

Keep Moving Forward!



CATHLEEN BRODERICK, CPP - "SLOW DECLINE"

Professional Photographers Association of Massachusetts

FEBRUARY 27 - MARCH 2, 2015
RADISSON HOTEL PLYMOUTH HARBOR
PLYMOUTH, MASSACHUSETTS



The President's Message

KEEP MOVING FORWARD!

Well another year is in the books and what a year it has been. We've had some great successes and challenges along the way as an organization but we "kept moving forward". As with any organization like ours, one of the biggest challenges is getting people to fill the roles that make the wheels of progress go. I want to thank all of those people who have given of their time and expertise over the past two years, without whom I would not have been successful in guiding this organization.

As we look forward to a new year we will be continuing our efforts to grow and strengthen our position as leaders in the region. Thanks to efforts of our VP of Programs, Warner Smith and support team, we continue to shore up our position with a great lineup of speakers for seminars for 2015, as well as an awesome convention just around the corner. Be sure to register early, as well as enter the image competition!

I want to wish everyone a happy and prosperous New Year!

*Thanks,
Randy Brogen, Cr.Photog., CPP*

Table of Contents

President's Message.....	Inside Front Cover
2014-2015 Executive Officers	4-5
2014-2015 PPAM Board and Past Presidents	6-7
Photographic Competition Judges.....	8-10
2014 Photographic Competition Awards.....	11-15
2015 Convention Schedule	16
Program Synopses.....	17-27

Nominating Committee Report

The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of Chairperson Cathleen Broderick, CPP; Andrea Joliat, M.Photog., CPP; Paula Swift, CPP; Connie Drapeau-Kennedy; Dan Bitar; Joe Dunn, M.Photog.Cr., CPP; has selected the following candidates to fill the PPAM slate of officers for 2015-2016:

President	Susan Asaro
Vice President of Programs	Warner Smith, CPP
Vice President of Membership.....	Dianne Marshall
Vice President of Finance	Joanne Aleo
Vice President of Technology.....	Stephen Sedman, Cr.Photog., CPP
Vice President of Communications.....	Joyce Holt
Recording Secretary	Susan Ogar

Members-At-Large:

Tony Colella, Keitha Hassel, Mark Maiden, Andreia Makkas, Patricia Walsh Slaven, CPP, and Dan Bitar.

The election will be held at 12:00 noon on Saturday, February 28, 2015 during the PPAM Convention at the Radisson Hotel Plymouth Harbor, Plymouth, MA.

Professional Photographers Association of Massachusetts

www.ppam.com

PPAM is a non-profit organization serving photographers in Massachusetts, and is affiliated with the Professional Photographers of America.

2014-2015 EXECUTIVE OFFICERS



PRESIDENT

Randy Brogen, Cr. Photog., CPP

Brogen Photography
11 Bedford Street
Burlington, MA 01803
(781) 209-5888

president@ppam.com



VICE-PRESIDENT OF PROGRAMS

Warner Smith, CPP

The Photography Smith
15 Main Street
Hopkinton, MA 01748
(978) 618-2296

programs@ppam.com



VICE-PRESIDENT OF MEMBERSHIP AND RECORDS

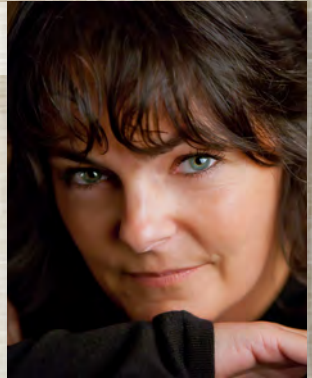
Dianne Marshall

Marshall Photography
467 Teaticket Highway
East Falmouth, MA 02536
(508) 457-9331

membership@ppam.com

VICE-PRESIDENT OF FINANCE
Joanne Aleo

J & Co Photography
626 Chandler St.
Tewksbury, MA 01876
(781) 389-9869
finance@ppam.com



VICE-PRESIDENT OF COMMUNICATIONS
Susan Asaro

Susan Asaro Photography
688 Main Street
Wareham, MA 02571
(508) 291-7926
publications@ppam.com



VICE-PRESIDENT OF TECHNOLOGY
Patrick Brosnan

Patrick Brosnan Photography
67 Valley Road
Ashland, MA 01721
(508) 395-9389
vpotech@ppam.com



