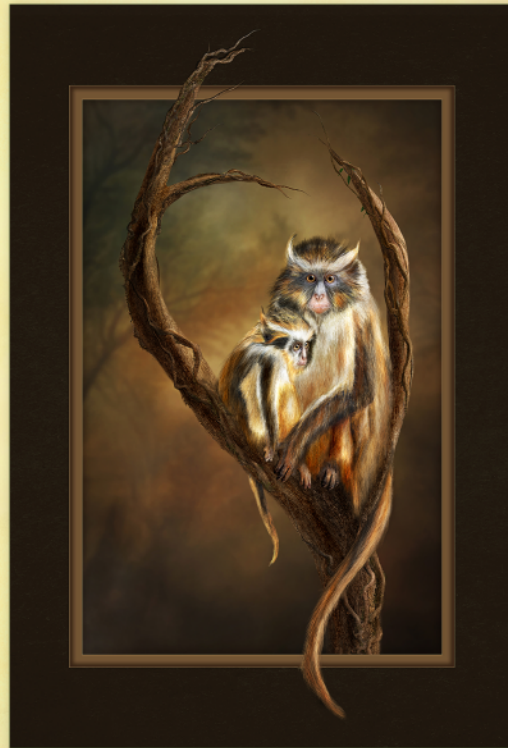


PROFESSIONAL PHOTOGRAPHERS
ASSOCIATION OF MASSACHUSETTS

presents

EVOLVE

Photographic Inspiration, Education & Community



Karen McCall
M.Photos.M.Artist.Cr.,CPP



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President's Message.....3
 2022-2023 Executive Officers.....4
 2022-2023 PPAM Leadership.....5
 Past Presidents.....6
 EVOLVE Sponsors.....7-8
 Image Competition Judges.....9-10
 2022 Image Competition Awards.....12-18
 Program Synopses.....19-25
 Convention Schedule.....Inside Back Cover

EVOLVE sets the standard for collaborative learning by sharing information in the photography field. Its goal is to raise the level of all photographers in art, technique, personal growth and business.

PPAM, as the Massachusetts Community Network of Professional Photographers of America (PPA), exists to assist its members in achieving their professional and artistic goals, promoting public awareness of the profession, and advancing the making of images in all of its disciplines as an art, a science and a visual recorder of history.

Members of PPAM, a non-profit organization, include photographers, suppliers, visual artists, manufacturers and other imaging professionals.



Professional Photographers Association of Massachusetts
www.PPAM.com



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2022-2023
PPAM PRESIDENT
Paula Swift
M.Photog.Cr., CPP

As photographers, we know firsthand how important memories are to our clients. But do we ever stop, look, and listen to what is going on around us? We get so busy in our photography businesses, that we tend to forget to stop and take every moment in. I'm guilty of this myself. I was reminded of this in November as I surprised my husband for his 50th birthday. I bought tickets to

see Bono, the lead singer of U2, as he spoke in Boston about his book "Surrender". As we stood in line to get into the Orpheum theatre, they handed us bags to put our cell phones in. We were told Bono wanted us to be present during the show. He wanted us to enjoy every moment without being distracted by trying to capture it on our cell phones. As we zipped them up, so we couldn't use them during the show, we could hear people sighing and some were even upset. Chris and I thought this was great. Would we have done this on our own accord? nope. But it was one of the best experiences. No distractions, no lines or hands with cell phones raised in the air recording the show... blocking views. Even though I have no photos of the event, I remember almost everything about it, because I was present and soaked in everything I could.

Those of you who photograph weddings know that brides and grooms have been doing this concept for a few years. They ask their attendees to put their cell phones away. One, to not get in the way of the professional photographer they hired and two, because they want their family and friends to be present and be in their loving moments.

As photographers, it's hard for us to put down our cameras and cell phones. As we embark on PPAM's Evolve Convention, remember to be present and soak in every moment, be a sponge. Our convention chairpersons, Nancy Green and Cathy Broderick have worked hard to bring amazing speakers in the photography industry for this 3-day event. As Ferris Bueller said in the iconic 1980's movie... "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it." This year let's be focused, engaged and be present in the here and the now. Remember it's okay to put down our cameras and cell phones...every once in a while.

