes, “carve” bodies, exchange faces, and add smiles.
Learn how to retouch faces without destroying their character.
Learn how to do all of this in a quick manner.
Very Important! Learn why “carve ‘em” comes before “sell ‘em” ... and not after!!!!



continued on page 2

CHRIS & PAT BELTRAMI, *continued*

SELL 'EM ... SALES

You may only photograph this family (Senior, child, couple, etc.) once in a life time. You have given your all with the photography. Why would you not want to get the most out of this sale?

Would you rather photograph 10 families at \$200 each OR 1 family at \$2,000?

Learn the 10 steps to maximizing your sales.

Learn how to use one idea in order to double or triple your sales average. Worth the day with Chris & Pat!!

To learn more about Chris & Pat click [here](#)



Sponsored by American Color Imaging



PPANE Print Competition Results

Congratulations to the following PPAM members on their accomplishments at the Professional Photographers of New England Print Competition in September:

Jeffrey Baker – 1 Red, 1 White
Paul Camello – 2 Blue, 2 Red
Ella Carlson – 4 Blue
Daniel Doke – 1 Blue, 3 Red
Nancy Green – 2 Red, 2 White
Melvin Guante – 1 White; 2 corners
John Lenis – 3 Blue, 1 Red
Jennifer Nourse – 4 Red
Ed Pedi – 2 Blue, 1 Red, 1 White
Russ Price – 2 Red, 2 White
Steve Sedman – 1 Blue, 2 Red, 1 White
Cassandra Sullivan – 4 Red;
Paula Swift – 2 Blue, 2 Red
Susan White – 1 Blue, 3 Red

Court of Honor Recipients: Wedding - Steve Sedman, “The Limo’s Late”; Album - Dan Doke, “Lindsay & Steve”; Digital - Ella Carlson, “Rhapsody In Blue”

Steve Sedman also received both the Kodak Gallery Award and the Fuji Masterpiece Award for his print “The Limo’s Late”. Congratulations, Steve!

Prints that score 80 or above (Blue) receive a “seal” at the PPANE competition. Sealed prints are automatically accepted at the next PPA Judging and the maker is awarded a merit, which can count towards a PPA degree. If you want to receive your merits, however, you must send your sealed prints to the next PPA judging in May 2010.

For more information about the PPA Judging, go to <http://www.ppa.com/competitions/international.php>.

You capture great images...
now unleash the possibilities!



Great Images Deserve Great Output

With our wide assortment of products including **Neuvision Coffee Table Books**, **DVD Proofs**, and **Gallery Wrap Canvases**, the possibilities are endless.



© Steve Bedell

For over 40 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 today and unleash those possibilities for yourself.



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President's Message



Put Your Best Face Forward

How do you succeed in a down economy? Put your best face forward- work hard and work smart. Make your efforts pay off with efficiency and intelligent decision-making. Seminars and face-to-face exchanges with your peers will reward you with knowledge, constructive feedback and inspiration.

If that's not enough to encourage you to join or renew your PPAM membership for 2010 immediately, have we got a fabulous new benefit for you! Beginning this winter the PPAM web site will feature a slide show of member work on the PPAM HOME PAGE! Here's a chance to show the world a sample of your work. Simply join and pay your dues by January 18th, 2010 and e-mail your favorite image to PPAM Technical advisor Randy Brogen at randy@brogen.com by January 20th to get your photo included in the slide show for the entire membership year!

Your first opportunity to socialize with members and learn new and better ways to operate your studio takes place on January 18th. Pat and Chris Beltrami, two of Vermont's top photographers will present "Get'em—Shoot 'em—Carve 'em—Sell 'em," a comprehensive look at what it takes to run a successful studio.

You won't want to miss the annual PPAM Convention "Put Your Best Face Forward" from February 26th – March 1st. Learn from fabulous speakers and challenge yourself to select your best images and enter them in the annual print competition. There are awards for entries in the portrait, wedding/social event, illustrative/unclassified, conceptual imaging, album, folio, special masters, categories as well as a creative theme award- which this year is "Chill." Never entered before? There's even an award for highest first time entrant. If you're a nature photographer, you have the opportunity to win the Tom Tedesca Memorial Nature Award.

