

The Bulletin



(c) Joe Valenzuela, 2017
(Zabrina Deng workshop)



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<https://www.facebook.com/ppgba/>

Upcoming Events

Check out PPGBA's website for the latest info on our next programs coming in 2018.

Are Your Customers Loyal or Just Lazy?

by Mark Till

You photograph a child three months old. The parents return for an additional sitting when the child is six months. Is this customer loyal or were they too lazy to find another photographer?

A customer who makes a repeat purchase may be doing so not because they were enthralled with your work, but rather they didn't want to put forth the effort to find a replacement or they may believe the alternative is no better. In other words, they were too lazy to make a change. However, because the customer returned for an additional sitting, the tendency is to assume they are happy, loyal customers.

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PPGBA Key Contacts

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Are Your Customers Loyal, continued

Repurchase is a Behavior

I'm sure there are a few of you reading this and saying, "Who cares, I booked two sittings." True. However the long-term success of your business ultimately depends on customer loyalty. Lazy customers do business with you, not because you are the best, but because it is convenient or economical (at the time) to do so.

Let's face it, we're all creatures of habit. Each of us has a "Comfort Zone". It brings order and harmony to our everyday lives. We tend to wake up and go to bed at the same time and take the same path to and from work. We have a favorite restaurant and probably order the same meal each time we go there. The same can be said for which album company we use, or which lab processes our work.

You continue with these relationships often out of habit, not loyalty. Consider the bank you use. If you have ever had to switch banks, you know what a pain it can be. Think of all the bills you pay out of your checking account. You have to notify each one in writing of the change. The entire process can take several months to complete. So you stay where you are because it is too much of a hassle to make a change and, even if you did, there is often no guarantee the new vendor will be any better. However, given a compelling enough reason to make a change, even the laziest of customers can switch to your competitors. Here in lies the risk. Do you bet that your customers will be too lazy to look elsewhere, or do you take an active role in developing customer loyalty?

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About the Bulletin

Editor/Advertising contact: Julie Olson [julie \(at\) ppgba.org](mailto:julie(at)ppgba.org)

The Bulletin is published by the Professional Photographers of the Greater Bay Area, Inc., (PPGBA), a 501(c)(6) non-profit trade association. PPGBA is a local affiliate of the Professional Photographers of America. Articles/comments are welcomed; publication is subject to approval.

The editor reserves the right to edit submissions for brevity and/or clarity of content. Articles are the opinion of the author and do not represent the position of PPGBA. No responsibility is assumed for unsolicited contributions and submissions may or may not be acknowledged. Deadline is the 20th of the month.

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Adventure

Are Your Customers Loyal, continued

Loyalty is a State of Mind

Loyal customers are not easily seduced by the competition. Their relationship is based on trust and respect. There is a strong emotional bond between you and your customer that goes beyond a simple business transaction.

The true value of a loyal customer goes beyond what they purchase. How many of you have become friends with some of your clients and vendors? The relationship is clearly different. They are the source of your referrals. Loyal customers are willing to put their reputation on the line to endorse you, not just because of the quality of work you provide, but how you treat customers. When they refer you, you make them look good by the way you treat those they referred to you. Customers who come to you by way of referral have a higher retention rate and are more likely to refer additional business to you. And so the cycle repeats itself, over and over, filling your business with loyal (profitable) clients.

No News May be Bad News

Unfortunately, many business is never give themselves a chance to develop loyal customers because they never take the time to follow-up with those who are currently doing business with them. (Only 13% of photographers routinely contact their customers after each sale.)

PART TWO CONCLUDES NEXT MONTH

Related Associations in the Bay Area

Looking for more educational and networking opportunities in the Bay Area and beyond?

San Francisco ASMP - www.asmpnorcal.org

San Francisco APA - www.apasf.com

Santa Clara PPSCV - www.ppscv.com

Sacramento PPSV - www.ppsv.org

PPA News

Western District Competition

Competition Details

2018 Judging Dates: February 22-23, 2018

Registration Opens: December 20, 2017

Early Deadline: January 18, 2018 by 5pm ET

Late Deadline (Late Fee Required): February 1, 2018 by 5pm ET

Please note: All Artist Competition images will be judged April 17-19, 2018 regardless of their District, yet all district's registration dates still apply.

What's the difference between the Photographic Open competition and the Artist competition? Simply put, the Photographic Open competition judges your photography skills while the Artist competition judges your post-processing prowess. Photographic Open judges assess your skills behind the camera based on your consideration of the 12 Elements of a Merit Image, while Artist competition judges focus not on the image, but the art work ability and technique used in post-editing, whether that be through Photo-shop or painting.

Scoring

Images at the PPA District Photographic Competitions can receive scores up to 100 points, dependent on how they meet the 12 Elements of a Merit Image. See what the scores mean:

- 100 - 95: Exceptional
- 94 - 90: Superior
- 89 - 85: Excellent
- 84 - 80: Deserving of a Merit
- 79 - 75: Above Average
- 74 - 70: Average
- 69 - 65: Below Exhibition Standards

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PPGBA Member \$350 Scholarship

PPGBA has a \$350 scholarship available. Every current paid member is eligible to apply for this opportunity. Maybe you need a little boost to kickstart your business in a new direction?