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 Naomi Waters, CPP

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 Newsletter Designer: Ella Carlson,
 M.Photog.M.Artist.Cr., CPP, F-ASP,
 EA-ASP

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FINANCE

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NOMINATING COMMITTEE REPORT

The Nominating Committee for the Professional Photographers Association of Massachusetts, comprised of Chairperson Susan Asaro, M.Photog.CPP; Cathleen Broderick, M.Photog.Cr.,CPP; Lisa Fischer, CPP; Stephen Sedman, M.Photog.Cr and Naomi Waters, CPP has selected the following candidates to fill the PPAM slate of officers for 2023-2024:

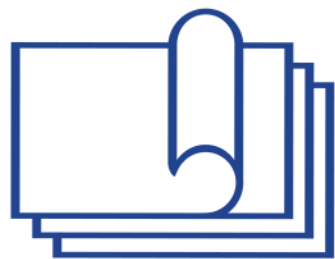
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 Andrea Joliat, M.Photog.Cr., CPP
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 Ralph Tomaccio, M.Photog.Cr.
 Paul Camello, M.Photog.Cr., CPP*
 Richard Nourse, Cr.Photog.
 Larry Grenier
 Peter Silowan
 David A. Hilton, Cr.Photog.
 Frances A. Beake
 Joseph R. Albert
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 Xenophone A. Beake, M.Photog.Cr., CPP
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 James MacFarland, CPP

Melvin Hookailo, M.Photog.Cr., CPP*
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 Ernest Bushmiller
 Augustus Haffer
 Bud Gherin
 Ernest Pattengill*
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 Philip McKeen, M.Photog.*
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 E.L. Byrd*

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Professional Photographers of America



PPAM Welcomes
PPA President

Jeff Dachowski
M. Photog. Cr., CPP

*More than 34,000 photographers
already belong to PPA,
so what are you waiting for?*

PPA.COM

Whether you're just starting out or you've owned your photography business for years, PPA can help.

PPA is a nonprofit that was created by photographers, for photographers, in order to help those who want to take photography and entrepreneurship to the next level and develop profitable and sustainable businesses.

PPA's mission is to foster a vibrant community of successful professional photographers. In a nutshell, they're a photographer's go-to resource to grow their photography business and be more profitable.

No matter where you are in your career, the benefits of being a member of PPA are meant to give you exactly what you need to satisfy your customers and push yourself artistically.

PPA is your go-to resource for elevating your craft and maintaining a profitable business. It's your link to online education, live classes, business assistance, and equipment insurance. It's your peer-to-peer support group, your advocate for copyright protection, and your source for news and info about the industry.

PPAM is a Community Network of the Professional Photographers of America

Image Competition Judges



Mark Sweeney
MPhotogMArtist.Cr.
Jury Chair
Clifton Park, NY

Mark has photographed weddings and corporate events for the past 25 years. He holds the Master of Photography, Master Artist, and Photographic Craftsman Degrees from PPA. A recipient of PPA's Imaging Excellence Award and Imaging Excellence Bar, he's twice been a Top 10 Grand Imaging Award finalist and is a 13 time IPC Medalist, including 2018 Diamond Artist Of The Year plus 2020 and 2021 Platinum Medalist. Mark is actively involved in PPA. He's a PPA

Councilor and on PPA's list of Approved Jurors.

When he's not behind the camera or in front of the computer, you can find him cursing and looking for his golf ball in the woods at one of the nearby courses.

Mark Garber
M.Photog.Cr.
Springboro, OH



Image competition is very near and dear to Mark because he is a constant witness of photographers who enter competition rocketing to amazing new heights of photographic excellence. That is the magic that entering competition has for all who participate in it.

Mark is a PPA Approved Jury Chair, Juror, and Wedding Juror. He is a 5 time PPA "Diamond" Photographer of the Year, and an 8 time PPA Regional and District Photographer of the Year.

