



www.ppam.com

Winter 2003/2004

## Bob Martel and Steve Sedman to Present Programs on January 12 at the Henderson House

**Bob Martel** begins our day on January 12 at the Henderson House in Weston, Massachusetts with, *“How to Create All of the Business You Can Handle! Smart Marketing Strategies for the Success of the Small Business”*.

Strategy is king in marketing success. Every small business owner struggles with marketing and controlled, profitable growth. Marketing is the one aspect of business that must be mastered if true success is to be realized. Business owners must see the bigger marketing picture and decide what type of marketing philosophy they want to adopt.

This fast-paced and lively program will present several powerful marketing strategies for growing any small business, with an emphasis on programs that generate measurable results. Bob’s program is designed for the small business owner who needs to develop an effective marketing strategy to meet their revenue and profit goals. The seminar will present a strategy framework for marketing goal setting and management, as well as a game plan for effective lead generation. Topics to be covered include a discussion of marketing options and the relative effectiveness of each method, determining the lifetime value of a customer and how to differentiate yourself in a crowded marketplace.



**Steve Sedman**

Tips for ensuring a successful marketing campaign will also be presented. Attendees will leave the session rejuvenated and optimistic about their business, with a clear marketing action plan that they can begin working on the very next day.

Among the topics to be covered: the only three ways to grow any business, nurturing the lifetime value of a customer, building perceived value and developing your unique selling proposition, how to determine what customers really want from your company, how to profit from the 80/20 rule and why you must become a powerful persuader.

Bob Martel is the principal consultant at JMB Marketing Group, located in

Marlborough, Massachusetts. JMB Marketing provides strategic marketing consulting to small businesses in the area, assisting business owners and company principals in meeting their sales and marketing goals for the business. JMB Marketing is a results-driven marketing consulting practice. The company specializes in marketing strategy, direct marketing techniques and in getting the maximum “marketing leverage” for every dollar invested in promoting the business.

Bob has helped hundreds of business owners and principals in a variety of industries, providing leadership and guidance to focus the company on profitable growth through successful marketing strategies. Among the clients that JMB Marketing has served are ATT/Paradyne, Digital Equipment, Avalan Technologies, CapaCity Software, Wellnex Systems, Worldata, The World Group (Tokyo) and numerous small business owners in southern New England in the service, retail and consumer industries.

Bob is a contributing writer to the MetroWest Business Journal, writing a weekly column on the topic of small business marketing. He has recently published an audiocassette, “12 Marketing Mistakes

*(Please turn to page 4)*

# President's Message



Photo by **Linda Pedi**

Greetings to All,

As we come into one of our busiest seasons, it is a good time to reflect on the blessings we have been given and to ask ourselves, what are we thankful for? Take time to appreciate what you have accomplished in your lifetime and thank those who have helped you achieve your success.

The 2004 Convention, *Exceptional Imaging without Exception*, is shaping-up quite nicely and I am truly thankful to this year's convention chairman, **John Lenis** and Vice President of Programs, **Mark Till**, who have worked their magic and assembled an amazing line-up of talent which includes thirteen top-notch speakers, presenting a variety of programs and workshops (visit [www.ppam.com](http://www.ppam.com) for a complete convention schedule). This convention will offer something for everyone including several programs on digital photography and color management, weddings, children, families, seniors, sales and marketing. There will even be a program on how to build a better web-site. I'm especially thankful to our eleven very generous sponsors who have stepped-up once again and demonstrated their continued support by sponsoring the many programs and social activities offered at this year's convention. For all the years that I have been involved with programs, I am humbled more each year by the commitment and generosity of our sponsors and it goes without saying, if not for them, the ticket price for admission would be insurmountable. Please support these generous companies as they have supported our organization over the years.

With the holidays fast approaching and 2003 winding-down, dedicate one full day to preparing a marketing plan for your

business next year. First and foremost, begin by penciling in R&R time to be enjoyed with your families and stick to it. Review last year's receipts and determine what promotions were most successful and consider ways to better market them for even greater success in the coming year. Likewise, consider dropping what didn't work. Always challenge yourself to try something new. Don't forget to renew your goals, both personal and professional. One of the goals I set and accomplished last year was to have all orders complete and ready for delivery one-week prior to Christmas so that I could relax and enjoy the holidays; I plan to renew that goal this year. Give back by sharing your knowledge with others to help them grow and prosper within this profession. Spend some quality time with family and friends and enjoy this beautiful season together.

I wish you all peace, health, happiness and continued prosperity in the New Year.

**Ed**

### *President's Tip:*

*When scheduling a large family portrait group that will include multiple extended families request a 'Family Tree' be provided prior to the scheduled session date. The family tree should begin with the grandparents, followed by each of their children, who should be grouped with their respective spouses and children. I ask them to include the relationship of each subject, their names and all children's ages. Obtaining a family tree enables you to familiarize yourself with the group beforehand and allows you to prepare a diagram on paper of the posed group. This small bit of planning eliminates having to think on your feet. Once the groups arrive, your scene should be set-up and ready to go, you simply add your subjects based on your prepared diagram. Trust me, you will impress your clients when you demonstrate how organized and smoothly you work. Continue with individual family breakdowns, grandparents with grandchildren, grandchildren together, etc.*

## 2004

# Coming Events

**January 12 - Bob Martel** – "How to Create All the Business You Can Handle..." and

**Steven Sedman** - "Designing Distinctive Digital Albums"  
Henderson House, Weston, Massachusetts

### **February 27-March 1**

PPAM Convention 2004 - *Exceptional Imaging Without Exception*  
Center for Executive Education,  
Babson College

For more information contact: **John Lenis**, (508) 753-7665/  
[lenisj@aol.com](mailto:lenisj@aol.com)

### **April 12 - Louise and Joseph Simone**

Henderson House, Weston,  
Massachusetts

### **April 13-16** – Simone's Workshop (Pre-Registration is required)

Location: **Hadi Doucette's Studio** -  
Wakefield, Massachusetts

### **May 17** - Mass Monday (**Ralph Tomaccio** Photoshop) - 20 Students

Location: Framingham,  
Massachusetts

### **June 21 - Jerry Sutton and Lisa Evans** - Painter

Henderson House, Weston,  
Massachusetts

### **June 22-25** - Sutton and Evans Workshop (Pending)

Location: **Diana Mirasolo's Studio** –  
Wakefield, Massachusetts

### **October 18** - Pending

## ***The Wedding From Hell Returns***

**PPAM Brings Back  
"Joey and Maria's  
Italian Wedding"**  
**Wedding Date:**

**Sunday, February 29, 2004**  
(Assuming Joey's parole comes through)  
**Place: 2004 PPAM Convention  
Awards Banquet**  
**RSVP: OR ELSE!**

*Looking for the complete picture?*

At Natural Color Lab, you'll find an artful combination of professional services, state-of-the-art systems, and personalized attention. From the latest in digital techniques to traditional developing and processing, we can provide what you need to deliver outstanding results at a competitive price.

# *Natural*

---

Established  
1981

# *ColorLab*

## **Our Systems and Services**

- Single click FTP ordering
- Fuji Frontier/Light-Jet laser output
- Fuji StudioMaster PRO/Kodak ProShots systems
- Scanning and retouching
- Developing and optical printing services
- Online image management and marketing
- Canvas & mounting services up to 30x40

Natural Color Lab  
378 Page Street  
Stoughton, MA 02072

Phone: (800) 342-0900  
[www.naturalcolorlab.com](http://www.naturalcolorlab.com)  
[customerservice@naturalcolorlab.com](mailto:customerservice@naturalcolorlab.com)

*For a new frame of reference, contact us today.*

# Canadian Photographer John Beesley Speaks at PPAM October Seminar

Photographs by **Robert Stegmaier**



The Henderson House in Weston Massachusetts was the locale for a seminar given by Canadian photographer **John Beesley** on October 20, 2003. A full house of PPAM members listened attentively as John described his philosophy for running a profitable and personally satisfying business.



His mellow and laid-back demeanor belied his disciplined and focused business strategy. John believes in concentrating his business on only those aspects of photography that he wants to do. This allows him to run a disciplined and lucrative business using only a 600



sq. ft. studio space. He admonished his listeners to know themselves and not follow the styles and techniques preached by others. John was an inspiration to all those photographers who are searching for their own business and artistic niches.

## Bob Martel and Steve Sedman (Continued from page 1)

That You Must Avoid" and a series of reports covering everything from effective yellow page ad design to how to write sales letters that sell! He has also written articles on the topic of marketing for the New England Real Estate Journal, *It's About Business*, and for several trade magazines.

After another wonderful Henderson House lunch, **Steve Sedman** will present, "*Designing Distinctive Digital Albums*".

The Digital Wedding Album has had a dramatic impact on professional wedding photography. Today, professional photog-



raphers now must learn how to merge graphic elements and designs with their traditional storytelling and photojournalism styles so that they can produce these stunning new contemporary albums. In addition to new designing skills, many photographers have discovered that the marketing, selling and pricing of digital wedding albums also requires changes in their studio operations.

Steve Sedman, owner of Sedman Photography, Braintree, Massachusetts will demonstrate the techniques and programs he uses to blend traditional and photojournalist wedding photography along with graphic designing elements to produce over 40 digital wedding albums last year. Steve will also share the marketing and

sales techniques he employs to maximize his profits and minimize his production time. Whether you photograph with film or digital, Steve will show how you can deliver exciting and creative digital albums to today's contemporary brides.

