



Flash! Newsletter

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aci Photographic & press printed
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Marketing Tip of the Month

Marketing News

Who is Your Customer?

Who is the customer of the 21st century? What do they want? What drives their buying decisions?

Customers are now more intelligent and knowledgeable than ever before. They are experienced buyers who have interacted with hundreds of salespeople. They are extremely sophisticated and aware of the incredible variety of products and services available to them. Many of them are smarter and better educated than most salespeople and they are more careful now about making buying decisions of any kind. In addition, they are overwhelmed with work and under-supplied with time.

Because of the rapidly increasing pace of change, down-sizing, restructuring and the competitive pressures surrounding them, customers today are harried and hassled. To sell to today's customer requires a higher caliber of sales professional than has ever before been required. Economic demands on our customers continue to make their decisions on spending more difficult.

Here are two things you can do immediately to step up your salesmanship.

First, think continually about how you can convince your customer that your product or service is the very best available. Why does he buy or refuse to buy?

Second, upgrade your knowledge and skills every day so you can sell more effectively. Remember, your customers only get better when you get better.

Serving our customers in the most effective way requires effort. Take advantage of opportunities that we have to learn. Find time to read and inform yourself as to trends, fashions and fads. Use this information to take care of your clients needs and you will see positive results.



Shannon Holmberg

Emagination Gallery
524 Lake Avenue
Storm Lake IA 50588
712.732.4769 www.emaginationgallery.com

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

Within the first two weeks of 2010, you might find yourself thinking, why isn't the phone ringing. We seasoned professionals know that the first 2 – 3 weeks clients are suffering from the holidays and really don't have the desire or the cash.

So what can we do? There are several things: hold a "planarama," get busy planning your promotions, your marketing pieces and clean up the studio.

Look at your traffic flow; does it need a little work? Now is the time to remodel, re-do and renovate. When you take a print from the wall, do you still see an outline, as the wall needs to be repainted? Paint is one of the cheapest, easiest ways to make a change. Decorators have colors that are trendy for each year. Go on-line and goggle fashion colors, this is a great resource and can help you stay within trendy color palettes.

One of the easiest ways for me to see where I need to make a change is to photograph all areas of the studio. Now take a look and you will see it differently than you did before. Some items jump out at you like never before. Ask yourself what is the first thing I see, is that what I want my client to focus on first? Clean as if every photographer in Iowa was going to drop by in the next month.

Little changes, lots of planning, can make a big difference. Doing it now is a Great Spirit lifter, and you will get over that, "Oh, where is everyone blues."

Fitzy's Tools & Tips:



Partial color effect

A great way to draw a viewer's eye to the focal point of your image is to make that part of your image color and the rest of it black-and-white. By

An advertisement for WHCC Accordion Mini Books. The top part features the WHCC logo and website address. Below that, there are several examples of accordion books, some showing photos of a woman in a red dress. The text reads: "Accordian Mini Books" and "Perfect as a gift item for your clients to use as mini folios and brag books." The background is blue with white text.

whcc www.whcc.com

Accordian Mini Books

Perfect as a gift item for your clients to use as mini folios and brag books.

using the layer mask that tags along with each Adjustment layer (think of a layer mask as digital masking tape), you can hide the effects of a Black & White adjustment layer in order to bring back the original color.

To create the effect, add an adjustment layer by clicking the half black/half white circle at the bottom of the Layers palette, and choose Black & White. Tweak the sliders for maximum contrast and then mouse over to your Layers panel. Click once to select the adjustment layer's mask (the white thumbnail to the right of the layer thumbnail) and then press B to grab the Brush tool.

Take a peek at the bottom of your Tools panel and set your foreground color chip to black (in the realm of the layer mask, painting with black conceals and white reveals). Next, mouse over to your document and paint any area to bring back its original color. If you bring back too much color, press X to flip-flop your color chips so that you're painting with white, and then paint that area to make it black-and-white once more.

Tips provided by NAPP.

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Personal News

Greetings PPI... I hope this finds you all warm & healthy.

Our sympathy goes out to the family of James Shelton Shoning, 62, a retired member of PPI, who passed away Saturday, November 7th, at Covenant Medical Center in Waterloo, Iowa, from complications following a brain aneurysm.

Jim was an avid photographer and owned Carlisle Photo, taking pictures for weddings, seniors, and many community and school events. He was a member of the Carlisle Area Historical Society, Telephone Pioneers, and several photography clubs.