Image Competition Judges

Gena Tussey
M.PhotogCr, CPP
Maryville, TN



Gena joined PPA in 2008 and received her CPP in 2012, Master of Photography in 2016 and Photographic Craftsman in 2018. Gena received her first GIA finalist for two images in the Creative Open Category in 2019 and received her first Grand Imaging Award in January 2020. She was a finalist for GIA in Restoration for 2021; received a Platinum award for Restoration in 2022, and earned 2 Grand Imaging Awards finalist images in Restoration for 2022. She was named an approved PPA Juror in 2022.

Gena is an animal lover, history buff, enjoys building her own sets and props, creating quirky, off beat designs for her clients and personal happiness. She is an avid rockhound and is pushed about and bullied by all her pets!

Lisa Asp
M. Photog, M. Artist, Cr, CPP, APAI
Minneapolis, MN



Lisa grew up in Minnesota, and moved to the east coast in 1998 and opened a photography studio in West Hartford, CT. When her husband was offered a job back in Minnesota in 2011, they moved back near family & friends and relocated. Lisa opened "Tangerine House of Design", a full-time home-based studio, in Edina, MN. Pet photography took off at this point and became her niche market. This year, Lisa moved into a new space three times the size of her previous studio. Lisa has won numerous awards for her work including GIA 1st and 2nd Place Awards, Diamond Photographer of the Year, and more.

She enjoys volunteering her time with several pet rescues photographing their adoptable animals, fostering and assisting in their fundraisers and food drives. Her love of animals has grown into wildlife (and landscape) photography. She is Founder and Director of the Animal Image Makers Conference, President of the International Society of Animal Photographers, and serves as a PPA Councilor and approved judge.



Teri Whittaker
M.PhotosCr, CPP
Houston, TX

Teri has primarily used her camera to create people-portraits and photograph weddings; however, while undertaking a daily project that lasted 15 months, she found, along the way, that she developed a love for photographing flowers. She is a 6x medalist in The Professional Photographers of America annual International Image Competition, and received the Imaging Excellence Award at Imaging USA 2023. Additionally, in 2023 she is serving as the President of the Texas Professional Photographers Association.

Teri is a wife, a mom, and a mia (her 'grandmother' name as she did not want to be called grandma). She and her family have had the opportunity to live in places such as Alaska and Africa, and to travel much of the United States. These days Teri primarily does business headshot portraiture...and...photographs a whole lot of flowers....

Jim Trapp
M.PhotosCr, CPP
Sacramento, CA



A PPA member since 2012, Jim Trapp began his Professional Photographic career working and managing portrait studios for various companies. With no formal photography education, he started to enroll in professional photography workshops and courses. After joining PPA, he entered his 1st Image competition in 2014. Along this path, he realized the value of belonging to professional organizations and joined the local affiliate in Sacramento, CA in 2013 and followed by the State Origination in 2015. Today he runs his own studio specializing in heirloom wall art for families, weddings, and children's portraits. Jim earned his Master degree in 2018, and has been an IPC medalist numerous years, as well as a 2022 GIA finalist in the Portrait Category. Jim is a PPA Junior in training.

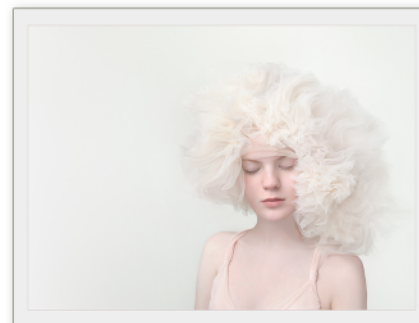
2022 Photographic Excellence Award



Ann Lyle
M.PhotosCr, CPP



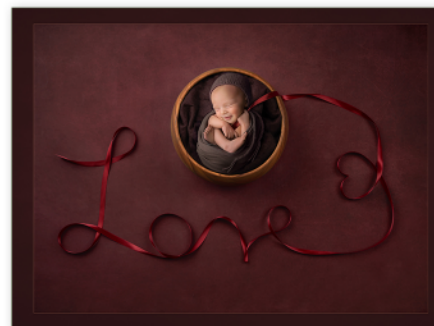
"Circle of Life"
Court of Honor, Portrait