Steve Sedman possesses a unique mix of fine art, computer/internet and photographic experience. He earned a BFA at the Swain School of Design, attended both the Museum School of Boston and Tufts University. As LustreColor's New Technology Manager, he has played a critical role in transforming their services to an Internet / Digital imaging leader.

This seminar is FREE to all PPAM members. For members of PPANE or other New England PPA state affiliates, the cost is \$40.00. For all others, the cost is \$75.00. Registration will start at 9:00 a.m. on Monday, January 12. Lunch at the Henderson House is \$15.00 if registered prior to January 5 and \$20.00 January 6-12. Please make your check payable to PPAM and mail to **Mary Ann Nourse**, 366 Washington Street, Canton, Massachusetts 02021. For more information, please call Mary Ann at (781) 828-6675.



## 2003-2004 Officers

### President:

**Ed Pedi**, PPA Certified,  
M.Photog.Cr.  
324 Berry Street  
North Andover, MA 01845  
(978) 686-6535  
edpedi@edpediphot.com

### Vice President, Programs:

**Mark Till**, Cr.Photog.  
6 Surrey Lane  
Natick, MA 01760  
(508) 655-8886  
mark@marktill.com

### Vice President, Membership & Records:

**Laura Imbeault**  
185 Main Street  
Gloucester, MA 01930  
(978) 283-5788  
Laura@ImbeaultPhotography.com

### Vice President, Publications:

**Andrea Joliat**, PPA Certified  
7 Cutler Farm Road  
Lexington, MA 02421  
(781) 674-0152  
Familyalbum@rcn.com

### Vice President, Finance:

**John Flaherty**  
33 Concord Road  
Billerica, MA 01821  
(978) 262-2266  
diamondstudio@attbi.com

### Treasurer: Mary Ann Nourse

366 Washington Street  
Canton, MA 02021  
(781) 828-6675  
nourses@aol.com

### Publication Editor:

**Harvey Goldstein**, Cr.Photog.  
26 Goodsell Point Road  
Branford, CT 06405-4407  
(203) 488-2855  
ppanepub@aol.com

## Scholarships Available

Did you know that there is a scholarship available to photographers with less than five years as a professional and a lack of financial means to attend NEIPP? Contact **Rick Nourse**, NEIPP Trustee, at nourses@aol.com for the form and any further information on how you can apply for this scholarship. The deadline to apply for this scholarship is January 1, 2004.

*Exceptional Imaging Without Exception*

## Charles and Jennifer Maring, "Master the Moment"



Artistically master your photographs to a higher standard that is clearly visible to the eye. Digital capture has brought the field of wedding photography new tools to give a higher level of service, but it can also give you an in-depth fine art point of view as well.

The music you listen to is digitally mastered. The movies you watch are digitally mastered. Your photographs can be digitally mastered as well. **Charles and Jennifer Maring** have mastered the art of digital enhancement that showcases a cinematic mood and theme within their story lines. Learn from the Marings how to blend today's lasting print integrity with a classical photojournalistic theme that will give your wedding books a fine art edge.

Charles and Jennifer Maring are two of the worlds leading experts on the subject of digital wedding photography. Their digitally mastered images are changing the face of wedding photojournalism into a more artistic vision. Although photojournalistic in style, their designer photographs convey the feeling of the moment with a cinematic mood that conveys a formal message. Being on the cutting edge of digital photography has given the Marings a distinct quality that is clearly visible to the eye. The Marings have been capturing their photographs with digital cameras for nine years and they credit their early start in the digital arena as a major reason for attaining some of the industry's highest awards.

Be sure to arrive early for the Maring's convention program on Friday evening, February 27 at 6:30 at the Center for Executive Education at Babson College in Wellesley, Massachusetts.

## Interested in Keeping Tuition Down?

The New England Institute of Professional Photography is conducting a raffle to raise funds to help keep tuition down. There is a catch, you have to purchase a raffle ticket to help! First prize is a Bose Wave Radio CD player valued at \$750.00. Second prize is a \$500.00 scholarship to NEIPP in 2005, third and fourth prizes are Jeep Mountain Bikes. Tickets are available from **Rick Nourse** until NEIPP arrives in March. The winner will be drawn at NEIPP and you do not have to be present to win. Be sure to see Rick for your winning raffle tickets SOON!

# The Future Is Now!

President **Bob Lizzari**, Convention Chair **Paul Camello** and the entire PPANE Board of Directors put together a talent-laden event with a Trade Show and Awards Banquet that was eye popping! PPANE's 102<sup>nd</sup> Annual Convention featured PPAM member **Ed Pedi** and nationally known talent **Gary** and **Kathy Meek**, **Dori Arnold**, **Ken Sklute**, **Bob Hawkins** and **Jeff Lubin**. All of the programming prepared the PPANE members for the future, and the Future Is Now. Whether it be Ed Pedi's fundamentals of family portraiture, Dori Arnold's high school senior program, the Meek's recipe for success, Ken Sklute helping us capture the emotion or the proper way to use digital capture, work flow and Adobe Photoshop, the programs were plentiful and the rooms were packed.

The 2003 Supplier Appreciation Award was presented to **Kirsten Snow** of Art Leather/GNP for all of her hard work and devotion to PPANE throughout the year.

**Joe Dunn**, along with his volunteers, took the many photographs that will be preserved in the PPANE archives.

At the Awards Banquet, **Charlie Poole** presented the Ronald Poole Scholarship, a full scholarship to NEIPP, in memory of his father to **Dennis Becker** from Newton, New Jersey.

Photographers' Color Service *Diamond Award*, given in memory of **Marvin Richmond** was presented by the 2002 recipient, **George Rosa**, to the 2003 recipient, **Jack Holowitz**. Along with the diamond studded pin comes the honor of naming a recipient for a full scholarship to NEIPP. The 2003 National Award was presented by PPA President **Bob Lloyd** and the 2002 recipient, **Rick Nourse**, to **George Hawkins** in recognition for his outstanding service to professional photography. Life Membership was presented to **Dick Towle**.

**Paul Smith** was one of the first three recipients to receive the first "4 for 4 Award" in recognition of four blue ribbons. Joining Paul in this new award were **Pat Beltrami** and **Joan Genest**.

**David Cramer** and **David Darrone** presented Kodak Gallery Awards to **Karen McCall** for "Just The Two of Us" (Portrait), and **Jed Grandmaison** for "Punk Parrot" (Illustrative).

The Fuji Masterpiece Award was presented by **Gary Rosenfeld** to **Jed Grandmaison** for "A Snail's Pace" (Illustrative) and **Jack Foley** for "Sunset Maestro" (Digital).

Print Competition Chairperson Donna Goodhue announced that the 2003 Courts of Honor. The Portrait Court of Honor went to **Joe Kennaley** for "Dela" and the Wedding Court of Honor went to **Lauren Kennaley** for "Free Spirits".

PPAM members who received awards at the 2003 PPANE Convention were **Paul Smith**, 4 blue; **Ed Pedi**, 1 blue, 2 red, 1 white; **Susan White**, 1 blue, 1 red, 1 white; **Liz Waring**, 4 red; **John Souza**, 1 blue, 3 red; **Joe Kennaley**, 3 blue, 1 red; **Tom Grandmaison**, 2 blue, 1 red, 1 white; **Lauren Kennaley**, 2 blue, 1 red, 1 white; **Andie Goodman**, 1 blue, 1 red, 1 white; **Edward Lilley**, 3 blue, 1 red; **Mark O'Connell**, 4 red, **Paul Camello**, 1 blue, 2 red; **Wyeth Lilley**, 1 blue, 1 red; **Jed Grandmaison**, 2 blue, 1 red, 1 white; **Bonnie Baker**, 2 blue, 2 red; **Elise Sinagra-Donoghue**, 1 blue, 3 red; **Mark Spencer**, 2 blue, 1 red; **Joe Dunn**, 2 blue, 2 red; **Mark Richards**, 1 blue, 3 red; **Karen McCall**, 2 blue, 2 red; **Diana Mirasolo**, 3 red, 1 white; **Kerry Brett Hurley**, 2 red; **Marcia Duggan**, 4 red; **Roger Meritt**, 2 blue, 1 red, 1 white; **Nancy Green**, 1 blue, 3 white; **D. John McCarthy**, 4 red; **Antony Colella**, 1 red, 2 white; **Jack Foley**, 2 blue, 1 red, 1 white; **John Lenis**, 2 red.



## The f stops here

Congratulations to **Elise Sinagra Donoghue** (Peabody) on having her image, "Leg Up On Love" featured in the folio section of the September Professional Photographer magazine.

**Mark Till** (Natick) has recently returned from California where he presented his program, *The Lucrative Photographer*, for the Professional Photographers of the Greater Bay (San Francisco).

