





On the Cover:  
This image was created by Andy Weigl.

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“Add to Calendar...”

I saw a post on Facebook recently by Jeffrey Shaw, author of “The Self-Employed Life” (and is speaking at Imaging USA, by the way). He said, “Entrepreneurs often build to sell. Self-employed are most often building a business to support a lifestyle. The difference? A lifestyle business supports your lifestyle and improves the lives of others.”

One of the reasons I started my photography business was so that I could run my own life. I wanted to be able to take a vacation when I pretty much wanted to and not have to accumulate vacation days. I wanted to be there for my kids and grandkids if they needed me. To be able to do that, I had to price myself to support that lifestyle. I wasn’t successful at first, but I found that my business grew substantially when I joined PPAM. Why? Looking back, I knew no one when I joined. I didn’t even know PPAM existed, to be honest. I’m not even sure how I did find it ...but when I did, things changed. I attended all the programs – even the ones that on the surface had nothing to do with my business (Newborn? Maternity? No thanks...) but I went anyway. And I didn’t go because I didn’t have a client that day – I MADE the time. I added that date to my calendar, and when a client called for a session, that date was not available. And I made some absolutely fabulous friends.

And I continue to add programs to my calendar to make sure I am free for them – board meetings, get-togethers with friends, program dates and conventions. And vacations. Prioritizing these things makes sure I don’t let my business run me. A client can wait 1 day for a headshot so I can attend that PPAM seminar. No, sorry, I’m not available for a senior session on September 19th. Paula’s President’s Message talks about how we all have different businesses and that’s OK – but consider if you are the one running your business or is the business running you. Which would you prefer? Make sure you read Sue Asaro’s interview with PPAM member Andy Weigl on how he built his photography business and how he’s having his best year yet.

Check out the calendar section in this newsletter and the events page on ppam.com for all the upcoming programs PPAM (and other groups) has to offer – and consider the knowledge, friendships and camaraderie you’ll gain while attending from those who are in the same business as you – and add them to your calendar.



Cassandra

# PPAM President's Message

by Paula Swift,

M.Photog.Cr, CPP



How many of us have second guessed how we run our businesses? Raise your hand...I'm raising both of mine as I write this. We as creatives and business owners become our own obstacle with self-doubt and questioning..."am I doing this right?"

We attend a seminar and hear an amazing photographer talk about how they run their business. How they use this equipment, that lab and charge x amount. We see things on social media about how busy a photographer is. Or we get second guessed by a client who thinks they know how to run our business better than us. Sound familiar? Believe me I've been there too. Now stop, breathe and look at your own business. Not everyone has the same

business plan, not everyone has a studio, employees or has the same style of photography. What is great about our industry of creatives, we can cater our style and our businesses to different clients. Our world of photography would become stale if we were all the same. Imagine if all photographers had the same photography style, same pricing and even ran the same specials? Thankfully as creative photographers, we can offer different options, or we would be competing all for the exact same clientele.

When I started my transition from photojournalism into the portrait photography world in 2004, I knew I wanted to be myself and include my photojournalistic background. From there I wanted to attract like-minded clients who would appreciate my style.

Which meant as a mom, I had to ask myself, "would I hire me to capture the style of photography I prefer for my own boys and family?"

This has evolved as I grew as a photographer, now offering a variety of styles. That keeps my creative juices flowing and helps me not to become bored with the same thing over and over. I've always made it a point to keep learning, evolving and PPAM has been an important aspect of this.

Here is my message to you as we enter another crazy hectic fall / holiday season. Don't be so hard on yourself. Look at how far you've come and how you continue to grow your photography and business by being part of PPAM.

It doesn't matter if you've had a good or a bad day. All of them matter as each experience allows you to grow, be a better photographer and business owner.

Whenever that self-doubt starts to crawl into your brain at 3am ( that's usually when my brain does its problem solving), just remember you are not alone in this obstacle. Reach out the next day to one of your photography PPAM friends...and remember do what works best for you and your business.

*Paula*

Paula Swift,  
M.Photog, Cr, CPP  
President of PPAM 2021-2023

## PPAM Members at Large:

Kenneth Berman

Robert Joynt

Tim Lebel

Connie Drapeau-Kennedy

Andy Weigl





**50% OFF POLAR FLEECE**  
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Includes: Polar Fleece Blankets. | Excludes: Silk Touch and Sherpa | Minimum bill applies. | Must use promo code: PPAMBL0922  
 Cannot be used with any other promotion. | Only one promo code or discount can be used per order. | Some exclusions may apply.

