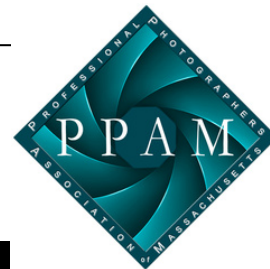
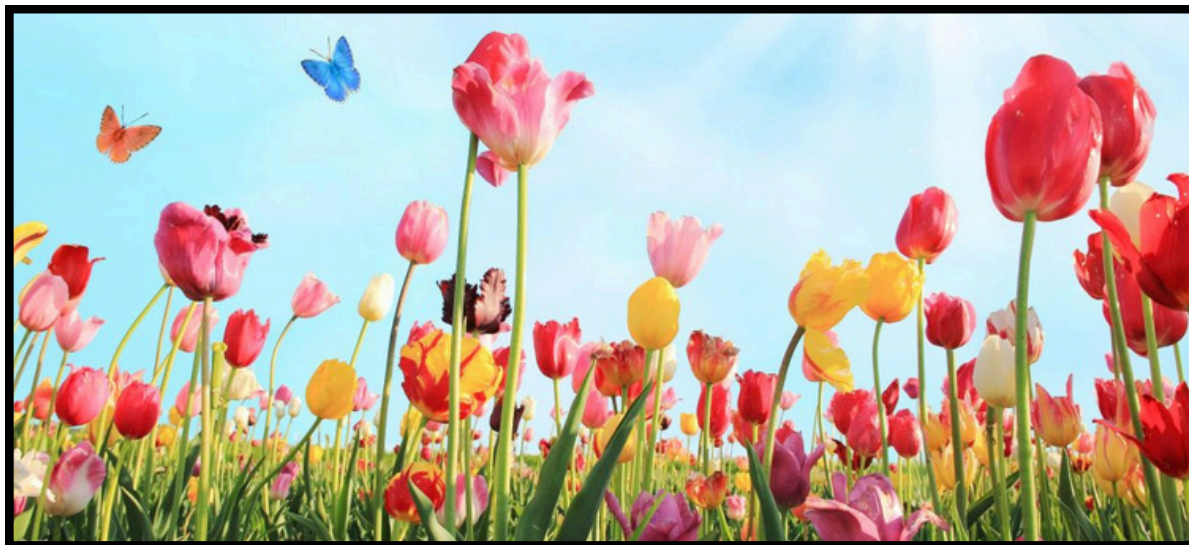

The PPAM Pages

May 2024 NEWSLETTER



PROFESSIONAL PHOTOGRAPHERS ASSOCIATION OF MASSACHUSETTS



A message from your President:

May 1st is the start of PPAM's new year, and I have to say that I'm just wicked excited about all that is happening with our organization. PPAM volunteers have absolutely stepped up to fill some voids and take on new challenges, all while bringing their own personality and creativity to the tasks.

I just finished my 6th 'binge-watch' of Ted Lasso (I need some new ideas, help!); in Season 2, Ted said, "Don't bring an umbrella to a brainstorm". It reminded me about all the Zooms I've participated in with the Board, Zoom Rooms, and the Marketing team and all the great ideas that have come to fruition and are in the making to keep PPAM as one of the best professional photography associations in the country. We are making volunteering easy – and fun!

It's an honor to be able to lead this organization for a 2nd year – I feel like I'm watching my 'kids' grow up and blossom into the best they can be and making a difference. PPAM really is my 2nd family and I truly treasure the friendships I've made. It's so much fun hanging out with you all and enjoying photography-related things, and just chatting about life.

I look forward to doing much more of that this year. "To the family we're born with, and to the family we make along the way. And, most importantly, to...PPAM!"

-Cassandra Sullivan



Cheers!

PPAM Board

May 1st Starts the New Year at PPAM

Thank you to all of the volunteers that make up the leadership of The Professional Photographers Association of Massachusetts!

It wouldn't happen without all of your hard work helping to make things run smoothly and your dedication to making PPAM awesome for everyone. We are lucky to have such great members. All visitors to PPAM have said what a terrific group we have, and they are not wrong!