# Get Ready To Party

The NEIPP Alumni Association will be turning on the heat again at the Sea Crest Resort in Falmouth, Massachusetts with our 2<sup>nd</sup> Annual Pajama Party in the Surf Lounge. Yes, Sunday night, March 21, 2004 is party night. Register for the judging at 9:30 and at 10:00 p.m. you can strut your stuff in front of our judges to try to win in the following categories:

Most Comfortable Male  
Most Comfortable Female  
Sexiest Male  
Sexiest Female  
Frumpiest Male  
Frumpiest Female  
Overall Sexiest Couple

Don't forget to come and join the NEIPP Alumni Association for our 2<sup>nd</sup> Annual Opening Night Pajama Party. If you have any questions, please contact **Mike Spiegel**, Alumni Association President at photowed@aol.com.

---

## New Members

Please welcome PPAM's newest members: **Niamh Ultaigh**, Brookline and **Dr. Avrohm Melnick**, Newton.

PPAM offers a web link from our web page at no additional charge. Please check the website, [www.ppam.com](http://www.ppam.com), to make sure their information is correct.

To our new members, we welcome you to one of the finest professional organizations in Massachusetts. We encourage you to become an involved member. We look forward to getting to know you during this membership year and in the years to come. Please do not hesitate to call any member for assistance or information. This is one of the many reasons we are in existence. See you at the seminar!

---

## PPAM Raffle

A big thank you to all of our wonderful vendors who generously support our seminars. Our October meeting was very successful, netting over \$200 for our scholarship fund. The lucky winners received items from **Lustre Color**, **Natural Color**, **General Products**, **Kodak**, **Capri Albums** and our two new contributors, **Ilford Paper** and **Won Backgrounds**. **Stephen Meier** from Hanover was the winner of the \$150.00 scholarship to NEIPP. Congratulations.

## Liquidation sale

16 inch Ilford 2001 black and white R.C. paper processor, complete with wall mounted water valve, tanks etc. Excellent condition.

Older but clean RA 4 32 inch Hope color processor, Roll easel, and accessories for roll paper.

Hope Electric roll paper cutter.

2 - Merz rotary tube film processors with tubes and inserts from 35mm roll film up to 8x10 sheet film.

8x10 Linhof Kardon BI with normal and wide angle bellows, focusing back cover, Fresnel Lens, front standard extensions and 8x10 cut film holders. All described in almost mint condition. WA bellows only used once.

5x7 Linhof Kardon BI conversion unit. Mint condition. Wide angle bellows.

240 mm Rodenstock Sironar-N 5.6 MC in Copal 3 shutter on Linhof Technika lens board.

210 mm Schneider Symmar MC 5.6 mounted in Linhof Technika lens board and external aperture adjustment.

Please only serious buyers apply to XenoBeake@Charter.net or call @ 413-596-6633 and prices will be discussed.

## Print Critique

Unsure whether to enter the annual print competition? Can't decide which images to choose or how to crop them? Constructive criticism from three Masters of Photography can help you make your entries as successful as possible. Join members of PPAM for an evening of print critique and conversation on Tuesday, January 13, 2004, from 7-9 p.m. at The Family Album photography studio, 7 Cutler Farm Road, Lexington. Please RSVP to **Andy Joliat** at (781) 674-0152.

Directions:

From the North or South: Take 128 South to exit 30A (Rte. 2a east). Follow 2a for one mile from the end of the exit ramp. Take a hard right onto Spring St. Take a quick 2<sup>nd</sup> left onto Hudson Rd. At the end of Hudson, turn right onto Cutler Farm Rd.

From the East or West: Take route 2 to Rte 128 and go north to exit 30 A and then follow directions above.

## BUY...SELL... BARTER or HIRE

If you have any equipment that you would like to sell or barter, or anything you would like to buy, contact **Andy Joliat**, Vice President of Publications at familyalbum@rcn.com.

For sale: FOTOVIX for projecting onto a TV monitor. Will make a quality projection in either 35mm or medium format, in either color or black and white, negative or transparency. Helps you sell larger wall portraits. Call for price, I'll give you a good deal. **Rebecca Masland**, Rebecca Masland Photography, 20 Charles River Street, Needham, MA 02492, (781) 453-8767.

### LOOKING TO BUY

Used reflectors for outside use- any size, any kind. ZebulonTalent@aol.com

**For Sale:** Kodak 8650 dye sublimation printer. Excellent condition, low throughput, used in one-person studio. Original paperwork. \$600. **Gretje Ferguson**, Gretje Ferguson Photography, 6 Deep Dene Way, Dedham, MA 02026, gretje@gfergphoto.com, (781) 461-9202

**Wanted:** Part-time photography or assisting in the Chelmsford / Lowell area (25 miles). 20+ years experience; 2-1/4, 35mm, digital; multi-lights and group posing; location and studio. Call **Bob**, (978) 251-2524.

## PPAM Convention Fees

The four-day convention program is covered by membership dues and is FREE to all current PPAM members.

Non-members may choose to attend all four days for \$150.00 (the cost of yearly membership) or pay on a daily basis. Friday is free, open to the public. The fee for Saturday, Sunday or Monday is \$75.00 per day. You may pre-register by February 21, 2004 by sending your non-refundable check, payable to PPAM, to **Mary Ann Nurse**, Treasurer, 366 Washington Street, Canton, MA 02021.

To our members: PPAM's financial information is available upon request. Please contact **Mary Ann Nurse**, 366 Washington Street, Canton, MA 02021.

### - Advertisement -

**Do you need an assistant?** Contact our Placement Department to gain access to graduates of our two-year Professional Photography Program at Placement@NESOP.com

**Do you want to brush up on your own skills?** Check out our full-time day and part-time evening programs at [www.NESOP.com](http://www.NESOP.com).

New England School of Photography  
537 Commonwealth Avenue  
Boston, MA 02215  
Phone: 1-800-67NESOP  
or (617) 437-1868

Teaching of Professional Photographers by Professional Photographers for over 30 years.

The New England School of Photography, located in Boston, MA, seeks part-time teachers for its Professional Photography program. All areas of professional photography are included in the program: advertising/commercial, editorial/corporate, documentary, photojournalism, portraiture/wedding, color, fashion, history of photography, photographic business practices, alternative processes, black and white and digital imaging. The school is currently in need of expert black and white teachers capable of instructing 35mm-4x5", advanced darkroom techniques, Zone System, etc. We are looking for people with well-rounded art backgrounds to back up their technical expertise. Open to applicants from all fields of photography for possible future openings. At least four years in the photographic profession and previous teaching experience is required. Teacher training is preferred. No phone calls please. Mail or e-mail resumes to:

P.O. Box 15648  
Boston, MA 02215  
E-mail: [academicdirector@NESOP.com](mailto:academicdirector@NESOP.com)

*Exception Imaging Without Exception Workshop*

**Joe Dunn and Diana Mirasolo**

*Present*

## **There is Life Before Photoshop “Digital Work Flow: From Birth to Photoshop”**

**Joe Dunn** and **Diana Mirasolo**, *PPA Certified* have been photographing digitally and want to share how they have become record savvy after they have created image files. Both Joe and Diana have similar systems of recording, yet because of the differences in their businesses, they have tweaked this system to fit their own particular needs.

Joe Dunn owns and operates Perfect Impressions Studio, in Tyngsboro, Massachusetts on the border of New Hampshire. Joe opened his studio in 1976, catering to wedding photography. He also adds seniors and families to his list of clients.

A few years ago, Joe took the leap into the digital world by investing in the Fuji s1, and has since upgraded to the s2. Since he made this investment, he has not used a roll of film. He photographs all of his weddings with this camera. Joe will discuss how he creates a simple system of retrieval of these wedding files after photographing a wedding day. He will introduce how he has kept records in a more compact system than when using film. Locating files to create documents ready for the lab via the use of “Proshots” will be part of Joe’s discussion.

Diana Mirasolo owns and operates Mirasolo Photography in Wakefield, Massachusetts. Outgrowing the use of an oversized breezeway that doubled as her studio, Diana moved into a new home nine years ago, which was built with a new studio in mind. She now operates her business utilizing 1,200 square feet of her present home. She has designed her studio to make her clients feel as though they are in a home environment, which enriches young children to feel more relaxed.

Diana’s work consists of 70% portrait and 30% wedding. Her workflow system will explore an easy way of recording imaging, and keeping records in a simple database system.

Joe and Diana will explore the options of how to save your digital files, catalog them, and prepare them for print. Designing an easy workflow system, to keep them in the camera room and less time at the computer has been key to the ease of keeping records in this digital age for Joe and Diana. After the creation of files, Joe and Diana will introduce a simple way of designing an imaging slideshow, which is easy to create, use, and view quickly for your clients.

Using several different inexpensive software, Joe and Diana have designed an “easy as 1-2-3” method of working collectively or solo. They know that to make money is to be in the studio, and not taking time sitting behind a computer screen. Their system has been working for them since its implementation and they want to share their knowledge with you.

Join Joe and Diana on Friday afternoon, February 27 at 3:00 and learn from their ideas, and stop reinventing the wheel. Utilize their ideas, and tweak their system to fit your own personal and professional needs.

## **Nominating Committee Report**

The Nominating Committee for the Professional Photographers Association of Massachusetts, consisting of **Diana Mirasolo**, *PPA Certified*, Chairman, **Chet Maguire Jr.**, *PPA Certified*, *M.Photog.* **Rick Nourse**, *M.Photog.Cr.*, **Joe Dunn**, **Alan Swinimer**, *PPA Certified*, *M.Photog.Cr.* and **Paul Camello**, *M.Photog.Cr.* has selected the following individuals to lead the Association in 2004-2005.

