

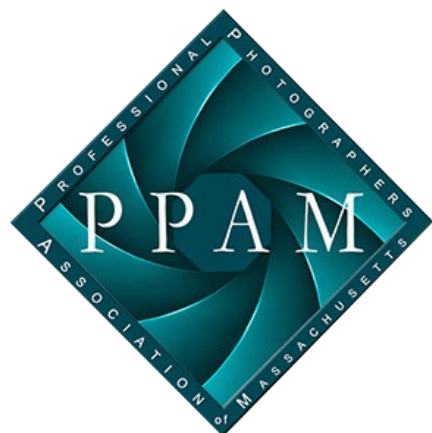


## SPECIAL EDITION



PROFESSIONAL PHOTOGRAPHERS ASSOCIATION OF MASSACHUSETTS  
**NEWSLETTER**  
June Supplement 2020

PPAM.COM



## What's in this issue

Message from the Editor . . . . .	3
Being Social Via Zoom . . . . .	4
Calendar of Events. . . . .	5
Infrared Photography in Landscape,BW . . . . .	6
Special on Ed Pedi's Posing Rocks . . . . .	8

---

## PPAM Board Members

President  
Melvin Guante  
president@ppam.com

VP of Communications  
Ella Carlson, M.Photog, M.Artist, Cr., CPP,  
F-ASP, EA-ASP  
publications@ppam.com

VP of Finance  
Michael Stone  
finance@ppam.com

VP of Membership  
Luciana Calvin  
membership@ppam.com

Vice President of Programs  
Kristopher Ventresco  
programs@ppam.com

VP of Technology  
Paula Swift, M.Photog. Cr. CPP  
vptech@ppam.com

Recording Secretary  
Lisa Fischer  
lisa@lisafischerphotography.com

Parliamentarian/ By-Laws Chairperson  
Daniel Bitar  
sunny16rule@verizon.net

## “And the hits keeping on coming” (quote by Casey Kasem)

My husband and I had a socially distanced picnic with our kids a couple of weeks ago, and we were chatting about current events. My husband and our older son are both avid news followers and between the two of them, they keep me almost too well informed. There are times I just want to put my hands over my ears and chant, “la la la la la la la.” While we ate wonderful take-out from the Summer Shack, they covered the latest statistics on the pandemic, frustrating political goings-on, and then they began to talk about George Floyd, and the subsequent protests and the riots.

Finally I threw up my hands and said “What’s next? Locusts??”

My 10 year old grandson very calmly said, “No, Grandma. Not locusts. Asian giant hornets.”

I almost burst out laughing. Sometimes, actually quite often lately, it’s just all too much to take in. 2020 is going to be a year none of us will ever forget. We can’t know what will happen during the rest of the year, but it looks like it’s going to be one of the bumpiest rides ever, doesn’t it?

Due to the COVID-19 pandemic, during the past several months, we have not had the usual quota of hugs from our friends, nor have we had many of our normal in-person learning opportunities. I’m sure many of us also miss the general camaraderie that our PPAM offers us. That doesn’t mean the PPAM Board isn’t doing everything possible to keep PPAM vibrant and operational. We will continue to offer on-line learning over the next months, and we are working to find options for safe, in-person workshops as well, like Melvin’s upcoming Infrared workshop which will take place outdoors with only ten PPAM members allowed to attend.

In addition, you will have a lovely surprise when you renew your membership. In light of current events and because we’ve had to cancel certain events, the PPAM board has made the decision to cut this year’s renewal of dues by half. It is our hope that this will help our members out after a difficult spring and summer.

On June 30th, PPAM will hold a Zoom social and networking meeting. We look forward to seeing many of you there!

We can’t know what will happen the rest of the year, but you can be assured that PPAM will continue working for you regardless of pandemics, protests, or even Asian giant hornets.

