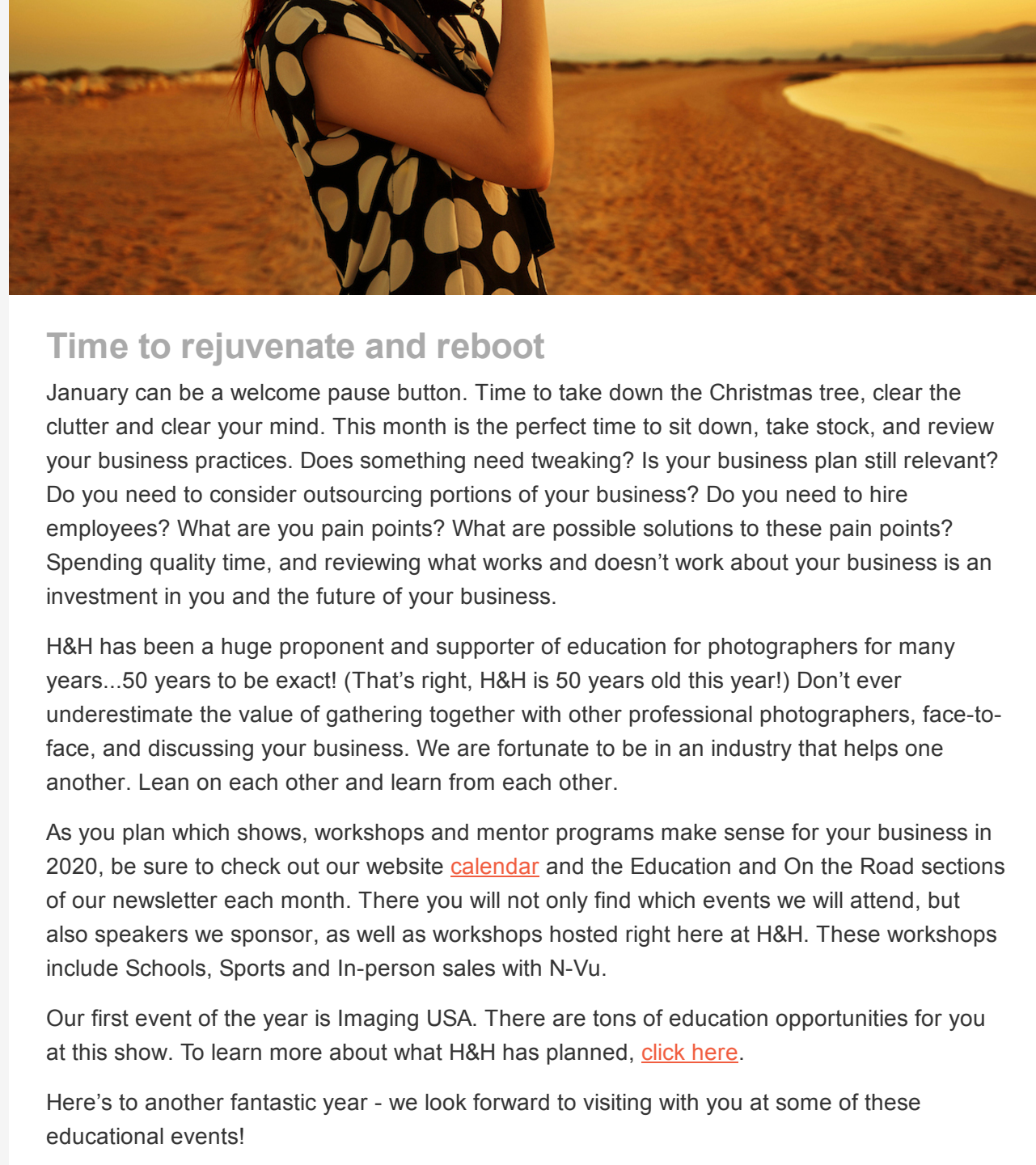




CONNECTIONS NEWSLETTER, JANUARY 2020



Time to rejuvenate and reboot

January can be a welcome pause button. Time to take down the Christmas tree, clear the clutter and clear your mind. This month is the perfect time to sit down, take stock, and review your business practices. Does something need tweaking? Is your business plan still relevant? Do you need to consider outsourcing portions of your business? Do you need to hire employees? What are your pain points? What are your possible solutions to these pain points? Spending quality time, and reviewing what works and doesn't work about your business is an investment in you and the future of your business.

