



SPRING 2021



On the Cover:  
This image was created by our new PPAM president, Paula Swift.  
The title is “Swing Your Partner.”

What’s in this issue

Message from the Editor ..... 3  
President’s Message ..... 4  
Calendar of Events..... 5  
Rick Friedman’s Program ..... 6  
Tim Walden’s Program ..... 8  
Working with Special Needs Kids ..... 10  
Member Spotlight, Lauren Cole ..... 14  
Member Spotlight, Susan Ogar ..... 16  
Meet the PPAM 2021-22 Board ..... 18  
PPAM Members’ Benefits ..... 22

PPAM Board Members

- President  
Paula Swift, M. Photog.Cr., CPP  
president@ppam.com

VP of Communications  
Ella Carlson, M.Photog, M.Artist, Cr., CPP, F-ASP, EA-ASP  
publications@ppam.com

VP of Finance  
Ann DeCristofaro, CPP  
finance@ppam.com

VP of Membership  
Luciana Calvin, CPP  
membership@ppam.com
- Vice President of Programs  
Kristopher Ventresco  
programs@ppam.com

VP of Technology  
Susan Ogar  
vpotech@ppam.com

Recording Secretary  
Lisa Fischer, CPP  
lisa@lisafischerphotography.com

Parliamentarian/ By-Laws Chairperson  
Cathleen Broderick, M.Photog.Cr., CPP  
cathy@cathleenbroderick.com

“It’s Not What You Look at That Matters, It’s What You See”

A message from the editor

I really don’t remember much about last spring’s arrival at all. It was lost in the chaos of dealing with the early stages of Covid19, and in the barrage of unprecedented and unsettling political happenings. 2020 was our first year full year in a new (to us) house, and somehow spring with its bursting blooms, and the much anticipated shift from winter chill to pleasant warmth were all submerged deeply below events that left most of us recalibrating, adjusting, and adapting to a year like none other.

Last spring and summer my husband and I barely left the house since no one fully understood just how contagious the virus might be and how it might be spread. Now vaccinated and feeling a good deal safer about being outside my home, this spring seems extra sweet. This spring I can appreciate bright green leaves that have just popped out along with the stunning azalea pinks and tulips yellows. I’ve found hiking trails that I’ll be traipsing through all summer and into the fall. There are several jogging routes that are now very familiar to me, and my iPhone holds an hour long playlist of 155 beats-per-minutes songs that work perfectly for pacing. I look at the plantings around our house and know I’ll be weeding and edging very soon, and I know exactly what the damp soil will feel like on my hands and how much work it will be, but also how much pleasure these small gardens will provide.

This intervening year, if it has done anything, should have provided a barometer of what is important in our lives; some clarity of our values. Who is so important in our lives that we stopped the normal course of our lives to protect them? What was so important to us that it remained a constant in our lives even throughout a pandemic that closed down normal operations in the country?

Taking a step back every now and then to reorder or re-evaluate our lives is often a good thing. I often find myself so busy that I’m just dashing from one obligation to another day after day until stopped by some event that is bigger than the “day-to-day.” Sometimes it’s a medical event; sometimes it’s a family



member needing support; or sometimes it’s a world event that stops us in our tracks and provides time to reflect on what it is that we should be valuing enough to spend our very limited time on.

Last year is certainly not a year most of us would want to relive, but, like the turnout on a long stretch of highway, 2020 provided many of us the opportunity to take a good long look at our lives and our businesses and reassess what is really important to us. I hope so.



## PPAM President's Message by Paula Swift, M.Photog.Cr., CPP

As we slowly ease into some normalcy after this past year, I'm excited to start FOCUSING on our PPAM community. Many of us are getting vaccinated and our clients are coming out from behind their masks for photography sessions. PPAM will be having their first in person seminar in June. This will be our first in person event since our February 2020 Evolve Convention in Plymouth. I don't know about you, but I'm ready to see people that aren't my own family and clients, finally! I can't wait to see all of you again and to wave hi, rub elbows and whomever is up for it, give a hug.

