



AUGUST 2021



On the Cover:
This beautiful image was created by Anne Lyle, M.Photog., CPP.
See Ann's Member Spotlight on page 10.

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“It’s the Most Wonderful Time of the Year”

A message from the editor

“It’s the most wonderful time of the year...” sings the 25 year old [Staples ad](#) in which a dad can be seen joyfully dancing through the aisles while pushing a shopping cart and followed by two dejected children. That one still makes my husband and I laugh, even though our kids are grown and off on their own. As an instructor for the University of Massachusetts, Lowell, I know that more than any other time, the fall tends to be the time of year when more people think about furthering their education than any other time. My fall Photographic Imaging classes are nearly always fully enrolled with a waiting list, then enrollment drops a bit in the spring and drops a lot more for the summer courses.

The board of the Professional Photographers Association of Massachusetts has been thinking about education, too! In fact, we have the amazing Tim and Bev Walden coming to speak to us on September 13th. I had the privilege of attending a five day NEIPP class with the Waldens a while ago and they are simply the best at capturing beautiful portraits that really portray the feelings of their subjects for one another. If you haven’t seen their program, you are in for a treat. Their portraits are stunning, and help to define truly classic portraiture. Their black and white relationship portraits will never go out of style. There is still time to sign up, and the new location in Foxborough is right off the highway making it even more convenient to get to.

On November 15th, we have the approved PPA juror and fabulously fun Mark Sweeney plus the very talented Ken Bovat speaking to PPAM about image competition. If you have not yet competed in PPAM Image competition or PPA’s International Print Competiton, this talk is for you! If you already take part in image competitions, this talk will help you compete more successfully. If you think you have no interest in competing (or you are feeling like competition is a bit scary), Mark and Ken will give you a great primer on the ins and outs of preparing for competition as well as giving you the reasons why you SHOULD be competing if you aren’t. Hint: one reason is that it is the fastest, most effective way to improve your work!

We also have some Photopaloozas happening through the end of this month.: Ann Lyle with “Newborn and Baby Photography Basics (I heard Ann’s program recently and she’s terrific!). We also have Mike Stone with “More Clients, Make More Profit, Spend Less Time” and Jeff Cutler with “How to Avoid Cratering Your Expensive Tool into the Bride and Groom.” These are all happening the last weekend of August, so go to the PPAM website and sign up now.

Have a great “grow-with-PPAM” fall, everyone!



PPAM President's Message

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

As most of us head into our "busy season", it's a great reminder to continue to stay in Focus...literally and figuratively. Focus on what is most important to keep us sane during not only our busy season but due to the uncertainty that this pandemic keeps on throwing at us. Many of us have children going back to school and juggling their schedules along with running a business is quite a roller coaster. That's where PPAM comes into Focus for me. Taking time to attend seminars to continue to educate myself and grow my skills are so important to me. Seeing friends who share the same passion in photography and are also moms, dads (human, canine, feline and equine) or children of aging parents. We share our experiences and try to keep each other grounded and offer advice when we can or give the "I completely understand" comment. Knowing that others are going through

the same thing, is comforting in all aspects of life.

What is exciting though is PPAM is continuing to Focus on You our members. We are a volunteer-based association. We have an amazing association that continues to offer strong educational programs. This August we had PPAM members who donated their time to share their knowledge in their specialty field of photography during our PhotoPalooza programs. We have our Convention Chairpersons working hard to get our Evolve Convention ready for February 2022. Our Image Competition Chairpersons are putting together our annual Image Competition that is slated to take the week before the convention as well.

Have you wanted to get more involved in PPAM as a board member, chairperson, committee member? Do you have an expertise that you could share with us? Please reach out to me at paula@paulaswift.com. We would love to have you volunteer. If it weren't for all the hardworking volunteers, PPAM would not be the strong association we have today.

I look forward to seeing you in Foxborough at our next in person seminar Black and White Relationship Portraits with Tim Walden on Monday September 13th. Then your calendar for the entertaining Mark Sweeney and Ken Bovat as they dive into What Mother Never Told You About Image Competition Monday November 15th in Natick. January 10th, 2022 we are going to have the fabulous Marisa Balletti-Lavoie presents Social Media and Personal Branding by Sassy Mouth™ Workshop in Natick. Keep watching our events page on www.ppam.com for more exciting programs and convention registration to come soon.

Enjoy the rest of your summer!

