



PROFESSIONAL PHOTOGRAPHERS ASSOCIATION OF MASSACHUSETTS NEWSLETTER

Spring 2023

PPAM.COM



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The PPAM Group Photo from Evolve 2023

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PPAM Board Members

President Paula Swift, M. Photog.Cr., CPP president@ppam.com	VP of Technology Susan Ogar vptech@ppam.com
VP of Communications Cassandra Sullivan, M.Photog.Cr., CPP publications@ppam.com	Recording Secretary Lisa Fischer, CPP lisa@lisafischerphotography.com
VP of Finance Ann DeCristofaro, CPP finance@ppam.com	Parliamentarian/ By-Laws Chairperson Cathleen Broderick, M.Photog.Cr., CPP cathy@cathleenbroderick.com
VP of Membership Cindy Ko membership@ppam.com	Members at Large: Kenneth Berman Robert Joynt Tim Lebel Connie Drapeau-Kennedy Andy Weigl
Vice President of Programs Kristopher Ventresco programs@ppam.com	

“Ch-Ch-Ch-Changes...”

Spring is a time for change and renewal – and this Spring of 2023 is no different. So many changes have already happened and are still Evolving:

PPAM is no longer called a PPA Affiliate, but instead a “Member of the PPA Community Network”. Even the way PPAM is allocated PPA merits to give to members and speakers has changed a bit.

PPA’s Image Competition has changed to offer 2 different paths – the path to a Degree, and a path to Awards. Personally, I welcome the change that created the “Merit Image Review”, which is the path to earning a PPA degree. While working towards my ‘Artist’ degree – I find it much less stressful to only have to enter one image a time, on my own timeline, rather than having to enter 4 during my busiest time of year. However, the chronic procrastinator in me is clearly taking advantage of the ‘no deadline’ and I’ve yet to enter – let alone create – an artist image this year. A new PPAM Board takes office on May 1st, with some new faces, and some ‘old’ faces taking on new roles.

Plans for EVOLVE 2024 are already in place – save the date for February 23, 24 and 25! Over half of Evolve attendees completed the survey and the new Convention Chairs – Nancy Green and Sue Asaro – are taking in everything you had to say and are making changes and planning the convention that you’ve asked for! Oh and the party theme has been chosen – any guesses? (If you didn’t do the survey, but still want to contribute an idea/suggestion/opinion – email president@ppam.com.)

There’s a couple of full-day seminars coming up this Spring to help you take your business to the next level – perhaps there’s something you can learn to make a positive and lucrative change in your business!

Jen Hargrove is coming to us in April from Wyoming to talk about her successful business photographing kids and pets. She’ll be giving marketing tips, posing tips, and do some live photographing at the Hampton Inn in Foxoboro on April 24th.

And who wants to rank higher on Google? Colby McLemore will have a deep-dive workshop – bring your laptops! – to talk about Search Engine Optimization in Natick on June 5th. You’ll leave this workshop with a much better chance of being found by customers! And with the busy season coming up – especially for us photographers who work exclusively outside – we need this!

So many other changes are happening in the Photography world that may or may not affect your business and mine (AI, anyone?). The PPAM Member Facebook Group is a great place to ask a question, start a conversation, or share ideas to your fellow PPAM members. Remember, we are not your competition – we are your community. Reach out to your community - for whatever reason - and let’s all change for the better!



Cassandra

PPAM President's Message

by **Paula Swift,**
M.Photog.Cr, CPP



These past two years, as I have served as PPAM's President have been filled with so many amazing experiences. I have learned from every moment. None of this would have been possible without the tremendous amount of support that you, my photographic friends and family, have given me over the course of this journey.

I want to thank all the board members who have given much of their time to keep PPAM going and growing. It was wonderful working with each of you as you have offered constructive and creative ideas to

PPAM.

All of you have given me so much – encouragement, support, and many helpful suggestions that have been integral in helping to make these past two years go as smoothly as possible.

