



**CATHI NELSON** fell in love with photography in high school as the photo editor of her school yearbook. She soon found herself working two jobs to save up to buy her first professional camera. From that day on, Cathi became the photo historian of her family and friends. When her adopted son was placed in her arms years later, Cathi developed a passion for creating life book photo albums that she used to tell his personal story and how he came to be part of their family. She soon found herself sharing this passion with others and built a profitable business teaching others to do the same. By 2007, Cathi noticed a change as consumers shifted to digital photography. Not only was she helping people with their printed photos, but their growing, digital collections as well. Recognizing that this problem was only going to accelerate, she founded the Association of Personal Photo Organizers - a community dedicated to serving the needs of its members through training, support, and collaboration with industry partners. APPO has also played a key role in establishing a code of ethics that sets high standards for the rapidly growing photo-life industry. Today, Cathi remains firmly rooted in her vision to empower others to use visual storytelling as a means of preserving and sharing their personal life journeys.



## A STANDARD OF EXCELLENCE

*Product decisions are easier with our new Partner Endorsement Seal* **BY CATHI NELSON**

**As the association leader** in the growing field of photo organizing and photo life management, APPO is committed to identifying companies that offer superior customer service and quality products. We know your goal is to be an industry expert, which includes recommending products and services to your clients that meet your standards for excellence. It is a daunting task to sort through all the possibilities and takes a lot of time and energy. Well, your search for business solutions that you can trust is now easier than ever before. We are excited to announce the APPO Endorsement Seal, a new level of credibility that can only be earned by our partners if they meet the criteria developed by APPO and our Member Advisory Board.

**History of the Seal:** The photo industry is changing rapidly, and each day companies offer new solutions to meet the growing need people have in organizing and sharing their family photos, videos and stories. As personal photo organizers, your job is to be a reliable source of information and guidance to help your clients sort through the myriad of changing options. It can be an overwhelming task, and we know from personal experience that even the best companies with great intentions can go out of business or change their product or business strategy. Since 2009, APPO has strived to identify and partner with companies that provide outstanding customer service and high quality products so you can focus on what you do best, helping your clients

sort, organize, preserve and share their precious memories. By creating a seal of endorsement, we have made it easier for you to determine the best product or service for your client quickly and easily.

**Purpose of the Seal:** To identify partners who have an established track record within our community, and have met the highest standards of quality and service, determined by our membership.

The Endorsement Seal will allow you to:

- Enhance your credibility as an expert in the field of photo organizing
- Save you money with competitively priced solutions
- Save you time by identifying and evaluating companies based on established criteria
- Increase your confidence as an industry expert
- Add additional streams of revenue to your bottom line

We don't just recommend these solutions, we use them too!

Once we identify a company who is eligible for the APPO Endorsement seal, we will send a member wide survey with a weighted scoring system. To qualify, the partner must achieve a minimum score of 80%. When you receive a partner evaluation email, it is imperative that you complete these surveys if you have worked with that company so we can ensure an accurate assessment.

Once a partner is approved, we will notify them with a letter of congratulations and the APPO Endorsement Seal for use on their website and marketing materials. We will actively promote the designation in our social media channels and add the seal to their partner page along with the score and general comments.

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## CRITERIA FOR EARNING OUR SEAL

Some of the questions we ask before endorsing a company

We spent a lot of time considering this question, and with the input of our Advisory Board, decided upon the following criteria. In order to be considered for the APPO endorsement seal, a partner needs to be in good standing within the APPO community for a minimum of 3 months. And their product or service has been utilized by a minimum of 30 members. In the future, the APPO Endorsement Seal will be available to companies who are not APPO partners, but who meet our criteria.

1. How would you rate this company for their overall customer service?
2. Does this company respond by phone or email within 24 hours?
3. How would you rate the overall quality of this company's product or service?
4. How easy is it for you to navigate their website and ordering process?
5. Are you satisfied with the level of training this company provides, to help you understand how to use their product or service?
6. Does the product or service arrive within expected time frames?
7. Does the company have a good return or refund policy?
8. Is the product or service easy to use?
9. Is this product or service consumer friendly?
10. Does this product or service set you apart in the marketplace?
11. Does this product or service meet industry standards for digitizing, archiving or preserving photos and memories?
12. Does this company take an interest in your feedback and/or is this company present and engaged in our community?



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Phone: 1-800-739-6919

Website: [EZPhotoScan.com](http://EZPhotoScan.com)



APPO ENDORSEMENT SEAL | Tips & Techniques .....



We are excited about this initiative and have been diligently working on this for quite sometime.

I have great news!

**E-Z Photo Scan and Kodak Alaris are the first recipients of the APPO Endorsement Seal**

As we worked through this process, we knew there was a company that met all our criteria. In fact, our relationship with them has served as a benchmark for developing our criteria. I am thrilled to award our first APPO Partner Endorsement Seal to Kodak Alaris and E-Z Photo Scan. Rick Lippert and his team at E-Z Photo Scan are exemplarily leaders in supporting APPO members who offer scanning services to their clients. Over 125 APPO members have purchased the Kodak Alaris high-speed scanner, the PS50 or PS80 from E-Z Photo Scan. Purchasing a scanner is an investment, and there are many factors to consider when making your purchase decision. I encourage anyone seeking information on the right scanner to call the team at E-Z Photo Scan to discuss their options because I know the E-Z Photo Scan team will respond quickly, offer relevant business advice and not "upsell" anyone to purchase more than they need. They also provide outstanding customer service, education, training and support.

Congratulations to our friends and partners at E-Z Photo Scan and Kodak Alaris and we look forward to adding new companies and services to our list of Endorsed Companies.