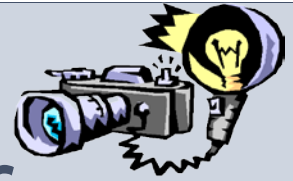




Flash! Newsletter



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aci Photographic & press printed
american color imaging

Marketing Tip of the Month

Marketing News

When Procrastination Rears Its Head

It's only March 10th and I have plenty of time to do that. Senior Season doesn't really start until June. Its 6 months until Fall. Have plenty of excuses to procrastinate? We all do it – Admit it. How do you stop it from gobbling up your time? Here is a great suggestion that was shared with me.

1. **Find something that you cannot make it through the day without.** Such as checking email, reading favorite blogs or connecting with friends on Facebook and Twitter, Godiva chocolate.
2. **Set a timer for 30 minutes, and work for 30 minutes straight.** Don't stop until the timer goes off!
3. **When you're done, you get to do the activity in No. 1 above.** It's your reward. Do it for 10 minutes only, and then go back to your timer. (Caution – chocolate may not be the best reward on a regular basis.)

Obviously, this only works if you stick to it, and that's the trick. This can really boost your productivity if you do. Give it a try.

Here's the key: resist all temptation to check email or your blogs (or whatever your reward activity is) until the 30 minutes comes up. You will probably be tempted, but don't give in.

This simple tip may get you farther along than any motivational seminar.

And now, I must get back to work.

[Shannon Holmberg](#)

Emagination Gallery

524 Lake Avenue

Storm Lake IA 50588

712.732.4769 www.emaginationgallery.com



whcc www.whcc.com



Press Printed Albums

Flush mount albums printed on our Art and Pearl papers available in a variety of sizes.

Fitzzy's Tools & Tips:



Quick Color Boost

Photoshop CS4 includes a quick new way to make the colors in your image pop without harming your original image. It's called the Vibrance Adjustment layer and you can find it in the new Adjustments panel on the right side of your screen or by clicking the half black/half white circle at the bottom of your Layers panel.

Once you've created the Vibrance adjustment layer, drag the Vibrance slider all the way to the right and it'll intensify the colors in your image. Happily, it has less of an effect on bright colors (because they're already highly saturated) than on lighter tones yet it somehow manages to leave skin tones relatively unchanged.

Understandably, the success of this adjustment depends on the colors in your photo so your mileage will vary; though, since it's an adjustment layer, you can quickly trash it by selecting the layer and pressing Delete.

Tips Provided by NAPP.

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

It's all about them.

Think about the way you sell and the way you present your product or service.

How many times do you think you use the word "we"?

My bet is hundreds.

How many times SHOULD you use the word "we"?

My answer is ZERO.

Does the customer care about you or themselves? There's an obvious answer. So why do you "we-we" all over them? They don't care about you. UNLESS you can help them.

HERE'S THE POWER: When you stop using "we," you have to substitute it for the word "you" or "they" and say things in terms of the customer: how they win, how they benefit, how they will enjoy, how they will remember, and how the family will love them forever.

"We" is for selling. "You" is for buying.

Personal News

Shaun Winkel of Everlasting Portrait Studio in Mapleton was blessed with a baby girl on March 2. Congrats to you and your new family from the PP of IA.

Remember to send me birthday, anniversary (spouse or business), new births, deaths or even information on an open house.

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Chris's Corner



I think that spring may be in the air. And I know that we are all looking forward to the dirty snow melting and the tulip bulbs and daffodils popping up out of the ground. I know I sure am.

I learned a great deal while at the WI Affiliated judging in Green Bay February 24 – March 1. I was able to watch print judging and observe behind the scenes. I also was able to put on a pair of white gloves and help pack up print cases. It was a very good learning experience for me. I met some new vendors that I hope will attend our Iowa tradeshow. Was good to talk to vendors who were just at our winter convention. They had much praise for our Iowa organization and its members. **CONGRATS** to Whitely Ilvess. He was the winner of the Canon Par Excellence Award. Whitey took away the only award given to an Iowa entry. He won a beautiful crystal award, along with a Canon EOS 5D Mark II camera. Don't you wish you would have submitted your prints to the affiliated judging?

Along with that, the deadline for the PPA International Print Competition is April 30, 2010. Find the forms and the rules on the website at www.ppa.com/competitions/international/2010_rules_po.php

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/>

Watch for the Spring ACTION soon.

Till Next Month,
Chris B.