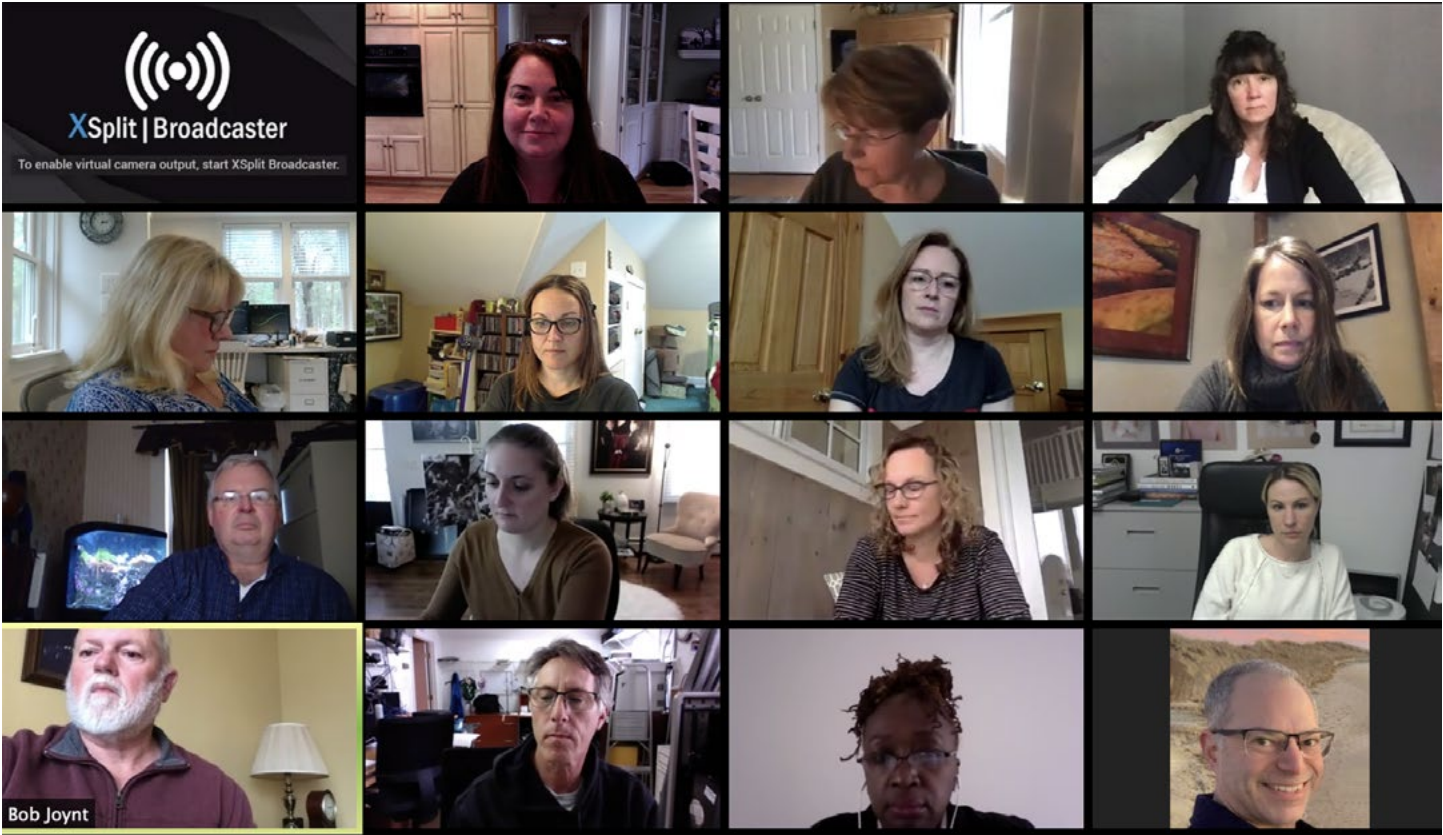


# BEING SOCIAL VIA ZOOM

Tuesday June 30th, 2020, 7:00pm - 9:00pm  
Location: Online via ZOOM

All registrants will receive an email with a link to the live on-line event about 24 hours before the seminar.

Please join us on Tuesday, June 30th from 7pm - 9pm for a network event focused the post-COVID. We will be using this time to discuss and share ideas about how to prepare for and work under these new circumstances.



This will be a relaxed setting for you to get valuable resources while socializing with fellow photographers. Stay for 20 minutes or enjoy the full two hours of networking time. Don't forget your favorite beverage!

All registrants will receive an email with a link to the live on-line event about 24 hours before the seminar.

