

CUSTOMER SERVICE & QUALIFICATIONS



BILINGUAL CUSTOMER SERVICE

Your school will enjoy an experienced and complete Lifetouch support team ready to assist with any requests or questions regarding your school pictures you or your families may have. We offer separate toll-free lines for parents and school administrators to best assist you.

EXTENDED HOURS

Parent Customer Service Number | 1-800-736-4753

7:00 am to 7:00 pm Monday-Friday | Saturday 8:00 am - 7:00 pm

School Customer Service Number | 1-800-445-1191

8:00 am to 4:30 pm Monday-Friday

LIFETOUCH TEAM QUALIFICATIONS

Lifetouch has been in the photography industry for more than 82 years and we have the experience and qualifications to ensure a smooth running picture day with minimal time out of class for students and staff. Annually we hire more than 20,000 employees nationwide and we are prepared to provide the services required by your district and each school.



EMPLOYEE BACKGROUND CHECKS

The Lifetouch "We Care Enough to Check®" program requires each new and rehired field employee to pass an extensive background check which is conducted through Accurate Background, Inc. The check includes a search of criminal records in all counties across the United States where the individual lived during the previous seven years or additional addresses found through the social security number trace, a search of sex offender registries in states where available, and a driving record search. In addition, Lifetouch complies with all state and local required screening of employees and contractors working in your school. We take great pride that our team has passed the required background checks and are authorized to work in your school/facility:



TRAINING & RECRUITMENT



PHOTOGRAPHER RECRUITMENT

Lifetouch created a talent acquisition center for hiring photographers in 2017 called the SmileHire Photographer Recruitment Program. This team of HR professionals have been trained to source and screen for our school, seniors and sports photographers. The recruiters most important priority is to thoroughly phone screen all high potential candidates. The recruiters understand the skills and experience needed to be a successful photographer. They also understand how important it is for our photographers to be positive representatives for Lifetouch in our schools.

Our SmileHire recruiters have hired more than 2,700 qualified photographers nationwide since the program began in 2017. This initiative helps support and reinforce our mission to hire and retain quality photographers that will help capture and preserve memories in all schools that partner with Lifetouch for school photography.



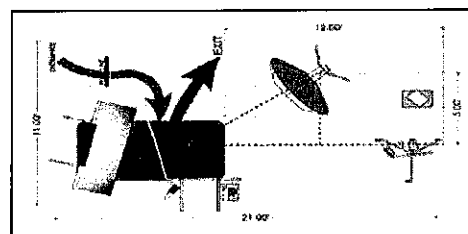
FRASER PHOTOGRAPHER TRAINING

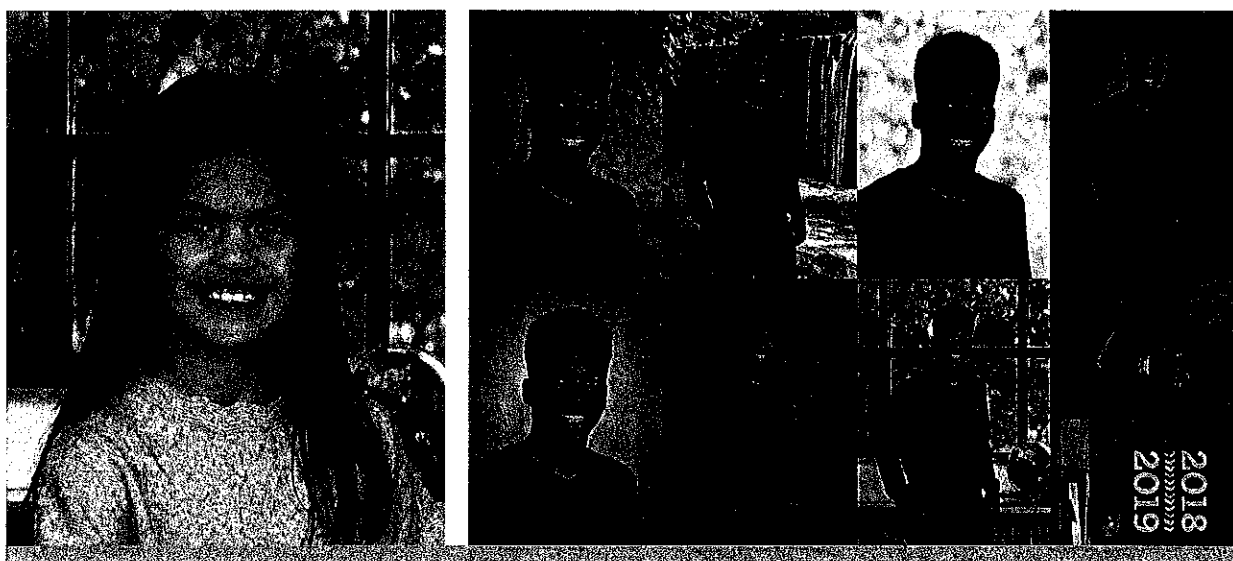
We photograph every child on picture day. All children should have their self-esteem uplifted by seeing themselves as a member of their classroom and school family. Lifetouch has partnered with Fraser, a nationally-recognized authority on autism, to produce a training video intended to make Lifetouch photographers more sensitive and more appropriate when photographing children with special needs.



ADA COMPLIANT FLOOR PLANS

Lifetouch camera sets are compliant with the American with Disabilities Act (ADA). Our setup prevents cords from obstructing traffic areas of students. We also avoid bulky props or stools to allow for a safe and secure open floor plan.

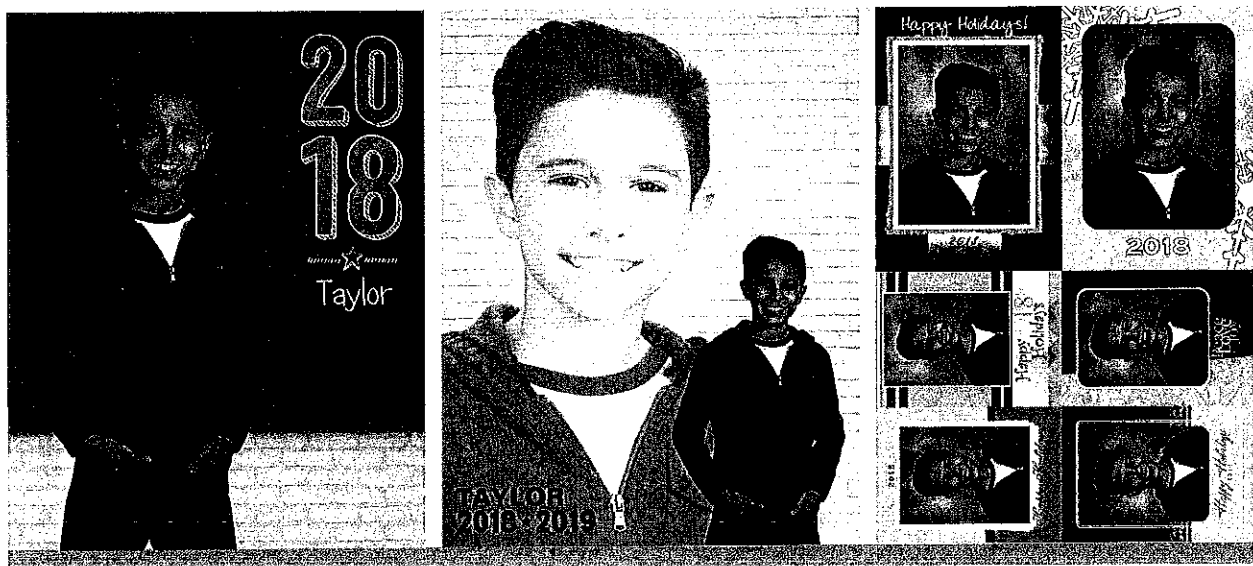




Fall Underclass Portraits

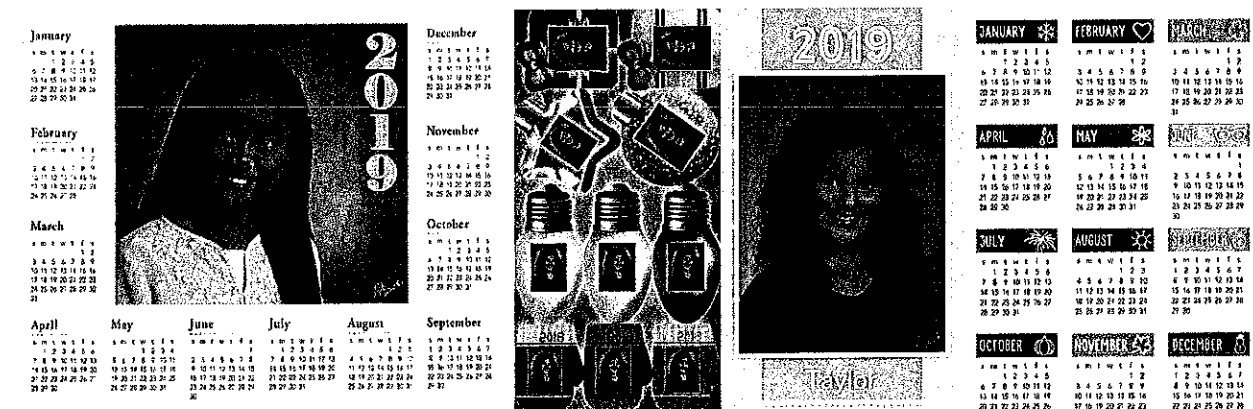
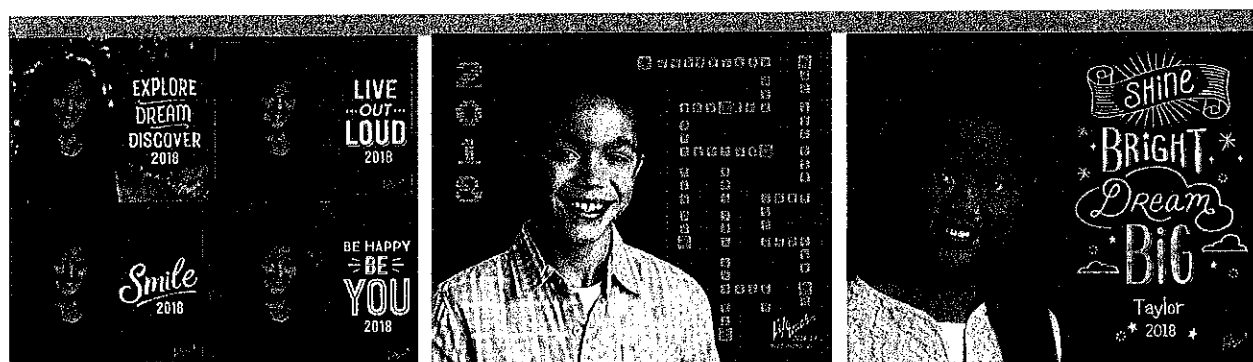
A Wide Variety of Premium Backgrounds Available at no Cost!





Fall Underclass Products

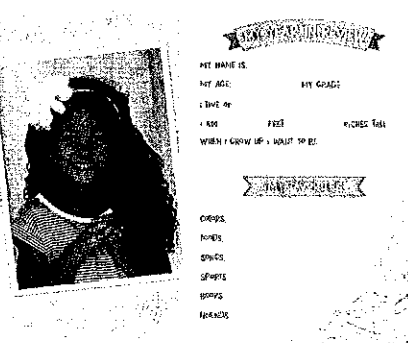
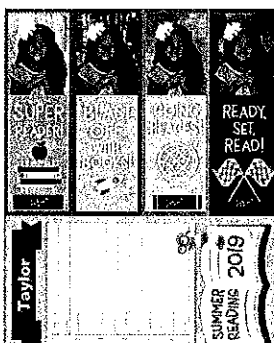
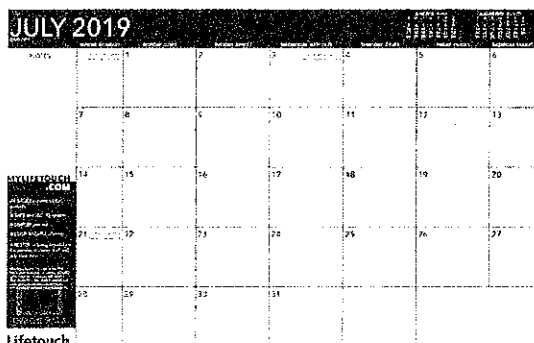
More products are available online at mylifetouch.com





Spring Portraits & Products

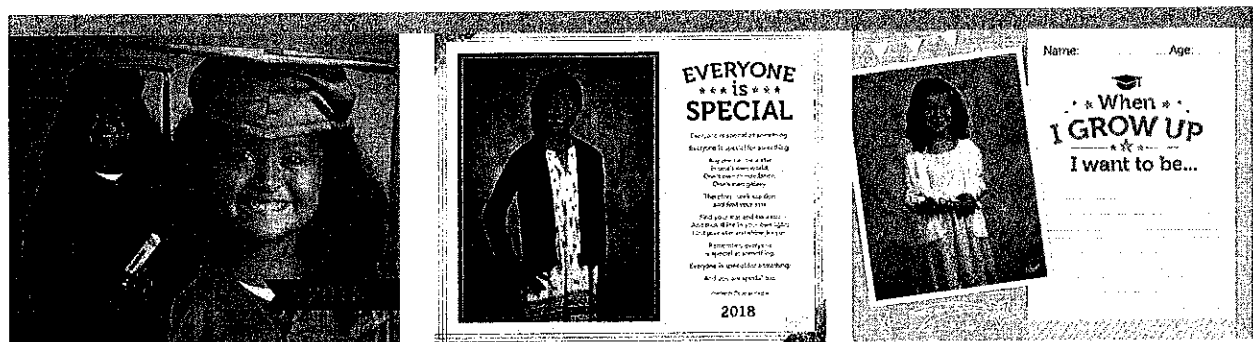
More products are available online at mylifetouch.com





Underclass Grad Portraits

Designed to Celebrate all K-8 Graduation Milestones

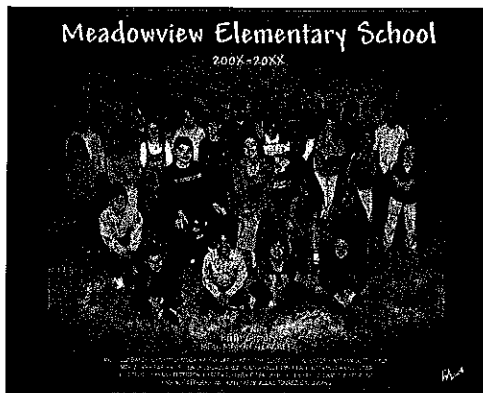
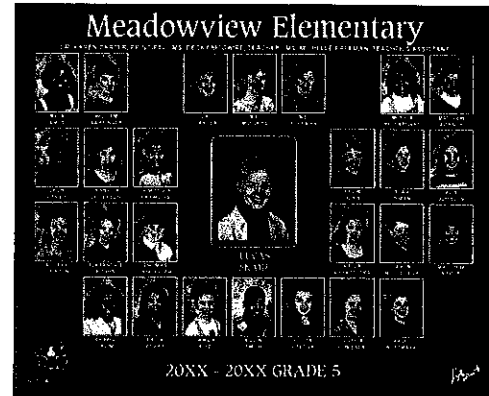


CLASS PORTRAITS

Class pictures are a favorite among all ages, and Lifetouch School Portraits offers a variety of styles to capture the excitement of the entire class. Your school customizes the print with school colors, mascots and logos.

STAR CLASS COMPOSITE

A Star Class Picture composite is a great compliment to an individual's portrait program. The Star Class Picture features the student's portrait in the center of the 8x10 composite and is larger than his or her classmates – a format that reinforces the message that each child is special or each a “star” in their own way. It provides students and parents with a great memory keepsake of the students in their class.

