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NEWSLETTER

Professional Photographers Association of Massachusetts

JUNE 2016

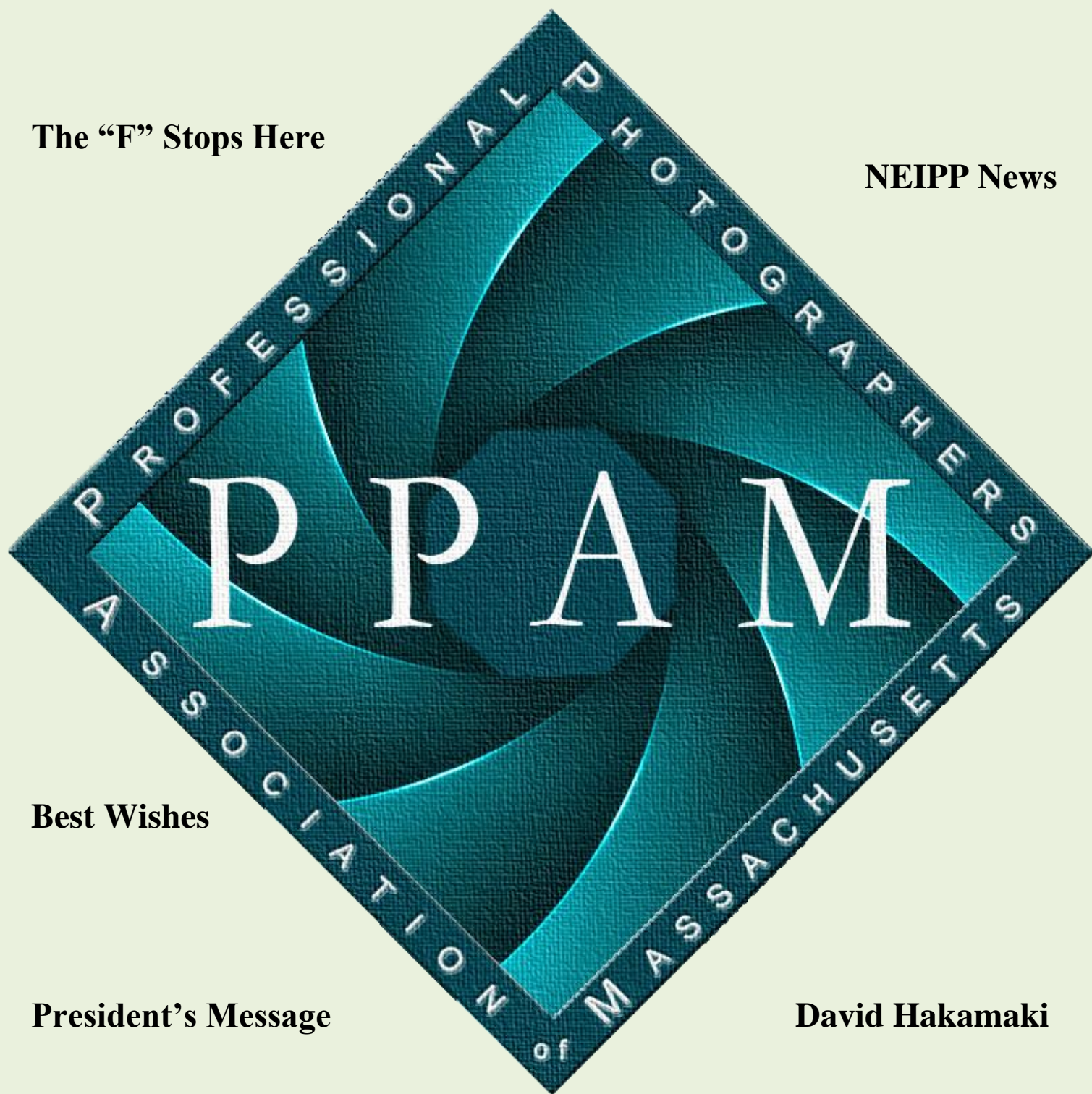
The “F” Stops Here

NEIPP News

Best Wishes

President’s Message

David Hakamaki



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President's Message from Susan