My theme for this year as President is "Focus". Throughout the year I hope to bring focus on important aspects of being a PPAM member. For me that is community. How being part of this association is not just about being a member, but being part of a community of like-minded individuals. Being back in person will hopefully bring back that much needed feeling of being together and sharing ideas with one another. There are so many ways to learn photography and that is so important to keep growing our craft. However, nothing can replace that than being in person. I know when I first joined PPAM in 2006, that is what I was looking for most. I was part of on-line photography groups but I wanted to meet others who shared the same love of photography. I remember attending my first PPAM event, it was the annual convention. I only knew a few people and was very nervous. As I stepped into the elevator I was greeted with a "Welcome to PPAM Paula" I was like how do these two women know me? I don't know them, do I? Not realizing I had my PPAM badge on with my name on it. The two women immediately introduced themselves and asked me about myself. I felt so welcomed as they introduced me to other members. Nancy Green and Andy Joliat were the two members whom I first met that day. They made me realize I had found what I was looking for, that sense of community. I have experienced that and so much more. I know I can call, email or text any of you if I'm looking for an assistant, need a 2nd look on an image I'm working on, have a technical question as I'm looking at new gear or as I get stuck on Photoshop and vice versa. I'm always open to helping anyone that I can. The best part, I have made lifetime friends. There's a saying "Community Over Competition" that is

common in the business world and it's so true with PPAM members.

We have three in person seminars planned for the rest of 2021 and will be having our Photopaloozas again this summer. First up is Rick Friedman's program about On Location Lighting on June 7th in Mansfield, then we have Tim Walden speaking on Black and White Relationship Portraits on September 13th in Mansfield. We will be having an Image Competition program on November 15th at the Hampton Inn in Natick, to be announced very soon. Let's get back to FOCUSING on our photography community as we continue to educate ourselves in person again safely.



## CALENDAR OF EVENTS

### JUNE 7 – Monday

**Location Lighting  
with Rick Friedman**

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

Location: Holiday Inn 31 Hampshire Street, Mansfield, MA

### September 13 – Monday

**Black and White Relationship Portraits  
with Tim Walden, M.Photog.Hon.M.Photog.Cr. CPP, F-ASP**

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

Location: Holiday Inn 31 Hampshire Street, Mansfield, MA

### September 12–17

**IPC Judging Dates:**

IPC Early Registration: July 6 to August 17, 5 pm ET

IPC Late Registration will be August 17, 5 pm ET to August 31, 5 pm ET

Special Congratulations to PPAM Member  
**Andy Weigl** who received his CPP from  
Professional Photographers of America in May!



# Location Lighting with Rick Friedman

Monday, June 7, 2021

Registration starts at 9 AM

10:00 AM - 4:30 PM

Holiday Inn 31 Hampshire Street

Mansfield, MA 02048

Be sure to [reserve your lunch](#) now!

Join award-winning photographer Rick Friedman for this full day, "Location Lighting Workshop". This intensive seminar is designed for

portrait, wedding,

corporate, and event photographers and photojournalists who desire to improve their knowledge of lighting. Rick has taught this workshop across the US, UK, Canada, United Arab Emirates, Bahamas and Costa Rica.

Rick is a Tamron Lens Ambassador and a Savage Universal Ambassador. Come join us for a day of lighting and laughing.

The workshop commences with creating wonderful light, using a single Speedlight with different light modifiers, then proceeds to using multiple speedlights, mixing speedlights with studio strobes, balancing strobes with available light and working with LEDs, mixing continuous light with strobes. The workshop includes light painting and color gels for adding drama and accents to your photographs. Rick created the "Location Lighting Kit" gel pack for Rosco.

The class will work with various types of light modifiers, soft boxes, Octas, light panels, screens, grids, snoots, reflectors, gobos ring lights LED wands and, projected backgrounds. The Savage LEDs Rick works with enable the user to control the output and colors with an app on your phone and are perfect for light painting models and backgrounds. Attendees will learn the use of light meters and various types of radios. Rick will also cover the essentials of building your own gaffer kit.

Hopefully... we will end the day with the best Silly Group Photo ever! And ... we are going to try to do all this in one day!

[Click here to register!](#)



## Rick's Biography

Rick Friedman has been a photojournalist and portrait photographer for decades. Based in Boston, he travels the world for numerous publications, corporations, advertising assignments and film and television productions. His published work has appeared in/on Time, National Geographic, Newsweek, ABC News, CBS News, CNN, NBC News, Discovery Channel, The New York Times, Washington Post, Boston



Globe, Nature, USA Today, The Guardian, Der Spiegel, Stern, Discover and many other publications around the globe. He has produced over 75 book and magazine covers and has worked on 20 film productions.

Rick, known for his practical, creative lighting, has been teaching his "Location Lighting Workshops" for the past 20 years across the US, UK, Canada and in the United Arab Emirates. He has presented his work and taught workshops at PhotoPlus, WPPI, Imaging USA, SWPP (London), Xposure (UAE), PPOC (Canada), White House

News Photographers Association, CanAm Photo Expo, numerous PPA events, and at many other events. Rick has taught thousands of people practical lighting in his hands-on workshops, subtitled "Lighting and Laughing"

Rick has appeared on Creative Live, B&H TV, PhotoPlus, "Sharjah Today" (UAE, done in Arabic, that was interesting), Sky TV, Australia, The Photographer Show, Photofocus, Tamron Recipes and numerous other podcasts and webcasts.



