



SPECIAL EDITION NEWSLETTER



2024 **EVOLVE** WRAP-UP

Photographic Inspiration, Education & Community

CONTENTS

The 2024/2025 PPAM Board	PAGE 3
Degree Recipients	PAGE 4
Photographic Competition Awards	PAGE 5
Tracy Gilford Spirit Award	PAGE 6,7
National Award	PAGE 8,9
Sponsors	PAGE 10
Upcoming Events	PAGE 11
Things to Know	PAGE 12



Evolve 2024

CONVENTION PHOTOS HERE





WELCOME TO THE 2024/2025 EXECUTIVE OFFICERS

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DEGREE RECIPIENTS

Naomi Waters, the PPAM Degree Chair, presented Service Degrees and Photographic Excellence Degrees and Gold Stars at the PPAM Awards dinner.

The "Service Degree" is designed to recognize members who volunteer their time and expertise to help run the organization. There are a variety of opportunities, especially during the annual convention, to earn service merits. Once 50 merits are earned, you are awarded the Service Degree. For each additional 50 merits, a gold star is earned. The "Degree of Photographic Excellence" is earned by entering PPAM Image Competition.

The following members earned PPAM Degrees or Stars:

Adriana Kopinja - Photographic Excellence

Cassandra Sullivan - Gold Star

Kris Ventresco - Gold Star

Trish Gilmore - Gold Star

Cathy Broderick - Gold Star

Nancy Rich - Photographic Excellence

Mike Stone - Gold Star

Bob Joynt - Service



Chart for Service Degree:

Total Merits Per Year Description

5 - Leadership Position

(President or Vice President of PPAM)

3 - Year-Round Position

(Chair, Committee Members)

2 - Convention Based Positions

5 - PPAM Speaker

(5 merits per program), Image Competition Judge

1 - Article for newsletter (max. 4 per year)

2 - Membership first year

1 - Membership, additional continuous years

1 - PPA Council

1 - Member Referral Program (max. 10 per year)

PHOTOGRAPHIC COMPETITION AWARDS

PHOTOGRAPHIC COMPETITION CHAIRS: CATHY BRODERICK & STEPHEN SEDMAN

Photographic Excellence - Trish Gilmore
Silver Evolve Award - Cathy Broderick
Bronze Evolve Award - Karen McCall
Grand Case Award-sponsored by ACI - Karen McCall
Court of Honor-Album - Cathleen Broderick
Court of Honor-Artist - Karen McCall
Court of Honor-Illustrative - Cassandra Sullivan
Court of Honor-Portrait - Cathleen Broderick
Court of Honor-Wedding/Event - Ann Dreiker
Highest Scoring First Time Entrant - Jennifer Carroll
Highest Scoring Image Non-Member - Judy Reinford
Highest Scoring Animal Image Makers Award - Karen McCall
Highest Scoring Image by a CPP Award - Karen McCall
Highest Scoring ASP Member Elite Award - Karen McCall
Creative Theme - Marisa Balletti-Lavoie



Specialty Awards

Wedding - Posed - Trish Gilmore
Wedding - Documentary - Trish Gilmore
Portrait of 1 or 2 People - Trish Gilmore
Portrait - Pet - Abby Sullivan
Portrait - Newborn - Paula Swift
Portrait - High School Senior - Enid Ricci
Portrait - Family - Cassandra Sullivan
Portrait - Children - Michael Stone
Portrait - Boudoir - Adriana Kopinja



Specialty Award, continued

Illustrative - Nature - Ann Dreiker
Illustrative - Reportage - Karen McCall
Illustrative - Landscape-Cityscape - Karen McCall
Illustrative - Commercial - Nancy Rich
Illustrative - Animal - Simon Bunyard
Artist - Karen McCall
Artist - Illustrative Portrait - Karen McCall

Judge's Choice Awards

Cris Duncan to Adriana Kopinja
Cindy Dover to Paula Swift
Ed Pedi to Enid Ricci
Larry Lourcey to Yedi Koeshendi
Julie Savage to Melvin Guante



THE TRACY GILFORD SPIRIT AWARD

PPAM is very excited to announce a brand new award, The Tracy Gilford Spirit Award. It is awarded in recognition of service and giving spirit to Professional Photographers Association of Massachusetts and the photographic industry.

This Award will be presented to individuals for distinguished service to PPAM for 10 or more years. The Award shall be presented (one) annually to an individual who, by their ability, ingenuity, and selfless sharing of talents, has enriched PPAM and provided service of far-reaching value. The award is not necessarily conferred each year and may be awarded a total of 25 times.

Tracy Gilford has been a member of PPAM since 1985. This year we award Tracy himself this distinction and wish to thank him for his endless dedication for being the official photographer at the PPAM convention for more years than we can remember. His work in capturing the history of PPAM can go unnoticed to those that aren't involved in the inner workings of the association. His unobtrusive quiet way of capturing every moment is a testament to his true professionalism and his dedication to PPAM.

Tracy has a heart of service...from boy scouts, to cleaning and picking up trash at the Korean War memorial because his dad served, he parked cars and was the official photographer for the pine speedway reunion, volunteered for the Groveland Historical Society as well as serving for 40 years on the Groveland fire department. He also has avidly supported and been deeply involved with raising money for Alzheimer's and Huntington's diseases.