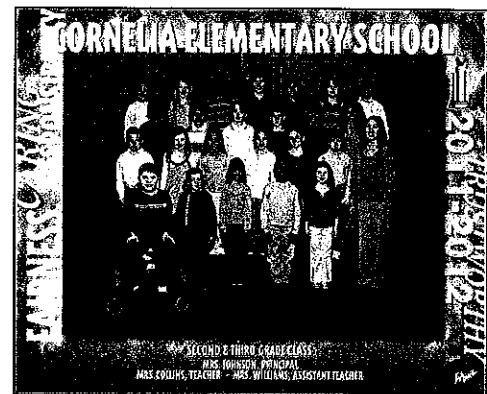


WOW! GROUPS

The WOW! Group Picture offers a way to differentiate from traditional and standard groups. The new WOW! Group Picture is a casually posed classroom group picture product. The WOW! Group Picture can only be photographed using a digital camera system.

DIGITAL GROUP

Class Pictures are a great tool for parents and students to help identify their classmates. The Digital Group allows the school to customize their class picture to include names, their school's logo or mascot as well as choose from a wide variety of styles and colors.



SCHOOL SPORTS PROGRAM

Lifetouch portrays every athlete as a winner when it comes to Sports portraits. We are the experts in capturing school pride, affiliation, memories and emotion. We guarantee quality products and performance before, during and after Picture Day.

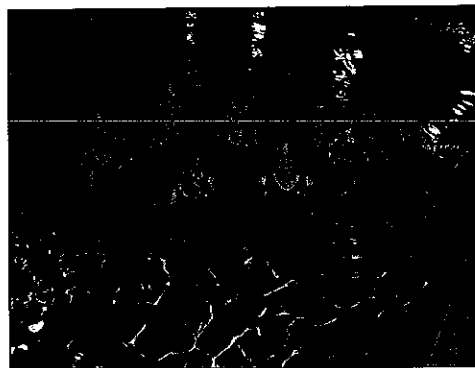
What's Your Sport?

Football, Volleyball, Soccer, Lacrosse, Cheerleading, Cross Country, Golf, Tennis, Basketball, Wrestling, Gymnastics, Swimming, Skiing, Hockey, Track, Baseball, Softball, Field Hockey



We do our jobs – period. We contact each coach to determine their requirements and take care of all the details for coordinating Picture Day. We understand practice time is critical, so we schedule team portraits at each team's convenience.

As Picture Day approaches, we'll provide order envelopes in plenty of time for parents to consider package options. Our flexible packaging options are designed to meet every parent's needs. All flyers have easy-to-follow instructions. Winning portraits require some preparation. Having a cleaned and pressed uniform will make sure each student looks their best!



When the day comes, we're set up and ready to go on time, every time. Our name label system for all packages and products helps simplify the distribution process. Portrait packages arrive sorted by team and labeled with individual contents. The school also receives a Package Verification List that summarizes all of the teams' packages and contents.

SPORTSMATE

8x10 portrait with athlete & team picture
Customize with the athlete & team name, year, and mascot
Choose a sport-specific or team color template

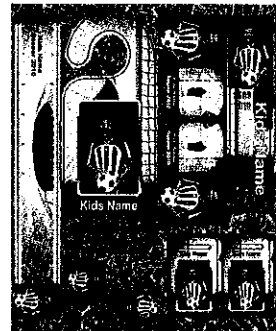


BORDERED TEAM

8x10 team image portrait
Customize with the athlete & team name, year, and Mascot. Choose a sport-specific or team color template

SPORTS PACK

Laminated two-sided print with key tags, door hanger, ruler & more
Customize with athlete's name & year



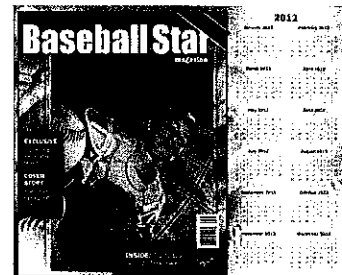
MAGAZINE COVER

8x10 portrait with athlete's name & year
Choose a sport-specific or team color template

MAGAZINE CALENDAR

8x10 portrait with athlete's name & year

Choose a sport-specific or team color



EVENT TICKETS

Printed 4-up on 8x10 sheet
Customize with athlete's name & year
Choose a sport-specific or team color template

MAGNETS

3x5 print with athlete image, name & year
choose a sport-specific or team color template



BUTTONS

3" round with athlete image, name & year
Choose a team color template

LIFETOUCH IMAGE FLO PROGRAM

Lifetouch offers your schools our state-of-the-art online candid online viewing program to allow your designated yearbook person, administrators, or students the ability to choose which photos they would like to use. All Professional Candid Visits will be posted on-line with 'password protected' access to images via our exclusive Lifetouch Image Flo program.

- Lifetouch will provide all the requested candid visits for the Middle and High Schools.
- Our Professional Photographers will work directly with your High School Yearbook Advisor to set up candid dates and events as needed throughout the school year. The local Lifetouch team will work with you to confirm all dates.
- Candid images will be made available in multiple ways;
- Images can be made available on-line via the exclusive Lifetouch Image Flo Program. Images will be uploaded within 24-48 hours.
- Keyword assignments and event dates are assigned to images
- Organizes different events into separate albums.
- Your school will have near instant availability of your images for yearbook
- Photographers can upload images from any internet hotspot
- Download multiple high-resolution images quickly.
- Eliminates CD production (green "eco-friendly" solution)
- Hierarchy of account levels for photographers, advisor, and student Advisor.
- Controlled student permissions - accountability logs built-in



PRESTIGE SENIOR PORTRAITS BY LIFETOUCH

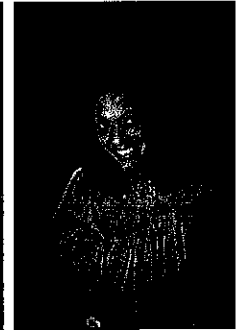
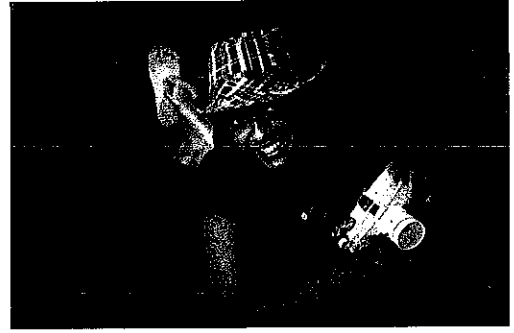
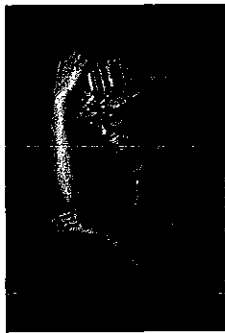
EXPRESS YOURSELF BY LIFETOUCH PRESTIGE

Prestige Portraits is a full-service portrait program. Every Prestige Portrait is hand-retouched, color balanced and die-cut. Students can choose from a wide array of backgrounds and poses. Prestige offers unique services tailored to each student's individual preferences. Students are allowed to bring their own props to the studio for photography such as instruments and sports equipment. Students can change outfits and be photographed with siblings.



LIVE SETS, NEW BACKGROUNDS AND GREAT LOOKS

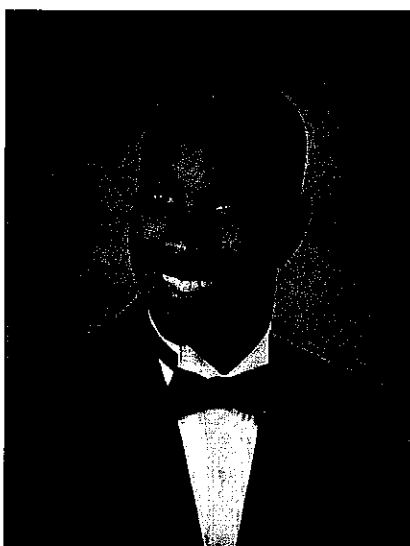
We understand how important senior portraits are to each student. Each year we develop new backgrounds, new lighting and new live sets so that our portraiture stays current with each senior class.



SENIOR TUX & DRAPE BY LIFETOUCH PRESTIGE

As the nation's leading high school senior photographer, we are committed to providing you with a once in a lifetime experience as well as exceptional portraits and products tailored to your needs.

Prestige Portraits is a full-service portrait program. Every Prestige Portrait is hand-retouched, color balanced and die-cut. Students can choose from a wide array of sets and backgrounds. Prestige offers unique services tailored to each student's individual preferences. Students are allowed to bring their own props to the studio for photography such as instruments and sports equipment. Students can change outfits and be photographed with siblings.



Our award-winning, professional photographers create a fun and relaxed environment, while working closely with you to capture your true personality in each of your senior pictures.

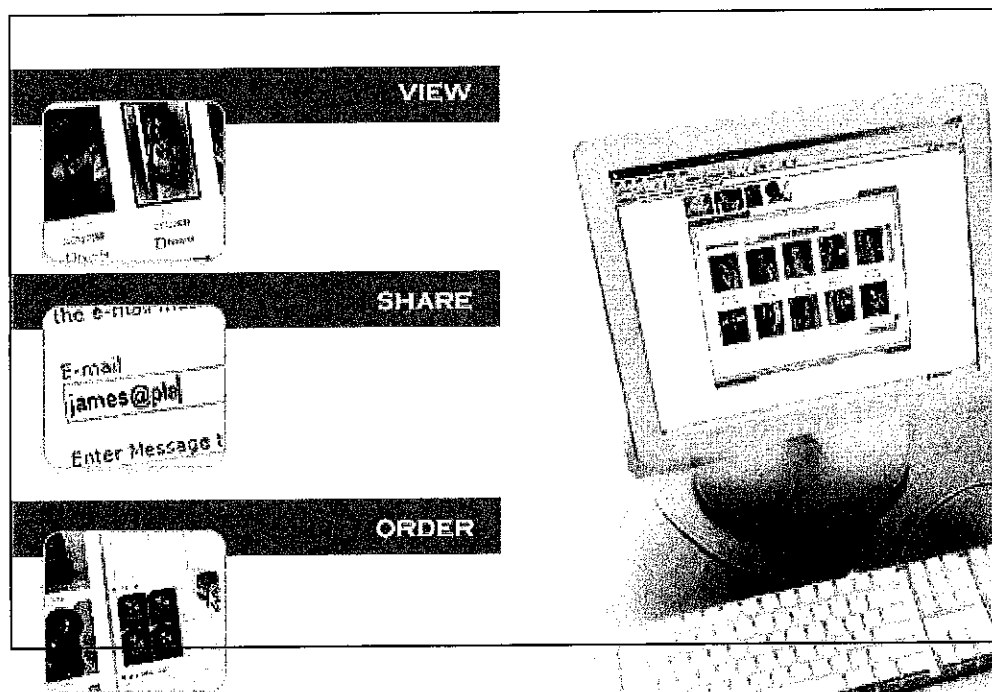
SENIOR ONLINE ORDERING

This site allows seniors to view their images online (in addition to receiving a proof set), share their images with others, and order packages and portraits. Senior On-line Ordering (SOLO) allows students and parents to view images and order portraits online at <http://shop.prestigeportraits.com>.

Students receive a proof sized information sheet in their proof envelope with their session ID and access code to use this service.

Please refer to the following page for a step by step breakdown of our Senior Online ordering website.

*For additional information or questions pertaining to online ordering please contact your sales representative.



PICTURE DAY PROCESS

BEFORE PICTURE DAY WE WILL

- ✓ Schedule a personal consultation & set picture dates at each school
- ✓ Deliver flyers approximately two weeks prior to Picture Day
- ✓ Provide additional event reminders electronically and on paper

ON PICTURE DAY WE WILL

- ✓ Photograph ALL students and staff, regardless of package purchase
- ✓ Provide sanitary grooming supplies at each station
- ✓ Provide enough photographers to minimize time out of class

ALL IMAGES ARE CENTERED & ADJUSTED FOR YEARBOOK CONSISTENCY

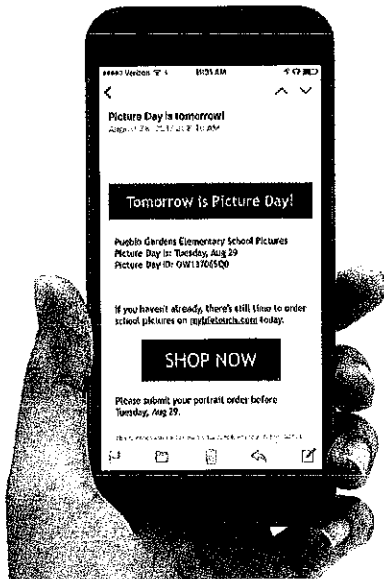


AFTER PICTURE DAY WE WILL

- ✓ Sort and deliver picture packages by school preference
- ✓ Deliver pictures to the school within three weeks of Picture Day

FAMILY COMMUNICATION

parentn^otify.



Make it easy to send reminders for school pictures, senior pictures, and yearbook sales with Parent Notify™. Parent Notify allows schools to automate communications to parents about Picture Day events — saving both time and money. This tool provides each family with friendly reminders to make sure nobody misses Picture Day and Yearbook sales.

Lifetouch also provides communication materials such as print and electronic notices, fliers and hallway posters to increase Picture Day awareness.



Picture Day is 1 week away!

Lafayette Elementary School Pictures
Picture Day is: Saturday, Sep 9
Picture Day ID: LM

Order your child's school pictures online at mylifetouch.com

SHOP NOW

Please submit your portrait order before Saturday, Sep 9.

CREATE YOUR OWN PACKAGE

ONLINE ONLY AT MYLIFETOUCH.COM

Mylifetouch.com is an online/reorder site with an expanded product catalog. Users register with unique Picture Day code found on the proof order sheet. The Passcode, Record Number and Security Key are unique for each student and allow for a single individual to claim the image(s). Once claimed, registered users can invite others to see and order from the images posted online. Users can order prints, composited products and gift items. Users can also create their own package by selecting from a variety of custom sheets, based on individual preference. See custom package options and pricing below.



If you are a parent you are not just buying pictures to store, you want to do something with them. We don't base our package contents on our unlimited ability to print paper, we allow your parents to choose the exact number of pages and portrait sizes they want, providing them with pictures they need.

Create Your Own 4 Sheet Pkg. 10 QTY: 1 Select Sizes

Your Choice

Your Choice

Your Choice

Your Choice

Portrait Sheet 7 Portrait Sheet 7 Portrait Sheet 7 Portrait Sheet 7

Create Your Own 5 Sheet Pkg. \$44.00 QTY: 1 Select Sizes

Your Choice

Your Choice

Your Choice

Your Choice

Your Choice

Portrait Sheet 7 Portrait Sheet 7 Portrait Sheet 7 Portrait Sheet 7 Portrait Sheet 7

Select Portrait Sizes

Select Portrait Sizes for Each Item

Create Your Own 4 Sheet Pkg.

1
8x10

2
5x7s

(1) 8x10 (2) 5x7 (8) Variety 2x3 -

Cancel Add to Cart

(4) Variety 3x5 - Combo

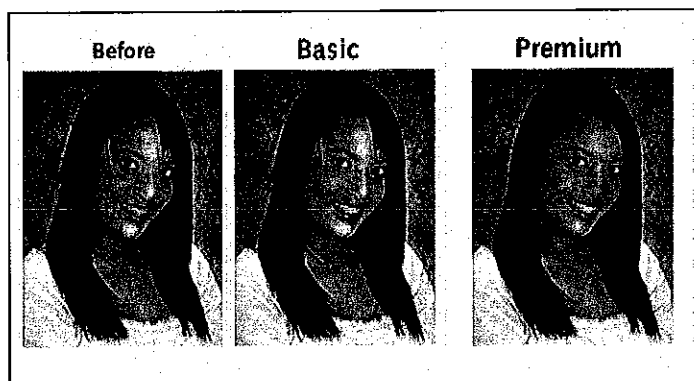
- (4) 3x5
- (4) Variety 3x5 - Contemporary
- (8) 2x3 Wallets
- (4) 2x3 Wallets
- (18) Variety 1x2 - Traditional
- (18) Exchanges
- (8) Variety 2x3 - Combo
- (2) 4x10 3 Image Collage
- (3) 3x8 Photo Cards
- (8) Variety 2x3 - Traditional
- (8) Variety 2x3 - Contemporary
- (1) 8x10 1 Image Calendar
- (2) 3x8 Photo Card, (2) Book Mark
- CD High and Low Resolution
- High Resolution Digital Image



UNDERCLASS PORTRAIT ENHANCEMENTS

NAME & GRADE AVAILABLE ON ALL PORTRAITS

Personalize your student's photographs with their name, grade and year. Never have to guess what year it was again. You may choose to only have on wallets only or on all photos (not available on exchanges 1.5 x 2.5)



BASIC OR PREMIUM RETOUCHING AVAILABLE

We don't just "soften" we really retouch. Get rid of blemishes and fly away hair with a premium retouching upgrade to your portraits.

