



Winter 2021-22



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Professional Photographers Association of Massachusetts



On the Cover:  
This image was created by the Queen of Sass, Marisa Balletti-Lavoie. The title is “Jack Frost.” “Jack Frost” placed Top 10 Northeast Districts 2021 in Illustrative Category, and earned a Merit at 2021 IPC. It will be included in the Showcase book.

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“I’m Badaack!”  
A message from the editor

Yes, I’m back for my third stint as your VP of Communications. I am taking over for the very creative Ella Carlson, who has done a fantastic job revamping the Newsletter and other communications for PPAM. She is the upcoming President of American Society of Photographers (ASP), but lucky me – she will still be designing the newsletter after I hand over the content to her. I love the teamwork attitude that our current Board has. No one has to do anything alone or feel like they have to ‘do it all.’

And speaking of content – we welcome content from members, vendors, and we can also republish something that we’ve seen elsewhere (with permission, of course)! Do you have something to say? Some news you’d like to share with your PPAM peeps? Please reach out to publications@ppam.com, to either submit an article, or just run an idea by me! I’ll borrow the newsletter motto from the New York Times, “All the News that’s Fit to Print” .... or perhaps from Rolling Stone Magazine, “All the News that Fits”. We’ll see! Oh and by the way, you get one PPAM Service Merit for having an article in the Newsletter (and can get up to 4 per year)! Merits given by PPAM go towards your PPAM Service Degree – click to read more: <https://www.ppam.com/ppam-service-degree-application>. Degrees will be given at the Awards Party at Evolve on Sunday Evening, February 27th. You can still submit your application for earned merits in 2021!

And speaking of parties – we have THREE parties scheduled for the convention. Friday night features the Welcome Party and Yard Sale. Bring all that photo stuff you bought but never used, upgraded, or don’t need anymore. Saturday Night is the 80’s Party – come dressed in your favorite 80’s style! If you’re not old enough to have lived through that decade, think Big Hair, Leg Warmers, Big Shoulder Pads, Acid-Washed Jeans, and your favorite MTV stars. Sunday night is Awards Night – get dressed up so you’ll like nice for your photo with your image competition award.

And speaking of Image Competition – we’re changing it up just a little bit. We’re having it virtually the week BEFORE the convention (Feb 17 & 18 to be exact). The EVOLVE Award (1st, 2nd, and 3rd place) will be selected by the Judges instead of calculated by score. And no one will know the winners until they’re announced at the Awards party! How exciting is that? And we’ll also be displaying banners featuring all the images that scored 80 or above at the convention throughout our space at the Hotel I 620. Selfie-time! You can view the Rules and Awards here: <https://www.ppam.com/2022-image-competition>

Don’t forget: In January, the “Queen of Sass”, Marissa Balletti Lavoie, will give a workshop on Social Media and Personal Branding. She knows her stuff! This program will be in Natick – do not miss it!

Happy Holidays!



## PPAM President's Message

by Paula Swift, M.Photos.Cr., CPP

Creating balance! Who struggles with this as much as I do? No matter how many plans I put into motion, when the crazy fall season hits, out goes the balance! There's always an unexpected curve ball thrown in. As a mom to three teenage boys, one with a chronic illness, one playing travel hockey, and running a full-time photography studio along with a husband with his own businesses, cue up that bright NO BALANCE chaos distress signal flashing red alert like a fire alarm! Or for those of you who know the Despicable Me 2 movie ...bring in the Minion screaming "Bee-Do, Bee-Do" on the megaphone. While I know I'm not alone in this chaos and yours is most likely different it is always helpful to know we aren't solitary in our struggles.

So, my focus this coming New Year to is to create more balance in my life; not to spread myself too thin and to ask for help and support when I need it. To remember it's okay to not to do it all by myself. I feel blessed to have my PPAM friends, who are like family and encourage me to reach out and ask for help when required. I hope all of you reading this, also know we are here to help and support one another. I have said this before and I truly feel community over competition is alive and well among all of us.