Although the calendar may say June, (halfway into 2016...yikes), it's the start of a new board year (May-April) and I'd like to welcome 2 new people to the board; Paula Swift our new VP of Technology and Connie Drapeau Kennedy, new member at large! A big Thank You to our outgoing VP of Technology, Patrick Brosnan and member at large, Andreia Lima-Makkas for their years of service!

Each year, the president has the honor of choosing a theme for the new term. Last year was 'Better Together' and we truly were! This year we will continue being better together as we *'Focus on Innovation'*.

When we hear the word innovation our first thought is to think about technology. Technology is important and in our daily lives but innovation doesn't have to mean specifically technology. In fact, the meaning of the word innovation is "the introduction of something new", "a new idea, method or device: novelty".

Recently I flew from Boston to Las Vegas. While at the gate in Boston, the agent started the boarding process. It was noisy and confusing. My boarding ticket didn't specify a group so I was intent on listening to the agent, who never spoke above the noisy crowd. As a result, the boarding process was inefficient, confusing and frustrating. Fast forward to the ride home and the Las Vegas gate agent approached the boarding process very differently. She loudly announced early on how the process was going to work. She spoke several times and was concise, courteous and clear. The boarding process on the return home was far more efficient, easy and timely. Same airline, same protocols, two different approaches. The first agent just went through the motions but the return agent used an innovative method that affected the entire experience for the better.

It works the same way in photography; same product, similar equipment, similar services. What will set you apart? Innovation can be applied at all levels including marketing, selling, services, how we communicate and yes, even technology. It is often not just what we do but how we do it that can make all the difference.

David Hakamaki, our June speaker, has incorporated a new interactive technique in his sessions called "Live Viewing". He will demonstrate his "Live Viewing" process that allows the client to immediately see what is being photographed as it displays on a tablet device. This has his clients telling their friends how unique the session was. Be sure and join us on June 13th for David Hakamaki's ROCKSTARS Seniors program. Not only is he innovatively communicating and using technology but David will uncover more secrets about his home based studio.

"Focus on Innovation" is something that all of us need to embrace. Along with you, the PPAM board will also continue to focus on new ways to bring more value to the membership; to introduce speakers with new ideas, new methods, and different perspectives; to innovatively bring you information, opportunities and events. Stay tuned as we plan for some more summer time fun. Share with us how you are 'focusing on innovation'. We look forward to serving and seeing you soon!

Have a great summer,

Susan Asaro

Recording Secretary

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[Patricia Walsh, CPP](#)

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781.724.4015

[Mark Maiden](#)

Mark FJ Maiden Photography
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Wellesley MA 02482
339.206.6921

PPA Happenings!

PPA's International Photographic Competition (IPC) Registration opened May 23rd. It continues until the early registration deadline ends June 22. Late registration deadline (with an additional fee) is July 7, 2016. Do you have some images to enter? If you sealed at districts don't forget to submit to IPC to receive your merit! The International Photographic Competition (IPC) helps photographers be more creative, artistic and inventive in their photographic pursuits. When you enter your work in the IPC, you will be able to build on your best pieces and elevate the quality of your output. Take the challenge and Be More Creative! For more information and registration visit ppa.com



PPA Charities is having its 2nd annual Studio giveaway! For tickets and more information, contact Ambassador Paula Swift at paula@paulaswift.com. The winner will be drawn at IUSA 2017. Good luck!