2015 PPAM CONVENTION

2014-2015 PPAM Board

PPA Council:

Randy Brogen, Cr.Photog., CPP
Nancy Green, M.Photog.Cr., CPP
Ed Pedi, M.Photog.Cr., CPP

Programs

VP of Programs: Warner Smith, CPP
Convention Chair: Melvin Guante
Hotel Chair: Nancy Green, M.Photog.Cr., CPP
Hospitality Chair: George Lucozzi, CPP
Image Competition Committee Co-Chairs: Patrick Brosnan and
Stephen Sedman, Cr.Photog., CPP
Tradeshaw Chair: Joyce Holt
Props Chair: Paul Robinson, CPP

Communications

VP of Communications: Susan Asaro
Newsletter Designer: Gillian Randall, M.Photog.Cr., CPP

Technology

VP of Technology and PPAM Webmaster: Patrick Brosnan

Membership & Records

VP of Membership & Records: Dianne Marshall
Scholarship Chair: Paula Chandoha
Parliamentarian: Joe Dunn, M.Photog.Cr., CPP
Photographer: James Boykin
Degree Program: Gail Lucozzi
Volunteer Chair: Lisa Tommaney
Security Chair: Keitha Hassell

Finance

VP of Finance: Joanne Aleo

Members-at-Large

Anthony Colella
Keitha Hassell
Andreia Lima Makkas
Susan Ogar
Alice Peplow
Patrica Walsh Slaven, CPP



PPAM Past Presidents

Randy Brogen, Cr.Photog., CPP
Cathleen Broderick, CPP
Daniel Doke, Cr.Photog., CPP
Andrea Joliat, M.Photog., CPP
Mark Till, Cr.Photog., CPP
Nancy Green, M.Photog.Cr., CPP
Ed Pedi, M.Photog.Cr., CPP
Diana Mirasolo, M.Photog.Cr., CPP
Joe Dunn, M.Photog.Cr., CPP
Chester Maguire, Jr., M.Photog., CPP
Helen Boursier, Cr.Photog., A-ASP
Robert Hyzen
Walter Pendleton, Cr.Photog., CPP
Rebecca Fadjo, CPP
Richard Finkle, CPP
Edward Lilley, M.Photog.Cr., CPP
Roberta Cloutier, M.Photog., CPP
Ralph Tomaccio, M.Photog., Cr.
Paul Camello, M.Photog.Cr., CPP
Richard Nourse, Cr.Photog.
Larry Grenier
Peter Silowan
David A. Hilton, Cr.Photog.
Frances A. Beake
Joseph R. Albert
William Aberizk, M.Photog.Cr., CPP
R. Robert Grenier, Cr.Photog.
Xenophone A. Beake, M.Photog.Cr., CPP
Jenny Nourse, M.Photog.Cr., CPP
James MacFarland, CPP
Melvin Hookailo, M.Photog.Cr., CPP

Russell Brett, M.Photog.
William Hayden
Allen Swinimer, M.Photog.Cr., CPP
Sidney Plotkin
Thomas Keegan, Cr.Photog.
Robert S. Ginsburg, M.Photog., CPP
Madeline Hobbs, M.Photog.Cr.
John Hilton, M.Photog., CPP
David Johnson
Bernard Lefton
Robert Goldman
Joseph Bernabeo
Charlotte Goldman
Erwin Clough
Leonard Levy, M.Photog.Cr., CPP
George Blackwell
Peter Zaharis
Joseph Errico
Clif Fasch
Fred Hines
Ernest Bushmiller
Augustus Haffer
Bud Gherin
Ernest Pattengill
Herbert Lang
James Purcell
Alfred Brown
Philip McKeen, M.Photog.
Sam Cooper
E.L. Byrd

Keep Moving Forward!

PHOTOGRAPHIC COMPETITION JUDGES



Jury Chairman: Ed PEDI, M.Photog.Cr., CPP

In business for 22 years, Ed has been honored to receive a wide array of photographic awards including multiple PPA Photographer of the Year achievements, Kodak Gallery; FUJI Masterpiece; Courts of Honor and Judges Choice Awards. His images have been displayed at the Kodak Exhibit at Disney's Epcot Center and he has had multiple images chosen for PPA's Traveling Loan Collection. His images and profile have been featured in PPA Magazine.

