

# Plum Borough School District

## School Photography Proposal



**251 Sunset Dr.  
Howard, PA 16841  
Gordon Barrey**

July 131, 2018

## SCHOOL PHOTOGRAPHY PROPOSAL

Mr. Zahorchak:

Let me take the opportunity to thank you for considering Inter-State Studio & Publishing Company for your school portrait needs. My goal is to offer your students a tangible memory they can hold on to for years, your parents a quality product with hundreds of affordable options and your schools the service and dependability they deserve from a vendor.

Inter-State Studio is a national full service, state-of-the-art photography and publishing company, specializing in providing service to America's schools for over **80 years**. Inter-State Studio has long been an innovator in the school photography industry. Our goal continues to be to demonstrate excellence in the products and services we deliver, to constantly refine our existing products and services, and to continue to be an innovator in delivering the most exciting new products available.

Our reputation is built upon our service to our customers. We firmly believe that no other company will respond to the needs of our customers as quickly and as efficiently as Inter-State Studio. *We will do what it takes to accomplish our unconditional pledge of 100% Customer Satisfaction. We offer a no questions asked retake policy, simply return the package for a retake.*

Enclosed you will find a customized proposal for Plum Borough school district. I believe you will be pleased with the flexibility we are able to provide across all lines of our products and services. *Inter-State Studio is bonded and insured for up to \$10 million dollars. We require all employees to obtain state mandated clearances.* All employees go through extensive training on both the technical aspect of the job and the people aspect – CUSTOMER SERVICE! We send only the best people who have experience photographing children. Thanks for your time, and I look forward to serving your Schools and families.

Sincerely,

Gordon Barrey



## ABOUT US:

When Inter-State Studio and Publishing Co. was founded, the concept was simple: take great photos of students for their school and parents. We have focused on providing quality photographs and services, outstanding customer service and have been an innovative leader in the industry since Guy Snyder founded the company in 1933. Today we are North America's largest family-owned school photography and yearbook publishing company. With offices located in 40 states, we are headquartered in Sedalia, Missouri, and have been proud to call it our home for over 80 years.

## Customer Service

Inter-State Studio & Publishing Company can directly tie our success to how we service our customers, administrators and parents. We understand how important it is to receive the photography products you require and the support you need to build quality yearbooks. For that reason we have created greater access to customer service through a team of trained individuals available to take your phone calls, emails, and live chats, not to mention our local experienced field personnel. For the past 80 years, we have been treating every customer like family.

## Professional Photographers

All employees go through an extensive hiring process which includes a criminal background check that includes National Sexual Offender Check, Nationwide Criminal Conviction Search and an extended criminal conviction search in every area lived in the past seven (7) years and social security number verification. Additionally, based on new PA state requirements, all employees will have their Act 34, Act 151 and CHRI clearances. We also utilize E-Verify to compare information from an employee's Form I-9, Employment Eligibility Verification, to data from U.S. Department of Homeland Security and Social Security Administration records to confirm employment eligibility.

# Quality Photography



- Strict No-Touch Posing Policy
- Real-Time Image View
- Hiring / Training
- Safety
- Experience
- Pre-loaded Data
- Accuracy
- Quality



*We Make You Look Good!*

## Fall Green Screen Digital Photography

- More choices for parents at no extra cost
- 80+ Styles to choose from including custom backgrounds of your school and community
- Two different programs offered to school: Tradition or Mosaic
- Low cost enhancements such as retouching, soft touch and name on wallets.



## Picture Day Process

We keep picture day fun by taking care of the details. Our well-trained staff will ensure picture day goes smoothly by efficiently photographing each student with our state-of-the-art camera systems. Our exclusive Camdex camera software matches each portrait with the student's data and displays a full-screen image of each child so the photographer knows that we have a great image. This means happier parents, fewer retakes and less disruption on make-up day.

**Satisfaction Guarantee** – Every picture we take comes with a 100% Satisfaction Guarantee! We make sure that the schools and families we serve are fully satisfied with our products and service. We work hard to make great pictures and if something isn't right, we work even harder to make it right.


**Our Employees** – We require background checks on all employees dealing with children. We also put them through extensive training on both the technical aspect of the job as well as the people aspect of the job – *CUSTOMER SERVICE!* We also have a corporate photography trainer on staff.


**Customer Service** – We take care of the details – which means when parents have questions we are available to answer them. We can be reached at our toll-free number, through our website, email or by Live Chat. We offer extended service hours during our peak times in order to accommodate all schedules. We give you access to our local office and representative cell phone numbers. Your staff's time is valuable. We will lighten the load by answering the school picture calls.