Paula

Paula Swift,
M.Photog. Cr, CPP

CALENDAR OF EVENTS

Aug 28 – Saturday

Newborn and Baby Photography Basics

Ann Lyle, M.Photog.Cr., CPP

TIME: 10:00 am - 4:30 pm

LOCATION: 63 Fountain St #203, Framingham, MA 01702

Aug 29 – Sunday

Get More Clients, Make More Profit, Spend Less Time

Mike Stone, M.Photog.Cr., CPP

DATE: August 29, 2021

TIME: 10:00 am - 4:30 pm

LOCATION: 63 Fountain St #203, Framingham, MA 01702

How to Avoid Cratering Your Expensive Photo Tool into the Bride and/or Groom

A Drone Imaging Class with Jeff Cutler

TIME: 10:00 am - 4:30 pm

LOCATION: Note: Virtual and In-Person

Virtual Zoom: 10-12

Meetup: Station Street Parking Lot in Hingham 1:00pm

September 13 – Monday

Black and White Relationship Portraits

with Tim Walden, M.Photog.Hon.M.Photog.Cr. CPP, F-ASP

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

NEW LOCATION: Hampton Inn, 2 Foxborough Blvd, FOXBOROUGH, MA

September 12-17

IPC Judging Dates:

IPC Late Registration will be August 17, 5 pm ET to August 31, 5 pm ET

November 15

What Mother Never Told You About Image Competition

with Mark Sweeney, M.Photog. M.Artist.Cr. and Ken Bovat, M.Photog.Cr.CPP

Monday November 15th, 2021

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

...and coming January 10

Social Media & Personal Branding by Sassy Mouth™ Workshop

with Marisa Balletti-Lavoie, Cr.Photog.

Black & White Relationship Portraits
with Tim Walden,
M.Photog.Hon.M.Photog., Cr., CPP, F-ASP

Monday, September 13, 2021

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

**Hampton Inn, 2 Foxborough Blvd,
FOXBOROUGH, MA (NEW LOCATION!!)**



Tim Walden brings priceless knowledge to the table when it comes to running a successful, upscale portrait studio. With fresh, innovative ideas, mingled with passion and emotion, Tim along with Bev remain a driving force in this industry and an inspiration to those who follow them. They were both awarded the Gerhard Bakker Award for excellence in educating fellow photographers and he is excited to share his journey with you.

Defining your style and establishing your brand. Here Tim will discuss style and branding and how the Waldens built one of the best known brands in the U.S. known as “Relationship” portraiture. Learn how to build “gaps” between you and the masses by offering upscale services.

Tim will look at the Enemies of Creativity, how to overcome them and then give you wording you can use with your clients to get everyone on the same page. Finally, he shares how to incorporate emotion into imagery to elevate its impact and tell people's stories as he discusses our tag line, “Behind Every Face, There Is A Story”! [Click here to register!](#) You can view more of his work here: [Tim's website](#)



30% off Gallery Wraps

Promo Code: GALLERYMA21 • Valid: 8/13/21–9/27/21

Our Premium Canvas Wraps come with wall buddies and hanging hardware to easily display the canvas on the wall. Plus our Glossy Laminate will help protect the print over time!



Bonus Special for PPAM:
Get a discount on Metal Prints!



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or visit acilab.com/ppam

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Includes: 1.5" and 2.5" Premium Gallery Wraps, 1.5" Econo Gallery Wraps, Premium Gallery Wrap Clusters and Splits, Premium Gallery Wrap Tri-Panels, Premium Metallic Gallery Wraps, Canvas Only, Brush Strokes, Gel Coating, and Color Correction. | Excludes: Fine Art Papers, Presentation Pouches, Float Frames, Sintra Mount for Canvas Only, Retouching, Corrective Artwork. | Must use promo code: GALLERYMA21
Minimum bill applies. | Thank you to © Digital Mom for the beautiful image.



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PPAM Image Competition 2022

PPAM's 2022 Image Competition will be held Virtually on Print
Competition.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 in September

Our panel of jurors
Approved judges: Bob Coates, Carl Caylor, Kristy Steeves
Chris Richman (JIT)
and one more juror to be announced

More news to come!

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News from Hunt's Photo & Video

Gary Farber and Noah Buchanan have been doing many Facebook live sessions with photographers! To keep up with all of these and watch the ones they've already done, follow Gary on Facebook using this link!
<https://www.facebook.com/gary.farber.50>

Upcoming Facebook Live sessions:

Marketing & Career Tips for Sports Photographers with Billie Weiss
Mon September 13th, 7pm EST • Online!