"The Dreamer"
Specialty Award - Children



"So Sad"

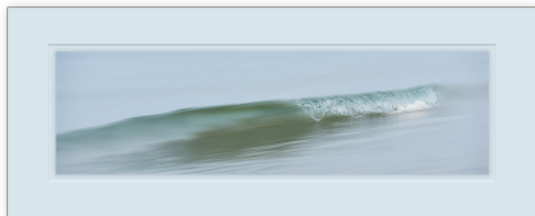


"Cupid's Debut"
Specialty Award - Newborn



Silver Evolve Award

Nancy Green
M.PhotoGCr, CPP



Bronze Evolve Award

Christine O'Neill



Court of Honors

"Circle of Life"
Portrait
Ann Lyle
M.PhotoG, CPP



"Jungle Love"
Illustrative
Karen McCall
M.PhotoG.M.Artist.Cr., CPP



"Window of the Soul"
Wedding
Trish Gilmore
M.Wed.PhotoG.Cr., CPP



"Iconic Crane"
Artist
Elizabeth Luce
M.PhotoG.



"Liv 2022"
Album
Cassandra Sullivan
M.PhotoG.Cr., CPP



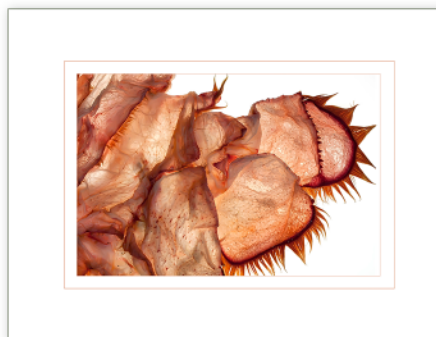
Specialty Awards



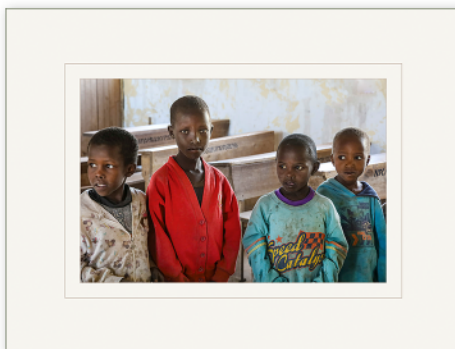
"Jungle Love"
Karen McCall

Highest Scoring Image sponsored by ACI
Highest Scoring CPP
ASP State Elite Award
Highest Scoring Animal Image
sponsored by AIM

