



**Professional Photographers
Association of Massachusetts**

NEWSLETTER

Fall 2019

 ppam.com



FALL 2019 NEWSLETTER

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From the editor:

I'm your new VP of Communications which means I'll be sending you emails to keep you updated on the PPAM programs and news. I'll also be the one who's going to be putting together the PPAM newsletters.

We are now in the busiest time of the year for most photographers, and it's also a very busy time for PPAM. We have a great seminar coming up on November 4th by **Francie Baltazar Stonestreet** entitled "**Demystifying Image Competition.**" Even if you have entered image competition in the past, Francie will give you new insights, inspire you with her own images, as well as catching you up on District and IPC rules changes (and there are always some of those).

We also have the **Free PPAM Holiday Social** coming up on December 8th in North Billerica. It's potluck, so bring along your favorite holiday food to share as well as a gift for Toys for Tots if you can, but more importantly, bring yourself!

On January 6th, we have **Trish Gilmore** coming to speak about "**How to Sell Albums.**" This program is sure to be packed with information to help build your business and increase your profits.

The Annual PPAM Convention, EVOLVE, will take place February 28 - March 2. Get your images ready for image comp, and bring your notebooks because this event is wall to wall education for everyone, plus it's a great chance to get to know your PPAM colleagues better. This will take place in Plymouth at the Hotel 1620 during the 400th anniversary year of Plymouth's founding.

That's just the next few months worth of programming that the Professional Photographers Association of Massachusetts has planned for its members. Look for more information about all of these programs and more later in this newsletter as well as on the PPAM website.

I'm happy to take on the VP of Communications post and the PPAM newsletter, but the more participation we have from everyone, the more interesting and informative this newsletter will be. If you want to write an article, or if you have an idea or request for an article that you'd like to see, send it along to me! In the meantime, I'll keep you posted!

Sincerely,

Ella Carlson

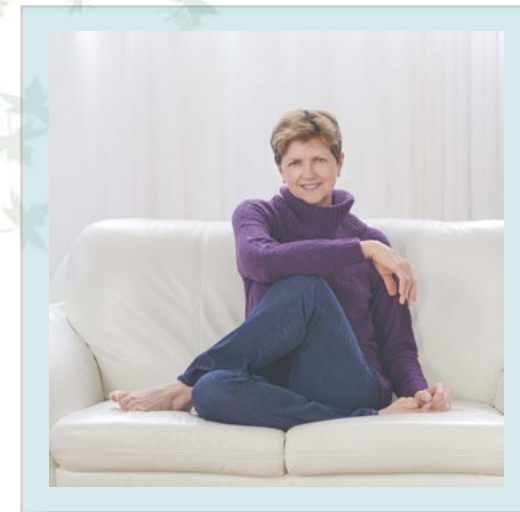


Photo by Nylora Bruleigh

PPAM President's Message



As I reflect back on these past few months, I think about all the angst I had about becoming president of this great Association. All I could think was, DON'T MESS IT UP.

Well, earlier this year, we put together a Historic Recreation of a PPA photograph of the participants of the first Convention held in the Boston Public Garden.

The spring and summer Palooza events, taught by our very own members, have been a huge success in providing small classes for more personalized, hands-on education.

We continue to provide excellent quarterly seminars. We will finish the year with an inspirational and information-packed quarterly workshop on Image Competition. Francie is an Image Competition Evangelist. She has participated in two world cups and she won the last one. She will share her experience as well as loads of competition inside info to help you bring your Images to the next level. Following this program, we will once again offer the mentors series to help you prep your images for competition.

I have made education the cornerstone of my year as president. My presidential motto is "Growth through Education". When I first started out in this business of photography, I did not know what I did not know. I quickly learned just how much there was to learn. I embarked on learning from everyone possible. Education was, and still is the key in my success. That is why I want to provide the very best to you, our PPAM members, to help you grow. Let's continue to grow together.