Printed Vision- Surface Tension: Printing on Textured Paper
Presentation: Wed Aug 25th, 7pm

Hunt's Photo Walk: Historic Downtown Boston
Friday, August 27th, 7-10pm

Beginner Photography in the Field
Roger Williams Park
Saturday, August 28th, 10am-2pm • Providence, RI

Hunt's Photo Walk: Portsmouth at Night
Wed, September 1st, 6:30-9:30pm

Hunt's Photo Walk: Franklin Park Zoo in the Evening
Thu, September 2nd, 6-9pm • Boston

Hunt's Photo Walk: Using Filters at the Old Stone Church
Saturday, September 11th, 5-8pm • West Boylston, MA

Hunt's Photo Workshop: Lensbaby at Stevens-Coolidge
Walk: Sat Sept 18th, 9am • N. Andover
Review: Wed Sept 22nd, 7pm • Online!

[Photo Adventures](#) again! There are some amazing trips planned to the following locations, including...

See [Online Classes](#)
Photo Adventures:

[Havana Cuba](#)
(December 4-11th of 2021):

[Iceland](#)
Iceland- A Winter Journey
Recently announced, but spots are filling up fast!
February 16th to 27th, 2022 ... and go to the website for more!!

For those of you who may not be aware, Hunts has a full-service lab and can ship prints all over the country. Use the link below to see all of the services offered and use code NEW10 to Save 10% Off Your Order!
<https://www.huntspix.com/> If there is anything else you're in the market for, contact nbuchanan@huntsphoto.com for a custom quote! Noah Buchanan, Outside Sales Rep / Trade Shows (781) 462-2356 nbuchanan@huntsphoto.com 100 Main St., Melrose, MA 02176



Member Spotlight

Ann Lyle, M.Photos., CPP

By Ella Carlson



I recently had the pleasure of hearing Ann Lyle speak to ASP and she did a great job. For someone who is just starting out her photography speaking journey, she is impressive. Since she's about to share a bit of her knowledge with PPAM members in her upcoming Palooza, I thought she would be the perfect member to spotlight for this issue.

Ann grew up in a very rural part of Missouri, and describes herself as a classic a middle child. She now lives in Framingham with her husband and two children, ages 12 and 14, plus her mother and father who help out while she and her husband both work

full time. She specializes primarily in photographing babies which she has down to a beautiful science as evidenced by her recent 3rd place GIA win. While her business focus is babies, she did take some time a year or so ago, to photograph a number of older children which was a completely different experience. She'd never been able to have so much control over posing with babies, nor so much responsibility for the outcome. She found it was eye-opening to have the quality of image so dependent on her ability to pose her subjects as well as being in charge of the lighting.

Photography is a second career for Ann. When she was quite young, her brother who is 3 years older took up photography. She really wanted to do that as well, but she felt like she didn't want to follow in her big brother's footsteps. It wasn't until she was in her thirties that she picked up a camera and got serious about photography.

She spent her twenties traveling back and forth from Europe to New York City, scouting cool, new, home decor products for a large department store chain. "It was a really great job, but so many hours...60 hours a



week. Perfect for somebody in their twenties who had no life." The experience helped her greatly with the intricacies of setting up and running her own photography business though. She is now fully booked for the fall and debating whether to hire some help and expand

I asked Ann about her experience in image competition and how it's changed her work. She told me she has taken advantage of PPAM's mentor program in the past. She loves critiques, because "it shows me something that I didn't see before. I did the work, but I don't see myself as a reflection of the work, so I love it. I love seeing other people's perspective. Any time I can get feedback, that's important to me." She continued, "I had a judge, about 3 years ago, when I was consistently scoring 80 or 81 on my portraits tell me, 'If it's a portrait, it's got to have something interesting in there, something a little different or it's

going to be in the low 80's.'" Ann credits that judge and that one piece of advice with raising her game. Now she makes the effort to build more story-telling elements into her imagery and the results show in her successes in both PPAM and IPC competition. "Now I look at my stuff and think what's in there that makes this interesting. What will the judges see first and then go 'oh, look at that!' That guy changed everything for me with just that one comment." She is only sorry she can't remember which judge it was so she could thank him. "It was a small little comment but it changed everything for me."

