

Good Day,

This year has been one of extreme difficulty. Just prior to the start of the school year, unexpectedly, several key staff members resigned. These seasoned veterans were responsible for all production and processes in our plant.

Over the years, proprietary software was developed by these staff members without adequate supporting documentation that would allow for the training of new personnel and our company to successfully execute our services with normal delivery timelines in their absence.

To remedy this challenge, we are in the testing phase of new industry supported software solutions that will allow for significantly improved delivery and an improved customer experience. It is our expectation that these systems will be online in the next sixty days after testing and refinement.

Our company has a B+ rating from the Better Business Bureau. We do not pay for ranking by any consumer reporting agency such as the BBB or Yelp and like many businesses do not feel that Yelp presents a fair representation of our companies overall performance. While complaints, both legitimate and illegitimate, can be filed by individuals, the scoring systems do not take into consideration the total number of customers served by the business entity. In the past year there have been nineteen (19) complaints to the BBB which have all been resolved. Of the many customers served this represents less than 0.5 percent.

We are intimately aware of the complaints filed with these organizations and will continue to address issues as they arise.

We acknowledge our delivery challenges this year and both regret and apologize. As customers have called to express their concerns for the delay we have provided them with either a discount or a free 8x10 portrait print.

Our standard delivery is approximately five weeks after an order is placed, paid in full and order poses are selected. If the customer does not complete any one of these three steps, the delivery clock does not begin. Production on portrait orders does not begin at the time that the portraits are taken or at the time that the order is paid for.

Unfortunately, we have been unable to review some of these issues within the software without searching and examining an individual's order once a claim is made.

I hope that this addresses the concerns that you have raised.