My first step in creating balance is to get away to Imaging USA in January. I always come back feeling so energized and inspired. I hope to see many of you there as well and wish for you too to find inspiration amongst your peers.

Before I head to Imaging however, I look forward to seeing you at the Hampton Inn in Natick at our next in person seminar January 10th, 2022. We are excited to welcome the fabulous Marisa Balletti-Lavoie and learn from her as she presents her Social Media and Personal Branding by Sassy Mouth™ Workshop.

Image Competition will be virtual again this year on Wednesday February 16th and Thursday February 17th, so start getting your images ready. Deadline for all digital entries (no prints) is February 14th, 5PM EST. We have an amazing Evolve Convention coming up on Friday, February 25th through Sunday February 27th, 2022, at the Hotel I 620 in Plymouth, MA. Please register in advance and book your hotel rooms now! You'll find all the information on the PPAM website. On June 6th, 2022, we are thrilled to have Monica Sigmon and Michael Taylor present their program, Luxury by Necessity at the Hampton Inn in Natick. Keep watching PPAM's events page for more exciting programs to be announced very soon. And back to the ever-elusive balance - let's all help one another who need to FOCUS on creating balance. It takes time and effort but with continued education and learning from each other as we create systems, best practices, and gain new knowledge, we are more enabled to create a harmonious balance within our lives.

Happy Holidays!

*Paula*



## CALENDAR OF EVENTS

### January 10th, Monday

#### **Social Media & Personal Branding by Sassy Mouth™ Workshop**

Hampton Inn & Conference Center

319 Speen Street, Natick MA

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

### January 16th– 18th, Sun – Tues

#### **Imaging USA – Gaylord National Resort & Convention Center, National Harbor, Maryland**

Register at [imagingusa.org](https://www.imagingusa.org)

### February 16 & February 17, 2022, Wed & Thurs

#### **PPAM Image Competition**

9am-5pm until completion

On-line at [PrintCompetition.com](https://www.printcompetition.com)

### February 17 – Thursday

#### **PPAM Image Critiques**

7am-9pm until completion

### February 25–27

#### **EVOLVE 2022**

PPAM's Annual Convention

Hotel I 620, Plymouth, MA

### June 6, Monday

#### **Luxury By Necessity with Monica Sigmon & Michael Taylor**

Hampton Inn & Conference Center

319 Speen Street, Natick MA

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

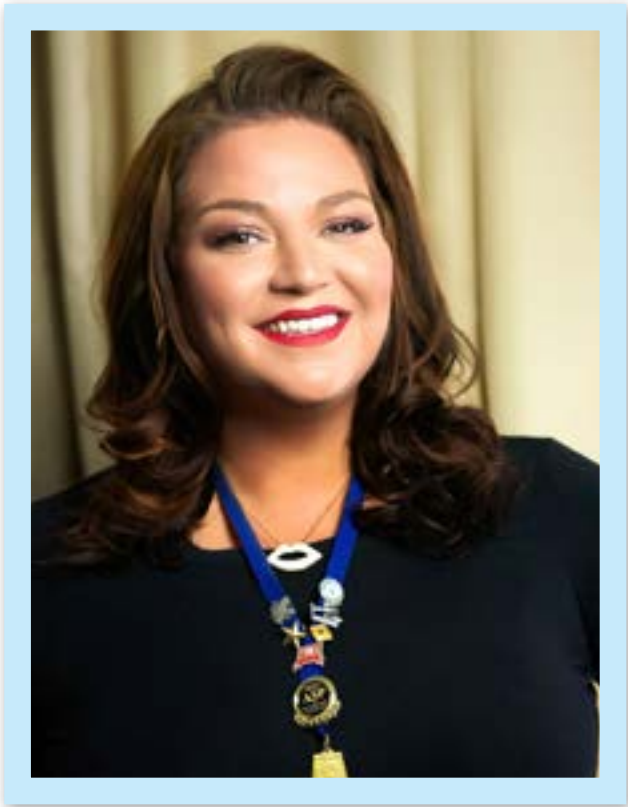




Social Media &  
Personal Branding  
by Sassy Mouth™  
Workshop with  
Marisa Balletti-Lavoie,  
Cr.Photographer

