



VOLUME XVIII

PPANE Newsletter NEIPP



February 2011

THE PROFESSIONAL PHOTOGRAPHERS ASSOCIATION OF NEW ENGLAND
Gillian Randall, *M.Photog.Cr., CPP, Editor* Email: ppaneeditor@ppane.com

2011 PPANE Convention Highlights

Join us April 14, 15 & 16 for PPA District Print Judging, NEIPP Party, great speakers, trade show, forget the snow and more!

CONVENTION INCLUDED IN YOUR DUES!

That's right!

Check out the line up for PPANE's first Spring Conference. The photography world is changing and PPANE and NEIPP are moving with it. PPA's first District Print Competition begins on Friday, April 17 through Sunday, April 17. PPANE programs (included in your dues) begin Friday and continue through Saturday. Partners and guests who are not already PPANE members can attend the programs for \$45 (Friday) or \$95 (Saturday - two programs) or both days for \$145 (includes PPANE membership!)

About that NEIPP Party ... If you've ever been to NEIPP you know we can party hearty. Well, this year is extra special - NEIPP's 50th Anniversary! We're opening the Thursday night party to all PPANE members and guests. If you're attending NEIPP, its included in your tuition, of course. If not, you can attend for \$45 and join us for a night to remember. Register TODAY at PPANE.com.



CHECK OUT THE EXCITING PROGRAMS AT THE APRIL CONVENTION ON PAGE 5 and complete schedule on page 12

[Click here for more details!](#)

Image by Suzette Allen

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PPANE is the New England Affiliate of the Professional Photographers of America. For more information about PPA membership and benefits, click here.



President's Message

Memories...or lack thereof 😊

I just heard the funniest song that was performed as a spoof on the song "Memories". She sang about her lack of ability to remember things as she got older. Actually the best sung comedy on the lack of memory I heard was done by...ahhh...what was his name again?...ah...oh yeah, Tom Rush. Both songs were sung by "older" performers and made me laugh so hard I nearly peed my pants (oh yes, another thing that goes as we get older). Why is it all those things that my parents TOLD me would happen would actually happen to me?

I can remember stuff from PPANE and PPAM from years ago yet for some reason I can't remember what I'm supposed to do tomorrow! Thank goodness I have friends/board members to remind me. (Now if I could only remember who they are...kidding).



photo by Courtney Stevens

What I CAN remember (like it was yesterday) is how much fun EVERY single convention was that I attended. There were times I didn't want to go to a convention because I was so bogged down with work I couldn't see how I could walk away from it. I always ended up going and ALWAYS so glad I did! I came back to the studio and ended up changing my priorities and work flow. I would ask myself why I was like a "hamster" running in circles and doing everything the same. I would get these fantastic ideas from speakers at the conventions and be able to implement them immediately to change my performance. It's all about walking away from your work to get a different perspective.

April is quickly coming and our PPANE/NEIPP board and trustees have been working really hard to put together an amazing week of education and FUN! You MUST have gotten the information by now but if you haven't you can always go to our site, www.ppane.com, to get all the details and to register for NEIPP/Anniversary dinner/PPANE. There is non-stop action going on that week! I'm getting pretty darn excited about it!

I can't wait to see you all there though I probably won't remember all of your names, or what state you're from, or if we may have roomed together at one time, or if you may have come out on a job with me, or if I went on a job with you, orso remind me cuz I'll remember your face for sure!

Nancy

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PPANE Convention Preview

PHOTOSHOP FASHION

Accessorizing Photoshop
for Efficiency and Style!

SUZETTE ALLEN

Saturday, April 16

Part 1 - 3:00 PM to 5:30 PM

Part 2 - 6:30 PM to 9:00 PM

Photoshop, of course, is the ultimate digital imaging tool [garment]—let’s call it our “basic black dress”.

Gotta have it, can’t live without it. And we will

explore all the amazing fashionable updates with CS5 like Content Aware Magic and the awesome new Mixer Brushes! It will paint and smear pixels just like Painter! OMGosh, it is awesome! CS5 is certainly sporting a totally updated silhouette these days!

