



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

# NEWSLETTER

Professional Photographers Association of Massachusetts

FEBRUARY 2016



PPAM

is

“BETTER TOGETHER”



# What a great way to start the New Year!

Many thanks to Amy Rader and Scott Levine for starting our year off right with “Sales and Technology”!  
Many braved the cold winter weather, and were treated to an abundance of knowledge!

Photos courtesy of Tracy Gilford



## PPAM Officers 2015 - 2016

### President

Susan Asaro  
Susan Asaro Photography  
Wareham, MA 02571  
508.291.7926  
[president@ppam.com](mailto:president@ppam.com)

### Vice President Programs

Steve Sedman  
Sedman Photography  
16 River St.  
Braintree, MA 02184  
781.794.3222  
[programs@ppam.com](mailto:programs@ppam.com)

### Vice President Membership & Records

Dianne Marshall  
Marshall Photography  
467 Teaticket Highway  
Falmouth, MA 02536  
508.457.9331  
[membership@ppam.com](mailto:membership@ppam.com)

### Vice President Finance

Joanne Aleo  
J & Co Photography  
626 Chandler St.  
Tewksbury, MA 01876  
781.389.9869  
[finance@ppam.com](mailto:finance@ppam.com)

### Vice President Communications

Joyce Holt  
48 Parker St.  
Acton, MA 01720  
617.905.4816  
[publications@ppam.com](mailto:publications@ppam.com)

### Vice President Technology

Patrick Brosnan Photography  
67 Valley Road  
Ashland, MA 01721  
508-395-9389  
[vpotech@ppam.com](mailto:vpotech@ppam.com)



## President's Message from Susan

We are now well into 2016, the New Year is moving quickly and I know what you are all thinking about - the annual PPAM convention is almost here! Right? The PPAM convention is our big get together as a community where we can spend time with one another, participate in Image Competition, have fun and learn at the same time. Better Together is what this convention is all about.

We want everyone to come to the PPAM convention this year to celebrate our common dedication to a beautiful profession. Spend time and partake in discussions with a group of people that are fluent in the language of photography.

One of the highlights of the PPAM convention is Image Competition. This valuable event provides a great opportunity to learn and improve your abilities and we encourage you to participate. While at Imaging USA a few weeks ago, I felt privileged and inspired by keynote speaker [Amy Purdy](#). She said, "We stop ourselves before we even try." So, are you stopping yourself from participating in Image Competition before you even try?

If you find this isn't the year to submit images, then come to observe the process and converse with your peers to give and gain insights anyway. It is a wonderful learning experience on so many levels.

Bring a fellow photographer or two to the PPAM Convention on Saturday, February 27th. It is FREE! The PPAM convention is a great way to sign up new members and get them excited about being a part of our community. Growing our membership is so important to our organization and we need your help.

For now, I'll be digging through images (hopefully not snow) to enter into Image Competition. I look forward to being in your good company in a few short weeks.

Wishing you a year filled with inspiration and prosperity!

*Sue*



**Recording Secretary**

[Susan Ogar](#)

Just So Designs  
Susan Ogar Photography  
9 Wheelwright Drive  
Northborough, MA 01532  
508.277.6140

**Members at Large**

[Tony Colella](#)

Richter - Colella Studios  
555 Washington Street  
Wellesley MA, 02482  
781.431.1658

[Keitha Hassell](#)

KLH Photography  
17 Schuyler Street  
Boston, MA 02121  
617.442.6575

[Andreia Lima Makkas](#)

Unique Studio of Photography  
85 Pleasant Street  
Weymouth, MA 02190  
781.331.7400

[Patricia Walsh, CPP](#)

Patricia Walsh Photography  
612 Broadway  
Hanover, MA 02339  
781.724.4015

[Dan Bitar](#)

14 Oak St.  
Foxboro, MA 02035  
508.498.2218

[Mark Maiden](#)

Mark FJ Maiden Photography  
P.O. Box 812500  
Wellesley MA 02482  
339.206.6921

**Nominations for PPAM Board Announced!**

**The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of Chairperson Andrea Joliat, M. Photog., CPP; Paula Swift, M. Photog., CPP, Courtney Trembler, CPP, Karen McCall, Mark O'Connell, James Boykin have selected the following candidates to fill the PPAM slate of officers for 2016-2017:**

**President - Susan Asaro**

**VP Programs - Steve Sedman**

**VP Technology - Paula Swift**

**VP Communications - Joyce Holt**

**VP Membership - Dianne Marshall**

**VP Finance - Agnes Kane**

**Members at Large**

**Tony Colella**

**Patricia Walsh**

**Dan Bitar**

**Connie Drapeau Kennedy**

**Mark Maiden**

**Keitha Hassell**

**Recording Secretary - Susan Ogar**

**Respectfully submitted,**

**PPAM Nominating Committee Chairperson**

**Andrea Joliat**

**Please be advised PPAM members that it is your right according to the PPAM bylaws that you may nominate other PPAM members for office. Any PPAM member may have his or her name placed in nomination by submitting a nomination petition signed by 20 or more PPAM members to the Chairperson of the nominating committee at least two weeks prior to the annual meeting.**

**The election will be held at 12:00 noon on Saturday, February 27, 2016, during the PPAM Convention at the Sheraton Hotel and Conference Center, Framingham, MA.**

**Coming Monday - April 11, 2016**

**How Mirrorless Photography and LED lighting are Changing the Way the Professional Photographer Shoots with Jason Lanier**



Jason Lanier is an award winning photographer who has traveled the world pursuing his passion for photography. His love of photography grew out of his appreciation for landscape photography and he now incorporates the tenets of landscape imagery into all of his work.