Melvin

Melvin Guante,
PPAM President

CALENDAR OF EVENTS

November 4, 2019

Francie Baltazar Stonestreet, M.Photog, Cr., CPP

Demystifying Imaging Competition

Registration starts at 9AM

Program begins at 10 AM

Location: Holiday Inn, 31 Hampshire Street, Mansfield, MA

December 8th, 2019

Free PPAM Holiday Social

Location: ASA Photographic

71 Faulkner Street, Suite 215

North Billerica, MA 01862

Time: 12:00 pm - 5:00 pm

January 6th, 2020

Trish Gilmore, Cr., CPP

How to Sell Albums

How we make an 'extra' \$45K a year with albums

10:00 AM - 4:00 PM

Registration starts at 9 AM

Hampton Inn & Conference Center 319 Speen Street, Natick MA

with Trish Gilmore,

NEW Location: Hampton Inn & Conference Center

319 Speen Street, Natick MA

February 28-March 2, 2020

EVOLVE - PPAM Annual Convention

Hotel 1620

Plymouth, MA

Monday April 13th, 2020

Rick Ferro, M.Photog., Cr.

The Art of Portraiture 1920's Style

Registration starts at 9AM

Program begins at 10 AM

Location Hampton Inn & Conference Center

319 Speen Street, Natick MA

Demystifying Image Competition

with **Francie Baltazar Stonestreet**,
M.Photog, Cr., CPP

Monday November 4th 2019

Registration starts at 9AM

Program begins at 10 AM

Location: Holiday Inn, 31 Hampshire Street, Mansfield, MA

Register



Image competition can be overwhelming. Where to start? What do I enter? What do all those numbers mean? Why should I enter? And the list goes on! It's scary and overwhelming. Or maybe you want to understand how to break through the Merit level and move up into the Loans. Wait! What's a merit? What's a Loan?

In this program Francie will break it all down so that you can clearly understand the path into image competition and earning merits and loans. You will also learn:

- Why entering image competition can change the way you shoot
- What are the 12 elements of an Image?
- How do judges arrive at their score?
- Judges language – what does it all mean?
- What Elements are needed to move your score from Merit to Loan?
- Common mistakes new competitors make
- Prints or digital? Which is the best?
- Entering albums into image competitions
- 3 editing secrets to check your images
- Master Photographer and Master Artist, what's the difference?
- Why feedback is painful yet essential to growth and learning

Francie's journey into image competition was long and painful to achieve success. She will share with you her lessons learned and inspire you to jump into image competition. Come and see how exciting image competition can be and how you can take your skills to a new level through actively competing in image competition.



How to Sell Albums
How we make an 'extra'
\$45K a year with albums
with Trish Gilmore, Cr., CPP

Monday January 6th, 2020
10AM - 4PM
Registration starts at 9 AM
Program begins at 10 AM

Register



NEW Location: Hampton Inn & Conference Center
319 Speen Street, Natick MA

Every client should leave your studio with an album! We specialize in weddings, but these principles can absolutely be applied to non-wedding clients as well!

Give your clients the chance to experience the joy of physically looking through their photos and not just viewing them on a screen. Give yourself the chance to experience the joy of having more money in the bank!

I hear many photographers say that they don't bother with albums because it's too much of a hassle. No! Being stressed about money is a hassle! Why not add albums to your rotation if you don't already? If you already do, I will offer some pointers on getting bigger sales that will hopefully get you to the next level.

I will share the whole process...what to sell, how to price, designing, selling and everything in between. After many years of trial and error we have finally figured out a system that really works and I want to share it with you so that you can make that 'extra' money too!

We sell photographs. Why not sell them in an album?



A huge "THANK YOU" to
more of our PPAM sponsors



EVOLVE

Creative • Fun • Photography Education

FEBRUARY 28TH - MARCH 2ND, 2020 - PLYMOUTH, MA

by Susan Asaro

MARK YOUR CALENDAR for another fun EVOLVE Convention brought to you by PPAM. We invite you to be a part of 'Growth through Education' starting on Friday, February 28 and continuing until Monday, March 2, 2020 at The Hotel 1620 in Plymouth, MA.