[www.rickfriedman.com](http://www.rickfriedman.com) • Facebook: Rick Friedman • Instagram: rickfriedmanpix

Black & White Relationship Portraits  
with Tim Walden,  
M.PhotoG.Hon.M.PhotoG., Cr., CPP, F-ASP

Monday, September 13, 2021  
Registration starts at 9 AM  
Time: 10:00 am - 4:30 pm  
Holiday Inn 31 Hampshire Street  
Mansfield, MA



Tim Walden brings priceless knowledge to the table when it comes to running a successful, upscale portrait studio. With fresh, innovative ideas, mingled with passion and emotion, Tim along with Bev remain a driving force in this industry and an inspiration to those who follow them. They were both awarded the Gerhard Bakker Award for excellence in educating fellow photographers and he is excited to share his journey with you.

Defining your style and establishing your brand.  
Here Tim will discuss style and branding and how the Waldens built one of the best known brands in the U.S. known as “Relationship” portraiture. Learn how to build “gaps” between you and the masses by offering upscale services.

Tim will look at the Enemies of Creativity, how to overcome them and then give you wording you can use with your clients to get everyone on the same page. Finally, he shares how to incorporate emotion into imagery to elevate its impact and tell people's stories as he discusses our tag line, “Behind Every Face, There Is A Story.”! [Click here to register!](#) You can view more of his work here: [Tim's website](#)





When my photography business first opened its doors, I was hired to photograph a small, private preschool in a beautiful Massachusetts suburb. At the time, I was taking on all sorts of work, but was quickly realizing that I love to make portraits of children. The outdoor school pictures at the preschool were going smoothly until a very small, dark-haired girl came out with her grouping to be photographed. This little girl refused to sit in the provided posing chair and proceeded to almost curl up into a tiny human ball. She looked anxious and frightened. The kind teacher accompanying her was apologetic. On a whim, I sat down on the ground and picked a stray dandelion from the grass.

Then I said, to no-one in particular, "We don't need to sit in a chair to get our pictures taken. We can stand or dance or pick dandelions." I glanced over to see my sweet, tiny friend bending to pick her own dandelion. I took a quick shot. Then I asked her if she would like me to take a picture of her with the flower and she looked up, beaming and smiled right at me. After the exchange with this little preschooler, part of my photography style was born along with the beginning of a greater purpose.

This feeling of a "greater purpose" was solidified a year or so later one evening when my husband and I were out to dinner with another couple at a local restaurant. After paying the check, the waitress came back to the table and while returning my credit card, asked if I was Sue Ogar from Susan Ogar Photography. It was a very funny moment in that she was acting like I was some sort of celebrity. I felt both honored and embarrassed. The waitress then proceeded to tell our table that I had photographed her son at his preschool and that the portrait was the best and most genuine picture of her son. She

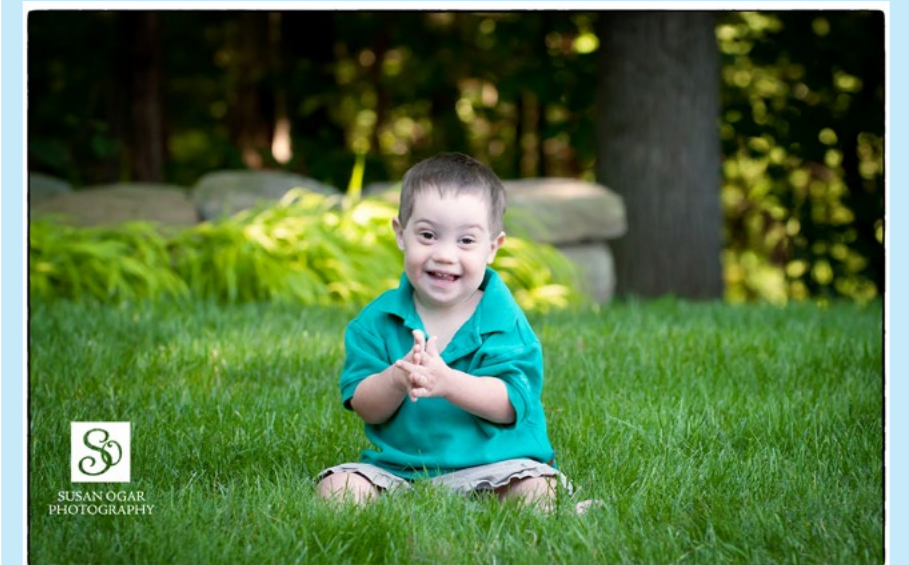


literally opened her ordering pad and showed us the portrait that she carried with her each shift at the restaurant. I looked at it and said, "Oh, Noah is your boy. I remember him." She was overwhelmed with emotion that I remembered her boy's name and then let me know that he has special needs and this portrait was a treasure to her.