But even though Photoshop is pretty fashionable on its own, what about accessories? Just like dolling up your basic black for evening or sport, we can add a lot of functionality and style to Photoshop with great complimentary programs like Lightroom, and plug-ins like NIK Color Efex 3.0 and Topaz...how about speedy composite tools like Album DS? and retouching speed with Portraiture?

This fun class will take you through the core features of Photoshop CS5 and ALSO teach you how to integrate some of these tools for not only speed and efficiency , but some really cool and stylish “looks” to keep you in the limelight with your imagery! We will learn how to make design accessories like brushes, templates, and overlays, and then how to streamline your workflow with the add-on software selections. Hot techniques like PinUps will be demonstrated too! Don’t miss this fun and creative workshop--it’s a half day of pure inspiration, creativity and discovery!





Sponsored by Adobe & NIK Filters



Suzette Allen, *Cr.Photog.*, *CPP*, *API*, *F-PPC*, *S-PPC*

Suzette Allen has quickly become a well-known instructor, teaching others how to master the tools of Photoshop. After years of graphic design work and working as a retoucher at a photo lab, Suzette is quite adept at the skills needed for efficiency, creativity and great composition.

Pair that with her natural teaching style, and you have a winning combination!

Suzette has been a professional portrait photographer for over 25 years and has been teaching digital imaging for ten years. She has been an international speaker for Photographic Conventions, as well as a teacher at many of the PPA affiliated schools. She is the recipient of the many imaging

awards and she has been the “Photoshop Expert” for 8 years on ShootSmarter.com, a resource site dedicated to digital photographers.

Suzette is best known for her patient and down-to-earth teaching style and extensive knowledge of Photoshop with an intense focus on efficiency. [For more about Suzette click here.](#)

PPANE Convention Preview

“SHOW ME THE MONEY”

A Wealth Enhancement Wedding and Portrait Program

JENNIFER GILMAN & MARK GARBER

Saturday, April 16

6:30 PM to 9:30 PM

Mark and Jennifer are a husband and wife photographic team who seamlessly combine their different talents into fun and effortless photographic works of arts. Their shooting style is a fusion of editorial, romantic and fashion photography, which they have blended into their own unique look. Nationally known for their wedding photography and trendsetting album designs, they have worked hard to create a brand image that conveys service, quality, artistry and personality.

Photographically they have achieved many photographic awards and the following list only touches the surface of some of their many award achievements.

- Seven Time PPA “Diamond Level” Photographers of the Year
- Four Time PPA “Platinum Level” Photographers of the Year
- Two Time PPA “Top Wedding Album in the Nation”
- Seven Albums Awarded “Top Ten Wedding Albums in the Nation”
- More PPA “Loan Collection” Wedding Albums than any photographer on the planet
- Both Awarded the PPA “Imaging Excellence” Award

If you operate a photography business, making money should be your primary goal. You have the right to take vacations, invest for your family’s future, have a nice house and cars, and be financially secure. Whether you are a startup or an established studio, this program will reenergize your marketing, save you time and boost profits.

Be prepared to take pages of notes because Mark & Jennifer will share with you how to run a profitable and “buzz worthy” studio. Mark and Jennifer’s years of experience will

definitely have you working smarter, not harder! Their time tested marketing has increased their



Continued on page 9

Canon



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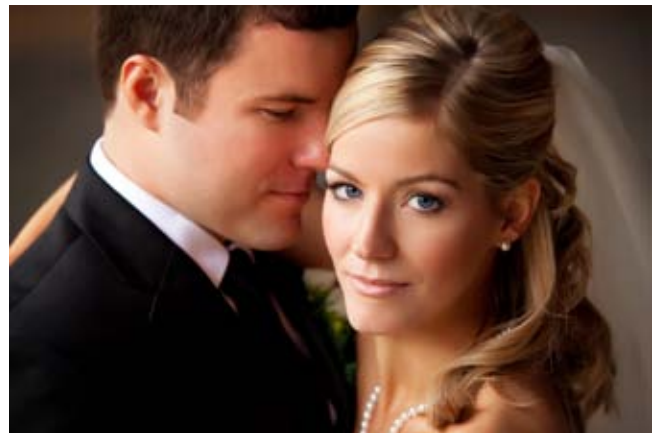
CLICK TO LEARN MORE!