Join us on Friday as we start off in full swing - we'll be talking sales and learning actionable tools designed to improve your success in selling with Tony Asaro. You'll also hear how saying YES and having a positive attitude can affect your business with Lauren DeVecchio (sponsored by Millers Imaging). And you'll learn how to harness the most powerful and cost-effective way to grow your photography business with live video with Brad Powell. He'll help you become the 'Digital Mayor' of your community.

YES, Image Competition starts on Friday night, too, so it's time to start thinking about what you want to submit for competition. Club 79 has a seat waiting for you!

Saturday not only brings us a full day of image competition, but Rod Evans (sponsored by ACI) who shares his focus on 3 key areas of High School Senior Portraits; Social Media Marketing, Photographic Style and Pricing. Lee Varis (sponsored by Fuji) will share his start-to-finish photography techniques for lighting, posing, shooting and retouching for classic Hollywood glamour photography - George Hurrell style.

Start your Sunday right with Nicole Chan as her program is for smart-working business owners who are ready to unlock secrets to exceptional client service. Streamline your workflows with *efficiency* as the driving force. Bryan Welsh (sponsored by McKenna) shares how to make everything you do merit worthy. Applying the 12 elements to every part of your work will help you see not only your photography but your business in a whole new way. And Pete Rezac (sponsored by Bay Photo) will discuss his proven plan for successful family portraits that will allow you to work more efficiently, provide a better experience for the client, and most

importantly remove the post session let down of minimal sales.

Bryan Welsh (sponsored by McKenna) is back on Monday sharing details on how to take your business portraits to another level. He'll share how to market and become the go to business branding photographer in your area.

But that's not all... there's a party or two plus lots of catching up to do with "old" and new friends which means you'll want to spend the weekend. Call The Hotel 1620 (508) 747-4900 and use promo code PPAM2020 for the special rate of \$109 plus tax. Don't wait too long though, the room block and rate are only guaranteed until January 29, 2020.

There's something for everyone! Stay tuned for more details on the weekend events as well as image competition and volunteer opportunities. Don't forget you can earn service merits for volunteering - it takes many hands to ensure the success of the convention and we welcome your help. Registration and volunteer links will be available soon for you to pre-register and sign up to volunteer.

We look forward to sharing more 'Growth through Education' information over the coming months and are excited for you to join in the fun at EVOLVE 2020. Mark your calendar!



New Member Spotlight - Cindy Irving,



Photo by Bob Perachio

PPAM is delighted to spotlight Cindy Irving, a South Coast portrait photographer, who is originally from Boston, Mass. Cindy grew up loving photography. “My first love of it started with those one time use cameras, where I was constantly in the store developing my photos as a young pre-teen.

A friend gave Cindy a photography class in Boston as a gift which started her formal introduction to photography education. “I purchased my first DSLR in 2011, but didn’t really learn how to use it until 2013 when I studied some photography in Costa Rica. Since then, my passion deepened and once my daughter was born I took the step to make it into a business.”

Cindy’s primary interest is family photography. She especially loves photographing families with toddlers. She credits having her own three year old daughter with helping her connect

and work with toddlers more easily. Another area of her business that Cindy is working to develop is women’s photography. She feels it’s important to create beautiful portraits that make women feel better about themselves.

I asked Cindy which photographers she found inspiring. The first person she named is Jeff Dachowski. She attended Jeff’s boot camp in March of this year and she says that class enabled her to really get business thriving.

Another photographer that Cindy looks up to is Megan DiPiero from Florida, whom she saw at the June PPAM seminar. She took Megan’s idea of setting a goal of a “10K sale” to heart and ran with it, impressively surpassing this goal within only a few months.

As for her personal hero, Cindy said her Polish grandmother is the person she most admires. “My grandmother had no education having grown up in Poland in the World War 2 era. She had seven children, and even with no education she was still able to buy each



Photo by Cindy Irving

of her kids a home or something to get them started in life. Pretty impressive.”

