





### Making your list and checking it twice

This time of year, we seem to work at warp speed. I don't know about you, but we have to remind ourselves that it is a marathon and not a sprint. We know how important your holiday orders are for your customers and your bottom line. That is why we always make sure we have plenty of extra staff on hand to fulfill your orders this time of year! All orders are completed in regular service time, but due to shipping times, you may need a longer lead time to insure your order arrives to you before Christmas. Be sure to check out our <u>holiday</u> <u>ordering deadlines</u> that take these shipping schedules into consideration. Please don't hesitate to reach out to us with any concerns, questions, or suggestions. We hope you enjoy a little down time towards the end of the month during the holidays. From our staff and family to yours, we wish you a wonderful Christmas and a Happy New Year!

# table of contents Specials Holiday Cutoff Dates Our 50th Anniversary New Products Software Schools & Sports Education Employee Highlight On the Road

(these links may not work on mobile devices)

## new products



### new wooden snowflake ornament

Our 2019 ornament is here! The rustic <u>wooden snowflake</u> makes a simple statement on your tree. Personalize the front by adding your image to a generous 2-inch round metal. Then, choose Merry Christmas 2019 or Happy Holidays 2019 for the back greeting. This is a great way to personalize and remember 2019 for years to come. Plus it only costs \$13, making it the perfect stocking stuffer, package tie or thank you gift for your special clients.





**new stitched photo covers** We are excited to announce our NEW Stitched Photo Covers, available for our <u>Gallery Lay-flat</u> <u>Albums</u> and <u>Photographic Pano Books</u>. These covers offer the ultimate in personalization; the best of both worlds! Design the front photographic cover using your image printed on Velvet Touch matte paper or textured



canvas paper. Then, accent the cover image with stitching and a spine and back in your choice of colors in premium leather, genuine leather, faux leather, linen, or silk.

Image by Kia Bondurant Photography

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### MacOS 10.15 Catalina update

H&H Velocity and hhstudio are now Catalina compatible.

hhschools & hhsports - H&H development team is actively testing hhschools and hhsports but we do NOT recommend upgrading to the MacOS Catilina operating system. We also recommend any new Apple computers purchased this fall for the use of any of the hh apps use OSX 10.10 Yosemite to 10.14 Mojave. If you want to run hhschools or hhsports at this time.



**new products and sizes now available** We have two exciting software updates to to share with you! First, our new Stitched Photo Cover albums and photo pano books are now available to order through Velocity. Second, you can now order albums and photo pano books in 4x5, 5.5x7, 8x10, and 11x14! This new aspect ratio comes complete with proportional page layouts.

Both of these exciting new product lines are available today using the auto-update feature within Velocity.

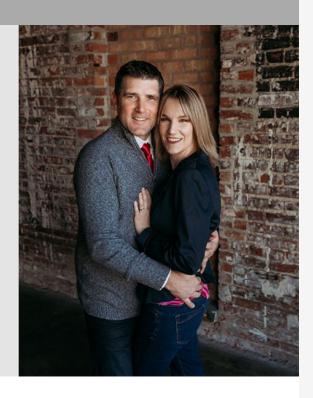
# ALBUMS & BOOKS





Download & Info





### total sports blog

We launched our new sports blog on sports.hhcolorlab.com to keep you up-to-date on everything happening in the sports photography industry. Watch for new blogs each week!

Here is our latest blog post; 6 Tips to build and stay a healthy husband and wife sports photography team.



### **EARLY BIRD DISCOUNT ENDING SOON – SCHOOLS 201**

Have you registered for our Schools 201 class yet? Early bird registration ends December 20th. Join us for this 2-day class that focuses on sales and staffing strategies to grow your business.

Register Now!

### facebook school & sports group

Are you on facebook? Join the hhschools user community. This is a safe place where a community of school and sports photographers who partner with H&H can help one another by sharing the best ideas on how to use hhschools software to save time and help grow your business.



Join today!