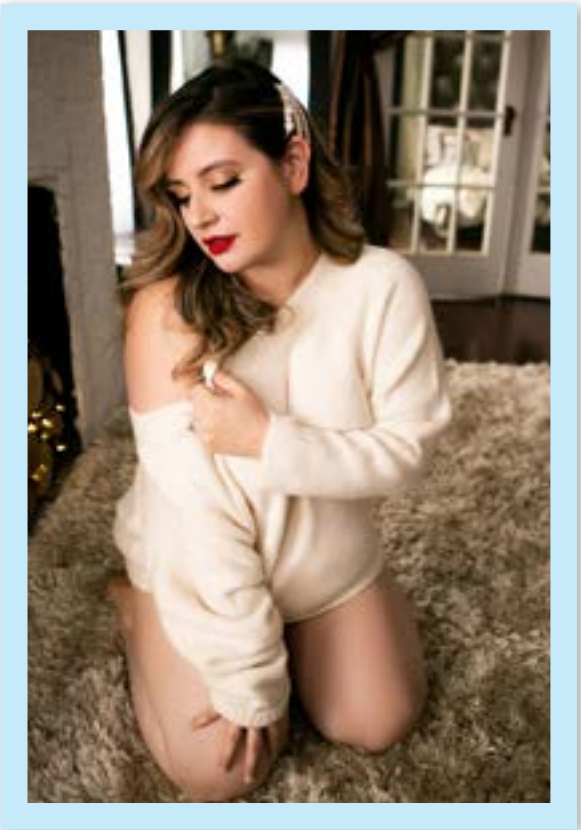
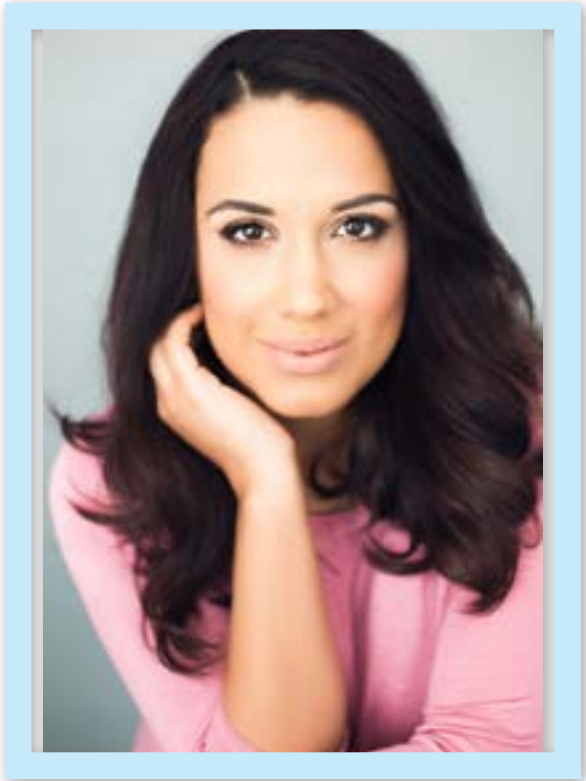
Monday, January 10, 2022  
Registration starts at 9 AM  
10:00 AM - 4:30 PM  
Hampton Inn & Conference Center  
319 Speen Street, Natick MA

Join the Queen of Sass Marisa Balletti-Lavoie for a bold, fresh, original program spotlighting the do's, don'ts, and why's of social media & personal branding. Marisa will provide tips to capitalize on your social media reach, demystify hashtags, and unravel using various social platforms for business. The Personal Branding portion of Marisa's program focuses on defining the question "What is Personal Branding?" along with activities to refine your brand, and how to turn this concept into profitable Personal Branding Photo Shoots. [Click here to register!](#)