## CALENDAR OF EVENTS

Monday, September 19, 2022, 10:00 AM – 4:30 PM

**Fashion Posing and Lighting For Seniors with David Beckham**

Hampton Inn & Conference Center 319 Speen Street, Natick MA

Sunday through Thursday, September 11–15  
**IPC Judging Dates**

Tune in to watch the live streaming of the PPA annual International Photographic Competition

[Click here for the streaming link](#)

Monday, November 7, 2022, 7:00 PM – 8:30 PM

**Casual Conversation with Steve Sedman on PPAM Image Competition Rules**

Monday, November 14, 2022, 7:00 PM – 8:30 PM

**Casual Conversation with Pete Rezac What Makes a Merited Image**

Monday, November 21, 2022, 7 PM – 8:30 PM

**Casual Conversation with Nancy Green on Image Comp. Presentation**

Sunday, December 11, 2022, Sunday, 12 noon to 4 PM

**PPAM Holiday Social**

Monday, January 9, 2023, 10:00 AM – 4:30 PM

**The Creative Motherhood Journey with Tara Ruby, Cr. Photog**

Hampton Inn & Conference Center 319 Speen Street, Natick MA

January 22,23,24, 2023 ImagingUSA – Nashville,TN

February 24, 25, 26. 2023

**Evolve (PPAM Convention)**

Holiday Inn, Dedham, MA

Monday, June 9, 2023 – PPAM Quarterly Seminar

**The Magic of Search Engine Optimization with Colby McLemore**

10am-4:30pm

Hampton Inn

319 Speen Street, Natick MA

Go to the [PPAM Events page](#) for more information



## Fashion Posing and Lighting For Seniors with David Beckham, M.Photog.Cr.

**Monday, September 19, 2022**

**Registration starts at 9 AM**

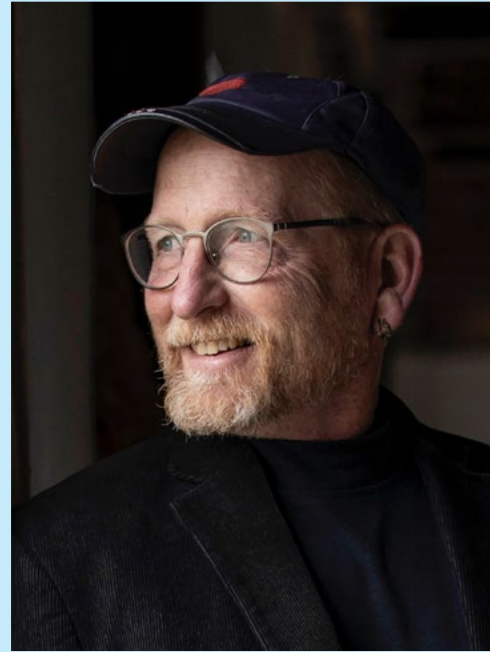
**Time: 10:00 am - 4:30 pm**

Now more than ever we need to be able to separate ourselves from the pack of Senior Photographers. Kids take hundreds of photos of themselves a week using many different programs and actions to make them look like anything or anyone they want. The same old posing and lighting that you built your business on won't just cut it any more. And if you are new to the industry you need to fast track yourself to the top by creating fresh, dynamic, incredible photos for your clients and social

media. And most of all you have to be able to give these young people and experience that they will talk about. I have a fashion style to my senior business and I will share that with you too.

We aren't going to learn poses or trendy shots. We will learn how to pose. I break it down into Elements; faces, hands, arms, legs, feet and more. I'll show you what to do in each Element so that you can pose any body type. We'll twist and turn them, we'll use different POVs and perspectives to get them excited to see the back of your camera. We'll use body language to tell stories, we'll turn the Elements into flow posing and we'll learn the things that you need to be the expert. We'll look at communication as well and I will share the words I use too.

