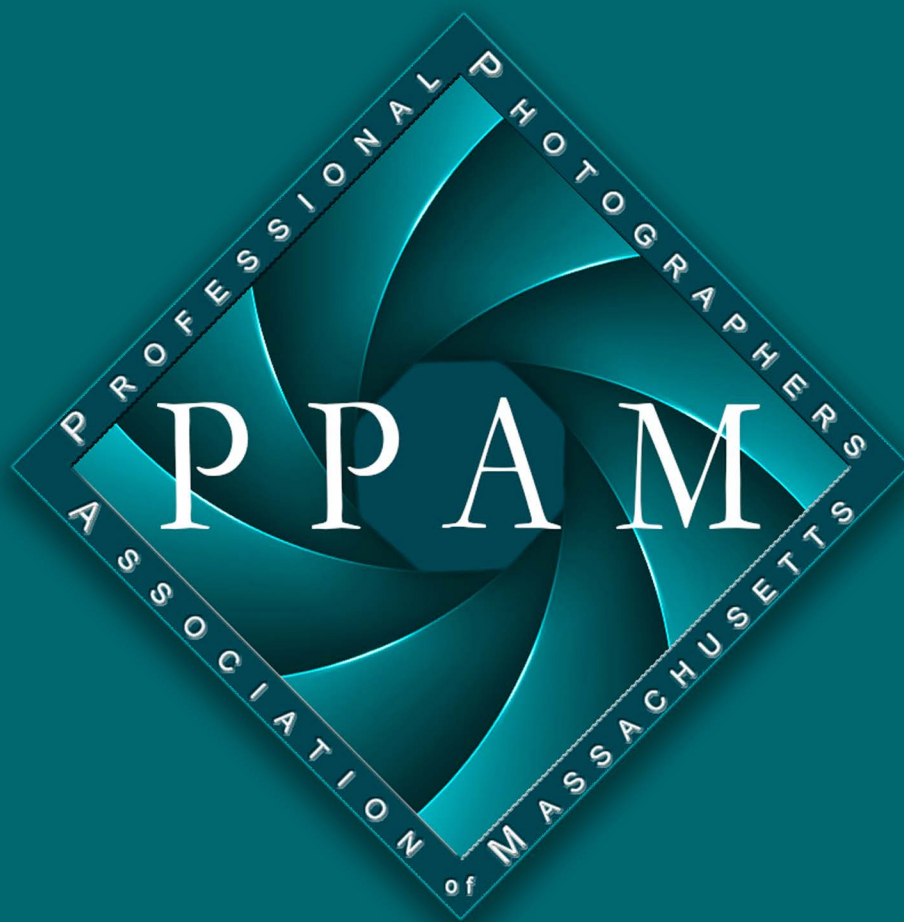


PPAM Newsletter

professional photographers association of massachusetts



www.ppam.com

January 2017

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We're well into the month of January and you know what that means... the annual PPAM Convention is just around the corner! All year we've been working under the theme of 'Focus on Innovation' and we're excited to bring speakers who embody that spirit.

We're thrilled to be in the newly renovated Hilton Hotel in Dedham. It's bright, airy and has lots of space to socialize, learn, peruse the vendors, trade show and enjoy image competition.

Speaking of image competition – do you have your images ready? Me either! This year with our 'Focus on Innovation' theme, we were innovative in how we could assist members with choosing images for competition. Everyone is busy and can't always get to a mini seminar, we get it! So, we added Mentor Calls. A member benefit, a 20 minute call with a Master Photographer, giving assistance to members (from the comfort of their own home) who want to compete, some for the very first time. It's been a big hit!

If you've ever competed, you know Image Competition can be frustrating, scary and intimidating especially if you're new to it. But it can also be exhilarating, exciting and very rewarding! We are excited to be able to offer this service. And, we hope that many more of you will take advantage and sign up. We want to cheer you on at Image Competition! Bring your photography to a new level. Need help? There are time slots still available – look for information further on in the newsletter. (Oh, and you don't have to be a newbie to get feedback!)

You know, it takes lots of people to make for a successful convention and we could use your help. Now is the perfect time to sign up to volunteer and earn PPAM service merits. There's a job for everyone. Volunteer to learn more about image competition, help with security, transport a speaker, help decorate for the party or support the front desk. You can even volunteer to bring donations for the hospitality room. You'll find the sign up info further on in this newsletter. Please consider lending your hand!

We're being innovative in our Awards party atmosphere this year too! We had so much fun last year with the 'winter wonderland' theme, this year we're having a Speakeasy Party. Dress to impress in 20's & 30's roaring fashions. You'll need a password ;-) to enter, as Speakeasys usually require one. We'll have some 'bouncers at the door that you can whisper the password to. Just speak *'Better Together'* and you'll be sure to get in! Then enjoy an evening of fabulous food, awesome awards, dynamite dancing and lots of fun photos!