After learning how much the portrait meant to the waitress and her family, I decided to dedicate part of my business to working with children and later, also adults, with special needs. My journey and focus of photographing families and children with special needs began in earnest in 2014 with my Honoring Mother's Project. The personal project paid tribute to all mothers, especially those of children with special needs and was a reminder for moms to get in the picture with their children. I photographed and blogged about each family. I met some incredible people—many who are still my clients today.

My focus has always been to capture the true spirit of those I photograph. I recently completed training and obtained accreditation with Special Kids Photography of America (SKPA). Through the training, I learned that unique methods, communication skills and sensitivity are needed when photographing children with special needs, disabilities and serious illnesses. The accreditation training focuses on techniques to ensure a successful photography session with less stress and frustration throughout the interaction.

I feel that a compassionate approach creates joyful experience. I strive to increase the child's comfort level as individual needs are considered. Communication about physical and emotional limitations and expectations, sensory issues, sound or sight sensitivities, or fears are part of this process. When my clients are at ease and experiencing joy, they are comfortable enough





to be themselves. I don't want anyone to feel stress of what their kid is going to do and therefore not get portraits taken. Sitting on the floor or ground and getting eye level with children is incredibly important to build trust and create a safe and fun environment. Speaking directly to the person with special needs is also important. I recently photographed a High School Senior with special needs who could not speak. Her mother told me after the session that she and her daughter appreciated that I spoke directly to the senior and allowed her to be part of the creative process.

I have a section in my pre-session questionnaire and consultation that asks about any special needs—physical or otherwise. I want to know if the grandfather has trouble walking or standing so that I can plan for a chair and make sure we aren't trekking to a location that won't be ideal for him. I want to know if a child has ADHD and may need a little extra attention or a break in the middle of a session to blow off steam. I want to know if a child is on the autism spectrum and may have trouble looking at the camera. I also want to know if the family has any special advice that is personal to the child. Sometimes just talking about dinosaurs or trains or whatever that child's favorite topic is changes the entire mood. The small amount of extra time in preparation and communication are key to the success of a session that involves special needs individuals.

Creating a memory of a child at any age and point in time is important. Time passes and kids are never going to be little again. I also believe that often the perfect portrait isn't what some would consider "perfect." At times, I may not be creating images that would merit in competition due to special circumstance. I am creating images for my clients and in doing so, want to represent them. The most cherished portraits are the ones that most perfectly capture the essence, spirit and love of the people involved—not always the perfect pose or light ratio. I find great satisfaction in knowing that it might be harder to take these photos, but families are more appreciative to have them.



Special Kids Photography of America was founded out of a young Pennsylvania mother's frustration, humiliation and hurt experienced at a photo studio where she went to commission a portrait of her one-year-old disabled son. The photographer tried to turn her away because her baby did not look like other infants. After her tears dried, she got mad and realized that professional photographers need to be trained with researched knowledge and how to be comfortable with photographing special children. That's what SKPA does: Train photographers and advocate for special children through beautiful photography.

# News from Hunt's Photo & Video

Gary Farber and Noah Buchanan have been doing many Facebook live sessions with photographers! To keep up with all of these and watch the ones they've already done, follow Gary on Facebook using this link!  
<https://www.facebook.com/gary.farber.50>

## Upcoming Facebook Live sessions:

- June 15th at 7pm: Tommy Spencer talking about his photography and all of the creative work he does with film.
- June 28th at 6pm: Several young photographers we have been working with, talking about how they got into photography and their experiences.
- July 15th at 6pm: Three conservation photographers we work closely with talking about conservation photography.
- July 26th at 6pm: Three of our friends from Canon with whom we work trade shows and events with talking about the future of trade shows and in-person conferences.

Hunt's continues with online classes and they are also starting up their [Photo Adventures](#) again! There are some amazing trips planned to the following locations!