President

Nancy Green, *M.Photog.Cr.*

Vice President of Programs

Andrea Joliat

Vice President of Publications

John Flaherty

Vice President of Finance

Mark Till, *Cr.Photog.*

Vice President of Membership

Laura Imbeault

Treasurer

Mary Ann Nourse

Additional nominations may be made at the annual meeting, which will take place at 12:00 p.m. on Saturday, February 28, 2004.

### **Creative Theme for 2004**

# **HOT**

**Start planning now  
for the photograph that  
best depicts**

# **HOT**

# How to Register for the PPAM 2004 Conference

The new venue for our conference has prompted some changes in the way we register for and pay for the conference. Please note the important changes that will affect your attendance at the 2004 conference.

**FIRST** - Fill out the conference registration form if you would like to attend any of the workshops listed.

**SECOND** - Pick a hotel and/or meal package if you are staying at the Conference Center.

**Conference Packages:** Please choose the options that will best suit your needs.

**#1 Room and Meals** - This option will allow you to attend the conference without distraction. The meals are included throughout your stay, as are all social functions and use of the college's health and fitness center, The Boston Sports Club. Consider making the PPAM conference a true learning and networking experience this year.

Spend your time talking shop with friends new and old instead of commuting to the convention.

The Conference Center provides lunch and dinner daily in their dining room. Seminars and workshops are designed to accommodate meals on-site. Other meal facilities are located 20-30 minutes away by car, in Wellesley Center or along Route 9.

The cost per person for the room and meals package is \$160.00 per night for a single room and \$110.00 per night for a double room. This includes lunch and dinner daily, as well as the awards banquet if you stay Sunday night.

Note the reduced rate for all three nights! Choose all three nights of the conference, or just the nights you need

**#2 Room Only** - For attendees who will be staying overnight, but eating off-site the room cost is 109.00 per night single or double occupancy. Double rooms are

limited, first booked, and first confirmed! Choose all three nights of the conference, or just the nights you need.

**#3 Meals Only** - Meals in the dining room should be reserved, since we have almost exclusive use of the facility, the kitchen will only prepare for the number of guests we reserve.

Choose the meals you plan on having at the conference. This is where you order your banquet tickets!

**#4 Conference Only** - Attendees not needing hotel or meals. The cost of the conference is included in your dues. Just register for your seminars.

**THIRD- Send it in!** Mail the form and a check or FAX the form with credit card information to:

PPAM  
c/o Mary Ann Nourse  
366 Washington Street  
Canton, MA 02021  
Fax to: (781) 828-9066

---

## PPAM Member Profile



Name: **Elizabeth Sullivan (Betsy)**

*Q. Where is your business located?*

A. North Andover, Massachusetts

*Q. What type of photography do you do?*

A. Portraiture (children and family)

*Q. How would you describe the style that characterizes your work?*

A. Informal, uncluttered

*Q. How did you start your career?*

A. After having children, I left the psychology field and went back to school for photography. I always loved it as a hobby and the flexibility worked better with my new lifestyle.

*Q. What was the one thing you knew when you were starting out?*

A. That the equipment isn't as important as understanding good lighting and composition.

*Q. What is your favorite piece of photographic equipment?*

A. The Mamiya soft focus lens (at least while I can still focus with it).

*Q. What do you like best about your job?*

A. I still love to open up the packages from the lab and see what I photographed (or download). It is still such a wonderful feeling when I see the images from a session that really worked well.

*Q. Who is your favorite photographer of all time?*

A. **Yusuf Karsh** and **Dorothea Lange** (sorry, I couldn't choose)

*Q. What is your most exciting recent discovery?*

A. Using ProShots and sending/receiving orders through the mail.

*Q. Do you have a personal motto?*

A. Yes, never give your e-mail address to your friends (just joking). My motto has been, "Make the best of what you have wherever you are".

# The PPAM Degree Program

If you are a member of PPAM, then you are eligible to participate in the PPAM degree program. There are two degrees available: The Service Achievement Degree and the Photographic Excellence Degree. The application for the Service Achievement Degree is available on the PPAM web site: [www.PPAM.com](http://www.PPAM.com). You need not apply for print merits because the Print Competition Chairperson and the Degree Chairperson will automatically total up your print merits at the convention, following the print judging.

## The Service Degree.

What is it? When you contribute your time to PPAM, you are eligible to earn merit points for your service. Your contribution can be anything that needs to be done- assistance to the print committee at the convention, working the desk at seminars, writing articles for the PPAM Newsletter, driving out-of-town guest speakers to and from the airport, serving on a committee etc.

Why do it? Working with other members of PPAM is an easy way to get to know other photographers, it's a way to develop your leadership skills and it's an opportunity to give back to this organization that has helped you and other photographers to be successful. Without the volunteer efforts of people like you, this organization wouldn't exist.

How do I get involved? Just call up any member of the board and volunteer your services. Or, attend the next board meeting and listen to the discussion of ongoing projects. Introduce yourself to a board member at one of the seminars and mention what sorts of activities you would be interested in helping out with.

How do I apply for my points? Obtain a form from the PPAM website. List your accomplishments for the year in the appropriate spaces, and fill in the points indicated for your task. Total them up and submit the form to the degree chairperson between January 1<sup>st</sup> and the date of the PPAM Annual Convention in early March. The forms must be submitted on an annual basis.

When you have accumulated 50 points, you will be eligible to receive the Service Achievement Award. The award is presented during the banquet at the PPAM Annual Convention.

## The Photographic Excellence Degree

What is it? When you enter the Print Judging at the PPAM Convention each year, you earn merit points based on the number of entries you submit and the scores you receive.

Why do it? Rising to the challenge of print competitions is a great way to improve your photography. It inspires you to analyze the technical and aesthetic qualities of your prints and gives you the opportunity to have them critiqued by an expert panel of judges.

How do I get involved? Contact the Convention Chairperson or the Print Chairperson and request a copy of the "PPAM Print Competition Rules." You may also find one on the PPAM Website. This will explain the print entry size and mounting specifications, and the entry dates as well as all other important information.

How are points acquired? Each time you enter a competition, you earn merit points according to the following system. These are recorded automatically for you by the degree chairperson, so there is nothing that you need to do. When you have earned 50 points, you'll be eligible for the Photographic Excellence Award, given out during the banquet at the PPAM Annual Convention.

Print Entry Points Score: 74-75 (1 point); 76-79 (2 points); 80-89 (3 points); 90-100 (5 points). In addition, you receive one point for any award you receive, and 3 points for winning the Creative Theme Category and the Special Masters Category.

If you have any questions about the Degree Program, contact Degree Chairperson, Hadi Doucette, at telephone 781 245-4688 or e-mail [hadi.studio@verizon.net](mailto:hadi.studio@verizon.net)