But it's not just how to pose. We'll combine it with lighting using 1-2-3-4 Godox AD400Pros for studio looks. We'll use LED - Godox SL100, SL150, and SL200 in studio too. With HSS and Continuous Eye Focus we don't need crazy expensive lighting to get rapid fire action shots any



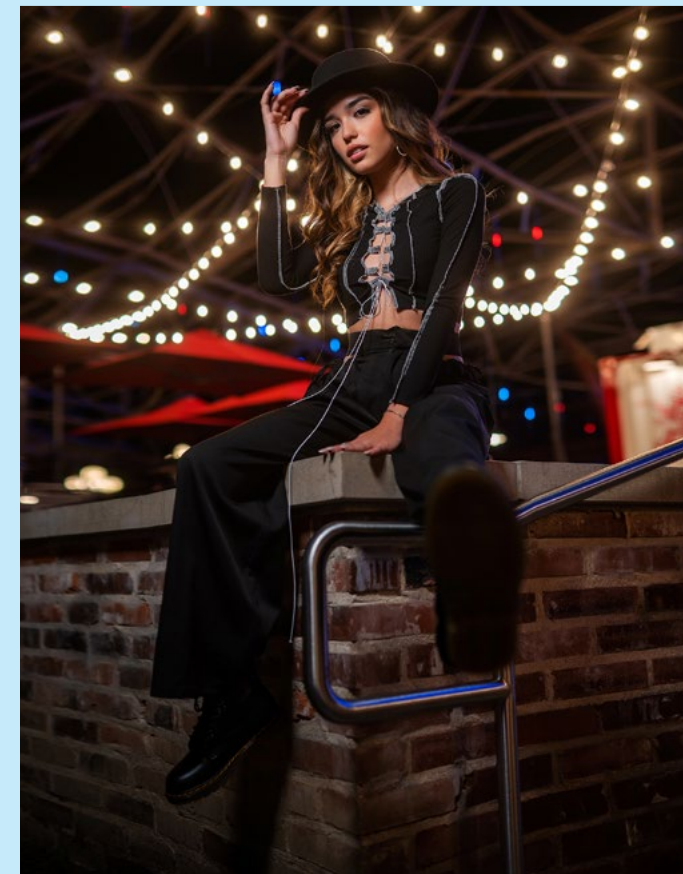
more. We'll go outside and do full sun OCF and show you how to get out door photos that don't look like flash at all. I'll show you low light options too with LED Wands and Panels and maybe even break out a 12 year old Ring Flash for an old new look that seniors will love.

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](#)





# Member Spotlight

## The ABCD of Andy Weigl by Sue Asaro

One of the gifts of the PPAM community is the opportunity to engage in conversations with colleagues to learn many things about a person's life. And every once in a while, you can uncover precious gems about a person.

I recently had the pleasure of speaking with Andy Weigl and was delighted to discover such a gem! Andy is a Southborough-based photographer, specializing in real estate and commercial facilities, portraiture, headshots, business website photography, performing arts and events. He joined PPAM in 2016 and is not only a member but also on the board as a PPAM Member at Large.

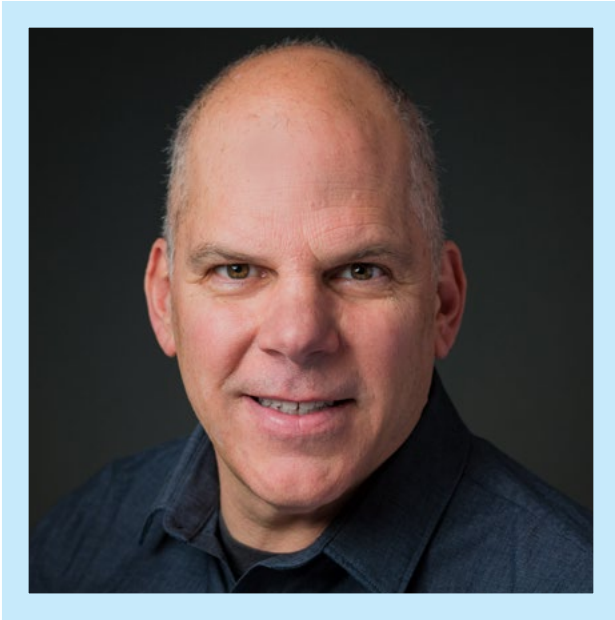
Andy recalled his son Christopher attended the 2012 PPAM convention in Plymouth. Christopher was at the convention for one night, but Andy said his son spent a lot of time getting to know everyone, especially in the hospitality room. At first Andy was an amateur photographer and his love for the craft inspired his son to pursue it as a career.

"He [Christopher] became a remarkable, very technical, quite skilled photographer who decided to make a profession of photography as a photojournalist, traveling the world." Sadly, Christopher, a candidate for a masters in photojournalism, died later that year in a biking accident on his way to class at Boston University.

Andy's journey to professional photography began with opportunities to do performance photography for a music school on whose Board he served. He had all of Christopher's photography "stuff" and really enjoyed the experience. Andy realized he wanted to do more performing arts photography, and finding he had an opportunity to do something he loved, decided to make it a business.

