



April 24, 2019

Dear friends,

As we move closer to summer and another school year draws to a close we will start to look forward to yet another school year. The most recent photo seasons (Fall and Spring) gave grown smaller for me over the past few years as I have whittled away many schools, but, I've maintained the cream of the crop schools (if you are getting this letter, then that's you) because I still really enjoy the process that I started so many years ago and I'm not ready to give it up, yet.

In fact, I enjoy it enough that I am going to expand (again) my school roster for the new year. Not anything really big, just enough to keep me active as a photographer and still do what I have always loved. To accomplish that, I would like to ask for your help with a few things that will hopefully ensure success.

1. The first is a short letter recommendation about working with JA Photography (you can email your letterhead (as an attachment) to photo@japhotography.net). I'll use this letter when engaging with new prospective schools.
2. A Google review. I'll be honest here, I blew it about 2 years back when I upset 2 mothers who left nasty reviews. I'd like to bury those reviews with favorable reviews from all of you and any of your parents who loved their children's portraits. Just go to Google and search for *JA Photography Fresno reviews* (make sure you find me, there are a few JA Photography studios, I knew I should've registered that name back in the mid-eighties) and leave a review.
3. The schools I am looking for are like your own. I am not looking for the giant private school that I have done in the past. I am looking to going

back to my roots, small private schools of 50-100 kids. I am going to provide what I have always provided: beautiful, natural looking portraits of children taken in a custom setting and delivered to parents in a timely manner. No student ID cards, and no more composites (don't worry if you are getting composites now, that won't change, just no composites for new school, only group class photos).

4. If you know of another school that fits the criteria and can send the name of the school and or contact name and number, that would be greatly appreciated. Please enclose in an email

I am only looking for another 10 schools to augment the Fall and Spring seasons. Not a lot, just enough. I feel now, at my age, that I am doing well, I'm healthy and active and I'm just not ready to call it quits.

And lastly, let's get your Fall and Spring dates set as soon as possible. I will have Katy call you right away and get your school scheduled. You will ALWAYS get first choice on dates and knowing where you are in the calendar and geographically allows me to schedule the new schools accordingly.

As always, I thank all of you for the honor of having me as your school photographer for these many years and in the case of The Growing Tree Preschool in Stockton CA, that's 36 years - wow!

my love to you all,

John Alden