



NEWSLETTER

Professional Photographers Association of Massachusetts

SEPTEMBER 2015



"Bree Adams"

The "F" Stops Here!

IPC Winners!

Meet your "Executive Board"

PPAM EVENTS!

Welcome New Members

PPAM Member Spotlight

Presidents Message

Convention 2016!!

Modern Maternity and Newborn Photography.

What moms really want!

Monday October 19, 2015

Presented by Bree Adams, CPP

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



Why should clients pay \$1500 for your package when 15 others are charging \$200 for a full disk?

Newborn photography is THE hot niche at this time. Navigating the “cheap photographer arena” is the main hurdle as this is where the largest flood of new photographers is jumping in; especially when new parents are looking at new expenses and limiting their budgets more.

Bree will discuss how she separates herself from every newborn photographer in her area including the studio right across the street from her that is 1/3 the price. She will

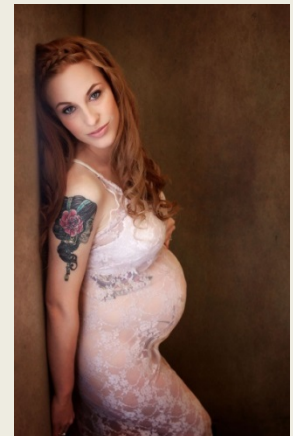
demonstrate newborn posing, lighting and her sales session and her continuing education.

She will be an open book on her style in maternity photography and how she makes her maternity session a must have for every expectant mother and how she keeps them coming back in a world of other photographers stuck in the shoot and burn weekend warrior world we are surrounded by.

Bree Adams evolved from a shoot and burn \$85 per disk weekend warrior to an



established studio and award winning photographer in 18 months specializing in the niche of Newborns and Modern Maternity, her average client going from \$85 for a full disk of images to \$2100 and taking the print competition arena by storm her first year competing.



Member Registration **Free**
Affiliate Registration \$79
Non-member registration \$99

[Register NOW](#)



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President's Message from Susan

As you all know the theme for PPAM this year is "Better Together". It is a powerful idea that resonates with so many of us. But ideas are nothing without action. Imagine how much more we could accomplish if everyone contributed, even if in just some small way, to making PPAM a more successful organization.



Photo by amyraider.com

We (the board) often ask how can we make PPAM more valuable to our members? This is a valid and important question. But there is another question that needs to be asked by all of us on occasion - What can we do to help PPAM? The funny thing is, by helping PPAM you actually make it more valuable!

There are PPAM "champions" that put in a great deal of time, energy and dedication to ensure this community survives and thrives. They do it because they believe the extra effort is worth making us a flourishing organization and they recognize the value it brings to the entire community. And these PPAM champions will continue to work hard to the greater benefit of us all.

We cannot expect everyone to put in this level of contribution but we are asking for any help you can give. So what are some of the ways that you can help PPAM?

- Recruit new members. If everyone in PPAM were able to sign up just one new member, we would double our size! More members means greater working capital to provide additional and better services to our members. One new member...can you help with that?
- Come to PPAM events. If we had higher attendance at our events, we would attract more sponsors and this also increases our ability to improve PPAM.
- Come to the PPAM convention. This is a fun, educational and communal event that everyone in PPAM should partake, if you can. The 2016 PPAM convention is in Framingham, a more centralized location than in past few years – the lineup is in place (there's something for everyone) and we have some terrific speakers to announce. Hopefully we will see more happy faces next February 26-28.

(Continued on page 4)

Recording Secretary

[Susan Ogar](#)

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508.277.6140

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[Mark Maiden](#)

Mark FJ Maiden Photography
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Wellesley MA 02482
339.206.6921

- Volunteer. You don't need to dedicate days and weeks to PPAM. However, giving a few hours of your time every year seems very reasonable. My first time volunteering was on the print committee. I spent one day helping get prints logged in and ready for competition. I met some nice people and learned so much about the competition process on that one day. If you want to volunteer reach out to one of our board members and we will figure out how to utilize your generosity.

Cooperation, collaboration, team work - these are key ingredients that enable us to achieve greater things than we could on our own. Photography can be a very lonely business and the PPAM community brings us all together, through having a shared mission, empathy of each other's challenges, and common ground as professionals in a dynamic industry.

We *are* better together and we are asking everyone in PPAM to participate in this grand idea by taking some action, no more than you can handle, for the betterment of us all.

Better Together,



Susan Asaro

Convention 2016 has a new Location!

Be sure to make a note that the upcoming PPAM convention will be held at a new location.