See [Online Classes](#)  
Photo Adventures:

[Havana Cuba](#)  
(December 4-11th of 2021):

[Iceland](#)  
(November 5-15th of 2021):

[Italy's Amalfi Coast](#)  
(September 4-12th of 2021):



For those of you who may not be aware, Hunts has a full-service lab and can ship prints all over the country. Use the link below to see all of the services offered and use code NEW10 to Save 10% Off Your Order!  
<https://www.huntspix.com/>

Both Nikon and Canon have two new Pro-level cameras on the horizon: the R3 and Z9 (photos above). If you are interested in either of these, please email Noah for more information as soon as it is made available!

Hunts is running 15% off all used equipment. See some of the available products below and email Noah to inquire about pricing. Also, if you are in the market for anything specific, email him to inquire about availability! If there is anything else you're in the market for, contact [nbuchanan@huntsphoto.com](mailto:nbuchanan@huntsphoto.com) for a custom quote!

Noah Buchanan, Outside Sales Rep / Trade Shows  
(781) 462-2356 [nbuchanan@huntsphoto.com](mailto:nbuchanan@huntsphoto.com)  
100 Main St., Melrose, MA 02176



# Member Spotlight: Lauren Cole

by Ella Carlson

Lauren Cole, a resident of Scituate, is a newer member of PPAM. In fact, she started her photography business on March 15th of 2020, just ten days before the pandemic shut nearly everything down. Prior to that Lauren was a hobbyist photographer. She got her first pro level camera when she was 18. In preparation for going into the business, she got her bartenders license which she intended to do as back-up work while she got her photography business off the ground. When she was about to report for her first day of work as a bar tender, she was notified that there was no longer a job for her. So Lauren got busy. She joined the "Front Step" project and began photographing families on their porches and in their yards.



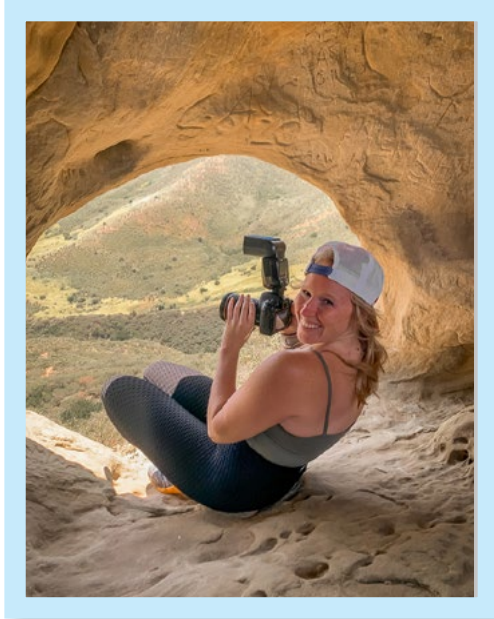
Lauren also partnered with "Empower Her" which is a non-profit for girls who have lost their moms. She did a great many sessions for the group and made more connections with families who wanted more of the work she was doing, all while raising over \$3000 for the charity.

Lauren's family lives in Scituate and her mother and brother are in real estate. That's lead Lauren to doing a lot of real estate photography. In fact, she's about to take the FAA certification test for her drone license. She finds real estate photography to be pretty straightforward since it is so standardized. She did a vast number

of visual tours in 2020 since many home shoppers wanted to avoid contact during the pandemic. While doing the real estate photography, Lauren worked to get her business card out to potential head shot clients and managed to get some headshot business through her real estate contacts.

She also did 6-7 weddings last year for her first year. "It was great for me because I got to build up my portfolio and didn't really have the stress of a bridezilla because the brides had already been through hoops of fire, changing things around, and I came in as the hero who could make it to the wedding."

Last year "Empower Her" did a "luminaria" in Scituate. (A luminaria is a celebration of lights.) People wrote notes in memory of whomever they'd lost and Lauren was designated as the photographer for the event. It was super successful and she did it again this year with "Empower Her," but this time it had grown far beyond Scituate. Celebrations took place all over the country: in Austin, Texas, San Francisco, Los Angeles, and in Washington, DC. She really enjoyed traveling around the country to photograph the event in the various cities. Because the events had to be virtual due to COVID 19, the photography piece was hugely important.



Lauren described starting her business in the midst of the pandemic as "adapt or die." She had the benefit of not knowing what the photography business was like without COVID, so she just plowed on. In spite of all that, she's making it work. She's used some of her profit to purchase more equipment, but she is quick to add that, "There have been struggles, too. It's not all butterflies."

One area that she finds very challenging is in organizing her business. She had been struggling with an email issue just before we chatted, and finds there's a lot about running a business that she still finds daunting. Her [website](#) should be live later this month, and until then people can find her on Instagram and Facebook under "Lauren Cole Imagery."

