



Newsletter  
February 2023



On the cover: “A Flower Turns Toward the Light”  
by Christine Chambers

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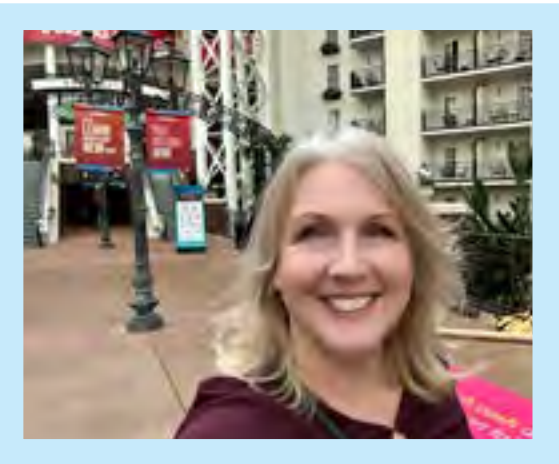
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A message from the editor .....

“Community Network”

I worked at the ProSelect booth at the Imaging USA trade show. While that gig prevented me from spending money at the trade show, it was sort of lonely. Friends stopped by to say hi, I talked to lots of ProSelect users and potential users. I didn't get much of a break, and when I was hungry one day I went to the so-called ‘Eatery’ by the trade show and dropped \$11 on a can of diet coke and a snack bag of Fritos. Yikes! I mentioned this to some of my PPAM friends and the next day I got a text with a menu to some food trucks, and next thing I know Nancy Green stops by with a plate of Mac ‘n ‘Cheese for me. (Thanks, Nancy!)



My community to the rescue!

Imaging USA is a whirlwind of classes, activities, displays, and fun. I literally woke up almost every day wondering exactly what day it was, and then looking at the IUSA app to see when and what I was supposed to be doing that day. It was exhausting, and exhilarating. I saw old friends from all over the country and met friends that I’ve known from online. It was a time to congratulate and cheer on friends and colleagues that received awards and degrees. And go to parties. But my community was always close by – PPAM Members.

PPAM is an “affiliate” of the Professional Photographers of America. The definition of “affiliate” is a “branch organization”. So perhaps PPAM is a “branch” of PPA – but we are SO MUCH MORE. PPA is proposing to change the naming of all the PPA affiliates to “Community Network”. YES – that IS what we are – a Community! Kudos to PPA for this name change – it really does reflect who and what we are.

In this newsletter, check out Sue Ogar’s article about the “Shine Theory” for another personal testimonial to the community of PPAM. And read about Christine Chambers, who has only been a PPAM member for a year, but has jumped right into the community, and is making a splash in this organization with her enthusiasm and willingness to help and participate!

See you at Evolve!

*Cassandra*

## PPAM President's Message

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

As photographers, we know firsthand how important memories are to our clients. But do we ever stop, look, and listen to what is going on around us? We get so busy in our photography businesses, that we tend forget to stop and take every moment in. I'm guilty of this myself. I was reminded of this in November as I surprised my husband for his 50th birthday. I bought tickets to see Bono, the lead singer of U2, as he spoke in Boston about his book "Surrender". As we stood in line to get into the Orpheum theatre, they handed us bags to put our cell phones in. We were told Bono wanted us to be present during the show. He wanted us to enjoy every moment without being distracted by trying to capture it on our cell phones. As we zipped them up, so we couldn't use them during the show, we could hear people sighing and some were even upset. Chris and I thought this was great. Would we have done this on our own accord? nope. But it was one of the best experiences. No distractions, no lines or hands with cell phones raised in the air recording the show... blocking views. Even though I have no photos of the event, I remember almost everything about it, because I was present and soaked in everything I could. Those of you who photograph weddings know that brides and grooms have been doing this concept for a few years. They ask their attendees to put their cell phones away. One, to not get in the way of the professional photographer they hired and two, because they want their family and friends to be present and be in their loving moments. As photographers, it's hard for us to put down our cameras and cell phones. As we embark on PPAM's Evolve Convention, remember to be present and soak in every moment, be a sponge. Our convention chairpersons, Nancy Green and Cathy Broderick have worked hard to bring amazing speakers in the photography industry for this 3-day event. As Ferris Bueller said in the iconic 1980's movie... "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it." This year let's be focused, engaged and be present in the here and the now. Remember it's okay to put down our cameras and cell phones....every once in a while.