Join mirrorless photographer and Sony Artisan of Imagery Jason Lanier for an in depth look at how mirrorless cameras are changing the way

professional photographers work in the industry today. Once seen as just another fad, or too small or insufficient to be taken seriously by the professional photography community, mirrorless cameras have grown into a substantial part of the marketplace as more and more professionals are switching. Currently the mirrorless camera market is the only growing segment of cameras in the world today and with good reason....mirrorless cameras offer technology and advantages that many DSLR counterparts don't.

This isn't a pitch on what you should buy, this is an in depth look at how mirrorless cameras are changing the marketplace and why more and more pros are switching or at least considering it for the first time in their careers. Mirrorless cameras are the first big innovation shift in the photography industry since digital replaced film.



This presentation will also look at the growing trend of still photographers using LED lighting to create stunning imagery. LED lighting has been a staple piece of gear for videographers for decades, but more and more still

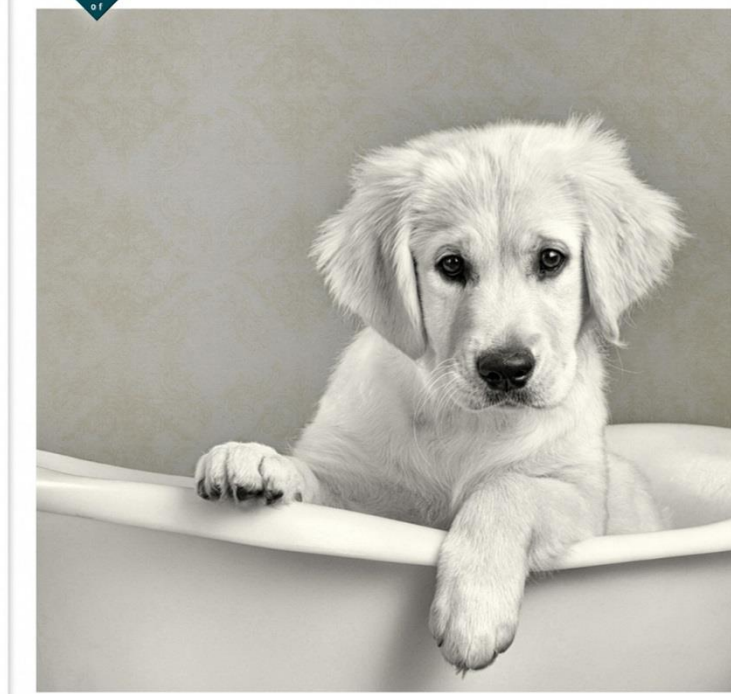
photographers are now using LED lighting as a replacement or add on to their flashes or strobes due to the recent innovations in LED lighting that make them more powerful, adaptable and portable than ever before. [Registration now open!](#)



We're So Excited!  
Check out the **PPAM Convention Book!**



*Better Together!*



*"Bubbles, Please" - Cathleen Broderick, M.Photog., CPP*

**Professional Photographers Association of Massachusetts**  
February 26-29, 2016  
Sheraton Hotel & Conference Center, Framingham, MA



## PPAM 'Better Together' CONVENTION – THINGS TO KNOW

### **VOLUNTEER, HAVE FUN, MAKE A FRIEND**

Would you like to have even more fun at the PPAM Convention? Maybe make some new friends too?

We need people to drive speakers to and from the airport; others to assist with the Image Competition, more to check badges for attendees going into the seminars; help with hospitality; help with props and more. Work with your friends and make new friends! PPAM Volunteer Chairperson, [Lisa Tommaney](#), organizes all of the volunteers so that the tasks are spread out and everyone has fun and no one person has to "do it all". Contribute your time to this fun and fabulous event! [Check out all the volunteer openings](#) at 2016 Convention Volunteers!

### **VP OF MEMBERSHIP REMINDER**

Dianne Marshall, VP of Membership would like to remind everyone to please make sure to bring your membership badge to all seminars and to the convention. Badges **MUST** be worn for entrance into any speaker seminar and throughout the convention.

### **NOW'S THE TIME TO RESERVE A ROOM**

Join in the PPAM Convention fun at the Sheraton Hotel. Reserve your room now by calling 508-879-7200 – mention PPAM- Professional Photographers of Mass to receive your special room rate of \$109 plus tax per night. Stay the weekend and make new friends! Bring the family and enjoy the pool. It's a pet friendly hotel!

Do not book through Sheraton corporate or online sites. Rooms booked through those sites do not count towards our required rooms which we **NEED** to keep our costs low and to keep the convention **FREE** to you!

**Be sure to visit these vendors at the TRADESHOW, Saturday February 27, 2016 12:00-3pm**

**ACI, Hunt's, Manfrotto, Westcott, Tamron, Alkit, Wacom, Sony, Sigma, Lens Pro to Go**

### **CONVENTION AWARDS PARTY**

Come celebrate the image competition award winners, grab a drink, a bite to eat and have a dance or two. It's free for members – bring a guest \$25.



# 2016 Convention Preview

**Paula Swift, M. Photog., CPP**

**“Newborn Photography” - September 26<sup>th</sup> 2:00 P.M. – 5:30 P.M.**



Paula Swift, M. Photog., CPP of Framingham, MA will offer a hands on studio light newborn photography program.

While most are teaching natural or constant light for newborns, Paula will show you how to use studio lighting effectively on new babies, keeping it simple and beautiful.

She will break down from start to finish how she prepares her clients before the session focusing on posing, lighting, set up of props, newborn safety, soothing techniques, posing parents /siblings and what lenses work best.

