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Professional Photographers Association of Massachusetts

JUNE 2015 EDITION

NEWSLETTER

**WE ARE
"BETTER TOGETHER"**

**MEET YOUR
"EXECUTIVE BOARD"**

The "F" Stops Here

Presidents Message

PPAM Member Spotlight

**"GO HOME
FOR CUSTOM
SENIOR
PORTRAITS"**

**UPCOMING
PPAM EVENTS!**

Welcome New Members!

“Go Home for Custom Senior Portraits”

Monday June 22, 2015

Presented by Fuzzy Duenkel

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

10:00 AM – 4:00 PM

Registration and coffee at 9:00 AM



Join Master, Craftsman Photographer Fuzzy Duenkel for an in-depth discussion of how to price, light, photograph, and sell custom, on-location portraits of high school seniors... for creative and financial contentment!

Fuzzy will show you how to create **custom** senior portraits that transcend the ordinary. You won't learn how to do more... you'll learn how to do better!

For four to six hours, Fuzzy goes to each senior's home and anywhere else to just have fun! The result is a powerful collection of images that reflect that senior's lifestyle, interests and attitude. Fuzzy doesn't try to make images that sell... and that is precisely why they sell!



Fuzzy is a master at outdoor and indoor lighting techniques similar to those used in the fashion/commercial industry, but scaled down for the photographer who chooses to work without an assistant. Fuzzy's choices of equipment (to buy or build) are also keys to help rather than hinder creativity. Professional photographers must have a firm grasp on creative, versatile and precise portrait lighting as the one constant in the ever-changing field of photography and the never-ending avalanche of competition. His program focuses on vitally important basics and advanced nuances of many indoor, outdoor, ambient and artificial lighting techniques.



Fuzzy purposely photographs about thirty seniors per year in a small, middle income Wisconsin town. However, their average senior sale is very high as a result of the originality of the photography and a pricing system that makes **dollars & sense!**

As we all know, an image is worthless unless the client buys it. To that end, Fuzzy's soft-sell sales techniques pay for his addiction (photography).

If senior portraits are already part of your business, this seminar is guaranteed to give you a fresh perspective. If you don't do seniors, you may want to start... after you see how much fun it can be!



Member Registration **Free**

Affiliate Registration \$79

Non-member registration \$99

Register at: http://bit.ly/PPAM_FuzzyDuenkel_Seminar

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President's Message from Susan



Thank you for being a part of PPAM - a part of our community of professional photographers, for taking time out of your busy lives in order to help each other become better at what we do - what we all do.

I delivered this message at the PPAM convention this past February and would really like to start my term off sharing the message with all of you, again. For those unable to be in attendance, the theme for the coming year is "Better Together".

What is the value of PPAM? Why should someone join PPAM? We need to ask these questions because anyone that we recruit is sure to ask. Why should I stay with PPAM? Why should I be an active PPAM member?

Look around. I see many of the same lovely faces at this convention that I saw last year. We have over 100 members but only 55 are here today. Last year it was about the same. We have seminars, meetings and an annual convention. We provide a newsletter, a website and a Facebook page. And often it is the same people that participate and contribute.

The world is constantly changing. Our profession is changing with new obstacles and opportunities. In the face of all that change - what is the continued value of PPAM?

The answer to all of these questions is right here in this room. It is all of us. One person can do so much - can achieve great things. Now multiply that by 2. By 10. By 100.

We have this amazing community; People that we have so much in common with. We know each other's challenges and triumphs. We have literally hundreds of years of accumulated knowledge and experience in PPAM that is just a text, email or phone call away.

Recording Secretary

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Mark FJ Maiden Photography
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339.206.6921

We love our active members and appreciate all that they do. We need to understand how we can get our inactive members to become more involved. And we want new members so we can continue to grow and thrive.

Just think about the members that do so much for PPAM. Each of us can immediately name a dozen people that have significantly contributed to PPAM and to us personally and it would be hard to imagine our community without them.

