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PPAM Board Members

President Melvin Guante president@ppam.com	Vice President of Programs Kristopher Ventresco programs@ppam.com
VP of Communications Ella Carlson, M.Photog, M.Artist, Cr., CPP, F-ASP, EA-ASP publications@ppam.com	VP of Technology Paula Swift, M.Photog. Cr. CPP vptech@ppam.com
VP of Finance Michael Stone finance@ppam.com	Recording Secretary Lisa Fischer lisa@lisafischerphotography.com
VP of Membership Luciana Calvin membership@ppam.com	Parliamentarian/ By-Laws Chairperson Cathleen Broderick cathy@cathleenbroderick.com

2020 – A Year to Recalibrate

“Recalibrate” is an interesting word. To recalibrate means to pause and take time out to again determine, check or rectify the system of measurement being used. 2020, it turns out, has been a year of perpetual recalibration. Recalibration is rarely easy and it always seems to add to one's workload. Even so, the PPAM board is always recalibrating the ways in which we bring value to our membership.

While in-person learning is the gold standard, the availability of on-line learning resources has given us the opportunity to continue to offer our membership great programming in the midst of a challenging period. Secondly, as a community, we know this pandemic has been particularly difficult for photographers. In light of this fact, the PPAM board decided that it was more important to help our members out financially, in this small way, than it would be to save the funds for future programming. To this end, PPAM has cut the cost of your renewal in half. That's right! Half price membership! Just renew your membership between June of 2020 and the end of May 2021, and you will only pay half of what you normally would.

PPAM is a community of photographers whose main mission is to support other photographers and to advance the profession of photography. When we all support each other by “pooling” a small portion of our income together in the form of PPAM dues, we can bring you great speakers and events much less expensively than we could find the same learning opportunities as individuals. Since most in-person events are out of the question now because of the pandemic, PPAM has had to postpone a couple of live 2020 speaker events, and those scheduled for the rest of the year will be held virtually. Since we don't have to pay to fly our remaining speakers in or pay for their stays in a hotel, we are sharing those savings with you, our members.

We're working harder than ever to consistently bring you educational, informative and entertaining programs. On September 21st and 22nd, PPAM is bringing you a virtual quarterly seminar with Suzette Allen entitled “Leverage the Power of Video for Marketing and Commercial Work.” This will be an on-line program instead of an in-person quarterly and will take place over two days, with a shorter program on Monday night and a little longer program on Tuesday. We have a four part series created by Kristy Steeves which will cover everything you need to know about image competition and Luciana Calvin is bringing a program to us as well.

We will continue to bring you a stream of great, virtual programming and engaging social media posts so watch your email and your social media accounts as well as the PPAM website for announcements about all upcoming events.

Cover Photo by Stephanie Caracciolo Olsen

From the PPAM President: Making lemonade from lemons!



The start of 2020 came myriad predictions for the future, but no one thought that a little flu that started in China would turn into a pandemic. I guess everyone forgot to put on their glasses.

We had to cancel all the in-person quarterly meetings and substitute a virtual summer social for our normal in-person summer social. We've had to practice social distancing and wear face coverings. Our life has definitely been turned upside down as we live our "new normal".

We have managed to turn things around and adapt to the ever-changing landscape. We continued to bring our membership relevant programming, and we continue to look for more useful content that we can implement right away. We are doing our social, not in person, but virtually via zoom. Which is looking like it will be the word of the year (zoom).

As we navigate this extended period of uncertainty, we move with conviction towards the future. Regardless of dark and difficult times and we have and will continue to get through it all.

As I have a tall glass of lemonade, I strongly believe that our brightest and best days are ahead. Put your best face forward, (cover it up), keep smiling with your eyes, and embrace the future that is bright and full of possibilities.

Virtual hugs,

Melvin

CALENDAR OF EVENTS

International Photographic Competition Registration:

Entries open: Aug. 24-Sept. 28 by 5 pm ET

Late registration:

Sept. 29-Oct. 6 by 5 pm ET [Click to enter](#)

IPC Judging: Oct. 18-23

PPAM Social September 15th, Time: 7:00pm - 9:00pm

Location: Online via ZOOM

All registrants will receive an email with a link to the live online event around 1pm on the day of the Social.

