

# Professional Photographers Association of Massachusetts

## *Better Together!*

February 26 - February 29, 2016 Sheraton Hotel & Conference Center, Framingham, MA

### FRIDAY: FEBRUARY 26, 2016

12:00 pm - 8:00 pm Registration Desk Open  
2:00 pm - 5:30 pm **Paula Swift** "Newborn Photography"  
5:30 pm - 6:00 pm Dinner \*on your own\*  
6:00 pm - 9:00 pm **Image Competition** begins & **Club 79** opens  
9:00 pm - 11:00 pm Hospitality Room Open

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### SATURDAY: FEBRUARY 27, 2016 - NON-MEMBER FREE DAY

8:00 am - 7:00 pm Registration Desk Open (closed 3pm - 6pm)  
9:30 am - **Image Competition & Club 79**  
9:00 am - 12:00 pm **Roberto Valenzuela** "Lighting and Posing Simplified"  
12:00 pm - 12:15 pm Annual Meeting  
12:00 pm - 3:00 pm Lunch Buffet & **Trade Show**  
12:45 pm - 1:30 pm Hunt's Photo presents **Ora Lea**: The Mirror-Less Camera  
1:30 pm - 2:15 pm Hunt's Photo presents **Barry Dennis**: Choosing the right Video Camera for You  
2:25 pm - 3:00 pm **Steve Sedman**: Location Lighting  
3:30 pm - 5:30 pm **Andreia Lima-Makkas** "Lighting and Your Syle", *presented In Portuguese*  
3:30 pm - 6:00 pm **Carl Cox** "Setting Yourself & Your Clients Apart from the Competition with Hybrid Photography" Sponsored in part by: **Hunt's**  
6:00 pm - 7:30 pm Dinner \*on your own\*  
7:30 pm - 11:00 pm **Image Critique Party** & Print Display Opens

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### SUNDAY: FEBRUARY 28, 2016

8:00 am - 4:00 pm Registration Desk Open  
9:00 am - 12:00 pm **Jeffrey Shaw** "The Essential Business Model for Photographers"  
12:00 pm - 1:30 pm Lunch \*on your own\*  
1:30 pm - 5:30 pm **Bert & Cindy Behnke** "In Search of the Perfect Portrait, Part 1";

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7:00 p.m. **PPAM Group Photo** - Be there!  
7:15 pm - 11:00 pm **Awards Party**

### MONDAY: FEBRUARY 29, 2016

9:00 am - 12:00 pm **Bert & Cindy Behnke** "In Search of the Perfect Portrait, Part 2"  
1:30 pm - 3:00 pm **Al Behnke** "You Can't Photograph Clients You Don't Have!"  
3:00pm - 4:00pm Q&A Hour with The Behnkes

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