What if the next person that we bring into PPAM is one of those people? One of the amazing and unforgettable characters that we cherish blessing us with their ideas, hard work, personality, energy and experience....

We need to be honest with ourselves. One of three things is going to happen - PPAM will stay the same, it will grow or it will decline. We must overcome complacency, apathy and procrastination. But that is a two-way street.

Is PPAM doing enough? Are we providing valuable services to our members so that we are an important part of their experience as photographers?

We are better together in both tangible and intangible ways. If we are going to grow we must evaluate the tangible things and see if they are good enough. And if they are not - we need to change and improve them. We need to communicate the intangible value of PPAM and get others to be part of our wonderfully bizarre, creative and amazing family.

Better Together - that is the secret ingredient that makes us a worthwhile community. I look forward to working with all of you in the coming year. And for me - I am better when I am together with all of you!

Best,



Member Spotlight

Meet James Boykin (JB):

1. J.B., how many years have you been in business? I have been in business for 38 years. I sold my first photo in 1977 at Roxbury Community College.

2. Why photography? Well, I had a choice. I was both a DJ and a Photographer at that time. The DJ equipment was getting heavier and heavier and I chose photography where I could carry everything in one bag and still be able to go to events and have a good time. I also didn't have to worry about friends helping me carry bags after they had been partying all night. Now people still think I'm the DJ, because I carry even more equipment than a DJ would, LOL.



3. What is your favorite piece of photographic equipment and why? My light meter is my favorite piece of equipment. Because once you have used it correctly you know the photograph is going to be on the money every time you shoot.

4. What's your best piece of advice to someone just starting out? Find out what you like to do the most and think about how you are going to get paid doing what you like. Then you will never complain about going to work for you will always be doing what you love.

5. Tell us your Best & worst moment on a job? My best moment on the job is whenever I find a beautiful background in a home or a place of business that people walk past every day and take for granted. They are unaware of the fantastic images that can be created in these surroundings. For instance, when I was in Alabama for my father's funeral the Funeral Director's surroundings inspired me to photograph his portrait in this environment.

I can't say that I've had a worst moment on a job for I love what I do and see every job as a new experience in which I can learn something new every time I photograph my clients and/or events.

6. Are you doing anything differently now than when you first started in photography? If so, what. Yes I am, When I began photography, I would shoot any and everything I could giving the client everything they desired. I loved photography just that much. Now that I am more seasoned and wiser I will not do every job that comes in the studio. Some jobs are just not worth the time, money or the aggravation that it takes to please some clients. Listen to your instincts, if you think the client is too demanding and expects way too much for the dollars being spent, don't be afraid to say no thank you, I'm not available on that date.

7. What inspires you? And why? New challenges inspire me on a daily basis. From walking down the street, going to see a movie, meeting new people, watching television, talking to clients, bringing their vision(s) to fruition through my camera lens is what inspires me. It is what I love and will love even after I retire from this great profession.

8. Tell us an interesting fact about you – can be anything, doesn't have to be photographically related! I continue to love what I do as a photographer. I always take my camera and flash with me on vacations even if I go away for two days.

Thank you James for taking the time and letting us get to know you a little bit better.

The “F: Stops Here

Abby Sullivan delivered her "Boston Strong" quilt to its new home, the Massachusetts Resiliency Center in West Roxbury. She was flattered and proud to have the opportunity to hang her beautiful quilt in a warm, welcoming environment where it will provide some comfort to those who were affected by the marathon bombings. The center was setup in direct response to the terrorist attacks at the Boston Marathon in April 2013. It offers support services to all individuals affected by those events and is unique in being a survivor driven and survivor led organization. Congratulations, **Abby**, along with being a talented photographer you are also quite the talented quilt maker!

Patricia Walsh, CPP, Member at Large along with new PPAM member **Guyer Goodnow** had the honor of being chairpersons for the North River Art Society's 39th Annual Art Festival Photography Exhibit in Marshfield this past Memorial Day weekend. Two of the three jurors on the panel were PPAM members **Paul A. Camello** M. Photog., Cr. Photog. and **Paula Swift** M. Photog., CPP. It was a successful exhibit for many members having multiple images juried into the exhibit along with winning awards.



