

As the college photographer for Baldwin-Wallace College in Berea, Ohio, I had some idea about fulfillment services. I felt that offering photographs available online would be an appealing goodwill gesture for athletes' parents to obtain professional images of their students.

It could also lift some of the burden from our Sports Information office. At the end of every season, Sports Information receives requests for images from parents and others and filling these requests takes away valuable time from an already busy department.

Secondly, I felt the college should control the use of images of our students. There were outside vendors selling unlicensed images of sports and theater productions for money without the express consent or even knowledge of the college. Having a site sanctioned and maintained by the college (namely, the college photographer) could limit the unauthorized use of photographs of our students.

In my research for fulfillment services, I heard about Danny Chu's Digipixart, Inc. on the internet and thru COSIDA. Danny was at a recent convention and our Sports Information people brought back information about Danny's company for me.

A quick email, followed up by a phone call convinced me Digipixart was the service that would be of use to B-W. Setting up an account was extremely easy and I found the terms to our liking. The fact that Digipixart requires no long term contract was an important factor in our choice of Danny's company.

Customer service is also topnotch. Before the account was even active, Danny made several calls to me and members of our web team to walk us thru setting up our web presence. Happily, that was accomplished without much trouble. Digipixart even provides an immediate sales confirmation email when someone orders photographs.

Potential customers now find a button on the Sports Information website linking directly to our Baldwin-Wallace Photo Store. Parents and athletes conveniently see that button when they are checking web guides or daily sports stats. I am investigating additional areas to provide photographs to other customers and hope to have those available in the near future. Digipixart has been exceptionally helpful and I highly recommend Danny Chu and his company.

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