These are some of the other organizations and activities that he has been involved in: Army Reservist, Volunteer Firefighter, Groveland Historical Society, American Legion, Community TV volunteer, Involved with his local church, 30 plus years as loyal and dedicated Mark Lawrence Photographers employee.

Congratulations Tracy and THANK YOU for your many years of service to PPAM!



THE NATIONAL AWARD

This year's recipient of the PPA National Award is Paula Swift. Paula has volunteered with PPAM for years. She has served PPAM in many roles. From her earliest days as a member, she valued improving her work through the image competition process and wow'd judges, often taking home more than one award. She has shared her craft and expertise formally through teaching others, on more than one occasion, and has led multiple educational programs for PPAM and Photopaloozas.



Over the years, Paula has served PPAM in some of the more thankless roles - as Executive Council Secretary and on the PPAM Nominating Committee. She is a PPA approved juror and have served on the PPA Council. She has also served as Image Competition Co-Chair, and was instrumental in helping PPAM convert from "print competition" to "image competition" and helped pave the way for digital entries and digital judging.



She has also served as the VP of Technology and webmaster. And most recently she has volunteered for one of the most challenging and demanding roles, as President of PPAM.

Larry Lourcey said it best - Taylor Swift is the musical equivalent of Paula Swift. (Maybe awesomeness just goes with the name?) And like the other Swift, Paula has been an artistic storyteller for most of her life. She picked up her first camera around the age of 8 and was drawn to photograph people and children, and the cats they had when she was growing up. Her sister Gina was older and though she lived out of state by that point, Gina was Paula's closest mentor and teacher. She gave Paula her first film SLR (a Minolta SRT101).

In those early days, Paula only knew to keep the needle she could see in the viewfinder in the middle so the exposure would be correct. When Gina returned for another visit, she showed Paula how to develop film, and print Black & White, in a tiny closet in the basement of her Longmeadow home. Paula was hooked watching images magically appear under the red beam of light as she moved the developer back and forth over her first print. She pursued photography on the high school newspaper and went on first to a 2-year college to learn more about the fine art of photography coupled with art history and graphic design.

National Award Continued...

She then transferred to a 4-year college where she was accepted into the Communications Media - Photography degree program. (I believe that is where she also met her husband, Chris?)

Her sister Gina had moved to California and was a photojournalist there, and one summer she invited Paula out to visit and helped her build her portfolio. At that point, Paula says she knew she wanted to be a photojournalist - to tell people's stories through her eyes. She landed an amazing internship in her last year of college at the Worcester Telegram & Gazette, which led to freelance opportunities, then part-time work, and then a full-staff photographer. After 10 years, with a growing family, she knew she wanted to continue photography, but not for the paper. She began her portrait business, Paula Swift Photography, so she could continue telling people's stories through her amazing eye.

Paula has received many professional awards and accolades in her career. She has won too many photographic awards to list here. Her work has been published in numerous, internationally known publications. She has taught classes, and is a photographic competition judge herself. She has written the book - literally - on Storytelling Portrait Photography: How to Document the Lives of Children and Families.

As Paula & Chris' family grew to 3 sons (hockey players), along with a dog and a cat, and Paula and Chris both running her own businesses, you could rightly assume she was a busy person - and with a lot of heart. And in spite of all that busyness and because of that heart, Paula has served PPAM and shown herself to be beyond deserving of the PPA National Award.



THANK YOU!
TO OUR EVOLVE SPONSORS...



PHOTO & VIDEO
Hunt's



ADDITIONAL EVOLVE CONTRIBUTORS:



UPCOMING PPAM EVENTS

SUNDAY **APRIL 7**, 2024
PHOTOPALOOZA

**Creative Lighting Techniques and Production for
Wedding Photographers**

Kristopher Ventresco (Easton)
10am - 4:30pm

WEDNESDAY **APRIL 8**, 2024
PHOTOPLA00ZA

**Elevate Your Mindset and Setup Your Business So You
Work Smarter Not Harder**

Seraphine Wanami (Braintree)
10am - 4:30pm

WEDNESDAY **APRIL 17**, 2024
PHOTOPALOOZA

**Nurturing Moments: A Guide to Newborn Photography
Photopalozza**

Elaine Freitas (Concord)
10am - 4pm

MONDAY **APRIL 22**, 2024
QUARTERLY PROGRAM

**The Fastest Way to Make a Profit is to Make a
Difference**

Ronan Ryle
Holiday Inn, Dedham
10am - 4:30pm

MONDAY **JUNE 10**, 2024
QUATERLY PROGRAM

Light Them & Sell Them

Gary Box
Holiday Inn, Dedham
10am - 4:30pm

THINGS TO KNOW

Be sure to check out the PPAM blog, we would love to have you contribute!



We are planning a
PPAM SUMMER SOCIAL...

Keep an eye out for details coming soon!

We are looking forward to so many great things happening at PPAM this year, but it takes teamwork to make the dream work. Be on the lookout for volunteers opportunities!



AS ALWAYS, FOLLOW US ON FACEBOOK AND INSTAGRAM

THE PPAM WEBSITE HAS ALL THE INFO YOU NEED



HOW ABOUT SOME FUN PPAM MERCH



SEE YOU IN MAY FOR THE NEXT NEWSLETTER...