Connie Drapeau Kennedy, CPP was awarded the Honorable Mention for Black and White category for “Snow Dance”. **Patricia Walsh**, CPP was awarded Best Portrait for “Ethereal Beauty”.

Jack Foley, M. Photog, CPP received the highest award Best in Show for “Jenna” along with Honorable Mention for Creative for the “The Great Dive” and the Memorial Award for Humor for “Huh”. Congratulations to all that participated and made this event a huge success!



Congratulations to new grandfather “**Doug Bradshaw**” on the birth of his new granddaughter, Riley!

Wishing a Happy Birthday to Marcia Walsh, mother of **Patricia Walsh**, CPP, Member at Large who is 70 years young this month.

Happy Anniversary! **Linda** and **Ed Pedi** on your 34th wedding anniversary this past April!

Our deepest condolences go out to long time member and former PPAM V.P. of Membership & Records, **James (J.B.) Boykin** on the passing of his beloved father, Jimmy Jones this past April. Our thoughts are with you.

New member welcome!

Please extend a warm welcome to our newest PPAM members:

Hilary Deane, Chestnut Hill; Guyer Goodnow, Norwell; Timothy Lebell, Auburn; Cynthia Hovda, Sandwich; Billy Korecki, Cambridge; Karin Nystrom, Malden; Michael Stone, Worcester; Amy Strom, Sharon; Ron Szpila, Shelburne Falls; Kristopher Ventresco, South Easton; Abrah Zion, New Bedford.

We encourage you to become an involved member – it is the best way to learn and make new friends! If you would like to join the Volunteer Committee, email [Lisa Tomanney](#). We welcome you into our organization so please do not hesitate to call any member for assistance or information. We're more than willing to help one another!

PPAM offers a web link from our web page at no additional charge. Please check the web site, www.ppam.com to make sure your information is correct. Take a moment to review your member information, update it as necessary and add a picture to your profile.

There's also the Members Gallery where you may submit one (1) image per category to the five (5) categories available, weddings, portraits, landscapes, illustrative and commercial. Submit your image(s) to Steve Sedman, VP of Technology, at vptech@ppam.com.

Thanks new members for joining our PPAM organization. We welcome you to one of the finest professional organizations in Massachusetts!

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

Just email Lisa Tomanney!

Volunteers Wanted! PPAM is looking for a new Representative to PPANE!

If you would like to become more involved in your association and are interested, contact us for more information. Send email to:

Joyce Holt at: publications@ppam.com



Creative Theme for 2016

CREATIVE THEME for 2016 PPAM Photographic Competition
Cathy Broderick, 2015 winner has chosen the 2016 Creative Theme:

POWER

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

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Calendar of Events – 2015

June 22nd – PPAM Seminar, Fuzzy Duenkel “Go Home for Senior Portraits”, Hampton Inn, Natick, MA

PPAM Board meeting immediately following seminar

June 23rd – Spend the Day with Fuzzy Duenkel photographing at White-O’Connell Photography Studio, Pembroke, MA – **SOLD OUT**

June 15th – PPANE Summer Sizzler, Beach Portrait Photography with Amy Rader on Cape Cod - [PPANE events](#)



July 15th – PPAM Social being held at Nancy Green Photography, Carver, MA: click here for more information <http://evite.me/KNeXFcHEyT>

September 12th-14th – PPANE Conference, Nashua, NH www.ppane.com

October 19th - Bree Barber Adams; “Modern Maternity and Newborn Photography. What moms really want!” Hampton Inn, Natick, MA

PPAM Board meeting immediately following seminar

EVENT UPDATE!

A wait list being compiled for Fuzzy Duenkel’s sold out June 23rd day of photographing at the White-O’Connell Photography Studio. If you were unable to register but are still interested contact Joanne Aleo at: joanne@jandcophotography.com to get on the list.