Ed was honored by his State Association with his proudest award accomplishment, the PPA National Award for his meritorious contributions to Professional Photography. Ed was a featured platform instructor at Imaging USA 2012, has taught four week-long courses at NEIPP, several Super Monday programs, lectured countrywide to numerous state, regional and national associations. He is immediate past President of his regional association, Professional Photographers Association of New England (PPANE) and a two term, past President of Professional Photographers Association of MA (PPAM). He is currently serving third terms as ASP State Representative and Massachusetts PPA Council Member and he is one of 97 PPA Approved Jurors. His book, 'Classic Family Portraits' a posing, lighting and composition resource guide for professional photographers was published May 2014.



Robert AKERS, M.Photog.Cr., CPP

A graduate of Springfield College with a BS in Health and Fitness, Bob found out early his degree was not a direction he would continue to follow as a professional. In 2003 everything changed and photography became a career choice. With no training and 30 years of thinking photography was cool, Bob started out as a natural light photographer.

Bob became a member of the Maine PPA and PPA and studied hard. He began to see the light or rather understand how light worked to create a mood, as well as introduce depth and dimension. Most of the work he does is for High School Seniors and Families. He also spends lots of time working on Fashion, Pin-Ups and Sports Composites.



Steve BEDELL, M.Photog.Cr.

Steve Bedell has been a professional photographer for over 25 years. He has done weddings, portrait and commercial work but now restricts his business to portraits only. His specialty is natural light portraiture. Steve holds the Master of Photography and Photographic Craftsman degrees from the Professional Photographers of America and is a PPA Approved Print Juror. He has been named the New Hampshire Photographer of the Year a record 8 times and in 2011 was awarded the New England Photographer of the Year title.

He has written hundreds of articles for photo publications, taught classes and workshops nationwide and produced several lighting DVDs. His private newsletter, EPhoto, reaches over 2300 photographers. Steve is also a regular contributor to Shutterbug magazine.



Jeff Dachowski, M.Photog.Cr., CPP, C. Ph

In high school Jeff quickly fell in love with photography. After pursuing every class related to photography, Jeff attended the Hallmark Institute of Photography.

In 2003 Jeff and his wife Carolle opened their studio in Manchester, NH and have seen meteoric growth since opening. They have a loyal following of children and family clients, a buzz in the wedding industry, and a growing number of commercial portrait clients. In 2012 they

purchased a building with a storybook past in the small village of Bedford, NH. Jeff's work has been featured in many publications such as Seacoast Bride, New Hampshire Bride and Rolling Stone to name a few, and he has photographed events throughout North America, The Caribbean and Europe since 1992. He has 11 images in the PPA Loan collection, 11 Kodak Gallery, 2 Lexjet Awards, 2 Fuji Masterpiece awards, 2 Polaroid Prestige, 11 Courts of Honor, 5 Album of the Year, and an ASP Regional Medallion. Jeff is active in PPA's Studio Management Services and frequently contributes to Professional Photographer Magazine. He is a member of PPA's Curriculum Committee, a PPA International Approved Juror, a Certification Judge for the PPCC and a Vatican Approved Photographer. He was a director for two years and has fulfilled his terms through the Executive chairs within the New Hampshire Professional Photographers Association.



Carol Fabrizio, M.Photog.

Master Photographer Carol Fabrizio of Fabrizio Fine Art Photography in Flushing, Michigan, specializes in both fine art and commercial photography. She has combined her professional background in computer systems with a life-long involvement in photography to produce award-winning digital photos. Carol was named a PPA Photographer of the Year. Several of her images have been included in the Loan and Showcase Collections of PPA. She is currently training as a juror for print competitions throughout the US and has judged at

local and state competitions. She enjoys the challenge of judging and being part of the development process that competition offers to professional photographers.

As an award winning photographic artist, Carol's work blurs the lines between artistic mediums. Sometimes an image stands on its own and needs only minimal digital enhancements to complete the work; other times the image is just the starting point for her work. Combining artistic and digital skills allows her to create a visual and emotional connection that changes an ordinary photo into an extraordinary work of art.

Carol has been a Board member of the Professional Photographers of Michigan and has been a Top Seven Photographer for five successive years. Shortly after beginning competition, Carol was named Photographer of the Year by the Detroit Professional Photographers Association.