Many of you have inspired me to never give up and to keep moving forward. You have helped me become a better leader, photographer, and an overall good person; I will be forever grateful. I thank you all from the bottom of my heart for all that you have done for me and our association.

Congratulations to Cassandra Sullivan who will become PPAM's next President on May 1st. I know she will elevate and innovate PPAM even more. I'm so excited for PPAM and our members.

Lastly, thank you for being part of my photographic journey. I'm looking forward to my next chapter as a loyal PPAM member.

Paula

Paula Swift,
M.Photog. Cr, CPP
President of PPAM 2021-2023

There's a new Board in town

The PPAM Board for 2023-2024 was voted in during the PPAM Annual Meeting at Evolve on Saturday, February 25, 2023. Jeff Dachowski, PPA President, swore in the new officers. The new Executive Board and Members-At-Large will take office on May 1st, 2023.



Back row L-R: President - Cassandra Sullivan; VP Programs - Mike Stone; VP Tech - Sue Ogar; VP Communications - Tim Lebel; VP Membership - Ann Dreiker; VP Finance - Laurie Lizotte; Member-at-Large, Lisa Tommany; Member-at-Large, Seraphine Wanami; Member-at-Large, Bob Joynt;

Front row L-R: Member-at-Large, Christine Chambers, Recording Secretary - Lisa Fischer; Member-at-Large, Lucero Giacchini; Member-at-Large, Andy Weigl.

PPAM Degree Recipients

Naomi Waters, the PPAM Degree Chair, presented Service Degrees and Photographic Excellence Degrees and stars at the PPAM Awards during Evolve. 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:

- Naomi Waters – PPAM Service Achievement Degree (green ribbon)
- Gail Lucozzi – PPAM Service Achievement Degree (green ribbon)
- Elizabeth Luce – PPAM Degree of Photographic Excellence (blue ribbon)
- George Lucozzi – Both the Photographic Excellence and Service Degree (red ribbon)

In addition, the following members received additional stars for their Photographic Excellence Degree. This degree is designed to recognize photographic excellence by members who enter PPAM Image Competition. For each 50 image merits earned after the initial degree, a “Gold Star” is awarded and is to be affixed to the original medal ribbon.

- Trish Gilmore - 1st
- Melvin Guante – 2nd
- George Lucozzi - 1st
- Bonnie Baker – 2nd
- Yedi Koeshandi – 2nd
- Cassandra Sullivan - 3rd & 4th
- Paula Swift - 4th
- Ed Pedi - 7th
- Karen McCall - 8th & 9th

Merit Chart for Photographic Excellence Degree:

- MERITS EARNED - SCORE / AWARD
- 5 - Blue ribbon scoring 90-100
 - 3 - Blue ribbon scoring 80-89
 - 2 - Red ribbon scoring 76-79
 - 1 - White ribbon scoring 74-75
 - 1 - Judges Choice or Court of Honor Award

Chart for Service Degree:

- Total Merits PerYear 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)

The Degree Chair keeps track of Photographic Excellence merits via a report of image competition results provided by the Image Competition Chair. To receive Service Degree merits, members must submit their own form each year. The form can be found here: <https://www.ppam.com/ppam-service-degree-application>





BOGO
PRESS CARDS

Promo Code: SPRING23
Valid: 4/1/23-5/1/23

CALENDAR OF EVENTS

Monday, April 24th, 2023 – PPAM Quarterly Seminar

Paws & Tots (Marketing, sales, portraits, posing, lighting)

with Jen Hargrove, M. Photog. Cr., CPP

10am-4:30pm

Hampton Inn,

2 Foxborough Blvd

Foxborough, MA

Monday, June 5, 2023 – PPAM Quarterly Seminar

The Magic of Search Engine Optimization with Colby McLemore

10am-4:30pm

Hampton Inn

319 Speen Street

Natick MA

Save the Date! Evolve 2024

February 23, 24, 25, 2024

Holiday Inn, Dedham, MA

Go to the [PPAM Events page](#) for more information

Fashion Posing and Lighting For Seniors with Jennifer Hargrove, M.Photog.Cr., CPP