Executive Board:

President - Cassandra Sullivan
VP of Communications - OPEN
VP of Finance - Laurie Lizotte
VP of Membership - Ann Dreiker
VP of Programs - Mike Stone
VP of Technology - Christine Chambers

Recording Secretary:

Steve Belec

Parliamentarian:

Stephen Sedman

Members at Large:

Seraphine Wanami
Lisa Tommaney
Lucero Gioacchini
Maria Fonseca
Ed Diaz
Ann Ulett



Member Pages

LET'S WELCOME OUR NEW MEMBERS!

New members January -April 2024

Roberto Santiago
Carlos Robledo
Carl Strobel
Surawee Sukphorn
Ana Sullivan
Sue Teplansky
Karen Ward
Sarah Patch
Roger Pelissier
Shawn Pierce
Enid Ricci
Susan Drew
Gianna Ormstead



Kerry Gibson
Andrew Goldish
Jen Gresham
Nina Hickey
Francine Jacobson
Michael Johnson
Melissa Napoli
Julio Aguilar
Richard Allen
Sue Bruce
Todd Buch
Marie Caruso
Corinna Cole
Ewerton Decastro
Janae DeMello

We are happy to have you as part of PPAM,
welcome to our photographer family!



Upcoming Summer Quarterly



Lighting with Gary Box



Two factors that can help make every photographer more successful - great lighting and great selling. Gary will show some simple to understand approaches to getting great lighting in-studio and outdoors.

He will also outline the tools he uses to make the job faster and easier. Part two of his program is about getting better sales through in-person selling with the right approach, pricing and things to say. He will also show you the magic of Room View.

Don't miss out! [Register NOW](#)

10-4pm June 10th at the Holiday Inn Dedham

Come early or stay late: Networking before and after the program!

BYOCoffee



In an effort to create more opportunities for PPAM members to get to know each other, and to welcome new members, we have started 'Coffee Talk' so that you have a chance to connect and talk photography with fellow PPAM members. Join us!!!

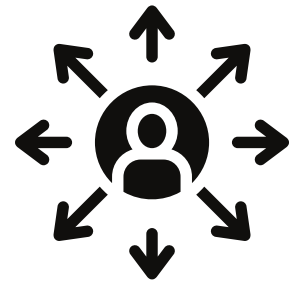
[Click for Gary's Website](#)



Spring Quarterly Recap



Ronan Ryle came all the way from Ireland to share his Difference Makers strategy with us on April 22nd. It was a terrific program that applies to any kind of business!



Coffee Talk - before Ronan's class we had our first 'Coffee Talk' networking hour. It was great to see so many people come out early to connect! Be sure to join as at the June program!



Photopaloozas



Throughout the year PPAM offers multiple all day Photopaloozas given by members and geared to a specific topic. This is a great way to get more in-depth education and have one-on-one time with an instructor for only \$79 for members.

We had 7 'Paloozas this Spring!

If you are interested in instructing, we can help you get your program organized from topics to location. You don't have to have a studio, we can help find you a suitable location!

Did you know?

All of the proceeds from the PPAM Photopaloozas go towards helping to fund the Evolve Convention and other programs. It is an integral part of our fundraising efforts.

Since PPAM is a non profit organization, every penny counts! There is never a day that we have extra money in the budget, so thank you to all of our members who have generously donated their time and space to host a program and to those that have attended, it's a win win for all!

All workshop leaders receive 2 PPA speaker merits and attendees receive 1 PPA service merit. *Stay tuned for more info on upcoming 'Paloozas.*

Contact VP of Programs [Mike Stone](#) for all info on 'Paloozas.



Spring 'Paloozas Recap



Elaine Freitas hosted a fun 'Palooza on April 17, teaching all about photographing newborns. Joanne Aleo's baby granddaughter was the model, how cute!



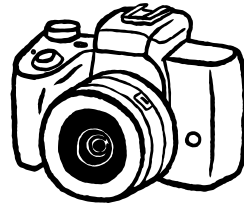
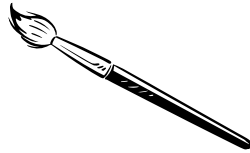
Kris Ventresco hosted a 'Palooza at his studio on April 10th working hands on with different lighting techniques for weddings. It's always easier and more fun to show it live than just explain it!