You told us what you wanted in a hotel and thanks to the due diligence of Nancy Green and Susan Asaro, they found it! The new location will be the Sheraton, Framingham located at 1657 Worcester Rd. Framingham MA 01701 tel. (508) 879-7200

Convention Date will be February 26 – 29, 2016



Thanks Nancy and Susan for all your hard work!



PPA Charities Affiliate Ambassador

Recently PPA Charities initiated a PPA Charities Speaker Team. This program enables state PPA Affiliates to apply, via their State PPA Charities Ambassador, for a speaker from the PPA Charities Speaker list. PPAM is excited to have speakers from that list speak at our 2016 convention and we are thrilled to announce that **Paula Swift** will be representing our state affiliate as the new PPA Charities Ambassador. Various charities are already a big part of Paula's family and business

life. She is excited to be part of PPA Charities as an Ambassador and looks forward to help educate PPAM members and beyond on the importance of PPA Charities. As an ambassador she will attend all PPAM Board Meetings and communicate information and updates provided by PPA Charities Board as well as some other duties.

Congratulations, Paula, you will be a great ambassador as you too will make a difference in the lives of others!



As imaging professionals, we touch the lives of others every day...by being part of someone's wedding day, capturing a child's personality or even helping businesses succeed.

Did you know that **PPA Charities** is a charitable, non-profit, 501(c) (3) organization dedicated to reaching out and touching the lives of children in need? It allows imaging professionals to combine their individual efforts to make a larger impact on the lives of children and families everywhere.

In addition to pooling the resources of individual photographers, **PPA Charities** is a perpetual fund. The majority of donations to the foundation are invested, and the profits from these investments are then given to various children's charities. PPA Charities oversees several programs and this strategy allows PPA Charities to grow each year, giving them the opportunity to become increasingly effective at helping others while promoting our profession.

PPA Charities Mission Statement: A fully functioning philanthropic arm of Professional Photographers of America (PPA), PPA Charities will allow PPA to become a force for positive change in our society and to make a difference in the lives of others.



Photo courtesy of The Welcome Gallery

Member Spotlight

Meet Agnes Boyle Kane:

Hello Agnes. How many years have you been in business?

I have been in the business of photography for 21 years now.

Why photography?

Since I was a very young child, photography really has been such a passion for me. It took many years before I really went for it. And here I am!

What is your favorite piece of photographic equipment and why?

I have to say that all of my equipment is my favorite but if I were to choose I would say my Nikon 24-70 lens. We work very well together and it's my go to lens, like a child with their favorite blankie. And I have to add, a quite valuable "piece of equipment" would be my pro lab, ACI. Without them, what would I present as a finished product to my clients?

What's your best piece of advice to someone just starting out?

Educate yourself and educate yourself some more, in any and all aspects of photography. The visual capture being what we are best at, the people skills are very important but one thing we often neglect is getting to know the business side of photography. Contracts, billing, marketing and on and on. It's so easy to get excited as we see what we have captured but how are we going to sell that in a big way to our clients if we don't know how to sell?

Tell us your best and worst moment.

My best moment is every single time I pick up my equipment bag and arrive at the destination to meet my client. I mostly photograph high school seniors. Parents will often tell me their child is a little shy or feels uncomfortable as to what to expect. I always get great feedback from the parents later saying how I put them at ease right away. Shortly into the session you can see them loosen up and enjoy their time. It is so rewarding.

My worst moment, well I am happy to say I don't think there has been one. Of course we all have little glitches here and there but quite honestly I can't think back and say "oh that was horrible" so I guess I am really blessed to be able to say that.

Are you doing anything differently now than when you first started in photography? If so, what?:

I entered photography in the film days, so shooting digital, using the computer and all applicable software is quite a change. It is time consuming but rewarding as it keeps us fresh, being that things change all the time, allowing us to continue to learn new things, in turn keeping it exciting. Quite a difference from snapping 12 or 24 images, rolling the film and dropping at the lab.

Educating myself through NEIPP, PPAM, PPOCC, PPA proved very valuable back in the day of the film to digital move.

What inspires you? And why?

My clients inspire me every day. When I hear their delight and feed back telling me how enthusiastic I am about my work and how comfortable I make them feel, just inspires me to keep on improving. I will get a call from a prospective client saying "we loved the photographs you did for Susie and she said we HAVE TO use you!" It's a great confidence booster at least!

(Continued on Page 8)

Tell us an interesting fact about you-can be anything, doesn't have to be photographically related.

We just sent our little girl Sarah off to college. Sarah came to us at 6 months old from Yiyang, Hunan, China. She is the light of my life and my husband's. She will be studying civil engineering for 3 years at Providence College and on to 2 years at Columbia University (at least that's the current plan.) So with this new empty space in my schedule, I have a few ideas that will fill it, with some personal projects involving my photography. I'm not 100% certain yet where this will lead me. My ideas may change daily until I find the right fit. I will continue my portrait work and maybe expand the little bit of real estate photography I have been doing. One thing I will say is that I will never be without my camera by my side.