PHOTOGRAPHIC COMPETITION JUDGES



Madonna Lovett Repeta, M.Photog., A.C. Ph

Madonna Lovett Repeta, M. Photog., A.C. Ph., of Bedford, NH has had a passion for photography since she was a child. She decided to stop “following her dream” and “live her dream” in 1996, when she opened her studio and became a full time professional photographer. Madonna specializes in Portraiture and Fine Art landscapes and botanicals as well as some Commercial and Real Estate photography.

As an award winning member of NHPPA, PPANE, ASP and PPA, she has earned a Kodak Award for Photographic Excellence and “Photographer of the Year” from PPA four times since joining in 2008. Madonna received her judges training at the PPA Judges Workshop. In addition, Madonna attended the NH Police Academy’s Photography for Law Enforcement School and has served as the department photographer for the Bedford Fire Department since 2002. Madonna is a graduate of the University of Vermont and holds a Bachelor of Science in Elementary Education, Pediatric Dental Hygiene and Public Health. She was also an image consultant and corporate instructor for Beauty for All Seasons and uses the knowledge and experience she acquired in her different careers in her photography. Locally she is known as the “baby/child whisperer” utilizing her pediatric and elementary ed experiences.

Madonna also incorporates her experience as an image consultant in her photography studio. She can determine the best style and color of outfits for her clients to wear as well as background colors to naturally enhance her clients coloring. She currently teaches Color & Line Workshops for professional photographers.



MaryAnn Talamo, M.Photog.,Cr., CPP

MaryAnn Talamo, M.Photog.Cr., CPP is an award winning, nationally recognized photographer, specializing in portraits of newborns, babies and children. Her portrait studio, Custom Digital Images, is based in Staten Island, New York.

MaryAnn began her formal art education at Mark Twain JHS for the Gifted and Talented in Brooklyn, NY, culminating with her BA degree in Studio Art from Brooklyn College. She has earned her PPA Master of Photography degree, Craftsman degree for instruction, and has been a Certified Professional Photographer since 2007. Among her numerous awards, she recently won a prestigious Gold Medal award in the Master Artist category of print competition in 2013, as well as a Canon Par Excellence Award in 2009. Of her last 24 competition prints, 21 of them have received a merit of excellence, and her portraits have been featured in both the PPA Loan Collection and the PPA Showcase Books. In 2014, MaryAnn became one of few to earn the prestigious Elite Plus membership from Professional Photographers of America, their highest membership level reserved for their most decorated members.

PHOTOGRAPHIC EXCELLENCE AWARD

Ella Carlson, M.Photog.Cr., CPP



“The Heart of it All”

ELLA CARLSON

Photographic Excellence Award

Highest Scoring Image by Member of
American Society of Photographers



“Does She Love Me”

ELLA CARLSON

Photographic Excellence Award



“Rose Bud”

ELLA CARLSON

Photographic Excellence Award



“Parting of the Ways”

ELLA CARLSON

Photographic Excellence Award

PHOTOGRAPHIC COMPETITION **AWARDS**

COURT OF HONORS

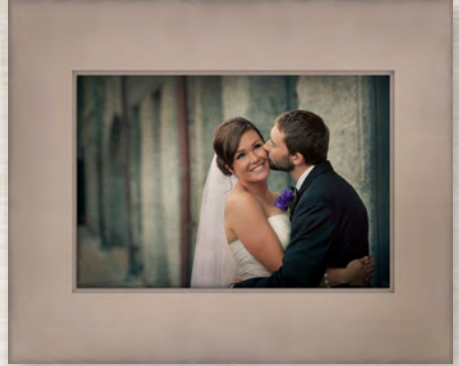


“Beneath the Night”

WARNER SMITH, CPP

Court of Honor - Portrait

Kodak Gallery Award



“Dreams of the Future”

**STEPHEN SEDMAN,
CR.PHOTOG., CPP**

Court of Honor - Wedding



“Slow Decline”

CATHLEEN BRODERICK, CPP

Court of Honor - Illustrative/Unclassified

Highest Scoring Image by a Certified Professional Photographer

LustreColor Award for Highest Scoring Print

Lexjet Award

COURT OF HONORS



“Bodies in Motion”
DAN DOKE, CR.PHOTOG., CPP
Court of Honor - Album



“Stress Cracks”
RANDY BROGEN, CR.PHOTOG., CPP
Court of Honor -
Conceptual Image



“Mug Shots”
TED LINCZAK (S. CAROLINA)
Court of Honor - Out of State

PHOTOGRAPHIC COMPETITION **AWARDS**



“Moving Day”