Nancy Green is back again to bring you a whiz bang line-up of fabulous convention speakers: **Bernie Littlefield** will teach you how to teach photography (extra income anyone?); **Donna Goodhue** will show you how to make the best use of blogging (market on the cutting edge!); **Carolle and Jeff Dachowski** will relate how they went from two unrelated careers to achieving a high level of success running their photography studio (Jeff really DID score a 100 on an album!); technical expert **Ted Dillard** will teach Smart Object Raw Processing (you can even have him sign his latest book); the renowned Jen and Mark Garber will present their program on weddings and new birth (get that bride & groom back to your studio!); **Mark Allen** is doing a class on high school seniors (you can never know too much!) and **Michel Tcherevkoff** will ABSOLUTELY AMAZE you with the astounding photographic artistry he produces for the New York City commercial world (his images are incredible). Now this is a stellar line-up! The successful Vendor/Lunch Showcase is back with your favorite vendors and some exciting new ones as well.

But wait- there's more! The PPAM 2010 April Seminar features well-known photographer **Clay Blackmore** on weddings! Of course we wouldn't be welcoming all these speakers without our supportive speaker sponsors. Thanks so much to **Canon Explorers of Light**, **Fuji**, **GW Moulding**, **Kingdom Color & Imaging Inc.**, **Lenzart**, **Lustre Color Lab**, **Madison Color Works** and **White House Custom Color**.

Happy Holidays and Happy New Year!

Andy

Exciting new benefit for PPAM Members!

Renew your membership by January 15th 2010 and get one of your photos on the PPAM web site!

Watch for details!

PPAM 2010 Convention Highlight

Jen Gilman & Mark Garber: “Weddings and Newborns”

GET YOUR STUDIO, YOUR CHECKBOOK, AND YOUR LIFE BACK!

Whether you are just entering the field or are an established studio, this program is a must see! Learn to see your business and artwork with the fresh eyes that are crucial to succeeding in today's competitive and ever changing market. He will give you the tools and steps to reinvent, rejuvenate and refine your photographic style and business for long term success!

This is a well-rounded, no-filler, information packed program that will have you walking away with pages of notes and ideas that you can easily implement into your studio the following morning, at little to no cost. This “RED HOT” program is all about getting your studio, your checkbook and life back. Truly a must see for all who are looking for the WOW!

To learn more about Jen & Mark click [here](#)



NEW MEMBER WELCOME

Please welcome PPAM's newest members:

Lisa Mancuso, Marblehead; **Sharon Reiley**, N. Attleboro; **Rob Rebeiro**, Haverhill; **Elisabeth Constantine**, Brookline; **Dawn Norris**, Amesbury; **Jennifer Bullock**, Granby; **Dan Hallissey**, Dedham; **Rick Healy**, Melrose; **Caroline Brogen**, Burlington.

PPAM offers a web link from our web page at no additional charge. Please check the website, 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! 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).

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. See you at the next seminar in January!

PPAM 2010 Convention Highlights



Bernie Littlefield & Ricky Montez: “Teaching Photography”

How to Teach Photography

Those who can ‘do’ and those can also ‘teach.’ Bernie not only has a thriving business, he adds to his bottom line by teaching photography classes on the side. His teaching experience inspired him to create a syllabus for his classes that can be used by other photographers as well.

Come hear how Bernie and Ricky teach the basics and you’ll find another way to add some income and attention to your own business.

[Click here to visit BEL Portraits](#)

Donna M. Goodhue: “The How & Why’s of Blogging”

This program is something worth setting time aside for. There are many people out there blogging, but doing it effectively is the key.

Donna will give you tips on what to blog (sessions, events, studio news, promos), etiquette tips (positive blogging, political/religion/polarizing topic-free blogging, humility and integrity), building buzz with promos, polls, and forums discussions, basic blogging rules, widgets. Donna will show you in real time how to set up your first blog, add photos, content, blog services counters, subscriptions, and blogging from cell phone.

Adding a blog to her business was a tremendous marketing tool and continues to build her client relationships. As small business owners it is the one on one attention that retains our clients. Come learn how ½ an hour a day can increase your sales and customer base more than any ad will.