*Paula*

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



## CALENDAR OF EVENTS

Thursday, February 16, 2023

### **Image Critique Party**

An evening of Inspiration, Education and Conversation via Zoom. Join your fellow image competition entrants to request an image critique from the judges. Zoom link will be emailed to registrants 24 hours beforehand. February 16, 7-9 PM.

## EVOLVE February 24-26

### **PPAM's Annual Photography Convention**

Holiday Inn Boston-Dedham Hotel &  
Conference Center  
55 Ariadne Road, Dedham, MA 02026  
Register now

## Upcoming PPAM Quarterly Programs

April 24

### **Paws and Tots - Jen Hargrove, M. Photog. Cr., CPP**

Registration starts at 9 AM  
Time: 10:00 am - 4:30 pm  
Hampton Inn, 2 Foxborough Blvd, Foxborough, MA  
Register now

June 5

### **A Deep Dive Workshop into The Magic of Search Engine Optimization - Colby McLemore**

Registration starts at 9 AM  
Time: 10:00 am - 4:30 pm  
Hampton Inn, Hampton Inn & Conference Center, 319 Speen Street, Natick MA  
Register now

Register for PPAM Events at [ppam.com](https://ppam.com)



*Everyone Welcome!*

# Virtual Image Critique Party

*An evening of Inspiration, Education,  
and Conversation on Zoom*

Join your fellow image competition entrants  
to request and image critique from one  
of the judges



**Thursday, February 16th, 7pm**

An Evening of Inspiration, Education  
and Conversation via Zoom

Join your fellow image competition entrants to  
request an image critique from the judges.

Zoom link will be emailed to registrants 24 hours beforehand.





PPAM  
at  
IUSA  
2023



## Member Spotlight – Christine Chambers

Photographer, Fixer, Friend  
by Susan Asaro, M.Photog., CPP

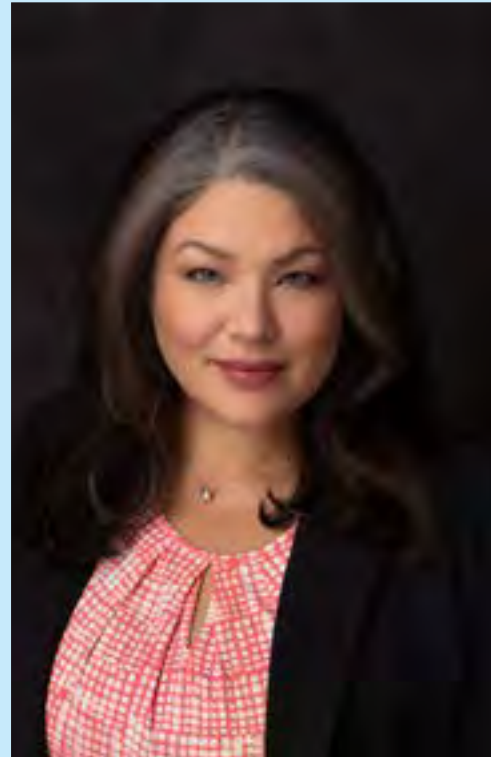
Christine comes to us as a self-described Army “brat” - her dad served in Vietnam, injured he was then transferred to Japan where he met Christine’s mom. Christine was born in Japan and lived there until she was 3. Although she has lived in many places around the world she predominantly grew up in Savannah, Georgia, where she and her family still have a home that they frequent.

She went to Georgia Southern University and met “one of the few yankees” in the whole school, fell in love, married that yankee here in MA and stayed.

Her favorite station was in Germany where she loved living for a while in the early years of high school. Living abroad gave her a lot of insight and perspective on how other cultures live. Christine appreciated the history of Europe along with the feeling of how old everything really was. She felt it was amazing to see what people did before they had the technology that they do now.

Having traveled so much at a young age has given Christine strengths that serve her well. Christine had to learn how to make friends fast or be left alone. When asked Introvert or Extrovert – “extroverted introvert” (or ambivert) was her answer. She feels quite comfortable alone, reading or doing her own thing but when “dumped in a room” with 200 people she is energized and has no problem meeting and interacting with all the people there. In fact, if you were present at the 2022 Evolve convention, it was evident that Christine unabashedly jumped into the fray, barely knowing anyone, lending a helping hand in the speaker room and fixing whatever technological issues arose.

Throughout high school and college she was interested in photography. But she never wanted to study or train in it until after she had children. She began trying to take nice photos of her children but became annoyed because she felt her images were not good enough for her. She wanted to learn how to do photography right. So, she proceeded to take classes, studied her



camera manual so she knew what every button on her camera did, learned more about lighting and posing and practiced, a lot. It was around 2016 when she decided to dive headfirst and start her photography business.