Spring 'Paloozas Recap



Mike Stone hosted a fun 'Palooza on April 17th, teaching all about creating a painting technique on your canvas images.

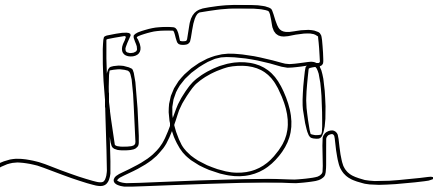


Cindy Ko & Stephanie Olsen hosted a 'Palooza on March 11th, to share their expertise on the Business of Boudoir. They are a dynamic duo and know their stuff!

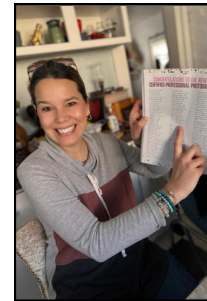


Spring 'Paloozas Recap

Naomi Waters hosted a 'Palooza on March 27th on Basic Business Fundamentals, always a good class to take!



Marissa Balletti-Lavoie hosted a fun 'Palooza on March 24th sharing business strategy. Surely it was a fantastic day!



Seraphine Wanami gave a 'Palooza on April 8th teaching us to work smarter, not harder by elevating your mindset and business. Solid advice!



Member Meetups



Upcoming Member Meetup May 5th Botanical Gardens at Tower Hill Boylston, MA



Join us on Sunday May 5th at the Botanical Gardens for a day of strolling and photographing nature around the grounds of the Botanical Gardens, or just socialize, camera optional.

[Register here](#)



Meetup Recap - Boston MFA: A few of our PPAM members met up at the Boston MFA in April to enjoy a photo exhibit as well as much of the other art at the museum. You can get discounted tickets for most museums around New England at your local library!



Meetup Recap - An Evening with Pete Souza: What a great presentation by Pete, learning about his career in photography and the meaningful images he has created at the White House.

Member Pages

Member Announcements

Congratulations are in order to **Ann Dreiker**, she has earned her last 2 merits to receive her PPA Master of Photography Degree! That represents A LOT of hard work!

Learn More About PPA Degrees

[CLICK HERE](#)



IV AWARDS
INTERNATIONAL VISIONOGRAPHY AWARDS



IV AWARDS *1st Annual*
INTERNATIONAL VISIONOGRAPHY AWARDS



Yedi Koeshendi did very well at the Inaugural IV Art Awards earning 1 outstanding award first place in class, 4 second place in category awards, and one 3rd place in class winner. Congratulations!



Send announcements to newsletter@ppam.com

Member Pages

Getting to Know You: Three Questions

PPAM Member: Missy Stevens

Since: 2022



Q: If you could photograph anything or anyone in the world, what/who would it be, and why?

A. I would love to capture epic ancient ruins, historic architecture, and sweeping vistas across the world. Bonus if there are wrinkled, aged faces that tell a story as part of the image...and of course a dog or two thrown in.

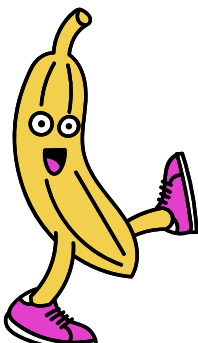
Q: What one word describes you best?

A. Welcoming (although my husband says legendary)

Q: What is something that most people don't know about you?

A. I think ice cream is an acceptable lunch food. Mint Chocolate Chip from Somerset Creamery to be exact. I work with babies that have feeding difficulties as an OT, and I firmly believe that ice cream is a gateway food to all other foods.

To nominate a fellow member to answer the 3 questions,
please email newsletter@ppam.com



Member Pages



YOU'RE
THE
Best!

After two decades of planning and executing the Evolve Convention, our friend **Nancy Green** is stepping away from the positions of Convention and Hotel Chair.

She has put in countless hours of hard work (which is an understatement) over these many years to make the convention as amazing as possible for all of us.

Thanks to her, we have all had some incredible times and made many lasting memories at Evolve. There are some big shoes to fill but we will try and do you proud. Thank you Nancy for caring so much and making our conventions awesome!