---

## NEIPP

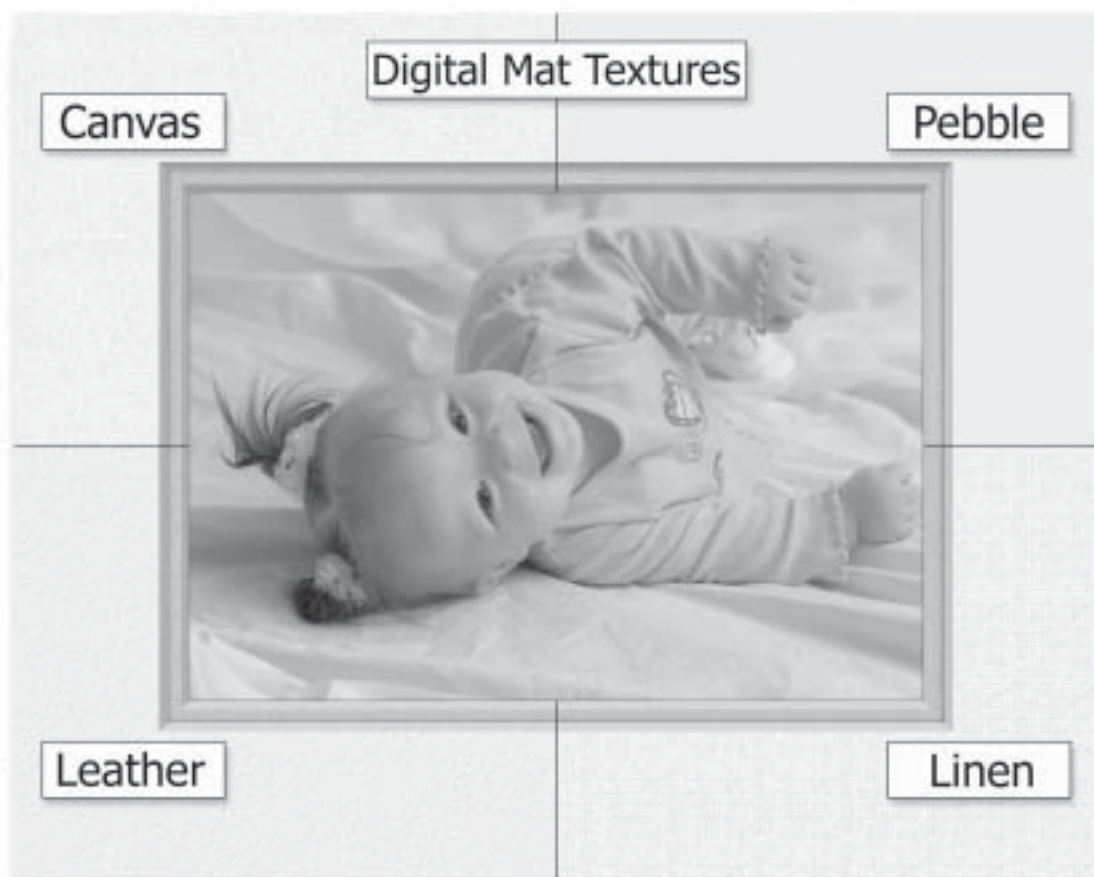
March 21-26, 2004

Course #1	Arthur Rainville	Advanced Portraiture	\$950 Double / \$1,100 Single
Course #2	Len Levy	Basic Portraiture	\$875 Double / \$1,025 Single
Course #3	Tim Kelly	Advanced Portraiture	\$950 Double / \$1,100 Single
Course #4	Michael Redford	Advanced Portraiture	\$950 Double / \$1,100 Single
Course #5	Sandy Puc/Dave Junion	Advanced Portraiture/Digital	\$975 Double / \$1,125 Single
Course #6	Ken Sklute	Weddings	\$950 Double / \$1,100 Single
Course #7	Stewart & Susan Powers	Weddings	\$950 Double / \$1,100 Single
Course #8	Michele Celantano	Photojournal Weddings	\$950 Double / \$1,100 Single
Course #9	Helen Yancy	Digital Enhancement / Painter	\$1,075 Double / \$1,225
Course #10	Don Emmerich	Advanced Photoshop	\$1,075 Double / \$1,225 Single
Course #11	Al Audleman	Intermediate/Basic Photoshop	\$1,025 Double / \$1,175
Course #12	Ron Nichols	The Digital Experience	\$875 Double / \$1,025 Single

# Designer Mats

LustreColor

EXCELLENCE IN PHOTOGRAPHIC IMAGING



Custom Mats are now at your fingertips with our new Designer Mats. Now you can enhance the beauty of your images by creating custom matted prints ready for framing in seconds!

Designer Mats have a three dimensional affect that give the look of a real mat to photographic paper without the expense. The look is so real that you have to touch it to tell that it's not a real mat.

Designer Mats allow you to click and drag up to 255 different colors and 5 different textures (Leather, Canvas, Linen, Pebble or Plain) into both the outer and inner mat areas for maximum flexibility and creativity. Plus because they are available in both Lab LinK and ProShots, you DO NOT need any PhotoShop knowledge to use them!

LustreColor's Designer Mats are available in 26 unique designs in print sizes of 8x10 up to 20x24. Best of all, Designer Mats cost the same as a Standard Color Print. Designer Mats are available FREE as an upgrade to LustreColor customers using either Lab LinK or ProShots ordering systems.

For more information go online at [www.LustreColor.com](http://www.LustreColor.com) and look under "What's New" or call us at 1-800-827-7101 ext. #102 and ask for our Designer Mats information kit.

LustreColor  
EXCELLENCE IN PHOTOGRAPHIC IMAGING

[www.LustreColor.com](http://www.LustreColor.com)

800-827-7101

## Kodak and Mamiya America Present Michael Taylor, *M.Photog.Cr., F-ASP* "All the World's a Studio"



**Michael Taylor, *M.Photog.Cr., F-ASP*** from Pasadena, California, through the generosity of Kodak and Mamiya America, will present, "All the World's a Studio" on Sunday, February 29, 2004 at 2:00 p.m. If you're not familiar with Michael's stunning portraiture, you are in for a treat. Kodak calls him, "The finest traditional photographer in the world". Michael will talk

about both studio and location portraiture and it's sure to bring your work to a whole new level.

Michael is a graduate of Westmont College (BA in Religious Studies) and Brooks Institute of Photography (BA in Portraiture). Michael started his career with Skipworth Studios in Memphis, Tennessee, which is where he learned his location portraiture craft. In Memphis he photographed notables like Bill Clinton, Richard Harris, Carol Channing and Howard Baker. In 1988 he started his business, Taylor Fine Portraiture, which specializes in portraiture of executives, children and families.

Michael is known around the world for his location portrait work. He has taught in 41 states and seven countries. Industry leaders Eastman Kodak, Mamiya Cameras, Tamrac, Westscott, Profoto Lights and Marathon Press are strong supporters of his seminars and workshops. They all use his images to promote their products.

Michael has been named "Photographer of the Year" on eight separate occasions. He is also holder of seven honorary degrees including the Honorary Master of Science bestowed by The Brooks Institute of Photography. He is one of 65 photographers worldwide to be recognized as a Fellow of the American Society of Photographers. His work is on the cover of *The Portrait*, a book published by Eastman Kodak. He is one of the youngest photographers to exhibit in the Photography Hall of Fame. Michael's work has been exhibited at Epcot on seven different occasions. He has over one hundred local and national print awards.

Recently, Michael has been awarded the Kodak Gallery award for top portrait in the Western United States for five of the last six years. The sixth year he was given the equivalent award by Fuji Film.

Highly involved in the industry, Michael is the Vice President-Treasurer of the Professional Photographers of America.

---

## Get Certified at Convention 2004

A reminder that to be eligible to receive the Master of Photography degree from the Professional Photographers of America, you must be PPA Certified. Attaining PPA Certification is a three-step process. First, one must apply for the program. The application fee is one hundred dollars. Applicants are not allowed to register for the exam until PPA Headquarters has received their signed application. (Download application at [www.ppa.com/public/articles/certapp/pdf](http://www.ppa.com/public/articles/certapp/pdf)).

The next two steps may be done in any order. One must take the written examination for Certification and submit images for the Certification Review. The examination is approximately seventy questions. One must have applied for the program and register with PPA at least five business days in advance of the examination date. Exams are individually tailored based on the type

of photography one does. The written exams are sent to your state certification chairperson, **Paul Camello, *M.Photog.Cr.*** and proctored by him. It is recommended that you purchase the study guides available through PPA. The books and tapes will prove a valuable asset providing you with the kind of information expected in the exam. The exam takes approximately two hours and a score of 70% is required to pass.

The image review requires submission of twenty images. The images must be from different assignments completed within the last twenty-four months. No two assignments entered may be of the same subject. Self-assignment images are not considered a job assignment and will be rejected. The unmounted photographs must be 8x10 or 10x10, with no studio/name identification on them. Commercial/Illustrative submissions must be 8x10 or 10x10

prints or 4x5 to 8x10 color transparencies mounted on a 12x12 black art board mount with the image centered in the mount. Tear sheets can be attached, showing how the images were used in print.

In all cases the images you select should reflect the high quality standards delivered to your clients. That means that they should demonstrate proper exposure, lighting, composition and color balances. In addition, black and white images should have the proper density.

If you are planning on receiving your degree in Las Vegas, July 25-27, 2004, get the ball rolling now and be well prepared to take your examination at the PPAM Convention on Friday, February 27, 2004. For additional information contact the PPA Service Center at [csc@ppa.com](mailto:csc@ppa.com) or call 800-786-6277.

*Exceptional Imaging Without Exception*

**Miller's Professional Imaging Presents**  
**Ralph Tomaccio, M.Photoshop.Cr.**  
*"This Thing Called Workflow"*



The term "workflow" has been tossed around in conjunction with digital photography a lot lately and you're probably wondering what it's all about and how it is going to affect you. Well, to be honest with you, we have always had the term "workflow", and it pertains to just about any type of profession, digital or not. For some reason it seems to have become more synonymous with digital as it pertains to photographers. Why? Who knows? It is very important now, more than ever, simply because it means that while we have become settled into our old workflow with film, we must now change our ways, dramatically in some cases. Depending on how open minded you are, or your desire to maintain control, your workflow may be more time-consuming than in the past.

**Ralph Tomaccio** will explore the options we now have because of the "Digital Revolution". It has changed our profession as much, if not more so, than many others. We have more opportunity than ever to pick and choose what we want, or don't want, to do. It is all about control. Many photographers believe getting into digital is an "all or nothing" proposition, meaning that we must do our own retouching and image manipulation, we must do our own printing, etc. Maybe in the beginning this was true, but not anymore. With our newfound control comes the option to not do parts of the workflow. Labs have finally gotten a leg up on the learning curve and invested millions of dollars in new printers and software. We no longer have to worry about color correcting or retouching our images. In fact many labs prefer that we don't touch the files.

An important part of this workflow is that other bug-a-boo called Color Management. If you are the type of person who wants total control, you cannot escape instituting color management in your workflow. Ralph will present a brief description of the terms commonly associated with color management and the basic steps necessary to incorporate it into your workflow. Ever wonder why what comes out of your printer isn't even close to what you saw on the screen? Ralph will explain why and what to do about it.

Ralph will also present an introduction to the heart of our new digital workflow - Adobe Photoshop CS. Without Photoshop, the benchmark of the imaging industry, we would not be where we are today in this revolution. Photoshop CS has many new and improved features. Ralph will introduce you to many of those features most pertinent to photographers.