With Paula's experience photographing over 500 new babies, as of 2015 and a mom to three boys, she has learned a few tricks to help babies sleep naturally in the studio and keep parents relaxed throughout the session. The key to her lighting and posing is to keep it as simple as possible. To listen to key things babies, siblings, and parents, may express during the session, so she can capture beautiful newborn and family portraits that parents love.



Paula is celebrating 20 years as a professional photographer and has been photographing newborns for over 11 years. She is a Master Photographer, Certified Professional Photographer and a Photographer of the Year bronze medalist in 2014. Paula has won two Kodak gallery awards , Hallmark Gallery award and her newborn photography has been earned loan and general collection recognitions in the International Photographic Competition.

Photography has been a passion of Paula's ever since she was a child herself, as she was the subject of many photos taken by her older sister, a photojournalist. She was given her first manual camera and introduced to the magic of photography at the young age of 13 and later went on to receive two college degrees in photography. Paula received an A.S. in Visual Arts- Photography and B.S. in Communications Media- Photography. She worked as a staff photojournalist at the Worcester Telegram & Gazette for 10 years. Paula decided to take a new path in photography into the world of children and family portraiture, after having had her first son in April 2003.



Paula is an award-winning and nationally-recognized photographer for her published work in newspapers and magazines.

Paula is Sponsored by:





# 2016 Convention Preview

**Roberto Valenzuela**

**NON MEMBER FREE DAY**

**“Lighting & Posing Simplified” - September 27<sup>th</sup> 9:00 A.M. – 12:00 P.M.**



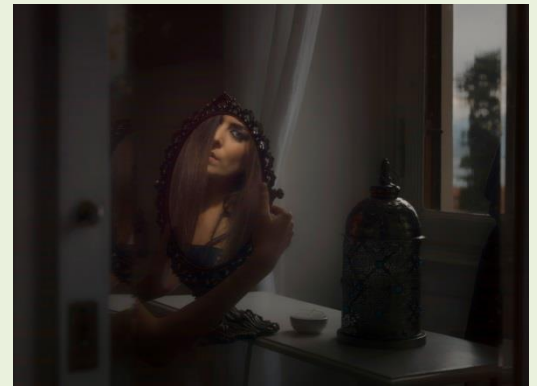
Roberto will teach you how to assess, understand, manipulate, and completely beautify light with minimal equipment. This session is for photographers who are looking for a practical solution to gain complete control of natural posing and lighting on the go.



Roberto is a Canon Explorer of Light photographer based in Beverly Hills, CA. He developed as a professional concert classical guitarist and educator. He believes that it not talent but deliberate practice that is at the core of skill and achievement. Roberto has traveled to every corner of the world motivating



photographers to practice and break down the various elements of photography in order to master them through goal setting,



self-training, and constant dedication.



Roberto is Sponsored by:



# 2016 Convention Preview

**Andreia Lima-Makkas, CPP - “Be Unique & Make Your Photographs Excel” (SEJA INCOMPARAVEL E FACI SUA FOTOGRAFIA SOBRESAIR)** Presented in Portuguese - September 27<sup>th</sup> 3:30 P.M. – 5:30 P.M. **NON MEMBER FREE DAY**



For Andreia photos are a form of choreography. They tell a story in sequence. "You have to understand light to create a style of photography that represents you. Light is essential to creating your style, whether in maternity, babies, boudoir, glamor and no doubt in wedding photography. Andreia wants to share with you her experience and techniques for a successful studio with my style.

*Você tem que entender luz para criar um estilo de fotografia que te represente. A luz é essencial*

*para criar seu estilo, seja em fotografia de maternidade, bebês, boudoir, glamour e sem dúvida na fotografia de casamento. Quero dividir com vocês minha experiência e técnicas para um studio de sucesso com meu estilo.*



Andreia moved to the USA in 1995 where she completed her Bachelors in Science for Human Resources and Counseling. After many years in this career she still felt drawn to art, so she decided to dedicate her life to her real passion: Photography. She attended the New



England School of Photography in Boston. She now owns and operates Unique Studio of Photography, located in Weymouth, MA. The Studio Specializes in Weddings & Portrait Photography.

Andreia is a member of the Professional Photographers Association of Massachusetts, Professional Photographers Association of America, and

Member at Large at PPAM.

The Studio: Unique Studio of Photography aims to deliver images beyond breathtaking, providing the clients an experience of sheer pleasure. "Our work ends only when you are totally satisfied."





# 2016 Convention Preview

**Carl Cox**

**“Setting Yourself & Your Clients Apart From the Competition with Hybrid Photography ”- September 27<sup>th</sup> 3:30 P.M. – 6:00 P.M. **NON MEMBER FREE DAY****



Join Carl for his program to discuss the methods, theory and equipment used to capture video for use in Hybrid Photography projects. The class will include live demonstration, descriptions of the gear used, and detailed information about how Carl works through the hybrid creation process with his clients.

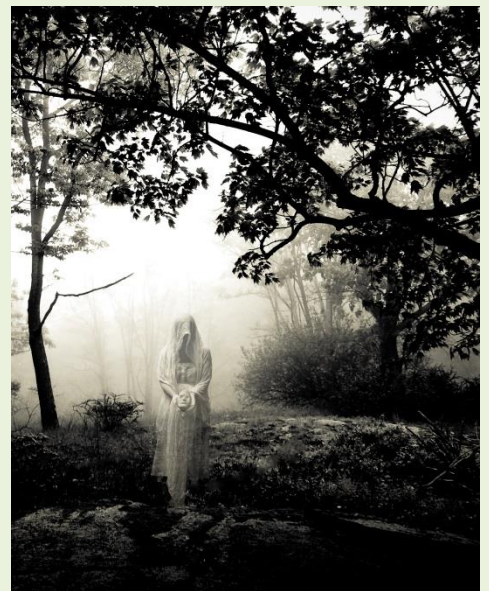
Hybrid Photography is a dynamic storytelling tool that uses video, audio and still images to create products for your clients whether you are marketing to families or business professionals!



