

# PPAM newsletter

Professional Photographers Association of Massachusetts

www.ppam.com

Summer 2005



## PPAM Seminar on June 20 to Feature Tommy Colbert, "Creative Wedding Photojournalism"

*"The aim of every artist is to arrest motion, which is life, by artificial means, and hold it fixed so that 100 years later, when a stranger looks at it, it moves again, since it is life."*

**William Faulkner**

Today's top wedding photographers must be able to assess his or her client's goals for their special day and then strike a comfortable balance so they can capture the pulse, spirit and emotion of a once-in-a-lifetime event without being intrusive! They should also have the ability to photograph with multiple camera formats as well as a wide variety of film speeds and types. Color, black and white, infrared, 35mm, 2 $\frac{1}{4}$  (6.45) as well as square and digital all play a crucial roll in the wedding photojournalist's tool bag, as they must be prepared for any and all situations that arise in an instant.

**Tommy Colbert** has been influenced and intrigued by **Denis Reggie**, **Joe Bussink** and **Monty Zucker** because of their trailblazing methods as well as their ability to parlay them into very successful businesses. Although their styles of photographing an event vary immensely (*Photojournalistic vs. Traditional Posing & Lighting*), Tommy believes that the different styles and philosophies all play a very crucial roll in the documentation of a wedding day.

There is nothing worse than an intrusive photographer or videographer at an event. How many times have we witnessed the so-called professional videographer walk onto a dimly lit dance floor and turn on what seems to be a 1,000,000 watt light, instantly ruining the ambiance and spontaneity? Most guests will scatter like

roaches, while others might act like a room full of chimpanzees on a sugar rush. But if your method of operation is to unobtrusively capture the entire day from a distance, then the bride and groom will not have any artistic photographs that so many of us are capable of creating, such as dramatic silhouetted sunsets or a beautiful bridal portrait.

Tommy's program is all about combining the unobtrusive and creative styles of photography to provide our clients with the best of both worlds. Most of us already photograph weddings using both of these styles; it is time to formulate a new word or catch phrase that will better describe what we are trying to achieve. A newer, fresher look or hybrid style that combines the old with the new...the creative with the unobtrusive documentary style. We are the new "Candid Creators" or "Creative Wedding Photojournalists".

*(Please turn to page 4)*



### JUNE MEETING

**Monday, June 20, 2005**

**Location:**

**Raffael's Banquet Facility  
1601 Main Street  
Walpole, MA**

*(Directions can be found on page 4)*

**Registration:**

**9:00 a.m.**

## Tommy Colbert

(Continued from page 1)

Tommy will be addressing the many ways to incorporate the different styles of photographing events and weddings without making any drastic changes in your current method or style. He will explain how to segue into this new format without changing who you are, just how you think! He will also address the "Do I need a studio or not?" question as well as computer choices, software and managing workflow.

Tommy will also cover his unconventional, yet very successful sales techniques. He is not his clients' parents' wedding photographer. In his initial presentation, he explains to his clients his definition of "Photojournalism".

Tommy Colbert began his photography career studying at New England School of Photography Boston in 1978. He then embarked upon a full time career photographing actors and corporate headshots, model portfolios and weddings in and around the Greater Boston area.

In June of 1980, Tommy moved to New York City to pursue a full-time career in the photography industry. While in NYC he studied under some of the top fashion and beauty photographers in the world. Tommy was recently featured in the March 2005 issue of Rangefinder Magazine (*The Wedding Issue*), as well as in the March 2003 issue of Studio Photography & Design.

Tommy photographs between 30–50 weddings a year and maintains that most of his immediate success is attributed to

his acute photojournalism techniques coupled with his ability to communicate with his clients. Don't miss this innovative wedding photojournalism program on Monday, June 20 at Raffael's Banquet Facility in Walpole.

The seminar is FREE to all PPAM members. For members of PPANE or other New England PPA state affiliates, the cost is \$45.00. For all others, the cost is \$90.00. Registration will start at 9:00 a.m. on Monday, June 20. Lunch at Raffael's Banquet Facility is \$15.00 if registered prior to June 13 and \$20.00 if you pay between June



14 and June 20. Please make your check payable to PPAM and mail it to **Mark Till**, 6 Surrey Lane, Natick, Massachusetts 01760. For more information, please call Mark at (508) 655-8886.



## Directions to Raffael's Banquet Facility

Raffael's Banquet Facility is located on 1601 Main Street, Walpole, Massachusetts. Following are directions to Raffael's taken from their website. In case you get lost, their telephone number is 508-668-8071.

**From the North:** Take Route 95 South to exit 9 (Route 1 South/Wrentham). Go 7/10 of a mile and take a right at the first traffic light; road bears sharply to the left and becomes Common Street. Follow the winding road about 2 miles - straight through first set of lights and take a left at second set in Walpole center onto Route 1A south. Follow Route 1A 1 1/2 miles, Raffael's Banquet Facility will be on the right.

**From the South:** Take Route 95 North to exit 6B (Route 495 North) follow Route 495 to exit 15 (Route 1A Wrentham/Plainville). Bear right at the bottom of the ramp and follow Route 1A north for 7 1/2 miles (through Wrentham center), Raffael's Banquet Facility will be on the left.

**From the East/Cape Cod:** Take Route 495 North to exit 15 (Route 1A Wrentham) bear right at the bottom of the ramp and follow Route 1A north for 7 1/2 miles (through Wrentham center), Raffael's Banquet Facility will be on the left.

*It's Never  
Too Early  
to Start Thinking About*

**the Creative Theme  
Competition**

*The Theme for 2006*

*"Laughter"*