DIGITAL IMAGE DOWNLOAD

Lifetouch is offering a digital image download with online package purchases. This digital download is available in both a low-resolution image (72 dpi) and high-resolution image (150 dpi). Once purchased, they will be sent directly to the email provided at the time of payment. Finally, the ability to share your child's picture day portrait with your friends and family on all your favorite social media sites, PLUS, parents can print to their hearts content with the high res version.



If you're not satisfied with your portraits for any reason, return them on Retake Day and we will re-photograph your child at no additional charge. If you are still not pleased, return your retake portraits and we will refund your entire purchase price.



ORDERING METHODS

FLYER ORDER FORMS

Prior to picture day parents will receive a pre-pay flyer with all the possible package choices for their child's background, pose and package contents. In addition, we provide a reminder notice that can go out a day or two before picture day to remind your busy parents. All flyers are bi-lingual with English and Spanish. There is also the ability to purchase portraits online.

[illegible]

PERSONALIZED ORDER SHEET

RECEIVED AFTER PICTURE DAY

If parents need to wait until they have seen the images first, the personalized order sheet is customized for each student utilizing the image taken on picture day. These are delivered with the pre-paid packages that were ordered on picture day. This process assures that no child feels left out when packages are being handed out in class because EVERY CHILD RECEIVES AN ENVELOPE! This sheet will also deliver their Smile Safe Cards to them.

To Review:

Families have three ways to order:

1. Before – Online with credit card and order envelope choosing options on Picture Day
2. Before – Sending in the order envelop from the prepay flyer with check, cash or money order
3. After– Using your personalized order sheet after packages has been delivered to the school







Parents can order online up to 2 weeks prior to picture day and 2 days after picture day, which would still allow their student's picture package to be included in the original picture shipment to the school. In addition, they have up to a year to order online. This makes it easier for mom to choose the time that is more convenient for her to purchase portraits.

View and order your pictures on

mylifetouch.com

May you go to Lifetouch on mylifetouch.com

Look Code

ORDER BY DUE DATE
to avoid shipping & handling fees

ORDENAR ANTES DE LA FECHA LIMITE para evitar gastos de envío y manejo

Taylor

Portrait ID: M312-4568
Identificación

Access Code: XY40
Código de acceso

Lifetouch

Complimentary SmileSafe® Cards


Taylor Jones
Taylor, Del M

IF YOUR CHILD IS MISSING, inform the police:

- 1 Call 911 to reach local law enforcement
- 2 Call National Center Missing & Exploited Children at 1-800-843-5678 and provide codes below

A: A131982Y018 B: 012345678901

SmileSafe
Lifetouch Safety Program



Taylor Jones
Taylor, Del M

IF YOUR CHILD IS MISSING, inform the police:

- 1 Call 911 to reach local law enforcement
- 2 Call National Center Missing & Exploited Children at 1-800-843-5678 and provide codes below

A: A131982Y018 B: 012345678901

SmileSafe
Lifetouch Safety Program

This image can aid in the search for a missing child.

Tapeas SmileSafe de regalo! Descarga la tarjeta en mylifetouch.com/safe

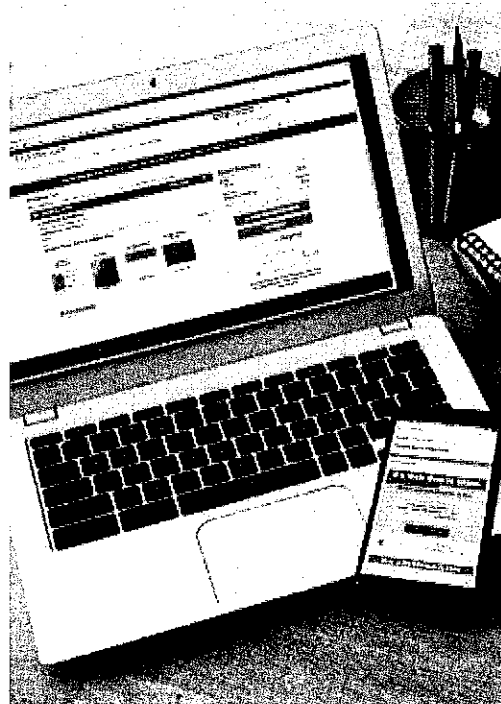
Esta imagen puede ayudar en la búsqueda de un niño desaparecido

CONVENIENT ONLINE ORDERING

MYLIFETOUCH.COM

Mylifetouch.com lets families mix-and-match print sizes so they can send the latest school pictures to everyone on the gift list. Along with quick, mobile friendly ordering, mylifetouch.com makes ordering school pictures faster, easier and more fun for everyone.

Mylifetouch.com is an online/reorder site with an expanded product catalog. Users register with unique Picture Day code found on the proof order sheet. The Passcode, Record Number and Security Key are unique for each student and allow for a single individual to claim the image(s).



Once claimed, registered users can invite others to see and order from the images posted online. Users can order prints, composited products and gift items. Users can also create their own package by selecting from a variety of custom sheets, based on individual preference. Users can customize the “look” of each sheet at no additional cost.

Order Your School Pictures

Enter Picture Day ID or Portrait ID from your order form.

Picture Day ID or Portrait ID

Picture Day ID or Portrait ID

Get Started

[Where to find your ID](#)

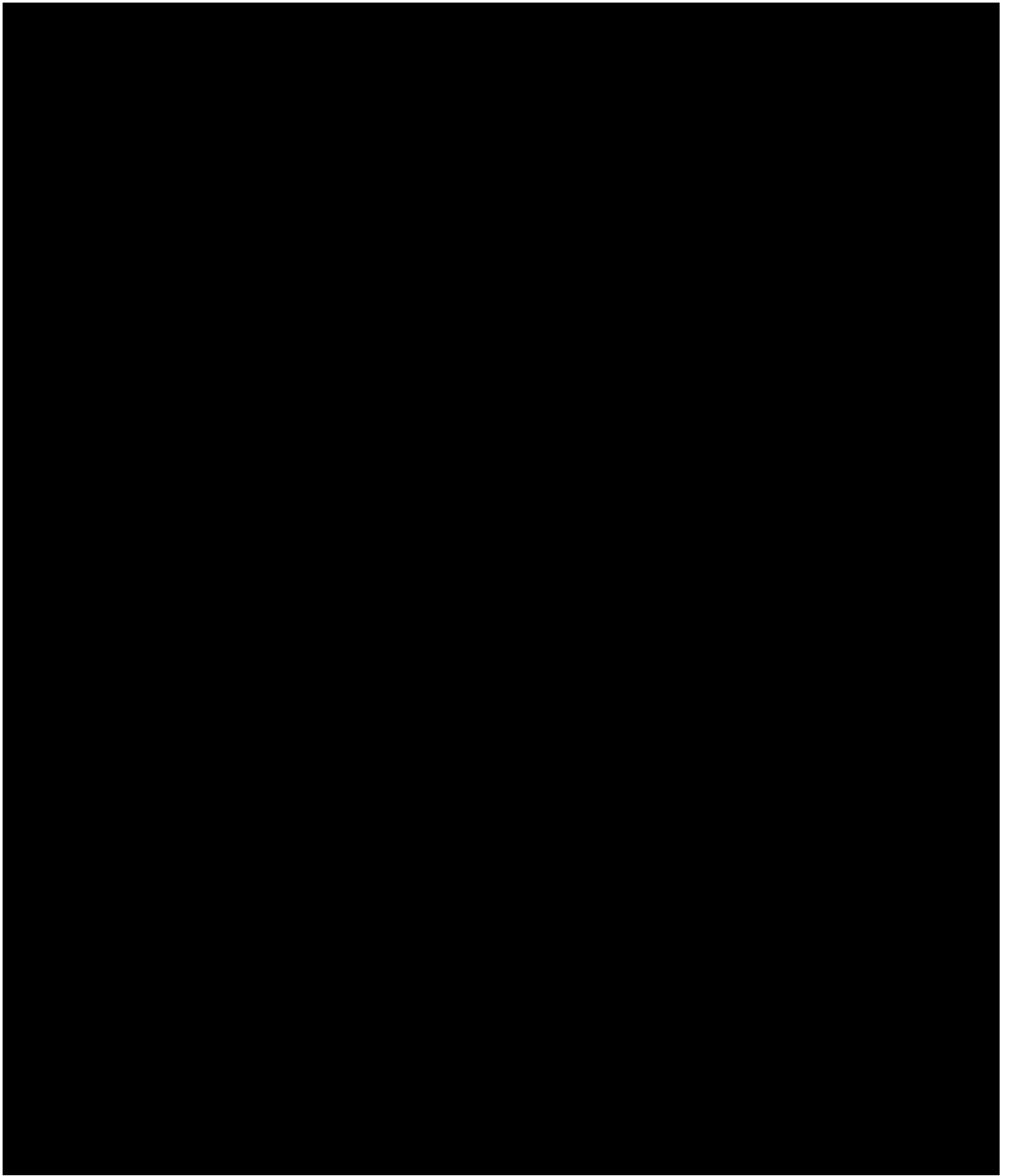
Picture Day Date
Fecha del Día de la Foto

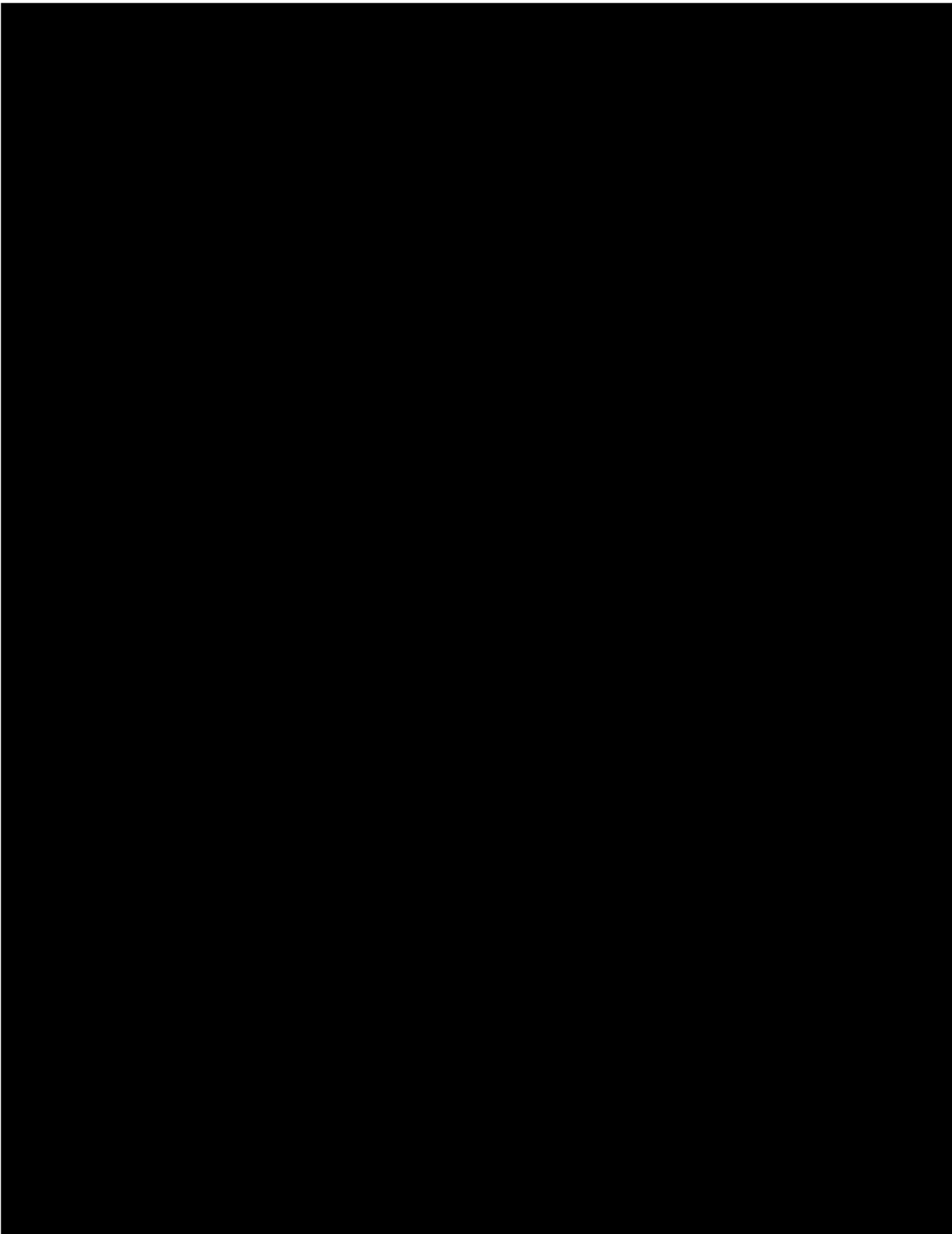
Jefferson Elementary School
Tuesday, April 23, 2019
Picture Day ID: 1234567890

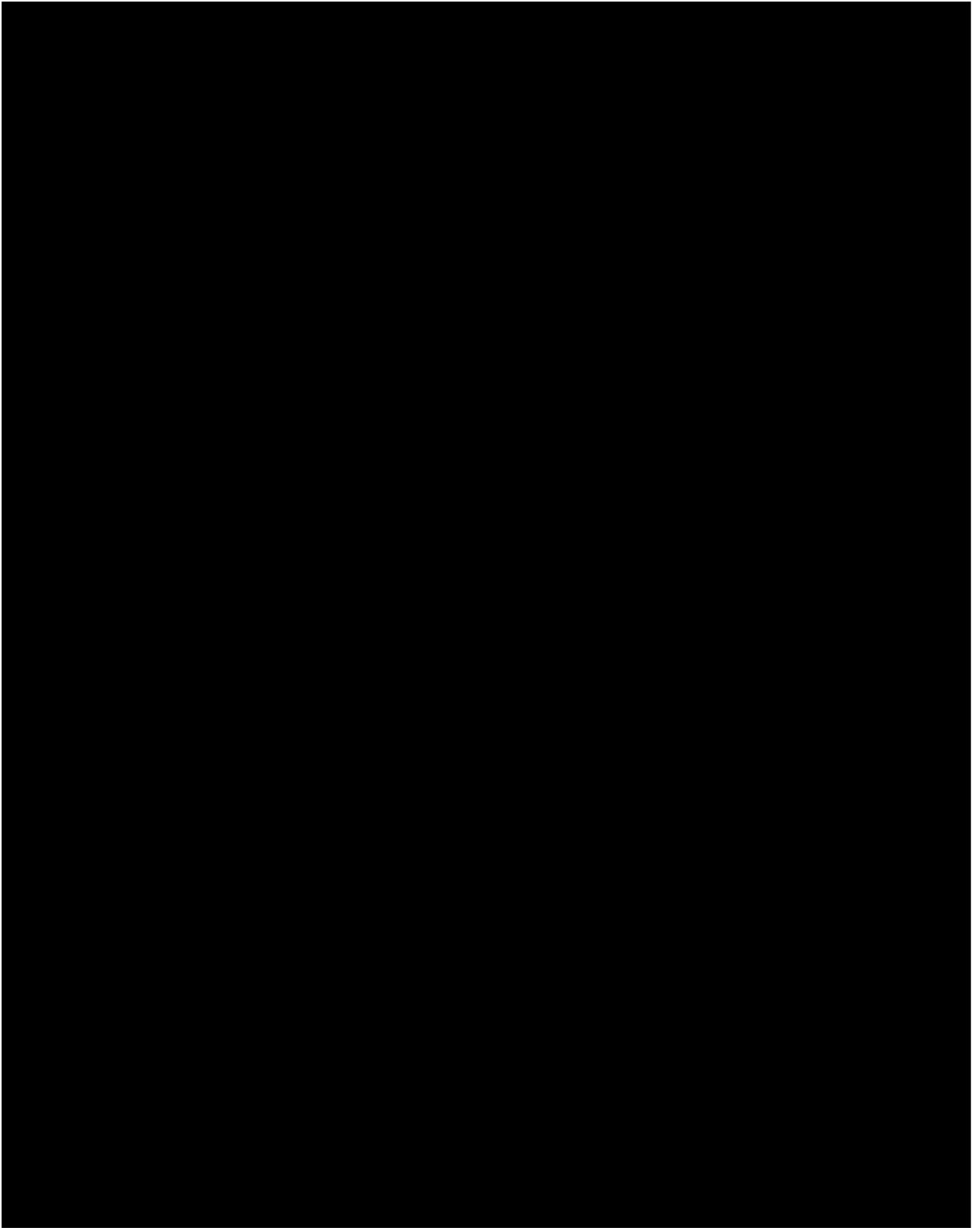
CHOOSE YOUR PORTRAIT LOOK
Elige tu estilo de retrato