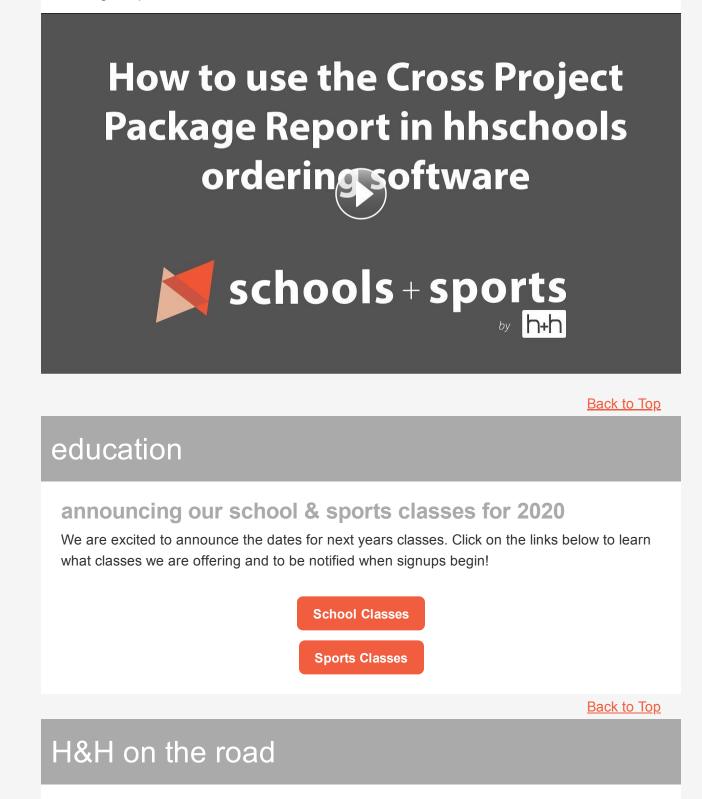
new color block portrait program Be Bold. Be Bright. Be You!

Do you struggle to set yourself apart from the same old school program presented year after year? We, at H&H, want to help. We've made it easy for you to offer a program as unique as you. Take a fresh new look at spring portraits. The new Color Block portrait program allows you to take one pose, one knockout, and get two great looks. This green screen program has been tailored to compliment playful expressions with bold background colors. Are you struggling with online engagement? The Color Block program can help with it's exclusive online-only packages and background offers. Everything has been planned and outlined for you. We've prepared the lighting, backgrounds, products, and even the marketing materials for you. Your competition will not be able to even come close!

More Info

low did your lan go:

What is your most popular package? What about add-ons? Watch this video to learn in 2 minutes how to see sales trends across all of your hhschools projects with the Cross Project Package Report.



<u>Please click here for a full listing of events</u> we will be participating in. We will make every effort to keep this calendar updated, including additional speaker information as we finalize details. Hope to see you at the shows!

Imaging USA January 16-21, 2020 Nashville, Tennessee

### View Event Website

We are very excited to be part of Imaging USA once again! We will be celebrating our 50th anniversary in 2020 with a special giveaway, sponsoring some fantastic speakers, showcasing our popular GAP Speaker Lounge, plus featuring our NEW H&H Theatre located in our booth! To learn more about all we have planned, click the link below. Keep checking in as we will keep this page updated as we get closer to Imaging 2020.

Imaging USA Schedule

### **SPAC**

January 22-25, 2020 Las Vegas, Nevada

### View Event Website

We are so ready for SPAC 2020, the School and Sports conference you do not want to miss! SPAC is the largest independent school and sports photographers conference and trade show in the world...with 9 countries represented last year. And, they are on track to have their largest attendance ever for 2020.

This year, in the absence of the bowling event, we are excited to announce the all NEW Speakeasy, a Thursday night party co-sponsored by SPAC and H&H! All SPAC attendees are invited. Featuring live band, appetizers, cocktails, and plenty of social time. Want in? Shhhhh... get the secret code by <u>sending in your RSVP today</u>.

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