Pet Portrait
"Is My Crown Straight?"
Cathleen Broderick, M.Photog.Cr., CPP

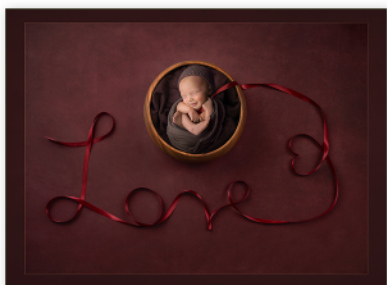


Abstract
"Crustacean without a Backbone"
Nancy Rich



"Do You See Me?"
Nancy Rich
Highest Scoring 1st Time Entrant

Specialty Awards

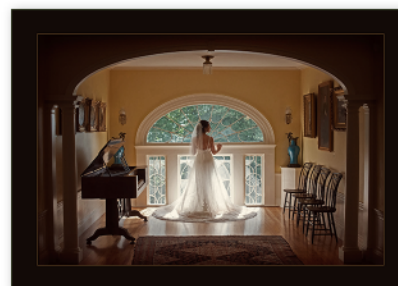


Newborn
"Cupid's Debut"
Ann Lyle
M.Photog., CPP

Boudoir-Glamour-Fashion
"The Backless Dress"
Alice Peplow, M.Photog.Cr., CPP



Nature
"Fan light"
Cassandra Sullivan, M.Photog.Cr., CPP



Wedding - Posed
"Window Dressing"
Trish Gilmore, M.Wed.Photog.Cr., CPP

Specialty Awards



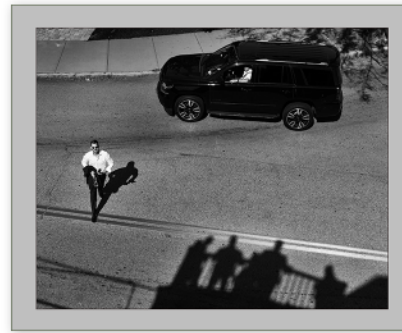
Portrait - Adult

"Waiting on My Sunshine"
Ann Lyle, M.Photog., CPP



High School Senior

"A Flower Turns Toward the Light"
Christine Chambers



Wedding - Documentary

"Dude, You're Late!"
Trish Gilmore, M.Wed.Photog.Cr., CPP



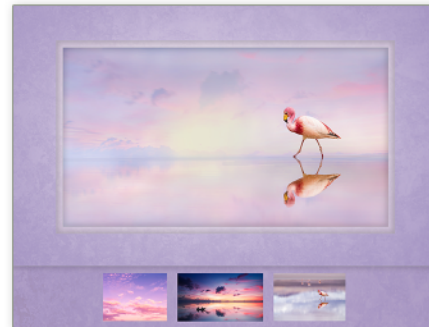
Landscape - Cityscape

"Travel at Your Own Risk"
Nancy Green, M.Photog.Cr., CPP



Portrait - Family

"Summer Vacation Portrait"
Nancy Green, M.Photog.Cr., CPP

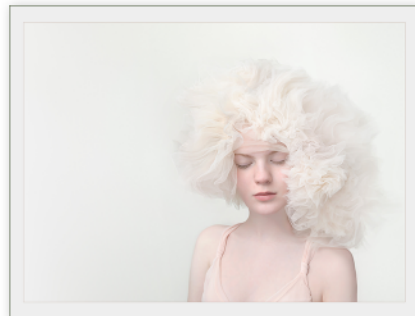


Artist

"A Time to Reflect"
Christine O'Neill

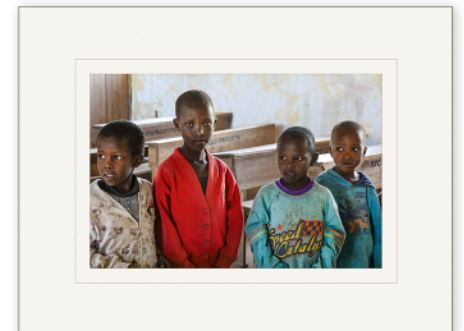
Portrait - Children

"The Dreamer"
Ann Lyle, M.Photog., CPP



Reportage

"Do You See Me?"
Nancy Rich



Master Your DIGITAL Marketing



Chris Wooley
M.Photog.Cr., CPP

Are Google Ads worth it? Should you pay to boost a post on Facebook? What should be in my facebook ads to actually get paying clients? Can I optimize my website for SEO myself - or should I hire a professional? Join professional photographer and educator Chris Wooley to dive into the world of digital marketing.

In this program you'll learn the foundations of utilizing digital marketing in your photography business, complete with real world examples for photographers. Chris will simplify the complex concepts of digital marketing and give you actionable ideas of how to up your digital marketing.

You'll walk away with a working knowledge of how online and digital marketing works; tactics worth spending money on (and the ones to avoid); the most efficient techniques for ranking higher in Google with Search Engine Optimization (SEO); how landing pages, lead generators, and funnels work; how to use paid Google and Facebook ads; and email marketing with email sequences.

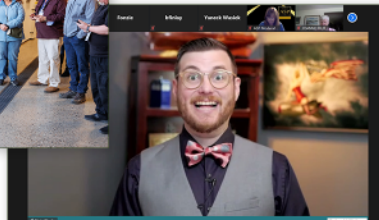
Most importantly, you'll learn the secret techniques each platform needs to stop wasting money and start getting clients. You'll be able to ask questions and get real world answers to your digital marketing questions.