Monday, April 24, 2022
Registration starts at 9 AM
Time: 10:00 am - 4:30 pm

Pets and children are by far the most beloved members of most families, but capturing their personalities is often more difficult than just a click of the shutter. Instructor Jen Hargrove's photographs are often defined by her simple classic compositions and authentic moments of pets and children. Now you can join Jen as she shows you the basics of how she gets animals and children comfortable with the camera. After this class, you'll be able to capture great images of pets and children AND how to sell simple classic images like fine art. She will cover sales and marketing as well as her Pop Up and On Location Studios. You will also learn how Jen has found success with image competition using client work and has used that success to build a highly profitable business.



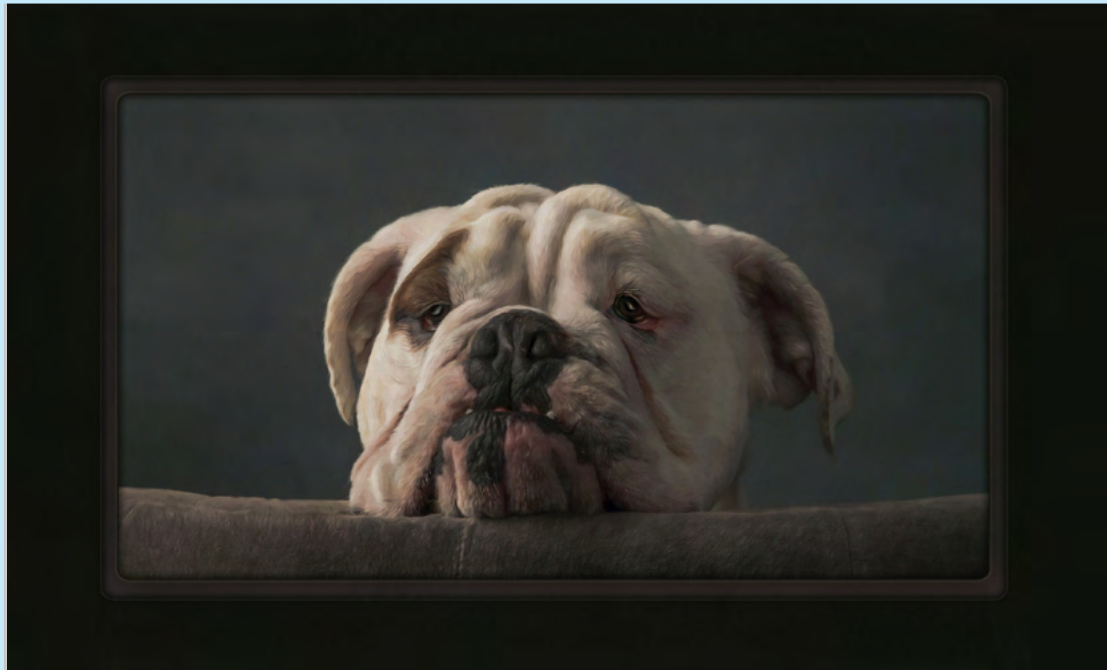
Jen entered the industry in September of 2012 and opened her studio, Jen Hargrove Photography in 2015. Jen specializes in pet, child and character fine art portraits as well as fine art photography. Jen strongly believes in the importance of continuing education and the role image competition has along with education in growing and evolving as a photographer, as well as a business owner. She also believes that all photographers have a responsibility to help educate other photographers, as well as clients. Jen and Tim, her husband (and part time lighting assistant) reside in



Big Piney, Wyoming with their two dogs, Owen and Izzy. They have four children, and five grandchildren.