With everything Christine does, she wants to understand and know the ins and outs of how things work. Her background in college was in finance, which comes in very helpful when running her own business. In fact, Christine not only runs her photography business which she loves but has a fulltime day job working for a financial technology company. She is one busy woman with a family of three, a husband, and a very full life.

Christine’s absolute favorite sessions to photograph are high school seniors. She will photograph families and newborns on occasion but loves seniors. This past year she photographed more guys than girls, but she doesn’t have a preference in who she photographs... she enjoys them equally. Christine spends a lot of time talking to the people she is photographing and appreciates getting to know and interacting with her clients. A believer that there is a photographer for everyone, Christine feels that her clients, along with of course, liking her work, come to her for a custom experience which she gladly gives them.

Want to be photographed around the world? Well then, Christine is your photographer because her dream photography job is to take people around the world and do destination sessions with them. She would love to visit different locales and photograph in places that she normally would never have access to, like the salt flats (of which there are 7 around the world) or Fiji. Her love of travel coupled with her love of photography makes for an amazing dream job. There isn’t one particular photographer that has most influenced her in her professional journey. She is inspired by many different photographers and genres of photography. She believes that she can learn from all photographers whether they are a seasoned pro or just starting out and is open-minded about what she can learn from anyone.

In her personal life, the most important person is her husband, Scott. Christine chuckled that she couldn’t have her husband know about this interview because he would hear she was being ‘squishy’ and she is not the squishy, emotional one! She has found that having a partner to balance you is a good thing and you don’t realize how much you rely on each other until someone is not around. They have been together for 28 years and she appreciates all the moments that they spend together.

One of Christine’s strengths is that she feels she can most certainly step into any situation and learn it, fix it, or adapt to it. We all know that much of photography is problem solving and she has that down pat.







Stability, in the people around her, brings her joy. Her 87-year-old Mom lives with her along with her three children, Kaya (21), Paige (17), a senior in high school and Carter (10) and sometimes life can be stressful. But knowing that everyone is safe, happy, and calm, is what she loves most.

Christine came to PPAM via PPA! She joined PPA in January 2021 with a goal for personal growth and development. She then became interested in finding a local chapter which lead her to PPAM. (We are so happy you found us, Christine!)

As we were winding down, I asked Christine if she had any long-term photography goals. She most certainly did as she wants to become certified and wants to participate in PPAM Image Competition this year. Last year she entered PPAM Image Competition, jumping in headfirst, without knowing what she was doing. This year, however, will be a different story as she already had 3 images that she wanted to talk with mentors about. By participating in last year's



PPAM competition and having a subscription in printcompetition.com she already has put into action some of the tips she has learned along the way.

Christine is technologically minded and considers herself a fixer. She finds solutions. She not only knows her way around a camera but takes pride in always learning something new. She wanted to learn lighting so a few years back she reached out to the owner of Flashgear, who helped her with her lighting and now she is helping others, giving back, teaching lighting with Flashgear. She is a big believer in giving back and helping to lift others up. "By lifting others up, it only makes yourself better. It's good to give back as well as to receive", she said.

And she is about ready to give back to the PPAM membership as a newly nominated Member At Large on the 2023-2024 slate, where no doubt she will have wonderful ideas to share and help implement. It was an uplifting experience to have a conversation with Christine. Do yourself a favor and seek her out at the upcoming PPAM Evolve convention, held at the Holiday Inn, Dedham on February 24-26. She'll be leading the new "Friday Night Lights" program, bringing lighting and equipment from Flashgear for everyone to try out. And she'll likely be helping someone somewhere or learning new things from the amazing speakers. But you can bet she'll be eager to meet you and share a story or two. And if you need something fixed or a solution to a problem, she can definitely help you out with that too!