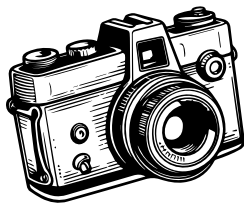


PHOTO & VIDEO
Hunt's EST. 1899

A continued thank you to **Scott Levine** and Hunt's for always supporting PPAM. Did you know that Hunt's allows us to have PPAM info cards at all of the Hunt's stores to give out to their customers who might be interested in joining PPAM coming to our programs?

Planning Ahead

PPAM Service Merits

When a member accrues 50 approved PPAM service merits, the PPAM medal will be awarded on a GREEN ribbon at the annual convention. Members who have previously earned the Massachusetts Degree of Photographic Excellence will be awarded the PPAM Medal on a red ribbon to signify that they have received both degrees. For each additional 50 merits accrued above and beyond the first 50, the member will receive a gold star to pin to the ribbon. [Click here](#) to learn more or Contact Degree Program Chair **Naomi Waters**.



Photographic Competition

It's never too early to start planning for the PPAM Image Competition that takes place just before our Evolve Convention at the end of February. You might also be interested in entering the PPA Merit Image Review (MIR) to garner merits towards a PPA degree. Join us for a **ZOOM Meetup** with Competition Co-Chairs **Cathy Broderick** and **Steve Sedman** to discuss all that it entails. Watch for dates posted on the PPAM events page. [Learn more about what makes a merit image here.](#)



On The Road



On The Road

Meet Ed and Linda Pedi:

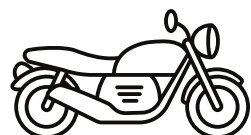
Ed and Linda have been PPAM members since the late 1980's. Ed holds the PPA Masters and Craftsman degrees and is a past two-term President of PPAM.

Together they have operated their successful portrait studio in North Andover since 1992. Ed and Linda are renowned for their many international motorcycle travels having visited over 50+ countries (and counting). Ed has traveled over half a million motorcycle miles, 95% on pavement and mostly on BMW's of which he currently owns two.



These two are always on the move and they have agreed to share their beautiful photographs and travels with us.

Let's see where their latest adventure takes us...





On The Road

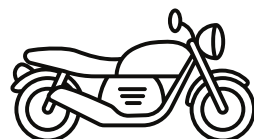


In January 2024, Ed and Linda embarked on a 15 day motorcycle tour through **Chile and Argentina**. These two countries had been on their bucket list for many years with a goal to travel to **Patagonia** and witness firsthand its incredible scenery and ultimately reach the bottom of the world and visit Ushuaia.

This tour rates as the most adventurous and challenging of the 15 tours they've traveled to date, primarily due to the very challenging deep rutted gravel roads that encompassed 90% of the roadway necessary to reach **Ushuaia; the southernmost city on earth**. This made for a very challenging journey across two incredibly beautiful countries and totally worth every mile, bump, bruise and 'Oh s_ _t spoken by Ed along the way!



To see more of Ed's beautiful imagery and video of the Chile/Argentina visit his Youtube travel channel, '[Two up world travels](#)'



Evolve 2025 Convention Update



Hi Everyone-

Convention planning has already begun for the February 2025 Evolve Convention... **SAVE THE DATE: Friday, February 21st thru Sunday, February 23** (we are planning a BONUS DAY for Monday, details coming soon!)

Unbelievable thanks to Rachel Smook and Andy Wiegl, our new hotel co-chairs, who have been hard at work negotiating our new location...once its official, we will announce this in our next newsletter coming out in July.

Stay tuned as plans EVOLVE...this will be a convention for the people, by the people so let's work together to make it an incredible event! Please reach out with any ideas you may have. So far we are planning for a theme party...(theme to be revealed soon), hands on learning, fun with friends, and lots of great community!