[Click here to visit Expressions by Donna](#)

*“The world is full of willing people, some willing to work, the rest willing to let them.”
~ Robert Frost*

2009-2010 PPAM Officers

President

Andrea Joliat, CPP

The Family Album
1666 Mass. Ave.
Lexington, MA 02420
(781) 652-0167

Vice President Programs

Dan Doke

Dan Doke Photography
429 Park Street
North Reading, MA 01864
(978) 664-3811

Vice President

Membership & Records

James Boykin

Special Effects
Photography
377 Adams St. #4
Dorchester, MA 02122
(617) 287-9117

Vice President Publications

Cassandra Sullivan, CPP

Cassandra's Photography
7 Andrew Road
Sagamore Beach, MA 02562
(508) 335-2369

Vice President Finance

Cathleen Broderick, CPP

Cathleen Broderick
Photography
11 Central Sq., 2nd Floor
Bridgewater, MA 02324
(508) 279 3298

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 J.B. at (617) 287-9117 or email SEPJB@aol.com



At the 2009 PPANE convention, **Susan White** was presented with the "George Hastings Memorial Award" in recognition of her years of dedication to the craft of photography.

"It took me six years to get it!", said Sue. "I printed all the images with my Epson 2200 printer. I wanted to join the ranks of other photographers who have won it in the past, who look at photography not only as their profession but as their passion!"

The Hastings Awards is named after the very first President of Professional Photographers of New England, and is designed to test all the skills a photographer should have: proper composition, exposure, processing, printing (including print controls), retouching, mounting and finishing. In order to receive the award, the photographer submits prints for judging and accumulates points within a certain time period. When they've reached the required number of points, they are awarded a trophy.

A Big Thank You to



for sponsoring our
Quarterly Speakers
Chris & Pat Beltrami
~ don't miss them on January
18, 2010!

2010 PPAM Print Competition
CREATIVE THEME:



Will you find inspiration in the
upcoming winter months???

EXPECT MORE

FROM YOUR LAB



As America's premier full-service lab, we offer a complete line of photographic and press-printed products. To learn more about Miller's professional products and services, please visit our website.

PPAM 2010 Convention Highlight



Ted Dillard: "RAW Processing"

LEARN RAW PROCESSING METHODS USING SMART OBJECTS, LAYERS AND MASKS

In *WorkSmart! Smart Object RAW Processing*, we'll discuss all the tools and techniques you need to use and understand to get the most out of this remarkable process. Topics include understanding the RAW file and controlling camera RAW; understanding and using layers; masks—what are they, how to make, modify and use them; building a process and learning to visualize.

Don't miss this essential 'How-To' program!

PPAM 2010 Convention Highlight

Mark Allan: “Secrets of a Successful Senior Portrait Studio ”



Have you ever tried senior portrait techniques you've admired in photographers from other regions of the US but find that they didn't work in your New England studio? Mark Allan, having learned this lesson himself, has adapted ideas from other regions and made them work in his Connecticut studio. This seminar will include pricing for profit, boosting your sales averages and how to distinguish yourself from the competition.

Other topics include having a smooth digital workflow, working with your lab to save time and money, and Mark's insight on the future of senior portrait photography.

[Click here to visit Mark's website](#)



EXCITING NEW PPAM SLIDE SHOW!

In January PPAM will feature a slide show on its home page featuring members' images. Send in your membership renewal or join as a new member by January 18, 2010 and submit one image of your work to qualify. Images will be run for the entire member year. **The images MUST be sized at 500 px wide and 320 px high at 72 dpi.** Send them to Randy Brogen at randy@brogen.com

And - coming soon - individual member web pages on the PPAM site *AND* a member forum. Watch for details!!

The F-Stops Here

Congratulations and Thank You to our newest additions to the 2009-2010 PPANE Board of Directors:

John Lenis - Mass. Representative to PPANE, and **Joyce Holt** - NEIPP Trustee.

Congratulations to **Bob Stegmaier**, who had one of his fine art black-and-white figure studies - "Body Scape" - accepted into the Cambridge Art Association 65th Annual Juried Members' Prize Show.

We recently lost a great photographer here in MA, **Nancy (Murray) Giroux**, who passed away from cancer. She was not a PPAM member, but some of you may know her from online forums such as PPA, Pro4um and ILP. She lived in Sharon, and leaves a husband and two sons.

PPAM Convention - Reserve your hotel room now! Call the Radisson Hotel in Plymouth - (508) 747-4900 and mention that you're with the Photographers group to get the **Special \$99** plus plus (7% and 12%) room rate. Want to share a room? Post a request on the PPAM group page on [Facebook - click here!](#)

Imaging USA - Looking for someone to share a room or a Buddy Pass at the PPA National Convention - Imaging USA - in Nashville? Post your request on the PPAM group on [Facebook - click here](#), or head to the [PPA forum - click here](#).