Thank you for taking the time Agnes to let us get to know you.

* * * * *

PPA TIPS AND CLIPS

Imaging USA Registration Now Open!

You read that right! Now is the time to register for Imaging USA 2016, Jan. 10-12 in Atlanta, and get in on the early bird rate. Check out what's going on this year and head on over to register!

[read more](#)

Book Your Room at an Official Hotel and Save Big Time!

After you [register for Imaging USA](#), don't forget that you need to book your hotel too! There's another large conference in Atlanta at the same time as Imaging USA, so make sure you book at one of the host hotels for the exclusive Imaging USA reduced rate otherwise you will end up paying a premium rate for your room and there's no reason to waste your money!

[read more](#)

Faces of PPA

Hundreds of PPA members have been featured in Faces of PPA, getting them face time and more professional recognition. Use this opportunity (it's free!) as a marketing tool and to show off your profile as a real pro with your clients and friends – this campaign is for PPA photographers to be more visible and [submissions are always open](#). Some states are way under represented, so don't make us call out yours... check out the [Faces of PPA Gallery online](#) (you can sort it by state) and you'll quickly see who's missing!

[read more](#)

September 22, 2pm ET

Copyright Basics: What Every Photographer Needs to Know

In this webinar, PPA's Copyright and Government Affairs Coordinator, Lindsey Forson, will cover the basics of photographic copyright. You will learn exactly what copyright means and what your rights are as a professional. Tips will be presented for how to protect your copyright and for what to do when infringements occur.

[read more & register](#)

The ‘F: Stops Here

Jeff Baker, (Visions by Baker Photography) has been awarded the 2015 Best of Worcester Award in the



Portrait Photographers category by the Worcester Award Program. Each year, the Worcester Award Program identifies companies that are believed to have achieved exceptional marketing success in their local community and business. These are local companies that enhance the positive image of small business through service to their customers and community. **Congratulations Jeff!**

More great news! Jeff welcomed new granddaughter Harper Folio on June 3rd at 8:59 P.M.! Many Congratulations to you **Jeff** and family!



The party was on at the **Doug Bradshaw** household! It began with the birth of Granddaughter Riley on March 30th then **Doug's** daughter Ryanne celebrated her 30th birthday on June 20th. Then the celebration continued with the 1st anniversary of Ryanne and her husband Robert. Wow, that's a lot of celebrating! Congratulations to you **Doug** and your wonderful family!



20 years ago, on May 6th **Lisa Ulsaver** married her best friend and partner for life. Happy 20th Anniversary to

Lisa Ulsaver Fischer and her husband Richard!

Let's celebrate love and togetherness and the many joys it brings!

Let's give the daughter of **Agnes Boyle Kane** a big PPAM send-off as she heads out to begin her journey as a Freshman at Providence College.

Congratulations Sarah! Go Friars!



Congratulations to the following PPAM members who had 1 or more images recently accepted into the (GENERAL/LOAN) Collection of Professional Photographers of America's 2015 International Photographic Competition:

Susan Asaro, Cathleen Broderick, Randy Brogen, Ella Carlson, Udi Edni, Nancy Green, Andrea Joliat, George Lucozzi, Connie Drapeau-Kennedy, Yedi Koeshendi, Andreia Makkas, David McWilliams, Susan Ogar, Ed Pedi, Steve Sedman, Cassandra Sullivan, Mark Sweeney, Paula Swift, and Kris Ventresco,

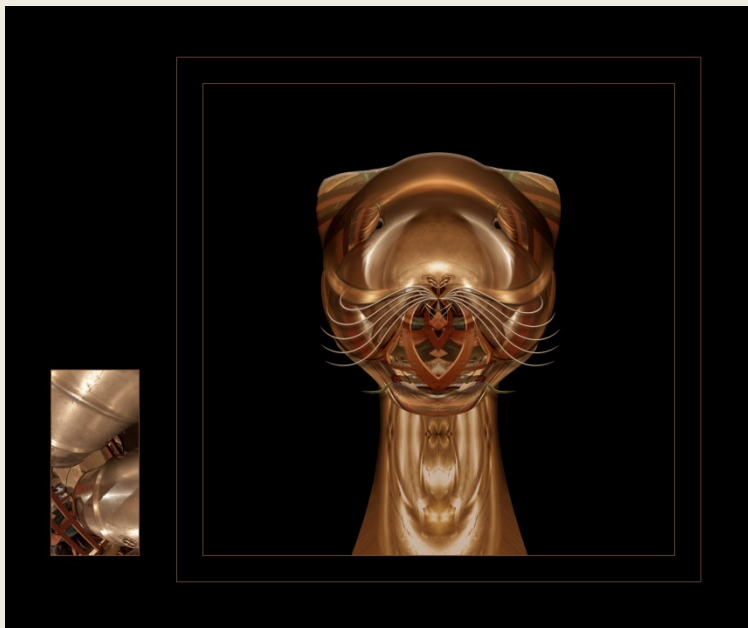
You'll find a few of their images in the following pages and some have a bit of information about the image. **Congratulations, ALL!!!**