"Come Together"

Continued from page 7

studio's net profits by at least 17% each of the last three years...all while working in a town that Forbes magazine recently called one of the Top Ten "Fastest Dying Towns" in the US.

Don't miss out on this program...it will change your business forever! See samples of their incredible images at: www.markgarber.com.



Jennifer Gilman, *M. Photog., Cr.*
Mark Garber, *M. Photog., Cr.*



Sponsored by American
Color Imaging

PPANE Convention Preview

“PROSPERITY & PURPOSE”

The Photography Business Through a Different Lens

JEFFREY SHAW

Saturday, April 16

9:00 AM to 12:00 PM

Are you ready to translate your skills as a photographer into a fulfilling and thriving business that makes you lots of money, feels good to be in service to others and leaves you time to enjoy your life?



Jeffrey Shaw, photographer for more than 25 years, trained business and life coach, helps photographers discover how to look at their businesses from another point of view, creating the results they want and satisfaction they seek.

What will be gained:

- A pricing structure that will create a win-win or no deal
- The ability to attract perfect clients and more of them
- How to change sales into exceptional service
- Control of average sale
- A soul-centered business that attracts others and is fulfilling

You will walk away with ideas you can apply immediately to increase your business, feeling motivated by Jeff’s high-energy style and prepared to look at your photography business through a very different lens.

Prosperity & Purpose is Ideal for photographers who are feeling challenged that they’re not seeing the results they’d like, being in business seems overwhelming and the things that used to work no longer do.

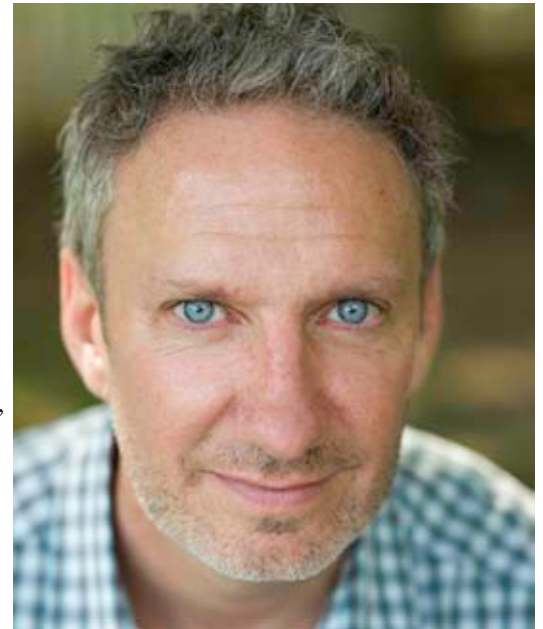
IT DOESN'T HAVE TO BE THAT WAY.

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Have you ever wondered why you became a photographer?

After more than 25 years specializing in on-location portraits for a high-end clientele, Jeff began to question what the story of his own life was that made him become a photographer. He realized that as the youngest of three boys there were no photographs, or movies to document his childhood. On some level this has been his intention all along- to be sure no other family carelessly lets life go by without capturing all the incredible moments. This level of commitment to his clients, building relationships, and unparalleled service, created an uncommon level of success as a portrait photographer. In recent years, Jeff has been training as a business and life coach so that he could effectively communicate his vast experience and unique approach in business for the benefit of other photographers through webinars and speaking. He also recently launched [TheBuzzApp- A Marketing App for Photographers](#).



Based in Manhattan, Jeff travels extensively to photograph his clients. His portraits have appeared on The Oprah Show, in 'O' Magazine, People Magazine, CBS News and hang in a number of prestigious universities. For the past two years, Jeff created a large scale portrait display of breast cancer survivors in Central Park, NY. Never one to follow a well-worn path, Jeff has built a successful life on instinct rather than rules and on vision instead of circumstances.

