

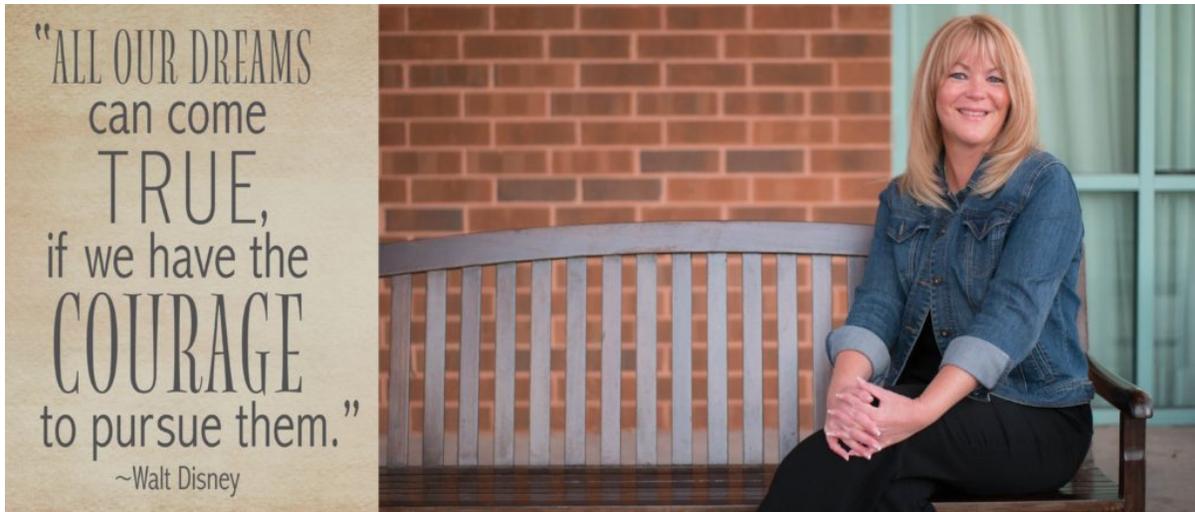


Getting Organized Now!

Inspiring you to showcase the best in life.

May 2021

Volume 4, Issue 5



Tweet



Forward



Memorial Day

Wherever we gather today 'neath "The Stars,"
Let's honor the living now wearing the scars
Which they brought from the fields of battle and strife,
While protecting "Our Flag," and our Nation's life.
Let the flowers bear tribute in their simple way.
And each one remember Memorial Day;
Remember the dead, and the living, though few,
Who fought 'neath "The Stars," and the red, white and blue.

– Frederick W. Emerson



FOREVER® LIVE VIRTUAL 2021

Join the party on July 9 & 10 as FOREVER® hosts it's second FOREVER® Live! Virtual Event. This event is for Ambassadors and Clients and includes training, perks, giveaways, and MORE!

Clients – save \$20 by registering by May 31 (normally \$89). And Ambassadors can attend for \$99 with early bird registration.

You will need Zoom to attend. Easy to [download](#) and install.

[Register](#) today!

Have questions? Call or email us today. Let's get started: (612) 616-1215; beth@gettingorganizednow.com

FOREVER® AMBASSADOR

Build a business helping people save and celebrate their memories. When you become a FOREVER® Ambassador, you join a supportive team of people who are passionate about sharing FOREVER® with others.

Membership includes:

- Commissions, discounts, and bonuses
- Training and education
- Rewards and recognition
- Own your time

There's a whole community waiting to help, including top leaders who will coach, mentor, and cheer you on as you succeed!

Call or email us today. Let's get started: (612) 616-1215; beth@gettingorganizednow.com

"The power of imagination makes us infinite." -- John Muir

Meet Beth Gibson Lilja, Photo Hound Extraordinaire and Certified Photo Manager

by Marjorie Simon

Beth got her first camera during junior high 4-H. (See BGL & Associates, LLC May blog on the great camera debate.) Little did she know her obsession with photos would become a successful career.

Her "golden" question is: "Now that you've taken all these photos, what are you going to do with them?" Well, let's consider photo preservation, first.

First and Foremost: Storing Print Photos

Unfortunately, many "preserve" photos in erred ways. For example, Beth's public relations friend once scanned 200+ magazine and newspaper clips for her business and then saved them to a flash drive—which failed. After spending \$250 trying to recover them, she accepted her clips were gone for good. Even worse, she recycled the clips after scanning—so no backup. Everything was lost.