**Staffing of Picture** – Inter-State Studio partners with the school to insure your picture day runs smoothly! We sit down with each school and discuss what works for your school's needs. We typically suggest 1 camera for every 200 students, which is our starting point. If time is a factor, we come up with a plan that fits your school needs.

We provide all the tools you'll need to help promote a successful picture day...

### Parent Notifications





1 Month	3 Weeks	2 Weeks	1 Week	Day Before
Web Page LINK	Hallway Posters	Flyers	Email Blast	Picture Day Stickers



# Ordering Options



- Online Ordering
  - = Before or after picture day
  - = Students bring *nothing* to the camera
  - = Late orders...no problem!
- Cash or Check
- 2nd Chance option



## Online Ordering/Parent Services

- Online Ordering/Payment
- Digital Capture Photography used to capture the best possible expressions.
- Green screen technology offering a wide variety of background choices
- Online Store for Parents [www.inter-state.com](http://www.inter-state.com) – offers a variety of products that are not shown on the picture flyer that make great personalized gifts.
- Coffee mugs, Jewelry, Puzzles, Ornaments, Wrapping paper
- Second Chance notice sent to every student photographed in the fall and on retake day with a small photo (proof) to purchase a package, up to 18 months after picture day, with ordering instructions

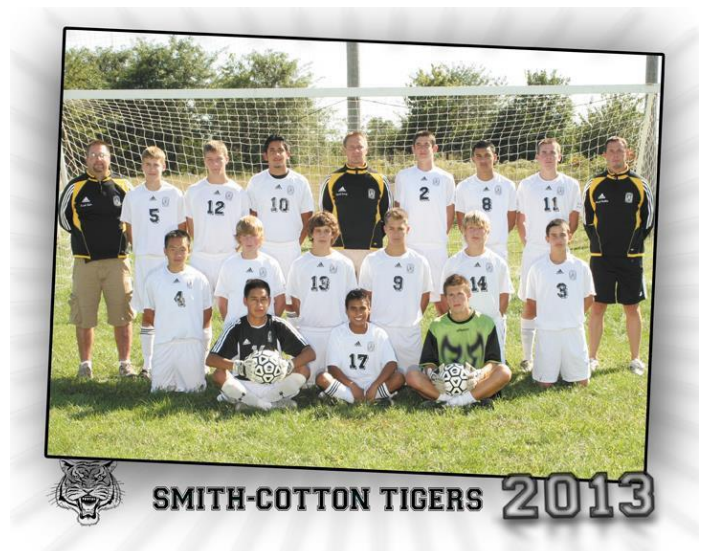
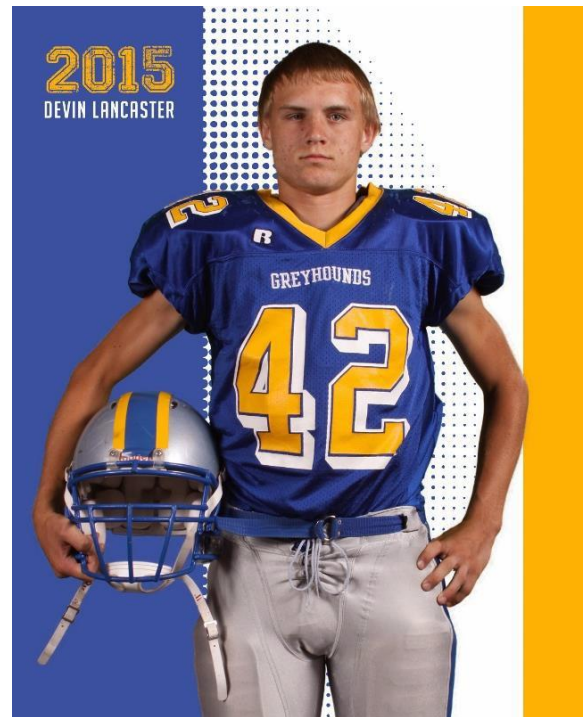
## My Digital Portrait – Student's photo offered on CD

- Parents can purchase their child's portrait with a copyright release.
- High resolution image on the CD.
- Print your school portraits at a retailer of your choice