CATHLEEN BRODERICK, CPP

Fuji Masterpiece



“Ode to O’Keefe”

**SERENA PARENTE CHARLEBOIS,
M.PHOTOG., CR.**

Highest Scoring Image by a
First Time Entrant



“Bring It On”

ALICE PEPPLOW

PPAM Specialty Award,
Best High School Senior Portrait



GEORGE LUCOZZI, CPP
Special Masters Trophy



“Wild”
GEORGE LUCOZZI, CPP
Creative Theme




“Beckett in Disguise”
SUSAN ASARO
Best Folio

2015 PPAM CONVENTION SCHEDULE



Professional Photographers Association of Massachusetts Keep Moving Forward!

Feb. 27- Mar. 2, 2015 | Radisson Hotel Plymouth Harbor, Plymouth, MA

FRIDAY: FEBRUARY 27, 2015

- 12 p.m. - 8 p.m. Registration Desk Open
- 1 p.m. - 4:30 p.m. **Robert Akers** "Playfully Sexy";
Sponsored in part by 
- 4:30 p.m. - 6 p.m. Dinner *on your own*
- 6 p.m. - 9 p.m. **Image Competition Begins**
- 6 p.m. - 9 p.m. **Trish Logan** "Branding & Expanding";
Sponsored by  & **Hunt's**
- 9 p.m. - 11 p.m.** Hospitality room open - Room 402


SATURDAY: FEBRUARY 28, 2015 NON-MEMBER FREE DAY

- 8 a.m. - 7 p.m. Registration Desk Open (closed 3 p.m. - 6 p.m.)
- 9:30 a.m. - Print judging until completion
- 9 a.m. - 12 p.m. **Marilyn Sholin** "The Finishing Touch"; Sponsored by
- 12 p.m. - 12:15 p.m. Annual Meeting 
- 12:15 p.m. - 3 p.m. Lunch Buffet/Trade Show
- 3 p.m. - 6 p.m. **Jack Reznicki** "Light and Visual Perceptions";
Sponsored by 
- 6 p.m. - 7:30 p.m. Dinner *on your own*
- 7:30 p.m. - 11 p.m. Print Display Opens & Print Critique Party

SUNDAY: MARCH 1, 2015

- 8 a.m. - 4 p.m. Registration Desk Open
- 8:30 a.m. - 11:30 a.m. **Steve Bedell** "School Photography"; Sponsored by 
- 11:30 a.m. - 1 p.m. Lunch *on your own*
- 1 p.m. - 5 p.m. **MaryAnn Talamo** "Creating, Maintaining a Boutique
Children's Studio"; Sponsored by 
- 7 p.m. **PPAM Group Photo** - Be there! *Lobby*
- 7:15 p.m. - 11 p.m. **Awards Party**

MONDAY: MARCH 2, 2015

- 9 a.m. - 11:30 a.m. **Ted & Rachel Linczak** "Tackling Typical";
Sponsored in part by 
- 11:30 a.m. - 1 p.m. Lunch *on your own*
- 1 p.m. - 3:30 p.m. **Ted & Rachel Linczak**, *continued*

Keep Moving Forward!



2014

Keep Moving Forward SPONSORS:





“PLAYFULLY SEXY” PIN-UP PHOTOGRAPHY

Robert Akers

M.Photog.Cr., CPP

Sponsored in part by WHCC

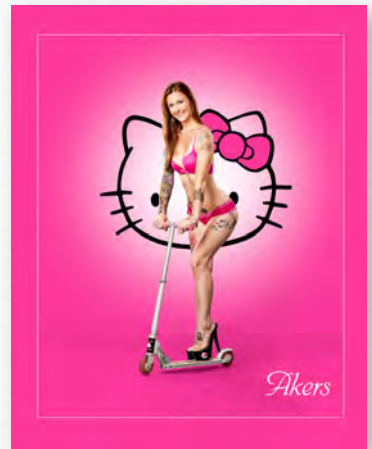


Playfully Sexy is all about the art of allowing women to show their sexy side in a way that inspires men to look twice; From the Blonde Bombshells of WWII to Farrah Fawcett in the 70's, to Marisa Miller in 2012. Pin-up girls have been around for a longtime. Originally these girls were the inspiration for men to fight hard in the war and come home safely to the girls of their dreams. Their images were ripped out of magazines and pinned on the walls, in lockers and put on calendars.