Sponsored by Lenzart



“Come Together” for the 2011 PPANE Spring Conference

April 15-17, Hyannis Resort & Conference Center

Friday - April 15

PPANE Trade Show - 12:00 PM to 5:00 PM

Friday - April 15 - April 17

2011 Northeast District Affiliate Photographic Competition

[Official Competition Rules](#)

Friday - April 15

Jennifer Gilman & Mark Garber - *“Show Me the Money”*

6:30 PM to 9:30 PM

Sponsored by: [American Color Imaging](#)

Saturday - April 16

Jeffrey Shaw - *“Prosperity & Purpose”*

9:00 AM to 12:00 PM

Sponsored by: [Lenzart Professional Lab](#)

Saturday - April 16

Suzette Allen - *“Photoshop Fashion”*

Part 1 - 3:00 PM to 5:30 PM

Part 2 - 6:30 PM to 9:00 PM

Sponsored by: [Adobe](#) and [NIK Software](#)

The Spring Conference is FREE to PPANE Members

Non-PPANE Members: Friday - \$49 ~ Saturday - \$95

Both Days: \$145 includes PPANE membership

To register go to: [PPANE.com](#)

Special room rates at the Resort and Conference Center at Hyannis

35 Scudder Ave., Hyannis, MA 508-775-7775

<http://www.capecodresortandconference.com>

Special PPANE Rates: \$80 plus taxes



“A SHIP IN HARBOR IS SAFE--- BUT THAT IS NOT WHAT SHIPS ARE FOR.”

John A. Shedd

Reminder from Print Chair

Lorraine Bedell

Professional Photographers of America 2011 Northeast District Print Competition

PPANE is hosting our very first Northeast District Image Competition. It will include Michigan, New Jersey, New York, Ohio, Pennsylvania, all of the New England States and New Brunswick Newfoundland & Labrador, Nova Scotia, Prince Edward Island and Quebec from Canada. PPANE members represent some of the very finest photographers in the country and I know that you will exceed our expectations and enter some amazing images. If your prints or digital submissions receive merits and if you are a PPA member they will be displayed at Imaging USA.

The District competition is a precursor to PPA's Photographic Competition, a world-renowned photographic competition where entries are evaluated against a standard of excellence using the 12 Elements of a Merit Image.

PPA members are eligible to earn PPA's Seal of Approval at the 2011 Northeast District Print Competition. An exhibition merit is earned, which can place the entrant closer to a degree like the Master of Photography degree.

These rules pertain to images created by traditional photographic processes as well as those captured and/or manipulated electronically with a digital camera or scanner.

You have to come and experience this new kind of image competition! Please mark this date: April 15-17, 2011 at The Resort & Conference Center, Hyannis, MA. It's a beautiful resort and PPANE will also be holding a conference and trade show (see page 12 for a complete schedule).

Remember that change is a good thing!

You may choose to enter prints, digital submissions, physical albums and digital albums. You have no excuse to not enter. Image Competition enhances your ability to become a better photographer. So what are you waiting for? I want to see every member of PPANE enter at least one image. Make it your goal for 2011.

Knowledge is everything. Take advantage of all that PPANE has to offer and continue to grow as photographer and business person.

Look for more details at PPANE.com.

Lorraine Bedell, Cr.Photog.,A.C.Ph., Northeast District Print Chair

Be sure to check the 12 Elements of a merit print on page 14.



THE TWELVE ELEMENTS OF A MERIT IMAGE

The **Photographic Exhibitions Committee** (PEC) of **PPA** uses the 12 elements below as the “gold standard” to define a merit image. PEC trains judges to be mindful of these elements when judging images to the PPA merit level and to be placed in the International Print Exhibit at Imaging USA, the annual convention. The use of these 12 elements connects the modern practice of photography and its photographers to the historical practice of photography begun nearly two centuries ago.

Twelve elements have been defined as necessary for the success of an art piece or image. Any image, art piece, or photograph will reveal some measure of all twelve elements, while a visually superior example will reveal obvious consideration of each one

The Twelve Elements listed below are in accordance to their importance.