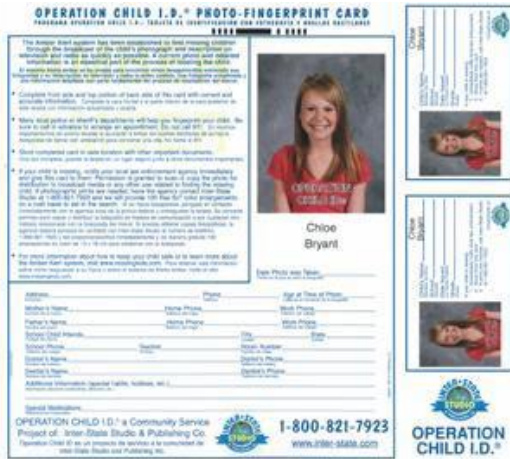


## Sports Photography

- 2 program choices!  
Extreme or Green  
Screen Photography
- Prepay Program with  
online ordering
- Pro Mate offering team  
and individual on  
8x10 with school  
colors and mascot
- 16x20 for school
- Individual pictures  
given for "Wall of  
Fame" at request
- Team and individual  
photos on a CD for  
publication prints
- 8x10 for all coaches
- Photo banner for State  
Championship Teams



## Operation Child ID Photo Fingerprint Card



- A permanent record card for parents featuring their child's photos, physical data and fingerprint set. 2 free child safety cards for each student and 1 large card for the family file.
- Every student will receive a Child ID, regardless if package is not purchased
- "Safe Schools" resource kit includes "Amber Alert" information.
- 100 – 5x7's printed and shipped to local authorities in an emergency.

## Staff and Student ID Cards

- Inter-State Studio will provide ID cards for all students and staff.
- School colors, mascot and custom ID designs.
- Barcoded with or without readable ID number.
- ID's printed On-Site
- ID's printed in Office w/48 Hour Turn
- Temporary ID Cards available if needed



## Student Image CD's provided to meet all School's Needs



**SCHOOLDEX CD** - An innovative program developed by Inter-State Studio which allows you to print great looking award certificates with student photos in full color. Print new or replacement photo ID Cards for students and staff. Print barcodes for use of ID Cards, class rosters and school directories. [Training from local representative!](#)

- Yearbook CD's formatted according to PSPA standards.
- Student Management System CD's (My Star, PowerSchool, Ed Line, etc)
- Lunch Program, Library Program
- CD provided for each picture day or one combined CD, whichever you choose.



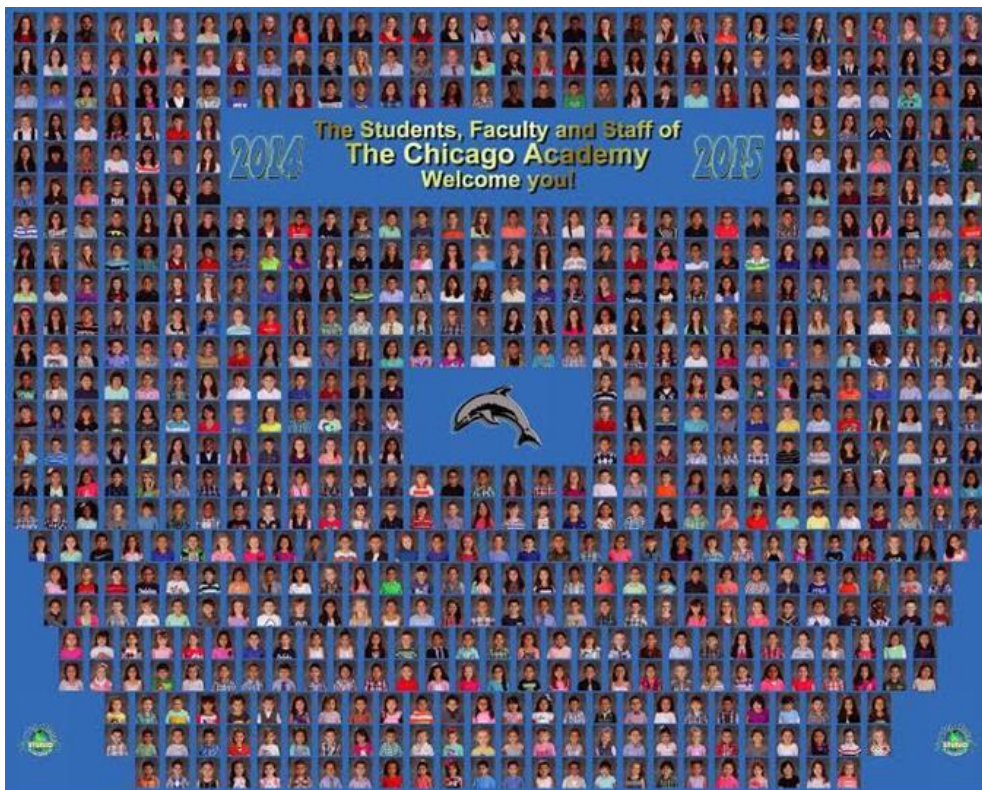


## ID-4 Service Print Service Print

- 4 or 9 Photos of each student - Varying sizes available of each student pre-cut with a self-adhesive back.
- Used for school records, projects for teachers, or awards certificates.
- Sorted to your school's specifications

## Total School Portrait

- Huge mural-size wall composite for school lobby or office.
- Features every student and faculty member.
- Schools have the choice to customize their own TSP.
- Helps build school spirit and class pride.
- Complimentary each year to every school.