Jim is survived by and will be missed tremendously by his wife, Martha; son Scott (Kelly) Shoning of Ankeny; daughters Liza Shoning (Coleman Young) of Beaverdale and Jordan Shoning of Carlisle; sister Debbie Shoning (Jim Koolhof) of West Des Moines; grandson Zane; as well as aunts, cousins, nieces, nephews and many, many friends. He was preceded in death by his parents, Doris and Dick Shoning and his grandparents, Jack and Esthel Shelton and Emma and Orrie Shoning.

Visitation was held Wednesday, November 11, at Middle River Friends

Church, 4057 S23/Palmyra Rd from 5 to 8 p.m. Services were held on Thursday at 10:30 a.m. at the same church with both fire department and military honors. Burial will be at Carlisle Cemetery immediately following the service.

Memorial contributions may be directed to the family for use at their discretion and school education.

Please remember to let me know of any birthdays, anniversaries, open house for your studio or anything the association would like to know.

Thanks!

Have a very merry & blessed Christmas.

Cristy Meyer
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515-890-2505 - www.meyerphotography.net

Chris's Corner



Happy Holidays from all of Us to all of You.

Winter Convention 2010: Wow, what can I say except that I hope you all got the chance to read the winter edition of the ACTION, or have been to the website, www.ppiowa.com, to check out all the talent that will be descending in Des Moines, Iowa starting February 5. What a great line up of talent that Prez Fraise has put together for us. You really need to mark your calendars and be ready for great programs (lots to choose from), a great tradeshow, hospitality, and Party Like a Rock Star party. February 5 – 9, 2010 are the dates and of course, we will be back at the Airport Holiday Inn in Des Moines for this event. All the forms you need for this event are on the website: print competition forms and rules, 2010 membership application, a registration form for the convention as well as the speaker's pics, bios, program descriptions and images. There is also the schedule for all 5 days up on the website as well. I will start adding vendors as I get a list compiled. Click on the box in left lower corner – “Winter Convention 2010” and they you are.

The Talent for Winter Convention 2010

Scott & Adina Hayne – Add-on Day speakers

Shawn Wright

Jen Hillenga

Lori Nordstrom

Julia Woods

Becka Knight & Nate Robinson

Pete Wright

Jeff Bowen Bob Clements

Toni Harryman

Pam & Gary Box

Stephen Abbott

Michael & Tina Timmons

Gregory Heisler

Along with Don Lohnes Class

Round Table Discussions

Marketing Critique

And More!

You need to get those prints and albums ready for the print competitions. We will again be offering the main Print Competition, Digital Competition, Mr. & Ms., Lil Mr. & Ms., Finished Product, and the IA Marketing Award. Now is the time to start thinking about how many competitions you are going to enter and what you are going to enter. We have a new DEADLINE for the print competition this year. The deadline is now **1 p.m. on Saturday, February 6**. You need to have your prints turned into the table by the Ambassador Room (new location) or mailed to the Airport Holiday Inn and received no later than 2/6/10 at 1 p.m. Judging will begin at 5 p.m. on Saturday

afternoon, February 6.

I have a new, male member who is looking to save some money and would like to room with someone at the winter convention. And who does not like to save some cash!!! Give Chris a call at 563-578-1126 if you are wanting to share the cost of a room during the convention. Dan is also from Cedar Falls, maybe someone could also carpool to Des Moines with Dan.

If there is anyone interested in sharing expenses of the hotel cost, please let me know and I will start a list and try to get you hooked up. We want this event to be a great experience for you. It is a great deal at \$155 (early registration price if paid by 1/13/10). You just can't beat it. Especially since that price includes Sunday noon lunch, Monday night banquet and Tuesday morning breakfast. Maybe this is the Christmas present you really want – 5 days in Des Moines learning how to make your business even better.

Oooppssss – I had one of those with the ACTION you got via email. Thanks to those of you who contacted me. When checking out the Fellowship Points on pages 44 – 48, the I's, J's, and K's were left off the list. Not trying to pick on you, but it happened. It is now fixed and you can go to the website and check out your points – all of you. If you see a problem or if you have a question, please do not hesitate to contact Fellowship Chair Dean Siebe at 563-556-6111 or me at 563-578-1126. We will be happy to check it out for you and make any corrections we need to.

There will be more to come as Winter Convention 2010 gets closer. 57 days from today!!! Start watching your email and check the website periodically for new info.

Til next month,

Chris B.