This highly emerging market is rapidly expanding because of its flexibility and compatibility with mobile devices, social media, web, email and more. Seeing this emerging technology and the need for Hybrid Photography, it was a natural progression that fit perfectly within his client base and his studio vision. For the last three years, Carl has worked to perfect and fine tune the skills required to capture and produce with a seamless workflow a

product his clients love.

While his studio covers families and portrait work, the heart of his business is primarily commercial clients who want to differentiate themselves and really stand out.



Carl is Sponsored in part by:

PHOTO & VIDEO  
**Hunt's**

# 2016 Convention Preview

**Jeffery Shaw**

**“The Essential Business Model for Photographers ” - September 28<sup>th</sup>  
9:00 A.M. – 12:00 P.M.**



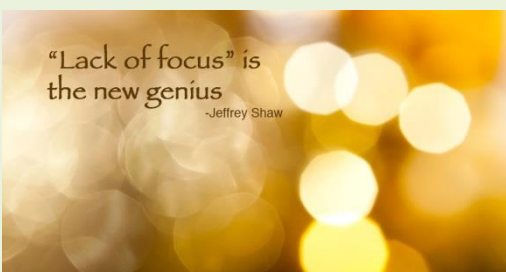
As a photographer, you are in business marketing *yourself* and your *talent*. Most businesses are not. Therefore much of the advice you've heard and the attempts you've made before to change your business may have left you feeling frustrated, overwhelmed and thinking that you can't be “good at business.” It simply doesn't have to be that way. You can absolutely be good at business and be financially successful doing what you love. The problem is no one, until now, has taken the time to explain to you the differences between traditional business which is selling “things” and YOUR unique business as a photographer.

Photographer and Business Coach  
Jeffrey Shaw will share with you the

Essential Business Model that you need to build and sustain a successful photography business. These Eight Essential Elements are the insights and action steps you need when you're in business, marketing yourself and your talent in today's noisy marketing world and undercutting competition.

The Essential Business Model for Photographers provides everything you need to have a well-rounded successful photography business. It clears a path and sets a direction toward the business of your dreams. In his presentation, Jeffrey will review the Eight Essential Elements necessary for every photographer to truly turn what they are most passionate about into profits and provide you with a plan to succeed.

With a deeper understanding of these eight elements you will be prepared to build a high-functioning and complete photography business so that you can concentrate on what you do best!



Jeffrey is a business coach, host of Creative Warriors podcast, speaker, and photographer. He works with entrepreneurs who are in business marketing themselves and their talents.

Jeffrey's core message is when an entrepreneur is marketing themselves, they must have a clear direction, know what they stand for, develop a unique branding message and effectively communicate it.

Jeffrey began his career as a highly-sought after portrait photographer for an exclusive clientele. His portraits have appeared on The Oprah Show, CBS News, and in “O” magazine, People Magazine, and New York Family Magazine. His writings appear in the Huffington Post and various business journals such as Professional Photographers of America. Jeffrey's biweekly podcast, Creative Warriors, inspires, motivates and educates creative entrepreneurs by interviewing entrepreneurs from around the globe. Jeffrey takes great pride in unleashing entrepreneurs to leverage their “lack of focus” to diversify their businesses and live fulfilling lives. His work is grounded in real life experience, extensive professional coach training and humor.



# 2016 Convention Preview

**Bert Behnke, M. Photog., Cr., Hon M. Photog & Cindy Behnke, M. Photog., Cr. - "In Search of the Perfect Portrait *Part I*" - September 28<sup>th</sup> 1:30 P.M. – 5:30 P.M.**



This program, In Search of the Perfect Portrait, is about how the Behnke's have created a legacy studio, one that serves their clients at the important times in their lives. Whether a family portrait, a maternity portrait or the wedding day, they want to be "the" family photographer for their clients. They want to be a part of their client's life and family history. For

those of you that are new to photography, they will stress what an important role you play in the families you photograph, from their newborn photography to their senior portraits and beyond.

The program will start with the initial client contact and continue through a live portrait session, the various stages of work flow, the all-important sales session and finally, the delivery session. Yes, they do schedule studio pick-ups or home deliveries of their portraits. It's all part of the "Behnke Experience". If you're not reaching your sales potential or creative level, this is a must see program. Bert and Cindy will cover posing,



lighting, marketing, scheduling and work flow in this day long program, split into both days. Bring your questions. Their decades of experience will all be available to you, take advantage of it.



Bert and Cindy Behnke have spent their entire careers in the photography business. Cindy began her career in high school working for a local studio as a receptionist/re-toucher before moving into the camera room and running her own studio. Bert literally grew up in the business, the son of a photographer and salesperson in the family studio. In 1985, Bert purchased the family studio near Chicago while Cindy opened her own studio in southern Illinois in 1987. Fate intervened in 1990 when they joined forces as co-owners of their studio in Frankfort, Illinois, near Chicago. Ten years later they built their dream home/studio and continued to strive to create the perfect portrait for their clients. Today, they have created a business that stresses extreme quality in both product and service. They like to call it the "Behnke Experience". In the current climate of fast and cheap, the Behnke's have chosen to go with quality and client satisfaction, to take the high road so to speak. They have elected to never sacrifice what they do for their clients for a lesser product. They have chosen to guarantee the "perfect portrait" to their family clients. Now, don't confuse the "perfect portrait" with the one that scores 100 in competition or sells for \$50,000. Rather, Bert and Cindy strive to create and experience that is "perfect" for each of their clients.



