

“What I like about photographs is that they capture a moment....”

1 message

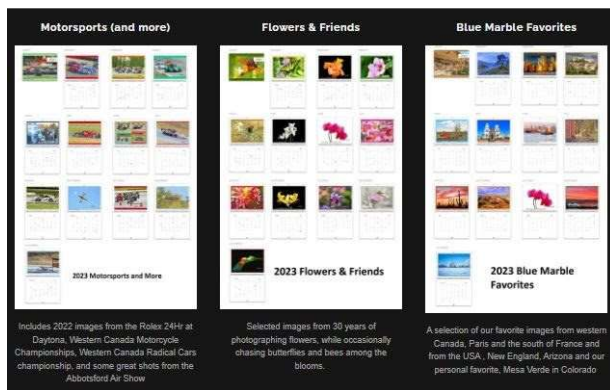
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Mon, Dec 12, 2022 at 6:30 AM



A classic old home in northern Virginia, decorated by Mother Nature herself for the holiday season

The fact that 2022 is rapidly coming to an end is undeniable now, although still a bit of a surprise to me! Every year has many things to teach us, but this year has been a consistent string of lessons, many of them with reality checks that I find myself cashing regularly. We are repeatedly told that we learn more from failure than from success and I believe that is true. But, I also believe we build on success and 2022 brought us a lot of things to build on at as we look forward to 2023. But first! There are some things to consider as we wrap up the current year.



The [2023 Photo Graphic calendars](#) are shipping to customers across Canada and the US. Initially it looked as if the Blue Marble and Flowers & Friends calendars would be the most requested, but there's been some real interest in the Motorsports (and more) version over the past two weeks. The printing and paper quality is great in all of the versions - I'm very happy with that outcome. The calendars are \$25 each including delivery. The payment process has been automated now ([link here](#)) as we continue to add new features to the website.

A New York City iconic holiday season view

Planning for 2023 includes some additional merchandise which will be available through the e-store. We have learned much about selling and working virtually, and I'm really excited about making more of these images available on day-to-day objects with the ability for our customers to customize the content. That means another upcoming website update to support that change - more improvements expected early in the new year.



The smallest things can create the best memories

The holiday season has always been important in our family with photos and videos a key to sparking memories of celebrations from decades past. Our experience with sharing these across generations, and to the many scattered locations where our families have settled is discussed in a [new blog entry](#) on the value of family photography, and how easy and satisfying it can be to pass memories forward. I hope our experience provides some ideas for your family's memories - it's a quick read.

This year has been amazing. What has made it so exciting and rewarding for me is quite simple - your advice, encouragement and support has been, and continues to be, the most valuable asset of our day-to-day experience, propelling us forward to try things we had not planned on doing, learning new skills and constantly feeling that we owe a debt of gratitude to all of you who have supported us. Thank you for that. And, in turn, Callyann and I hope you have the best possible holiday season this year, and we truly hope that as we grow and learn that what we are doing will have a positive impact for you. Merry Christmas, Happy Holidays, and all the best for 2023.

And, the rest of that quote by Karl Lagerfeld:

"What I like about photographs is that they capture a moment that's gone forever, impossible to reproduce." Karl Lagerfeld



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