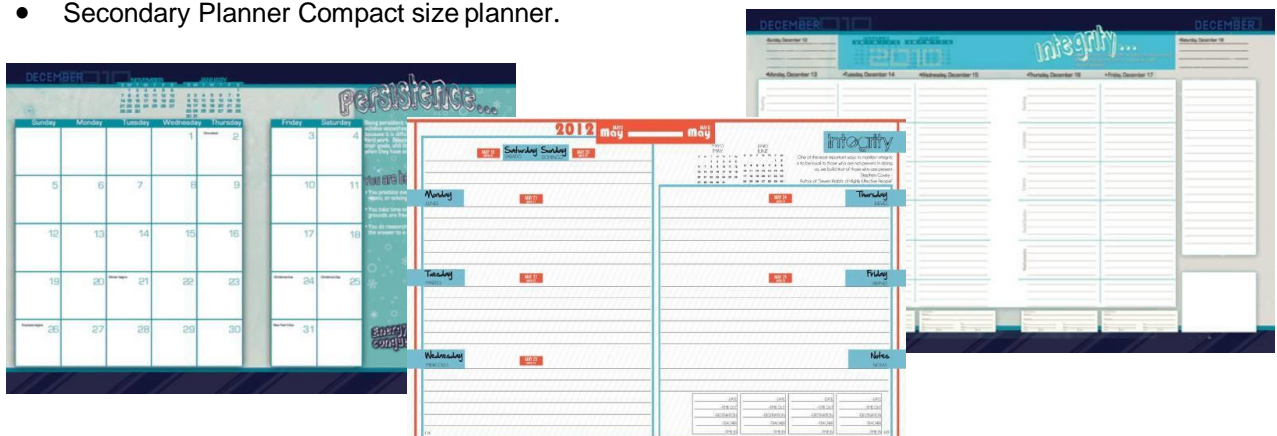
## Character Education Posters

- Create an inspiring environment, encourage learning and positive character traits with Inter-state Studio Character Posters.
- Customize for your school with a custom border color, message and images of your students!
- Perfect to display in classrooms, school hallways and the Principal's office.
- 20 x 24 with vertical and horizontal options available.



## Student Planners

- 3 Different Styles available that best fits your school's needs
- Primary Planner ruled lines for ease of writing.
- "Words of the Week" section.
- Elementary Planner different Character traits highlighted each month.
- Pre-printed subjects with parent/teacher signature area.
- Hall pass page.
- Secondary Planner Compact size planner.





## Classroom Grants & Scholarships



Tell us about a service learning project your class is conducting for a chance to win a \$500.00 grant for your project. Entries are judged by your peers. The entry with the most Facebook votes wins!



**Smile of the Year Annual Competition** - A \$1000.00 scholarship is awarded to the Grand Prize winner. Parents/legal guardians submit their child's school picture for entry.



Let your teachers know they are making a difference. Nominate that special teacher and give them a chance to win a \$300.00 classroom grant.

**Legacy Yearbook Contest** - Recognize your school's yearbook program for its outstanding efforts in yearbook design. Two first place prizes of \$500.00 are awarded to the winning schools' yearbook program.

## Inter-State Gives Back



# School Branding!



## Vinyl Banners

- Show your School Spirit!
- Custom Images are replaceable with any .jpg
- School Color Options & Custom Text Fields
- All text is replaceable and will size appropriately for available space

## SPIRIT FLAG

- Show your School Spirit!
- Custom Images are replaceable with any .jpg
- School Color Options & Custom Text Fields
  - All text is replaceable and will size appropriately for available space
  - 3 ft. x 5ft.