So, block off your calendar, get those images ready for competition, dust off your dancing shoes, find those 20's & 30's fashions so you can dress to impress and get ready for the highlight of the year – another PPAM convention weekend to 'focus on innovation' while being 'better together'!

See you soon,

MEMBERS AT LARGE

2016 - 2017

Recording Secretary

Susan Ogar

Just So Designs

9 Wheelwright Drive
Northborough, MA 01532
508.277.6140

Members at Large

Tony Colella

Richter - Colella Studios
555 Washington Street
Wellesley MA, 02482
781.431.1658

Keitha Hassell

KLH Photography
17 Schuyler Street
Boston, MA 02121
617.442.6575

Connie Drapeau Kennedy

The Welcome Gallery
PO Box 51
Marshfield Hills, MA 02051
781.837.6021

Patricia Walsh, CPP

Patricia Walsh Photography
612 Broadway
Hanover, MA 02339
781.724.4015

Mark Maiden

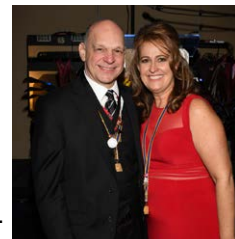
Mark FJ Maiden Photography
P.O. Box 812500
Wellesley MA 02482
339.206.6921

The F-Stops Here



Congratulations to **Nancy Green** for her appointment as a PPA Charities Trustee and to the PPA Nominating Committee!

Ed Pedi has been appointed to the American Society of Photographers (ASP) Board of Governors! Ever conscious of developing trends, ASP has tried to lead the way in the development of photography as a science and still subscribes to the philosophy of its founders, "Dedicated to fostering the ideals of professional photography as a science and an art".



Ed was also presented with the ASP Service Degree at the ASP annual awards ceremony held at Imaging, January 11, 2017. The accolade reads: "To recognize and show appreciation for the time, talent and expertise generously contributed for the benefit of the American Society of Photographers and its members, the ASP Board of Governors created the ASP Service Award. The black ribbon and distinctive medallion is not just a symbol of hard work, but an indication of the selfless character of the person who wears it". Way to go Ed, we are all very proud of you and your continued success! **Congratulations!**



Congratulations to **Andrea Joliat** for being named American Society of Photographers (ASP) State Representative to MA!

In December, **Michael Petrizzo** had a fine art photography gallery show at the Maser Gallery in Falmouth entitled "Photography IS Art". You may remember at last year's convention Michael received the highest scoring image by a first time entrant and a court of honor with his 'A New Dawn' image. This image also made the cover of Cape Cod Life's December edition. Congratulations on both accounts, Michael!



Patricia Walsh Slaven's photography of fine art landscapes entitled 'Vision' will be on display at the Dolphin Gallery at the Hingham Library through March 3, 2017. The show is presented by the North River Arts Society. Trish had an opening reception on January 23rd which we hear was well attended. Congrats, Trish!

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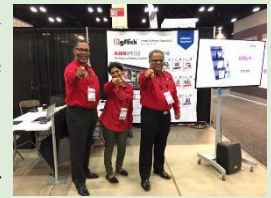
Blog



more of... **The F-Stops Here**



Congratulations to **Joyce Holt** who has become an affiliate of DGFlick and their Album Express products. Joyce wants you to know that if you missed her friends at Booth #647 during Imaging and are interested in checking them out as well as their product, she is offering discount Code (PPAM17) to you should you make a purchase. This code will remain in good standing for the remainder of the year 2017. Thanks Joyce!



Ella Carlson had her “Jewel Tones” image featured on page 54 in the Diamond Photographers of the Year section of the Professional Photographer magazine, January edition. Congratulations Ella on being a Diamond Photographer of the Year!



Ella was also recognized at Imaging USA in San Antonio for superior image making receiving PPA's Imaging Excellence Bar. Ella had already received the Imaging Excellence Award which is a medal for the first 13 loan images earned, so they award a “bar” for each 13 after that. Only 8 people were given this award this year. The Imaging Excellence award provides recognition to those photographers who have earned their PPA master's degrees in the field of imaging and have continued, since then, to submit images worthy of acceptance into the PPA General and Loan Collections. What an accomplishment - Congratulations, Ella!



Congratulations to **Jen Clark** who recently became the new PPAM representative to PPANE.

~ CONVENTION HOTEL INFO ~

PPAM Convention – It's time to reserve your room!
Call the Hilton Hotel in Dedham - (781) 329-7900 and ask for the “Professional Photographers of Mass” rate to get the **Special \$99** (plus tax) room rate.