Today, Robert Akers creates these images for women to excite their men and allow them to feel like they are the most beautiful girls in the world. With simple lighting and a little photoshop each woman is transformed from a mortal beauty to an immortal symbol of sexy.

Themes for Pinups are all around us. They are the way we dress and the things we do. “Rosie the Riveter” was one of the first, a girl who was strong and doing a man’s job to support the war effort. But, most were in outfits that were slightly revealing. They had a little leg here, some long hair there, and hinted that there was more to come. They wear military uniforms, kitchen aprons, school outfits, lingerie, athletic uniforms and just about anything you can imagine.

So sit back and let Robert Akers introduce you to his world of Pin-Up Photography. He will be discussing all of the important details that will allow you to create your own Pin-Up Dream Girls. Things like make up, costumes, posing, props, lighting and a few photoshop techniques that will complete the transformation. And the whole time he will keep it “Playfully Sexy”.





SCHOOL PHOTOGRAPHY

Steve Bedell
M.Photog.Cr.

Sponsored by ACI



Digital imaging has changed the landscape of many aspects of photography, school photography among them. No longer will you need specialized equipment and big budgets to enter the school photography market. In fact, a basic DSLR and lens and an inexpensive light set is all you need. Steve will show you how to use your size and local business to your advantage when it comes to bidding against the big outfits, how to structure your pricing for maximum profit, all about the school 'rebate', green screen technology and more. When properly handled, school photography can be extremely profitable, especially when looking at the amount of time invested.

Never photographed a school before? Steve will also show you a unique way to get around that 'experience factor' before you approach your first school.

At a time when many studios face shrinking revenue and less clients, school photography can add a significant amount of income to your studio's bottom line. This program will get you started in the right direction!

Steve Bedell has been a professional photographer for over 25 years. He has done weddings, portrait and commercial work but now restricts his business to portraits only.

Steve holds the Master of Photography and Photographic Craftsman degrees from the Professional Photographers of America and is a PPA Approved Print Juror.



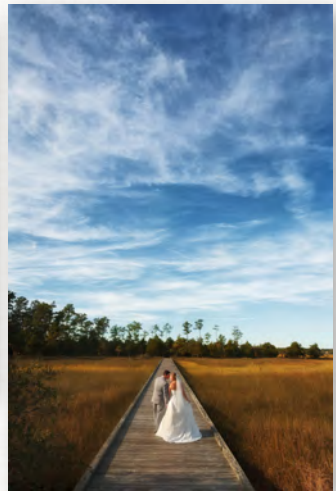


“TACKLING TYPICAL - A hands on approach to dominating the average wedding day”

Ted & Rachel Linczak

Award-winning photographers Ted and Rachel Linczak will be teaching a new interactive program examining each part of the wedding schedule and addressing and exemplifying the challenges that arise from difficult lighting, less than average locations and non-photogenic subjects. They will share their own plan of attack for these obstacles and will give hands-on demonstrations of how to not only overcome the difficulties, but create consistently incredible images every weekend. The class will culminate in a discussion on the importance of non-typical wedding albums and how beautiful stories can be told on every single wedding you photograph.

Ted and Rachel Linczak are the owners and photographers of Linczak Photography and Nuvo Images. In 2006 they quickly became one of the most sought after photography studios in Northeast Ohio. Their style is glamorous and combines high fashion photography with photojournalism to display relationships and connections between their subjects. Their goal in education is to teach photographers the fundamentals of beautiful posing, lighting and capturing the decisive moment.



Sponsored in part by WHCC





“BRANDING & EXPANDING”

Trish Logan

Sponsored by H&H Color Lab
& Hunt's Photo & Video



Trish's program will explore and discuss ways to grow your business in a changing marketplace by developing your brand, distinguishing yourself from your competition by building professional credibility as you increase your sales and add new services.

We will discuss how to add volume business to a boutique studio model to gain repeatable, predictable income year after year and how to diversify your blocks of business to insulate you from slow months in studio sales.

The following topics will be covered as we work to create realistic long and short term goals for business growth and expansion into new markets:

Some of the topics being discussed include:

- How to differentiate yourself from the competition with products and services and how to add more value to your brand.
- How to find clients that believe in your vision and want to tell the world. We will look at how to produce loyal customers that will return time after time and refer their friends.
- Talk about why you should have a 1yr, 3yr & 5yr and even a 10yr plan for your company that includes setting attainable goals for growth.
- How to find clients that are open to your services. Understanding the clients you want by looking at demographics and data.