She is mainly self-taught. In college, she took a couple of photography classes, although she didn't pursue it as a major or minor field of study, but photography has been a constant in her life. She was always the family member with the camera even from a young age. Just before the pandemic, she took classes on camera operation to get acquainted with her new camera.

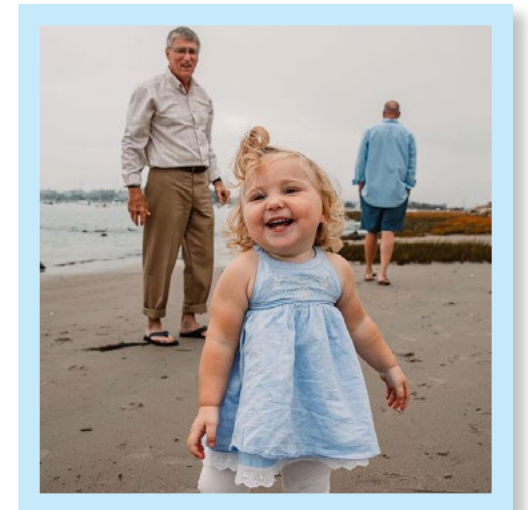
Her long term photography dream job would be to be a destination wedding photographer. Short term, she wants to get the organizational and business part of photography down pat. She struggles with the technical/accounting side.

Lauren has been enjoying PPAM's educational opportunities plus the networking. She's signed up for all the available courses to get herself educated. She's looking forward to meeting PPAM members again in the upcoming in person workshops in June and September.

Lauren really appreciates the networking that the Professional Photographers Association of Massachusetts has provided. She met Stephanie Olsen through PPAM in 2019, and she's been in touch fairly often with Stephanie, Cynthia Hovda, and with Denise Pressman. She depends on her network of PPAM friends to help guide her to where she should be on pricing, new techniques for lighting, etc. She always welcomes tips on photography or tricks of the trade. She attended the PPAM conference again this year,

learning about mini sessions and what labs PPAM members use for processing their images. She really appreciates hearing feedback because she only wants to get better.

Lauren is not married but she does share her life with Ollie, a new puppy. Her long term goal: "I want to be able to live a very comfortable life doing a job that I love." She doesn't want to have to worry about having to have supplemental income aside from photography. She loves the flexibility of working as a photographer, and she loves meeting people and connecting. When you see her at the next quarterly seminar, be sure to introduce yourself to this ambitious and talented young photographer.





# Member spotlight: Luciana Calvin, CPP

by Ella Carlson



Luciana Calvin is a PPA Certified Professional Photographer, an award winning photographer, and recently became a photography educator through teaching programs at PPAM and PPA.

She specializes in families and children's portraiture, with an emphasis on storytelling. She has a studio in Chelmsford, MA.

Luciana was born in Brazil, and lived in Italy and London before moving to the US in 1997. She graduated in Information Technology at UMASS Lowell in 2010 and has worked in the photography industry for the last eight years. She also

has been a PPAMVP of Membership since 2019.

With her very first PPA Super One Day program only days away, Luciana was both nervous and excited about doing a full day on the Certification Process. She feels her English isn't perfect although she is perfectly understandable, and she also suffers, like so many people, from a fear of public speaking. She took a public speaking course in college and remembers her notes shaking as she gave her talk, but she got through it. At the question and answer period after her presentation, she was totally comfortable... so much so that her classmates were astounded at the change. She really likes teaching and has signed up for course through PPA on how to set up a course so she can do more.

Luciana always wanted to leave Brazil. When it came time to continue her education, she decided to move to Italy with the help of a friend. She found Italy very hard and after a while, another friend asked her to go to London. She loved London and spent over two years there. If money hadn't been an issue, she would have loved staying in London. Another friend asked her to go to the US and she decided to try it. Her original plan was to stay here for three years, but now 24 years later, she's still here. She feels that the US is home now. She says it took her eight years to finish her IT degree as a part time student at UML. She took a Photoshop class as an elective (nope, not the one I teach) during her last semester at UMass. She loved Photoshop, typography, and so much about graphic design that she ended up getting her certificate in Graphic Design. She found photography through those classes.

Her mom is the most important person in her life. Her dad passed away 7 years ago. Her mom has always been her biggest cheerleader. She is married and her children are all of the four-legged, furry varieties.



So many people have been influential in her photographic journey, but one photographer in particular has a style she'd love to emulate: Cassandra Jones, a World Cup finalist. (<https://www.noellemirabella.com/>). "I recently took a class with her and I finally figured out what I want to do with my photos. I have been all over the place, jumping from thing to thing. I want to do children as a storyteller. I love her style and love how her photos look."

