

**Professional Photographers of Central Ohio**

# PPCO

## Click Topiks Newsletter

### 2006 PPCO PRINT COMPETITION

Monday, January 9, 2006 - Berwick Manor Party House

Categories: Wedding, Portrait, Illustrative, and Unclassified.

Classifications:

Finished (8x10 - 16x20 meeting PPA Competition Standards)

Unfinished (8x10 Raw Image, an image not quite ready for Mid-East States, or just wanting to have an opinion of daily studio work.

Cost: \$1.00 per print - 6 print limit.

Prints: Titled 8x10 - 16x20 Mounted.

No frames, transparencies, or albums.

Judges: Bob Kunesh, Ron Kotar and Amy Mears

Judging will be based on PPA standards. Please visit [PPA.com](http://PPA.com) for information on their print competition rules. Enter "competition" in the key word search, this will offer you a PDF file that you can download.

This competition is anonymous, so only you will know it is your print being judged. So don't be shy. Bring a few prints in and see how you do.

This competition is a precursor to the Mid-East States competition in March.

The featured photo took top honors was taken by Robert Davidson



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## Presidents Message

### Happy New Year Everyone, One and All

It's hard to believe that 2005 is over, the old saying about "Time flies by when you're having fun," must be true. We had a wonderful Christmas Party with an excellent feast.

The best thing was that we didn't have to do the cleanup or any dishes. There was an excellent turnout and fun was had by all. Those of you who didn't attend, missed a wonderful evening of friendship.

Our January Print Competition promises to be insightful about what the judges look for when determining scores for images presented for competition. It is an opportunity to see how well your images fair before entering them into the more expensive Mideastern Print Competition. Full details are elsewhere in this newsletter.

Membership in PPCO is deductible as a business expense because we provide educational meetings through our guest speakers. By participating in PPCO (being an active member) you will receive a much better return on your investment (your membership fee's). Even the tips and tricks of the trade that you learn through informal conversations or by helping each other, from time to time, are invaluable. Don't let PPCO be a well kept secret, spread the word to your friends and peers.

I started my year as your President with considerable apprehension, as the year has progressed I've come to appreciate all of those who have been in this position much more. Most of all, I've grown extremely appreciative of everyone who helps; either by their participation or simply by their comments.

### Merry Christmas To All

&

Have a Safe and Prosperous

Happy New Year

Ron

# Client Relationships — The Foundation of Studio Success

An important key to long-term business success is “relationship marketing”—an approach to dealing with clients that creates a long-term association with repeat clients. Because this marketing strategy is based on providing clients with an outstanding product, delivered in a context of superior customer service, it is a vital strategy for establishing your advantage over competitors.

Relationship marketing focuses on fulfilling clients’ needs and working with them on a very personal level. When you succeed at relationship marketing, your clients automatically think of your studio when they need photography services, and they become enthusiastic advocates of your business to their friends and acquaintances.

Here are just some of the business benefits that result from cultivating marketing partnerships with local businesses:

Increased sales. Satisfied clients are likely to sample other product lines.

Stronger market position. Loyal clients are less likely to shop the competition.

Reduced marketing costs. You don’t have to spend as much to keep your existing clients coming back as you do to attract new customers. What’s more, satisfied clients tell their friends. They become your champions—your own unpaid sales force.

Insulation from price competition. Discounts don’t mean much when a relationship is established and nurtured.

It takes serious commitment to establish a relationship with what otherwise might be an occasional client. You do so through personal interactions such as these:

Make your clients feel special. This means paying special attention to their needs.

Listen to what your clients say. This is probably the most critical aspect that affects studio growth and a solid referral program!

Treat your clients with respect. Do not put yourself into a position of over-selling or coercing them to make decisions that are more beneficial to you than to them.

Understand how important it is for the client’s first experience to be pleasant. This includes the manner in which they are treated from the moment they call to inquire about your photography. Prospective clients can be “turned off” during the first minute or so of their contact with your studio. If you look at each new client as if he or she is someone who might purchase 20 portraits from you, wouldn’t you be willing to make an extra effort for that person? That is exactly the potential that exists when you create a customer for life!

