



PPAM Newsletter

Fall 2023



Cover image by 'Determination' by Ed Pedi M.Photog.Cr., CPP  
This image of a 3-year-old was captured at the very end of an extended family portrait session photographed in our studio gardens. I have been honored to photograph this child since he was an infant; and before him, his Mom and her siblings when they were young children. I was attempting to create a portrait of him but being an active 3-year-old, he had had enough. I asked his parents if they had an idea what would catch his attention and they suggested playing his favorite song on their phone. I placed the phone on the table in the gazebo, set my camera on a tripod, set my exposure, etc. and then suggested he find the phone. I had locked the gazebo door, but he was determined to open it and get inside; hence the title, 'Determination'.

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“All the News That Fits”

The PPAM Newsletter is a collaboration between the PPAMVP of Communications, Tim Lebel, and 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 photos 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!



Volunteers

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 THANKYOU 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, setting up at a quarterly seminar – 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 the Volunteer Chair Lisa Tommaney lisa@ltommaney.com and she'll be happy to help you find the perfect position for you!

# PPAM President's Message

by **Cassandra Sullivan,**  
M.Photog.Cr., CPP

When I joined PPAM on October 17, 2005, I really had no idea what I was getting into. I had started my business about 6 years prior, but I was still working full-time doing tech support, and doing sessions in the evening and on weekends. And to be honest I wasn't sure what I was looking for from PPAM, other than being able to hang out with amazing photographers and learn more about photography and being a good photographer (which I didn't realize I needed – but boy did I!) And then learning to run a profitable and sustainable business – that was a bonus I wasn't even expecting, but needed, also.

Nancy Green was President at the time – and there she was at the Registration table for the event I was attending (Ellie Vayo on Seniors – anyone remember her?) I lived in Plymouth for a while and Nancy was THE photographer to go to even then. I was a bit intimidated – but at the same time SO excited because here was a successful photographer and that's what I wanted to be, too – so I must be in the right place!

I took time off from work (using vacations and sick days) to attend PPAM events to make sure I got everything out of it. I noticed my business practically doubled within a couple of years, and my photography greatly improved, too. Nancy asked me to assist her on weddings – and that right there was akin to a master's degree in photography! I learned SO much and to this day still hear her in my head during sessions. I specifically remember our first wedding together – she took my camera to look through some of the photos on the back – her first comment: "Oh, you're a tilter".



I still tilt.

Not to mention the friends I've made and the fun I've had with other photographers. Community over Competition – it's the only way to thrive.

So now here I am 18 years later. You could say my photography career – and my business - 'grew up' in PPAM. Now in 2023, the photography 'industry' continues to change – and the profession of being a photographer is changing, too. AI, anyone? And our organization, of course, needs to change with it. Reach out if you'd like to chat about what you need or want from PPAM. I'm in listening and learning mode.



## IPC Schedule

Registration: July 11 – September 5, 2023 at 5pm ET

IPC First Round Judging Results: November 7, 2023

IPC Live Judging: January 27, 2024 at Imaging USA

IPC Live Judging Finals & Grand Imaging Awards: January 29, 2024



### The 2023-2024 PPAM Board

Back row L-R: President - Cassandra Sullivan;VP Programs - Mike Stone;VP Tech - Sue Ogar;VP Commu-  
 nications - Tim Lebel;VP Membership - Ann Dreiker;VP Finance - Laurie Lizotte; Member-at-Large, Lisa  
 Tommany; Member-at-Large, SeraphineWanami; 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, AndyWeigl

President – Cassandra Sullivan  
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 VP Communications - Tim Lebel  
 VP Finance – Laurie Lizotte  
 VP Tech – Susan Ogar  
 VP Membership - Ann Dreiker  
  
 Recording Secretary – Lisa Fischer  
 Parliamentarian – Susan Asaro

Members at Large:  
 Christine Chambers  
 Lucero Giacchini  
 Robert Joynt  
 Lisa Tommany  
 Seraphine Wanami  
 Andy Weigl

# CALENDAR OF EVENTS

Friday – Sunday, November 3 –5, 10 AM–8 PM  
**Hunt’s Photo and Video Annual Show**

Melrose, MA  
[Link to Hunts Show Page](#)

Sunday, Dec. 10, 2023

**PPAM Holiday Social**  
 Spouses, signification others, and friends are welcome.  
 Noon to 4pm  
 Location: Lucozzi Portraits  
 71 Falkner Street, Suite 215, North Billerica, MA

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

## Save the Date!

**Evolve 2024**  
 February 23, 24, 25, 2024  
 Holiday Inn, Dedham, MA

Book your hotel now!  
<https://bit.ly/3s7eZyl>



# Embracing the Future: Navigating the Impact of AI in Photography

by Dr. Heidi Gregory–Mina

In the ever-evolving world of photography, the integration of artificial intelligence (AI) has brought about transformative changes. While AI offers incredible possibilities, it's essential to address the challenges that photographers face. As a passionate photographer myself, I understand the significance of maintaining a personal connection and preserving our artistic vision amidst the rise of AI. In this blog post, we will explore these challenges and discover how we can embrace the power of AI while staying true to our unique style and personal touch.