RESERVE YOUR ROOM BY FEBRUARY 8 ‘cause once the room block is filled, there's no guarantee of the *incredible rate* so...**BOOK NOW!**

Please do not book through corporate or online sites (ie. hotels.com).

Rooms booked through those sites do not count towards our required rooms which we **NEED** to keep our costs low and to keep the convention **FREE** to you!

*Want to be more involved in YOUR photography association?
Just email Volunteer Chair [Lisa Tommaney](#)*

Nominating Committee Report

The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of Chairperson Connie Drapeau Kennedy; Gayle Bannister; Courtney Trembler, CPP; Karen McCall, M.Photog.,Cr; Mark O'Connell and Paul Oliver has selected the following candidates to fill the PPAM slate of officers for 2017-2018:

President - Stephen Sedman, M.Photog.Cr.

VP of Programs - Dan Doke, M.Photog.Cr., CPP

VP of Technology - Paula Swift, M.Photog.Cr., CPP

VP of Communications - Cassandra Sullivan, M.Photog., CPP

VP of Membership - Gayle Bannister

VP of Finance - Jen Clark

Recording Secretary - Susan Ogar

Members-At-Large:

Anthony Colella; Connie Drapeau Kennedy; Mark Maiden; Karen McCall, M.Photog.,Cr.; Lee Geishecker; Joseph Turner

Respectfully submitted,

Connie Drapeau Kennedy

Nominating Committee Chair

The election will be held at **11:30 on Saturday, February 25, 2017** during the PPAM Convention at the Hilton Hotel, Dedham, MA.

CREATIVE THEME for 2017 PPAM photographic competition

Mauricio Moreira, 2016 winner has chosen the 2017 Creative Theme

TOUCH

Now is the time - let's see your creativity.
The winner gets to chose next year's theme - will it be you?



Congratulations to these PPAM members who earned awards at this year's Imaging USA's Grand Imaging Awards (GIA) ceremony

IPC Bronze Medalist (4 merit images)

Cassandra Sullivan, M.Photog., CPP
Ann Brennecke Lyle

IPC Silver Medalist (4 merit images with 1 loan)

Udi Edni, CPP
Alison Minitier, M.Photog.Cr., CPP
Ed Pedi, M.Photog.Cr., CPP

IPC Gold Medalist (4 merit images with 2 loans)

Andrea Joliat, M.Photog.Cr., CPP

IPC Gold Artist Medalist

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

Platinum Artist Medalist (4 merits with 3 loans)

Alison Minitier, M.Photog.Cr., CPP

Diamond Photographer (4 merit images with 4 loans)

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

Congratulations to **Andrea Joliat** for being a GIA FINALIST in the Non-Event Album Category with her 'A Sliver of Beauty' album

Congratulations to these PPAM members who earned degrees at Imaging USA's Award and Degree Ceremony

Master of Photography Degree

Stephen Sedman
Yedi Koshendi
Randy Brogen

Photographic Craftsman

Paula Swift
Alison Minitier
Alice Pepplow
Andreia Lima Makkas

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



A Grand time was had by all at
the first PPAM Holiday Social!!!
There was lots of good food and
sweet treats to be had.
Thanks to you all, there were a lot
of very happy children this
holiday season!!!
("Bettter Together")



PPAM Needs YOU!

It's convention time and now more than ever we could use your help! Please take a moment and check out the [Volunteer Form](#) to see where you could pitch in. From setting up for Image Comp to helping at the Membership desk to bringing drinks or snacks for Hospitality, there's something for everyone. A little goes a long way...

Our PPAM organization is run solely by volunteers - photographers just like **YOU** with a full time business or a 'regular' job and a part-time photography business. Folks just like **YOU** who are caring for a family. Our PPAM volunteers specialize in weddings, portraits, events and perhaps everything in between just like **YOU**! We could surely use MORE VOLUNTEERS like the ones who so tirelessly dedicate time to keeping PPAM the thriving association that it is.

Did you know that you can earn SERVICE MERITS when you volunteer? There are many opportunities to earn service merits throughout the year. But at convention time - you can earn LOTS of service merits. You just need to [volunteer](#) and fill out the [service merit form](#). Then, turn in your service merit form to Degree Chair, Gail Lucozzi. Simple as that!

If you have questions about volunteering, PPAM's Volunteer Chair [Lisa Tommaney](#) is eager to help. Questions on the service merits, [Gail Lucozzi](#) can help with that!

So, how about it? Get the most of your Convention... Volunteer!

MEMBER UPDATES

PPAM offers a web link from our web page at no additional charge to you. 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 VP of Technology, [Paula Swift](#).

Come to the PPAM Awards & Speakeasy Party

Celebrate the accomplishments at the **PPAM Awards** ceremony. Then party like it's '1929' at the themed Speakeasy Party. Dress to impress and *focus* on a night of roaring 20's and 30's fun! Back in the prohibition days, a password was required to enter the party so 'speak easy' the password and you'll enter into a world of a good time! Don't know the password?