For more information on the PPA National Convention, go to <http://imagingusa.org>

How Print Competition Helps Your Photography

By Gabriel I. Alonso, M.Photos.Cr.

Don't you just love the physical well-being you experience after working out? Granted, you may also experience some soreness and aches, but it can't be denied that the benefits far outweigh the pain and inconvenience.

Going to the gym and even brushing your teeth regularly are required maintenance for which your body rewards you with good health and an enhanced immune system.

It's analogous to how participating in print competition works. You select what you think are your best images, prepare them with great care, craft the perfect titles for them, and carefully prepare your entry form and labels. The results may not be what you expected or think you deserved, but the process you went through definitely made you a better image maker. Entering images indubitably induces a great deal of anxiety and fear of rejection, but the experience is rewarding regardless of how well your images perform.

Attending print judging is beneficial as it exposes you to the "cream of the crop" of our profession. Another way to reap the benefits of print competition is to volunteer as a print handler at a judging event. This gives you a more intense and focused opportunity to expose yourself to the images and the process, as you're actually holding them in your hands. Plus, you get to serve your association and, in some instances, earn PPA merits to boot. Add all that to the benefit in an increased awareness of new imaging trends from this awesome source of inspiration.

PPA's International Print Competition is the ultimate experience to witness or volunteer in, as it includes entries from multiple foreign countries as well as the Loan Collection judging. Attendance at the judging is open for all PPA members, free of charge.

I encourage you to enter and participate in print competition as a sure path to the enhancement of your skills as a photographic artist, assisting in your professional development and pursuit of excellence.

*Get involved in the **PPAM Competition** at the convention this February! Start working on your images now, and watch the [PPAM Website](http://www.ppam.com) (www.ppam.com) for the Print Competition Rules to be posted. Deadline for print entries is February 19, 2010. Volunteer to work on the Print Committee and see the behind-the-scenes workings of a Print Competition - contact Print Chairman Steve Sedman at sedmanphoto@yahoo.com. Attend the Print Judging at the convention starting Saturday, 2/27 at 8:30 am.*

PPA PRINT COMPETITION - Task Force Update

In February of 2009 the PPA Board of Directors appointed a task force to look into ways to include greater numbers of members in its annual International Print Competition. Recently, the task force surveyed PPA membership, and almost 3,000 of you responded! Thank you so much for your input.

The work of the task force is not complete yet—recommendations will be formally presented to the PPA board of directors at its meeting in October. But in the meantime, we thought you might like to get an update on where we are today.

In reference to the print competition, the task force has said:

1. The quality of the judging itself must not be diminished.
2. Prints will not be eliminated.
3. We must have a print exhibit.

Is there something holding YOU back from entering in the PPAM Print Competition? Discuss on the [PPAM Group on Facebook](#) - [click here](#)

PPAM CALENDAR OF EVENTS

January 10-12, 2010 – **Imaging USA** (PPA National Convention) – Nashville, TN

January 18, 2010 – **PPAM Quarterly Program** – Chris & Pat Beltrami

Feb 26 – Mar 1, 2010 – **PPAM Convention** – Put Your Best Face Forward – Radisson Hotel, Plymouth

April 5, 2010 – **PPAM Quarterly Program** – Clay Blackmore

NEIPP – April 11-16, 2010 – The Resort & Conference Center - Hyannis - [click for more info](#)

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
377 Adams Street #8, Dorchester, MA 02122*

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.

SAVE THE DATE!

The legendary [Clay Blackmore](#) will present his new program, *How to Photograph Everyone* at the PPAM April Seminar at the Crowne Plaza, Natick, on Monday, April 5th, 2010. Blackmore is one of the most passionate photographers working in the country today. One of Canon's Explorers of Light and a member of the elite Cameracraftsmen group, his love for this industry is evident in every image he creates and his lectures have been embraced worldwide.

Consistent results are at the heart of this new program with an emphasis on posing, lighting, composition, and expression. Working outdoors or in the studio Blackmore will show you how to harness the light and create beautiful images of men, women, children, families, brides, individuals, couples and groups.