## Unleashing the Creative Edge: It's Personal

To all my fellow photographers out there, we possess something truly remarkable that no AI algorithm can replicate—a deeply personal connection. It's about capturing emotions, stories, and moments that touch the hearts of our clients. The human touch we bring to our work, the unique perspectives we offer, and the artistic expression we infuse cannot be replaced by AI. By embracing our creative edge and focusing on our strengths, we can continue to provide clients with a photography experience that goes beyond cold algorithms and touches their souls.

## Navigating Ethical Terrain: Trust in Our Integrity

As AI technology advances, ethical concerns have arisen, particularly with the rise of AI-generated content like deepfakes. But fear not, for we hold the power to navigate this terrain with unwavering integrity. By committing ourselves to ethical practices and being transparent about our processes, we build trust with our clients and audience. Communicating when AI technology has been used in image generation or manipulation ensures that our authenticity remains intact. Let's educate others about the capabilities and limitations of AI, fostering a deeper understanding of the ethical implications associated with AI-generated content.

## Striking the Automation-Artistic Balance: Our Art, Our Control

Automation may streamline tasks, but it can never replace the artist's touch. Let's find that delicate balance where AI becomes a helpful tool rather than the sole decision-maker. We, as photographers, are in control of our artistic vision and style. By actively participating in the editing process, making conscious decisions, and infusing our personal touch, we ensure that every photograph reflects our unique perspective. AI can enhance efficiency, but it's our artistic prowess that breathes life into our work.



## Continual Learning and Adaptation: Embracing the Journey

In this ever-changing landscape of AI-integrated photography, our journey as photographers requires continual learning and adaptation. Let's embrace this opportunity to expand our knowledge of AI algorithms and techniques relevant to our craft. By staying informed about the latest AI applications, we can leverage emerging tools to enhance our work. Collaboration with AI experts and researchers allows us to explore innovative approaches that blend human creativity with AI capabilities. Together, we can stay at the forefront of the industry, constantly evolving and pushing the boundaries of what's possible.

## Embracing the Partnership: Our Connection, Our Magic

Ultimately, it's the personal connection between a photographer and their subjects that makes our work truly magical. No AI can replicate the bond we create with our clients—the trust, the laughter, and the intimate moments we capture. As we embrace the partnership between AI and photography, let's remember that our art remains a reflection of our unique vision and humanity. By harnessing the potential of AI while preserving our personal touch, we can elevate the industry, enrich artistic expression, and deliver extraordinary visual experiences.

As you navigate the impact of AI on the industry, let's remember what makes us truly special—our personal connection, our integrity, and our ability to bring our artistic vision to life. Embrace the possibilities that AI offers, while staying true to your unique style and connection with your subjects. Together, let's create a future where AI and human creativity harmoniously.



About Dr. Heidi Gregory-Mina: As a business psychologist, professor, and author, Dr. Gregory-Mina bring a unique combination of academic expertise and real-world experience to my clients and readers. Her services are designed to help individuals and organizations improve their performance and achieve their goals through a better understanding of the science of human behavior.

As a professor, she teaches courses on topics such as organizational behavior, management, and leadership, helping her students develop the skills and knowledge they need to succeed in their careers. She writes books, articles, and blog posts on topics related to business psychology, leadership, and personal development, sharing her knowledge and experience with readers around the world

In addition to her work as a business psychologist, professor, and author, she is also the founder of Dr. Heidi The Book Publisher, a publishing company with a unique niche. Dr. Heidi The Book Publisher produces books that not only educate and inspire but also make a positive impact in underserved communities. A portion of the proceeds from book sales goes to support nonprofit literacy programs serving those communities.

Overall, her work as a business psychologist, professor, author, and founder of Dr. Heidi The Book Publisher is dedicated to making a positive impact in the world, helping individuals and organizations reach their potential and supporting underserved communities through literacy programs. For more: <https://www.drheidigregorymina.com/>



Dr. Heidi Gregory-Mina will be one of our featured speakers during EVOLVE 2024.

A Huge Thank You to ACI for  
continuing to sponsor PPAM!

Do you have questions about PPA?

Contact any of the PPA Councilors or PPA Board of Directors Members who are from Massachusetts and they would be happy to chat with you:



PPA Councilor Cathleen Broderick, M.Photog.Cr., CPP



PPA Councilor Nancy Green, M.Photog.Cr., CPP



PPA Councilor Paula Swift, M.Photog.Cr., CPP



PPA Councilor Naomi Waters, CPP



PPA Board of Directors Trish Gilmore, M.Wed.Photog.Cr., CPP



PPA Board of Directors Shawan Davis

# PPAM Degrees

Working towards your PPAM Degrees? Here are the ways you can earn merits:

## 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

## MERIT CHART FOR SERVICE DEGREE

TOTAL MERITS PER YEARS - 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>

# Welcome New Members!

PPAM has welcomed 5 new members recently. 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 next seminar together!



Steven Belec – Boston, MA



Ian Dickerman – Somerville, MA



Elin Bodin – Mattapoisett, MA



Gabriela Berinstein – Newburyport, MA

and Jen Carroll – Marion, MA