Shhh...it's Better Together!

Join in the fun at the PPAM Awards and Speakeasy Party on Sunday, February 26, 7-11pm. It's FREE to members and only \$25 for non-members.

"Where do you put the fear when you choose to innovate? The fear is there, but you have to find a place to put it." ~ Seth Godin

VP of Membership Reminder

Dianne Marshall, VP of Membership would like to remind everyone to please make sure they bring their membership badges to all seminars and to the convention. Badges must be worn for entrance into any speaker seminar or workshop and throughout the convention.

PPAM Members are encouraged to bring a guest to seminars. But please note guests may attend seminars, however this is limited to one time for each guest. A person may only be a free guest attendee once, no matter whose guest they are. After that, nonmembers may register for a program at the non-member rate.

Financial information for the Professional Photographers Association
of Massachusetts is available upon request.
Contact VP of Finance, Jen Clark at 508-432-5083 or finance@ppam.com.

Upcoming Calendar of Events

February 24-27, 2017.....PPAM ‘Focus on Innovation’ Convention, Hilton Hotel, Dedham, MA

March 2017.....PPAM Photopalooza - to be announced

April 2-6, 2017.....NEIPP ~ Hyannis, MA

April 24, 2017PPAM Seminar, Mike Ridinger “It’s a Kids Life”, Natick MA

April 24, 2017PPAM Board Meeting immediately following seminar, Natick, MA

June 26, 2017PPAM Seminar, Jared Platt, “Lightroom and Digital Workflow”, Natick, MA

**September 18, 2017.....PPAM Seminar, Pat Cahill “Sports and Underclass for The Traditional Studio”,
Natick, MA**

Let's Have Lunch...at the Trade Show!

You'll work up an appetite visiting all the vendors at the PPAM Convention Trade Show - don't forget to eat!

Join us at the Hilton Hotel, Dedham, MA

12-3pm **lunch available**

\$10 Members

\$15 Non-members

Cash or Check, No Credit Cards

Pay for lunch at the Registration Desk by 10 a.m. Saturday, February 25th

Member Benefit - Image Competition Assistance

PPAM continues to innovate! It's a first and a member benefit. PPAM has instituted Mentor Calls for image competition assistance for *MEMBERS ONLY*.

Have you been wanting to enter PPAM's Image Competition but felt stuck as to which images to choose? Did you miss the "12 Elements of a Merit Image" mini workshops but really wanted to attend? Feel a bit insecure sharing your images in a group setting? Well - have we got great news for you!

Sign up for a 20 minute call with a PPAM Master Photographer mentor to help you choose competition images or help with modifications on what you've already worked on. You don't have to drive anywhere! All from the comfort of your own home. Just you and a Master Photographer mentor.

Here's how its works: You choose a time slot from the [calendar](#); then you'll be invited to upload your images to a dropbox file after you've booked your time slot; a Master Photographer mentor will look at your images, call you at your designated time and advise you on what works, what doesn't and what would help improve your image. It's as easy as that. There are [time slots](#) scheduled throughout the next 2 weeks. You choose what 20 minute slot works best for you.

Image competition can be frustrating, challenging, scary, exciting, exhilarating and we want to help you succeed with your goal. Learn more about the [rules](#) of competition. We encourage you to take the first step, book yourself into a **20 minute slot**, choose your images and then let's see the results at the 2017 Focus on Innovation Convention during Image Competition.

Don't delay - slots filling up fast! Book your call time NOW. We're ready to cheer you on!

"You are your best and only competition." ~ Raychelle Muhammed

2017 PPAM Photographic Competition

Now's the time to get ready for Competition!

Find the **rules** on the PPAM website.

The case and image upload registration **deadline** is **Thursday, February 16, 2017, 11pm.**

If shipping prints your **case must be received by 5pm Friday, February 17th.** Your print case must be shipped or hand delivered to Image Comp Co-Chair, Trish Walsh Slaven - you'll find her address in the rules.

This year the PPAM *Specialty Award* theme is **WEDDINGS**. The Specialty Award is chosen by the judges during the awards selection process. The winner of this award will receive a gift certificate to a supporting vendor.

New this year is the WHCC **"WOW" Award!** The print that displays the most impact or WOW factor selected from the printed entries by the panel of official judges will receive the honor of a plaque sponsored by WHCC.

Read the **rules** for details on all the awards and criteria for entering. Questions may be directed to Image Competition Co-Chairs **Andreia Lima Makkas** or **Trish Walsh Slaven**.

All image comp entrants will be entered into a drawing for a free night's hotel stay at the Hilton Hotel during the PPAM convention. Winner chosen after all cases received on Feb. 18.