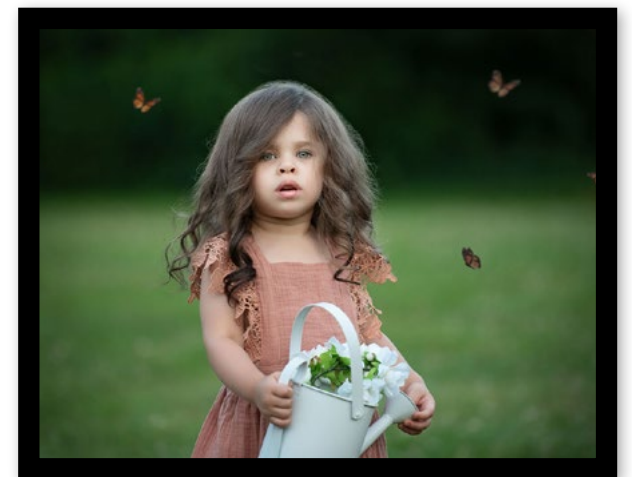
I asked her about the latest GIA winner, Shannon Squires-Toews. She admires what she's seen of her work as well, "a little fine art with storytelling."

She is grateful to PPAM for the photography friends she now surrounds herself with. She met fellow Brazilians, Alice (Pepplow) and Priscyla (Cunha) through PPAM. She was so happy to meet them. She doesn't think she would have survived the photography business all these years without PPAM and the connections she made through our organization. She finds it so helpful to be able to pick up the phone and talk to any number of her photography friends. "I've met so many people through PPAM; made so many connections. It's like I have a family here now. It totally changed the way I see the industry. It feels so awesome to talk to people who understand. I can tell a person how I feel about something," but it's the photography friends who really understand. This is her third year as membership chair. She doesn't want to give it up because of the connections she makes in the position. She credits her participation in PPAM with elevating her work far more quickly than she could have possibly done without PPAM.

I asked her if she had a photography related wish. "I have a dream, a big dream. I am working toward being on the United States World Cup Team. I dream every time I see the World Cup... Oh my gosh, I want to be there."

Luciana loves a challenge. Someone said she could never run a marathon (actually it was her husband) and she took it as a challenge to be met. She has now run several marathons and plans to run the Boston (virtual) marathon in a few months. She was a mile from the finish in the 2013 Boston marathon when the race was stopped because of the bombing. She really enjoys the process of training, learning, and researching food. That part excites her more than the actual race. She thinks everyone should do a big marathon "because of the sense of accomplishment when you finish. The endorphin rush is like nothing else!" When it comes to challenge of image competition, of course she wants to merit, but it's the challenge that she really loves. "I'm a sucker for challenges." In celebration of her birthday, she raised about \$1600 for a dog shelter in Brazil. She proudly says that it provided about a month of food for the dogs in the shelter.

Her longterm professional photography goal is to have a successful business. "It's always a work in progress building a business." She looks forward to getting to the point where the business is more secure. She gave up photographing newborns recently. She didn't feel like that was a strong area for her photography. She found that decision scary, but she's now glad that she did it. To see more of Luciana's work, visit her [website](#).





# Meet the 2021-22 PPAM Board

## President 2021-2022 Paula Swift, M.Photog.Cr., CPP



Paula grew up in Longmeadow, Mass with two sisters (9 and 10 years older). One is a photojournalist currently at the LA Times and Paula followed in her footsteps. After spending many years as her test subject, shadowing her in the our basement darkroom and on news assignments, Paula decided she wanted to be on the other side of the camera. She graduated from Fitchburg State University in 1995 with a Bachelor's Degree in Communications – Photography, and spent ten years as a staff photojournalist at the Worcester Telegram & Gazette. In 2000, she was part of a staff photography Pulitzer nomination and finalist in Feature Photography for our coverage of the deadly Worcester Warehouse Fire that took the lives of six brave firefighters. Paula left the newspaper in 2005 and opened her first portrait studio in 2006 after the birth of her second son. She joined PPAM in 2006 and had her third son in 2007. I moved to my current studio in Sudbury in 2013.

## Vice President of Programs Kris Ventresco

Kris is a second generation photographer based in Easton, MA specializing in wedding photography, business, family and high school senior portraiture. Kris has received top 3 in the Northeast District twice for highest wedding image in print competition and PPAM Court of Honor twice for the wedding category. He is the current VP of Programs for PPAM. A few projects that hold near and dear to his heart are the Boston Pops 4th of July Fireworks Spectacular with stage credentials, and Frozen Fenway for the Boston Red Sox.