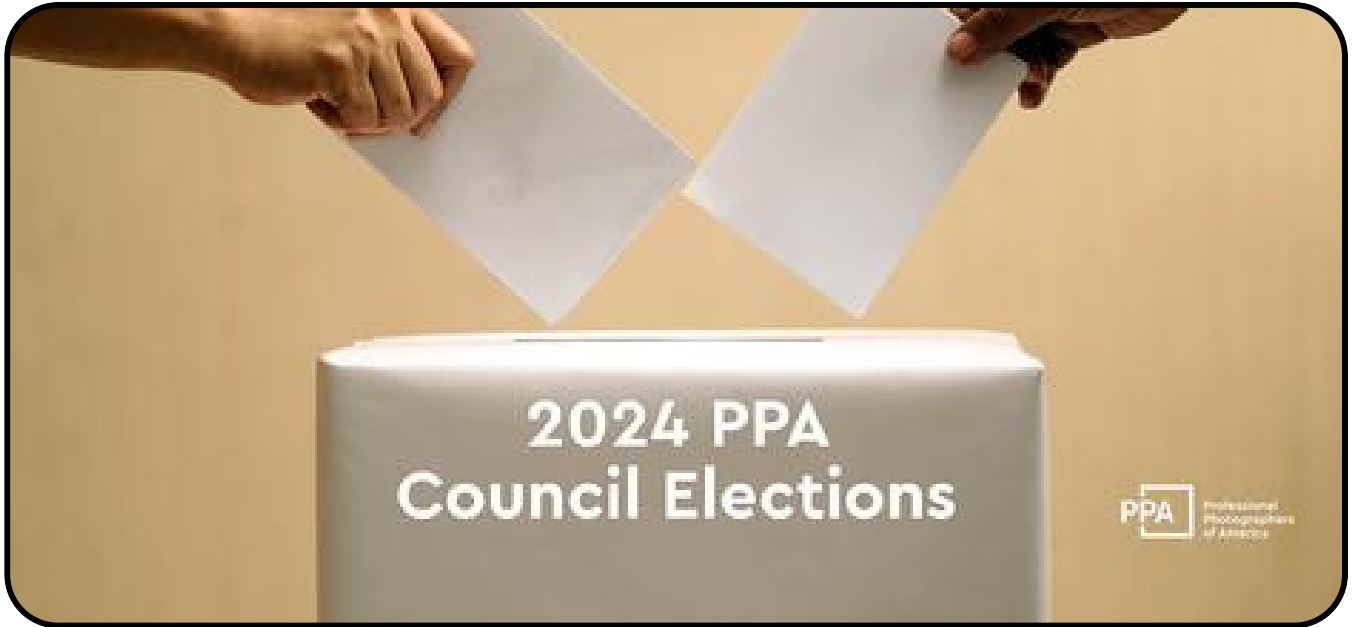
Looking forward to seeing you in February 2025!

Gail Lucozzi, Convention Chair



Rachel Smook and Andy Weigl ...
the new Hotel Co-Chairs for the
2025 Evolve Convention

PPA News & Events



Vote for PPA Councilors from PPAM!

- PPA Council represents photographers across the U.S., including all 50 states, Washington D.C., Canada, and U.S. Territories with over 30 members.
- Comprised of 150 elected members acting as liaisons between their regions and PPA.
- Councilors play a critical role, voting on by-law changes and overseeing Board of Directors elections

Voting begins May 17 and will remain open for 30 days. All voting members of PPA are encouraged to participate in this step of the process!

Keep your eye on your inbox for details about casting your vote for your state's Councilor(s).

After voting ends, the votes are tallied, and the new PPA Council is announced! New Councilors take office July 1 of the election year. Massachusetts has 4 council seats. Watch your inbox for details from PPA on voting.

[Learn More](#)



Volunteer Page

PPAM runs on 100% volunteer power!

Seeking...

VP of Communications:

- Oversee Newsletter Chair and Social Media Chair
- Publish Constant Contact e-mail blasts pertaining to PPAM events
- Keep the SMS text list updated and send SMS messages
- Attend all official Board Meetings

Social Media Chair:

Are you great at social media? We are in need of someone to be in charge of posting on our Facebook and Instagram pages a few times a week. Canva know-how is a plus!

Blog Post Submissions from members:

Did you know that PPAM has a blog? Well, we do! Adding content to our blog will help our SEO. You will also get a backlink to your website, which is good for your SEO too! Win win!

