

# PPCO

PROFESSIONAL PHOTOGRAPHERS OF CENTRAL OHIO

March 2010

## Click Topiks Newsletter



### Presidents Message

Hello Everyone,

I don't know about you, but I am tired of snow. It serves no purpose.

I guess it makes me appreciate spring even more! March is here and with it comes many conventions and seminars, including our own PPO Mid-East States Convention in Dayton. It is always full of informative speakers and trade show vendors with all the latest toys. These seminars are always a good motivator for what hopes to be a busy and prosperous Spring season. PPCO will also be represented there with a trade show booth.

If any of our active members would like to display their work, feel free to bring prints and easels. Set-up and tear down, although, would be your responsibility.

On March 8<sup>th</sup>, before you head off to Dayton, is our PPCO Round Table discussion. This is a good opportunity to ask other members questions you might be having about business decisions, or trying to find a new vendor, or even photographic techniques that you're not sure about. We would like to open the door to any subject that you would like to discuss. Even feel free to bring your laptop with your problem image and let some of our own help give you ideas on what can be done. The success of this meeting depends upon your participation.

Please don't hold back!

Also on the 8<sup>th</sup> we will be asking the membership for any nominations for new PPCO Board Members. If you would like to either nominate someone or would like to be on the Board, please bring this up at this meeting. We will be doing this process again in April, and the membership will vote for officers in May. Again, the success of our organization depends on your participation. We have many members with the talent and leadership needed to help our organization. We hope you get involved!

Thanks,

Kerry Mechtly

### Our March Meeting Round Table Discussion

March 8, 2010

It's time to share information again. Where does everyone buy their cameras, or what new suppliers are now on the scene?

Every year PPCO has a roundtable session instead of having a speaker. This is the perfect time to ask questions. We are asking everyone to fill out the questionnaire posted on the web site. List your favorite equipment and vendors.

We would like you to bring enough copies of your completed questionnaire to share with the rest of the group.

You should come armed with a list of questions that you may have such as Weddings, Portraits, Lighting, Workflow, Exposure, Marketing, Photoshop, Other Software, Business, Sports, and Seniors.. The best way of learning is through conversations with your fellow photographers.

Our moderator for the evening will be Kerry Mechtly. The discussions will be timed so everyone has a chance to ask their questions, and get a satisfactory answers.

Please remember forms are also available on the web site.

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### Mid-East States Regional Convention

March 10 - 15

Mid-East States Regional / Professional Photographers of Ohio 57th Annual Convention, Trade Show, Print Competition and Exhibition

Contact Name: Carol Worthington

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2009/2010 Board Members	2009/2010 Calendar
 <p><b>Chairperson of the Board</b> Jim Nardone <a href="mailto:Jim.Nardone@mac.com">Jim.Nardone@mac.com</a></p>	<p><b>Sep. 14 Steve and Julie Busch</b> "Seniors, Children, and running a Full Service Studio in a small market."</p>
 <p><b>President</b> Kerry Mechtly <a href="mailto:info-pgofc@insight.rr.com">info-pgofc@insight.rr.com</a></p>	<p><b>Oct. 12 Ellie Vayo</b> "The State of Digital in the Senior Market"</p>
 <p><b>Vice-President</b> Heidi Mechtly <a href="mailto:hmechtly@insight.rr.com">hmechtly@insight.rr.com</a></p>	<p><b>Nov. 9 Danny Leary</b> "The Complete Wedding Photographer"</p>
 <p><b>2nd Vice-President, Treasurer</b> Kim Myers <a href="mailto:kim@myers-photo.com">kim@myers-photo.com</a></p>	<p><b>Nov. 15 &amp; 16</b> <b>Fall Two Day Conference - Hilton - Easton</b></p>
 <p><b>Secretary</b> Lisa Farnholtz <a href="mailto:photoblondie@columbus.rr.com">photoblondie@columbus.rr.com</a></p>	<p><b>Dec. 14</b> <b>Members Christmas Party - The home of Penney Adams</b></p>
 <p><b>Elected Board Member</b> Beth Bartter <a href="mailto:bethbartter@att.net">bethbartter@att.net</a></p>	<p><b>Jan. 18 Print Competition</b> <b>Judges Darrell Moll, Jerry Wolff, Bob Williams and Bob Hughes as Jury Chair</b></p>
 <p><b>Elected Board Member</b> Tom Welsh <a href="mailto:tom@tomwelshphotography.com">tom@tomwelshphotography.com</a></p>	<p><b>Feb. 8 Tom Walter</b> "The Art of the Business of Photography"</p>
	<p><b>Mar. 8</b> <b>Round Table &amp; Swap Shop</b> <b>Moderator: Kerry Mechtly</b></p>
	<p><b>Mar. 10 - 15</b> <b>Mid-East States Convention</b> <b>Dayton OH</b></p>
	<p><b>Apr. 13 Deb Chagares</b> "The Magic of Corel Painter"</p>
	<p><b>May 11 Wilson Sarkis</b> "Sharing Light &amp; Posing" <b>BOARD ELECTIONS</b></p>

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### Where are the Brides going?