This year's Jury Panel slated for the 2017 Competition:

Jury Chairman: Jeff Dachowski; Judges: Francie Baltazar Stonestreet, Madonna Lovett Repeta, Mark Stevens, Kelly Schulze, and Mark Sweeney

The PPAM competition is a great way to 'test' your District entries!

The Northeast District Competition will take place April 21-22, 2017
Entries open March 7, 2017 and the deadline for entries is April 7, 2017

Check the PPA Northeast District Competition **official entry rules** for more information.

2017 PPAM CONVENTION FREE DAY IS SATURDAY, FEBRUARY 25, 2017!

Anyone can come and attend the programs of Nadra Edgerley, Damian Strohmeier and Dan Doke. Photographic Image Competition will be happening for a good portion of the day and is another event that non-members have access to. Plus the image critique party in the evening opens at 7:30. It's an awesome opportunity to invite your photographer friends who are not PPAM members and introduce them to our organization!

Remember - you earn merits if you refer a friend, just make sure they use your name when signing up and then include them on the service merit form!

2017 Convention Schedule

MARK YOUR CALENDAR

“Focus on Innovation”

Come be part of a weekend focused on fun, photography, innovative ideas and friends!
*The PPAM 2017 Convention will be held Friday, February 24 through Monday, February 27
 at the Hilton Hotel, 25 Allied Dr., Dedham, MA*

Timeline:

FRIDAY FEB. 24

12pm-8pm	Registration
1:00 -2:30	Madonna Lovett Repeta - “Color Knowledge Every Photographer Should Know”
3pm-5pm	Kelly Schulze - “Animal Portraiture”
5pm-6pm	Dinner on your own (or join us at club 79!)
6pm-9pm	Image Competition begins & Club 79
9pm-11pm	Hospitality Room Open

SATURDAY FEB. 25 (NON-MEMBER FREE DAY)

8am-7pm	Registration Desk Open
9:30am-Finish	Image Competition
9:00am-11:30am	Nadra Edgerley– “Success is a Choice. Your Choice”
11:30-12pm	Annual Meeting
12pm-3pm	Trade Show (Lunch Available)
3:00pm-5:30pm	Damian Strohmeyer - “A Lifetime of Sports Photography” <i>Sponsored by Canon Explorers of Light</i>
6:00pm-7:30pm	Dan Doke - “On the Go Lighting” <i>Sponsored by ACI</i>
7:30pm-10:00pm	Image Competition Critique Party <i>Sponsored by ACI</i>

SUNDAY FEB. 26

8am-4pm	Registration Open
9am-12pm	Clark Sanders “A Simple Approach To Seniors” <i>Sponsored by PPA Charities</i>
12pm-1:30pm	Lunch On your own
1:30pm-5:30pm	Francie Baltazar-Stonestreet “WWOW - The Wonderful World of Weddings”
6:30pm	PPAM Group Photo. BE THERE
7pm-11pm	PPAM Awards & Speakeasy Party

MONDAY FEB. 27

8am-12pm	Registration
9am-12pm	Allison Tyler Jones “Status Quo or Time to Fly”
12pm-1:30pm	Lunch on your own
1:30-3:30pm	Allison Tyler Jones, continued <i>Sponsored by WHCC</i>



PPAM 2017 'Focus on Innovation' Convention

Speaker
Preview

MADONNA LOVETT REPETA, M. Photog., Cr., A.C. Ph.

"Color Knowledge Every Photographer Should Know"

Friday, February 24 ~ 1:00pm - 2:30pm



Madonna will show us how to determine what colors are best for each client we see: Determining the best clothing colors, accessory colors and even the best backdrop colors. She will show us how to determine what color will make an object or subject "pop". Madonna will also show us how to determine what colors look best on each of us. Not all of us look our best in all black. You will find this program invaluable for you and your photography business.

In 1996, Madonna opened her Studio and became a full time professional photographer. Madonna specializes in Portraiture, Fine Art Landscapes & Botanicals. She also offers Commercial and Real Estate photography. She is an award-winning member of New Hampshire Professional Photographers Association, American Society of Photography and PPA. She is currently serving as President of Professional Photographers of New England, and 1st VP of NHPPA.

Madonna is a graduate of the University of Vermont, and holds a Bachelor of Science in Elementary Education, Pediatric Dental Hygiene and Public Health. She was also an image consultant and corporate instructor for Beauty For All Seasons. She uses the knowledge and experience she has acquired in her each of her different careers in her photography. Locally, she is known as, "the baby/child whisperer" utilizing her pediatric and elementary ed experiences.

To learn more about Madonna,
visit her [website](#).



"The difficulty lies not so much in developing new ideas as in escaping from old ones."

