



Dennis Hammon Presents “Small Town Seniors – Big City Look” October 18 at Henderson House

Dennis believes in simplicity and ease of posing, although he is not above getting wild and crazy with the students; he is almost a kid himself and loves his work. This is exemplified by his continued success in winning awards for his photography.

Dennis will motivate, inspire and teach us the skills necessary to increase our bottom line. Whether you are a seasoned professional or just starting out, Dennis’ program will have something for everybody. Among the items to be covered are marketing, advertising and promotions, pre-selling, posing and lighting for the high school senior (with actual demonstrations), inexpensive props that work and sales and projection demonstrations.

Dennis has earned the title of Photographer of the Year twice from the Intermountain Professional Photographers Association and has been named Master Photographer of the year three times in Idaho. He has won numerous Kodak Gallery Awards as well as Fuji Masterpiece Awards. He is a PPA approved juror and is currently on the PPA Certification Committee.

Dennis is an open book, he is willing to share his knowledge and expertise so ask your questions and he will answer.

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 \$80.00. Registration will start at 9:00 a.m. on Monday, October 18. Lunch at the Henderson House is \$15.00 if registered prior to October 11 and \$20.00 if you pay between October 11-18. Please make your check payable to PPAM and mail it to **Mary Ann Nourse**, 366 Washington Street, Canton, Massachusetts 02021. For more information, please call Mary Ann at (781) 828-6675.

With over 25 years of experience behind him, **Dennis Hammon**, *PPA Certified, M.Photog.Cr.* of Rigby, Idaho is well into his second generation of Senior Portraits. He has continued giving the seniors the same service he started out with years ago, although a little more refined. He adds his easy-going style and humor to keep his clients coming back year after year. Adding to the experience of the their senior year is a major part of his continued success; Dennis gives them what they want and is able to satisfy both the senior and the parents.

Dennis knows what it is like to grow and evolve and grow some more. After working out of a home studio for several years, he moved into a mall for 15 years and growing out of that built a spacious 6,000-sq. ft. studio. A climber doesn’t fall on top of a mountain, nor did Dennis. Years of working and developing his style and expertise have made him what he is today.

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 1/4 mile to a 4-way intersection. Go straight through the intersection

(Please turn to page 2)

Directions to the Henderson House

(Continued from page 1)

(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 1/4 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.

President's Message

Competition

Some of us are afraid of it, yet some of us thrive on it. No matter which way you look at it, it's part of work, play and social life. Whether it be playing chess or booking a wedding, competition is part of our everyday life. Self-confidence is the key to success. Project your professionalism in all that you do and others will feel confident in you and your abilities. This isn't easy for all of us. The question often asked is "How can I build self-confidence?" My answer to that question is, "Saturate yourself with information and practice constantly."

A great way to get practice in photography is PRINT COMPETITION. What a wonderful way to find out what other professionals think of your work without pressure. Print Competition makes you think for yourself and gets your creative juices flowing. It sets parameters and guidelines like our clients do in "real life", yet it lets you open your mind to new ideas and works your creative side. The most difficult part of competition is dealing with scoring low. At the last PPANE Print Competition I received 1 BLUE and 3, yes THREE WHITE ribbons. Oh well, the new idea I had didn't go over well with the



judges. When I looked at my prints again, I had to agree that they were not as exciting as I first thought. Once I removed myself from the emotional connection I made with the prints I recognized the flaws. I must admit though, I LOVE to score BIG! Hey, there's always the next competition. Come on, meet the challenge!

If you would like to get more information on Print Competition, you can contact me at nancygreen@adelphia.net or **Mark Richards** (Print Chairman) at photorich@aol.com.

Nancy

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.**

Contemporary...

Creative...

Effortless...

LustreColor's Designer Services enable you to deliver dynamic contemporary digital products quickly and easily. Never again will you be held back by the limitations of the traditional wedding album and mats. Using your images (from film or digital) and our State-of-the-Art digital ordering system, you can order breathtaking "Designer Prints" with a simple click and drag of your mouse.

Now you can have Creative Freedom without the hassle of color management, file archiving and countless hours of PhotoShop work. LustreColor has combined its 33 years of professional color lab experience along with the industry's most advanced digital and web based services to give photographers the tools to service today's progressive customers.

