

# NEWSLETTER

PROFESSIONAL PHOTOGRAPHERS ASSOCIATION OF MASSACHUSETTS

MAY - JUNE 2020

[PPAM.COM](http://PPAM.COM)

Image by Michael Petrizzo



## What's in this issue

Message from the Editor .....	3
President's Message .....	4
Calendar .....	5
Zoom Stock, Anyone? .....	7
COVID19 Resources / Ad .....	8
Member Spotlights .....	10
Marketing After COVID-19 .....	15
Who / What is an Affiliate Juror .....	19
The Importance of Family Portraits .....	22
Sue Ogar's Cards of Love Project .....	23

## PPAM Board Members

### President

Melvin Guante, Cr.Photog., CPP  
president@ppam.com

### VP of Communications

Ella Carlson, M.Photog.M.Artist.Cr.,  
CPP, F-ASP, EA-ASP  
publications@ppam.com

### VP of Finance

Michael Stone, Cr.Photog., CPP  
finance@ppam.com

### VP of Membership

Luciana Calvin, CPP  
membership@ppam.com

### Vice President of Programs

Kristopher Ventresco  
programs@ppam.com

### VP of Technology

Paula Swift, M.Photog.Cr., CPP  
vptech@ppam.com

### Recording Secretary

Lisa Fischer, CPP  
lisa@lisafischerphotography.com

### Parliamentarian/ By-Laws Chairperson

Daniel Bitar  
sunny16rule@verizon.net

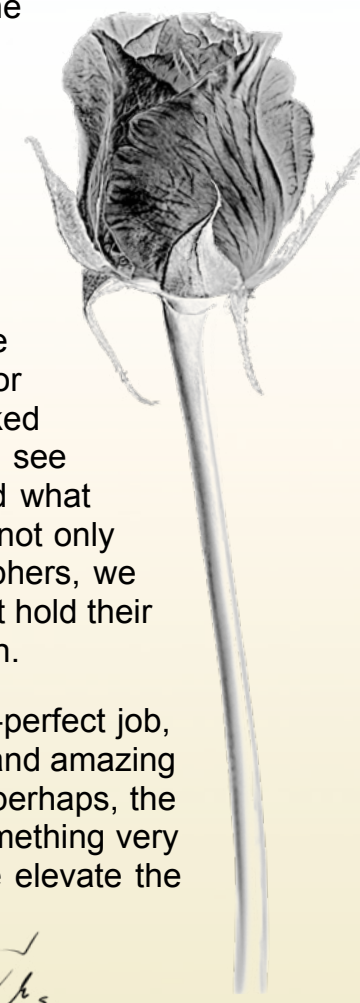
## Message from the Editor, May, 2020

Well, who would have thought 2020 would turn out like this? I remember the Blizzard of '78 and how it caused a bit of a cosmic shift. Before that, there was never a stampede to pack in a week's worth of groceries every time the weatherman predicted a snow storm. Even now, we still feel the subtle effects from that event over forty years later, and that whole adventure lasted only about a week from the first snowflake until most of us got back to work. We are now in our third month of "social distancing" and while it's hard to predict all of the long term effects of COVID-19 yet, it's a safe bet that once things finally settle back down, no one will be without at least a few face masks, several extra bottles of hand sanitizer, and whole a lot of toilet paper for the foreseeable future.

As photographers, we have been hit particularly hard by this pandemic. By definition and job description, the majority of us are "people people." We thrive on photographing weddings, families on location, newborn babies in our studios, executives in their offices, and herds of children at their schools. However, since our work is deemed "non-essential" according to the government, most of us don't have any photography work right now, but ask anyone what they would grab if their house were on fire and suddenly our work product seems incredibly important. We are the memory keepers. We are the people who bolster the egos of high school seniors by making them look and feel better about themselves than they ever knew they could. We are the kind liars who tell every parent that their baby is the most adorable kiddo ever, and strangely, we very often mean it at the time. We are the master negotiators who find a way to wring a hesitant smile out of a sulky teenage boy, and the slap-stick comedians who will do everything from dancing to making fart sounds just to get a stubborn toddler to look in the right direction. We are the field-trained social workers who carefully navigate sessions with autistic children, dodge the land mines at events with acrimoniously divorced couples, and somehow even cordially manage drunk wedding guests. We see it all as photographers.