To see more of Christine's work, go to: <https://christinechambersimages.com/>



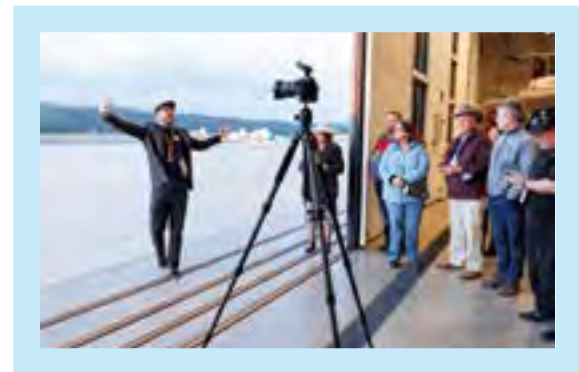
# EVOLVE 2023 Schedule



## Friday, February 24th

### 12 pm: Chris Wooley – Master Your Digital Marketing

Are Google Ads worth it? Should you pay to boost a post on Facebook? What should be in my Facebook ads to actually get paying clients? Can I optimize my website for SEO myself - or should I hire a professional? Join professional photographer and educator Chris Wooley to dive into the world of digital marketing. In this program you'll learn the foundations of utilizing digital marketing in your photography business, complete with real world examples for photographers. Chris will simplify the complex concepts of digital marketing and give you actionable ideas of how to up your digital marketing. You'll walk away with a working knowledge of how online and digital marketing works; tactics worth spending money on (and the ones to avoid); the most efficient techniques for ranking higher in Google with Search Engine Optimization (SEO); how landing pages, lead generators, and funnels work; how to use paid Google and Facebook ads; and email marketing with email sequences. Most importantly, you'll learn the secret techniques each platform needs to stop wasting money and start getting clients. You'll be able to ask questions and get real world answers to your



digital marketing questions. Chris is a photographer and educator with a retail portrait studio in Spokane, Washington where he specializes in Vintage Inspired Portraits and Commercial Business Portraits.

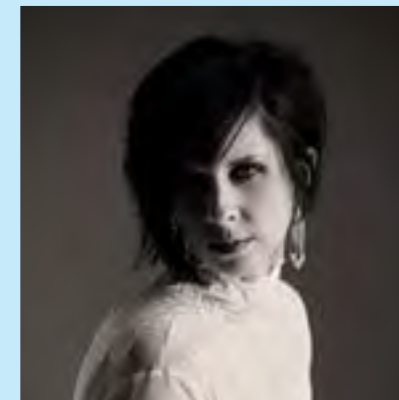
### 3:15 pm James Flachsbart – On Location, Off-Camera Lighting

This program will cover a dynamic range of subjects including equipment, lighting patterns, basic understanding of off camera lighting, knowing how the camera and flash work together; natural lighting balance, overpowering the sun, indoor reception/church lighting, lighting at sunset, and lighting after dark. The goal is to help educate on the basics, as well as share the secrets to lighting in any scenario. James will demystify the complexity



around off-camera lighting, and share how he uses it to light subjects quickly, in many different scenarios (overpowering the sun, rainy days, indoors, night time, etc) and in fast paced environments, with little time for large setups or timely test shots. James wants you to walk away from this class with not only new ideas to try but have a confident understanding of HOW it works and WHY, so you aren't just shooting in the dark.

James is best known for his off-camera lighting techniques and incorporation of astrophotography in his client portraits. His business grew quickly since he started in 2012, and to date he has captured over 180 weddings.



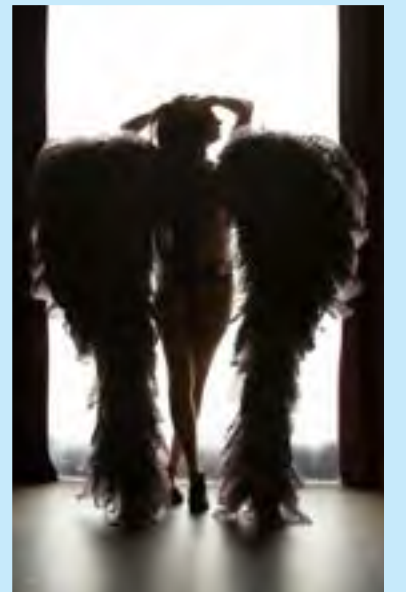
## Saturday, February 25th

### 9 am: Christie Newell – Bold & Beautiful Boudoir

Join Christie as she shows you how she flipped her studio to 85% boudoir in a few short months, creating a luxury experience which has led to doubling sales. She will dive deep into consultations, styling, creating the experience, posing, lighting, products, pricing, sales, FB group and content.

Through this short, amazing journey of Bold and Beautiful Boudoir, Christie has learned so much about herself and why she creates for these women. The word "boudoir" scares a lot of people but the experience with Christie is to empower women by bringing out the beauty they don't see in themselves.

While newborns were Christie's specialty, she has developed a love for empowering women through boudoir portraiture. Christie feels that by getting to know each client individually, she can create a product as unique as they are. The end result is a portrait tailor-made for each client. Christie's talent for design, light, and final composition to her artwork sets her apart from her competition. Personality and attention to detail keeps clients coming back.