Never has our industry experienced the rapid rate of change as we are now going through. Hang on tight and enjoy the ride! Ralph's program on Monday morning, March 1 at 9:00 a.m., is brought to us through the generosity of Miller's Professional Imaging in Pittsburg, Kansas.

Ralph came to New England using an indirect route. Leaving a graphic arts position in Cleveland, Ohio to attend Brooks Institute, he majored in Commercial/Industrial photography and graduated in 1974, taking with him the graduating class Student Achievement Award. Upon graduation, he was employed by Motorola's Government Electronics Division in Scottsdale, Arizona where he achieved the position of Senior Photographic Illustrator. In 1978, Ralph accepted the position of manager at Korday Studio in Framingham and purchased the studio a year later. Since then, his imagery has won numerous awards at all levels of competition and has earned both the Master of Photography and Photographic Craftsmen degrees. He is also the recipient of the National Award for his accomplishments and dedication to PPAM as well as to the profession of photography.

**Thank-you**  
**to our Generous**  
**Sponsors**

**PPAM acknowledges**  
**with profound gratitude**  
**and heartfelt appreciation the**  
**following generous sponsors**  
**of the**  
**2004 Convention - 'Exceptional**  
**Imaging without Exception'.**

**Fuji Film**  
**Vicki Popwell**

**Kodak**  
**Michael Taylor**

**Art Leather / Gross National**  
**Products**  
**Chuck & Jennifer Maring**

**Mamiya America**  
**Corporation**  
**Michael Taylor**

**Burrell Lab**  
**Rachel and Clark Marten**

**Smile Color Lab**  
**Chet Maguire**

**Millers**  
**Professional Imaging**  
**Ralph Tomaccio**

**Natural Color Lab**  
**Hospitality Suite Saturday Evening**

**Levin Frames**  
**Rachel and Clark Marten**

**Lustre Color**  
**Hospitality Suite Sunday**  
**Evening**

**Wicker by Design**  
**Vicki Popwell**

# Coming in April, Joseph and Louise Simone, MPA-CPA Direct from Montreal Canada “*The Portrait Mirror of the Soul*”

Submitted by **Ed Pedi**, PPA Certified, M.Photog.Cr.

If you have ever had the honor of meeting **Joseph** or **Louise Simone** face to face or sitting through one of their dynamic classes, you understand the depth of their talent and kindness. I had the privilege of attending their program at NEIPP several years ago and I was moved beyond words. They are truly two of the greatest portrait photographers in the world, outstanding teachers and two of the sweetest, most sharing people I have ever met. It is a privilege for PPAM to bring the Simones to our state to present PPAM's April seminar, followed by a four-day workshop. I encourage our members not to miss out on this once in a lifetime opportunity to spend a day in April with these very gifted photographers.

Joseph earned his Masters of Photography degree in both Canada and the United States. He has been named Canada's Photographer of the Year four times and received the Canadian Professional Portrait Photographer of the Year honor in 2003. He has multiple loan collections in PPA and he was also selected as a member of Camera Craftsmen of America in 1999.

Louise has been named Canada's Photographer of the Year three times. She has earned her Master of Photography degree in both the United States and Canada. Together, the Simones have received approximately 50 trophies in Canada, have approximately 40 loan collections registered at Canada's National Archives and have earned various KODAK Gallery Awards.

The Simones first established their studio in 1975. Since that time, they have never stopped investing in their profession, which eventually led them into a successful career filled with the delights and challenges of portrait photography.

From the very beginning, the Simones have never wanted their studio portraiture to be just like that which is offered by most any other studio, nor did they want to do high-volume portraits. Instead, the Simones constantly work to give their clients a true work of art, a portrait that



will pull at their heartstrings and command a very special position within the home or office, much like artist-painted portraits throughout history. When such a portrait is created, pricing is not an issue.

The Simones consider the photographic portrait as a sacred art and the world of photography is one of unlimited discoveries and potentialities involving an author and the gift of creation. They believe that their profession is one of constant change and innovation where love and passion are essential in creating timeless and unique images; where capturing a man or a woman's soul and personality, a place's hidden treasures and spirit, or a child's innocent regard are all the magical occurrences in a photographer's daily life.

Their fundamental philosophy best sums up the basis for their success, “The love and passion that we invest in our profession is reflected in each image, because a subject who feels respected, loved and valued will disclose his or her complete authenticity.” It is this philosophy that enables the Simones to continue to produce outstanding images that immediately capture the attention of other professional photographers and the public in general.

At the “*Portrait Mirror of the Soul*” seminar, the Simones will instruct on:

- How creativity takes place under very controlled lighting in low-key and high-key techniques. You'll learn to see its direction and to create a three-

dimensional effect while controlling the ratio.

- How through strong composition and design, a subject will reveal his or her personality.
- How photography as a medium of expression becomes the mirror of the soul for both the subject and the author.
- Discover the personality, the body language and the beauty of your subjects through respect, understanding, and caring.
- How through new digital technology we can bring our skill to a higher level.

The cost for the workshop is \$600 for PPAM members and \$750 for non-members (with \$150 going toward PPAM membership). The class is limited to 20 people. Registration requires a \$300 deposit; the balance must be paid by April 7th. To register or for additional information, call Mark Till, Vice President of



# PPAM Conference Workshop Registration Form

Workshop sizes are limited. Slots will be assigned on a first come-first served basis.

Register early for best selection. *There is no additional cost to current PPAM members for any workshop.*

Friday, February 27

- 1:00PM \_\_\_\_\_ CPP Exam (PPA Registration required)
- 1:00PM \_\_\_\_\_ Stephen Simon "Building a Better Web Site" (limit 30)
- 1:00PM \_\_\_\_\_ Chet Maguire – "Basic Lighting" (limit 20)
- 3:00PM \_\_\_\_\_ Joe Dunn and Diana Mirasolo - "Digital: From Birth to Photoshop" (limit 30)
- 3:00PM \_\_\_\_\_ David Kamerman- "Embedded in Iraq- Frontline Photojournalism" (limit 30)

Saturday, February 28

- 7:00AM \_\_\_\_\_ Shannon O'Donnell – "Sales & Marketing" (limit 30)
- 7:00AM \_\_\_\_\_ Mark Till – "Making a Living" (limit 30)
- 7:00AM \_\_\_\_\_ Chuck and Jennifer Maring (limit 30)
- 7:00AM Vendor Demos (Sign up onsite with each vendor)
- 9:30PM \_\_\_\_\_ PPAM Winter Olympics

Sunday, February 29

- 7:00AM \_\_\_\_\_ Print Critique (no limit)
- 7:00AM \_\_\_\_\_ Rachael & Clarke Marten (limit 30)
- 7:00AM \_\_\_\_\_ Vicki Popwell (limit 30)
- 7:00AM \_\_\_\_\_ Doug Bradshaw – Digital Color Management (limit 30)
- 7:00AM Vendor Demos (Sign up onsite with each vendor)

Monday, March 1

- 8:00AM \_\_\_\_\_ Michael Taylor (limit 20)

## Food and Lodging

**Option #1 Room and Meals Package:** Includes Continental Breakfast, Lunch and Dinner

- \_\_\_\_\_ Conference Package (Three nights hotel, meals, taxes)
- \_\_\_\_\_ Single (\$445.00 per person) \_\_\_\_\_ Double (\$295.00 per person)

- Friday February 27

- \_\_\_\_\_ Single (\$140.00 per person) \_\_\_\_\_ Double (\$ 88.00 per person)

- Saturday February 28 and/or - Sunday March 1

- \_\_\_\_\_ Single (\$160.00 per person) \_\_\_\_\_ Double (\$110.00 per person)

**Option #2- Room Only:**

- \_\_\_\_\_ Single (\$109.00 per room/per night) \_\_\_\_\_ Double (\$109.00 per room/per night)

- Friday, February 27 - Saturday, February 28 - Sunday, February 29 - Monday, March 1 -

**Option #3- Meals Only:** The dining room cannot guarantee meals if not pre-registered.

Friday February 27 \_\_\_\_\_ Dinner (\$35)

Saturday February 28 \_\_\_\_\_ Lunch (\$25) \_\_\_\_\_ Dinner (\$35)

Sunday February 29 \_\_\_\_\_ Lunch (\$25) \_\_\_\_\_ Banquet (\$40)

Monday, March 1 \_\_\_\_\_ Lunch (\$25)

Member Name: \_\_\_\_\_ Rooming with: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Check # or Credit Card: \_\_\_\_\_ Master Card \_\_\_\_\_ VISA \_\_\_\_\_ American Express

# \_\_\_\_\_ Exp Date: \_\_\_\_\_ Total Amount: \$ \_\_\_\_\_

Signature \_\_\_\_\_

A deposit of 50% is required. Full payment may be processed by credit card. There is no charge for members not utilizing overnight accommodations or meals, but pre-registration is suggested. Room and Meal fees are refundable until February 12, 2004. Credit card will be processed by CEE at Babson College.

# PPA Stands Up For Wedding Photographers

Professional Photographers of America took immediate action when a shocking CBS MarketWatch article placed wedding photographers on a “ten most overpaid jobs” list.

PPA President **Bob Lloyd** and PPA President-Elect **Ann Monteith** both wrote strong responses to the journalist and set the record straight with facts and figures from the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook as well as a survey of photographers’ business practices conducted by PPA in 2000. Following is the original text as it pertained to photographers, followed by PPA President Lloyd’s response.