With Sympathy

Our deepest condolences are sent to **Dianne Marshall** V.P. of Membership and Records on the loss of her beloved father-in-law Robert Marshall.

Our condolences also go out to **Michael Stone** and his family on the passing of Michael's father Clinton Stone.

PPA/IPC 2015 Award Winning Images



Ella Carlson, M. Photog., M.Artist, Cr., CPP, A.C.Ph.

“Alien Cat”

This image was created from a photograph of large metal containers in a winery. The image was distorted, pieces cut and pasted, and then additional elements were created in Photoshop. It “loaned” in the Master Artist category.

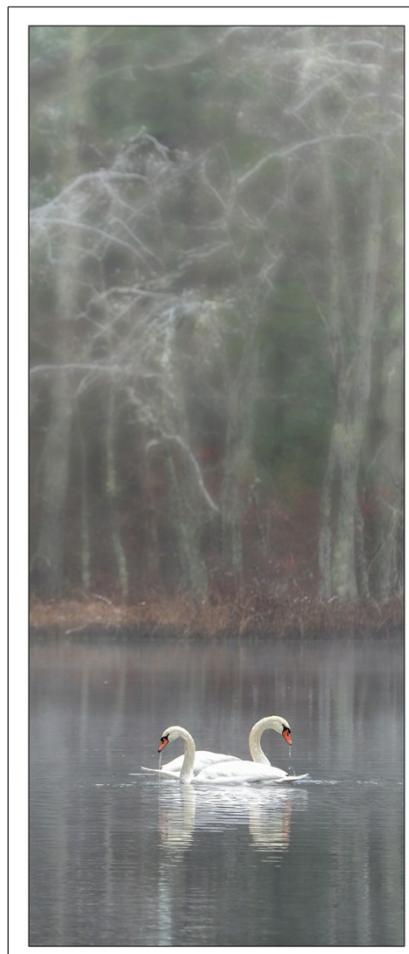
Ella is a Diamond Photographer of the Year in the Photographic Open category, with three additional loans in the Master Artist category!

Nancy Green, M. Photog., Cr., CPP, PPA Affiliate Judge

“Dining In the Winter Mist”

This photo was taken on my way into the studio on the early morning of our first snow of 2015. Now every time I look at it I think that was only the beginning of the worst winter I’ve ever lived through with epic amounts of snow that NEVER seems to stop. I am so glad I got a loan on this image! It will at least make the bad winter memories have a good ending! I had a full case of merits go to IPC and received a loan on this image which gives me a silver photographer of the year award. YAY! Taken with a Nikon D800, 70-200 lens exposure was ISO400, 200 at 3.5.

Nancy is a Silver photographer of the Year!



PPA/IPC 2015 Award Winning Images



Stephen Sedman

“Separate Beds”

This is just 1 of Steve’s 2 loan images. He also had 1 general collection!

Susan Ogar

“Frozen Harbor”

Susan had 3 of her images merit.
Out of the 3, 1 went loan!



“What great thing would you attempt if you knew you could not fail?”

Robert H. Schuller

PPA/IPC 2015 Award Winning Images

Paula Swift, M. Photog., CPP

“First Date”

Paula merited 3 out of 4 images this year!



George Lucozzi

“Take to Flight”

George had 3 Generals this year!

Andrea Joliat, M. Photog., Cr., CPP

“Miss Priss”

Andrea is a PPA Gold Photographer of the Year!



PPA/IPC 2015 Award Winning Images



Ed Pedi, M. Photog., Cr. CPP

“Sparky Steals the Show”

Ed achieved “Gold Medalist” Photographer of the Year with 2 Loan and 2 General! Of the four entries, Ed chose to feature this image of the family because this is what he specialized in and scoring merits for family images is always a challenge at IPC. Regrettably, “Sparky Steals the Show” did not achieve the loan collection award but Ed is always proud to merit his family portrait work!

Connie Drapeau-Kennedy, CPP

“Fortitude”



Cassandra Sullivan, M. Photog, CPP

“Jelly Roll”

Cassandra earned “Gold medalist” this year and earned enough merits to receive her “Master of Photography” degree from PPA in January at IUSA!