Impact is the sense one gets upon viewing an image for the first time. Compelling images evoke laughter, sadness, anger, pride, wonder or another intense emotion. There can be impact in any of these twelve elements.

Creativity is the original, fresh, and external expression of the imagination of the maker by using the medium to convey an idea, message or thought.

Technical excellence is the print quality of the image itself as it is presented for viewing. Retouching, manipulation, sharpness, exposure, printing, mounting, and correct color are some items that speak to the qualities of the physical print.

Composition is important to the design of an image, bringing all of the visual elements together in concert to express the purpose of the image. Proper composition holds the viewer in the image and prompts the viewer to look where the creator intends. Effective composition can be pleasing or disturbing, depending on the intent of the image maker

Lighting—the use and control of light—refers to how dimension, shape and roundness are defined in an image. Whether the light applied to an image is manmade or natural, proper use of it should enhance an image.

Style is defined in a number of ways as it applies to a creative image. It might be defined by a specific genre or simply be recognizable as the characteristics of how a specific artist applies light to a subject. It can impact an image in a positive manner when the subject matter and the style are appropriate for each other, or it can have a negative effect when they are at odds.

Print Presentation affects an image by giving it a finished look. The mats and borders used should support and enhance the image, not distract from it.

Center of Interest is the point or points on the image where the maker wants the viewer to stop as they view the image. There can be primary and secondary centers of interest. Occasionally there will be no specific center of interest, when the entire scene collectively serves as the center of interest.

Subject Matter should always be appropriate to the story being told in an image.

Color Balance supplies harmony to an image. An image in which the tones work together, effectively supporting the image, can enhance its emotional appeal. Color balance is not always harmonious and can be used to evoke diverse feelings for effect.

Technique is the approach used to create the image. Printing, lighting, posing, capture, presentation media, and more are part of the technique applied to an image.

Story Telling refers to the image’s ability to evoke imagination. One beautiful thing about art is that each viewer might collect his own message or read her own story in an image.

Member Profile

Melvin Guante
Roslindale, MA

PPANE MEMBER PROFILE

I was first interested in photography when my uncle who lived with us brought home a “great camera”. It had a huge telephoto lens. At age 8, I was easily impressed.

At 17, the Pope visited the Dominican Republic. I was the sports editor for my school paper, but manage to land the story. I was in the press room, and every single image taken of the pontiff and press release was given to me. I still felt the urge to be out there taking my own images.

After I graduated I relocated to Boston, there meeting my compadre and shooting partner Carlos “Kiko” Martinez. We learned photography and ventured out to become “Pros”.

Through out the years, I went in to the health service field but my passion for photography never wavered. After years of working as a second photographer I decided to make it on my own. Three years ago, I decided to finally join PPAM, to help me grow. I also joined, PPA, and PPANE. I have gone to NEIPP 3 years running.

I thought I was a very good photographer, but quickly learned that I had so much to learn. My tenure has been very fruitful. I made wonderful relationship with other photographers that have helped me grow exponentially. Now I have career goals, and in reaching my goals my clients benefit because they get the very best.

I am working towards my CPP, and still looking for that elusive blue ribbon.

I want to be the very best and I can be so I strive for perfection. I am always looking to get better and learn new techniques to make my work better. I am not afraid to ask for help and assistance from my fellow photographers. I found that belonging to a professional organization gave me

the tools and the resources to help me get better. From our Vendors who support us like (Levine, Hunt’s, Ultra, Lustre and Natural) and I better stop before I get in trouble and leave someone out...but anyone of them you can pick up the phone and get answers to any questions you may have. If you walk through the doors they will give you that special “VIP” treatment you deserve.

If you turn to the membership, from our President to our simplest member, just ask any question and you will get an answer. Any difficulty with a shoot anyone can help you. Heck, if not busy some will even come out and assist you.

How many people can say that their competitors will help you compete against them. We as photographers open our doors to our colleagues and assist them in any way possible. We are not competitors but friends. This is what our Pro Associations have meant to me, PPA, PPANE, PPAM or the others great state association within PPANE.