To learn more about Jen and her work, visit <https://jenhargrovephotography.com>

[Click here to register](#)

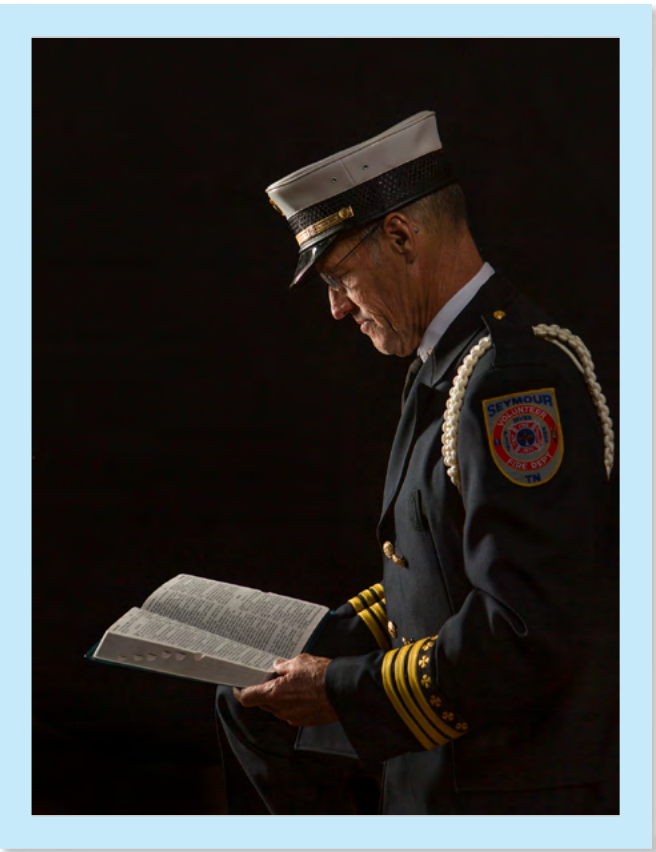


Deep Dive Workshop into
The Magic of Search
Engine Optimization
with Colby McLemore,
M.Photog.Cr. CPP,
Certified Drone
Photographer

Bring your laptop!
Monday, June 5, 2023
10am-4:30pm
Hampton Inn
Natick, MA



When was the last time you looked something up in the Yellow Pages? When was the last time you Googled something? How can you do business without a website that no one can find? You know the answer. Search engine optimization (SEO) is all about getting you not only closer to the top but also making it much more enticing to click on. There is pay-for-click (PPC) or you can sweat to get your clicks (organic SEO). We will be focusing on the one that takes time and effort instead of money – sound good to you? It might, but your rewards will be directly related to the amount of sweat you produce. This is a workshop where you will be working, so roll up your sleeves, bring your laptop, computer, or tablet and be prepared to participate. We will be going deep and at the end of the workshop, you'll already be well on your way or further



along your path in getting more customers. You'll understand what it is, why you need it, and leave already having done a lot of the work and having a checklist of what you should do next. This isn't for those who are easily mystified, this is for those who want results.

Colby McLemore is the owner and visual storyteller of Colby's Photos & Videos. He is a full-time professional whose work revolves around advertising photography and videography for businesses as well as for individuals. If he isn't on site at a job, you can find him in his downtown Knoxville, Tennessee, studio. Colby works around marketers and advertisers every day. He attends as many of their trade meetings locally, regionally, and nationally as possible. He has been on the board of the American Marketing Association Knoxville and the American Advertising Federation of Knoxville for years. Surrounding himself with the best marketing professionals within the industry, even Colby picks up a tip or two. Within the marketing industry he is considered an advanced enthusiast, among local photographers, he is considered over the top. To learn more about Colby and to see examples of his work, visit <https://www.colbysphotosvideos.com>

[Click here to register](#)



All the News that Fits!