PPA/IPC 2015 Award Winning Images



Susan Asaro

“Hard Times”

“I was in NYC with my husband and we were just walking along the busy street. This person and their dog caught my eye as the dog was sound asleep on the foot and the person clearly was in desperate need. There was something so sad and heartbreaking about this whole scene (I think it’s a woman but I’m not exactly sure). I tried to be quick but I had to wait for people to pass by - I took 5 images and hoped that the person did not look up. I didn’t want them to see me photographing as I

was embarrassed and felt a bit voyeuristic. I was fortunate to have heard the discussion on this image at Northeast Districts. It was a moving discussion with one judge having to leave the room. That judge awarded the image a Judge’s Choice ribbon as she said it was very moving and made her cry. Isn’t that what we strive for with our photography - to move someone? Although it was a ‘grab shot’ I’m so proud of this image – it earned me my first loan!

Camera details: Canon EOS 5D Mark II, EF28-70mm f/2.8L USM at 70.0 mm, 1/160 sec; f/2.8; ISO 200

Original of “Hard Times” by Susan Asaro

Susan was kind enough to include the original so we could see the transformation from her original photograph. Thank you Susan and Congratulations on your first loan print!



Your PPAM Newsletter is interactive. Just click on a highlighted link or email address.

“I get asked often about merits and degrees, so I wrote this to try to clear up some of the mystery.”



PPA merits, degrees and competition... how *does* it all work?

by Ella Carlson

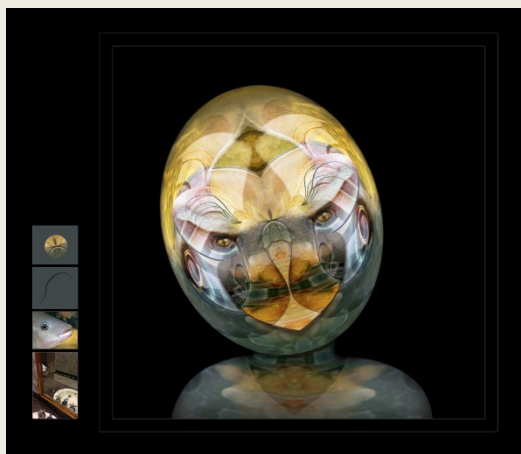
PPA has a system for rewarding member participation and for excellence in image making, but it can be pretty confusing. I've found some people aren't even aware of the fact that they are receiving merits. Even more often, they don't quite grasp the whole system of reward for them as image competitors. I can't even count the number of times I've been asked to explain what I know about the system, so I decided to try "to connect the dots" in this article.

PPA (Professional Photographers of America) awards its members merits (points) for their various activities. There are three main types of merits:

Service merits: you get these for attending a PPA affiliated school or workshop, for instance, attending NEIPP will get you 2 service merits. You can also get service merits for various volunteer activities, such as working on print committee for district competition or serving on the board of your state organization.

Speaker merits: these are awarded to people who teach at PPA schools, workshops, Super 1 Days—those twice a year full day PPA educational events around the country; or to those who speak at a PPA or PPA affiliate event. For instance, someone might get one speaker merit for a 2-3 hour talk at state convention, or 2 merits for a full day of teaching or speaking to a group.

Exhibition merits: These merits are awarded for prize winning competition images. Any image that merits, or is accepted into the IPC (the international competition held in August) receives one exhibition merit. If the image becomes a loan image, it is given an additional merit for a total of two. Loan images are judged to be the best of the merit images. There are two types of exhibition merits: regular photographic open exhibition merits and artist exhibition merits. You do NOT get PPA merits for merit images in state competition, nor district competitions, however if you submit your merited district image to the next possible IPC (PPA's international competition) you are guaranteed at least one PPA merit for that image.



About competition: any image can be entered in photographic open: portraits, illustrative, abstracts, wedding, landscapes, etc. Images entered into the Master Artist category can also be of any subject but they have to demonstrate a higher degree of technical excellence in digital manipulation—Painter images, composites, etc. (And it's a really good idea to include a thumbnail of your original images so the judges know where you started unless it's really an obvious painting.)

This image, for instance, was created from 2 iPhone images, one of a bathroom sink and another of a fish. Without those reference photos on the bottom left, the judges may not have been able to puzzle out as quickly how much work went into this. And the judges judge quickly! Usually they enter a score within just a few

seconds of seeing the image. I've also heard judges ask, on more than one occasion, "but where did this piece of the image come from..." when judging an image, so even if you hand draw a piece of the image, put in a thumbnail of your sketch. Note: that is exactly what the second from the top thumbnail image is.