Again, if I start to mention names I know I will forget someone, but I do want to say that I joined VPP, as well as NHPPA, and got the royal treatment there. I have gone to NEIPP 2 years now and definitely looking forward to this year as well. The friendships that are developed and the learning make it a great experience and I

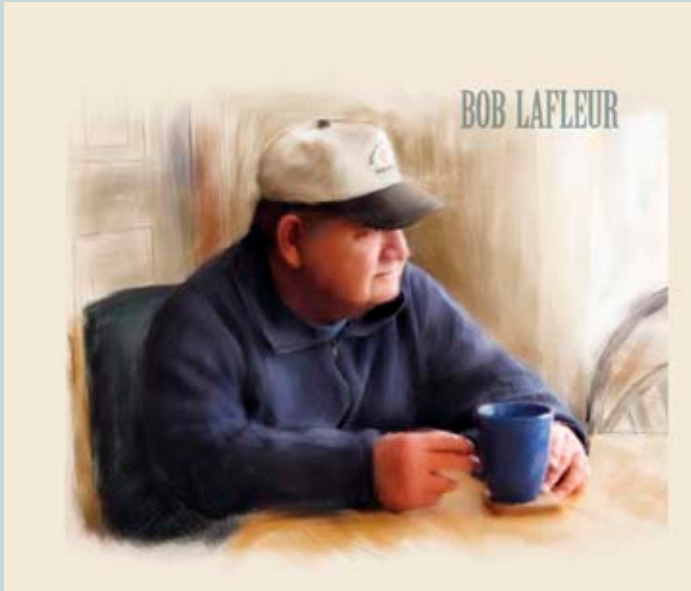
just feel lucky and blessed.

I have been given so much in my short time here that I feel the need to give back.

So any beginning photographer I have this advice for them... organize in a professional association, starting at the state level and really get into the business of photography if you don’t it will just be a hobby and you will never make it. Work hard and the fruits of your labor will show.

I love photography. I get a great thrill preserving a moment in time, and the expression on my clients’ faces when they receive their final product is priceless.





Bob's portrait by Scott Dupras

Friend and photographer LeeAnn LaFleur's husband, Bob, passed away January 8th. For those of us who knew Bob he was one of a kind...a huge heart, funny man with an uncanny ability to figure people out before they even said hello.

Over the years we gathered at the LaFleur farm for photography seminars, workshops, and celebrations....Bob would barbecue, and entertain us with his fabulous wit and to the point insight.

Felice Boucher

**"WE MUST WALK CONSCIOUSLY ONLY PART WAY TOWARD OUR GOAL,
AND THEN LEAP IN THE DARK TO OUR SUCCESS."**

Henry David Thoreau

ROLAND LARAMIE SCHOLARSHIP

Are you a Master Photographer or close to earning your Master's Degree? Have you ever thought about becoming a print judge?

You can apply for the Roland Laramie Scholarship to attend the week long PPA Judges' Workshop in Atlanta, Georgia. The Affiliate Juror course is given each year during the PPA International Judging and will give you an inside look at the judging process along with insight and understanding of the elements that make a Merit image.

You can apply until December 1 to be eligible for the following year's workshop by sending your reasons for wanting to attend to Fred Stiteler, PPANE Executive Secretary at execsec@ppane.net or by mail to P.O. Box 568, Durham, NH 03824.

Applications will be reviewed by the New England PPA Affiliate Jurors who will make a recommendation to the PPANE Board.

The scholarship was created to honor our long time Executive Director Roland Laramie to whom the art and science of print judging were of utmost importance. Roland taught the Judges' Workshop for many years earning the respect of his colleagues for his sense of fairness and decorum.

NEW PPANE MEMBERS

There are many great reasons to join PPANE beginning with all the free seminars available at the annual convention and including a special rate to attend NEIPP, networking with your peers, trade show discounts and vendor special offers sent right to your email. Here are some of your friends and colleagues who joined PPANE recently:

Welcome to **Sue Bird**, Carp, Ontario; **Jim Carlen**, Milford, NH; **James Correia**, Dartmouth, MA; **Jen Dean**, Scarborough, ME; **Maurice DeLage**, South Windsor, CT; **Lorin (Duck) Duckman**, Burlington, VT; **Theresa Fasciana**, Bath, ME; **Gail Haile**, Clinton, NY; **Drew Hyman**, Newton Center, MA; **Laura Kenner**, Westborough, MA; **Ryan Kenner**, Westborough, MA; **Susan Schale**, Beverly, MA.