H&H has been a huge proponent and supporter of education for photographers for many years...50 years to be exact! (That's right, H&H is 50 years old this year!) Don't ever underestimate the value of gathering together with other professional photographers, face-to-face, and discussing your business. We are fortunate to be in an industry that helps one another. Learn on each other and learn from each other.

As you plan which shows, workshops and mentor programs make sense for your business in 2020, be sure to check out our website [calendar](#) and the Education and On the Road sections of our newsletter each month. There you will not only find which events we will attend, but also speakers we sponsor, as well as workshops hosted right here at H&H. These workshops include Schools, Sports, and In-person sales with N-VU.

Our first event of the year is Imaging USA. There are tons of education opportunities for you at this show. To learn more about what H&H has planned, [click here](#).

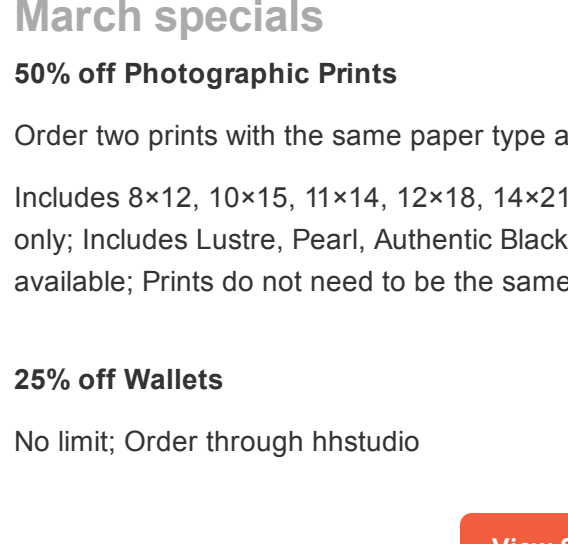
Here's to another fantastic year - we look forward to visiting with you at some of these educational events!

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(these links may not work on mobile devices)

january specials



50% off sample albums

Coupon code: **MSALBUMS50**

Time to update your studio album samples and get ready for bridal shows!

Includes all albums and photographic pano books.*

*"STUDIO SAMPLE NOT FOR RESALE" will be stamped on the inside of the back cover.

No limit, expires 1/31/20

*Does not include our new luxury Salvatore Cincotta Album Collection.

30% off sales sample sets

- No limit
- 30% off Holiday, Foil, and Press Card Sample Sets
- 30% off Jewelry Sample Sets (Use Code: **MSSAMPLEJ30**)
- 30% off Album Swatch Sample Box (does not include Salvatore Cincotta Collection)
- 30% off Classic Modern Frame, Gallery Wrap Frame, Print Frame Sample Sets
- 30% off Metal Sample Sets
- 30% off Ornament Sample Sets
- 30% off Finishing and Coating Sample Sets
- 30% off Paper Sample Sets
- Expires 1/31/2020



February specials

25% off Framed Prints

Includes all frames-including Designer Frame Collection, as well as all Framed Torn Edge prints.

March specials

50% off Photographic Prints

Order two prints with the same paper type and receive 50% off of both.

Includes 8x12, 10x15, 11x14, 12x18, 14x21, 16x16, 16x20, 16x24, 20x20, 20x24, and 20x30 only. Includes Lustre, Pearl, Authentic Black and White and Matte paper, when sizes are available; Prints do not need to be the same size; No limit; Order through hhstudio.