Please join us on Tuesday September 15th, 2020 from 7pm-9pm for a virtual social. **Bring a vintage photograph of yourself dating back at least 20 years** and when your turn approaches, chat about how photography has inspired and defined you. Don't forget to bring your favorite beverage!

Leverage the Power of Video for Marketing and Commercial Purpose

with Suzette Allen and Jon Yoshinaga

Monday Sept 21st, 6 - 9 PM, and Sept 22nd, 10 am - 1 PM

Everything You Wanted to Know about Competition - 4 part series

by Kristy Steeves and guests, moderated by Ella Carlson

September 29, October 6, 13, 20 6:30 PM - 9 PM

Luciana Calvin

Get Certified! CPP Presentation

Learn all about getting professionally certified.

October 7

PPAM Social October 14

Location: Online via ZOOM

We Want You to Star in PPAM Social Media

Send in your member minute! Video just one minute on something to do with photography send to cindy@cirvingphotography.com

OR send in a favorite photo that you've taken, along with the camera settings.



Social Media Updates

We want to share your great work on the PPAM Instagram Feed!

Please send us your PPAM Blue Ribbon and IPC Merit Images.

How To & Details

1. Resize your image to 1081 Longest Edge.
2. Email it to steph@stephanieolsen.com
3. Subject Line: PPAM Member Image
4. Email Content must have:

Photographer's Name • Photographer's Web Address • Specify if PPAM Blue Ribbon or IPC Merit

DETAILS:

Please send one email per image.

You may send as many as you would like, as many years back as you would like. The more we have the better. Keep the presentation as it was submitted for competition. There will be other image requests in the future as well. But for now, we are excited to share these with everyone.

PPA's feed is stunning and I know our feed will be as well with your help and talent.

Thanks so much! We can't wait to see all the images!

Be well,
Stephanie

From the PPAM Vice President of Technology

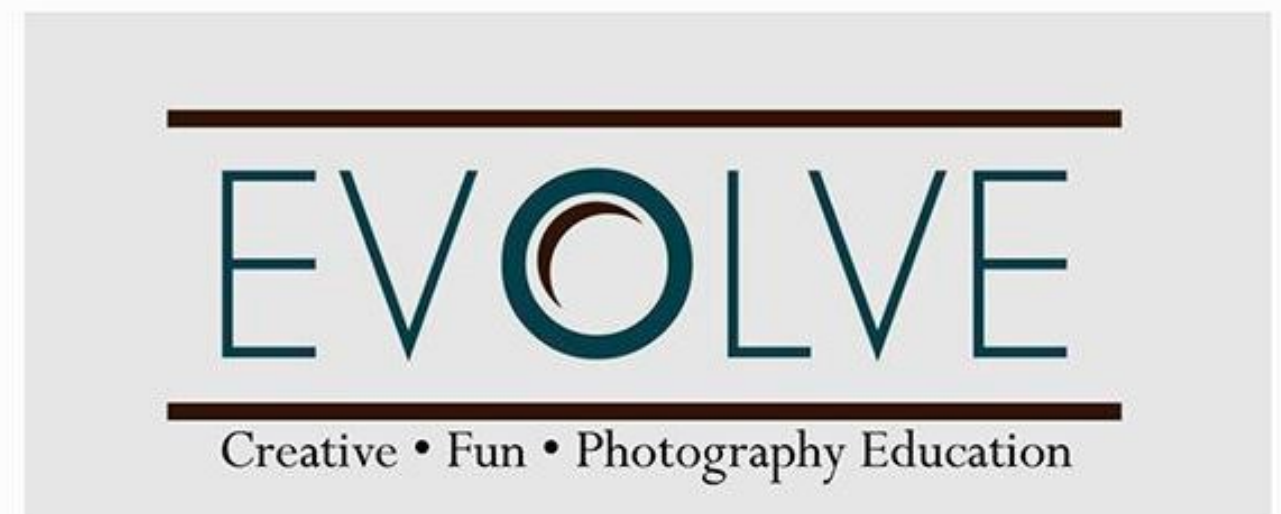
Exciting news coming to PPAM! We have launched a new PPAM website this month. Together with Photobiz, our website company, we redesigned the PPAM website to put together a more modern design that will be very mobile responsive, have a cleaner look, and it will even have a blog. Our current website is over seven years old, and it was time for a major renovation. We will also be launching a new Evolve Convention website as well. As PPAM's VP of Technology, it's been difficult to manage two websites on two different platforms. The Evolve site will be moved over the Photobiz and will have a similar layout to the one which which you have become familiar.