Marisa's Bio:  
Marisa Balletti-Lavoie believes in bold, independent, original thought daily, and living her life unapologetic. She is a self taught professional photographer of 13 years, & life long artist. Marisa's Meriden, Connecticut photo studio The Sassy Space, is the center of her Sassy Mouth™ Photo creativity. Marisa continues to re-invent, and evolve her brand, constantly climbing higher, and pushing boundaries along the way. In 2020, Marisa received her Craftsman Photographer Degree from the Professional Photographers of America, and has been acknowledged by the American Society of Photographers with the first ever "Superstar" pin, in gratitude for her work on their social media. She loves music festivals, dancing like a fool, her family, great lipstick, and boxed wine. Marisa believes in the power of education and will be an eager student of the world for life.

[Click here to register!](#)



PPAM welcomes to new members!

Lucero Gioacchini – Lynn, MA

Mira Whiting – Arlington, MA

Got Something to Say? We are Looking for Articles!

We are always looking for new articles for this newsletter. If you've written an article, want to write an article, or even if you would like to request that we cover a certain topic in an article, please contact us at: [publications@ppam.com](mailto:publications@ppam.com)

We'd also love to hear of your news, too! We do try to keep up with our members via the Facebook Group, but sometimes we miss things and we don't mind at all if you share directly to us at [publications@ppam.com](mailto:publications@ppam.com).



Luxury By Necessity  
with Michael Taylor,  
M.Photog.Cr.Hon.M.Photog.  
API, F-ASP &  
Monica Sigmon,  
M.Photog.Cr.

Monday, June 6, 2022  
Registration starts at 9 AM  
Time: 10:00 am - 4:30 pm  
Hampton Inn & Conference Center  
319 Speen Street, Natick MA

Discover how to elevate your art, brand, and studio to work with discerning clients in a boutique environment in this indispensable program. Together, Monica and Michael will explain their methods for branding, client engagement and high-end market success while giving the audience invaluable building blocks to apply to their own business.

If you got in this business to create fine art wall portraits that will be a meaningful legacy passed down through the generations, you do not want to miss this program. Join Monica and Michael to learn the secrets of their unprecedented studio success. It's sure to not only get you back to pursuing what you love to do, but also ultimately feeling more creatively fulfilled.

Join in to learn how you too, can build and brand your studio into a luxury service that clients clamor for.  
[Click here to register!](#)

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Must use promo code: PPAMBGT22 | Minimum bill applies.





# PPAM Image Competition 2022

PPAM's 2022 Image Competition will be held Virtually on  
PrintCompetition.com

Digital entries only (no prints this time)

Dates: Wednesday, February 16, and (if needed) Thursday February 17  
followed by a special

## Image Critique Zoom:

Thursday, Feb 17 at 7pm

Deadline to enter will be February 14th

Unlimited entries at \$15 per image, digital only

Images that score 80 and above will be displayed during Evolve

Award winners will be announced at Award Banquet at Evolve

Rules and Awards to be posted on ppam.com

Our panel of jurors: Ed Pedi, Jury Chair

Approved jurors:

Bob Coates, Kristy Steeves, and Jessica Vogel

Jurors in training:

Chris Richman, Cindy Dover

# PPAM Member IPC Medalists & GIA Finalists

**Diamond Artist** (Diamond Artists of the Year had all four competition images from the Master Artist category accepted into the PPA Imaging Excellence Collection):

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

**Platinum Medalist** (three images included in the PPA Imaging Excellence Collection and one merit in Photographic Open)

Marisa Balletti-Lavoie, Cr.Photog.

Ann Lyle, M.Photog., CPP

**Gold Medalist** (two IE images, two merit Images in Photographic Open)

Cathleen Broderick, M.Photog.Cr., CPP

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

Ed Pedi, M.Photog.Cr., CPP

Wayne Tarr, M.Photog.Cr., CPP

**Bronze Medalist** (4 Merit Images in Photographic Open)

Nancy Green, M.Photog.Cr., CPP

Susan Ogar

**Bronze Wedding Medalist** (4 Merit Images in Wedding Category)

Trish Gilmore, Cr.Photog., CPP

**Grand Imaging Award Finalists:** The highest image honor from Professional Photographers of America. Finalists in 12 categories were selected by jurors as the best of the best from PPA's 2021 International Photographic Competition – the winner is announced at the Awards Ceremony at Imaging USA!