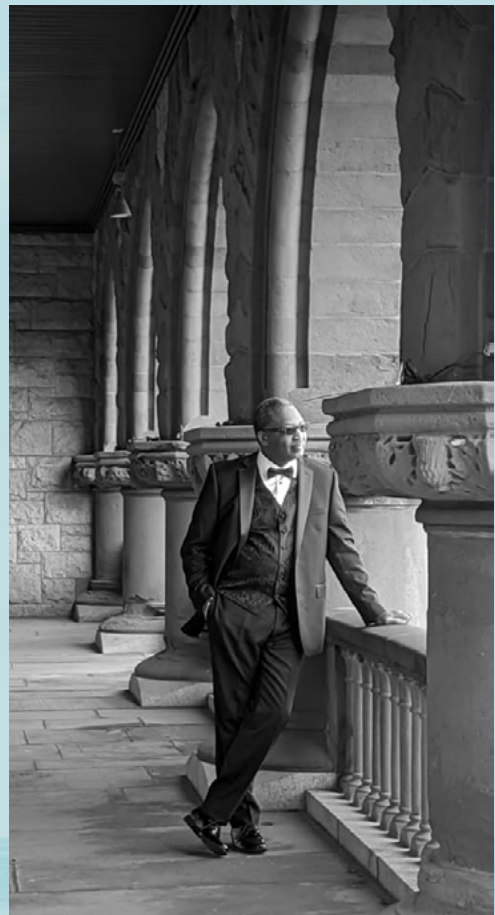
While our work is very temporarily not considered essential, we are the people who make it possible to know what someone's grandparents looked like as a bride and groom and the people who let a dad compare his characteristic nose as a baby with that of his newborn baby. Because of photography, we not only know what Amelia Earhart looked like, or how wacky Einstein's hair was, we also know what our own parents looked like when they were graduating from high school. Photography lets us see how different New York City looked at the turn of the 20th century and what the first house we lived in looked like. We are the creators of smiles— not only at the moment the shutter clicks, but for years after; and as photographers, we also provide the tangible memories that help a grieving spouse or parent hold their broken hearts together while they slowly find their ability to breathe again.

Photography is a challenging, meaningful, and impossible-to-get-perfect job, but somewhere along the line, we all chose to be involved in this crazy, and amazing profession. While not physically "essential," the images we create are, perhaps, the most treasured material possessions that exist in people's lives and something very essential to our collective human spirit. We are photographers and we elevate the world around us with the love that flows through our cameras. ♦





# PPAM President's Message



## What a difference a year makes!

Last year I was strategizing with my VPs on the year ahead before Geradine and I went on vacation/anniversary/cruise in the Mediterranean. This year we had to cancel our trip.

Today, we are in the middle of a pandemic, locked down since March with lots of unknowns. What I do know is that I am the luckiest guy around. I have been given the honor to lead our association and I am grateful for the excellent team around me. We have virtual meetings and are constantly talking to address situations as they arise. We continue to work for you to make PPAM better than ever.

As grim and difficult as the situation may seem, I just know we will overcome all of the obstacles and come out stronger. There is some relief out there, though we have not all benefited from it. Things will change, and what our new normal is we are not sure. We will adapt and make the best of what is given to us.

We had an increase in the number of entries into our Image Competition. I was in awe of all your beautiful work. PPA has moved the District Competition to August and IPC will now

take place in October. Take advantage of this extra time and prepare your Images for District and IPC.

There are things we cannot control, and this pandemic is certainly one of them. What we can do is prepare and get better.

We will continue to provide you the tools you need through our virtual programming to help you succeed. Once restrictions are lifted, we will have the in-person learning that we all crave. We have a great lineup for this year and next year looks to be even better.

I look forward to giving every one of you a gigantic hug, until then I send you a virtual hug. 

*Melvin*

Melvin Guante,  
PPAM President

# CALENDAR OF EVENTS

## *District Competition Registration:*

*March 5-July 16 by 5 pm ET*

## *Late registration:*

*July 17-Aug. 4 by 5 pm ET*

## *District Judging: Aug. 16-21*

## *International Photographic Competition Registration:*

*Aug. 24-Sept. 28 by 5 pm ET*

## *Late registration:*

*Sept. 29-Oct. 6 by 5 pm ET*

## *IPC Judging: Oct. 18-23*

## **PPAM is working on rescheduling all in-person seminars as well as an array on-line programming.**

***Once we are able to congregate again, we'll***

***resume our quarterly seminars. In the***

***meantime, PPAM is working to provide on-***

***line programming. Watch your email and***

***the PPAM website for announcements.***

**The Cover:** This issue's cover image is by PPAM Member Michael Petrizzo, of Falmouth. He is a photographic artist specializing in fine art photography for home, or office, as well as a portrait photographer specializing in everything from beach sessions to head shots. He also owns Fine Art Productions, a Giclee service for artists and photographers.



# 25% off Big Photo Paper Prints!

Promo Code: PHOTO20 | Valid: 5/8/20–6/8/20

Choose any photo paper print with one side at least 20 inches!



Scan the QR code  
to receive texts from us  
or text PPAM to 800.728.2722!

American Color Imaging | [www.acilab.com](http://www.acilab.com) | 800.728.2722  
Framing and some other exclusions apply.  
Visit [acilab.com/specials](http://acilab.com/specials) for full details.  
Thank you © Photography by Carrie for the  
beautiful family image.



## Zoom Stock, anyone?

Most of us only occasionally, if ever, used Zoom for meetings before March of 2020, but things have definitely changed. There is hardly a soul around who isn't "Zooming" on a pretty regular basis, to either touch bases with their kids and grandkids, to say hello to friends, or to keep tabs on work.

PPAM, like so many other organizations, is now having board meetings via Zoom. Elementary and high school teachers are using Zoom for virtual classrooms and there are even Zoom baby showers and birthday parties being held daily. We miss our people contact and Zoom is an easy, safe albeit less personal way to connect.

PPAM's regular quarterly seminars have been postponed at least until the fall, but in the meantime, PPAM is working hard to offer our members programming via Zoom. On April 2nd, Stephen Sedman, M.Photog., Cr. & Cassandra Sullivan, M.Photog., Cr. CPP presented "How to Move Your Initial Contact, Consultation & In-Person Sales Online in the Age of Covid19." There was so much great information in that program. We hope you didn't miss it.