If you are a member of the PPAM Board, please send me a current headshot, sized 1000 px longest side as soon as you can. All the content on the website now, needs to be redone and many of the headshots are too small and some of them are very old. Email vpotech@ppam.com or paula@paulaswift.com

Thank you!

Paula Swift, M.Photog. Cr., CPP, VP of Technology

It's Official



Evolve 2021 will be virtual...
and amazing! Stay tuned!

Leverage the Power of Video for Marketing and Commercial Work

with Suzette Allen

[Click to Register](#)

Monday September 21st, 2020 6:00pm - 9:00pm EST & September 22nd, 2020 10:00am - 1:00pm EST

Link to Zoom Meeting will be sent out the day before.

We all have video capability on our cameras and phones, and so few of us are leveraging it for marketing or sales. It's a bit of a wall to scale, actually, with a whole new skill-set and vision, but it is certainly a skill you can learn and apply in a class with Suzette Allen, the hybrid pioneer!

How can you leverage Video?

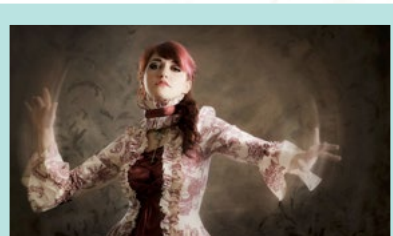
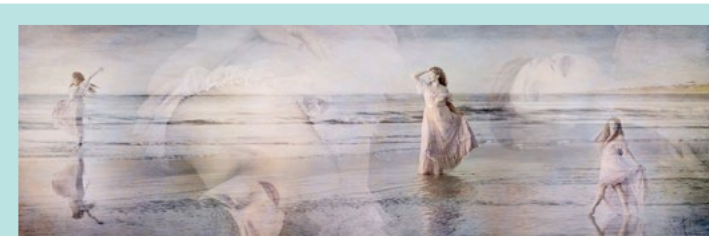
Let us count the ways...Video for Marketing, Video for Marketing for Commercial clients, for Seniors, for Talent Headshots, Entrepreneurs, Models, Weddings, Social Media, IG, FB, websites...etc.

Headshots and commercial photography are a great new profit stream that many of us are leveraging to fill in the gaps of our schedules! AND there are thousands of DIY millennials and baby boomers who are doing their own little gig on the side as Entrepreneurs! Need some Marketing? YES, PLEASE! Leveraging video to tell the stories and educate potential clients about your customer's product or service is key, whether you make it a website educational video or just put a short video on your IG stream or social. Gotta Learn this? ABSOLUTELY!

Learn HOW to set up your camera for the best video quality, and how to seamlessly shoot engaging video clips and tell the story naturally. Leveraging motion is the key to modern marketing. (And it is the best to way make your clients look like savvy millennials, no matter what their age!)

Beyond that, with everyone looking to websites to feel the pulse of a company, the ability to show personality, authenticity and core values [hopefully with an entertaining flair] is vital! Learn the simplest path to pulling all the parts together and learn what you need to get started right away with video and moving Live Portraits! To view videos Suzette has created please visit her website [HERE](#).

- video settings and techniques for filming
- storytelling tips and strategies
- making effective Instagram advertising clips
- strategy for smooth filming with nervous clients
- use captions for silent communication
- model and talent marketing cards
- social media marketing guidelines and strategies



Sponsored by:
Panasonic

A Four Part Series:

Everything You Wanted to know about Competition

with PPA Approved Juror, Kristy Steeves

Tuesdays, September 29th, Oct 6, 13, 20, 6:30 pm - 9:00pm EDT

[Click to Register](#)

Link to Zoom Meeting will be sent out the day before.

PPAM is presenting a four part series covering everything you need to know about image competition. Have all your questions answered and more! Here's the line-up of events:

September 29th: "Image Comp 101"

Everything you need to know about state, district and International competition. Kristy Steeves will delve into the 12 Elements of a Merit Image, the judging process, a detailed description of all of the categories, how images are scored, awards and degrees, and much more. Award winning photographers from around the country have graciously donated their images for use in this program. Amazing!

