

PPAM newsletter

Professional Photographers Association of Massachusetts

www.ppam.com

Summer 2005



PPAM Seminar on June 20 to Feature Tommy Colbert, "Creative Wedding Photojournalism"

"The aim of every artist is to arrest motion, which is life, by artificial means, and hold it fixed so that 100 years later, when a stranger looks at it, it moves again, since it is life."

William Faulkner

Today's top wedding photographers must be able to assess his or her client's goals for their special day and then strike a comfortable balance so they can capture the pulse, spirit and emotion of a once-in-a-lifetime event without being intrusive! They should also have the ability to photograph with multiple camera formats as well as a wide variety of film speeds and types. Color, black and white, infrared, 35mm, 2 1/4 (6.45) as well as square and digital all play a crucial roll in the wedding photojournalist's tool bag, as they must be prepared for any and all situations that arise in an instant.

Tommy Colbert has been influenced and intrigued by **Denis Reggie, Joe Bussink** and **Monty Zucker** because of their trailblazing methods as well as their ability to parlay them into very successful businesses. Although their styles of photographing an event vary immensely (*Photojournalistic vs. Traditional Posing & Lighting*), Tommy believes that the different styles and philosophies all play a very crucial roll in the documentation of a wedding day.

There is nothing worse than an intrusive photographer or videographer at an event. How many times have we witnessed the so-called professional videographer walk onto a dimly lit dance floor and turn on what seems to be a 1,000,000 watt light, instantly ruining the ambiance and spontaneity? Most guests will scatter like

roaches, while others might act like a room full of chimpanzees on a sugar rush. But if your method of operation is to unobtrusively capture the entire day from a distance, then the bride and groom will not have any artistic photographs that so many of us are capable of creating, such as dramatic silhouetted sunsets or a beautiful bridal portrait.

Tommy's program is all about combining the unobtrusive and creative styles of photography to provide our clients with the best of both worlds. Most of us already photograph weddings using both of these styles; it is time to formulate a new word or catch phrase that will better describe what we are trying to achieve. A newer, fresher look or hybrid style that combines the old with the new...the creative with the unobtrusive documentary style. We are the new "Candid Creators" or "Creative Wedding Photojournalists".

(Please turn to page 4)



JUNE MEETING

Monday, June 20, 2005

Location:

**Raffael's Banquet Facility
1601 Main Street
Walpole, MA**

(Directions can be found on page 4)

Registration:

9:00 a.m.

President's Message

Can we talk here?

I just received an email (now that it's actually working) from **Andy Joliat** reminding me that my article for the newsletter is due in less than 24 hours. Of course if I got the email on time I *would* have had an extra day. My internet has been down (on occasion up) for most of this past week. It's been dying a slow death for three weeks. I NEVER realized, or even imagined how much I depend on my internet service. This unfortunate situation has led to me being late on ALL my jobs that I have done in the last three weeks because I am unable to upload orders to my lab, or communicate with my customers. One thing good about this situation (the only one I can think of) is that I have learned a lot about the internet from the twelve technicians that have been here trying to fix the “*#%@” thing.

Communication is an awesome thing! If done properly (I keep telling Peter, my husband), there would be no arguments or hurt feelings. There would be no waste of time and no one would be left out. Communication is POWERFUL!

The experience I have had with Adelpia has been challenging to say the least. Each one of the technicians that



came to the studio to “fix” the problem didn't have anything written down as to what had been done already. There were no results of tests taken, or wires that were rerun. Each person had to start from the beginning and come up with the same conclusions as the other tech, then continue from there. What a waste of time. This only seemed to frustrate the next tech. It made me think (always a dangerous thing), what can I do to communicate better in the studio. I know, I'll ask my

staff. Let's let them communicate to me! We have meetings to go over jobs and customer comments, but I seem to have left out the important stuff, like “them”. What are they thinking? What are they having difficulties with? How can I make their job easier? Hey, if I make their job easier, then mine should be easier, too.