Trish Logan joined the field of professional photography full time in 2010, hoping to bring her own style and vision to her boutique model studio in Western Maine. In 2010, Trish was named one of the top three finalists at the West Coast Photoshop World Guru Awards in the Photography category. She is currently pursuing her Master's Degree from PPA and earned a Silver Medal in 2012 at her first IPC print competition by earning 4 merits with one loan collection image.





“LIGHT & VISUAL PERCEPTION”

Jack Reznicki

Sponsored by
Canon Explorers of Light



All photos are about light and lighting. Available light, strobe light, ambient light, studio light, it's all about being able to see, understand and control light. Some days the lighting gods smile upon you and kiss your photos with a glorious light and some days the lighting gods frown and you end up babbling in a corner, mumbling to yourself.

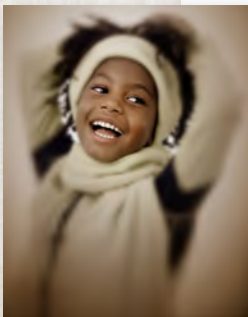
An internationally popular photographer and lecturer, Jack Reznicki is always very informative, insightful, entertainingly outspoken, and refreshingly candid. In this program, Jack will discuss light, how to see it, and how to handle it for better, more dramatic images. “Lighting Essentials” as Jack calls it for both natural and artificial light. Topics such as the quality and quantity of light, size and position of light, including the sun and strobes, why shooting before and after “Golden Hour” is so special, and how just moving your feet can drastically change the light.

A very popular segment of his talks is “Visual Perception” and how we look at photographs, as well as composition and how to use these concepts in photos to improve any type of photography. Jack will show there is a lot more to understand than just the ever-popular rule of thirds.

There will be a Q&A at the end and as always Jack will answer both technical questions and one of his favorite topics, copyright and legal issues in photography.

Based in New York City, Jack Reznicki a well-known & respected commercial photographer known for his creative problem solving for companies such as Toys “R” Us, Tylenol, AstraZeneca, The Wall Street Journal, Hyatt, Kodak, Sony, Crest, AT&T, Playtex, and several Time Magazine covers.

A popular teacher and lecturer, Jack is the author of several books on commercial photography including “Photographer’s Survival Guide”, which deals with copyright and legal issues for photographers. Jack teaches a graduate level course at the School of Visual Arts in New York City on the business of photography. He is very proud to be one of the original “Canon Explorers of Light”. Jack is also a Photoshop World “Dream Team” instructor, an X-Rite “Coloratti”, and a Sandisk “Photo Master”. Jack also does Beta testing and consulting with Canon, Mamiya, Microsoft, X-Rite, Leaf digital backs, onOne Software, and Adobe.





“THE FINISHING TOUCH”

Marilyn Sholin

M.Photog.Cr., CPP, Corel Painter Master

Marilyn will teach you how to elevate your portraits and fine art images using Corel Painter and a variety of other software. You'll learn the simple steps that make the biggest difference and how to easily manage a workflow for them. Marilyn will take the image from out of the camera to a finished print that can also be painted with Golden Acrylic paints. Every enhancement to your portraits means the profits go up. Some take only a few minutes and make a huge difference in how the clients perceive you as an artist. Finishing the images is like icing a cake! They need to have the polish that separates them from the competition.

After 25 years as a professional portrait photographer with a successful 2600 sq. foot studio, Marilyn changed careers and directed her creative juices toward fine art digital painting and then took it further by painting on the canvas creating mixed media. Her original and spontaneous art immediately became a hit with collectors and commissioned pieces of art.

Marilyn's art has been published, and articles about her work have been featured in magazines, books, posters, greeting cards, and gift items. Her fine art prints are exhibited in private and corporate collections throughout the United States and Europe. She has been exhibited in airports, galleries and other juried shows.

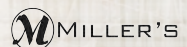
Marilyn conducts location workshops, and speaks to photography organizations and PPA schools throughout the continental United States, Canada and Europe. She was chosen to train the Department of Defense graphic artists. Her articles and images have been featured in Imagine publications, Shutterbug, Rangefinder, and a variety of other international magazines. She has authored books on the art of portrait photography and digital painting with various publishers.