October 6th: "Presentation is an Art Form in Itself"

This segment will show you how to matte and stroke your digital images for competition the way Professional Photographers of America suggest. We will also have a special guest join us for this program: a PPA approved juror who will show us what she does, at an advanced level, to create beautiful art presentations for physical prints.

October 13th: "The Art of Storytelling in Photography"

The first element that jurors look for while judging is impact. Impact is all about the emotion and storytelling. Kristy will focus on this topic to give you insight on how to not only earn a merit, but possibly to get a Loan image through impact.

October 20th: "A Diamond in the Rough"

We will take a look at images that did not merit/score well at competitions. This a great way to find out what works in a merit-worthy image, what does not work, and why. You can learn from other photographers' mistakes. We will have a Diamond Photographer of the Year join us as a guest speaker. Very few photographers reach the level of Diamond Medalist. She will show us how she takes a below-average image and turns it into an image that scores in the highest ranges.

A huge “THANK YOU” to more of our PPAM sponsors

Get Certified! How to Get Prepared for the CPP Test

Presented by Luciana Calvin

Wednesday October 7th, 2020

[Click to Register](#)

Time: 7:00pm - 9:00pm EDT

Interested in earning your Certified Professional Photographer (CPP) designation? The CPP requirements can often seem confusing and daunting. But don't worry, we'll help guide you through on your journey to certification.

Join PPA's Liaison Luciana Calvin, CPP, as she walks you through the CPP process step-by-step, shows you on-line resources and answers all your questions about getting Certified!

Luciana also will go through the CPP test specifications and how the exam works. Then she will talk about the Technical Image evaluation and how to prepare for that.

Earning your CPP is more than just a boost to your confidence as a photographer; it exists for your clients' benefit too. Certification is one of the best ways to separate yourself from the competition and improve your skills as a photographer.

BIO:

Luciana Calvin is a CPP from PPA and a member of the Professional Photographers Association of Massachusetts. She owns and operates Luciana Calvin Photography studio located in Chelmsford, MA. The studio specializes in Families and Newborns.



The Joy of Photography?

by David Du Chemin

A couple of weeks ago, I confessed to you that I hadn't picked up my camera for six months. The replies I received by email and comments on the blog were like a big collective sigh of relief from so many of you—like we were all holding our breath, thinking we were the only ones who had lost some of our previous motivation.

It made me wonder where we all got this sense of obligation to our cameras. Or perhaps it's the feeling that to be a "real" photographer or artist, we need to feel the passion for this craft 24/7.

I think highly of discipline, and I've always risen to challenges well, which is the direction in which I was hoping to nudge you in the last email. But listen, we all do this for different reasons and it might be that what some of us need right now, in these unusual times, is to rekindle the joy and the magic we once found with the camera in hand, and I've never found that happens easily when we're also trying to dodge feelings of shame or obligation or to work when it's time to rest.

If you haven't picked up the camera
in a while, you aren't the only one.

And you're definitely not the only one who might be wondering what's wrong with you, and what this temporary lack of discipline says about you.

The answer is nothing.
Nothing is wrong with you.

And while some of us might need a challenge right now to shake off some of the dust, it could also be that what you need most of all is a reminder of the joy you find in this craft, a reminder that finding that joy doesn't always mean creating a photograph, and the permission to find that joy again.

I used to lie on my belly in grass wet with dew just to see the brilliant little worlds created when the light hit the drops of water.

I used to be so broke that I'd go out with my Pentax Spotmatic and photograph for hours without a roll of film in it, just to see what the world looked like through the lens, and to feel the camera, still new to me then, in my hands.

Honestly, I used to read through the magazines and go straight from one ad to the next, imagining what it must be like to use gear different from mine. And yes, in this case, it was better gear and I'd wonder what



it must be like to be the kind of photographer who used that kind of gear. Sure, vision is better, but gear is still good—and there used to be such magic in it.

I used to find such joy in the few books of photography I owned. Several of them were written by Freeman Patterson, a man I credit with so much of who I have become. On the days I can't photograph, I still find great joy in sitting with a book of images and enjoying the experience. My imagination, it turns out, was well-trained by my camera, but doesn't need it to play.