Andy attended the PPAM convention in 2016, which also happened to be in Plymouth that year. "It felt totally surreal to be there that year. A few people figured out who I was, and it was sort of like a little quasi-family experience even though you guys never met me. So, I need to just do this!" Andy began his new journey with photography and PPAM was eager to embrace him.

His photography website is modeled after Christopher's (which he still maintains to honor him and his work). "It has similar logos and fonts and is not flashy or modern, but it is a part of my story. It's not hard to keep his website up because it's kind of why I'm doing what I'm doing."



Andy loved his photography talks with Christopher sharing his knowledge and experiences with his son. But pretty quickly, Christopher became the teacher. "At some point, he began to teach me, as he had greatly exceeded my knowledge at the time, and photography became his passion."

Andy enjoys the collaborative nature of working with others and values the professional relationships he has fostered over the years. I asked Andy who the most important person professionally was to him and without delay he said Rachel Smook, a photographer he met at a chamber of commerce event. "She's the most important person professionally, not only because we share knowledge and work so well together but also because we have become extremely good friends." Andy has since gotten Rachel to join PPAM in the process.

His photography work includes events for independent schools, corporate events, headshots, outdoor portraiture, and weddings. Establishing himself as a Real Estate photographer taught him more about image processing and photoshop, which he uses for his other work. "There's not lot of money in real estate photography, but what I realized is that I could start doing jobs for interior designers, custom home builders or businesses that needed photos for their marketing brochures or websites. The real estate work puts me through a lot of iterations of trying different things and learning new techniques." Andy said expanding out into other things is starting to pay off and his business is having its best year yet!

Becoming a CPP in May 2021 was a personal goal for Andy. He had hesitated in the past to pursue the CPP because the old criterion was heavily based on portraiture and that was not Andy's focus. When the process changed, he knew he could do it. He said his base knowledge was pretty good and ramping up to do the test was not a problem. The practical component was good but a bit frustrating (we chuckled a bit about what he did to Sherman and where he hides him now). Andy is happy he went through the process and is now a CPP. Congratulations on that accomplishment, Andy!

Andy's dad, a PhD chemist, was the most influential person in his life. He pushed Andy to be curious about the world and to learn how things work. As such, Andy approaches photography with a technical eye, motivated by a desire to always continue learning, while leveraging his technical knowledge to achieve his goals. His father also loved music, the arts, travel, hiking, photography, and sailing, and opened a lot of doors, opportunities, experiences, and gifts to Andy.

Andy says he used to be much more introverted, but photography changed that. He could not have imagined photographing large corporate or social events, doing portraiture or family sessions, but now he does it all the time without even thinking about it. Andy's sales and marketing is entirely by word of mouth, and he is comfortable asking people for referrals, which he could never have done previously. He plans to do more marketing with his CPP designation in the future.

The performing arts is Andy's favorite thing to photograph, especially black box theater productions. He loves the energy of being on the stage during dress







rehearsal as the play is happening all around him and the thrill of capturing those special moments. "There are lots of moments in theater, lots of moments. This is the kind of photography that I just love." Photographing theater brings Andy joy.

Andy strives for technical excellence and customer service and considers them some of his strengths. Coming from a corporate and consulting career, Andy understands the value of delivering a quality product and service in a professional manner. His "problem solving on the fly" skills are a key asset, especially when on site.

Collaboration is also essential to Andy, and he has a network of photographers that he works with including architectural photographers, and PPAM

members Rachel Smook, George Lucozzi and Mary Dennis, (who also shot weddings with Christopher).

"It's a big world. I know stuff that's different than what you know and if what I know can help you, then I'm happy to spend time sharing that knowledge. I'm at a point in my life where I can do that and if I can spend a few hours teaching someone something, I'm quite happy to do so." In fact, Andy has graciously given talks at PPAM and NHPPA.

Andy believes PPAM is a great organization and wants to keep his foot in a professional group that will continue to pull him forward. "PPAM is a really good group. As good as Imaging is, I find the PPAM conference a better experience." That was so nice to hear!

Motivated by learning, Andy plans on doing photography for a long time, whether it be as a business or a hobby. Andy feels very lucky to have found a passion and will keep giving back to organizations as he feels he has something to share.