On April 14th, Ella Carlson presented "Troubleshooting Your Competition Images" where she showed participants a bit about what the competition judges look for, as well as how to make some corrections and enhancements that could result in better competition outcomes. If you missed that one, you can check out Ella's videos on Youtube.com. Click here for the links to [part 1](#), [part 2](#), and [part 3](#). Part 3 is a bonus recording with a few things Ella didn't have time to go over during the live broadcast.

PPA has joined the on-line broadcasting in an even more serious way than previously by offering their educational programming at no charge during the pandemic. They are also offering discounts for IUSA, including discounted admission and a hotel discount of \$40 per day. Check out what PPA is doing for you at <https://www.ppa.com/initttogether>

While we can't predict what will happen during the remainder of 2020, it's a sure bet that we're learning new habits and new ways of connecting. Even in a pandemic, staying in touch and seeing each other are so important. Whether we are connecting to our children or with our best friends, or even to an audience, we all need the means to continue those relationships. PPAM is always working to keep the connection to our members strong, valuable and vibrant. Look for more on-line programming soon via PPAM emails or on the PPAM [website](#) and we look forward seeing everyone in person as soon as that is possible. ♦



Feeling A little cooped up?



PPAM wants to help!



## COVID Resources

PPA's Relief Package: <https://www.ppa.com/inittogether/relief-package>

[PPA Dues Assistance Application](#)

From the [Massachusetts Creative Council](#)

[The CDC](#)

<https://blog.photoshelter.com/2020/03/coronavirus-covid-19-resources-for-photographers/>

<https://phlearn.com/resources/>

<https://theblog.adobe.com/grants-and-resources-for-artists-during-covid-19/>

<https://www.asmp.org/asmp-covid-19-info-hub/>

<https://www.photographerswithoutborders.org/covid19-resources-for-storytellers>

<https://outdoorphotographyschool.com/14-ways-to-improve-your-photography/>

<https://www.ppa.com/inittogether/education-unlocked-in-it-together>

<https://www.creativelive.com/>

<https://parade.com/1014515/jessicasager/free-online-courses/>

[Women: How to Cut Your Own Hair](#)

[How to Cut Men's Hair](#)

**Note:** Don't forget that we aren't the only ones feeling the financial effects of the pandemics. If you are financially able, think about renewing your membership to your favorite museum early to help them out.

### Forced to Relocate due to COVID-19...

After 13 years in his current location, Jeff Baker is moving his Worcester studio into his home studio space and does not have room for many of the things that make a studio a studio. He has a 12', four roll electronic background system with canvases, muslin track, a lighting grid for the ceiling to keep your stands and cords off the floor, and lots of props as well.

If there is anything you might be looking for, contact Jeff at 508-769-6113 or [Jeff@VisionsbyBaker.com](mailto:Jeff@VisionsbyBaker.com)

# A huge "THANK YOU" to our PPAM sponsors





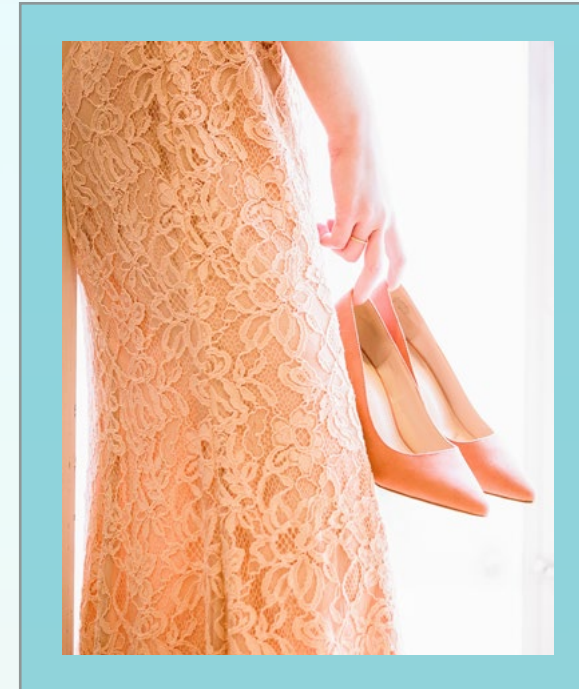
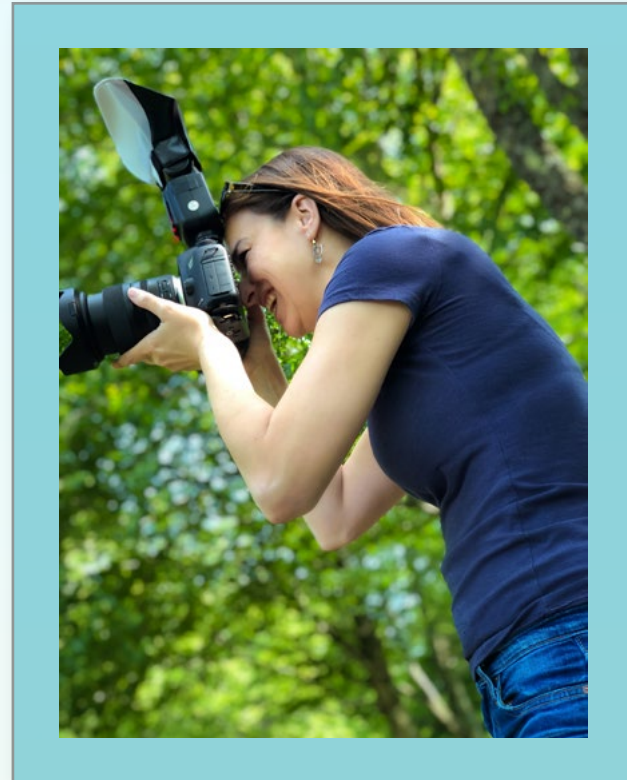
## MemberSpotlight-Rachel Smook