And I still do. All of this. On the days when I forget to take myself seriously, the way a "real" photographer should. When I'm just playful and allow myself to pick up my cameras just to hold them, or open one of my books of my own photographs just to relive the memories and tell myself the stories again, without any need to be critical or overthink things. I go back to the resources from which I learned my craft and recall lessons learned the hard way and marvel at both how far I've come and how far I've yet to go.

Your creative life, like mine, has a rhythm to it.
It has ups and downs.

There's time for discipline and challenge and a time for play and wonder. The best days are when they coincide, though it can't be all magic all the time for most of us. And that's when the dry times happen, and it's the reason I'm sending this letter to you instead of something that's much more obviously practical.

Photography as a way of life is so much more than just making photographs. It's learning, and imagining, and sparking the imagination. I can't go to Kenya right now, but I can spend the morning looking at my favourite photographs and recalling the memories and feeling something like the secondhand joy that comes echoing off those memories. You might not currently have any desire to make photographs of your own—it just might not feel like the time—but you can still feel the magic by looking at photographs. You can still be present and observant and savour life, as Marc Riboud said, one-hundredth of a second at a time.

Your passion for this craft doesn't have
to be a roaring bonfire all the time.

There will be days when there's not even a flicker of visible flame. That doesn't mean the fire has gone out. It doesn't mean there's anything at all wrong with you. The embers can still be white-hot under those ashes, and they'll be there the moment you decide it's time to throw some fuel on the fire. Until then, remember the joy that this craft brought (and still brings) you when unencumbered by all the seriousness, the desire for mastery, and the necessary effort of doing the work.

It's OK to put the camera down;
just don't let go of the joy.

For the Love of the Photograph, David Du Chemin

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<https://davidduchemin.com/> or his website at: <https://www.theheartofthephoto.com/>

Member spotlight:

Jeff Baker

by Ella Carlson

Jeff is one of those people who makes up the backbone of PPAM. He has been a long time volunteer. At every single PPAM convention I've attended, Jeff has been the person I've seen adjusting the speaker's microphone, fixing any kind of technical glitches, and just generally keeping everything working on the audio-visual end of things. It's hard to imagine a PPAM conference or seminar without him.

Jeff is also one of the photographers who have been affected by the pandemic. Early on, he made the decision to relocate his business from a storefront studio in Worcester, to a more compact space in his home. He enjoys not having

the extra expense, but has had to do a bit of readjustment to deal with the fact he's working in tighter confines. Jeff supplements home studio work with some location work as well as the commercial work he does. Early during the pandemic, after downsizing his studio and selling off some of his studio equipment, he found a job working for Amazon, an experience he didn't enjoy. He has since changed jobs, and now works at UMass Worcester. He's grateful that his wife has been able to continue with her job by working remotely.

His wife is the most important person in his life along with the rest of his family. Jeff is a devoted family man. He's been a photographer for early three decades, having started part time as a wedding photographer and progressing into a full time professional in Worcester.

Jeff has a hard time narrowing down the number of photographers who have been particularly important in his development, and he acknowledges that there are many including a



lot of PPAM members. Jeff Lubin is one of the photographers that Jeff looks to as an inspiration.

A regular competitor, Jeff describes himself as a middle of the road guy getting mostly above average scores. Nonetheless, his images delight clients along, with the extra effort Jeff makes in personalizing sessions.

Jeff's business is mainly comprised of headshots, seniors, babies and children, as well as the occasional wedding. He enjoys working with families as well, but his studio space currently limits the number of people he can photograph in a session. He also has some good commercial clients.

He enjoys taking that extra step when he photographs babies and children. He tries to tie a theme that's important to the parents to the set and costuming of a baby. He'll use props that are