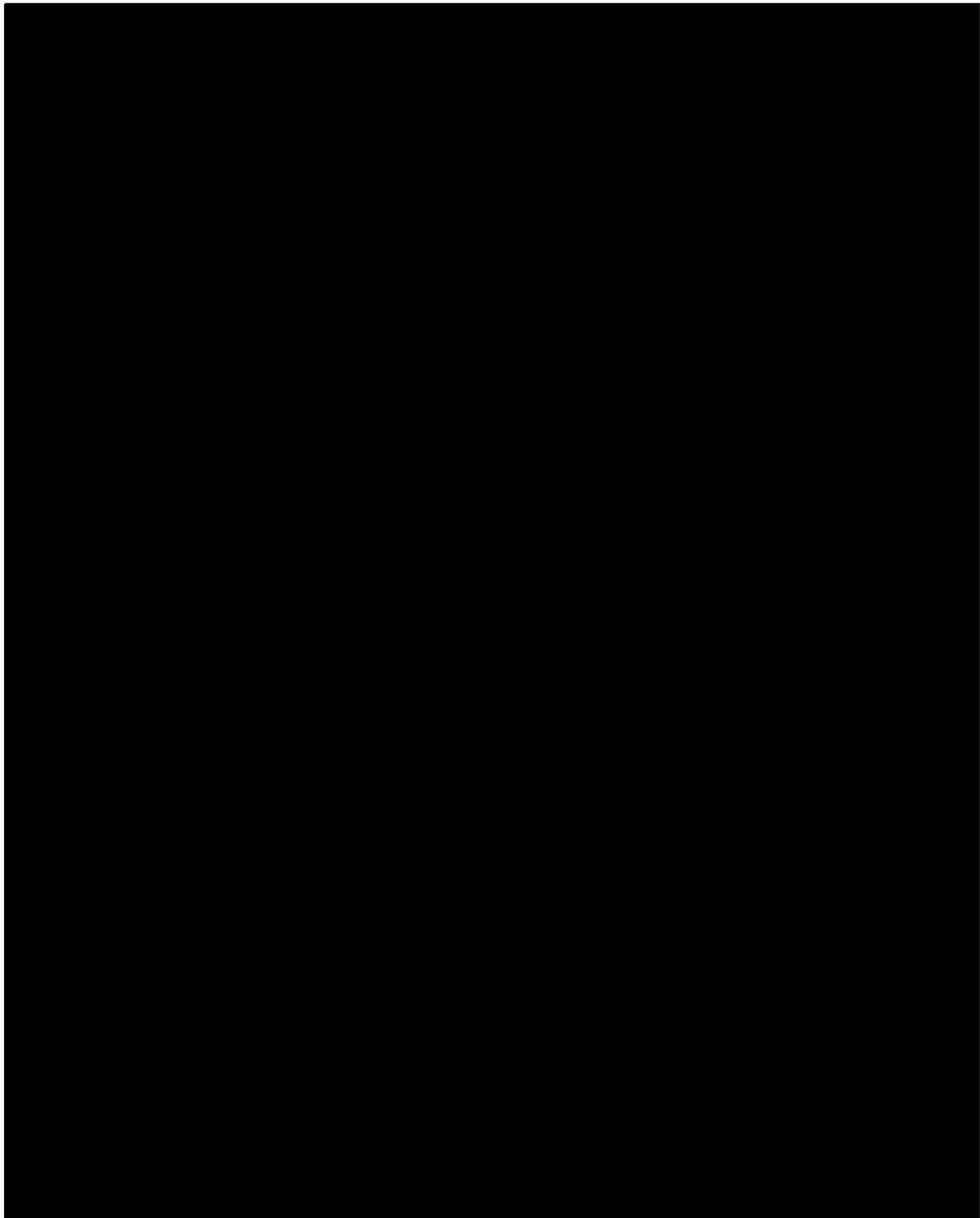
Prop not required. Poses may vary by student. Indicate look code choice on the order form and return *... No Es Requerido*

