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**"Things can happen when you least expect them..."**

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## STYLE HOME



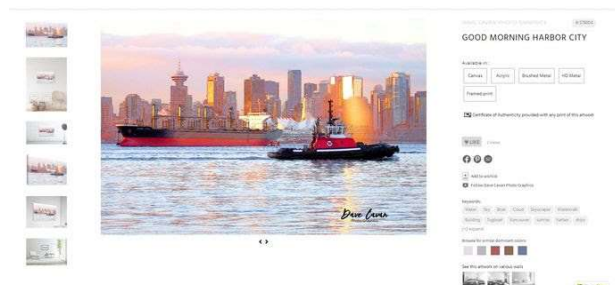
(continued)..so you always gotta be prepared" Or, so I've been reminded lately. When opportunity suddenly shows up, your ability to gain from it is a blend of your willingness to take the risks, and how well equipped you are to take advantage of the situation. Two weeks ago I had the unexpected opportunity to get inside what was happening at a national track & field championship held here in BC, something I've never even attended before let alone attempted to photograph. That experience will result in some images and probably a blog entry on our website in July. A truly fantastic day. And, I decided to run our first contest which was looking for a name for the above image - and try to figure out how to judge the great responses and award a print to the winner. In both cases it was a real learning experience, and now I'm ready to both of those again. With some solid lessons learned, I hope. The story behind the grain elevator image is told in some detail over on the [Photo Graphics Facebook](#) page - have a look at that if you get a few minutes. More about these things to follow - let's use this email to quickly cover a few very exciting updates, at least exciting for me!

**Content updates!** with a total of a dozen new images. [Action Graphics](#) updates include this feature image from the 2020 Daytona 24Hr. event, with glowing brakes at 4am on the Ford GT, one of my favorite race cars of the past decade. In the [Blue Marble store](#) there's images taken in France, Montana, the Caribbean, and Arizona. All places we all want to visit again, I'm sure. Let me know what you think about this batch of images.



**New website features** I am very pleased that I finalized an arrangement with Pictorem to provide services to support our objective of high quality in printing, framing, and shipping the images you see in our store. Also, Pictorem's support provides quite sophisticated software which is easily integrated with our website, and I have completed that integration. You can now enjoy a virtual gallery experience that is

really awesome to use. Choose the size, print media, and image you would like to see on a wall, and by [clicking on that image in our store](#) you enter the gallery, and can see how these options work in up to 70 different room settings. There is also a shopping cart, payment, and shipping capability you can use to complete a purchase. This is a great solution for our start-up photography business and I am very pleased we can provide this level of quality in our first year of operation. Following are examples of the windows you see when you click on any image in our store. Let me know how the experience works for you, please. And, yes, I still absolutely want to speak with you when you are looking at images and have a discussion with you about that process. It helps me to know whether (or not) any of our images would work for you, family, or your friends. **I definitely want this to remain a personalized service.**



FiAnd



*And finally, there's a new blog entry* in the content update this time. I had the opportunity to work with North American EV (<https://northamericanev.com/>) a few weeks ago to photograph their operation. I'm now aware that the electric vehicle business is going to be much more varied than I would have first guessed. Their team is designing vehicles that are unique, based on the great new technology, and they provide the type of customized service and product that is so appropriate today. I hope you get a chance to read this blog entry.

In conclusion: That quote above about detail - it's also about preparation. And that's what's so exciting right now - being able to handle the details that matter, and work with great partners who have that same philosophy is a fantastic way to be able to stay close to our core objectives. What a great thing to learn (again) at this point.

***“Things can happen when you least expect them so you always gotta be prepared. And pay attention to the details. The devil is in the details.”- Lesley Kagen***



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