~John Maynard Keynes

KELLY SCHULZE, M.PHOTOG., CPP

“Animal Portraiture”

Friday, February 24 ~ 3:00pm - 5:00pm

Animal Portraiture: Understanding animal behavior and asking the right questions will help you create portraits that clients love to buy.

Successfully including animals into portrait sessions isn’t just “sit, stay”; it’s also about finding out how the animals relate to your client. In her presentation, Kelly will show you that pet portraits are just one segment of the larger animal portrait category and that you can thrill your clients by focusing on how they share their home and life with their animals. Whether you still get nervous when a client asks “can I bring my dog?” or you’ve always got your camera bag stocked with squeaky toys, you’ll be able to learn something new as Kelly also shares her notes on working with different species and experiences with giving back in the world of animal adoption.



Kelly is the award-winning owner of Mountain Dog Photography, located in northern Vermont. Kelly is known for her animal portraiture, especially her work related to animal adoption. She and her husband, Ian, volunteer weekly at the largest animal shelter in the state and provide pro bono portraits of animals ready for adoption. Kelly and Ian share their lives with 5 cats, 4 dogs, and 2 horses. Several chickens also give the family fresh food, insect control, and entertainment.



To see more of Kelly’s work, visit her [website](#).

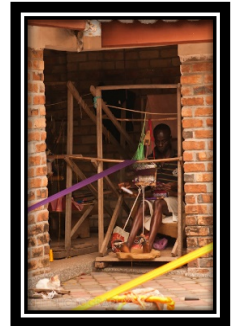


My Trip to Ghana, West Africa

by Keitha Hassell a.k.a. Adwoa Kwaonar (Brave Princess)

The Summer of 2016 proved to be super busy! I'm still editing photos!!

I had a two-week Mission & Cultural Exploration in Ghana, West Africa. Ghana is east of Liberia & Ivory Coast and west of Nigeria, Togo & Dahomey. Being based at the University of Ghana in Accra, the capitol of the country, we travelled to two other areas of the country: Cape Coast/Elmina and Kumasi, which is further inland.



The African American group of us was led by a Ghanaian and a local professor from Cambridge, Mass.



We visited a village school by the sea; Elmina Slave Castle; and a Cape Coast Slave Castle. Each of these places were very moving.

In Kumasi, we visited the Place of the Last Bath, where captured persons were chained together and walked to the sea along the Pra River. We visited the Ashanti Craft Village. There was the Adanwomase Kente Weaving Village and the Ntonso Adinkra Village. Kente is the distinctive royal woven cloth and Adinkra are graphic symbols which are stamped on plain fabrics.

We went to the Kwame Nkrumah park, the W. E. Dubois home, the Prempeh II Jubilee Museum, and the Ghana National Cultural Centre. We even went to visit Mrs. Victoria Kyerematen, the wife of the late Dr. A. A. Y. Kyerematen, at her home! He was the founder of the National Cultural Centre in Kumasi.



We went to two places founded by African Americans that have relocated to Ghana: one a health resort and one a school. Very interesting.



I got up enough nerve to take the Kakum Canopy Walk across the rainforest Reserve! And we all attended a special ceremony in the Akuapem Traditional Area in which we received Ghanaian Akan names! Traditionally they are given first names determined by the day they are born and another name to express their identity. So, my "other" first name is now "Adwoa" and other last name is now "Kwaonar, which together is "Brave Princess, born on a Monday"

(not to mention they also may have English language names as well).



Keitha L. Hassell
KLH PHOTOGRAPHY

PPAM 2017 'Focus on Innovation' Convention

Speaker
Preview

NADRA EDGERLEY

"Success is a Choice. Your Choice"

Saturday, February 25 ~ 9:00pm - 11:30pm **Non-Member FREE DAY - Bring a friend**



Success isn't something that happens to you. It isn't given or passed down. What you see in your business and in your life is the direct result of the choices you make every day. The best part about success - you already have it. It is within you. Now, let's tap into it!

In this program, we will explore FIVE EMPOWERED CHOICES you can make every day to grow your success. Together we will discuss:

Choosing the "right" images for your brand to deliver a coherent message

Choosing the "right" people to surround yourself with that have your back.

Choosing the "right" purpose to stay on the right track.

Choosing the "right" ideal clients to work with for more meaningful images.

Choosing the "right" mindset to attract the results you desire.

The power of choice means, you get to decide how you will impact your own life. Growing your success isn't easy, but it is simple. It is as simple as choosing to do so.

Nadra Edgerley began her successful career in photography over 15 years ago in northern California, where she graduated from Humboldt State University with a bachelor's degree in Studio Art. Growing year after year, her wedding and portrait business is hailed as one of the top studios in the state of Maine by leaders in the wedding industry. She learned early in life that we design our lives through the choices we make along the way. Vowing to choose a path of happiness and success, she committed to the decisions to fulfill that reality. She lives in Scarborough, Maine with her husband and four children.