These PPAM Members are GIA Finalists – let's cheer them on!

**Animal Portrait** - Cathleen Broderick, M.Photog.Cr., CPP

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

**Child Portrait** - Luciana Calvin, CPP

**Photographic Open Album**: Marisa Balletti-Lavoie, Cr.Photog.

# Book Your Room!

Have you booked your room yet for the convention? It's always much more fun when you don't have to worry about driving home. That list of things to do is long... check this one off now! Call the Hotel 1620 at 508.747-4900 or book online and use the Promo code PPAM2022 for the room rate of \$111.00 plus tax. The guaranteed room rate deadline is Wednesday, January 26, 2022, so don't delay, make your reservation today.



## News from the Nominating Committee

The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of Chairperson Naomi Waters, CPP; Nancy Green, M.Photog.Cr., CPP; Kenneth Berman, Elaine Freitas, Cindy Irving, and Connie Drapeau Kennedy, CPP; has selected the following candidates to fill the proposed PPAM slate of officers for 2022-2023:

President – Paula Swift, M.Photog.Cr., CPP

VP Finance – Ann DeCristofaro

VP Technology – Sue Ogar, CPP

VP Membership – Cindy Irving

VP Programs – Kris Ventresco

VP Communication – Cassandra Sullivan, M.Photog.Cr., CPP

Members At-Large

Kenneth Berman

Connie Drapeau Kennedy, CPP;

Timothy Lebel

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

Andy Weigl, CPP

Robert Joynt

## Luciana Calvin will be representing Brazil in the World Photographic Cup



Luciana's image "Treasure Hunting", will be representing Brazil in the Portrait Category in the World Photographic Cup in Rome, Italy.

"OMG, I am over the moon. This has been my biggest achievement by far, the one I am most proud of after the Boston Marathon", said Luciana.

"Three or four years ago at Imaging, I was watching the awards ceremony for the first time and they called the USA team on the stage. I thought that was sooo cool and that someday I want to be as good as those people; it then became a goal, a motivator to get better at print comp."

"Brasil didn't have an organized guild until a couple of years ago, and since it became an official guild they had won first place in 2020 and second place last year. Now they have a qualifying competition specific to qualify photographers for Brazil's team."

Luciana will be at the Awards Ceremony at Imaging USA, as she is also a Grand Imaging Awards finalist for the same image. "If there is a year for me to be at Imaging it definitely is this year. Independent of the results of GIA or the WPC, I am in a higher place than I have ever been, so whatever comes my way, finalist or not, it is still going to be one heck of a journey!!!"

Starting from November 6th, and until November 26th, 35 nations will compete for the Cup in the 9th edition of this unique photographic competition. The images will be judged by a panel of more than 30 international judges from around the world. Top 10 photographers in each of the six categories and 35 Best of Nation images will be announced LIVE from Imaging USA, during the Grand Imaging Awards & World Photographic Cup Presentation, on Monday, January 17th, 2022.

<https://www.worldphotographiccup.org/>





# Hunt's

## PHOTO EDUCATION



Macro & Close-Up Photography Workshop

Saturday January 13th, 10am-2pm • Hunt's Photo, Milrose

Instructor: Emily Ingwersoll

Featuring hands-on instruction on everything macro!

Recommended prerequisite: Basic knowledge of your camera



Hunt's Portrait Workshop: Portrait Lighting Bootcamp

Introductory Presentation: Thursday, January 13th, 7-8pm EST • Online!