## Ten most overpaid jobs in the U.S.

Commentary: If only such largesse flowed to all of us  
By **Chris Pummer**,  
CBS.MarketWatch.com

Almost no one in America would admit to being overpaid, but many of us take home bloated paychecks far beyond what we deserve.

“Fair compensation” is a relative term, yet HR consultants and executive headhunters agree some jobs command excessive pay that can’t be explained by labor supply-and-demand imbalances.

And while it’s easy to argue chief executives, lawyers and movie stars are overpaid, reality is not that cut and dried.

“A lot of people are overpaid because there are certain things consumers just don’t want screwed up,” said Bill Coleman, senior vice president of compensation for Salary.com. “You wouldn’t want to board a plane flown by a second-rate pilot or hire a cheap wedding photographer to record an event you hope happens once in your lifetime.

“With pro athletes, one owner is willing to pay big money for a star player and then all the other players want to keep up with the Joneses,” Coleman said. “The art with CEO pay is making sure your CEO is above the median — and you see where that goes.”

## 10) Wedding photographers

Photographers typically charge \$2,000 to \$5,000 to shoot a wedding, for what amounts to a one-day assignment plus initial client-meeting and processing time. Yet many mope through the job, bumping guests in their way without apology, with the attitude: “I’m just doing this for the money until Time or National Geographic calls.”

They must cover equipment and film-development costs. Still, many in major metro areas who shoot two weddings each weekend in the May-to-October season can pull in \$75,000 to \$100,000 for six months’ work.

Yet let’s face it; much of their work is mediocre. Have you ever really been wowed flipping the pages of a wedding album handed you by recent newlyweds? Annie Leibovitz and Richard Avedon they’re not, but some charge fees as if they’re in the same league.

November 11, 2003

Dear Mr. Pummer:

As the president of the world’s largest association of professional photographers I was surprised to see wedding photographers included in your recent article, ‘Ten most overpaid jobs in the U.S.’

The quote from Mr. Coleman is absolutely correct - consumers do not want their wedding photography ‘screwed up.’ As a one time event, a wedding is a situation where the photography has to be done right the first time - or not at all. Hiring a competent photographer who can capture the events of the day is certainly worth a premium. While it may be impossible to agree on the exact dollar value of photographs that embody life’s most precious memories, salary figures are easier to pin down. Unfortunately, the salary information you provide is not in line with either our experience or other publicly available figures.

The claim of wedding photographers pulling in ‘\$75,000 to \$100,000 for six months’ work’ will no doubt cause many photographers to borrow your words – ‘if only we were all so fortunate.’ According

to the U.S. Bureau of Labor Statistics’ Occupational Outlook Handbook the middle 50% of professional photographers earn between \$16,790 and \$33,020 - a salary in the top 10% of the profession is \$46,890.

Even our members, who generally make more money than their counterparts, come nowhere close to your salary figures. A survey of our members conducted in 2000 showed that their median income was approximately \$34,000 a year. In earning their income a professional photographer can expect to work an average of 45 hours a week - which entails far more than simply showing up at a wedding and taking a few pictures. The most time consuming portion of a photographer’s job begins after the wedding - sorting through the images, constructing the couple’s wedding album, cropping and retouching images, and putting together client orders are all labor and time intensive processes.

So where does that \$2,000 for the wedding package go? Not in the photographer’s pocket. As one or two person businesses that create a custom product for each client, photographers have enormous overhead costs related to equipment purchases and maintenance, health insurance, continuing education, business related insurance and new client acquisition. All of these costs are in addition to processing and printing, the cost of the wedding album and any retouching of the images.

Make no mistake, there are wedding photographers who do very well for themselves. A fortunate few serve a very high-end clientele and can command a premium for their services, but only after years of building their business and providing value equivalent to their fees. However, the vast majority - like the clients they serve - are solidly in the middle class.

We appreciate the opportunity to bring these additional facts to your attention. We hope that you will also share them with your readers.

Sincerely,  
Robert D. Lloyd  
President  
Professional Photographers of America

# PPAM Video Library

by Deborah Bain

## Photo Vision Series

### Volume 2 Issue 3

The Complete Wedding Story Part 2 - Lund  
Selling A-la-Carte - Lund  
Marketing with Displays - Stroh  
Early Morning Environmentals - Stroh

### Volume 2 Issue 5

Pictorial Bridal Portraiture - Ziser  
Maximizing a Small Studio - Stroh  
Replicating Window Light - Daniels

### Volume 2 Issue 9

Digital Weddings - Tackett  
Classic Family Portraiture - Silber

### Volume 2 Issue 10

Working with Natural Light - Smith  
Location Portraiture - Stroh  
Selling Your Portraits with Slides - Stroh

### Volume 2 Issue 12

Planning Sessions and Studio Design - Daniels  
Young Children by Window Light - Daniels  
Outdoor Lighting and Bridal Portraits - Powers

### Volume 3 Issue 2

Creating an Upscale Mall Display - Daniels  
Digital Marketing and Weddings - Hawkins  
Traditional Bridal Portraiture - Pierce  
Black Tie Family Portraiture - Silber

### Volume 3 Issue 4

Weddings with a Flair - Jackson  
Photographing High School Boys - Peters  
Boosting Sales with a Preview Debut  
B&W Relationship Photography - Walden  
Transition to Digital - Kelly

### Volume 3 Issue 5

The Wedding Reception, Selling Images on the Internet - Fong  
Your Clients' Personalities - Hawkins  
Extreme HS Portraiture - Hawkins  
Retouching in Photoshop - Tapp  
A Studio Tour - Walden  
Workflow in the Digital Studio - Ziser

### Volume 4 Issue 2

Blending Two Styles - Cotton & Pierce  
In-Depth with DCS ProBack  
Holiday Open House - Stickney  
Sales & Marketing of Relationship Portraiture - Walden

### Volume 4 Issue 3

A Year Round Marketing Plan - Andrews  
Blending Two Styles - Cotton & Pierce  
Critical Success Factors - Skipworth  
Totally Digital Workflow - Stickney  
  
Best of Portrait/Wedding 2000  
Simone: The Portrait-Facets of an Art

---

## 2004 Photographic Awards

It is the judges' decision whether any award may NOT be given in a given category due to lack of good quality entries. Decisions related to the presentation of awards shall be made by the print judges and shall be final and binding.

There will be six **Courts of Honor** awarded, one from each of the major categories: Commercial/Industrial, Portrait, Wedding, Masters, Electronic Imaging and Unclassified. Each recipient of a Court of Honor award will receive a plaque stating his or her accomplishment.

**Creative Theme Award:** Winner will receive a trophy at the banquet and will be entitled to choose the theme for the following year's competition.

**Photographic Excellence Award:** This award is based on print show performance. The score for this competition is the highest TOTAL score from a four print

entrant. If six qualifying entries were submitted, only the top four scores over 80 will be considered in determining the total. Scores under 80 will not be included in the total.

**Art Leather Wedding Album Award:** A trophy from Art Leather will be awarded to the jury's choice of best entry.

There will be four (4) **Kodak Gallery Awards** given, one for each of the main categories. To qualify for a Kodak Gallery Award, the print must have been exposed on Kodak film and printed on Kodak paper. All prints submitted for this award must be clearly marked, "eligible for Kodak Gallery Award."

There will be five (5) **Fuji Masterpiece Awards**, one for each of the main categories plus the album competition.

The **Al Daigle Memorial Hallmark Color Lab Award** will be presented to the Best

in Show color portrait submitted. The recipient will receive a trophy.

**LustreColor Lab** will award a trophy and a cash prize to the highest scoring print at the convention. This photograph will be the cover of the convention book the following year.

The best Electronic Imaging print will be awarded a cash prize and trophy from **Natural Color Lab**.

**Art Leather** will present a trophy to the best folio.

**Special Master Trophy:** Winner will be selected by Massachusetts' Masters of Photography and is not eligible for regular judging. All work must be accomplished by entrant from exposure to finishing. Current Masters of Photography are not eligible.