To learn more about Andy visit his website where you will also find information about his talented son, Christopher, and see some of his work. Andy's family started a memorial fund in honor of Christopher. The award is given annually to a graduating master's student from the College of Communication at Boston University. The award is \$2300 as Christopher was 23 at the time he died. The school selects the honoree based on excellence in their work in Visual Journalism, and the award is presented at the graduation ceremony for the College. What a generous way to help others find and fuel their passion!

There was so much more to learn about Andy, his family, and his many talents. His wife, Bonnie is the most important person in his life and the one who "puts up with all this photography stuff". Andy comes from a family with deep musical roots. He is a classically trained pianist and a now-dormant oboist. His talents passed to his son Christopher, who played piano and clarinet and his son Dustin, who still plays the trumpet.

Andy. Bonnie. Christopher. Dustin. Andy pointed out to me that together their family is A, B, C and D. At the beginning of the article, I mentioned discovering gems about people. Andy told me his "big story" was that he was the one who initially inspired his son Christopher to dive into photography. And, in turn, using Christopher's camera equipment, Andy realized that photography was what he wanted to do moving forward from tragedy. Father and son teaching and inspiring one another.

Each of us have stories to tell about our lives. Each of us has precious gems. It was a pleasure learning about the ABCD of Andy. To see more of Andy's work, [visit his website](#).

# Calling all animal photographers!

**Animal Image Makers 2023 Conference is open to anyone who wants to take animal photography to the next level! This 3-day conference will be full of:**

- \* Professional animal photographers from all over the world.
- \* Valuable workshops, tips, and lessons from experienced animal photographers.
- \* Wide variety of programs focusing on pet and animal photography.

**Don't miss this one-of-a-kind experience that will elevate your pet and animal photography skills to the next level!**

*This conference is limited to 250 attendees. You don't want to miss this opportunity!*



april 13-16, 2023 - minneapolis, mn  
[www.animalimagemakers.com](http://www.animalimagemakers.com)

Whether you're running an animal photography business or scaling your wildlife photography skills, the Animal Image Makers 2023 Conference is the right place to elevate your artistic craft, business skills, and profit margins, AIM brings together professional pet and animal photographers from all over the world for a jam-packed weekend of education and networking.

Special code for PPAM Members: Use the code 'woof-PPAM' to save \$50 on your registration through the end of October. Limited to the first 250 registrants! Grab your spot and learn more about the conference at [www.AnimalImageMakers.com](http://www.AnimalImageMakers.com).



## 2022 District Competition Awards

**Congratulations to the PPAM members who received a Top Ten Award  
in the 2022 Northeast District Competition!**

### Animal Portrait

Elizabeth Convery-Luce – “Bird Dog”

### Children's Portrait

Yedi Koeshendi – “High Spirited”

### Wedding

Alice Pepplow – “Unveiling”

### General Portrait

Alice Pepplow – “The Backless Dress”

Ann Lyle – “The Circle of Life”

Nancy Green – “Summer Vacation Portrait”

Yedi Koeshendi – “Longing for Your Embrace”

High School Senior Portrait

Karen McCall – “Blue Dahlia”

Karen McCall – “Your Prince is a Rat!”

Karen McCall – “My Guiding Light”

### Artist Open

Christine O'Neill – “Praying for Peace!”

Elizabeth Convery-Luce – “I told you we should have flown south!”

Karen McCall – “Love is the Air”

### Reportage

Ed Pedi – “One Last Embrace”

Nancy Rich – “Do You See Me?”