Learn more about Nadra on her [website](#)



Are You Feeling Lucky?

PPAM is once again offering a **FREE night's hotel** stay at the **Hilton Hotel** in Dedham to one lucky image comp entrant. But you must enter Image Competition to win! All entrants will be entered into a drawing for 1 (one) night's hotel stay during the PPAM Convention. The winner will be chosen on Saturday 2/18 after all entries are received. Good Luck!

"I think anyone who makes products has this simultaneous joy and, almost, shame looking at it. You look at it all day and all you can see is all these things you want to make better." ~Ben Silberman

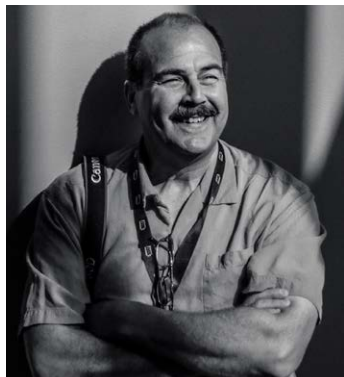
PPAM 2017 'Focus on Innovation' Convention

Speaker
Preview

DAMIAN STROHMEYER

"A Lifetime of Sports Photography"

Saturday, February 25 ~ 3:00pm - 5:30pm **Non-Member FREE DAY - Bring a friend**



Damian will take you through an evolution of photographic work that he has compiled in his years as a photographer and storyteller. His presentation will be filled with tips, helpful observations, and entertaining stories, as well as a lighting demonstration of a dramatic sports portrait. This presentation applies to working professionals, aspiring professionals and sports fans who appreciate the drama, emotion and beauty of sports. Learn how you can apply his techniques to your wedding and portrait

The revolving theme throughout his presentation is not settling for mediocrity and pushing for the best effort that can be done with the assignment. Damian believes that we all have talent and that the motivation to succeed will bring that talent to the forefront. He combines a lot of personal observations about life and success with practical tips designed to help raise your level of photography and particularly your level of sports photography.

Damian is a Boston-based commercial and editorial photographer who works with people telling their stories in photography ranging from portraiture to fast moving sports to documentary news stories. As a long time practicing photojournalist he is adept at changing his photography to adapt to story or client demands. His photography moves between editorial, corporate, commercial, educational, and advertising. He has been affiliated with Sports Illustrated magazine for more than 20 years. Among the events you might spot Damian at are The World Series, The Stanley Cup, The Olympics, and the past 29 Super Bowls. His work has been featured on the cover of Sports Illustrated 70 times.

See more of
Damian's work on
his [website](#)



Damian is sponsored by
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PPAM 2017 'Focus on Innovation' Convention

Speaker
Preview

DAN DOKE, M.PHOTOG.CR., CPP

"On The Go Lighting"

Saturday, February 25 ~ 6:00pm - 7:30pm **Non-Member FREE DAY - Bring a friend**



Learn the lighting technique that Wedding Photographer Extraordinaire, Dan Doke, uses in his portraits and events. Dan's expertise lies not just in his photography but in his desire to take his work to the next level. He's always thinking five steps ahead and in this class, he shares that process and his techniques with you! He'll demonstrate his lighting techniques for on-the-go weddings and portraits; he'll share his tool kit of lighting sources as you discover how he creates the dramatic, one-of-a-kind images his clients crave. In a live demonstration, see how he quickly poses and lights a couple under any time constraint. Discover how to be three dimensional and incorporate texture, drama and contrast. Learn how to make your images come alive – and all this can happen through easy light setups, both in the studio and on location. Create images that make you stand out from your competition!

Dan brings years of experience and dedication to photojournalism, portrait and wedding, contemporary and fashion photography. Throughout the course of his career, he's shot over 37 magazine covers for publications like Rangefinder, La Bella Bridge, Gala, and Studio Photography. You can find his images everywhere from Grace Ormond Wedding Style to Boston Weddings. His list of accolades includes Massachusetts Photographer of the Year, Massachusetts Album of the Year, as well as multiple Kodak Gallery and Fuji Awards. Though one of the most awarded photographers in the area, Dan has a true passion for his craft and for education. He shares his talent, enthusiasm and expertise with other photographers on both the state and national level – all while running a thriving business, and producing a client experience like no other.

Visit Dan's [website](#)
to learn more



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PPAM 2017 'Focus on Innovation' Convention

Speaker
Preview

CLARK SANDERS, CR.PHOTOGRAPHY, CPP

"A Simple Approach to Seniors"

Sunday, February 26 ~ 9:00pm - 12:00pm

Clark will give you an overview from first client meeting, to photographing the session, client ordering and delivery. All of his processes are kept pretty simple, even down to his price sheet and product offerings. He has learned from lots of talented photographers and business people over the years and has taken bits and pieces from them all to mold what works best for him and his business. He keeps his posing simple, his lighting simple and his backgrounds as simple as possible. Don't mistake simplicity for lazy. Keeping things/processes simple can free up time so you have more QUALITY time with friends and family.