Deliver the products your customers are demanding! Consumers today are very knowledgeable when it comes to purchasing photographic services. They expect a wide selection of contemporary products and services. We will make delivering these products easy and profitable for your studio!

Create an Unforgettable New Look...

...Without the Work!

Call Today,
or Visit Us on the Web!
800-827-7101
www.LustreColor.com

LustreColor
EXCELLENCE IN PHOTOGRAPHIC IMAGING



PPAM welcomes back **Barry Okun** (Canton) who is returning as PPAM's Vice President of Membership; **Laura Imbeault** (Gloucester), our current VP of Membership is retiring. Laura still plans to stay involved in PPAM activities. Thank you Laura for your hard work on behalf of PPAM.

New Members

Please welcome PPAM's newest members: **Steven Kimball**, Harvard; **Tanya Rosen-Jones**, Acton; **Laurie Richards**, Nantucket; **Donald Hawley**, Westfield; **Peter Noel**, Melrose; **Myriam Jacopille**, Brookline; **Christa LaTulippe**, Winchester; **Kathleen Douglas**, Boston.

PPAM offers a web link from our web page at no additional charge. Please check the website, www.ppam.com, to make sure the 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!

2004 Coming Events

October 18 - Dennis Hammon, *PPA Certified, M.Photog.Cr.*, High School Seniors

February 25-28 - PPAM Convention, Plymouth Radisson

PPAM Announces Change in Annual Dues

By **Mark D. Till**, *PPA Certified, Cr.Photog.*

As someone who has lectured throughout North America, I can proudly say that the quality of the programs offered through PPAM is second to none. Our convention this past February had a speaker line-up that rivaled regional and national events. The quality of our programming is one of the reasons PPAM membership is at one of the highest levels in many years.

Quality programming is not cheap. Nationally renowned speakers command significant fees. In the past, we have been fortunate to have most, if not the entire speaker fees paid for by our vendors. Unfortunately, vendors can no longer afford to subsidize associations like ours at the same level as was done in the past.

Even with an increase in membership, in order to maintain the quality of the programming we offer, current revenues are not enough. In June, we conducted a survey to members attending the workshop. We asked members whether dues should remain at the current level and lower the quality of programming offered or should PPAM increase dues to maintain the quality programs people are enjoying. **97% of those surveyed were in favor of increasing PPAM fees.** The overwhelming revenue enhancing option was to increase dues by \$25 a year. The PPAM board agreed and voted to increase dues to \$185.00 beginning in January 2005.

No organization wants to raise fees and PPAM is no exception. Since adopting an annual dues structure in the early 1970s, dues have only increased approximately \$75, far below the rate of inflation. The Board is continuing to work with vendors to keep the cost of programming down. Several ideas discussed include vendor demonstrations at our regular meetings.

You may be assured that our tradition of providing PPAM members with highest quality of programming available will continue. As always, the PPAM Board welcomes your comments and suggestions.

See you in October!

Review

Chris Gill, PPAM Summer Seminar

by **Andrea Joliat**, *PPA Certified*

Nothing but enthusiastic praise could be heard about **Chris Gill's** seminar on June 21st at the Henderson House. Christopher Gill, *PPA Certified, M.Photog.Cr.* was co-sponsored by Art Leather and Fuji Photo Film, USA.

Seminar attendee and PPAM Board Member, **Tony Colella** (Peabody), stated that he believed that Chris showed the audience good solid work, as opposed to competition quality work, because "Chris realizes that it is not the super quality of your work that is important, but the 'client's experience' that matters. Most people hate having their photograph taken." Colella reported Gill as saying, "That is why photojournalism is so popular. With photojournalism, people don't have to pose, they can avoid feeling awkward and stiff with fake smiles."

Gill also showed PPAM members how to break down the cost of a photography job. He taught that being an artist without being 'business savvy' is a sure formula for becoming a 'starving artist.' He said that digital can add approximately \$2,000 to \$5,000 per year to production costs and unless that money is taken into account, it will come out of our own pay.

One great marketing tip that Gill passed along was to market weddings to brides with a Valentine's Special. It is thematically appropriate, effective and less expensive than marketing at a bridal show.

PPAM President, **Nancy Green** (Carver) said, "Chris Gill is a true professional down to his 'threads.' He was very knowledgeable of his profession and the people he works with. His emotion towards the job he does is evident through his images and his speaking."