This also leads me to my next thought (actually my thoughts are much more random than this, but I'm trying to focus), we need to communicate more with each other as a group. We need to get to know each other as people, not just photographers. The convention is great for that, but we are concentrating hard on our education at that time and don't always have time to just talk. **John Flaherty** suggested to me that we have a member/vendor “get to know you cookout”. I think it's a GREAT idea! SO...Look for info to follow about our “Get to know you” cookout shin-dig. We'll be sending out info and stuff soon. In the meantime, if you care to help out with the organizing of it all, let me know! Call me at 508-866-3636, or email (HA HA) at nancy@nancygreen.com.

Can't wait to see you at the party!

Nancy

Know Your Rules

Competition rules, that is.

What IS the Master Award? The Masters' Award is **selected by** all of the PPA Masters of Photography attending the PPAM convention that year from the non-Master entries. The maker of the prints entered (one per entrant) needs to have done all of the work for the image from exposure to printing. The print should be mounted and displayed like the general entries.

This is one of those categories that should have many more entries than it does. You can actually enter something you print from your darkroom OR from your computer printer. Just remember, YOU need to do all the artwork and mounting as well as the printing.

To our members:
PPAM's financial information is available upon request.
Please contact **Mark Till**
6 Surrey Lane
Natick, MA 01760.

Congratulations to **Nanci Harran** of Click Chick Photography, Manomet, Massachusetts for being the \$250.00 April Seminar Scholarship Winner. Thank you to our generous sponsors:

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Calling All Speakers!

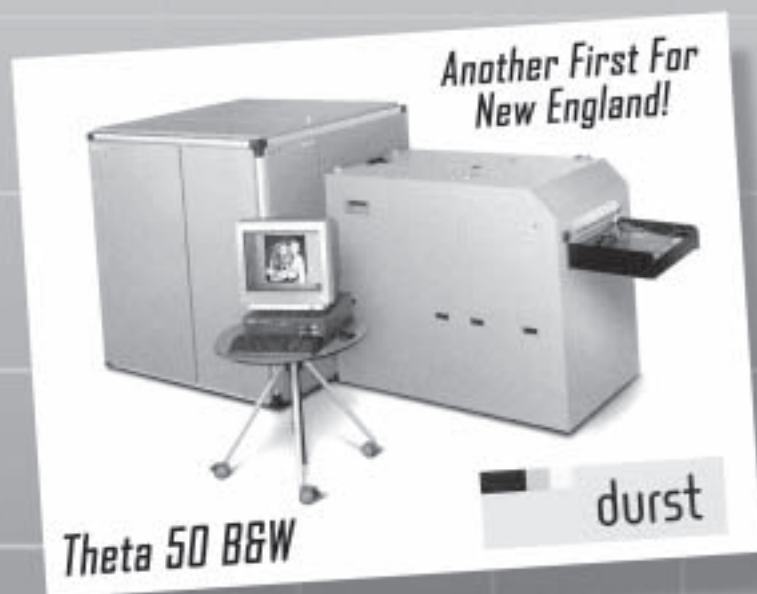
Looking to break into the speaking circuit? Do you have a program that you are dying to try out? Want to earn that one more merit toward your PPA Photographic Craftsman degree? Massachusetts is looking for great talent for Early Birds at the 2006 Convention. Early Birds are usually only one hour long. This is a great time to get inspired!

To volunteer or for more information, please call **Diana Mirasolo** at (781) 245-2920 or email her at Diana@Mirasolophotography.com. There is still time, but the schedule is filling up fast. Call today for more details!

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Tommy Colbert

(Continued from page 1)

Tommy will be addressing the many ways to incorporate the different styles of photographing events and weddings without making any drastic changes in your current method or style. He will explain how to segue into this new format without changing who you are, just how you think! He will also address the "Do I need a studio or not?" question as well as computer choices, software and managing workflow.

Tommy will also cover his unconventional, yet very successful sales techniques. He is not his clients' parents' wedding photographer. In his initial presentation, he explains to his clients his definition of "Photojournalism".

Tommy Colbert began his photography career studying at New England School of Photography Boston in 1978. He then embarked upon a full time career photographing actors and corporate headshots, model portfolios and weddings in and around the Greater Boston area.