We may enter up to 4 images in each competition, for a total of 8 images: 4 in PO (photographic open) and 4 in MA (master artist). PO and MA are considered separate competitions.

So what are all these merits for? The answer is that you earn degrees and other honors from PPA with them, for instance, those initials after many of our names: M.Photog., M.Artist, and CR. You earn your Master of Photography degree (M.Photog.) when you get 13 exhibition merits and 12 additional merits of any kind. You need 13 Master Artist exhibition merits and 12 additional merits of any kind to get your Master Artist degree (M.Artist). For your craftsman degree (Cr.) which is awarded for speaking and teaching, you will have to earn 13 speaker merits and 12 other merits of any kind. In short, each degree is earned with 25 merits. Once you've used your 25 merits to receive a degree, you can't reuse those same merits for a second degree. You need to earn 25 more.

So why do we care about earning degrees? Reason number one is that competition will make you a better photographer. Crafting images for competition makes you much more aware of every nuance of an image, from the posing, lighting and exposure through to processing and presentation. Those M.Photog and M.Artist degrees are proof of your successful efforts in becoming a better photographer...*marketable proof*. The craftsman degree (Cr.) is evidence of an ability and willingness to share your expertise with other photographers, and may lead to gaining more speaking engagements, often with compensation. If you teach a "Super 1 Day" for PPA, for instance, you'll get 2 merits toward your craftsman degree. If you are interested but unsure about teaching a workshop, team up! Ask someone else to teach a "Super 1 Day" with you. It takes a lot of pressure off and you both get the merits and teaching experience.

There are a few other perks for earning merits. For instance, in print competition, when you merit with all four images, you become a PPA Photographer of the Year. There are 5 levels. From lowest to highest:

Merit with all four images, but have no loans, and you earn BRONZE
Three merits plus one loan is SILVER
Two merits plus two loans is GOLD
One merit plus three loans is PLATINUM
Four Loans is DIAMOND

For every level of Photographer of the Year, you'll get a certificate, a pin and PPA will give you a fill-in-the-blank press release to publicize your accomplishment. We all know publicity is great for business! If you decide to go to Imaging USA, you'll get to walk up on stage and be recognized.

In addition, your loan images are also eligible for the GIA or Grand Imaging Awards. From all the loan images, a panel of judges pick the top ten images from each category (illustrative, wedding, portrait, master artist, album) The top three from each category are given awards, with a cash prize for top honors. Remember, if your image is chosen, it's just become one of the top ten images **in the world** in its category. That's heady stuff... and it allows you another opportunity to create more publicity for your business, and gives you more credibility in the eyes of your clients and peers.

Why do you care about impressing your peers? Say, for instance, someone calls me about wedding photography, which I no longer do. I'm going to be helpful to that person and give him the name of two or three peers whose work I respect highly, and the reason I know about other photographers work is very simple— competition. Consistent competition success inevitably results in receiving degrees.

Another option that may be open to you once you earn your PPA Master of Photography or Master Artist degree is the opportunity to judge in state competitions. In most state competitions, only one or two members of the jury panel are affiliate or PPA approved judges. The rest of the panel is made up of people who have earned their M.Photos or M.Artist degrees. You may or may not be interested in judging, but having done it myself, I can tell you it's a great way to meet people and it's given me a much better insight into the whole process of print competition.

There are even more perks and honors to be earned and accumulated as you earn more merits and awards, such as the Elite and Elite Plus members (which can save you money, by the way. Go to: <https://www.ppa.com/membership/content.cfm?ItemNumber=5292> to info on those details). The PPA website does have information on all these facets on their website if you want more information.

Lastly, every member of PPA can log on to the [PPA website](#) and go to MY PPA to generate a merit report that will list all of your merits. You'll be able to see how many merits you've earned for attending classes, or for your successful images. Go check it out. In the meantime, if you have questions about the merit system or print competition, feel free to ask any affiliate juror or any juror in training. We should all be able to answer your questions or point you in the right direction! Go forth and merit!

New member welcome!

Please extend a warm welcome to our newest PPAM members:

Udi Edni, Dover, MA, **Abrah Zion**, New Bedford, MA, **Jen Clark**, Harwich, MA, **Alison Minitier**, Ipswich, MA, **Paul Oliver**, Wilmington, MA and **Danielle StJean**, Athol, MA.

Welcome back **Michael Stone** of Worcester, MA and **Naomi Waters** of Randolph, MA. We missed you!

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 Tommaney](#). 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 [website](#) 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 Patrick Brosnan, VP of Technology, at vpotech@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 Tommaney!

Board Room News!



Congratulations to Patricia Walsh Slaven! Trish will be our new PPAM Representative to PPANE!