**Your PPAM community will be rooting for you at IPC!**

# PHOTO & VIDEO Hunt's

EST.  
1889

**Special Photo Experiences in September  
ft. SIGMA Pro Photographer Heather Larkin**



**Hunt's Photo Experience:**  
**Macro at Smith Botanical Gardens**  
Wed Sep 21st, 5pm • Northampton, MA



**Hunt's Photo Experience:**  
**Macro at Roger Williams Park**  
Thu Sep 22nd, 5pm • Providence, RI



**Hunt's Photo Experience:**  
**Photographing Kids**  
Fri Sep 23rd, 5pm • Abington, MA



**Hunt's Photo Experience:**  
**Maternity in the Park**  
Sat Sep 24th, 10am • Woburn, MA



**Hunt's Photo Experience:**  
**Dancers in the City**  
Sat Sep 24th, 3:30pm • Lowell, MA



**Hunt's Photo Experience:**  
**Photographing Families in the Park**  
Sun Sep 25th, 10am • Manchester, NH

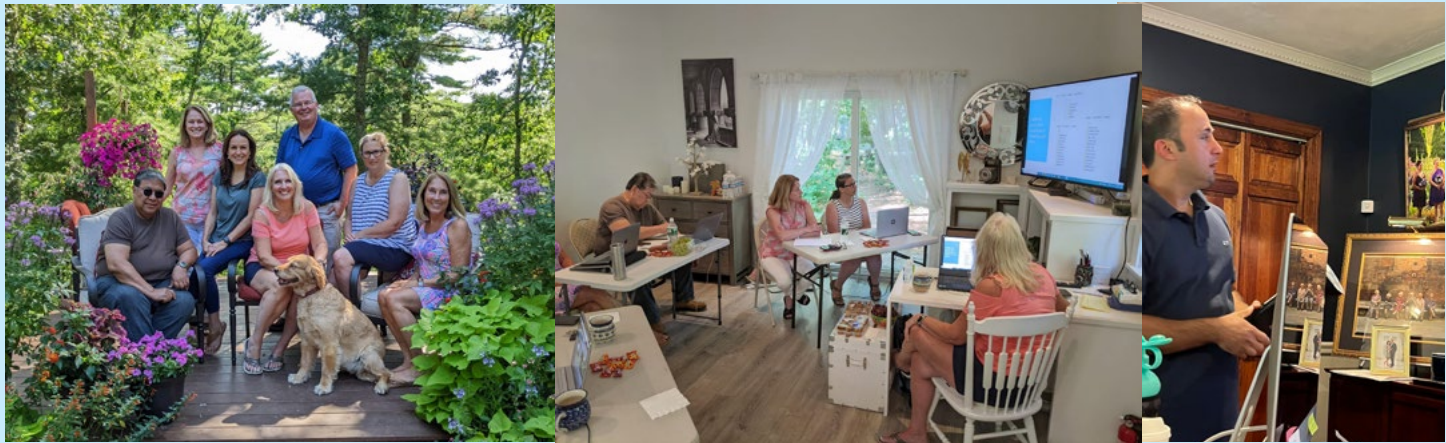


A huge “THANK YOU” to  
more of our PPAM sponsors



Summer Photopaloozas!

During the summer a few PPAM members held a “Photopalooza” – a one-day intensive program on various subjects, limited to just 10 attendees. Thanks to Mike Stone, Stephanie Olsen, Kris Ventresco, and Cassandra Sullivan for sharing what works for their business. And more thanks to Steve Sedman, Nancy Green, and Alice Pepplow for opening up their studio space for the programs! Watch for announcements for more Photopaloozas in Spring of 2023!







# NHPPA FALL SEMINAR



## Thom Rouse Art and Photoshop

The Derryfield Country Club  
625 Mammoth Rd, Manchester, NH

Sunday, November 13, 2022 | 9:00am-4:00pm

For many of us Photoshop has become more than a post-production tool to repair and enhance our photographs. Photoshop is an all-new visual medium unto itself – a blank canvas from which we create images beyond the boundaries of conventional photography.

Thom's program will involve hands on Photoshop with demonstrations of techniques geared toward fine art. You are encouraged to bring a laptop and play along. We'll also be discussing creative process, inspiration, art history, and concept development. New digital technologies allows us to create anything we can imagine. Photoshop technique is important, but what will define us as artists is the concept, creativity and impact of our images.

Thom Rouse began his career as a portrait and wedding photographer in 1994. Based near Chicago, he now divides his time between commercial, fine art and commissioned fine art images with his clients as the central subject of his pieces. His conceptual fine art images utilize real world photographs blended and manipulated to create an alternative to real world perception. Thom also lectures and teaches workshops on topics ranging from Photoshop as an artist's tool, visual literacy and lighting and posing for figure studies.

Thom holds the PPA Master of Photography degree, the Award of Excellence, the Master of Electronic Imaging degree, and the Photographic Craftsman degree. He is a Fellow in the American Society of Photographers, ASP educational associate and a member of the Camera Craftsman of America. He has 64 PPA loan Collection images and has won the ASP Gold Medallion twice. He has received numerous Photographer of the year awards, the Kodak Elite award, the Canon Par Excellence Select Award as well as numerous Kodak Gallery and Fuji Masterpiece awards. Thom's work has been exhibited throughout the United States as well as Canada, China, Japan, Korea, and Europe.



**TO REGISTER: NHPPA.com**

For more info contact:

PROGRAM FREE TO NHPPA members, lunch \$25.  
Non-members \$124 or PPA affiliates \$104 - includes lunch.