# Professional Photographers Association of Massachusetts 2004 Convention – “*Exceptional Imaging without Exception*”

*The Center for Executive Education at Babson College – Wellesley, MA*

*Schedule is subject to change.*

## Friday, February 27, 2004

12:00 PM	Registration Desk Opens
1:00 PM	CPP Examination - Administrator: Paul Camello - <i>“Pre-Registration with PPA is required”</i>
1:00 – 3:00 PM	Concurrent Workshops (seating is limited, pre-registration required) <ul style="list-style-type: none"><li>&gt; Steve Simon - <i>“Building a Better Web Site”</i></li><li>&gt; Chet Maguire - <i>“Basic Lighting”</i> – Sponsored by SMILE COLOR LAB</li></ul>
3:00 PM – 5:00PM	Concurrent Workshops (seating is limited, pre-registration required) <ul style="list-style-type: none"><li>&gt; Joe Dunn and Diana Mirasolo - <i>“Digital: From Birth to Photoshop”</i></li><li>&gt; David Kamerman- The Boston Globe <i>“Embedded in Iraq- Frontline Photojournalism”</i></li></ul> Dinner
5:00 – 6:30 PM	Chuck & Jennifer Maring – <i>“The Art of Wedding Photography”</i>
6:30 – 10:30 PM	President’s Reception - Hospitality Suite
10:30 – 11:30 PM	Hospitality Suite Open
11:30 – 1:00 AM	

## Saturday, February 28, 2004

7:00 – 8:30 AM	Concurrent Workshops (seating is limited, pre-registration required) <ul style="list-style-type: none"><li>&gt; Mark Till – <i>“Making a Living”</i></li><li>&gt; Shannon O’Donnell – <i>“Sales and Marketing”</i></li><li>&gt; Chuck and Jennifer Maring – Sponsored by Art Leather / Gross National Products</li><li>&gt; Vendor Demos</li></ul>
9:00 AM – Until Conclusion	Print Competition
9:00 AM – 12:00 PM	Vicki Popwell, <i>“Children’s Portraiture”</i> – Sponsored by: FUJI FILM and Wicker by Design
12:00 – 12:10 PM	PPAM Annual Meeting
12:15 – 2:00 PM	Lunch
2:00 – 5:00 PM	Vicki Popwell, <i>“Children’s Portraiture”</i> – Sponsored by FUJI Film and Wicker by Design
5:00 – 6:30 PM	Dinner
6:30 – 9:30 PM	Rachel & Clark Marten – <i>“High School Seniors – Sponsored by Burrell Color Lab and Levin Frames</i>
9:00 PM (Approximately)	Print Room Opens
9:30 – 11:30 PM	PPAM Winter Olympics-where everybody wins at something!
11:30 – 1:00 AM	Hospitality Suite – Sponsored by Natural Color Lab

## Sunday, February 29, 2004

7:00 – 8:30 AM	Concurrent Workshops (seating is limited, pre-registration required) <ul style="list-style-type: none"><li>&gt; Print Critique – Chairperson: Ed Lilley</li><li>&gt; Rachel &amp; Clark Marten – <i>“High School Seniors –</i></li><li>&gt; Vickie Popwell, <i>“Children’s Portraiture”</i></li><li>&gt; Doug Bradshaw – <i>“Digital Color Management”</i></li><li>&gt; Vendor Demos</li></ul>
9:00 – 11:00 AM	Michael Taylor – <i>“Family/Location Portraiture”</i> - Sponsored by KODAK and Mamiya America Corporation
11:00 AM – 2:00 PM	Trade Show
12:00 – 1:30 PM	Lunch
2:00 – 5:00 PM	Michael Taylor – <i>“Family/Location Portraiture”</i> - Sponsored KODAK and Mamiya America Corporation
6:30 PM – 11:30 PM	<i>“Awards Reception / Banquet”</i> “Joey and Maria’s Italian Wedding”
11:30 PM – 1:00 AM	Hospitality Suite Open – Sponsored by Lustre Color

## Monday, March 1, 2004

8:00AM – 9:00AM	Michael Taylor Workshop
9:00 AM – 12:00 PM	Ralph Tomaccio – <i>“Digital Workflow”</i> – Sponsored by Millers Imaging
12:30PM	Hotel Checkout

# Directions to the Henderson House

The Henderson House Conference Center of Northeastern University is located in Weston, Massachusetts, just north of the Weston-Wellesley line. It is west of Route 128 and south of the Massachusetts Turnpike, between Routes 9 and 30.

## Going West on Route 30

At the intersection of Routes 30, 128 and the Massachusetts Turnpike, follow the Route 30 West sign; proceed up Route 30 for approximately one mile. As you drive up Route 30, you will ascend a steep incline; at the top of the incline you will take a left turn on to Oak Street. The street sign at the intersection reads, "Oak Street to Cliff Road", just below this sign is a Henderson House sign with an arrow. Proceed down Oak Street for approximately  $\frac{1}{2}$  mile to a 4-way intersection. Go straight through the intersection (which is now cliff Road) proceeding up Cliff road and take the *second right* onto Scotch Pine Road, which winds around to the first right – Westcliff Road. The Henderson House is the *first house on the left-hand side*, #99.

## Going East on Route 30

From the Weston town line sign proceed down Route 30 East approximately 2.5 miles. As a landmark, a Regis College sign will be on the left at a working set of lights. Go through the set of lights, go past the back of the Weston High football field (on the right), proceed down Route 30 through a flashing light (Weston firehouse on the right). Two streets down from the firehouse and flashing light, take a right onto Oak Street (sign reads Oak Street to Cliff Road, there is a mustard colored house on the corner). Proceed down Oak Street for approximately  $\frac{1}{2}$  mile to a 4-way

intersection. Go straight through the intersection (which is now Cliff Road). Proceeding up Cliff Road, *take the second right onto Scotch Pine Road, which winds around to the first right, Westcliff Road. The Henderson House is the first house on the left side*, #99.

Other Routes:

- **Going South on Route 128** – Take Exit #24 and follow Route 30 West according to the directions above
- **Going West on the Massachusetts Turnpike** – Take Exit #15 (Route 128) and as you leave the tollbooth, bear left following the signs to Route 30. Take Route 30 West and proceed according to the directions above
- **Going East on the Massachusetts Turnpike** – Take Exit #14 (Route 128) following the sign for Route 128 north after leaving the tollbooth. Then, still within the interchange complex, take the exit for Route 30 at Route 128, Exit #24 and proceed on Route 30 (West) according to the directions above.
- **Going East on Route 9** – From the Natick town line proceed down Route 9 East, approximately 2.5 miles. There will be a turnoff for Route 16 in Wellesley Hills. Take a right onto the exit for Route 16, to a working set of lights. At this light (Bread and Circus will be directly in front), take a right onto Route 16 West to the next set of lights and take another right onto Cliff Road. Proceed down Cliff Road (residential street); the seventh left is Scotch Pine Road. Take a left onto Scotch Pine Road, it will wind around to the first right, Westcliff Road. The Henderson House is the first house on the left, #99.

- **Going West on Route 9** - West of Route 128, proceed up Route 9 for approximately two miles, you will go under a stone underpass to a working set of lights (firehouse and Gulf gas station will be on your right). Go through lights, go past the Gulf Station. Take a sharp right onto Cliff Road just after the Gulf station. Proceed down Cliff Road; the seventh left is Scotch Pine Road. Take a left onto Scotch Pine Road, it will wind around to the first right, Westcliff Road. The Henderson House is the first house on the left, #99.
- **Going North on Route 128** - Take Exit 20B and follow Route 9 West according to the directions above.

PLEASE NOTE: WHEN TRAVELING THROUGH WAYLAND AND NATICK, DO NOT TAKE THE OAK STREET IN NATICK OFF OF ROUTE 30. THERE ARE TWO OAK STREETS OFF OF ROUTE 30 – TAKE THE WESTON OAK STREET – AT LEAST 3 MILES FROM THE NATICK OAK STREET. IF YOU GET LOST, PLEASE CALL (781) 235-4350 OR (781) 235-4314.

The Henderson House is located in a private residential neighborhood. There are many small children, please drive slowly. The Henderson House urges us to carpool when possible. If their parking lot is full, please park in front of the Henderson House on the right hand side. **No parking is allowed in front of their neighbors' houses. When exiting the Henderson House, all cars must turn right, no left turns are allowed.**

---

"Photography, as we all know, is not real at all. It is an illusion of reality with which we create our own private world"

- Arnold Newman

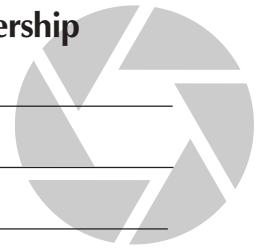
"I think photographs should be provocative and not tell you what you already know. It takes no great powers or magic to reproduce somebody's face in a photograph. The magic is in seeing people in new ways."

- Duane Michals

"There is only you and your camera. The limitations in your photography are in yourself, for what we see is what we are."

- Ernst Haas

**Professional Photographers  
Association of Massachusetts**  
185 Main Street  
Gloucester, MA 01930



---

**Professional Photographers Association of Massachusetts Application for Membership**

Name \_\_\_\_\_

Studio or Firm \_\_\_\_\_

Mailing Address \_\_\_\_\_

City or Town \_\_\_\_\_ Zip \_\_\_\_\_ PPA# \_\_\_\_\_

Phone: Day (        ) \_\_\_\_\_ Evening (        ) \_\_\_\_\_

E-mail \_\_\_\_\_ Web Page \_\_\_\_\_

Photographic Degrees: Master \_\_\_\_\_ Craftsman \_\_\_\_\_ PPA Certified \_\_\_\_\_ Other \_\_\_\_\_

Category: Professional (\$150) \_\_\_\_\_ Sustaining (\$150) \_\_\_\_\_ Student (\$75) \_\_\_\_\_

Student seeking membership must submit a copy of student ID with application

How did you hear about PPAM? \_\_\_\_\_

***Please mail this application and dues to:  
Laura Imbeault, Vice President Membership and Records  
185 Main Street, Gloucester, MA 01930***

All membership applications are subject to PPAM Board approval. Annual membership begins January 1 and ends December 31. \*Sustaining memberships are extended to any photographic supplier or service organization with an interest in professional photography in Massachusetts, but does not include voting privileges or the right to hold office in PPAM. All new members' names and location will be published in an upcoming issue of this newsletter. Membership dues provide admission to all programs sponsored by PPAM including the annual convention.