Bootcamp: Saturday January 13th, 10am-4pm • Hunt's Photo, Manchester

A workshop on practical lighting for portraits

Recommended Prerequisite: Basic knowledge of your camera, interest in portraits

Instructor: Paul Nelson

### Classes on Organization & Editing for 2022



Upcoming:  
Online: File Management in Adobe Lightroom Classic - Tues Jan 4th

Online: File Management 101 - Wed Jan 5th

Milrose: File Management/Editing in Lightroom Classic - Thurs Jan 6th, 10th, & 20th

Online: Editing in Lightroom Classic - Tues Jan 11th, 18th, & 25th

Providence: File Management/Editing in Lightroom Classic - Thurs Jan 12, 19, & 27

### Classes on Flash & Lighting for 2022



Learn about how to use your flash, control the light, work with your subject, and more!

Upcoming:  
Speedlights 101 - Sat Jan 8th • Milrose

Portrait Lighting Bootcamp - Sat Jan 18th • Manchester

Speedlights 101 - Sat Jan 22nd • Providence

## Photo Classes for January!

<http://edu.huntsphoto.com/calendar/>



### Photo Walks

Hunt's Photo Walks are hands-on workshops that immerse the student in different aspects of photography, both technically and aesthetically.



### Photo Adventures

Hunt's Photo Adventures are educational workshops that immerse the student in all aspects of the photographic and creative process.



### Beginner Classes

This is the essential class for anyone looking to take that first giant step into the world of photography!

**Noah Buchanan**

[nbuchanan@huntsphoto.com](mailto:nbuchanan@huntsphoto.com)

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PPAM Presents

A NIGHT YOU'RE GONNA REMEMBER!

# 80s Party

**Dress in a Totally Rad Outfit!**

Featuring DJ Gene

SATURDAY | FEBRUARY 26

7:30PM-10:30PM

ATLANTIC BALLROOM | HOTEL 1620

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*Reserve your place  
at the table.*

Join us in celebrating  
the achievements  
of our friends.



*Eat,*

**Drink  
& Cheer!**

Be sure to reserve your spot at the  
**Awards Party**

**Celebrating  
You**



*Sunday  
February 27  
2022*

## PPAM Member Benefits

ANNUAL CONVENTION

QUARTERLY SEMINARS

MENTORING

SERVICE DEGREE

PRINT EXCELLENCE DEGREE

MINI SEMINARS

PPAM NEWSLETTER

NETWORKING & CAMARADERIE

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# Convention Preview – EVOLVE 2022

**Friday, February 25 through Sunday, February 27**

**by Susan Asaro and Nancy Green, Convention Co-Chairs**

From how to light a headshot, think like a successful creative, to how to make a dog smile, Evolve 2022 has it covered. There won't be a dull moment during Evolve, that is, unless you want there to be because you are exhausted from all the creativity and knowledge being shared.

Paul Dio will be sure to help us think like a successful entrepreneur and show us how to focus on organizing our financial lives. Showing us there really is fun in making money and being creative.

Business is so important to our success but so is psychology. How WE feel but also how we make our clients feel is part of the whole package.

Ann Lyle feels that "Baby Photography is awesome"! She is passionate about what she does and wants you to feel the same way about photographing babies. Ann has been running a successful newborn/ baby photography studio but found that there weren't many avenues to learn about running a baby photography business. She knows there is lots of information about posing and wrapping newborns but not much about running an efficient baby studio making money. Well, that's about to change as Ann shares how she is in the business of babies.

Ian Johns knows what it takes to make even a simple headshot session feel special to his clients. What's his secret to his success in doing just one type of portrait? What makes him so special that he's sought out by so many? Be there to find out and learn about his secret sauce.

There may be times we struggle with our brand identity. Maybe we don't really know what our brand is. No matter what, it's great to reassess how others perceive us and who we are to them. Shawon Davis is one of those people you could just sit and listen to forever. You will come away from her program with a renewed sense of just who your business should work with and how to be successful in attracting them. She has a way for us to see our goals clearly and find motivation in everything we do.

Perhaps one of your future goals is to create a full-service experience and get paid for it. Well, Jenn Lewis, (sponsored by Millers Imaging) and who will be visiting Massachusetts for the very first time can help you do that. She applies her strategy to high school seniors however, she says her process can work for any portrait genre. She wants to be the person that she didn't have when she was coming up. Jenn didn't have anyone to help her and had to figure 'things' out on her own and wishes she had someone to walk her through everything. Jenn is personable, funny, and delighted to give back.