PPAM member Rachel Smook grew up in Charlotte, North Carolina and moved to Massachusetts in 1995. She's been located in Northboro since 2006. She is a practicing psychologist in addition to her work as a photographer. She remarried last summer, "a wife this time around" and they are raising three teenagers: a girl, 17, and a boy and a girl, both 14. Rachel says that her wife has been a really good person to be quarantined with.

Rachel has been able to continue to work in her [psychology practice](#) during the pandemic. "My psychology practice is considered essential service, so I'm still able to work. I've been using video conferencing. I do miss getting together with people." Like so many others, her photography business has been put on hold temporarily. She is a sort of general practitioner of photography, doing weddings, events and portraits mainly, but she is resisting the idea of narrowing down to any particular niche. She feels portraits are the most straightforward part of her work. She greatly enjoys bar and bat mitzvahs since she has two kids that age and she relates strongly to the kids. She finds her mitzvah subjects to be adorable. She also likes to take the opportunity, while shooting weddings, to play with fine art ideas.

Rachel is also a great believer in the idea of artistic cross-pollination. One way her areas of interest intersect is that she uses her psychology skills in her photography. Another way that she builds her creative muscle is by attending an annual song writers retreat. She first attended the retreat as a photographer, but then she fell in love with the experience as well as the area. Every summer for the past four years she has gone to the camp which takes place on coastal Maine, near Bath, an area she describes as "magical" for her. It's located on 200 acres on a cove. Her time there is extremely creative. She loves being able to sing and having a week to completely unlock her creativity through another medium. Song writing makes her think differently and she returns home excited and inspired. "It's become a huge part of my life and creative process and I've formed relationships with some of the best people I've ever met."

Rachel credits photography with saving her life. "When I started, I had been in a long marriage that was ending, a shock and surprise to both of us. I had just had a major loss, and that made it hard to get out of bed in the morning. I had these kids that needed me. It was bleak. The first thing I did was to sign up for a photography class. There hadn't been room in my marriage to pursue my own passions. There just wasn't space. In the course of learning to take really good pictures, I could teach myself how to wanted to see the world. It became a mindfulness practice to see what was beautiful. I used my camera



to give me what I wanted to see rather than what was there. I'm deeply passionate about this work because of that. It really saw me through that part of my life that I didn't think I could get through."

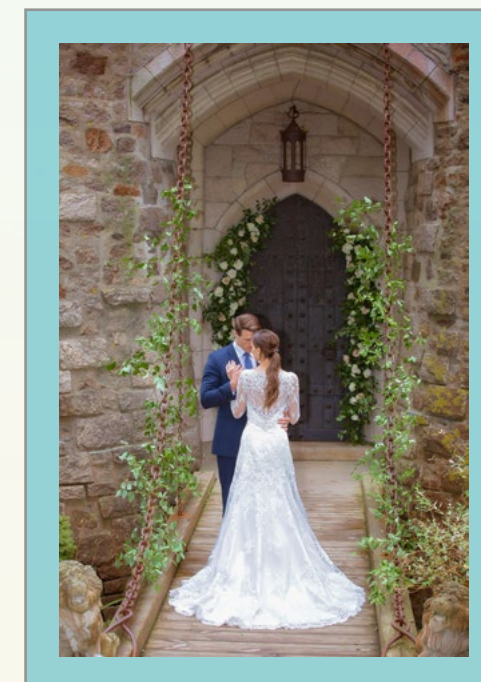
Her photography-related wish would be to have the time and funds for more in-person workshops and hands-on workshops. "I feel every time I do one, I come out with so many ideas and my work takes a step forward."

Her very first PPAM workshop was with amazing [Ed Pedi](#). "Oh, yeah!" was her reaction in a nutshell. "I enjoy getting to know people and I enjoy the collaboration I've found through PPAM. There is a strong give and take with referrals. I also enjoy very much the workshops and training available through PPAM. I used to do a lot of speaking so I have great appreciation for people who do that." Rachel appreciates feeling like a part of the PPAM community. She states, "I've never been treated with anything less than big smiles and a welcome. I really appreciate the camaraderie."

Rachel credits [Andy Weigl](#) with being the most influential photographer for her. "Andy is a dear friend. We practice together and learn together and work together. It's a really wonderful combination of work, and he is one of my most essential connections. She is also inspired by the work of [Sue Bryce](#), [Audrey Woulard](#), [Dory Howell](#) and [Rachael DeBoer](#). One of her earliest influences was [Zoe Berkovic](#), a New York photographer. Rachel had a coupon for a discount session and went to New York with her daughter in order to have Zoe photograph them. Rachel's intention was to only buy a small print. They all met up in Central Park. It impressed Rachel that Zoe's husband schlepped all of Zoe's samples to the park, and once Rachel saw all the ways in which the images could be purchased, she very quickly decided that she needed a wall portrait at least. She says the album produced from images from that session is the one thing that she would grab if her house were on fire. "That session really influenced how I now relate to my clients."