The PPAM Newsletter is a collaboration by the PPAM VP of Communications (soon to be Tim Lebel) who submits the content, and then designed and put together in a newsletter format by the talented PPAM Member Ella Carlson. So it's sort of like PPAM's own newspaper! And newspapers always need content! We try to follow members on social media and pay attention to PPA releases, but we can't be everywhere and see everything! We welcome newsletter articles, opinion pieces, press releases, and submissions by all PPAM Members. Do you have tips and tricks you want to share? Did you win an award or some community recognition somewhere? Celebrate a personal achievement? Go to a workshop or on an exciting vacation and have amazing photos to share? News about your family? Even better if you attach a photo(s) to it! We are a photography organization, after all! Our goal is to keep our newsletter interesting, reflect our members, and be a valuable resource to PPAM. Oh, and you even get a merit for every newsletter article you submit (up to 4 per year) that goes towards your PPAM Service Degree. Please submit any ideas/articles/press releases to publications@ppam.com. **We'd love to hear about you!**

Welcome New Members!

PPAM has welcomed 14 new members so far in 2023! Perhaps they are a friend of yours, or you had a conversation with them at Evolve. Members are what drive this organization to be one of the best in the country, so make sure to reach out to someone new every chance you get! If they are near you, get a cup of coffee together or carpool to the April or June seminar together!

- Shannon Broderick – Boston, MA
- Simon Bunyard – Boxborough, MA
- Jared Burke – Carver, MA
- Rebeca Corliss – Hyannis, MA
- Lisa Crane – Marshfield, MA
- Lindsay Fournier – Charlton, MA
- Jennifer Freitas – Boxborough, MA
- Debra Gaines – Edgartown, MA
- Kate Lally – Worcester, MA
- Robert Near – Athens, NY
- Michele Pasquariello – West Sand Lake, NY
- Marcie Randall – Holliston, MA
- Humberto Toledo – Sharon, MA
- Ruth Wedge – West Sand Lake, NY

Congratulations to PPAM Member Christine Chambers



who is a new Certified Professional Photographer!

For more information about becoming a CPP, go to <https://www.ppa.com/benefits/certification/cpp>



Toni Marie Harryman teaches her Evolve 2023 class.



April is Volunteer Month!

Let's take a moment to acknowledge all the volunteers that contribute to PPAM. As you know, PPAM is a non-profit that is run by volunteers. Here's a big **THANK YOU** to all the PPAM members who have volunteered throughout the year, and at EVOLVE. Being on the board can be a commitment, year round, no doubt about that. But even helping out at Evolve or at seminars – selling raffle tickets, greeting members at the registration desk, decorating for a party, signing up to bring snacks – those jobs are truly appreciated just as much. And when you get involved and help out – we guarantee you'll have a blast and make new friends. And even take your photography business to the next level. **Cheers to Volunteers!**

If you're interested in volunteering and would like to hear more, contact president@ppam.com and she'll be happy to help you find the perfect position for you!

Lisa Tommaney presented with the National Award

The PPA National Award was presented to Lisa Tommaney during the PPAM Annual Meeting at Evolve on Saturday, February 25, 2023. The National Award was created by the Professional Photographers of America as a way to thank extraordinary volunteers. Each year, PPA makes this prestigious award available to state, regional, national and international affiliates – who then present it to deserving individuals. The highest honor granted by a PPA Affiliate, it recognizes those whose support for photography goes far beyond any regular expectations or contributions. Dan Bitar, the 2022 recipient, presented the award to Lisa, with previous National Award recipients, PPAM Members, and Lisa's family looking on. During Dan's presentation, he mentioned Lisa is "one of our members who does what she does quietly, in the background, and without fanfare". Lisa has been Volunteer Chair for PPAM for many years and will be taking on the role of a Member-at-Large on May 1st.

Congratulations, Lisa!



A note from our Evolve Convention Chair

By Nancy Green

Hey folks, was 2023 Evolve great or what!? We had some great speakers but the parties...ya, baby! It's so much fun hanging out with everyone and chatting up a storm or clinking glasses in a toast.