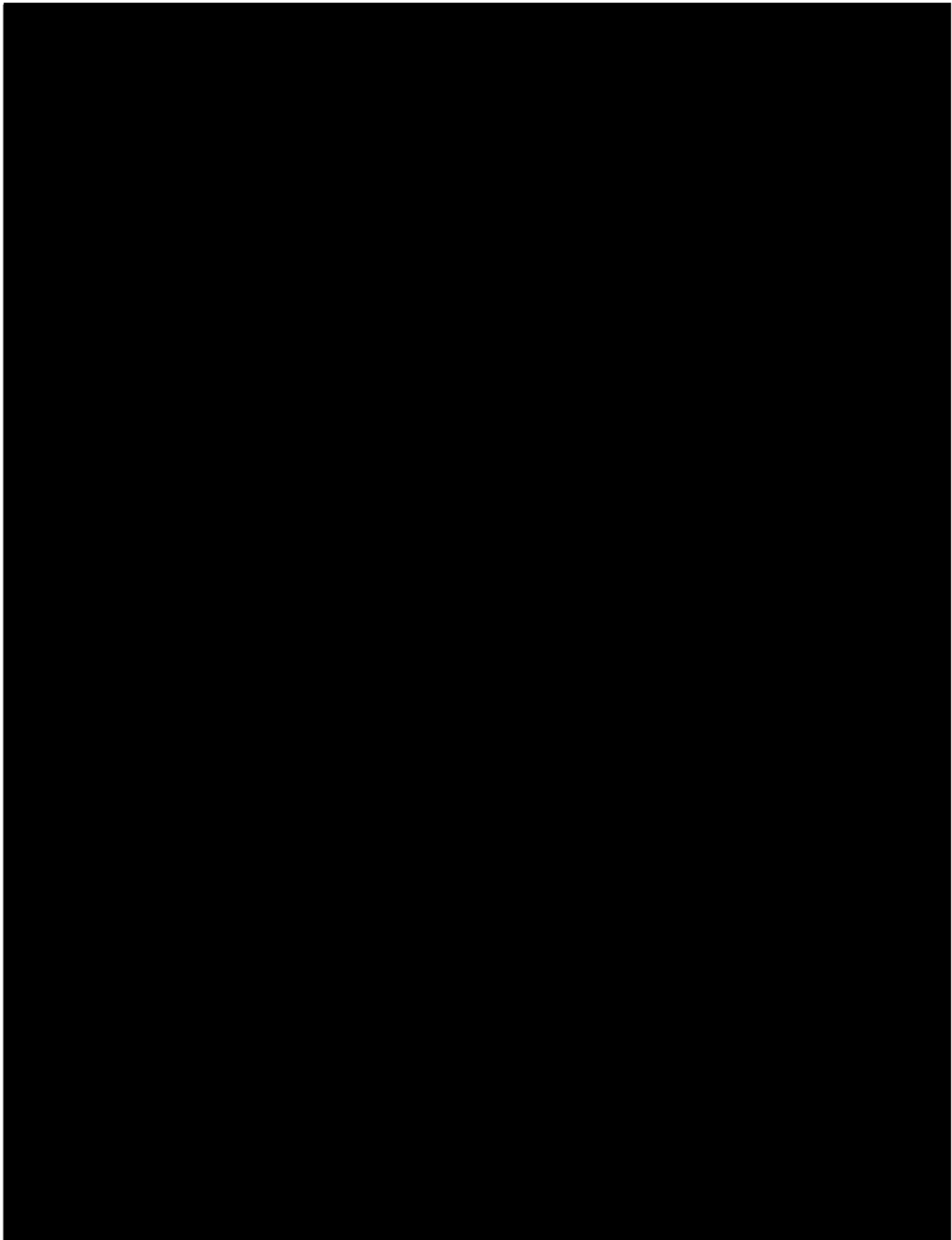
Look Code

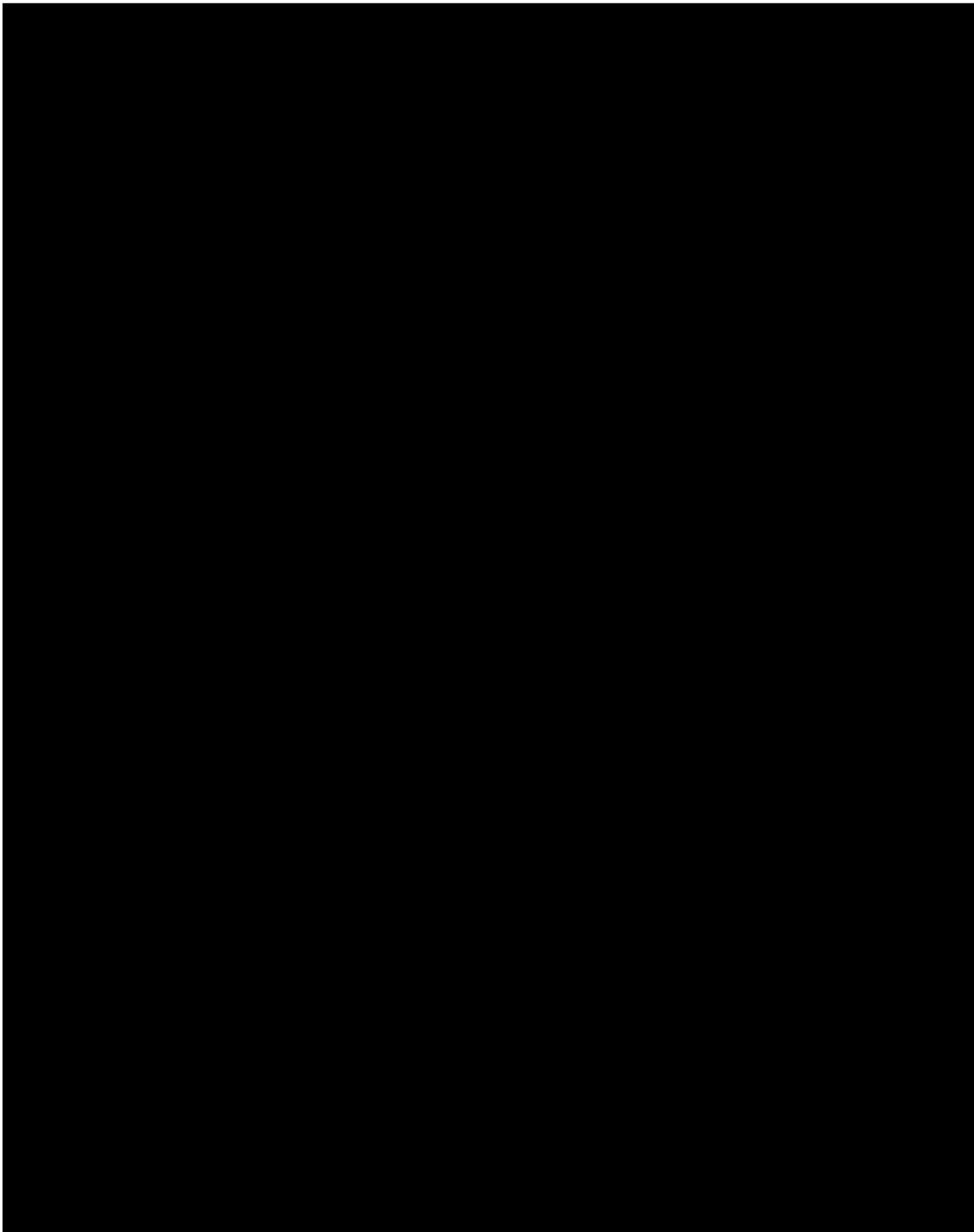


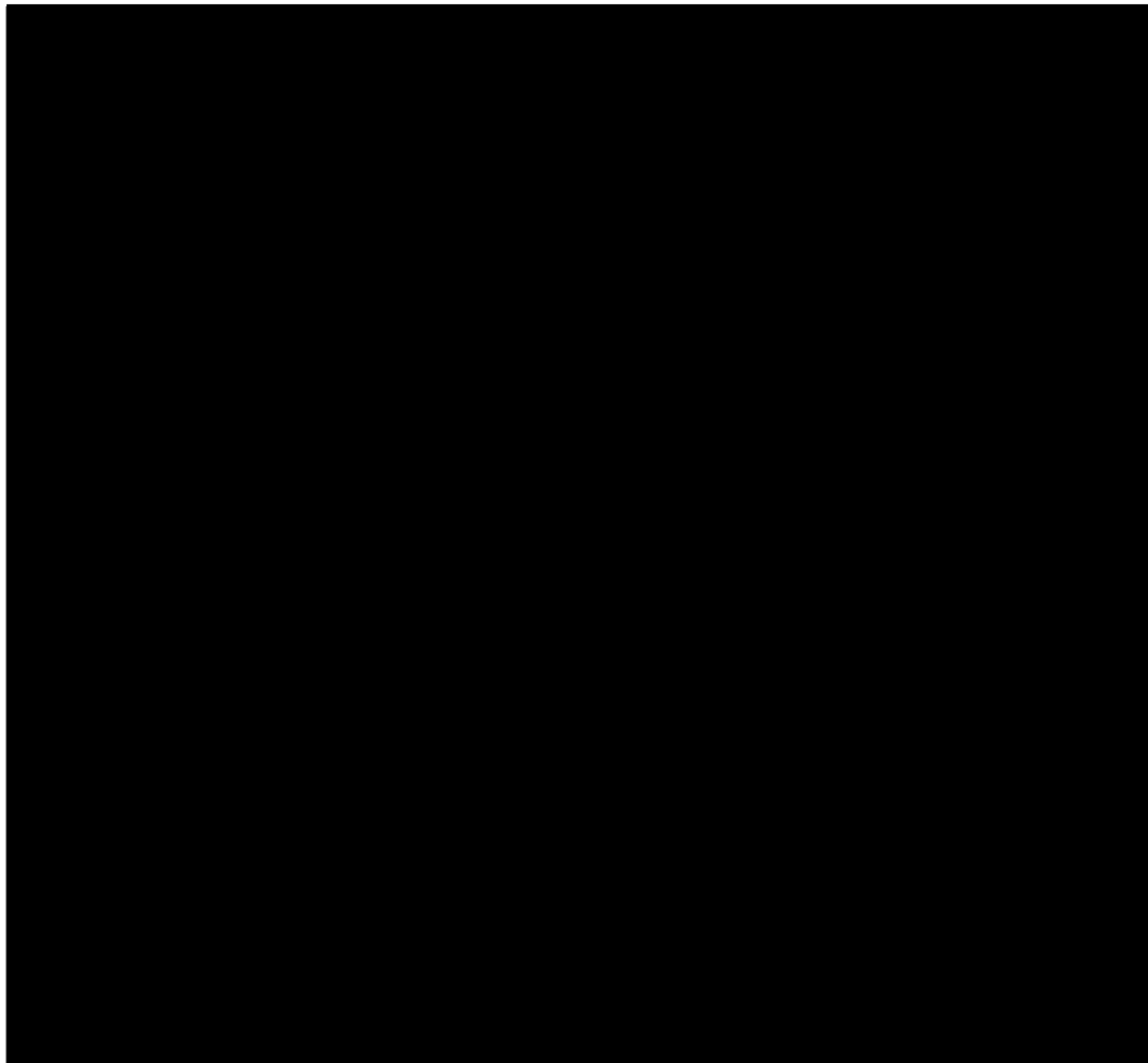


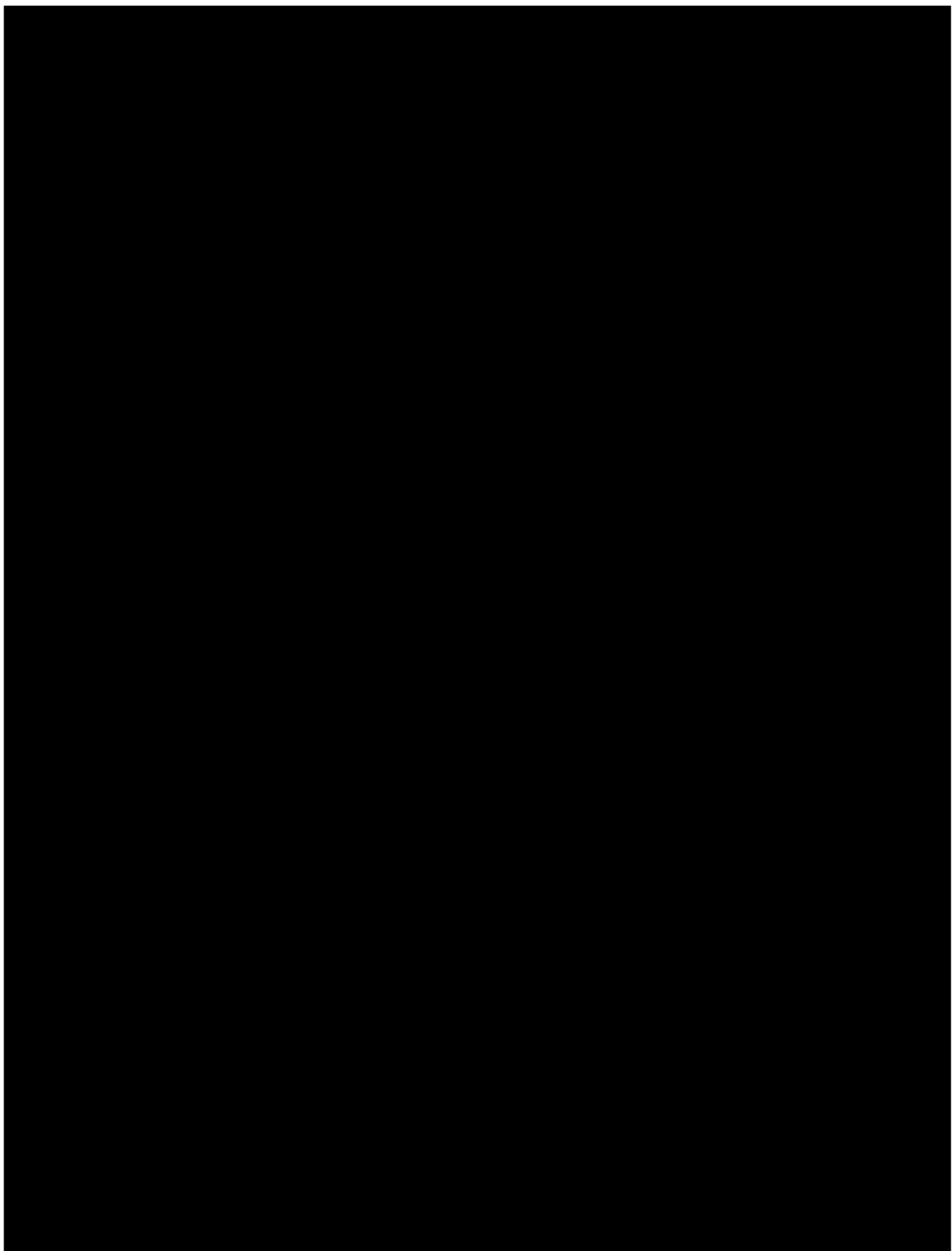


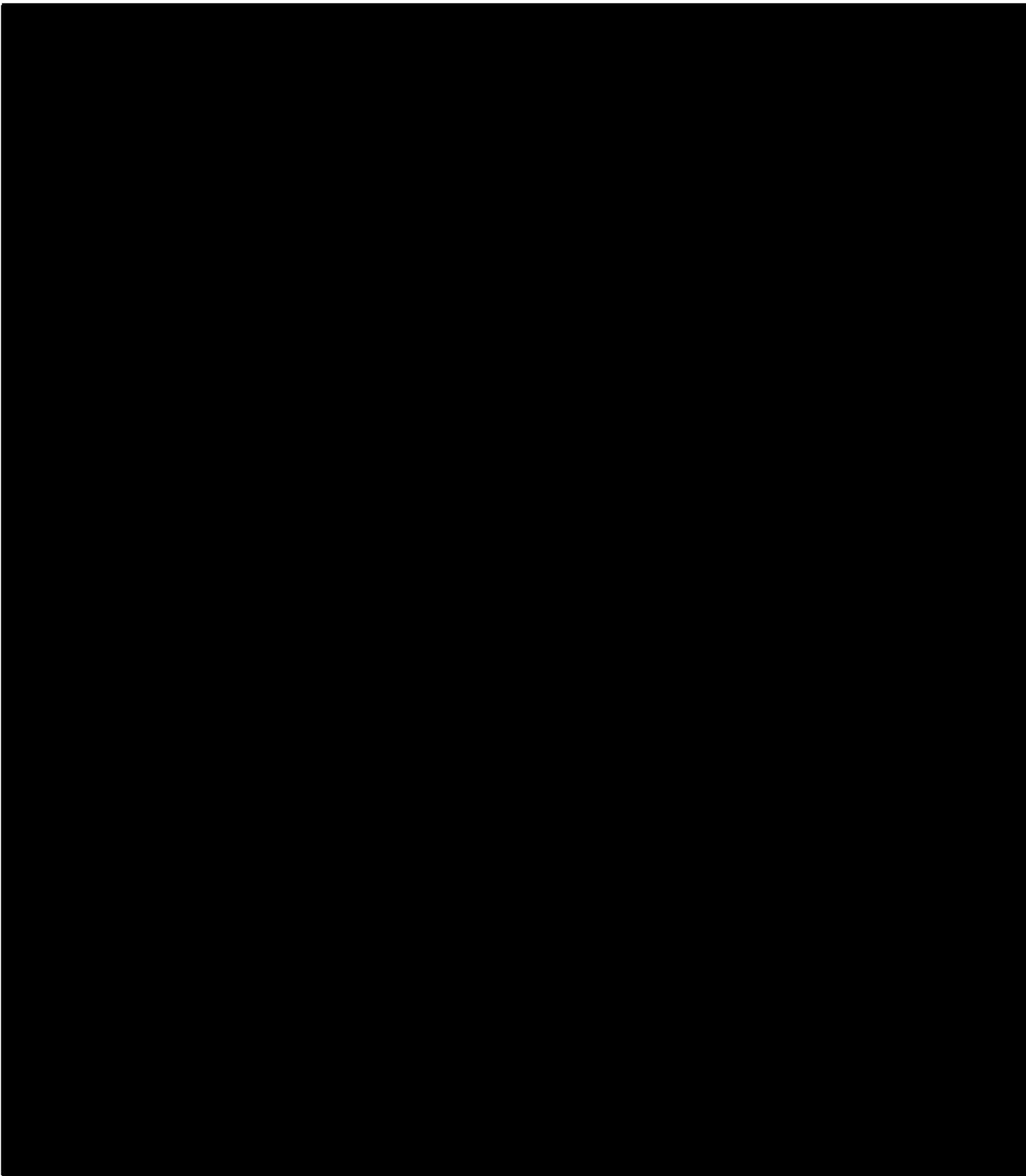


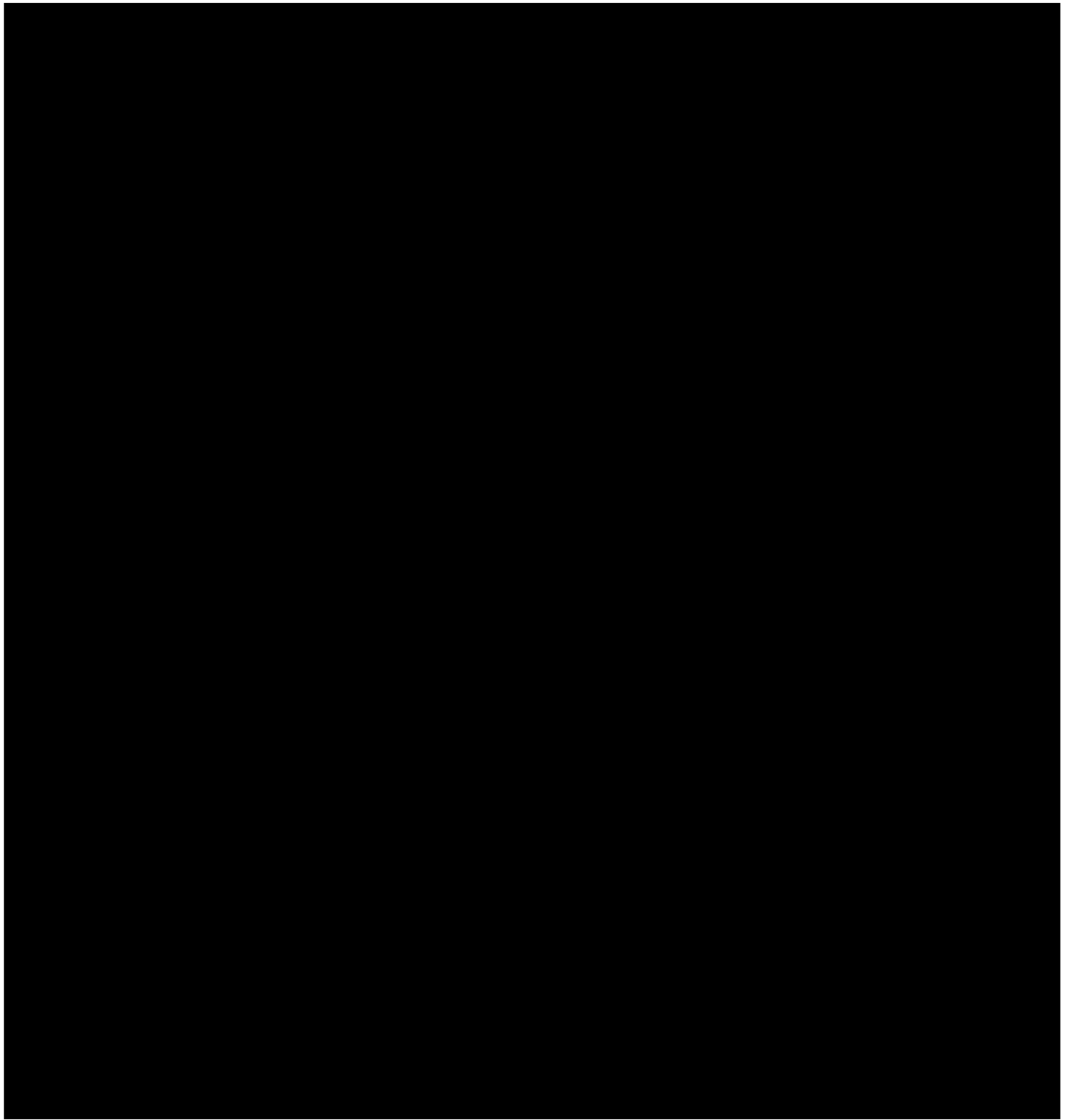












LIFETOUCH YEARBOOK PROGRAM

A school yearbook is comprised almost entirely of photographs that chronicle the interest, potential, and achievement of your students and staff each year. As the industry leader in school photography, Lifetouch is best-equipped to capture and preserve your school year memories. We provide the tools and support your yearbook staff needs to create an unforgettable yearbook that parents and students will love.



YES, YOU CAN HAVE IT ALL!

Lifetouch has partnered with thousands of schools to help create school yearbooks. During this time, we've gained the capabilities and expertise to create the highest quality yearbooks at a price that is affordable for families. In addition to our creative support, we also provide solutions for marketing yearbooks to help raise awareness and increase yearbook sales in your schools.



LIFETOUCH YEARBOOK PROGRAM

FEATURES & BENEFITS

SUPPORT FROM DAY ONE

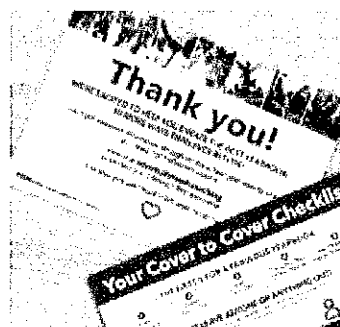
Rest assured, you'll have everything you need to support your students, teach them the in's and out's and inspire them to greatness. Experienced local representatives are right behind you every step of the way and can provide one-on-one guidance.

EASY ONLINE TOOLS

Create great story-telling pages with our online book building tool. Plus, Lifetouch pictures automatically upload to your site for easy flow onto picture pages. No CDs, no jump drives. Unsurpassed Quality from cover to cover and page enhancements including embossing and debossing, matte lamination and more make your yearbook a real standout. Expert designers help take your cover design from vision to reality. This dedicated team will also be on-hand for webinars and workshops.

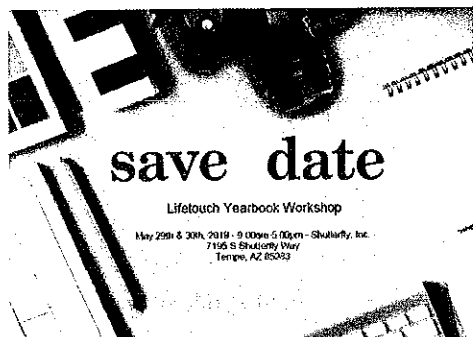
EDUCATIONAL RESOURCES

- Class curriculum with lesson plans on all things yearbook
- Yearbook blog filled with ideas and inspiration
- Monthly e-newsletter to support you throughout the project
- Student workshops led by industry recognized yearbook experts



Learn more at yearbooks.lifetouch.com!

ANNUAL YEARBOOK WORKSHOPS



We are excited to host our annual yearbook workshop with your schools. Some of the relevant topics are highlighted on the list below. In addition to yearbook training, our award-winning photographer will facilitate a hands-on photography training for your students from beginning to advanced.



WORKSHOP CURRICULUM TOPICS INCLUDE;

- Trends in theme, design and coverage
- Theme development
- Step-by-step design - lasts 1.5-2 hours for best results
- Hands-on design and how to design on the computer
- Content, coverage and ladder planning
- Copy, captions and headlines
- Photography is for everyone
- Interviewing
- Taking your book to the competition level
- Aurasma - adding video stories to your book
- Ad sales and ad design
- InDesign tips and tricks
- Photoshop tips and tricks
- Typography rules and how and why to break them

Our team will work directly with your yearbook adviser to coordinate dates and locations, along with developing an appropriate curriculum for your yearbook staff!

YEARBOOK SUPPORT TEAM



SARAH KODADEK, NATIONAL SALES MANAGER - YEARBOOKS

813-416-4019 Cell | skodadek@lifetouch.com

QUALIFICATIONS & BACKGROUND

Sarah graduated from the University of Kansas with a bachelor's degree in Business Administration and a minor in journalism. She has worked for Lifetouch as a yearbook publishing consultant for 15 years and is currently the National Sales Manager for yearbooks. She travels around the country to conduct yearbook production and publishing training and speaks annually at national conventions such as the Journalism Education Association (JEA).



MIKE LYNCH, NATIONAL SALES EXECUTIVE - YEARBOOKS

702-752-6800 Cell | mlynch@lifetouch.com

QUALIFICATIONS & BACKGROUND

Mike Lynch began his career as an educator in Buffalo, NY. As a school counselor for two years, Mike quickly learned what an important role the yearbook can play in building a school's culture and sense of community. Mike joined Lifetouch in 2013 and served the Buffalo area by working with yearbook advisers and staffs on building award winning books and building the culture in schools he worked with. In 2018, Mike joined the national team at Lifetouch to share his experience with the rest of the company.