BLOG SUBMISSION FORM



[CONTACT PRESIDENT@PPAM.COM](mailto:CONTACT.PRESIDENT@PPAM.COM)

Calendar of Events

May 5 Member Meetup

11-4pm at the Botanical Gardens
Tower Hill in Boylston MA.
Register Below

June 10 Quarterly Program

9-10 Coffee & Networking
10-4 Gary Box on Seniors
Holiday Inn, Dedham MA.
\$99 for non members

PPA Council Elections

May 17-June 16

Vote for your 4 PPA council
representatives for MA.

July 21 Summer Social

Hosted by Christine in Millis

August 11 Member Meetup

North End, Boston

Sept 15/16 Fall Quarterly Program

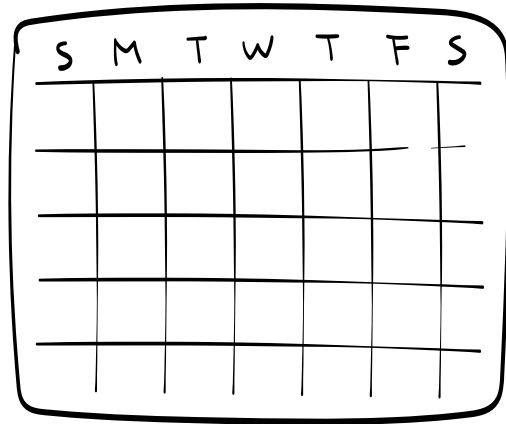
Details to follow

Holiday Social December 8th

Hosted by Gail & George
North Billerica

2025 Evolve Convention

Save the Date!
February 21-23, 2025
Details to follow



**Check for Details on PPAM
Facebook for the following:**

Summer Paloozas

Dates TBD

Photo Competition Zoom

August, Date TBD

Zoom Rooms TBD

Check for dates on Facebook

October Member Meetup

Purgatory Chasm, Sutton

November Member Meet-Up

Isabella Gardner Museum

REGISTER NOW

Representing PPAM

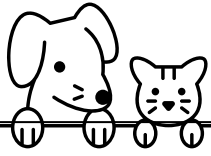
This is Ed.
Ed is sporting his PPAM merch.



Be More Like Ed.



PPAM Online Store - Open 24/7



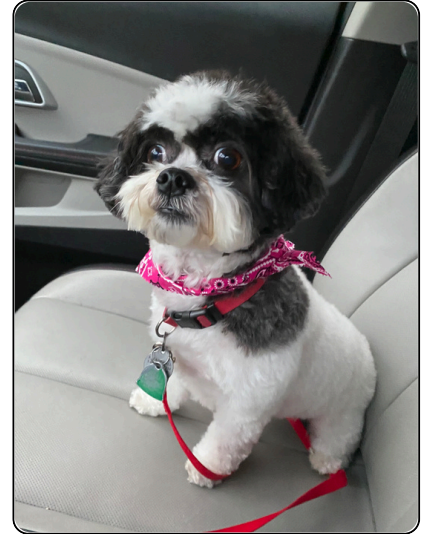
Just For Fun

The Pets of PPAM



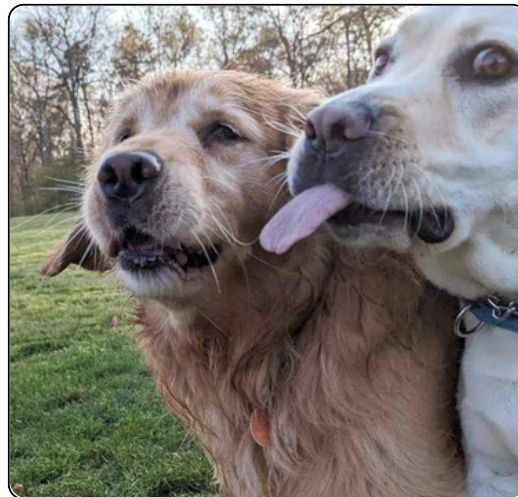
Ella

Likes: Belly rubs
Dislikes: The camera
Human: Rachel Smook



Chloe

Likes: Doing zoomies
Dislikes: Car rides
Human: Mike Stone



Iggy (left)

