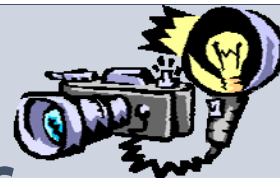




# Flash! Newsletter



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**aci** Photographic & press printed  
american color imaging

## Marketing Tip of the Month

### TAKE JUST A MOMENT

What inspires you? What gets you to thinking? Do you take just a moment each day to breathe, stretch and think?

Every day we have a wealth of information, stimuli and inspiration surrounding us. Tapping Into that energy can enhance our day and expand our creativity.

Reaching outside of the realm of photography to learn business, marketing and sales techniques is a great way of improving your business. Why not find an educational and informative blog that makes for a quick read during your day?

Perhaps one from outside business sources? One that I have particularly enjoyed over the last year is [www.aspirekc.com](http://www.aspirekc.com). Sean Kinkaide has an interesting and sometimes quirky viewpoint on business.

Take a moment. Sit back. Breathe. Become inspired. (Ok, now you can go back to work)

[Shannon Holmberg](#)

Emagination Gallery

524 Lake Avenue  
Storm Lake IA 50588

712.732.4769 [www.emaginationgallery.com](http://www.emaginationgallery.com)

whcc www.whcc.com



### Image Boxes

Complete your Image Box  
with our new inside panel  
option and closure!

## Fitzzy's Tools & Tips:



Here are some Quick Keystroke tips:

What can you do with the shortcut keys Command-Option (PC: Ctrl-Alt)?

1. Command-Option-G (Ctrl-Alt-G) Creates a Clipping Mask
2. Command-Option-O (Ctrl-Alt-O) allows you to browse Bridge 3.
3. Command-Option-Z (Ctrl-Alt-Z) lets you Step Backward in layer pallet.
4. Command-Option-A (Ctrl-Alt-A) Selects All Layers.
5. Command-Option-; (Ctrl-Alt-;) Locks Guides

There you go. Hopefully that speeds up your day and gets you home earlier.

Until next time,  
Greg

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## **Business First – Aletha Speakar, Cr. Photog., ABI , CBM, API**

You may be surprised to learn that business cards have a long history. They originated as trade cards in 17th century England. These "trade cards" were used both as advertising and as maps as there was no formal street numbering system in London at the time.

Business cards have become a staple of today's business world but many people are still unsure of exactly what should be on a business card and more important when it should be used. With the ease of printing up business cards, it seems that everyone has one. However, for the business professional it is crucial to realize that your business card is viewed as an extension of yourself and if you want to make that

great first impression (and who doesn't) you want your business card to reflect that.

**There are some important things to keep in mind about business cards these include:**

- The back of business cards is usually (but not always) blank. Remember that you are looking to make an instant impression so you should not make it difficult for the receiver of your business card to get all the information they need in an instant.
- Business cards are most often presented to one person by another in a face-to-face exchange, (although they may also be attached to invoices and thank you cards), or even attached to a vehicle in a business card holder so passersby can help themselves to one if they are interested in the service or product advertised on the vehicle.
- When business cards are being exchanged in person, they may be exchanged at the beginning or end of a conversation. Keep in mind that when you receive business cards, you should always look at the card and comment upon it before putting it away (preferably into a business card holder). It is considered bad manners to stuff business cards into your pockets.
- Make sure that your business cards reflect whom you are. If you are a business professional you want your business card to reflect that you are good at your job and your potential contact should do business with you.

## **Personal News –**

Please let me know your news of the month. Are you having a grand opening, a child, grandchild or are you getting married? Celebrating a big birthday or anniversary? Have you completed your certification? Let me know so we can share the news with all the PPI members. We are a family. We celebrate together and we mourn together, that's what makes Iowa PPA the best organization to belong to.

Have a great day  
Cristy

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## Chris's Corner



My column this month and those to come will concentrate on Fall Event 2010. This event is coming up faster than what you think! The dates are Sunday, October 31 and Monday, November 1. As always, this event will be held at the Airport Holiday Inn in Des Moines. As in the past, we will be sponsoring the **Image Panel Competition**. This competition is a great way to “get your feet wet” in the competition arena. The cost of entering is only \$10. For examples of the winners from Fall Event 2009, please go to our website at [www.ppiowa.com](http://www.ppiowa.com) and click on the “Gallery” blue tab and then click on Fall Event 2009. There you will see all the winners and how they put their image panels together.

### **Top Ten Reasons Every Photographer should Enter the Image Panel Competition by Toni Harryman, Past President PPI**

#### **1. It stretches your creativity to come up with 8 great images that are all different.**

It is important to keep your edge and try new things, to give yourself assignments or try a few different things with each session.