Be sure to give a big PPAM welcome to Kris Ventresco! Not only is Kris a new member, but he has joined our Board as the new Prop Chairperson!

Welcome and Congratulations to you both, we are honored to have you on board!

If you would like to become more involved in your association contact [Joyce Holt](#) for more information.

Cathy Broderick will be offering the CPP Exam at her studio in Whitman on Sunday, November 8, 2015 at 1pm. If you are interested in taking the exam to obtain Certification, please contact PPA to declare your candidacy and register for the exam.

It's a great way to set yourself apart! For more information and to register [click here](#).

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

October 19th – PPAM Seminar, **Bree Adams** Modern Maternity and Newborn Photography. What moms really want! Hampton Inn, Natick, MA

PPAM Board meeting immediately following seminar

November 8th – [CPP Exam](#) proctored by **Cathy Broderick**, Whitman, MA

PPAM 'BETTER TOGETHER' CONVENTION 2016 details coming soon!

'Like' us on the [PPAM Facebook page](#) to keep up on current information.

Thanks for being a PPAM member!

"What's the difference between an amateur and a professional? It has nothing to do with money. The professional corrects his or her mistakes. The amateur doesn't even know they made one."

Darton Drake

Meet your “Executive Board”

Patrick Brosnan

Vice President of Technology



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

Hi Joyce, I would be happy to share some info with you. I joined PPAM after a wonderful seminar with Clay Blackmore back in 2010. I have been with PPA since 2009.

Can you give us a brief history of yourself?

I'm a self-study photographer with all the benefits and drawbacks that entails. Having grown up on the rocky coast of Maine I frequently return for the foliage and the shoreline. I have been working with computers since my Timex Sinclair days in 1982 so the VP of Technology position I hold is relatively simple to embrace. I have been to NEIPP twice and have helped with the PPAM convention almost every year. I am happy with the success of the Image Competition last year and I am working on the rules for 2016. As a photographer I excel as a support shooter but focus on Real Estate and Portraiture. That doesn't stop me from playing with SCUBA and underwater, landscape, night, UV, sport, product or travel photography. I even dabble with DSLR video production and Adobe Premier.

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

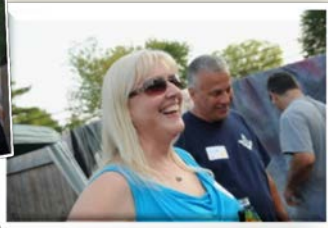
The biggest value I get from PPAM is the group of talented photographers I get help from. I am a relatively new photographer and there are many current members who are willing to listen and give advice. It just took courage to on my part to get involved.

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

PPAM could be the center of a creative maelstrom as we learn from each other and re-enforce the profession of creating memories that are timeless and breathtaking. We are better together as we expand our horizons, embrace new technologies, and recreate ourselves and our industry.

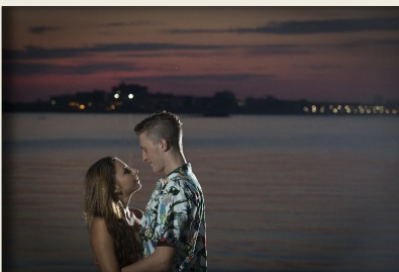
PPAM's Summer Social was a Big Success!

Were you there?



“Portraits at Night”

**With Steve Sedman was an
experience
to remember!**





Super 1 Day

Coming to Massachusetts - Four studios participate in [PPA's Super One Day!](#)

Newborn Photography, Sudbury, MA [Click here to register.](#)

Course #MA01

Paula Swift, M.Photog., CPP

Get hands-on as Paula Swift shows you how to use studio lighting for stunning newborn photography. While many photographers are teaching natural or constant light for these shoots, Paula shares what she does so well!

From start to finish, walk through an entire session, including client preparation, posing, props and lighting. You'll even learn soothing and safety techniques that are a must-have for any newborn photography shoot.

Then watch and learn as Paula shares her post-production talents, including selecting and processing the final images. This day is an awesome opportunity to enhance and perfect your newborn photography skills!

NOTE: Attendees must have an understanding of manual mode on their cameras in order to attend.

Course Date: Monday, October 5, 2015

Course Hours: 9:00 a.m. – 5:00 p.m.



Super 1 Day

Running a Successful Wedding Photography Business, Worcester, MA [**Click here to register.**](#)

Course #MA02

Andreia Makkas, CPP

Alice Pepplow, CPP

Wedding photography isn't just about the pictures – it's about building a business and establishing a brand and a reputation that will last!

In this class, Instructors Andreia Makkas and Alice Pepplow share their secrets to creating a sustainable, successful studio. From communication to pricing, marketing and vendor relationships, you'll cover it all!