# CALENDAR OF EVENTS

## ***District Competition Registration:***

March 5-July 16 by 5 pm ET

Late registration:

July 17-Aug. 4 by 5 pm ET

## ***District Judging: Aug. 16-21***

## ***International Photographic Competition Registration:***

Aug. 24-Sept. 28 by 5 pm ET

Late registration:

Sept. 29-Oct. 6 by 5 pm ET

## ***IPC Judging: Oct. 18-23***

## ***Tuesday, June 30th, 2020***

## ***Being Social Via Zoom***

7:00 - 9:00 PM

Zoom meeting - register in order to receive Zoom link

## ***Sunday, August 30th, 2020***

Melvin Guante, Cr.,CPP

## ***Infrared Photography in Landscape BW***

9:00 AM - 3:30 PM

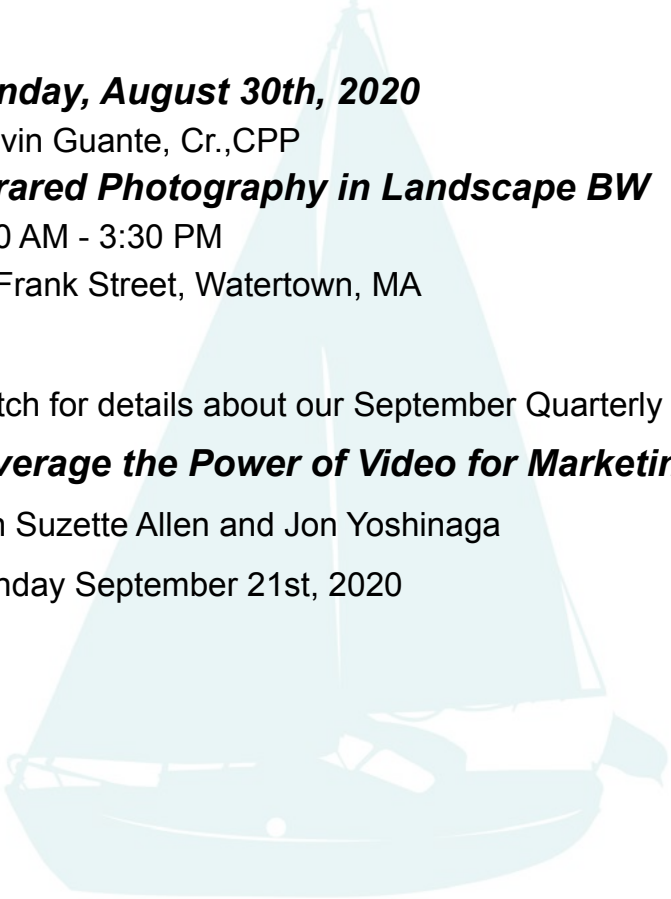
34 Frank Street, Watertown, MA

Watch for details about our September Quarterly Program with Suzette Allen

## ***Leverage the Power of Video for Marketing and Commercial Purpose***

with Suzette Allen and Jon Yoshinaga

Monday September 21st, 2020





# PPAM Photopalooza 2020

## Infrared Photography in Landscape BW

with **Melvin Guante, Cr., CPP**  
**Sunday August 30th, 2020**  
**9:00 am - 3:30 pm**  
**34 Frank Street, Watertown, MA**

**Open to PPAM Members Only**

### Course Description:

Landscape photography is the type of photography that draws people in. The allure of transporting your viewers to that magical place and letting them feel what you felt as you click the shutter. The ability to inspire those feelings is why landscape photography appeals to to so many.

Not so long ago, landscape photographers needed big and awfully expensive cameras and extra heavy tripod. Today our smart phone is capable of great capture.

To stand out from the crowd I use infrared photography to capture my landscape images. It’s still important to consider the other elements in a photograph such as composition, lighting, and storytelling in order to take an image from snapshot to gallery-worthy image.

We will briefly discuss infrared photography, from definition through history to application. Next, we will cover

how I use it for my BW landscape work. We will go over the different visual spectrums, and the expected results of each to help your creative process.

Finally, we will go over the post processing. Step by step, we’ll cover the different software options and the particular uses for each to make



your stunning breath-taking masterpiece.

Join us for this magical ride!

Bring your Camera and laptop if you like to follow along.

Pack a lunch, limited lunch option nearby

### About Melvin:

From an early age, I have been fascinated by the arts. I looked at my uncle in amazement as he experimented with his enormously huge and shiny new camera. It had all the bells and whistles. That was when I knew I wanted to be a photographer.