Cindy is an avid fan of travel. She went to college abroad, and has already been to ten or eleven countries. She hopes “to travel to every country in the world,” she says, “before my time is up.”

Fun facts about me, by Cindy:

I love to run (I throw on a stretchy yoga pants and chase my toddler around the neighborhood...that counts, right?).

I spend my 15 seconds of free time during the day watching documentaries on Netflix and reading self help books. It can literally take me WEEKS to watch an entire movie!

I enjoy drinking kombucha, dreaming of kale, and pretending like I’m healthy.

I could literally eat sushi every day, but really only eat it about three times a week. See aforementioned health post...Close enough!

My mother is from Poland, so I speak fluent Polish! Zapytaj mnie i nauczę cię kilku słów! It’s SUPER easy...Seriously.

You would think having a baby would mean you would learn to cook. Apparently this is NOT the case. Takeout, anyone?

My daughter got the memo and was born on her due date!

I have a psychology degree, and spent some time in a psych hospital (no, not as a patient, although sometimes even I wasn’t sure).

I feel SO grateful to be living my dream as photographer. I seriously geek out every SINGLE time I take a photo.

I’m completely addicted to cookies, chocolate and cake, which I balance with dreaming of the kale I mentioned. Yes, they do cancel each other out.

My go to drinks are a lemon drop martini or a fishbowl margarita. I’m a bargain shopper.

Traveling is my favorite thing aside from photography, so I’ll never say no to a destination wedding!



Photo by Cindy Irving

[Click here to visit Cindy’s website](#)

Member Spotlight: Nancy Green

by Ella Carlson

When it was suggested that the newsletter highlight a new member and a veteran member, Nancy was the first person I thought of as the quintessential PPAM veteran.

One of my first PPAM conventions, I remember seeing Nancy zooming around in a wheelchair only a short time after both of her knees were replaced, obviously in pain, nevertheless she was there to direct, support and generally do everything she could do to make sure everything went smoothly. I can think of no one more invested in PPAM. She has held almost every office on the board, worked on every committee, and, like the energizer bunny of volunteers, she keeps on going, and she keeps on giving. In addition to her ongoing support and service to PPAM, Nancy is currently the PPA Nominating Committee Chairperson, Vice-Chairperson of the Jurors Excellence Committee, PPA Affiliate Juror and a member of the PPA Council.

If you've been to any PPAM event, chances are you met or at least heard of Nancy. She first joined PPAM in 1980. Many of us have gotten to know Nancy even better in recent years through her Facebook journals. Her wonderful golden retriever "girls," her halos, and photos of her fellow jurors. Perhaps most heart-rending was the journey she took us all through with her mother's Alzheimer's: the tragedy of her parents' separation because her mother needed extra care, the amazingly touching photography, the sweet videos of Nancy and her mother singing together, and finally her mother's passing. I, personally, hope that Nancy puts it all together in a book someday because her daily postings presented a loving portrait of the complexities that those of us who haven't had to deal with that disease (yet) should understand.

I talked to Nancy this week to ask her a few questions about her life as a photographer and member as PPAM. The first question I asked Nancy was who have been the most important people in her life. Not surprisingly, Peter, her husband, ranked first on the list. "Without his encouragement and..." she took in a big breath here while she found the right word "antics, I certainly could not

have gone through all the changes I've been through in my life." Her mother is the other person from her personal life to whom she is most grateful. Her mother was a professional singer for most of her life but she also loved photography. She and Nancy once entered the PPAM competition and each took home a Court of Honor in the same year, delighting both of them. Nancy's mom was always a staunch supporter of PPAM.



As to who has been the most important influence in Nancy's professional life, Helen Yancy was Nancy's answer. "Helen is just such an incredible talent and strong woman, and an outstanding leader. You can have respect as an artist, but to be able to have that same respect in all those other roles as well, and to share so much of your whole career, and educate so many people...well, she is just an amazing individual."