Chris Wooley is a photographer and educator with a retail portrait studio in Spokane, Washington where he specializes in Vintage Inspired Portraits and Commercial Business Portraits. He is a past-President of the Professional Photographers of Washington and a governor for the American Society of Photographers. Chris has won numerous print awards, including multiple Fuji Masterpieces, ACI's Image Excellence, and various state "best of" awards. He is a recipient of the prestigious "PPA National Award" for his contributions towards the photography industry.

He hosts a bi-weekly 1 hour webinar with American Color Imaging providing photography education geared towards the working professional photographer.



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On Location, Off Camera Lighting

James Flachsbart
M.Photog.M.Wed.Photog., CPP



This program will cover a dynamic range of subjects including equipment, lighting patterns, basic understanding of off camera lighting, knowing how the camera and flash work together, natural lighting balance, overpowering the sun, indoor reception/church lighting, lighting at sunset, and lighting after dark. The goal is to help educate on the basics, as well as share the secrets to lighting in any scenario. James will demystify the complexity around off-camera lighting, and share how he uses it to light subjects quickly, in many different scenarios (overpowering the sun, rainy days, indoors, night time, etc) and in fast paced environments, with little time for large setups or timely test shots. James wants you to walk away from this class with not only new ideas to try but have a confident understanding of HOW it works and WHY, so you aren't just shooting in the dark.

James Flachsbart began his career as a wedding photographer in 2012 after founding Flax Studios on the coast of Maine. As an avid traveler and connoisseur of other cultures, this also grew his love for landscape and travel photography. James brings his easy going and upbeat attitude into his work. Many of his clients note the mixture of his landscape work incorporated into their wedding day images, though he is best known for the off camera lighting techniques and incorporation of astrophotography in his client portraits. His business grew into a full time successful business quickly and to date has captured over 180 weddings. James earned his Master Of Photography Degree in 2020, became a Certified Professional Photographer in 2021, and received the Master of Wedding Photography Degree at Imaging USA 2023.



Bold and Beautiful Boudoir



Christie Newell
M.Photog.Cr., CPP

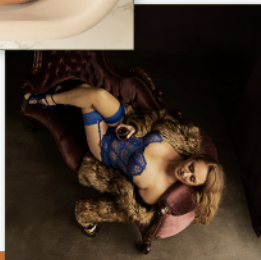
Join Christie as she shows you how she flipped her studio to 85% boudoir in a few short months, creating a luxury experience which has led to doubling sales. She will dive deep into consultations, styling, creating the experience, posing, lighting, products, pricing, sales, FB group and content.

Through this short amazing journey of Bold and Beautiful Boudoir, Christie has learned so much about herself and why she creates for these women. The word "boudoir" scares a lot of people but the experience with Christie is to empower women by bringing out the

beauty they don't see in themselves.

Sonshine Portrait Design is a second generation portrait studio operating out of Germantown Hills, Illinois. Christie's passion for photography started at an early age working with her mother Barb who established the studio in 1977. Christie took over the shooting in 2002. Growing up surrounded by the love of photography, Christie is proud to carry on her mother's dream and now owns the business. While newborns were Christie's specialty, she has developed a love for empowering women through boudoir portraiture. Christie feels that by getting to know each client individually, she can create a product as unique as they are. The end result is a portrait tailor-made for each client. Christie's talent for design, light, and final composition to her art work sets her apart from her competition. Personality and attention to detail keeps clients coming back.

Christie is a member of Professional Photographers of America, and serves on the American Society of Photographers Board of Directors and The International Photographic Competition Committee. Since 2006, Christie has won numerous awards for her photography on a local, state, district and international level. This past year she was part of team USA competing in the World Photographic Cup!!



Sponsored by



Dream, Emote, Play, Create



Toni Harryman
M.Photog.M.Artist.Cr., CPP

Do you sometimes struggle with creativity? Would you like to get more emotion into your work? Have you found your own unique voice and style?