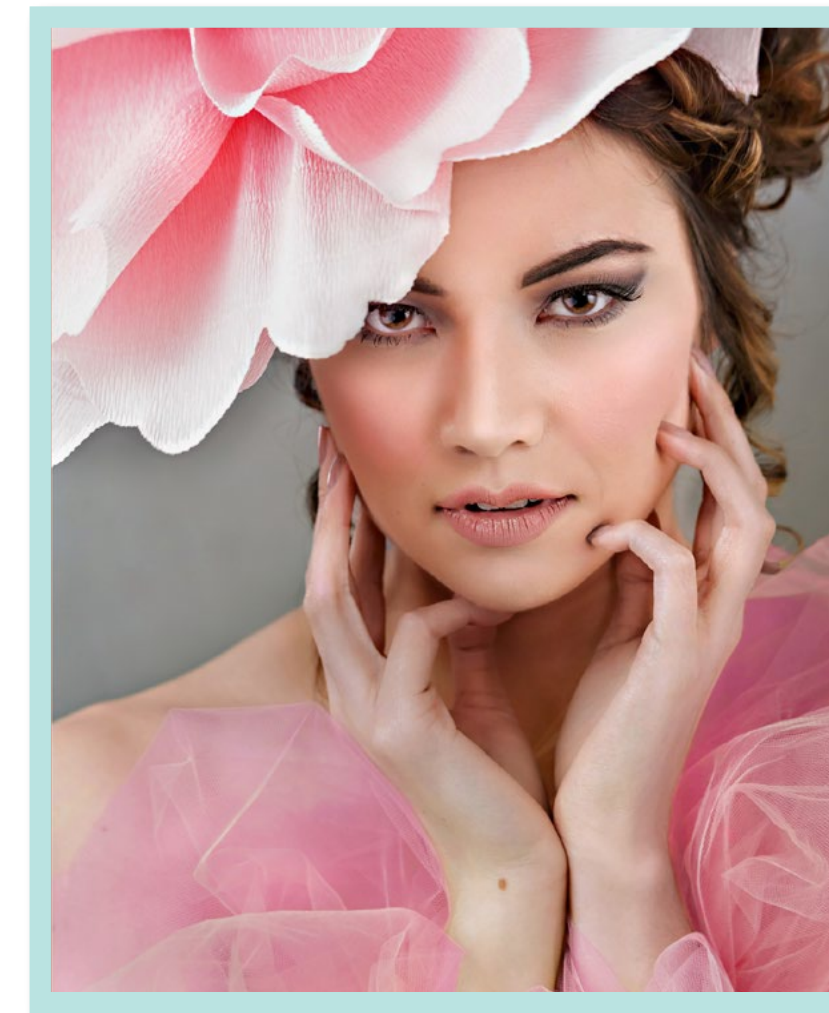


representative of Dad's or Mom's occupation or prized hobby. He cited one particularly fun case in which one parent of a newborn was a Mets fan and the other was a Red Sox fan.

He has five children and he is proud to be "Papa" to his seven grandchildren who are most definitely the center of his universe, judging from the way he talks about them. Jeff breaks into a huge grin the minute the subject goes to his grandkids. It's a delight to see how much he enjoys his gang.

The next time you're at a live PPAM event, remember to say "Hi" to the guy who keeps the audio/visual stuff going!

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





Member Spotlight: Stephanie Caracciolo Olsen

by Ella Carlson



Just talking to Stephanie Olsen is like getting the warmest, friendliest hug... even when the conversation happens over a zoom call. After being raised in a big, Italian family, being engaging, outgoing and talkative just comes naturally to Stephanie. She is an extrovert. Before the pandemic she would constantly end up in conversations with strangers at the grocery store. "People just somehow knew to come to me. We'd talk for seven minutes, end up in a hug, and then I'd never see them again."

Stephanie attended the now-closed New England School of Photography right out of high school. After studying product advertising and portraiture, she worked for a number of years doing

product work. She spent 5 years as an assistant, before opening up her own business which started with a lot of weddings as well as portraits. In the past few years, in addition to headshots and portraits, she's focused in on boudoir photography. In fact, she has developed her own boudoir brand: *Love and Lust*. "Women sometimes have 2-4 boudoir sessions." Steph feels her special skill is making her clients feel comfortable. "When people meet me they often say that I make them feel really comfortable. I guess that's an unintentional special skill." She does retain several high-profile commercial clients, including Sam Adams, and Wallbergers. "It's a nice change of pace, because you are in complete control of the item."