ONE LUCKY WINNER WILL WIN THE ULTIMATE STUDIO
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for details and tickets visit www.ppacharities.com/dreamstudiogiveaway

studio sketch by shirkphotography.com

“ROCKSTAR Seniors: Chasing (and Capturing) the Elusive High School Senior”

Monday June 13, 2016

Presented by David Hakamaki, Cr. Photog
(the Home Based Photography Guru)

At the Hampton Inn & Conference Center • 319 Speen Street Natick, MA 01760

10:00AM – 4:00 PM

Registration begins at 9:00 AM



How do you grab a 17/18 year old's attention and make them want to hang out with you? Much less how do you attract clients who will pay you for taking their senior portraits, rather than lose them to the "buddy with a camera", hobby photographer or competitor. Why is your Senior portrait business so difficult to master?

David will assist you with marketing yourself to the elusive and fickle HS senior. David uncovers the secrets he's found in developing his photography business from his home based, small town area. His techniques work in either the small town or big city and out of the home or in an established brick and mortar studio. To make his studio really stand out, David has incorporated a new interactive technique in his sessions called "Live Viewing". He will demonstrate his "Live Viewing" process that allows the client to immediately see what is being photographed and has his clients telling their friends how unique the session was.

This program blends photography with developing a Senior Rep program that brings in more clients than traditional (and expensive) marketing. He will show you the process his studio uses to display images to his clients, conduct a highly effective sales session that brings in top dollar sales, implementing an incentive program that encourages the client to continue purchasing and developing a stellar customer marketing network. This program blends photography and business and will allow you to take these tips and immediately see results in your HS Senior market.



David Hakamaki, Cr. Photog., is owner of Cutting Edge Photography, which is located in beautiful Iron Mountain, Michigan. Operating a full-time home-based studio and living in a small, rural community, David has gained national recognition for his work and is now known as the “Home Based Photography Guru”.

David's career started out in the business world and he opened his photography studio in 2002. His studio has quickly become the highlight of his region, because of his unique style and client interaction. David uses his expertise of business and photography to make his studio highly desirable for HS Seniors, Youth Sports programs, Weddings, Families and Promotional clients. He has served as an Adjunct Professor of business, marketing and economics at multiple colleges and uses that knowledge, along with his photographic skills, to train photographers on all aspects of posing, lighting, client relations, business and marketing across the country.

Understanding the pitfalls that today's photographers encounter, David uses his business world background to deliver a poignant message. His fun, quirky and dynamic teaching methods offer a unique approach in presenting “real world” solutions to all levels of photographers. David is being sponsored by Savage



Registration is open, [Sign up now!](#)

Member Registration **Free**

Affiliate Registration \$79

Non-member registration \$99



The “F” Stops Here



Congratulations to **Sue White** on her win for “Best Portrait Award” at the North River Festival of Arts. This was the 40th year of the festival and PPAM’s own **Cathy Broderick**, M.PhotoG, CPP was one of the juror’s this year.



Congratuatiions to PPAM’s own **Paul Oliver** as he graduated from Middlesex Community College earning his Associates in Arts - Liberal Arts and Science Degree. Paul also won the “Proud of My Selfie Challenge” at his Alma Mater. Way to go Paul!!!

Congratulations go to **Paul Robinson** who for the 3rd month in a row has been published in the “Tied in a Bow” Magazine. Way to go Paul!

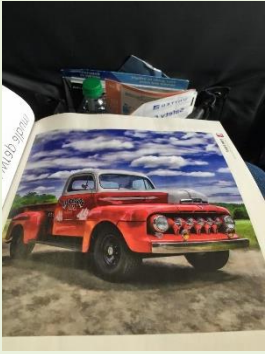


PPAM's Degree Program Chairperson, **Gail Lucozzi** quietly embarked on an educational journey 4 years ago. On May 20th, she graduated from Merrimack College, receiving her M.Ed in Higher Education. CONGRATULATIONS Gail!!! Your PPAM family is so proud of you!

Congratulations to **Ella Carlson** on her NHIA Undergraduate and Graduate Commencement 2016!!! We’re so proud of you Ella!!!