2004-2005 Officers

President:

Nancy Green, *M.Photog.Cr.*,
157 Main Street,
Carver MA 02360
(508) 866 3636
nancygreen@adelphia.net

Vice President, Programs:

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

Vice President, Membership &

Records: Barry Okun,
29 Paul Street,
Canton, MA 02021
(781) 828-1829
okbarry@aol.com

Vice President, Publications:

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

Vice President, Finance:

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

To our members:

PPAM's financial information is
available upon request.

Please contact **Mary Ann Nourse**
366 Washington Street
Canton, MA 02021.

Professional Photographers Association of Massachusetts 2005 Convention -

"The More You Know..."

Plymouth Radisson, Plymouth, Massachusetts

Friday, February 25

2:00 - 5:00 p.m. - **Gillian Randall**, *"Small is Beautiful-An Alternative
to Traditional Child Portraiture"*

5:00 - 7:00 p.m. - Dinner Break

7:00 - 10:00 p.m. - **Douglas Kirkland**, *"Fashion and Celebrity"*

Saturday, February 26

7:30 - 8:30 a.m. - **Eugene DeFrancisco**, *"Through Another Lens"*

8:30 - 11:50 a.m. - **Dan Doke**, *"Designing Wedding Albums in the
Digital Era"*

9:00 - 11:50 a.m. - Print Competition

11:50 a.m.-12:00 noon - Annual Meeting

12:00 - 1:00 p.m. - Lunch Break

1:00 - 5:00 p.m. - Print Competition Continued

1:00 - 5:00 p.m. - **Ralph Tomaccio**, *"Photoshop"*

5:00 - 7:00 p.m. - Dinner Break

7:00 - 9:00 p.m. - **Don Ayotte**, *"Coming Full Circle:
The Digital Dilemma"*

10:00 p.m. - 12:30 a.m.- Print Critique

Sunday, February 27

7:30 - 8:30 a.m. - **Rich Rose**, *"The Importance of Branding"*

9:00 a.m. - 12:00 p.m. - **Elizabeth Homan**, *"Dream High"*

12:00 - 2:00 p.m. - Trade Show and Lunch Break

1:00 - 5:00 p.m. - **Elizabeth Homan** continued

5:30 - 6:30 p.m. - Cocktail Reception

6:30 p.m. - Banquet and Awards Presentation followed by
Las Vegas Night

Monday, February 28

9:00 a.m. - 1:00 p.m. - **Craig Kienest**, *"Art in E-Motion"*

PPA 2004 International Print Competition

Congratulations to the 20 members of PPAM whose images were displayed at Imaging USA 2004 in Las Vegas, Nevada, July 25-27. PPAM members accounted for 29 General Collection, 1 General Book and 12 Loan Collection images. Special kudos go to **Paul Smith** who had four images accepted for display at Imaging USA 2004.

GB=General Book/G=General Collection
/L=Loan Collection

Bonnie Baker (Concord, Massachusetts) HAVISU CREEK (G), ROUGH DAY (G), REDWALL CAVERN (G); **Elise Sinagra Donoghue** (Peabody, Massachusetts) GOIN' TO THE CHAPEL (G), RED CARPET KISS (G); **Joseph Dunn** (Tyngsboro, Massachusetts) SEA SIDE ROMANCE (G), RAINBOW FLEET (L); **Ann Dyer**

(Southington, Connecticut) SOMETHING BLUE (G), A GRANDFATHER'S LOVE (L); **Jeff Dyer** (Southington, Connecticut) A FATHERS EMBRACE (G), BOY IN CURLS (G), ALL STAR WEDDING (L); **Jack Foley** (Hanover, Massachusetts) SUNSET MAESTRO (L), WATER'S EDGE (G); **Andie Goodman** (Lancaster, Pennsylvania) EARLY RISER (L); **Peggy Hatfield** (Goffstown New Hampshire) COUNTRY DRIVE (G); **Andrea Joliat** (Lexington, Massachusetts) LOVE (G), DRIVING MISS DAISY (G), THINKING OF YOU (G); **Joe Kennaley** (Beverly, Massachusetts) DELA (G), TWO STEPS BEHIND (G), INTIMATE STUDIES (G); **Lauren Kennaley** (Beverly, Massachusetts) FREE SPIRITS (L); **John Lenis** (Worcester, Massachusetts) NICHOLAS AND ZOE (G); **Edward R. Lilley** (Harwichport, Massachusetts) FOREST MONARCH (G), TEMPLE