The Behnke's are Sponsored by:



# 2016 Convention Preview

**Bert Behnke, M. Photog., Cr., Hon M. Photog & Cindy Behnke, M. Phog., Cr. - “In Search of the Perfect Portrait *Part II* ”**  
**September 29<sup>th</sup> 9:00 A.M. – 12:00 P.M.**



The Behnke's continue with how they have created a legacy studio, one that serves their clients at the important times in their lives.

For new photographers

they will stress what an important role you play in the families you photograph, from their newborn photography to their senior portraits and beyond.

This program began with the initial client contact and will now continue through a live portrait session, the various stages of work flow, the all-important sales session and finally, the delivery session. Come and experience the "Behnke Experience".



If you're not reaching your sales potential or creative level, this is a must see program. Bert and Cindy cover posing, lighting, marketing, scheduling and work flow in this day long program which was split into two days of speaking.

Bring your questions. Their decades of experience will all be available for you take advantage of it.

The Behnke's are Sponsored by:





# 2016 Convention Preview

**Al Behnke**

## **“You Can’t Photograph Clients You Don’t Have! Getting Creative with Your Studio’s Marketing, PR, and Social Media ”**

**September 29<sup>th</sup> 1:30 A.M. – 3:00 P.M.**



We all know that no matter how great your photography is, marketing is what gets clients into your studio. As the photographic industry gets more saturated with start-up studios it's important to set yourself apart from the pack. More than ever, adapting to the age of digital marketing has become a necessity for photographers. Al will discuss the 3 main marketing strategies that Behnke Photographers uses to get clients into their studio. He will show you how the Behnkes

use hand-on marketing campaigns and partnership marketing to engage with new clients and keep their studio in the public eye. In addition, and perhaps most importantly, he will discuss how the Behnkes use social media marketing as a tool to engage with prospective and current clients to keep them coming back year after year. Sometimes all it takes is a willingness to connect with people to succeed!



Al Behnke is a third-generation photographer specializing in weddings and seniors with Behnke Photographers in Mokena, L. He is also the owner of 1001 words Public Relations, a marketing firm that is dedicated to helping photographers and Imaging professionals expand their business.

I have a background in Public Relations and as a working photographer, I have seen first-hand how difficult it can be for studios to not just get off the ground, but to keep an upward trajectory as the times change. My goal is to help studios, big and small, get more customers through the door to keep those customers for a lifetime.

Through press release writing, social media upkeep, blogging, event and promotional creation, and effective e-mail marketing, I aim to help studios succeed in the ever-changing world of digital photography. Our studio has been around for nearly 60 years thanks to our aggressive marketing and social media plans. Our ideas and execution are meant to keep your studio thriving for years to come!

Al Behnke is Sponsored by:



# A Message from Cathy Broderick, M. Photog., CPP



"Entries are rolling in for next month's Print Competition at the PPAM Convention!"

How are YOUR entries coming along? Remember you can enter one or you can enter five and get one entry FREE! You can submit prints or digital entries. You can also enter Creative Theme and Masters Choice Print Categories at no additional charge.

Here are [some resources](#) for inspiration and guidance.

I'm happy to announce that our good friends at ACI are generously sponsoring the "PPAM Specialty Award" this year. The Specialty Award is given to the best image in the category of actual client work. This year's subject is "Babies" and will win a \$100 gift certificate to ACI. Isn't that fabulous? Come on ya know you want to enter! That's just one of many awards to be had.

Do you want to learn more about Competition? Hands down-entering comp is one of the BEST things I have done for my business. My photography has greatly improved, and my clients get excited for me when I win awards and especially when I win awards for portraits of them! When I started volunteering on the committee I learned a ton. Just being in the room and listening, being able to handle the prints and then later talk to the judges improved my photography. You can volunteer anytime you like-when we receive and unpack the cases of prints on February 20th in Bridgewater, when we set up on Friday February 26th, during judging Friday evening and Saturday. [Volunteer Now!](#)

Even an hour helps! I also recommend that you sit in and listen on the judging either in the actual room where it's quiet or in Club 79 where the atmosphere is a little more "spirited". Here are the official [rules and deadlines](#).

**Remember, the image upload and case registration deadline for ALL entries is February 18<sup>th</sup> at 11:00 P.M.!**

I'm happy to answer any questions you may have regarding the process; Jump in-the water is great!

**Cathy Broderick**

**Print Competition Co-Chair**

**M. Photog, CPP**

[cathy@cathleenbroderick.com](mailto:cathy@cathleenbroderick.com)



# A Word from Gail Lucozzi, Degree Chair



Gail Lucozzi

With the end of 2015 upon us, it is time to again reflect on all the photographic endeavors and education you participated in during the year and to fill out your PPAM Service Achievement Degree Application form!

Did you know you get points just for being a member? 2 points your first year and one point each additional continuous year! Did you volunteer on a PPAM committee or at a PPAM event this year? There's another point! Did you write an article for the newsletter? Another point! See how easy this is? But, unlike the Photographic Excellence Degree where we track the points for you, you must complete a Service Degree Application for your merits to accrue.

Points can add up fast-the more involved you are in the organization, the more rewarding your experience will be-both personally and professionally! So, think back over the year and be sure to print out the Massachusetts Service Achievement Degree Application by going to the PPAM website and clicking on "Membership" then "Benefits" then the blue "PPAM Service Achievement Degree Application" link.

Print it out, fill it out, and either send it to Gail Lucozzi NO LATER THAN February 15, 2016, scan and email it, or bring it in person to the PPAM convention February 26-29, 2016. Or, check out the numerous volunteer opportunities and get started on your degree now!

To make it even easier for you, here is the [service degree form](#):

For volunteer opportunities go our [volunteer sign-up genius page](#).