Explore the type of value and experience you want to set for your customers and then discover the best ways to market and sell that value. Discuss pricing strategies that work and actually lead to profits. Delve into leveraging both client and vendor relationships in order to build your business. But that's not all. Andreia and Alice cover how to continually improve your skills and "up your game" so that you stay on the cutting edge of the industry.

A successful wedding studio isn't about having one great event – rather, it's about building a great business and then doing what you should to sustain it. This class is your roadmap on how to reach the top and stay there!

Course Date: Monday, October 5, 2015

Course Hours: 9:00 a.m. - 5:00 p.m.



Super 1 Day

Intro to Studio Lighting, Lexington, MA [Click here to register.](#)

Course #MA03

Andrea Joliat, M.Photog.Cr., CPP

This class gives you the foundation in studio lighting that every photographer needs. Listen and learn as Instructor Andrea Joliat covers the five common lighting patterns, when and why you use each style. Discuss lighting ratios so that you know how to use them in your everyday work. Explore light modifiers and what they can do for your images. You'll discover how to create beautiful studio lighting that can be done on any budget.

Studio lighting is a great basis for anything you want to do in photography. Learn it from an expert today!

Course Date: Thursday, October 8, 2015

Course Hours: 9:00 a.m. – 5:00 p.m.

Photographing Bar and Bat Mitzvahs, Worcester, MA

[Click here to register.](#)

Course #MA04

John Lenis, M.Photog.

Bar and Bat Mitzvahs are milestone occasions, so the right photographer is a must. In this class, you'll discover how to be THAT photographer and ensure your clients are thrilled with your results. Join Instructor John Lenis as he first walks you through the need-to-know terminology, so that you're a knowledgeable professional. You'll then get to know the order of events that happen as John shows you a slideshow of the must-have images and moments throughout the day. He'll cover everything from the service and celebration to the candids at the reception. You'll even see a lighting demonstration so that you're skilled at working with natural light in a temple setting.

Marketing, sales, ceremony and more – this class delivers it all. From your first Bar Mitzvah to your fiftieth, you'll be the expert!

Course Date: Wednesday, October 14, 2015

Course Hours: 10:00 a.m. – 5:00 p.m.



Super 1 Day

Course #MA05

John Lenis, M.Photog.

Bar and Bat Mitzvahs are milestone occasions, so the right photographer is a must. In this class, you'll discover how to be THAT photographer and ensure your clients are thrilled with your results. Join Instructor John Lenis as he first walks you through the need-to-know terminology, so that you're a knowledgeable professional. You'll then get to know the order of events that happen as John shows you a slideshow of the must-have images and moments throughout the day. He'll cover everything from the service and celebration to the candids at the reception. You'll even see a lighting demonstration so that you're skilled at working with natural light in a temple setting.

Marketing, sales, ceremony and more – this class delivers it all. From your first Bar Mitzvah to your fiftieth, you'll be the expert!

Course Date: Thursday, October 15, 2015

Course Hours: 10:00 a.m. – 5:00 p.m.

“You now have to decide what 'image' you want for your brand. Image means personality. Products, like people, have personalities, and they can make or break them in the market place.”

David Ogilvy

NEIPP NEWS



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

Joyce Holt, MA Trustee to NEIPP

NEIPP 2016 will be held at the Resort & Conference Center at Hyannis, April 3-7, 2016. 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 visit www.neipp.com, email [Fred Stiteler](mailto:Fred.Stiteler@neipp.com) or call 603-868-2970.

A Big PPAM Thank You

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Professional Photographers Association of Massachusetts

Application for Membership Please visit <http://www.ppam.com> to apply for membership and pay with a credit card. Or mail this application with a check or money order (made out to PPAM) to: **Dianne Marshall, 467 Teaticket Hwy, East Falmouth, MA 02536-6528**

Applicant Information

Name: _____

Studio or Firm: _____

Mailing Address: _____ City or Town: _____ Zip: _____

Daytime Phone: _____ Cell Phone: _____ Email: _____

Web Site: _____ PPA Member: _____ No _____ Yes

PPA# _____ Photographic Degrees: ___ Master ___ Craftsman ___ PPA Certified _____ Other

Membership Category: ___ Professional (\$195) ___ Sustaining* (\$195) ___ Student** (\$90)

*Sustaining memberships are 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. **Students seeking membership must submit a copy of student ID with application. How did you hear about PPAM? All membership applications are subject to PPAM Board approval. Annual Membership begins on the day you first join PPAM. Dues will be due each year on that date. Membership dues provide admission to all programs sponsored by PPAM including the annual convention. If you have questions, please call Dianne Marshall @ 508.457.9331 or email membership@ppam.com. www.ppam.com membership@ppam.com