25% off Wallets

No limit; Order through hhstudio

[View Specials Page](#)

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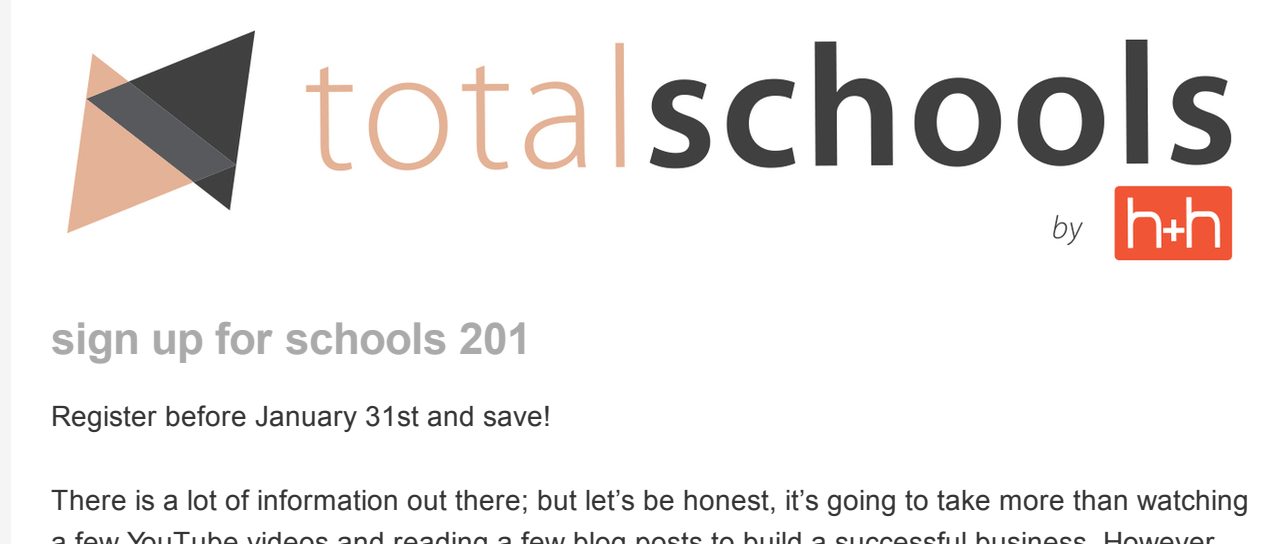
software



MacOS 10.15 Catalina update

H&H Velocity, hhstudio and hhschools are Catalina compatible.

hhsports - We do NOT recommend upgrading to the MacOS Catalina operating system for use with hhsports at this time. We expect a release of hhsports to be Catalina compatible by the last week of January.



new products and sizes now available

We have two exciting software updates to share with you! First, our new Stitched Photo Cover albums and photo pano books are now available to order through Velocity.