LAURA SCHAUB, YEARBOOK EDUCATION SPECIALIST

303-585-1527 Cell | LSchaub@Lifetouch.com

QUALIFICATIONS & BACKGROUND

Laura works closely with yearbook advisers and staffs throughout the country. Her forte is in the areas of theme/cover design and journalism. Her passion is teaching kids about yearbooks. Laura is available to help your schools create a yearbook that will delight the students and parents in your district. In addition, Laura also leads yearbook workshops and frequently conducts sessions at JEA, CSPA and CMA.

CREATIVE SERVICES TEAM

Meet our talented designers that make up the Creative Services team. Read a little bit about them, their experience in design and how they can make your one-of-a-kind cover come to life.



LUCRECIA RAWSON
Design Manager

Lucrecia has 10+ years of experience in the consumer product industry and previously worked at Hallmark Cards. Her favorite brand is Anthropologie because it infuses design with handcrafted elements, making it feel authentic and personal. If Lucrecia were a crayon, she'd be Tangerine because she's sweet! She's passionate about design and leading this team as we create yearbooks that someone will keep for a lifetime.



JAKE BALCH
Senior Graphic Designer

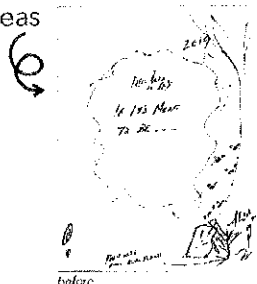
Jake brings agency experience to Lifetouch Yearbooks, with brand design and general advertising skills. He admires Apple, Nike and Target because design is about being unique and clear, and these brands do an amazing job. If Jake were a crayon, he'd be Green because it's his favorite color! He's a natural problem-solver and looks forward to helping kids make their ideas a reality, creating art that lives forever as a memory and history for schools.



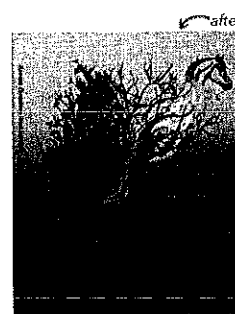
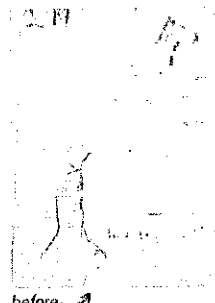
MIKAYLA LINN
Senior Graphic Designer

Mikayla has worked on a variety of print materials-including product catalogs, restaurant menus and greeting cards/invites. She is inspired by The North Face because of their power to tell a story by using great imagery and simple graphics. If she were a crayon, her color would be Macaroni & Cheese, because it's one of her favorite meals! She's team-oriented and dependable and is excited to design yearbooks with the creative team.

Send us your creative ideas



We'll create an unforgettable cover!



CREATIVE SERVICES TEAM

Meet our talented designers that make up the Creative Services team. Read a little bit about them, their experience in design and how they can make your one-of-a-kind cover come to life.



STEVIE LACHER
Graphic Designer

Stevie's background covers all things design, from print to branding. She admires Vans because it showcases different artists to create an eclectic yet effective brand. If she were a crayon, she'd be Mango Tango because it's a blend of many colors and creates a beautiful orange with a funky name. She loves that each day is different with yearbooks and enjoys working on non-traditional covers.



Brian Bailey
Production Artist

Brian brings print and production knowledge to the team and has experience working with a variety of different brands. He admires Sony because of its multifaceted brand structure. If he were a crayon, he'd be Forest Green because he loves being outdoors. He is upbeat, collaborative, and brings a technical perspective to the team. He's excited about the limitless design opportunities with yearbooks.

Design tips & tricks from the experts



Be curious as inspiration is all around you.

Sketch out ideas before heading to your computer.

Think quality over quantity with the elements you include.

Keep it simple, white space makes a piece feel less chaotic. Less is more.

Try new things as often as you can.



Research and find typography styles you love. Make it modern (like Avenir) or classic (like Bodoni).

Have fun, design should inspire creativity.

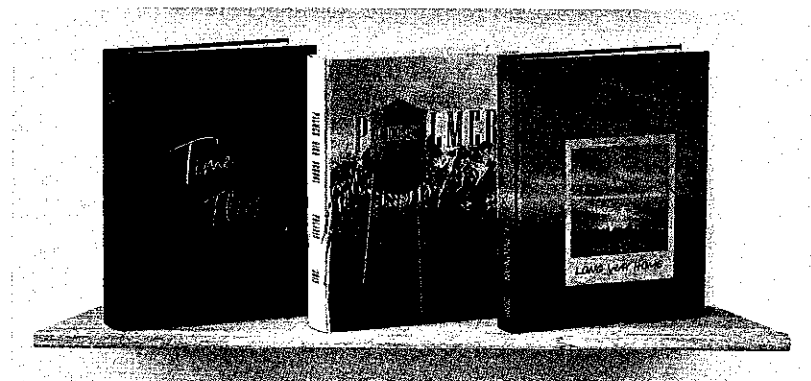


Take a break and revisit your design with fresh eyes. If you are stuck, walk away and regroup.

YouTube it if you can't remember how to do something.

Learn your hot keys.

Trust your gut.



CUSTOMER CARE TEAM

Our team has learned all the intricacies of yearbook production, improving our customer service skills along the way. Collectively, we believe reliable communication between a yearbook representative and an adviser is an essential component for a successful yearbook program. In addition to the hands on, personal support you get from your local Lifetouch Sales Professional, Lifetouch also has dedicated expert customer care professionals available to assist advisers on the yearbook website during specified hours.

Our expert Customer Care team is ready to help!



Paige



Ashley



Josh



Marilyn

School Customer Service Number | 1-800-736-4761

8:00 am to 5:00 pm Monday-Friday

ybcustomer@lifetouch.com

EMPLOYEE BACKGROUND CHECKS



The Lifetouch "We Care Enough to Check®" program requires each new and rehired field employee to pass an extensive background check which is conducted through Accurate Background, Inc. This includes a search of criminal records in all counties across the United States where the individual lived during the previous seven years or additional addresses found through the social security number trace, a search of sex offender registries in states where available, and a driving record search. In addition, Lifetouch complies with all state and local required screening of employees and contractors working in your school.

ADVISER RESOURCES



Creative Services Offers
Personalized covers from expert designers



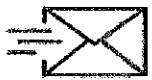
Look for helpful and timely blog posts
schools.lifetouch.com/blog



Follow Lifetouch on social media
facebook.com/lifetouchyearbooks
twitter: @lifetouch



Download our Marketing eBook at
<http://online.fliphtml5.com/traa/srfb/>



Contact your local Lifetouch Sales Rep or
ybcustomer@lifetouch.com to learn more



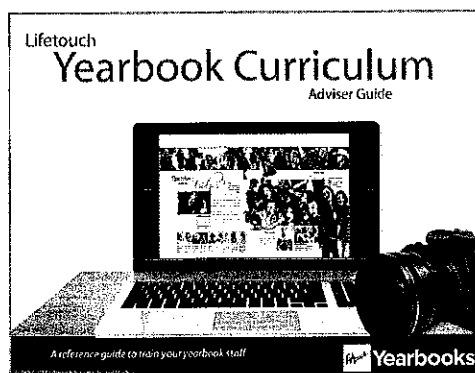
Visit us at JEA/NSPA to meet our designers in-person.



ADVISER SUPPORT

NEW LIFETOUCH YEARBOOK CURRICULUM

Plan and teach your lessons with a hands-on and in-depth yearbook curriculum!



This 319-page book has been designed to teach advisers and students by providing sample images and illustrations to appeal to the visual side of the target audience. Easily-accessible online PowerPoint presentations, forms, resources and exercises reinforce the topics covered. A four-week lesson plan guides the adviser through the basics of yearbook production.

OUR NEW CURRICULUM COVERS:

- ✓ staff organization
- ✓ management
- ✓ grading
- ✓ theme development
- ✓ design
- ✓ photography
- ✓ writing
- ✓ law
- ✓ ethics
- ✓ terminology
- ✓ budgeting and marketing

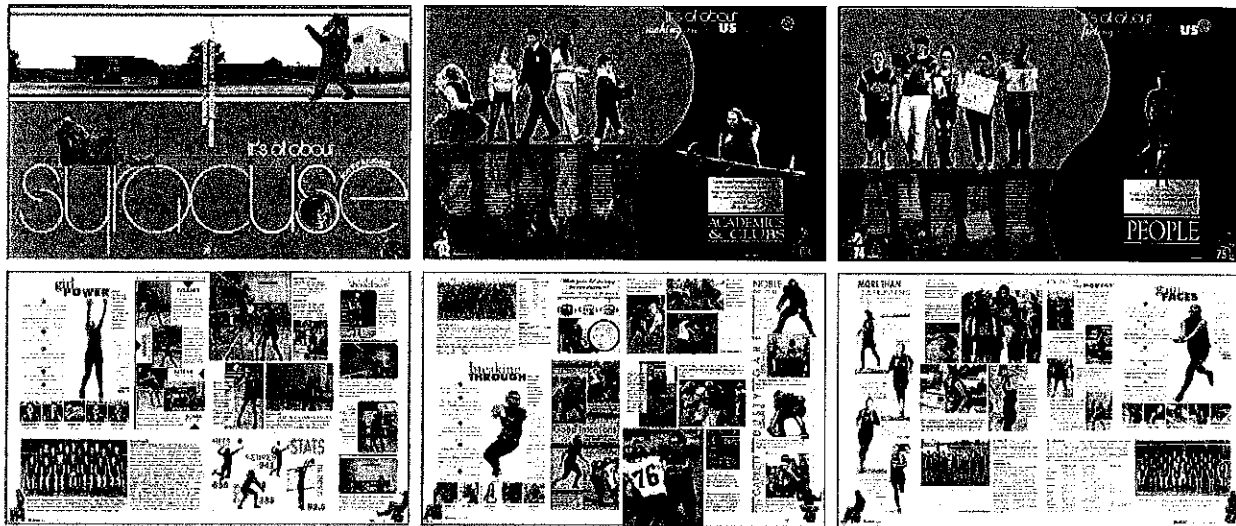


These tools will help your yearbook adviser understand the process of creating a yearbook and provide them with resources to teach students.

ADVISER SUPPORT

CUSTOM CREATIVE INSPIRATION PAGES

View hundreds of pages, hand selected by Lifetouch Creative Consultant, Laura Schaub, that represent great theme, layout and design. Your advisers will cherish this publication for all their inspirational needs.



MARKETING SUPPORT

CUSTOM MARKETING RESOURCES

Parents are busy and need lots of reminders that yearbooks are for sale. Lifetouch offers a wide array of promotional items, some of which can be personalized uniquely for your school. We will work with the adviser to identify the options that best meet the needs of your school.



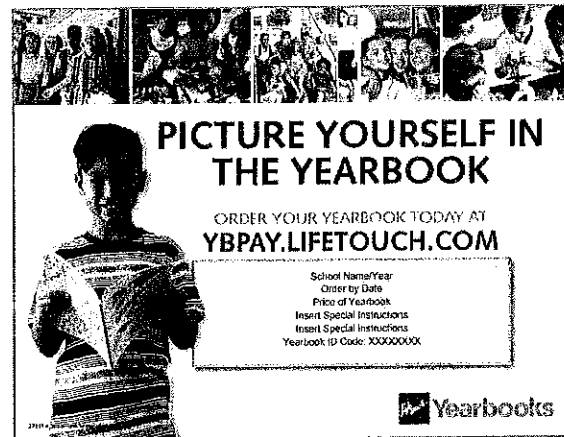
**We all change.
BUY A YEARBOOK**
Your future self will thank you.

Yearbooks

**YOU'RE
IN IT.
DO YOU
HAVE
IT?**

Purchase your **SGHS** yearbook today!!
Go to ybpay.com or pay cash or check (made out to SGHS) to Ms. Ottinger.

Yearbooks

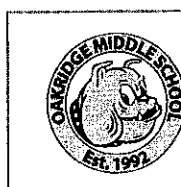


**PICTURE YOURSELF IN
THE YEARBOOK**

ORDER YOUR YEARBOOK TODAY AT
YBPAY.LIFETOUCH.COM

School Name/Year
Order by Date
Price of Yearbook
Insert Special Instructions
Yearbook ID Code: XXXXXXXX

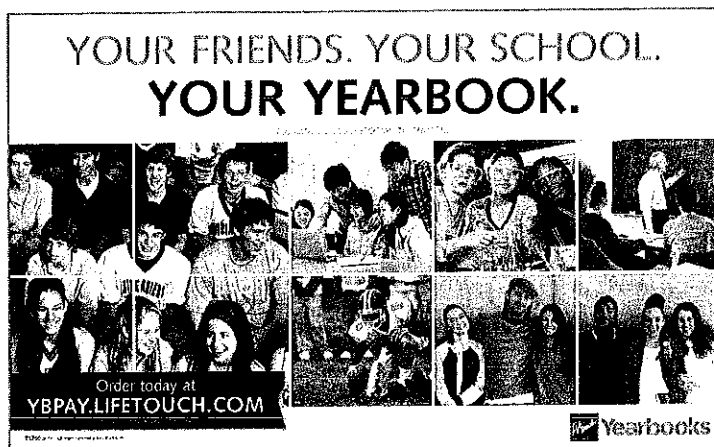
Yearbooks



Yearbooks on Sale!
Order at www.ybpay.com

Yearbooks

**YOUR FRIENDS. YOUR SCHOOL.
YOUR YEARBOOK.**



Order today at
YBPAY.LIFETOUCH.COM

Yearbooks

YOU ARE IN THE YEARBOOK!
Order Now!

We are selling books at
school during all 3 lunches
and in room C245 from
**January
24-27th**

Last chance
to buy them for
\$80



Cash or check made payable to Blake High School.
Or purchase online with credit card at ybpay.lifetouch.com

MARKETING SUPPORT

parentnōtify **AUTOMATED EMAILS**

Lifetouch provides communication materials such as print and electronic notices, fliers and hallway posters to increase yearbook awareness. Parent Notify allows schools to automate communications to parents about purchasing yearbooks — saving both time and money. This tool provides each family with friendly reminders to make sure nobody misses out on Yearbook sales.



Simple Communication

Consumers prefer email over any other form of communication. These email notifications are simple and informative, reminding parents to visit ybpay.lifetouch.com to order the yearbook.



Safe & Secure

Email lists are not shared or used for any other purpose than for the notifications that your school approves.

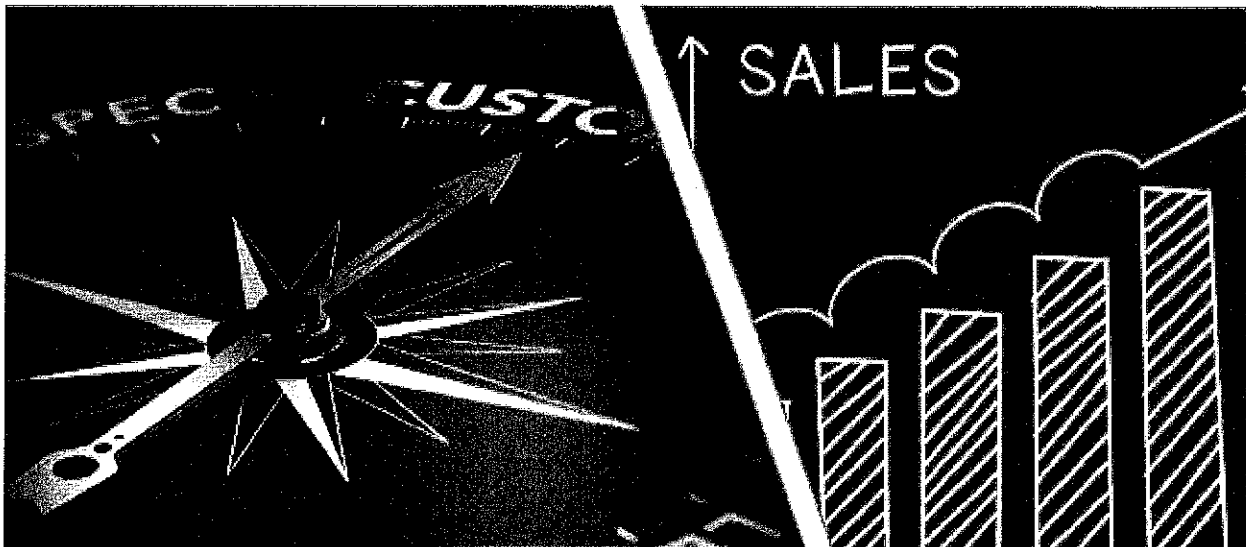


No Charge

This email service is included with your yearbook contract.