GUARDIANS (L), WATCHING THEIR BACKS (L); **Wyeth Lilley** (Harwichport, Massachusetts) BROTHERS (L); **Roger Meritt** (Holliston, Massachusetts) GRANDPA'S HOME DEPOT (L), THINKERS BENCH (G); **Diana Mirasolo** (Wakefield, Massachusetts) SILENT SHADES OF WINTER (G), TROPICAL TREASURE (L); **Ed Pedi** (North Andover, Massachusetts) SNOWED IN (G), OUR 4 GENERATIONS (L); **Paul Smith** (Marlboro, Massachusetts) "PEAK" FOLIAGE (G), MORNING MOUNTAIN MAJESTY (G), PADRE BAY SUNSET (G), SUNSET ON THE COLORADO PLATEAU (G); **Mark Spencer** (Andover, Massachusetts) DAWN PATROL (G), EMERALD PEARLS (GB), MADAME BUTTERFLY (L); **Elizabeth Sullivan** (North Andover, Massachusetts) IN A LEAGUE OF THEIR OWN (G), BASHFUL IN BURGANDY (G).

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 **Andrea Joliat**, Vice President of Publications at Familyalbum@rcn.com.

Heavy-duty mono stand on wheels, Large A/V cart, 20x24 professional dry mount press. Contact **Nancy Green** at NANCYGREEN@adelphia.net

For Sale: Minolta Color Meter II in Mint Condition. \$500.00 or make offer. **Ralph Tomaccio**, 508-872-3282 / www.KordayStudio.com

Creative Theme for 2005

COOL

Start planning now for
the photograph that best
depicts

COOL

Photography Equipment for Sale – All in Excellent Condition

Contact - Ed Pedi 978-686-6535 or e-mail: edpedi@edpediphoto.com

- Mamiya 645- AF Camera Body with 80mm Lens and 120/220 Back in Original Box List Price - \$3,799 Sale Price - \$1,699
- Mamiya 645 AF 120/220 Back List Price - \$ 569 Sale Price - \$ 250
- Mamiya 645 Pro Value Pack List Price - \$2,999 Sale Price - \$1,000
(Includes 645 Body, 80mm 2.8 Lens, Prism Finder, 220 Film Back & Power Winder Grip)
- Mamiya 645 Zoom Telephoto Lens 105-210 4.5 List Price - \$1,595 Sale Price - \$ 795
- Mamiya 645 Super or Pro – 80mm Leaf Shutter Manuel Focus Lens List Price - \$1,489 Sale Price - \$ 500
- Mamiya 645 Pro – 55mm Wide Angle Manuel Focus Lens List Price - \$ 665 Sale Price - \$ 295
- Mamiya 645 Pro – 80mm Lens 2.8 List Price - \$ 299 Sale Price - \$ 150
- Film Back for Mamiya 645 Pro List Price - \$ 429 Sale Price - \$ 175
- Polaroid Film Back List Price - \$ 469 Sale Price - \$ 225
- Mamiya 645 Tripod Adapter for Polaroid Back List Price - \$ 55 Sale Price - \$ 30
- Novatron 240 Power pack List Price - \$ 324 Sale Price - \$ 195
- Novatron Flash Head Pro – 2140 List Price - \$ 246 Sale Price - \$ 125

The Gavel is Passed



PPAM Members were on hand this spring when outgoing PPAM President, **Ed Pedi** (North Andover) passed the gavel to new PPAM President, **Nancy Green** (Carver). Attending members are (clockwise, beginning lower left) **Diana Mirasolo, Mark Till, Chet and Lauren Maguire, Laura Imbeault, Tony Colella, John Flaherty, Joe Dunn, Linda Pedi, Mary Ann Nourse, Barry Okun, Tammy Flaherty, Nancy Green** and **Ed Pedi**. Taking the photo is **Rick Nourse**.

Ed has been a PPAM member since 1992. In addition to his term as president, he served as Vice President of Programs for three years, Convention Chairperson for three conventions and Vice President of Publications for one year. During the years he was in office, he brought in outstanding talent to inspire and assist members in building their studios and created a friendly and welcoming atmosphere for learning and sharing information. "I've made many new friends, learned how to be a much better photographer and how to run a successful portrait studio," commented Ed. "I'm glad to have had the opportunity to give back to the organization."