By Rick Brewer

In each city around the country that I speak, there is a certain amount of business that can go to any given wedding category. For example in a bigger city, there may be 20,000 weddings that are in the service area, and perhaps 50-60% of them will spend money with a florist (you can insert your service here). When I ask how many real genuine wedding florists there are in that given city, what I generally see happen is that there are more than enough weddings for every genuine vendor out there.

Naturally I ask the following question; "Where are the Brides going?"

Most times, the Brides are either going to a less than genuine vendor (I will define what a "genuine" wedding vendor is in just a moment) or they are going without in that category.

Think about it; Brides are going without or they are choosing the vendors who are less than what they deserve. Why is that? I will answer that question in hopes that you will be able to use this as a way to bring more brides to your business

What qualifies as a "genuine" wedding vendor? They have the following three attributes:

1. They are trained professionals. This as opposed to the person who just bought some equipment or bought an online course and now says they are a "professional". The Genuine professional may have started that way, but it was by lugging someone else's equipment, by working for some other professional that they learned so when they set forward on their own, they were prepared and ready. When I first started DJ'ing back in 1992, the guy that trained me made me go with him, carry his equipment and watch him DJ for 10 gigs. I didn't get paid for those 10 gigs. The next 10 gigs, I still carried all the equipment, but I got to DJ with his supervision. I made 1/2 the regular pay (which wasn't much) during those 10 gigs. For the next 20 gigs, I got the "apprentice level pay as long as I did not have any incidents or complaints, I would rise up to the next level. This was my training. Further, he gave me homework where I had to memorize song lists and the proper announcements. If you did not start with this kind of training but you now are experienced and have learned the ropes, that's ok. (if you decide to do

another type of wedding business, you can go through this training next time.

2. They are real businesses. They have the licensing, the insurance and all the proper regulated and government imposed approvals. In other words, they are not making cakes out of their garages without the proper health codes/certificates, they are not bringing their equipment into a venue without carrying the proper insurance (if something were to fall onto a guest and hurt them, they would go after the venue, who most times already have that covered in their contracts that the liability goes back onto the Bride, so who does the guest sue-you guessed it).

3. They are associated. The genuine Wedding vendor is not an island. They rely on friends, associations and other wedding businesses to help them go forward. This "rising tide" philosophy is crucial to their success as well as their ability to do their job better. I often say Associations make better Wedding Vendors. This could not be more true. Last week I spent out at Las Vegas at the Mobile Beat Mobile Disc Jockey Convention. Besides seeing a lot of friends in the business, those in attendance were "paying their dues" to be successful. In other words, because they paid both time and money to be there, they would naturally pay more attention, seek to learn more and in general strive to get a return on their investment. Believe it or not, though, out of 200,000 estimated mobile DJ's in the U.S., less than 1000 were in attendance. I met people from Canada, England and Australia, yet there were many local DJ's right there in Las Vegas who did not attend. Think about it- if there is a chance for education and bettering your vocation and yourself does a genuine business take advantage of it or do they blow it off.

### The 7 Must Follow Rules of Facebook

By Rick Brewer

I am not an expert at many things. I do know what I know and recently a friend of mine who is a prominent player said he didn't have a facebook account. I asked him why and he told me "it has become a place for people to either brag or to b\*tch". He shared some stories of some things that had happened with him and it got me thinking about how we use Facebook to build our business. While I understand what he was saying, I feel that there is a way that we can better focus our efforts and find a better result.

Facebook is a relatively new phenomenal medium which when used right can bring in a ton of Brides. I have seen people work facebook to the point of it was their major effective medium to bring in Bridal business. When used right- it works like most other mediums. Unfortunately, I have seen a ton of stuff out there that simply is not compatible with a good solid strategy in getting the word out about your business. Here are my 7 "must" follow rules of Facebook

1. If it is a business page, keep it business. I get invites for Mafia wars, notifications of high scores n Bejeweled and requests for Farmland stuff all the time at 2-3 in the afternoon. Is that what you want your trusted professional (say your attorney or accountant) doing at 2-3 in the afternoon? Brides will see it the same way. They are trusting you with their wedding and they want to make sure that you look and seem professional. Remember-if your Bride has friended you, all her friends can see your stuff popping up on her wall if you post it up there.

2. Positive stuff only. Keep the comments about your crappy lunch at McDonalds, other vendors or just simple negative stuff away. Weddings are a positive happening and Brides are looking for the positive vendors. Remember, while you may be trying to sound off to the wedding community, there are prospective customers who will see your stuff and will get a bad taste in their mouths, even if you are absolutely right on target with your feelings.

3. Comment on other peoples status in a complimentary way. When someone wins an award or is recognized, put a comment on there that will help people see you in a good light and help more people see you. By commenting frequently and in a good nature, you will again be seen by more people as a positive person.