The scholarship money can be used towards PPA's convention, WPPI's convention, or a nationally recognized workshop program. (Proof of attendance required.)

If you're a PPGBA member and would like to be considered, it's pretty simple, please email julie [at] ppgba.org for an application.

Deadline to apply MARCH 31.

SAVE \$1,000s

Unforeseen expenses can eat up your business, but PPA has you covered!

- ✓ Camera Repair
- ✓ Data Recovery
- ✓ Litigation Help
- ✓ Client Settlement

	 <p>PPA Photographer Neal Carpenter, CPPP</p>	 <p>Photographer, not with PPA</p>
Camera Repair	✓ up to \$250 deductible	✗ \$100s or \$1,000s+
Data Recovery & Litigation	✓ up to \$200 deductible	✗ \$2,000+
Client Settlement	✓ up to \$200 deductible	✗ \$4,000+

Be More Protected!



PPA.com/BeProtected

Need Business Help?

You Have Handy Studio Resources. Use Them!

If you are a PPA member, you can download an entire contract or use PPA's samples to piece together one that's right for your studio. You're sure to find examples for whatever type of form you need. Here are some of the resources you can tap into:

- Guidelines to prepare you for any contract situation
- Independent contractor agreements
- Non-compete and non-solicitation agreements
- Specialty contracts (including for photo booths!)
- Model releases
- Property releases
- Copyright & usage agreement



Put Them To Work For
YOUR Business Today at
[PPA.com/Contracts](https://www.ppa.com/Contracts)

PPA
BE MORE

PPA News continued

Competition Details

2018 Judging Dates: February 22-23, 2018

Seals of Approval & Merit Images

Earn a score of 80 or above at a district competition, and you will receive a Seal of Approval. A “sealed image” is often referred to like a “merit image,” but it requires an extra step to get that merit. You will earn one merit when your sealed image is entered in the next International Photographic Competition. (It will also automatically be accepted as part of the General Collection.) You must enter that sealed image in the next International Photographic Competition BEFORE you can earn the merit.

Visual Artists Applaud the Release of New Small Claims Legislation

A coalition of visual artists groups, representing hundreds of thousands of small businesses across America, strongly supports the introduction by Rep. Hakeem Jeffries (D-NY) and Rep. Tom Marino (R-PA) and original cosponsors, Representatives Doug Collins (R-GA), Lamar Smith (R-TX), Judy Chu (D-CA), and Ted Lieu (D-CA) of a bill entitled, “Copyright Alternative in Small-Claims Enforcement Act of 2017” (“the CASE Act of 2017”) establishing an alternative dispute resolution program for copyright small claims.

These visual artists commend Mr. Jeffries, as well as Representatives Marino, Collins, Smith, Chu, and Lieu, for their dedication to supporting the creative community—including their members, most of whom are small business owners—and for their keen appreciation of the plight faced by creative professionals who are all too often left with rights but no remedies under current copyright law.

The proposed legislation addresses a decades-old inequity in America’s copyright system: a copyright system that all too often denies individual creators and small businesses a viable means of protecting their creative efforts. If passed, the bill would give smaller individual creators the same kind of protections that larger scale creators have enjoyed for years.

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Sales & Marketing Tools for Photographers!

You need to show your clients and prospects the value in hiring a professional photographer.

PPA is here to help show you, our members, your worth as professional photographers and help you sell more!



▶ Shareable Videos

💡 Consumer Tips

📄 Side-by-Side Comparisons

📄 Customizable Brochures

✓ Logos

📄 Photo Quizzes

📄 Landing Pages

📄 Photo Sliders

"...I'm so happy to have these resources on my website to help consumers see the difference!"
Jaime Incontro, CPP



[PPA.com/SellMore](https://www.ppa.com/SellMore)

PPA
BE MORE Marketable



I take your business personally.
Contact Allstate Agent
Howard Burkholz
Sponsor of PP of Greater Bay Area.

PPA News continued

Copyright infringement takes a direct economic toll on these often-one-person operations, who must shoulder the burden of policing infringements while at the same time seeking and fulfilling assignments, working on self-initiated projects and maintaining all the tasks of running a 24/7 business. For many, losses due to infringement are overwhelming.

The coalition includes the American Photographic Artists (APA), American Society of Media Photographers (ASMP), Digital Media Licensing Association (DMLA), Graphic Artists Guild (GAG), National Press Photographers Association (NPPA), North American Nature Photography Association (NANPA) and Professional Photographers of America (PPA). Members of these associations, currently squeezed out of the legal system by the high cost of bringing suit in federal court for higher volume but relatively low value claims, have seen their licensing revenues decimated in recent years by the proliferation of copyright infringements, particularly in the online context. The CASE Act of 2017 will provide an effective, affordable alternative to prosecuting copyright infringement claims in federal court—an option that is all too often not economically affordable for individual small creators.