YB PAY & SALES TRACKER

YBPay online ordering lets families purchase yearbooks and upgrades with ease, while Sales Tracker lets you track the results. Sales Tracker is a component of the Online Yearbooks website and is the “hub” for all yearbook sales activity.

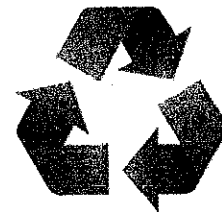


ENVIRONMENTAL INITIATIVES & QUALITY

INITIATIVES TO REDUCE OUR IMPACT ON THE ENVIRONMENT

RECYCLING

- Waste and by-products created in the yearbook manufacturing process (e.g., coated and uncoated paper, aluminum, alloys)
- Toner cartridges (recycled or donated for school recycling fundraisers)
- Obsolete computers and electronics recycled at certified recycling centers

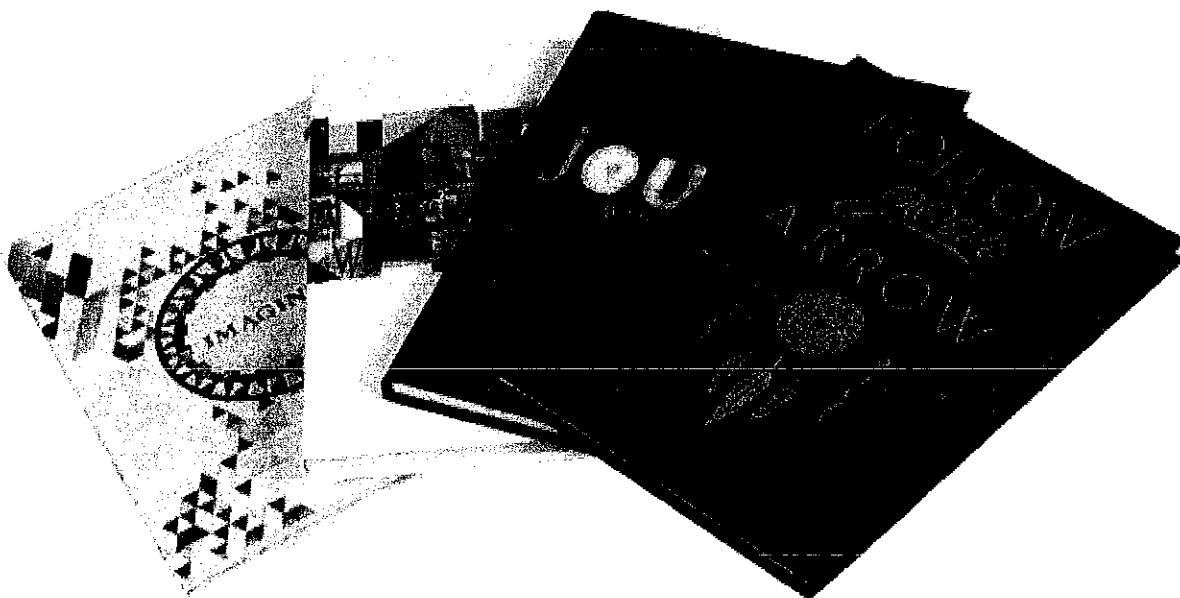


ECO-FRIENDLY MATERIALS

- Hard cover board consists of 100% recycled content
- Cornstarch, a natural product, is used for our press powder

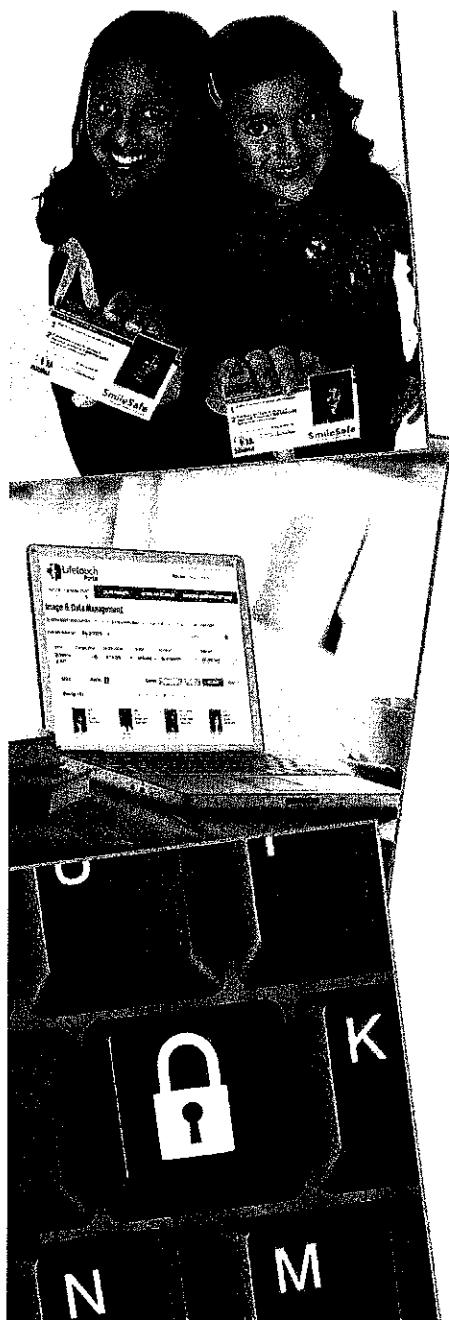
ON-DEMAND SUPPORT MATERIALS

- To reduce unnecessary printing, yearbook advisers can view yearbook materials online, and order only the materials they need



SAFETY: A TOP PRIORITY

As a leading partner in the education industry, Lifetouch recognizes how vital it is that we do everything with the utmost care to ensure a safe experience on Picture Day and beyond. After all, our business is built entirely on your trust. For over 80 years, we've done everything in our power to earn it.



SAFE STUDENTS ARE OUR BUSINESS

We provide complimentary SmileSafe photo ID cards to families of all students photographed on Picture Day. A rapid response team from Lifetouch is available 24/7 to provide the student's most current picture to law enforcement authorities. We are the only photography company partnered with the National Center for Missing and Exploited Children.

CREDIT CARD SECURITY

Every year, a third-party auditor certifies that we meet or exceed the credit card industry's strict standards for use. That means when it's time for parents to pay for photos and yearbooks, they can be assured that their information is secure.

THE LIFETOUCH PORTAL

The Lifetouch Portal is our secure, web-based platform that provides schools access to download and utilize Picture Day images for student information systems, and to create awards, certificates, photo directories and more. The Lifetouch Portal is designed and maintained in accordance with the Software & Information Industry Association's best practices for the Safeguarding of Student Information Privacy and Security for Providers of School Services.

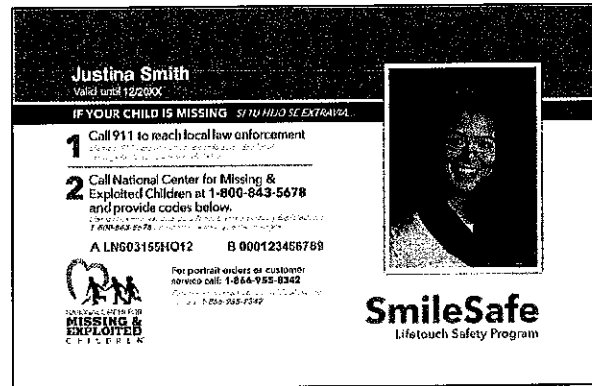
DATA SECURITY YOU CAN COUNT ON

We know how precious your students' photos are and how even more precious their privacy is. Our platforms are all backed by encrypted technology to ensure a seamless, convenient and safe experience every time you and your families interact with Lifetouch online. All of this is guaranteed with the School-Service-Provider Privacy Pledge we voluntarily signed.

LIFETOUCH SMILES SAFE PROGRAM

Be Prepared for an Emergency with a High-Quality Image of Your Child!

If a child goes missing, one of the most important tools for law-enforcement authorities is a high-quality, current image of the child. The SmileSafe™ photo ID card provides exactly that. Through the information on this card, you can give authorities immediate access to your child's most recent school photo.



NATIONAL CENTER FOR
MISSING & EXPLOITED
CHILDREN

The Lifetouch SmileSafe™ ID card can be used by law enforcement, in conjunction with parents and the National Center for Missing & Exploited Children, to obtain a current photograph from a Lifetouch. Every student photographed will receive two complimentary SmileSafe cards. In addition, parents will also receive a free digital download of this card for easy access. Through the partnership with the National Center for Missing & Exploited Children, Lifetouch has assisted with more than 2,522 searches and has contributed to the successful recovery of 59 children from 24 states as a direct result of their photos.

ATTESTATION OF PCI COMPLIANCE

Lifetouch processes payments through retail locations using approved PED devices. Call centers accept card data over the phone and key PAN into the Lifetouch web applications in which transactions are sent using SSU TLSv1.0. 1.1, 1.2 to Lifetouch's data center for further processing. Lifetouch does not store card data electronically but does have CDS Global store manual hardcopy forms mailed to CDS Global, (CDS Global processes form-based orders for Lifetouch using Lifetouch's MID), which include client name, PAN, and expiration date. These mailed in order forms are kept in secured (at CDS Global) until they are processed by CDS Global and then securely disposed of. This has been reviewed as part of CDS Global's PCI assessment. Below is an excerpt of the attestation of compliance, provided and approved by the security standards council. A complete copy of this report is available upon request.

Section 2: Report on Compliance

This Attestation of Compliance reflects the results of an onsite assessment, which is documented in an accompanying Report on Compliance (ROC).

The assessment documented in this attestation and in the ROC was completed on:	12/6/2016	
Have compensating controls been used to meet any requirement in the ROC?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the ROC identified as being not applicable (N/A)?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Were any requirements not tested?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Were any requirements in the ROC unable to be met due to a legal constraint?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Based on the results documented in the ROC noted above, the signatories identified in Parts 3b-3d, as applicable, assert(s) the following compliance status for the entity identified in Part 2 of this document (**check one**):

- ☒ **Compliant:** All sections of the PCI DSS ROC are complete, all questions answered affirmatively, resulting in an overall **COMPLIANT** rating; thereby *Lifetouch Inc.* has demonstrated full compliance with the PCI DSS.



THE LIFETOUCH PORTAL

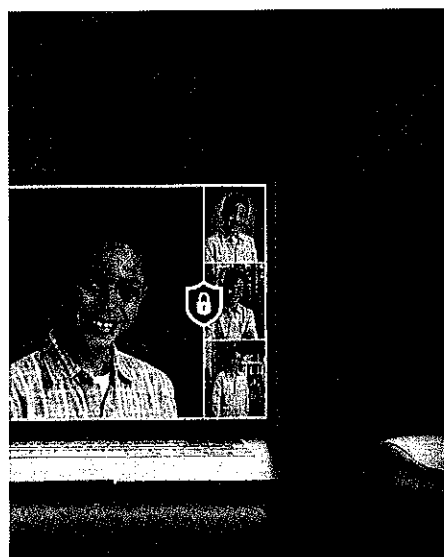
The Lifetouch Portal gives you access to all your Lifetouch services in one convenient and secure location!

ABOUT THE PORTAL

Your administrative staff can easily access Picture Day images from our secure site and upload into your student information systems. The Lifetouch Portal is a secure web-based system eliminating the risk of email hacking or the hassle with CDs and DVDs.

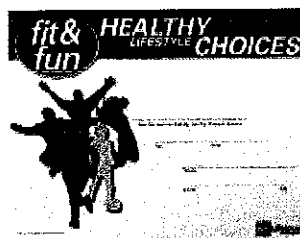
PORTAL FEATURES

- ✓ Access Picture Day images and data sooner
- ✓ Choose a specific student information system (SIS) format or create a custom format for image and data download
- ✓ Safely and securely upload your school's student information
- ✓ Create and print reward & recognition certificates
- ✓ Download a variety of templates to create directories, seating charts, student IDs and other administrative tools
- ✓ Setup automated parent Picture Day reminders and additional Picture Day communication resources



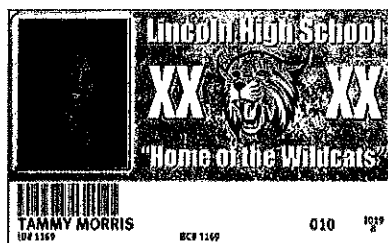
STUDENT REWARD & RECOGNITION PROGRAM

You can customize a wide variety of recognition materials through the Lifetouch Portal to honor and reward your students, staff, and administration.



ADDITIONAL PRODUCTS & SERVICES

CONSULT YOUR LOCAL REPRESENTATIVE FOR DETAILS!



STUDENT & STAFF ID CARDS

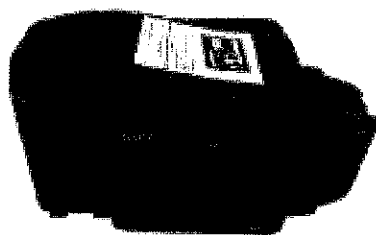
Lifetouch knows that ID Cards are a critical part of your school's day-to-day operations, so we have developed a program that puts your needs first. Our ID technology guarantees:

- Barcode compatibility with your software
- A long-lasting, tamper-resistant photo and bar code
- Delivered to your school, sorted to your specifications



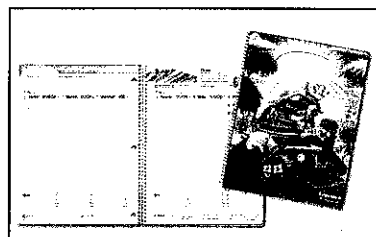
DISCOUNTED ID PRINTERS & SUPPLIES

Lifetouch will provide staff ID badges for all district administrators, staff and employees. In addition, Lifetouch can help your district secure a Fargo PVC ID printer, through our partnership pricing, that can be used at the district office for creating high quality ID replacement badges. Please discuss options with your Lifetouch Representative.



I-DEPOT INSTANT ID CARD SYSTEM

On Picture Day, Lifetouch will have this instant ID card printing system on site so that IDs can be distributed on the same day. The ID design can be customized for each school's needs with various features.



STUDENT PLANNERS

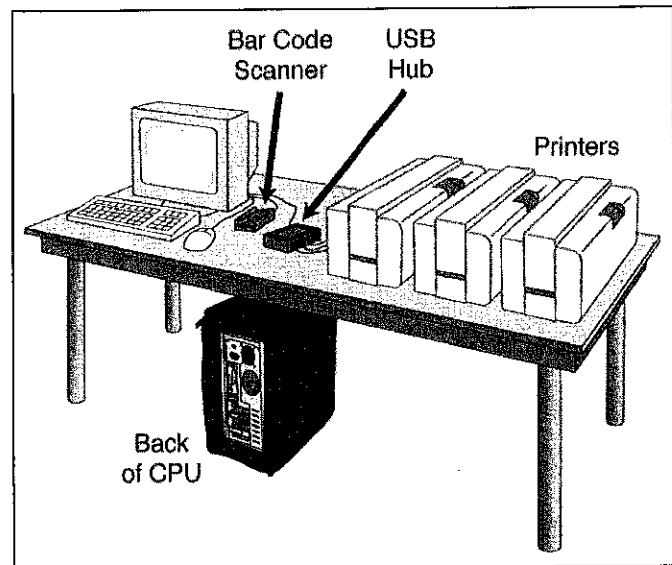
Printed planners by Premier are available to keep staff and students organized throughout the school calendar year.