In June of 1980, Tommy moved to New York City to pursue a full-time career in the photography industry. While in NYC he studied under some of the top fashion and beauty photographers in the world. Tommy was recently featured in the March 2005 issue of Rangefinder Magazine (*The Wedding Issue*), as well as in the March 2003 issue of Studio Photography & Design.

Tommy photographs between 30–50 weddings a year and maintains that most of his immediate success is attributed to

his acute photojournalism techniques coupled with his ability to communicate with his clients. Don't miss this innovative wedding photojournalism program on Monday, June 20 at Raffael's Banquet Facility in Walpole.

The seminar is FREE to all PPAM members. For members of PPANE or other New England PPA state affiliates, the cost is \$45.00. For all others, the cost is \$90.00. Registration will start at 9:00 a.m. on Monday, June 20. Lunch at Raffael's Banquet Facility is \$15.00 if registered prior to June 13 and \$20.00 if you pay between June



14 and June 20. Please make your check payable to PPAM and mail it to **Mark Till**, 6 Surrey Lane, Natick, Massachusetts 01760. For more information, please call Mark at (508) 655-8886.



Directions to Raffael's Banquet Facility

Raffael's Banquet Facility is located on 1601 Main Street, Walpole, Massachusetts. Following are directions to Raffael's taken from their website. In case you get lost, their telephone number is 508-668-8071.

From the North: Take Route 95 South to exit 9 (Route 1 South/Wrentham). Go 7/10 of a mile and take a right at the first traffic light; road bears sharply to the left and becomes Common Street. Follow the winding road about 2 miles - straight through first set of lights and take a left at second set in Walpole center onto Route 1A south. Follow Route 1A 1 1/2 miles, Raffael's Banquet Facility will be on the right.

From the South: Take Route 95 North to exit 6B (Route 495 North) follow Route 495 to exit 15 (Route 1A Wrentham/Plainville). Bear right at the bottom of the ramp and follow Route 1A north for 7 1/2 miles (through Wrentham center), Raffael's Banquet Facility will be on the left.

From the East/Cape Cod: Take Route 495 North to exit 15 (Route 1A Wrentham) bear right at the bottom of the ramp and follow Route 1A north for 7 1/2 miles (through Wrentham center), Raffael's Banquet Facility will be on the left.

*It's Never
Too Early
to Start Thinking About*

**the Creative Theme
Competition**

The Theme for 2006

"Laughter"

2004-2005 Officers

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2005 - 2006 Coming Events

June 20 – *Creative Wedding
Photojournalism* Seminar featuring
Tommy Colbert

July 25 – Summer Seminar with PPARI,
Kent and **Sarah Smith**, *"Keep It Classy"*

Radisson Airport Hotel, Warwick,
Rhode Island

October 17 – *Rock and Roll Seniors
and Glamour Portraits*, **Ellie Vayo**

Raffael's Banquet Facility, Walpole

January 16, 2006 – TBA

February 24-27 – PPAM Convention

April 17 – TBA

June 19 – TBA

October 16 - TBA

A Moving Story

By Richard Finkle



There comes a time in your life when change is an important opportunity that needs to be viewed and become a reality. **Sharon** and I have made such a life-changing decision. A brand new southwestern style home is about to be finished for us in Albuquerque, New Mexico. It is an opportunity for me to establish a new business photographing families, corporate images and fine New Mexican weddings.

It has been an honor to have been associated with such a fine organization as the Professional Photographers Association of Massachusetts. There are so many of you that I cherish as dear friends and fine photography associates. I will miss the times spent with you and remember each of you with great warmth and admiration.

Why Albuquerque? Why not?! I really will miss the cold New England winters. I always loved the high heating and electric bills. Taxes, I will miss the extreme property taxes. They really meant a lot, no pun intended. But I really am going to sorely miss the excise tax on my car. It really helped so many of us. And of course, I am going to miss our great **Governor Mitt**. Who else could do so little for so many of us? Black flies and mosquitoes, yeah right up there with Mitt.

