

## David Lee Michaels

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**From:** Robert Harris [filmrob@msn.com]  
**Sent:** Tuesday, June 07, 2011 8:45 PM  
**To:** davidleemichaelsphotography@cox.net  
**Subject:** VPPA: Capital District Newsletter

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# VPPA Capital District Newsletter

June 2011

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## Governor's Message

June Program

Summer Picnic

Summer Seminar

Happy June! Many of you are embracing the wedding season and enjoying time outdoors as the senior portrait season is getting underway. As I've been working on marketing and improving my business I have been reading what more experienced photographers have to say on the subject. I just want to share a few ideas with you on what I've found. Beverly Walden recently wrote about making our clients feel special and being consistent. We are privileged to be in such a wonderful industry where we own and operate a small business where we can be personal and connect with our clients. Create a relationship with your clients and be personal with them. Be consistent with your operating procedures so every time any client experiences your business they will be treated in the same way. It is better to do less that can be repeated than more grandiose things that can not be repeated. Especially in these economic times these things will help create loyalty and keep our clients coming back. Join us this month for Ellen LeRoy and Leslie Mills (from NC) as they will be speaking on "High End studio on a Low End Budget" We hope to see you all there.

Keep Smiling  
Stephanie

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**June Program Wednesday June 15th**  
**Location: Commonwealth Photography 7:00pm**

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*Speakers: Ellen LeRoy and  
Leslie Mills from North Carolina*