If you have any questions, please email [Gail](#), or call 978-729-7315. Mail completed forms to the address below.

Let us celebrate all you have done to promote yourself, your craft and PPAM!

Wishing you all lots of smiles in 2016!

*Gail Lucozzi*

Degree Chair

978.729.7315

ASA Photographic

71 Faulkner Street, Suite 215

North Billerica, MA 01862

**Congratulations to PPAM's own Cathy Broderick, M. Photog., CPP and Cassandra Sullivan, M. Photog., CPP on receiving their Master of Photography Degrees at IUSA this year!**





Photos Courtesy of Paul S. Robinson Photography



**Let's be sure to give  
Congratulations to  
PPAM's own Ella  
Carlson M.Photog.  
M.Artist. Cr., CPP  
EA-ASP for receiving  
her Educational  
Associates Degree  
from the American  
Society of  
Photographers in  
Atlanta!**



Photos Courtesy of Dennis Hammon via Facebook

**CONGRATULATIONS to these PPAM members on receiving Awards and Degrees at  
the Imaging USA 2016 ceremony!**

**Diamond Photographers of the Year**

Diamond Photographers of the Year had all four competition images accepted into the PPA Loan Collection.

**Ella Carlson, M.Photog.M.Artist.Cr., CPP EA-ASP**

**Gold Medalists**

Gold Medalists have the distinction of two photographic images being included in the PPA Loan Collection and two images in PPA's General Collection.

**Ed Pedi, M.Photog.Cr., CPP**

**Andrea Joliat, M.Photog.Cr., CPP**

**Cassandra Sullivan, M.Photog., CPP**

**Gold Artist Medalists**

Gold Artist Medalists had two images from the Master Artist category included in the PPA Loan Collection and two images in PPA's General Collection

**Alison Minitter, M.Photog.Cr., CPP**

**Silver Medalists**

Silver Medalists have achieved the inclusion of one photographic image into PPA's Loan Collection and three images into PPA's General Collection.

**Nancy Green, M.Photog.Cr., CPP**

**Yedi Koeshendi**

**Alison Minitter, M.Photog.Cr., CPP**

**Earned Master of Photography Degree**

**Cathy Broderick, CPP**

**Cassandra Sullivan, CPP**

**New 2015 Certified Photographers**

**Lisa Fischer**

**Andreia P. Makkas**

**Stephanie C. Olsen**

**Alice C. Pepplow**





## We have a great line-up of Professional Photographers who will be educating us at PPAM's Photopalooza!

**March 5th** A day of Photoshop Immersion with Alison Minter, M. Photog., Cr., CPP and Ella Carlson, M. Photog., M. Artist, Cr., CPP, EA-ASP. From HDR, plug-ins, and painting with Photoshop, to blend modes and retouching, Alison and Ella will give you a day of great Photoshop tips and techniques...the same techniques they use for their award winning images and client work. [For more information and to register.](#)

**March 12th** From Chasing Fires to Chasing Toddlers with Paula Swift, M. Photog., CPP Paula Ferazzi Swift, M. Photog., CPP owner of Paula Swift Photography a Boston area portrait photographer, spent 10 years chasing fires and covering news assignments all over Central Massachusetts as a photojournalist at the Worcester Telegram & Gazette. ('95-'05). Paula will talk about her experience as a photojournalist and how she implements those skills in capturing beautiful, timeless and story-telling portraits in today's competitive photography world. [For more information and to register.](#)

**March 19th** Portraits and Sales-Start to finish with Nancy Green M. Photog., Cr., CPP Sales! Some of you HATE that word. Some of you are scared to death of that word. Some are just wanting to know how to make them BIGGER. Well, that's where Nancy may be able to help. She's going to give you her proven successful process and you can put your own twist on it to make it work for you. She'll take you from the initial contact to the actual delivery; whether it's an "In-Town" or "Out-of-State" client. 2015 brought an increase of sales of over 30%. "There MUST be something she's doing right!" There will be some studio setting demo's to show the process of sale during the session. Nancy will show you how she works in the camera room and why it helps in the finished work. [For more information and to register.](#)

**March 20th** Weddings and More with Stephen Sedman Cr. Photog. Today's Bride is more visually savvy than ever. She is exposed to more information and more choice than ever before. To be successful in wedding photography today you need to know what your potential customers want and then give them even more. Exceeding expectations is the best way to grow your reputation, your business and your profits. Stephen will show you how to book more weddings, and through efficient workflow have more time to enjoy life. Yes, you can have your cake and eat it too. Marketing – The secret to marketing is having the products and packages that your clients want and getting them to see them. It sounds really simple, but in practice it takes a lot of effort. Knowing what today's customers want is the first step. Stephen will share his marketing and sales strategies that keep his calendar full. Stephen will also cover; Making your clients rave and Flash and other lights. [For more information and to register.](#)

**March 26th** Ramping Up Your Studio Production with Susan White M. Photog., CPP and Mark O'Connell Spend the day with Mark and Susan as they demonstrate methods to streamline your studio production starting after the session to packaging for customer delivery. Emphasis will be on enhancing your usage of Photoshop. Mark will show you how to create your own actions and then turbo-charge them with tools inside Photoshop and some little known free Adobe products. He'll teach his step by step approach to retouching portrait faces using his collection of Photoshop tools, scripts and actions. See how they have harnessed the many features of Photoshop to make their workflow faster and easier and how you can too! Learn how they prepare their images for In Person Projection Sales, showing a few simple steps to making their work more pleasing and easier to sell. Mark will demonstrate some 3rd party products that are free or low cost but boost productivity every day at the studio. [For more information and to register.](#)

**The proceeds from Photopalooza will support PPAM programming so that PPAM may continue to bring members the very best speakers.**

# REALLY!

## FREE Imprinting\* on all

**Tap**  
Packaging Solutions



from  
**micHEL** COMPANY

1151 S. Northpoint Blvd. Waukegan, IL 60085

email:info@micHELcompany.com

www.michelcompany.com

800.621.6649 or 847.887.9066

Call for Details

\* For all of 2016  
Free Imprinting of your  
Business/Studio Name on  
boxes, photomounts, easels  
memory mates & folders  
purchased from Michel Company.  
Promo code: FREE2016





# The “F”-Stops Here

## DONATIONS OF CAMERA EQUIPMENT

Do you have any unused photography equipment, supplies and/or educational books/resources/reference guides sitting around collecting dust that you might consider donating to a very worthwhile cause?