Rachel recently had one of her images published in "Click" magazine. It was very exciting. She also did her fourth music album cover and that will come out this spring. For that, she went to Nashville for musician, [Anne E. DeChant](#). This was the second album that Rachel did for her. Anne's producer was Dolly Parton's guitarist for years. Rachel did that session during ImagingUSA 2019. She said that it was the first and only time that someone called the police during one of her sessions. They were doing some images in Anne's very cool bathroom with a claw foot tub. A neighbor saw the strobes flashing and tried to call but got no answer. They were all busy with the session, so the neighbor called the police. The police arrived at about 11:30 at night to check on the situation.

Rachel has learned through her multiple passions to listen to what people aren't saying even more than what they are. She is also devoted to helping women make space for the shift in their lives from mainly taking care of their children and others to mapping out their own journeys. Rachel's experience with putting people at ease helps her greatly in her photography. Rachel states that photography is just another avenue to explore the "human story" stuff. ♦



[Rachel's Website](#)



## Member Spotlight - Melvin Guante

We all know Melvin. It would be hard not to know who the president of our organization is. He's the soft-spoken and thoughtful man at the helm of PPAM, working to do whatever he can to keep PPAM strong, even in the midst of this very unsettling pandemic situation. Melvin's other job is working as an EMT. That's right. Melvin is a "front liner" in this time of COVID19 when that's a pretty heroic thing to be, so it's very appropriate that we spotlight him in this issue of the newsletter.

Melvin's mother wanted him to be a doctor or lawyer. For her, being a professional was the way to be a success in life. Melvin started out to be a doctor so the transition to being an EMT was a pretty smooth one. He goes on to say that being an EMT is very rewarding, but not nearly as glamorous as some people may think from what they see on TV.

Melvin hails from a large family, many of whom have moved to the warmer weather of Florida. His love of photography began early in his life. With his family, Melvin moved from the Dominican Republic to NYC when he was five. While staying with his uncle, Melvin was introduced to photography. His uncle "always had the latest and greatest toys," and as a hobbyist photographer, had a good camera and a big lens. This was Melvin's introduction to photography. His uncle spoiled him and Melvin says that it was exciting.

Melvin began his professional photography career as a photography assistant when he was very young. In 1980, he started working with JB (James Boykin) and did the occasional wedding and event. He's had his own business for the past seven years.

I asked Melvin who the most important person in his life is and he laughed and said, "If I don't say 'my wife', she'll kill me." Then he thought for a moment longer and admitted that it really *would* have to be his wife, Geradine.

When asked who was the strongest influence in Melvin's photography career, he said the first person would have to be Nancy Green. "I've had a lot of people who have been mentors and who opened their homes and hearts to me. To think how generous this profession is, well it's just wonderful. Nancy is definitely number one. Don Chick has been wonderful as well." Melvin also mentioned Gillian Randall in Vermont. She told him, "You're having some issues here. Come up one weekend and stay here and we can work on that together." He did



and he's grateful. Then there is Ed Pedi, Linda, and so forth and so on. "Right now, I work with Steve Sedman and I do a lot of second shooting for him. It's been a great symbiotic relationship. He's helped bring my event photography to a lot better place as well as helping with my photography overall... making that next shot an award winning shot...and working with me on how can I take my images from OK to WOW. Steve has helped with that. Not mentioning all the people who have helped me would do them a disservice, but there are many."

When I asked what special honors Melvin had received lately. His response was that his biggest honor is being president of PPAM. He says it's a wonderful job, although admits it has its moments. He says, "Knowing that I've been entrusted with making the association better for everybody... I have so much love for it. Geradine always says I'm happiest when I'm around other photographers. I really light up and I'm very happy when I'm with my PPAM friends." He continued that it's scary to be the one who is helping shape the direction of the association, but his goal is to make sure PPAM is here for the future to provide a home for all the photographers to whom it means a great deal and can offer so much.

I asked Melvin what his favorite photographic subject is and he answered that he loves photographing schools. "I do like photographing school kids. They are funny and think of the photography session as an escape." Melvin lights up when he talks about the kids. He said the kids know him by now since he's photographed the same schools for years, and they respond to him right away. "It's hilarious seeing them trying to get away with the silliness. I tell them, 'I see you! Stop doing that.' I call them out. It's fun. I do enjoy it."

Infrared photography is also an area that Melvin finds very exciting. "Once I pedaled 5 miles even though I hadn't been on a bike for ages. I literally crawled back because I went too far. Infrared landscapes ... that is my zen." He also enjoys speaking on that topic. Before the pandemic, Melvin was scheduled to be in Michigan speaking on the topic of infrared. He was debating whether to drive or fly, but he knew if he were to drive, it would be "stop, stop, stop for photos on the way and it would take three times as long as the GPS predicted." I see everything in infrared.

"The other thing that really gets me going is underwater photography. Wayne Tarr is the troublemaker that got me doing that. Spending the weekend with him, it's wonderful. It was like a little mini-vacation."