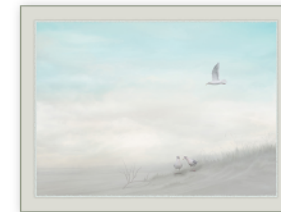
In this class we will talk about ways to get more emotion into your work no matter the genre you work in. We will learn about becoming more creative and ways to feed your creative soul. And hopefully help you discover your own super-powers and unique voice. You all have it inside you. The time to create the art that only you can create is now.

Toni has owned and operated Johnson Photography since 1982. She holds the prestigious Master of Photography, Photographic Craftsman, Master Artist degrees and Image Excellence medal from the Professional Photographers of America. She also holds the distinguished Fellow of Photography degree from the Professional Photographers of Iowa for her service to that group and was awarded the National Service Award from PPA for Iowa.

She has served on the PPI board of directors for 13 years and is a Past President of that organization. She currently serves on the ASP Board of Directors. Toni was a Diamond photographer of the year at IPC 2020 and 2021 and is a past GIA nominee.

Toni has taught and been on jury panels in more than 20 states and loves to share her passion for photography and art with fellow artists. She feels truly blessed to get to know so many inspiring and caring people in our industry through her travels.

Beyond all that she is blessed to be the mother of 4 wonderful children who are now grown with families of their own and being a Nana is the best. She has a strong faith and love of nature, art in all forms and spending time with family and friends.



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Landscape Photography

Benjamin Williamson

If you want to take your landscape photography to the next level, or even if you've never tried it, then this presentation is for you. Benjamin will discuss the techniques and methods he uses to make stunning photos of the areas around his home. His approach to landscape photography pays close attention to weather patterns. A scene that evokes feelings of peace and calm one moment can be whipped into a terrific storm the

next, changing the mood entirely and therefore the possible expressions. Ben aims to show you how to come away with images that are personally meaningful, images you can be proud of, and maybe even images that win competitions. Concepts such as when to go out, basic gear, camera settings, perspective, composition, themes and projects, editing, building community, and keeping it fun will all be covered.

Benjamin Williamson is not your traditional landscape photographer. Instead of seeking places devoid of human presence, he likes to showcase our relationship to the environment through images that often include man-made objects. He wants to understand where we fit in, to celebrate humanity as well as the obvious wonder we associate with the natural world. He's been a weather nut since he was very young, and that obsession has informed most of his imagery. He is largely self-taught, and in a few short years he was offered a job as the photo editor of Down East Magazine. He left Down East in July 2022 to focus on personal work and continues to run many photography workshops and sell prints. He lives in Bath, Maine with his wife and three small children.



Evolve Your Business

**Stephen Sedman
M.Photog.Cr.**



Now is the time to Evolve your Business and adapt to the changing world we are living in. Whether you have been in business for one year or over 30 (like Steve) you need to constantly be checking and adjusting your course to move your photography business closer to your goals. Sometimes that course adjustment is a minor one, and sometimes it is more drastic, but you always need to be prepared to change direction. We will take a candid look at how to stay relevant and not only grow your business, but thrive in today's challenging marketplace. Specializing in weddings, Steve photographs about 30 a year throughout New England. Bar Mitzvahs, senior portraits, families and schools round out his photographic experience.

Stephen Sedman BFA, Master Photographer, Craftsman Photographer, Owner of Sedman Photography of Hingham Mass. for over 30 years, Stephen possesses a unique mix of Fine Art, Computer/Internet, and Photographic experience. He earned a BFA at the Swain School of Design. Stephen's paintings, sculpture and photography are in many public and private collections throughout the country. His passion for photography shows in his work and he enjoys sharing that experience with his photography peers.



Featured Programs

Strengthening Your Family Portraits



Allison English Watkins
M.Photog.Cr., CPP

Creating family portraits is one of the most honorable and important responsibilities given to a photographer. Allison believes displaying family portraiture is essential to creating a strong home environment where our children feel a sense of love and belonging in this great big world. The focus of Allison's business model is creating wall portraits that celebrate and nurture a family's bond. Great family portraits displayed in homes, can provide emotional support for families when the world feels overwhelming. When it comes to creating family portraits, we are no longer just photographers, we are authors, writing biographies with photographs.

