

## Peter Wolf

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**From:** Peter Wolf <info@photocrazy.com>  
**Sent:** Wednesday, October 05, 2011 1:09 PM  
**To:** 'Greg Fisher'  
**Cc:** 'Carlos Perez'  
**Subject:** RE: King Ridge Fondo

**Categories:** SugarCRM

Hi Carlos,

Any decisions yet? You promised us an answer today. The troops are getting restless and most riders lose interest after a few days to purchase anything. Waiting a week after an event to post pictures would in general be a disaster in making any money or serving the interest of the riders – we wouldn't be in business anymore if it took us that long. We had about 100 inquiries about the pictures so far. Inquiries usually represent about 1/10 of total interests unless you promote it via email blast and then it could grow.

Your pictures from prior years are “journalistic” pictures. They are quality pictures capturing the essence of the event. We usually hire photographers to do the same at other large events and hand those pictures over to the event organizers because no-one ever buys them. The organizers use them with their sponsors and for promotional purposes. We usually don't even post them on the website.

Riders like pictures by themselves. No-one else in the picture, just of themselves. That's what riders like. We have 12 years of experience at it and base our livelihood on it. Some prefer a side shot and others prefer a head on shot. We offer both, actually all three since we often shot from two different sides like we did at your event.

We would recommend that you promote our pictures and allow us to go live with them. We'll be happy to share in the profits. Most important, you'll be offering EVERY rider a quality memento of the event before their interest wanes and they get ready to ride the next century.

Not quite sure how you plan on posting the pictures on your gallery for people to find their particular picture. Please keep in mind that allowing viewers to search pictures by their bib number or time they passed a photographer is a patented process and you should be licensed before you offer that. All major event photography companies are licensed with PhotoCrazy for that purpose.

Thank you,

Peter

Peter H. Wolf  
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**From:** Peter Wolf [mailto:info@photocrazy.com]  
**Sent:** Monday, October 03, 2011 5:19 PM  
**To:** 'Greg Fisher'  
**Cc:** 'Carlos Perez'  
**Subject:** RE: King Ridge Fondo

Hi Carlos,

Sorry to bug you one more time but I thought I should mention to you that PhotoCrazy, Inc. was planning on donating net proceeds from your event to Our Community House of Hope – a non-profit organization.

I have been a founding Board Member of this non-profit organization in Thousand Oaks, CA. We provide end-of-life care for terminally ill people at no cost to the resident or their family. We are 100% supported by community members and organizations and run on a \$500,000 annual budget per home.

Here is the link to the non-profit organization. Please take a look and take it into consideration when you discuss and decide on our situation: <http://www.ourhouseofhope.org>

I recently stepped down from the board but my wife has been the founder and President for the past 6 years. She is now donating her time as the Executive Directory. Here is our blog: <http://www.ourhouseofhope.org/blog>

Please be assured that I was not trying to circumvent any of your efforts. I also met a local photographer early in the morning on the course who was there without any contract or agreement with your organization which gave me additional confidence that your photography was handled by any freelance photographer and no agreement was required.

Anyway, just thought I would mention these things and hope that you will consider all of these matters.

Thank you,

Peter

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**From:** Peter Wolf [mailto:info@photocrazy.com]  
**Sent:** Monday, October 03, 2011 3:49 PM  
**To:** 'Greg Fisher'  
**Cc:** 'Carlos Perez'  
**Subject:** RE: King Ridge Fondo

Hi Carlos,

Nice talking with you.

Here is the link to the pictures. [www.photocrazy.com/perl/view.pl?ev=1000](http://www.photocrazy.com/perl/view.pl?ev=1000)

We set the price at \$10 per picture. Normally we charge \$25. We could set the price to \$0.00 or anything else. We could also brand a sponsor logo into all the pictures if you like. Check out the following link to learn more about our sponsor package:

Flash animation: <http://www.photocrazy.com/FlashBrand>

Youtube video: <http://youtu.be/3dxMYVRniwM>

Navigate to any time frame (pick 2pm or something like that when the riders were coming back). You'll see that we caught riders from three different angles simultaneously. We use fill flash on all of our cameras to avoid facial shadows. All the cameras are synchronized to the time of day.

Click on any picture and then select the Photo Certificate option. Enter your name and email and use 12345 as the Photo Certificate code. You'll get the full resolution picture immediately to your browser and a link is emailed to your email address. We allocated about 10 credits for you so you can give it a whirl and see the quality of pictures we produce.

We could also bib screen all the pictures but that would cost us another \$1000. Then, participants could enter their name or bib number and up come their pictures. Right now most people will remember the time of day they passed the camera station and most of them don't have a problem finding their pictures by remembering the time.

Like I mentioned on the phone, we would like to work with you and your organization. We don't mind sharing or giving you all of our profits from this year's effort. Maybe we can keep some to cover our expenses – about \$500 at this point.

We suspect that with proper advertisement we could generate about 3000 orders from these pictures. That's a potential of \$30,000 in revenue. We suspect that your photographers would be happy with a small fraction of that. We don't mind giving it all to you or at least come up with some fair agreement. The main thing is that your riders would appreciate getting their pictures as a memento from a great event. We think that's what it is all about.

Peter

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**From:** Greg Fisher [mailto:fish@bikemonkey.net]

**Sent:** Monday, October 03, 2011 1:33 PM

**To:** Peter Wolf

**Cc:** Carlos Perez

**Subject:** Re: King Ridge Fondo

Peter,

Thank you for reaching out to us regarding your photography at our event. Unfortunately, as [PhotoCrazy.com](http://PhotoCrazy.com) was not an official photographer of our event, we will not be posting any links to your site nor will be

messaging your service to our participants. We have our own hired photographers, our own protocols, and our own systems to deliver this product to our riders and we will not engage with an unauthorized service operating outside of our knowledge and direction.

It is our understanding that you will be making this photos available to the public on your site as early as this Monday evening or Tuesday. ***We must firmly request that you do not do so under any circumstances.*** You are welcome to contact us directly. Our event director, Carlos Perez, is copied here and is available at 707.478.9034.

Regards,

Greg Fisher  
Editor, Bike Monkey Magazine  
Marketing Guy, Bike Monkey Events  
[fish@bikemonkey.net](mailto:fish@bikemonkey.net)

On Oct 2, 2011, at 12:02 PM, Peter Wolf wrote:

Hi Greg,

Maybe you saw our photography equipment on Sullivan Road by the cemetery. We took nearly 50,000 pictures of bikers heading out (3 dedicated automatic cameras) and another 3 automatic cameras of bikers coming back.

Absolutely stunning pictures. We caught just about EVERY rider on the way back because they were more spread out. We took pictures until about 6pm (we missed the last five).

The pictures should be up on our website by Monday or Tuesday. **Can you please put a link to our website from your photo page?** [www.photocrazy.com](http://www.photocrazy.com)

We normally sell our image files (that's all we offer – just the high res image file) for \$25 each. However, we thought we would offer them to your participants at \$10 each and we could even return some of our profits to your organization depending how the sales go. Letting people know where they can find their pictures is important.

We drove 1000 miles round trip to be there. Many participants asked us to come since they know of our work.

You did a terrific job organizing the event. I participate in many events, including the Tour de Palm Spring with about 8000 riders, and I thought your event was exceptional.

I did get an ear full from the cemetery people (president of the organization) about not being informed with the porta-potties that were left there. I have her contact info if you want it. I tried to schmooze things over with her as much as I could and she calmed down quite a bit.

Peter

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