Leon Johnson loves art and pretty things. And he's excited to partake in a Massachusetts winter with us too! He's had to plow his own path (not of snow) and can't wait to share his experience with his own success in producing and selling his fine art portraits. He believes there is true value in having your work printed and will share some tips in helping you sell yours.

Do you have a whiskey bar in your studio? Doug Weittenhiller does! And if you ask him, he'll probably tell you all about it. He'll also be talking about workflow in photoshop and lightroom, you know, editing

for efficiency, not wasting time. Doug's built a particular brand, and he will also be helping us learn how we can create beautiful family sessions within our own brand. Don't forget to ask Doug about his favorite brand of whiskey! (Doug is sponsored by Millers Imaging, ShootQ and ShootProof.)

We'll be learning lots of different things throughout the weekend, but some key themes seem to be at the forefront... making money and brand. We'll have the opportunity for more conversation about brand with our special guest, PPA President Mary Fisk Taylor as she shares how a couple of books changed her business forever. You will learn how the StoryBrand framework, which she chose to study in person with the author, became an important part of her business. She'll give an overview of the seven-part framework of StoryBrand which makes talking about your brand simple and effective.

One of the reasons to attend Evolve is the ability to chat with others that do what we do and think like we think. Not to mention laugh like crazy at all the stories we share. Trish Gilmore is a master at laughter and fun while photographing weddings. She has all sorts of tips to help you make it easier and more fun while photographing weddings but can be used for portrait sessions, too! Fun for you means fun for your client and when that happens it's truly a great experience.

And speaking of fun, let's not forget how great our parties are! Hang with old AND new friends at our parties every...single...evening! Yup, EVERY SINGLE EVENING!

And speaking of partying, Kaylee Greer is a party in and of herself. Kaylee is presenting her absolutely fantastic program on doggy portraits. She is such a wild and crazy human with the biggest heart ever. Known around the world for her unique canine photography, we are SO lucky to be able to get her to share her insights and techniques with us.

So, when you register for the Evolve 2022 convention, don't just hit a button on your keyboard to confirm you are coming, hit the button in your mind too! Commit to the education, fun and experience. Commit to your success. [Register for your future.](#)

## NOTE:

As of September 21, 2021, masks are required at any in-person events until further notice. We encourage those who are unvaccinated to consider whether it is safe to attend.



## We Want You!

Our association is full of volunteers, in fact, it's run by all volunteers! The EVOLVE Convention is PPAM's premier event, one we are proud of, and it requires lots of people pitching in. In researching what it means to volunteer, we came across this and thought it quite meaningful... Being a volunteer means that you are offering something – something that is not required nor an obligation. Most of the time, to volunteer means that you are working side by side with others. This connects you to other human beings as you are working toward a common goal. When you volunteer, you are making connections.

So, how about working side by side with others toward a common goal of FOCUS'ing on making the EVOLVE convention the best it can be. There's something for everyone - make some connections, we could really use your help - [Volunteer here.](#)

# COME TO THE MEMBER WELCOME PARTY

& Yard Sale

FRIDAY, FEBRUARY 25, 2022



7:30-9:30PM

Sponsored by



PRINTMAKERS.

## Welcome Party

The convention party fun starts on Friday evening at the Member Welcome Party & Yard Sale in the Atlantic Ballroom from 7:30-9:30pm. Catch up with old friends and make some new ones while you enjoy a cash bar, some apps and perhaps a little dessert. The Member Welcome party is generously sponsored by Printmakers. They'll be there too so do stop by their table and say 'hi'!

Do you have some equipment, a background or some props that no longer serve you? Bring them along to sell at the yard sale. Someone's "trash" is another person's treasures! You are responsible for managing your own space though. In the past, people have been very successful in getting rid of their stuff or purchasing from someone else. Good luck!