She was a silver photographer of the year this past year, but it's more about the journey for Ann rather than the prizes. "The masters (degree) I was excited to get. I had enough eleven exhibition merits after competing for four years." She knew she had enough print merits to get her masters degree, but she had to sign up for a few classes in order to complete her service merits. She was awarded her Master Photographer degree this past January as well as winning her GIA trophy, and is debating whether to walk the stage this coming IUSA. "The awards are just the icing on the cake. The growth in my photography in the real gift."



We got to chatting about caring for a family through the pandemic with all the demands of home schooling as well as running a business. "My studio is pretty large, so when the pandemic hit, both kids were able to have their own room in it, and then my husband was in the props room so we had the ability to leave home and they were working while I was in the studio revising all my files or whatever, everyone having their own space to work or learn."

Her husband is the most important person in Ann's life. "He's super supportive. It's so funny because I have a business degree and I'm in photography. He has the painting and drawing degree and he's in business. He's super helpful and incredibly supportive. We're like that super-bonded couple. He's definitely the guy."



As far as mentors, Ann told me that she takes nuggets from all sorts of photographers. She doesn't have a specific photographer that's inspired her. Rather she notices the light in one photograph, the composition in another. She's very inspired by the way people use light. "I got the loan book and I go through it. It's just amazing."

When I asked Ann if she had any wishes related to photography, she answered, "If I had a wish for myself, it's a desire to learn and grown and educate myself continually."

As for goals for the future, she's just started a goal list, but she's having trouble defining new goals right now. "For years I've had financial goals. I've had photographing-a-professional-baseball-or-football-player goals, but she's pretty much met those. She's trying to determine if she wants to take her business to the next level or perhaps just chill at the level where she is. It's a nice manageable office now, so she's not sure she wants to deal with employees and all that comes with them at this point.

I asked Ann if there was anything she'd like other members of PPAM to know about her. She responded that, "I'm an introvert in a group. One on one I'm okay, but in a group... horrifying. I'd like to get to know everyone a little better."

She truly enjoys her association with the group though. "PPAM is a fun group of people, and just by getting involved in print competition... that changed everything for me. SO many people have great input. This can be a lonely profession because we work by ourselves most of the time. We have that in common."

To see more of Ann's work, visit her website: <http://www.annlylephotography.com>

News from the PPAM Nominating Committee

by Naomi Waters, CPP

Hello PPAM Family!

Have you ever wondered what goes on at the PPAM board meetings?

Does knowing what goes on behind the scenes interest you?

Would you like to get involved, help the association to continue thriving, help during seminars or at the convention and get to know more members?

Well, PPAM needs YOU! There will be several open board positions that need to be filled.

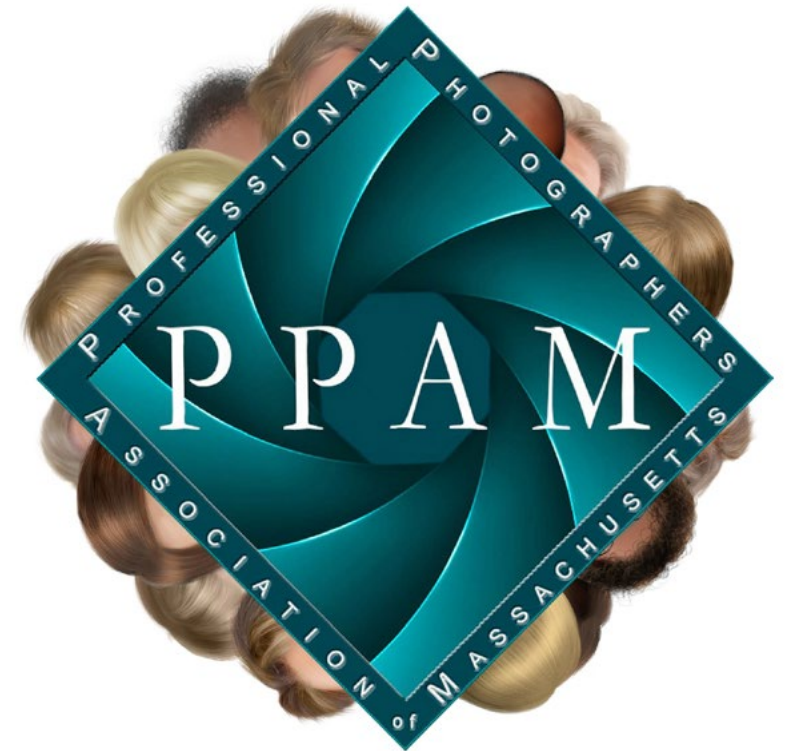
We encourage you to become an involved member as it the best way to learn and make new friends.