USB Flash Drive Storage

Truth is experts warn that flash drives should be used only to transfer data to secure storage.

Backup, Backup, Backup

Experts also advise maintaining three back-up storage methods for memorabilia and every photo. Include a hard-drive back-up, cloud storage and at least one offsite method. Why? Because, as Beth says, “Stuff happens.” Time and again. (More to come on digital storage.)



Print Photo Preservation

Despite digital's popularity, many still have piles of old photos. Clients have brought Beth multiple plastic garbage sacks filled with old and more recent print photos. In fact, a friend of Beth's lost their entire family's photo collection. One sister stored all photos in her basement until the family gathered to organize them—never happened. Years later...the photos were a pile of mold. The family's history in photos was now gone—forever. Legacy lost.

Beth's clients bring in photos by the boxes, bags and drawers—full.... photos they forgot about, or from grandma's attic. After consulting with a client, Beth inspects the photos, tosses duplicates, those unwanted and those irreparable. Then she sorts. Beth preserves valued—but-damaged photos for possible restoration. Next Beth's team scans photos and then creates treasured photo displays.

To store print photos safely, Beth recommends

1. Use a method free of acid (some plastics) and lignin (found in wood boxes).
2. Store in a location with humidity between 15 and 64 percent.
3. Store at 75° or less. Avoid wide temp fluctuations. No garages, attics, or basements (unless they are climate controlled).
4. Store in a darker room; no UV or fluorescent lights. They degrade photos.
5. For in-depth information, contact Beth.

Digital Photo Storage Options

Once your photos are digitized, it's time for secure computer, cloud, and offsite storage. Beth recommends caution. Many major online storage resources require (in the fine print nobody reads) that **you grant them permission to use your photos**. Thus, your photos are no longer your private property. TRUE! Other storage can be pricey, with steep rate increases.

FOREVER Guaranteed Storage®

Beth's solution is a company she advised as they began: FOREVER Guaranteed Storage®. Beth raves about FOREVER® because:

1. You buy your storage – forever—not rent it.
2. You have sole rights to your content. You determine all uses and shares.
3. No data-mining and no advertising.
4. FOREVER® guarantees that your photos, documents, **and** videos last your lifetime, plus 100 years.

5. FOREVER® keeps your format current so it's never obsolete. It's always accessible at full-resolution—no compression.

For more information, ask Beth. Some entrepreneurs become FOREVER® Ambassadors who sell FOREVER® storage and its photo legacy products. FOREVER® Ambassadors earn a commission and gain product discounts. So, if you're also a photo hound, this may be worth considering.

Bottom line: If you're looking for an expert in photo preservation and management, Beth Gibson Lilja is your resource. <https://www.gettingorganizednow.com/photo-management>

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From our blog...

Camera Phone or DSLR Camera: What's Right for You?

June 29th is coming up and it's a big day for photo lovers. It's National Camera Day. Cameras bring to mind several things: phone cameras, cameras, and memory preservation via photos. (See our May newsletter story for more on photo preservation.) Now let's focus on cameras—fancy or phone—and what they do: capture your precious memories and/or create art.

[Read more](#)

Get caught up with all our blogs!



We invite you to join our private client Facebook Group:
[Photo Solutions Clients.](#)

2021 Page & Project Challenge Club!

\$75 | January–December 2021

Membership Guidelines:

1. Receive an exclusive gift as a Club Member.
2. Set a goal to complete 221 individual pages or projects.

3. Count all projects one-for-one.
4. Showcase your project(s) at the annual brunch.
5. Receive a \$10 discount on one workshop each month.
6. Receive a special rate for our National Scrapbook Day event.
7. Pay early-bird rate for Twin Cities Digital Day workshops.
8. Receive (2) 30-minute individual virtual coaching sessions.

Includes monthly follow-up email. Additional benefits may be added.

[Register Now!](#)

FOREVER®

\$25 FOREVER® Gift Certificate

[DRAWING](#)

Drawing will be held Saturday, June 12.

UP NEXT!

05 | 29: Virtual C&C: Canvas & Coffee
via Zoom | [Details](#)

06 | 18: No-Frills Project Workshop
BGL & Associates, LLC Studio | [Details](#)

06 | 19: Regular Project Workshop
BGL & Associates, LLC Studio | [Details](#)

We've made a change for registrations! Now you can register for [Workshops](#) or [Events!](#)

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