AMERICAN TRAINING, INC., with current operations at 21 sites in 12 cities and towns, services people with disabilities, youth-at-risk and adults looking to improve their skills through life-long learning programs. Some of their services include award-winning workforce development, day habilitation education and specialized housing plans helping those who are unemployed, underemployed, at risk, people with disabilities, as well as those with limited marketable or language skills. ED PEDI was recently contacted by Adam Jackson employed at the Andover location of AT who outlined his plans to assemble a photography related workshop that will teach photography skills, use of plans to assemble a photography related workshop that will teach photography skills, use of cameras/lenses, etc. to their residents and day service guests with the ultimate goal of displaying their images at the Essex Art Center, Lawrence, MA.

If you're looking to do a little early Spring cleaning and are willing to donate photographic equipment you're no longer using, i.e., cameras, lenses, tripods, educational books/guides, etc., please bring them to the PPAM Conference (February 26-29<sup>th</sup>) at the Sheraton Framingham Hotel & Conference Center, 1657 Worcester Street, Framingham, MA where Ed will be collecting your donations. Your generosity will be greatly appreciated by this worthy organization and its members. Thank you.

If you have any questions, contact ED PEDI at 978-686-6535. For additional information about American Training, Inc., please take a moment to visit their [website](#).

Congratulations to **PATRICIA WALSH** and her husband Mark! Their art is being juried in the Duxbury Winter Show opening next month!

## With Sympathy

Past PPAM President **Jenny Nourse** passed peacefully at home in Canton with her family by her side at the grand age of 94! Jenny was a trailblazer for female photographers and was one of the very first females to photograph weddings and open a portrait studio. She always had a smile on her face and a sparkle in her eye. She will be missed by the photographic community, friends and family. PPAM extends its deepest condolences to the Nourse family.

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

# New member welcome!

Please extend a warm welcome to our newest PPAM members: Priscilla Cunha of Priscilla Cunha Photography, Worcester, MA; Ann Lyle of Ann Lyle Photography Framingham, MA; Michael Petrizzo of Fine Art Productions, Falmouth MA.

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](#). We welcome you into our organization so please do not hesitate to call any member for assistance or information. We're more than willing to help one another!

PPAM offers a web link from our web page at no additional charge. Please check the [website](#) to make sure your information is correct. Take a moment to review your member information, update it as necessary and add a picture to your profile.

There's also the Members Gallery where you may submit one (1) image per category to the five (5) categories available, weddings, portraits, landscapes, illustrative and commercial. Submit your image(s) to Patrick Brosnan, VP of Technology, at [vptech@ppam.com](mailto:vptech@ppam.com).

Thanks new members for joining our PPAM organization. We welcome you to one of the finest professional organizations in Massachusetts!

Want to be more involved in **YOUR** photography association?

Just [email](#) Lisa Tommaney!

## Creative Theme for 2016

CREATIVE THEME for 2016 PPAM Photographic Competition  
**Cathy Broderick**, 2015 winner has chosen the 2016 Creative Theme

# POWER

It's not too early to start thinking about your own "POWER" interpretation!  
Start planning your entry now!



# **Board Room News!**

## **NEIPP TRUSTEE POSITIONS AVAILABLE**

The New England Institute of Professional Photography is a week-long school that has educated photographers for more than 50 years. Many of its alumni have become very successful in their chosen field of photography. They have continued to prosper in business and in image making. Most photographers have understood the value of continuing education and have returned many times.

The school has been successful for many years because of the dedication of its many fine trustees. The trustees are selected from the six New England states. Each state has one representative that aids in the selection of speakers and assists in the running of the school during that week.

Now you have an opportunity to help. PPANE is now accepting resumes for the position of NEIPP Trustee from two states. The terms for the trustees from Massachusetts and Vermont will expire after NEIPP 2015 and two new trustees are needed. This is a great opportunity to network with other successful photographers, to participate in the continuation of this invaluable school and to improve your photography skills by learning from incredible instructors.

If you are interested, please send resumes to the PPANE Executive Secretary, Fred Stiteler, P.O. Box 568 Durham, NH 03824 or email to [exsec@ppane.com](mailto:exsec@ppane.com).

Requirements for the position are:

1. Must be a member in good standing of PPANE.
2. Must work or live in the state you are representing.
3. Must attend the various NEIPP meetings throughout the year.
4. Must be available during the week of NEIPP.
5. Position is a 3 year term.

Benefits include:

1. Working and learning from different national speakers.
2. Working on a committee with other successful photographers from New England.
3. Helping to educate photographers at all levels of experience.
4. Becoming part of a photography organization that has lasted more than 100 years.

For questions or additional information, please call 603-868-2970

**If you would like to become more involved in your association  
contact [Joyce Holt](#) for more information.**

PHOTO & VIDEO  
**Hunt's**  
www.huntsphoto.com

EST.  
1889

Call for Price Quotes and Specials  
**800-924-8682**

Free Shipping on all orders for PPAM Members.