New PPAM President Nancy Green first joined PPAM in 1977. Print Competition was one of her first interests and continues to be so today. She has been on the print committee for several years and has also been Print Chairman for several years. "I am in LOVE with print competition!" Nancy says enthusiastically. "It's where the excitement is!!!!"

Nancy is a natural leader," says Vice President of Publications, **Andrea Joliat**. "She has a way of bringing out the enthusiasm in everyone." Among other things, Nancy hopes to increase membership participation in our organization and will be emphasizing education in how to market our businesses.

Louis Goutzos

This article was submitted by
Elise Sinagra Donoghue, PPA Certified, M.Photog.Cr.

Former PPAM member, **Louis P. Goutzos, M.Photog.Cr.** (Salem) died on August 24. He was born in Peabody, MA in 1930 and graduated from Peabody Vocational High School in 1948. He worked for the William Charles Studio for 21 years before opening his own studio. He was a professional photographer for over 40 years, retiring in 2001.

Lou attended the Winona School of Photography in Indiana and studied with **Adolph "Papa" Fassbender**. He lectured to professional photographers throughout New England and New York State.

He won numerous awards including a Kodak Gallery Award, Hallmark Award, many Courts of Honor and Best of Shows; Lou's work has appeared in *The Professional Photographers of America's Loan Collection* book and has also appeared on the cover of the *Professional Photographer*. His photographs are displayed in the Photographer's Hall of Fame in Oklahoma.

Louis was a member of the Professional Photographers Association of Massachusetts, Professional Photographers Association of New England, the American Society of Photographers and he was a lifetime member of the Professional Photographers of America.

At the age of 70 when most people would be retiring, Lou was still working, never afraid to enter the unknown and perfect his craft. Digital photography was something he embraced and became fascinated with. But beyond all of his awards and accomplishments in the photographic industry, Lou was a wonderful person who loved what he did! Photography was his passion; he was always willing to share his knowledge. His mentoring and his kindness of heart will always be remembered through those he touched. His memory will live on through his images that continue to give so many people a lifetime of happiness.

- 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.

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

Convention 2005 - "The More You Know..."

Craig Kienast Presents *ART in E-Motion*



Craig Kienast

Craig Kienast has been involved in photography since 1985, but has been frustrated with his art and craft UNTIL the advent of the digital medium! Now he has grown wings, or more aptly, a rocket pack! Craig has been a featured speaker at many national and regional conventions including SPI and WPPI. Craig has also been published several times, including articles in Rangefinder magazine.

Craig Kienast opened his current studio in 1997 in Clear Lake, Iowa. That year he contracted five weddings and 16 senior portraits. Four years later, Craig contracted 20 weddings and 170 senior sessions. How did Craig's business grow so quickly? Marketing and *VERY COOL*

images. Craig's Program deals with the marketing techniques he has used to expand his business as well as his philosophy on seniors, weddings and portraits in general.

Craig will photograph several individuals using "traditional lighting" and the digital medium. For many subjects, he produces what he calls a "Fantasia Print" or "ART Prints". This is a very artistic print with extensive computer manipulations. The perfect marriage of traditional painting techniques and today's techno crazed world. This is *VERY FUN!!!* The Fantasia Prints are used as an add-on sale and can as much as double the final sale. Craig will create "ART prints" from these sessions.

Be sure to come and hear Craig at 9:00 a.m. on Monday morning, February 28 at the Plymouth Radisson. He is sure to inspire you and put FUN back into the business of photography.



Don Ayotte Presents "Coming Full Circle: The Digital Dilemma"

Don's program, which will take place at the PPAM Convention on Saturday, February 26, 7:00 – 9:00 p.m., deals with the "digital dilemma". Why is it when something new comes out in this industry, photographers run out to buy it based upon its marketing and advertising? This is what happened when 35mm digital SLR cameras hit the market. We all know the digital craze started with the magazine and newspaper photojournalists and then spread to the wedding photojournalists and then to others. You know the rest!

When you attend a convention, all you see are large crowds around the manufacturers who sell 35mm SLRs and smaller crowds around the medium format booths. This program will convince you to start photographing medium format for your digital capture. Plus, if you want to shoot film, change the back!