Likes: Making out with boyfriend
Dislikes: Potato Chips
Human: Nancy Green



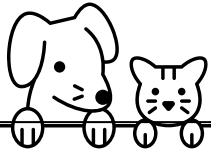
Charlie

Likes: Long beach walks
Dislikes: Fish
Human: Ann Dreiker



Bentley

Likes: Bacon
Dislikes: Vegetables
Human: Shawon Davis



Just For Fun * * * * *

The Pets of PPAM



Darla

Likes: Snuggling

Dislikes: Water

Human: Christine Chambers



Enzo

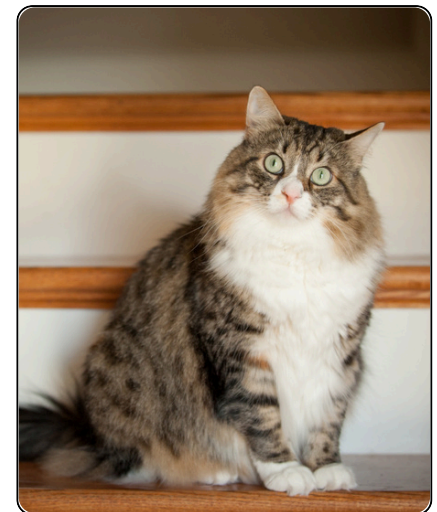
Likes: Sticks

Dislikes: Being single
Human: Cathy Broderick



Mazie

Likes: 5am Zoomies
Dislikes: Late dinner
Human: Trish Gilmore



Tuukka

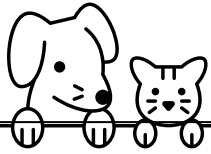
Likes: Sneaking out
Dislikes: Strange Men
Human: Sue Ogar



Chai

Likes: Aggressive Head rubs
Dislikes: Visitors
Human: Trish Gilmore





Just For Fun* * * * *



Jojo and Buzzy

Likes: Snacking on Swifty's kibble
Dislikes: When Swifty steals our food
Human: Paula Swift



Carly

Likes: Eating trash & naps
Dislikes: Orange Peels & Walks
Human: Cindy Ko



Lily and Milo

Likes: Counter surfing
Dislikes: Matching sweaters
Human: Scott Levine



Swifty

Likes: Jumping in the ocean
Dislikes: Cats
Human: Paula Swift



Benny

Likes: Playing Fetch
Dislikes: Not playing fetch
Human: Steve Sedman



[Send your pet photos to newsletter@ppam.com](mailto:newsletter@ppam.com)

Contribute

Please submit for the July Newsletter:

- Member Achievements or Announcements
- Photos from any PPAM events/Meetups
- Nomination for a member to answer the 3 Questions
- Photo of your pet, their name and likes/dislikes
- Requests/suggestions for future for content
- Corrections (Sorry, we are not taking complaints at this time)



[CLICK HERE for the Newsletter Submission Form](#)



friends

Call for Entries

Coming soon...Member Gallery Show!

August will be the debut of our new feature, 'The Member Gallery Show' in the form of a Special Edition Newsletter. This is for all members, but especially for those that do not/have not yet done competition.

We all have photographs that are amazing but would never do well in competition, that's perfect. **This is an anti-competition event** to give EVERYONE a chance to participate in sharing our love of photography and appreciating each other's work.

Photographs will not be judged, scored or critiqued. This is purely for the enjoyment of sharing and viewing photographs.

Theme: Favorite Photo/Freestyle/Whatever

Submit your image in a jpeg format to newsletter@ppam.com. The **deadline** to be included in the August issue is **Friday July 14th**. Include your name and one or two sentences about the photograph. One entry per person please.

Can't wait to see what you send in!



[send to newsletter@ppam.com](mailto:newsletter@ppam.com)

Connect Online



PPAM Public Page

Liking, commenting
and sharing PPAM
posts helps our
algorithm!

PPAM Members only Group

Be sure to also follow our
Instagram, Website, Blog and
YouTube Channel!



Next Issue Coming In July

Thanks for reading!

Trish Gilmore, Newsletter Chair