Marilyn maintains an active speaking schedule, addressing professional photography organizations, universities, seminars, and teaching workshops. She continues to push the limits of portrait photography to new heights.

She encourages everyone to always “Be Fearless”.



Sponsored by
Miller's





“CREATING AND MAINTAINING A BOUTIQUE CHILDREN’S STUDIO”

MaryAnn Talamo

M.Photog.Cr., CPP

In this program, you will learn some of the keys to setting yourself apart in an oversaturated market, while elevating the overall profile of your studio. While there are many trends today that are lowering the profile of “portrait photography”, MaryAnn will show you how sticking to the basics, while still incorporating modern elements like social media, can keep your studio fresh in these changing times. We will talk about creating that all important word of mouth in your community and how adding those little touches that parents will remember and talk about can make a difference.

But above all else, we will discuss the portraits you’re creating for your clients. Classical posing and set design will be covered, as well as how to interact with your subject to get the perfect relaxed, pensive expression. This program also will show you how you can easily transition back and forth between modern studio lighting and the more classical lighting patterns. MaryAnn will show you how to create Rembrandt style lighting, traditionally done with parabolic lighting, using today’s modern modifiers like oversized soft boxes, strip boxes, grids and reflectors. She will teach a new way to light meter to create that coveted 3:1 lighting ratio, and how to keep your lights from competing with each other. Classical posing and set design will also be covered, as well as how to interact with your subject to get the perfect relaxed, pensive expression.

As a fine art student for over 33 years, MaryAnn has been concentrating on the art of photography since the age of nineteen. She became the owner of her own successful portrait studio in 2003. She frequently uses her extensive education in art history as a reference for her work, which has helped her cultivate a classical style.



Sponsored by
H&H Color Lab



See you at the Convention!

Professional Photographers Association of Massachusetts

FEBRUARY 27 - MARCH 2, 2015
RADISSON HOTEL PLYMOUTH HARBOR
PLYMOUTH, MASSACHUSETTS



www.ppam.com

PPAM 2015 Calendar of Events Full Day Seminars

APRIL 6:

Larry Hersberger
'Digital Artistry'

JUNE 1:

Fuzzy Duenkel
'Go Home! for Custom Senior Portraits'

OCTOBER 19:

Bree Barber Adams
*'Modern Maternity and Newborn Photography.
What moms really want!'*

PHOTO & VIDEO EST.
1889

Hunt's

www.huntsphoto.com

*Come visit Hunt's Photo in any of our
5 Massachusetts locations!
Your source for all your Professional
Photo and Video Needs!*

Call for Price Quotes and Specials

800-924-8682

Socialize with us
for the latest
educational events
and specials.



Blog

wbhunt.com/blog

Free Shipping
on all orders
for PPAM
Members.



BRIAN HOLMES | MELROSE (781) 662-8822

*"Come visit New England's Photography superstore!
Located minutes from Boston!"*

100 Main Street Melrose, MA 02176



Joel Whitney

frame crafters • fine art printing

Boutique Photographic Printing & Custom Frame Services

Epson Stylus Pro 9900

44" Wide Format with 11 Inks

Image Profile Formats

ProRGB (Medium Format), *Adobe RGB, sRGB



Epson Signature Worthy Papers



Cold Press Bright Fine Art Paper
Premium Satin Canvas
Premium Luster Photo
Exhibition Fiber Paper

MOAB Photographic Papers

Lasal Exhibition Luster

Lasal Dual Semigloss

Moenkopi Unryu (Rice Paper - Fine Art)

Slickrock Metallic Silver

Entrada Natural Rag

Juniper Baryta Rag



Custom Picture Framing Photographs for over 27 years

“Our quality and our attention to detail
is what sets us apart from everyone else.”

“We use our experience to make your experience better”



15 North Washington Street
Plainville, CT
860-747-2939

WWW.JWHITNEYFRAME.COM

THE BEST QUALITY



IN THE INDUSTRY!

CANVAS

— by —
BLOSSOM

Are you a
PROFESSIONAL PHOTOGRAPHER?

Sign up to join our Pro Program!

Exclusive Discounts | Custom Sizes | Free Blind Shipping



www.canvasbyblossom.com

NEW Website Launch Spring 2015

first class
QUALITY
high end

vibrant
stylish

PREMIUM
exquisite
stunning

long lasting
amazing

HANDCRAFTED