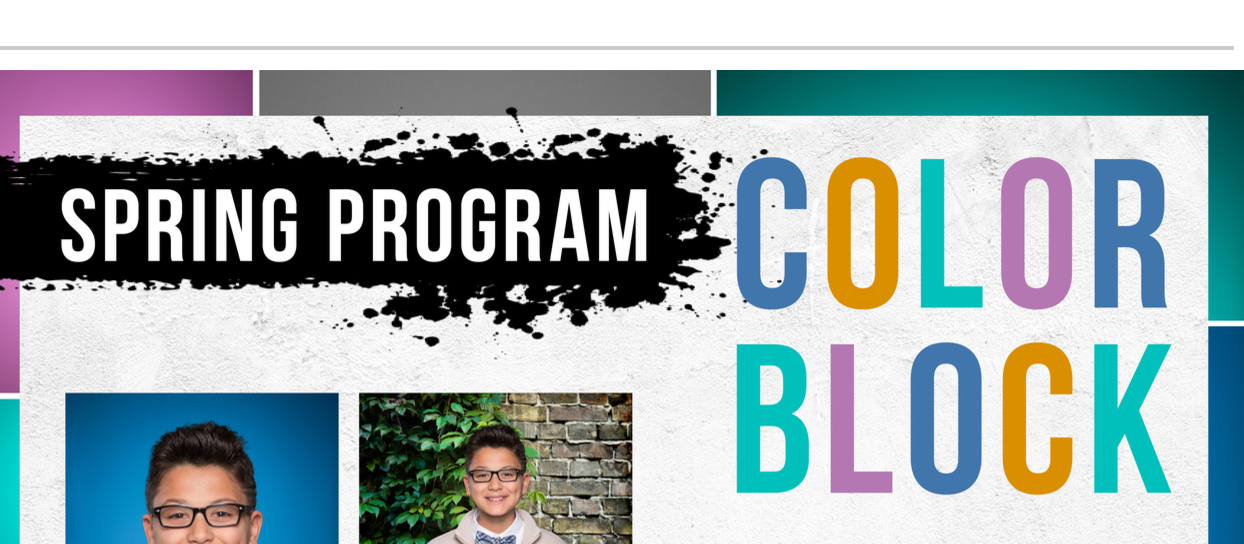
Second, you can now order albums and photo pano books in 4x5, 5.5x7, 8x10, and 11x14! This new aspect ratio comes complete with proportional page layouts.

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

[Download & Info](#)

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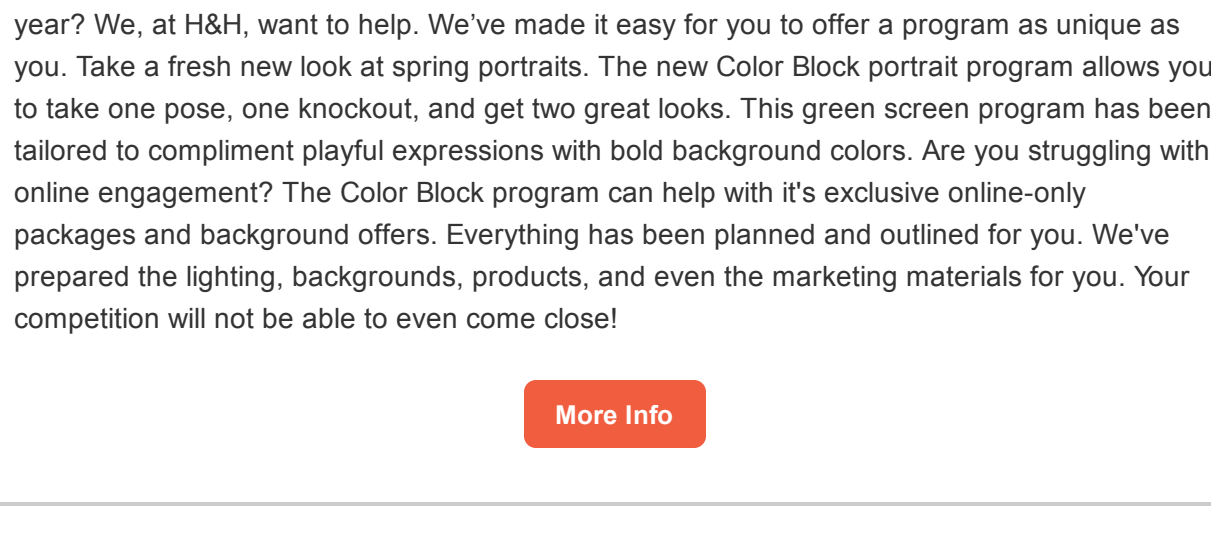
schools & sports



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!

[Read our latest blog post!](#)



sign up for schools 201

Register before January 31st and save!

There is a lot of information out there; but let's be honest, it's going to take more than watching a few YouTube videos and reading a few blog posts to build a successful business. However you prefer to learn, H&H Color Lab has an education solution for you.