MEET YOUR “EXECUTIVE BOARD”

Dianne Marshall **Vice President of Membership & Records**



Hi Dianne, tell us, how long have you been a member of PPAM?

I became a member of PPAM during the 1994 convention. It was the first photography convention I had ever attended. I came as a guest of Michelle Bosch. I had two toddlers at home and couldn't fathom leaving them for 4 days. She said I just had to attend.

Can you give us a brief history of yourself.

I was born in Boston, and now live on Cape Cod.

Photographers tend to have the same story, we all love taking photos. Right out of high school I worked at a camera store, assisted local professional photographers, taught basic darkroom techniques at the local night school, and ran a camera club for 7 years. The technical side has always been what I love about photography.

One Saturday, at 7 am, a wedding photographer called me to ask if I would help photograph a wedding with her that morning. She said she had twisted her ankle the night before and would meet me at the bride's house and help as best she could. Well, she never showed up. That was my first wedding and I had to deal with a screaming bride.

That was in 1991 and within a few years the business outgrew my kitchen. We added an addition to our home, which saved my sanity and created a positive work environment.

In the beginning I was a jack of all things that needed to be photographed. Now I specialize in weddings and family portraits.

Dianne, what do you feel is the value of being a member of PPAM?

I feel the value of being a PPAM member is our members. Camaraderie is strong amongst photographers, probably because we work out of our homes, often alone, sitting in front of a computer. Those in business the longest can become mentors for they have the most to share in regards to running a successful studio. Why not learn from them?

and, finally, how do you see PPAM in the future?

PPAM has been around for a long time. Photography has consistently changed over time, yet the skills to be a professional still need to be taught.

Seminars and workshops are a great value for PPAM members, when you consider the high caliber of talent that is speaking to our group. There's more to running a successful business than taking photos. Expanding

your knowledge, meeting like-minded business people, and growing as an artist, are all available during a day with PPAM.

NEIPP NEWS

If you missed being at NEIPP 2015, don't miss out again!

NEIPP 2016 will be held at the Resort & Conference Center at Hyannis, April 3-7, 2016.



JOYCE HOLT, MA TRUSTEE TO NEIPP

Sign up now and take advantage of the monthly payment plan!

Here is a Partial list of instructors:

Master's Class - Thom Rouse

Full immersion classes:

Hanson Fong,

Michael & Tina Timmons

Woody Walters

Al Audleman - CPP class

MaryAnn Talamo - 2-day Intro to Painter (Sun & Mon), followed by Painter Part 2 (Tues - Thurs)

Tim & Bev Walden

2 Day Courses:

Louis Tonsmeire

Rick Friedman

Class updates will follow!

To sign up go to www.neipp.com or contact, Fred Stiteler at exsec@ppane.com or tel. 603-868-2970.

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Professional Photographers Association of Massachusetts Application for Membership

Name _____

Studio or Firm _____

Mailing Address _____

City or Town _____ Zip _____ PPA _____

Phone: (Day) () _____ (Evening) () _____

E-mail _____ Web Page _____

Photographic Degrees: Master ____ Craftsman ____ PPA Certified ____ Other ____

Category: Professional (\$195.00) ____ Sustaining (\$195.00) ____ Student (\$90.00) ____

Student seeking membership must submit a copy of student I. D. with application

How did you hear about PPAM? _____



Please mail this application and dues to:

Dianne Marshall, Vice President, Membership & Records

4467 Teaticket Highway, Tewksbury, MA 01876 • (508)-457-9331

[*or click here*](#)

All membership applications are subject to PPAM Board approval. Annual membership begins January 1 and ends December 31.

*Sustaining membership is extended to any photographic supplier or service organization with an interest in professional photography in Massachusetts, but does not include voting privileges or the right to hold office in PPAM. All new members' names and location will be published in an upcoming issue of this newsletter. Membership dues provide admission to all programs sponsored by PPAM including the annual convention.