Nancy told me she started out in business primarily as a wedding photographer which lead into her work in other areas. "Weddings taught me so much including how to win people over, and how to deal with difficult situations, not to mention how much it taught me about photography." Nancy and I were both photographing weddings, as I put it, "back when women had to shoot weddings in high heels and a dress". The last time Nancy wore heels and a dress to a wedding was 1981 when she photographed a high-end event in Manchester By the Sea Castle. During the reception she broke off the heel of her shoe and later sliced open her foot on broken glass. Nancy said "I was done looking cute working a wedding and ever since wore a tux, or suit and flats." She talked about the change over the years in photographing weddings and how much better it is for women now and how grateful she is for the awareness of "sexual harassment" on the job. "I remember threatening a few drunk male guests with getting hit up-side the head with my Hasselblad if they touched me again. " Nancy added "It's a difficult job as it is, it's hard to have to deal with people disrespecting you while are trying to do a great job for your clients."

I asked Nancy what has changed most since she first joined the organization. She said there have been a lot of adjustments brought about by digital technology. We've seen a lot of camera stores and photographic labs go out of business in recent years, which means many of the businesses who used to sponsor PPAM's activities are just not there. She stressed, though, that change is good; difficult, but good. We just have to keep our eye on the demographics of our profession or clients to keep attracting new members or customers. "Observe your clients and or members. What are their habits? What are they interested in? How do they connect with each other?"

All this change can be frustrating, too. For instance, with the advent of digital, photographers had to learn all new tools, not just new gear, but software and a completely new way of working and selling.

I asked Nancy if she felt there were any misconceptions about her. "There may be people (quite a few actually) that think I'm a bit loud, I made myself like this because it's the only way to get a drunk wedding party to listen to you" She laughed a hearty Nancy laugh here. "You have to project your voice and give off a confident appearance. I was never loud in high school, but over the years I kind of permanently morphed into Wedding Nancy. I learned to never let anyone see you doubt yourself while you're doing the job. So I sometimes can be misconstrued as being too forceful and I regret having unintentionally offended anyone. I truly do love people and I apologize to anyone I may have offended." Nancy always has open arms for a hug and loves spending time getting to know people.

Lastly, I asked her if there was anything else she would like to say about PPAM. "I believe that you never ask anyone to do something you wouldn't do yourself. Got that from my mother. If you aren't willing to pay out to go to a program, how can you ask anyone else to. Mostly, I want everyone to know that the association is out to help the others in it. It is a community that you get nowhere else. We really need to share that knowledge with the newer photographers, so they know we help each other. That's what is so important and vital about belonging to your local and state organizations."

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

2019 International Photographic Competition Medalists from PPAM

Diamond Artists of the Year

have had all four images submitted by the photographer accepted into the Loan Collection

- Ella Carlson, M.Photog.M.Artist.Cr., CPP, F-ASP, EA-ASP
- Karen McCall, M.Photog., CPP

Platinum Photographer of the Year

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

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

Silver Photographer of the Year

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

- Susan Asaro, CPP

Silver Wedding Photographer of the Year

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

- Alice Peplow, Cr.Photog., CPP*

Bronze Photographer of the Year

have had all four images submitted by the photographer accepted into PPA's General Collection

- Karen Hocker
- Karen McCall, M.Photog., CPP
- Paula Swift, M.Photog.Cr., CPP

** Special Note: Alice Peplow is the very first photographer from PPAM to medal in the brand new wedding photography category! Congratulations!!*

Congratulations to all the medalists!