We hope to see you all at our upcoming convention April 15 - 17 in Hynannis!

Louis “Skip” Foisy of Concord, NH was recently recognized by the Board of Directors of the Professional Photographers of America (PPA) at their annual convention in San Antonio, Texas for his long time dedication to the field of professional photography and making a positive difference in the profession. He has been volunteering on the national level for more than a decade. Skip is the past president of the NH Professional Photographers Association (NHPPA), member of the Professional Photographers of New England (PPANE), member of the ImagingUSA convention committee, a Trustee of the prestigious New England Institute of Professional Photography (NEIPP) and a Trustee of the Bahamas International School of Professional Photography (BISPP).

Skip is known for promoting further education and encouraging other photographers to excel in their craft. He has been a professional photographer since 1973 and a member of PPA since 1983, receiving his Photographic Craftsman degree as well as earning the CPP - Certified Professional Photographer degree from the national association. The coveted **Directors Award** is not given every year and to receive it is a tremendous honor and indication of the recognition of his peers.



“THE GREATER DANGER FOR MOST OF US IS NOT THAT OUR AIM IS TOO HIGH AND WE MISS IT, BUT THAT IT IS TOO LOW AND WE HIT IT.”

Michelangelo

Editorial

Hi, friends.

Well, we're buried in snow up here in Vermont and maybe you are, too.

That makes this time of year perfect for investing in your business - building your sales and photography skills. We live in New England - there's really no place, except maybe Northern Maine, that's not within a half day's drive. So head to a state photography convention! Certainly your own state's but why not try out one of the other states? As someone who has attended them ALL multiple times, I can tell you you'll have a blast. The friendly folks in your sister states will be glad to have you join them. You can check out all the programs at the state web sites listed on page 17 of this newsletter.



photo by Nancy Green

As we say around here, "EDUCATION, EDUCATION, EDUCATION". The next opportunity to exercise your PPANE membership benefits is the NEIPP School April 10 - 15, 2011 in Hyannis, Mass.

You can also attend the PPANE Convention and PPA District Judging and seminars to be held in Hyannis following NEIPP. It will be the first electronic entry judging for PPANE - of course you can enter prints, if you prefer. Look at Lorraine Bedell's article about the new judging event and check the web site for more information and print rules.

For more information about PPANE, NEIPP, PPA Judging, etc., [check it all out on the web at ppane.com](http://ppane.com).

Remember your newsletter is now interactive - just click on [ads or highlighted text to go directly to a web site](#).

Questions? Comments? Want to have your say? [Email me at ppaneeditor@ppane.net](mailto:ppaneeditor@ppane.net)

I'd also like to remind everyone of one of the big benefits of belonging to your state photography organization. LeeAnn LaFleur's Maine PPA friends have organized a party to paint the inside of her house to help cheer her up. Pizza, paint, fun and friends - what's not to love?

Gillian

COMING SEMINARS, CONVENTIONS & REGIONAL EVENTS

2011

PPARI Annual Convention
ppari.com

March 5 - 7

CPPA Annual Convention
ctppa.com

March 11 - 14

NHPPA Annual Convention
nhppa.com

March 19 - 22

PPAM Annual Convention
ppam.com

March 25 - 28

VPP Annual Convention
vtprophoto.org

April 3 - 5

NEIPP 2011

April 10 - 15

The Resort and Conference Center at Hyannis, Massachusetts
Details at neipp.com

PPANE CONVENTION & PPA DISTRICT JUDGING

April 15 - 17

The Resort and Conference Center at Hyannis, Massachusetts
Details at ppane.com

Please send information about Coming Seminars, Conventions & Regional Events
to Gillian Randall, Editor ~ ppaneeditor@ppane.net / 802-425-4242

What The Duck

<http://www.whattheduck.net/>