Eugene DiFrancesco, "Through Another Lens"

The more things change, the more things stay the same. Remember all that talk about how one day, video technology would be such that the lowly videographer could become a genuine sales threat to the still photographer? Hogwash!

The photographer remains the photographer, and in spite of all this digital technology, the roll played by the still shooter is not so different after all. While the need to stay abreast of the evolution is real, there is not, nor will there ever be a substitute for raw talent, not to mention countless hours of schooling. What does a videographer know about posing a group?

Meanwhile, this digital thing shoots holes through some pretty important stuff you have relied on for so long: stuff like latitude, exposure range and contrast control. And after you threatened to go digital for three years, you finally start the move and you are disappointed with these limitations, yes? Welcome to Eugene's world.

Please join **Eugene DeFrancisco** on Saturday morning, February 26 from 7:30-8:30 for an entertaining hour in which a myriad of things, including some real tricks you might not yet know about digital. About lighting. About learning to turn what you have into what you need.



About breaking the bonds of habit and getting right out of the box. About colleague and client relations, especially about understanding how to effectively co-exist with videographers to a point where they become a large value to you in business and in the field.

Eugene will demonstrate how to use video more productively in your marketing, often for little or no cost. As a twenty-year veteran of video production, his roles as digital cinematographer, writer, director of photography, director, lighting director and speaker have made him pretty confident. He will share some valuable tips and a few laughs for sure.

In his twentieth year, **Eugene DiFrancesco** continues to hone the cutting edge of electronic media production. His firm, Cam-Tec Videography (soon to be undergoing a name change to EUGENEWORKS.COM) is known throughout New England for un-

compromising teleproductions of all manner, including television commercials, corporate programming and his signature wedding day motion pictures. His most recent international awards include the Videographer Award and the Aurora Award, both for local commercials he produced.

Eugene regularly wows his clients by utilizing the digital cinematography technique, imparting a much more cinematic feel to his programs; thinking, behaving, and acting more in the way that film production people do.

A three-term past-president of the National Professional Videographers Association and the first member in that guild to be inducted as a Senior Member, DiFrancesco is a nationally recognized speaker as well. He has spoken several years running at WEVA Expo in Las Vegas, the world's largest wedding and event videography convention, boasting 4000+ attendees from numerous countries. He also addressed his colleagues in Manhattan recently at the Showbiz Expo.

With a strong emphasis on lighting, both his production and teaching styles remind his audience that they needn't settle for the ordinary. In fact, it is commonplace for attendees of his seminars to be heard saying that they were as entertained as they were informed.

Don Ayotte, *BPA, M.Photog.Cr.* began his career as a photographer in Vietnam conducting photographic reconnaissance with the United States Air Force. He attended Brooks Institute of Photography in Santa Barbara, California, graduating in 1972 at the top of his class and was awarded the prestigious Achievement Award. After graduation he worked in Toronto, Ontario, Canada for the Portrait Artist, **Albert Gilbert**. After a year apprenticeship with Mr. Gilbert, Don opened a general practice photographic studio in Middleboro, Massachusetts. The studio provided a photographic gallery and handled vari-

ous commercial and portrait clients. Don ran a parallel speaking and lecturing business along with doing photographic assignments and soon became a prominent photographic educator. After serving the photographic industry for 20 years, Don turned his attention to photographic education full-time. He accepted a position at the Rhode Island School of Photography in Providence, Rhode Island as department head for portrait studies. After three years at the Rhode Island School, he was offered a position with Hallmark Institute of Photography as Director of Education. Don has been with the school for 10 years.

Don has been a professional photographer for over thirty years. The one aspect of his art and his life that he loves the most is the "re-invention" of his thoughts. He truly believes in order to achieve self-satisfaction, the reinvention of oneself must be a daily goal.

Without the stimulus of education one is left with self-motivation, and that's not always easy to obtain, especially on a daily basis. The greatest reward Don has comes from an ancient tradition: Master passes down to student and student becomes greater than Master. And the cycle repeats.

Imaging USA 2005



Chris Mirasolo presents Diana Mirasolo with her degrees



PPA President Bob Lloyd congratulates Diana



PPANE President Paul Camello congratulates Diana



Shown at the PPA Convention are (l-r): Allen Swinimer, Chris Mirasolo, Diana Mirasolo, Lauren Maguire, Chet Maguire and Paul Camello.