Come visit Hunt's Photo in any of our 5 Massachusetts locations.  
Your source for all your Professional Photo and Video Needs!



**JON LAWTON | MELROSE (781) 662-8822**

"Stop by our flagship store, an unbeatable combination of competitive pricing, knowledgeable staff, and unparalleled customer service."

**100 Main Street Melrose, MA 02176**



**ORA LEA | BOSTON (617) 778-2222**

"Come on down to Hunt's in Kenmore Square for all of your photo and video needs!"

**520 Commonwealth Ave Boston, MA 02215**



**MATT MODICA | CAMBRIDGE (617) 576-0969**

"Come in and see Matt and his staff of experts for all your camera and digital photo finishing needs."

**99 Mount Auburn Street Cambridge, MA 02138**



**MICHAEL SJOLIN | HANOVER (781) 312-1166**

"Serving the South Shore and Cape Cod, come see Mike and his energized sales staff for all your photo and video needs!"

**1207 Washington Street Hanover, MA 02339**



**STEVE BIDWELL | HOLYOKE (413) 585-9430**

"Come visit your photo and video experts servicing Western Mass and beyond."

**98 Lower Westfield Road Holyoke, MA 01040**



Scan Code  
for Email  
Specials

Socialize with  
us for the  
latest  
educational  
events and  
specials.

wbhunt.com/blog

**Blog**





## Nikon D5 & D500 Launch Party

February 11, 2016 • Melrose Store

You're invited to join **HUNT'S PHOTO & VIDEO** for a special Nikon D5 | D500 Launch Event. Test-drive these thrilling new cameras, speak with Nikon product experts and knowledgeable staff and enjoy time with your fellow photographers.

**First 50 attendees will receive a gift from Nikon!**

[Click here](#) or call [781-462-8822](tel:781-462-8822) to sign up.

## Calendar of Events – 2016

February 26 – 29 -- **2016 PPAM Convention** “Better Together”

March 5 – Photoshop Immersion with Alison Minitier and Ella Carlson – **SOLD OUT**

March 12 – **Chasing Fires to Chasing Toddlers** with Paula Swift

March 19 – **Portraits and Sales** with Nancy Green

March 20 – **Weddings and More** with Stephen Sedman

March 26 – **Ramping Up Your Studio Production** with Sue White & Mark O'Connell

April 11 -- How Mirrorless Photography and LED lighting are Changing the Way the Professional Photographer Shoots with Jason Lanier

September 19 – Wedding Photography - Prepare To Succeed with Booray Perry

[Registration is Open](#)

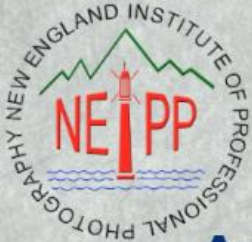


# NEIPP NEWS



Joyce Holt, MA Trustee to NEIPP

If you missed being at NEIPP 2015,  
don't miss out again!












**NEW ENGLAND INSTITUTE  
OF  
PROFESSIONAL PHOTOGRAPHY**

**April 3 - April 7, 2016**

**Resort and Conference Center at Hyannis  
Hyannis MA**

**Master's Class**

 MaryAnn Talamo	 Al Audleman	 Tim & Bev Walden	 Michael & Tina Timmons	 Thom Rouse
 Rick Friedman	 Hanson Fong	 Louis Tonsmeire	 Woody Walters	

To sign up visit [www.neipp.com](http://www.neipp.com) email [Fred Stiteler](mailto:Fred.Stiteler@neipp.com) or call 603-868-2970.

# A Big PPAM Thank You

to our 2016 Sponsors and Vendors\*

Support the Vendors that support you!

ACI

Alkit

Canon Explorers of Light

Heart of a Servant

H&H Color Lab

Hunts Photo & Video

Millers Lab

Manfrotto

Michel Company

PPA Charities

Photogenic

Sigma

Sony

Tamron

Wacom

XRite

Westcott

WHCC

Lens Pro to Go

Richmond Professional Color Lab

[\\*Click for more information](#)

Define your "Why" - your why and your purpose has so much to do with really making your goals happen. Your passion without a purpose is really just going to wear you out. Not why you want to take pictures, we all love taking pictures – that's the easy part but why do you want to make a business, why do you want to be profitable...take some time to really carve that out. What is your motivation, what's your why? Just because we love photography is not going to drive profitability. - *Lori Nordstrom*

## Professional Photographers Association of Massachusetts

Application for Membership Please visit <http://www.ppam.com> to apply for membership and pay with a credit card. Or mail this application with a check or money order (made out to PPAM) to: **Dianne Marshall, 467 Teaticket Hwy, East Falmouth, MA 02536-6528**

### Applicant Information

Name: \_\_\_\_\_

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

Mailing Address: \_\_\_\_\_ City or Town: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

PPA Member: \_\_\_\_\_ No \_\_\_\_\_ Yes

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

Membership Category: \_\_\_\_ Professional (\$195) \_\_\_\_ Sustaining\* (\$195) \_\_\_\_ Student\*\* (\$90)

\*Sustaining memberships are 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. \*\*Students seeking membership must submit a copy of student ID with application. How did you hear about PPAM? All membership applications are subject to PPAM Board approval. Annual Membership begins on the day you first join PPAM. Dues will be due each year on that date. Membership dues provide admission to all programs sponsored by PPAM including the annual convention. If you have questions, please call Dianne Marshall @ 508.457.9331 or email [membership@ppam.com](mailto:membership@ppam.com). [www.ppam.com](http://www.ppam.com) [membership@ppam.com](mailto:membership@ppam.com)