## Vice President of Communications Ella Carlson, M.Photog.M., Artist.Cr., CPP, F-ASP, EA-ASP

Ella has a master of fine arts degree from the New Hampshire Institute of Art. She won the Grand Imaging Award from the Professional Photographers of America in January 2019 for her album "Most Wanted" and the 2020 GIA in the Illustrative/Commercial Category. She is an American Society of Photographers

Fellow and Educational Associate as well as master photographer, master artist, photographic craftsman and certified professional photographer. She has been a PPA diamond photographer of the year five times. Her work was featured on the cover of the September 2018 issue Photoshop User magazine and the October 2018 issue of Professional Photographer magazine, and has been published in several books as well as the Professional Photographers of America Loan Book, the Showcase Book, and Professional Photographer Magazine, and her book "Fine Art Photoshop" was published in May of 2017.

## Vice President of Finance Ann DeCristofaro, CPP



Ann started her photography business approximately 1983 doing weddings, anniversaries and other events. She used a Mamiya C300 and a Hasselblad 500 C/M. She contracted out initially for Color Photo Service of Washington D.C. and, believe it or not, for weddings, she was required to only use their film and only three rolls of 220 (72 shots) to cover the getting dressed, ceremony, formals, table shots and reception!!! Eventually, she went out on her own and had the unique honor of being one of the official photographers of the 1989 Inauguration Ball with George H. Bush.

Ann was a part-time photographer and full-time teacher, working 20 years in the IT field at DEC and Sybase as a corporate trainer of computer languages and databases. In between these jobs, she worked as a math teacher in several high schools in both Maryland and Massachusetts. Ann continued her photographic journey whenever she had a vacation or weekend. She went hybrid film/digital in 2002 with her first digital camera being only 4 megapixels. Today, Ann does portraits and restores old damaged photos, and is otherwise fully retired. She loves PPA (21+ year member) and PPAM (8 years).

## Vice President of Technology Susan Ogar

In 2007, she gave up a 12+ year career in publishing and marketing to become a full-time photographer, capturing moments for individuals and families in central and eastern Massachusetts. She's been a board member of the Professional Photographer's Association Massachusetts since 2013 and in 2021 took on the role of Vice President of Technology. She continues to learn and expand her photography skills through education and training. Susan recently completed training and obtained accreditation with Special Kids Photography of America (SKPA). The accreditation enhances the professional photography experience and skill base that she's built over 10 years. She lives west of Boston with my husband of over 20 years, two teens and beautiful cat.



## Vice President of Membership Luciana Calvin, CPP

Luciana is a PPA Certified Professional Photographer, an award winning photographer, and recently became a Photography Educator teaching programs at PPAM and PPA. She specializes in families and children's portraiture, focusing on storytelling, with a studio in Chelmsford, MA. Luciana was born in Brazil, and lived in Italy and London before moving to the US in 1997. She graduated with a degree in Information Technology from UMASS Lowell in 2010 and worked in the photography industry for the last eight years. She also has been the PPAM VP of Membership since 2019.





**Lisa Fischer, CPP**  
Recording Secretary

**Cathy Broderick, M.Photog.Cr, CPP**  
Parliamentarian/By-Laws Chair



## Members at Large



**Tim Lebel**



**Ken Berman**



**Andy Weigl**  
CPP



**Karen McCall**  
M.Photog.M.Artist.Cr, CPP



**Connie Kennedy**  
CPP



**Bob Joynt**

## PPAM Chairs

### Convention Co-Chairs

**Stephanie Olsen & Cindy Irving**

Cr.Photog., CPP



### Image Competition Co-Chairs

**Stephen Sedman & Cassandra Sullivan**

M.Photog.Cr

M.Photog.,Cr, CP



### Hotel Chair

**Nancy Green**

M.Photog.Cr, CPP



### Degree Program Chair

**Naomi Waters**

CPP





Scholarship Chair  
Cynthia Hovda, CPP



Props Chair  
Kenneth Berman



Security Chair  
Robert Joynt



Volunteer Chair  
Lisa Tommaney



Nominating Committee Chair  
Stephen Sedman, M.Photog.Cr.



Hospitality Chair  
Tony Collela



## PPAM Member Benefits

- ANNUAL CONVENTION
- QUARTERLY SEMINARS
- MENTORING
- SERVICE DEGREE
- PRINT EXCELLENCE DEGREE
- MINI SEMINARS
- NETWORKING & CAMARADERIE
- FIND A PHOTOGRAPHER WEBSITE LISTING



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