I asked Melvin if he could wish for anything photography related, what it would be? He answered that he would love to have a "real big humongous pool with 18 percent gray painted all over the floors and walls with a beautiful lush garden right next to it."

Melvin credits his experience with PPAM in helping with more than just photography. He says, "It's helped me be a little more outgoing and socialize with people. I used to be more of a 'hide in a corner' kind of person." I think we're all happy that Melvin isn't hanging out in a corner any longer. ♦



[Melvin's Website](#)



## Most Popular Items & Trade Show Specials



-\$30

LITRA  
**LitraTorch Photo & Video Light**  
\$49.95  
Offer good through 6/30



-\$10

Hoodman  
**HoodLoupe Outdoor Loupe for 3.2**  
\$79.99  
Offer good through 6/30



-\$5

Promaster  
**4-Layer Gloves**  
\$34.99  
Offer good through 6/30



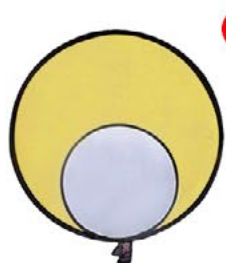
-\$10

MiniMax  
**Portable & Collapsible Stool**  
\$39.00  
Offer good through 6/30



-\$15

Magmod  
**Magbeam Wildlife Flash Modifier Kit**  
\$59.95  
Offer good through 6/30



-35%

Promaster  
**12" Reflector Discs**  
Save 35%  
Offer good through 6/30



-\$10

Savage  
**Luminous Pro LED Video Light**  
\$89.99  
Offer good through 6/30



-\$10

Sirui  
**3T-15 Tabletop Tripod with B-00 Ball Head**  
\$79.90  
Offer good through 6/30



-15%



-15%



# Marketing After COVID-19

By Aly Elliott, M.Photog.,CPP

We are beginning to see the light at the end of the quarantine tunnel (hallelujah!). It has been a tumultuous and scary time for everyone, decidedly for business owners. With the abrupt halt of business operations and the loss of many business opportunities, we've had time to ponder what the future may hold. Now is the time to look forward. We can do better than getting back on track; we're going to come out swinging for the fences. We have time to make up for. We have money to make up to meet our goals. We are motivated. That being said, there has to be a plan. Let the chaos end and the calculated work begin.



Hopefully, in addition to watching Netflix in its entirety, you've used this down time to catch up on a year's long to-do list or scheduled posts until the end of time. Have you started a newsletter you'd been meaning to? Added a new social media account? Refined your website? Taken a new head-shot of yourself? Organized all your paperwork? There are a million ways for this to have been time well spent; make sure that going forward, you've put yourself in a position to take a load off of the you that you'll be when busy hits again (and it will hit again!). If you haven't made progress in that arena, you may still have time. People are nervous and may not be ready to hit the ground running like business owners with bills to pay – it may be a slow start back to business. We still have time. Use it.

You've probably heard the word "unprecedented" more in the last 2.5 months than 2019 you ever thought possible. If I never hear that word again, it'll be too soon. Truly, though, this time is unprecedented. We are making history. Let the scar on my hand from reaching into the air fryer too

soon not be the only lasting memento I have from this time. In this unprecedented (there that word is again) time, we can't know for sure what the future will hold. However, we can look at a few events in American history to help predict consumer behavior after global crisis. The second world war ended in 1945, bringing on a period of recovery for much of the world and an economic boom to America. While we aren't in the boom, we will be in the bounce-back. More important to post-covid19 than that, though, is the value shift seen after world war II. Movies with happy endings soared at the box office. Board games became popular for families. Family vacations began to be what they are now. Consumers put money where they see





## Marketing After COVID-19, continued ...

value and in a post-crisis world, value is seen in family heirlooms such as photography and long-lasting imagery products. More recently, the attacks of September 11, 2001, thrust the world and country into a new era. In a similar way to what we're witnessing now, there was a feeling of lingering threat among consumers. People were more cautious and a permanent shift in mentality occurred. What we're seeing today is what could turn out to be a permanent shift in comfort levels, now based on health and safety measures.

Naturally, health and safety has always been a priority of ours as business owners (at least I certainly hope so!). As a consumer, prior to 2020, it was a latent concern for most. Most consumers would assume cleanliness unless given a reason to worry. That has changed. Now our clients need to know precisely what we're doing to keep the studio (and props, equipment, ourselves) clean and sanitary. As part of our marketing campaign, we need to be able to pass along that we see their concerns and have met those concerns with solutions. Take that worry off their shoulders. Offer up the information so they don't have to wonder. Did you get an air purifier? Tell them! Are you spacing appointments out more than usual? Let them know! Is your UV wand going to sanitize your wardrobe in between clients or do you have a fleet of cleaning products on stand by? Lay all of that out so any questions lingering in your clients' heads are immediately answered. Any hesitation should be quickly overcome by excitement in a portrait session. Creating a post-COVID19 marketing plan to alleviate concerns allows more room for clients to relax and have an



overall positive experience with you. It can be a section of your newsletter. It could be a series of social media posts (casual, see, we're so relatable!). It could be a pamphlet in your welcome packet or a separate little notice to send out alone. Make it known that cleanliness, health, safety is a big enough concern for you that it doesn't have to be a second thought for them when it comes down to their session. It's already taken care of. In addition to making it known, make sure you do some research so you're comfortable with your sanitation methods. Make sure you know the products you're using (chemicals, organic, anti-bacterial, etc, etc, etc). Everybody is a google expert on germ-spreading now so expect questions. Know your process before you even do it once. Ease your clients' worries and allow your business to be a sanctuary.