The Council of the Professional Photographers of America met in Las Vegas on Monday, July 26, 2004. The meeting started promptly at 7:00 a.m. with 176 councilors present from all over the world. It was one of the shortest meetings on record lasting only two hours (some old-timers remember when the meetings lasted two days, or the 14-hour meeting in Denver)!

The most important item of business was to vote on the By-laws changes necessary to move the annual meeting and convention to the new time of year, from the summer to the winter (January or February) in future years. All of the proposals were passed and the next convention will take place January 16-18, 2005 in New Orleans, Louisiana. The next Council meeting will be held on Monday, January 17. The current officers will be held over until January of 2005.

President Robert Lloyd reported that the past year was one of the most successful years PPA has ever had. PPA's membership is up, their investments are doing well and they are showing a profit.

The Studio Management Services (SMS) that PPA offers its members has also been a success and it is there to help members deal with the problems and pitfalls of running a successful studio. More information on this very important program can be found on the PPA website at www.PPA.com.

PPA has also been very committed to Copyright and Healthcare legislation on Capitol Hill, currently keeping a close watch on at least 16 pieces of legislation that are important to professional photographers. Members of the Board of Directors visited Washington, DC this year to lobby Congress and to testify on several topics dealing with intellectual property and healthcare coverage.

It was also reported that the PPA website gets over 7,000 hits per month on the "Find A Photographer" page and over 10,000 requests to find the photographer of a copyrighted photograph. In addition, the legal arm of PPA handles over 2,600 requests for legal assistance with studio/client disputes. There were 362 cases regarding Indemnification in 2003 with the cost to PPA being \$463,000.

Hallmark Institute of Photography has taken steps to enroll each of their students in PPA while they attend school and upon graduation they enroll them as active members in PPA. Hallmark is leading the way for other schools.

The degree applicants were voted on and approved at this meeting. PPAM's newest Master of Photography is **Diana Mirasolo**, *PPA Certified*, (Wakefield) who received both the Master of Photography and Photographic Craftsman degrees and our newest Photographic Craftsman is **Elise Sinagra Donoghue**, *PPA Certified*, *M.Photog.* (Peabody).

If you are not a member of PPA and would like to take part in this 124 year old organization, which is the largest and oldest professional photography association in the world, simply contact your PPA Council Representative and they will get you the information you need. The representatives from Massachusetts are **Paul Camello**, polapaul@aol.com, **Allen Swinimer**, Hobbs02@aol.com and **Ed Lilley**, erlphoto@comcast.net.

PPA has begun a new membership campaign and for every new member that joins, PPA will give PPAM \$50 to use as we see fit. Their idea is to give the money back to the affiliates rather than to an advertising bureau. Even though PPA recruited 3,000 new members in 2003 and it seems to be on track for over 4,000 in 2004, it was stated the 61% of affiliate members do not belong to PPA. If you are not a member of PPA and would like to belong to a professional association that is seriously looking out for its member's welfare and not just at the bottom line, please contact PPA or your Council representative today. PPA is a not for profit organization, but when they make money, all the members benefit.

Natural 1-800-342-0900

Established
1981

ColorLab www.naturalcolorlab.com

Introduces "Ready To Print" Digital Output

This service is PC and MAC compatible and offers the amazingly short in-lab time of 1-2 days! Our Ready To Print Digital Output service is the perfect solution for the photographers who wish to take total control of their digital workflow and provide their own complete file preparation, including color calibration, cropping and artwork. By doing so, you can realize substantial savings such as:

4X5's for only 60¢ each!

8X10's for only \$1.90 each!

10X10's for only \$2.50!

Formatted and Uncorrected

4x5, 5x5, 4x6 Proofs with

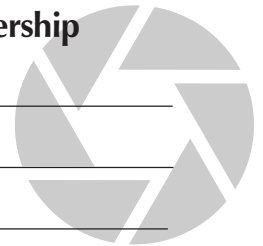
matching index prints

25 ¢ each

To learn more about this exciting new money-saving service and how to get started, contact our customer service department at the number below or visit the "What's New" section of our web site at the address below.

www.naturalcolorlab.com 1-800-342-0900

**Professional Photographers
Association of Massachusetts**
29 Paul Street
Canton, MA 02021



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 (\$160) _____ Sustaining (\$160) _____ Student (\$80) _____

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:
Barry Okun, Vice President Membership and Records
29 Paul Street, Canton, MA 02021***

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.