## Setting the Stage for Building Client Relationships

Computer technology has made it possible to nurture client relationships. Through the use of computer databases, you can not only store and retrieve information about your clients with ease; it's also possible for you to keep in touch with them efficiently and cost-effectively by sending any of the following:

- A studio newsletter.
- Birthday cards for children.
- Anniversary cards.
- Holiday cards.
- A calendar sent as a holiday greeting.
- Announcements of new products
- Notices of new equipment, backgrounds or types of sittings.
- Announcement of new staff members.
- Notice of facilities expansion.
- Information on "preferred client" prices.
- Notice of "specials" offered . . . before promotion to the general public.
- Announcement of a portrait contest or studio event that benefits a charity.
- Announcement of a special display of your work.
- Announcement of a "partnership marketing" arrangement with a local business.
- Invitations to open houses, parties, etc.

Take a cue from the airlines and create a "frequent buyers" club. What such a program does is to provide you with an opportunity to prove to clients how valuable they really are to you.

Borrow ideas from other retailers or professionals that you see doing clever things to keep customers coming back. For example: the hair stylist who sends a \$5.00 voucher to clients two weeks after they have come in for a hair cut. It keeps clients coming back for the next appointment. Ideas such as this can translate into ways to keep your clients coming back year after year.

When an intimate relationship with a client is established and sustained, you have created a situation in which the client is likely to tell others about your great photography and personal service. Capitalize on this by asking clients for referrals. If you wish, devise a program to reward referrals, but recognize that most of your loyal clients are willing to give you referrals

without any reward. For these loyal customers, it pays to give them an unexpected treat from time to time to show them how much you appreciate their business and their loyalty.

For relationship marketing to work for your studio, all of your marketing and customer service strategies must come together in an effort that is designed to attract and retain clients. This takes planning and commitment, but it is worth the effort, because the reward is that you achieve what should be the objective of any business: long-term profitability in an environment that makes dealing with clients a pleasure.

## Looking for Ways to Connect With Your Clients?

Marathon's **Client Connections** service makes it possible to establish a creative and cost-effective relationship marketing program for your studio. Now you can communicate with AND market back to your clients in just a matter of minutes . . . through a revolutionary online ordering system. The result: Your clients will receive handsomely designed imprinted correspondence featuring their portrait and your personal message. Best of all, you can add a gift certificate or special offer for a free session or any specific promotion you choose!

Just imagine the person-to-person opportunities you will have to market back to your clients! When you photograph a new baby for example, you can send a personalized thank-you card that includes a family session gift certificate. Follow up near the holidays to remind parents that portraiture is the perfect holiday gift. Just before the baby's 1st birthday, send congratulations, a gentle reminder about the importance of 1st birthday portraits, and a free 1st birthday session certificate. What better way to simply and inexpensively create clients for life?

To learn more about how easy it is to get started sending **Client Connections** to your valued clients, contact an account representative at (800) 228-0629.

Don't miss out on the most exciting personalized relationship marketing opportunity available anywhere!

*This is courtesy of MarathonPress*

## 2005/2006 Meeting Announcements

|              |   |
|--------------|---|
| Sep. 12      | Rod Brown                               |
| Oct. 10      | Julie Bush                              |
| Nov. 07      | Beth Forester                           |
| Nov. 13 & 14 | Fall Two Day Conference - Hilton Easton |
| Dec. 12      | Christmas Party                         |
| Jan. 09      | Print Competition Judges TBA            |
| Feb. 13      | Linda Durham                            |
| Mar. 1 - 6   | Mid-East States Convention – Dayton OH  |
| Mar. 13      | Round Table                             |
| Apr. 03      | Ron Kotar                               |
| May 08       | TBA                                     |

PPCO Board meetings are generally held at 5:30, before the regular meeting. PPCO financial information is available to members upon request.

Virginia Hughes Obituary Thursday December 22 2005

### HUGHES

Virgina Bullock Hughes, 94, December 21, 2005 at First Community Village. Born May 18, 1911 to Jenny Belle Hamilton and Jasper Newton Bullock. Member of the First Community Church Since 1924 and active member of Pi Beta Pi Soririty-Ohio Beta Chapter, P.E.O. Chapter C, Cloumbus Symphony Orcestra patron, Buckyee Boys Ranch Where she dedicated the Hughes Family Life Building. She was happily married To Robert Hayne Hughes from June 3 1933 until hi death in 1986. Also preceded in death by grandson Bobby. Survived by son Robert H. (Elaine) Hughes; grandchildren Richard Lewis Hughes, Cathy Hughes Donatilli and Jenny Hughes Campbell: great grandchildren Laurin and Christian Campbell. Friends may call ath the DEYO-DAVIS FUNERAL HOME, 1578 W. First Ave. Grandview Htg., Thursday 6:30 ^ 9 pm. A service will be Friday 10 a.m. Dr. Harold Davidson officiating interment Hill Cemetery, Thurman, Ohio