4. Keep your name and your business type the same. My see business page is ; Rick Brewer (Get More Brides). I have Branded the "get more Brides" logo and name in the Wedding industry. If you are John Smith and you are a photographer, make your name "John Smith Photography" so those not familiar with you can what you do.

5. Post 2 times a week. Postings need to be simple, positive and catchy, not a resume of how great you are. You can put links to fun videos, or a great suggestion, but staying out there

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consistently will help you to be more recognized. Remember the rule that content is king. You can be a great source of information by posting items that matter to Brides in general, not simply what you do.

6. Brag on others, never yourself. If you want to put up pictures of a wedding make sure that you put up how great the Bride and Groom were, or how fun their family was, or how awesome the venue was, etc... By posting up pictures and comments about how fun the wedding was, etc... you will have others do the bragging for you (again, see Rule #3 about commenting on others- what goes around comes around~!). This is especially true if your Bride is one of your friends. Make sure to tag her so that her picture gets picked up and seen potentially by all of her friends.

\*\*\*side note: you do not have to be a professional photographer to take a picture or have one taken and posted up on the site. By bringing out your point and shoot camera, you can ask someone else to take the picture for you of you, the Bride and the Groom. Post this up quickly and in a timely fashion.

7. NEVER NEVER use Facebook as a sounding board. I see too many people post stuff up on Facebook that is simply rude towards others, is very opinionated or simply doesn't belong p there because it makes you come off as a complainer and a whiner. I was once told this by a Southern Baptist pastor; "Jesus turned water into wine, but can't do a thing with Whining". I have seen people put up things about a Bridal show that didn't have the showing and get a bunch of people riled up only to come back and comment "well I did get 2 bookings and a few more appointments, but I was hoping for more Brides". The individual got some bookings and made money from the show, but still wanted to complain. How do you think this individual came off to his fellow wedding vendors?

When you are trying to build your business, consider whether your post is about building, bragging or b\*tching. Using this as a measurement for your posts and comments should help get you to where you want to go quicker and easier.

### I've changed my Job Title

By Rick Brewer

A year or so back, I went to a seminar of a very talented speaker who advised us to change our job title. Too many people were "District Managers" or "President/CEO"; He suggested that we do something fun and different. I have always liked different because it gets people to think. For the past few years, I have referred to myself as the "King of Weddings" in my business. This week, I have decided to change that Job Title to "President of Possibilities". Let me take a few minutes of your time to let you know why.

I have had a very challenging year, as most of us have. As I look back at the past year, I have seen ups and downs and curves in my life I could not have scripted. At the end of the day, though, I am still above ground and able to fight one more day. I have realized that a quote I had hanging on my office wall had brought itself to life:

"Adversity has the effect of eliciting talents which in more prosperous circumstances would have lain dormant." -Homer

I have seen myself find resources and solutions that would not have been found and you can too. If you are having a rough year (many of us are) there are solutions and I would encourage you to look for solutions.

When we face problems in life, we go to one of two options:

1. We get to work to find a fix for the problem
2. We sit around and analyze the death out of the problem as to its fairness; it's origin or other non-edifying material.

Now there are two things I know to be true:

1. Every problem has a solution (not all solutions are liked or acceptable to us, but there are solutions)
2. We have been able to "get through" every problem that has ever presented itself to us in the past.

Our responses will be based upon three things

1. Our Experience. What did our parents teach us to do? What has life

taught us to do? For Example, We get caught speeding down a back road once and get a ticket, every time after words, whether there is a police officer there or not, we will probably not speed down that road.

2. Our Environment. What or who influences us to strive forward or in many cases put on the brakes? If we have a spouse whose belief it is that we should not take risks and we have a belief that by taking risks we gain huge rewards, you can imagine how that might slow us down in our decisions to take risk.

3. Our Inner Belief System. A little bit different than our Experience, our Inner Belief System is something that can be brought up by our experience or our environment, but is something that in a knee jerk situation, we will default to as a proper measurement. For example, if our Parents taught us that Money doesn't grow on trees, and we teach our kids that money doesn't grow on trees, and we live our life like there is a very limited amount of money, we will accept that there is no money out there and we will not look for money or opportunities to make money.

I get that this is a hard economic time. I am living it. Does that mean I shrivel up and go into the corner a quivering mass of goo? No it means I try different things to get different results. For example, in my consulting, I have a large package which if someone came to me with half cash and half trade; I would certainly entertain it if I could use the trade. Many of us have a hard time doing trade, but I guarantee you that by at least opening your eyes to a possibility, you will find much more opportunity. (This is not a commercial for Bartering- it is simply showing you that there are different ways to approach a solution that are out of the box-think about all the different ways you could use your product/service and spare time to create marketing, or otherwise without spending hard cash dollars).

You may be in a hard way right now- don't assume that things are as you think they are. Things are possible. Success is possible. It is possible that you will have the best year of your life this year. You may have 15 different ways to work yourself out of this problem with dignity, respect and frankly my admiration!