This is also a good time to go over your contract. What are your cancellation policies? Are you comfortable relaying that information to clients not only at the time of signing, but when it comes down to something like this (I know, unprecedented), where you're going to have several events canceled or sessions postponed indefinitely? Talk to your lawyer and consider yourself how your business needs to proceed.

We are all storytellers. We are storytellers living in an historic time. You've probably seen the meme that says something along the lines of "We're not all on the same boat, but it's the same storm." Each person has an important story to tell and now COVID19 is part of that story. Graduates who lost the end of their senior year. Babies born in the midst of quarantine. Parents who came out of quarantine expecting a new baby. Front-line workers who had to spend time away from their families. Each client we'll have in the foreseeable future has been impacted by COVID in some way. Each of us as photographers can assist them in creating something to preserve this memory. They may have missed their graduation or baby shower, but boy do they have a story. Tell it. That's the fun part of all of this. Any images we create in this time will be looked back on as a part of the year of corona, so make it good.

As we forge ahead toward (hopefully) brighter days, remember that we are keepers of time. We are preserving this incredibly important moment for future generations. We are preserving this time in a big picture, but also for each client's story, for their grandchildren and so on. We are storytellers and we are businesspeople, so we forge ahead in a calculated and professional way. ♦

Aly Elliott is wife to Sam, mother to six {Boston, Keely, Callum, Beckham, Marnie, August}. She has college degrees in Fine Arts {Studio} and Marketing, as well as a Master of Photography. Aly is also a CPP. To learn more about her credentials, visit: <https://www.linkedin.com/in/alyelliott/> . Aly lives and photographs in Bloomington, Indiana. In her adorable little studio on the square or a variety of beautiful locations in and around town, Aly strives to create memories and preserve a fleeting moment that could otherwise be lost. She dives deep into image competitions each year to continually learn, improve, and create something new. Marketing is high on the list of Aly's passions.

**A HUGE THANK YOU** to Aly for this wonderful article!





## PPAM IN-PERSON MEMORIES



## What/Who is an Affiliate Juror?

By Nancy Green, Master Photographer, CPP, Affiliate Juror  
Juror Excellence Committee, Vice Chairman

There is a committee whose responsibility it is to oversee the process of choosing and retaining the affiliate jurors who judge at IPC and Districts. They are the Jurors Excellence Committee or the JEC. This committee is comprised of PPA approved jurors. Here is the description of a good juror as per the JEC:

A juror knows how to:

- Objectively evaluate an image
- Use the 12 Elements of a Merit Image to evaluate images
- Follows rules & protocol of judging
- Good communication skills
- Listens, persuasive, confident / not arrogant, concise, and open minded
- A team player, attentive, works well with others, flexible, good character, positive attitude and respectful
- Has integrity and enthusiasm

In other words, there is a lot expected from not only their ability to recognize a merit image, but also of their persona that is integral for a successful judging.

To become a judge, you need your PPA Master's degree, CPP and at least 25 Exhibition Merits. You also need to attend the official PPA Judges Workshop, send in an application, take (and pass) the "In

Person Exam" (IPE), submit an essay on why you think you'd make a good juror and record 3 image critiques to be evaluated by JEC. The JEC also requires several evaluations from affiliate (like PPAM) competitions you sat on panels for. These evaluations can only be given by PPA Approved Affiliate Judges.

It is not easy to get to be a PPA affiliate juror as few people actually go the full mile to become one. Once you have gotten accepted, you then become a "probationary" juror for 3 years before you are official. While a probationary juror, you are required to judge at least one affiliate (or state affiliate) competition a year to get evaluations.





## What/Who is an Affiliate Juror? continued...



Currently, PPAM is lucky to have two people who are affiliate jurors: Nancy Green and Ed Pedi. We try to get people from out of state that are affiliate, but we aren't always able to get them from a "drivable" distance. The PPAM budget isn't set up for bringing in anyone too far away that incur travel expenses. On occasion we may have to have one of our own serve on the panel to fill the need of having an affiliate juror.

The rest of the panel would consist of people that are JIT's or considering the path to become an affiliate juror and would like to have the experience. These people may be judging for the first time or maybe for the 20th, they do it for the knowledge and love of competition.

If you would like to learn more about what happens during image competition, I would suggest volunteering to work with the Competition Committee. It is a blast and so very educational! If you would like to know more about the Judging process be sure to ask either [Nancy](#) or [Ed](#). AND if you'd like to know more about BECOMING an affiliate juror, ask Nancy. ♦





# The Importance of Family Portraits

By Susan Edni\*

## WHY NOW?

This story is for you, mum, and I called it “Why Now?”

“Ugh - really - we have to go to the studio for a portrait? But why?”

My mum was visiting us from London as she did every year and Udi decided he wanted to create a portrait of my mum and me and the children. It wasn't that we were against the idea but as always, we had other 'stuff' we wanted to do. The kids wanted to go out with friends and my mum and I didn't feel like going out. Nobody wanted to get nicely dressed. None of us understood why we had to do this now.