2020 Grand Imaging Award Nominations from PPAM

Animal Portrait Category



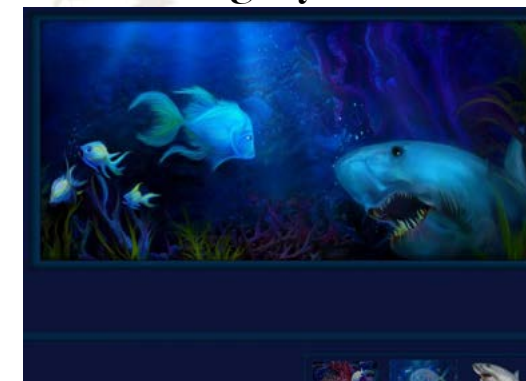
Awww Handsome Boy
by Susan Asaro

Artist Category



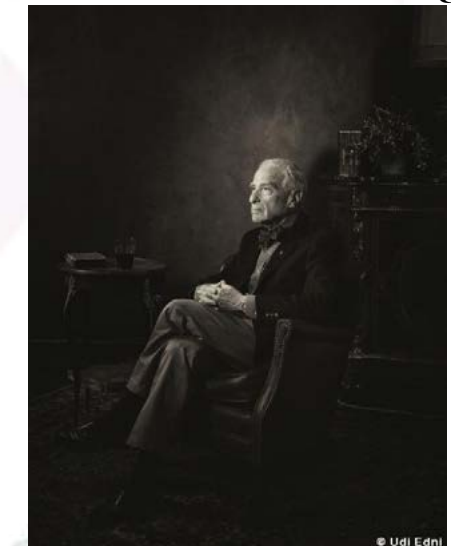
Ham and Eggs
by Karen McCall

Artist Category



Shark Week is over, You Bully.
by Karen McCall

General Portrait Category



Lonesome
by Udi Edni



Illustrative and Commercial Category

First Day of School on the Planet Luminata
by Ella Carlson



PPAM Summer Seminar Images



Images by Melvin Guante

Member Benefit - Image Competition Assistance

by Susan Asaro

Image Competition is one of the best opportunities to learn and improve your photographic abilities. You'll want to join Francie Baltazar Stonestreet, M.Photog, Cr., CPP on November 4th as she shares her secrets in Demystifying Image Competition. She'll break it all down for you so you can understand the path into image competition.

With the knowledge from Francie's seminar you'll be excited, and we know you'll be encouraged to start or continue your own image competition journey. Well, as a PPAM member we've got some mentors to help you with that process! Consider it a PPAM member benefit and we're here to assist with your competition images.

You'll be able to sign up for a 20-minute call with a PPAM Master Photographer mentor who will help you choose competition images and/or help with modifications on images you've already worked on. You can do all this from the comfort of your own home.

We're still pulling together the details, but we wanted to give you a heads up to get your creative thinking cap on and start considering what you're going to enter in competition. Slots will be available starting in early December so stay tuned for booking information! And, it's not just for newbies – veteran competitors are encouraged to sign up and get feedback too.

Yes, image competition can be frustrating, challenging, scary, exciting, exhilarating and we want to help you succeed with your goal. So, we encourage you to take the first step, choose some images, book your slot with a PPAM Mentor and start on your way to improving your photographic abilities and perhaps earn a medal or two... or at least some blue ribbons! This is your journey and PPAM is here to support you in your creative goals. Stay tuned. Remember, your PPAM image competition will take place February 28-29, 2020. Watch for more details about the rules and deadlines!

News Brief - PPA Celebrates Passage of the CASE Act by U.S. House of Representatives

Professional Photographers of America is celebrating the passage of H.R. 2426, the Copyright Alternative in Small Claims Enforcement Act (CASE Act), marking the biggest step yet in improving copyright protection under the law for small creators. The bill sailed through the House to an overwhelmingly bipartisan success with a vote of 410-6.

The CASE Act creates a small claims process for creators whose work is infringed and represents a rare bipartisan, bicameral effort on Capitol Hill. PPA has been activating its 30,000-member base to call or email their representatives in support of the bill. The bill's central conceit is the establishment of a Copyright Claims Board that would hear and rule on small-claims copyright infringement cases worth less than \$15,000.

"This was a big victory," says PPA CEO David Trust. "And an incredibly hard-fought one. It's without question the largest grassroots campaign in the history of professional photography. But we aren't done. So let's take a day to celebrate, and then we'll make preparations for the last hurdle -- the Senate."