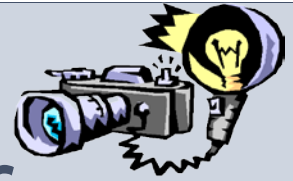




# Flash! Newsletter



FEBRUARY 22, 2010

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

## Marketing Tip of the Month

Marketing News

Watch for Shannon's column next month

[Shannon Holmberg](#)

Emagination Gallery

524 Lake Avenue

Storm Lake IA 50588

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

## Fitzy's Tools & Tips:



### Background Swap

If you want to add a colorful background to a photo that has a white background, don't waste time creating a selection in order to delete it or hide it with a layer mask. Instead, you can swap backgrounds with the flick of a layer blend mode (blend modes change the way color on one layer interacts with the color on other layers).

Simply place the colorful background at top of your layers stack and use the pop-up menu at the top of the Layers panel to change the colorful background layer's blend mode to Darken. Just like magic, wherever the two layers intersect, only the darkest colors will remain. Tips provided by NAPP.



whcc www.whcc.com



### Image Boxes

Present 4x6 proofs, 5x7 proofs, or an 8x8 Press Printed Album in a customized Image Box.

Greg & Christi Fitzloff  
Fitzloff Photography  
218 Main St. P.O. Box 126  
Lakefield, Mn. 56150  
507-662-6202  
[www.fitzloffphotography.com](http://www.fitzloffphotography.com)

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

### **Crisis is the best time to affect change. What's your crisis?**

What's happening in your personal world? What's happening in your business world?

Change is in the air. You can feel it like a crisp winter day. You can almost smell it.

The personal question is: How will you react to that change?

The bigger personal question is: Do you understand that change is opportunity?

The biggest personal question is: How will you take advantage of that opportunity?

We are in a crisis. Some will define it in other words, like recession or downturn, but the actions we as a people and a government take over the next few months will shape our world for the next decade.

Some people are "waiting to see what happens." Big mistake. There are three kinds of people -- people who make things happen, people who watch things happen, and people who don't know what's happening. Which kind are you?

**TAKE NOTE:** You can't change things in THE world, but you can change things in YOUR world.

Now is the perfect time to change your situation, and take a self-leadership position. Now is the perfect time to take control of yourself - your thoughts, your expressions, and your actions.

**HERE'S THE SECRET:** Outside change makes inside change okay.

At this moment, many people in our society are looking for answers -- or better stated, WAITING for answers. What are you waiting for? What are you looking for? What are you doing?

While this time is passing there are three atmospheres:

One is fear and anger. Being bitter, not better.

One is hope and anxiousness. Waiting instead of doing.

One is positive anticipation and determination. Digging in and doing.

Which atmosphere do you exist in?

## Personal News



Welcome Baby Atley, to the Kestel Family:

Paul & Nicole welcomed a baby boy, Atley James Kestel, on Wednesday, January 13th at 5:59pm. He was born 7 lbs. 11 oz. and 21 in. long. Mom and baby are doing great! Atley's big brother and sister, Kolby & Bailey adore him! Visit our blog to see some photos!

Paul & Nicole

**Catchlight Imaging**

**Paul & Nicole Kestel**

**319.230.2302**

[www.mycatchlightimaging.com](http://www.mycatchlightimaging.com)

[www.catchlightimaging.blogspot.com](http://www.catchlightimaging.blogspot.com)

Welcome Baby Girl Diekevers:

December 31, 2009 welcomed not only the new year, but a baby girl to Darci Lu and Curtis Diekevers of Des Moines. Attleigh Lu (pronounced at lee) weighed in at 7 lbs. 12 oz. and 20 ½ in. long. She joins big brother Ryker. Congrats to Darci and Curtis.

Our sympathy goes out to the family of Harold Johnson. Mr. Johnson of Clinton, Iowa, passed away at home on Saturday, February 6, 2010. Harold Johnson, M. Photog., and Craftsman, was the president of the Professional Photographers of Iowa from 1963 – 1964.

Remember to send me birthday, anniversary (spouse or business), new births, deaths or even information on an open house. So long 2009 and God bless all in 2010!

Cristy Meyer

Meyer Photography

601-2nd Ave. North

Dakota City, IA 50529

515-890-2505 - [www.meyerphotography.net](http://www.meyerphotography.net)

## Chris's Corner



I am still recovering from Winter Convention 2010. I am fighting a cold and thus behind. I do hope that those of you who attended the Winter Convention had a great time and took away many ideas. Thanks again to Dennis and the board for a great event.

**SURVEY** – don't forget to fill out the survey. It is on the website at [www.ppiowa.com](http://www.ppiowa.com). Find it on the right side of the page when you click on the Winter Convention box. We do appreciate hearing from you. If we don't know what you liked and disliked, we can't make our events better for you. Please take the time to fill it out and get it back to me. Remember, this is your organization. Thank you.

**3-D IMAGE:** Many of you asked about the 3-D Finished Product entries from Mary Bortz. Here is the information where you can contact the company for more details.

[www.Emotion](http://www.EmotionPrints.com) Prints.com  
3in1print  
[rbmmpc@yahoo.com](mailto:rbmmpc@yahoo.com)  
Reference code: Marylowa

Per Mary: You can submit 3 images that are vertical or 3 images that are horizontal. They do not come framed but I would recommend framing them. Great Mall display to studio display eye catcher.

### **GOOD LUCK TO YOU AT THE WI AFFILIATED JUDGING.**

Good luck to all of you who have entered the print competition at this next level. Wisconsin affiliated judging is coming up this week. There was some confusion as to where to send prints and if the return label needed to be pre-paid or not. I apologize for that. I will let you know about the cost to send your cases back. DO NOT worry; you will get your cases back. It will be decided in WI exactly what to do about the cost of shipping. I will let you know and at this time, be prepared to pay for the shipping back of your case.

**SANDY PUC** – The Passion for Profit, Sandy Puc' Family Tour 2010 will be back in Des Moines on Wednesday, March 31. The information I have right now is that there will be a Seminar Tradeshow from 4 – 5 p.m. and the seminar will begin at 5 and go until 10:30 p.m. The location is yet to be announced. I will be there at a booth representing the PPI, hope to see many of you there. For more details, log onto <http://sandypuctours.com/>

**NEIPPA** – The Northeast Iowa group has lots going on. Check out their site at [www.neipp.myfamily.com](http://www.neipp.myfamily.com)

**Spring ACTION Newsletter** – I am just getting started on this next newsletter. Congrats to all of you who won awards in the many print competitions. I will let you know when the the ACTION is ready to view.

**Classifieds** – Don't forget to get me your Classified ad by Tuesday mornings. Anything Photography related can be sold or maybe you are in need of an item or two. Just put your ad in the form of an email and get it to me. You may be surprised of the results!!!

**SBDC** – offers training on Business Succession The Small Business Development Center, offers Training on Business Succession. Check out the link below.



State Business  
Succession Brochure.

**FALL EVENT 2010** – our next event at the Airport Holiday Inn in Des Moines. The dates are October 31 and November 1. Mark your calendars now.

Until next time  
Chris B.