The Red Sox, Patriots and the Celtics will remain my favorite teams. I might be tempted by the Lobos of the University of New Mexico for some type of sports fix but...**Ed Lilly's** Clam Bake, nothing compares. Boston's stores during the Holidays. Rockport anytime. The bike trails on the Cape. My friends from Worcester PPA. Fishing in Quabbin. The North End. The Sole Proprietor. Blue Fish cheeks. Leg Day Training at the Gym.

All in all, these last 34 years of being a photographer and Regional Sales Representative for Levin Frames has been one heck of a ride. I will still be Representing Levin in New Mexico. I will be a lot closer to my daughter **Marion** in California. Time to start on a new path with my best girl, Sharon. I loved the ride and love you all. Thanks for all the great memories.

"Maintain your sense of humor, you'll need it, find your dream and live it, live life intensely, and always have an agenda. If you want to accomplish something big, you will have to do it bit by bit, one step at a time."

- **Paul Reese**, who ran across the USA in 124 days at age 73

New Members

Please welcome PPAM's newest members: **Jennifer Vincente**, Plymouth; **Jennifer Beliveau**, Peabody; **Tim Cook**, Woburn; **Jennifer Gyles**, Lunenburg; **Tyrone McIntosh**, Hyde Park; **Claudia Kronenberg**, Nantucket; **Robert Mirani**, Lexington; **David Benoit**, Gloucester; **Joe Ciarcia**, Boston; **Allison Rosa Ahlfont**, Randolph; **Robin Howard**, Norton.

PPAM offers a web link from our web page at no additional charge. Please check the website, 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 Video Library

by Tony Colella

Eddie Tapp series Color Managed Workflow -Set of Session 1, Session 2, Session 3
Eddie Tapp series Photoshop and Pro Techniques

Photo Vision
Volume 1
Issue 7: Dean Collins, Heidi Mauracher, Alison Pierce

Photo Vision
Volume 2 Issue 8:
Doug Box, Gregory Daniel, Robert Isacson

Photo Vision
Volume 3 Issue 3:
Kent Englebert, Gary Fong, Robert Isacson, Lisa Murphey

Photo Vision
Volume 4 Issue 4:
Sklute, Smith, Keiser, Brotherton, Hawkins

Photo Vision
Volume 4 Issue 5:
Andrews, Pierce, Cotton, Silber, Smith

Photo Vision
Volume 4 Issue 6: Gee, Silber, Skipworth, Sklute

Tim Kelly: Introduction To Fine Portraiture
Tim Kelly: Success In Children's Portraiture
Tim Kelly: Creating The Fine Art Portrait
Tim Kelly: Creating Watercolor Prints, Note Cards and Gallery Presentations

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

Volume 3 Issue 5 - (continued)
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

If you would like to borrow a video, please contact our new library chairperson, **Tony Colella**, at Richter-Colella Studios (781) 431-1658.

Instructors Wanted

New England School of Photography, located in Kenmore Square, Boston seeks instructors for its Professional Photography Program. The school is currently accepting resumes for instructors for all areas of photography including: Advertising/Commercial, Editorial/Corporate, Documentary, Photojournalism, Portrait/Wedding, Color Printing, Fashion, Photo History, Business of Photography, Alternative Processes, Black & White, Digital Photography and Architectural Photography.

Open to applicants from all fields of photography for current and possible future openings. At least four years in the photographic profession is required. Previous teaching experience and strong knowledge of digital photography are preferred.

All faculty positions at NESOP are part time, typically requiring 1 or 2 days per week from 9:00 a.m. - 4:00 p.m. Minimum starting pay for faculty in the Professional Photography Program is \$28.00/hr and \$31.00/hr for applicants with an MFA.

Mail resumes to:
Arthur Rainville
Academic Director
New England School of Photography
Boston, MA 02215



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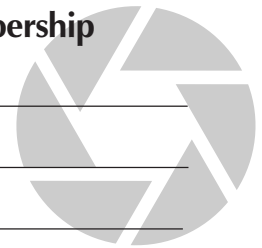
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**Professional Photographers
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Professional Photographers Association of Massachusetts Application for Membership

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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.