He'll also demonstrate some one-light setups that he uses in almost every session, from seniors, headshots to summer baseball leagues. The same simple lighting style works great and once you are confident with setting it up and using it...it's quick, simple and beautiful. Clark will also talk about how he let fear keep him in a cubicle for about four years until he broke free and decided to make his dream a reality.

Clark Sanders Photography, is located in Cherokee Village, Arkansas. His main business is high school seniors, corporate headshots, families, and children. He also photographs summer and fall sports teams. Clark is a member of PPA, Arkansas Professional Photographer's Association, and a member of the board of trustees for PPA Charities.

Learn more about Clark
on his [website](#)



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"We are really competing against ourselves, we have no control over how other people perform."

– Pete Cashmore, founder and CEO Mashable

PPAM 2017 'Focus on Innovation' Convention

Speaker
Preview

FRANCIE BALTAZAR STONESTREET
M.PHOTOGRAPHY, CR., CPP

"WWOW" *The Wonderful World of Weddings*

Sunday, February 26 ~ 1:30pm - 5:30pm



This program is designed for those who might be interested in wedding photography and want to learn about the Wonderful World of Weddings.

You will be introduced to what the best business practices are for wedding photographers, equipment requirements, wedding day workflow, why getting it right in camera saves you hours of editing, wedding day lighting and posing, and post processing workflow, including simple editing techniques to add punch to your images. Most importantly, learn about the common mistakes new wedding photographers make and how to avoid them! After this program you will have the information you need to decide if the Wonderful World of Weddings is something you would like to pursue!

In 2004, After a successful career as a corporate consultant, trainer and author, Francie purchased a professional digital camera and returned to her original passion for photography. She is a multi-awarding winning photographer who has been honored with such distinguished awards as Southwest Grand Imaging Award for Best Wedding Album and Second Place Wedding album. Best Wedding Portrait in Texas, and Best Wedding Photograph In Houston. Francie's weddings have been published in Weddings In Houston Magazine and Blog, Houston Luxury Magazine, Houston Brides, The Houston Chronicle, and Fort Bend News.

See more of Francie's work on her [website](#)

Giveaways by [Topaz Lab](#), [Simply Color Lab](#),
[Fundy Design](#) & [Good Gallery](#)



ALLISON TYLER JONES, CPP

"Status Quo or Time To Fly?"

Monday, February 27 ~ 9:00pm - 3:30pm



Maybe your business is stagnant or declining; you're losing clients to shoot & burn photographers; or your marketing isn't cutting it anymore, or your clients are so price-sensitive that you can't make a sale without giving some kind of a discount. Do you feel like you've compromised your vision, just to make a buck?

It's time to take control, take some risks and try a different approach; an approach that will help you build a sustainable business around your unique strengths with fewer clients than you ever thought possible. Transition from giving it all away to charging what you're really worth. Attract the right clients and repel the wrong ones. Create an unparalleled Client Experience (it's more than cute packaging). Engage in a counter-intuitive, personalized marketing strategy that costs no money, and will have your clients buzzing about you to their friends. Create products that showcase your work and that your clients will love. Innovate by ignoring the competition and focusing on what YOU do best. Educating clients early and often in a non-sales-ey way that will create a client-for-life vs. a one-and-done shoot.

Allison spends her days capturing spontaneous portraits of children and their families in her Mesa, Arizona studio. Committed to the art of the photographic print, Allison works with her clients and their interior designers to create iconic art pieces and family galleries for their homes. Allison created a studio that ranks as one of the nation's best performing and most profitable, according to PPA. Owning a business is hard, and Allison is excited to share her down-to-earth, practical, take-no-prisoners advice.

Visit Allison's [website](#)
to learn more



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Professional Photographers Association of Massachusetts

Application for Membership Please visit the PPAM [website](#) 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: _____
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Email: _____ Web Site: _____ PPA Member: ☐ No ☐ Yes
PPA# _____ Photographic Degrees: ☐ Master ☐ Craftsman ☐ PPA Certified ☐ Other _____

Membership Category: ☐ Professional (\$195) ☐ Sustaining* (\$195) ☐ Student** (\$45) ☐ Retired*** (\$45)

*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. ***Retirees seeking membership must be retired and have been a member of the association for 15 years or more and be 60 years or older. Retired means you no longer earn income through photography, no longer own a photographic studio, maintain a website or advertise photographic services.

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 contact Dianne Marshall @ 508.457.9331 or by [email](#).