## Roll-Up Banners

- Looking for School Branding? What a great way!
- Custom Images are replaceable with any .jpg







**Still not convinced...**

**Why not let our current satisfied customers convince you!**

**“Look forward to working with your company again!!”**

*Diana Weaver, Secretary, Port Matilda El*

**“Great Day! Very smooth”**

*Mike Hall, Principal, Mill Hall Elementary School*

**“The photographer was fantastic with all ages of children. Can’t say enough good things about him.”**

*Michelle Burley, Secretary, DuBois Central Catholic Elementary School*

**“Very courteous and helpful. We were able to finish way ahead of schedule.”**

*Sarah Vickery, PTA Volunteer, Don Gill Elementary School*

**“Gordon has been a great rep for our school. Love working with him. He is always responsive to our needs.”**

*Wendy Fisher, Secretary, Bethel El. School*

**“We appreciate that your staff works with us in a co-operative manner & very few complaints.”**

*Janet Hill, Secretary, Rock L. Butler MS*

Multi-Year Agreement Proposal Offers  
*Based on a 3 year agreement for all underclass school photography.*

***For the District***

- \$18,000 Signing Bonus, paid as \$6,000 per year to school district.
- \$6000 per year in custom printed branding materials for your schools. This may include banners, posters, signs, etc. Inter-State will work with your district/schools to create custom designs specifically for your district.
- Custom formatted image downloads are provided to the district. This simplifies the compatibility with all your administration software.
- Each school will receive 10 free portrait packages that may be distributed to families in need. Additionally, faculty and staff may also opt to give their complimentary package to a student in need if desired. These students will be specified by the principal or school staff.
- ID cards are currently being provided for all students and staff in the district. Additionally, Inter-State will set up specific days, convenient to the district, to photograph all bus drivers, custodial staff and cafeteria staff. Any staff that does not attend these days can be photographed at any school in the district. If desired “Visitor”, “Volunteer” and/or “Substitute” badges are also available free of charge.
- Portrait stickers are currently provided to all schools for use on permanent records and classroom projects. These can be sorted to the schools specifications. If more than 4 are needed, additional are available free of charge. (See page 8)
- Student awards and certificates are available free of charge. These include “Student of the month” certificates, principal awards, get well cards, birthday cards, bookmarks, stickers and many other items. We will work directly with the schools to be sure we fulfill their specific needs. Additionally, software can be provided free of charge to allow schools to customize and print certificates and awards on site. (See page 7)
- “Total School Portrait” posters are available to all schools free of charge. (see page 8) These oversized posters include images of all the students and staff photographed. They are heavy laminated and designed to be displayed in a public area. They do not contain student’s names for security reasons. (See page 8)
- Student planners are available. Inter-State offers various sizes and layouts to meet the needs of varying grade levels. Planners can be customized to contain the districts handbook if desired. Various designs and color schemes can be customized to match your schools branding. (See page 9)
- Office staff and administration staff are provided with various calendar formats to help keep them organized throughout the school year. These are provided free of charge.

## ***For the Parents***

- Our operation child ID program is new and improved. In previous years, the fingerprint cards and identification cards needed to be requested and distributed by the schools individually. This year, we will be providing a free child identification card for all students who have their photo taken, whether they buy or not. Additionally, families now have the ability to print out additional identification cards online. They also have the opportunity to print out our fingerprint/mole chart form with instruction in case they have a child go missing.
- We do offer a family plan for those families with 3 or more children. This works across all schools in the district. All kids do need to attend Plum Borough school district. For these families, after the first 2 children, all additional kids are free.
- Inter-State will provide a free package to any parent helpers who assist on picture day. Parents are free to choose the package that works best for them.
- Inter-State has allowed parents to order before, on, or after picture day for years. Pictures are kept available to parents for at least 18 months, sometimes much longer. Parents who forget to order on or before picture day do have the ability to order after and have their pictures returned with the rest of the school. This can be done up to 72 hours after picture day, sometimes longer.
- Our customer service reps are available from 7:00 am to 7:00 pm Monday thru Friday during the school year. Additionally, our local office or rep can be reached between the hours of 6:00 am and 9:00 pm.
- School specific custom backgrounds are now available along with our 80+ other choices. These backgrounds can be pictures of your schools, picturesque community locations, or almost anything.
- Packages start at just \$17 dollars in the elementary schools. These packages include both a yearbook and class picture, which together is a \$16 value!
- Our “Smile of the Year” contest gives parents the ability to enter their child’s portrait to be considered in our annual contest. Grand prize is a \$1000 dollar scholarship for the child. The current grand prize winner was photographed by one of our own local photographers.
  - ✓ Inter-State now has two new way to communicate with your parents. Inter-State “Treehouse” allows us to email parents picture day notifications and flyers in the two weeks leading up to picture day. This will help eliminate the panicked call to school offices when parents forget.
  - ✓ “Image Direct” will email any parent who does not have an order on picture day a picture of their child 48 hours after the picture were taken. This will allow parents to be gently reminded and also see the image before ordering.