For all of you that have taken the survey, THANKS! We have read and read them again. We have reached out to some of the speaker talent you requested, and I know you'll love our new line-up. AND, the most requested thing was HANDS-ON shooting bays! We got ya covered my friends! Wait until you see what we have up our sleeves! Tons of hands-on coming your way.

Some of you asked about having a mentor table to help the new(er) members get the most out of the PPAM experience. Well, we got THAT too, in abundance! I have to say though, we will need YOUR help! An event like this can only be great when we all pitch in and volunteer. It can be for only a couple hours or a couple of days. We will make it as easy as possible for you to volunteer. Believe it or not, organizing the volunteer list is a big job in and of itself! Susan Asaro and myself are so looking forward to Evolve 2024 and sharing in the learning and fun our members are known for!

(Editor's note: If you'd like to lend an idea or a hand for Evolve 2024 – reach out to Nancy at nancy@nancygreen.com and let her know! As we get closer we'll also be posting information on how to volunteer during the convention, too.)



2023 Image Competition Award Winners

PPAM’s 2023 Image Competition was held virtually on Wednesday, February 15th, 2023. The judges were Mark Garber, M.Photog.Cr., Springboro, OH; Gena Tussey, M.Photog.M.Artist.Cr., CPP, Maryville TN; Lisa Asp, M.Photog.M.Artist.Cr., CPP, APAI, Minneapolis, MN; Teri Whittaker, M.Photog.Cr., CPP. Houston, TX; Jim Trapp, M.Photog.Cr., CPP, Sacramento, CA; and Jury Chair Mark Sweeney, M.Photog.M.Artist.Cr., Clifton Park, NY.

42 PPAM members and 12 non-members entered at total of 337 entries. 45% of images scored 80 or above.

Here are the award winners, which were presented during Evolve by Image Competition Co-Chairs Stephen Sedman and Cassandra Sullivan, on Sunday evening, February 26, 2023.

- Photographic Excellence Award** – Cassandra Sullivan
- Silver Evolve Award** – Karen McCall
- Bronze Evolve Award** – Elizabeth Luce
- Grand Case Award** – Karen McCall
- Court of Honor Portrait** – Abby Sullivan
- Court of Honor Artist** – Elizabeth Luce
- Court of Honor Wedding/Event** - Karen McCall
- Court of Honor Album** – Trish Gilmore
- Court of Honor Illustrative** – Elizabeth Luce
- Highest Scoring First Time Entrant** – Jennifer Freitas
- Highest Scoring Certified Professional Photographer** – Karen McCall
- Highest Scoring Animal Image (sponsored by Animal Image Makers)** - Karen McCall
- ASP State Elite Award** – Karen McCall
- Highest Scoring Non-Member** – Judy Reinford

Specialty Awards

- Portrait**
- Portrait of 1 or 2 adults** – George Lucozzi
- Family Portrait** – Karen McCall
- Newborn Portrait** – Paula Swift
- Children’s Portrait** – Karen McCall
- High School Senior Portrait** – Christine Chambers
- Boudoir/Glamour/Fashion** – Adriana Kopinja
- Pet Portrait** – Karen Hocker

Illustrative

- Landscape/Cityscape** - Nancy Green
- Reportage** – Cassandra Sullivan
- Commercial** – Tim Lebel
- Animal** – Cassandra Sullivan
- Nature** – Elizabeth Luce
- Macro** – Nancy Rich
- Abstract** – Cassandra Sullivan
- Wedding**
- Photojournalism** – Trish Gilmore
- Posed** – Karen McCall
- Artist** - Karen McCall

Judges’ Choice

- Mark Sweeney** - Paula Swift
- Mark Garber** – Karen McCall
- Lisa Asp** – Abby Sullivan
- Gena Tussey** – Cassandra Sullivan
- Jim Trapp** – Paula Swift
- Teri Whittaker** – Karen McCall



PPAM 2023 Evolve