The “F” Stops Here



If you still haven't read the April edition of PPA Professional Photographer magazine, be sure to check out the article on page 72 and see the works of PPAM's own **Alison Minitier**. Congratulations Alison for your article on 'Driving Sales' and the last frame! Way to go!!!



Congratulations go to **Kristopher Ventresco** and his wife Jessica on the birth of their newborn baby girl, **Juliana** who made her entrance into the world after Convention 2016. Cheers to a beautiful family!!!



A big congratulations to Brenna Broderick, daughter of PPAM's own **Cathy Broderick** who graduated from Cardinal Spellman High School and also to her daughter Shannon who has moved to the great state of Wyoming to begin a new career as a Photojournalist. Good luck Shannon!!! PPAM is very proud of you!

Come and join **Ed & Linda Pedi** as they showcase for the 11th year at the 48th Annual Topsfield Strawberry Festival on June 11th from 10:00 – 4:00 PM. Mmmm, Mmmm, Can you say strawberry shortcake!!!



Best Wishes

Sending best wishes and healing prayers to PPAM's own **James Boykin (J.B.)** as he recovers from a severe illness. Get well soon J.B.!!!

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PPAM NEEDS YOU!!!

Are you a behind the scenes person? Have you ever wondered what goes on at the PPAM board meetings? Would you like to get involved, help out the association, help out at the convention and make new friends?

Well, we sure could use your help! There are the several open positions: **Member at large, Security Chair, Scholarship Chair, Advertising Chair, Image Comp Chairperson(s)**. If you are interested and would like to learn more, contact **Sue Asaro** (president@ppam.com) and she will connect you to the proper person. We hope you'll consider joining the board!

MEMBER UPDATES

PPAM offers a web link from our web page at no additional charge to you. 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 Paula Swift, VP of Technology, at vpotech@ppam.com.

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

Just [email](#) Lisa Tommaney!

Creative Theme for 2016

CREATIVE THEME for 2017 PPAM Photographic Competition
Mauricio Moreira, 2016 winner has chosen the 2017 Creative Theme

TOUCH

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

Calendar of Events – 2016

June 13 -- ROCKSTAR Seniors: Chasing (and Capturing) the Elusive HS Senior
with David Hakamaki, Cr. Photog. (the Home Based Photography Guru)

Sponsored by Savage 

For Registration Click [here](#).

PPAM Board meeting immediately following seminar

June 25 – Real Estate Photography Workshop – with Richard Hydren (PPANE)

June 27 – Night Photography & Photo Safari in Boston – with Stephen Sedman (PPANE)

September 19 -- Wedding Photography - Prepare to Succeed with Booray Perry.

For Registration Click [here](#).

PPAM Board meeting immediately following seminar

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NEIPP NEWS

As many of you may know this was my last year as your MA Trustee to NEIPP. The past six years has been a fun filled educational experience for me and I will miss it.

During my tenure as MA Trustee, I have met many wonderful photographers and made many new friends. I truly hate to see it all end but it's time to move on. I will continue on as a NEIPP student and alumnae. I want to encourage each and every one of you to continue your photography education as I will. If we don't then we might get lost in the shuffle as they say as newer and newer technology comes along. Don't forget to bring a friend or two along with you so they can enjoy the NEIPP experience as well.

I also want to thank you all for your kind words and wishes as I turn the reigns over to the next Trustee, who after interviewing several candidates, (all of whom were truly remarkable), Stephen Sedman was voted in to be your new MA Trustee to NEIPP.

Please extend to Steve your warmth and wishes as you have done for me over the years. He is going to be fantastic as your new Trustee.

Remember, it's not too early to sign up for NEIPP 2017, tell all your friends and don't miss out on a great experience!

To sign up visit 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*

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It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

~ Charles Darwin

Professional Photographers Association of Massachusetts

Application for Membership Please visit the PPAM [website](#) 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.