I-DEPOT INSTANT ID CARD SYSTEM

I-Depot is an application and equipment system that produces instant ID Cards using images captured on Picture Day and data from your schools administration software. Lifetouch's state-of-the-art Instant I-Depot System is available at no extra charge! **It allows students to have their picture taken and walk to a table and pick up their printed ID card within minutes of being photographed.** It also has the ability to edit the data (I.e. name, grade or teacher) right there on the spot.

Instant on-site plastic (PVC) ID cards are for all staff and students. They can have information on both the front and back of the card. The ID Design can be customized for each school's needs with various features:

- ❑ **staff and student portraits**
- ❑ **barcodes**
- ❑ **school logos and mascots**
- ❑ **pre-selected designs**
- ❑ **school colors**
- ❑ **event identification**
 - **activity pass**
 - **bus number**
 - **internet access**



"I'm concerned about the quality of the ID card. Will it be compatible with our school systems?"

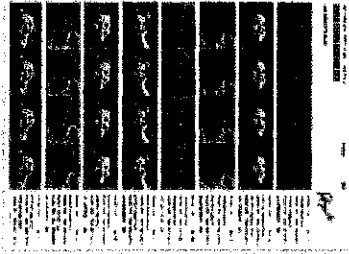
The process of creating a "quality" instant ID card that works with each school system is resolved well in advance of registration/Portrait Day. When Lifetouch comes to your school to produce an instant on-site ID card, the card design is complete, the barcodes have been tested and verified, and the ID associations for each staff/student have been assigned.

"How do I get a replacement card for a new or an existing student?"

You can produce replacement ID cards in your school by using the I-Depot CD that you will receive upon completion of registration/Portrait Day. Lifetouch will also provide 4 sets of ID capture & printing equipment your district. These images will also be on your Image Stream CD for reproduction through that format too.

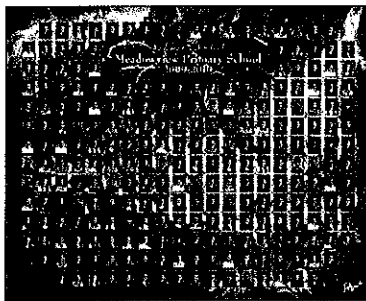
ADDITIONAL PRODUCTS & SERVICES

CONSULT YOUR LOCAL REPRESENTATIVE FOR DETAILS!



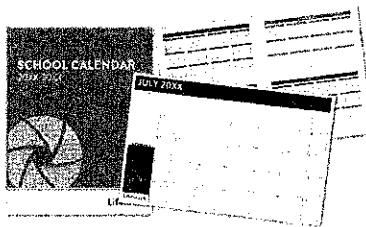
COLOR PORTRAIT STRIPS

Lifetouch will provide a strip of portraits with adhesive on the back for each student photographed. Should any school require more than four per student, we are happy to order another set at no cost.



WALL COMPOSITES

Lifetouch Wall Composites are available for a graduating class, specific group of students or an entire student body.



FACULTY CALENDARS

Complimentary school calendars are available in a variety of sizes, formats and lengths. 12-month calendars are available in desktop and booklet format.



TEEN TRUTH ASSEMBLY DISCOUNTS

TEEN TRUTH is regarded as one of North America's premier student assembly experiences. The combination of award-winning films, dynamic speakers and issue-focused topics make for an unforgettable event. TEEN TRUTH and Lifetouch can also work with your school or district to coordinate a school culture workshop for the counseling staff, faculty or student leadership groups. Lifetouch schools receive a **20% discount** on TEEN TRUTH assemblies. Visit www.teentruthlive.com to learn more.

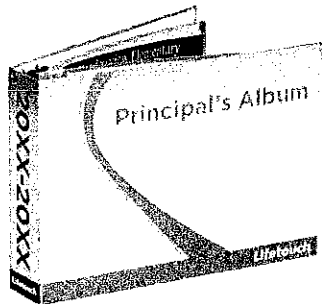
ADDITIONAL PRODUCTS & SERVICES

CONSULT YOUR LOCAL REPRESENTATIVE FOR DETAILS!



MONTAGE POSTERS

The Montage Poster is a 24" x 32" poster that uses all the students and staff photographed by Lifetouch on Picture Day to form an image. Lifetouch will provide **one complimentary framed montage** poster to each school that photographs a Spring Picture Program.



PRINCIPAL'S ALBUM

Lifetouch will provide **one complimentary Principal's Album** containing class composites to each preschool – 5th grade school. One directory will be provided to each secondary school.



YEARBOOK IMAGES

Lifetouch will supply yearbook images formatted to PSPA specifications to all school producing a yearbook. For schools publishing with Lifetouch, the images will simply be deposited in their yearbook website three weeks after retake day. For non-Lifetouch publishing schools, we will provide images electronically via a shared drive.



STAFF PACKAGES

Complimentary staff packages are provided to all staff members photographed. Package contents:

- 2 – 5x7s and 2 – 2x3s
- 1 Testing Sign
- 1 Welcome Sign

COMMUNITY ENGAGEMENT

EXCLUSIVE EDUCATION PARTNERSHIPS



Lifetouch is honored to be the official photographer for the educational associations you know and trust. It's a partnership we value and we're happy to provide them with value-added benefits and services.



Education

Support and sponsorship of sessions on key education topics, including student safety, bullying and school culture at conventions.



Giving Back

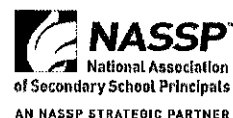
We host our school partners as together we build schools in Haiti, the Dominican Republic and elsewhere.



Photo Services

Photography for websites, press releases and professional headshots and printing of branded products and publications

We'd love to partner with your school, too. Discover why educators and parents trust Lifetouch. schools.lifetouch.com

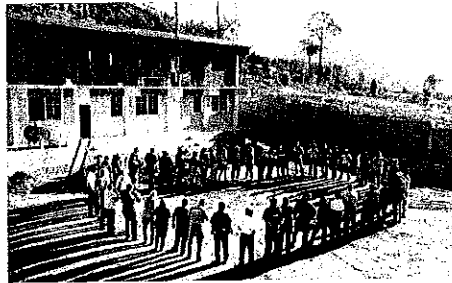


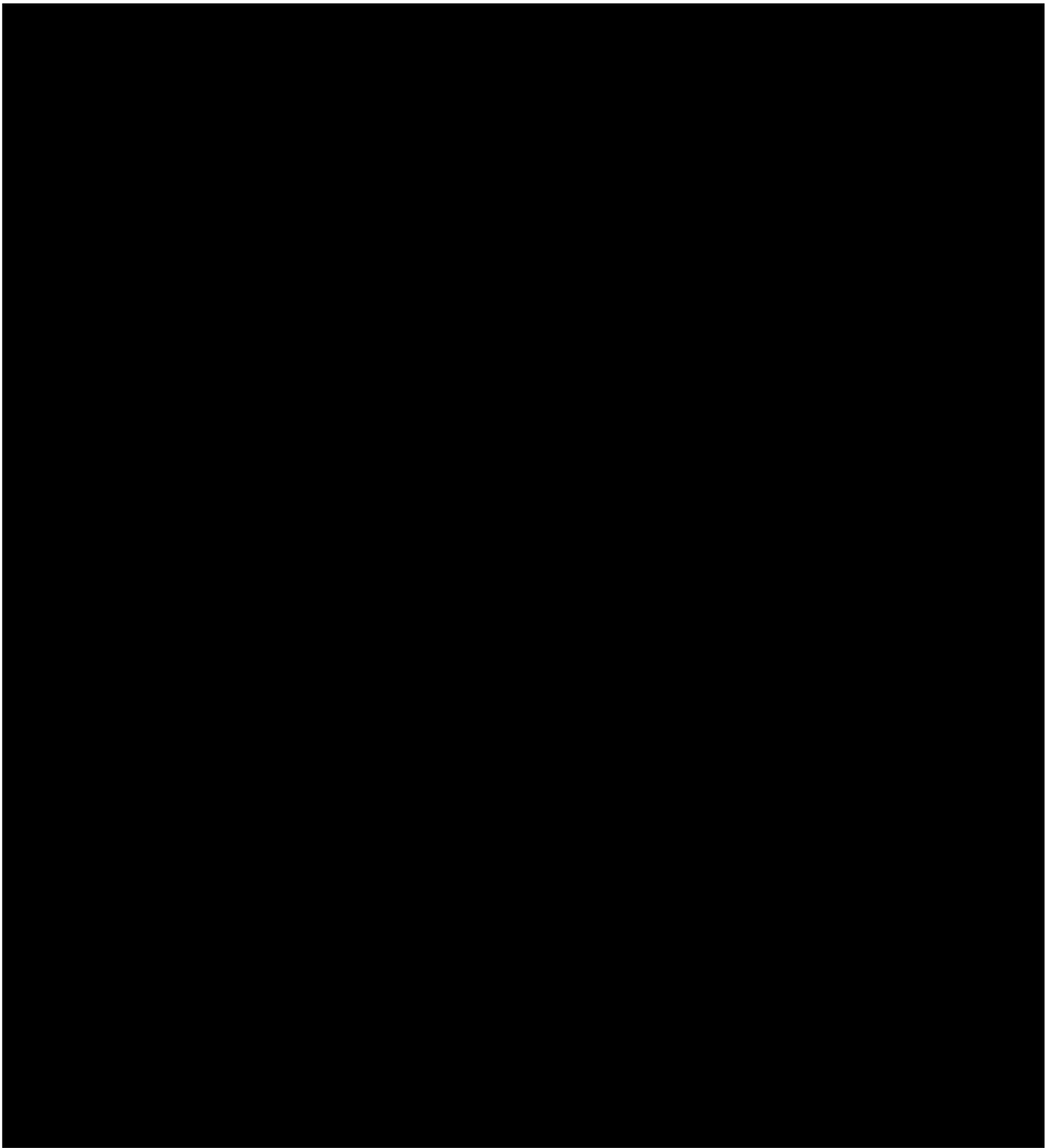
COMMUNITY ENGAGEMENT

LIFETOUCH MEMORY MISSION

Since the inception of the Lifetouch Memory Mission® in 2000, Lifetouch employees have traveled to destinations around the world to spend a week in intensive volunteer service. Lifetouch hands have helped rebuild a village in war-ravaged Kosovo, repair homes in Appalachia, establish a children's center in Jamaica, and construct a bridge in the land of the Navajo in Arizona.

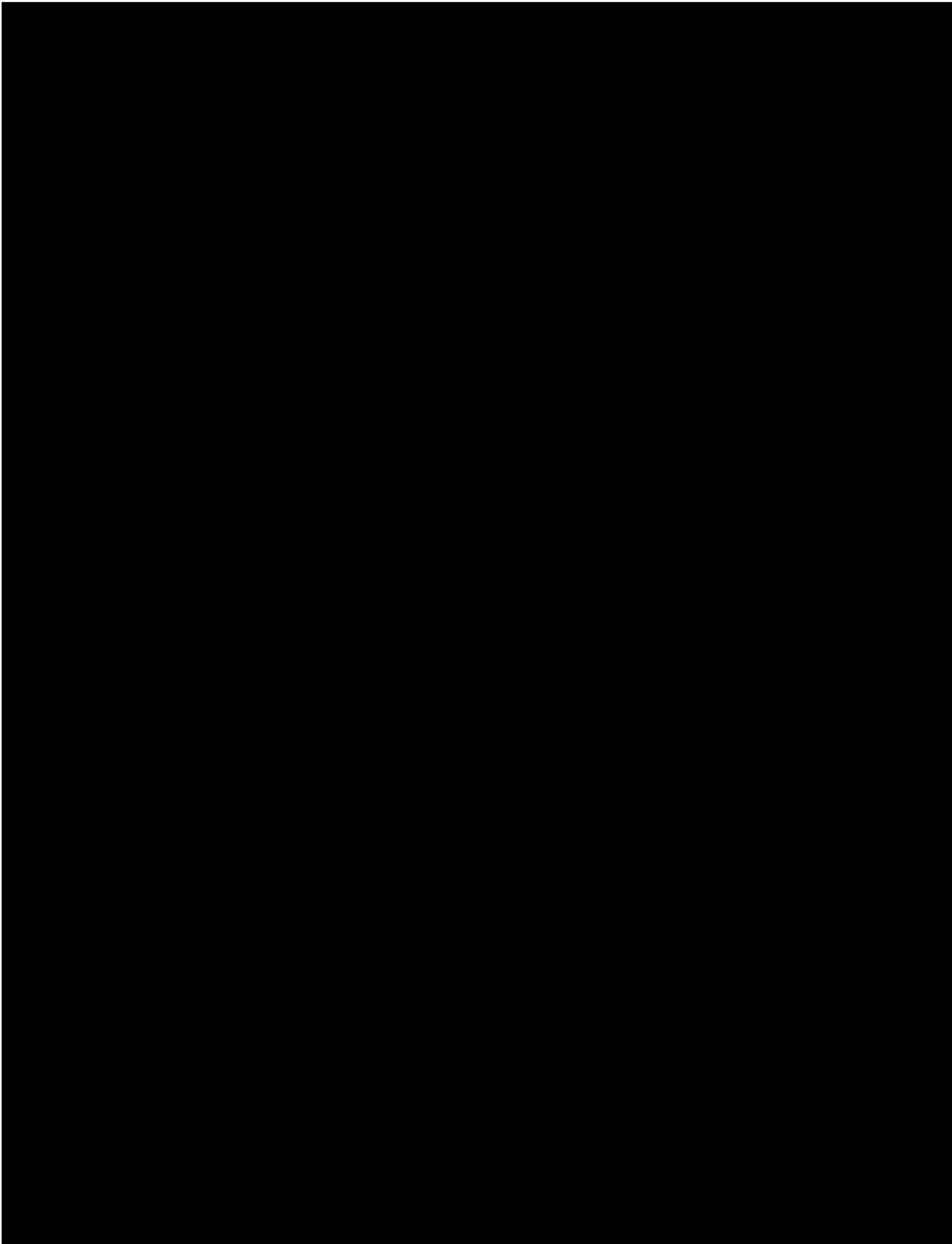
Since 2011, we have invited and encouraged participation from superintendents, principals, educators and members of the American Association of School Administrators (**AASA**), the National Association of Elementary School Principals (**NAESP**), the National Association of Secondary School Principals (**NASSP**), the National School Boards Association (**NSBA**) and the **National PTA** to build schools across Haiti and the Dominican Republic. Learn more at lifetouchmemorymission.com.





Lifetouch.







CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
04/08/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Aon Risk Services Central, Inc. Minneapolis Office 5600 West 83rd Street 8200 Tower, Suite 1100 Minneapolis, MN 55437, USA	CONTACT Diane Marquette PHONE 952.807.0668 FAX PHONE (A/C No. Ext.) E-MAIL diane.marquette@aon.com ADDRESS INSURER(S) AFFORDING COVERAGE INSURER A: Zurich American Insurance Co INSURER B: National Surety Corp INSURER C: American Zurich Insurance Co INSURER D: Federal Ins Co / Chubb INSURER E: INSURER F:	NAIC # 16535 21851 40142 20281
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COVERAGES	CERTIFICATE NUMBER:	REVISION NUMBER:
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.		

INSR	TYPE OF INSURANCE	PROD	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO. JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER			GLO104083903	03/19/2019	08/30/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 500,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 10,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000
A	<input checked="" type="checkbox"/> AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRE AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS ONLY			BAP104083903	03/19/2019	08/30/2019	COVERED BI/ST/ELIM (Per accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
B	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> RETENTION \$			SJC00032324410	03/19/2019	08/30/2019	EACH OCCURRENCE \$ 25,000,000 AGGREGATE \$ 25,000,000
AC	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER MEMBER EXCLUDED? (Mandatory in MN) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WC104083703/WC104083903	03/19/2019	08/30/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000 Limit \$25,000,000
D	Excess 1st Layer			03638454	03/19/2019	08/30/2019	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Evidence Of Insurance

CERTIFICATE HOLDER

Evidence of Insurance

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Aon Risk Services Central, Inc.

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ACORD 25 (2018/03)

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