### 2:15 pm Toni Harryman – Dream, Emote, Play, Create

Do you sometimes struggle with creativity? Would you like to get more emotion into your work? Have you found your own unique voice and style? In this class Toni will talk about ways to get more emotion into your work no matter the genre you work in. We will learn about becoming more creative and ways to feed your creative soul. And hopefully help you discover your own super-pow-



ers and unique voice. You all have it inside you. The time to create the art that only you can create is now.

Toni has taught and been on jury panels in more than 20 states and loves to share her passion for photography and art with fellow artists. She feels truly blessed to get to know so many inspiring and caring people in our industry through her travels.



**Sunday, February 26th**  
**9 am: Benjamin Williamson – Landscape Photography**

If you want to take your landscape photography to the next level, or even if you've never tried it, then this presentation is for you. Ben aims to show you how to come away with images that are personally meaningful, images you can be proud of, and maybe even images that win competitions. Concepts such as when to go out, basic gear, camera settings, perspective, composition, themes and projects, editing, building community, and keeping it fun will all be covered.



Benjamin is not your traditional landscape photographer. Instead of seeking places devoid of human presence, he likes to showcase our relationship to the environment through images that often include man-made objects. He wants to understand where we fit in, to celebrate humanity as well as the obvious wonder we associate with the natural world. Ben is based in Bath, Maine, and was previously the photo editor of Down East Magazine. He currently runs workshops and sells prints.



grow your business, but thrive in today's challenging marketplace.

Specializing in weddings, Steve photographs about 30 a year throughout New England. Bar Mitzvahs, senior portraits, families and schools round out his photographic experience.



played in homes, can provide emotional support for families when the world feels overwhelming. When it comes to creating family portraits, we are no longer just photographers, we are authors, writing biographies with photographs. Allison operates her professional home studio from the mountains of Park City, Utah.



**11:15 am: Stephen Sedman – Evolve Your Business**

Now is the time to Evolve your Business and adapt to the changing world we are living in. Whether you have been in business for one year or over 30 (like Steve) you need to constantly be checking and adjusting your course to move your photography business closer to your goals. We will take a candid look at how to stay relevant and not only



**1:30 pm: Allison Watkins – Strengthen Your Family Portrait Skills**

Allison believes displaying family portraiture is essential to creating a strong home environment where our children feel a sense of love and belonging in this great big world. The focus of Allison's business model is creating wall portraits that celebrate and nurture a family's bond. Great family portraits displayed in homes, can provide emotional support for families when the world feels overwhelming. When it comes to creating family portraits, we are no longer just photographers, we are authors, writing biographies with photographs. Allison operates her professional home studio from the mountains of Park City, Utah.



A huge “THANK YOU” to  
more of our PPAM sponsors



## PPAM Member Elected to PPA Board of Directors

Shawon Davis, a resident of Medway, Massachusetts, has been elected as a member of the Board of Directors for the Professional Photographers of America. She will be serving alongside Trish Gilmore, who is also a member of PPAM, on the board.





# PPAM Award Winners at IUSA

At Imaging USA 2023, held in Nashville, Tennessee in January, the following PPAM Members received:



## Awards & Degrees

### Imaging Excellence Award

**Nancy Green**, M.Photog.Cr., CPP

### Imaging Excellence Bar

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

**Karen McCall**, M.Photog.M.Artist.Cr., CPP

### Photographic Craftsman

**Scott Levine**

### Master Artist

**Marisa Balletti-Lavoie**, Cr.Photog.

**Yedi Koeshendi**, M.Photog.Cr.

### Master of Photography

**Luciana Calvin**, Cr.Photog., CPP

**Susan Ogar**

**Karen McCall** was also named to Team USA for the  
**World Photographic Cup 2023!**

IMAGINGUSA

# Shine Theory

By Sue Ogar, M.Photog.

Last Summer I read a book that reminded me of an idea that I'd already held dear. It put into words the concept of surrounding yourself with the best people and always celebrating each other's accomplishments without envy or competition. Shine Theory.

I'm lucky to have this in my personal life with wonderfully supportive friends and family and it's with such gratitude that I see it in my professional life too. I'm a Sole Proprietor so I work alone a good deal of the time and some may view other photographers as competitors...but I've learned first hand, that that is far from the truth. I wouldn't still be in business if it weren't for the other photographers who have supported, pushed, and cheered me on along the way. From the small business friends locally to the amazing people in my professional groups — supporting each other brings everyone up.

What is Shine Theory?

"Shine Theory is an investment, over the long term, in helping someone be their best self—and relying on their help in return."

"Surrounding yourself with the best people doesn't make you look worse by comparison. It makes you better."

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

