

a THOUSAND words



Fall 2009

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THE RASPBERRY PRESS CONNECTION



We want to share with you a fabulous new opportunity for fundraising for your school: it's Raspberry Press, the on-line provider of such photo items as calendars, mugs, t-shirts, and photo albums. Grynn & Barrett sees the school's relationship with Raspberry Press as a continuation of its relationship with us, and as a value-added aspect providing revenue for your school. How it works: Your school signs up to affiliate with Raspberry Press (which means it allows R.P. to list the school in its on-line listing of participating schools). Then, the parents of your students go to the Raspberry Press website and choose your school as the "affiliate" for their orders. That is all that is needed for the school to receive a 15% profit from those orders. vParents hear about Raspberry Press from the flyer we tuck into their G&B orders. Rather than the mega pharmacies producing image-related items for them, parents can choose an option that gives back to the school. And, the first photo album they produce on Raspberry Press is free. It's great for parents because any photos they have on a CD or electronically can be used to create any of the many products available. We found R.P. when researching to find a provider for photo-related products, and we love them!

If you are already a G&B school, you won't have to do anything. We've signed you up. Periodically, you will receive flyer specials to pass out, or not, as you wish. Soon, you will see profit-sharing checks come into your school from Raspberry Press. Go to www.raspberrypress.com and check it out. No obligations; lots of positives.

raspberrypress.com
Tradition done differently

15%
Back to your school
From raspberrypress.com

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Senior sittings in HIGH SCHOOLS



Every year, you see Grynn & Barrett's photography staff in your school, taking senior portraits in the summer and fall. With the economy the way it is now, and with consumers getting back to basics, we have met their needs in our \$25 Basic Session. The session has been \$25 for as long as we can remember, but now we've added more and different posing options that before could only have been done in our studios.

Today's senior can expect to have horizontal images, poses with props, and varied backgrounds when they sign up for a Basic Session...and still pay only \$25 for it...and still have it taken in the school building, where, for many, it is most convenient.

It is important for these sessions to be scheduled correctly, however, so that enough time is available to produce the outstanding images students expect. For this reason, we now necessitate appointments for all sessions we do in the school buildings. No longer is the Basic Session customer limited to head-and-shoulder images, although they are still provided. Focusing on parent and student needs in the current economy, we are doing more for your students—at the Basic price—affordable, value-added sessions that expand their choices to trilogies, panel prints, and fashion banners, to name only a few.

As we visit each of you this fall, be sure to take a look at our senior photography set-up. You'll appreciate the attention to detail, the varied look of our backgrounds, and the smiles on the faces of your seniors.

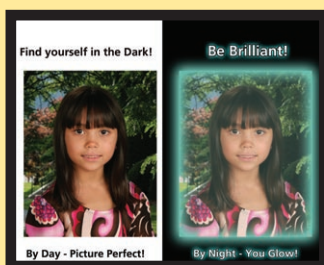
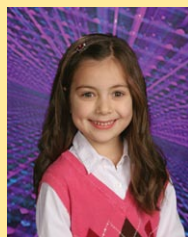


New K-11 Products

With the advances in "green screen" technology, Grynn & Barrett is bringing to you seven new backgrounds this year: gold, rain, wonder, bloom, euro, verge, and ocean. You can see these online, or call and we'll stop by with a flyer.

These new backgrounds add excitement for parents and students. Because of upgrades to our systems, you will continually see great new backgrounds in the future.

Along with the new backgrounds, a few new products can be found on this year's flyer: brilliant, which gives a photo a glow-in-the-dark aura, movers, which can stick to almost anything and then be re-stuck to anything else, and a photo mouse pad—first time on your flyer. All of these products are on the flyer at a much more affordable price than they would be purchased at after picture day. Another new item, the metallic paper, gives a great look to all the photos in the order, when it is chosen. Keeping in mind the way shoppers think today is the best way to reach a great number of new customers, so we are excited to provide new and unique items of value while maintaining affordable prices for your students and their families. See it all at www.grynnandbarrett.com.



Sports Coverage by Students Themselves

Imagine that the yearbook staff needs a photo of one certain player making a great catch in football. The advisor tells Jane to go to today's football game and photograph John making a catch. What could be easier? Especially, with the Nikon camera provided by Grynn & Barrett Studios for just this purpose. After all, who knows your players better than their fellow schoolmates?