In high school, my art teacher inspired my creativity, and did not allow me to settle for the ordinary. She encouraged me to get out of my comfort zone, so I could be more innovative. I went on to drawing, painting and making clay sculptures that were exhibited in a year-end art display. She taught me patience and perseverance. In college I was exposed to African Art which led me to explore and immerse myself in everything it had to offer. This had a profound lifelong influence on my work.

I am a passionate photographic artist, with an Associate Degree in Liberal Arts. I currently an active member on the Board of The Professional Photographers of Massachusetts (PPAM), currently serving as President. I hold a Craftsman, and a certification degree, CR Photog, CPP, by PPA. I have the honor of serving as PPA Council member and one of the liaisons of the CPP program.

**Class limit: 10**

**Open to PPAM Members Only**

**DATE: August 30th, 2020**

**Class Hours: 9:00 am– 3:30 pm**

**LOCATION:**

**34 Frank Street, Watertown, MA**

**Bring your Camera and laptop if you like to follow along.**

**Pack a lunch, limited lunch option nearby**





# Our Solution to Simplify Posing of Families and Children Outdoors

Due to the pandemic many photographers are now finding themselves conducting their family & children sessions outdoors. When photographing outdoors you have a few options for posing. You can have your subjects stand, or sit them on the ground which may be wet and most people honestly look and feel awkward sitting on the ground. Ed's solution to this issue was developing and designing 'The World's Best Posing Rocks'. Incorporating our posing rocks into your sessions allows you to get your subject up off the ground. The rocks are very comfortable to sit on, they look amazingly like real rocks, they're impervious to the rain and are easily transportable to your on location sessions. Featured below are several images from our outdoor garden sessions utilizing our posing rocks.



All above images are posed using one single posing rock

# Special on Ed Pedi's Rocks!



Family posed using four rocks



Family posed using the three piece rock



Family posed using two rocks



Boys posed using two rocks



## 3 Piece Posing Rock Set - \$595



**10 YEAR ANNIVERSARY SPECIAL**  
**Get the complete set for \$570**  
**(YOU SAVE \$25)\***

**To order your set call**  
**978-686-6535**

*Note: Prices do not include 6.25% MA sales tax and shipping and handling fees.  
delivery is required! (shipping costs are determined by geographical location.)*

### *The History of 'The World's Best Posing Rocks'*

years of working with various sets of posing rocks purchased from several different manufacturers Ed discovered that none of them were properly designed and constructed for proper posing. They were too tall, too wide and none allowed for correct height adjustment between subjects. Ed even went as far as cutting up several of the rocks to make them work without success. He vowed that one day he would find a company that would work with him to design and manufacture a proper set. While teaching at the New England Institute of Professional Photography in 2010, one of his students informed him of a New England Company that made various forms of stonewall and stone parks, day spas, etc. At the conclusion of NEIPP, Ed called and scheduled an appointment to meet with the owner who agreed to work with him in constructing the set and Ed's design of the prototypes began. Following many weeks of numerous revisions and tweaking, along with multiple commutes back and forth to the factory, 'The World's Best Posing Rocks' became a reality. While the original intent was to make them for himself, they soon became a hot commodity for other photographers who were in action during Ed's workshops and soon thereafter he began offering them for sale to other professional photographers. Fast forward 10 years and Ed still receives orders across the Country and *The World's Best Posing Rocks* continue to serve the needs of professional photographers. They are truly the perfect posing helpers for families, teens, seniors, etc. and children positively love sitting on them. Ed uses two sets of rocks in both his indoor and outdoor studio gardens. We recently received a shipment of new sets, hot off the production line and available for purchase & pick-up at our studio. We believe they are one of the best investments you can make in your business. They will simplify and change how you pose families. To quote one satisfied photographer: *'They are a game changer'*. But don't take our word for it, [click here](#) to read additional testimonials from other satisfied photographers who own them and see them in action. You can also see them in action at the following YouTube video link:

<https://www.youtube.com/watch?v=SvlOUDy9g8o&t=4s>

Ed Pedi Photography Studio & Gardens  
[linda@edpediphoto.com](mailto:linda@edpediphoto.com) | [edpedi@edpediphoto.com](mailto:edpedi@edpediphoto.com)  
<http://www.edpediphoto.com>