#### **2. It improves your photographic skills.**

When you are thinking about what judges might say about your work you pay more attention to the details of lighting and posing. Paying attention to these all important things make you a better photographer and is beneficial to your clients. They look better and so do you.

#### **3. It helps prepare you for the regular print competition at winter seminar and for PPA print competitions.**

This is a good place to try out some of the prints you might be thinking of entering in the regular competition. Do you have several good images of one subject and not sure which one you might want to enter. Put them on your image panel and get other photographers input and suggestions.

#### **4. Winning anything, even an honorable mention gives you a chance to put out a news release in your local paper.**

If you do well enough to win any awards, even honorable mentions, write up a press release and get free (usually) space in your local newspaper. It is amazing that if these are written correctly how

much influence they have on your customers and potential customers. You quickly become known as an award winning photographer. Your customer's decisions to buy from you have been validated and they feel like they went to the best photographer around. New customers might just start checking you out. These press releases do more for you than almost any ad you could pay for.

**5. It is important to be a part of the game and not sit on the sidelines.**

You get to know people by participating not sitting to the side and watching. When you talk to other photographers about your prints you get to know each other, to share ideas and gain mutual respect for each other.

**6. When you do well you gain the respect of other photographers around you.**

Maybe they will feel comfortable sending you that wedding they could not do when they were already booked. Maybe they will call you and ask you to work with them on a big project.

**7. It gives you the chance to recognize special clients.**

When you choose a client's images for one of your image panels or for regular print competition, it tells them they were unusually special. They were pretty or cute. What you did for them was above and beyond what you usually do maybe. Make sure if you win an award that they are featured as well. Make a big deal out of it for them as well. You are creating bonds with them that can last a lifetime.

**8. Practice makes perfect.**

If you are new at entering any competition it can be a little intimidating. But you can get better every time you enter. Everyone has to start somewhere and we were all beginners once. By starting right now not in a few years when a few years get here you will already be in a better place. Wait a few years to start and then when you do start you will still be a beginner.

**9. Sitting on your laurels just lets others pass you up.**

Just because you did great in competitions in the past - what have you done lately?? Your customers want to know. And things are always changing. Are you keeping up? Are you still stretching your creativity and trying to improve your skills?

**10. You get some great display images when you are all done.**

When the competition is over take home those

great images and display them. We all need to change our display images often anyway to create some buzz in your studio or attract people to your window.

11. It helps us have a great print display for you to all look at and enjoy and learn from. The more people that participate, the better it is for everyone. OK OK I know I said top 10 reasons but # 11 was for other people's benefit, not just yours. We can only have a great print exhibit if you all participate and who does not enjoy going in there and seeing all the prints?? We all love it- so let's all be part of it.

I have the rules and the two (2) forms that are needed to enter the Image Panel Competition on the website now. Just go to [www.ppiowa.com](http://www.ppiowa.com) and click on the Fall Event box on the bottom left corner of the home page. You will see the link to the rules and forms on the right side of the page.

**The Deyo's** will start Fall Event 2010 off at 2 p.m. on Sunday the 31<sup>st</sup> and will show you how to ROCK those senior portraits into another world. **Lew Everling** will be the evening speaker on Sunday night and he will show us how to bring together various forms of social networking tools for a stronger web presence in today's super highway of information. Lew and the Deyo's are sponsored by ACI. **Drake Busath**, who will share with us how to improve our Family Photography just in time for all of those family Christmas sessions, will be our featured speaker on Monday the 1st. Check out the May issue of the PPA Magazine for an article on Drake. The fold-out cover is his and the article on him can be found on page 92. Check it out!!! Drake is sponsored in part by WHCC. Mark your calendars for Sunday, October 31 and Monday, November 1, 2010. Find all of the information about our fall speakers on the website at [www.ppiowa.com](http://www.ppiowa.com). Click on the Fall Event 2010 box on the bottom left corner of the home page. Their bios, program description, etc. are all there for you to view. Check it out.

Our own **Bob Hawkins** will be doing an early bird program, "Competition College," on Monday, November 1 at 7 a.m. Come and listen and learn about print competitions and how and why to enter. More info to follow – watch your email!!

I have the Fall Event 2010 registration form up on the website – [www.ppiowa.com](http://www.ppiowa.com) – and I also have the 2011 Membership Application on the web as well. Take the time to call me with a MasterCard or Visa or print off the forms and fill them out and pop them in the mail to me. Save yourself and your staff some money by getting this done early. Both forms have a deadline to save you \$\$\$\$\$\$.

I have 31booth spaces to sell for Fall Event 2010. Right now I have 14 booth spaces held or sold. That is great!! So plan on attending Fall Event 2010 and visit our tradeshow.

**Till next month, Chris B.**

**Photo Lunch Boxes!**



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- Lunch/Snacks
- Briefcase
- Senior make-up kit

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