Allison operates her professional home studio from the mountains of Park City, Utah. Allison's passion for family portraits began as a child because her own home did not have any family portraits displayed. She vowed when she grew up that her most valuable treasures, her own family, would be the foundation for decorating her home. This passion is the driving force behind Allison's business model.

Allison is a proud member of Professional Photographers of America and Intermountain PPA. She has won countless local and regional awards for her portraiture. She has been honored as "Photographer of the Year" and "Master Photographer of the Year" from the Intermountain PPA and reached the coveted Diamond Level "Photographer of the Year" from PPA. Receiving the National Award for her service to the industry was a career highlight. She is currently serving on the Professional Photographers of America Board of Directors.



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FEBRUARY 24-26, 2023 | HOLIDAY INN, DEDHAM, MA

FEBRUARY 24-26, 2023 | HOLIDAY INN, DEDHAM, MA

FRIDAY: FEBRUARY 24, 2023

- 11:00am-7:30pm Registration Desk Open
- 12:00pm-3:00pm Chris Wooley MASTER YOUR DIGITAL MARKETING 
- Break
- 3:15pm-6pm James Flachsbart ON LOCATION, OFF CAMERA LIGHTING
- 6:00pm-7:30pm Dinner on your own
- 7:30pm-9:30pm WELCOME PARTY & YARD SALE sponsored by PRINTMAKERS.
- 9:30pm FRIDAY NIGHT LIGHTS - Hands-on shooting with Godox gear from Flashgear.net and Christine Chambers. BRING YOUR CAMERA!
Late Night Lounge - Everybody Welcome - Come hang out!

SATURDAY: FEBRUARY 25, 2023

- 8:30am-5:00pm Registration Desk Open
- 9:00am-12:00pm Christie Newell BOLD AND BEAUTIFUL BOUDOIR 
- Break
- 12:15pm-12:45 Annual Member Meeting
- 12:45pm-2:15pm Lunch on your own
- 2:15pm-6:00pm Toni Harryman DREAM, EMOTE, PLAY, CREATE 
- 6:00pm-7:30pm Dinner on your own
- 7:30pm-10:30pm UNDER THE TUSCAN SUN PARTY with DJ & Dancing sponsored by ACI
- 10:30pm Late Night Lounge - Everyone Invited

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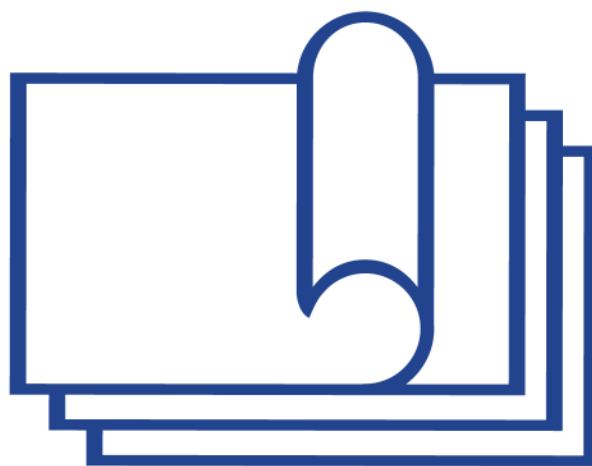
SCAN ME

Convention Book printed by PrintMakers 

SUNDAY: FEBRUARY 26, 2023

- 8:30am-4:00pm Registration Desk Open
- 9:00am-11:00am Benjamin Williamson LANDSCAPE PHOTOGRAPHY
- Break
- 11:15am-12:30pm Steve Sedman EVOLVE YOUR BUSINESS
- 12:30pm-1:30pm Lunch on your own
- 1:30pm-5:30pm Allison Watkins STRENGTHEN YOUR FAMILY PORTRAIT SKILLS
- Break
- 6:30pm PPAM Group Photo - BE THERE!!
- 7:00pm AWARDS PARTY (Reservations required for dinner)
- 9:00pm Late Night Lounge - Everyone Invited





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