Join us February 17-18, for two packed days focusing on improving your sales and staffing strategies to grow your volume school photography business.

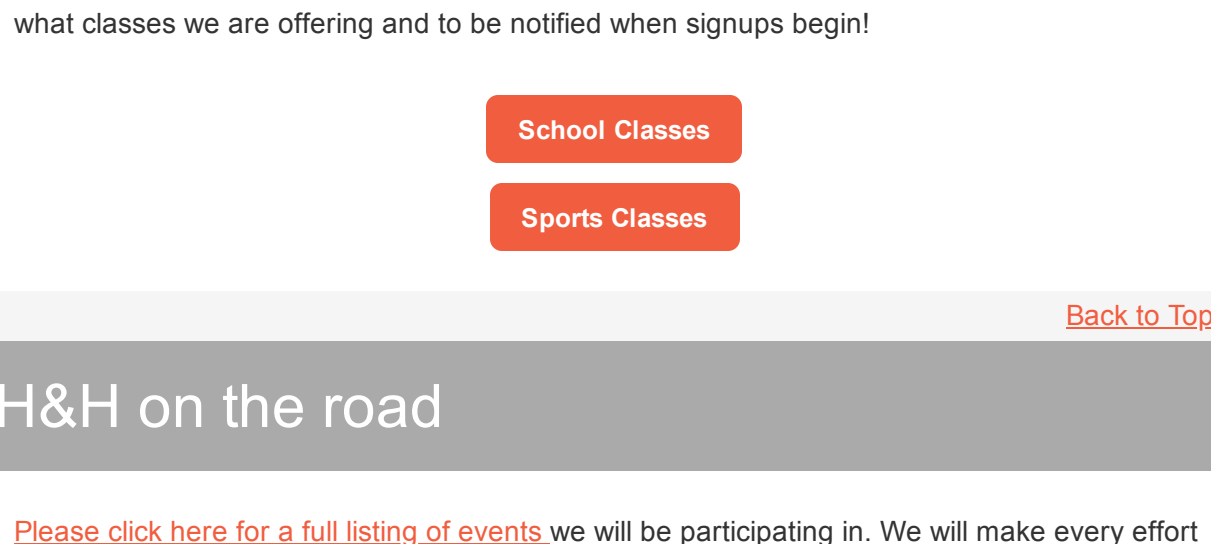
Register now to lock in the \$249 price.

Don't wait—after January 31, the price will go up to \$289.

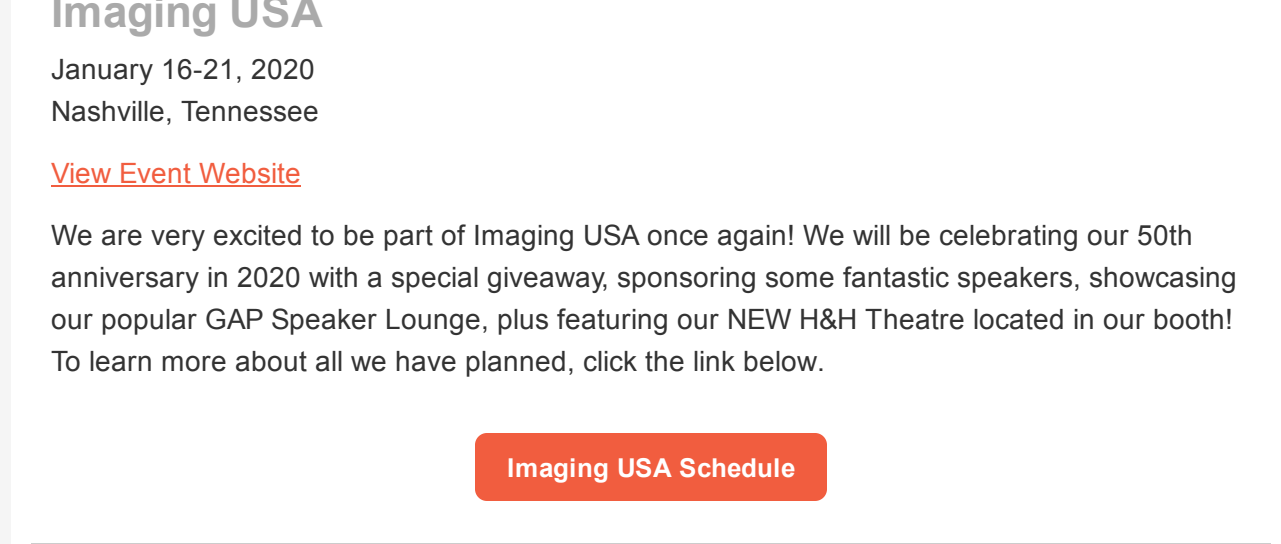
[Register Now!](#)