We are helping our schools, with educational materials and recommendations, to capture their own

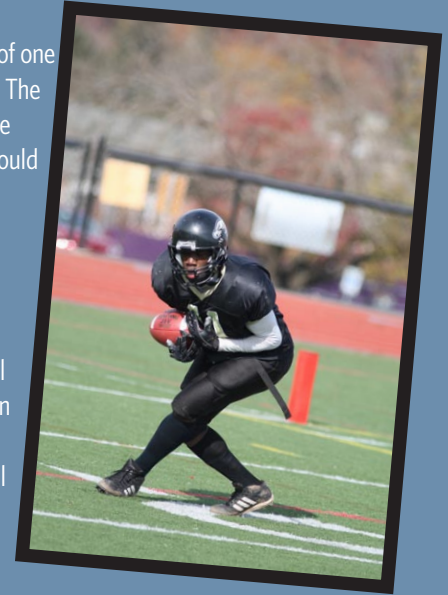
sports action for the yearbook, while keeping the photos looking professional.

With the different buying habits of seniors and their families today, our industry has seen a shift in its ability to cover all photo aspects of senior yearbooks. Our main goal, as a provider of imaging and technology, is to continue to support the yearbooks with portraits, team photos, groups, etc., and to add the guidance necessary for students on the yearbook staff to contribute photographically, too.

The Nikon camera that you receive from G&B has excellent follow-focus capability for sports action. Along with our manual that highlights most high school sports and how to photograph them, we're sure of a skillful job by the students.

As the company covering most of the major yearbook-appearing events, the proms, the dances, the team days and team group images, and especially the seniors themselves, Grynn & Barrett continues its support to the school and yearbook by providing necessary images for school management software, ID cards, graduations, and a myriad of other contributions each year.

So, when you see Jane on the field with her camera, know that she has been given the proper level of knowledge to capture a great action shot of John, as he makes his spectacular catch.



School Memory Books

“Life is a rough biography. Memories smooth out the edges.” -Dante G. Roque

Thank you to the many of you who have had your Memory Books, those soft-cover yearbooks for the middle and elementary school market, made through Grynn & Barrett Studios. They are fun for us, too! We love to see the great things the teachers

and students come up with for their books.

Last year was extremely successful with our new online building program. We were very happy with the quality and the results, and we know you were, too.

This year, you'll see many upgrades, more ease of use, and great design features and options.

If you are interested in our Memory Book program, please call 800-639-2104, and we'll get you started. Once said about memories: "Life is a rough biography. Memories smooth out the edges." Dante G. Roque



FIRST AID CONCEPTS

We here at Gryn & Barrett are personally promoting this fundraiser. We have never offered fundraising in the past because some of the things you sell are difficult or have little value (candy, wrapping paper, etc, etc). It's a unique fundraiser, a product with value that can sell easily, AND you get 50% of proceeds. Please read below for some details. If you'd like more info on this, please let us know and I will put you in touch with a First Aid Concepts associate.

- Are fundraising revenues slipping due to economy?
- Not all kids want to sell candy and candles but they can sell these!
- Are you looking for a fundraiser to help support your yearbook program, field trips and other school projects?
- Would you like to give every student an opportunity to earn the money to pay for their book?
- Is there something special you wanted to do for your kids but couldn't afford?

"First Aid Concepts" will provide you 50% of the proceeds toward your yearbook or any other activity by simply selling first aid kits. Below is a quick look at the first aid kits they offer. Just let us know, and I'll have a pdf version of their fundraiser brochure emailed to you.

With very little time and effort, your students and staff could raise thousands of dollars. For example, a student or staff member who sells ten (10) twenty dollar (\$20) kits raises \$200 with \$100 going directly to your activity fund.

With 10 sales at \$20 that would be \$2000 with \$1000 going back to you. If those same 10 students sell \$500 worth of first aid kits, that's \$5000 of revenue and \$2500 for you.

Set up a table at home football games. Go door to door in your neighborhood. The kits are ideal for family and friends for the home or in the car. They even have one for your pets.

Simply call or email your G&B contact persons if you are interested.

Best regards,

Gryn & Barrett Studios

FIRST AID
FUNDRAISER
FIRST AID ONLY.

ZIP & SEAL BAGS \$10/ea.

HOME

ACTIVE

TWIST-TOP TUBES \$15/ea.

AUTO

PET

SOFT BAG \$20/ea.

ALL-PURPOSE FIRST AID

HARD CASE \$25/ea.