To the question about who are the most important people in her life, Stephanie said, "it would have to be my husband and my daughter, Natalie. Those two would be the two pieces of my heart." Knowing how it can be with teenage daughters, I asked if she and her daughter were still friends at this point, to which Stephanie responded, "My daughter is not your typical 16 year old. She was a premie, born 3 months early... weighing only 1 pound, 9 ounces." It was a very tough time for Stephanie who still occasionally struggles with PTSD as a result of the difficult period following Natalie's birth. "I have to go day by day, and not project too far. There are times that I have these illogical attacks, but I know now how to handle them." Stephanie then goes on to say, with a warm smile that, "Natalie is a miracle. She has so many worlds created in her mind. I feel like she may be a screenwriter, or novelist. There is so much potential with her imagination. She writes almost every day. Yes, we're still friends."

Stephanie got bitten by the photography bug early on. "In 7th grade, my photography teacher said, 'Look if you still want to learn, I'll teach you.' Stephanie had been having a hard time, but she didn't want to give up, and she stuck with it. "His big thing was "never



settle for good enough" and that stuck with me." More recently Jerry Ghionis has been a big influence. "I was doing a ton of weddings, and I just love the way he sees things, the way he sees light, the way he sees people, and how he goes about capturing light and people."

When asked about one thing she would love to do in photography, Stephanie said, "I would love to have unlimited costumes and wardrobe to photograph Natalie in all the castles around New England. I see what people do with composites and I've never scratched the service. I have a project in my head that I want to do with Natalie. I would love to photograph her in castles around the world. She would tell me what the dragons look like, what the scene looks like, what the clothing should look like, what tools she would have and what the props should be. That would be my ultimate dream."

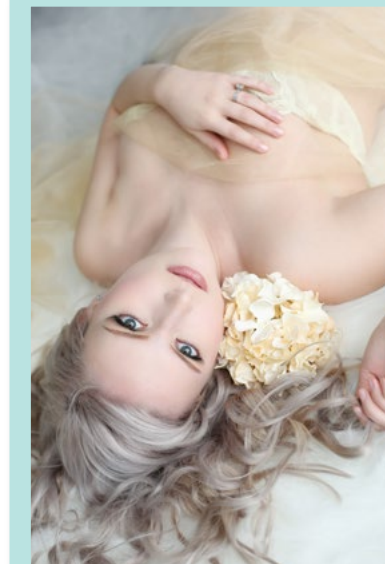
Stephanie feels she is an open book. "I love to eat, I love to cook. I love to dance and entertain. I'm first generation Italian, everything revolves around food and music. I feel like anyone who's met me for a minute knows what they need to know about me. I'm a city mouse and a country mouse. I love getting my hands dirty in the garden, and I love getting dressed up and putting on lip gloss. I'm open about everything in my world. I'm open about my personal struggles. I'm a huge believer of community versus competition. There's plenty of work to be had."

As far as longterm goals go, she says, "I've never been a goal person, but I'd like to transition to mostly boudoir. I do enjoy other categories. In addition, I have my craftsman, and CPP. Next, I'm trying for my masters."

Stephanie says that being in PPAM has been humbling. "It's helped me identify all the things I still have to work on. There is so much more inspiration out there that I can cultivate for myself. There are so many people to learn from. PPAM's been tremendous over the years. One of my big things is to never stop learning. I really appreciate the unlimited education, and how open and welcoming everyone else is. Everyone works so well together."

It would be hard to miss the fact that Stephanie and Cindy Ko Irving have been doing a stellar job for PPAM by reinvigorating our presence on Facebook, Instagram and Twitter with a terrific stream of daily updates. In addition the pair are spearheading plans for Evolve 2021. "Cindy and I just click. It was a year ago that we met, and the group of us kind of clicked. We went to ImagingUSA, and then the Evolve conference where we were roommates. She's just a younger version of me sometimes. We just get each other. It's been this really cool friendship over the past year that is a fast track to goodness." It's great to have both Stephanie and Cindy on the PPAM team!

[Click here to visit Stephanie's Website](#)





This is your year!

Take the creative challenge and enter PPA's International Photographic Competition (IPC)!

Participating in IPC helps photographers be more artistic and improve their craft, and now, there's even a Wedding Photography competition where you can enter your best work from your clients' big day!

We hope you'll take the plunge and compete at IPC! Good luck!

[Enter Today](#)

REMINDER:

Don't forget to use your

[\\$30 In It Together Education Voucher](#)

Early submissions are accepted until September 28 at 5pm ET.

Late submissions are accepted until October 6 at 5pm ET for an additional fee.

Image ©Jonathan Gurry from PPA's 2019 Loan Collection.