Copyright small claims reform is the top legislative priority of the coalition, who believes the CASE Act is largely consistent with the legislative recommendations set forth in the “Copyright Small Claims” report released in late 2013 by the U.S. Copyright Office, which deserves much credit for its groundbreaking effort in this area. For more information, please go to <http://copyrightdefense.com>

How to Access PPGBA Services

Telephone inquiries, and event registration/dues payments via credit card: President Paolo Salcido 650.444.7711

Email general questions: Paolo Salcido president {at} ppgba.org

Email membership questions and status, advertising, newsletter:

Julie Olson julie {at} ppgba.org

Mailing address for dues and advertising payments:

PO Box 5583 San Mateo, CA 94402

ADVERTISEMENT

Do You Know Your Copyrights?

You are one of the most vulnerable and unprotected artists currently living in the U.S.

Before you say, "Excuse me?"... An explanation: As a professional photographer, you have no viable means for recovering damages for most infringements of your work. High volume, small business photographers are left out of the justice system that is currently only protecting the famous or wealthy.

As of today, there is no small claims process for copyright protection. The only legal process for seeking damages for a copyright infringement is to file a claim in federal court. Think about that. Most copyright infringements result in the loss of what represents \$1,000-\$3,000. It doesn't take a law degree to know that it is not feasible to sue someone in federal court over an amount any less than that. What might be worse is that very few professional photographers can afford investing the time and money into a federal claim even when damages are higher. On the other end...

...You know that \$1,000-\$3,000 make a big difference to your small business. In the best scenario, it determines if you can take that next vacation, and in more extreme cases, it can determine whether or not your studio can keep its doors open.

Together, we can change this. After decades of lobbying from groups led by PPA, new ground is being broken on copyright law in the U.S., and 2017 may be the year the law finally gets a makeover. PPA's goals for copyright reform have been heard, and the cause has been officially taken up by the House Judiciary Committee. These goals include:

1. Creation of a small claims option for copyright enforcement
2. Modifications to the copyright registration process to create a more functional system
3. Modernization of the United States Copyright Office

House Judiciary Committee Chairman Bob Goodlatte (R-VA) and Ranking Member John Conyers, Jr. (D-MI) recently released the first policy proposal to come out of the committee's recent review of U.S. Copyright law. The proposal includes "granting the Copyright Office autonomy with respect to the Library of Congress, requiring the [U.S. Copyright] Office to maintain an up-to-date digital, searchable database of all copyrighted works and associated copyright

ownership information, and many other reforms" including a small claims process for copyright infringement. "The Copyright Office should host a small claims system consistent with the report on the issue released by the Copyright Office." These are the goals PPA has long worked for and now it looks like copyright reform has bipartisan support in the House of Representatives.

"The Fairness for American Small Creators Act"

This is the name of the bill calling for a small claims process and it's something to cheer about! "The Fairness for American Small Creators Act" is here and is expected to come up for a vote this year (see sidebar). This is bipartisan legislation that could finally present photographers with a legal recourse in the case of theft of their images. With this bill heading to the floor, independent of the Judiciary Committee's proposal, copyright reform in America is finding its way to becoming law.

Members of PPA will no longer be left out of the copyright system that has ignored them for generations! PPA is fighting for photographers' legal rights to protect and defend your work's value. PPA helps its members be more informed about copyright and provides resources to help protect their work, so if you have not joined PPA yet, it's time you reconsider.

How can photographers & visual artists help? Now is the time for ALL of us who care about visual arts in general to help in this fight. We must update the rights of small creators, and adjust the copyright system to the 21st century, PPA is always helping professional photographers Be More Empowered. You can show your support and stay up-to-date on all the upcoming legislative news on copyright law at PPA.com/Advocacy.

▶▶ *This is important to ALL photographers and visual artists alike! It's only if 30,000+ of us ask for change that we will be heard. Add your name and show your support!*



PPA.com/Advocacy

Hot Links

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Insurance

Howard Burkholz - Allstate,
Photographers Insurance Specialist
801/451-8880
www.nationalphotographersinsurance.com

Workshops & Seminars

Golden Gate School of
Professional Photography
650/444-7711
www.goldengateschool.org

Photo Labs

Bay Photo Lab
800/435-6686
www.bayphoto.com

Text ads are \$20 for up to 40 words for members, \$30 for up to 40 words for non-members. Each additional 40 words for \$10. For info, email to: julie {at} ppgba.org

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510/238-8905
www.imagetechdigital.com

Unclassified Ad

Professional photographer downsizing! Equipment for sale

– Backgrounds (canvas and muslin) – Light stands – High density foam stone/brick arch and wall – Assorted props – Beautiful office storage cabinets – Soft boxes – 7ft Larsen soft box – Umbrellas – Reflectors – Ikelite U/W housing and camera – ‘Porter Case’ hard shell wheeled camera case – Metz 60 CT4 flash – Motorized background unit – Fainting couch – Satin lined 5ft wide clam shell prop (perfect for babies or mermaids:) – Feather boas
-- and much, much more!!!

Call Richard at 925-229-2939 for more information & photos.