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

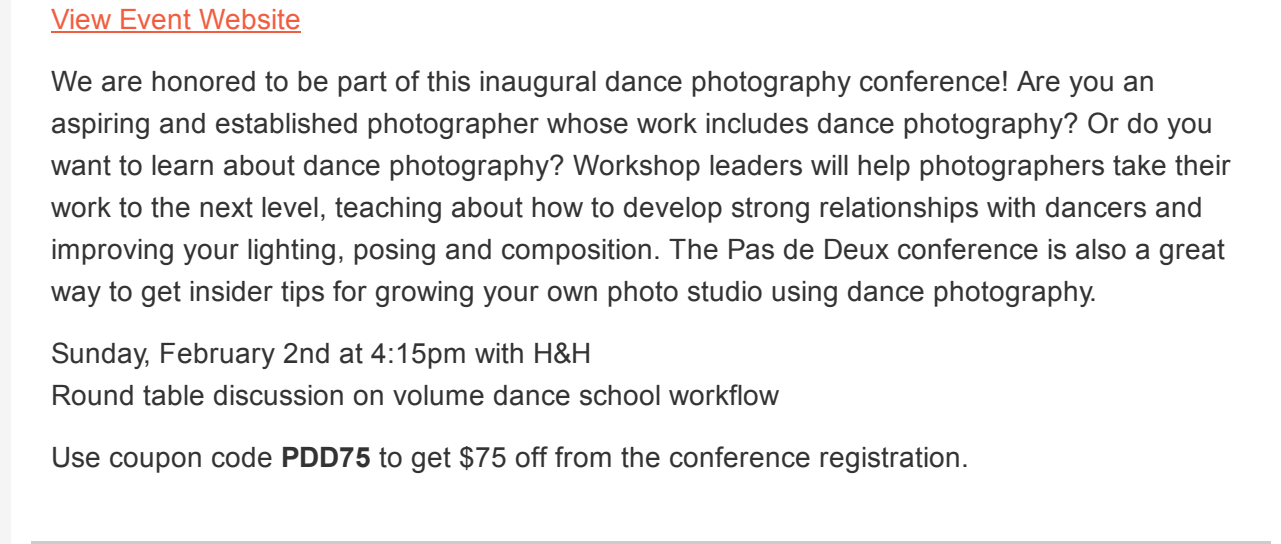
Be Bold. Be Bright. Be You!

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](#)

how did your fall 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.



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education

announcing our school & sports classes for 2020

We are excited to announce the dates for next years classes. Click on the links below to learn what classes we are offering and to be notified when signups begin!

[School Classes](#)

[Sports Classes](#)

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H&H on the road

[Please click here for a full listing of events](#) 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.

[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 international 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. If you are a volume photographer and you haven't available January 22-25, sign up now! Trust us, you won't regret it.

When you get there, stop by our booth, and visit with Ben Lamb, our resident Knockout expert at H&H. He will be at SPAC this year to answer any questions you have about Knockout!