However Udi, being Udi, insisted and so we went and I remember saying to Udi that he owed us 'big time'.

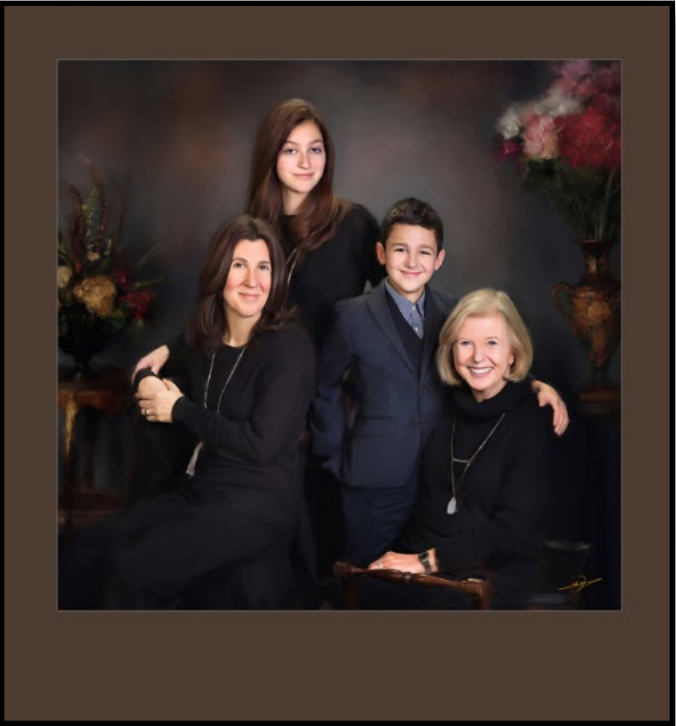
That's how it started in February of 2016. We got dressed and did our hair and I remember that my mum wore one of my necklaces. I always laugh when I think of us having broken our studio golden rule - don't come hungry to your portrait session! Well we did, so after an hour or so at the studio, we all got hungry and we left poor Udi to finish up and we walked to find the nearest place to eat.

A few weeks later, mum was now back in London, and Udi showed me the images he had worked on to create our portrait. Well, like any woman, I immediately focused in just on me and picked on everything....my hair, my wrinkles and just generally what I looked like.

Here's what I didn't know. At the time of creating this portrait, my mum was not well. Six months later she died from Leukemia. My mum never got to see our finished portrait.

I have to admit that it took me quite a while to be able to look at that portrait without being overcome with tears....but when I did, I looked at it with very different eyes. I saw the most beautiful and precious portrait of me and my mum and my two children. The touch of our hands linking us together (my mum really did have the most beautiful hands), my necklace mum borrowed, the cheeky grin of Ollie who made us laugh that day and Roni who was growing up so fast and how both children truly loved to spend time with mum and how close they were with her.

I didn't focus on me or how I looked, that didn't matter. I saw three generations of my family together. I felt such emotion, I could 'hear' the laughter between us all and 'feel' how every room lit up with my mum's smile. This is exactly how mum would want to be remembered, how she would want us to think of her. She no doubt would laugh with us today of that whole experience but she too would be so grateful that we have this, and that my children will have this one day to share with their children.



I know my mum did not like to have her photo taken and if I'm honest, I am the same way. If it was up to me and my mum, we would never have gone to the studio that day or any day.

I have photos on my phone of course, we all do, and in boxes and in albums. I look at them on occasion as do my children. It's a comfort to know that I have them.

But, this portrait on my wall that I see every day is different. It allows me to 'touch' my mum's face as if she is in the room and to feel instantly connected to her. I see my mum's smile every day, and I see how much the children have grown up but yet are still the same. For me, this portrait takes on a lifelike quality that no photograph can ever do.

My mum was truly my best friend. She was kind, generous, smart and had a brilliant sense of humor! My mum and I would email at least ten times a day, we both kept such a strong presence in each other's lives. Mum made sure that my children really knew her, despite being an ocean apart. In some ways for me, the pain is even stronger the more time goes on.

So, now it is me who owes Udi 'big time'. If we had waited, we would never have been able to do this. We all have other things we have to do and I get that having your portrait is not top of everyone's to do list. I often think what if we had not gone to the studio that day? If we had waited for the next time mum visited?

My mum didn't come to the studio to create this portrait for herself....she did it for me, for my children and even though I can't tell her thank you, I thank her every day when I see her portrait.

I finally understand the 'why now' better than anyone. Without a doubt, this is the best gift I have ever received and one I most definitely will be giving to my children. ♦

\* Susan Edni is the wife of PPAM member [Udi Edni](#), M.Photog., ASP State Representative

## Sue Ogar Creates “Cards for Love” During Covid 19

Sue isn't letting a pandemic stop her from spreading a little love around. She has donated over 200 fine art photography cards so far to people in quarantine, so that they can stay in touch with loved ones. She just did a special Mother's Day card, because it's difficult for many people to make it to a store to even find cards right now. She does a socially distanced pick up outside of her studio and delivers to people's door steps. Sue is just one more reason to be “PPAM proud.”

[www.susanogarphotography.com](http://www.susanogarphotography.com)  
508 • 277 • 6140 ♦ Northborough, MA