Convention 2022 is coming soon and there are many opportunities to volunteer.

We hope you will consider joining the board!

Please contact: Naomi Waters, CPP
Nominating Committee Chairperson
Reflectiveimage@comcast.net

We look forward to getting to know you better and appreciate you getting more involved!



What Your Mother Never Told You About Image Competition, with Mark Sweeney, M.Photog. M.Artist.Cr. and Ken Bovat, M.Photog.Cr.CPP

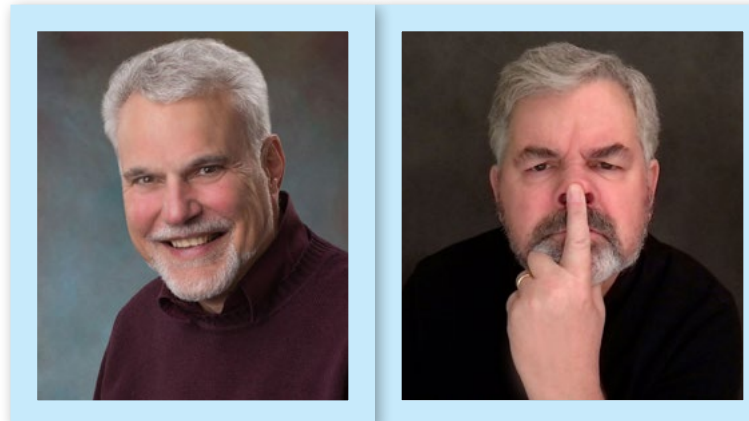
Monday November 15th, 2021

Registration starts at 9 AM

Time: 10:00 am - 4:30 pm

NEW Location: Hampton Inn & Conference
Center

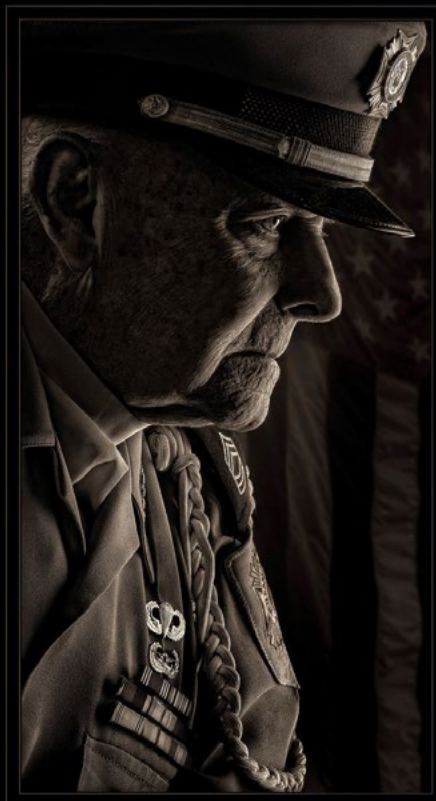
319 Speen Street, Natick MA



Replace Your Fear of Failure With a Need to Succeed! Once again, it's time to start thinking about image competition. Ken Bovat and Mark Sweeney will share their competition expertise of many years, talk about ways of setting yourself up for success, and how to avoid many of the pitfalls people starting out often encounter.

Learning new skills from image competition carry over to our everyday work, making us better photographers. We will walk through the Competition Categories and offer our insight on the Twelve Elements images are evaluated by, and the Rules - something people Always forget to read. We will show you ways to look critically at your images long before the judges put eyes on them, and offer some tips on how to make your images look their very best.

Whether you are a seasoned competition professional or are thinking about taking the leap and entering for the very first time, this program is for you! [Click here to register!](#)



EVOLVE

Creative • Fun • Photography Education

February 25-27, 2022 Plymouth, MA

PPAM's 2022 Evolve
Convention will be held at
Hotel 1620 in Plymouth.
February 25th - 27th

Speaker topics are to include:

Photoshop Weddings Seniors & Finances

among several others that members have been requesting.

We will also be offering

Member to Member Mentor Sessions

as well as some quick and fun Networking and Ice Breakers.

Your favorite activities from years past will also be happening such as the Yard Sale and Auction.

Oh, did we mention there will be **2 parties** this year?

Stay tuned!!!

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