This year, we are excited to announce the all NEW South Point 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? [Click here to get the secret code today!](#)

Pas de Deux Dance Photography Conference

January 31 - February 2, 2020
Phoenix, Arizona

[View Event Website](#)

We are honored to be part of this inaugural dance photography conference! Are you an aspiring and established photographer whose work includes dance photography? Or do you want to learn about dance photography? Workshop leaders will help photographers take their work to the next level, teaching about how to develop strong relationships with dancers and improving your lighting, posing and composition. The Pas de Deux conference is also a great way to get insider tips for growing your own photo studio using dance photography.

Sunday, February 2nd at 4:15pm with H&H
Round table discussion on volume dance school workflow

Use coupon code **PDD75** to get \$75 off from the conference registration.

Professional Photographers of Nebraska

February 7-9, 2020
Grand Island, Nebraska

[View Event Website](#)

Come see us in Nebraska! Nebraska's Annual Conference includes a State Print print competition, a weekend of Mardi Gradi themed events, tradeshow filled with vendors, National speakers with topics including photoshop, pet portraits, commercial, film, black & white, landscape, business networking and more! H&H will have some new products for you to touch and feel, plus our own Terry Tuggle to visit and network with!

Kansas PPA Winter Shutter Expo

February 21-23, 2020
Manhattan, Kansas

[View Event Website](#)

Join us for three days of fantastic speakers, hands-on programs, print competition, fellowship, hospitality, and awards banquet! Come see some of our beautiful new product collections from H&H!

SYNC

February 21-24, 2020
Destin, Florida

[View Event Website](#)

SYNC 2020 is the premier portrait, HS senior and youth photography conference in the USA. It is jammed pack with some of the best presenters in our industry and friendly photographers who are willing to sit with you, learn with you and grow with you.

Register now for this conference - it is definitely one you don't want to miss!

We are honored to be sponsoring:

KEYNOTE BY JEFF HENDERSON

SYNC Opening Night
A Better Way to Build Your Business
Friday, February 21, 2020 6:15pm

[View Keynote Info](#)

You are invited to join us for a dynamic keynote presentation by Jeff Henderson, author of the book, FOR - A Growth Strategy for Work And Even Better Strategy for Life. Jeff Henderson is an entrepreneur, author, and business leader. He was recently named by Forbes Magazine as one of the twenty speakers you shouldn't miss.

Dorie Howell and Rachael Boer

IPS Mastermind
PROGRAM: From the Practice Room to the Sales Room

[View Program Info](#)

In this engaging program, Rachael and Dorie share how their experiences as professional musicians have translated into their careers as successful photographers. You'll learn about mindset tricks that are used by the top 1% of musicians and other performers at schools like Juilliard and on stages across the world, and how they can benefit photographers in the sales room. The lessons learned in the practice room, such as mental preparedness, tenacity, persistence, and confidence translate beautifully for photographers who want to grow their businesses and achieve consistently higher sales.

Michael and Melia Winslett

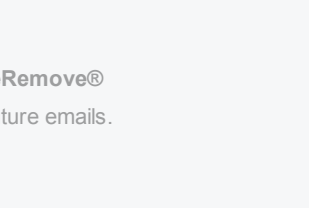
Michael&Melia Seniors

[View Program Info](#)

Carrollton, GA
Featured Photographers during the SYNC Senior Photo Shoot
Worship Leaders during the Faith and Worship service

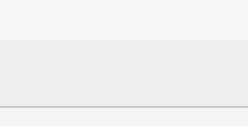
Known for their distinct use of studio strobes on location and vivid, three-dimensional images, Michael and Melia helped demystify on-location lighting in their two Jumpstart classes at SYNC 2019, where they fell in love with the SYNC fam! Michael's extensive background in the film industry has influenced their dramatic-leaning shooting style and passion for achieving the desired lighting looks in-camera. They understand that using studio lighting on location can be challenging, often distracting you from genuine interactions with your senior, which can leave your senior tense and timid.

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