



# SELECT DIGITAL MEMORIES

*Mark Ripley 1210 Broadway St. S, Ste 240 B214*

*Alexandria, MN 56327 320.766.3463*

*[www.selectdigitalmemories.com](http://www.selectdigitalmemories.com)*

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Dear Parents and Players,

I first want to thank the AABA Board for allowing Select Digital Memories to continue as the "official" photographer of the AABA. Last season, over 5,000 photos were posted from all three leagues. Positive feedback was received about Photo Gallery and how it enriches the AABA experience.

As I plan for the upcoming season, there is a need to be more purposeful on how the 2011 Photo Gallery is developed. Last year, efforts were made to cover all of the teams equally and yet there were several families that were disappointed in the lack of photos for them to purchase.

Therefore, this season there will be several changes:

- First, most photographers have you order the posed photos before they are taken. An order form is sent home and returned with payment. I will also be offering the 8x10 - 2011 Memory Mate using this method. A sale price of \$10.95 will be offered from the regular price of \$14.95. These pre-ordered prints will be delivered to the team in a timely fashion after they are taken.
- Second, a \$10 deposit will be asked for those families that are interested in purchasing game photos. This will let me focus on the players and teams that show an interest, while continuing to post photos from all teams / games attended. As the season progresses, there may be teams that will have more photos in the Photo Gallery. Deposits will be good for the 2011 season and orders must be received by 12/31/2011.

Finally, I'm looking forward to the upcoming season and enjoying the sights and sounds from the baseball fields. If you have any suggestion or comments, please let me know.

Thanks,

Mark Ripley

[mark@selectdigitalmemories.com](mailto:mark@selectdigitalmemories.com)